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| LIDÉ A PŘÍRODA

Cycling friendly in V4 project



Kick-off online project meeting „Cycling friendly in V4 “

Project partners: [Partnerství o.p.s. - Cyklisté vítáni v zemích V4 \(partnerstvi-ops.cz\)](http://partnerstvi-ops.cz)



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ekopolis



„The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe“

Daniel Mourek

17. 3. 2021

Project Partners:



- **Partnerství, o.p.s. – Czech Republic**

Grantee, sister organization of Nadace Partnerství which has been developing the nation wide cycling friendly certification scheme „**Cyklisté vítáni**“ in the Czech Republic since 2005

- **Hungarian Cycling Tourism Association (MAKETUSZ) – Hungary**

MAKETUSZ was founded in 2017 in order to advocate for better conditions for cycling tourism and to provide professional and operative support for sustainable cycling tourism development, currently 41 member organizations.

- **Nadacia Ekopolis – Slovakia**

The **Ekopolis Foundation** operates nation-wide cycling friendly certification scheme „**Vitajte, cyklisti!**“ from 2008. „Vitajte, cyklisti!“ was inspired by and closely coordinated with Czech scheme Cyklisté vítáni.

- **Polish Greenways Association – Poland**

Stowarzyszenie Greenways Polska was founded in 2014 in order to promote, support development and popularize greenways principles like sustainable tourism, especially ecotourism and heritage tourism.

Cyclists Welcome in V4 project introduction

Boosting cycling tourism in the Visegrad countries after corona pandemic by creating cooperation of cycling friendly services in V4 countries

„Cycle tourists basically need attractive, safe routes and cycling friendly services – accommodations, restaurants, tourist attraction etc.“

Project duration: 01/03/2021–31/03/2022

Budget: 30.000 EURO

Project objectives:

- Increase sustainability of the tourism sector by improving conditions for cycle tourists, providing high quality services in the V4 countries
- Exchange of knowledge and information – improving the impact of certain measures (especially marketing - promotion on 3rd markets)





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Planned activities and outputs:



Exchange of information and knowledge: 1 intl. Workshop in Brno with excursion to Cyklisté vítáni establishments in South Moravia 02/2022

Feasibility study for a common V4 cyclists friendly services certification scheme:

- **Status quo** of existing schemes (online kick-off meeting)
- **Agreement on common V4 cyclists' services criteria** for certification
- Feasibility study for a **future regional cyclists' friendly scheme** including **analysis, objectives, organisation structure, financial sustainability, promotion and marketing plan, action plan, monitoring plan**

Evaluation of the existing national graphic design rules, guidelines and development of scenarios to harmonise and/or combine the visual identity of the V4 certification schemes

Project Marketing: photo contest for cycle tourists from V4 countries, press release and social media, summer 2021

Project management: 1 online project meeting 03/2021



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partnerství **Feasibility study and project webinars**



(Event–Public on-line)

Duration: 01/03/2021–31/10/2021

Webinar 1: **Common criteria**

Webinar 2. **Common graphic design**

Webinar 3: **Cooperation of stakeholders**

Task: Agree on dates and content

Direct target groups: Project partners and experts SMEs i cycling tourism
Tourism organizations Cycling NGO s: 100

Dissemination/promotion:

The feasibility study will be introduced at the workshop in Brno (02/2022) and disseminated via web and e-mails in PDF form.

The project partners with experience in cycling friendly schemes will directly be involved in conducting the feasibility study together with external experts on European cycling friendly schemes.

The study will be published in **English and translated in V4 languages**



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WWW.NADACEPARTNERSTVI.CZ

Duration: 01/05/2021–31/08/2021

Organization of V4 **online photo contest for cycle tourists** from V4 countries **with awards** - publishing press release - involving social media

Direct target groups:

CEE Cycling tourists: 500

Selection/outreach: Web and social media

Dissemination/promotion

The information on photo contest will be announced and advertised through partner web sites and social media

Role of the applicant and project partners:

Each partner will organize "national" contest in their language

Budget category	Budget subcategory	Approved
1 Kick off online project partner meeting (Event—Public), Brno, CZ		€ 0.
2 Marketing		
Promotional costs	On-line promotion and marketing	€ 1,200.00
Promotional costs	Promotional gifts with (the fund's) logo	€ 500.00
Translation and interpreting costs	Translation costs	€ 500.00
Total		€ 2,200.00
3 Feasibility study and project webinars: Common criteria, common graphic design and cooperation of stakeholders (Event—Public), on-line, CZ		
Expert fees/Fees for authors or artists - Daniel Mourek, Adam Bodor (EU)	In-person services	€ 2,800.00
Translation and interpreting costs	Translation costs	€ 1,000.00
Copyright, licenses, fees		€ 2,000.00
Expert fees/Fees for authors or artists - Dominika Bäuchelová(CZ)	In-person services	€ 2,800.00
Expert fees/Fees for authors or artists - Juraj Flamik (CZ)	In-person services	€ 2,800.00
Expert fees/Fees for authors or artists - Jano Roháč (SK)	In-person services	€ 2,800.00
Expert fees/Fees for authors or artists - Dominika Zareba (PL)	In-person services	€ 2,800.00
Expert fees/Fees for authors or artists - Balazs Benyó (HU)	In-person services	€ 2,800.00
Total		€ 19,800.00
4 Closing workshop excursion to cycling friendly establishments in South Moravia, Brno, Czechia (Event—Public), Brno, CZ		
Rent and related technical services	Rental costs	€ 300.00
Expert fees/Fees for authors or artists	In-person services	€ 500.00
Translation and interpreting costs	Translation costs	€ 200.00
Accommodation and board	Accommodation	€ 1,000.00
Transport and Postage	Personal travel costs	€ 1,000.00
Total		€ 3,000.00
ProjecA31:A33t overhead costs (max. 15% of the fund's share.)		€ 4,500.00
Project audit costs (Expert fee)		€ 500.00
Total project		€ 30,000.00

Thank you for your attention!



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