



Greenways are a substantial part of Europe's sustainable infrastructure and they contribute to the conservation of biodiversity and its associated ecosystems, and that they minimize their environmental impacts, as they develop preferably over pre-existing infrastructures, ensuring respectful access of citizens to natural environment, and facilitate the launching of environmental and awareness-raising educational activities.

Greenways promote the preservation of cultural heritage: former railways, waterways, works of art; and contribute highly to the Sustainable tourism, rural development, and local employment creation. Development of tourism product related to greenways has significant potential for economic benefits, especially in rural areas.



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OUR WAY

Interreg Europe



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PreservatiOn and promotion of cUltural and natural heRitage through GreenWAYS





What is the main objective of the project?

OUR WAY project aims to contribute to the conserving, protecting, promoting and developing natural and cultural heritage in Europe using greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved, including tools for their governance and developing specific measures for their promotion and preservation.



Why did this project come out?

A need for improvement of the natural quality in the involved regions through the existing policies was identified by all participants and specific improvement areas were defined.

In this sense, OUR WAY will be focusing on the following key aspects:

1. Develop government systems to manage greenways;
2. Identify financial instruments and funds for greenways and
3. Promote greenways and product development.



Where will the OUR WAY project carry out its actions?

The project will carry out its action in 6 European regions and countries with different level of promoting and preserving their natural and cultural heritage. An advisory partner, the European Greenways Association with large experience and knowledge in the project field will provide guidance and support in events and activities in which expert knowledge is required for the whole of the partnership. The countries where the project will be implemented are Spain, Ireland, Poland, France, Hungary and Bulgaria.

What is intended to achieve with the project?

The project will improve 6 policies at European level, most of them funded by the European Regional Development Fund (ERDF).

This interregional cooperation is essential to identify, exchange and transfer practices between regions and, most importantly, to plan and prepare specific Action Plans to integrate the lessons learnt from interregional cooperation into regional policy programs.



Region of Murcia (ES)

- European Greenways Association (EGWA) (BE)
- Chamber of Commerce and Industry-Vratsa (BG)
- Departmental Council of Herault (FR)
- Hajdú-Bihar County Government (HU)
- Northern and Western Regional Assembly (former BMW Region) (IE)
- Podkarpackie Region (PL)