

GROSSETO
ITALY

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DISCOVER GROSSETO AND THE MAREMMA

- ❖ IDENTITY
- ❖ PROJECTS
- ❖ GOALS
- ❖ BRAND

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IDENTITY

EUROPEAN GREEN PIONEER OF SMART TOURISM

INITIATIVE OF
THE EUROPEAN UNION 

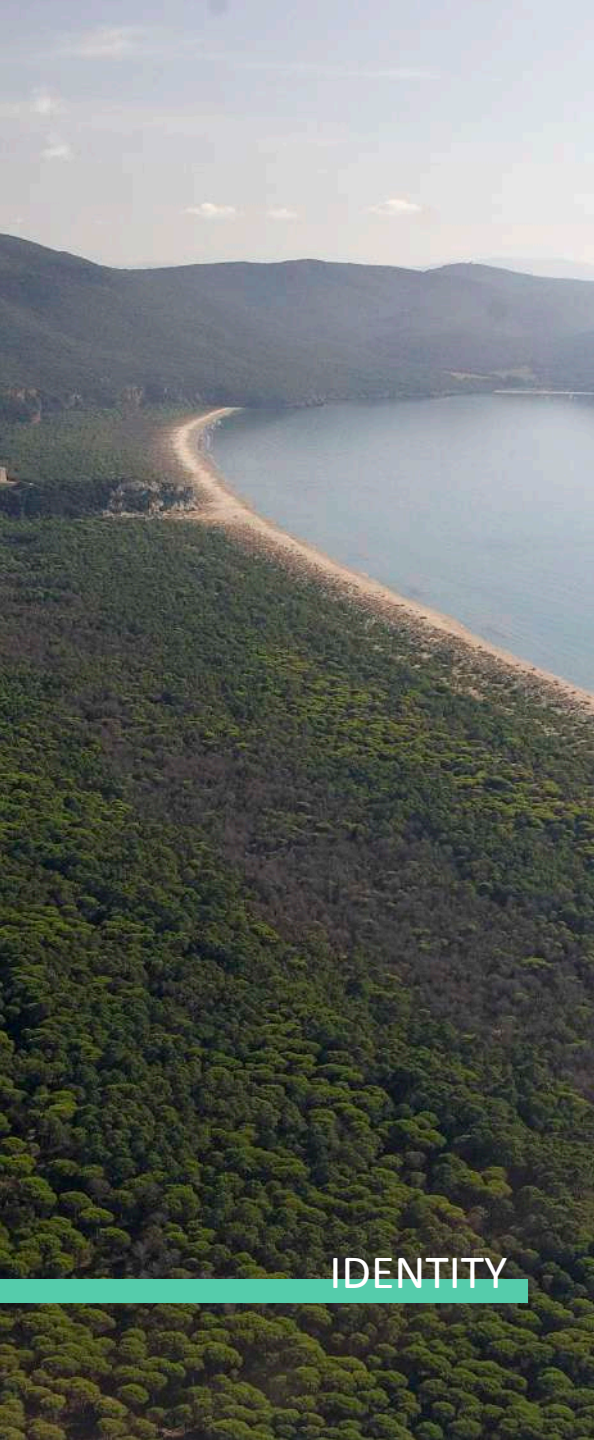
I. VISIT GROSSETO

In the heart of Tuscany,
between Rome and Florence
in a fantastic area called
Maremma.



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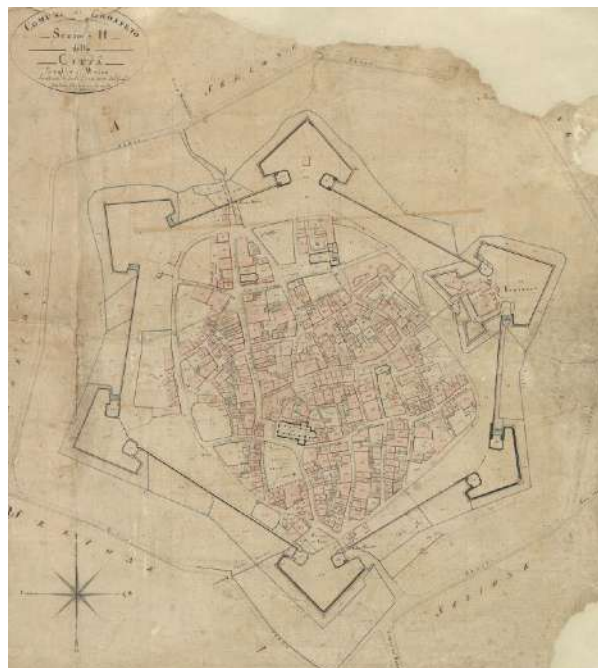
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II. CITY AND VILLAGES RICH IN HISTORY



