



Central European Greenways

Greenways for Europe

CERTIFICATION
GREENWAYS

PARTNERSHIP
ENVIRONMENTAL
CONSORTIUM
FOR CENTRAL EUROPE

GREENWAYS PRAGUE - VIENNA

NECKLACE OF THE NORTH

MINERAL WATER TRAIL

VIENNA - BRNO GREENWAY

JURA RING

NORTHERN BOHEMIA GREENWAY

BURSZTYNOWY SZLAK
FUTURE OF
AMBER TRAIL
AMBER TRAIL
GREENWAY

VINAR
SKE STEZKY
Greenways
MORAVIAN
WINE
TRAILS

Bieszczady
Lesko
ZIELONY ROWER
EAST
CARPATHIAN
GREENWAY

Map labels: POLAND (DEBRZNO, GDAŃSK, WARSZAWA, Opatów, KRAKÓW, LANCKORONA), CZECHIA (PRAGUE, BRNO, DOKSY, MOST), SLOVAKIA (BRATISLAVA, BANSKA STIAVNICA), AUSTRIA (VIENNA), HUNGARY (BUDAPEST, AQUILEA), ROMANIA (MIERCUREA CIUC, BUCURESTI), UKRAINE (LYIV).

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Central European Greenways

Trans-Atlantic Greenways Partnership

American inspiration

American inspiration stood at the genesis of the Czech Greenways program. The idea and enthusiasm were brought to the Czech Republic by Lu and Tíre Chmelar in 1991. Soon after people from the Hudson River Valley Greenway added their invaluable experience to the initiative, the first plan for a tourist route between Prague and Vienna was born. This pioneer Greenways project in Central Europe is attracting increasing attention among local residents, visitors, tourism experts as well as journalists. The reason is simple: the American idea to promote a new approach to sustainable tourism linking nature conservation, historic and cultural preservation, and at the same time local economic development in Central Europe fell on fertile soil.

Almost a decade later, American Greenways continue to provide us with new inspiration. Through the Internet we see projects responding to problems brought by the development of rural areas and urban sprawl -- challenges that are now appearing in Central Europe as well.

More importantly, ten years after the Velvet Revolution, Greenways have proven an effective instrument for developing a civil society in the post-Communist societies of Central Europe. Greenways provide a positive focus for cooperation between a wide range of partners, including local communities, residents, businesspeople and state organs. Here too, the American Greenways Program, carried by partners as diverse as the Conservation Fund, Rails to Trails, National Park Service, the Federal Highway Administration, as well as countless local partners, is inspiring for our own efforts in Central Europe.

Czech implementation

There are several Greenways projects in the Czech Republic today. The Prague-Vienna Greenway is above all a model of cooperation between a foundation, tour agency and grassroots organizations focused on preserving monuments and nature along the route. The Moravian Wine Trails on the other hand have managed to bring together dozens of mayors to realize a common vision of preserving the unique cultural heritage of small wine cellars. Not only the mayors themselves, but also representatives of state organs consider the Moravian Wine Trails to be an important and concrete initiative for addressing the problems of the Czech countryside, which is home to over one million people. At the opposite end of the Czech lands is the North Bohemian Greenway, a relatively new initiative that is drawing inspiration and experience from the other existing Greenway routes. A number of active civic initiatives and municipalities

have expressed interest in developing new Greenways projects in their regions as well.

"By developing the European Greenways Program, we hope to build new partnership for networking Central European and American grassroots initiatives, projects, funders and activities as a response to the challenges of development increasingly being faced by rural and urban areas in both parts of the world."



Rafal Serafin, Director, Polish Environmental Partnership

"The Greenways program is now in an important stage of development, especially given the challenges and opportunities presented by accession to the European Union. Greenways present one of the few approaches that offers a realistic conceptual framework for packaging local sustainable development projects in a way that they are both visible and can tap support at the international level. Catalyzing the interest of local communities, citizens' groups, and businesses and building their capacity around development of very concrete, tangible projects is the most effective way to prepare local partners to play an active role in EU accession."



Miroslav Kundrata, Director, Czech Environmental Partnership Foundation



We appreciate the interest in and active support for Greenways expressed by a wide range of partners, from local citizens groups and communities to the Ministries of Environment, Agriculture, Transportation and Local Development.

