

Tips and tricks for a sustainable and smart summer



DF
Destination
Florence

With this eight-page special, **Fondazione Destination Florence** takes us through the practical ways to engage with the city sustainably, making the most of the summer months and treating Florence with the respect it deserves.

Who and what is Fondazione Destination Florence

FONDAZIONE DESTINATION FLORENCE

Fondazione Destination Florence is the official Destination Management Organization (DMO) of the Municipality of Florence and the Metropolitan City of Florence, created to promote a model of quality, sustainable tourism that respects the cultural and social identity of the city. Its mission is to enhance the image of Florence at an international level, positioning it as a destination of excellence for globally relevant events, conferences, international weddings, sports initiatives, and high-quality leisure travel. Developing from its initial founding as the Firenze Convention Bureau in 1995, today the foundation operates as a strategic point of reference for local tourism governance, supporting the delocalization and deseasonalization of flows, with a view to sustainable development and innovation.

Its network is made up of over **140 highly specialized companies** in the Florentine tourism sector, operating in synergy with **institutions, universities, and private stakeholders**, and creating a unique public-private ecosystem that's capable of strengthening the competitiveness of the territory and the quality of hospitality.

www.fondazione.destinationflorence.it

DESTINATION FLORENCE

The **Destination Florence** platform takes you through the **where-when-hows-and-whys of travelling**. Allowing you to purchase museum tickets, guided tours, theatre performances and much more through their one-stop shop, whether you're a tourist, resident, or student, it provides a wealth of information from the best events in town to restaurants and workshops. You'll find an ever-active blog that brings you through the practical tips and curiosities, as well as a long list of experiences that varies from carefully curated picnics in private parks to e-bike tours at sunset.

www.destinationflorence.com

TUSCANY FOR WEDDINGS

It's easy to understand why couples choose Tuscany for their special occasions. With its high concentration of UNESCO heritage sites and landscape that encompasses dramatic seascapes and the characteristic rolling hills, it's no surprise that the facts and figures repeatedly prove the region's success in the sector. Contributing to that success is undoubtedly **Tuscany for Weddings**, the dedicated branch of Fondazione Destination Florence that caters to the promotion of Florence and Tuscany as a destination for **international weddings and related events**, having become a reference point

for wedding planners and strategic partners since its formation in 2015.

www.tuscanyforweddings.com

BELONG

Geared towards temporary citizens, the **Belong** platform is primarily for international students, entrepreneurs and short- to mid-term residents seeking the information and services to make the most of their time in Florence. With access to exclusive benefits and discounts, Belongers can avail of all the **tips and tricks that help them feel part of the community**, with Belong working as a bridge between the local and international communities.

www.belong.destinationflorence.com

CONVENTION BUREAU

Since 1995, the core business has been the promotion of Florence in the MICE (meetings, incentives, conferences, events) market by securing and developing bids for **high-quality international events**, enhancing and supporting local and regional offerings. Through this activity, the foundation not only attracts congresses and events, but also contributes to positioning Florence as a scientific hub by highlighting the intellectual capital of the area and promoting knowledge as a driver of development.

conventionbureau.destinationflorence.it

SPORTS COMMISSION

The foundation's most recent division promotes Florence as a destination for minor and major sports events, facilitating the organization of **national and international competitions** and encouraging sports tourism, especially in the metropolitan area.



Enjoy Respect Firenze

Much more than an open-air museum, Florence is a living creature that requires love, care and attention. This is the starting point for the Enjoy Respect Firenze campaign by the **Municipality of Florence**, carried out by Fondazione Destination Florence and *The Florentine's* sister communications company **Flod**, which claims that **"Florence is Alive. Treat it with Care"** in efforts to foster a more sustainable approach towards Florence as a whole.

Here are the figures who will guide us through the following pages

Dante Alighieri, born in Florence in 1265, is famous for the *Divine Comedy*, where food and wine often have symbolic meanings. In Paradise, he mentions unsalted bread, a Tuscan tradition that can surprise, but eventually wins you over!

The Marzocco, a heraldic lion sculpted by Donatello (the original is in the Bargello Museum), dominates piazza della Signoria. Here, lions symbolize the pride, strength and generosity of Florentines.

The Fountain of Neptune in front of Palazzo Vecchio was commissioned by Cosimo I de' Medici to celebrate his naval fleet. Sculpted by Ammannati, it's affectionately called the **Biancone**.

