

# Tuscan Mining UNESCO Global Geopark

## *Parco Nazionale delle Colline Metallifere*

**Fabrizio Santini**  
*Officer in charge for participatory  
processes and sustainability*

**EUROPARC Webinar**

**2 November**  
**10:00 - 11:15 CET**

2023

## **Tools for a Greener Future**

Measuring the Environmental Impact of Ecotourism  
in Protected Areas.

Organised by:



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Photo: Garrotxa Volcanic Zone Natural Park © MEET Network  
(Author Green Traveller)

[europarc.org/europarc-webinars](https://europarc.org/europarc-webinars)

# *The Heat of the Earth*





# TOSCANA - ITALIA





# PARCO NAZIONALE TECNOLOGICO ARCHEOLOGICO DELLE COLLINE METALLIFERE GROSSETANE



**Park established in 2002**  
**7 Municipalities**  
**1085 Km<sup>2</sup>**  
**34 Mining Sites**  
**5000 Years of Mining History**

*il paesaggio minerario toscano*



Metallurgia ferro	Miniera alluviale	Villaggio etrusco	Riserva naturale provinciale	<b>PARCO NAZIONALE TECNOLOGICO ARCHEOLOGICO</b> delle COLLINE METALLIFERE GROSSETANE
Metallurgia rame	Miniera pirite	Castello		
Metallurgia ferro-carbone	Miniera pirite-carbone	Insediamento religioso		
Inhabitato geotermico	Miniera lignite	Porta del Patro		
Follonica	Natura aggettiva			





Unesco website - apre in una nuova finestra

# Porte del Parco



# Le PORTE DEL PARCO





# PARTICIPATION - INCLUSION



The European Charter for Sustainable Tourism in Protected Areas is a **practical management tool** that enables Protected Areas, their communities and businesses, working together to develop tourism sustainably.

This ensures sustainability is embedded throughout the tourism sector in the area. Therefore, **the Charter process has 3 elements** which enable businesses, services and tour operators to share a common vision and goals for their Protected Area.

## PART I SUSTAINABLE DESTINATIONS

2014

The **first and main part** is for **sustainable destinations**, primarily the area around a **Protected Area**. This is awarded to the Protected Area authority and covers a specifically defined *Charter Area* which may be wider than the legally designated Protected Area.

[europarc.org/become-a-sustainable-destination](http://europarc.org/become-a-sustainable-destination)



## PART II SUSTAINABLE BUSINESS PARTNERS

Addressed to sustainable local tourism businesses within the Sustainable Destination.

[europarc.org/sustainable-business-partners](http://europarc.org/sustainable-business-partners)



## PART III SUSTAINABLE TOUR OPERATORS

Addressed to tour operators and tourism agencies bringing visitors to Protected Areas and willing to contribute to the sustainable development of the Destination.

[europarc.org/sustainable-tour-operators](http://europarc.org/sustainable-tour-operators)

## VISION

*"Sustainable Tourism in European Protected Areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable"*



## ECST

*Targets, plans,  
methodology,  
engagement*



**unesco**

Global Geopark

*values*



## Green Community



**Federparchi**

FEDERAZIONE ITALIANA PARCHI E RISERVE NATURALI



*Tools*

*Market orientation*

*ECOLOGICAL  
FOOTPRINT*



## OUR EXPERIENCES, EXCURSIONS AND TOURS TELL YOU ABOUT MAREMMA

... to discover the most evocative places and ancient traditions in a land that offers cultural treasures, a rich history, and an astonishing array of culinary experiences

Holiday proposals, itineraries and excursions for individuals, mini-groups and groups

**The Tuscan Maremma: an "Earthly Paradise".** The beauty of the territory, the quality of the landscapes, the products, the recovery and enhancement of the past rich in history are just some of the most significant aspects. Like a wild island, the Maremma emerges in the land of Tuscany; various colors can represent it, **the red of the sunsets, the yellow of the gorse and sunflowers, the blue of the starry nights, the green of the cultivated fields, the blue of the crystalline sea.** The history of this land is marked by the close link between the people and the environment, and the landscape bears witness to this: the olive groves, the vineyards, the plain, the wild scrub, the "marshes", the chestnut woods, the beech woods, the mare.

