

# Cycling tourism as a contributor to the European Green Deal

Workshop  
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Nadine Lakhal  
DG Regional and Urban Policy



# Good Practices of Cycling Tourism projects funded by Interreg 2014-2020

- **Danube Transnational Programme - AoE Bike**

*“Based on **Nature-oriented** Visitor Guidance, existing Cycling Routes will be equipped with commonly designed **Infrastructure** (resting areas, info points), resulting in more than 1000 km of a joint Bike Trail along both sides of the rivers Mura, Drava and Danube Trail.”*

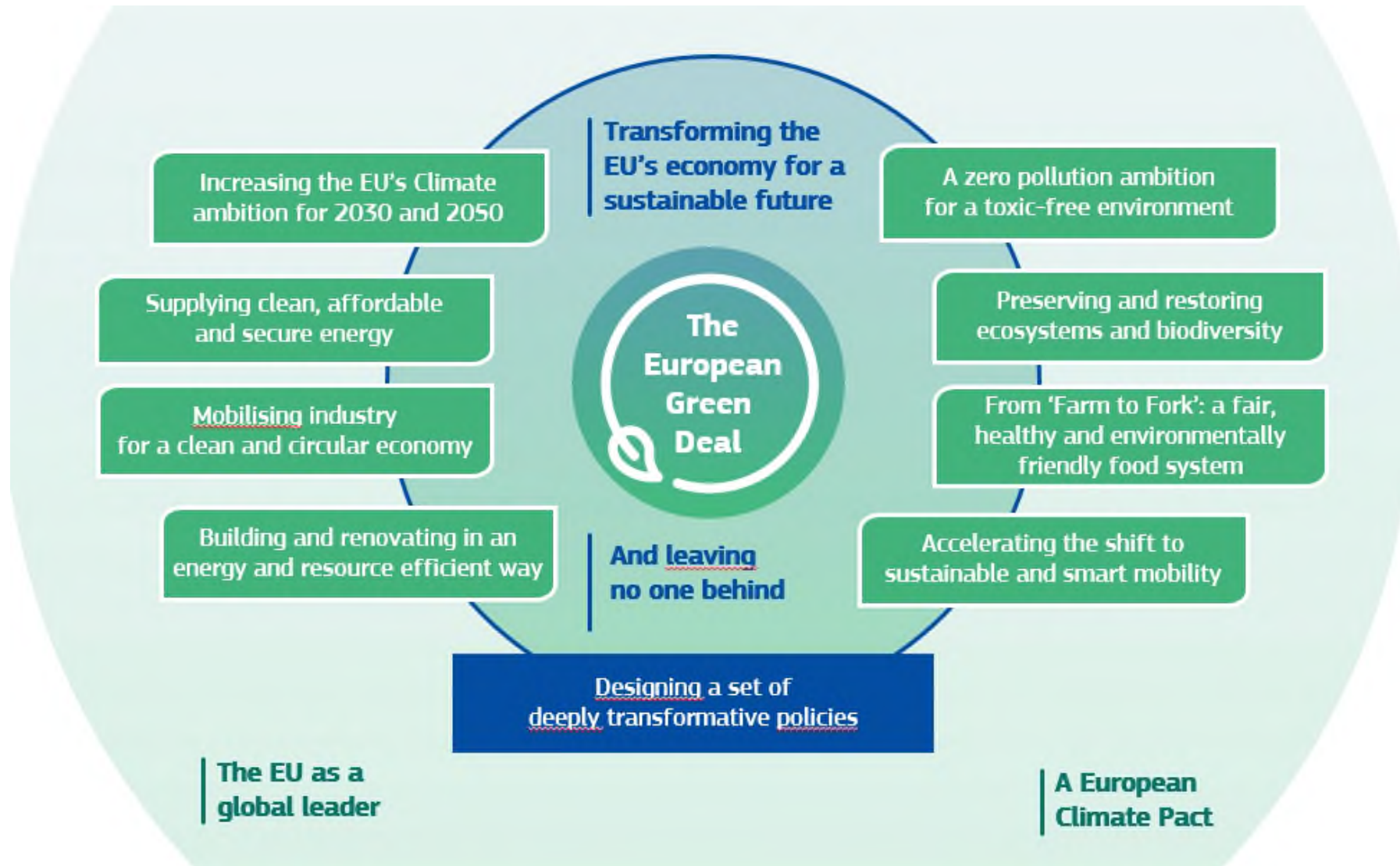
- **CBC Hungary-Croatia Programme – Cyclo Net**

