

Workshop Agenda – Empowering SMEs along EuroVelo 10 with Bicycle-Friendly Solutions

Duration: **24.02.-25.02.2026**, 2 days, approximately 5 hours each (+ breaks)

Target Group: Small and medium-sized enterprises (SMEs) in the sectors of accommodation providers, food service, bicycle repair and rental, tourist information, and attractions

Workshop Goals:

- Identify key success factors for bicycle-friendly services in SMEs
- Showcase practical benefits and challenges of established bicycle-friendly schemes
- Explore sustainable business models and funding opportunities for SMEs
- Support SMEs in developing action plans
- Strengthen cooperation and networking around cycle tourism

Day 1 – Strategy and Opportunities

10:00 – 10:30 | Welcome and Introduction

- Participant introductions
- Outline of workshop objectives and agenda
- Brief introduction to EuroVelo 10 and its economic impact

10:30 – 11:15 | Key Criteria for Bicycle-Friendly Services in SMEs

Input by Barth/Capufaktur and ECF

- Which criteria have proven effective for SMEs?
- Survey results on regional bike-friendliness
- Lessons from D2.2: especially manager interviews: what are the most effective measures, how can SMEs benefit from cycling friendly service schemes?
- conclusions from scheme leader meeting

11:15 – 11:30 | Coffee Break

11:30 – 11:50 | Expert Talk: Stakeholder engagement

Anna Linden, Cykelframjended

- Identifying key stakeholders (authorities, tourism boards, SMEs, communities)
- Approaches to involve and motivate stakeholders
- Building partnerships and aligning interests
- Ensuring long-term commitment and regional value

11:50 – 12:15 | Expert Talk: effective marketing in the age of social media

TBD

12:15 – 13:00 | Lunch Break

13:00 – 15:00 | Distribution of information leaflet and joint discussion

Key insights for SMEs, developed and presented by a designated expert and representatives from the westpomerania regional tourism organization.

15:00 – 15:45 | A cyclist friendly service chain: what is needed, what is expected?

M. Maier, ADFC advisor for tourism.

15:45 – 16:00 Coffee Break and Networking

16:00 – 17:00 | Group Work: Development of an Initial Action Plan for SMEs

Working groups by sector (gastronomy, rental, service, attractions)

- What criteria apply to your own business?
- What investments are necessary?
- Initial ideas for concrete measures and offers?

17:00 – 17:30 Presentation of Results and Conclusion of Day One

18:00 Networking and Group Dinner at Ingo's Speiselokal

Day 2 – From Strategy to Practice

8:30 – 9:00 | Welcome Coffee and networking

09:00 – 09:30 | Recap of Day 1 and Introduction to Day 2

09:30 – 11:00 | Expert Panel: SME's and their bike-friendly services

3-4 different SME's

- Ideas for cycle tourists
- Experience of various services
- Future development of cycle tourism
- experiences with schemes

10:30 – 12:30 | Expert input, Panel Discussion and Audience Q&A

Michael Dietz, Senior Marketing Manager Scandlines Rostock and others.

12:30 – 13:00 | Feedback and Closing Session

- Workshop feedback round
- Open questions and final thoughts
- Thanks to participants

13:00 – Lunch and Departure