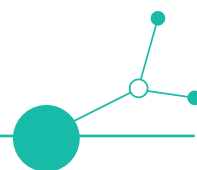


## D2.4.2

Report on promoting the innovative  
solution that benefits the community  
via promo events



Version 1  
10/2025





## Table of content

1. Aim of the document .....	2
2. Importance of Dissemination at National and International Levels .....	4
3. Promotion of the Impact Measurement System.....	5
4. Promotional activities .....	9
4.1. International dissemination of the IMS.....	9
4.1.1. EuroVelo Conference.....	9
4.1.2. Urban Mobility Days .....	12
4.2. Other dissemination events .....	14
4.3. Future dissemination events.....	15
5. Annexes .....	17
5.1. Presentation to promote the ICTr-CE and the impact measurement system .....	17



## 1. Aim of the document

This document has been developed within the framework of Work Package 2 (Creating an Impact Measurement System for Climate-Neutral Travel) of the Innovative Participatory Sustainable Business Model for Cycling along the Iron Curtain Trail (ICTr-CE, CE0100401) project, funded by the INTERREG Central Europe Programme.

The aim of *D2.4.2 Report on promoting the innovative solution that benefits the community via promo events* is to demonstrate and communicate the innovative potential of the Impact Measurement System (IMS), developed under Work Package 2 within the tourism stakeholders and highlight the direct benefits it offers to various stakeholders.

This report supports Activity 2.4 of the project focused on the pilot testing of the environmental footprint calculator and impact measurement system as well as presenting the innovative climate-neutral travel solution. As outlined in the Application Form, this activity aims to empirically validate our innovative tools through active pilot testing with key stakeholders in designated pilot regions. Although the final version of the Impact Measurement System will only be refined based on the results of the pilot testing, this deliverable has been prepared to summarize the promote the preliminary results and awareness-raising activities conducted up to the beginning of PR6. Through these efforts, the ICTr-CE partnership has actively promoted the pilot actions and the innovative solutions at both national and transnational levels.

Effective communication with national and international stakeholders related to the innovative tools is crucial to ensure broad understanding, foster collaboration, and facilitate knowledge exchange. Promoting the tools both in-person and online events, engaging these interested actors helps align joint efforts, expand impact, and secure support for scaling the solution transnationally. This innovative solution contributes to the common good by enhancing sustainability in cycling tourism, reducing environmental impacts, and offering cycling trails/routes improved sustainability-related performance. It supports community well-being by promoting sustainable and socially responsible tourism and preserving natural and cultural assets for future generations.

In this respect, the pilot activities serve as crucial validation tests to ensure that the solutions of the ICTr-CE project (the business model and developed cycling tourism products, and supporting tools developed in WP2) are practical, viable, and usable before the official rollout to tourism market, and potentially transfer them to other EuroVelo routes.

This deliverable directly supports the project's objectives as stated in the Application Form:

- providing context for the subsequent communication and promotion in order to engage different stakeholders across Central Europe,
- and describe all efforts made by the partnership to promote the already available results related to the IMS.

Taking into consideration the requirements set by the application form, we were focusing on the following topics:

- why transparent promotion and communication is important at national and dissemination levels
- what we could promote until now, what we will promote after the projects' end and how, what are the key and essential messages in our communication



- provides an overview of major international events where the ICTr-CE project and its innovative tools have been or will be presented
- and defines the responsibilities of project partners in organizing promotional events at national or regional levels to ensure broad stakeholder engagement.



## 2. Importance of Dissemination at National and International Levels

Effective communication and dissemination at both national and international levels are critical to the success of innovative initiatives like ICTr-CE project. The Iron Curtain Trail (EuroVelo 13) is a transnational cycling route crossing multiple countries – Poland, Germany, Austria, Czechia, Slovakia, Slovenia, Croatia, and Hungary – making cooperation and clear communication across borders indispensable. By sharing tourism expertise, project results, and experiences beyond local/regional/national borders, the project fosters a strong, collaborative, participatory based network of SMEs, tourism boards, NGOs, government institutions - who all contribute to shaping and promoting sustainable cycling tourism along the EuroVelo 13 Iron Curtain Trail.

At the national level, communication helps raise awareness among local tourism service providers (SMEs), tourism stakeholders and regional authorities (e.g. municipalities), and the whole community about the project's benefits, encouraging active participation and support. This also strengthens the innovation capacity of local SMEs by exposing them to best cycling tourism practices, green and digital solutions, and by enabling them to learn from pilot activities and from other regions/destinations facing similar challenges.

