

Greenways Product

Greenways are “**independent communication paths**” for exclusively non-motorized use which are very accessible for any type of user because they have few or no slopes and are often built on old railway lines and canal towpaths. Consequently, they give easy access to places of great beauty (e.g. in mountainous areas, through tunnels and over viaducts). These infrastructures are the most commonly used in cycle tourism networks because they are extremely safe, accessible to everyone, and user-friendly.

The main goal of the Greenways Product project is the **development and consolidation of tourism product “Greenways of Europe”**, with the purpose of helping to establish, promote and market the tourism offer of European Greenways. The aim is to position Greenways in the regional, national and international tourism market and to help increase the flow of tourists (domestic and international) who visit the Greenways of Europe by promoting sustainable, active and quality tourism. In this way the leap can be made from “tourism resource” to “tourism product”, taking special care that, among its features, accessibility for the disabled is especially implanted in people’s minds.

The actions of this project are aimed at creating a **clear and concise methodology for the creation of a tourism product** based on European Greenways. The idea is to educate and raise the awareness of the small and medium enterprises (SMEs) which carry out their tourist activities in the ambit of the various European Greenways so that they can market their services jointly. In this respect, the aim is to drive **public-private cooperation** between the government agencies responsible for tourism (those which manage and promote Greenways) and the local tourism business community (private sector), while promoting the design of joint marketing initiatives. The goal is to position European Greenways in the domestic and international tourism market through the creation of **integrated tourism packages** based on these trails.

The intention is to establish the **brand image of “European Greenways”** and conduct marketing, promotion, and market positioning activities with the support of regional tourism authorities and those of the various member states, while stressing the great value of Greenways as **environmentally sustainable** tourist destinations, the result of the recovery of abandoned infrastructure (railways, canals,...), integrated in the landscape and for non-motorized uses only (on foot, by bike...). In addition, this project will promote intermodality with public transport as a sustainable means of accessing Greenways.

Furthermore, this is a **forward-looking project, sustainable over time**, for the European Greenways as a whole, since European Greenways represent a **transnational thematic tourism product** with a strong potential for contributing to competitiveness in the sector.

The “Greenways Product” project will help drive transnational public-private cooperation aimed at developing and promoting competitive and sustainable transnational tourism products. So this project is transnational, thematic, sustainable, visible, competitive.

Project duration : 1st April 2013-30 September 2014

Coordinator:

- Fundación de los Ferrocarriles Españoles (Spain). www.viasverdes.com

Partners:

- European Greenways Association (European score). www.aevv-egwa.org
- Rogaland County Council (Norway). www.rogfk.no

- University of Central Lancashire. Institute of Transport & Tourism. (United Kingdom). www.uclan.ac.uk
- Grupo de Accion Local Polinesine Delta Po (Italy) www.galdeltapo.it
- Federazione Italiana Amici della Bicicletta (Italy). www.fiab-onlus.it.
- Comunidade Intermunicipal da Região Dão Lafões (Portugal). www.cimrdl.pt
- Associação Portuguesa de Corredores Verdes (Portugal). www.apeverdes.org
- Vidzeme Tourism Association (Latvia) www.vidzeme.com
- Fundación Vía Verde de la Sierra (Spain) www.fundacionviaverdedelasierra.com
- Consorcio Regional de Transportes de Madrid (Spain). www.ctm-madrid.es/
- Pangea, Educación y Deporte en la Naturaleza, SL (Spain) www.rutaspangea.com
- Iberus Medio Ambiente, SL (Spain). www.iberusmedioambiente.com
- Deporventura SL (Spain). www.deporventura.es

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