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ASSOCIATION EUROPÉENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES

**Call:** COS-TSUST-2014-3-15

# **Title of the project: Creation and transnational promotion of outdoor tourism product linked to European Greenways**

## **“Greenways Outdoor”**

**Kick-off meeting – Brussels 10 June, 2015**

**Contact:** Mercedes Muñoz -EGWA director

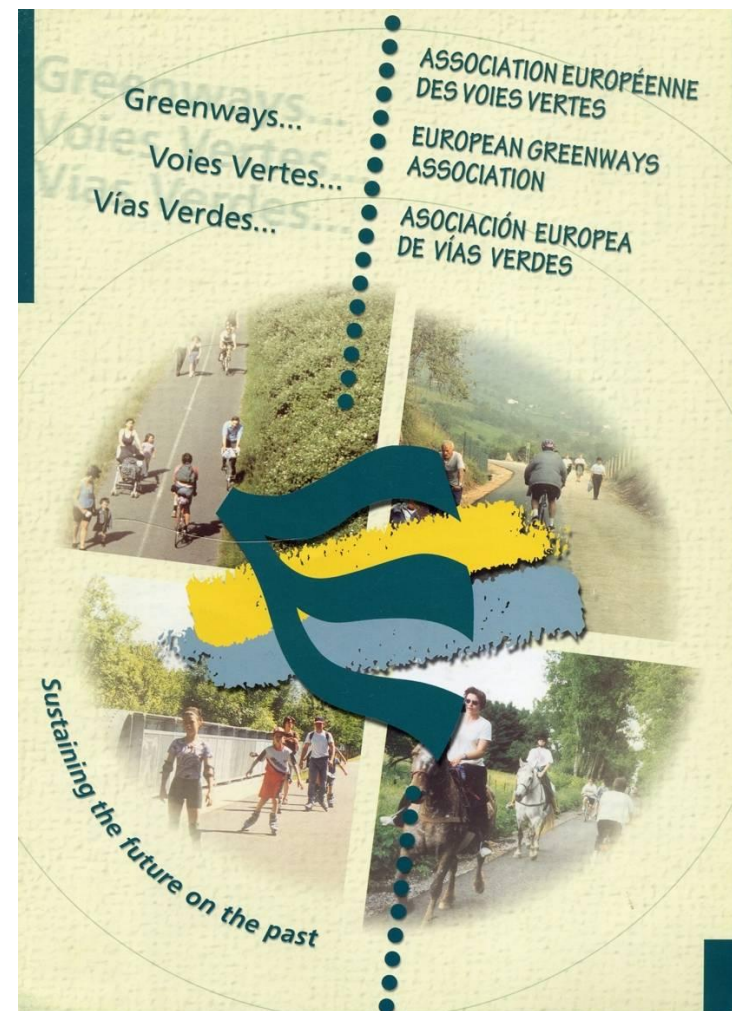
[direction@aevv-egwa.org](mailto:direction@aevv-egwa.org) - [www.aevv-egwa.org](http://www.aevv-egwa.org)

In 1998 the European Greenways Association (EGWA) was created in Namur (Wallonia, Belgium)

Objectives: inventory, encouraging the creation and promotion of Greenways in Europe.

Secretariat and executive seat in Madrid (Spain).

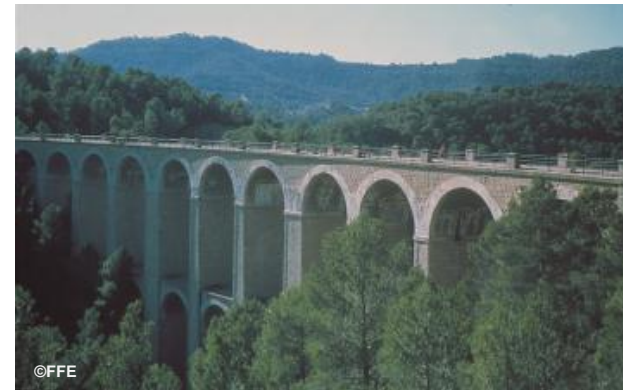
51 members from 16 countries



# “Greenways Outdoor ” - The project is about :

The project is about the **creation and transnational promotion of an outdoor tourism product linked to European greenways**, and on the **improvement of the capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so **become more competitive**.

Greenways are independent **car-free routes**, mainly using **disused railways and canal towpaths**. **Safe, accessible and very attractive**, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, by way of tunnels and viaducts).



