

6 NOV 09
09:00 H

CONFERÊNCIA
**O LAZER E O TURISMO
CICLÁVEL EM PORTUGAL**

AUDITÓRIO DA REITORIA DA UNIVERSIDADE DE AVEIRO

CICLORIA.BLOGS.SAPO.PT
TURISMOCICLAVEL.BLOGS.SAPO.PT



Conference 'Cycling Leisure and Tourism in Portugal'
6th November, University of Aveiro, Portugal

Background and Goals

The University of Aveiro and the Municipalities of Estarreja, Murtoosa and Ovar have recently been funded by the Innovative Urban Development National Programme (Portuguese Government) to develop the project 'Cicloria'. Overall, this project seeks to promote and develop the use of cycling related to leisure and tourism.

Within this project, the partners are promoting a Conference on '**Cycling Leisure and Tourism**', held at the Auditorium of the Major Building of the University of Aveiro, November's 6th.

This conference sets the official launch of the project by presenting its main goals and assembling all the major stakeholders that are and will be involved the elaboration of the project. Furthermore, as we believe that the topic of cycling leisure and tourism is still almost inexistent from the political and scientific debates held in Portugal, this is an excellent opportunity to invite key speakers at national and international levels to:

- Discuss the challenges of mobility policies related to cycling leisure and tourism at European level;
- Reflect on the opportunities for economic development linked to cycling mobility motivated by tourism and leisure;
- Meet and discuss municipal and inter-municipal experiences and reflect on international experience;
- Discuss the national guidelines and mobility policies related to cycling leisure and tourism.

Organizing Committee

Murtoosa, Ovar e Estarreja municipalities

University of Aveiro (Artur Rosa Pires, Jorge Carvalho, José Carlos Mota)

<http://cicloria.blogs.sapo.pt/> (Project)

<http://turismociclavel.blogs.sapo.pt/> (Conference)

Contact

Sara Marques Email: mobiciclavel@csjp.ua.pt or cicloria@gmail.com Phone +351 234-372499

Department of Law, Social and Political Sciences - University of Aveiro 3810-193 Aveiro PORTUGAL





CICLORIA PROJECT
MUNICIPALITIES OF MURTOSA, OVAR AND ESTARREJA
UNIVERSITY OF AVEIRO

Approved by POVT - Innovative Urban Development National Programme - Accessibility and Urban Mobility

Programme

9:00	Welcome reception
9:30	Opening session <ul style="list-style-type: none"> ▪ Vítor Campos – Spatial Planning General Director ▪ Artur Rosa Pires - Rectorship of the University of Aveiro ▪ Santos Sousa – Mayor of Murtosa ▪ José Eduardo de Matos - Mayor of Estarreja ▪ Manuel de Oliveira - Mayor of Ovar
10:15	Challenges for EU cycle tourism policies Les Lumsdon (Univ. Central Lancashire – UK)
10:45	Ciclória's project presentation <ul style="list-style-type: none"> ▪ Artur Rosa Pires / Jorge Carvalho / José Carlos Mota (Univ. Aveiro)
11:05	Round table
11:20	Coffee Break
11:40	Panel I – Innovation, competitiveness and cycling mobility Chair: Carlos Rodrigues – UA <ul style="list-style-type: none"> ▪ José Caetano - FPCUB - Challenges of cycling in Portugal ▪ Rui Lopes - INOVARIA - Technology and the bicycle ▪ Paulo Rodrigues - ABIMOTA – The challenges of the bicycle industry ▪ Eduardo Anselmo Castro – The cluster of bicycle
12:40	Round table
13:00	Lunch
14:30	Panel II - Leisure and tourism cycling mobility - Municipal and regional experiences Chair: Jorge Carvalho – UA and Isabel Seabra - IMTT <ul style="list-style-type: none"> ▪ Nuno Martins - Heritage Environmental Park of Mondego ▪ Guilherme Almeida (Viseu Municipality) - 'Dão Greenway' Project ▪ Valença/Monção Mayors - 'Minho Greenway' (European Award Green Routes) ▪ João Reis Machado (APCV) – Cycling Masterplan of Alentejo ▪ José Sá Fernandes (Lisbon Municipality) - Lisboa Cycling Network
15:45	Round table
16:15	Coffee Break
16:30	Panel III – Leisure and tourism cycling mobility - International Best Practice / contributions to the development of a national policy Chair: Elisabeth Kastenholz – UA and Jorge Carvalho - UA <ul style="list-style-type: none"> ▪ Isabel Seabra - IMTT - Policies and guidelines for cycling mobility ▪ Regina Vilão - APA - The sustainable mobility and development challenges ▪ Luís Silvestre (REFER) – 'Greenroutes National Masterplan' ▪ Emili Mató Palos (Consorti Vies Verdes de Girona) - Vias Verdes - Espanha ▪ Richard Weston (Univ. Central Lancashire) – Camel Tarka Cycle Trail - UK
17:45	Round table
18:15	Closing Session João Ferrão - Secretary of State for Spatial Planning and Towns