Crossing from South to South and from the Sea to the Mountain, the visitor will cross and immerse himself in an immensely varied and rich landscape: **long sunny beaches** and a peak on the sea; **hills, dotted with small farms and charming villages; the volcanic mountain** of Amiata; the islands, with sheer cliffs and the remains of Roman villas; the Argentario promontory and the natural environment of the Orbetello lagoon, the Natural Parks: the natural one of Maremma, the wildlife one of Monte Amiata and the **Colline Metallifere National Park, Geopark of the UNESCO** World Network of Geoparks, where iron, pyrite and silver have made the history of the place.

VisitMaremma by Travel Today is official Tour Operator of:



WITH OUR EXPERIENCES, OUR EXCURSIONS AND OUR TOURS, YOU WILL DISCOVER THE AUTHENTIC MAREMMA, IN CLOSE CONTACT WITH NATURE AND WITH THE PEOPLE WHO LIVE THERE;

WE WILL MAKE YOU LIVE SPECIAL, UNIQUE EMOTIONS, WHICH WILL REMAIN INDELIBLE IN YOUR MEMORY,

ALWAYS CAREFUL TO RESPECT THE ENVIRONMENT; TRAVEL GREEN IN MAREMMA, TRAVEL WITH VISITMAREMMA BY TRAVEL TODAY





# INBOUND TOUR OPERATOR

- *Local Business –  
Carlo e Valentina Gistri*



[www.traveltoday.it](http://www.traveltoday.it)

*TRAVEL TODAY Travel Agency and Tou Operator*

*Piazza del Popolo 3 – 58021 Bagno di Gavorrano (Gr) – ITA*



## TUTTI I TOUR



**Argentario Golf Club - Porto Ercole**

2 Agosto 2020



**Pelagone Golf Resort - Gavorrano**

4 Gennaio 2021



**Golf Club Punta Ala - Punta Ala**

10 Settembre 2020



**Riva Toscana Golf Resort - Follonica**

4 Settembre 2020



**VIAGGIO INDIETRO NEL TEMPO**

4 Settembre 2021



**TOSCANA TERRA ETRUSCA: Tra Terra e Mare ->PRENOTA ORA<-<**

10 Febbraio 2020



**BIKE - "Viaggi nel Parco Colline Metallifere" ->PRENOTA ORA<-<**

2 Febbraio 2019



**ARTE, STORIA E CULTURA - "Viaggi nel Parco Colline Metallifere" ->PRENOTA ORA<-<**

2 Febbraio 2019



**VINO E TRADIZIONE: Il Montegio - "Viaggi nel Parco Colline Metallifere" ->PRENOTA ORA<-<**

2 Febbraio 2019



**AMBIENTE E NATURA - "Viaggi nel Parco Colline Metallifere"**

2 Febbraio 2019



**CULTURA, NATURA e MARE - "Viaggi nel Parco Colline Metallifere"**

2 Febbraio 2019



**Dall'epoca ETRUSCA al MEDIOEVO - "Viaggi in MAREMMA" ->PRENOTA ORA<-<**

2 Febbraio 2019

## TURISMO & SOSTENIBILITÀ

Il Parco delle Colline Metallifere è Patrimonio UNESCO e Parco con Carta Europea per il Turismo Sostenibile nella meravigliosa cornice del Casertano Ferrarese.

### Turismo Sostenibile

#### Turismo Responsabile

**Turismo Sostenibile** è quel turismo che presta attenzione alle riduzioni delle emissioni di gas serra (metano e di idrogeno). Questo lo si può fare anche in città: basta avere alcune attenzioni (buoni esempi sono i prodotti furbici a Malmö in Svezia e a Freiburg o Amburgo in Germania ad Amsterdam o Copenhagen). Nel nostro territorio, Follonica aderisce alla rete delle città con **Patto del Sindac** e fa parte del **green city network italiano** - (ovviamente tra le tante cose c'è un quartiere residenziale con tassa di imposta sugli zero - il nostro territorio è inoltre sanzionato per la produzione di energia da fonti a basso impatto, grazie alla energia geotermica).

**Eco-turismo** è la destinazione "tema" del Turismo Sostenibile, che si rivolge al mondo di Aree Protette e Parchi.

Sono due approcci al turismo che il territorio del Parco delle Colline Metallifere toscane e che sono un focus centrale della Rete Europea e di quella mondiale del **Geopark UNESCO**, delle Aree Protette Europee: **CETS** (Carta Europea per il Turismo Sostenibile) e della rete **MEET** - Mediterranean Experiences of Eco-Tourism coordinata da IUCN.

