PRESS RELEASE

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– #BACKTOTHELAND –
EUROPE

il Resto del Carlino

**Tuesday,
May 19th. 2026**

il Resto del Carlino

Aree rurali, ricette contro lo spopolamento

Domani e giovedì il progetto europeo 'Erasmus Plus. Back to the land' fa tappa nella valle del Rubicon

I partner europei arrivano da Grecia, Francia, Croazia e Cipro

The European Erasmus Plus project - Back to the Land, tomorrow and Thursday, stops in the Rubicone hills. Organized by the Italian partners "Territori" and "Italianità," an international ecosystem founded by Andrea Succi from Romagna and Aura Mundi, Katia Mastroeni's tour operator specializing in rural tourism, and in collaboration with the Rubiconi Food and Wine Area, agricultural producers, rural tourism entrepreneurs, and local administrators, the project will engage with partners from Greece, Italy, France, Cyprus, and Croatia on practical methodologies and actions to address the challenges posed by rural abandonment.

Tomorrow, the European partners will visit Borghi to hear the perspectives of local administrators, continuing at the Il Satiro winery for a cheesemaking experience, and then moving on to Villaventi in Roncofreddo to explore winemaking techniques and the "Tempi di recupero" project to combat food waste. The program in Romagna will conclude with a training exchange meeting to be held at the La Clorofilla farm in Mercato Saraceno, in collaboration with the Municipality of Mercato Saraceno and the Unione Valle Savio.

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The project aims to strengthen the skills of local stakeholders, associations, local administrators, and farmers to welcome and support promoters of back-to-the-land projects. It will also highlight the opportunities available to young farmers and families who have increasingly decided to return to living in contact with nature. A training methodology will also be developed with specific modules to be tested in the five countries. Back to the Land will conclude in 2027 with a major European meeting to be held in Lyon.

Rural areas in the European Union cover 44.6% of the continental territory. In Italy, inland areas represent 58.8% with 20.8% of the population, while in Italy the population is 22.5%. According to the European Rural Pact, rural areas are crucial today because they produce our food, safeguard our natural and cultural heritage, and play a key role in the green and digital transition. However, the right tools are needed to ensure these rural communities can fully exploit future opportunities and address the challenges of depopulation.

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