

**Call: Call TFLOWS 2014**

**Title of the project: Silver Cyclists**

**Acronym: (if used)**

**Project duration and start date:**

**Duration: 15 months**

**Start Date: 1<sup>st</sup> September 2015**

**Short description of project**

- The project is about

The Silver Cyclists projects aims to increase the number of seniors undertaking cycling holidays both domestically as well as to other European destinations.

Using EuroVelo, the European cycle route network as a backbone, the partners will adapt the existing methodology for the creation of tourist packages by including the specific needs of senior cyclists, developing tourist concepts and implementing pilots along the EuroVelo network. The academic evaluation of the pilots and the results of the project will be gathered in an international workshop at the end of the project.

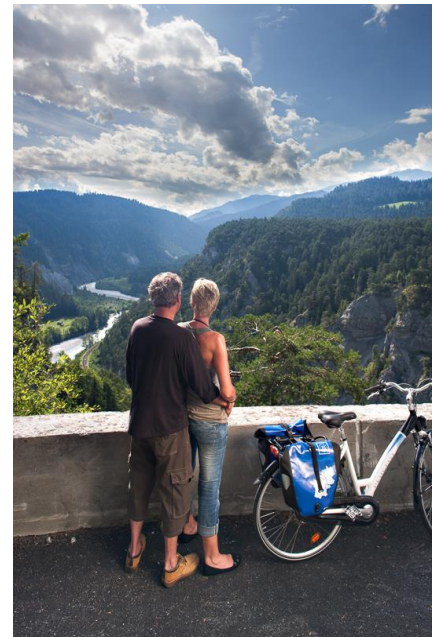
During the project many activities will be carried out such as workshops with stakeholders, photo shooting campaigns of seniors cycling, signature of a charter of Silver Cyclists and creation of a logo that recognises tourists products as Silver Cyclists friendly.

EuroVelo, the European cycle route network consists of 14 long distance cycle routes that connect the whole continent.

- Main objectives:

The Silver Cyclists Project main objectives are:

- To support the extension of the tourism season, improve SEM's competitiveness and jobs growth by encouraging seniors to undertake cycling holiday.
- To increase the transnational cooperation along the tourism value chain by making EuroVelo –the European cycle route network- sharing experiences and best practices.
- To facilitate European public-private partnerships by establishing sustainable organisational structures between public and private sectors.
- To encourage seniors' wider sense of European citizenship through increases intra-EU Mobility. The EuroVelo network, with 14 thematic routes connecting the all continent and signposted with the EU yellow stars and blue background is a good example.



**Lead partner/coordinator:**

- European Cyclists' Federation (Belgium)

**Partners:**

- Confederación Española de Organizaciones de Mayores (Spain)
- Romantischer Rhein Tourismus GmbH (Germany)
- Vidzeme Tourism Association (Latvia)
- University of Central Lancashire (United Kingdom)
- Dansk Cikelsturisme (Denmark)
- Comune di Sermide (Italy)
- Fundación de los Ferrocarriles Españoles (Spain)

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