







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

# WP 4.2 Sustainable transport offers

### **ERDF PP6**

## **ANTIGONE -**

Information and Documentation Centre on Racism, Ecology, Peace and Non Violence

**Mobile Bicycle Rental and Repair Unit** 

December 2014















### **Sustainable Transport / Tourism Offers - Template for New Offers**

Title:	Mobile Bicycle Rental and Repair Unit	
Partner:	ANTIGONE, ERDF PP6	
Overview		
Country:	GREECE	
Region:	Kentriki Makedonia (EL12), Anatoliki Makedonia, Thraki (EL11)	
Short description:	A mobile repair and rental unit for bicycles on demand along Iron Curtail Trail route sections around Greek Bulgarian borders. This part of the route lacks of bicycle shops or any bicycle repair shops.	
Objectives	Offer to local citizens, commuters and tourists the possibility to rent or repair their bicycles, provide quality services along the ICT area for cyclists tourists. Services can be delivered also for cycling holiday packages from local tour operators and networks of cycle friendly services	
Target groups	The main target group is local community citizens and enterprises together with foreign and Greek tourists in Serres, Drama prefecture. "Cyclists Welcome Hellas", the official cycle friendly services network in Greece can also be act as user or as operator of the unit.	
Phase	The offer is in the phase of proposal. Contacts have been established with local tour operators and accommodation networks in the area.	
Operator, contact	Greenways Social Cooperative Enterprise: greenwayscoop@gmail.com	
Cost and benefits	Initial investment is estimated at 20.000 Euro for the materials and the promotion of the new service. The initial investment can be recovered in the first 2 years of operation by the increase of number of commuters and tourists in the area using the mobile repair unit.  Benefits are much higher than the investment not only for the sustainable mobility but also for the sustainable tourism development in the area.	



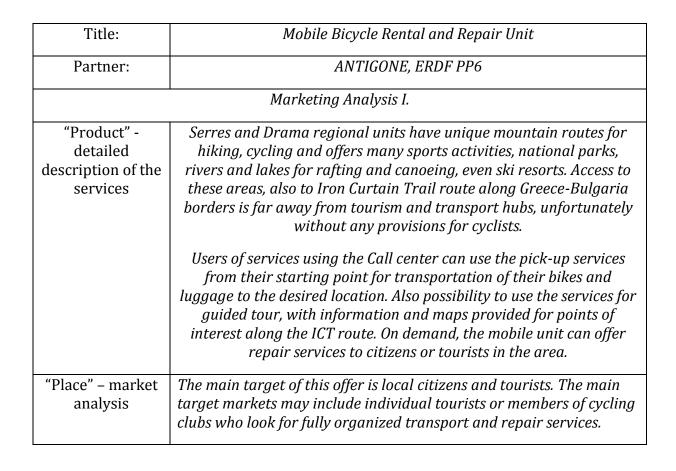














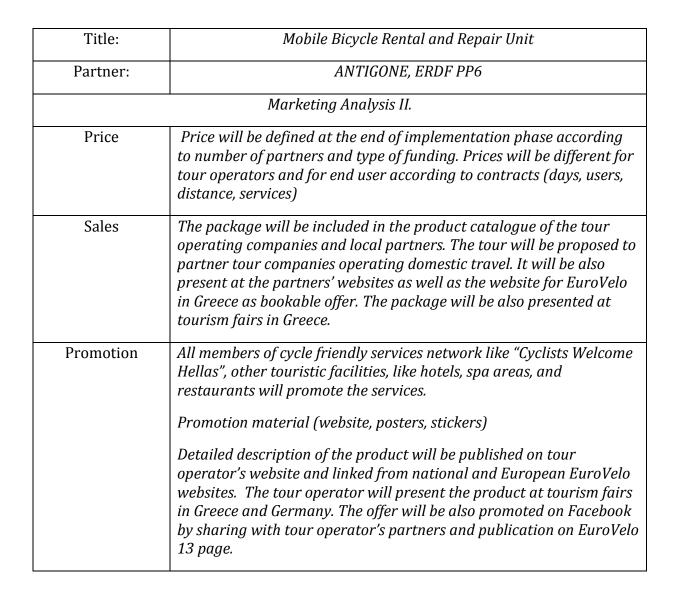
























Title:	Mobile Bicycle Rental and Repair Unit	
Partner:	ANTIGONE, ERDF PP6	
Implementation plan I.		
Detailed description of the technical solution	To implement the services for a common mobile bicycle unit, is needed strong cooperation between partners of cycle friendly services network with other partners from the fields of transport and tourism, such as taxi and mini-bus operators, destination managements, touristic operators and accommodation facilities.	
	Crucial technical part of the offer is organization and maintenance of the common uses of van and call center. The main role of the call center is receiving the calls and dispatching them to the operator of the mobile unit	
	W W W . G P e e n W a y s c o o p . g r  Welcome  *13*  Iron Curtain Trail  Iron Curtain Trail	
Actions to take	Special agreement for the common use of the van.	
	Special agreement for the operation of the call center.	
	Public awareness in order to promote services among the tourists in the region and service providers.	
	Promotion in order to promote services and include the services in local and region development plans.	













