



# EV13 in Finland

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# History

- ▶ Since 2009 EV13 has been in discussion in Finland - 10 years now 😊
- ▶ At first we made the route on a map and an action plan how to develop the route (2009)
- ▶ Then we collected all the cultural points of interest and cultural events along the route, kept many awareness rising meetings along the route, paid a blogger to cycle in Finland etc. (2014-2015)

# History

- ▶ Home Stay -project (2011-2013) tried to find solutions to sparsely populated area -> Airbnb solved that
- ▶ Several meetings along the years tried to find funding, coordination and developing funding to EV13
- ▶ Now we have an old blog  
<http://eurovelo13finland.blogspot.com/p/home.html>  
and contuing discussion, what to do next with EV -routes in Finland

# Future

- ▶ EV-coordination is needed in Finland (costs 1 euro/km/year + work)
- ▶ Official route decision
- ▶ Signposting, maintenance
- ▶ Helsinki - Turku is signposted this year!

# Future

- ▶ Awareness rising along the route and tourism sector
- ▶ GPS maps, APPs, updating all the information
- ▶ Information about EV in Finland is very difficult to find
- ▶ Material for marketing and selling
- ▶ Integrate the route into existing tourism offers

# Experiences

- ▶ Tim Moore cycled 2015 the whole EV13 in three months
- ▶ He was amazed, how everything organized, how anxious locals were to help him, how good the route was and how much to see and experience he found
- ▶ <https://www.telegraph.co.uk/men/thinking-man/tim-moore-i-cycled-10000km-along-the-iron-curtain-on-a-50-bike/>

# Experiences



”In Finland the service level is above the excellent, but you don’t know it yourself.”

