

COMUNE DI GROSSETO

20  
22

# INTEGRATED ACTION PLAN

# GROSSETO



iPlace

SUSTAINABLE  
LOCAL ECONOMIC  
DEVELOPMENT

# INTEGRATED ACTION PLAN GROSSETO

Sincere thanks to the many contributors that have made this document possible with their active involvement, as well as to those that will read it and improve it with their comments, insights and contributions.

This action plan belongs to all of you.

Methodological support by Sociolab

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# I-PLACE IN GROSSETO

iPlace brings together 10 European cities with the aim of producing ten sustainable development strategies and integrated action plans (IAP) to foster the growth of urban innovation ecosystems.

Can small cities compete with big ones for talent and investments? What good practices favor the creation of a new type of sustainable economic development? How can 10 small municipalities share their experiences and knowledge and support each other to initiate successful actions?

iPlace. Sustainable local economic development is a project born from these challenging questions. Funded by the European URBACT program, iPlace brings together 10 European cities with the aim of producing ten sustainable development strategies and integrated action plans (IAP) to foster the growth of urban innovation ecosystems .

The Municipality of Grosseto, partner of the I-PLACE project and network, has chosen to experiment strategies for the sustainable development of its city and the great social, cultural and environmental heritage thanks to the collaboration of public and private actors. Through the collection and promotion of the articulated offer that the area can express - in terms of projects, services, products, environmental, cultural and urban opportunities - Grosseto's goal is to combine sustainability, urban development and cultural innovation, for a new culture of tourism and quality of life in the area.

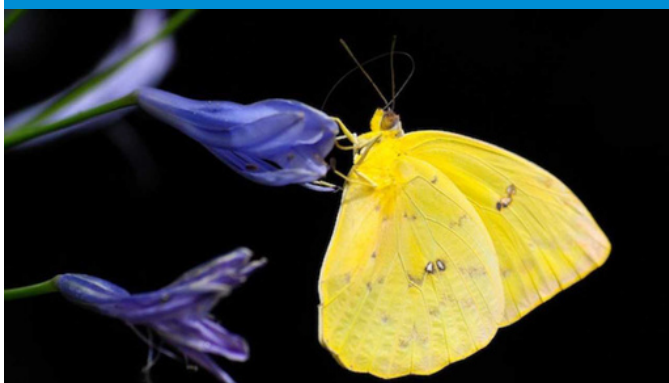


# GROSSETO CITY PROFILE

Grosseto is located in a magical area of Tuscany called Maremma, formerly an area of swamps and then reclaimed to become a very special place of beauty and a great variety of landscapes: the deep greens of its pine forests, the pools of color of the Mediterranean flora, the peaceful atmosphere of the ancient villages, its sparkling sea and incredible sunsets.

Grosseto is a provincial capital, has over 81,000 inhabitants, and is one of the largest municipality in the region by surface area. The city is strategically located in correspondence with train and bus routes that connect it to Rome (190 km), Siena (75 km) and Florence (143 km). Leonardo Da Vinci - Fiumicino International Airport is two hours away and Pisa International Airport is 1.5 hours away, both of which can be reached via the E80 route.

Grosseto is located in a magical area of Tuscany called Maremma, formerly an area of swamps, reclaimed to become a very special place of beauty and a great variety of landscapes: the deep greens of its pine forests, the pools of color of the Mediterranean flora, the peaceful atmosphere of the ancient villages, its sparkling sea and incredible sunsets.



Among the strengths of this context are undoubtedly the parks and natural areas, among which Maremma Natural Park extends itself in the municipalities of Grosseto, Magliano in Toscana and Orbetello and includes the Uccellina mountains, the Trappola marshes and the mouth of the Ombrone river. It has an overall surface of almost 18,000 hectares, with a linear coastline of about 30 km of which 11 km are sandy and 19 km are rocky. About 30% of the protected area is agricultural and used for tourist activities complementary to agriculture. Since 2004 the Park has obtained the environmental certification EN ISO 14001. Maremma Natural Park has over 30 high quality agriturismo (agricultural farms with accommodation and restaurants with local food production) and the Park carries out cultural, archaeological, scientific research, training, promotion and sustainable tourism projects. The Park has adopted a collective brand through which the particular characteristics of the products and services offered by the Park and local businesses are recognized and which serves to distinguish them by their specific origin, nature and quality.



In this highly naturalistic context, agriculture is one of the most important sectors of the local economy: there are over 9,500 active business, with about 7,000 employees (9% of the provincial total, with an employment weight three times the Tuscan average), over 1,000 agriturismo with over 16,000 beds (48% of local agriturismo are run by women), 150 typical and traditional products (oil, wine, cheeses, rice, truffles, undergrowth products, etc.), and a number of livestock farms, oil producers, 4 DOP products (Tuscan pecorino, cinto senese, Roman pecorino, Tuscan ham) and 4 PGI (Lamb, Tuscan Cantucci, extra virgin olive oil, Beef). Thanks to an ancient dairy tradition, 50% of the regional sheep's milk is produced in Maremma and the agricultural area used is among the largest in the region. This context of excellence has allowed the municipality to obtain the "Green Spikes" award (Spiga Verde) for sustainable rural development, from the Foundation for Environmental Education Italy (FEE) in collaboration with Confagricoltura.

Among the actions connected to the innovation of the Maremma agri-food supply chain is the recognition by the Tuscany Region of Maremma as the first "Rural District of Southern Tuscany" with the aim of coordinating the territory and attracting businesses by activating investments that are capable to affect the growth of the entire supply chain, improving the system in terms of innovation and infrastructural equipment for agro-industrial transformation.

Also notable is the Grosseto hub for agri-food industry and transformation, a regional reference point for the promotion and support of process and product research and innovation in the agricultural and agri-food sector. The territory is in fact home to local excellences such as: the start-up Sfera Agricola, one of the largest and most innovative greenhouse in Italy specialized in hydroponic agriculture; the sub-irrigation systems of the Fattoria San Lorenzo, one of the largest in Italy; the companies of the consortium Latte Maremma (Maremma Milk), which produce pecorino cheeses capable of promoting the physiological processes of the organism and use carbon-free packages for milk; the Stefano Becagli business which produces organic products based on spirulina algae.

*The information in the above section of the city profile is derived from GROSSETO 2024 | naturalmenteculturale, 2022.*



In moving to the historic center of the city, it is important to note that Grosseto is one of the few cities whose historic center has remained completely surrounded by the walls of the Medici era, which have remained intact and have maintained their appearance almost unchanged over the centuries. The Medici walls, built in the 16th century to replace the ancient medieval walls, enclose the city in an irregular hexagon with bastions at each corner, among which that of the North-East extends, with a higher body, towards the interior to form the fortress. The walls of the city of Grosseto are spread over a perimeter of 3 kilometers and reach an average height of 10 meters. This structure is one of the most important fortified complexes for the history of military architecture of the era. The walls are entirely accessible via a beautiful public walkway and, according to a widespread nineteenth-century urban configuration, green spaces and public areas with avenues and promenades are open and accessible on the ramparts.





The city center is where the Pop Up project took place and the TRAME festival is based (see specific sections below), which are examples of projects that have allowed and allow the revitalization of the area, supporting the temporary reuse of vacant commercial funds, walls and shop shutters, thus increasing the sense of security and social cohesion through cultural, commercial and artistic interventions.

