

Euro Velo No 10 cycling route as an opportunity to strengthen the Baltic Sea Region tourism brand, through the cities cooperation. Marshall Office of Pomorskie Voivodship.

The discussion will concern e.g. how to work on cross-border strategies in order to minimize existing conflicts between tourism, marine and the coastal protection, how to support transnational strategies which promote development of tourism of the Baltic Sea Region. Also, the question on how to establish the Baltic Sea Region as a common and coherent tourism destination will be faced.

Programme:

- 14.00-14.15 The current situation of the cities and their role, involvement of EV trails and cooperation -presentation – Mrs. Marta Chelkowska , Pomorskie Voivodeship
- 14.15-14.30 The standards of EV trails – presentation - *Mr. Ádám Bodor*, ECF advocacy director of European Cyclist Federation.
- 14.30-14.45 Technical aspects of urban bicycle path construction –movie - the audience comments
- 15.00-15.10 The involvement of the cities in the construction of bicycle routes and developing a coherent offer for the cyclists – a comment of Mayor of Gdańsk, Mr. Piotr Grzelak.
- 15.10-15.25 The role of cities in creating an offer for cycling tourism by the cooperation of business entities to develop the number of labour - discussion.
- 15.25-15.30 The choice of priorities by the audience and common photography.

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