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# MEDIA KIT



**Interreg**  
España - Portugal  
CICLOSEND\_SUR

Fondo Europeo de Desarrollo Regional  
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Andalucía



Junta de Andalucía

## CICLOSEND\_SUR

### Cross-border Cycle Path Network Spain-Portugal South

The main objective of this Media Kit is to provide all the necessary information about the CICLOSEND\_SUR project, as well as contact details and everything related to its communication.

Edition: May 2023

Project co-financed by FEDER INTERREG POCTEP  
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# CICLOSEND\_SUR

Cross-border Cycle Path Network Spain-Portugal South

The CICLOSEND\_SUR project has created a cross-border network of more than 50 cycle paths across southern Spain and Portugal.



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# The CICLOSEND\_SUR Project

The main objective of the European cross-border cooperation project INTERREG POCTEP CICLOSEND\_SUR is to create wealth and employment opportunities by promoting cycle tourism and hiking on the southern border between Spain and Portugal. The project aims to improve the territorial connection between the regions by promoting and creating different cycle-pedestrian paths, treating the territory as a continuum, without borders, for the development of a responsible and environmentally friendly tourist activity, but also to facilitate sustainable local mobility.

All the activities will be carried out through a partnership made up of several entities: the Andalusian Regional Government, the Provincial Councils of Huelva, Cáceres and Badajoz, the Local Councils of Castro Marim and Alcoutim, and the Association for the Defence of the Heritage of Mértola, with a total budget of 7,846,833.34 euros, with 75% ERDF funding.

## Andalusia

In Andalusia, the initiative focuses on EuroVelo 1 as it passes through the province of Huelva, covering 229 kilometres between Real de la Jara and Ayamonte, on the border with Portugal.

The Sierra Morena pastures path, which stretches 250 kilometres between Barrancos and Hornachuelos, is also being upgraded using secondary roads and tracks that are already in operation.

The connection of EuroVelo 1 and EuroVelo 8 is also planned, which, starting from San Fernando in the province of Cadiz, crosses the Guadalquivir with the existing barge system in Sanlúcar de Barrameda to continue along the beaches of Coto de Doñana, from Matalascañas to Mazagón by a cycle path, finally reaching Palos de la Frontera.

Cycle paths are also being built in Huelva, and new port facilities are being constructed to allow access for cyclists.

## Cycle paths in Extremadura and Portugal

With the CICLOSEND\_SUR project, the Tagus nature trail in the province of Cáceres and the Guadiana nature trail in the province of Badajoz are also being upgraded for cyclists. Both are pedestrian paths and actions are being carried out to make them suitable for cycling.

The project includes two cycle paths in Portugal, one in Castro Marim (called Paco de Lucia) and the other in Alcoutim (on the banks of the Guadiana, in the village of Guerreros do Rio), and actions and facilities for cyclists in Mértola linked to the Iberian lynx routes.

# The Cross-border Cycle Path Network Spain-Portugal South

The geographical scope of the Cross-border Network of Cycle Paths Spain-Portugal South is the southern border between Spain and Portugal, also known colloquially as “La Raya” or “La Raia”.

This is a wide strip of territory on both banks of the Guadiana River, which includes part of the Andalusian provinces of Huelva and Seville as well as Badajoz and Cáceres in Extremadura, all of which are on the Spanish side of the river. The Algarve and the Alentejo are the two Portuguese regions that participate in this Cross-border Cycle Path Network.

The framework for action is bordered by the Atlantic Ocean to the south, the Tagus International Nature Reserve and the Villuercas-Ibores-Jara Geopark to the north, the Via de la Plata route to the east and the provinces of Beja and Faro to the west.

There are three distinct landscape areas or zones: the Atlantic coast and the lower course of the Guadiana, the pastures of Huelva and the Alentejo, and the large bodies of water formed by the Alqueva-Tagus International axis.



1. The Atlantic coast and the lower course of the Guadiana.
2. The pastures of Huelva and the Alentejo.
3. The large bodies of water formed by the Alqueva-Tagus International axis.



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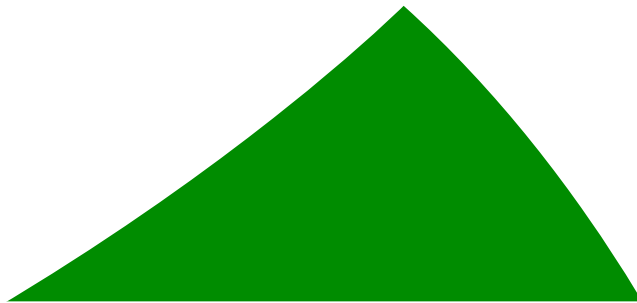
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The Cross-border Cycle Path Network Spain-Portugal South



KEY:

	Area of Influence
	Cross-border Area
	Border
	Town/City
	EuroVelo 1





# The Atlantic Coast and the Guadiana Estuary

The area around the Guadiana river estuary is an extremely popular tourist spot due to the influence of the Atlantic and the strength of the river. Here you can find some of the best beaches on the Iberian Peninsula, such as Isla Cristina and Isla Canela in Huelva or Montegordo and Cacelha Velha in Portugal. There are also stylised islands forming stretches of dunes, such as El Rompido in Huelva and the archipelago of the Formosa estuary in Portugal. This area is a point of contact between Spain and Portugal, where Ayamonte and Vila Real de Santo Antonio meet.