The city center is the fulcrum of the Grosseto action plan, but it is of course in its connection with the territory and open environment that strategic actions must be carried out. Grosseto cannot be planned in isolation but as a central point of the wider natural, economic and social environment of Maremma.





Like many medium sized historic cities in Italy, Grosseto suffers from some structural weaknesses, such as its demographic structure, where the already elderly population has been hit by the impact of the Covid19 pandemic leading to an increase in mortality, a decrease in birth rate and a decline in migratory flows.

Secondly, Grosseto's rich historical and architectural heritage requires expensive and not always accessible restoration and maintenance. The city is attracting and investing significant resources to restore and refurbish the city walls and its main public spaces, not only for tourists but also for the inhabitants, but it is a long and complex process.

Despite its strategic position, Grosseto is also lacking in infrastructural connections with the rest of the region, in particular high speed railway connections and national highways which could make the city more attractive for tourists and digital nomads. Similar structural weaknesses are present with regard to digital connectivity.

Like many coastal tourist destinations in Italy, Grosseto's tourism model is still very dependent on seasonal tourism. The all year-round sustainable tourism offer is still a niche in the overall commercial sector, which tends to focus on the peak summer months because they are the ones that guarantee the highest returns on investments. There are private actors and businesses willing to experiment with another type of tourism, but they are pioneers who at the moment lack an overall coordinated promotion and communication strategy. The city is experimenting with innovative collaborative practices and strategies, but these are relatively recent developments and coordination and collaboration remain a challenge.



# Pop Up in Grosseto - opening new retail spaces through collaboration



Pop Up Lab is a laboratory of practices and models for urban regeneration policies. The project is based on the insight that support to temporary opening of commercial, cultural and recreational activities can forge powerful networks of collaboration and actively contribute to the revitalization of the fabric of the city. Starting from the mapping of disused spaces, such as the vacant commercial shops, the process allows these places to reopen and new developments to emerge, thanks to participatory practices, the creative reuse of shut down spaces, the introduction of the concept of temporary use, sharing and community building for city center revitalisation and a prototypical, experiential and process-oriented approach. Pop Up Lab arrived in Grosseto in 2018, with funding from the Tuscany Region and the Municipality of Grosseto. The Municipality decides to bet on a large-scale intervention and the selected area covers a large part of the historic center of this capital city, which has 1926 active commercial activities and a population of over 82,000.

A first phase of mapping spaces allows to record the number of vacant funds (35) and to get in touch with their owners. 21 of them agree to join the project.

Through a public call for selection, applications for 37 new businesses are gathered, among which the 20 popuppets are selected to be hosted in 20 vacant shops.

A two-day festival opens and inaugurates activities on 16 November 2018, after which a 5-month period of experimentation begins. The selected projects are of an artisanal, commercial and cultural nature, with a widespread innovative value and the shared mission of promoting the best that the area has to offer and a strong focus on environmental sustainability.

A busy calendar of events originates from individual initiatives, such as the proposals of the QuantoBasta bookstore, but also from network actions involving subgroups of popuppets or their totality, such as co-planning groups and collective dinners. A significant experience in this regard is the guerilla marketing operation promoted by CityLab, to promote awareness of the spaces through tours of the center and in conjunction with the opening of a new city museum center. Today, of the participating actors, over 7 spaces are still active and vibrant local businesses, fully integrated in the fabric of the city and contributing to its revitalisation with their activities and initiatives.



## Pop Up in Grosseto - opening new retail spaces through collaboration



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# TRAME Festival - Closed shutters for open art



TRAME festival is an urban redevelopment artistic project by CLAN collective that uses closed shutters as canvases for street art works: like the texture of a fabric, the works connect the secondary streets of the historic center, creating an open-air gallery. During the days of the festival, the streets of Grosseto host street artists, conferences, screenings and public assemblies.

The goal of this initiative is the creation of a new artistic fabric, expanding the cultural offer in a public and accessible way. A process of participatory urban regeneration that also aims to connect residents and tourists to cultural spaces and museums in the city, such as the Le Clarisse Cultural Center and the G. Luzzetti Collection Museum.

In recent years, the historic center of Grosseto has been emptied of shops, meeting places and above all of people. Closed shutters and vacant backgrounds are the scenario to which citizens and tourists walking in the center are accustomed. The decline in residents and the closure of many businesses have led to a real desertification of the secondary streets, seen as unsafe and unwelcoming places.

Reopening closed spaces means redeveloping, and transforming the shutters of the historic center into works of art is a way to bring everyone closer to art.

It is also thanks to events of this type that a historic center can be enhanced, reviving the historical memory of our cities in a new way.

TRAME is also the beginning of a development process for Grosseto which, linked above all to seaside tourism, can become a city to live and discover and not just a city to pass through.

The project gives life to a real street art festival that involves the entire city center with many public events: local and national street artists, together with local students, bring color and vitality to the less frequented, using closed shutters as canvases for their works. For this reason, in agreement with the municipal administration, CLAN has launched a call for the owners of the vacant premises who believe in this redevelopment project of urban spaces.





# TRAME Festival - Closed shutters for open art



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# THE PROCESS STEP BY STEP

## ESTABLISHMENT OF AN URBAN LOCAL GROUP (ULG)

The Urban Local Group is composed of representatives from associations, trade associations, universities and other organizations, as well as the Municipality of Grosseto. The group has evolved over time to include local actors who play an active role in promoting initiatives in line with the strategic objectives of the plan. The group immediately operated with a strong horizontal integration, facilitating exchange between local organizations and institutions and the technical and political representatives of the city.

## NUCEO FENICE: AN EXTENDED ULG DURING THE COVID-19 PANDEMIC

The Nucleo Fenice is an extended group of the I-Place ULG, animated and facilitated by the Municipality of Grosseto in 2020 following the Coronavirus emergency, to plan actions to relaunch the economic and social fabric of the city and build shared strategies with stakeholders. This activity allowed the extended group of local actors to share strategies and actions in a moment of particular economic and social fragility, thus giving continuity to the I-Place project at the local level. The Nucleo Fenice is organized in 7 thematic parallel working groups and held 16 meetings attended by the main economic and social actors of the city. The groups produced a strategic document synthesizing main actions as well as financial and human resources to be activated by the Municipality and local stakeholders.



# MEMBERS OF GROSSETO URBAN LOCAL GROUP (ULG)

Name	Surname	Structure
Barbara	Bracalari	University of Siena - Polo Grossetano
Annarita	Bramerini	National Confederation of Handicrafts (CNA)
Giada	Breschi	CLAN / CityLab Grosseto
Enrico	Collura	CCN - Natural shopping center
Annalisa	David	Municipality of Grosseto
Gloria	Faragli	Confesercenti
Gianluigi	Ferrara	Confartigianato
Riccardo	Ginanneschi	Municipality of Grosseto
Valentina	Mazzarelli	Legambiente
Valentina	Mecacci	Cooperative Le Orme
Gabriella	Morelli	University Polo Foundation Grosseto
Emiliano	Mori	Municipality of Grosseto
Lucia	Pepe	Confindustria
Valeria	Ricciuti	Ascom-Confcommercio
Alessandro	Parronchi	Confcommercio
Maria Luisa	Scorza	Municipality of Grosseto
Chiara	Simonetti	CCN Natural shopping center
Gianluca	Soldateschi	Cooperativa le orme and Confesercenti
Giacomo	Spinsanti	University Polo Foundation Grosseto
Lucia	Venturi	Maremma Regional Park
Maurizio	Zaccherotti	Terramare Association / UISP

