



**Cycling without borders:
Lessons from the DEMARRAGE
– EuroVelo 15 – Rhine Route
Project**

Outbound capitalisation in the
frame of the EuroVelo,
Greenways and Cycling tourism
Conference

Friday 19th September 2014,
Bildungszentrum 21, Basel, CH

English (translation to German, French)
Admission free
Registration opens 1st June on
eurovelo.org

Morning Agenda

Time	Topic
9.00 – 10.30	Opening – How does cycling tourism fit to current political/economical agenda?
10.30 – 11.15	What was the mission of project Demarrage? Presentation of the project results
11.15 – 11.30	Coffee break
11.30 – 13.00	Long-term management and financing follow up activities
13.00 – 14.30	Lunch-break

Afternoon Agenda

Time	Topic
14.30 – 16.00	Products for cyclists, SMEs and routes for cyclists
16.00-16.45	Coffee break
16.45 – 17.30	Promotion and communication
17.30-17:45	Closing words