The EuroVelo 13 Iron Curtain Trail is a transnational long-distance bike trail, crossing 8 countries in Central Europe (and many more in Europe wide), therefore international dissemination is also important. On the international level, dissemination increases visibility and reputation, ensuring opportunities for cross-border cooperation and funding. It allows sharing the pilot activity results across diverse contexts, encouraging transferability and applicability of the innovative digital ICTr-CE tools in other EuroVelo network or cycling destinations. This broad promotion is crucial because the ICTr-CE solutions address challenges that are common to many regions in Central Europe - such as environmental sustainability, competitiveness, and service quality in tourism.

Since the final solution (refined IMS) of WP2 is still under development, it is equally important to communicate the current status of the innovative tool transparently. Presenting the methodological approach and framework, the database and indicators of the system, the basic pilot action results and interim findings invite constructive dialogues, builds trust with stakeholders (which is crucial in case of a newly launched cycling product), and maintains participation throughout the project lifecycle.

Furthermore, multi-level communication aligns with the goal of creating a unified innovation network, strengthening cooperation, and ensuring transferability and sustainability of the project's outputs. It boosts the potential of the Iron Curtain Trail as a culturally significant, environmentally friendly, socially responsible and economically viable tourism destination in Central Europe region, enhancing its status as a certified Cultural Route of the Council of Europe and a part of the European Green Belt initiative.

National and international communication is not merely dissemination of information; it could be a strategic tool that promotes collaboration, nurtures innovation (especially at remote rural areas), accelerates adoption of best practices, and increase the social and economic benefits for communities along the EuroVelo 13 route.



### 3. Promotion of the Impact Measurement System

Although the partnership has already taken several steps to raise awareness about the innovative tools of the ICTr-CE project, until the beginning of the 6<sup>th</sup> period only limited promotional actions could focus on concrete, ready-to-use results. So far, communication activities have mainly focused on introducing the methodology behind the tools, explaining the set of indicators used within the IMS, and outlining their potential fields of application. A full-scale, public promotion of the WP2 ICTr-CE “solution” itself has not yet been possible for several (but known) reasons.

- Firstly, the validation and pilot testing of the innovative tool (IMS) was finished in autumn 2025 (in the frame of the field trips and guided explorer tours), and the refinement of the final version of the solution called Impact Measurement System (IMS) will follow based on the pilot results - in the end of the project.
- Secondly, the testing was performed by ICTr-CE stakeholders (project partners) during the field trips, who made the calculations within the tools and evaluated the usability of the tools - so it means, the regional experts, stakeholders or general public was not really involved into this process. Only those stakeholders were able to be involved into the pilot activity in the 3 pilot regions, who somehow was involved in the cycling trip (e.g. an accommodation or a restaurant).
- Thirdly, as the methodology highlighted previously, in the frame of the project the tool primarily focuses on the calculation of the ICTr bookable cycling packages, which will be operated by the official and licensed tour operators (booking center) after the project. Consequently, the general public (tourists) will only see the results of the calculators (and not using it) through the sustainability scores and values displayed in the bookable packages, together with short explanations describing the applied methodology, its meaning, and its link to the Good Impact Programme. These tangible and visible results are belonging to the product development phase that will be completed at the very end of the project (O1.2 and D3.1.3), along with the launch of the online and bookable products, where the detailed descriptions and visual presentation of these results will be made available.

To sum it up, within this activity we had to focus on those aspects of the innovative tool what we could promote in an understandable and transparent way.

#### 1. Experience design of the ICTr cycling packages along the EuroVelo 13:

Detailing the role of IMS in the jointly created and tested innovative, cross-border cycling tourism packages tailored to different pilot regions, emphasizing cultural, natural, and gastronomic highlights along the Iron Curtain Trail.

#### 2. The Impact Measurement System (IMS):

Presenting the system developed to evaluate and measure the environmental, social, and economic impacts of cycling tourists, including data collection and method. The partnership was able to promote the tool and its approach, how it will operate and how it could contribute to the regional tourism development. The Impact Measurement System (IMS) developed in the ICTr-CE project operates through a detailed, structured questionnaire designed to capture a wide range of data related to the service providers along the EuroVelo 13 - Iron Curtain Trail, who are involved in the bookable package. This structured data collection through a standardized form ensures consistent, comparable results across different pilot areas and timeframes. It enables measurement of the social and economic contributions of cycling tourism and the environmental impact (carbon footprint). These data could feed comprehensive analyses and reports that contributes to further development of the tourism product, marketing efforts, and sustainability strategies.