# THE PROCESS STEP BY STEP



## IDEA GENERATION INITIATIVES AND CO-DESIGN OF SMALL SCALE ACTIONS

The identification of promising processes for the experimentation of actions for the sustainable local development of Grosseto was carried out with the ULC with an approach derived from co-design. Starting from some "insights" derived from a shared contextual analysis, through a series of codesign workshops, the members of the Urban Local Group developed the concept of a possible prototype action, "My Green Week in Grosseto", a week of exploration of the city and its territory in different seasons of the year

Working with the ULC, allowed to identify the green week as an opportunity if:

- It favors all year round tourism ("tourism here is concentrated in the summer months and we suffer from a lack of presence in other months", cit.)
- Allows coordination of the promotion of the many events organized or to be organized in alignment with the overall strategy for the area (because today "there is no capacity to present structured products and to communicate our collective offer", cit.)
- It is conceived as several green weeks that are aimed at different targets, including families (with experiential activities - cooking, harvesting and processing of local raw materials, tasting workshops etc); explorers on bicycles and cycle tourists ("ours is a territory that lends itself to various types of sports", cit.); students on school trips (over multiple days).
- It creates connections between the territory and the city center ("we must unite the different strategic points of our territory", cit.).



# THE PROCESS STEP BY STEP

## IDEA GENERATION INITIATIVES AND CO-DESIGN OF SMALL SCALE ACTIONS

- It brings forward and connects surrounding villages, to move them from a state of suffering to that of being a resource for the development of the territory.
- It is linked to our agricultural, wine, artisanal and commercial excellences.
- It spreads awareness and promotes practices based on circular economy (e.g. tourist port wastewater recycling, production waste recycling, etc.).

ULG members also identified which places, evocative images, spaces and resources:

- The possibility of moving around by bicycle easily, of dedicating oneself to adventure and sport activities thanks to the network of infrastructures present and those in the making.
- Alberese, the Uccellina Park, the Orbetello Lagoon because "the beach is one of the most representative images of the Maremma". The beaches can be experienced not only for swimming in warm months but also out of season, for example for sports (surfing, kitesurfing, canoeing).
- "Not just the beach": the territory is rich with small villages that can be very attractive from the point of view of specific touristic targets (ex. religious tourism)
- Elements of identity and uniqueness of the territory: walls, the land reclaimed from the swamps, the Diaccia Botrona.
- The cultural centers and museums, as well as the open-air museums (excavations, open-air art museums such as the Tarot Garden ..).
- Culinary tradition and wine.



# THE PROCESS STEP BY STEP

## IDEA GENERATION INITIATIVES AND CO-DESIGN OF SMALL SCALE ACTIONS

Partners and stakeholders to work with:

- Farmers
- Wineries
- Artisans and Traders
- Network of tourist guides environmental guides
- Sovra-municipal Tourist Entity (Ambito Turistico Omogeneo)
- Associations and actors that deal with environmental protection
- Actors that work on agricultural quality
- Qui Maremma Toscana, the portal: <https://quimaremmatoscana.it> and its social channels
- Travel agencies (for the promotion of specific packages)

Activities to implement:

- workshops for families, such as "put your hands in the dough" to discover through direct experience traditional cuisine and gastronomy;
  - Sports activities (beach and inland);
  - Urban trekking (historic center and smaller towns) and night trekking in Maremma ("night excursions to the Maremma Park work very well and are a great success". "Appointment at the Roselle archeological Park at sunset to reconcile green tourism and cultural tourism");
  - Visits to inland villages (such as Festambiente's guided tours);
  - Itineraries and routes in the lands reclaimed from the swamps (the Foundation is working on offers linked to this which is an absolute peculiarity of the territory);
  - "Visit with tasting" in food and wine shops of the area;
  - Awareness-raising activities on circular economy
  - Coordinated information and promotion (What to do? Where to eat? Which itineraries?);
- Info Point in the city center (information on itineraries, offers and activities).



## IDEA GENERATION INITIATIVES AND CO-DESIGN OF SMALL SCALE ACTIONS

The ways in which to apply and experiment the concept of the green week were also the subject of a co-design activity, through the collaborative writing of a call for ideas for local actors for the collection of sustainable and all year round activities in the Grosseto area. The call for ideas was written with the members of the ULG, was launched by the Municipality, conveyed by the communication channels of the members of the ULG and made it possible to reach a small group of pioneers of sustainability and all year round tourism, who have been the focus of the small-scale action "Grosseto Green Week Travel Tour", initially designed to select one or more travel bloggers and then evolved into the production of specific content narrating the experience of a green week on the platform VisitTuscany.

To reinforce the promotion and knowledge of the seasonally adjusted offer in the area, the Municipality, together with Le Mura, Qui Maremma Toscana and Le Orme Cooperative, has developed the Small Scale Action "Narrating Grosseto", which includes a series of activities to enhance communication about the offer of the city, in terms of itineraries and guided tours to discover the historic center and the territory in the different seasons of the year, as well as photo and videos which recount local traditions, from the renowned tortelli to cheese and sheep farming, to music.

Small scale actions have been a tool to experiment with all year round tourism through the production of itineraries and specific content narrating Grosseto and its offer. Small scale actions helped to redefine the contextual analysis and confirm the development niche. In particular, the work done on the "Green Week" allowed ULG members to identify the conditions that make sustainable tourism an opportunity, the networks of collaboration to activate, and the activities and actions to implement. Small scale actions were thus very useful to map resources, strengths, opportunities and and key stakeholders to foster sustainable development, as well as to test ideas around the potential of all year round quality tourism.





THE SMALL SCALE ACTION NARRATING GROSSETO



RACCONTARE *Grosseto*

**CHRISTMAS SPECIAL** in the Fortress  
**2021**



**Free guided tours  
an access to the terrace**

**Every Wednesday, Saturday and Sunday at 4.00 and 5.30 pm  
from December 8th to January 9th**

*Entrance fee to the Fortress*

Info and booking  
0564 416276  
info@leorme.com





# THE SMALL SCALE ACTION NARRATING GROSSETO



## RACCONTARE Grosseto'22



SUSTAINABLE  
LOCAL ECONOMIC  
DEVELOPMENT



Comune di Grosseto  
Assessorato al Turismo

### FREE GUIDED TOURS

#### Eclectic architecture of Ninehundreds

- Wednesday, January 19th at 3.00 pm •Wednesday, July 6th at 7.00 pm
- Wednesday, September 7th at 7.00 pm

#### The Archaeological Museum

- Saturday, February 26th at 4.00 pm

#### The Natural History Museum

- Thursday, March 10th at 4.00 pm

#### Medieval Grosseto and its shops

- Wednesday, April 6th at 7.00 pm
- Wednesday, July 13th at 7.00 pm
- Wednesday, September 14th at 7.00 pm

#### The Historical Centre's Churches

- Wednesday, May 18th at 7.00 pm
- Wednesday, August 10th at 7.00 pm
- Wednesday, October 26th at 4.00 pm

#### Buildings of the Fascist period in Grosseto

- Wednesday, June 8th at 7.00 pm
- Wednesday, July 27th at 7.00 pm
- Wednesday, November 16th at 4.00 pm

