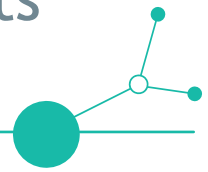


## D1.3.3 - ICTr cross-border promo events to launch the pilot actions



Version 1

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# 1. Background from the Application Form

The deliverable D.1.3.3, “Cross-border events,” is part of Work Package 1 (WP1) - Developing an innovative ICTr cycling product and a participatory digital tourism business model within the ICTr-CE project. Its primary purpose is to support the launch of pilot actions through a series of cross-border promotional events organised in three pilot areas: North, Central, and South.

These events serve as a strategic tool to introduce the EuroVelo 13 - Iron Curtain Trail and the ICTr-CE project to key stakeholders, including small and medium-sized enterprises (SMEs), business support organisations (BSOs), NGOs, and public institutions along the trail. By fostering dialogue and collaboration, the activity aims to strengthen cross-border cooperation and encourage stakeholders to become active members of a joint tourism product under the umbrella brand EuroVelo 13 - Iron Curtain Trail.

The activity directly contributes to the general WP1 objective, which is to develop an integrated, bookable ICTr cycling product based on research and innovation transfer and supported by an international participatory business model. Furthermore, it addresses the communication objectives of WP1 by:

- Raising awareness among SMEs and tourism boards about opportunities for international business collaboration and digital solutions.
- Sharing knowledge and promoting the adoption of sustainable tourism practices.
- Encouraging behavioural change among private and public organisations along the ICTr to actively participate in the joint tourism product.

Through these events, the project seeks to create a platform for cooperation, knowledge exchange, and capacity building, ultimately supporting the transition toward sustainable, green, and digitally enhanced tourism in Central Europe.

## 1.1. General WP1 Objective:

To develop an integrated ICTr bookable cycling product based on R&I transfer and supported by an international participatory business model, stimulating improved digital and business capacities of SMEs and other stakeholders in the tourism ecosystem.

## 1.2. Communication Objective of the WP1:

Communication objectives are:

1. to raise awareness of SMEs, tourism boards and other stakeholders in the tourism product value chain, on the relevance and opportunities of international business collaboration and developed digital solutions;
2. to share knowledge and support the adoption of the latest global R&I achievements by SMEs along the ICTr;
3. to change the behaviour of private and public organisations along ICTr so that they become active members of the joint tourism product.



### 1.3. Activity 1.3 Pilot testing of the ICTr cycling product and sustainable business model in 3 pilot areas

The ICTr cross-border promo events will be used to launch the pilot action and to penetrate the range of users on the territory and establish an umbrella platform for ICTr to engage with the local stakeholders and strengthen the cooperation potential of SMEs, NGOs and sectoral organisations. The task of regional partners is to promote these events and to utilise them to present the Iron Curtain Trail and its opportunities for sustainable cycling tourism to the target audience of the event. Below you can find the guidelines on how to organise ICTr cross-border promo events.

#### 1.4. D.1.3.3 - ICTr cross-border promo events to launch the pilot actions

To launch the product with impact, the ICTr cross-border promo events will be used to penetrate the range of users in the territory and establish an umbrella platform for ICTr to engage with the local stakeholders and strengthen the cooperation potential of SMEs, NGOs and sectoral organisations.

The main objective of the cross-border promotional events is to present the ICTr-CE project and the Iron Curtain Trail as a unique opportunity for sustainable tourism development. These events aim to:

- Launch pilot actions in the three designated areas.
- Engage SMEs, NGOs, and sectoral organisations along the trail.
- Promote the umbrella brand ICTr - EuroVelo 13 and its benefits for service providers.
- Strengthen cross-border cooperation and encourage participation in the joint tourism product.

Regional partners are responsible for organising and promoting the events, ensuring the participation of key stakeholders, and reporting the outcomes. Each event should involve at least 20 participants, including SMEs and BSOs, and project partners from at least two countries. Partners must document the event and share evidence (agenda, attendance list, photos) for reporting and audit purposes.

The expected results of this activity include increased awareness of the ICTr cycling product, strengthened cooperation among stakeholders, and the establishment of a platform for future collaboration. These outcomes will contribute to the adoption of sustainable tourism practices and the integration of SMEs into the ICTr business model.



## 2. Implementation

The implementation of deliverable D.1.3.3 “Cross-border events” was carried out through a coordinated approach involving all regional partners in three pilot areas: North, Central, and South. The primary aim was to organise promotional events that would launch the pilot actions and introduce the EuroVelo 13 - Iron Curtain Trail (ICTr) and the ICTr-CE project to key stakeholders.