**Turismo Responsabile** è quel turismo che presta particolare attenzione alla cultura, società ed economie locali e che si realizza attraverso lavori dignitosi e green.

Il Turismo è una attività molto importante per il nostro territorio, per la Toscana e per l'Italia.

Senza curarlo con le giuste attenzioni, può però diventare uno dei grandi fattori di pressione sul nostro Ambiente.

Con la nostra proposta di impegno per ridurre il nostro impatto e quello dei visitatori e turisti che assistiamo nei viaggi alla scoperta del nostro territorio, ci riserviamo la fortuna di essere ancora uno o insieme.

Ogni proposta di questo catalogo on line, vede l'impegno di tutti i fornitori di servizi a ridurre il nostro impatto. Aiutaci anche tu.

### COSA FACCIAMO:

- Non scegliamo fusti di plastica usa e getta e rifiutiamo soluzioni alternative
- Utilizziamo in grande maggioranza prodotti e servizi provenienti da aziende locali e attente alle sostenibilità
- Preferiamo alibi (se lo desidero) anche assieme ai turisti per compensare le emissioni di CO2
- Le auto del nostro NO, vengono guidate in mobilità eco-driving che permette un risparmio dei consumi e delle emissioni tra il 5 e il 20 %
- Tutti i nostri clienti hanno seguito il corso di eco-driving con il metodo Eco2Training tenuto dai formatori della Fondazione per lo Sviluppo Sostenibile
- Parte dei nostri proventi sono reinvestiti in progetti di studio o preservazione di biotopi o giardini del territorio. Ispirati in pagamento per servizi ecosistemici\*\*
- Organizziamo giornate di raccolta rifiuti e pulizia sentieri e spiagge (FollonicaCovers) con guide, abitanti locali e turisti.

#### \*\* CONTRIBUTI PER SERVIZI ECOSISTEMO - Cosa sono?

Viaggia con noi, contribuisci a rigenerare e preservare gli ambienti naturali del nostro territorio.

La natura ci dà aria e acqua pulite, terreni sani e fertili, foreste, boschi, fiumi, mari e tanti altri habitat ricchi di biodiversità. Tutte queste risorse oggi vengono chiamate **Servizi Ecosistemici**, sono i servizi necessari alla nostra vita, che la natura ci offre ogni giorno, gratuitamente.

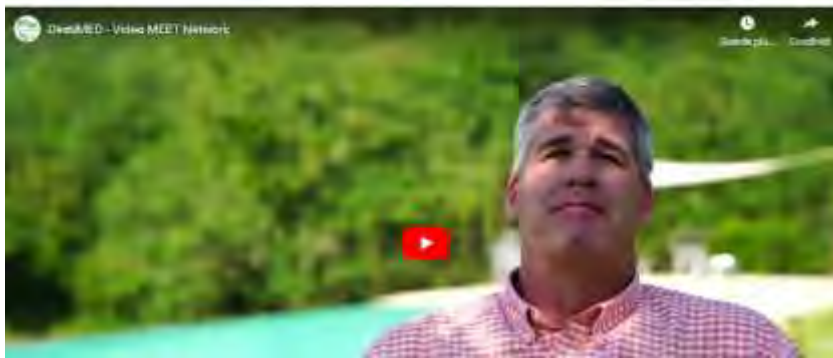
Noi ci impegniamo affinché le attività umane che si svolgono all'interno del territorio del Parco delle Colline Metallifere e le proposte turistiche di visitazione non abbiano il meno impatto negativo possibile.

Una delle nostre modalità è comprendere nel prezzo dei prodotti turistici che proponiamo, una piccola quota che verrà utilizzata per progetti di studio, riqualificazione e/o valorizzazione di giardini, biotopi, specie in pericolo o minacciate e habitat.

Compresi nel prezzo del vostro viaggio troverete dunque un piccolo contributo per servizi ecosistemici.

Siamo lieti di essere tra i primi in Europa ad avviare questa modalità.

Facciamo parte delle reti internazionali di eco-turismo **DestMED** e **MEET** sostenute da **Federparchi**, **IUCN** e **Global Footprint Network**.





# TURISMO SCOLASTICO



# 32 eco touristic products

TROVI TUTTE LE NOSTRE PROPOSTE ANCHE SU:





## GOURMET EXPERIENCES

### MINE & WINE



Scegli la data desiderata e prenota.