#### Grosseto città d'acqua

- Wednesday, June 29th at 7.00 pm
- Wednesday, August 31st at 7.00 pm

#### The historical centre by night

- Thursday, July 21st at 9.00 pm
- Thursday, August 18th at 9.00 pm

#### The Luzzetti Collection

- Thursday, August 25th at 7.00 pm

#### Sunset at San Felice Oasis

- June 23rd and 30th at 8.00 pm
- July 7th-14th-21st-28th at 8.00 pm
- August 4th-11th- 18th- 25th at 8.00 pm
- August 4th-11th- 18th- 25th at 8.00 pm

#### Sunset on Principina's Dune

- June 21st and 28th at 7.30 pm
- July 5th-12th-19th-26th at 7.30 pm
- August 2nd-9th-16th-23rd-30th at 7.30 pm
- September 9th and 13th at 7.30 pm

#### Veneti of Maremma: Villa Granducale and Alberese

- Sunday, November 13th at 3.00 pm

#### Isola Clodia and Diaccia Botrona

- Monday, June 20th at 6.00 pm
- Monday, July 18th at 6.00 pm
- Monday, August 22nd at 6.00 pm

#### The Castle on the river: Istia d'Ombrone

- Friday, March 18th at 3.00 pm
- Friday, October 28th at 3.00 pm

#### Montepescali: the Oack of Maremma

- Friday, February 18th at 3.00 pm
- Friday, October 28th at 3.00 pm

#### Batignano and its Convent

- Friday, January 28th at 3.00 pm
- Friday, November 18th at 3.00 pm

#### Roselle by Night

- Every Friday of July and August
- It will take place only if the Archaeological Area will be opened at night

Further Information and reservation:  
[info@grossetoturismo.it](mailto:info@grossetoturismo.it) | 0564 488573

#### Meeting points:

- Visits in Grosseto: Info Point, Corso Carducci, 5
- Visits in Marina di Grosseto: Info Point, via Grossetana
- Visits in Principina a Mare: Info Point, via del Pesceluna
- Montepescali: parking in front of the Church of Santo Stefano and Lorenzo
- Istia d'Ombrone: Porta Grossetana
- Batignano: Porta Senese
- Alberese: Church of Santa Maria
- Isola Clodia: locality Ponti di Badia, strada Castiglione



## STUDY VISIT OF EUROPEAN PARTNERS IN GROSSETO

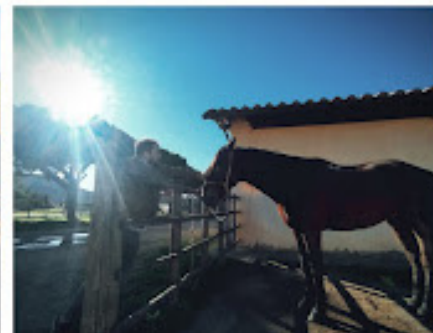
From 29 November to 1 December 2021 referents and members of the ULGs of the ten European partner cities of the I-Place project met in Grosseto to get to know each other, exchange, learn about the city strategies and actions and share ideas and recommendations for its revitalization. One of the main objectives of the project is to foster European exchange of good practices for city revitalization strategies and development. An important component of the project, the study visits in European cities allow partner cities and representatives of their respective Urban Local Groups, to discover other contexts, experiences and projects. The study visits were interrupted with the outbreak pandemic and brought online, but in 2021 they started again and the new season of in presence exploration and exchange was inaugurated in Grosseto. On the 30th of November, partners gathered at the Natural History Museum in the morning for a workshop on strategic action plans and in the afternoon, after a short excursion to discover the naturalistic heritage of the Maremma Park, they were accompanied in a guided tour of the historic center of Grosseto. The visit was an important opportunity to discover the most evocative places and projects in the city.





## STUDY VISIT OF EUROPEAN PARTNERS IN GROSSETO

The central aspect of the city visit, was represented by the peer review in which the partners worked to analyze the potential of the city and its development strategy and elaborated indications and ideas based on their own experience, on the basis of a matrix designed to highlight: ideas for actions / attitudes / approaches to CONTINUE; ideas for actions / attitudes / approaches to be STOP; ideas for actions / attitudes / approaches to be IMPROVE; ideas for actions / attitudes / approaches to START. The suggestions, ideas and reflections that emerged from this meeting helped to orient and reorient the actions contained in this plan and informed the reflections of the Municipality of Grosseto in the refinement of the action plan.





STUDY VISIT OF EUROPEAN PARTNERS IN GROSSETO

Ideas for actions to <b>START</b>	Ideas for actions to <b>IMPROVE</b>
<ul style="list-style-type: none"> <li>• Cycling infrastructures to the beache</li> <li>• Accessible cycle paths</li> <li>• Solar recharges for e-bikes</li> <li>• Solar energy</li> <li>• Investing in nature and the park</li> <li>• Specializing in gastronomic tourism</li> <li>• urban gardens for local residents on the walls</li> <li>• Invest in film locations promotion</li> <li>• Strengthen the role of citizens as ambassadors of sustainability</li> <li>• Send letters to inhabitants who have left Grosseto, invite bloggers and influencers</li> <li>• Themed festivals on the walls</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen the safety of pedestrians and cyclists in the historic center</li> <li>• Improve public lighting</li> <li>• Experimenting with design thinking to rethink city spaces</li> <li>• Improve public transport services</li> <li>• Strengthen links with major complementary tourist attractions in the area</li> <li>• Focus on "green" labels for the city (eg Europark)</li> <li>• Strengthen the promotion and storytelling of the city</li> <li>• Strengthen the role of the coast and the park in the promotion of the city</li> </ul>
Ideas for actions to <b>CONTINUE</b>	Ideas for actions to <b>STOP</b>
<ul style="list-style-type: none"> <li>• Continue the Pop Up project and integrate it with the food sector</li> <li>• Continue Trame Festival and street art on shop shutters in the city</li> <li>• Continue to work with residents to create dynamism</li> <li>• Continue to work with artists in the public spaces</li> <li>• Continue to make spaces available for sports and recreational activities in the historic city center</li> <li>• Continue to promote green tourism in the city.</li> </ul>	<ul style="list-style-type: none"> <li>• Stop or otherwise strongly limit the entrance of cars into the historic center</li> <li>• Stop feeling "small" and peripheral considering the incredible heritage and potential that the city has to offer.</li> </ul>

# THE VISION AND NICHE

The Municipality of Grosseto has designed this integrated action plan to support the urban ecosystem of Grosseto and its territory in terms of sustainability and innovation with the direct collaboration of the Urban Local Group (ULG) and thanks to the insights offered by the lead expert in its visits and mentoring activities, as well as to the ideas and suggestions brought forward by partners in the online and in person workshops and peer review activities.

The Niche of this Action Plan comes from the work with the Urban Local Group (ULG), from key strategies of the Municipality, as well as from exchanges with European project partners within the iPlace network. The focus of the niche is on strengthening and development of integrated strategies for green and sustainable tourism and for a tourism industry inspired by the circular economy. In particular, the challenge of increasing the quality of life in the city and of establishing it as the primary gateway for Maremma and its great naturalistic, historical and environmental resources, seems to be a promising area to experiment new forms of collaboration between public and private actors.