*“It **creates synergies between tourism offers** on both sides of the border by **strengthening co-operation**. Established connections between cyclist associations from Križevci and Zalakaros bring direct benefits to both sides by **sharing knowledge and experiences** in organising **cycling events, promoting cycling routes and encouraging visitors to holiday in the area.**”*

# Added Value of Cycling Tourism

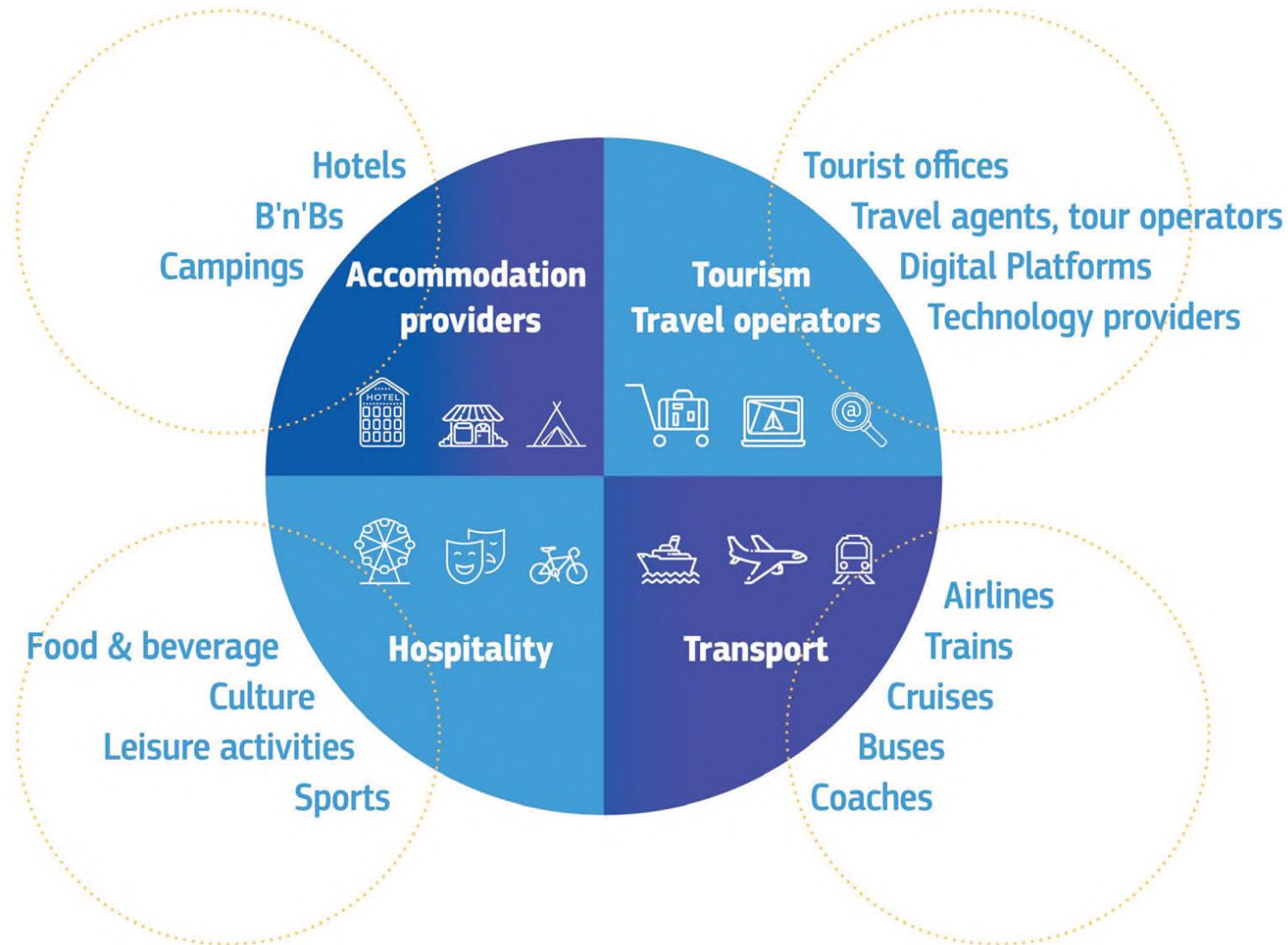
- Increased tourist visits across the region
- Climate friendly transport mode
- Promotion of local products and natural heritage along the cultural route
- Providing green infrastructure, services and employment in remote areas
- Image promotion