### 2.1. General Instructions

To ensure consistency and quality across all events, basic guidelines were provided to partners (annexes 1 and 2). These instructions outlined the purpose of the events, target groups, minimum participation criteria, and reporting obligations. Key elements included:

- **Purpose of the Events**
  - To present the Iron Curtain Trail and the ICTr-CE project to the target audience with the purpose on the presentation of activities for SMEs and business support organisations (BSOs) that will be organised in the scope of the project and the opportunities and benefits of becoming part of the umbrella brand ICTr - EuroVelo 13.
  
- **Target Groups and Minimum Participation Criteria**
  - At least 20 participants should participate in each event:
  - Representatives of SMEs and BSOs along the trail
  - Project partners from at least 2 countries
  
- **Partner Responsibilities**
  - Organise and promote the event in their respective pilot area.
  - List the planned event in the Communication Table on Google Drive.
  - Inform Iskriva about the planned event for publication on the ICTr-CE website.
  - Invite all project partners.
  - Implement the event and ensure proper documentation:
    - Event report
    - Event invitation/agenda
    - Presentation used at the event
    - List of participants
    - Photos of the event



## 2.2. Reporting Requirements

To standardise reporting and facilitate monitoring, partners received a Report Template (Annexe 2) to complete after each event. The template required information such as:

- Event details (date, location, number of participants).
- Summary of the event, objectives, and key achievements.
- Target groups reached (with a table for organisations engaged).
- Attached evidence, including:
  - Invitation and agenda.
  - Attendance list.
  - 1-3 photos taken during the event.
  - Presentations (if applicable).

Partners were instructed to upload the completed report and supporting materials to the ICTr-CE Google Drive and send the link to Iskriya for consolidation. Additionally, partners were required to keep all documentation for audit purposes.



## 3. Findings and Results

Deliverable D.1.3.3 “Cross-border events” achieved its immediate objectives of promoting the ICTr-CE project and strengthening cross-border collaboration by engaging stakeholders across many representative events in Croatia, Czechia, Slovakia, Poland, Germany and Hungary. The events reached SMEs, NGOs, public authorities, BSOs, academia, and the broader public, while aligning with the WP1 communication goals (awareness, knowledge sharing, and mobilisation into the joint ICTr product).

### 3.1. Event Summaries

#### 3.1.1. Lenti, Hungary (Westpannon) - 9.4.2024

**Format & Context:** Kick-off meeting of the ICDM project (SI-HU Interreg Programme) at Lenti Thermal Hotel Balance, integrated as a regional development event; Westpannon presented ICTr-CE alongside other cycling tourism projects, focusing on storytelling and thematic trail development.

**Attendance:** 85 participants

**Focus:** Dissemination and promotion of ICTr-CE and EuroVelo 13 - Iron Curtain Trail as a European Cultural Route; presentation of project results and upcoming pilot actions and training programs targeting SMEs and BSOs.

**Stakeholder Reach (organisations):** SMEs (7), BSOs (9), Higher education (1), NGOs (6), Public institutions (3).

**More information:** Annexe 3

*Figure 1: Tibor Polgár (strategic director, Westpannon) is presenting the ICTr-CE project in Lenti*



Source: Westpannon, 2024



### 3.1.2. Koprivnica, Croatia (KKZ) - 24 August 2024

**Format & Context:** Integrated into the Robin Koprivnica Trail 2024 sports event (3 trail distances), organised with Athletic Club Koprivnica.

**Attendance:** 40 participants at the promo segment; the broader sports event gathered 200+ visitors (additional outreach potential).

**Focus:** Presentation of ICTr-CE, EuroVelo 13 - Iron Curtain Trail, and Croatian tourism offers along EuroVelo 13 - Iron Curtain Trail; distribution of promotional materials.

**Stakeholder Reach (organisations):** SMEs (5), NGOs (5), Public institutions (2), General public (6).

**More information:** Annexe 4

*Figure 2: Robin Koprivnica Trail 2024 sports event*



Source: KKZ, 2024



Figure 3: Robin Koprivnica Trail 2024 sports event



Source: KKZ, 2024



### 3.1.3. Explorer Tour North (WPZ, OETE) - 15 September 2024

**Format & context:** Cross-border ride Wolgast → Ustka attended by local-authority reps, experts and cyclists; on-route discussions on infrastructure, safety, signage and joint promotion; local TV coverage (TVP Szczecin).

