

ERA STRATEGIC PLANS 2021

Basis

ERA strategic plans 2021 build on [ERA Strategy](#).

The working paper of the ERA presidium forms the basis between the Strategy and the yearly plans.

The plans from 2019 and onwards are:

1. Provide benefits for our member organisations.
2. Prepare, organize, stimulate and support rambling events and activities.
3. Actively work with physical networks of E-paths and LQT-BE.
4. Establish and maintain cooperation with EU bodies and relevant international organisations and agencies working in fields such as youth and health.
5. Develop and implement a financial strategy.
6. Develop and implement a marketing and communication strategy to contribute to our business model.

From these, ERA will focus on the following in 2021:

Plans 2021

1. Focus on common interests for walking in Europe.

E-paths, see under E-paths WG.

LQT activities, see under LQT WG.

Developing the web sites and other communication channels so to make them attractive to both MOs and to walkers is important. The lifetime of such channels is short and considerable resources from limited ERA resources are devoted to this.

ERA is in 2021 building up “ERA Recommends”, which places ERA and the MOs as experts within walking.

2. Focus on exchange of ideas and experiences between the member organisations in ERA, where ERA can be an active and fruitful forum, as well as assisting in organizing regional meetings.

In 2021, ERA arranges regular virtual meetings, see under ERA Sponsoring WG.

New types of activities like Aqua Walking and Competition activities will be exchange of ideas and experiences.

ERA is researching possibilities for specific walking activities for the young walkers.

3. Focus on being an active NGO in the European context, to the benefit of both ERA and its member organisation and for walking in Europe.

Participation in CoE and EU-institutions has high priority. For example, in the CoE focussing on cultural routes including other kind of similar routes in the ERA interest sphere.

MOs could create and maintain relations with national tourist boards, regional destination management organisations (regional DMOs) and local DMOs, especially around path development and potential future EU financing (rural development etc).

4. Focus on cross border activities between member organisations.

Bilateral meetings on topics of interest to neighbouring MOs should be encouraged as well as common walks.

[Eurorando 2021 in Romania.](#)

[#beactive on #epaths](#) 23-30 September 2021.

Working Groups objectives, responsibilities and time limits

Leading Quality Trails

All LQT activities with the different sub-WGs being responsible have priority in 2021.

Leading Quality Day Walks

The WG will present and propose for the acceptance their product at GM in 2021.

Leading Quality Walking Regions

The WG will present and propose for the acceptance their product at GM in 2021.

Walk Leader

The idea of the new WG is to update the common frame work in order to gain new interested MO to give better qualified walk leaders.

E-paths

This WG has a high priority also in 2021. The WG will follow the development of information for E-paths. It will encourage the MOs to keep track of the condition of E-paths in their respective countries and try to improve them and promote their use by walkers. The tasks and priorities of the WG [is found here](#).

ERA Constitution and bylaws

It is in the process of registration at the Stuttgart Civil Court (Germany).

ERA projects 2021

ERASMUS+ with EUMA and cooperation on other projects as Jiangsu Panda International Tourism Development Group (China).

Our ERASMUS+ projects are in preparation for the call in 2022.

We are constantly working on other kind of projects, to work on walking in the European context.

ERA Sponsoring

ERA arranges regular virtual meetings among MOs with specific issues at each meeting in order to create forums for exchange of concrete ideas and experiences.

Registration and protection of logos

ERA searches for the best economic conditions for the registration for the ERA set of logos.

ERA AW Steering Committee

It organises the development of the AW towards the MOs with the new education programme.

Competition activities

It investigates possibilities for new competition activities.

ERA archive

It looks frequently for the documentation for the archive and prepares a résumé of the specific commissions in the past.