By making the IMS digitally accessible and easy to use for booking center(s), it facilitates broad stakeholder engagement and real-time data gathering. This approach underlines the empirical, participatory nature of the ICTr-CE project and its commitment to evidence-based sustainable tourism development.

### 3. The Carbon Footprint Calculator:

Demonstrating this practical tool (which is integrated in a way into the IMS) designed to measure the CO<sub>2</sub> emissions related to cycling tourism activities of the tourists.

The Carbon Footprint Calculator was not developed under the ICTr-CE project, but was selected an already existing one called Carmacal, which is a practical, easy-to-use digital tool designed to measure CO<sub>2</sub> emissions regarding travel, cycling tourism activities (e.g. restaurants, museums, accommodations). The partnership selected this tool as applicable to use for the purposes of the ICTr-CE project. The calculator estimates carbon emissions using scientific emission factors aligned with European environmental standards, offering clear numerical values that reflect the environmental impact of travel choices. This tool is integrated with the Impact Measurement System to provide a holistic analysis of environmental impacts alongside social and economic effects. The Carmacal also serves as a communication instrument that raises awareness among tourists and tourism service providers about their climate impacts, encouraging more responsible tourism behaviors for both. Overall, the calculator empowers all actors involved in the project to contribute actively to reducing the carbon footprint of tourism (especially cycling tourism), underpinning the ICTr-CE project's vision to create a sustainable, climate-neutral ICTr cycling product in Central Europe.

Presenting these elements is crucial because it offers transparency and evidence of the project's progress and innovation. Sharing the outcomes ensures that partners and stakeholders understand how these solutions contribute to sustainable tourism development and fosters their engagement in using and promoting the tools. By illustrating the practical applications and benefits, it also helps build trust and motivates replication or adaptation in other regions.

#### Promotional events

Of course, even if this deliverable is submitted before the end of the official closure of the ICTr-CE project, the continuous promotion of the tools won't be stopped - it is highly recommended to the partnership to disseminate the results and the tools among their stakeholders in regional, national or transnational level beyond the project lifetime. Organizing events after the closure of the project ensure that the project results are disseminated effectively to diverse audiences, fostering collaboration, practical adoption in sustainable cycling tourism development along the EuroVelo 13 Iron Curtain Trail.

- Targeted Workshops and Webinars

Specialized webinars and workshops to be organized for distinct audience segments such as SMEs, NGOs, tourism organizations, and policy-makers. These interactive sessions will facilitate practical knowledge transfer, guide the adoption of innovative digital tool, and sustainability practices developed during the project.

- Presence at International Events

Participation in international conferences and major tourism fairs will enhance the project's visibility on a Europe-wide scale. These venues provide opportunities for networking, knowledge sharing, and encouraging the adoption of project results to other EuroVelo routes and cycling tourism destinations/networks.

- Field Visits and Demonstration Events



On-site visits and demonstration events held in pilot regions will offer hands-on experiences and direct engagement with stakeholders. These activities allow potential adopters to observe the innovative cycling products and tools in action, fostering buy-in and encouraging replication in other regions.

### Key Target Groups and Stakeholders

The success and sustainability of the ICTr-CE project results (IMS) hinge on the active involvement and cooperation of multi-level target groups and stakeholders, each playing an important role in the further development, promotion, and adoption of the innovative tool along the Iron Curtain Trail (EuroVelo 13).

**Local and regional SMEs** operating in tourism and related sectors stand at the core of the IMS. These small and medium-sized enterprises, which include accommodation providers, bike rental companies, food services, tour operators and other tourism-related businesses (e.g. museums), directly benefit from the cooperation. By adopting the new approach and providing sustainability information to the digital tool, SMEs could enhance their competitiveness, improve the quality of their offered services, and better access international markets through the jointly developed bookable cycling packages.

