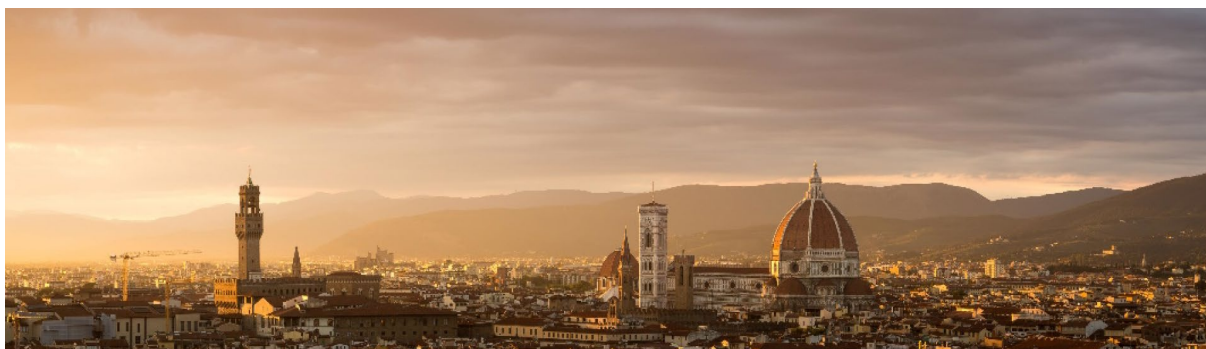


Florence Metropolitan Local Green Deal – Digital Platform for Alignment with the Metropolitan Agenda 2030

Florence - Italy

Short description

The Florence Metropolitan Local Green Deal (Metro LGD) is an innovative governance tool that integrates Local Green Deals across the 46 municipalities of the Florence Metropolitan Area with the overarching sustainability goals of the Metropolitan Agenda 2030. Using a fully bottom-up approach inspired by the Vicchio LGD format (developed under the Blue SAMM project), the Metro LGD aligns local, regional, and European sustainability initiatives through a unified digital platform. This platform allows real-time monitoring and aggregation of LGD initiatives, ensuring policy coherence, broad participation, and scalable impact across the metropolitan territory.



Industry/Sector

- Mobility & transport
- Tourism

Parties of LGD/Participating parties

- Città Metropolitana di Firenze (Metropolitan City of Florence, Public Administration/Local Government)

Scope of LGD

- The Metro LGD serves as a flexible, open-format tool designed to align and integrate local sustainability actions with the Florence Metropolitan Agenda 2030. Through the development of a digital platform, the project enables every local LGD—whether led by municipalities, businesses, NGOs, or citizen groups—to directly contribute to the overarching objectives of the Metro Agenda. The platform acts as a “digital infrastructure” for governance, allowing seamless data collection, policy alignment, stakeholder engagement, and monitoring of sustainability progress at both the local and metropolitan levels.

Concrete measures/commitments

Municipality of Pelago and Municipality of Reggello commit to:

- Building, launching, and managing the Metro LGD digital platform as a central coordination tool
- Organising participatory processes across the metropolitan area (approx. 22 meetings in the initial phase)
- Facilitating institutional communication, intra-municipal networking, and alignment with funding strategies
- Aligning each LGD and sub-LGD with the Metropolitan Agenda 2030 through dedicated KPIs and shared monitoring tools
- Funding source: Private, Public, EU Funding
- Estimated cost: €250,000

EcoMobility Hub – Connecting Pelago and Reggello for Green Transport Solutions

Florence - Italy

Short description

The Local Green Deal (LGD) “EcoMobility Hub” promotes sustainable, accessible, and inclusive mobility between the industrial zones and town centres of Pelago and Reggello, located in the Florence Metropolitan Area. Through low-impact mobility solutions such as electric shuttles, cycle paths, and green micro-mobility, the project aims to reduce private car use, cut emissions, and foster regional connectivity. Developed as an open, participatory process following the Vicchio LGD format, the EcoMobility Hub involves businesses, residents, local administrations, and civil society in co-creating mobility solutions that reflect the real needs of the community while contributing to the Metropolitan Agenda 2030 for sustainability.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Municipality of Pelago
- Municipality of Reggello
- Metropolitan City of Florence
- Associazione Cultura REPublic ETS
- Confesercenti Firenze

Scope of LGD

- The LGD seeks to build an inter-municipal consortium to develop and implement sustainable transport solutions between Pelago, Reggello, and neighbouring areas. The initiative focuses on connecting industrial zones, residential communities, and isolated areas through shared transport, green infrastructure, and active mobility options. It directly supports the Metropolitan Agenda 2030 objectives for sustainable mobility, social inclusion, and environmental protection, with flexible and scalable design following the Vicchio LGD methodology.

