



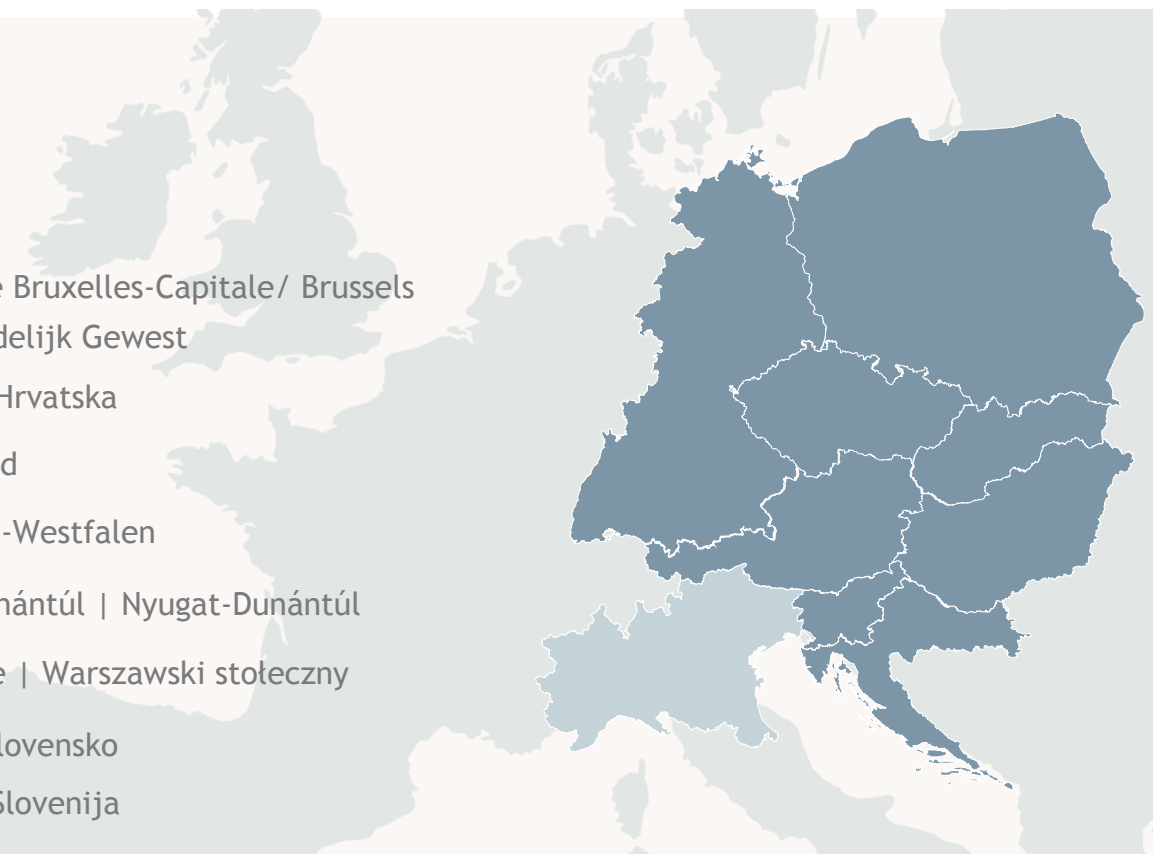
Helping businesses profit from cycling routes

The potential of transnational cycling routes for tourism is still underdeveloped in central Europe. This includes the Iron Curtain Eurovelo Trail, which connects regions from Poland to Croatia along the European Green Belt. The ICTr-CE project improves the business case for this route by developing new tourism products. These result from a newly developed participatory business model, which strengthens the innovation capacities of local businesses.



COUNTRIES & REGIONS

AUSTRIA	Kärnten
BELGIUM (not on map)	Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
CROATIA	Sjeverna Hrvatska
CZECHIA	Jihovýchod
GERMANY	Nordrhein-Westfalen
HUNGARY	Közép-Dunántúl Nyugat-Dunántúl
POLAND	Pomorskie Warszawski stołeczny
SLOVAKIA	Stredné Slovensko
SLOVENIA	Zahodna Slovenija



2,67
million €
Project budget

12
Partners

03.2023
Start date

2
Pilots

02.2026
End date

80%
ERDF co-financing