**Tourism boards and destination management organizations** constitute another critical stakeholder group. They play a strategic role in coordinating regional tourism development, product development, digital transition and marketing efforts. Their engagement ensures to include all relevant service providers into the tool's database, could play as a first contact point between the ICTr-CE booking center and the local stakeholder level. Their involvement also ensure that sustainable tourism products meet both local needs and international market expectations. By integrating the project's solution (IMS) into broader regional strategies, these organizations facilitate the branding and visibility of the EuroVelo 13 Iron Curtain Trail as a unified, attractive, sustainable and socially responsible cycling destination.

**Non-Governmental Organizations (NGOs)**, particularly those focused on environmental sustainability and community development, actively participate as potential beneficiaries of the "Good Impact Programme" valorisation program and supporting community-oriented tourism initiatives. This programme will be based on IMS, therefore a common understanding about its operation is crucial. Their involvement fosters social inclusivity, promotes conservation of natural and cultural heritage, and enhances stakeholder awareness of the environmental and societal impacts of tourism. NGOs often act as bridges between the community, businesses, and policymakers, could highlight the project's innovative approach and its positive social impact.

**Governmental organizations and policymakers** operating in regional development, transport, and environmental sectors provide the institutional framework and regulatory support needed for project success. Their partnership is vital to align the project with broader policy goals, ensure coherence with environmental standards, support infrastructure development, and advocate for sustainable mobility solutions at national and European levels.

Finally, **tourists and cycling enthusiasts** are the indirect "beneficiaries" of the IMS, as this target group will be the end-users of the improved, sustainable tourism products, powered by the IMS. Engaging tourists requires a different approach, involving specific tourism marketing expertise and it needs different communication channels to effectively reach them.

### Key Messages

To support the work of project partners, a general presentation was developed by PP3 Iskriva and PP12 OETE to provide a unified communication tool. The presentation primarily explains the structure and functioning of the Impact Measurement System (including the information related the Carmacal and the sustainability indicators of the IMS), while also introducing shortly the EuroVelo 13 Iron Curtain Trail and the ICTr-CE project. This shared presentation ensures that the project's key messages are conveyed





consistently across all partner countries and dissemination events. It enables partners to present the most relevant information in a clear, coherent, and easily understandable way to various stakeholder groups, contributing to the overall visibility and understanding of the project's innovative solution. In the last phase of the project, this presentation will be updated and will include information about the refined impact measurement system.

The presentation can be found in the annex of this document.



## 4. Promotional activities

### 4.1. International dissemination of the IMS

The international dissemination events related to the ICTr-CE project could be perfect platforms to present and promote the innovative sustainable tourism solution developed in the frame of the project. But these events are more than just a presentation: during fruitful knowledge exchange we can learn more about cycling tourism and cyclists, thanks to the openness of stakeholders, valuable feedback can be collected both from tourism experts and cycling enthusiasts as well. Events like ITB Berlin, the EuroVelo Conference, and the Urban Mobility Days serve as vital platforms where multiple tourism stakeholders (policy and decision makers, tour operators, cycling/mobility/tourism experts and tourists) could be “interviewed” regarding the challenges of fostering climate-neutral travel, or just have a discussion about the IMS and its expected results, benefits to the cyclists booking the ICTr-CE products.

This chapter explores the most relevant international dissemination events where the ICTr-CE innovative tool was already promoted to wide audience and cycling tourism experts. Representing and promoting the ICTr-CE project and its results (including the developed IMS) during these significant events is not really obvious - the reason of it is that the innovative approach of the ICTr-CE project is recognized at Europe-wide level, people are interested about the project, its innovative elements and as well as about the EuroVelo 13 Iron Curtain Trail.

#### 4.1.1. EuroVelo Conference

The EuroVelo Conference series serves as a premier international platform that brings together stakeholders from the cycling and tourism sectors to exchange ideas, share best practices, and promote sustainable cycle tourism development in Europe. The 2025 edition has been pivotal moments for disseminating the ICTr-CE project’s progress and its innovative element, the impact measurement system.

The 2025 EuroVelo & Cycling Tourism Conference (this was the 8<sup>th</sup> edition), held from September 24 to 26 in Balatonfüred, Hungary, marked a significant milestone for the project. Bringing together over 340 participants from 31 countries, this event was co-hosted by the European Cyclists’ Federation (partner of the ICTr-CE project), the Hungarian Cycling Tourism Association, Active Hungary Development Centre (Associated Strategic Partner of the ICTr-CE project), and City of Balatonfüred. Situated on the shores of Lake Balaton, within the scenic context of EuroVelo 14 - Waters of Central Europe, Balatonfüred provided an inspiring venue for discussions on cycling tourism.

