



# DAY 1

FRIDAY 20 APRIL

TIME	PROGRAM	WHERE
08.00 – 08.30	Registration open for IMBA Europe and EO-MTBing members	Ramada Resort
08.30 – 12.00	<b>IMBA Europe internal meeting &amp; workshop</b> <ul style="list-style-type: none"> <li>- Brainstorm session: 1. collaborative working between member organisations (priorities &amp; methods) 2. support system for trail access issues 3. membership structure 3. event &amp; campaign coordination</li> <li>- Strategic planning workshop (part 1) – moderated by Kevin Mayne (ECF)</li> </ul>	Room 1
09.00 – 12.00	<b>EO-MTBing internal meeting (project partners and core group members)</b> <ul style="list-style-type: none"> <li>- new membership structure &amp; internal operating procedures</li> <li>- presentation of European Exam &amp; internship exchange program</li> <li>- project administration Erasmus</li> </ul>	Room 2
12.00 – 13.00	Lunch break & registration attendees Slovenian inter-ministerial working group	
13.00– 15.00	<b>IMBA Europe General Assembly (members only)</b> <b>Meeting Slovenian inter-ministerial working group</b>	Room 1 Room 2
15.00– 15.30	Coffee break & registration attendees	
15.30 – 17.00	<b>START PLENARY PROGRAM</b>	Conference

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**15.30 – 16.45 Bike Wallis – a MTB strategy for the upper Wallis**

The Wallis in Switzerland is famous for its impressive natural and cultural landscapes with the Matterhorn as the most iconic land mark. The region is popular among hikers and is now in transition to become a world class bike region. Learn more about the regions masterplan and intended coexistence between hikers and bikers

**Adrian Greiner (CH) – CEO BikePlan AG**

**Mountain biking in Finnish Parks – balancing nature protection & cultural heritage through visitor management**

Parks & Wildlife Finland actively promotes mountain biking as part of their Recreation and Nature Tourism offer. Learn more about the use of feedback systems and sustainability indicators as instruments to monitor & manage recreational user groups

**Veikko Virkkunen (FI) – Development Manager Parks & Wildlife Finland**

**Shared opportunities & challenges – transnational collaboration in the Alp-Adria**

From joint promotion to knowledge exchange. Villach and the province of Kärnten are working together with their colleagues across the borders to offer better opportunities for mountain biking. Better together

**16.45 – 17.15 Andreas Holzer (AU) – Project development cycling Villach Tourismus****Panel discussion: the sustainable approach towards MTB development**

Panelist: all keynotes, added with: Peter Dakskobler (Slovenian MTB Consortium), Aleš Zdešar (Triglav National Park), Eva Štravs Podlogar, state secretary of the Ministry of Economic Development and Technology

Moderator: Miha Šalehar

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**17.15 – 18.00 Speakers corner – time to meet and talk with all speakers and panelist**

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**18.00 – 19.30 Free program**

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**19.30 – 20.00 Transfer to Planica Nordic Center**

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**20.00 – 22.00 OFFICIAL OPENING CEREMONY IMBA EUROPE SUMMIT 2018**

Opening words, presentations Slovenian MTB communities, diploma ceremony tutors EU MTB Guide-Instructor program, networking and more  
Drinks and finger food

Planica  
Nordic  
Center

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# DAY 2

SATURDAY 21 APRIL

08.00 – 08.45	Registration open for attendees	Ramada Resort
08.45 – 09.00	Welcome and opening remarks	Conference
09.00 – 10.15	<b>START PLENARY PROGRAM</b>	
09.30 – 10.15	<p><b>Going Green</b></p> <p>Slovenia was named the first Certified Green destination in the world. What does this actually mean and how can mountain biking be integrated in this framework? Is adaptation of current legislation needed to reach the full potential of mountain biking in Slovenia? <a href="#">Jana Apih (SI) – managing director GoodPlace</a></p> <p><a href="#">Peter Dakskobler – business consultant Marsky / Slovenian MTB Consortium</a></p> <p><b>Why do you ride? Mountain bikers and their engagement; and links to mental health and wellbeing</b> In her research, Lisa Roberts described the characteristics of international mountain bikers and investigated links to mental health and wellbeing. Mountain biking incorporates many dimensions which have the potential to positively affect and proactively maintain mental health and wellbeing. What are the policy implications of this research; could mountain biking be used as a viable mental health intervention? <a href="#">Lisa Roberts (UK) - Occupational Therapist at NHS England; Research Intern at Leeds Beckett University</a></p>	Conference
10.15 – 10.30	Coffee break	
10.30 – 11.00	<p><b>Private investments in trails &amp; events to promote tourism and active lifestyles</b></p> <p>Valamar Hotels &amp; Resorts invested in trail infrastructure and sport events to develop and promote sports and active lifestyles. During this presentation, we learn more about the background of this strategic choice and explore the economic sustainability of these investments in MTB destinations along the Croatian Adriatic. <a href="#">Mr. Ozren Renko (HR) - Valamar Hotels (HR)</a></p>	Conference
11.00 – 11.30	<p><b>Panel discussion: Can we bring the different policy fields related to mountain biking together? In search for a cross sectoral approach</b></p> <p>Q &amp;A with all keynotes and Randy Neufeld, director SRAM Cycling Fund</p> <p>Moderated by IMBA Europe</p>	
11.30 – 13.00	Lunch, expo and networking	