The marshes, salt marshes and tidal mills are the undisputed protagonists of the coast of Huelva and of the gateway to Portugal through Ayamonte. Alcoutim and Sanlúcar de Guadiana are the next border crossing point upstream from the Atlantic, between the two banks of the Guadiana.

Finally, the Portuguese town of Tavira is a must-see in the Algarve.

## Cycle paths

Firstly, there are several itineraries to discover this third of the territory by bike, due to their cross-border nature, such as EuroVelo 1 (Atlantic Route) which connects both sides of “La Raya”, Ecovía del Litoral and the Great Guadiana Route (GR-15) in Portugal or the Guadiana Nature Trail on the Spanish side of the border.

The Algarve Way or GR-13, a long-distance cycle-pedestrian path, is another option for those seeking to discover the territory in stages, on foot or by bicycle. Along its three hundred kilometres, it connects the Guadiana river, from Alcoutim, with the Cape of San Vicente, the southernmost point of Portugal, already in the wild Atlantic Ocean.



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# The Atlantic Coast and the Guadiana Estuary





# The Pastures of Alentejo and Huelva

The undisputed protagonists of this cross-border territory are the Guadiana River, the pastures and the mining culture linked to the Iberian Pyrite Belt.

The pastures are probably the most remarkable common element in this strip of land that stretches between the mountains of Huelva and most of the district of Beja in Portugal. It is a true paradise of biodiversity with priceless species of livestock, fauna and wild flora, making it an obligatory stop for walkers and cyclists alike. This is the “home” of the famous Iberian pig, which after being fed for months with its nutritious pasture and acorns, becomes the unique, award-winning Jabugo Iberian Ham.

Mining, an important resource for decades, now in recession, left its traces throughout the Andévalo region of Huelva. Furthermore, the São Domingos Mine in Portugal is another tourist attraction that has managed to fill the void left by mining.

The Guadiana Valley Nature Reserve on the Portuguese side, with natural wonders such as the famous Pulo do Lobo (Wolf’s Leap), is also home to the Iberian lynx.

## Cycle paths

Highlights include the Guadiana Greenway and the Sierra Morena Pastures Cycle Tourist Route. In addition, in this Central Area, the grid that forms the cross-border network is mostly made up of interesting stretches of secondary roads that connect different towns on both sides of the border or points of interest across the length and breadth of this vast grassy territory.

The stretches that act as bridges between both sides of “La Raya” are very interesting, as is the case of the provincial roads that link Santa Bárbara de Casa and Paymogo, in the Andévalo region, with the border crossing bearing the same name, or those that link the Alcoutim border crossing with the Paymogo border crossing through La Puebla de Guzmán.

The local roads without traffic that link the Chanza border crossing with the town of Mértola also generate significant cycle tourism in this area of interest.



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# The Pastures of Alentejo and Huelva



# From Alqueva to the Tagus in Spain

The Cross-Border Cycle Path Network crosses this cross-border territory from Barrancos in Portugal to the Tagus River in Cáceres, Spain.

This stretch is marked by the Guadiana river and the Alqueva dam, which is the largest artificial lake in Europe. The area has a wide variety of tourist attractions, including sailing, horse riding, hot air ballooning and water sports. You can also visit villages such as Marvão, Elvas, Évora, Moura, Olivenza and Alconchel, which are rich in history and culture.

The Tejo-Tajo International Transboundary Biosphere Reserve (UNESCO), a cross-border cooperation area created to protect the natural and cultural resources of the area, is also worth mentioning.

## Cycle paths

In this area, the presence of the future EuroVelo Ibérica cycle tourism path stands out as a long-distance route with a marked cross-border character.

On the other hand, the Cross-border Cycle Path Network Spain-Portugal South includes interesting shorter cross-border connections using secondary roads with little traffic or other types of roads suitable for both walking and cycling. A good example is the connection between Marvão and the Serra de São Mamede and Valencia de Alcántara routes through the village of Fontañera. Olivenza is also connected to Elvas via the EX105 road, as is Mourão to Villanueva del Fresno via the border crossing at Posto San Leonardo by roads with little road traffic.