CICLORIA | [HTTP://CICLORIA.BLOGS.SAPO.PT/](http://ciclوريا.blogs.sapo.pt/)

'CYCLING LEISURE AND TOURISM' CONFERENCE | [HTTP://TURISMOCICLAVEL.BLOGS.SAPO.PT/](http://turismociclavel.blogs.sapo.pt/)



CICLORIA PROJECT
MUNICIPALITIES OF MURTOSA, OVAR AND ESTARREJA
UNIVERSITY OF AVEIRO

Approved by POVT - Innovative Urban Development National Programme - Accessibility and Urban Mobility

Registration Form:

Name	
Institution	
Adress	
Email	
Phone:	

Receipt:

Name	
Other information	

Registration Fees

<input type="checkbox"/>	Professionals: 12,00€
<input type="checkbox"/>	Students: 5,00€

Payment

International Payment:

Bank transfer to: Caixa Geral de Depósitos, Campus Universitário de Santiago, 3810-193 Aveiro, Portugal

International Bank Account Number (IBAN): PT50003508360000170623002

Bank Identifier Code (BIC): CGDI PT PL

Sort Code: 0035 0836

Make sure all transfer charges are included in your payment and not deducted from the registration fee.

Please attach a copy of your bank transfer to mobiciclavel@csjp.ua.pt

National Payment:

Bank transfer:

NIB: 003508360000170623002

Address to:

Universidade de Aveiro

Department of Law, Social and Political Sciences - University of Aveiro

3810-193 Aveiro PORTUGAL



CICLORIA | [HTTP://CICLORIA.BLOGS.SAPO.PT/](http://ciclوريا.blogs.sapo.pt/)

'CYCLING LEISURE AND TOURISM' CONFERENCE | [HTTP://TURISMOCICLAVEL.BLOGS.SAPO.PT/](http://turismociclavel.blogs.sapo.pt/)



CICLORIA PROJECT
MUNICIPALITIES OF MURTOSA, OVAR AND ESTARREJA
UNIVERSITY OF AVEIRO

Approved by POVT - Innovative Urban Development National Programme - Accessibility and Urban Mobility

Call for posters

You are invited to send a poster to be hung on the Conference venue.

Please send the poster by mail to *CICLORIA CONFERENCE - University of Aveiro - Department of Law, Social and Political Sciences - University of Aveiro 3810-193 Aveiro – Portugal* and by email to the following address mobiciclavel@csjp.ua.pt.

Formal characteristics

Dimensions: 50 x 70 cm

Language: Portuguese, Spanish, English or French

Information: name and surname, organization, author contact's

Final Date: 30 October 2009



CICLORIA | [HTTP://CICLORIA.BLOGS.SAPO.PT/](http://ciclوريا.blogs.sapo.pt/)

'CYCLING LEISURE AND TOURISM' CONFERENCE | [HTTP://TURISMOCICLAVEL.BLOGS.SAPO.PT/](http://turismociclavel.blogs.sapo.pt/)