The 2025 conference theme, “Cycling towards a sustainable future,” centered on exploring cycling from the critical perspective of sustainability, covering its several benefits for the economy, society, and the environment. Key questions addressed included how cycling tourism can promote nature conservation, contribute to climate change mitigation, and grow sustainably without endangering ecologically sensitive areas - and this is exactly what the ICTr-CE project and its partnership aimed.

During the event, rich mix of plenary sessions, workshops, panel discussions, and thematic cycling tours were organized, where participants engaged deeply on topics such as funding opportunities for cycling infrastructure, inclusive cycling initiatives for disadvantaged target groups, digital innovations in tourism, and measuring the impacts of cycling tourism. For the first time, small-group workshops enabled more interactive, creative exchanges, fostering collaboration between experts, business owners, policymakers, and academics. The Lead partner of the ICTr-CE project, Westpannon had the opportunity to shortly disseminate the project and its main results during the workshop “*Making the most of funding for cycling development projects*”. During this workshop (25.09.2025) the presenters explored examples of projects to develop cycle routes, including EuroVelo routes, using funding from different sources (regional, national,



European) and discussing strategies, achievements and challenges. Bringing around the table experts from various countries, this session boosted peer-to-peer learning and exchange of best practices.



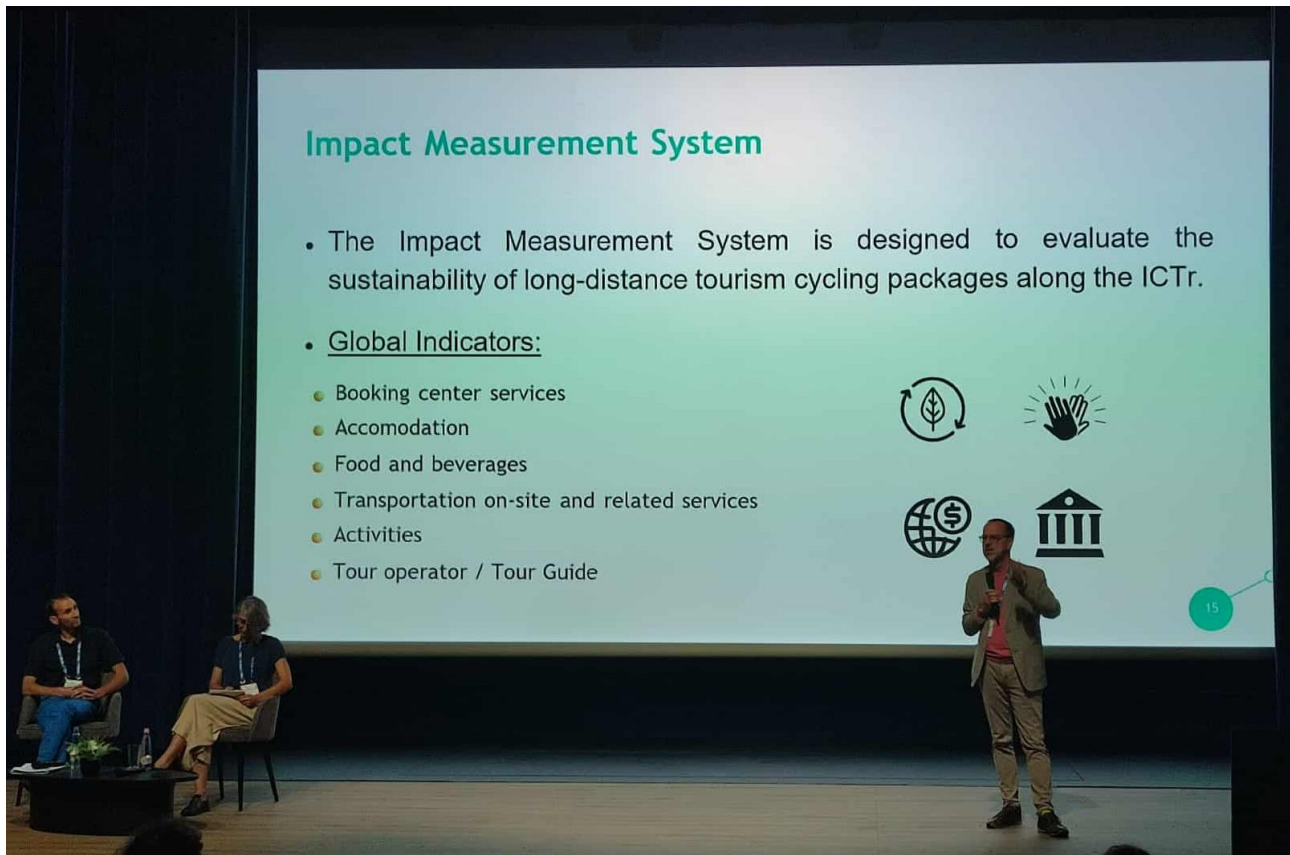
Tibor Polgár is promoting the ICTr-CE project during the workshop *“Making the most of funding for cycling development projects”*

