



# Iron Curtain Trail

Jointly for our common future



## **Sustainable mobility along the newest EuroVelo route, the Iron Curtain Trail**

**Fenntartható mobilitás a legújabb  
EuroVelo kerékpárút a Vasfüggöny  
kerékpárút mentén**



# History





# Present and future: The Iron Curtain Trail





Cycle tourism has changed...



...and moved to the mainstream.



## European Parliament Study:

2.8 billion cycle tourism trips per year in Europe, of which 25.6 million include overnight stays!

Average spend on day trips is almost €16, for overnight stays it is estimated to be €353 per trip.

The total economic impact of cycling tourism in Europe is €54 billion per year

Cycling tourists need attractive, safe and comfortable routes



# About the project

Financed by the South East Europe Programme, under priority "Improvement of accessibility"

Duration: October 2012 - September 2014

Total budget: 1 403 441 Euro

# Goals

Improving accessibility in the SEE area

Connecting EU regions with bicycle network

Link cycling and public transport offers

Promoting cycling as a means of sustainable transport

Raising awareness about developments in cycling and public transport along the ICT

# Partners

**Hungary:** West Pannon Regional and Economic Development Nonprofit Ltd.

South Transdanubian Regional Development Agency Nonprofit Limited Ltd.

Hungarian Cycling Alliance

Greenways Methodology Association

**Austria:** Regional Government of Burgenland

**Slovakia:** Ekopolis Foundation

**Slovenia:** Regional Development Agency Mura Ltd.

**Bulgaria:** Bulgarian Cycling Association

**Slovakia:** EKOPONS Foundation

**Slovenia:** Regional Development Agency Mura Ltd.

**Bulgaria:** Bulgarian Cycling Association

Association of South-western Municipalities

Bulgarian Association for Alternative Tourism

**Greece:** ANTIGONE-Information and

Documentation Center on Racism, Ecology, Peace  
and Non-Violence

**Romania:** National Institute For Research and  
Development in Tourism

**Croatia:** Moj Bicikl - NGO My Bike

**Serbia:** Yugo Cycling Campaign

**Former Yugoslav Republic of Macedonia:** Center for  
development of the South-East planning region

# Project activities

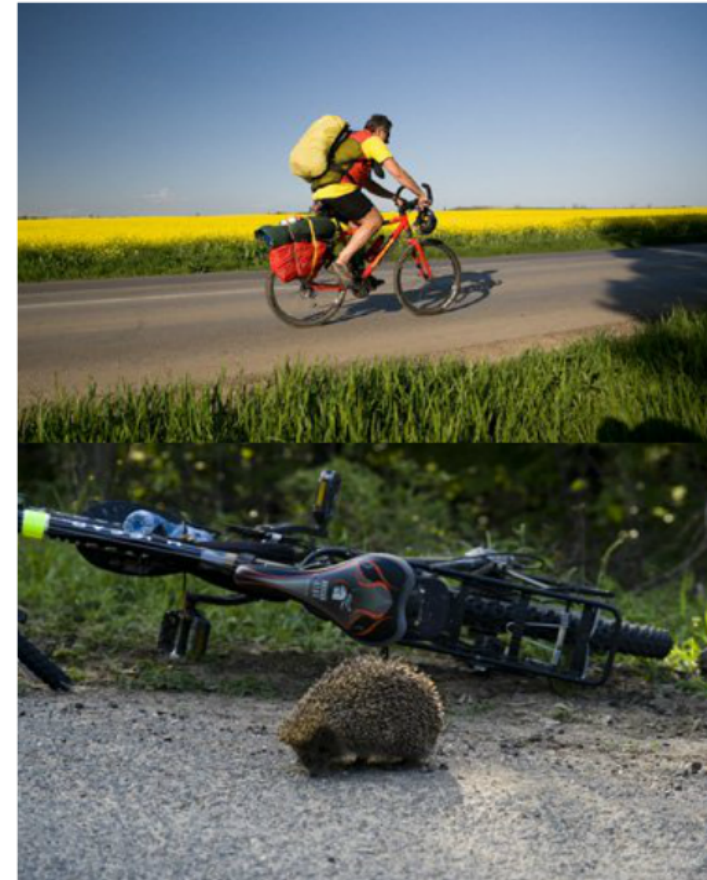
## Analysis and planning

This set of activities includes all methodological preparation, surveys, analyses and planning necessary to significantly improve cycling and public transport conditions along the route. The methodology will be based on the latest European knowledge and will take special regional conditions and solutions into consideration. A methodology for analysis and planning will result in feasible solutions and realistic proposals. The