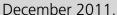
EuroVelo the European cycle route network









Introduction, goals and objectives

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EuroVelo, the European cycle route network, was initiated by the European Cyclists' Federation (ECF) to develop a network of high-quality cycling routes linking all countries in Europe. The network can be used by long-distance cycle tourists, as well as by local people making daily journeys. The European Parliament, the European Economic and Social Committee and several European Union Member States have asked the European Commission to integrate EuroVelo into the Trans-European Transportation Network (TEN-T).

One of the ECF's main goals is to ensure that the EuroVelo network is substantially complete by 2020.

Objectives of EuroVelo:

1.Economic – help create lasting economic growth with more and better jobs.

- It is estimated that the network will generate €5 billion direct revenue per year if it is fully developed.
- Strengthen the leading position of Europe amongst tourism destinations.
- Establish and maintain cycling facilities that require larger work forces but less material.

2.Environmental - reduce the environmental impact of tourism and transport.

- Promote cycling as an environmentally sustainable form of leisure and mobility activity.
- Encourage cyclists to combine public transport and cycling.
- Wherever possible use existing facilities. New facilities, where necessary, should have minimal impact on the environment.
- Promote effective spatial and land use planning that allocates more space for cycling. 3.Regional and rural development.
- Connect both famous and 'less well known' tourism destinations.
- Improve the well-being of local communities by providing cycling facilities.

4. European cohesion and mutual understanding.

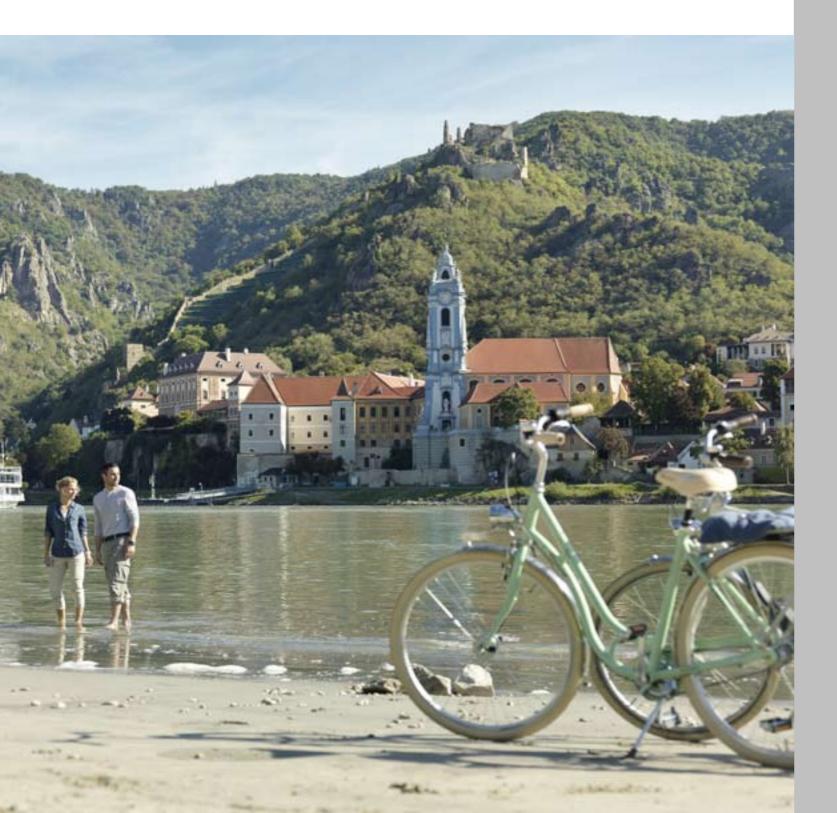
- Remind citizens about the history, culture and nature of Europe through cycling.
- Stimulate direct face to face interactions between people.
- Encourage more women and families to take up cycling.
- Provide opportunities for disabled people to use the routes.

5. Public health - Improve the health of European citizens.

Motivate the population to pursue healthy leisure and mobility activities.

6.Exchange of experiences – Stimulating and high quality cycle routes.