Focusing on the promotion of the innovative ICTr-CE digital tool, Michael Meyer, Co-Chair of the Board at Ö.T.E.-LT&C representing PP12 OETE (as responsible partner for the development of impact measurement system) had the opportunity to give a presentation on the main stage during the conference. The panel discussion called *“Measuring the impact of cycle routes - and cycling tourism”* was focused on the topics of the importance of showing measurable results to show the positive impact of cycle routes and cycling tourism on sustainable social and economic development. This session aimed to dive deeper into actions (quantifying economic impact on destinations and qualifying its environmental footprint) taken all across Europe to prove that investing in cycling pays off.

The presentation of the panel by PP12 OETE focused on the rising popularity of cycling tourism along extensive routes has thrust the potential impact on destinations into the spotlight. The presentation focused on applied instruments further developed within the ICTr-CE project – the Carbon Footprint Calculator (CARMACAL) and the Impact Measurement System. These tools gather data from service providers on the environmental, social, and economic impacts of cycling tourism, enabling more sustainable tour design and better monitoring of outcomes. Mr. Meyer emphasised the importance of robust policies, clear recommendations, and practical measurement tools in advancing sustainable tourism. He noted that tourism initiatives are sometimes implemented without adequate consideration of their long-term environmental and social effects, underlining the need for tools that help safeguard natural resources and improve community well-being. He further highlighted that reliable data and standardised indicators are key to assessing performance, identifying areas for improvement, and aligning tourism strategies with the UN Sustainable Development Goals (SDGs). Transparent, evidence-based approaches, he concluded, strengthen cooperation among stakeholders and ensure that cycling tourism contributes positively to both people and the planet.







Michael Meyer (PP12 OETE) is promoting the ICTr-CE project and the Impact Measurement System during the panel discussion *“Measuring the impact of cycle routes - and cycling tourism”*

The visibility at such a well-attended forum elevated the project’s profile and offered valuable networking opportunities to encourage wider uptake of its outcomes along other EuroVelo routes.

To sum it up, the 2025 EuroVelo Conference was a landmark event that not only disseminated ICTr-CE’s results but also reinforced the collective commitment of Europe’s cycling and tourism communities toward a greener, more inclusive, and economically responsible future.

#### 4.1.2. Urban Mobility Days

The 2025 Urban Mobility Days (UMD) held in Vilnius from September 30 to October 2 2025 marked a significant milestone for sustainable urban transport and cycling promotion. As the European Commission’s principal urban mobility policy conference, Urban Mobility Days (UMD) provides the ideal opportunity to network, debate, and exchange on key European urban mobility policy issues with policymakers, local authorities, NGOs, academics, urban transport practitioners, and the industry.

As the European Commission’s flagship conference on urban mobility, this year’s event placed a special emphasis on the role of bicycles in shaping urban environments and fostering sustainable tourism. Vilnius, recognized as the European Green Capital 2025, provided an inspiring location that underscored the city’s progressive initiatives to develop a safer, greener, and more inclusive urban space for cyclists and pedestrians.

Throughout the three days, the conference addressed central themes such as urban nodes, cycling infrastructure, and public transport, aligning these with broader EU goals of innovation, competitiveness,



and social inclusion. The focus on cycling was particularly pronounced, with special sessions dedicated to integrating cycling into city logistics, urban planning, and tourism strategies. These topics are in line with the ICTr-CE project's objectives of promoting climate-neutral cycling tourism along the EuroVelo 13 Iron Curtain Trail.

Westpannon, as lead partner of the ICTr-CE project was invited by the organizers of the UMD 2025 to promote the results of the project and its innovative elements during the event - as exhibitors.

