PRESS RELEASE

Hospitality and Regenerative Care In Territories

Event Press Release:

Workshop in Roncofreddo - Italy

April 10 - 2026

il Resto del Carlino

A TASTE OF 'ROMAGNANESS' FOR SIX FOREIGN DELEGATIONS.

Six delegations from Portugal, France, Croatia and Slovenia visited the Rubicone Valley as part of the Erasmus Plus European programme. The “H.A.Re.T.” project – short for “Hospitality, Welcome and Territorial Regeneration” – aims to strengthen hospitality networks among tourism operators and local and transnational communities, share and transfer innovative operational models, and promote regenerative tourism that places residents and local values at the centre.

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Over four intensive days, the European participants – tourism promotion bodies from Brittany and Slovenia, NGOs from Portugal and Croatia, a Slovenian tourism training institute, and the French think tank Le Cube Consultant, the project leader – explored the region: from Faenza, where they discovered the importance of artistic ceramics, to Gambettola, visiting the historic Pascucci printworks and Casa Fellini.

They then experienced Romagna culture first-hand with a piadina show cooking led by the artisans of Teglie di Montetiffi.

The visit concluded in Roncofreddo with a lively discussion involving agri-food producers, hospitality operators, and representatives of local and regional administrations, in collaboration with the “Rubiconi” food and wine district.

A clear message emerged: today, rural areas stand at a critical crossroads, facing major social, economic and environmental challenges.