



Introducing EuBike

The Eubike Project, funded by the European Union Lifelong Learning Programme, was initiated in 01/01/2014, and will continue until 30/06/2016

The project aims at supporting cyclotourism via recognizing the "informal" competences of cyclists to support the co-development of touristic products in collaboration with private and public tourism providers.

Expected Results:

- **Tourism providers** more equipped to create products appealing to a growing community, which would increase their success in the market
- The informal competences of **cycling associations** will be recognised and used with potential to become employment qualifications
- New high quality **cyclotourism products** will be co-produced through knowledge integration of tourism providers and cycling associations.

Regions:

- Austria
- Germany
- Italy
- Switzerland

Cyclotourism
Has a minimal
ecological impact,
provides considerable
economic potential for
the local communities,
and encourages interest
in cultural and natural
heritage and
community life.

Partners

- Superficie8, IT
- La Tana Libera Tutti, IT
- Bournemouth University, UK
- University of Applied Sciences Krems, AT
- Ecological Tourism in Europe, DE
- SEED Association, CH
- Zoi Environment Network, CH

EuBike is a project
and joint community for
cyclists and tourism providers.

It will bring together
practitioners and experts in
tourism and in cycling, in
order to support the
development of cyclotourism -
via combining an electronic
learning programme, local
participation and
networking.

The main questions:

- What are the needs of bicyclists while travelling?
- How to recognize the competences of bicyclists?
- How to make our territories more attractive to cyclotourist?
- How to adapt and adopt innovative practices in the touristic offer production?

What Happened to-date:

The partners are working on the Background analysis: partners from Austria, Germany, Italy, and Switzerland selected pilot regions and sent out a questionnaire to identified tourism providers.

The aim of the questionnaire is to understand the awareness among the tourism providers about cyclotourism and their interest in catering to cyclotourists.

The first 2 Project partner meetings were held (details on Page 2)

The website and Facebook group have been set up.



Meetings and Events:

• EuBike Kick-off meeting – Perugia, Italy, 2014

The EuBike partners came together for the first coordination meeting in Perugia, Italy, on 10 – 11 February, 2014, organized by the lead partner, Superficie 8. The meeting served to finalize the initial steps of the project, and especially the background analysis. On the second day the partnership was hosted by the administration of the Province of Perugia, where a press – conference with the EuBike partners was held.



• EuBike Presented at a conference

Antonio and Francesco from La Tana Libera Tutti presented EuBike at the European Youth Entrepreneurship Conference, which took place in Athens on 26-28 June.

The Conference served to help young entrepreneurs from all around Europe network, exchange ideas and best practices and communicate their concerns and policy suggestions to the EU leadership.



• The Second Project Partner Meeting – Bournemouth, UK, 2014

The Second EuBike project partner meeting took place in Bournemouth, UK on 7-9 July, 2014

The partners reviewed and adjusted the Background analysis and agreed on the draft contents of the eDucational Box and the eMarketing Platform. The content will be presented to the local tourism and cycling community in the pilot areas, in order to receive feedback from the practical experts, until September 2014.



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