project will finish the survey and planning work which was started by other projects financed by the DG ENTR in 2011 and will also cover those countries which were not part of the process. The survey of several route sections will help to finalize the itinerary. Best practices will be collected and a detailed action plan will be drawn up. These will bring the level of services closer and contribute appropriate cycling conditions all along the Iron Curtain Trail. Pilot developments will test the feasibility of cost effective technical solutions.

## Sustainable mobility offers

Sustainable mobility offers are tangible outputs of the project which bring the actual implementation of the action plan and the feasibility studies closer. The offers have to be desirable for the end users by providing comfortable, fast and cost effective solutions for daily mobility and/or leisure and have to demonstrate to stakeholders the opportunities related to the combination of cycling and public transport.

Sustainable transport and tourism offers will be developed based on a common methodology and will consider the existing infrastructure, rolling stock, timetables and regulations. Partners will involve public transport providers, local municipalities, service providers, tour operators among others. The offers will be developed on the local, regional, national and transnational levels. Pilot sections will be sought out and promoted to end-users which provide necessary basic infrastructure, signposting, public transport connections and services on an appropriate level.



# Project activities

## Communication activities

These activities focus on communicating the project and its results to the professional audience as well as on reaching end-users through different communication channels. The professional target is made up of project partners, directly affected local /regional bodies and authorities, organizations and professionals who are not in the core geographical zone (NUTSII regions along the Iron Curtain Trail), but interested for the project results.

**The website for the communication for the professional audience is available already at [www.ict13.eu](http://www.ict13.eu).**

Promotion and external communication will address potential end users - cyclists and cycling tourists. The Iron Curtain Trail project includes the creation of a common corporate identity and a common marketing and communication plan and will coordinate promotion activities, responsibilities as well as defining the level of cooperation necessary for the joint promotion of the route. National and regional communication tools will provide the basis for a common, sustainable promotional campaign.

