

**ECF/EGWA 1<sup>st</sup> European EuroVelo, Greenways and Cycle Tourism Conference  
Room 200, La Cité, Nantes France on Wednesday 26<sup>th</sup> September 2012**

**FINAL PROGRAMME**

09:00 – 10:20 Opening Plenary

- Gilbert Perrin, President, European Greenways Association (EGWA)
- Bernhard Ensink, Secretary General, European Cyclists' Federation (ECF)
- Jacques Garreau, Vice President, City of Nantes
- Hadrien Bedok, Head of Mobility, City of Nantes
- Ilona Lelonek, Policy Officer, European Commission (DG ENTR)

10:20 – 10:50 *Coffee Break*

10:50 – 13:15 First Workshop: Web portals and applications for smart phones – update on the latest promotional tools for cycle routes and greenways.

- 3 presentations relating to national and regional web portals, including Lukas Stadtherr of Veloburo, Francis Legros of France Vélo Tourisme and François Leruth of the Service Public de Wallonie. Questions and discussions
- 3 presentations relating to trans-national overview portals from Jesper Pørksen on Naviki, Eli Viten on EuroVelo 12 - North Sea Cycle Route and Melanie Vidin on EuroVelo 15 – Rhine Route. Questions and discussions.
- 3 presentations relating to promotional tools, including Gerard Darnes of Vias Verdes de Girona in Spain, Julien de Nomazy of Bayard Web Solutions on the EuroVelo 6 webportal and Liam O'Mahony and Brian Quinn from Great Southern and Western Greenways in Ireland. Questions and discussions.

13:15 – 14:45 *Lunch*

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14:45 – 16:15 Second Workshop: Usage monitoring and impact assessment and Connection of cycling tourism and greenways to new niches markets.

- 3 presentations and discussions relating to usage monitoring (counters, surveys etc.) and impact assessment, including Richard Weston from the University of Central Lancashire, Christian Weinberger of Ecoplus and Nicolas Mercat of INDDIGO on Le tour de Bourgogne and other French examples.
- 2 presentations and discussions about the connection of cycling tourism and greenways to new niches markets (e.g. accessible tourism, senior tourism etc.) from Mercedes Muñoz of AEVV- EGWA and Carmen Aycart of the Spanish Railways Foundation.

16:15 – 16:45 *Coffee Break*

16:45 – 17:00 External View from Jim Sayer, Executive Director of Adventure Cycling (US), and Christian Haag, Chief Executive Officer of Bicycle SA (Australia).

17:00 – 17:30 Final Plenary

- Ed Lancaster (ECF) on European Funds - opportunities for cycle tourism.
- Dominique Lebrun, Inter-ministerial Coordinator for the Development of Cycle Usage in France
- Closing words from Mercedes Muñoz Zamora (EGWA)

17:30 Close

**The conference will be followed by the annual congress of the Départements & Régions cyclables (DRC) on the 27th / 28th September. You can view the programme of the DRC's congress on their [website](#). Please note that registration for that event has now closed.**

**English / French translations will be available at the conference and for most of the congress.**

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