



# EuroVelo Workshop

## Transnational Long-Term Management Systems

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# INTRODUCTION



1. Introduction to the transnational Long-term Management Systems (LTMS)
2. Existing LTMS: the successful example of the EuroVelo 15 – Rhine Cycle Route transnational cooperation
3. Further LTMS – new opportunities for transnational cooperation

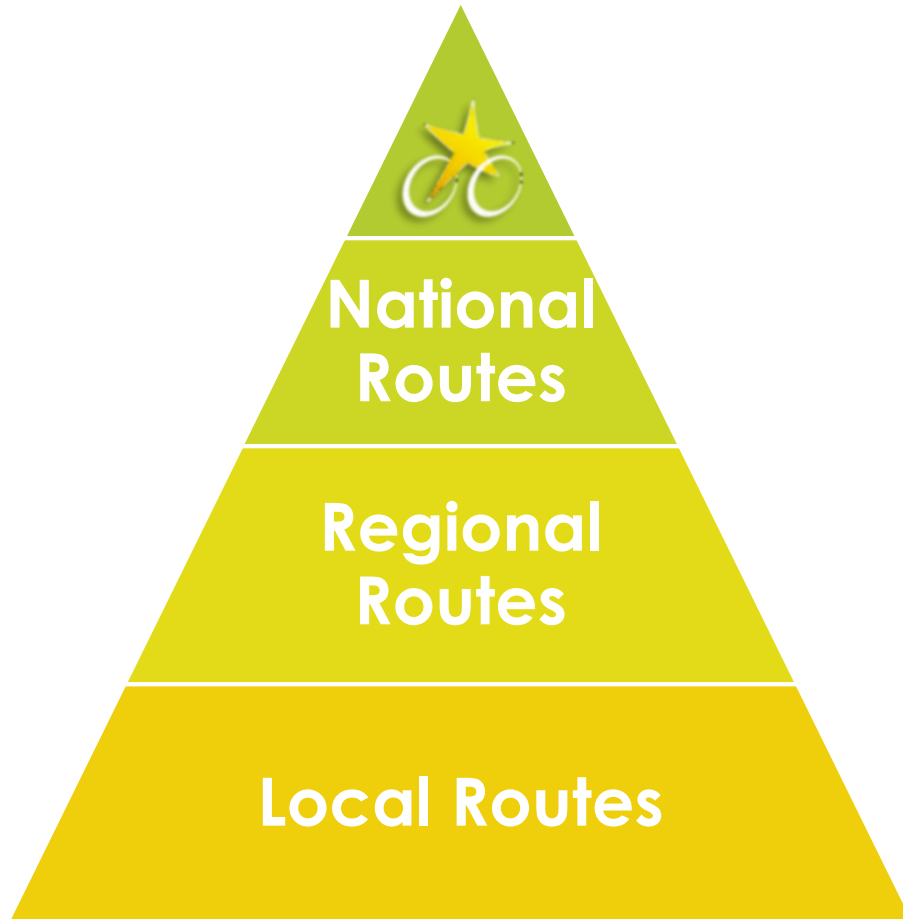




# INTRODUCTION TO THE TRANSNATIONAL LONG-TERM MANAGEMENT SYSTEMS



# GOVERNANCE



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- ECF – EuroVelo management team and EuroVelo Council
- National EuroVelo Coordination Centres and Coordinators (NECC/Cs) and National EuroVelo Contact Points
  - Project partners on route development projects and long term management of transnational routes (NECC/Cs, project partners, etc.)
  - National Route Itinerary Committees (NECC/Cs, regions, etc.)



# INTRODUCTION



## Activity levels:

### 1. Trans-national – the LTMS is only dealing with transnational activities

### 2. National and “state” level

- National EuroVelo Coordination Centres and Coordinators (NECC/Cs)
- Route Itinerary Committees

### 3. Local level





# EXISTING TRANSNATIONAL LONG-TERM MANAGEMENT SYSTEMS:

## The success story of EuroVelo 15



# EuroVelo 15 - Rhine Cycle Route







# EuroVelo 15: a sustainable trans-national cooperation



2,3 Million Euro investment on the trans-national level – DEMARRAGE project (2011 – 2014)





# EuroVelo 15: a sustainable trans-national cooperation



2,3 Million Euro investment on the trans-national level –  
DEMARRAGE project

The model for the LTMS has to ensure the following:

