

## **Company Profile**

### **Mentore scarl Centro di Assistenza Tecnica & Formazione Professionale di Confcommercio Toscana**

Mentore scarl is the Vocational Training Centre and Technical Assistance Centre (T.A.C.) [www.mentoretoscana.it](http://www.mentoretoscana.it)

created **by Confcommercio Toscana** – the entrepreneurial organizations for trade, tourism and services.

Confcommercio 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:

- 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 a consortium, born in 2001, that joint together 8 vocational training and T.A.C. centres placed in Arezzo, Grosseto, Firenze, Livorno, Lucca, 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 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.

It's an accredited training agency by Regione Toscana and certified UNI EN ISO 9001: 2000 - certification n. 600 ( Uniter - <http://www.uniter-italia.com/> )

It's also accredited as technical assistance centre.

Mentore has been collaborated with regional, national and transnational partners on issues of common interest and has been implemented transnational and LLP/Erasmus Plus projects.

Partners:

- Regione Toscana, Regional government in Tuscany (IT)
- Unioncamere Toscana, Federal Union of Chambre of Commerce
- Ente regionale Bilaterale del Commercio e Turismo toscano (EBTT),
- Re:attiva (Associazione specializzata nella mobilità di studenti all'estero – Programmi LLP ed Erasmus for Young Entrepreneurs, Erasmus Plus, etc),
- 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

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Previous European activities:

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

*Project focalised to identify a **Professional Profile for Town Centre Managers** 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 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*

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

*31 italian graduated students will be moved to U.K. TCM Units (in partnership with ATCM – Association of Town Centre Management and to Barcelona and Andalusia (Spain) TCM Units. It was funded by LLP Program in 2013 and it is currently in progress.*

**2014 Erasmus+ - Learning Mobility of Individuals - Mobility of learners and staff - VET learner and staff mobility – Project VET-EU: VEtrina Toscana in EUropa**

*The Project VET-E, aims to complete with a foreign mobility experience the training path of a target of participants, having acquired knowledge and professional skills of cooking and culinary art, etc.  
The partecipants have also carried out an intra-curriculum training path on the valorization of the characteristic of the local products of the the Region (Vetrina Toscana Program [www.vetrina.toscana.it](http://www.vetrina.toscana.it)).*

Mentore' Staff:

Francesca Caciolli ([f.caciolli@confcommercio.toscana.it](mailto:f.caciolli@confcommercio.toscana.it) - +39 055 4681423, +39 345 8330623) is the C.A.T. Mentore Technical Assistance Area's Manager.

She has been working on transnational and European projects for 5 years and has been especially following promotion and development of small and medium-size trade enterprises for 12 years. She is also responsible of the collection of training needs for human resources in trade enterprises and provides support for the implementation of projects of Natural Shopping Centres. (Natural Shopping Centres 15,000 SME members in Tuscany. They are Association or Consortium of trade and services small companies of city centres).

Stefania Bernocchi ([s.bernocchi@confcommercio.toscana.it](mailto:s.bernocchi@confcommercio.toscana.it) - +39 055 4681424, +39 345 8330624) is the Mentore Training Area's manager. She follows and manages VET-projects from the start to the financial reporting. She is responsible also for study and analysis of regional regulations for Confcommercio Tuscany. Participates at the Permanent Tripartite Commission (between Associations of entrepreneurs, Syndicates and Unions, Public authorities) of the Region of Tuscany and at the National Commission for professional Training, where Confcommercio is represented.