## THE VISION FOR GROSSETO IN 2024

**Grosseto and Maremma:  
a city and a land that  
combine sustainability  
and urban regeneration  
for a new culture of  
tourism and quality of  
life.**

# STRATEGIC FRAMEWORK

The drafting of the I-Place Action Plan is part of a broader strategic planning process that integrates a number of long-term strategic actions and programmes such as

## Strategic Plan for Culture

The candidacy of Grosseto as capital of Culture 2024 has enabled the Municipality to bring Grosseto and Maremma among the finalists cities with a dossier that has since become the city Strategic Plan for culture, that the Municipality of Grosseto intends to implement in the next few years. The plan includes a series of infrastructural and sustainable mobility projects; creative, cultural and naturalistic initiatives; cultural, environmental, urban and technological innovation actions. The plan is accompanied by a participatory process open to all citizens, cultural associations, schools and public bodies.

## Grosseto Carbon Neutral Municipality

With the project "Grosseto Carbon Neutral Municipality" the Municipality of Grosseto started a process of mapping its CO2 emissions (Carbon Footprint) in order to understand the state of the art. The city has then directed its action towards local enterprises, aiming at creating a market of green certificates (based on the "polluter pays" principle) and at raising awareness for more virtuous choices, and towards its own internal functioning, by mapping and optimizing its carbon footprint.

## PINQUA and NGEU

The Municipality of Grosseto has developed with local stakeholders and with the national government its strategic regeneration interventions in the framework of the National Recovery and Resilience Plan, which is part of Next Generation EU (NGEU) and in the framework of the National Programme on the Quality of Living (PINQUA) for which the Municipality of Grosseto has presented a project that focuses on the regenerative and redevelopment processes of its open-air museum heritage, its walls, but also on measures to improve accessibility, such as the Cavalerizza projects and the redevelopment of degraded areas of the city with the addition of social housing projects that will connect the city walls and the center with a green way, a bicycle path aimed at fostering slow mobility.



# INTEGRATION PRINCIPLES

Integrated planning in the Municipality of Grosseto takes the form of:

## 01 ————— INTEGRATION OF POLICY AND SECTOR

In Grosseto, integrated programming includes all areas of work of the Administration: revitalization of the historic center, urban regeneration, culture, revitalization of local commerce, social cohesion and security, tourism and promotion. The sectors involved include Commerce and productive activities; Public Works; Tourism; Culture; Mobility; Environment.

## 02 ————— HORIZONTAL INTEGRATION

In Grosseto, strategic projects involve: Cultural associations; Foundations; University; Trade associations; Private operators.

## 03 ————— VERTICAL INTEGRATION

Grosseto plans its actions in alignment with: Provincial level strategies and policies (eg Territorial Coordination Plan - PTC); Regional strategies and policies (eg tourism sector - Tuscany Region); Strategies and policies at a national level (eg National Recovery and Resilience Plan)

## 04 ————— TERRITORIAL INTEGRATION

Grosseto develops integrated policies and actions in the Maremma area. Grosseto programs tourism development and promotion strategies in the homogeneous tourist area (ATO) Maremma Toscana Area Sud, with: Municipality of Civitella Marittima, Municipality of Cinigiano, Municipality of Campagnatico, Municipality of Isola del Giglio, Municipality of Scansano, Municipality of Magliano in Tuscany, Municipality of Manciano, Municipality of Pitigliano, Municipality of Sorano, Municipality of Capalbio, Municipality of Orbetello, Municipality of Monte Argentario, Municipality of Semproniano.

## 05 ————— TANGIBLE AND INTANGIBLE INVESTMENTS

In its strategy of promoting its historic center and sustainable tourism, the Municipality of Grosseto combines infrastructural investments for the recovery and regeneration of spaces and the construction of soft mobility infrastructures (cycle paths) with investments in capacity building and support for cultural, social and entrepreneurial actors.

# STRATEGIC OBJECTIVES



To pursue its vision of a city that is attractive all year round and that promotes a sustainable, green and circular tourism experience, Grosseto wants to act on three integrated dimensions:

## 1. Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.

This is particularly necessary to offset the traditional tendency to focus on peak season tourism, that is still the dominant type of tourism in the city and the country and also because coordination among different actors and offers is a key element in the promotion of Grosseto and its territory.

## 2. Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.

Grosseto city center is the heart of the touristic offer of the city, but it is also a space that is essential to protect and nurture in order to ensure high quality of life for local residents, in terms of accessible public spaces, car reduction, slow mobility itineraries and options, cultural and social life within its wall, a better connection with the area's food and wine offer.

# 3. Improve accessibility, knowledge and connections between the historical center and its surroundings.

The city center of Grosseto can and should be the door to its surroundings and should establish itself as the strategic entry point to explore in a slow and sustainable way Maremma, its park and the other naturalistic coastal and inland areas.





# ACTIONS



The actions listed here are the product of the work of the Municipality of Grosseto, as well as of that of ULG members that responded to a call to draft action tables for the plan. They take into account what has been learned through the development of this project, as well as what has been contributed by other city partners and the lead expert during transnational meetings, online webinars and other activities.

<b>Specific objective 1</b>	<b>Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.</b>
Action 1.1	MY GREEN WEEK IN GROSSETO
Action 1.2	GROSSETO GREEN WEEK TRAVEL TOUR
Action 1.3	NARRATING GROSSETO
Action 1.4	A STRATEGIC PLAN FOR CULTURE IN GROSSETO
<b>Specific objective 2</b>	<b>Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.</b>
Action 2.1	SMART FOOD AND WINE ITINERARIES OF MAREMMA GROSSETTANA
Action 2.2	NEW LIFE FOR THE WALLS OF THE CITY
Action 2.3	TRAME Festival: VISUAL AND CULTURAL STORYTELLING
<b>Specific objective 3</b>	<b>Improve knowledge, use and sustainable connections between the center of Grosseto and its surroundings.</b>
Action 3.1	DIACCIA BOTRONA REGIONAL NATURAL RESERVE
Action 3.2	NEW TREKKING AND BICYCLE ITINERARIES
Action 3.3	LILAC FLAG - ACCESSIBILITY IN TOURISM

# MY GREEN WEEK IN GROSSETO

Specific objective	Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.
Brief Description	<p>The action involves the collaborative construction of a "catalog" of pioneers of sustainable and seasonally adjusted tourism, to facilitate the aggregation of the various sustainable offers and products in the area and to allow the promotion of the "Green week in Grosseto" - by national and international travel bloggers. The members of the ULG have defined the essential characteristics of the tourist offer in line with the concept of the Green Week. These indications have been transformed into a real call to encourage agricultural businesses and agriturismo, accommodation facilities, tour operators, agencies, guides, associations and private citizens to promote their activities within the VisitTuscany regional platform.</p>
Expected results	<ul style="list-style-type: none"> <li>• Participatory construction of a call to collect applications</li> <li>• Scouting activities for Integration of the sustainable tourism offer</li> <li>• Aggregation of pioneering offers for sustainable, circular and seasonally adjusted tourism.</li> <li>• Extension of the tourist season beyond the high season months.</li> <li>• Expansion of the number and type of tourists.</li> </ul>
Resources	TBD (URBACT - Small Scale Action)
Lead	Municipality of Grosseto
Partners	ULG Members
Timeline	2022
Indicators	Number of structures contacted and involved, Number of projects included in the catalog, Number of experiences that become part of the "storytelling" of the travel blogger.
Contact person	Margherita Mugnai margherita.mugnai@sociolab.it