- operational effectiveness
- ability to assume responsibilities **on transnational level**
- financial risks and liability
- cost effectiveness
- durability





# EuroVelo 15: a sustainable trans-national cooperation



Country	Region	Length (km)	%
<b>Total:</b>		2430	
<b>Switzerland</b>	All	437	18%
<b>France</b>	All	199	8%
	Haut-Rhin	67	3%
	Bas-Rhin	132	5%
<b>Germany</b>		1514	62%
	Baden-Württemberg	508	21%
	Rheinland-Pfalz	407	17%
	Hessen	111	5%
	Nordrhein-Westfalen	488	20%
<b>Netherlands</b>		280	12%
	Zuid-Holland	0	0%
	Gelderland	0	0%





# EuroVelo 15: a sustainable trans-national cooperation



- Long-term management signed for three (2015 – 2017) + three years (2018 – 2020)
- All regions and countries committed – financially as well
- ECF – appointed as secretariat





# EuroVelo 15: a sustainable trans-national cooperation



## Categories of the tasks:

- **Must have** – the yearly contribution of the partners should cover
- **Nice to have** – additional resources are needed to implement them





# EuroVelo 15: a sustainable trans-national cooperation



## Group of task activities:

- Route infrastructure
- Public transport
- Services
- Marketing, promotion, communication
- Usage monitoring, evaluation
- Organization





# EuroVelo 15: a sustainable trans-national cooperation



## Route infrastructure activities

### Must have tasks:

- Coordination of the itinerary on trans-national level
- Coordination of the signing systems on the trans-national level
- Monitoring the implementation of the Action Plan

### Nice to have task:

- Organization of the working group route infrastructure





EuroVelo 15: a sustainable transnational cooperation



## Public transport activities

### Nice to have task:

- Keep the information updated about the cross-boarder public transport opportunities (just the connections, links, not the timetable!)







EuroVelo 15: a sustainable transnational cooperation



## Services - transnational network of businesses and entrepreneurs' activities

### **Must have task:**

- Collection of information related to the services

### **Nice to have task:**

- Organization of 2 regular meetings annually for the services working group





# EuroVelo 15: a sustainable transnational cooperation



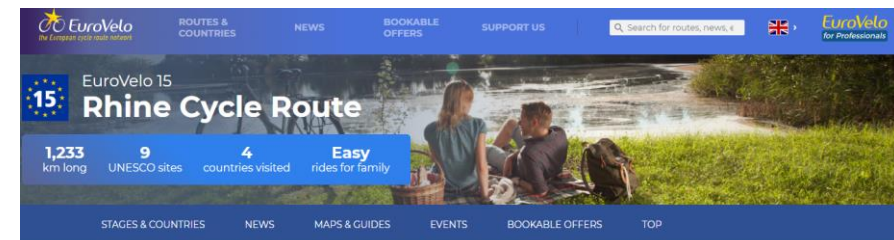
## Marketing, promotion, communication

### Must have tasks:

- **Operation of the Rhine Cycle Route web portal**
- Search engine integration optimisation
- Activities to involve users on the web
- Press work (press releases)
- Flyer
- Touristic information on transnational level

### Nice to have tasks:

- Promotion of “Rhine Cycle Summer”
- **Coordination of the presentations on fairs**
- **Organization of the working group marketing -promotion –communication**



Suitable for cyclists of all fitness levels and abilities, the Rhine Cycle Route runs along one of the longest rivers in Europe from the Swiss Alps to the North Sea. The Rhine has fostered a cultural and economic dialogue between the Alpine regions and Northern Europe for over 2,000 years. Explore the beauty of this river landscape and the picturesque towns and villages lining its banks.





