



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Title of the Story: The Val de Zafán Green Way

Destination Name: Terres de l'Ebre, Catalonia

Country: Spain

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Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org

Issues faced





What was the problem/issue solved with the good practice?

Terres de l'Ebre is a tourist destination that bases its differentiation on the importance of its nature. It has 3000 km², and it was declared Biosphere Reserve. It includes two natural parks and multiple protected natural spaces. In addition the most abundant river of the Iberian Peninsula crosses it and conforms its orography.

This geography, especially the deltaic plain, and the mountains of Els Ports, Cardó, Tivissa etc. offer a wide variety of proposals for cycling enthusiasts. But especially for families. The natural path of the Ebro that runs parallel to the river, and the most important: the greenway of the Zafán Valley with segregated motor traffic segments that has already great success.

The problem, however, is that The via verde is not well connected with the Ebro Delta Natural Parc.

Methods, steps and tools applied

How was the good practice implemented?

The European Commission has activated the Next Generation funds with the main objective of contributing to the transformation of society and the economy within the framework of the Union. The Terres de l'Ebre Tourist Board together with several municipalities has applied to the Nex Generation Funds with a project to extend the Val de Zafán Via Verde following the ancient railway. The new section would connect Tortosa (inland) and la Ràpita (by the sea)

The project consists of the construction of a new 30-kilometer section. The track is 3 meters wide with double surface treatment. It will also be equipped with the necessary drainage systems, wooden railings for infrastructure delimitation and trees for protection.

The project will improve the accessibility with the elimination of different barriers : roads, the existing infrastructure and irrigation canals, currently impossible to cross safely.

This new section will have digital solutions for monitoring the transit of bicycles and people as well as charging stations for ebikes.

Key success factors





What helped you tackle the issues?

The cooperation between different administrations and stakeholders.

The participation of all stakeholders of the tourism sector

The previous success of the existing greenway has positively inspired agents and administrations to move forward in achieving a network of connected cycle paths in Terres de l'Ebre.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

The need to create a new figure in charge of monitoring, maintenance and good governance of infrastructure *the Via Verda de la Val de Zafán* as a whole.

Results, achievements and recognitions





What were the qualitative and quantitative results of the good practice?

Promote a projection and commercialization that goes beyond the domestic market and that, attending to the generation of a greater number of stages and extension, enables access to international markets.

Mitigate seasonality as a result of accessing to new markets segments with better distribution throughout the year.

Improve the competitiveness of the ciclotourism proposal of the destination thanks to a longer offer of kilometers without interruption.

Increase the value generated by this product from the increase in overnight stays.

Increase user satisfaction by generating a longer itinerary, resolving the sections pending completion and their connection.

Guarantee greater safety for users by avoiding the use of alternative routes shared with motor vehicles.

Interconnect municipalities in the destination, contributing to the generation of synergies between them and the companies operating in the *via verda*.

Contribute to the improvement of sustainable mobility in the destination and the connectivity of urban environments with the rural ones.

Promote accessibility to tourism products for those groups with special mobility needs.

Enabling the connection with other cycling routes outside Terres de l'Ebre: Eurovelo 8, Ojos negros Green Way, etc..

Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

<https://terresdelebre.travel/cycling/en/la-via-verda-de-la-val-de-zafan>

https://youtu.be/kZV_k0W-g5Q