European Benefit

Since 1998 the Czech Greenways have been sharing their experience with the *Amber Trails Greenway*, a model for cross-border cooperation linking the neighboring countries of Poland, Slovakia, and Hungary. The **Environmental Partnership for Central Europe Consortium**, which is managing the Greenways programs in all four Central European countries, and the **American Friends of the Czech Greenways** have initiated the creation of a Greenways program also in Austria, a member of the European Union.

Accession to the European Union presents us with new responsibility for shaping our own future and that of neighboring regions. The **Greenways for Europe Project** can be one of the initiatives that the post-Communist states of Central Europe contribute to the creation of a common European home. The Environmental Partnership foundations are now seeking the support of their national governments to present Greenways as a unique contribution of the four Visegrad countries to the new Europe.

Our vision therefore is to establish a **Greenways for Europe Project** that will be shared by many states of Europe. Similar to the American Greenways Program, the European initiative will be based on support and cooperation among the public, private and nonprofit sectors for community-based initiatives addressing a wide range of issues, from economic growth and community development to preservation of natural and cultural heritage.

The Greenways for Europe Project will focus on the following activities:

- development of greenways on national level
- cooperation in CEE countries (cross border project development)
- collaboration with European Union countries
- Trans-Atlantic Greenways Partnership
- *technical assistance and consulting for project managers*
- *creation of methodological materials and publishing of professional publications*
- *organization of conferences, seminars, internships and study tours*

What are Greenways?

At a time when people across the globe are struggling to maintain the uniqueness of the places they live, Greenways present an exciting way to enhance the quality of life, to increase opportunities for recreation, and to conserve fragile natural resources. Greenways are paths and green corridors in rural and urban areas that serve a number of functions: at a local level, they can be important biocorridors and provide opportunities for recreation and nonmotorized transportation; at the regional level, greenways can connect special points of interest and create a special product for sustainable tourism. Greenways promote local and regional identity; they provide a focus for cooperation between a wide range of different partners, both at the local and regional level; and they foster protection of natural and cultural heritage as well as sustainable development.



North Bohemian Greenway, Czech Republic. Renewal of Elbe Ferry Service.

Until recently, few people would have believed that the boat pictured here connects the two banks of the Vltava river. In 2000, after a 40-year hiatus, ferry service across the river was renewed as part of the North Bohemian Greenway, shortening the journey of not only tourists but also local residents by as much as an hour's drive by car.

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GREENWAYS P R A G U E - V I E N N A

Central European Greenways

The Prague-Vienna Greenway

A cultural trail bringing benefits for cultural heritage and regional development through sustainable tourism

The Prague-Vienna Greenway links a rich variety of cultural monuments and beautiful landscapes, from the baroque palaces at Lednice and Valnice to the wine region of southern Moravia and Podyji national park. This oldest and most well-known Greenway in the Czech lands has pioneered cooperation between nonprofit and commercial activities. Key partners in developing and promoting the route are the Greenways Program of the Environmental Partnership foundation, the American Friends of the Czech Greenways, as well as the Greenways Travel Club, a commercial tour operator.

Together, the partners have developed a non-traditional approach to tourism. Tourists along the Greenway can choose one of twenty different thematic routes which, according to their interest, lead them to areas connected with Czech glass and ceramics, Czech music, castles and chateaux, or monuments of Jewish architecture. Other routes focus on archeology, natural features, or Moravian wine.

In 2001 a coalition of partners along the Prague Vienna Greenways was established whose main aim is to support cross border cooperation and to stimulate creation of other local projects together with mutual promotion of all activities in the corridor of this Greenway

Objectives for the Prague-Vienna Greenway:

- Protection of cultural and natural heritage
- Strengthening communities and their cultural integrity
- Creating conditions for economic prosperity based on the sustainable use of local resources
- Public participation in planning and realization of projects for enhancing quality of life
- Cooperation between local communities, civic initiatives, businesses and state organs
- Use of local conditions for developing sustainable tourism and creating tourist products

“People to people” tourism

An important feature of the greenways approach is what we call “people to people tourism”. Besides the chance to hike or cycle through picturesque landscapes, visit baroque palaces, and stop off at wine cellars, tourists travelling along the Prague-Vienna Greenway have the opportunity to get to know a number of not-for-profit initiatives focused on historical and cultural preservation as well as the people working on them. The Greenways Travel Club provides 12% of its income (not profits!) from tourism along the route to support nonprofit initiatives participating in the program, including those described below.



