

EuroVelo 8 - Mediterranean Route

Transnational Action Plan

MEDCYCLETOUR Project

Interreg
Mediterranean



MEDCYCLETOUR



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 **EuroVelo**
the European cycle route network

 **ECF**
EUROPEAN CYCLISTS' FEDERATION

www.eurovelo8.com



Project co-financed by the European
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1 Background and report objectives

This Transnational Action Plan is part of the requirements of the MEDCYCLETLOUR application form (Ref. 629, version 3), Work Package 3 on testing. WP3 is coordinated by project partner Friuli Venezia Giulia based on the methodology provided by the European Cyclists' Federation (developed and tested in numerous former EU projects).

EuroVelo 8 – Mediterranean Route is a long-distance cycle route connecting the whole Mediterranean from Cádiz to Cyprus. It has a coherent and clear theme based on the Mediterranean Sea and culture in this region. The route is open to all types of users (e.g. classic cycle tourists, tourists occasionally cycling during their holiday, sportive / fitness / recreational cyclists, commuters etc.).

The overall objective of the MEDCYCLETLOUR project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean. The main outputs will be action plans and policy recommendations (to generate investments in the route conditions); pilot actions (to test the proposed developments); and updated information and promotion related to EuroVelo 8 (to attract visitors). The MEDCYCLETLOUR (EuroVelo 8 – Mediterranean Route project) is financed by the Interreg Mediterranean Programme and aims to improve the quality of EuroVelo 8 – Mediterranean Route and develop it as a transnational touristic product.

The project, co-financed by the European Regional Development Fund¹, will benefit national, regional and local authorities, service providers and, ultimately, cycle tourists. Taking a transnational approach will enable common challenges (e.g. lack of route infrastructure, missing cycling friendly services, weak branding and promotion) to be tackled together and best practices to be shared, thereby avoiding duplication and increasing the effectiveness and positive social, economic and environmental impacts.

The purpose of this Transnational Action Plan is to summarise the results of the regional and national Action Plans developed in this project. This will include the type of actions and their costs, as well as their priority and implementation period.

¹ The content of this report represents the views of the author only and is his/her sole responsibility. It cannot be considered to reflect the views of any body of the European Union. The European Commission does not accept any responsibility for use that may be made of the information it contains.

This report will set out to explain the background and report objectives in chapter 1 and the organisation of the Action Planning in chapter 2. You will see an overview of the itinerary in chapter 3 and learn about the methodology in chapter 4. Chapter 5 gives an overview of the daily sections. We will explain the problems identified in the route surveys in chapter 6 before detailing the planned actions by country in chapter 7. Additional transnational actions that are part of the MEDCYCLETOUR project will be presented in chapter 8, followed by some conclusions in chapter 9.



Catalonia, Spain / © Pirinexus-Jase Wilson-Arxiu d'Imatges, PTCBG

2 Organisation

Following the route from Cádiz in the west of Spain to Cyprus, the following partners and regions have developed individual Action Plans (APs) at the national/regional level:

- Spain: Regional Government of Andalusia (lead partner)
- Spain: Regional Government of Catalonia
- France: Conseil Départemental des Alpes-Maritimes



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- Italy: Consortium Oltrepo Mantovano
- Italy: Autonomous Region Friuli Venezia Giulia (FVG)
- Slovenia: Regional development centre Koper
- Croatia: Cluster for Eco-Social Innovation and Development CEDRA & Croatian National Tourist Board
- Greece: Region of Western Greece
- Cyprus: Cyprus Tourism Organization

These reports are available on the MEDCYCLETLOUR website at <https://medcycletour.interreg-med.eu/>. On the basis of these national/regional APs, the European Cyclists' Federation (ECF) prepared this Transnational AP. The report provides an overview of the types of actions and their costs, typical problems encountered, and the development potential of EuroVelo 8 – Mediterranean Route.

The ECF has developed the methodology on which the various Action Plans were based and has closely cooperated with the partners in developing the APs. It is very experienced in evaluating and developing cross-national European cycle routes and has demonstrated this know-how in numerous previous projects. The ECF coordinates the EuroVelo network, which is a growing network of 16 long distance cycle routes connecting and uniting the whole European continent at a length of more than 75,000 km. For more information on this, see www.eurovelo.com.

3 Itinerary

The itinerary of EuroVelo 8 – Mediterranean Route can be viewed on <http://www.eurovelo8.com/>.



EuroVelo 8 connects 12 countries at a total length of about 7,560 km. Seven of these countries were involved in the project. The total length of the route for which actions were developed amounts to 3,378 km, distributed across these nine regions/countries:

Andalusia	681 km
Cataluña	536 km
Alpes-Maritimes	102 km
Mantovano	176 km
Friuli–Venezia Giulia	215 km
Slovenia	35 km
Croatia	1,116 km
Western Greece	283 km
Cyprus	234 km
TOTAL	3,378 km

The parts of the route covered by the Action Planning represent about 45% of the EuroVelo 8 cycle route's estimated total length of 7,560 km, with varying topography, levels of cycle tourism development, urbanisation and road safety. Although there are still many parts of the route that were not covered by the Action Planning, the plans developed so far will have a significant positive effect on the route's quality.

4 Brief methodological explanations

To ensure a consistent approach, the Action Planning followed a route survey carried out by route inspectors fully trained by the ECF. The basis of the training was the EuroVelo European

Certification Standard², which describes the different aspects of a cycle-tourism route in a systematic way:

- Infrastructure (continuity, route components, surface and width, gradients, attractiveness, signing and public transport)
- Services (accommodation, food, bicycle and other services)
- Promotion (web and printed materials, information on the route)

Actions belong to one of these three categories or to the “Organisation” field, which includes actions like awareness raising, training and study tours, monitoring or various working groups, as well as the establishment of a National EuroVelo Coordination Centre or Coordinator (NECC/C) in countries where this does not exist yet.

The results of the survey have been summarised in a Transnational Route Evaluation Report that is also available on the [MEDCYCLETLOUR website](#) as well as in printed form at the ECF office in Brussels.

The same EuroVelo European Certification Standard was applied throughout all Action Planning activities to systematically respond to problems identified in the route survey. The standard **defines three different criteria levels:**

Essential criteria	Catering to <i>regular</i> cycle tourists.	Must be met along the <i>entire</i> route for certification.
Important criteria	Catering to <i>occasional</i> cycle tourists.	Must be met <i>along at least 70%</i> of the route for certification.
Additional criteria	Catering to <i>demanding</i> cycle tourists (e.g. families with young children, cyclists with tandems, bike trailers, hand bikes, etc.).	Meeting the criteria is optional and depends on the aspiration level. Can be used for promotion.

Each action had to be categorised in terms of whether it refers to an essential, important or additional problem.

Moreover, actions had to be categorised in terms of their **implementation period:**

² The standard and relevant manuals are available at: <http://www.eurovelo.org/routes/european-certification-standard/>

- Short term: actions to be implemented by 2020; easy to do (signage, surface improvements, crossing treatment, public transport contingency; construction works with documentation ready), including documentation for medium-term tasks.
- Medium term: actions to be implemented between 2021-2025; essential/important tasks requiring longer preparations.
- Long term: actions to be implemented between 2026-2030; other and most complex tasks.

Another category refers to the question of whether actions are **core actions**, i.e. whether they strictly benefit cycle tourism/cycling, such as through the construction of a cycle path, or whether they cover a wider range of needs and user groups, e.g. asphalt surfacing for an agricultural or forestry road that is part of the cycle route.

Eventually, the actions were classified according to their geographic scope, i.e. whether they are **local** and located at a specific point or stretch of the route, or whether they are **regional or national** and have wide coverage, without a specified location.

The actions were always developed in cooperation with key stakeholders and public authorities. The partners hosted various workshops to this end as part of the project.