The Family Pact of **Anna Maria Luisa de' Medici**, the last of the dynasty, prevented Medici assets from leaving Florence. Thanks to her, we can still admire them today.

Leonardo da Vinci designed ingenious and ecological means of transport: from the self-propelled cart to the parachute, he's an icon of creativity and innovation. I'm a **pigeon**. I eat on the ground, I make a mess, and I bathe in fountains. Don't take my example!



Why is there a need for events like these in Florence, and what benefits do they bring, in your opinion, to the city?

There's an economic benefit, with studies conducted by the Chamber of Commerce detailing the effects Firenze Rocks has on the city. There is also the "rebranding" of the cultural character of the city. Florence has an extraordinary artistic heritage, but it also offers opportunities that are in the present and not in the past. This links to the idea of Florence, not as a museum city, but as a dynamic and contemporary city.

Have these events and spaces brought life back to the Visarno?

The Visarno is a racecourse, so it's intended for horse racing, but that no longer has the numbers of people interested that it once had. It's a huge facility that needs to have life in order not to fall into disuse. We hold many events throughout the year beyond Firenze Rocks, making it one of the most central places not only in the Cascine but in the city for the realization of events, fairs, and various activities.

Has Florence become rock?

Florence must not lose its nature; Florence must be both things. It must be one of the most beautiful cities in the world, where millions of people come every year to see things that we have right before our eyes and that many cannot, but it should not only have that role, because then it becomes a museum city and Firenze Rocks is one of the elements that helps the city to escape that.

Interview

Contemporary events in the Cascine



On the back of recent success with big names like Vasco Rossi and Firenze Rocks that saw Green Day and Guns N' Roses among the headliners, the Visarno Arena has seen wave upon wave of fans take to the Cascine Park for global superstars and summer serate. Alessandro Bellucci, the managing director of Le Nozze di Figaro and the vice president of the Assoconcerti association, details the benefits brought to the city and the outlook of the events space in the Cascine Park.



What is the greatest satisfaction of this work for you?

The greatest satisfaction has been the creation of an international festival, which is no mean feat, especially in a small city like Florence. I hope we will continue to consolidate this role.

Could you describe the path taken so far and what are the future goals?

The path has been to create a space dedicated to contemporary popular music and gather together a community of hundreds of thousands of spectators where they can have fun, socialize, and have a great experience that also brings benefits to the economy and to the city itself. The future goal is to expand the experience and therefore create a festival that gives even more opportunities in terms of the use of the park, the development of other platforms, the creation of many more shows and many more bands, as well as interacting better with the events spaces that are in the Cascine. It's a long path and not something that can be done today or tomorrow.

Are there any events in particular this summer that we should be keeping an eye out for?

Over the course of the summer, we will see over 100 events. Our activities are outlined at www.lndf.it and we have a summer space called **Ultravox Florence** which you can follow on social media. The venues are only about a 20-minute walk from the Santa Maria Novella station so they're very accessible. I invite everyone to come and visit!

The campaign **‘Explore Botteghe Fiorentine. True Florence’** is an invitation to see the city with fresh eyes, letting the *Sommo Poeta* himself, Dante Alighieri, guide you in your discovery of Florence’s many artisan workshops.

Our course is set to discover Florence’s treasures.



Beauty in the Botteghe

Those who know and love Florence appreciate that the city’s beauty lies in the generations of creativity and ingenuity that shaped the squares and streets we enjoy today. Beyond the picture-perfect views or must-see museums are the workshops of the many **artisans** that are the living soul of the city. Whether it’s **woodwork, leather, metal, paper, textiles or perfumes** that lift your spirit, the hands at work to form them deserve your time and attention.

Wandering past the windows of these workshops, you may often have felt tempted to step in and learn more. This is your invitation to take that chance, opening the door to their worlds of wonder, getting to know their personal stories and seeing the beauty that they bring to all who pass their way.

Your guide, **Dante Alighieri**, ambassador of authenticity and a universal symbol of Florence, helps you rediscover this heritage, supporting a way of life, a community, and an identity. It means choosing a **conscious, respectful kind of tourism**, filled with genuine encounters and surprising discoveries, far from the usual beaten paths.

