



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Carlos Martin Ruiz



“Recently graduated as an architect at the ETSALS Barcelona I had the opportunity to live and work as an industrial designer for a few years in The Netherlands, where I comprehended the role of cycling as a part of daily life and the enormous potential of the bicycle to develop more cohesive, equitable, habitable and sustainable models of cities and territories.

Since then, I have combined research and work (combining public and private sector) in the fields of social innovation and design, data science, territorial planning and sustainable urban mobility, considering people and bicycle always as main protagonists. I have actively participated in the development and implementation of several initiatives to promote urban cycling, cycling logistics and cycle tourism. In 2016 I was in charge of the *Bicycle’s Integral Strategy of Sant Boi de Llobregat* (82,000 inhabitants), a city of the Metropolitan Area of Barcelona.

This is how I joined in 2017 the Bikefriendly team, where I currently combine two of my great passions in life (bicycle and urban planning) as senior consultant and product manager, developing integral and innovative strategies to consolidate the bicycle in the territories where we work, facilitating its daily use to improve quality of life in cities and specializing the territories as cycle tourism destinations contributing to their socio-economic development and sustainable structuring.”

Carlos will give a presentation titled “*Bikefriendly World: 5 Key Success Factors in Developing Successful Cycle Tourism Products*” in parallel session D - Developing Experiences: the Future of Cycle Tourism Products (14:15-15:45).

