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FUTURAL

Open Call Pitch Event

03.06.2025

Valdichiana4Green

***Project coordinator**: ACTA – Sensi Contemporanei LTD Social Enterprise*
***Project Partners**: Ecotrans NGO, Strada del vino Nobile di Montepulciano e dei sapori della Valdichiana Senese, Unione dei Comuni Valdichiana Senese*

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Sub-Project Consortium

***Project coordinator**: ACTA – Sensi Contemporanei LTD Social Enterprise (IT)*

ACTA
SensiContemporanei

***Project Partners**: Ecotrans NGO (GE), Strada del vino Nobile di Montepulciano e dei sapori della Valdichiana Senese (IT), Unione dei Comuni Valdichiana Senese (IT)*

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

ECO TRANS

Unione dei Comuni
Valdichiana
Senese

Sub-Project Description

Sub-project Title: *Valdichiana Going Green: Empowering Rural Economy and Citizen Engagement for Sustainable Development*

Sub-project Acronym: *Valdichiana4Green*

FUTURAL Domain: *3. Citizen Engagement and Quality of Life*

Targeted Rural Area

Targeted Rural Area: *Valdichiana Senese, Tuscany, Italy*

Size: *803 km²*

Population Density: *63 inhabitants/km²*

10 Municipalities: *Chianciano Terme, Chiusi, Montepulciano, Sarteano, Cetona, Trequanda, Sinalunga, San Casciano dei Bagni, Torrita di Siena, Pienza*

Strong Agricultural Identity: *55% of land used for agriculture*

Typical Products: *Vino Nobile di Montepulciano, Chianina meat, Pecorino cheese, Olive oil, Wine*

Demographic Challenges: *Ageing population (30% >65 years old) + Youth outmigration*

Tourism Growth: *1.3 million tourists (2024) + 27,637 accommodation units + 80% agritourism-based*

Key Sectors: *Agriculture, Tourism, Cultural and Natural Heritage*

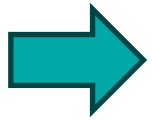
Challenges: *Economic fragmentation, Limited youth opportunities*

Opportunities: *Nature-based tourism, Rural innovation, Sustainability and green transition*

Challenges to be addressed

How can we ensure that the production and transformation processes in hospitality and agri-food sectors comply with global sustainability and competitiveness objectives?

- *need for **economic diversification** (agriculture and tourism as dominant sectors, over 60% of local GDP),*
- *promotion of **sustainable tourism**, fostering innovation and competitiveness in local businesses (rural SMEs face limited access to digital infrastructure and innovation funding),*
- *supporting **young generations** to develop their own business (about 2,660 agricultural businesses in Tuscany in 2023 led by young under 35, representing 12% of the total agricultural companies in the region)*