**Attendance:** 5.

**Focus:** A joint cross-border cycling rally from Wolgast to Ustka to inaugurate pilot activities on EuroVelo 13 - Iron Curtain Trail, test infrastructure and signage, and promote sustainable tourism and international cooperation between Poland and Germany.

**Stakeholder Reach (organisations):** NGOs (1); Public institutions (4).

**More information:** Annexe 5

*Figure 4: Cross-border ride Wolgast → Ustka*



Source: WPZ and OETE, 2025



Figure 5: Cross-border ride Wolgast → Ustka



Source: WPZ and OETE, 2025

Figure 6: Cross-border ride Wolgast → Ustka



Source: WPZ and OETE, 2025



### 3.1.4. Polish-German Cycle Tourism Days 2025 (WPZ and OETE) - 21-22 February 2025

**Format & context:** Day 1 conference + workshop for authorities/experts/SMEs (service quality & heritage, digital and marketing literacy); Day 2 open fair for the general public with Polish and German regional stands; focus on EuroVelo 13 - Iron Curtain Trail benefits and sustainable tourism.

**Attendance (persons):** 66 at the workshop; “a few hundred” at the open day.

**Focus:** Presentation of ICTr-CE, EuroVelo 13, and Croatian tourism offers along EuroVelo 13 - Iron Curtain Trail; distribution of promotional materials.

**Stakeholder Reach (organisations):** SMEs (7); BSOs (7); Higher education (2); NGOs (12); Public institutions (31); General public: reported as 66+ persons.

**More information:** Annexe 6

*Figure 7: Cycle Tourism Days 2025 (WPZ and OETE)*



Source: WPZ, 2025



Figure 8: Cycle Tourism Days 2025 (WPZ and OETE)



Source: WPZ, 2025

Figure 9: Cycle Tourism Days 2025 (WPZ and OETE)



Source: WPZ, 2025



### 3.1.5. Brno, Czech Republic (CZ-SK) - 4 November 2025

**Format & Context:** Professional stakeholder event aligned with the 25th anniversary of the Moravian Wine Trails, focusing on ICTr-related topics (EuroVelo 13 - Iron Curtain Trail linkages, digital cycle-tourism marketing, Cyclists Welcome certification schemes in CZ/SK).

**Attendance:** 21 in person (15 CZ / 6 SK) + 14 online.

**Focus:** Introducing ICTr to professional audiences, discussing innovative approaches, and reinforcing cross-border cooperation (South Moravian, Trnava, and Bratislava regions).

**Stakeholder Reach (organisations):** SMEs (2), Business support organisations (2), Higher education (1), NGOs (3), Public institutions (9).

**More information:** Annexe 7

*Figure 10:25th anniversary of the Moravian Wine Trails, focusing on ICTr-related topics*



Source: Ekopolis and Partnerstvi, 2025



Figure 11: 25th anniversary of the Moravian Wine Trails, focusing on ICTr-related topics



Source: Ekopolis and Partnerství, 2025

Figure 12: 25th anniversary of the Moravian Wine Trails, focusing on ICTr-related topics



Source: Ekopolis and Partnerství, 2025



### 3.2. Summary of Results

Across the five documented cross-border events, a total of 108 organisations were engaged, complemented by significant public outreach. The Polish-German Cycle Tourism Days 2025 was the most impactful event, accounting for 59 organisations (54%) and attracting 66 confirmed workshop participants plus several hundred visitors during the public fair. This mixed-format approach proved highly effective for combining professional engagement with mass visibility. The Westpannon event in Lenti (HU) reached 26 organisations, primarily SMEs and BSOs, and drew 85 participants, making it the second-largest contributor to organisational engagement. The Brno (CZ-SK) event involved 17 organisations, focusing on public institutions and SMEs, and delivered targeted knowledge transfer on digital marketing and cyclist-friendly certification. Koprivnica (HR) leveraged a sports context to involve 12 organisations, balancing SMEs, NGOs, and public bodies, while Explorer Tour North (PL-DE), though smaller in scale (5 organisations, 5 participants), played a strategic role in inaugurating pilot activities and reinforcing bilateral cooperation.