Concrete measures/commitments

Municipality of Pelago and Municipality of Reggello commit to:

- Hosting and facilitating the LGD process through an inter-municipal consortium
- Organising approximately 22 participatory meetings across six key phases (following the Vicchio LGD format)
- Coordinating stakeholder engagement, project monitoring, and crowdfunding initiatives
- Target: Implementation of private-based sustainable mobility solutions for the Montagna Fiorentina area
- Funding source: EU Funding, Local Banking System Grants, Civic Crowdfunding
- Timeline/Deadline: 30/06/2026

Associazione Cultura REPublic ETS commits to:

- Managing project facilitation, analysis, funding strategies, monitoring, and data collection tools (including satisfaction surveys)
- Funding source: Private, EU Funding, Donations, Local Grants
- Timeline/Deadline: 30/06/2026

Metropolitan City of Florence commits to:

- Ensuring policy alignment with the Metropolitan Agenda 2030 and facilitating institutional coordination
- Supporting replication of the model across the metropolitan area
- Funding source: Public
- Timeline/Deadline: 30/06/2026

Confesercenti Firenze commits to:

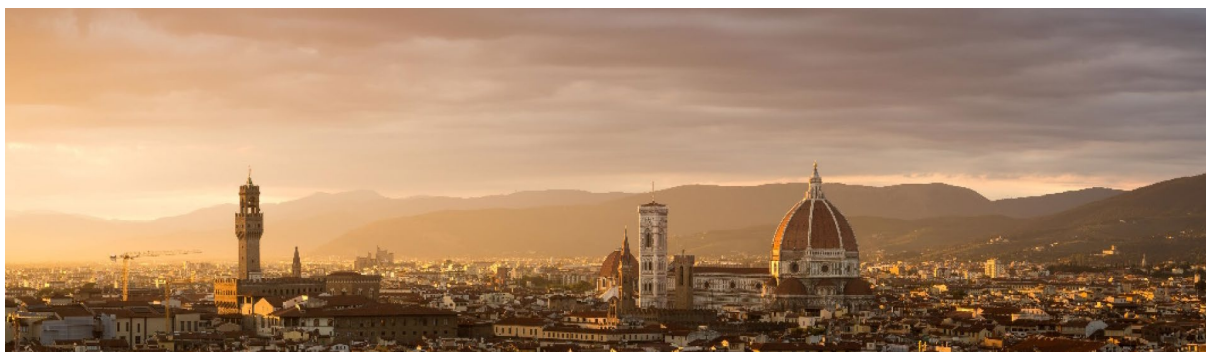
- Connecting SMEs, retailers, and local business stakeholders along the planned mobility routes
- Supporting replication of mobility solutions in other industrial and peri-urban areas
- Funding source: Private
- Timeline/Deadline: 30/06/2026.

EcoTourism Hub: Slow and Local Tourism Development for Pelago and Reggello

Florence - Italy

Short description

The Local Green Deal (LGD) “EcoTourism Hub” promotes slow and sustainable tourism in the municipalities of Pelago and Reggello, within the Florence Metropolitan Area. Focusing on local engagement, green mobility, and eco-friendly tourism services, the LGD aims to reconnect residents and visitors with the region’s natural and cultural heritage, particularly the Vallombrosa Forest, known as the "Forest of the Florentines." Built as an open participatory process, this LGD involves public administrations, local businesses, non-profits, and community groups in co-creating accessible, environmentally responsible tourism strategies. The initiative is aligned with the Metropolitan Agenda 2030 and contributes to the broader Metropolitan Green Deal process.



Industry/Sector

- Tourism

Parties of LGD/Participating parties

- Municipality of Pelago
- Municipality of Reggello
- Metropolitan City of Florence
- Associazione Cultura REPublic ETS
- Confesercenti Firenze

Scope of LGD

- The LGD supports the development of an EcoTourism Hub connecting Pelago and Reggello with surrounding territories through green infrastructure and slow mobility solutions. It encourages sustainable tourism experiences that foster longer stays, promote local products, and strengthen community involvement. The process follows the Vicchio LGD format, emphasizing co-creation, inclusiveness, and adaptability. This LGD contributes directly to Metropolitan Agenda 2030 objectives for rural tourism, circular economy, sustainable mobility, and local business support.

