



ERA STRATEGIC PLANS 2022

Basis

ERA strategic plans 2022 build on [ERA Strategy](#).

The working paper of the ERA Board 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 2022:

Plans 2022

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 to make them attractive to both MOs and to walkers is important.

Move *.com to internal part of *.org.

ERA is in 2022 continuing building up "ERA Recommends", which places ERA and the MOs as experts within walking, hiking and rambling.

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.

ERA will in 2022 arrange 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 and, at the same time an opportunity to establish a good and new relationship between MOs. As the AW's representative to the International Committee of Mediterranean Games (ICMG), which brings together 26 nations from the Mediterranean basin, ERA is the official institution that validates the participation of National Olympic Committees in international competitions.

ERA is researching possibilities for specific walking activities for the young walkers (for ex. ERASMUS+ project). ERASMUS+ project for youth - goal: investigate the real situation in European countries.

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 organizations.

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

Celebrate E-paths 50th anniversary.

5. Quality

Implement new Leading Quality products and recommendations: LQT-BE, Day Walk and LQT-BE, Region.

Promote and communicate the quality label towards tourism and European bodies.

Celebrate 10 years of LQT-BE.

6. European walking events

Encourage [EURORANDO 2021-22](#) and support [EURORANDO 2022](#).

Support [European Winter Walking Days](#).

Conduct the [European Landscape Day](#).

Conduct the [European Walking Day](#).

Working Groups objectives, responsibilities and time limits

Leading Quality Trails – Best of Europe

All LQT activities with the different sub WGs being responsible have priority in 2022.

Leading Quality Trails – Best of Europe, Day Walks

The WG will present the procedures and modalities at a virtual conference in 2Q 2022. All procedures will be updated on the website.

Leading Quality Trails – Best of Europe, Regions

The WG will present and propose for the acceptance their product at 3Q (fall) in 2022.

Certification process testing will be realized in spring 2022 together with the pilot region Eislek.

The proposed criteria of the ERA recommends - accommodation host will be tested in different European countries to see if the criteria are transferable. The concept of the "ERA recommends - accommodation" will be presented at the ERA-EWV-FERP annual meeting 2022 in Denmark.

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 2022. 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 projects 2022

ERASMUS+ with EUMA and cooperation on other projects continues.

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

We are constantly working on other kind of projects.

ERA Sponsoring

We are looking permanently for sponsors. Through the realisation “ERA recommends” we also investigate for possible sponsors.

Registration and protection of logos

ERA is working on the registration and protection of the ERA logo, including the best economic conditions for the this procedure. Final decision on what and how to protect the ERA logo and trademark and the choice of the office fulfilling the registration process for ERA-FERP-EWV will be taken in March 2022.

Registration process shall be finished for the annual meeting 2022.

ERA AW Steering Committee

It organises the development of the AW towards the MOs with the new education programme. The development of the AW is based on a multi-faceted programme of information, training, regulation and organisation of sports events.

Competition activities

It investigates possibilities to organize some meetings where competition activities can be realized with participation of teams selected by MOs that answered positively to the questionnaire regarding sport activities.

ERA archive

It looks frequently for the documentation for the archive. In 2022, it will prepare a resumé of the specific commissions in the past: the Walking commission and the Youth commission.