Ready to begin your journey? Here are a few starting points:

The **Destination Florence** website outlines historical businesses, with a handy guide to a number of the local artisans active in the community. Organized by category, explore antiques and restoration,

bookstores and papermakers, fashion and accessories, porcelain, pottery, silverware, stationery and more, not forgetting the historical bars and restaurants that add so much to Florence’s fabric. The list is long and will compel you to jot down your own personal itinerary of the stores and studios to see in the city.

www.attivitastoriche.destinationflorence.com/en/historical-business/

Firenze Creativa has put together a map for a quick and easy way to locate the historical businesses of Florence, ensuring you don’t accidentally walk past something extraordinary. Oftentimes, the centuries-old *palazzi* of the city hide within them something truly unmissable, and this guide ensures that you won’t leave Florence without having explored the city’s soul!

www.firenzecreativa.it

Esercizi Storici Fiorentini is an association that brings together more than 60 historic Florentine businesses made up of artisans, merchants, hospitality and food and wine businesses who have decided to join together to promote, protect and enhance their respective endeavours. From *gelaterie* to pharmacies, the all-encompassing group honours tradition, working to ensure a future for historical businesses.

www.esercizistoricifiorentini.it

Fountains in Florence

The **tap water** in Florence is always an option, but there are spots around the city that let you hydrate for free, with both **still and sparkling** options often available!

The first of these hydration stations popped up in 2009. Here's our guide on where to find them. Not to fear if you're further from Florence—there are also options in **Fucecchio, Empoli, Montespertoli, Tavarnelle Val di Pesa, Figline and Incisa Valdarno, Pelago, Pontassieve, Dicomano, Vicchio, Scarperia San Piero, and Campi Bisenzio.**



Having sipped your fill of the quality-controlled water (using a reusable bottle, of course!), you can dispose of any plastic left loitering in your bag with 'plastic-eating' machines, or rather, 'eco-compactors,' that reduce bottles into easily recyclable cubes.

You can find them on the **via Valfonda** side of the **Santa Maria Novella station**, the **Niccolò Galli Gardens in Campo di Marte**, **Fortezza da Basso**, and the **Coop supermarkets in Gavinana, Ponte a Greve and via Carlo del Prete.**

WHERE TO STASH YOUR TRASH

Florence separates its waste, thanks to efforts by locals and by **Alia**, the local waste company, so we hope you will contribute too. There are separate containers for **plastic and cans (blue)**, **paper (yellow)**, **compost (brown)**, **glass (green)**, and **residual waste (grey)**. In some areas, there's door-to-door pickup for everything except glass. If you're staying in a rental apartment, be sure to ask how you should handle waste during your stay. The city's recycling system is outlined in multiple languages at www.firenzecittacircolare.it.



Bins lining streets are accessed using an **electronic key** that can be acquired at participating newsagents upon the presentation of your identity card and your Alia user code. Specialized containers can also be opened through the **Aprilo!** app, enabling you to unlock the containers using your smartphone.

www.aliaserviziambientali.it

The summer heat is no joke, and an empty water bottle can feel like a desperate situation. Thankfully, there's no need to endlessly purchase plastic.



Be aware of how much water or other resources you consume. In the summertime we can find ourselves in drought conditions, making it important to **save water** by taking shorter showers and washing food and clothes in the most efficient way possible. Those hot summers also put a strain on the electric grid as the demand for air conditioning is high.

Clever ways to travel have always been my thing. Here are a few contemporary uptakes I wish I'd been around to see.



While we always recommend walking around (the joy of the city is the time spent strolling the streets and seeing what you find), the heat and tired legs from hours spent admiring art may see you seeking alternatives.

Your go-to guide for getting around



Buses and trams

Autolinee Toscane is the Tuscan bus service that runs both urban and rural transport in the region. One of the most frequently asked questions is how to get bus tickets in Florence, and more importantly, what to do with them once you do. Many times an unsuspecting new arrival has hopped on a bus, confident in their ticket purchase, only not to stamp it and be faced with a fine. Key info: Place your ticket in the little yellow machine on board, wait for the satisfying ffreep and you're good to go! Once stamped, your **ticket lasts 90 minutes in Florence**, 70 minutes elsewhere in Tuscany, with as many trips as you like in that time (no need to re-stamp). Since March 2024, you can also purchase your ticket by card, with the **contactless 'tip and tap'** system active on buses and trams at no additional cost, using credit, debit, prepaid cards, smartphones and wearables enabled by Mastercard, Visa and American Express.

