Interreg Europe

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REIiHE

Greenways to Heritage: The Central Baltic Cycling Project

Dace Strautkalne
Project manager
dace.strautkalne@zpr.gov.lv

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Project Overview

Programme

Central Baltic Interreg IV A 2007-2013

Countries

Latvia, Estonia, Finland, Sweden

Duration

January 2012 – October 2013

Project Objectives

Tourism Competitiveness

Increase the Central Baltic region's competitiveness in the European tourism market by expanding tourism product offerings.



Key Activities

01

Assessment

Evaluating potential for cycling tourism development across the region.

02

Network Building

Establishing cooperation networks amongst tourism professionals.

03

Infrastructure

Improving cycling infrastructure and route connectivity.

04

Promotion

Marketing the region as a unified cycling destination.

Project Investment

€1.5M

Total Budget

Complete project funding across all partner countries.

€1.2M

ERDF Co-financing

European Regional Development Fund contribution.

€223K

Zemgale Investment

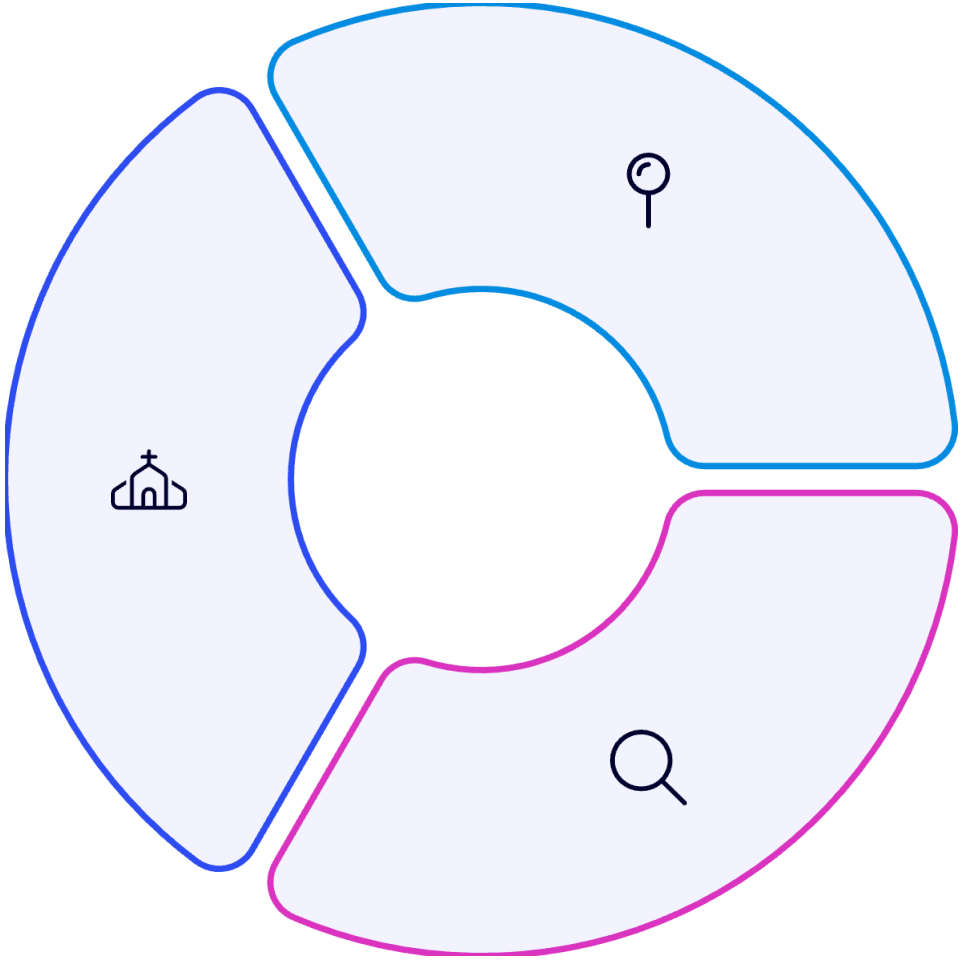
Regional contribution from Zemgale Planning Region.



Religious Heritage Integration

23 Churches

Religious heritage sites integrated into cycling routes across the Zemgale region.



Cultural Routes

First slow mobility routes developed in Zemgale combining cultural and natural heritage.

Tourism Flow

Successfully popularised religious heritage within overall tourism offerings.