# European Green Deal

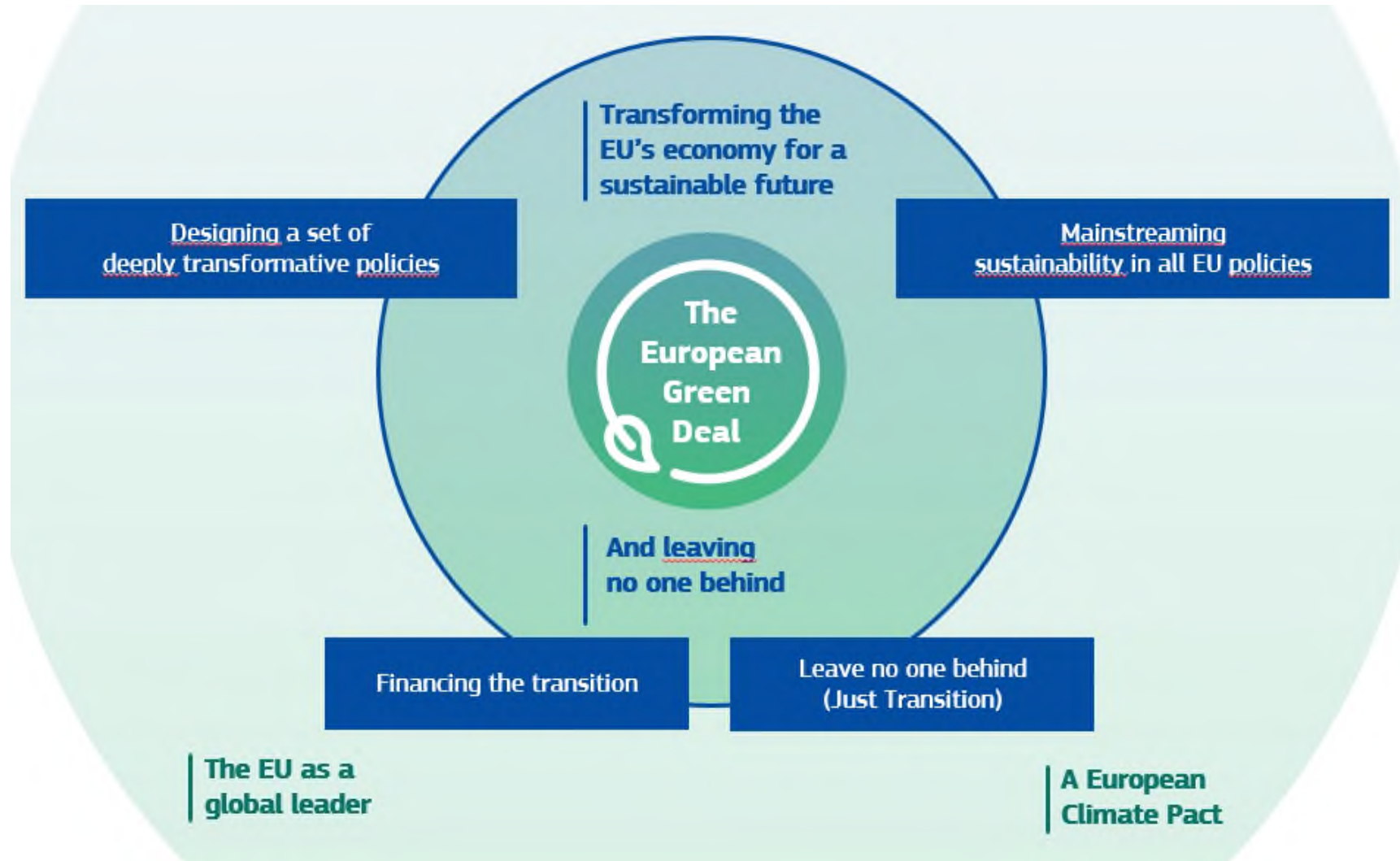




# Tourism ecosystem



# European Green Deal



# The European Green Deal Investment Plan

To achieve the goals set by the European Green Deal, **the Plan will mobilise at least €1 trillion in sustainable investments over the next decade**. Part of the plan, the **Just Transition Mechanism**, will be targeted to a fair and just green transition.

