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MPR

Miejsce
Przyjazne
Rowerzystom

Westpomerania Region – 1st. study visit in BBU project "Best practices regarding Cyclist-Friendly Places in the West Pomeranian Region".

13-15.05.2024

Baltic Biking UPGRADE (BBU)





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Agenda

13.05.2024 (Monday):

19:00 Dinner in Mielno

14.05.2024 (Tuesday):

9:00 – 9:45 Welcome of guests, presentation of the study visit program, introduction of all participants of the study visit (country, company name, type of services provided, short presentation).

9:45 – 10:15 Presentation project “Baltic Biking UPGRADE” (BBU)

10:15 – 10:45 Presentation of the recommendation system for Cyclist-Friendly Places in the West Pomerania Region.

10:45 – 11:15 Presentation of a Cyclist-Friendly Place in the West Pomerania Region – **Baltivia Sea Resort Hotel ****** (in English)

walk to next places

11:30 – 11:50 Presentation of a Cyclist-Friendly Place in the West Pomerania Region – **Local Tourist Organization in Mielno – Tourist information point** (in English)

12:10 – 12:40 Presentation of a Cyclist-Friendly Place in the West Pomerania Region – **Camping Brawo in Mielno** (in English)

12:40 – 13:40 Lunch

13:40 – 14:10 Bus transfer to Dobrzyca

14:10 – 16:00 Presentation of a Cyclist-Friendly Place in the West Pomerania Region – **Hortulus Spectabilis Gardens in Dobrzyca** (in English)

16:00 – 16:30 Bus transfer to Kołobrzeg



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- 16:45 – 18:00** Guided bicycle trip (in English): Kołobrzeg – Sianozęty (12.8 km)
- 18:10 – 18:40** Presentation of a Cyclist-Friendly Place in the West Pomerania Voivodeship – Imperiall Resort & Medi Spa (in English)
- 18:40 – 19:10** Return for bus to hotel
- 20:00** Dinner in Mielno

15.05.2024 (Wednesday)

- 10:00 – 11:30** Introduction, participants' discussion of the method of organization of the study visit and functioning of the visited Cyclist-Friendly Places in the West Pomerania Region.
- 11:30 – 12:00** Coffee break
- 12:00 – 13:30** Expert assessment of the organization and functioning of the visited Cyclist-Friendly Places in the West Pomerania Region and providing advice on how to strengthen your potential.
- 13:30 – 14:30** Lunch
- 14:30 – 15:30** Expert assessment of the organization and functioning of the visited Cyclist-Friendly Places in the West Pomerania Region and providing advice on how to strengthen your potential.
- 15:30 – 16:00** Presentation of the "West Pomerania" bicycle application. Discussion of the current state of road construction in the West Pomerania Region.
- 16:00** Departure of study visit participants



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Baltic Biking UPGRADE BBU project

BBU is a project aimed at securing small and medium-sized enterprises (SMEs) and the extension of the southern part of EuroVelo 10 - the so-called Baltic Cycle Route.

Nine partners, spanning six countries, will seek to help SMEs develop cyclist-friendly services as well as develop cycling products and offers.

The total budget of the project is **EUR 1,936,077.90**, of which EUR 1,548,862.32 is co-financed by ERDF.



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Baltic Biking UPGRADE BBU project partners

1. Pomorska Regionalna Organizacja Turystyczna – Poland (LP)
2. Zachodniopomorska Regionalna Organizacja Turystyczna – Poland
3. Visit Lolland-Falster – Denmark
4. Danish Cycling Tourism, Dansk Cykeltursime – Denmark
5. Klaipeda Region Association, Lithuania
6. Region Blekinge, Sweden
7. Swedish Cycling Advocacy Organisation, Cykelframjander, Sweden
8. City of Barth, Germany
9. European Cyclists Federation, Belgium





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Baltic Biking UPGRADE BBU project associated partners

1. Pomorskie Voivodeship – Poland
2. Zachodniopomorskie Voivodeship – Poland
3. Polish Tourism Organization – Poland
4. Warmińsko-Mazurskie Tourist Board - Poland
5. Visit Denmark, Denmark
6. Finnish Cyclist Federation – Finland
7. Citybike – Estonia
8. Vidzeme Tourist Organization – Latvia
9. Larsson Bike – Denmark
10. Jan-Pol – Poland
11. JSC Baltic Bike Travel – Lithuania



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Biking South Baltic results 2017-2019

The result of the project was increased popularity, attractiveness and visibility of the coastal tourist attractions of the South Baltic area, connected, promoted and integrated as a common, cross-border, sustainable, active tourist product - the Baltic Sea Cycle Path on the Copenhagen-Gdańsk section.



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Tasks in BBU project

WP1 Project management

WP2 Development of bicycle-friendly services on the Baltic Cycle Route

WP3 Creating new EV10 SME offers for customers - bicycle tourists

WP4 Joint promotion of SME offers at EV10 on foreign and domestic markets

WP5 Strengthening the strategic development and management of EuroVelo 10



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WP2 Development of bicycle-friendly services on the Baltic Cycle Route

- Basic information for a project based on cross-border knowledge transfer (regional workshops and cross-border workshop)
- We will examine the standards regarding the offer and services of SMEs in the field of bicycle-friendly tourism that have been adopted and implemented in Southern countries.
- Baltic Sea The training program will equip SMEs with the tools and know-how to develop new cyclist-friendly offers.



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WP3 Creating new EV10 SME offers for customers - bicycle tourists

- Activities related to matching partners and creating cooperation networks between various entities from all Southern countries. Baltic Sea.
- Participating SMEs are supported to jointly develop new regional and/or cross-border cycling products and offers for EV10 cyclists, which we will promote internationally.
- joint participation in the largest cycling events in Europe together with SMEs (exchange of good practices/inspirations)
- study visits - Poland and Denmark (cooperation with transport operators)



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WP4 Joint promotion of SME offers at EV10 on foreign and domestic markets

- Jointly developed a marketing strategy for cycling SMEs to promote their
- new products and offers created within the BBU participation in bicycle tourism fairs,
- improvement of existing promotional tools support for new SME offers, e.g. promotion on the dedicated website EuroVelo10.com,
- cooperation with tour operators, journalists, bloggers, influencers and promotion of new offers



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WP5 Strengthening the strategic development and management of EuroVelo 10

- Creation of a network of stakeholders and SME entities from all countries around EV10 and joint activities for the joint development of EV10 --> synergy with other projects!
- The network will be the basis for the exchange of ideas and expertise
- Interaction between SMEs (via the dedicated BBU platform on the EuroVelo10 website), promotion of new and improved offers,
- Coordinating the long-term development of the EV10 route based on a transnational action plan



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Thank you for your attention



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