

# About the EuroVelo 13 - Iron Curtain Trail

Where there once stood a wall, which represented separation, there is now a bookable bike trail that connects and allows free crossing of borders.

EuroVelo 13 - the Iron Curtain Trail promotes cross-border cooperation, where cyclists can immerse into various historical heritage sites, relaxing nature and culinary treats.

- 10.550 km of bike trails
- 20 countries
- 14 UNESCO sites



## Find Out More

### EuroVelo 13 Website

<https://en.eurovelo.com/ev13>

### Project Website

<https://www.interreg-central.eu/projects/ictr-ce/>



Learn more about the project

### Lead Project Partner

Westpannon Regional and Economic Development Public Nonprofit Ltd.

<https://www.westpannon.hu/en>

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Interreg  
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Co-funded by  
the European Union

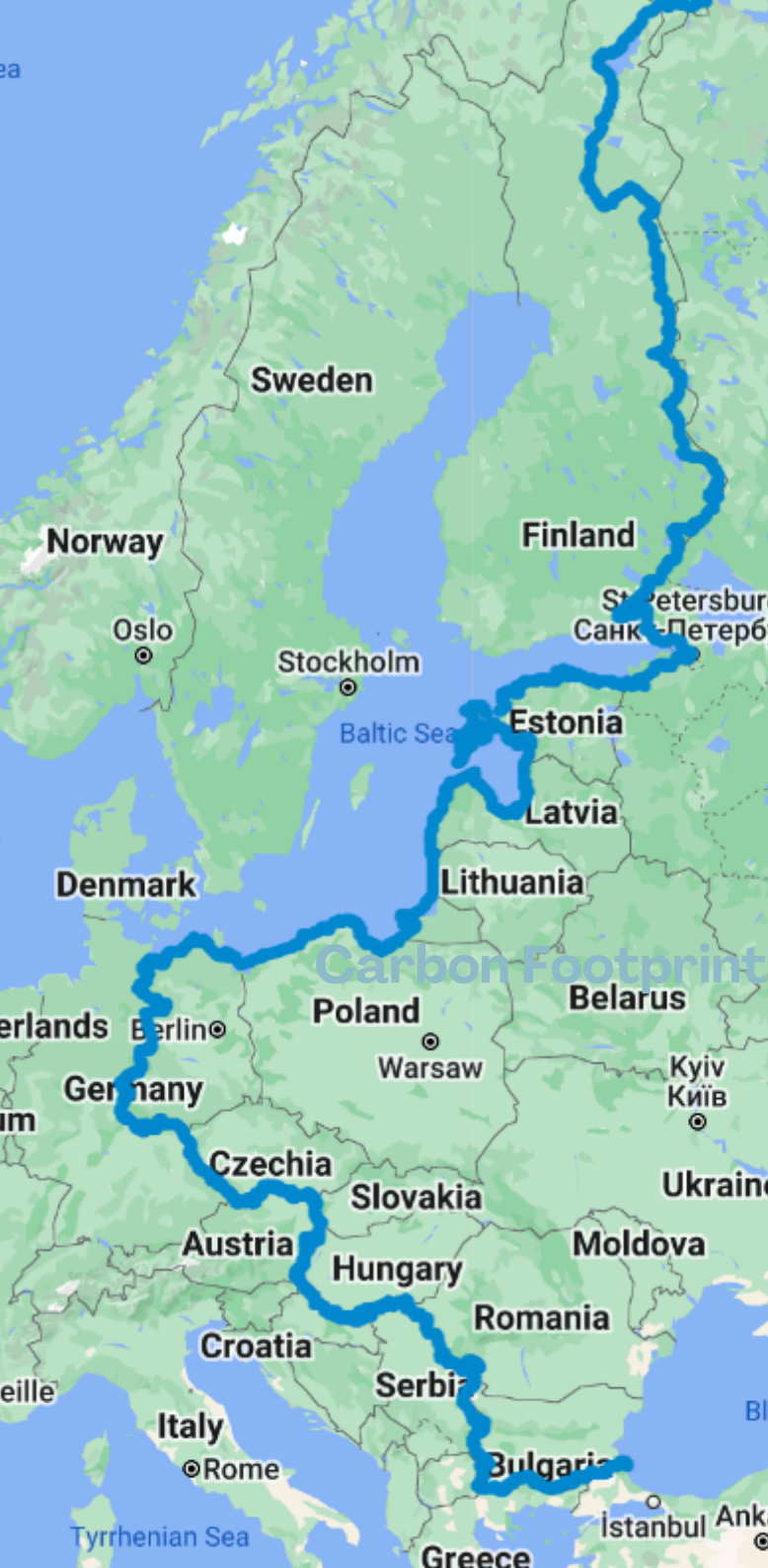
ICTr-CE



## EuroVelo 13 - The Iron Curtain Trail



Experience the Cultural  
Route of Europe



# Sustainability

Attractive bookable offers for cycle tourists have been developed on selected sections of the EuroVelo 13 – Iron Curtain Trail, while at the same time, new standards have been set with regard to balanced sustainability.

## Good Impact Cycling

The **Good Impact Cycling** is an initiative designed to make cycling journeys along EuroVelo 13 – The Iron Curtain Trail as environmentally friendly and sustainable as possible by providing additional funding.

Building on a sustainable business model that activates a vibrant local cycling tourism ecosystem, the initiative leverages an **Impact Measurement System (IMS)** to evaluate the sustainability performance of bookable cycling tourism packages along EuroVelo 13 – the Iron Curtain Trail.



The Impact Measurement System has two main components:

- **Carbon Footprint module** that quantifies the package's CO<sub>2</sub> emissions (incl. accommodation, meals, mobility, and other services).
- **The IMS indicator-based module** that evaluates the environmental, social and economic impacts (incl. sustainability certifications, social inclusivity, and cultural heritage elements) of the services included in the cycling packages.

$$\begin{array}{r} \text{Carbon Footprint} \\ + \text{Sustainability Score} \\ \hline = \text{Good Impact Programme} \end{array}$$

It calculates the environmental impact of each cycling trip and uses a small **surcharge** to fund projects that mitigate and reduce negative effects along the route.



By choosing the **Good Impact Cycling**, cyclists actively contribute to preserving the natural beauty and cultural heritage of the EuroVelo 13 - Iron Curtain Trail for future generations.