EuroVelo 15: a sustainable transnational cooperation



# Usage monitoring, evaluation activities

## Nice to have task:

- Yearly usage monitoring and economic impact report





EuroVelo 15: a sustainable transnational cooperation



## Organizational activities

### Must have tasks:

- Internal communication
- Coordination of the financial for the transnational activities
- Organizational tasks

### Nice to have tasks:

- Lobby on the trans-national level





# EuroVelo 15: a sustainable trans-national cooperation



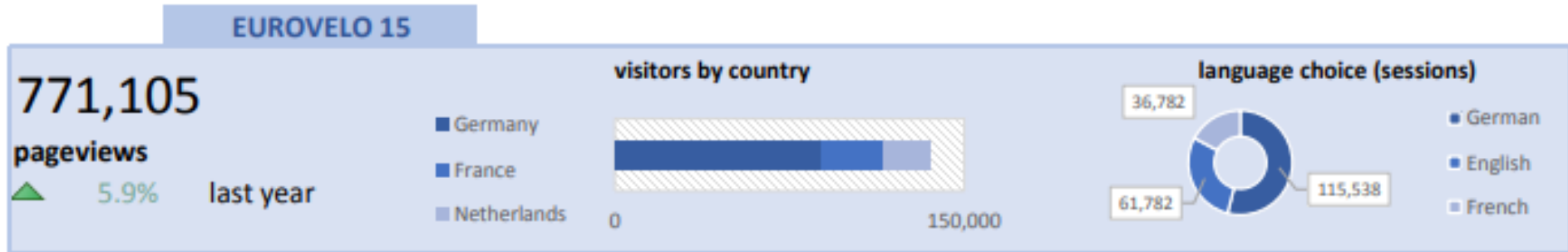
The financial contribution depends on the tasks selected!

- 2,000 Euro basic fee per Region/country
- 8.5 Euro/km

Country	Region	Length (km)	%	contribution	basis	pro km
<b>All</b>		2430		<b>34,520 €</b>	14,000 €	20,520 €
<b>Switzerland</b>	All	437	18%	<b>5,690 €</b>	2,000 €	3,690 €
<b>France</b>	All	199	8%	<b>3,680 €</b>	2,000 €	1,680 €
	Haut-Rhin	67	3%	<b>566 €</b>		566 €
	Bas-Rhin	132	5%	<b>1,115 €</b>		1,115 €
<b>Germany</b>		1514	62%	<b>20,785 €</b>	8,000 €	12,785 €
	Baden-Württemberg	508	21%	<b>6,290 €</b>	2,000 €	4,290 €
	Rheinland-Pfalz	407	17%	<b>5,437 €</b>	2,000 €	3,437 €
	Hessen	111	5%	<b>2,937 €</b>	2,000 €	937 €
	Nordrhein-Westfalen	488	20%	<b>6,121 €</b>	2,000 €	4,121 €
<b>Netherlands</b>		280	12%	<b>4,364 €</b>	2,000 €	2,364 €
	Zuid-Holland	0	0%	<b>0 €</b>	0 €	0 €
	Gelderland	0	0%	<b>0 €</b>	0 €	0 €



# Results: web statistics



## THE BIG PICTURE

Combined together, this year, EuroVelo websites received

**5,340,997** PAGEVIEWS

▲ 26.5% last year

**1,169,309** NEW UNIQUE VISITORS

▲ 28.8% last year

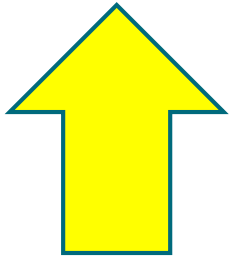


Results:

(ADFC Bicycle Travel Analysis 2017)



**3<sup>rd</sup> most popular long-distance cycle route  
in Germany in 2017!**



**3 positions up in one year!**



Results:

(ADFC Bicycle Travel  
Analysis 2017)



**NEW route in the top ten of the most popular  
long-distance cycle routes for Germans  
abroad**



**Position: 8**





Results:  
(ADFC Bicycle Travel  
Analysis 2017)