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**13.00 – 14.00 BREAK OUT SESSIONS ROUND 1**

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**A RESEARCH – Impacts of mountain biking****Room 1**

Two new studies are presented, one about the impacts of MTB routes on nesting birds and the midterm results of (5 year) MTB impact study in the French Alps

[Patrick Jansen \(NL\), Tracks & Trails](#)

[Kostia Charra \(FR\) and Sam Morris \(UK\) – Mountain Bikers Foundation](#)

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**B COMMUNITY - Digital support for a sustainable MTB culture****Room 2**

Digital applications and platforms can be helpful tools for riders and trail builders to build strong communities. The Singletracker app is one of these tools that is already successful in connecting riders, diggers, business and land owners. Learn more how this application could work for your local community.

[Morten Kamp Schubert \(DK\) – CEO Motinno](#)

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**C ADVOCACY - Tourism versus trail access****Room 3**

When a designated (tourism) orientated trail network results in restricted access for the local community, tension is quickly created. During this session, it's explained why progressive access rights can be good for MTB participation and tourism. Riva del Garda will tell about the access challenges they have to overcome to retain their status as a renowned MTB region and how their MTB offer changed of the years.

[Heiko Mittelstädt \(DE\), Deutsche Initiative Mountain bike](#)

[Luca Bortolotti \(IT\) Rideway](#)

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**14.00 - 14.15 Change rooms**

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**14.15 – 15.15 BREAK OUT SESSIONS ROUND 2**

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**D: INFRASTRUCTURE & FACILITIES – Bringing trails to the people****Room 1**

During this sessions, the value of (sub) urban trails systems and how to develop them will be explained. In addition to this, the role of urban bike facilities like pump tracks to engage and build communities will be highlighted.

[Tomas Kvsasnicka \(CZ\), CEO Singltrek sro](#)

[Velosolutions](#)

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**E: COMMUNITY – Volunteer management****Room 2**

Do you find it hard to recruit volunteers for your local club or trail maintenance group? And what to do to keep them involved? During this session, several strategies are explained to build strong volunteer based communities.

[Thomas Larsen Schmidt \(DK\)- IMBA Europe president / Naturpark Åmosen](#)

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	<p><b>F: GUIDING – Trail Grading systems: evolution and proposed changes</b></p> <p>Trail grading systems in mountain biking often lack consistency and local variations exist in all aspects of physical, technical, environmental and exposure to the elements. In this session, proposed changes related to physical and technical grading are presented and discussed with the audience.</p> <p><b>Chip Rafferty (UK) - founder and Chief Executive of MBCUK</b></p>	<b>Room 3</b>
15.15 – 15.30	<b>Short break</b>	
15.30 – 16.30	<p><b>TRAIL BUILDERS ROUND TABLE</b></p> <p>This meeting is dedicated to trail builders, trail designers and other professionals in the trail development sector. The concept of a European Trail Development Framework, including trail classification, standards, recognition and training will be introduced. Aim of the meeting is to gather feedback and additional ideas for the preparation of a new EU project.</p>	<b>Room 1</b>
15.30 – 17.00	<p><b>STRATEGIC PLANNING WORKSHOP - PART 2</b></p> <p><b>(DEDICATED TO IMBA EUROPE MEMBER ORGANISATIONS)</b></p> <p>This is part 2 of the Strategic planning workshop and will cover subjects like improving advocacy, choosing subjects to include in lobbying, the importance of timing a campaign and building effective alliances.</p> <p><b>Moderated by Kevin Mayne, Development Director European Cyclists' Federation</b></p>	<b>Room 2</b>
16.30 – 19.30	<b>Free program / expo</b>	
19.30	<b>Dinner and social program</b>	

