



**PRESENTATION OF  
MENTORE CENTRO DI ASSISTENZA  
TECNICA & FORMAZIONE  
PROFESSIONALE DI CONFCOMMERCIO  
TOSCANA**

**Confcommercio Imprese per l'Italia Toscana** is the most representative SME's Association at a regional level in the fields of retail, tourism, services and professions, and it counts in Tuscany Region:

Provincial Chapters: **9**

Local offices: **120**

Total employees (at regional, provincial, local level): **709**

SMEs represented: **40,000**

employees in represented SMEs Over: **200,000**

**Mentore is the Vocational Training and Technical Assistance Centre created by Confcommercio Toscana** – the entrepreneurial organizations for trade, tourism and services in Tuscany and in Italy (700.000 members).

Mentore is a Consortium (legal head office located in Florence), born in 2001, that joint together 8 vocational training and T.A.C. Centres placed in its 9 local chapters: Arezzo, Grosseto, Firenze, Livorno, Lucca, Massa Carrara, Pisa, Pistoia, Siena.

Mentore is direct expression of all the territorial consortium members and it's in direct connection with local and regional Authorities.

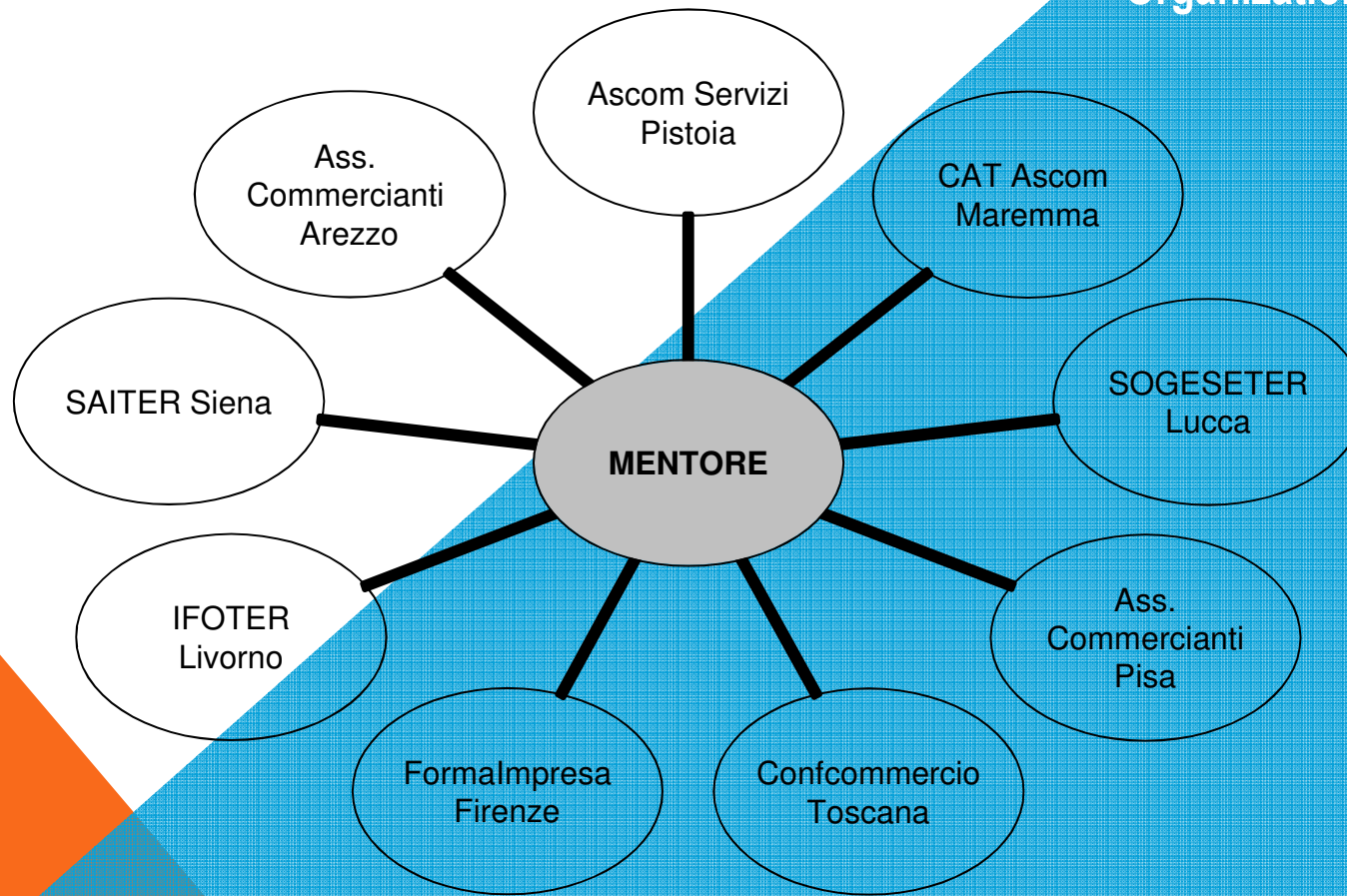
Mentore promotes and manages project and initiatives in trade, tourism and services sectors such as: continuous training and professional refreshing courses for entrepreneurs and young workers, professional training to those who wants to undertake activities in these sectors, training for non-employed/unemployed, training for employees of Confcommercio system.