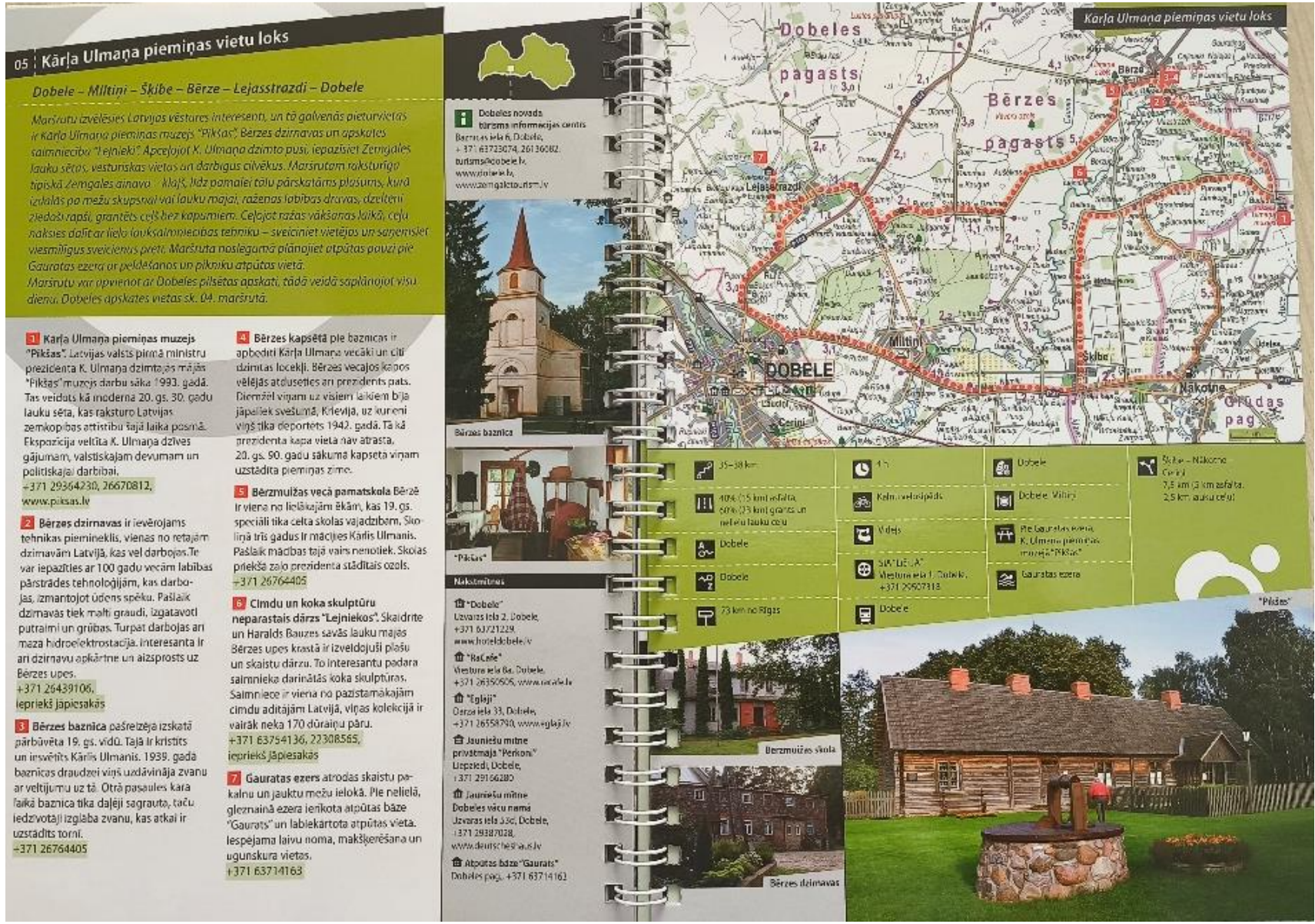
Tangible Results

50 Marked Routes

Cycling routes marked in the field with specific route numbers.

Multilingual Brochures

Available in Latvian, English, Estonian, Finnish, and Swedish.



Sustainable Impact

Lasting Relevance

Routes remain popular 10+ years after project completion due to growing cycling tourism interest.

Digital Presence

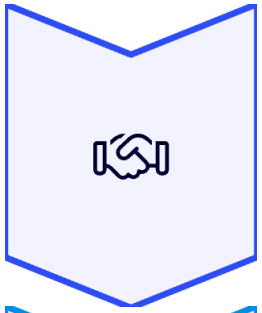
Routes published on local municipality websites and cycling platforms like balticcycling.com.

Network Strengthening

Created lasting cooperation network amongst cycling tourism experts across borders.



Learning Potential



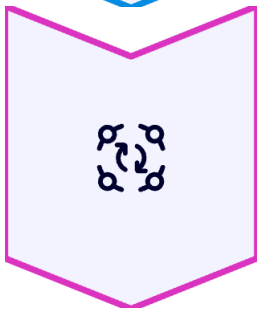
Cross-Border Cooperation

Demonstrates effective international collaboration for sustainable mobility promotion.



Rural Revitalisation

Shows how heritage inclusion in tourism can drive economic growth in rural regions.



Community Engagement

Involves local municipalities, businesses, and residents in tourism development.

Thank You!

www.interregeurope.eu/REliHE

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The project REliHE is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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