Hiking, cycling, horse riding, canoing.

Individual parts of the Prague-Vienna route offer all forms of favorite tourist activities.



Jewish Heritage Trail

The Friends of Jewish Culture in Mikulov is a civic association is focused on renovating the former Jewish quarter in Mikulov in southern Moravia and presenting the town's rich Jewish cultural heritage. In implementing the project, members of the association want to actively involve other citizens and groups in Mikulov and increase their knowledge of the present state of the Jewish quarter and the sensible use of this cultural heritage for the future.

Exhibit of Anabaptist Ceramics

In Pouzdrany, a small village in the wine growing area of southern Moravia, the hosts are a couple whose Renaissance house is a living reminder of the past. The husband and wife team is working to establish a museum of Anabaptist culture that will feature ceramics discovered at a nearby archeological dig. Speaking with local people, the visitor gets a personal feel for this wine growing region, its past, present and future.



Woodworking workshop in Slavonice

For those who like woodcarving, Greenways offers an encounter with another partner, an artist who spends part of the year living in Slavonice. His house is his workshop, where people can participate in courses in woodcarving. You can find yourself in the company of people that have come from all over the world for this experience. But you don't have to worry about the price of the course - if you help with work to renovate the historical building, the course is for free.



Castle by castle.

For history buffs, the Prague-Vienna Greenway offers an unparalleled number of cultural monuments from all ages. Pictured here are the chateau České Budějovice, Hluboká and Lednice castle in southern Moravia.

Museum in Kojákovice

Another interesting person to meet along the Prague-Vienna Greenway is the chairperson of the Rožmberk Association. He can show you the efforts of his organization to restore Jewish monuments and cemeteries in the area of Třeboň, or another initiative to develop a folk museum in the picturesque village of Kojákovice.



Museum in Kojákovice.

The chairperson of the association for the preservation of Kojakovice showing the plan for renovating the building of the local school, which will serve as the visitors' center of the future museum.



Ceramics workshop in Maříž.

A ceramics workshop has been established on the Austrian border, in the former no-man's land of the Iron Curtain. Visitors can decorate their own vessels.

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GREENWAYS
PRAGUE-VIENNA

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Greenways for Europe



MORAVIAN WINE TRAILS



Greenway project for 300 communities of southern Moravia

Wine cultivation has a thousand-year old tradition in southern Moravia that has significantly shaped the landscape and culture of the entire region. There are 310 winegrowing communities in the region with practically as many wine cellars as houses - an estimated 60,000 wine cellars in all.

Despite this impressive tradition, wine cultivation in Moravia is threatened. Some 50,000 people are presently involved in winegrowing in southern Moravia, but - in an area with unemployment rates of up to 20% -- scarcely 5% of these actually make their living from wine. Tourism based on the area's impressive wine heritage could clearly generate employment and supplement local incomes, but people in the area have no experience with offering tourist services and there is little capital available for developing small businesses. A growing number of communities in southern Moravia are coming together to confront these challenges head on.



Alley of wine cellars near Petrov

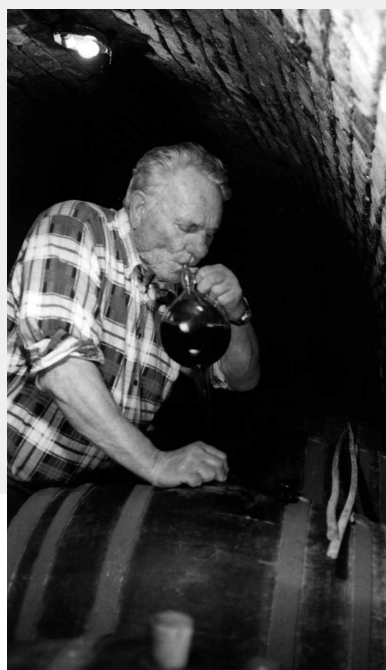
These rare wine cellars from the fifteenth century served local people as protection against enemies as well as for wine production. This is one of the few areas that has been officially declared a national cultural monument.

Moravian Wine Trails

Achievements

A number of projects, including development of common web pages, a database of providers of wine and tourist services, a map of wine routes as well as a tourist guide along the Moravian Wine Trails has helped overcome initial skepticism regarding the project. Particularly the project of marking routes for cycle tourism has led to cooperation with 210 communities, with another 30 expected to join in 2002.

