

# 6<sup>TH</sup> EUROPEAN GREENWAYS CONFERENCE

4-5 APRIL 2019

EUROPA CONGRESS PALACE  
VITORIA-GASTEIZ



4 APRIL 2019

## PROGRAMME

08:30-09:00 Welcome and registration.

REGISTRATION ON LINE 

09:00-09:30 Opening speeches.

- Mainer Etxebarria. Tourism and Hospitality Director. Basque Government.
- Giulio Senes. President. European Greenways Association.
- José Carlos Domínguez Curiel. CEO. Spanish Railways Foundation.

### SESSION 1 THE GREENWAYS IN REGIONAL, NATIONAL AND EUROPEAN POLICIES AND STRATEGIES.

**Regional development instruments need to make provision for greenways to enable projects to be developed and funded.**

09:30-09:50 *Greenways, a European initiative.*

Mercedes Muñoz. Director, European Greenways Association.

09:50-10:10 *The Irish Strategy for the Future Development of National and Regional Greenways.*

Derek O'Neill. Department of Transport, Tourism & Sport.

10:10-10:30 *The Nature Paths and Greenways Programme.*

Jorge Figueira. Directorate-General for Rural Development, Innovation and Forestry Policy. Ministry of Agriculture, Fisheries and Food.

### SESSION 2 INDUSTRIAL HERITAGE AND GREENWAYS.

**The valorization of the industrial heritage sites along the greenways: one objective of greenway infrastructure.**

10:30-10:50 *Promotion of Railway Heritage, Greenways, TouRail, Railway Museums and other proposals.*

José Carlos Domínguez Curiel. CEO, Spanish Railways Foundation.

10:50-11:10 *The Greenways Heritage tourism GIS (Geographic Information System), promoting greenways across Europe.*

Giulio Senes. University of Milan.

11:10-11:30 *Ecopistas (Greenways) in Portugal and Railway Heritage Management.*

Filipe Beja. Manager of the Portuguese Ecotrails National Plan. IP Patrimonio.

11:30-11:50 *RAVeL, Walloon region: from the Recovery of the Railway Heritage to the long-distance cycle routes.*

Gilbert Perrin. Technical Advisor, International Relations, Chemins du Rail, Belgium.

11:50-12:00 Panel discussion.

12:20-12:50 Brunch: Pintxos (tapas) and networking.



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## SESSION 3 MONITORING AND STUDIES ON GREENWAYS AND CYCLE TOURISM.

**Measuring and monitoring are essential for collecting data on current happenings, return on investments and economic impact, and for formulating criteria for future planning.**

- 12:50-13:10** **Monitoring the impact of the cycle tourism at National and Regional level (Czech Republic).**  
Daniel Mourek. International projects and Greenways programme manager. Nadace Partnerství (Czech Republic).
- 13:10-13:30** **Results of a Comparative Analysis of Successful Cases of Natural Paths and Greenways Tourism Management.**  
Ricardo Blanco. Head of Sustainable Tourism, Secretariat of State for Tourism, Ministry of Industry, Trade and Tourism.
- 13:30-13:50** **Latest Data from the Cycle Tourism Observatory in Germany.**  
Fong Choo Leong. Bicycle Tourism Officer. German Cyclists Federation, ADCF (Allgemeiner Deutscher Fahrrad-Club).
- 13:50-14:10** **Socioeconomic Impact of Greenways in Girona.**  
Ángel Planas. Manager, Girona Greenways Consortium.

## SESSION 4 BUSINESS ROUND TABLE ON THE GREENWAYS TOURIST PRODUCT.

- 14:10-15:00** **The participation of the private sector is essential to the development of the tourist product. How can we offer what the tourist wants? Expansion of the electric bike market.**
- Daniel Mourek. International projects and Greenways programme manager. Nadace Partnerství (Czech Republic).  
*Welcome-Cyclist, Accueil Vélo (and other certifications awarded for services offered to the cycle tourist.*
  - Henrik Lythe Jørgensen. Consultant. Dansk Cykelturisme (Danish Cycle Tourism), a public-private association for the promotion of cycle tourism in Denmark.
  - Antonio Camacho. Centro Cicloturista Subbética.  
*The growth of a cycle tourism SME based in the Aceite (Oil) Greenway.*

**15:00-15:20** **Panel discussion.**

**15:30-18:30** **Technical visit to the Vasco Navarro Railway Greenway.**





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GARBIA  
ENVIRONMENTALLY  
SUSTAINABLE  
EVENT

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08:30-09:00 Welcome and registration.

