



Tourism and Eno-gastronomy  
in Tuscany  
Mobility Initiative



# THE PROGRAMME FOR GROUP 1

## MEMBERS OF GROUP 1:

Area: Tourism

1. Tourist office in Askersund
2. Bastedalens Herrgård & Kinapark AB
3. EkoWes
4. Conventum Olof Palmes Torg, Örebro
5. Kilsbergen Konferens & Lodge, Garphyttan
6. Livin´ Hotel and Youth hostel, ÖREBRO
7. Kalle camel with family, Gyttorp
8. Rosengården i Bergslagen

Area: Restaurant and Food Industry

9. Karlskoga Wårdshus, Karlskoga
10. Hult Säteri, Nora
11. Rosengrens Skafferi AB, Örebro
12. Nora Stadshotell, Nora
13. Bergslagens Destillery

Area: Furnitures, Interior Design and Fashion

14. C/O Home (Care of Home), Örebro
15. Stil & Ting, LINDESBERG
16. Törnqvist Hattar & Mode, Örebro.
17. iiS, Lindsberg

Area: Plants and Gardens and Organic Products

18. Plantmarknaden Trädgård & Café, Lindsberg
19. Sinnenas gård, Motala Närke

Area: Hobby Store

20. Idé & Hobby, Örebro

| Day                       | Time Table   | Activities for Group 1  |
|---------------------------|--|---|
| Sunday<br>18 Nov<br>DAY 0 | Arrival to Florence  | Transfer from the airport to the hotel will be organized independently by the group.<br><br>Accommodation in 4 stars hotel in single room<br><b>Florence Hotel Kraft</b>  |
|                           | Dinner<br>20:00  | Dinner in the restaurant of the hotel   |
| Monday<br>19 Nov<br>DAY 1 | Morning<br>9:30 – 12:00<br><b>Meeting with experts in innovative marketing of tourism and with local tourism network</b> | <ul style="list-style-type: none"> <li>• <b>9.30 Meeting in the Hotel Conference Room</b><br/><br/>9.30 – 10.00</li> <li>• Meeting with <b>Pixel Staff</b> <ul style="list-style-type: none"> <li>- Introduction to the study visit – <i>Elisabetta Delle Donne, Director</i></li> <li>- Presentation of Pixel – <i>Elisabetta Delle Donne, Director</i><br/><a href="http://www.pixel-online.net">http://www.pixel-online.net</a></li> <li>- Presentation of Swedish companies Participating in the visit</li> <li>- Presentation of Pixel projects and international initiatives in the field of tourism management and marketing. <i>Lorenzo Martellini, Project Manager</i></li> </ul> </li> </ul> <p>10.00 – 11.30</p> <ul style="list-style-type: none"> <li>• Meeting with <b>Connectis</b> the company producing IT based solution for the promotion of Tourism in Tuscany.<br/>Meeting with the manager who will meet the group directly at the hotel in Florence. Presentation of MOT the official tourist search engine for Tuscan Tourist Sector. Presentation of the Info Touch Screen implemented for tourism information by the Municipality of Florence and by the Tuscan associations of the tourism enterprise organizations</li> </ul> <p><b>Coffee Break</b></p> <ul style="list-style-type: none"> <li>• 11.30 – 13.00</li> <li>• Meeting with <b>CORE Tourism Network</b> representing public and private tourism operators of the Tuscany region. Discussion also with some local tour operators who are members of the CORE Tourism Network.</li> </ul> |
|                           | Lunch<br>13:00   | Lunch at the Hotel Restaurant   |
|                           | Afternoon<br>15:00 – 17:00<br><b>Visit to Confesercenti the Association of Tuscan Enterprises</b>                        | <ul style="list-style-type: none"> <li>• <b>Visit to Confesercenti</b><br/><br/>Meeting with the Association representing small Business companies operating in the sector of tourism, enogastronomy (restaurants and food production) and retail selling sectors. One to one meetings with companies operating in the same area. The purpose of the meeting is to create the basis for future business cooperation between the Swedish and Tuscan companies and to find out about the strategies for the promotion and marketing of small business in the sectors mentioned above.</li> </ul>  |