5 Overview of the daily sections

The route was divided into so-called daily sections, i.e. stretches of about 50-60 km in length that can be easily cycled during one day with start and end points in settlements large enough to have accommodation options. This served the purpose of having smaller units of analysis and providing a basis for the marketing of certain stretches. The following 73 daily sections were surveyed between June 2017 and April 2018:

Region	Start section	End section	Daily sections	km	Survey start date	Survey end date
Andalusia	1	16	16	681	June 2017	Oct. 2017
Cataluña	41	51	11	536	July 2017	Sept. 2017
France (AM)	70	72	3	102	Aug. 2017	Nov. 2017
Italy (Mantova)	81	84	4	176	July 2017	July 2017
Italy (FVG)	86	94	6	215	April 2018	April 2018
Slovenia	95	95	1	35	June 2017	July 2017

Croatia	97	116	20	1,116	July 2017	March 2018
Western Greece	138	145	8	283	Oct. 2017	Jan. 2018
Cyprus	154	157	4	234	Oct. 2017	Oct. 2017
TOTAL	1	157	73	3,378	June 2017	April 2018

The basic units in this report are so-called minor sections, i.e. stretches of 1 km, and the aforementioned daily sections, i.e. stretches of about 50 km. Infrastructure actions usually refer to one or more minor sections or individual locations along the route, such as a bridge. A certain phenomenon on a minor section was noted in the data during the survey if it appeared on a continuous stretch of at least 200 m. If a minor section included a few different infrastructural components or for example public roads with varying amounts and speeds of traffic, the route inspectors picked the one (at least 200 m in length) that was the most problematic or challenging for users. The data for infrastructure type, width, traffic volume and traffic speed for one minor section will then refer to the same infrastructure component, which can measure between 200 and 1,000 m in length on a minor section but can of course also continue on the following minor sections.

The Action Planning covers the following surveyed daily sections:

Section	Start (Place)	Stop (Place)	Country	Region	km
1	Cádiz	Conil	Spain	Andalusia	53
2	Conil	Facinas	Spain	Andalusia	51
3	Facinas	Estación ffcc San Roque La Linea	Spain	Andalusia	42
4	Est ffcc San Roque La Linea	Estepona	Spain	Andalusia	48
5	Estepona	Marbella	Spain	Andalusia	32
6	Marbella	Fuengirola	Spain	Andalusia	32
7	Fuengirola	Málaga	Spain	Andalusia	32
8	Málaga	Torre del Mar	Spain	Andalusia	34
9	Torre del Mar	Almuñecar	Spain	Andalusia	47
10	Almuñecar	Castell de Ferro	Spain	Andalusia	46
11	Castell de Ferro	Adra	Spain	Andalusia	38
12	Adra	Almeria	Spain	Andalusia	61
13	Almeria	San José, Cabo de Gata	Spain	Andalusia	45
14	San José, Cabo de Gata	Carboneras	Spain	Andalusia	50
15	Carboneras	Villaricos	Spain	Andalusia	35
16	Villaricos	Pozo de la Higuera (Pulpí)	Spain	Andalusia	35



Section	Start (Place)	Stop (Place)	Country	Region	km
41	Sant Feliu de Guíxols	Hostalric	Spain	Cataluña	60
42	Hostalric	Mataró	Spain	Cataluña	65
43	Hostalric	Granollers	Spain	Cataluña	42
44	Mataró/Granollers	Besòs	Spain	Cataluña	50
45	Besòs	Llobregat	Spain	Cataluña	21
46	Llobregat	St. Vicenç de Calders	Spain	Cataluña	55
47	Llobregat	Vilafranca del Penedès	Spain	Cataluña	65
48	Vilafranca del Penedès	El Vendrell - Tarragona	Spain	Cataluña	62
49	Tarragona	Vila-seca - Vandellòs i l'Hospitalet de l'Infant	Spain	Cataluña	42
50	Vandellòs i l'Hospitalet de l'Infant	Amposta	Spain	Cataluña	48
51	Amposta	Ulldecona	Spain	Cataluña	26
70	Le Tignet	Cannes	France	Alpes-Maritimes	31
71	Cannes	Nice	France	Alpes-Maritimes	34
72	Nice	Menton	France	Alpes-Maritimes	37
81	Viadana (West border of Mantova Province on left riverside)	Borgo Virgilio	Italy	Mantova	42
82	Borgo Virgilio	Ostiglia (East border of Mantova Province on left riverside)	Italy	Mantova	44
83	Felonica (East border of Mantova Province on right riverside)	Quingentole	Italy	Mantova	46
84	Quingentole	Suzzara (West border of Mantova Province on right riverside)	Italy	Mantova	44
89	Border FVG-Veneto	Lignano Sabbiadoro	Italy	Friuli-Venezia Giulia	9
90	Lignano Sabbiadoro	Marano Lagunare	Italy	Friuli-Venezia Giulia	38
91	Marano Lagunare	Grado	Italy	Friuli-Venezia Giulia	43
92	Grado	Monfalcone	Italy	Friuli-Venezia Giulia	39
93	Monfalcone	Trieste	Italy	Friuli-Venezia Giulia	67
94	Trieste	Border Ita-Slo Rabuiese	Italy	Friuli-Venezia Giulia	19
95	Škofije (border Slovenia - Italy)	Sečovlje (border Slovenia - Croatia)	Slovenia	Slovenia	35
97	border Slovenia	Vrsar	Croatia	Croatia	76
98	Vrsar	Pula	Croatia	Croatia	73
99	Pula	Nedešćina	Croatia	Croatia	85

Section	Start (Place)	Stop (Place)	Country	Region	km
100	Nedeščina	Rijeka	Croatia	Croatia	59
101	Rijeka	Bater	Croatia	Croatia	57
102	Bater	Krasno Polje	Croatia	Croatia	52
103	Krasno Polje	Gacka River Source	Croatia	Croatia	41
104	Gacka River Source	Gospić	Croatia	Croatia	47
105	Gospić	Lovinac	Croatia	Croatia	42
106	Lovinac	Maslenica	Croatia	Croatia	51
107	Maslenica	Zadar	Croatia	Croatia	60
108	Zadar	Pakoštane	Croatia	Croatia	44
109	Pakoštane	Šibenik	Croatia	Croatia	48
110	Šibenik	Trogir	Croatia	Croatia	56
111	Trogir	Stobreč (Split)	Croatia	Croatia	40
112	Stobreč (Split)	Makarska	Croatia	Croatia	66
113	Makarska	Trpanj	Croatia	Croatia	57
114	Trpanj	Ston	Croatia	Croatia	54
115	Ston	Dubrovnik	Croatia	Croatia	56
116	Dubrovnik	border Montenegro	Croatia	Croatia	52
138	Sikoula (Boundary of RWG with Region of Epirus)	Amfilochia	Greece	Western Greece	32
139	Amfilochia	Vonitsa	Greece	Western Greece	35
140	Vonitsa	Mitikas	Greece	Western Greece	35
141	Mitikas	Astakos	Greece	Western Greece	31
142	Astakos	Mesolonghi	Greece	Western Greece	49
143	Mesolonghi	Antirrio	Greece	Western Greece	33
144	Antirrio	Aigio	Greece	Western Greece	35
145	Aigio	Egira (Boundary of RWG with Region of Peloponnese)	Greece	Western Greece	33
154	Ayia Napa	Larnaca	Cyprus	Cyprus	61
155	Larnaca	Tochni	Cyprus	Cyprus	64
156	Tochni	Limassol	Cyprus	Cyprus	34
157	Limassol	Paphos	Cyprus	Cyprus	75

6 Problems identified in the route surveys



The following conclusions from the route evaluation provide an overview of the problems and weaknesses identified in the surveys and national/regional route evaluation reports:

It is not yet possible to certify the surveyed route according to the European Certification Standard as it does not meet the essential criteria on 100% of its length. At the time of the survey, it met these criteria on 94.5% of its length in terms of continuity, route components (road safety), surface and attractiveness.

