



STRADA DEL VINO NOBILE
DI MONTEPULCIANO
E DEI SAPORI
DELLA VALDICHIANA SENESE

Strengthening Green Skills among local businesses in Valdichiana Senese

PANTOUR webinar | 19 March 2026

About Us and Our Territory

Strada del Vino Nobile di Montepulciano e Saperi della Valdichiana Senese is the organization **responsible for the tourism promotion** of the **Valdichiana Senese** area.

It is a **public-private partnership** aimed at developing this tourist destination in **southern Tuscany**, bringing together all the **stakeholders** of the **tourism value chain** of the territory.



Our role within the PANTOUR project

As a **Destination Management Organization (DMO)**, we maintain direct **contact with local businesses**, seeking to understand their needs, challenges.

Our role as a **bridge between institutions and the territory** led to our selection among the **National and Regional Skill Partners** in the context of the PANTOUR project.

In the field of training, we act as **intermediaries between local SMEs and facilitators**, making learning and innovation more accessible and easier to implement for businesses across the area.

Training for local tourism stakeholders

Understanding the needs of local tourism stakeholders through:

- Living Labs
- Focus groups
- Direct interviews



Engage experts to deliver training modules tailored to specific needs

- Conferences
- Webinars
- Dissemination of additional training opportunities

Over the past two years, there has been an **increasing interest** from companies in training programs focused on green skills and climate change adaptation



Working on the Ground: Living Labs in Valdichiana Senese

At the beginning of **2025**, we organized a series of **participatory meetings** across the **nine municipalities of Valdichiana Senese** to reflect on the previous 10 years of work, to address the challenges ahead, and to build a shared vision for the future of the destination.

The **Living Labs** involved more than **160 participants** from across the tourism value chain of the territory.

Sustainability has emerged as one of the most relevant topics.

Sustainability challenges of the territory

Some of the challenges of the territory on the topic of sustainability are:

- **Fragmentation** among sustainability certifications in tourism
- Tourism businesses often **struggle to navigate** the different certification schemes
- Many companies find it **difficult to identify clear and practical pathways** toward sustainability
- **Practical tips** to reduce businesses' environmental impact on the local area

VALDICHIANA 4 GREEN



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Project Overview

Valdichiana4Green is a project funded by the **Horizon Europe programme** within the **FUTURAL project**.

It's aim is to promote the transition of the **territory towards sustainability** by **improving the skills** and **addressing the needs** of the stakeholders across the local tourism supply chain.





A social enterprise with over 30 years of experience in developing social and participatory innovation projects. Within the project, it leads the strategy, coordinates activities, and ensures methodological coherence, with a focus on territorial innovation, community participation, and social impact.



An international network of experts in sustainable tourism and rural development. It has contributed to shaping the sustainability debate by providing theoretical and operational frameworks since the 1990s. ECOTRANS provides technical expertise for the project's digital tools, in particular the Going Green Check software.



It is the local consortium representing wine producers, restaurateurs, tourism operators, and other local stakeholders. Within the project, it contributes to the promotion of local value chains (tourism and gastronomy) and to the engagement of local businesses.



The public partner that supports the territorial implementation of the project. It represents the 10 municipalities of the Valdichiana Senese and promotes inter-institutional cooperation, the involvement of local businesses, and alignment with public policies for sustainable rural development.



Integrated ecosystem of tools

“Valdichiana Going Green Check” software

A tool designed for **tourism SMEs** by ECOTRANS to **self-evaluate their sustainability performance** and identify the most **appropriate certification** they can apply for.

Going Green Map

Makes visible the **companies engaged in sustainability improvement** pathways across the territory.

Online training modules

Transform sustainability into a **process of continuous learning** and capacity building for the **businesses of the local tourism supply chain**.

Feedback system

Connects companies, citizens, and public decision-makers, fostering **dialogue and shared evaluation**.



Smart Solution for Community Engagement

The digital tools enable:

- **Learning**

Supports companies in understanding sustainability concepts

- **Dialogue & Exchange**

Encourages the informal sharing of information and experiences

- **Creativity**

Fosters the emergence of concrete sustainable ideas and practices

- **Networking**

Enables collaboration between companies to implement shared initiatives



Target Tourism Business Categories

The tools are designed to enable stakeholders across the local tourism supply chain to effectively respond to their sustainability needs:

- **Accommodation providers** (hotels, B&Bs)
- **Food and beverage businesses** (including wineries offering food & wine experiences and tastings)
- **Tourist attractions** (such as museums, spas, and visitor centers)
- **Travel agencies** (TA)



Online training modules

Designed to support businesses across the local tourism supply chain, these modules **transform sustainability into a continuous process of learning** and capacity building.

They provide **flexible, accessible, and practical content** that enables stakeholders to:

- Develop green skills and sustainability awareness
- Apply practical solutions to reduce environmental impact
- Adapt to climate change challenges within their operations
- Strengthen their competitiveness through sustainable practices

By promoting ongoing learning, the modules **help businesses progressively integrate sustainability into their daily activities** and long-term strategies.



Topics of the online training modules

- **European policies** and principles of sustainability
- The impacts of **tourism and sustainable agriculture**: measuring to improve
- International sustainability standards: the **GSTC Industry Standard** and businesses
- **European best practices** in sustainability for businesses and destinations
- Sustainable **communication** and the credibility of sustainability actions
- **Funding and support tools** for business sustainability

The training modules have been designed based on the needs of the SMEs involved in the project, identified through on-site visits and in-person interviews.



Thank you for your attention

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