## THE EUROPEAN GREEN DEAL INVESTMENT PLAN

Mobilising at least **€1 trillion** of investments over the course of 10 years, thanks to the combined:

- capital from EU and national budgets;
- public and private investments;
- additional measures to facilitate and boost green public and private investment;
- attractive investment conditions;
- technical assistance to help investors in selecting sustainable projects.



# Just Transition Fund

EUR 7,5 billion of support to regions and sectors that are most affected by the transition towards the green economy.



**People and citizens**  
most vulnerable to the transition

The Just Transition Mechanism will protect them by:

- ✓ facilitating employment opportunities in new sectors and those in transition;
- ✓ offering re-skilling opportunities;
- ✓ improving energy-efficient housing;
- ✓ investing to fight energy poverty;
- ✓ facilitating access to clean, affordable and secure energy.



**Companies and sectors**  
active in or comprising carbon-intensive industries

The Just Transition Mechanism will help by:

- ✓ supporting the transition to low-carbon technologies and economic diversification based on climate-resilient investments and jobs;
- ✓ creating attractive conditions for public and private investors;
- ✓ providing easier access to loans and financial support;
- ✓ investing in the creation of new firms, SMEs and start-ups;
- ✓ investing in research and innovation activities.







# Cohesion Policy in the European Green Deal



*“Cohesion Funds play a crucial role in supporting our regions and rural areas from East to West, from South to North to keep up with the transformations of our world.*

*In this transition, we must recognise and respect that we do not all start from the same point. We all share the same ambition but some may need more tailored support than others to get there.”*

-  Investing in place-based innovation and smart economic transformation
-  Deploying technological and social innovation on a large scale
-  Facilitating phase-out of unsustainable practices
-  Ensuring a just transition for all regions

# Tourism under 2021-2027 cohesion policy (1)

## PO1: A smarter Europe (innovative & smart economic transformation)

- Smart specialisation strategies will cover R&I capacities, but also the uptake of advanced technologies, digitisation, support to SMEs and development of skills for smart specialisation

## PO2 : A greener, low-carbon Europe

- by promoting clean and fair energy transition, green and blue investment, the circular economy, climate adaptation and risk prevention and management (e.g. responsible tourism, cultural tourism)

## PO3 : A more connected Europe

- by enhancing mobility and regional ICT connectivity (e.g. E-tourism, mobility, accessibility for tourism)

# Tourism under 2021-2027 cohesion policy (2)

## PO4: A more social Europe (the European Pillar of Social Rights)

- A new specific objective related to **culture and tourism** is foreseen in the cohesion policy “Recovery package”. It will increase flexibility in programming.

## PO5: A Europe closer to citizens (sustainable development of urban, rural and coastal areas and local initiatives)

- SO1: fostering the integrated social, economic and environmental development, cultural heritage and security in urban areas
- SO2: fostering the integrated social, economic and environmental local development, cultural heritage and security, including for rural and coastal areas also through community-led local development

# Coronavirus Response Investment Initiative (CRII and CRII +)

Immediate mobilisation of structural funds, to allow for a prompt response to the crisis and to allow that all non-utilised support from the European Structural and Investment Funds can be mobilised to the fullest.

- Experience for sustainable tourism to promote natural heritage
- Opportunity to create services and jobs in remote area
- Promote local tourism
- In line with the principle of shared management, it is up to the Member States to identify crisis priorities.
- Can redirect non-utilised 2014-2020 cohesion policy funds, with maximum flexibility, to provide immediate liquidity to SMEs active in the tourism sector.



# Bridging the gap between the emergency crisis response and the long-term recovery: REACT EU

Additional EUR 55 billion to existing cohesion policy programmes (2014-2020)

Exceptionally not broken down per region or sector, to allow targeting the areas (geographical or sectoral) where support is most needed

Will focus on:

- short-term employment schemes,
- liquidity support to SMEs
- support to twin transition, green and digital

Partnership principle:

- involve the relevant partners and regional authorities in the programming



*“But the mission of the **European Green Deal** involves much more than cutting emissions (...)*

***We need to change how we treat nature, how we produce and consume, live and work, eat and heat, travel and transport.”***

**Thank you!**