

## **Workshop Agenda – Empowering SMEs along EuroVelo 10 with Bicycle-Friendly Solutions**

Duration: **24.02.-25.02.2026**, 2 days.

Target Group: Small and medium-sized enterprises (SMEs) in the sectors of accommodation providers, food service, bicycle repair and rental, tourist information, and attractions

Workshop Goals:

- Identify key success factors for bicycle-friendly services in SMEs
- Showcase practical benefits and challenges of established bicycle-friendly schemes
- Explore sustainable business models and funding opportunities for SMEs
- Support SMEs in developing action plans
- Strengthen cooperation and networking around cycle tourism

### **Day 1 – Strategy and Opportunities**

#### **10:00 – 10:30 | Welcome and Introduction**

- Participant introductions
- Outline of workshop objectives and agenda
- Brief introduction to EuroVelo 10 and the BBU project

#### **10:30 – 11:00 | Key Criteria for Bicycle-Friendly Services in SMEs**

Input by the city of Barth and Capufaktur e.V.

- Which criteria have proven effective for SMEs?
- Survey results on regional bike-friendliness
- conclusions from cycling friendly scheme leader meeting

#### **11:00 – 11:15 | EuroVelo and Cycling tourism potential for SMEs: focus on the European Cycling-Friendly Schemes**

Alexandra Fournier, EuroVelo and Projects Coordinator, European Cyclists' Federation (ECF)

- Untapped potential of cycling tourism and EuroVelo 10 in the South Baltic Area (economic impact examples)
- Overview of European initiatives on cycling-friendly services

- Data insights: growth of cycling-friendly services
- EuroVelo 10 Marketing Guidelines – ready-to-use tools and SEO benefits of the EuroVelo brand

**11:15 – 11:30 | Coffee Break****11:30 – 11:50 | Expert Talk: Stakeholder Engagement**

Anna Linden, Cykelfrämjandet

- Identifying key stakeholders (authorities, tourism boards, SMEs, communities)
- Approaches to involve and motivate stakeholders
- Building partnerships and aligning interests
- Ensuring long-term commitment and regional value

**11:50 – 12:15 | Expert Talk: Effective Marketing in the Age of Social Media**

Szymon Nitka, Polish cycling blogger and influencer

**12:15 – 13:00 | Lunch Break****13:00 – 15:00 | Developing Cyclist-Friendly Services, Creating Cycling Tourism Products and Offers: Training and Practical Guide Distribution**

Sylvia Skuta, Integration and Development Association Kielce.

**15:00 – 15:45 | A Cyclist Friendly Service Chain: what is Needed, what is Expected?**

M. Maier, ADFC advisor for tourism.

**15:45 – 16:00 Coffee Break and Networking****16:00 – 17:00 | Group Work: Development of an Initial Action Plan for SMEs**

Working groups by sector (gastronomy, rental, service, attractions)

- What criteria apply to your own business?
- What investments are necessary?
- Initial ideas for concrete measures and offers?
- Your creative ideas!

**17:00 – 17:30 Conclusion of Day One**

**18:30 – 21:00 Networking and Group Dinner at Ingo's Restaurant**

## **Day 2 – From Strategy to Practice**

**08:30 – 09:15 | Welcome Coffee, Networking and Introduction to Day 2**

**09:15 – 09:30 | Launch of EuroVelo 10 Multistakeholder Platform and promotion of SMEs cycling-friendly offers on EuroVelo.com website**

Alexandra Fournier, EuroVelo and Projects Coordinator, European Cyclists' Federation (ECF)

- Presentation of the EuroVelo website – key stats, current features and upcoming additions for SMEs
- Launch of the EuroVelo 10 Multistakeholder Platform – purpose, benefits, and long-term vision
- Outlook on a potential EuroVelo 10 Partnership to strengthen cross-border marketing and route visibility

**09:30 – 11:00 | Expert Panel: SME's and their Bike-friendly Services**

3-4 different SME's

- Ideas for cycle tourists
- Experience of various services
- Future development of cycle tourism
- experiences with schemes

**10:30 – 11:30 | Expert input, Panel Discussion and Audience Q&A**

Michael Dietz, Senior Marketing Manager Scandlines Rostock

Raimund Jennert, Managing Director Potsdam Marketing

And others...

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**11:30 – 12:30 Lunch**

**12:30 – 13:00 | Feedback and Closing Session**

- Workshop feedback round
- Open questions and final thoughts
- Thanks to participants