

## **Title of the project: EUROVELO 8 – the Mediterranean route**

**Project duration: 1 april 2014- 30 september 2015**

**Lead partner/coordinator:** PROVINCIA DI MANTOVA (Italy)

**Partners:** Consorci de le Vies Verdes de Girona (Spain)

Pays Pirénées-Méditerranée (France)

Conseil Général des Alpes-Maritimes (France)

ENIT - Agenzia Nazionale del Turismo (Italy)

Provincia di Ferrara (Italy)

Regione Piemonte (Italy)

Regional Development Centre Koper (Slovenia)

GO2 (Albania)

ANTIGONE -Information and Documentation Centre on Racism, Ecology, Peace and Non-Violence (Greece)

KYPIPIAKOS OPΓANIZMOΣ TOYPIΣMOY- Cyprus Tourism Organization (Cyprus)

ECF-European Cyclists` Federation (Belgium)

Foreninge Frie Fugle (Denmark)

### **Short description of project**

The Mediterranean Route – EuroVelo 8 (EV8) runs for nearly 6,000 km through 11 countries. The current project will bring together stakeholders from 7 countries along the route (Spain, France, Italy, Slovenia, Albania, Greece, Cyprus) and 2 countries representing the potential target markets (Denmark, Belgium). The project was about enhancing and promoting the transnational cycling route as a unique tourism product and brand, through the promotion of the route, the development of local, national and international tourism packages, and the networking with public and private stakeholders operating along the route.

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

### **Main results and deliverables:**

Website of the Eurovelo 8 cycle route: [www.eurovelo8.com](http://www.eurovelo8.com), with links to the local portals and national websites of Albania and Greece.

More than 50 tourism packages promoted on the market  
Database of 300 companies serving cyclists along the route  
Promotional materials, leaflets, maps  
Organization of study tours, visits, thematic events.

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