### 09.00– 12.00 SITE VISITS & WORKSHOP

#### The Robe Trail

The Robe Twist Trail is a purpose built trail which has been developed as a community and tourism project. The total loop length is around 20km and takes about 2 and a half hours of 'work'. The Robe Twist descent is 3.6 km long with some 600 vertical meters of drop. This will be a technical site visits in which a part of the trail will be visited and sections for improvement will be identified and discussed among the participants. **Starting point: Ramada Resort**

#### Bike Park Kranjska Gora – open meeting EO-MTBing

This session is aimed at cycling federations, travel associations and tour operators interested in the European MTB guide-instructor project. The European standard for professional MTB guide-instructors will be explained, as well as recently developed training options for countries / organisations without existing training schemes.

**The session is led by the European Organisation of Mountain Bike Instructor-Guides**

#### Mojstrana, Triglav National Park (tentative)

The Slovenian Alpine museum in Mojstrana got his place at the entrance to the Triglav National Park. The Triglav National Park (TNP) covers an area of 838 square kilometres along the borders with Italy and Austria and is the largest protected area in the country. It has a special nature conservation regime in place that is stricter than those enforced in other nature parks in Slovenia. Experience the beauty of the landscapes while learning more about the way this NP is managed.

**This site visit is led by Mr. Jože Rován of the Slovenian hiking society and Peter Dakskobler**

### 12.00 - 13.30 Free program

### 13.30- 16.00 Epic Ride – Guided by Mats Marko and EO-MTBing guides

3 groups, choose the level that fits your ability

- Not to many altitude meters and not to technical, mostly gravel roads. 1,5 - 2u. Easy
- A bit more altitude meters and a few technical sections. 1,5-2u. You will break some sweat, but you will not be soaked to the bone
- More altitude! More meters! More technical sections! More sweat! 2-2,5u

### 16.00 End of program



# SUMMIT AFTER RIDE

MONDAY 23<sup>rd</sup> APRIL

When in Slovenia.....why not explore more trails after you visited the IMBA Europe Summit in Kranjska Gora? Here's your chance. Check out the Golovec Trails around Ljubljana with the MTB Galaxy Team.

Slovenia's diverse terrain offers endless possibilities for mountain biking, whether you are an experienced rider searching for challenging trails or an easy-going cyclist, enjoying the scenery. But did you know that Slovenia is also a country with an only European capital where you can find one of the best MTB trails in the proximity of the city center? This small wooded hills of Slovenian subalpine region are the most popular among local mountain bikers. So why not extend your stay after IMBA Summit, explore the most beautiful city in the world, grow your connections and explore new Slovenian trails.

## WHEN

Monday 23<sup>rd</sup> of April, starting at 10:00 am

## WHERE

Golovec trails – MTB trail system in Ljubljana. The tour will start at Hotel Park near the city center and after 10 min of riding we enter forest which is rising above the eastern part of Ljubljana.

## WHAT

On the tour we will visit some of the best trails in the area, which are suited for different types of riders. Guests will enjoy riding some prime singletracks as well some perfectly shaped trails made by local MTB group Golovec trails. After few descents we will follow the Golovec ridge back to the city center.

*Length: aprox. 20 km Vertical gain: 500 -700m Type: AM, Enduro*

13:00 – 14:00 Taste Ljubljana

Riding through the city center, we will take a look at some of the main sights of Ljubljana and finish the tour with tasting some great food, hosted by Visit Ljubljana.

18:00 – Pumptrack session hosted by KD Rajd

We will meet again at KoloPark Spodnja Šiška, which is an asphalt pump track with 22 waves and 7 berms, first of its kind in Ljubljana. It's suitable for all ages/levels and for bicycles (mountain or BMX), skates, rollerblades and kick scooters. The pumptrack is managed by MTB club KD Rajd, who will host us and provide us with bicycles. The pump track is located right next to a sports bar Lepa žoga, so we will be able to toast to a great day in Ljubljana.

## PRICE

Use code IMBAafter2018 in subject and book: Single Superior room with breakfast and MTB guided tour included (90€) or Double superior room with breakfast and MTB guided tour included (134€). Reservations and information about hotel on: [info@hotelpark.si](mailto:info@hotelpark.si) It is also possible to book just a MTB tour (40€ / person). Write us and ask for After ride tour: [info@mtbgalaxy.com](mailto:info@mtbgalaxy.com)