Cycling in the city

Florence is mainly flat, making it ideal for pedalling around. If you don't have your own bike, sharing systems are an option. You can download the **RideMovi** app and look for the nearest available bike or ebike on the map. Scan the QR code, and off you go! The app tracks your total kilometers and route. Having left your bike somewhere responsible (nobody appreciates having to step around a bike in the middle of a

footpath), make sure to lock it and end your trip on the app so the next person to take to the pedals is all set! **The Firenze in bici** (Florence by bike) map available at infopoints is a useful guide to the city's cycle paths, cycle-pedestrian areas and river routes.



Pedala, Firenze ti premia is an initiative by the Comune di Firenze to encourage residents to cycle around the city. The incentive-based scheme provides monthly rewards for people who bike the most using a dedicated app and the Pin Bike kit, in operation until November 2, 2025. www.comune.firenze.it

Holders of a bus pass can take advantage of the bike sharing service for free until December 31, an initiative promoted by the Municipality of Florence in collaboration with **RideMovi** and **Autolinee Toscane**. www.at-bus.it

Electric scooters and car sharing

Bit Mobility (Bird) rent electric scooters and car sharing is offered by **Enjoy**, giving you options if you're in Florence without your own wheels.

destination
Tuscany



**everywhere, in Tuscany,
by bus**



at-bus.it/destinationtuscany

Be smart.
Plan ahead.



Sustainable, ethical and local

At the heart of **Fondazione Destination Florence**'s mission is the care and development of the UNESCO Heritage site and surroundings. The products and services promoted and purchasable through the Destination Florence website are all certified and supplied by a network of over **100 local, specialized and qualified operators**, selected according to an ethical code that reflects the vision of Florence that the Fondazione seeks to offer. If you book a tour or hotel through the platform, you can be sure that your choice is of a guaranteed quality that will support the local economy. As an official partner of the Municipality of Florence, the platform represents a non-profit institutional project that offers market prices, meaning you don't spend more. The list of activities varies from wine tastings and tours of the main museums to **less-known gems and out-of-town experiences**, all available with a single click.

DF's tips for your time in Florence

- 1. Be aware of Monday closures:** many museums take their day of rest on Mondays, so plan accordingly!
- 2. Firenzecard**, the official museum pass of the city, allows you access to most of the Florentine sites of interest, with 48 hour and 72 hour options available.
- 3. Book ahead for the big museums**, and don't forget the myriad smaller options too.
- 4. Choose off-peak times** to avoid overwhelming crowds
- 5. Explore outside the city centre**, there's no shortage of things to see!

Are you a Marzocco or a Pigeon?

Here are the true or false questions to find out.

1

Flip flops are forbidden in Florence.

2

You can be loud at nighttime if there are no people in the streets of the city center.

3

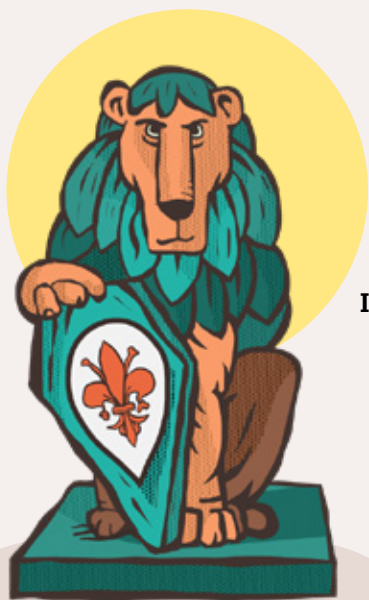
If you are feeling tired, you can sit wherever you want in the streets, you can even lay down.

4

Bikes and scooters can be parked everywhere, so long as they are not in the middle of the street.

5

You always have to cover your shoulders and knees when visiting churches.



In the (hopefully unlikely) case you need to double check your answers...

- 1. FALSE** They are not forbidden, but it's more suitable not to wear beachwear in the city streets.
- 2. FALSE** It's forbidden to be loud at nighttime because you have to respect public peace.

- 3. FALSE** Around the city center you can find benches and designated areas where you can sit to rest. Sitting on sidewalks or even laying down is not appropriate.
- 4. FALSE** Bikes and scooters need

- to be parked in dedicated parking areas that you can find on the sides of the streets.
- 5. TRUE** Due to the sacred nature of the sites, the coverage of certain areas of the body is requested.