- 39 daily sections already meet all the Essential criteria, and of these, 28 daily sections also meet the Important criteria on at least 70% of their length.
- The recurring critical issue is high or very high traffic on busy coastal roads. In addition, about 220 dangerous or very dangerous crossings were identified by the route inspectors.
- Only 55 km of the surveyed route do not meet the minimum quality requirements for surface.
- The route includes also 33 separate staircases, distributed between 15 daily sections.
- The route includes 116 km where the width is not sufficient.
- There were 29 daily sections without any signing.
- The critical sections with the lowest level of conformance with the European Certification Standard are the daily sections 6 (Marbella - Fuengirola) and 13 (Almeria - San José, Cabo de Gata) in Andalusia, as well as daily section 72 in France (Nice - Menton).
- Significant investments in route infrastructure are already planned in Andalusia, partially resolving the critical problems.
- Accessibility of the route with public transport varies significantly between countries.
- Many daily sections are quite hilly.
- Cyclists will find a quite excellent range of services along EuroVelo 8 – Mediterranean Route, especially in terms of food and accommodation. The availability of cycle-friendly accommodation and of e-bike charging stations could be improved.
- There were 13 daily sections with neither a tourist information centre nor a panel or board.

One should note that the results of the survey at the regional and national level were affected by the approach taken in defining the route itinerary in various countries and regions. For example, the Croatian partners decided to focus on connecting already well and safely rideable local roads to create an acceptable continuous route as quickly as possible. By contrast, the French Département Alpes-Maritimes aimed for a more ambitious itinerary

leading through the busiest resorts along the coasts, which will be more difficult to implement but may also bring higher benefits (more users, potential for shift from motorised traffic also for daily commuters) in the medium to long term.

7 Planned actions

More than **900 actions** have been planned by the project partners to respond to the issues that have been identified. These actions have a total value of almost **€168 million**:

	Essential	Important	Additional	Further	Total
Infrastructure	70,937,300	48,823,850	23,569,550	3,912,500	147,243,200
Services	7,500	0	26,000	80,650	114,150
Promotion	7,000	0	0	159,500	166,500
Organisation	0	0	20,005,000	0	20,005,000
Total	70,951,800	48,823,850	43,600,550	4,152,650	167,528,850

The table above shows that the large majority – 88% – of the actions are planned in the field of infrastructure, with a total value of more than €147 million. The partners plan to spend roughly €132 million on the construction of cycle paths or lanes, or the construction of a carriageway mainly for bicycles, and the related preparatory works such as feasibility studies or paperwork. Another €20 million (12%) are earmarked for organisational measures, such as other preparatory activities and workshops.

This focus of spending demonstrates that the improvement of infrastructure is the most pressing need on many stretches of EuroVelo 8, while services are often amply available in these touristically well-developed coastal regions. Promotion is also not considered a priority as long as the infrastructure is not yet at the desired level.

Meeting the most basic, i.e. essential, criteria is a priority for the project partners. Almost €71 million (42.4%) of the total resources will be spent in this area. Moreover, the following table shows that actions aiming to meet the “essential” criteria are also prioritised in terms of the implementation period:

	Essential	Important	Additional	Further	Total
Short term	52,250,600	10,683,850	8,947,300	141,500	72,023,250
Medium term	17,841,200	14,790,000	29,745,750	894,850	63,271,800
Long term	860,000	23,350,000	4,907,500	3,116,300	32,233,800

Total	70,951,800	48,823,850	43,600,550	4,152,650	167,528,850
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Actions worth roughly €52.2 million cover “essential” problems and are planned to be implemented in the short term, i.e. by 2020. This is more than 31% of the total. Approximately €72 million (43% of the total) are planned to be invested by 2020, while about €63 million are designated for the medium term (by 2025) and another €32.2 million are supposed to be spent by 2030.

7.1 Andalusia, Spain

A total of 82 actions have been planned to develop the route in Andalusia. The total cost of implementing the action plan has been estimated to be around €31 million.



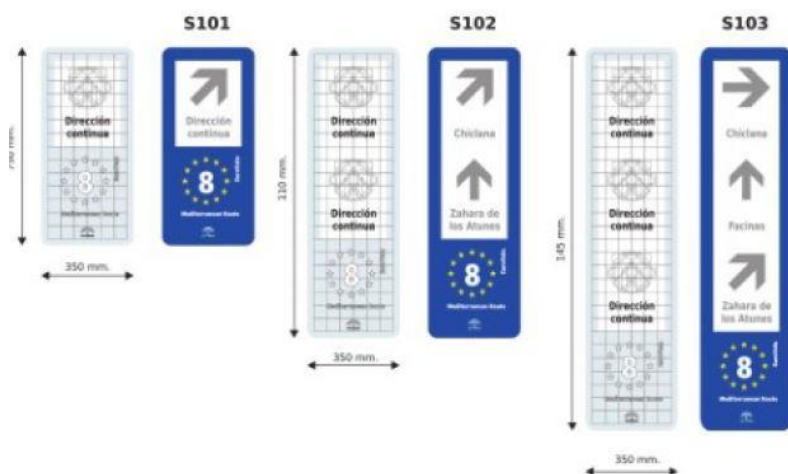
EuroVelo 8 – Mediterranean Route in Andalusia, © Government of Andalusia

7.1.1 Example action: Complete signposting with EuroVelo logo

Action no.	101
Daily section no.	1
Km start	0
Km end	53
Action field	Infrastructure

Action type	1.3.5. Complete signposting
Description / additional information	National/regional signposting with EV logo
Unit	Km
Amount	53
Total cost [€]	13,250
Priority	Essential
Implementation period	Short term
Core action?	Yes
Scope	L

To complete the signposting of EuroVelo 8 – Mediterranean Route, a sign has been designed specifically for Andalusia that will have to be implemented along the route in a way that is simple and intuitive. In addition to the direction confirmation signs below, there will be other forms of signs showing distances, for instance, and integrating the EuroVelo 8 route information panel.



New direction confirmation signs in Andalusia

7.1.2 Example action: Construction of cycle path along roads CA-2015 and A-2233 between Conil and Caños de Meca

Action no.	202
Daily section no.	2
Km start	0
Km end	12
Action field	Infrastructure
Action type	1.1.2. Construction of cycle path or lane

Description / additional information	Cycling path along road CA-2015 and A-2233 between Conil and Caños de Meca (Delegación CFV Cádiz)
Unit	Km
Amount	12
Total cost [€]	3,600,000
Priority	Important
Implementation period	Short term
Core action?	Yes
Scope	L

The Andalusian regional government’s Ministry of Housing and Development has approved and tendered the work for the construction of a bicycle path connecting Conil de la Frontera with Los Caños de Meca, on a 11.5-km long section running in parallel to the A-2233 road. The new cycle path will have a width of 2.5 meters and can be used in both directions. The cycling infrastructure will be separated from the road by means of a rigid barrier and an additional separation of 0.5 meters of shelter that guarantees the road safety of cyclists.



Planned segregated cycle path along A-2233 road

7.1.3 Example action: Construction of cycle path along Port of Barbate

Action no.	204
Daily section no.	2
Km start	23

Km end	24
Action field	Infrastructure
Action type	1.1.2. Construction of cycle path or lane
Description / additional information	Cycling path along Port of Barbate
Unit	Km
Amount	1
Total cost [€]	200,000
Priority	Additional
Implementation period	Short term
Core action?	yes
Scope	L

The Public Ports Agency of Andalusia is planning to integrate a bicycle lane along the promenade of the Port of Barbate. The reconstruction will also include space for pedestrians in addition to other actions. This new bicycle lane will lead along the EuroVelo 8 route.



