



Iron Curtain Trail - Central Europe



Our challenges

Iron Curtain Trail (EuroVelo 13) is the longest EuroVelo bike route, in CE it covers 3000 kms and overlaps with the European Green Belt

- poorly valorised tourism potential - lack of efficient (business) cooperation, regional disparities
- rural SMEs lack on digital competences and have limited access to innovation and international know-how
- climate change and socio-economic aspect - lack of awareness on the healthy and eco-friendly ways of travel, lack of data/knowledge on environmental, social and economic impacts of tourism



OUR OBJECTIVES, EXPECTED CHANGES

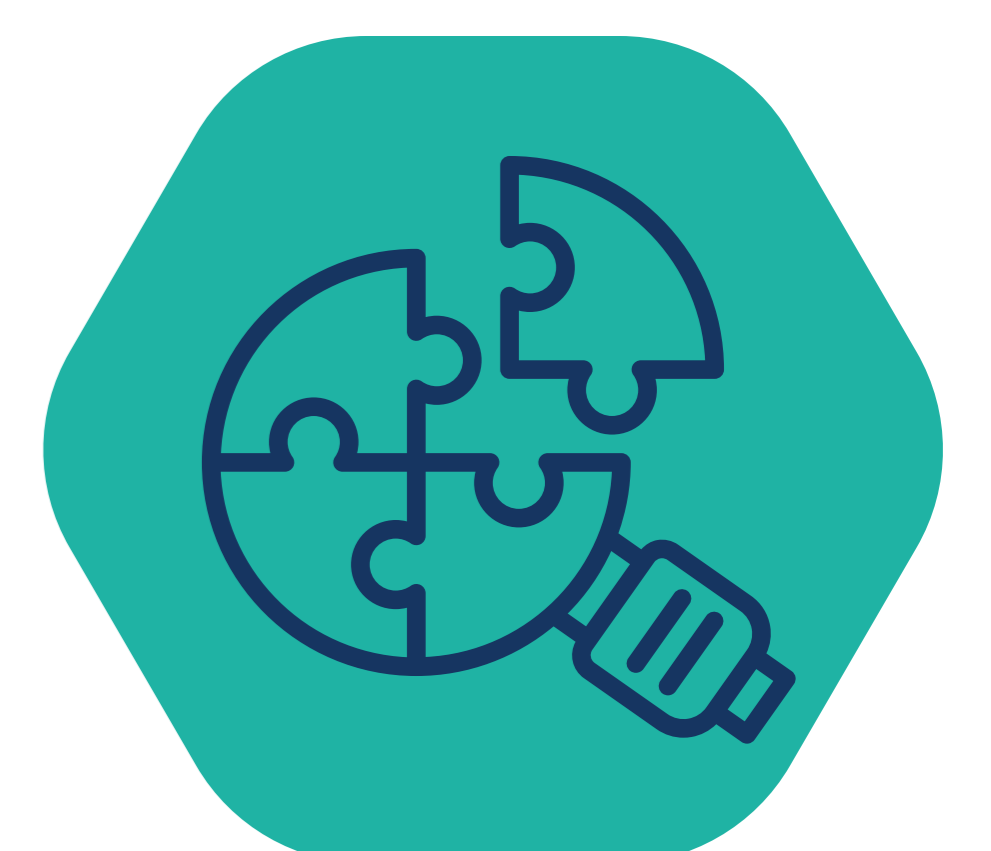
- **To develop an innovative and participatory business model**, supporting the ICTr-CE tourism products with booking functionality - stimulate the rural and urban SME's to collaborate, develop joint tourism offers and further develop the economic performance and digital innovation uptake of local SMEs
- To focus on environmental challenges of the sector - evaluate and adapt a **Footprint Calculator**, develop and test a broader impact measurement system, and an ICTr **Good Impact valorisation** programme
- **Social sustainability – enhance human competencies** through an effective **mentoring programme for SMEs** (green and digital entrepreneurial skills)



OUR OUTPUTS AND SOLUTIONS



- ICTr cycling **tourism product and business model** – pilot action in **2 pilot** areas resulting in 1 business model as a solution
- Pilot action in 3 cross-border pilot regions on climate neutral and socially responsible Iron Curtain Trail Travel, developing and testing the environmental and social impact footprint calculator and providing a **cycling product impact measurement system** as a solution
- **ICTr Good Impact Programme** for **valorisation**
- **Sustainability and transferability plan** for the integrated ICTr – to provide motivation and guidance for other transnational cycling trails



COOPERATION IS VITAL, SINCE

- **The Iron Curtain Trail** culturally and historically crosses and **links up almost all CE** countries' border areas
- By cooperating, project partners and stakeholders in mostly rural border regions and can co-**create a marketable and integrated tourism product** based on best available know-how and best practices
- Cooperation will strengthen the local economies, enable smaller local tourism providers to adopt innovative tools, learn cooperative marketing tools and appear at international markets
- A wide partnership - includes **12 partners and 11 associated partners** from 8 CE countries and 2 international organisations - public authorities, NGOs, SME and knowledge providers