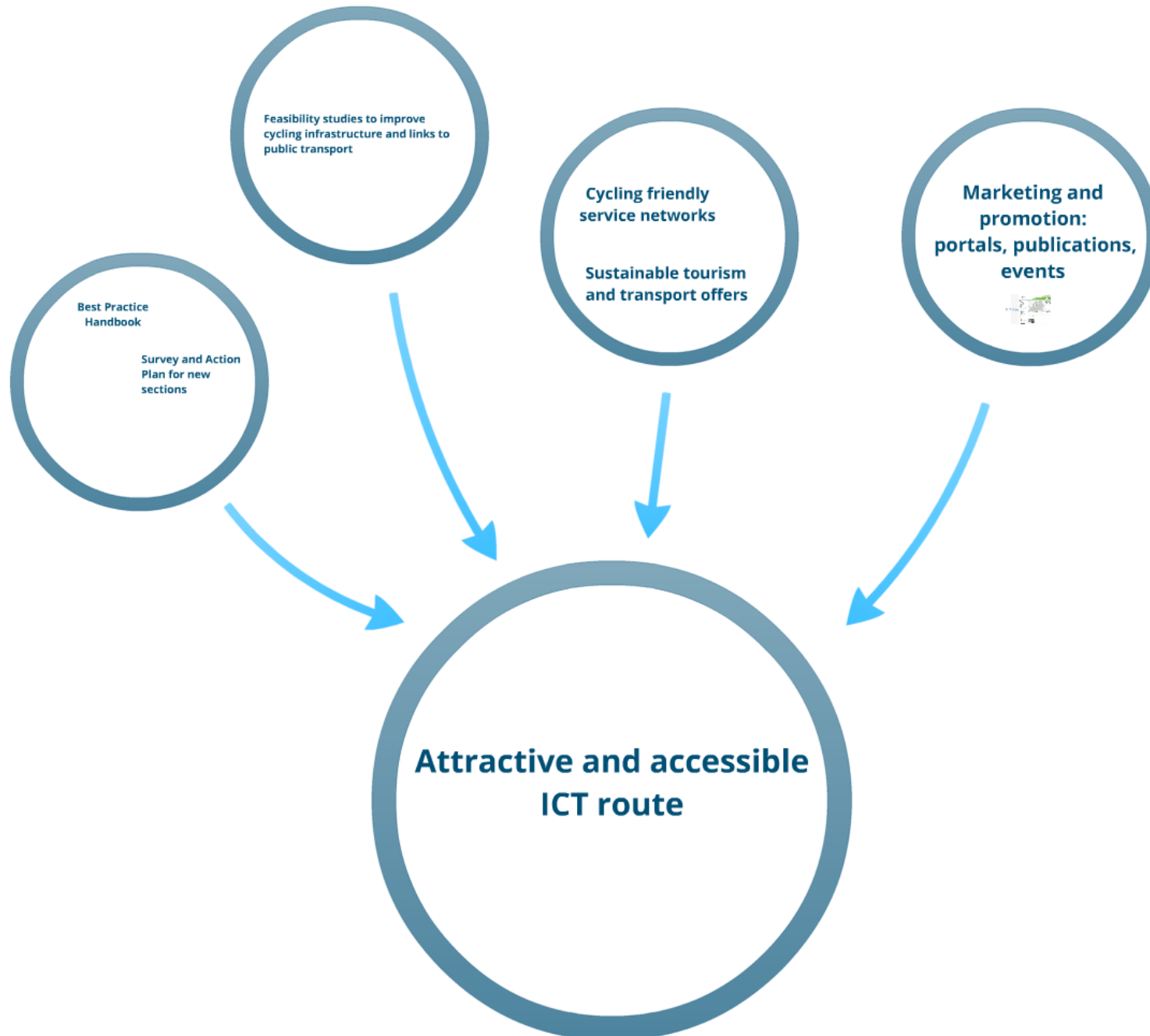


## Organizational development, evaluation of the results and follow up activities

The ICT project will also ensure the sustainable management of the route. Sustainable management will be a vital aspect of all activities during the whole project. Training courses, study tours, awareness raising activities for national, regional and local authorities as well as a European monitoring and evaluation concept and manual for EuroVelo routes are part of the Iron Curtain Trail project.



# Results





**Best Practice  
Handbook**

**Survey and Action  
Plan for new  
sections**



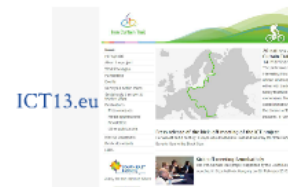
**Feasibility studies to improve  
cycling infrastructure and links to  
public transport**



**Cycling friendly  
service networks**

**Sustainable tourism  
and transport offers**

# Marketing and promotion: portals, publications, events



ICT13.eu



### News

- For Cyclists
- About the project
- Work Packages
- Partnership
- Events
- Surveys & Action Plans
- Sustainable transport & tourism offers
- Publications
  - Press releases
  - Media appearances
  - Newsletters
  - Other publications

Internal documents

Public documents

Links



20 nations are part of the Iron Curtain Trail project. 14 members of the project are currently participating. The path traverses many interesting flora and fauna areas and unique landscapes with either with the border hardly touched. The project includes monuments, Museum establishments which were the division of Europe peaceful, a "velvet" road.

### Press release of the kick-off meeting of the ICT project

For almost half a century, Europe was divided into East and West by the "Iron Curtain", from the Barents Sea to the Black Sea.



### Kick-off meeting Szombathely

The Iron Curtain Trail project supported by the South East Europe Transnational Cooperation Programme was launched in Szombathely, Hungary on 5th February 2013.



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**Attractive and accessible  
ICT route**

# Thank you for your attention

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[www.ict13.eu](http://www.ict13.eu)





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