Having an exhibition stand at the UMD25 was an excellent opportunity for stakeholders to promote themselves to a broad audience, allowing them to interact with local, regional, and national government representatives, as well as delegates from European and international institutions.

The large exhibition space featured five thematic stands, each bringing together several EU-funded projects. The ICTr-CE project was promoted in Stand 5, called Sustainable Tourism and Mobility - Green, Inclusive Travel for Local Economies and the Environment.



Máté Deák (Westpannon) is promoting the ICTr-CE project results in Vilnius, during the UMD 2025



Our involvement in UMD 2025 underscored the importance of cycling as a transformative tool for urban mobility and tourism development. We showcased our developed innovative digital tools and cycling tourism products, emphasizing how these solutions can enhance the attractiveness and ecological sustainability of the regions along EuroVelo 13 Iron Curtain Trail. The event facilitated vital conversations across Europe about cycling policy frameworks, intermodal transport, and tourism promotion, thereby reinforcing ICTr-CE's role in shaping the future of sustainable tourism.

Overall, UMD 2025 provided an important platform for connecting with policymakers, tourism experts and community stakeholders. It enabled us to advocate for a more bicycle-friendly Europe, foster cross-sectoral collaborations, and demonstrate the potential of cycling as a cornerstone of sustainable and responsible tourism development. The conference not only advanced the visibility of our innovative solutions but also supported to shaping a greener, more inclusive tourism in Europe.

## 4.2. Other dissemination events

During the implementation of the ICTr-CE project, there were some other important transnational dissemination events where ICTr-CE was presented, but these events will be reported under *D3.2.3 Report on dissemination and networking events and publications*.

In the following two other important events could be emphasized in terms of promotion and taking into consideration the volume of the dissemination event:

- Velo-city 2025:

The Velo-city 2025 conference took place in Gdańsk, Poland (which is part of the ICTr-CE pilot area), from 10 to 13 June 2025, organised by the European Cyclists' Federation under the theme "*Energising Solidarity*." The event focused on the social power of cycling and its role in promoting fair and climate-neutral mobility. With more than 80 sessions, over 400 speakers, and various exhibitions and technical tours, the conference brought together experts, policymakers, and industry representatives to shape the future of cycling and sustainable urban mobility.

During the 3<sup>rd</sup> day of the event, several topics were covered which are relevant for the ICTr-CE project, and thanks to the participation of PP10 ECF and PP8 City of Gdansk, the possibility of fruitful discussions were given. These topics were the followings: *Cycling tourism's contribution to the Sustainable Development Goals: positive health and CO2 emissions savings* and *The economic impact of cycling - how countries can benefit from their cycling sector*.

Besides the conference, the Velo-citizens rode all over Gdansk to learn more about the cities' cycling infrastructure, followed in the footsteps of solidarity and explored the beautiful landscape along the Iron Curtain Trail (EuroVelo13).

- MONA (Model Nature Areas), "Improving Accessibility and Reducing Negative Impacts on the Local Environment through Routing"

On 4 June 2025, the MONA (Model Nature Areas) project hosted its third capacity-building webinar titled "Improving Accessibility and Reducing Negative Impacts on the Local Environment through Routing." As part of the Interreg NWE programme, MONA seeks to promote sustainable tourism and mobility in and around nature areas across Europe. The webinar gathered experts and stakeholders to explore best practices in sustainable access and route planning, particularly in ecologically sensitive areas. As part of the Interreg NWE programme, MONA seeks to promote sustainable tourism and mobility in and around nature areas across Europe. The webinar gathered experts and stakeholders to explore best practices in sustainable access and route planning, particularly in ecologically sensitive areas.

Key achievements shared included:





- Development of a CO<sub>2</sub> footprint calculator and an impact measurement system (IMS) to evaluate environmental, social, and economic outcomes of cycling tourism;
- Organisation of exploratory tours in pilot regions;
- Launch of a Good Impact Valorisation Programme;
- Creation of comprehensive guidelines for pilot actions and their implementation.

Until the end of Period 5 of the ICTr-CE project, there were altogether 7 events which were reported specifically under D2.4.2, which means the innovative tool of the ICTr-CE was presented.