Our effort is to mark 1.000 km of trails until the end of 2001. This project became well known among tourists and wine connoisseurs through the slogan "1.000 km bike paths through gardens and vineyards of Southern Moravia". The project has attracted considerable support from across sectors, from the local to the national level, and has been officially adopted into the development-planning program of the newly established regional government. This project is also viewed as a chance for development of sustainable tourism for the whole region.



A vintner at work

A typical instrument for drawing wine from a barrel. Such pictures can only be found in small cellars, which do not use modern technology.



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Community visioning for wine communities

The Moravian Wine Trails project is based on the cooperation of partners and realization of projects at the level of the entire region, individual winegrowing areas as well as individual communities. The approach provides space for local inhabitants, communities, and businesses.



Wine cellar in a sandstone cliff

A typical cellar for the Znojmo region, carved into the soft sandstone. The cellar provides ideal conditions for keeping wine, including a constant temperature and right humidity. New production technologies have pushed wine production out of such cellars, but their magic remains an important feature of winetasting and storage.



Folk celebrations in southern Moravia

Celebrations are connected with the cycle of seasons as well as church holidays. Preserving these traditions and linking them to offerings of tourist services is one of the objectives of the project.

Facts about Moravian Wine Trails project:

- Length of the trails **1.000 km**
- Number of communities involved: **220**
- Number of wine growing regions linked: **10**
- Estimated annual number of visitors: **250.000**

Principal objectives of Moravian Wine Trails:

- creation of a network of cycling trails, as a backbone for new activities related to responsible tourism
- preservation and support for small winegrowers through the creation of self-help cooperatives
- care for cultural and natural heritage
- support for business activities of local people in tourism



Grand Opening of the Wine trails in medieval town of Mikulov

The Grand Opening of the Moravian Wine Trails Greenway on the main square of a medieval town of Mikulov near Austrian border. Hundreds of local people joined this celebration and this event had become an official inauguration of the new tourist season in the region of South Moravia. Over 440 km of trails were opened to connect numerous wine growing towns and villages together with important tourist sites



Wine cellar in Boleradice

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Linking Nature, Tradition and People

For centuries, merchants traveled along the ancient Amber Trail exchanging goods and ideas. These precious commodities linked people of different nations and cultures. Today, a new Amber Trail Greenway connects heritage places and environmental initiatives in Poland, Slovakia and Hungary of revitalized Central Europe.

Principal objectives:

Our principal objective is to initiate, add value and promote a wide range of local sustainable development activities based on local natural and cultural assets located along the historic heritage route. We aim in particular to:

- develop environmentally-friendly tourism and create the amber heritage route
- support and promote local production and small-scale traditional activities e.g. organic farming, food-processing, handicrafts products and create the network of fairs
- strengthen local initiatives, local leadership and enterprises that contribute to natural and cultural heritage protection
- link people and their ideas;

The Amber Trail Greenway creates a “green network” of good practice examples that present how natural and cultural heritage protection contribute to local development.

The Amber Trail Greenway is an international project linking the most valuable natural and cultural treasures and local initiatives along a corridor stretching from Budapest in Hungary, through Banska Stiavnica in Slovakia to Krakow in Poland.

How do we act?

We cooperate with non-governmental organizations, local governments, schools and others interested in preserving the “amber” heritage. We provide our partners with:

- technical assistance and consultation,
- trainings, workshops, listening projects and seminars,
- creation of tourist trails and eco-museums,
- promotion of Amber Trail attractions and activities,
- fairs, markets, festivals and other “amber” events,
- financial support and assistance in fundraising,
- competitions
- study tours and exchange of know-how

By building strong local partners committed to sustainable development, the Amber Trail Greenway seeks to create a rich resource of practical action and good practice at the level of a micro-region. The challenge now is to make the linked local projects of the Amber Trail attractive to visitors and connect them to other locally initiated heritage trails and regions in other parts of the world.

Opatwo Fair

Hungarians producers at the Opatwo Fair of Local and Ecological Products from Amber Trail, Poland.



What are our flagship activities?

Together with our numerous local partners in the region we influence development of sustainable tourism trails, support and promote traditional products from the Amber Trail, initiate micro-regional planning as well as community organizing.