|                              |  |  |
|------------------------------|--|--|
|                              | Early Evening<br>18.30 – 19:30<br><b>Walking Tour of Florence City</b>                               | The walking tour of Florence will be guided by Pixel tutor who will show the main tourist sites of Florence city   |
|                              | Dinner<br>20:00  | Dinner in a restaurant in the city centre<br>Le Giubbe Rosse   |
| Tuesday<br>20 Nov<br>DAY 2   |  | <ul style="list-style-type: none"> <li>• <b>9.00</b><br/><b>Pick up at the Hotel from Pixel tutor.</b><br/><b>Transfer via private bus to the Chianti Province</b></li> <li>• 10.00 – 13.30<br/>Visit <b>Vineyard</b>: Castello di Querceto</li> </ul>   |
|                              | Lunch<br>13:00   | Light lunch in the vineyard premises with typical products   |
|                              | Afternoon<br>16:30 – 17:30<br><b>Visit to Public Office for the Promotion of Tourism in Florence</b> | <ul style="list-style-type: none"> <li>• Visit to <b>Florence Town</b>, Tour Operator specialized in Incoming Meeting with the general manager.</li> </ul> <p>The purpose of the meeting is to collect information about how a successful tour operator works in Florence city.</p>  |
|                              | Dinner<br>20:00  | Dinner at the hotel restaurant   |
| Wednesday<br>21 Nov<br>DAY 3 | Morning<br>9:00 – 11:00<br><b>Internal Meeting at the hotel for Mystery Mission</b>                  | <ul style="list-style-type: none"> <li>• <b>9.00</b><br/><b>Pixel tutor will meet you at the hotel</b><br/>Mystery Mission Organized by the Swedish promoter.<br/>The hotel meeting room will be reserved for this purpose from 9 to 11.<br/>Then the Mystery Mission continues in the city centre from 11.00 to 1.00.</li> </ul>  |
|                              | Lunch<br>13:00   | Lunch at La Canova del Gustavino   |
|                              | Afternoon<br>15:00 – 17:00<br><b>Visit to Florence Town Tour Operator</b>                            | <ul style="list-style-type: none"> <li>• Visit to the <b>Public Office for the Promotion of Tourism</b><br/>Meeting with the Office Manager.</li> </ul> <p>The purpose of the meeting is to find out about the strategies for the promotion and marketing of tourism of the city of Florence as well as on how the information about the city is provided to the tourists.</p> |
|                              | Dinner<br>20:00  | Dinner at the hotel restaurant   |
| Thursday<br>22 Nov<br>DAY 4  | Morning<br>9.00 – 10:30<br><b>Wrap Up Session and Final meeting</b>                                  | <ul style="list-style-type: none"> <li>• <b>9.00 – 10.30</b><br/><b>Wrap up session</b> and Final Meeting at the Hotel Conference Room</li> </ul>  |
|                              | 12.00  | Departure<br>Transfer from the airport to the hotel will be organized independently by the group.  |

# THE PROGRAMME FOR GROUP 2

## MEMBERS OF GROUP 2:

Area: Tourism

1. Boda Borg i Karlskoga, Karlskoga
2. Lindsberg Arena, LINDESBERG
3. Lunedet, Filipstad
4. Nora Touristoffice, Nora
5. Södergren & Einarsson AB, Lindsberg
6. K-Resor
7. Kulturhuset Vättern
8. Karlskoga Tourist Office

Area: Restaurant and Food Industry

9. Café Kingsgården, Lindsberg, Sweden
10. Nora Glassfabrik, Nora, Sweden
11. Hamade Food AB, Örebro, Sweden
12. Restaurant PoMPoM AB, ÖREBRO