PLANTA GENERAL

OBJETIVOS

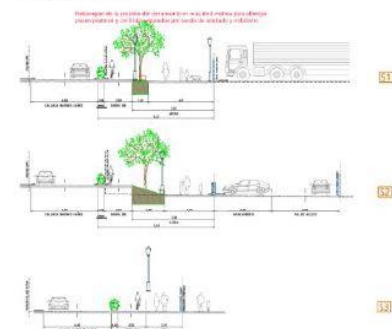
- Mejorar y modernizar los accesos existentes e incorporar uno nuevo conforme a previsión de planeamiento
- Retranqueo de cerramiento exterior e incorporación de carril-bici y espacio para peaton
- Reordenación de los accesos intermedios al área de comercialización de la pesca, varaderos y empresas instaladas
- Cerramiento permeable en la zona de actividades terciarias que garantiza la seguridad en la dársena deportiva
- Creación de nuevo cerramiento

LEVANTAMIENTO SECCIONES

Uso de talud vegetal para resolver los desniveles desde aceras en calle y las explanadas adyacentes



04. SECCIONES TIPO



ORGANIZACIÓN DE EXPLANADA ANEXA DEL PUERTO DE BARBATE, CÁDIZ

AGENCIA PÚBLICA DE PUERTOS DE ANDALUCÍA

New cycle lane along the port promenade in Barbate



7.2 Catalonia, Spain

A total of 73 actions have been planned to develop EuroVelo 8 in Catalonia to meet the EuroVelo European Certification Standard and attract new cycle tourists.

The cost of implementing the action plan is estimated to be around €14.7 million. However, this amount refers to all the surveyed sections (536 km long) and not only to the ones that will ultimately be part of EuroVelo 8 in Catalonia, which will be around 450 km from la Jonquera to Ulldecona. This is down to itinerary changes and the surveying of alternative itineraries.

7.2.1 Example action: Cycle path construction on road C-251 between Sant Celoni and Cardedeu

Action no.	21
Daily section no.	43
Km start	26
Km end	32
Action field	Infrastructure
Action type	1.1.2. Construction of cycle path or lane
Description / additional information	C-251 which has an average daily traffic of 20,247 vehicles (very high traffic)
Unit	km
Amount	5
Total cost [€]	€ 1,250,000
Priority	Essential
Implementation period	Short term
Core action?	Yes
Scope	L



The General Directorate for Mobility Infrastructures of the Generalitat de Catalonia considers the high traffic on this section, which connects nearby urban zones, worth an investment in infrastructure specific for cycling, unless other alternative paths could be defined. The route would be safer and more attractive to ride with new infrastructure.

7.2.2 Example action: Crossing reconstruction at Intersection between C-103 and EV8 route path

Action no.	68
Daily section no.	51
Km start	8
Km end	8
Action field	Infrastructure
Action type	1.1.5. Crossing reconstruction
Description / additional information	Very dangerous crossing
Unit	Junction
Amount	1
Total cost [€]	120,000
Priority	Important
Implementation period	Medium term
Core action?	No
Scope	L



This crossing is located between the towns of Amposta and Freginals. The painted cycle lane crosses a two-lane bidirectional road. This is not safe, and it is not easy to follow the route. This crossing will be redone to protect cyclists and signpost the route properly.

7.2.3 Example action: Construction of cycle path or lane on road N-340, bridge crossing Francolí river in Tarragona city

Action no.	51
Daily section no.	49
Km start	4
Km end	7
Action field	Infrastructure
Action type	1.1.2. Construction of a cycle path or lane
Description / additional information	N-340-a along around 3 km, ADT of 15,570, higher than 10,000.
Unit	km
Amount	3
Total cost [€]	750,000
Priority	Essential
Implementation period	Medium term
Core action?	Yes
Scope	L



Leaving the city of Tarragona and crossing the bridge, the EuroVelo 8 route goes along the road N-340. There are more than 15,000 cars on this road per day. The action to implement involves building a new bike path in the direction to Vila-Seca.

7.3 France

A total of 55 actions have been planned to develop the route in France. The total cost of implementing the action plan was estimated to be around €71 million.

7.3.1 Example action: Reconstruction of Medieval bridge in Tournon, municipality of Le Tignet

Action no.	13
Daily section no.	70
Km start	0
Km end	1
Action field	Infrastructure
Action type	1.1.1. Preparation of construction works
Description / additional information	Restoration project of the old Medieval bridge of Tournon over the Siagne river.
Unit	km
Amount	0.012
Total cost [€]	560,000
Priority	Essential
Implementation period	Long term
Core action?	yes

Scope L

This action envisages the restoration of the old medieval bridge of Tournon crossing the Siagne river. A 12 m long breach will have to be restored. The project will have to be carried out with two neighbouring authorities because of the administrative boundary between two départements.



7.3.2 Example action: Surface improvement of cycling path or lane between Peymeinade and Auribeau (very damaged and difficult sections)

Action no.	18
Daily section no.	70
Km start	7
Km end	11
Action field	Infrastructure
Action type	1.2.1. Surface improvement of cycling path or lane
Description / additional information	Restore a track in a natural area to make it safer and more easily rideable. Natural treatment. Municipality of Peymeinade and Auribeau-sur-Siagne.

Unit	km
Amount	4
Total cost [€]	400,000
Priority	Important
Implementation period	Medium term
Core action?	yes
Scope	L

A stretch of the route between Peymeinade and Auribeau will be redeveloped as part of this section. The photo below shows that the current cycle path there is very damaged, and the surface is not easy to ride on.



7.3.3 Example action: Restoration of private road for sustainable public use in Auribeau-sur-Siagne

Action no.	19
Daily section no.	70
Km start	13.5
Km end	13.8
Action field	Infrastructure
Action type	1.1.3. Construction of carriageway mainly for bicycles
Description / additional information	Auribeau-sur-Siagne; restore a private road for sustainable public use.
Unit	km

Amount	0,3
Total cost [€]	300,000
Priority	Essential
Implementation period	Long term
Core action?	yes
Scope	L

In Auribeau-sur-Siagne, the route passes through some private property on about 300 m. This stretch will be designated for public use as part of this action, which involves finding an agreement between the different parties and touches upon regulations such as the regional Water Act. An expropriation could also be possible, depending on the legal expertise.



7.4 Mantovano, Italy

A total of 57 actions have been planned to develop the route in the Mantovano region in Italy. The total cost of implementing the action plan was estimated to be around € 41.7 million.

7.4.1 Example action: reconstruction of the San Benedetto's bridge for cars, pedestrians and cyclists

Action no.	2
Daily section no.	81
Km start	15
Km end	15
Action field	Infrastructure
Action type	1.1.4. Construction of cycling bridge or tunnel
Description / additional information	New reconstruction of the San Benedetto's bridge for cars and for pedestrians and cyclists (5.45 m width for each group), including 1,300 meters of cycle paths under the bridge (finish work by 2019). This bridge is important because it will guarantee continuity between the four daily sections of the route.
Unit	km
Amount	0.613
Total cost [€]	34,000,000
Priority	Essential
Implementation period	Short term
Core action?	no
Scope	L