## FUTURE:

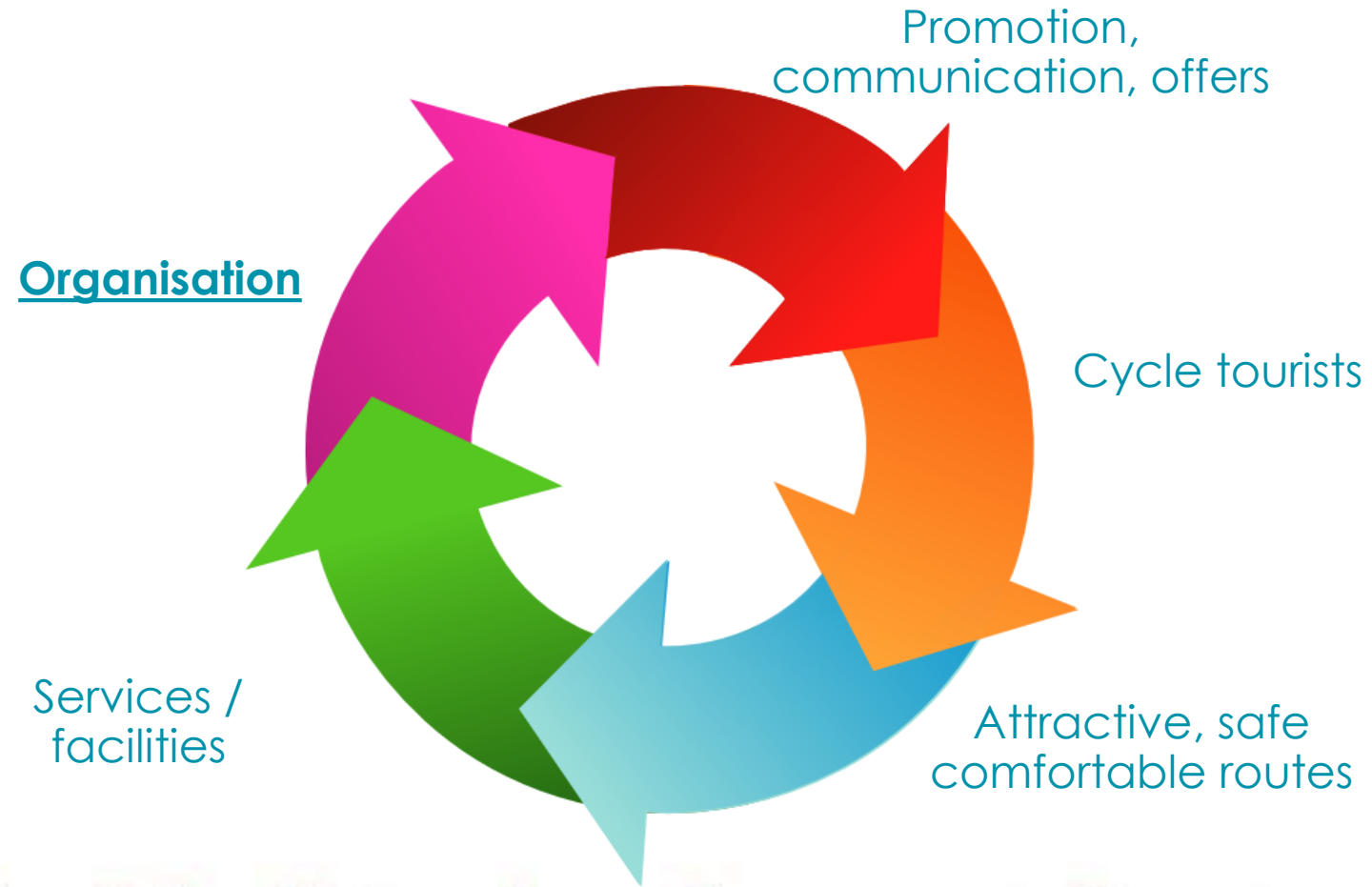
**‘Notable climbers among the most popular long-distance cycle routes are the Rhine Cycle Route...’**



# Existing Long Term Management Agreements



# ORGANISATION



# Upcoming Long Term Management Agreements



**MED CYCLE TOUR**  
EuroVelo 8 –  
Mediterranean  
Route

**Biking South Baltic!**  
EuroVelo 10 –  
Baltic Sea Cycle  
Route

**Atlantic on Bike**  
EuroVelo 1 –  
Atlantic Coast  
Route

**EuroVelo 3 –  
Pilgrims Route**



# Steps towards a LTMS:



1. Define 'ideal' situation: wish lists of task to be carried out in the frame of a long-term management agreement for the EuroVelo route
2. Define 'must have' activities and 'nice have' activities
3. Name the consortia "members" and appoint a Secretariat
4. Define final list of tasks and financial contributions
5. Install LTMS for the EuroVelo route – draft and sign an agreement



# NECC/Cs role:



- NECC/Cs are the preferred partners for LTMS (1 partner per country)
- LTMS as an opportunity to improve financial sustainability of NECC/Cs
- Tool to improve National Coordination and route development



# QUESTIONS?





THANKS!

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