Area: Furnitures , Interior Design and Fashion

13. AB Sixten Larsson, LINDESBERG
14. Presenthuset i Lindsberg AB, Lindsberg, Sweden
15. Antoinette, LINDESBERG
16. Indiska Magasinet AB, ÖREBRO, Sweden
17. Blu di blu

Area:Sports

18. Energikallan Lindsberg AB, Lindsberg, Sweden
19. Lindsbergs Golfklubb, Lindsberg, Sweden
20. Rynninge IK, Örebro, Sweden

Area: Other

21. Karlskoga folkhögskola, Karlskoga folk high school, Karlskoga

| Day                       | Time Table   | Activities for Group 2  |
|---------------------------|--|---|
| Sunday<br>18 Nov<br>DAY 0 | Arrival to Florence  | Transfer from the airport to the hotel will be organized independently by the group.<br><br>Accommodation in 4 stars hotel in single room<br><b>Florence Hotel Kraft</b>  |
|                           | Dinner<br>20:00  | Dinner in the restaurant of the hotel   |
| Monday<br>19 Nov<br>DAY 1 | Morning<br>9:30 – 12:00<br><b>Meeting with experts in innovative marketing of tourism and with local tourism network</b> | <ul style="list-style-type: none"> <li>• <b>9.30 Meeting in the Hotel Conference Room</b><br/><br/>9.30 – 10.00</li> <li>• Meeting with <b>Pixel Staff</b> <ul style="list-style-type: none"> <li>- Introduction to the study visit – <i>Elisabetta Delle Donne, Director</i></li> <li>- Presentation of Pixel – <i>Elisabetta Delle Donne, Director</i><br/><a href="http://www.pixel-online.net">http://www.pixel-online.net</a></li> <li>- Presentation of Swedish companies Participating in the visit</li> <li>- Presentation of Pixel projects and international initiatives in the field of tourism management and marketing. <i>Lorenzo Martellini, Project Manager</i></li> </ul> </li> </ul> <p>10.00 – 11.30</p> <ul style="list-style-type: none"> <li>• Meeting with <b>Connectis</b> the company producing IT based solution for the promotion of Tourism in Tuscany.<br/>Meeting with the manager who will meet the group directly at the hotel in Florence. Presentation of MOT the official tourist search engine for Tuscan Tourist Sector. Presentation of the Info Touch Screen implemented for tourism information by the Municipality of Florence and by the Tuscan associations of the tourism enterprise organizations</li> </ul> <p><b>Coffee Break</b></p> <ul style="list-style-type: none"> <li>• 11.30 – 13.00</li> <li>• Meeting with <b>CORE Tourism Network</b> representing public and private tourism operators of the Tuscany region. Discussion also with some local tour operators who are members of the CORE Tourism Network.</li> </ul> |
|                           | Lunch<br>13:00   | Lunch at the Hotel Restaurant   |
|                           | Afternoon<br>15:00 – 17:00<br><b>Visit to Confesercenti</b><br><br>Afternoon   | <ul style="list-style-type: none"> <li>• <b>Visit to Confesercenti</b><br/><br/>Meeting with the Association representing small Business companies operating in the sector of tourism, enogastronomy (restaurants and food production) and retail selling sectors. One to one meetings with companies operating in the same area. The purpose of the meeting is to create the basis for future business cooperation between the Swedish and Tuscan companies and to find out about the strategies for the promotion and marketing of small business in the sectors mentioned above.</li> </ul>  |