Mentore also carries out training needs analysis, field studies and projects to support and promote enterprises of trade and tourism sector.

Mentore has also collaborative activities with transnational partners on issues of common interest and has implemented transnational and Erasmus Plus projects.

It's an accredited training agency and accredited technical assistance centre by Regione Toscana and certified UNI EN ISO 9001:2008.

## Organizational Chart



## Enogastronomic local projects - interships, study tour, cultural exchanges

Mentore organizes **Workshops for entrepreneurs and internships for students** in Tuscany in **eno-gastronomic sector collaborating** with Training Hospitality Schools and Institutes.

Mentore works with Regione Toscana, Tuscan regional Government to promote a network of restaurants and food shops, called Vetrina Toscana ([www.vetrina.toscana.it](http://www.vetrina.toscana.it)).



Thanks to this activity Vetrina Toscana (it counts about 1.300 members), Mentore collaborate with:

- Food and wine producers,
- food shops/restaurants
- direct selling's farmers
- Associations (G.A.S. Community-supported agriculture, Slow Presidia)



Mentore is also involved in many projects in order to make the supply chain shorter (Agriqualita' Project, Forgotten Fish Project, etc)

## Natural Shopping Centres' Projects - CCNs

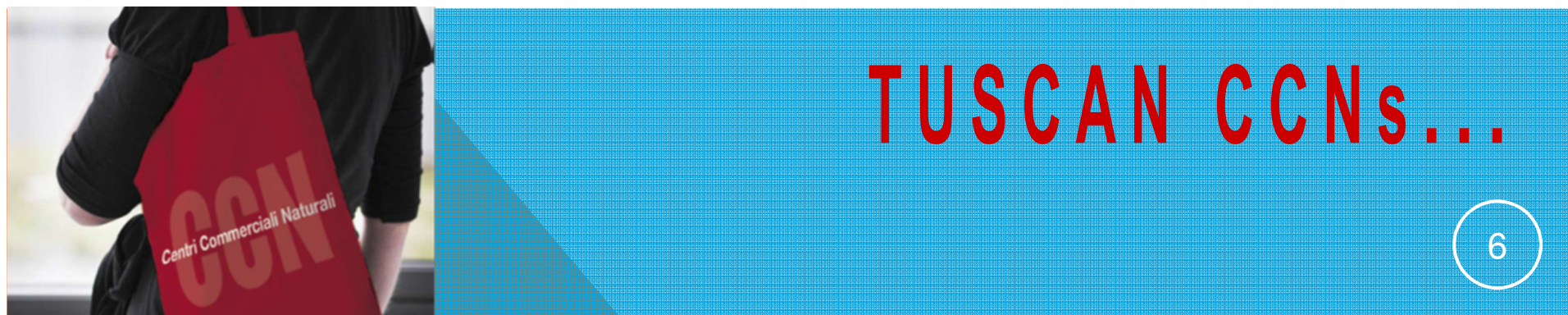
Mentore has direct access to SMEs' data in the fields of retail, tourism, services through its in Confcommercio network, as well as indirect data concerning industries.