Sustainable tourism development:

- Establishment of a 40 km cycling route along the Danube River in Hungary
- Eco-tourism and voluntary trips with canoeing, cycling and birdwatching in Ipoly valley of Hungary
- “Amber Cycle Trail competition” for local governments in Poland resulted in establishing 200 km long cycle trail
- Developing nature tourism product based on large carnivores observations “Tracking wolves in the Carpathians”
- Lobbying and initial activities to restore railway trail connection between Hungary and Slovakia

Community organizing and initiatives:

- Rural Parliament of Slovakia—a platform for rural development initiatives, information exchange, education and lobbying
- Environmental Education School on Amber Trail in Zawoja Przyslop at the foot of Babia Góra
- Establishing Sitno-South microregion in Slovakia and involving citizens into the visioning and planning process
- Nature conservation educational center and bee-keeping farm in the area of valuable Ipolyszög alder bog in Hungary
- Revitalization of wooden historical village of Lanckorona at the Carpathian foothills



Local products and promotion:

- Opatów Fair—Fairs of Local and Ecological Products from Amber Trail organized in remote Polish town of Opatów gathering producers, artisans and artists from around Opatów and other parts of Amber Trail
- A Catalogue of local and ecological products from Amber Trail
- The Young Sculptors’ Club and Angel from Amber Trail—local product and symbol of the Carpathian village of Wysoka
- Agroc Caritas Public Utility Company in the Ipel Valley organizing handicraft programs for disabled unemployed people including: carpet weaving, candle-dipping, furniture restoration, needle and printing work
- Series of seminars on marketing of local products held by volunteers from USA in Slovakia for local mayors, farmers and students

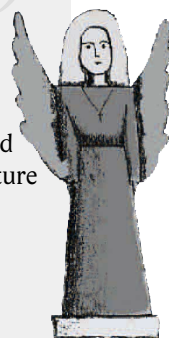


Amber Trail Greenway criteria:

Activities implemented under the Amber Trail Greenways Program should:

- Protect natural and cultural heritage of the regions located along Amber Trail
- Create environmentally friendly economic development opportunities for local societies
- Build local support for protected areas and provide landscape stewardship initiatives
- Help in identifying and strengthening local cultural and natural identity of the regions and their inhabitants
- Initiate and support local cross-sector cooperation and partnership
- Build and strengthen regional cooperation
- Create international collaboration opportunities, in particular cross-border cooperation
- Initiate exchange on experiences, information and knowledge between the partners along Amber Trail

Greenways for Europe



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Bata Canal Moravian Waterway

**By boat, by bike or by foot
in Moravian way of life...**

This canal is a unique system of waterways originally built as a waterway by the Bata company to transport of lignite to factories in Otrokovice and Zlin.. Mainly it was the Bata company, who financed the construction, with significant help of the state. The canal had been stolen from Bata family in 1948 and it was abandoned during the communist regime until the beginning of 90ies. The revitalization of the canal was initiated by a group of enthusiasts supported by volunteers and surrounding villages and towns.

In the current days the canal is used exclusively for tourist purposes. In future it should also contribute to the revitalization of the Wetland forest and biodiversity of mead of Morava River.

more information at

www.batacanal.cz

Bata canal Tourist route on water

Bata canal - restoration of the waterway in Central Moravia, which primarily serves tourists. Greenways can provide a guide for linking tourism with environmental protection along the canal. An ideal example of how it is possible to combine tourism with environmental protection, the Bata canal will hopefully serve as an example for other projects as well.



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Central European Greenways

Connecting Neighbours

The Brno-Vienna Cycling Trail

This project is unique for the fact that it builds right-off-way trail which provides safety for bicyclists, in-line-skaters and pedestrians. Large investment which was linked with the construction of this trail was enabled by the City of Brno and the EU funds. The newly build parts of this trail are very popular with local people who use them as access roads, roads to schools, to work or for tourism purposes. This year bikers point (picnic areas, maps, tables and chairs etc.) was erected along the trail and 10 others should be add by the end of the year. With the assistance of Greenways staff a pilot certification scheme was launched this year in order to improve services provided for the cyclists. The Trail will become an essential part of the newly established Cracow-Vienna Greenway.

more info at:

www.volny.cz/cyklostezka



Brno-Vienna Cycling Trail The view ahead

View of the cycling route that is under construction between Brno and Vienna. Thanks to involvement of the Greenways program, the focus of the initiative has been greatly expanded from a purely technical undertaking of building a bike trail to working with local businesses and civic initiatives. The Brno-Vienna Cycling Trail became a Greenways project in 2001.



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