The Nature Trail along the Cáceres-Badajoz Road linking the two capitals in Extremadura is an interesting choice, which is designed more for pedestrian use, but can also be used by cyclists.



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# From Alqueva to the Tagus in Spain



# Website



www.ciclosendsur.eu

# Website



# Social Media

## Publicaciones destacadas

Basado en el alcance



## Historias destacadas

Basado en el alcance



## Sexo

de tus seguidores



## Momentos de más actividad



@ciclosend\_sur  
**Instagram**





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## Tweet con contenido multimedia principal

tuvo 296 impresiones

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pic.twitter.com/R42KQUSfbq



1 5

El ciclosenderismo colabora con tu salud física y mental: es un deporte que tonifica todo el cuerpo y se...  
Publicado por Patrocinam Comunicación · 17 de enero a las 10:03 ·

Impresiones de publicación	Alcance de la publicación	Interacción con la publicación
21	20	5

## Mención principal

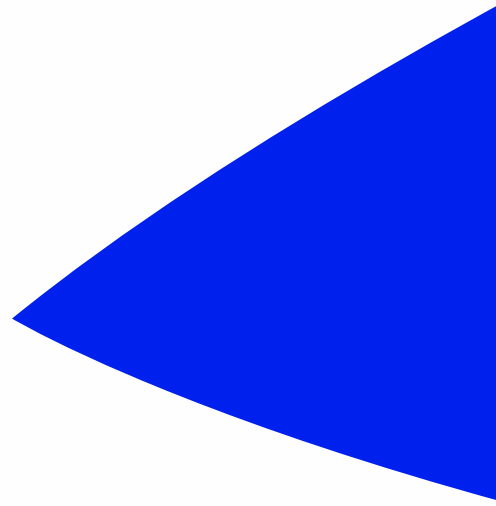
Interreg Junta de Andalucía  
@pocstepAndalucia · 12 ene.

El proyecto @Ciclosend\_Sur pretende mejorar la conexión territorial entre las regiones potenciando y creando rutas ciclo peatonales, tratando el territorio como un continuo, sin fronteras.

@Ciclosend\_Sur  
#POCTEP #Interreg #FEDER  
#Cooperación #Andalucía #Algarve  
#Alentejo pic.twitter.com/1iOgqrEoH



