



Title of the project: EuroVelo 13 – Iron Curtain Trail

Acronym: EV13 - ICT

Project duration: 18 months

Lead partner/coordinator: European Cyclists' Federation (ECF) (Belgium)

Partners: Karelia University of Applied Sciences (Finland)
CityBike (Estonia)
Latvian Tourism Development Agency (LTDA) (Latvia)
Vidzeme Tourist Association (VTA) (Latvia)
BalticBike (Lithuania)
ADFC Mecklenburg-Vorpommern (ADFC-MV) (Germany)
ADFC Saxony-Anhalt (ADFC-SA) (Germany)
ADFC Thüringen (ADFC-TH) (Germany)
Pomeranian Association Common Europe (PSWE) (Poland)
Polish Tourist Organisation (PTO) (Poland)
Nadace Partnerstvi (Czech Republic)
South Moravia Destination Agency (CCRJM) (Czech Republic)
Weinviertel Tourismus (Austria)

Short description of project

The focus of the project was the northern section of EuroVelo 13 – Iron Curtain Trail (EV13 - ICT), the long-distance cycle route that follows the boundary of the 'Iron Curtain', which, for almost half a century, forcibly divided Europe into East and West. EuroVelo 13 - Iron Curtain Trail invites people to retrace and experience this important part of the continent's history. The EV13 - ICT is the longest route of EuroVelo, the European cycle route network, which is coordinated by the ECF.

The aim of the project was to develop transnational thematic cycling tourism package offers along the EV13 - ICT; promote and communicate the EV13 - ICT and the new packages; and to facilitate public-private partnerships and the integration of tourism-related enterprises.

Main objectives of the project:

The specific objectives of the project are:

1. Strengthening transnational cooperation with regard to sustainable tourism;
2. Encouraging a greater involvement of small and medium enterprises and local authorities in the development of the EV13 - ICT; and
3. Stimulating the competitiveness of the tourism industry by means of an enhanced focus on the diversification of sustainable thematic tourism products.

With the help of the current project, the EV13 - ICT reminds people and nations about the Cold War and the achievements of the new democratic order in Europe, whilst creating a sustainable thematic tourism product that has few negative environmental impacts but many positive social and economic benefits.



Main results and deliverables

- 55 national and transnational thematic tourism package offers, 25 of which are now available on the market.
- 1 complete transnational EuroVelo 13 – Iron Curtain Trail website: www.EuroVelo13.com
- New/updated national and regional EuroVelo 13 – Iron Curtain Trail websites (accessible via www.EuroVelo13.com).
- Online promotional campaigns (e.g. [EV13 Quiz](#)), plus a national radio campaign in Poland
- Publication of promotional materials/maps/brochures.
- Workshop and staffed booth during ITB Berlin, the world’s leading travel trade fair. Plus, presence at many other tourism fairs.
- Press conference on EuroVelo 13 in Latvia, featuring Michael Cramer MEP and Robert Zile MEP. 6 Journalist/blogger study tours.
- 2 professional photo shoots, plus high quality photos from bloggers.
- Over 20 articles featuring the project and/or EuroVelo 13 on EuroVelo websites and Newsletter. Many articles published on a national/regional level. For example: Salla Summer Magazine (Finland), Fietsactief Magazine (The Netherlands), Bike & Travel Magazin (Germany), Kleine Zeitung (Austria) and Gazeta internet portal (Poland).
- 2 Roll-up banners to be used at future events to promote the project and route.
- 14 national and regional workshops and bilateral meetings with key stakeholders. In summary, these activities involved over 300 participants (over 80% through the workshops).

Impact of the project

The concrete impacts that were achieved are set out below:

- More sustainable cycle tourism package offers are available on the market – 55 new packages.
- Greater awareness about the route amongst European cyclists and cycle tourists – over 51,000 individual sessions on the transnational EuroVelo13.com website during the period of the project (April 2014 and September 2015).
- Greater awareness about EuroVelo 13 amongst the public and private partners necessary to ensure the route’s development and maintenance – over 300 stakeholders directly informed about the product.

Looking further ahead, the impacts that are expected to be generated in the future are:

- More people purchasing package offers related to EuroVelo 13.
- More people visiting EuroVelo 13 as a result of the communication and promotional materials and activities.
- Ever stronger and more sustainable public / private partnerships (e.g. creation of National EuroVelo Coordination Centres where they do not currently exist) to ensure the continuing development of the product and its ongoing maintenance.

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