**SESSION 5 MANAGEMENT AND PROMOTION OF NON-MOTORIZED TRAVEL ITINERARIES.**

***How is a successful itinerary achieved? Best management practices; greenways as much more than infrastructures; information and communications technologies and traditional promotional techniques.***

09:00-09:20 ***Advocacy and Communication of Spanish Greenways.***  
Arantxa Hernández. Head of Greenways Area, Spanish Railways Foundation.

09:20-09:40 ***Greenways Promotion Strategy in Basque Country.***  
Harkaitz Millán. CEO. BASQUETOURL, Basque Tourism Agency.

09:40-10:00 ***Promoting cycling tourism in Denmark.***  
Henrik Lythe Jørgensen. Consultant. Dansk Cykelturisme (Danish Cycle Tourism).

**SESSION 6 MOBILITY, INTERMODALITY AND LOCAL DEVELOPMENT.**

***Greenways as infrastructure for tourism, for the creation of long-distance travel itineraries as well as everyday mobility.***

10:00-10:20 ***Navarra Greenways Plan and the Ederbidea Project.***  
Maitena Ezkutari. Director-General for Tourism and Trade, Navarra Regional Government.

10:20-10:40 ***Promoting Sustainable Mobility through the United Kingdom's National Cyclist Network.***  
Gordon Clarke. National Director for Ireland, Sustrans UK.

10:40-11:00 ***Alava's green itinerary network.***  
Amaia Barredo. Environment and Town Planning Director at Álava's Provincial Council.

11:00-11:20 ***From the Great Southern Trail to the Great Southern Greenway. Citizen Involvement in the Promotion of Railway Heritage.***  
Liam O'Mahony. Chairman, Great Southern Trail (Ireland).

11:20-11:40 ***Revitalization Plan for the Greenways in Gipuzkoa***  
Iñaki Prego. Director-General for Mobility and Public Transport at Gipuzkoako Foru Aldundia - Gipuzkoa Provincial Council.

11:40-12:00 ***The Vitoria-Gasteiz Green Ring: Integrating and Connecting Town and Country with Green Infrastructure.***  
Ane Itziar Velasco. CEA. Centre for Environmental Studies, Vitoria-Gasteiz City Council.

12:00-12:20 Panel discussion.

12:20-12:50 Brunch: pintxos (tapas) and networking.



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### SESSION 7 ACCESSIBLE TOURISM AND GREENWAYS.

***Greenways: Pioneers and Models of Tourism for All. A right as well as an important market.***

**12:50-13:10** ***Greenways, Key Infrastructure for Active and Accessible Tourism in Europe.***

**Craig Grimes.** Managing Director, Experience Community CIC (Community Interest Company), European Network for Accessible Tourism (ENAT).

**13:10-13:30** ***Integration of Accessible Tourism in the Vía Verde de la Sierra Management Strategy.***

**María Jiménez.** Director, Vía Verde de La Sierra Foundation.

**13:30-13:50** ***Continuous improvement in Accessibility in Girona Greenways: routes, material and services.***

**Angel Planas.** Manager. Girona Greenways Consortium.

### SESSION 8 ROUND TABLE: WOMEN AND GREENWAYS.

**13:50-14:15** ***The gender perspective will be present throughout the conference, and all speakers are urged to ensure that their contributions take this issue into account. Notwithstanding, this round table event will be dedicated specifically to Women and Greenways.***

- **Mercedes Muñoz.** Director, European Greenways Association.
- **Carmen Aycart.** Greenways expert and co-founder of the Spanish Greenways initiative.
- **Arantxa Hernández.** Head of Greenways Area, Spanish Railways Foundation.
- **Amaia Barredo.** Environment and Town Planning Director at Álava's Provincial Council.
- **María Jiménez.** Director, Vía Verde de La Sierra Foundation.

**14:15-14:30** Closing remarks.

***Conclusions drawn from the 6th European Greenways Conference.***

**Ainara Rodríguez Zuaira.** Coordinator, Bilbao Tourism Departmental Area, Deusto University.

**14:30** End of conference.

**Maider Etxebarria.** Tourism and Hospitality Director. Basque Government.