Concrete measures/commitments

Municipality of Pelago and Municipality of Reggello commit to:

- Creating an inter-municipal consortium between local stakeholders
- Organizing participatory meetings (approx. 22 meetings over 18 months) following the Vicchio LGD format
- Target: Develop private-based sustainable mobility solutions and inclusive tourism offers for the Montagna Fiorentina area
- Funding source: EU Funding, Local Banking System Grants, Civic Crowdfunding
- Timeline/Deadline: 30/06/2026

Associazione Cultura REPublic ETS commits to:

- Managing local engagement, facilitation, funding activities, and project monitoring
- Using co-designed tools such as satisfaction surveys and crowdfunding campaigns
- Funding source: Private, EU Funding, Donations, Local Grants
- Timeline/Deadline: 30/06/2026

Metropolitan City of Florence commits to:

- Ensuring policy alignment with Metropolitan, regional, and national sustainability goals
- Facilitating institutional connections and promoting replication across the metropolitan area
- Funding source: Public
- Timeline/Deadline: 30/06/2026

Confesercenti Firenze commits to:

- Facilitating connections with SMEs and retail stakeholders across the tourism and mobility ecosystem
- Supporting business involvement and exploring replication opportunities in other areas
- Funding source: Private
- Timeline/Deadline: 30/06/2026.

Sustainable and Inclusive Mobility for the Industrial Area of Vicchio

Florence - Italy

Short description

The Local Green Deal (LGD) “Sustainable and Inclusive Mobility for the Industrial Area of Vicchio” is a pilot initiative aimed at enhancing low-impact mobility solutions to connect Vicchio’s industrial zone with the town centre, surrounding municipalities, and isolated neighbourhoods. The project fosters co-designed transport solutions such as shared shuttles, cycling infrastructure, and other green mobility options, prioritising accessibility for workers, residents, and visitors. Built on the Vicchio LGD format, the initiative follows an open, participatory process where the municipality acts as a facilitator rather than owner, ensuring strong community involvement and inclusiveness. The LGD aligns with the Florence Metropolitan Agenda 2030 and serves as a replicable model for other small municipalities.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Municipality of Vicchio
- Metropolitan City of Florence
- Associazione Cultura REPublic ETS
- Confesercenti Firenze

Scope of LGD

- This LGD addresses mobility challenges in Vicchio's industrial area by proposing an accessible, low-emission mobility network connecting businesses, residents, and neighbouring municipalities. Following the Vicchio LGD participatory process, the initiative co-designs solutions with the local community, businesses, and key stakeholders, ensuring practical outputs that reflect real needs. The process integrates policy alignment with the Metropolitan Agenda 2030 and encourages the reuse of existing infrastructure where possible, contributing to circular economy goals.

Concrete measures/commitments

Municipality of Vicchio commits to:

- Facilitating the LGD process through the creation of a local industrial area consortium
- Organizing approximately 22 participatory meetings over 18 months (following the Vicchio LGD format)
- Supporting inter-municipal networking, institutional communication, and civic crowdfunding efforts
- Target: Private-based sustainable mobility solutions for the industrial area and connected residential zones
- Funding source: EU Funding, Local Banking System Grants, Civic Crowdfunding
- Timeline/Deadline: 30/06/2026

Associazione Cultura REPublic ETS commits to:

- Managing project analysis, facilitation, funding strategies, and monitoring
- Developing satisfaction measurement tools and coordinating the participatory process
- Funding source: Private, EU Funding, Donations, Local Grants
- Timeline/Deadline: 30/06/2026

Metropolitan City of Florence commits to:

- Ensuring policy alignment with the Metropolitan Agenda 2030 and supporting replication efforts
- Facilitating institutional coordination and access to local financial systems

- Funding source: Public
- Timeline/Deadline: 30/06/2026

Confesercenti Firenze commits to:

- Connecting SMEs, retailers, and business representatives along the proposed mobility routes
- Promoting replication of the mobility solutions in other industrial areas across the metropolitan region
- Funding source: Private
- Timeline/Deadline: 30/06/2026.