ALIGN PRODUCTION AND TRANSFORMATION WITH SUSTAINABILITY GOALS

ENSURING MINIMAL ENVIRONMENTAL IMPACTS

ENHANCE THE COMPETITIVENESS OF SMES

PROVIDE FOCUSED INFORMATION ON SUSTAINABILITY

SUPPORT LOCAL DECISION MAKING PROCESSES AND DEVELOP POLICY GUIDELINES

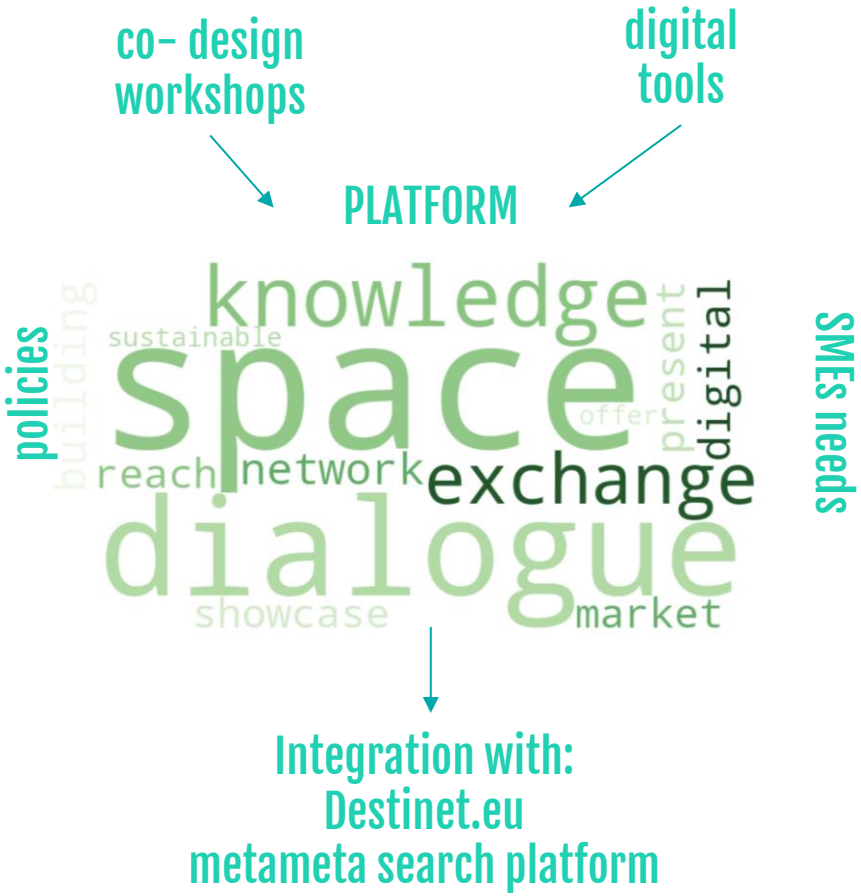
Sub-Project Description