**1. Opzione:**

- Etruschi e Vino - Tour di Gruppo
- Etruschi e Vino - Tour Privato

**2. Data:**

**3. Orario:**

[Aggiungi al carrello](#)

[SCARICA PROGRAMMA PDF](#)

[REGOLAMENTO COVID19](#)

LA QUOTA COMPRENDE

# Payment for Ecosystemic Services 3%

## In loco Compensation Action



Osprey net – Tree planting – Waste collection



# How we started.. DestiMed



**DESTIMED BRINGS TOGETHER 13 PROTECTED AREAS TO COLLECTIVELY DEVELOP, MANAGE AND PROMOTE ECOTOURISM IN THE MEDITERRANEAN BASIN**

# Ecological footprint

## Ecological Footprint and Monitoring Tool

- Adapting a globally recognized methodology to assess the impact of tourism on resources of PA communities.
- Provides quantifiable data and interventions for the LEC and at regional scale



International Institute  
of Tourism Studies  
THE GEORGE WASHINGTON UNIVERSITY



INTERNATIONAL UNION FOR CONSERVATION OF NATURE

**LECoG**  
**Local Ecotourism**  
**Cooperative**  
**Group**



...Working together...





# Footprint calculator

## Visit the Park

- › Visit the Park
- › Places of interest
- › Eco-tourism
- › "Via delle città Etrusche" (Etrurian cities) trail
- › Experiences in the Park
  - › Gateways to the Park
  - › Experiences in the Park
- › Cycling in the Park
- › School in the park
- › Footprint calculator
- › Accessible tourism
- › Parte del Parco

## CALCULATE YOUR IMPACT AS A TOURIST

Are you an accommodation provider or a tour operator ?

Do you want to calculate your environmental impact and ecological footprint?

### USE THE CARBON COUNTER

*Help us, choose to travel responsibly, sustainably and ecologically.*

All tourism proposals and products have a special focus on reducing our environmental impact, but to reduce the impact of tourism we need to be able to calculate it. [Here is the first Footprint Calculator developed within the MEET \(Mediterranean Experience of Eco Tourism\) network thanks to the fundamental scientific contribution of the GLOBAL FOOTPRINT NETWORK.](#)

interreg  
Mediterranean  
DestMED

Welcome to the Ecotourism Footprint calculator  
developed by the DestMED project

Email  
Enter your email

Password  
Enter your password

Login

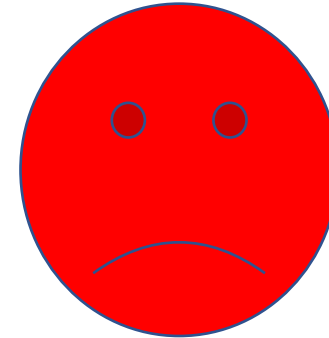
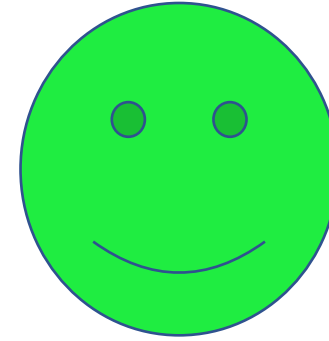
Don't have an account?

Calculator Guidelines

Service Result

**Quality**

- 1. Professionalism of Service Providers**
- 2. Attractiveness for the selected Tourist «niche»**