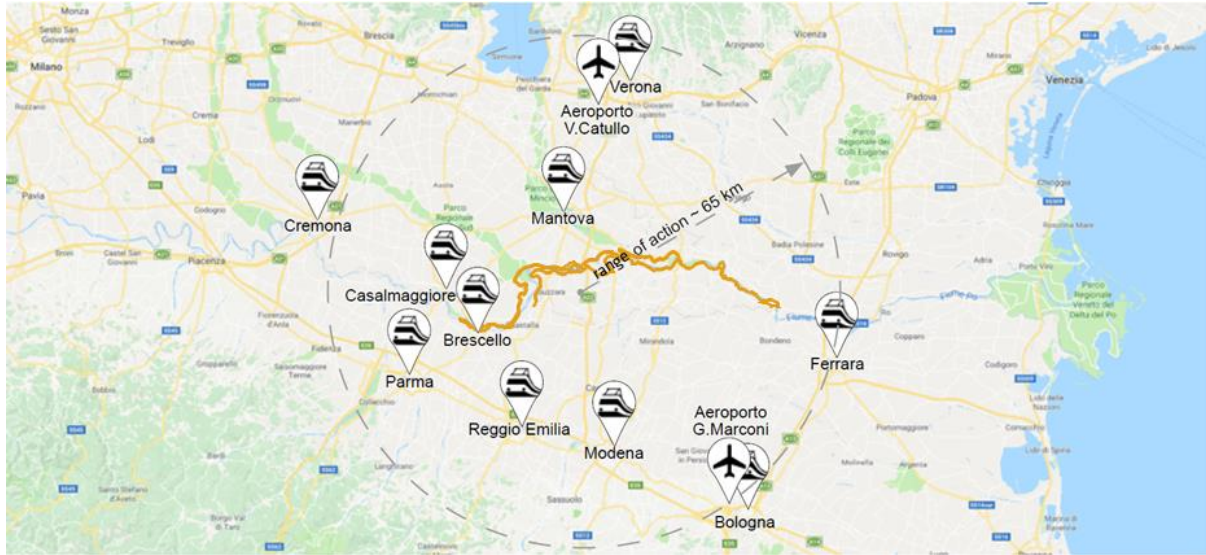
The picture below presents the reconstruction project the new cycle bridge to ensure the safe passage of cyclists and pedestrians to San Benedetto. The masterplan foresees improvements such as “information parapets” (parapets of the bridge with illustration panels to know the territory), cycling paths, pedestrian paths, the creation of connections to existing routes and a cycle-pedestrian underpass, construction of equipped rest areas, sitting options along the promenade and panoramic terrace.



7.4.2 Example action: New public transport connections on daily sections 81-84

Action no.	4
Daily section no.	81, 82, 83, 84
Km start	1
Km end	179
Action field	Infrastructure
Action type	1.4.4. New public transport connections
Description / additional information	Develop a private transport service involving a van with a trailer for bicycle transport managed by territorial operators and start a bike-people-luggage transfer service as it is impossible to transport bikes on public (bus or train) services at present. The service also will guarantee the crossing in critical points (as the bridge is dangerous even if passable).
Unit	Vehicle km /day
Amount	0.9
Total cost [€]	30,000
Priority	Additional
Implementation period	Short term
Core action?	no
Scope	R/N

The picture below presents the new bike shuttle service that has already been in operation since September 2018. The shuttle comprises a 9-seats van with a trolley that can transport up to 10 bicycles and offers free transport from Friday to Sunday. It will be part of free bike-friendly services to support cyclists traveling on Mantova's EuroVelo 8 stretch and staying overnight in one of the bike-friendly accommodation options that are in the territory, supporting the development of the cycle tourism.



Map of the radius of action of the new EV8 bike shuttle service



Photos of the new EV8 bike shuttle service



**Parte il
Bike Shuttle,
il servizio di trasporto gratuito
per i cicloturisti di EuroVelo 8**

DA SETTEMBRE 2018 A DICEMBRE 2019

Per sostenere il cicloturismo nell'Oltrepò Mantovano il Consorzio attiverà da metà settembre il "Bike shuttle EuroVelo 8" un servizio per il trasporto dei turisti in bicicletta nei comuni mantovani prossimi all'asta del Po sui cui argini si sviluppa la EuroVelo 8, la Ciclovía del Mediterraneo che collega Cadice a Cipro. Il bike shuttle consentirà ai cicloturisti in arrivo negli aeroporti di Verona e Bologna e nelle stazioni ferroviarie di Modena, Reggio Emilia, Parma, Ferrara, Verona, Mantova, Cremona, Casalmaggiore e Brescello di raggiungere la Ciclovía Eurovelo 8 e di spostarsi in modo agevole con le loro biciclette tra i luoghi di interesse e le strutture ricettive del territorio (hotel, agriturismo, b&b e ristoranti). Il servizio, che sarà operativo da metà settembre fino alla fine del 2019 e gratuito per tutti i cicloturisti, rientra nell'ambito del **progetto europeo Medcycletour**.

DURATA SERVIZIO: Dal 15/9/2018 al 31/12/2019

COSTO SERVIZIO: Gratuito

DOVE: Tratto mantovano EuroVelo 8

QUANDO: Dal venerdì alla domenica

COME: Su prenotazione all'indirizzo mail: shuttleeurovelo8@gmail.com oppure tel. +39 338 6211151

PER CHI: Cicloturisti

Promotional flyer of the new EV8 bike-shuttle service

7.4.3 Example action: Traffic calming on a 19-km stretch on daily section 81

Action no.	7
Daily section no.	81
Km start	12
Km end	31
Action field	Infrastructure
Action type	1.3.2. Traffic calming/reduction
Description / additional information	Closure to the transit of cars on the embankment road
Unit	km
Amount	19
Total cost [€]	5,700
Priority	Further
Implementation period	Long term
Core action?	no
Scope	L

The route is a public road between Viadana and Borgo Virgilio on a 19-km stretch. Motor vehicles are often allowed to cross the path of the cyclists, and on more than the half of this stretch, there are more than 500 car units a day. It is not possible or economically convenient to create alternative cycle paths on this stretch: The best alternative would be to close the road to motor vehicles (except for residents, workers, etc.), transforming this stretch into a cycle path. This could be a long process but it is possible because the VenTo project, which will be entirely realized with ministerial funds, pursues this policy.



Photo of a cyclists along EV8 who travels in a promiscuous way with cars.

7.5 Friuli Venezia Giulia (FVG), Italy

A total of 105 actions have been planned to develop the route to meet the EuroVelo European Certification Standard and attract new cycle tourists in FVG, Italy. The number of actions is high because in some cases, different alternative scenarios were explored. The total cost of the action plan’s implementation is estimated to be €30 million.

7.5.1 Example action: Construction of cycle and pedestrian path on a 19-km stretch of panoramic coastal road SS14

Action no.	52
Daily section no.	93
Km start	14
Km end	32
Action field	Infrastructure
Action type	1.1.2. Construction of cycle path or lane
Description / additional information	Cycle/pedestrian path. Rough estimate of the works along the rerouted itinerary (shorter) along the panoramic coastal road SS14 (very high traffic)
Unit	km
Amount	19
Total cost [€]	5,000,000
Priority	Essential
Implementation period	Long term

Core action?	yes
Scope	L

The action involves the construction of a cycle-and-pedestrian path on a 19-km stretch on the panoramic coastal road SS14, which features very high traffic, i.e. more than 10,000 car units per day, between Monfalcone and Trieste. Total costs are estimated to reach €5 million.

DS 93 Monfalcone-Trieste




**19 km of new/improved cycle path
along the panoramic coastal road**

€ 5 M



7.5.2 Construction of cycle path on a 13-km stretch of the SS14-SP2 (Duino) road

Action no.	43
Daily section no.	93
Km start	5
Km end	13
Action field	Infrastructure
Action type	1.1.2. Construction of cycle path or lane
Description / additional information	Feasibility study and planning for construction of cycle path along the roads SS14-SP2 (Duino)-SS14 was delivered. An update of the provincial cycle network is ongoing. Rough estimate of the works cost.
Unit	km
Amount	8
Total cost [€]	2,400,000

Priority	Essential
Implementation period	Short term
Core action?	Yes
Scope	L

8 km of new cycle path are supposed to be installed south of Monfalcone on the panoramic coastal road SS14, following a feasibility study. The region puts the costs of the action at €2.4 million.