# GROSSETO GREEN WEEK TRAVEL TOUR

Specific objective	Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.
Brief Description	<p>Promotion and marketing of "My Green Week in Grosseto" the produce of original visual and written content.</p> <p>Alongside the definition of the opportunities offered by the Grosseto area, the need to build a "narrative" that can accompany and promote a Green Week to discover Grosseto emerged from the exchange with the ULG and the Municipality. For this reason the offer identified through "My Green Week in Grosseto" is being promoted through a partnership with VISIT TUSCANY regional platform and thanks to the involvement of the members of the ULG who have made their network of contacts and experiences available</p>
Expected results	<ul style="list-style-type: none"> <li>• Develop a narrative around the Green Week experience to discover Grosseto;</li> <li>• Expand the range of coverage of Grosseto's territorial offer and insert it into the more established experiential tourism circuits.</li> </ul>
Resources	TBD (URBACT - Small Scale Action)
Lead	Municipality of Grosseto
Partners	Visit Tuscany, ULG members
Timeline	2022
Indicators	Number of actors contacted and involved, Number of actors included in the database, Number of experiences that become part of the "storytelling" on Visit Tuscany
Contact person	Margherita Mugnai margherita.mugnai@sociolab.it

# NARRATING GROSSETO

Specific objective	Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.
Brief Description	<p>The Small Scale Action "Narrating Grosseto" is designed to integrate activities to strengthen storytelling of 4 strategic areas of tourist promotion (sea, villages, food and wine, nature) and includes:</p> <ul style="list-style-type: none"> <li>• a series of itineraries and guided tours to discover the historic centre and the territory in the different seasons of the year;</li> <li>• video clips narrating some of the particularities and excellences of the area's traditions, from the renowned tortelli to cheese and sheep farming, to popular music;</li> <li>• Adaptation and restyling of the "Discover Maremma" section of the Qui Maremma Toscana portal for better external communication (addition of photos, activation of links, I-place promotion).</li> </ul>
Expected results	<ul style="list-style-type: none"> <li>• To make Grosseto and the excellence of its territory known beyond peak season months.</li> </ul>
Resources	4.200,00 EUR (URBACT - Small Scale Action)
Lead	Municipality of Grosseto
Partners	Le Mura, Qui Maremma Toscana, Cooperativa Le Orme, Grosseto Communication Agency
Timeline	2022-2024
Indicators	No. of participants in the walks and trails, statistics on visits to the web pages and number of viewings of the promotional videos.
Contact person	<p>Maria Luisa Scorza  marialuisa.scorza@comune.grosseto.it</p>



# A STRATEGIC PLAN FOR CULTURE IN GROSSETO

Specific objective	Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.
Brief Description	<p>Grosseto was among the finalist candidates for the Italian Capital of Culture 2024. The candidacy dossier of Grosseto and Maremma has become a Strategic Plan for culture that the Municipality of Grosseto intends to implement in the next few years. The plan includes a series of infrastructural and sustainable mobility projects; a series of creative, cultural and naturalistic initiatives; a series of cultural, environmental, urban and technological innovation actions aimed at different targets. The project is accompanied by a participatory process open to all citizens, cultural associations, schools and public bodies aimed at sharing the application program and gathering new ideas, inputs and projects.</p>
Expected results	<ul style="list-style-type: none"> <li>• Enhance and promote a little-known cultural heritage.</li> <li>• Activate projects that involve the cultural and creative industries chain, creating connections with distinctive economic chains of the territory, linked to agricultural heritage and agri-food, tourism and the environment;</li> <li>• Moving from the logic of events, which in any case represent an important axis of the candidacy project, to the logic of long-term planning, with particular reference to the cultural-social inclusion-employment link;</li> <li>• Improve and implement cultural infrastructures, launching stable and structured processes of public-private collaboration and co-creation, also through the involvement of local companies, large wineries and operators of the hospitality and tourism supply chain;</li> <li>• Develop cultural tourism and slow &amp; fair tourism, which in Maremma finds distinctive and unique elements, also thanks to a rich and widespread accommodation system in the area, which is based above all on non-hotel hospitality.</li> </ul>
Resources	160.000,00 EUR (Municipality of Grosseto; Grosseto Culture Foundation; Province and other Local Authorities; Banks and banking foundations; Reclamation Consortium; Tuscany Region; Sponsorships; Ministry of Culture Implementing body)
Lead	Municipality of Grosseto
Partners	Local administrations; Other public bodies; Foundations; Companies, associations and other private entities; testimonials and members of the technical-scientific committee.
Timeline	2022-2024
Indicators	<p>(Environment) No. of events carried out; percentage of recycling during events; use of public transports during events; (development) No. attendance at events; event turnover; presence in the press; website users; (training) percentage of initiatives dedicated to children and young people; No. of children and young people present; (participation and inclusion) No. of local users present at events; No local partners; User diversity.</p>
Contact person	Anna Bonelli (Municipality of Grosseto)

# R-ITINERA

Specific objective	Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.
Brief Description	<p>As part of the Interreg Italy France Maritime "R-Itinera Project - ecotourism itineraries in the Mediterranean", the Municipality of Grosseto in partnership with the Chamber of Commerce is proposing to enhance eco-tourist itineraries for school tourism, families, the elderly and luxury cruise passengers.</p> <p>The common challenge of the project is to strengthen the entrepreneurial realities of the five partner regions: Tuscany, Liguria, Corsica, AlpiMarittime - VAR, Sardinia.</p> <p>The project envisages in Grosseto the establishment of a stakeholder group with actors capable of providing a qualified contribution, in terms of needs, suggestions, indications, expectations, useful for the "re-planning" of the itineraries.</p> <p>Starting from the results of the previous «Itinera» project aimed mainly at the specific target of luxury cruise passengers, the R-Itinera project poses a new challenge. The meetings with the stakeholders of the territory serve to integrate and adapt the eco-sustainable tourist itineraries, also turning the attention to other possible targets: families, students, senior citizens (over 65), young people and finally luxury cruise passengers.</p>
Expected results	<ul style="list-style-type: none"> <li>• integration and adaptation of eco-sustainable tourist itineraries with attention to the target families, students, senior citizens (over 65), young people.</li> </ul>
Resources	Municipal Staff Costs
Lead	Maremma and Tyrrhenian Chamber of Commerce.
Partners	Municipality of Grosseto, school managers, teachers and / or representatives of schools, non-profit associations and social promotion bodies representative of the target groups, non-profit organizations and public bodies that carry out activities in the area of local tourism promotion, tourism sector operators who create and develop tourist and travel offers.
Timeline	2022-2024
Indicators	Responses to the call for proposal, dissemination of promotional material, participation in activities, access to the dedicated portal.
Contact person	Maria Luisa Scorza marialuisa.scorza@comune.grosseto.it

# SMART FOOD AND WINE ITINERARIES OF MAREMMA GROSSETANA

<b>Specific objective</b>	<b>Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.</b>
Brief Description	The health emergency risks condemning thousands of businesses to close with devastating effects on the city. The project aims to promote vitality in the historic center through actions that lead to urban regeneration. Developing the "rediscovery of proximity" in the daily consumer as well as in tourists, in order to encourage the birth of new purchasing models linked to local products and to a special sensitivity to the history of the place and its traditions
Expected results	<ul style="list-style-type: none"> <li>• Restocking of entrepreneurial activities in the historic center.</li> <li>• Reduced number of shop closures.</li> <li>• Reduction in the number of vacant spaces</li> </ul>
Resources	45.000,00 EUR (Chamber of Commerce funding and other funds available to the partner organizations)
Lead	Confcommercio
Partners	Natural Shopping Center association , Municipality of Grosseto, other associations
Timeline	2022-2024
Indicators	N. of attendance, number of activities present in the center, state of well-being of the activities present.
Contact person	Valeria Ricciuti finanza.agevolata@confcommerciogrosseto.it

