

## **EuroVelo 13 – Iron Curtain Trail**

Start date: Tuesday 1<sup>st</sup> April 2014, duration 18 months

**The focus of the project is the northern section of the Iron Curtain Trail (ICT), the long-distance cycle route that follows the border of the ‘Iron Curtain’, which forcibly divided Europe into East and West for half a century. The mission of the ICT is to experience the history of Europe and explore and develop the border regions of Europe by cycling. The ICT is the longest route of the European cycle route network - EuroVelo – which was initiated by the European Cyclists’ Federation to develop a network of high-quality cycling routes linking all countries in Europe. It can be used by long-distance cycle tourists, as well as by local people making daily leisure journeys. The product contains routes, signage, services, public transport connections, promotion – marketing and bookable offers (currently mostly on a local / regional level).**

The project aims to

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

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 ICT; and
3. Stimulating the competitiveness of the tourism industry by means of an enhanced focus on the diversification of sustainable tourism thematic products.

With the help of the current project, **the ICT reminds people and nations about the Cold War and the achievements of the new democratic order in Europe and can become the flagship of ‘Brand Europe’ with few negative environmental impacts and many positive social and economic benefits.**

**Lead partner/coordinator: European Cyclists’ Federation (ECF) – Belgium**

**Partners:**

- **Karelia University of Applied Sciences** – Finland
- **CityBike** – Estonia
- **Latvian Tourism Development Agency** – Latvia
- **Vidzeme Tourist Association** – Latvia
- **BalticBike** – Lithuania

- **ADFC Mecklenburg-Vorpommern** – Germany
- **ADFC Saxony-Anhalt** – Germany
- **ADFC Thüringen** – Germany
- **Pomeranian Association Common Europe (PSWE)** – Poland
- **Polish Tourist Organisation** – Poland
- **Nadace Partnerstvi** – Czech Republic
- **South Moravia Destination Agency** – Czech Republic
- **Weinviertel Tourismus** – Austria

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