

Newsletter 1 - 10/2013



Iron Curtain Trail “Sustainable mobility along the newest EuroVelo route, the Iron Curtain Trail”

The “Iron Curtain Trail” project

EuroVelo is a network of 14 long distance cycle routes connecting and uniting the whole European continent. The routes can be used by cycle tourists as well as by local people making daily journeys and it is envisaged that the network will be substantially complete by 2020. One of the network’s newest routes is the **Iron Curtain Trail, EuroVelo 13**, which leads from the Barents Sea to the Black Sea and is more than 10,400 km long (approximately 8,800 km of which is inside the EU and 1,600 km is located outside). The ICT is the longest route of the European cycle route network and it is expected to generate annually 3.3 million daytrips, 849,000 holiday trips and have an economic impact of 355 million Euro when it is fully developed. In order to reach its full potential as the EuroVelo 13 route, we collect and evaluate potential itineraries, services, promotion / marketing conditions, the organisational and financial background of the ICT and define necessary actions until 2020. With the support of the South East Europe Programme the Southern section of the Iron Curtain Trail will be able to catch up to the more developed sections and become the engine of all cycling related development in the region.

Main Objectives

- To improve the **accessibility** of the South East Europe (SEE) regions by bicycle
- To **connect** SEE regions by a European long distance **cycling route**
- To realise opportunities **for cycling and public transport** connections
- To **promote cycling** and combined **sustainable transportation** as a means of sustainable mobility and tourism
- To improve **knowledge, exchange experiences and raise awareness** on cycling and public transport related developments



The “Iron Curtain Trail” main outcomes

- **Analysis and Planning:** methodological preparation, surveys of several route sections, analyses and planning to improve cycling and public transport conditions along ICT route. Pilot developments to test the feasibility of cost effective technical solutions
- **Sustainable mobility offers:** offers combining cycling and public transport desirable for end users that provide comfortable, fast and cost effective solutions for daily mobility and/or leisure, development. Offers on local, regional, national and transnational levels that involve public transport providers, local municipalities service providers, tour operators and other relevant stakeholders. Establishment of cycling friendly service provider network. Promotion of pilot sections providing basic infrastructure, signposting, public transport connections and services to end-users.
- **Communication activities:** Promotion and external communication to the professional audience and potential end-users -cyclists and cycling tourists. Joint sustainable promotional campaign to promote ICT route in the participating countries through national and regional communication tools. Marketing and promotional activities (maps, mobility and tourism portals, campaigns for offers etc.)
- **Organisational development, evaluation of the results and follow up activities:** training courses, study tours, awareness raising activities with the participation of national, regional and local authorities for the sustainable management of ICT route, European monitoring and evaluation concept, manual for EuroVelo routes as a part of ICT project.



The “Iron Curtain Trail” project partners

The project is managed and coordinated by



West Pannon Regional and Economic Development Nonprofit Ltd from Hungary

Regional development bodies and non governmental organisations (NGOs) of SEE participate to the project as partners:



BGLD Regional Government of Land Burgenland Eisenstadt, Austria



EKOPOLIS Ekopolis Foundation Banská Bystrica, Slovakia



HCA - Hungarian Cycling Alliance - Budapest, Hungary



RRA MURA - Regional Development Agency Mura Ltd. - Murska Sobota, Slovenia



BCA - Bulgarian Cycling Association - Bourgas, Bulgaria



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



STRDA - South Transdanubian Regional Development Agency - Nonprofit Ltd. Pécs, Hungary



GMA - Greenways Methodology Association - Alsópetény, Hungary



ASWM - Association of South-western Municipalities - Blagoevgrad, Bulgaria



BAAT - Bulgarian Association for Alternative Tourism - Sofia, Bulgaria



INCDT - National Institute for Research and Development in Tourism - Bucharest, Romania



Moj Bicikl - NGO My Bike - Zagreb, Croatia



YCC - Yugo Cycling Campaign - Belgrade, Serbia



CDSEPR - Centre for development of the South-East Planning Region - Strumica, Former Yugoslav Republic of Macedonia



ICT project is also supported by the European Parliament and the European Cyclists Federation (ECF)

"Iron Curtain Trail" project events



"Iron Curtain Trail" activities realised until now

- Collection of **best practices** along the Iron Curtain Trail regarding bicycle infrastructure, combined soft mobility solutions, sustainable cycling tourism and related services as well as promotion and marketing of sustainable tourism and mobility
- Organisation of national/regional **dissemination events and/or workshops** of ICT project targeted to professional groups and relevant stakeholders (national, regional and local authorities, cycling and public transport representatives, cycling services professionals and other stakeholders)
- Participation in **conferences, seminars, exhibitions** and other events to communicate ICT project and its objectives to a wider audience
- Dissemination of ICT project **brochure and leaflet** in english and in national languages
- Media advertisement of ICT project in **national and local press, TV/radio shows, websites, social media sites etc.**
- Organisation of **trainings and/or study tours** with the participation of national, regional, local authorities and relevant stakeholders.

The **Half Time Conference** for the promotion of ICT project and its objectives took place in Thessaloniki, Greece on **Thursday, October 3rd 2013** with the participation of project partners as well as relevant stakeholders from SEE countries (national, regional and local authorities, cycling and public transport representatives, cycling services professionals and other stakeholders)

"Iron Curtain Trail" project website and blogs



Official ICT **project website** in English
<http://www.ict13.eu/>



<http://ict13gr.blogspot.gr/>



<http://ecopolis.sk/ict>



http://www.incdt.ro/index.pl/ict_prezentare_generala_ro



<http://www.westpannon.hu/projektjeink/pelda1>



<http://13.eurovelo.bg>



<http://web.rra-mura.com/page.aspx?top=5&sub=202&title=IRON%20CURTAIN%20TRAIL>





Newsletter

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