Overview of the proposed SS

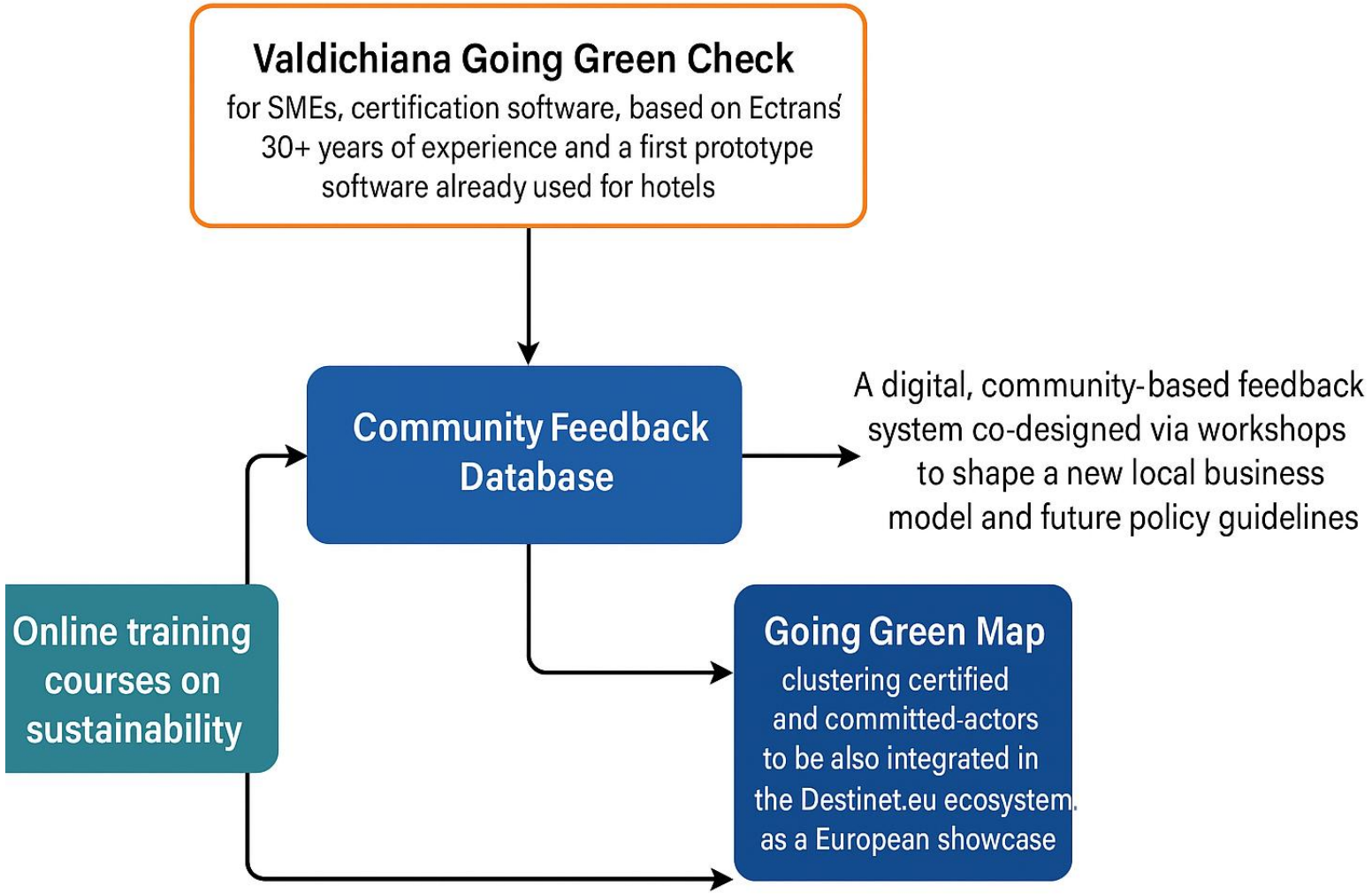
Aim: *promotes citizen engagement by applying models like IAP2 and Kolb's Experiential Learning Cycle to tackle rural challenges: economic diversification, sustainable tourism, SME innovation, environmental sustainability, and youth inclusion.*

