

Oekolampad Centre  
Allschwilerplatz 22, Basel, CH  
19<sup>th</sup> September 2014  
Moderator: Mr. Tim Schlueter

“Cycling without borders”, Lessons from the DEMARRAGE – EuroVelo 15 – Rhine Route Project. Outbound capitalisation in the frame of the EuroVelo - Greenways Cycling Tourism Conference.

## Agenda

Time	Topic	Speakers
9.00 – 10.30	Opening plenary: Cycling Tourism in the political and economic agenda	<p><b>Sjaak Kamps</b>, EURegio Rhein-Waal - Lessons from the Demarrage Project</p> <p><b>Ilona Lelonek Husting</b>, European Commission, DG Enterprise - EU Funding for Tourism 2014-2020</p> <p><b>Roberta Calcina</b>, Interreg South East Europe – Cycling and the 2014-2020 Interreg funding period.</p> <p><b>Fredi von Gunten</b>, SchweizMobil, Switzerland – Switzerland’s integrated mobility, a model for Europe</p>
10.30 – 11.15	Presentation of the project results – Round table discussion involving :	<p><b>Claudia Schwarz</b>, Romantischer Rhein Tourismus, Germany - transnational marketing</p> <p><b>Lukas Stadtherr</b>, VeloBuero, Switzerland – Corporate design, signposting.</p> <p><b>Sally Friedrich</b>, EURegio Rhein-Waal – Business panels</p> <p><b>Ádám Bodor</b>, European Cyclists’ Federation (ECF) – Long Term Management and the European Certification Standard</p>
11.15 – 11.45	Coffee break	

11.45 – 13.00

Long term management and financing follow-up activities

**Martyn Brunt**, Sustrans, UK – The benefits of well developed monitoring processes.

**Agathe Daudibon**, Départements et Régions Cyclables, France – Using Rural development funds in cycling projects - 3 case studies

**Christian Weinberger**, EuroVelo Coordination/Ecoplus, Austria – EuroVelo 9 financing and development.

13.00 – 14.30

Lunch-break

Free conversation with the speakers at themed tables.

14.30 – 16.00

Products for cyclists, routes for cyclists

**Mercedes Muñoz**, European Greenways Association (EGWA) – Accessible tourism

**Patrick Jansen**, Probos, Netherlands – MTB Trail building and nature conservation values

**Azucena Roa & Pedro Conde**, Deporventura, Spain – Discovering central Asturias through its greenways.

**Dany Heck**, Tourismusagentur Ostbelgien, Belgium – Vennbahn, an award-winning cycle route product

16.00-16.45

Coffee break

16.45 – 17.30

Promotion and communication

**Daniel Mourek**, Nadace Partnerství, Czech Republic - EuroVelo13, tours in historical context

**Gerard Darnés**, Vies Verdes de Girona, Spain – Transnational Marketing for the PiriNexus route

**Jesper Poerksen**, VisitEastDenmark, Denmark – The Copenhagen– Berlin bikeway, an integrated bike experience for long distance cyclists and day tourers.

17.30-17:45

Closing words

**Gilbert Perrin**, EGWA and **Bernhard Ensink**, ECF

18.00

Start of Evening programme – City Tour