Implementation



The aim of this strategy is to:

- Define the current status of the EuroVelo cycle route network.
- Explain what the completed EuroVelo network will look like in 2020.
- Define the actions necessary to complete the network between 2012- 2020.
- Provide guidance and act as a lobby tool.

It is expected that the current strategy will be adopted and implemented by relevant European and national authorities and organisations.

Principles related the current strategy:

- This document contains the suggestions and reflections of the different stakeholders and is accepted by the ECF EuroVelo Council and the National EuroVelo Coordination Centres and Coordinators.
- This strategy should be evaluated and, if necessary, revised biannually.
- This strategy is valid until an updated version is available but not later than 2020.
- The necessary actions are grouped under the following measures: route infrastructure; services; marketing and promotion; organisation; and financing.
- The current strategy fully respects the concept of 'subsidiarity' and delegates actions to lowest geographical level (wherever possible).

Geographical levels of actions (with a few examples):

- European: EuroVelo.com overview web portal, EuroVelo promotional map.
- Trans-national: subsites of EuroVelo.com for specific routes; promotional material relating to individual routes.
- National and regional: detailed information on a national portal about sections of routes
- Local: additional signs which show local attractions along the route.

Development Strategy 2012 -2020

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The EuroVelo network currently consists of the following 14 routes:

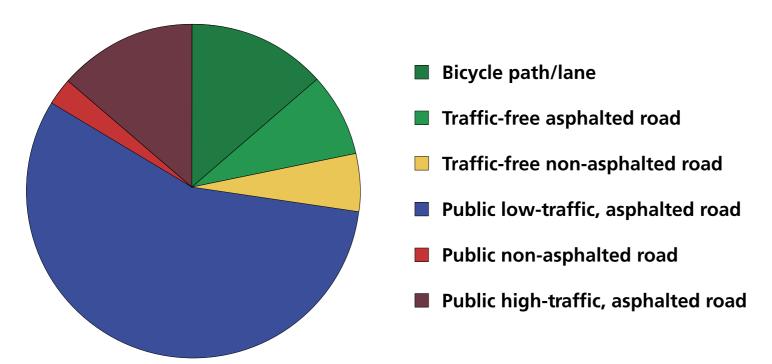
- EuroVelo 1 Atlantic Coast Route
- EuroVelo 2 Capitals Route
- EuroVelo 3 Pilgrims Route
- EuroVelo 4 Central Europe Route
- EuroVelo 5 Via Romea Francigena
- EuroVelo 6 Atlantic to the Black Sea
- EuroVelo 7 Sun Route
- EuroVelo 8 Mediterranean Route
- EuroVelo 9 Baltic to the Adriatic
- EuroVelo10 Baltic Sea Cycle Route
- EuroVelo11 East Europe Route
- EuroVelo12 North Sea Cycle Route
- EuroVelo13 Iron Curtain Trail
- EuroVelo15 Rhine Route

Information in the current strategy takes into account these 14 routes. Major changes to the routes or the addition of further routes can only be made with the official approval of the EuroVelo organisation.

Existing and new EuroVelo routes fulfill the following basic criteria:

- are based on existing or planned national or regional routes;
- involve at least two countries;
- are at least 1,000 km in length;
- are easy to communicate / have an internationally recognisable identity and name (marketing potential); and
- have action plans in place (detailing the steps required to fulfill the basic criteria for route components), which are supported by the relevant stakeholders.

Route Infrastructure Components



Current status:

- The length of the whole network is approx. 70.000 km
- Share of the route infrastructure components¹:
 - Bicycle path/lane: 14%
 - Traffic-free asphalted road: 8%
 - Traffic-free non-asphalted road: 6%
 - Public low-traffic, asphalted road: 56%
 - Public non-asphalted road: 3%
 - Public high-traffic, asphalted road: 14%
- Public roads with high levels of traffic are very challenging, particularly those close to tourism hotspots, along main European transport corridors or in urban areas. In Northern Europe, South-Eastern Europe and in mountainous areas, perhaps the most significant problem is the use of non-asphalted public roads.
- As of December 2011, EuroVelo signing exists (on all or on some routes) in Austria, Croatia, Czech Republic, France, Germany, Hungary, Italy, Serbia, Slovakia, Switzerland and the UK and is currently under construction in Belgium, Bulgaria, Finland, Estonia, Denmark, Latvia, Lithuania, Netherlands, Poland and Romania.
- Good connections with Public Transport are extremely important for the network. Changes to public transport can destroy connections and can interrupt routes (e.g. it is no longer possible to take a ferry between the Shetland Islands and Norway on EuroVelo 12 – North Sea Cycle Route). Poor public transport services can also make important nodes inaccessible by bike or do not provide alternatives on problematic sections.

The numbers include information relating to the following countries: Austria, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, (northern) Poland, Portugal, Russia, Slovakia, Slovenia, Spain, Serbia, Sweden, Switzerland and Ukraine. However, it excludes data from Albania, Belarus, Belgium (Flanders), Bosnia and Herzegovina, Croatia, Finland, France, Germany, Kosovo, Macedonia, Montenegro, the Netherlands, Norway, (southern) Poland, Romania and the UK, because the relevant information was not available at the time of printing this publication.

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Expected conditions by 2020:

• Every section is located on low traffic public roads or on car free infrastructure with asphalted or good quality consolidated surface (i.e. it is possible for average users to ride the routes throughout the season with a loaded trekking / touring bike).

Route infrastructure –

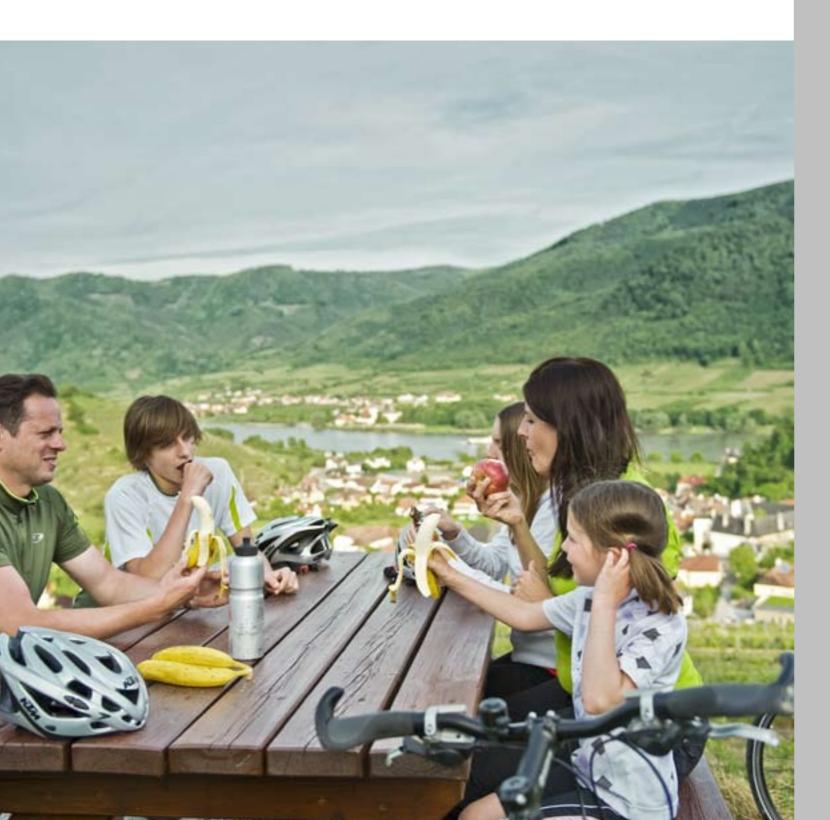
goals and actions

- On the most frequented sections, the road quality is improved to such an extent that the range of different user groups increases.
- Signing is in accordance with the regulations of the respective nations and/or regions and is continuous in both directions
- Signing is supplemented by EuroVelo route information panels, in accordance with the publication "Signing of EuroVelo cycle routes".
- Public transport companies connect the main nodes and provide bicycle transportation services as an alternative on mountainous sections or instead of roads with high levels of motorised traffic.