How*: empowers local tourism and agri-food SMEs through training and co-design sessions to develop new Business Models integrating hospitality and agri-food, supported by self-assessment tools aligned with sustainability.*

Why: *enhances the area's image as a "green" destination, attracting new tourism flows and economic opportunities.*



SS: digital dimension of the collaborative platform



Objectives and Key Performance Indicators

Align with EU policy goals →	*information and tools are consistent with EU priorities on productivity, competitiveness, and environmental*
Identify and meet local needs →	*identify what local businesses need and deliver the most suitable support and data.*
Deliver actionable information →	*data that supports both sustainability and productivity goals (CAP 2023–2027, Farm to Fork Strategy)*
Address the knowledge gap →	*high-quality, traceable information to support informed decision-making*
Support through technology and participation →	*digital tools deliver relevant information tailored to the specific needs of local entrepreneurs, based on participatory models.*
Adopt a community-based, action-oriented approach →	*respects community values*

Key Performance Indicators

- Align with EU policy goals
- Deliver actionable information
- Address the knowledge gap
- Support through technology and participation
- Identify and meet local needs
- Adopt a community-based, action-oriented approach

*Business Adoption: Engage **10 businesses** in the Going Green platform.*

*Young SMEs: engage **5 young businesses** in the project*

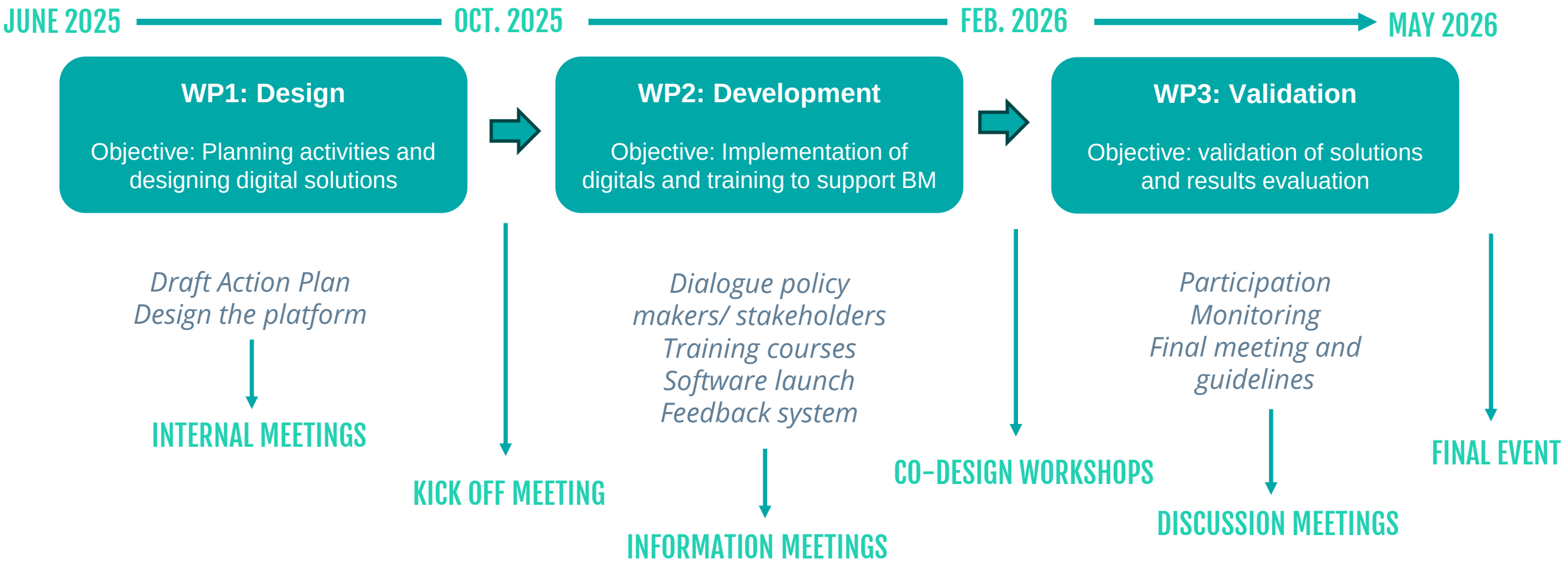
*Success: **25% of participating businesses** achieve sustainable practices.*

*Sustainability Training Completion: Train at least **10 SMEs***

*Cost Savings and Efficiency: Participating SMEs to achieve a **10% reduction** in energy, water, and waste management costs*

*Community Engagement: Gather and incorporate at least **20 instances of community feedback** into decision-making processes within the first two years (guidelines)*

Work Plan


JUNE 2025
OCT. 2025
FEB. 2026
MAY 2026
WP1: Design
Objective: Planning activities and designing digital solutions
WP2: Development
Objective: Implementation of digitals and training to support BM
WP3: Validation
Objective: validation of solutions and results evaluation
Draft Action Plan
Design the platform
INTERNAL MEETINGS
KICK OFF MEETING
Dialogue policy makers/ stakeholders
Training courses
Software launch
Feedback system
INFORMATION MEETINGS
CO-DESIGN WORKSHOPS
Participation
Monitoring
Final meeting and guidelines
DISCUSSION MEETINGS
FINAL EVENT
PLAN
INFORM
CONSULT
INVOLVE

Dissemination Activities Planned

JUNE 2025 — OCT. 2025 — FEB. 2026 → MAY 2026

WP1: Design

Objective: Planning activities and designing digital solutions

- *At least 3 onsite meeting (co-design workshop)*
- *Kick off meeting*
- *Materials for online communication (own channels: social media, web site...)*

WP2: Development

Objective: Implementation of digitals and training to support BM

- *At least 3 onsite meeting (co-design workshop)*
- *Brochures/ toolkits/ flyers*
- *Materials for online communication (own channels: social media, web site...)*
- *Media PRs for all the organized events and media relations*

WP3: Validation

Objective: validation of solutions and results evaluation

- *One final event.*
- *One video presentation of the platform.*
- *Brochures/ toolkits/ flyers*
- *Media PRs for all the organized events and media relations.*

Thank you for your attention!

ACTA SensiContemporanei

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