DS 93 Monfalcone-Trieste

**8 km of new cycle path
along SS14 at km 5-13**

€ 2,4 M

7.5.3 Example action: Construction of cycle path on existing bridge over Isonzo river or construction of new cyclist-and-pedestrian bridge

Action no.	38
Daily section no.	92
Km start	28
Km end	28
Action field	Infrastructure
Action type	1.1.4. Construction of cycling bridge or tunnel

Description / additional information	Along road SP19, a new segregated cycle path of ca. 420 m over the existing rotating road bridge over Isonzo river or new cycling bridge that can be opened to allow boat crossing will be constructed. Its construction, though urgent, is likely to require some years (therefore it is here planned as "medium term").
Unit	km
Amount	0.42
Total cost [€]	3,000,000
Priority	Essential
Implementation period	Medium Term
Core action?	Yes
Scope	L

The action will likely involve the construction of a new cycle bridge over the Isonzo river, parallel to road SP19, for €3 million between Grado and Monfalcone. Alternatively, the construction of a cycle path along an existing bridge could be explored.

Ciclovia Alpe Adria Ravenna
Salzburg - Grado

DS 92 Grado-Monfalcone, km 28

New cycle bridge, 420 m long, over Isonzo river, parallel to road SP19
€ 3 M



7.6 Slovenia

A total of 33 actions have been planned to develop cycling infrastructure in Slovenia. The total cost of implementing the action plan was estimated to be around €6 million.

7.6.1 Example action: Installing automatic counters near Croatian border

Action no.	1
Daily section no.	95
Km start	32
Km end	32
Action field	Infrastructure
Action type	1.1.1. Automatic counters
Description / additional information	Automatic counter near the Croatian border
Unit	counter
Amount	1
Total cost [€]	15,000
Priority	Additional
Implementation period	Short term
Core action?	yes
Scope	L



Automatic bike counter

The aim of this action is to obtain a monitoring system which will collect data on cycling movements on the Slovenian section of the EuroVelo 8 route. The Slovenian Infrastructure Agency (SIA) already installed two counters in 2016 and 2017, and the Municipality of Koper started the installation of cycling counters focused on daily commuters.

This information and analysis are set to help understand trends in cycling, justify/prioritise future investments, and assess future bicycle travel demand.

The data from all counters will be collected in a joint traffic centre managed by the Municipality of Koper.

7.6.2 Example action: Traffic calming in Koper port area

Action no.	8
Daily section no.	95
Km start	9
Km end	9
Action field	Infrastructure
Action type	1.3.2. Traffic calming / reduction

Description / additional information	New truck entrance in the Port of Koper. This project is on the list of investments in port development till 2020. The new entrance will reduce the cargo traffic volume on the road for 40%
Unit	Entrance
Amount	1
Total cost [€]	4,000,000
Priority	Essential
Implementation period	2019-2020
Core action?	no
Scope	L

The development of a new truck entrance to the Koper port is expected to reduce the cargo traffic volume on the route in this area by 40%.



The new truck entrance to the port

Nowadays, approximately 1,000 trucks enter and exit the port on a daily basis. 325,000 trucks arrivals were registered last year. With the opening of the new entrance, the trucks directed to Pier II will gradually be re-directed to the Sermin area. According to calculations, 40% of all trucks will enter the port through the new entrance in the short term, which will further relieve the city roads and at the same time increase traffic flow in the port.

7.7 Croatia

Croatia, which has the longest stretch of EuroVelo 8 on its territory, has planned 248 actions, which have a total value of more than €21 million.

7.7.1 Example actions: Removal of barriers

The removal or modification of a barrier is a relatively simple intervention, which can be made by any local government as a part of the regular road maintenance. The list of locations where barriers should be removed is given in the following table:

Nr.	ECS level	Period	Barrier location	Section	Km	County	Costs estimate (€)
1	Additional	2020	3 km after Umag	97	28	IŽ	100
2	Additional	2020	Barbariga – entrance to the path along the beach	98	55	IŽ	100
3	Additional	2020	Nin – bike pushing over the bridge	107	39	ZŽ	100
4	Additional	2020	Zadar – bike pushing over bidge	107	60	ZŽ	100
5	Additional	2020	exit from D8 road after Prosika	109	13	ŠKŽ	100
6	Additional	2020	return to D8 road after Prosika	109	15	ŠKŽ	100
7	Important	2020	barrier 40 cm between two touristic villages	110	51	ŠKŽ	50
8	Important	2020	exit from Dubrovnik to D8 road close to Orsula park	116	6	DNŽ	100



Fence along the road prevents cyclists from joining the side road near Prosika.



Barrier preventing motorbikes to access the cycle-and-pedestrian path in Split also makes it hard for bikes to pass. The barrier has already been removed in the meantime.

7.7.2 Example action: Promotion: Croatian EuroVelo 8 website

As part of the MEDCYCLETLOUR project, Croatia plans to create the first websites about the EuroVelo 8 route in Croatia. This is an opportunity to quickly catch up and get to the level of developed routes in terms of quality and detailed information needed by cycle tourists. After the initial versions of the websites, the activities of updating the information should be anticipated as well.

Since the route is at the very beginning of its development in Croatia, a large dynamic in terms of emerging new information can be expected while providing information about the offer of services and developing new services. The initial internet version will be financed from the projects, and in the later stages a funding model that will ensure the long-term sustainability of current information and active support to the development of the route should be developed.

For quality and active information, Croatia considers the integration with social networks, the possibility of regular informing interested users about updates and the progress in the



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development of the route (newsletter) and the possibility of personal contact for preparing the trip (“EuroVelo 8 Croatia hotline”).

Nr.	ECS level	Period	Action	Cost estimate (€)
1	Essential	2020	Web data maintenance in 2019 and 2020	10,000
2	Important	2020	Further web portal development (advanced features, social networks integration, newsletter, applications)	8,000
3		2020	EuroVelo 8 Croatia pilot hotline service	3,000
4	Essential	2025	Web data maintenance in 2020 and 2021	5,000
5	Essential	2025	Establishment of a self-sustaining route information update system in 2021	5,000



The Baltic – Adriatic Route (EV9) from Gdańsk to Pula, a total length of 1,930 km, passes about 80 km through Croatia, from the Slovenian border Sečovlje/Plovanija to the city of Pula in Istria. It is the shortest EuroVelo route that passes through Croatia, but it is the only one that ends in Croatia, and this is in the beautiful, ancient city of Pula (www.pulainfo.hr), whilst from the Slovenian border it also passes partly down the Parenzana route, the MTB route of the former Trieste-Poreč narrow-gauge railway (www.parenzana.net).

The other international cycling routes in Croatia



Apart from the EuroVelo routes, other especially **interesting and attractive international cycling routes** also pass through Croatia. On the continent in central Croatia and Slavonia there are two interesting cyclotourist river routes, the **Mura and Drava cycling routes** (www.visitmedimurje.com/bike) which from Austria and Slovenia, from the source of both rivers arrive in Croatia following their course. Both are very popular and keenly ridden cycling routes.

Snapshot of the current EuroVelo 8 information on “croatia.hr”

7.7.3 Action example: Development of basic accommodation capacities where needed

Croatia’s Mediterranean coast is a developed tourist destination full of accommodation facilities. However, there is a part of the route on which the distance between two of the accommodation facilities is too large, and the capacity of available accommodation can also be a problem. It is the part between Bribir and Krasno (PGC – LSC), with 65 km of demanding hilly terrain with a total of about 1,200 m of uphill ride and limited supply. Riding such a section within one day is a demanding goal, suitable only for experienced cycle tourists in good form. In order to make the ride along this section, and thus the connection of

the whole route, available for a wider range of cycle tourists, it is necessary to develop the accommodation facilities in the area Bater – Luka Krmpotska – Alan – Podbilo – Krivi Put – Veljun, which would make it possible to divide one long section in two shorter ones and enable the average cycle tourists to ride it in two days. It is possible to develop suitable accommodation facilities in private households – the old settlements have plenty of housing space that is not used – or, at the beginning, by setting up camps (suitable only in summer).