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|                              | Early Evening<br>18.30 – 19:30<br><b>Walking Tour of Florence City</b>                          | The walking tour of Florence will be guided by Pixel tutor who will show the main tourist sites of Florence city  |
|                              | Dinner<br>20:00   | Dinner in a restaurant in the city centre<br>Le Giubbe Rosse  |
| Tuesday<br>20 Nov<br>DAY 2   | Morning<br>9:00 – 14.30<br><b>Visit to the Vineyard in Chianti</b>                              | <ul style="list-style-type: none"> <li>• <b>9.00</b><br/><b>Pick up at the Hotel from Pixel tutor.</b><br/><b>Transfer via private bus to the Chianti Province</b></li> <li>• 10.00 – 13.30<br/>Visit <b>Vineyard</b>: Castello di Querceto</li> </ul>  |
|                              | Lunch<br>13:00  | Light lunch in the vineyard premises with typical products  |
|                              | Afternoon<br>15:30 – 17:00<br><b>Visit to CIA the Confederation of Rural Tourism Farmhouses</b> | <ul style="list-style-type: none"> <li>• Visit to the <b>CIA, the Confederation of Rural Tourism Farmhouses</b><br/>Meeting with the president.</li> </ul> <p>The purpose of the meeting is to collect information about the rural tourism phenomena, how it started, how it developed how it is currently organized.</p>         |
|                              | Dinner<br>20:00   | Dinner at the hotel restaurant  |
| Wednesday<br>21 Nov<br>DAY 3 | Morning<br>9:00 – 11:00<br><b>Internal Meeting at the hotel for Mystery Mission</b>             | <ul style="list-style-type: none"> <li>• <b>9.00</b><br/><b>Pixel tutor will meet you at the hotel</b><br/>Mystery Mission Organized by the Swedish promoter.<br/>The hotel meeting room will be reserved for this purpose from 9 to 11.<br/>Then the Mystery Mission continues in the city centre from 11.00 to 1.00.</li> </ul> |
|                              | Lunch<br>13:00  | Lunch at La Canova del Gustavino  |
|                              | Afternoon<br>15:00 – 17:00<br><b>Visit to Hotel Palazzo Dal Borgo</b>                           | <ul style="list-style-type: none"> <li>• Visit to <b>Hotel Monnalisa</b>, one of the most ancient hotels in Florence</li> </ul> <p>The purpose of the meeting is to collect information about how a successful Florence city hotel works, to collect information of marketing strategies etc.</p>                                 |
|                              | Dinner<br>20:00   | Dinner at the hotel restaurant  |
| Thursday<br>22 Nov<br>DAY 4  | Morning<br>9.00 – 10:30<br><b>Wrap Up Session and Final meeting</b>                             | <ul style="list-style-type: none"> <li>• <b>9.00 – 10.30</b><br/><b>Wrap up session and Final Meeting at the Hotel Conference Room</b></li> </ul>   |
|                              | 12.00   | Departure<br>Transfer from the airport to the hotel will be organized independently by the group.   |



# GENERAL INFORMATION

|                       |   |
|-----------------------|---|
| <b>Target Group</b>   | 44 managers of companies/organizations operating in the field of tourism and eno-gastronomy |
| <b>Languages</b>      | The Mobility Initiative will be held in English   |
| <b>Location</b>       | Florence (Italy)  |
| <b>Total Duration</b> | 4 days.<br>Arrival on Sunday 18 November<br>Departure on Thursday 22 November               |

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Ministry of Education with the  
Legislative Act of 25/07/2006



Accreditamento presso la  
Regione Toscana con  
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County  
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1722 of 25/03/2003





# THE HOST ORGANIZATION

## GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:

- Organization of international training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

## STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has 20 years of experience in the planning and management of international education, training and exchange events. She is in charge of the creation of the programme for the group of participants, of the identification of the visits to be made at local level as well as of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who cooperate with Pixel.
- Dr. Andrea Peraldo has over 10 years experience in the planning and management of international education, training and exchange events. He is in charge of making all the necessary contacts and liaisons at local level for the organization of the study visits, for the definition of the contents of the meetings and for the planning of the training events.
- Dr. Antonio Giordano has experience in the organization of study visits and mobility initiatives. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic support and facilitates communication during the meetings when necessary
- Dr. Michele De Cesaris has experience in the organization of international events. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic support and facilitates communication during the meetings when necessary

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