Actions for route infrastructure development:

- Strengthen the route coordination on European, national and regional "levels".
- Integrate EuroVelo in the official European, national, regional and local transportation networks.
- Reduce the speed and/or volume of the motorised traffic on the routes.
- Improve the surface of the routes (e.g. asphalt, paving etc.).
- Install new route infrastructure components (e.g. signing, bridges etc.).
- Integrate EuroVelo signing into the national signing regulations or develop national signing regulations, incorporating EuroVelo signing, if they do not currently exist.
- Install new or additional EuroVelo signing along every EuroVelo route.
- Connect the main nodes of the EuroVelo network with European, national, regional and local public transportation networks (with bike delivery services).
- Develop and operate a route infrastructure monitoring and maintenance system.

Development Strategy 2012 -2020



Current status:

Unsurprisingly, the density and quality of accommodation, restaurants, shops, bike repair services, bike rental outlets etc. along EuroVelo routes varies considerably.

- Higher densities and quality can be found in classical tourism destinations and urban areas. Although, in the case of some popular tourism destinations (e.g. some sections of EuroVelo 6 – Atlantic to the Black Sea and EuroVelo 3 – Pilgrims Route) it is challenging to accommodate cyclists due to the numbers of visitors, particularly in the high season.
- In rural areas it is common to find fewer services with a more limited choice. There are extremely long sections in Scandinavia, the Balkans and in Eastern Europe that have very limited services but high potential in terms of rural tourism and gastronomy.
- Cyclist friendly service schemes are already in place in Austria, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxemburg, Montenegro, the Netherlands, Poland, Serbia, Slovakia, Slovenia and the UK. In Switzerland they are part of a general partnership (not a separate cycling friendly Network). The existing schemes are open for a stronger European cooperation.

Expected conditions by 2020:

- The density and quality of accommodation, restaurants, shops, bike repair services, bike rental outlets etc. satisfies the relevant target groups along each section of every route.
- National cyclist friendly service schemes cover 80% of the routes with those schemes cooperating with each other on a European level.

Actions for service development:

- Identification of the critical deficiencies on each section.
- Development of sufficient capacities in the key locations in the relevant service types.
- Develop new national cyclist friendly service schemes (where there are currently none) and continue to develop those already in place.
- Facilitate cooperation at the European level between national cyclist friendly service schemes.



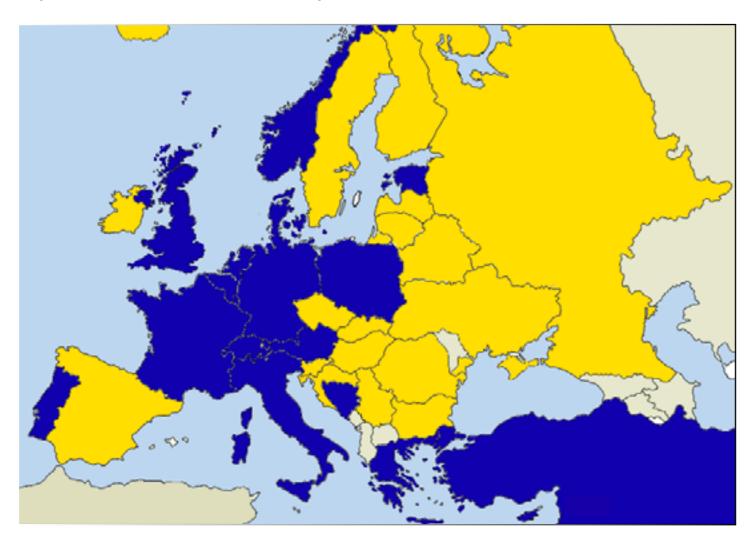
Current status:

- The EuroVelo brand is the registered trademark of the ECF.
- The EuroVelo Web Strategy was developed and approved by the ECF in 2011.
- The EuroVelo routes 6, 12 and 13 have their own web portal and several other routes have websites based on private initiatives.
- For EuroVelo15, a new web portal has been in development since 2011. This has been prepared in accordance to the EuroVelo Web Strategy and will serve as an example for other EuroVelo routes because of its sustainability and transferability.
- EuroVelo.org, the website for professionals working on the routes, is already live.
- A EuroVelo newsletter is published for professionals on a regular basis.
- The EuroVelo promotional overview map was published in 2009.
- EuroVelo is frequently (but not systematically) mentioned in national and regional promotional publications, guidebooks and bookable offers.
- EuroVelo is represented by presentations at some fairs and conferences.