- Polsko-Niemieckie Dni Turystyki Rowerowej (Polish-German Cycle Tourism Days) 2024
- Polsko-Niemieckie Dni Turystyki Rowerowej (Polish-German Cycle Tourism Days) 2025
- Sitzung des Verbände Arbeitskreis "Nachhaltiger Tourismus" (4th Meeting of the Federal Working Group "Sustainable Tourism")
- EuroVelo 13 - Iron Curtain Trail as Cultural Routes of the Council of Europe
- Strefa Pomorza Zachodniego (West Pomerania Promo and Activity Zone) at 30th Pol'And'Rock Festival
- Best Belt Conference
- Picnic along the EuroVelo 13 Iron Curtain Trail with cyclists

### 4.3. Future dissemination events

It is important to highlight that each project partner (total of 12) should actively promote the project results on national and regional platforms throughout the project timeframe and beyond - therefore, we encourage all of them to organize and participate on dissemination events where the ICTr-CE innovative tool could be promoted. This entails presenting outcomes at available conferences, forums, or public events that reach a broad spectrum of stakeholders involved in tourism and sustainable development. Where no suitable external platform exists, partners are expected to organize dedicated dissemination events tailored to their specific contexts.

These partner-led events should strategically involve a diverse range of local, regional, and national stakeholders including tourism service providers (SMEs), destination management organizations (DMOs), non-governmental organizations (NGOs), public authorities. This inclusive stakeholder engagement is critical for fostering ownership, facilitating knowledge transfer, and stimulating collaborative innovation aligned with the ICTr-CE project objectives. Moreover, partners should report these dissemination activities using the existing reporting framework and also disseminate these events on social media channels and the official website of the ICTr-CE project.

Future significant, transnational events regarding the ICTr-CE and its impact measurement system are those that align with the promotion of sustainable and innovative tourism (especially in cycling) and digital tools. Notably, the following events will be crucial for our visibility, transferability of the results, knowledge exchange, and stakeholder engagement:

- **ITB**

ITB Berlin (which is the world's leading B2B travel trade show) 2026 will be organized on 3-5 March 2026 at Messe Berlin, marking the event's 60th anniversary edition. The show combines a destination-organised exhibition with segments such as adventure tourism, business travel, luxury, medical tourism and travel





technology. The convention returns under the forward-looking motto “Leading tourism into balance,” gathering tourism industry leaders to discuss trends and solutions shaping the future of travel.

- **The Active Tourism Messe in Stuttgart**

The CMT Stuttgart 2026 (Caravan-Motor-Touristik) will take place from 17 to 25 January 2026 at Messe Stuttgart in Germany. It is Germany’s largest travel, leisure and tourism consumer show, presenting a wide array of outdoor, cycling, wellness and adventure travel themes alongside caravanning and motor-home solutions. The fair offers both industry professionals and the public an opportunity to explore new travel destinations, discover sustainable mobility trends and engage with leisure service providers across Europe.

- **Vienna Holiday Fair**

Austria, (15-18 January 2026): As Austria’s largest trade fair for vacation, travel, and leisure, it provides an extensive platform to showcase innovative tourism solutions to a broad international audience, including industry professionals and leisure travelers.

- **Travel+ International Tourism Exhibition**

Budapest, Hungary (19-22 February 2026): Hungary’s premier tourism event offers opportunities to engage with key industry players and promote sustainable tourism initiatives.

- **Czech Travel Market**

Czech Travel Market (November 2025) and GO International Travel Trade Fair (October 2025): These targeted trade fairs in Prague and Brno are vital for engaging with tourism professionals in the Czech Republic, fostering B2B collaborations.

- **ITF SlovakiaTour**

Bratislava (February 2026): Slovakia’s flagship tourism trade event, attracting thousands of industry professionals and travel enthusiasts, ideal for showcasing our digital impact tools and cycling tourism products.

In conclusion, the international events outlined above are important for the ICTr-CE project’s promotional and dissemination activities. These events are not only platforms for presenting results and the digital tool but serve as inspiring forums where topics like innovation, reliable cycling tourism market needs, environmental protection, and community well-being are covered. The project’s long-term success depends on the partnership to participate in such events, enabling the integration and transfer of pilot-tested tools and experiences to other EuroVelo or cycling destinations. Ultimately, these international connections strengthen a collaborative network that drives the transition toward climate-neutral and socially responsible tourism along the EuroVelo 13 Iron Curtain Trail and beyond.



## 5. Annexes

### 5.1. Presentation to promote the ICTr-CE and the impact measurement system