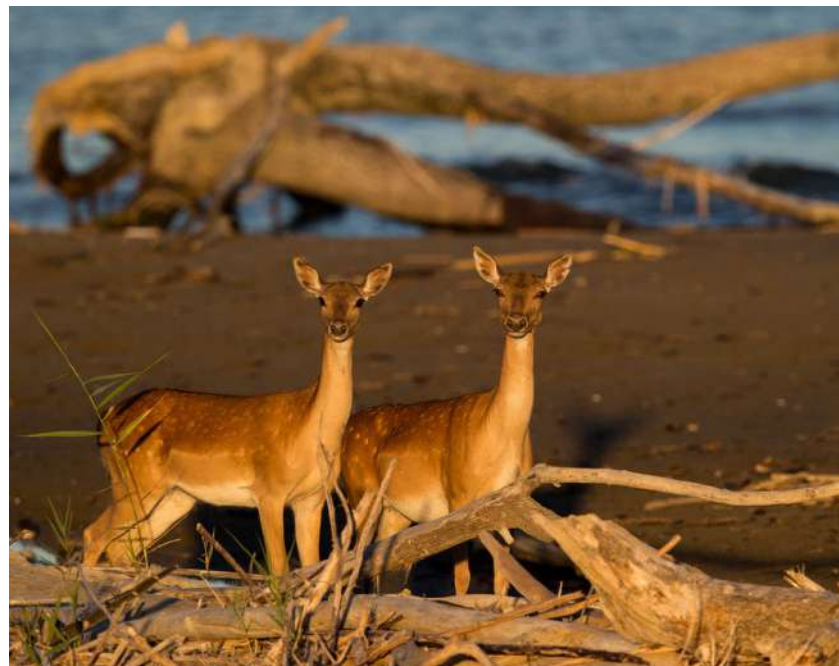
Well-preserved architecture and historic sites.

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III. REGIONAL PARK OF MAREMMA



The park preserves flora and fauna and the traditions related to agriculture and wild breeding.

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IV. DIACCIA BOTRONA, A NATURE RESERVE



Diaccia Botrona nature reserve is considered the most important wetland in Europe.

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V. SLOW STAY



Slow living and slow food in an innovative territory rich in history.

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VI. ARCHEOLOGICAL AREAS



Etruscan, Roman parks and early medieval sites rich in charm.

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VII. SUSTAINABLE TOURISM



Clean sea award



Agricultural vocation award



Cycling city award

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VIII. ACTIVITIES FOR ALL

Initiatives aimed to everybody and to non-able-bodied-people.

- SEA FOR ALL
- SPECIAL PATHS IN MAREMMA PARK
- THE KEYS OF ACCESSIBILITY PROJECT

Since 1998 “Sea for everyone” (“Mare per tutti”) is a model of inclusiveness and accessibility for all.



