



# V European Greenways Conference

Madrid, 10<sup>th</sup> - 12<sup>th</sup> of June 2010

## **THURSDAY 10TH OF JUNE**

### **9'30 OPENING CEREMONY**

- **Mr. José Blanco**, Spanish Minister of Public Works.
- **Mr Pedro Ortún**. New Approach Industries, Tourism and CSR. DG Enterprise and Industry. European Commission.
- **Mr Gilbert Perrin**, President European Greenways Association (EGWA)
- **Mr. Eduardo Fayos**. World Tourism Organization - Regional Representative for Europe.
- (...) ADIF
- **Mr. Jaime Barreiro**. Director of the Spanish Railways Foundation (SRF).
- (...) other sponsors

### **10'00 Session 1: National greenways programs**

Moderates: **Mr. Joaquín Jiménez**. Director of International Affairs. Adif Spain.

- **Mr Pedro Ortún**. New Approach Industries, Tourism and CSR. DG Enterprise and Industry. European Commission
- **Ms. Carmen Aycart**. Director of the Spanish Greenways Program. Spanish Railways Foundation Spain
- **Mr. Hubert Peigné**- Interministerial Coordinator for the Development of cycling-France
- **Mr. Luis Manuel dos Santos Silvestre**. Manager of the National Ecopistas PlanREFER/INVESFER -Portugal

### **11'30 Coffee break**

### **12'00 Session 2: Heritage preservation and new uses for infrastructure**

Moderates: **Mrs. Maguelonne Dejeant-Pons**. Head of the Cultural Heritage, Landscape and Spatial Planning Division. Directorate of Culture and Cultural and Natural Heritage. Council of Europe.

- **Mr. Miguel Angel Ferrero**. Director of patrimonial management. Patrimony and planning direction. Adif Spain
- (...) Réseau Ferrée de France -RFF (France).
- **Mr. Thomas Lennretz BEG** NRW - Germany
- (...) SNCB (Belgium).

### **13'30 Open discussion and questions**

### **14'00 Lunch break**

### **15'30 Session 3: Tourist promotion and market strategies**

Moderates: Representative of the Jaen county council- Spain

- **Ms. Arantxa Hernández**. Chief of studies and communication department. Spanish National Greenways Program. Spanish Railways Foundation (SRF) Spain
- **Mr. Nicolas Poulouin**. President . AF3V - France
- **Mr. Daniel Mourek**. Nadace Partnerství- Czech Republic (Cyclists welcome certification)
- **Ms. Catherine Girard**. Tourisme Bretagne - France

### **17:00 Coffee break**

### **17'30 Session 4: the role of greenways in long distance networks and itineraries**

Moderates: UE Representatives

- **Mr. Michael Cramer**. European Parliament.
- **Mr. Jesús Casas**. General Director of sustainable development of the rural environment. Spanish Ministry of Environment and Rural and Marine Affairs (MARM) Spain
- (...) Representative of the Public Service of the Walloon Region - Belgium
- **Mr. Bernard Ensink**. Secretary General. European Cyclists Federation (ECF)

### **19:00 Open discussion and questions**

### **19'30 End of the working sessions**

## FRIDAY 11TH OF JUNE

### 9'30 Session 5: Social and economical benefits of greenways (Part I)

Moderates: **Ms. Francesca Racciopi**. Acting Head of the Rome Office, WHO European Centre for Environment and Health. World Health Organization Regional Office for Europe.

- **Mr. Jeff Ciabotti**, Vice President. Rails to Trails Conservancy United States.
- **Mr. Ole Thorson**. President. International Federation of Pedestrian (IFP)
- **Mr. Ernst Miglbauer**, Invent GmbH - Büro OÖ- Austria
- **Mr. Emili Mató**. Manager. Girona Greenways Consortium- Spain

### 11'00 Open discussion and questions

### 11'30 Coffee break

### 12'00 Session 5: Social and economical benefits of greenways (Part II)

Moderates: **Mr. Giulio Senes**. Vicepresident of the Italian Greenways Association - Italy

- **Mr. Nicolas Mercat**. "France Vélo Organisation" France
- **Mr. Fabien Bentaveb**. Chief of tourism service. Bourgogne regional council - France
- **Mr. Francisco Menacho**. President of the Sierra Greenway Foundation Spain
- **Mrs. Mary Powell** - Tourism Development Manager and Project Manager of Lincolnshire Waterways Partnership. Lincolnshire County Council - (UK).

### 13'30 Open discussion and questions

### 14'00 Lunch break

### 15'30 Session 6: Equipment and services for all

Moderates: **Mr. Vicente Dómine**, General Director of Transport and Logistics. Valencia Regional Government - Spain

- UE Organisation
- **Mr. Jesús Hernández**. Accessibility Director. ONCE Foundation-Spain
- (...) European Network of Accessible Tourism (ENAT)
- **Ms. Emmanuelle Bégué**, Director, Syndicat Mixte pour le Développement Rural de l'Arrondissement d'Argelès-Gazost (SMDRA)

### 17'00 Open discussion and questions

### 17'30 CLOSING CEREMONY:

- (...) Spanish Ministry of Environment, and Rural and Marine Affairs
- **Mr. Joan Mesquida**, Secretary of State of Tourism. Ministry of Industry, Tourism and Commerce. Spain
- (...) ADIF / FFE / EGWA / UE representatives / other sponsors

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Spanish Railways Foundation / European Greenways Association  
Eduardo Prieto Escudero

C/ Santa Isabel, 44 E28012. Madrid.- Telfs. 91 151 10 56 / 98 · Fax 91 151 10 68 - Email: [gestionvv@ffe.es](mailto:gestionvv@ffe.es)

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