# NEW LIFE FOR THE WALLS OF THE CITY

Specific objective	Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.
Brief Description	In order to revitalise an identity asset to revitalise the quality of living in the city, the Municipality of Grosseto is promoting two interventions to reuse the Bastions of the ancient walls: an intervention of restoration, refunctionalisation and valorisation of the Bastione Fortezza-Cassero Senese; an intervention of restoration, refunctionalisation and valorisation of the Bastione Cavallerizza-Piazza De Maria. The interventions will provide accessibility to all the bastions and, in particular, with regard to the Bastione Cavallerizza-Piazza De Maria, its restoration and the creation of a functional space for events of various kinds.
Expected results	<ul style="list-style-type: none"> <li>• Regeneration and rehabilitation of the historical heritage and public spaces.</li> <li>• Give new accessibility and new functions to the city's historic ramparts.</li> <li>• Increased quality of life in public spaces in the city center.</li> </ul>
Resources	1.152.00,00 EUR (PINQUA - Programma Innovativo Nazionale per la Qualità dell'Abitare)
Lead	Municipality of Grosseto
Partners	Istituzione Le Mura
Timeline	2024
Indicators	Development of interventions, accessibility, quality and quantity of events organized in public spaces, quality and quantity of green areas.
Contact person	Emiliano Mori emiliano.mori@comune.grosseto.it



# TRAME Festival: VISUAL AND CULTURAL STORYTELLING

Specific objective	Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.
Brief Description	Transforming the shutters of disused premises into works of art. TRAME Festival circuit has already held 3 editions in which 27 works of arts have been created on closed shop shutters in the streets of the city centre. In May 2022 the 4th edition of the project will be held, with even more associations and citizens involved.
Expected results	<ul style="list-style-type: none"> <li>• Creation of a street art exhibition itinerary in the back streets of the historic centre of Grosseto.</li> <li>• By stimulating the curiosity of inhabitants and tourists through art works on closed shop shutters, TRAME Festival creates a flow of visitors in under explored and exploited areas of the city.</li> </ul>
Resources	40.000,00 EUR (Foundation Cassa di Risparmio di Firenze - CR Firenze - Municipality of Grosseto)
Lead	Cultural Association CLAN
Partners	Polo culturale Le Clarisse, Fondazione Grosseto Cultura, Associazione Kansassiti, Associazione Grow, Leviathan Labs
Timeline	2022- ongoing (yearly event)
Indicators	<p>New partnerships for urban regeneration projects with local associations and private citizens</p> <p>Trust and support from authorities and institutions</p> <p>Active participation of citizens and tourists</p> <p>Development of new city itineraries</p>
Contact person	Giada Breschi co-founder   Ass CLAN collettivoliberoantinoia@gmail.com

# DIACCIA BOTRONA REGIONAL NATURAL RESERVE

Specific objective	Improve knowledge, use and sustainable connections between the center of Grosseto and its surroundings.
Brief Description	<p>The Municipality of Grosseto is promoting a project to raise awareness and enhance the value of Diaccia Botrona through the production of a leaflet about the nature reserve, the connection to Diaccia through a camera device visible at the main tourist office in the historic centre of the City of Grosseto and the organisation of on-site workshops for students.</p> <p>This is a pilot project aimed at schools in the City of Grosseto and its surrounding villages: free participation in the workshops is envisaged for a number of 6 classes as a sample of a wider project. Also, the project involves raising awareness among citizens of Grosseto and tourists through live images of the Diaccia, its flora and fauna, and distribution of the nature reserve information leaflet.</p>
Expected results	<ul style="list-style-type: none"> <li>• To broaden the knowledge and visits to the nature reserve of young people through more interesting and fun methods with which to learn through direct experience.</li> <li>• To broaden the knowledge and visits of tourists and citizens.</li> </ul>
Resources	2.400,00 EUR + Municipal staff costs
Lead	Municipality of Grosseto - Department of Tourism
Partners	Tuscany Region - Nature and Sea Protection Sector - Cooperativa Le Orme, school managers, teachers and / or representatives of schools, associations representing the target groups of interest.
Timeline	2022
Indicators	requests for participation by schools in the workshops; requests for illustrative material on the nature reserve also by other parties (tourists and local residents).
Contact person	<p>Maria Luisa Scorza  marialuisa.scorza@comune.grosseto.it</p>

# NEW TREKKING AND BICYCLE ITINERARIES

<b>Specific objective</b>	<b>Improve knowledge, use and sustainable connections between the center of Grosseto and its surroundings.</b>
<b>Brief Description</b>	Design and promote trekking and excursion itineraries that connect the historic center to the surrounding villages and Maremma Natural Park.
<b>Expected results</b>	<ul style="list-style-type: none"> <li>• Expansion of the excursion offer outside the tourist season and involvement of new users;</li> <li>• Environmental and cultural awareness of the riches and uniqueness of our territory;</li> <li>• Enhancement of sites linked to the industrial and functional archeology sector to proceed with their recovery.</li> </ul>
<b>Resources</b>	TBD (Resources from private users, Tourism Service of the Municipality of Grosseto)
<b>Lead</b>	Le Orme Società Cooperativa
<b>Partners</b>	Municipality of Grosseto
<b>Timeline</b>	2022-2023
<b>Indicators</b>	Greater awareness of local and non-local users of the beauty of the territory, increased out of season use of cycle lanes and greater use of the main attractions of the municipal area (Parco Della Maremma, Diaccia Botrona Nature Reserve). Increase in the use of sustainable means of transport suitable for slow tourism; new projects for the recovery of structures linked to the history of the territory (Ponte Tura). Revitalization of the historic center and the main monuments (Cassero Senese, Mura Medicee), as well as museums.
<b>Contact person</b>	Gianluca Soldateschi gianluca@leorme.com



# LILAC FLAG - ACCESSIBILITY IN TOURISM

Specific objective	Improve knowledge, use and sustainable connections between the center of Grosseto and its surroundings.
Brief Description	<p>The Lilac Flag is a recognition for municipalities that have a particular focus on accessible tourism. Obtaining the Lilac flag makes it possible to improve the existing network with local Associations - thus offering concrete support for tourism promotion and increased accessibility - as well as creating a privileged and efficient channel for 80 million European disabled tourists.</p> <p>The Municipality of Grosseto follows the Lilac Flag protocol carried out under the supervision of the Regional Council for the Protection of the Disabled Person - Liguria Region.</p>
Expected results	<ul style="list-style-type: none"> <li>• Rewards for those who work for accessibility and inclusion and stimulate and help those who are starting to do so.</li> <li>• Improve accessibility through the development of inclusive and integrated sustainable mobility and accessible routes.</li> <li>• Increase accessible tourism and attract new European tourism by providing users with accurate information.</li> <li>• Reach a potential national user base of 11.5 million users and a European one that exceeds 220 million people.</li> </ul>
Resources	Municipal Staff Costs
Lead	Municipality of Grosseto
Partners	<p>Bandiera Lilla is a registered trademark managed by: Bandiera Lilla Soc. Coop.Soc under the patronage of: Ministry of Cultural Heritage and Activities and Tourism; Italian Paralympic Committee, Ministry of Labor and Social Policies - non-profit associations and social promotion representative bodies.</p>
Timeline	2022-2023
Indicators	<p>Metrics and impact of the promotion campaign, detected accessibility, presence at tourism fairs with Lilac Flag stands.</p>
Contact person	<p>Maria Luisa Scorza  marialuisa.scorza@comune.grosseto.it</p>