Expected conditions by 2020:

- The use of the EuroVelo brand is coordinated and controlled according the EuroVelo corporate design guidelines.
- EuroVelo is integrated into bookable offers.
- An attractive EuroVelo.com entering portal is established and provides overview information which is updated regularly and the site is visited frequently.
- All routes have their own regularly updated and frequently visited, attractive 'subsite'
 within the EuroVelo.com umbrella, which leads visitors to the relevant detailed
 information on the national and/or regional portals.
- Every country (or, in exceptional circumstances, region) crossed by a EuroVelo route has its own web portal, which provides relevant detailed information about every section with links to EuroVelo.com and, if possible, to the relevant neighbouring sections.
- EuroVelo.org contains all relevant information for professionals working on the routes.
- EuroVelo newsletters are published regularly for professionals and cyclists.
- The EuroVelo promotion maps and other printed promotional tools are published regularly and distributed widely.
- EuroVelo is regularly mentioned in relevant promotional publications and guidebooks.
- EuroVelo is well represented in the press and media.
- EuroVelo is promoted by special cycling events and at every relevant fair.

Map of the National EuroVelo Coordination Centres and Coordinators (correct as of 31st December 2011)



National EuroVelo Coordination Centres and Coordinators

On-going discussions with one or more organisation about becoming a National EuroVelo Coordination Centre or Coordinator

Organisation – European and national coordination

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European Cyclists' Federation (ECF)

- founded in 1983, the European Cyclists' Federation (ECF) is the umbrella federation of national and regional cycling organisations. ECF has 67 member groups in 39 countries and represents around 500,000 individual member and millions of European cyclists.
- coordinates the implementation, operation and quality assurance of EuroVelo at European level.
- communicates overview information about EuroVelo on the European level.
- advises and supports the National EuroVelo Coordination Centres and Coordinators, and manages the exchange of skills and experience between them.
- should develop its professional capacities step by step between now and 2020.
- should involve more European stakeholders in the decision making process.

National EuroVelo Coordination Centres

- tasks and requirements are summarised in the ECF publication "National Coordination Centres, guidance on application process".
- are organised in accordance with the requirements of each country, bringing together territorial authorities, tourism organisations, cycling organisations, public transport companies and service providers
- coordinate and ensure the implementation, operation and quality assurance of EuroVelo at the national level
- regularly conduct surveys, monitoring and submit reports to the ECF
- ensure route coordination with the ECF
- should cover at least 50% of the countries by 2020.

National EuroVelo Coordinators (without Coordination Centres)

- can take over the role of National EuroVelo Coordination Centres where those are not yet established, but should work on establishing Coordination Centres.
- have the same tasks as the Coordination Centres, but on a lower level.
- should cover all countries without Coordination Centres by 2020.

Public bodies of the European Union

The different Directorate-Generals of the European Commission and the European Parliament should deal with EuroVelo-related issues and integrate them within their legislative frameworks and guidelines.

Organisation –

- Political support: European Parliament, EESC², Council of Regions
- Tourism and SME³ development policy: DG ENTR⁴
- Transport policy and the TEN-T⁵ Network: DG MOVE⁶
- Regional development and Structural and Cohesion Funds: DG REGIO⁷
- Environmental policy: DG ENV8, DG CLIMA9
- Rural development: DG AGRI¹⁰
- Health: DG SANCO¹¹

European federations, NGOs and research institutes:

- Political support: federations acting on behalf of regions and municipalities
- Public transport connections: federations acting on behalf of public transport
- Accommodation and gastronomy: federations acting on behalf of service providers
- Bookable offers: federations acting on behalf of tour operators
- Promotion: European Tourism Council Visit Europe
- Monitoring, evaluation and standardisation: scientists and engineering bodies

National / regional governments and organisations

These organisations should provide political support through relevant legislation and standards and help to deliver longer sections of EuroVelo routes, coordinated by the National EuroVelo Coordination Centres (primary role) and with the ECF (secondary role).