# Objectives:

- The creation and transnational promotion of an **outdoor tourism product** linked to European greenways



and

the **improvement** of the **capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so become more **competitive**.



# Implementation

## WP1: Management/Coordination

*Lead: EGWA*

- The organization of the project and its management help ensure that the **project is properly performed** and **meets the objectives** set for it.
- **Any problems** that might arise may be **resolved promptly**.
- To encourage **collaboration between all team members** to achieve **the best outcomes possible**.



# WP2: Diversify Tourism Offer

*Lead: FFE*

To diversify the supply of the European greenways tourism offer; to improve the capacity of SMEs to realize the potential of greenways, and to strengthen public-private cooperation:

- aimed basically at SMEs,
- organization of specific sporting activities to capture new customers,
- strengthening the public-private partnership.



# WP3: Better information & marketing

*Lead: Tourismusagentur Ostbelgien*

## **Marketing in new markets and communication; attracting new clients and selling the product:**

- offering better information to greenway tourists; includes a best practices guide for communication,
- joint participation in specialized fairs and greenways outdoor marketplace and/or roadshows with tour operators. Fam trip's.

# WP 4. Promotion & communication

*Lead: EGWA.*

- To achieve the maximum international promotion/dissemination/communication of the project and of the greenways as a way of developing a tourism product. To find out about relevant examples of greenways and foster the best practices.





# The project will result in the:

- Creation of special **tourism outdoor packages**
- European **catalogue of “Greenways Outdoor”** tourism products
- **Catalogue of professional services and equipment around greenways”**
- **Mass participation events** (e.g. marathons, cycle tours, Nordic walking, for all) to **attract new customers.**



# The project will result in the:

- **Promotion** on a pan-European scale (workshops, conferences, participation in specialized fairs, web page, blog, press trips);
- European **greenways outdoor award** and European **photo competition**;
- Enhanced the **competitiveness** of the **SMS'e** related to greenways tourism;
- Encouraged **Public-private collaboration**.



# 10 partners from 5 countries: Spain, Latvia, Portugal, Italy and Belgium

- ASSOCIATION EUROPEENNE DES VOIES VERTES AISBL - EUROPEAN GREENWAYS ASOCIACION (EGWA) (Belgium - European scope) Lead partner/coordinator:
- FUNDACIÓN FERROCARRILES ESPAÑOLES (Spain),
- VIDZEMES TURISMA ASOCIACIJA (Latvia),
- PANGEA EDUCACION Y DEPORTE EN LA NATURALEZA SL (Spain),
- COMUNIDADE INTERMUNICIPAL VISEU DAO LAFOES (Portugal),
- GRUPPO DI AZIONE LOCALE POLESINE DELTA DEL PO - ROVIGO (Italy),
- FUNDACION VIA VERDE DE LA SIERRA (Spain),
- TOURISMUSAGENTUR OSTBELGIEN (Belgium),
- DIVERSPORT EMPRESA DE SERVEIS ESPORTIUS SC (Spain),
- SERVICIOS DEPORTIVOS, CULTURALES Y DE ANIMACION DXOCIO SL (Spain).

# How collaborate?

Helping us to broadcast this project and Greenways concept amongst your members and network.

Keeping us informed or putting us in contact with organisations interested in promoting their Greenways.

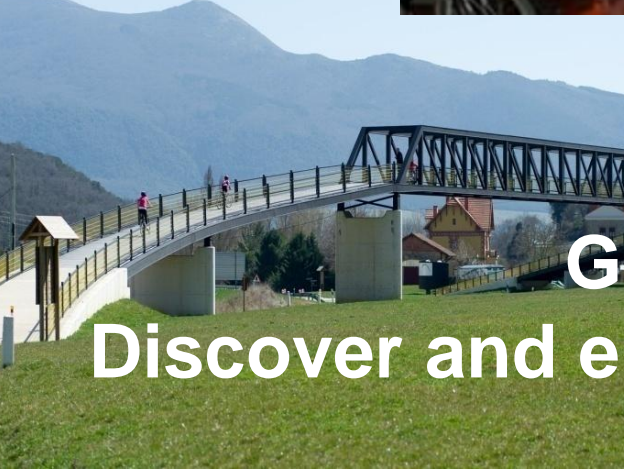
Including examples of Greenways projects in your seminars and conferences as infrastructures favouring sustainable tourism

## What do we offer?

Reciprocity – assistance in broadcasting your Project in those aspects relevant to Greenways



Thanks for your attention!



Greenways:  
Discover and enjoy a different Europe!!