Nr.	ECS level	Period	Action	County	Cost estimate (€)
1	Essential	2020	Development of a simple bike-friendly homestay with 5-6 beds	PGŽ	15,000
2	Important	2020	Development of a simple bike-friendly camping site for 10 tents	PGŽ	10,000
3	Essential	2020	Development of two simple bike-friendly homestay with 5-6 beds each	LSŽ	30,000
4	Additional	2025	Development of simple bike-friendly food and accommodation capacity for 20 cyclists in Mogorić	LSŽ	40,000

Camping in Batajnica on EuroVelo 6 – simple accommodation in small houses can be a good solution for cyclists without a tent and for somewhat colder nights.





7.8 Region of Western Greece

The Region of Western Greece is planning a total of 223 actions to develop the route. The total cost of implementing the action plan was estimated to be around €2 million.

7.8.1 Example action: Additional signposting

Action no.	4
Daily section no.	138
Km start	0
Km end	33
Action field	Infrastructure
Action type	1.3.6. Additional signposting
Description / additional information	Completion of existing signs with signs including EV logo and info for cyclists
Unit	km
Amount	33
Total cost [€]	7,000
Priority	Essential
Implementation period	Short term
Core action?	yes
Scope	L

There are currently no signs along the route that have EuroVelo signing or information for cyclists. The signs are proposed to be replaced to give both cyclists tourists and car/motor drivers information about the route.



No EuroVelo signing along the route

According to the European Certification Standard, signing of the route is an essential criterion. Bike route signing includes “direction signs” for traffic regulation and “route confirmation” as a confirmation of the route on longer sections without signposts. Cyclists tourists will be able to know the route and drivers along the road will have the information that cyclists should be expected.

7.8.2 Example action: Adding traffic island to improve safety of crossing near Astakos

Action no.	107
Daily section no.	142
Km start	0
Km end	1
Action field	Infrastructure
Action type	1.3.3. Crossing treatment
Description / additional information	Adding traffic island to improve safety, improving visibility
Unit	Junction
Amount	1
Total cost [€]	8,000
Priority	Important
Implementation period	Short term

Core action?	Yes
Scope	L

The picture below shows that although there is a lane where a cyclist can enter this roundabout near Astakos safely, there is no bicycle infrastructure. For the safety of the cyclists, cycle crossing must be marked in the roundabouts in order to avoid any accidents.



Dangerous crossing near Astakos

7.8.3 Example action: Installing bike racks on buses between Antirrio and Aigio

Action no.	162
Daily section no.	144
Km start	0
Km end	36
Action field	Infrastructure
Action type	1.4.2. Add bike transportation capacity on public transport
Description / additional information	Installing bike racks on buses
Unit	Bike
Amount	10
Total cost [€]	10,000
Priority	Important
Implementation period	Medium term
Core action?	Yes
Scope	R/N

Apart from the access to the route, the possibility of using public transport to move along the route is also important for cycle tourists in order to avoid difficult or less attractive parts of a section. There should be a continued development of public transport that provides the possibility of carrying bikes by adjusting to the development of the route and market demands in the coming years. It is essentially important for all bike-transport services to include the possibility of booking, which improves the quality of the service, enables reliable planning, and provides a monitoring tool for tourist demand and the development of relevant resources.

7.9 Cyprus

Cyprus has planned 64 actions to develop the route, putting the total cost of implementing the action plan at €300,000.

7.9.1 Example action: Steering group for route development

Action no.	41
Daily section no.	156
Km start	6
Km end	9
Action field	Organisation
Action type	4.3.3. Steering group for route development
Description / additional information	Alternative route planned to avoid high traffic roads.
Unit	-
Amount	1
Total cost [€]	1,000
Priority	Essential
Implementation period	Short term
Core action?	Yes
Scope	R/N

Busy traffic roads without segregated cycle paths can be dangerous for cyclists, especially those with less cycling experience. It is therefore important that cycle paths are included when planning future infrastructure. For roads where there are no planned road works, alternative routes will be investigated.



Busy road in Limassol (stretch without segregated cycle path in Germasogeia)

7.9.2 Example action: Obstacle treatment to fix kerbs

Action no.	49
Daily section no.	157
Km start	68
Km end	70
Action field	Infrastructure
Action type	1.3.4. Obstacle treatment
Description / additional information	Fix kerbs.
Unit	Obstacle
Amount	1
Total cost [€]	10,000
Priority	Important
Implementation period	Medium term
Core action?	No
Scope	L

High kerbs at crossings connecting to segregated cycle paths are not acceptable, as they disturb a smooth cycling experience and are also unsafe even for experienced cyclists. This issue needs to be rectified by adding ramps or lowering the kerbs.



High kerb at the edge of a segregated cycle path in Pafos

7.9.3 Example action: Signposting with EuroVelo logo

Action no.	50
Daily section no.	157
Km start	0
Km end	76
Action field	Infrastructure
Action type	1.3.5. Complete signposting



Description / additional information	National signposting with EV logo.
Unit	Km
Amount	76
Total cost [€]	50,000
Priority	Essential
Implementation period	Medium term
Core action?	Yes
Scope	L

There is currently no EuroVelo signing along the route. The EuroVelo route information panel is extremely important and convenient for navigation purposes when cycling along the route. Signposting will begin as part of one of the MEDCYCLETLOUR Pilot Actions but will need to continue in order to cover the entire route.

8 Transnational actions

The MEDCYCLETLOUR project also foresees several specifically transnational actions and outputs:

8.1 Corporate Design and Communication Manual

A specific [Corporate Design and Communication Manual](#) has already been prepared for the project. It covers electronic and printed material and follows the EuroVelo standards that were established in former projects. The manual provides guidance on common design elements and aims to achieve a common image to be communicated by the partners to strengthen the project's international recognition.



For instance, the EuroVelo corporate design standards require individual EuroVelo route information panels to form an essential component of the branding of each route. Both the route information panels and the EuroVelo logo also make reference to the EU's flag. The project will therefore promote the visibility of the European Union, and the EU will be highlighted on the website, the map and in all publicity material.



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The development of the Corporate Design and Communication Manual has been co-funded by the INTERREG Mediterranean programme of the European Union.

8.2 Transnational route website

The transnational EuroVelo 8 route website www.eurovelo8.com is a major communication developed in the project. It is dedicated to the route and its attractions (e.g. UNESCO sites) and also contains extensive sections on maps and guides, events, the stages and the respective countries along the route. The website provides overview information about the route on the transnational level as well as deep links to where visitors can find detailed information on national and regional portals, some of which were also developed in the frame of the project.

The website has benefitted from co-funding by the INTERREG Mediterranean programme of the European Union.

The new website was officially launched at Velo-city 2019 in Dublin, on the Conference's second day on 26 June 2019. Velo-city is the world's largest annual cycling conference and among the world's primary forums for the exchange of bicycling expertise. The launch took place at the conference's EuroVelo booth and included the following elements:

- A general presentation of the route;
- Launching the website and demonstrating it on screen;
- Launching the EuroVelo 8 promotional brochures (at least in a pdf version to download, with a few printed samples);
- Distributing EuroVelo 8 - Mediterranean Route flyers and other promotional materials;
- Networking around coffee, fruits, juices and some specialties from the Mediterranean region.

8.3 Experience-based app

An experience-based application for portable devices will be developed in the course of the project. It will offer EuroVelo 8 users both overview information on the transnational level and links to detailed information at the national/regional level. The app aims to improve the understanding of the route potential and explore new promotional opportunities with the use of new technologies. It will include a rewarding system based on sites visited by the users.