In these last 14 years, **Mentore** has been following the development and monitoring the evolution of some small business (SMEs) clusters, generally operating in the retail and service sectors, that “naturally” develop in town and city centres to oppose to the growth of suburban retail and entertainment structures.

These clusters are called “**Natural Shopping Centres**” (CCN) and usually have a specific juridical and organisational structure (in the form of an association or a consortium). Today, there are over 150 Natural Shopping Centres in Tuscany, involving a total of 15,000 SME members.

The Natural Shopping Centre is part of the town centre; for this reason, supported by the retailers' Association (Confcommercio), CCNs often also become important advocates for capital improvement projects, urban safety and city marketing plans and contribute effectively to town centre management.

They also often takes part in the local administration's decision making processes.





## Main European funded projects

### **Project VET-EU: VEtrina Toscana in EUropa, 2014-1-IT01-KA102-000248 Erasmus + KA1- VET learner and staff mobility**

The Project VET-Eu, aims to complete with a foreign mobility experience the training path of 80 participants (18 years old, just after their High School Diploma), having acquired knowledge and professional skills of cooking and culinary art, etc. Students have also carried out an intra-curriculum training path on the valorization of the characteristic of the local products of tuscan Region.

### **Project “MTCM – Mobility for Town Centre Managers” 2013-1-IT1-LEO02-03806-LLP-LdV-PLM**

31 italian graduated students were sent to U.K., to Barcelona and Andalusia (Spain) in order to make a work experience agreement referring to Town Centre Management Units. MTCM project was funded by LLP Program in 2013 and it is currently closed.

### **TCM -T&KE: Town Centre Managers Training and Knowledge Exchange, 2010-LLP-LDV-PA-10-IT-195**

The Project was focalised to identify the Professional Profile of Town Centre Manager by comparing the different experiences carried out in the countries where the different partners operate (Spain, Belgium, U.K., Holland, Italy Austria).

Town Centre Managers coordinate the city centre and their work is key to its success. Through TCM -T&KE project, the policy framework of the countries they operate in, level of education, skills and learning needs, training offer at present state, and best practices were analysed to identify and define new training models.

«TRAINING COMMERCE PROJECT: Comparison among managers and entrepreneurs..»



In Wales U.K....



In Andalusia Spain



## Main Mentore's Partners

- Regione Toscana, regional Government in Tuscany (IT)
- Unioncamere Toscana, Federal Union of Chamber of Commerce
- Ente regionale Bilaterale del Commercio e Turismo toscano (EBTT),
- Re:attiva (Association specialized in students' mobilities (internships))
- Confcommercio: Confcommercio Imprese per l'Italia (National Organisation of
- Confcommercio in Italy - <http://www.confcommercio.it/english> );
- ATCM – Association of Town Centre management – U.K.;
- CECA Confederation Empresarial De Comercio De Andalusia (Spagna);
- UNIZO – Flanders/Belgium;
- Stadtmarketing Austria;
- EVTA – European Vocational Training Association – Belgium;
- Kenniscentrum Handel – Holland;
- Fundació Privada Barcelona Comerç

Contact:

Mentore scrl - Confcommercio Toscana  
Via S. Caterina d'Alessandria, 4, 50129 Florence, Italy  
Phone +39 055 46 81 41  
Mobile phone: +39 3458330623-29  
E-mail: [mentore@confcommercio.toscana.it](mailto:mentore@confcommercio.toscana.it)  
[f.caciolli@confcommercio.toscana.it](mailto:f.caciolli@confcommercio.toscana.it)  
[s.bernocchi@confcommercio.toscana.it](mailto:s.bernocchi@confcommercio.toscana.it)

Website: [www.mentoretoscana.it](http://www.mentoretoscana.it)