**Sustainability**

- 1. Ecological Footprinting**



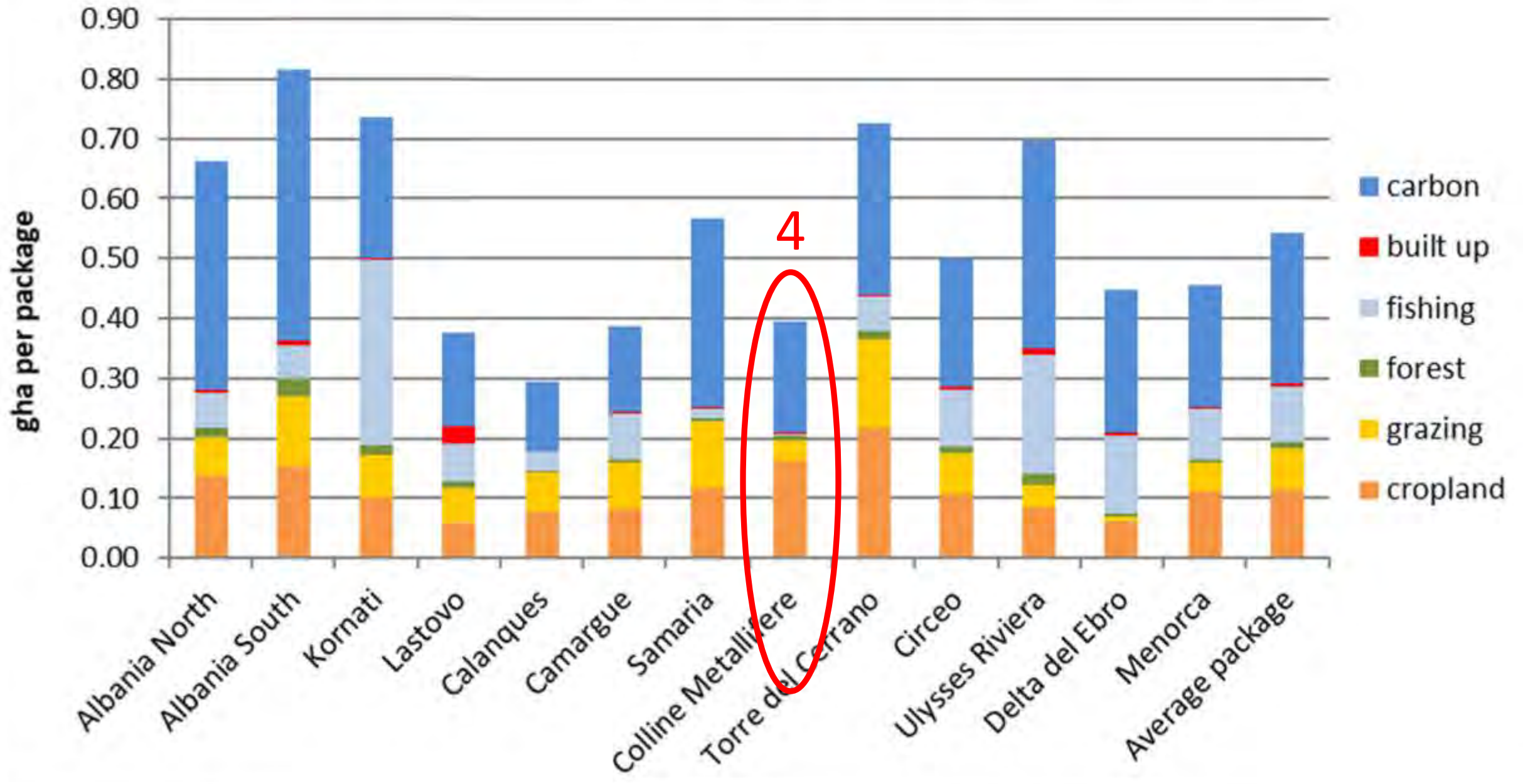
A Team of professionals  
as testers



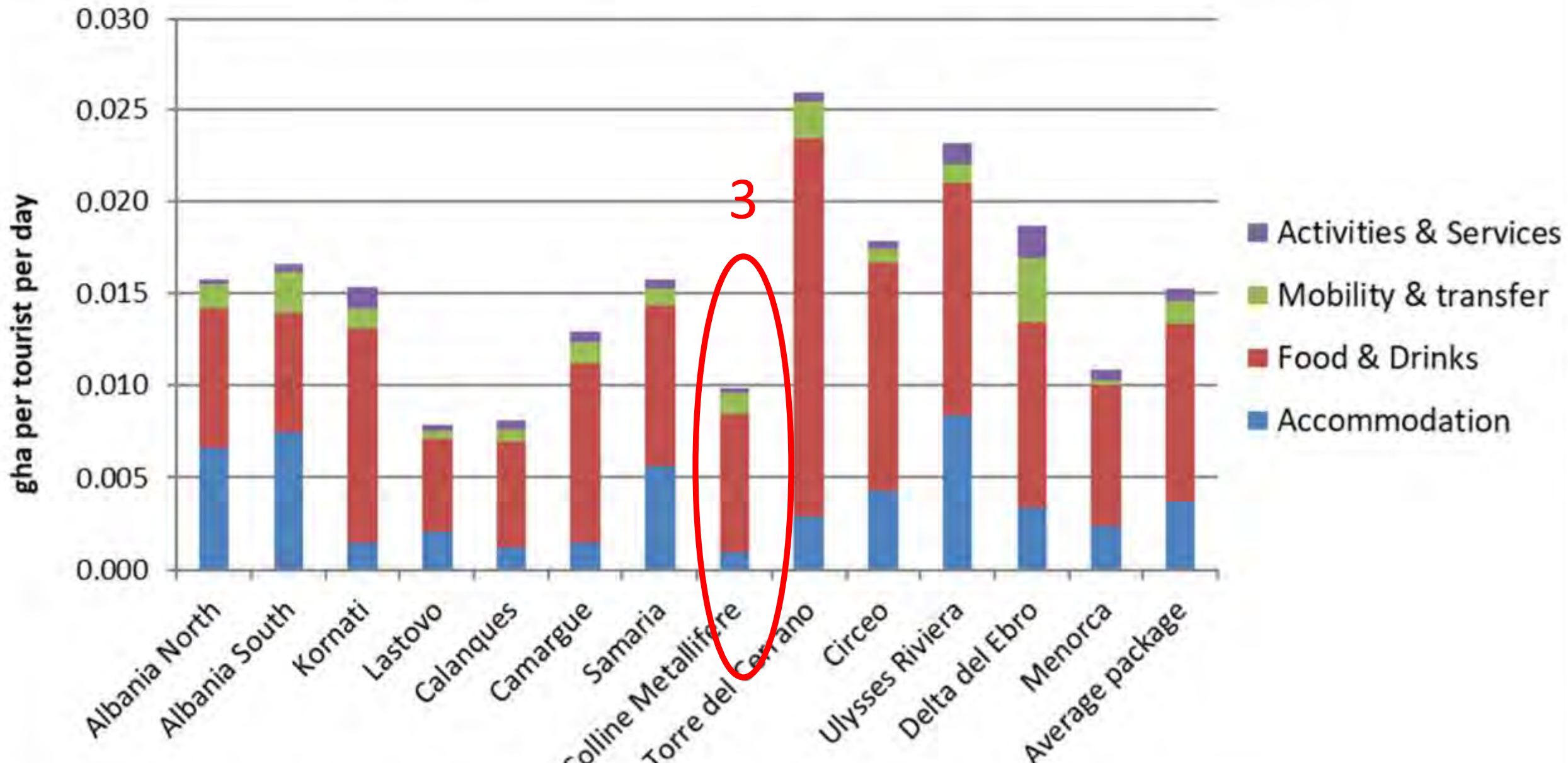
Area	Indicator	Objective	Measure	Year of completion	Priority Axis	Indicator	Indicator Unit	Indicator Value	Indicator	
1. Sustainable Growth	1.1. Sustainable Growth - Employment	The employment of qualified professionals and experts of various professions (PES) and low skilled professionals (PES) in the territory.	1.1.1 The PES of the territory is increased by 10% in the period 2014-2020.	2014-2020	1	Employment	Number of employees	10%	10%	
			1.1.2 The PES of the territory is increased by 10% in the period 2014-2020.	2014-2020						10%
			1.1.3 The PES of the territory is increased by 10% in the period 2014-2020.	2014-2020						
	1.2. Sustainable Growth - Innovation	The innovation in the territory is increased by 10% in the period 2014-2020.	1.2.1 The innovation in the territory is increased by 10% in the period 2014-2020.	2014-2020	1	Innovation	Number of innovative projects	10%	10%	
			1.2.2 The innovation in the territory is increased by 10% in the period 2014-2020.	2014-2020						
			1.2.3 The innovation in the territory is increased by 10% in the period 2014-2020.	2014-2020						
			1.2.4 The innovation in the territory is increased by 10% in the period 2014-2020.	2014-2020						
	1.3. Sustainable Growth - Quality	The quality of the territory is increased by 10% in the period 2014-2020.	1.3.1 The quality of the territory is increased by 10% in the period 2014-2020.	2014-2020	1	Quality	Number of quality projects	10%	10%	
			1.3.2 The quality of the territory is increased by 10% in the period 2014-2020.	2014-2020						
			1.3.3 The quality of the territory is increased by 10% in the period 2014-2020.	2014-2020						
2. Sustainable Growth - Environment	The environment of the territory is improved by 10% in the period 2014-2020.	2.1 The environment of the territory is improved by 10% in the period 2014-2020.	2014-2020	2	Environment	Number of environmental projects	10%	10%		
		2.2 The environment of the territory is improved by 10% in the period 2014-2020.	2014-2020							
		2.3 The environment of the territory is improved by 10% in the period 2014-2020.	2014-2020							
		2.4 The environment of the territory is improved by 10% in the period 2014-2020.	2014-2020							
		2.5 The environment of the territory is improved by 10% in the period 2014-2020.	2014-2020							