# RESOURCES AND IMPLEMENTATION STRATEGY

The Municipality of Grosseto has a strategy for the implementation of its local development projects and the urban and social regeneration of the city which is based on the following elements of sustainability:

- the development of key infrastructure projects in the framework of the National Recovery and Resilience Plan (PNRR), which is part of the Next Generation EU (NGEU) programme, the EUR 750 billion package, about half of which is grants, agreed by the European Union in response to the pandemic crisis. The main component of the NGEU programme is the Recovery and Resilience Facility (RRF), which runs for six years, from 2021 to 2026, and has a total size of EUR 672.5 billion (312.5 grants, the remaining 360 billion low-interest loans).
- the development of key infrastructural projects in the framework of the National Programme on Housing Quality (PINQUA) through which funds are made available to Regions, Municipalities and Metropolitan Cities to upgrade and increase the stock of social housing with urban regeneration and public housing projects to be implemented without consuming new land, for which the municipality of Grosseto submitted a project that received a merit mention from the Ministry and funding of EUR 15 million, plus a contribution from the municipality of EUR 2 million and a public-private partnership of EUR 24 million.
- The development of specific projects in partnership with associations, organizations and foundations in the area, within the framework of local or European projects (URBACT funding, INTERREG France-Maritime)
- investment in participatory and regenerative processes of the local cultural and social heritage, such as those linked to the cultural programme, tourism promotion and local development.

The implementation strategy is based on the strengthening of stakeholders participation and on the direct involvement of key economic and social actors, which contributed to the drafting of the city's strategic plans and programmes and which will continue to be activated and consulted for their effective implementation.

# MONITORING AND EVALUATION

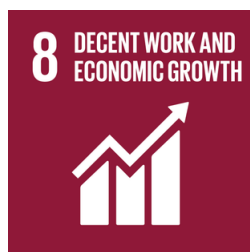
Specific indicators have been identified by the Municipality and key local partners and ULG members for each action of the action plan. Monitoring and evaluation of outputs of the overall Integrated Action Plan rely on the following key indicators for each strategic objective:

OBJECTIVE OF THE INTEGRATED ACTION PLAN	DIMENSIONS TO ASSESS IN ORDER TO CAPTURE OUTPUTS	INDICATORS CHOSEN TO MEASURE OUTPUTS
OBJECTIVE 1: Support the development, coordination and promotion of an integrated all year round sustainable tourism offer for the city and its territory.	<p>Has <b>COORDINATION</b> increased as a consequence of these efforts?</p> <p>Has <b>ATTRACTION</b> of all year round visitors increased in the area?</p>	<p>Level of trust and confidence of key local actors in the potential of collaboration and coordination (perception measured through once a year interviews with key players of the tourism offer.)</p> <p>N° of visitors in off season months compared to peak season months (monthly bed occupancy over multiple years)</p>
OBJECTIVE 2: Revitalize and strengthen the quality of life in the center of Grosseto for residents, local businesses and visitors.	<p>What is the <b>PERCEPTION</b> of the city center among visitors, local businesses and residents? Are there signs of it being considered a vibrant, lively, safe and well connected place?</p>	<p>Perception of quality of life in city center among visitors, local businesses and residents (perception measured through online satisfaction questionnaire disseminated to key databases and mailing lists)</p>
OBJECTIVE 3: Improve knowledge, use and sustainable connections between the center of Grosseto and its surroundings.	<p>Is there <b>KNOWLEDGE</b> of the available itineraries among local residents and visitors?</p> <p>Are active travel infrastructures <b>ACCESSIBLE</b> and used?</p>	<p>Perception of active travel infrastructures and connections among visitors and local residents. (perception measured through online satisfaction questionnaire disseminated to key databases and mailing lists)</p>

The indicators in this table were identified with the support of URBACT lead expert and of the lead partner in the course of an online review of the Integrated Action Plan.

# Sustainable Development Goals (SDGs)

When it comes to outputs of sustainable development plans, it is important to understand how an Integrated action plan such as this one, can contribute to the achievement of the 2030 Sustainable Development Goals (SDGs). At the beginning of the project, I-Place project partners identified 3 specific goals of the 2030 Agenda as a reference for the network activities and efforts. Monitoring and evaluation activities within this plan will ensure that if the city of Grosseto is able to achieve measurable satisfactory results for the dimensions and indicators listed above, then it will have contributed in the following way to the following SDGs:



## GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Grosseto will contribute to this goal by strengthening the local tourism sector through cooperation and by extending the tourist calendar in the city, thus increasing sustainable all year round business opportunities for the tourism industry.

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## GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

Grosseto will contribute to this goal by regenerating its local architectural heritage and by developing key active travel infrastructures for visitors and local residents.

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## GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

Grosseto will contribute to this goal by investing in urban infrastructures that foster sustainable use, safe access for all, and social cohesion in the city center.

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Result and output indicators will be used in Grosseto's monitoring and evaluation process following completion of the project, as follows:

- Design and delivery of once a year interviews with key players of the tourist sector and ULG members.
- Design and delivery of an online satisfaction questionnaire disseminated to key databases and mailing lists in order to reach local residents, local businesses and visitors.
- Periodical meetings with ULG members and other stakeholders on the implementation of the Integrated Action Plan.



# RISK ANALYSIS

The process of risk analysis and mitigation strategies has been refined by the municipality with the aim of analyzing the Action Plan to identify: strengths and weaknesses as internal factors, opportunities and risks as external factors, strategies for amplifying and intercepting strengths and opportunities and strategies for mitigating weaknesses and risks. Among the strengths and opportunities to build on: :

- interesting models of inter-municipal and territorial collaboration that can be replicated (e.g. working group for Grosseto Capital of Culture)
- The Municipality has been carrying out solid and integrated projects for many years (e.g. tourism and accessibility)
- Participation in exchange projects and working groups strengthens municipal offices and helps to enrich the approach through the discovery of experiences and good practices.
- Solid investments are being made on urban infrastructures in terms of accessibility and regeneration.

RISKS	LIKELIHOOD	SEVERITY	MITIGATION
Fatigue of citizens and inhabitants during the implementation of projects involving public works.	HIGH	MEDIUM	Strengthening communication tools and channels, explaining why and what is happening to the city and the rationale and importance of transformations.
Different pace of hard and soft investments, delays and misalignment.	MEDIUM	MEDIUM	Engage in temporary cultural and social activities around the areas of intervention to keep momentum and to show that transformation is happening.
Fragmentation between different actors.	HIGH	MEDIUM	Strengthening the involvement of local actors in the planning and implementation of strategic projects, building on good experiences such as the working group for Grosseto Capital of Culture and I-Place ULG.
Inability of small municipal offices to respond to competing demands of the implementation process.	HIGH	HIGH	Support integration at all levels to increase the capacity to deliver, fostering collaboration between departments and between the public, private and social sectors.



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