- Transport ministries, transport development and maintenance authorities
- Tourism ministries and tourism boards
- Regional and rural development ministries and agencies
- Public transport service providers

Local municipalities and enterprises should implement their sections and develop services.

²European Economic and Social Committee (EESC)

³Small and Medium Enterprises (SME)

⁴Directorate-General for Enterprise and Industry (EG ENTR)

⁵Trans-European Networks – Transport (TEN-T)

⁶Directorate-General for Mobility and Transport (DG MOVE)

⁷Directorate-General for Regional Policy (DG REGIO)

⁸Directorate-General for Environment (DG ENV)

⁹Directorate-General for Climate Action (DG CLIMA)

¹⁰Directorate-General for Agricultural and Rural Development (DG AGRI)

¹¹Directorate-General for Health and Consumers (DG SANCO)



Financial resources for European level activities

- ECF members
- European funds directly allocated to Directorate-Generals and their agencies
- National EuroVelo Coordination Centers
- Private sector to develop and communicate European (level) services and products (should be connected to more than one route).

Financial resources to trans-national level activities

- European territorial cooperation resources.
- National and regional resources.
- Private sector to develop and communicate cross-border services and products connected to one specific route.

Financial resources to national and regional level activities

- European resources (structural, cohesion funds and CAP¹¹) distributed by national and regional authorities.
- National and regional government bodies' own resources
- Private sector to develop and communicate national and regional services and products (can be connected to more than one route).

Financial resources to local activities

- European resources (structural, cohesion funds, CAP) distributed by national and regional authorities.
- National and regional government funds
- Local municipalities' own resources
- Private sector to develop and communicate local services and products (can be connected to more than one route).

Costs:

Development Strategy 2012 -2020

The cost of the development of the EuroVelo network can only be estimated if Action Plans for each route are prepared. Based on the current information, it will be approximately €1,5 – 2,5 billion for 2012-2020.

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Route infrastructure:

- Overview route database 100% completed by 2013
- 60% of the EuroVelo routes signed according to the "Signage of EuroVelo cycle routes" manual by 2017
- EuroVelo network substantially complete (60% of the routes certified as 'good' and the rest as at least 'appropriate') by 2020

Marketing and promotion:

- EuroVelo.com overview web portal developed by 2013.
- Every route has its own subsite on EuroVelo.com by 2016.
- Complete promotion and communication for each route by 2020.

Services

National cyclist friendly service provider schemes covering 80% of the routes, which cooperate on a European level.

Organisation:

- Every country has at least a National EuroVelo Coordinator in place by 2013.
- All the key manuals and guides are published by 2014.
- 50% of the countries have a National EuroVelo Coordination Centre established by 2020

Financing:

- EuroVelo and / or cycling routes explicitly mentioned in the European legislation and/or guidelines (for the 2014 – 2020 period) by 2013.
- EuroVelo and/or cycling routes explicitly mentioned in the accepted EU supported operational programmes (for the 2014 – 2020 period) by 2014.

Impacts and Cost Benefit Analysis:

- 12.5 million holiday trips, 33.3 million day excursions generated per year.
- Direct income of 5 billion Euro per year (once the network is complete).





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The current publication is part of ECF EuroVelo publication series. It should be read in conjunction with the following publications:

- EuroVelo, the European cycle route network
- EuroVelo, National Coordination Centres, guidance on application process
- EuroVelo, Guidance on route development process
- EuroVelo, Signing of EuroVelo cycle routes
- EuroVelo, Corporate design of EuroVelo cycle routes (planned)
- EuroVelo, Web solutions for EuroVelo cycle routes (planned)
- Additional guidelines over time

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