Public institutions dominate the stakeholder mix (46 of 108 organisations, 43%), providing a strong foundation for policy alignment and infrastructure coordination along EuroVelo 13 - Iron Curtain Trail. NGOs represent 21 organisations (19%), ensuring grassroots involvement, while SMEs (13 organisations, 12%) and BSOs (9 organisations, 8%) form a meaningful base for future onboarding into the ICTr product. Higher education participation was modest (3 organisations, 3%), suggesting potential for deeper academic engagement in subsequent phases. General public outreach was substantial, with at least 72 confirmed individuals and uncounted additional footfall at the Szczecin fair, reinforcing the visibility of ICTr-CE and sustainable tourism themes.

These results highlight the effectiveness of mixed-format events for maximising reach and the need to capitalise on institutional engagement while converting SME interest into active participation in the EuroVelo 13 - Iron Curtain Trail umbrella brand.

*Table 1: Attendance at cross-border events*

Target group	Lenti (HU)	Koprivnica (HR)	Explorer North (PL-DE)	The Polish-German Cycle Tourism Days 2025	Brno (CZ-SK)	TOTAL
<b>ATTENDANCE (per person)</b>	<b>85</b>	<b>40</b>	<b>6</b>	<b>66 (+ 500 2<sup>nd</sup> day)</b>	<b>35</b>	<b>146</b>
SMEs	7	5	2	7	2	14
Business support organisations (BSO)	9	/	/	7	2	9
Higher education & research	1	/	/	2	1	3
Interest groups / NGOs	6	5	1	12	3	21
Public institutions	3	2	3	31	9	46
<b>TOTAL</b>	<b>26</b>	<b>12</b>	<b>6</b>	<b>59</b>	<b>17</b>	

Source: Author



## 4. Conclusion

Deliverable D1.3.3 demonstrably fulfilled its role in launching pilot actions and mobilising stakeholders along EuroVelo 13 - Iron Curtain Trail across multiple cross-border contexts. Five events—Lenti (HU), Koprivnica (HR), Explorer Tour North (PL-DE), Polish-German Cycle Tourism Days 2025 (PL-DE), and Brno (CZ-SK)—collectively engaged 108 organisations and reached substantial public audiences, with Szczecin alone drawing 66 workshop participants and several hundred fair visitors. This mix of professional convenings, hybrid formats, and mass-visibility settings proved effective for both targeted capacity building and broad outreach.

The stakeholder composition achieved exactly what WP1 envisaged: public institutions (46) created a strong foundation for policy alignment, signage, service standards, and coordinated destination management along EuroVelo 13 - Iron Curtain Trail; NGOs (21) ensured grassroots momentum; SMEs (14) and BSOs (9) formed a practical funnel for onboarding into the ICTr umbrella product; and higher-education actors (3) opened avenues for evidence-based development and skills transfer. Together, these results raised awareness, shared knowledge on innovation topics (digital marketing, cyclist-friendly certification, service quality), and activated cross-border cooperation—the three core WP1 communication objectives.

Operationally, partners followed the common instructions and reporting template, ensuring consistent quality, comparability, and audit readiness. The events demonstrated context-sensitive design: Lenti leveraged a regional Interreg kick-off to reach SMEs and BSOs at scale; Koprivnica tapped a sports festival for visibility; Brno concentrated expert knowledge exchange; Explorer North provided a symbolic, media-visible pilot inauguration; and Szczecin combined a policy-oriented day with a high-footfall public fair. This portfolio approach accelerated penetration of ICTr messaging while building cooperation proneness among actors across borders.

In sum, D1.3.3 achieved WP1's objectives by:

- Raise awareness among SMEs, tourism boards, and other stakeholders about opportunities for international collaboration and the benefits of adopting digital solutions.
- Facilitate knowledge transfer by promoting sustainable tourism practices and introducing the latest research and innovation achievements relevant to cycling tourism.
- Drive behavioural change so that private and public organisations along the ICTr actively join and contribute to the integrated EuroVelo 13 - Iron Curtain Trail tourism product.

The events leave the partnership with a mobilised stakeholder base, clear conversion opportunities for SME onboarding, and reinforced cross-border governance—a solid springboard for the subsequent WP1 deliverables and the pilot roll-out.



## List of Attachments

- Annexe 1 - D.1.3.3 cross-border events instructions
- Annexe 2 - D.1.3.3 cross-border events template
- Annexe 3 - D.1.3.3 cross-border events Westpannon 2024
- Annexe 4 - D.1.3.3 cross-border events KKZ 2024
- Annexe 5 - D.1.3.3 cross-border events WPZ and OETE 2024
- Annexe 6 - D.1.3.3 cross-border events WPZ and OETE 2025
- Annexe 7 - D.1.3.3 cross-border events Ekopolis Partnerstvi 2025