# The Report MARTRIX

# EF of DestiMED packages by Land Type - Round 1



# Daily EF of DestiMED packages per tourist by category - Round 1



# LET US RE-INTRODUCE YOU TO THE MEDITERRANEAN

EXPLORE OUR ECOTOURISM EXPERIENCES

## Welcome to MEET Network!

We are a network of Mediterranean protected areas developing high-quality ecotourism experiences that benefit conservation and local communities. Our MEET Experiences are nature-based, cultural experiences which allow travellers to discover a new side of the Mediterranean. Find out more [here](#).

# TUSCANY – The Heat of The Earth





**ROME**



**PISA**



**FLORENCE**



**Many Options,  
but...**

... better by train...



**- 20 % emissions**



FA 960WL

**Eco Driving**



# Eco driving training 20% emissions reduction



*Eco Driving*



# Bio Architecture

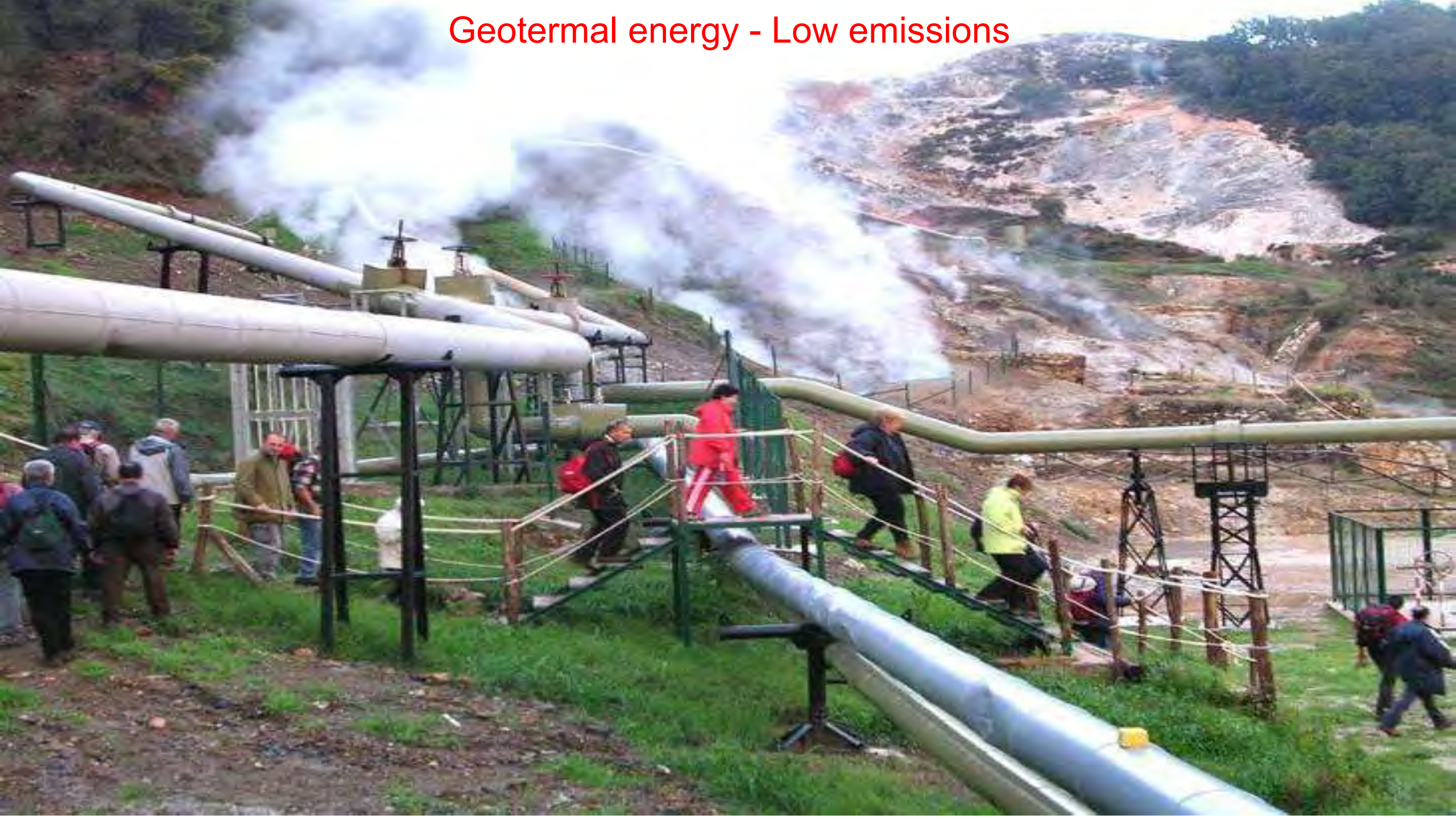


Facebook post interface showing navigation tabs: INFORMAZIONI, DISCUSSIONE, EVENTI, FOTO. User: Jill Jarnsäter, Mer alle 18:00.

"I just love this place. Everything. All our apartments are eco friendly, built in wood using only renewable energy. Even the wall paint is made from lemon!" - Margherita, owner of Poggio la Croce, Tuscany



# Geothermal energy - Low emissions



# Led urban light...



INFORMAZIONI [DISCUSSIONE](#) EVENTI FOTO



**Valerija Bahlen Gojković** ha aggiunto 15 nuove foto.

Mer alle 17:46 • 🌐

Colline Metallifere spring test tour - 1st day - some beautiful historic heritage combined with the geological findings and mining museum, with some emotional moments. Very good start of this adventure 🥰



+11

# Soft Speleo and archaeotourism



INFORMAZIONI **DISCUSSIONE** EVENTI FOTO

 **Valerija Bahlen Gojković** ha aggiunto 24 nuove foto.  
Gio alle 00:45 • 