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8.4 Promotional brochures and flyers

Coordinated by the ECF, the project partners have designed and printed separate promotional and project brochures to inform professionals about the project (project brochure) and attract cycle tourists (promotional brochure). The [project brochure](#) has been developed and printed in the national languages (see, for instance, the project brochure for [Andalusia](#), [Catalonia](#) and [Greece](#)).

The much more extensive promotional brochure for cycle tourists will follow the common corporate design. It is based on content delivered by the partners. The ECF is currently in the process of completing its design. It will be a benchmark guide providing information on the stages, accommodation, food, maps and contact addresses. The printing will be provided by external subcontractors, the distribution will be done by the partners.

8.5 Guidance on communication

Based on input from the partners, the ECF has published extensive guidance on how to address different audiences in the course of the project and disseminate information. The [Project Communication Plan](#) explains how to address professional audiences and partners. The [Product Communication Plan](#) contains plenty of information on how to address the public when informing about the project. This includes target groups, the aim of the communication activities, main messages, the communication tools, requirements for photos/videos, a workplan and media monitoring.

8.6 Transnational Route Evaluation Report

The Transnational Route Evaluation Report summarises the results of the various route surveys carried out in the different partner countries and regions, in particular with regard to infrastructure, services and promotion along the route. It provides a basis for the Transnational Action Plan.

8.7 Online database for exchange of good practices

All partners will provide at least two good practices (GPs) regarding cycling tourism. The GPs can cover route infrastructure, cycling-friendly services, solutions for combining bike and public transportation; promotion/marketing; and sustainable organizational or financing



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solutions. The GPs should be innovative, effective and sustainable. Effectiveness means that their investment and maintenance costs should be low taking into account the impact and benefits generated (by the increased number/satisfaction of cycle tourists). The economic, organizational and environmental sustainability of the GPs should be investigated and proved. The evaluation and the format of the good practices will be standardized.

8.8 Usage monitoring database

Usage monitoring, i.e. the collection and processing of data on cyclists using EuroVelo routes, gives key insights into the social, economic and environmental impact of cycling infrastructure. The principles were explained in the [EuroVelo Guidance on Usage Monitoring](#). The project saw the first implementation of these principles, covering both quantitative (counters) and qualitative (surveys) methods.

In addition to the EuroVelo Guidance on Usage Monitoring, the ECF has developed a [set of common core questions](#) for user surveys on EuroVelo routes. This methodology can be applied to any route. The ECF is also in the process of developing a database that will pool the information from counters across Europe and can integrate new data sources. The project partners will provide data.

8.9 Charter for sustainable and responsible cycle tourism in the MED area

The partners will develop a Charter for Sustainable and Responsible Cycle Tourism in the MED area. This charter will be distributed by all the partners to gather support for more sustainable and responsible tourism in the MED area. The charter will contain 10-20 bullet points and a more detailed background document to explain the content. The charter will include space for the signature of all the organisations that support it, including local, regional and national public and private bodies, SMEs and NGOs. It will serve as a tool to transfer the knowledge gathered in the project. Design and printing will be subcontracted by the lead partner Andalusia.

8.10 Long-Term Management Agreement (LTMA)

The Long-Term Management Agreement (LTMA) is designed to maintain the project outputs after the project finishes. It will comprise all project partners and include a monitoring system to assess the project's impact in the years to come. The ECF will organise and coordinate the



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LTMA. This LTMA will be modelled after the successful LTMA for the EuroVelo 15 – Rhine Cycle Route, a former co-funded EU project. It picks up on various of the aforementioned transnational activities.

The ECF will agree on the activities to be covered by the LTMA with the partners. For each task that could be part of the LTMA, the partners will decide together if it should be a “must”, a “nice to have” or an “extra”. Potential activities include the establishment of working groups and regular meetings, coordination of touristic information, the signage system and itinerary at the transnational level, public transport information, promotional material and many others.

The aim will be to arrange for other relevant stakeholders to join the LTMA in the future.

The LTMA will be based on a contract to be signed by all project partners, including information on the tasks and costs. The partners will meet at least once a year to discuss progress and the various activities. The ECF will prepare these meetings and send all relevant material to the partners in advance. Depending on the activities agreed on, there can be additional meetings, such as biannual Marketing and Communication Working Group online meetings, for example.

9 Conclusions

Significant improvements have already been made in terms of raising the overall quality of EuroVelo 8 – Mediterranean Route. The partners have started to implement various actions and pilot activities, developed websites for the route and designed promotional material. As this Transnational Action Plan demonstrates, however, there remain a lot of actions that can still be made to develop and promote the route as an innovative and attractive transnational tourism product capitalising on the shared cultural and natural background in the Mediterranean:

- More than 900 actions have been planned by the project partners to respond to the problems identified in the route surveys. These actions have a total value of almost €168 million.
- The large majority – 88% – of the actions are planned in the field of infrastructure, reaching a total value of more than €147 million.



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- The partners plan to spend roughly €132 million on the construction of cycle paths or lanes, or the construction of a carriageway mainly for bicycles, and the related preparatory works such as feasibility studies or paperwork, alone.
- €20 million (12% of the total) were earmarked for organisational measures, such as workshops, for instance.
- The spending focus demonstrates that the improvement of infrastructure is the most pressing need on many stretches of EuroVelo 8, while services are often amply available in these touristically well-developed coastal regions. Promotion is not considered a priority as long as the infrastructure is not yet at the desired level.
- Meeting the most basic, i.e. essential, criteria, is a priority for the project partners. Almost €71 million (42.4%) of the total resources will be spent in this area.
- Actions worth roughly €52.2 million cover “essential” problems and are planned to be implemented in the short term, i.e. by 2020. This is more than 31% of the total.
- Other transnational actions include the Corporate Design Manual, the new EuroVelo 8 website, the experience-based app, promotional brochures and flyers, the Project and Product Communication Plans, the Transnational Route Evaluation Report, databases for the exchange of good practices and usage monitoring, a Charter for Sustainable and Responsible Cycle Tourism in the MED area, and the Long-Term Management Agreement.

The MEDCYCLETOUT project has already raised awareness about the route improvement activities that are required along EuroVelo 8. It has been successful in fostering a transnational approach and in improving coordination, both among actors at the regional/national level and the transnational level. The partners have identified challenges in route development, coordination and funding, and are working jointly on overcoming these challenges.

Cycle tourism is an economic sector that continues to boom. Cycle-tourism development also reflects a profound cultural change in tourist habits and consumption towards more wellbeing, care for the environment, sustainable consumer choices and more participation. The economic benefits for SMEs following the route-improvement actions along EuroVelo 8 are expected to be huge. In addition to the work done in Germany ([ADFC-Travelbike Bicycle Travel Analysis](#)) and France ([La Plateforme nationale des fréquentations](#)), the ECF is currently working on a methodology to better assess the economic impact of long-distance cycle routes.

For instance, in the French part of EuroVelo 8, three counters already existed in Villeneuve-Loubet, Golfe-Juan, and Nice. Additional counters will be installed in Menton, Nice, Antibes,



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Mandelieu, Pegomas, and Peymeinade. Five counters were already installed in March 2019. France has progressively been developing resources and replicable studies to assess the economic impact of cycling tourism on their national cycling network. The [data](#) shows 180 passages per day for EuroVelo 8 in 2018. France's National EuroVelo Coordination Centre, [Vélo & Territoires](#), puts the economic impact of "La Méditerranée à vélo" at €20.5 million in 2017, i.e. €31,000 per kilometre and year. This is encouraging news for the further development of EuroVelo 8 – Mediterranean Route. Indeed, it is hoped that delivering the actions set out in this document over the coming years will help to ensure that EuroVelo 8 realises its true potential for the benefit of cycle tourists and the communities along the route.

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EuroVelo 8
Mediterranean Route

