Cycling (tourism) has changed...
...and moved to the mainstream
Target groups

- Regular cycle tourists
- Occasional cycle tourists
- Demanding cycle tourists: families with children, road cyclists, handbikes, tandems...
Objectives of the European Certification Standard

• Improve the quality of EuroVelo, the European cycle route network, by identifying critical deficiencies in the network and motivating decision makers to invest in solutions to the identified problems.

• Provide quality control to motivate different target groups with varying levels of experience to use the certified trans-national routes.
**Uses of the ECS**

- Certify existing EuroVelo routes
- Survey EuroVelo routes to develop action plans based on the results
- Apply the ECS to non-EuroVelo routes
ECS basics

- Survey plan – split the route into daily sections
- Preparation – signing guidelines, public transport, cycle-friendly schemes
- Field work – with app, GPS, measuring tape, camera
- Research in the office – services, public transport, verification of traffic volumes...
- Route evaluation report – summary of the findings from field work and office research
Target groups

- Regular cycle tourists
- Occasional cycle tourists
- Demanding cycle tourists: families with children, road cyclists, handbikes, tandems...
Target groups and criteria

- Regular cycle tourists
- Occasional cycle tourists
- Demanding cycle tourists: families with children, road cyclists, handbikes, tandems...

Essential criteria
Important criteria
Additional criteria

100% of the route
min 70% of the route
optional/aspiration level
Assessment and evaluation levels

• Route (continuous stretch of at least 300 km)
• Daily section (30-90 km)
• Minor sections (1 km)
• (200 m)
• (point)
Criteria categories

ROUTE INFRASTRUCTURE
SERVICES
PROMOTION
ECS Infrastructure criteria

• Continuity
• Route components (road safety)
• Surface and width
• Gradients
• Attractiveness
• Signing
• Public transport
Continuity

Are there physical or legal disruptions to the route?
CYKLISTO
VEĎ KOLO!
Route components

Are cyclists safe from motorised traffic?
Partageons la route!
## Public roads

<table>
<thead>
<tr>
<th>Units/day</th>
<th>1-30Km/h</th>
<th>31 to 50Km/h</th>
<th>51 to 79Km/h</th>
<th>80+Km/h</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-500</td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>low traffic</td>
</tr>
<tr>
<td>501-2,000</td>
<td>very low traffic</td>
<td>low traffic</td>
<td>low traffic</td>
<td>moderate traffic</td>
</tr>
<tr>
<td>2,001-4,000</td>
<td>low traffic</td>
<td>moderate traffic</td>
<td>moderate traffic</td>
<td>high traffic</td>
</tr>
<tr>
<td>4,001-10,000</td>
<td>moderate traffic</td>
<td>high traffic</td>
<td>high traffic</td>
<td>very high traffic</td>
</tr>
<tr>
<td>&gt;10,000</td>
<td>moderate traffic</td>
<td>very high traffic</td>
<td>very high traffic</td>
<td>very high traffic</td>
</tr>
</tbody>
</table>
## Painted cycle lanes

<table>
<thead>
<tr>
<th>Traffic Volume (units/day)</th>
<th>1-30Km/h</th>
<th>31 to 50Km/h</th>
<th>51 to 79Km/h</th>
<th>80+Km/h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum width</strong></td>
<td>1.5 m</td>
<td>1.5 m</td>
<td>2.0 m</td>
<td>2.0 m</td>
</tr>
<tr>
<td><strong>1-500 units/day</strong></td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>low traffic</td>
</tr>
<tr>
<td><strong>501-2.000 units/day</strong></td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>low traffic</td>
</tr>
<tr>
<td><strong>2.001-4.000 units/day</strong></td>
<td>very low traffic</td>
<td>very low traffic</td>
<td>low traffic</td>
<td>moderate traffic</td>
</tr>
<tr>
<td><strong>4.001-10.000 units/day</strong></td>
<td>very low traffic</td>
<td>low traffic</td>
<td>moderate traffic</td>
<td>high traffic</td>
</tr>
<tr>
<td><strong>&gt;10.000 units/day</strong></td>
<td>low traffic</td>
<td>moderate traffic</td>
<td>high traffic</td>
<td>very high traffic</td>
</tr>
</tbody>
</table>
Crossings

Safe, dangerous, very dangerous?
Surface

Material vs quality
Gradients

How steep it is?
Attractiveness
Area/landscape, attractions, environmental and social challenges
Signing

Conformity with standards, content of signs
Kołobrzeg
Mielno
Bukowo Morskie
Caslino al P. 1.3
Cadorago 3.9
Public transport

How to getting to/from the route with your bicycle?
SERVICES

• Accommodation
• Food, drink and rest areas
• Bike repair and bike shops
• Bookable offers
Accommodation

What is the range of options on offer?
Certified cycle friendly accommodation
Food, drink and rest areas
Food, drink and rest areas
Bike repair and bike shops
3.3 Bike repair and bike shops
Bookable offers
3.4 Bookable offers

Bike tour - Ireland

With over 2,000 km of unspoilt scenic cycling to explore, Ireland is quickly becoming a mecca for cycling holiday enthusiasts. West Ireland Cycling is a cycling tour business located in Galway city on the west coast of Ireland that offers a full range of 5 day, 7 day and fully customised cycling holidays. We have top of the range hybrid touring bikes, road bikes, tandems, and cycling equipment for hire. We also organise accommodation booking, luggage transfers and provide maps and local history and information booklets. Our cycling tours takes you through quaint little Irish towns and villages with B&Bs and hotel options that are perfectly suited to cycling holidays and very welcoming to tourists. Some of the highlight of our cycling tours include: Connemara National Park, The Cliffs of Moher, The Burren National Park, The Aran Islands, The Wild Atlantic Way, Traditional Irish Music pubs, quiet country roads to explore.
Promotion

1. Web communication
2. Print communication
3. Other communication and information tools
Web communication
4.1 Web communication
Print communication
4.2 Print communication
Information along the route
Information along the route
What happens if one or more essential criteria is not fulfilled?

Public transport contingency:

- If one or more of the essential criteria is not fulfilled but the affected section can be substituted by the use of a public-transport connection meeting at least the important criteria, the route can still be certified if the public-transport option is clearly communicated. This exceptional rule is limited to a total amount of 10% of all certified daily sections of the route.
ECF’s Solutions

[Route: 5 | Section: 0 | Km: 2]
ECF’s award
There is more information available from:

www.EuroVelo.org

Or contact us at eurovelo@ecf.com