Day 2 - Our real adventure started on the trekking path. We found a lot of minerals and botanic species. We learned difference btw limestone and jasper stone. But the pick of the day was adventure in the mining tunnel (cave). We tested our limits and fears.



Wows moments !  
Making Italian coffee on the hot ground



**Forbidden.. Not to touch !**



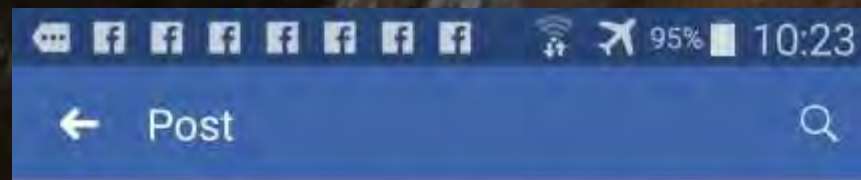
# Accessibility



**3D Glasses  
& vibrating headphones  
for deaf**



# Living experiences



 **Jill Jarnsäter** ▶  
Mer alle 23:51 · 📷

Day 2 - Heigh Ho, Heigh Ho, Its home from work we go! Having walked up and over the hills and trails of the old mines, following the traces of minerals even further, the narrative of this region is only getting more and more interesting by the day. From wild orchids, grandparents old chestnuts-recipes to the meaning-making mechanisms of food-traditions and e.g learning why having a thicker vs a thinner pasta dough is important. Everything has a meaning and a history. All rounded up with some late night tree-planting for Co2 compensation. Can't wait for tomorrow! †

**Alessandra**



# Circularity





Pet therapy

# Working with migrants



# Plogging & #TreckAndClean



# From Farm to Fork



INFORMAZIONI

DISCUSSIONE

EVENTI

FOTO



**Valerija Bahlen Gojković** ha aggiunto 12 nuove foto.



Ven alle 14:25 • 📷

Day 3 - our "Camel Trophy" moment, there was a lot of information about ecological/ sustainable wine and cow production.





Zero Km  
products





*You're nothing  
but a lot of talk  
and a badge*









VEDETTA





**Thank You !**



**GRAZIE PER  
L'ATTENZIONE**

[sostenibilita@parcocollinemetallifere.it](mailto:sostenibilita@parcocollinemetallifere.it)