PROJECTS



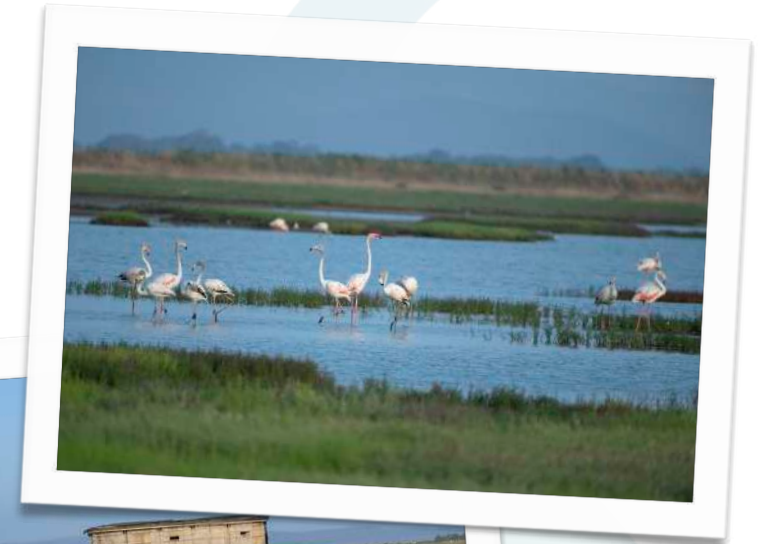
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IX. GREEN ESCAPE ALL YEAR AROUND

Large green spaces and
long characteristic paths:

- LEAST INHABITED PROVINCE OF TUSCANY
- DESTINATION CHOSEN FOR REMOTE WORK
- TUSCANY TRAIL EVENTS EVERY YEAR



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PROJECTS



BRAND

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X. LANDSCAPES WORTH A THOUSAND WORDS

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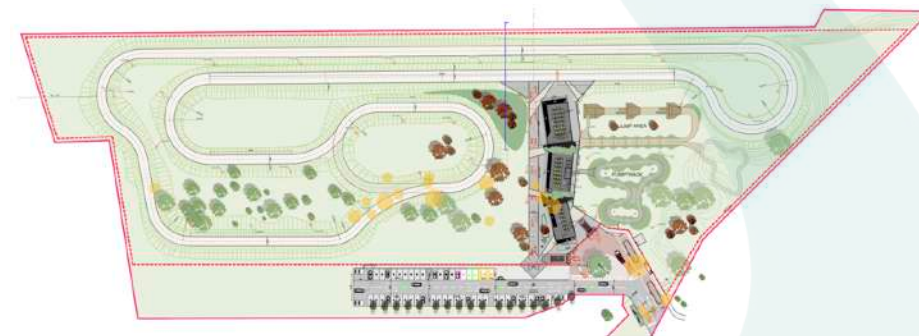
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XI. MULTI-PURPOSE SPORTS CIRCUIT

New multi-purpose sports facility for cycling, BMX/ MTB, skateboarding and skating to provide Grosseto residents and visitors.



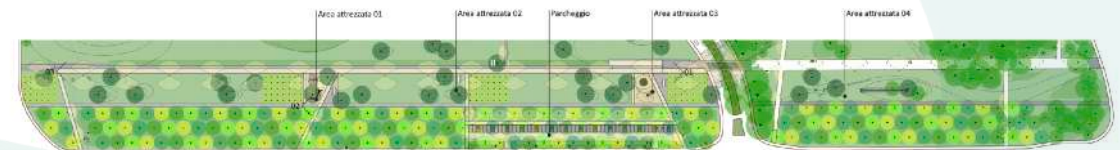
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XII. DIVERSIVO PARK

New “Diversivo Park”
in the heart of the city.



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XIII. SOLAR ENERGY

New photovoltaic park - one of the largest and most productive in Tuscany - will provide solar energy in the Province of Grosseto and to entire cycle path that connect Grosseto city to the seaside (Marina di Grosseto).



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XIV. MUS-È

Promotion activities within Mus-è
- a digital agorà, located within
the structure of the Museum of
local popular traditions, in
Alberese at the entrance of the
Natural Park of Maremma.



GOALS

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XV. A CITY BRAND



GREEN & SLOW // our main values

ESCAPE // as a “great escape” in a land full of adventures

STAY // because everyone is welcome and you will never want to leave

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Sustainable tourism
and smart tourism
can walk together
to become the perfect way
to live a territory.

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Waiting to see you visit
Grosseto in Maremma,
thank you for your attention.

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<https://new.comune.grosseto.it/web/>



<https://quimaremmatoscana.it/en>

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