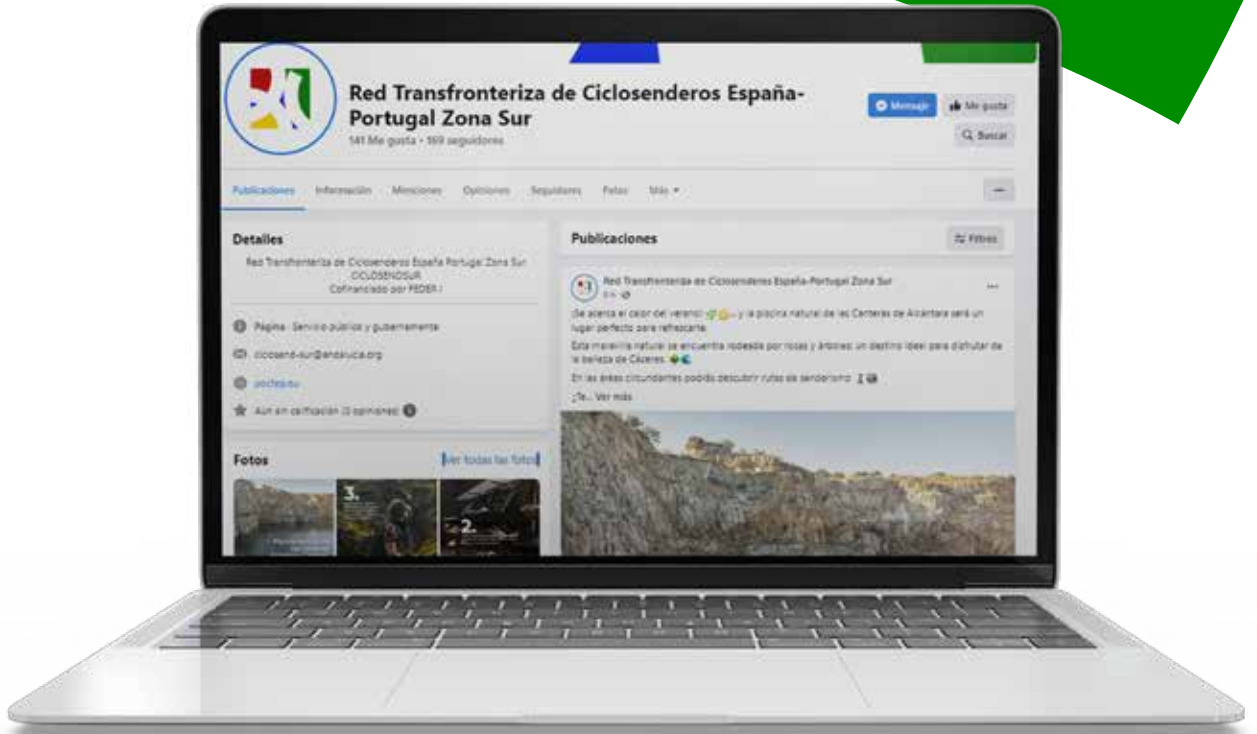
2 2



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**Twitter**



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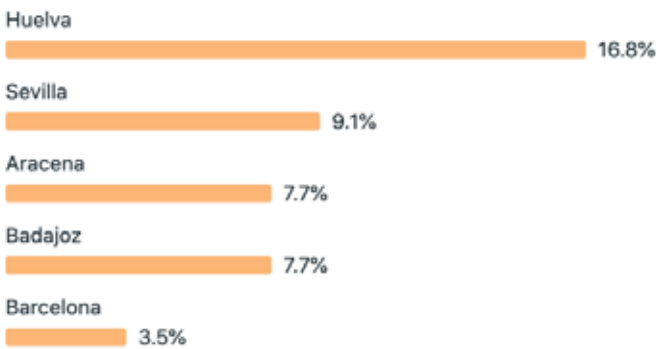
### Edad y sexo



### Países principales



### Ciudades principales



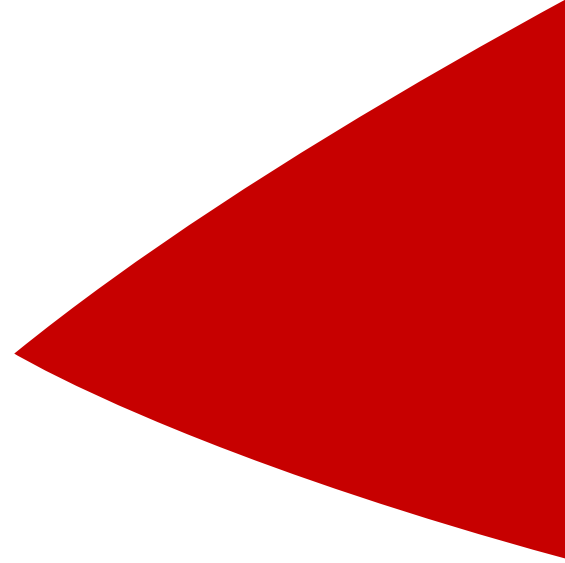
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21	20	5

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# Corporate Identity



A	1x	1x	1x	A
1x		Red Transfronteriza de Ciclosenderos España-Portugal Zona Sur	1x	1x
A		1x		A



Colores corporativos



1. Pantone 3517C  
2. CMYK C: 24/ M100/ Y100/ K0  
3. RGB R: 199 / G:0 / B:0  
4. Hexadecimal/ HTML #c70000



1. Pantone 109C  
2. CMYK C: 0/ M22/ Y33/ K0  
3. RGB R: 250 / G:209/ B:0  
4. Hexadecimal/ HTML #fae100



1. Pantone 2728c  
2. CMYK C: 92/ M84/ Y0/ K0  
3. RGB R: 0 / G:33/ B:237  
4. Hexadecimal/ HTML #0021ed



1. Pantone 2426C  
2. CMYK C: 86/ M27/ Y100/ K0  
3. RGB R: 1 / G:139/ B:0  
4. Hexadecimal/ HTML #018b00



1. Pantone Black 6C  
2. CMYK C: 84/ M83/ Y73/ K80  
3. RGB R: 0 / G:0 / B:0  
4. Hexadecimal/ HTML #000000

Manual de identidad corporativa

Tipografía corporativa

Manual de identidad corporativa

## MONTSERRAT FAMILIA

### Montserrat Medium

0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
oa!"@#\$\$%&/()=?'¿!\*+^`^[]{}Ç<>,:;-\_

### Montserrat Medium Italic

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### Montserrat Light

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### Montserrat Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
oa!"@#\$\$%&/()=?'¿!\*+^`^[]{}Ç<>,:;-\_



# Contact Details

Email

[ciclosend-sur@andalucia.org](mailto:ciclosend-sur@andalucia.org)

## Participants:



Junta de Andalucía



DIPUTACIÓN DE CÁCERES  
ÁREA DE RETO DEMOGRÁFICO,  
DESARROLLO SOSTENIBLE, JUVENTUD Y TURISMO



DIPUTACIÓN  
DE BADAJOZ



DIPUTACIÓN  
DE HUELVA  
OBJETIVOS SOSTENIBLE



ADPM  
mértola



Castro Marim  
Uma Terra com História



alcoutim



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