PRESS RELEASE

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EUROPE

Corriere Romagna

Saturday,
June 13th. 2026

Mercato Saraceno, Paesi europei uniti per le aree rurali: confronto su criticità e opportunità

NEWSLETTER

I PIÙ LETTI

Mercato Saraceno: European countries united for rural areas: discussion of critical issues and opportunities.

The European project on rural tourism, the latest Italian outing, took place in the Savio Valley. The "Erasmus Plus - Back to the Land" project stopped in Romagna, meeting with businesspeople, agricultural producers, and cultural associations spread across the Marecchia, Rubicone, and Savio Valleys.

This was the fourth of five "learning expeditions" in Italy, following France, Cyprus, and Greece.

The expedition was organized by the Italian partners, "Territori e italianità," an international ecosystem founded by Andrea Succi from Romagna, and Aura Mundi, Katia Mastroeni's tour operator specializing in rural tourism, in collaboration with the I Rubiconi Food and Wine Area, coordinated by Sergio Diotti.

The aim is to learn about inspiring projects and discuss with local stakeholders the critical issues, opportunities, and common levers adopted by each country.

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A training methodology will also be developed with specific modules to be tested in the five countries.

Rural areas in the European Union cover 44.6% of the continental territory (in Italy, inland areas represent 58.8%) and comprise 20.8% of the population (in Italy, the population is 22.5%).
According to the European Rural Pact, rural areas are crucial today, producing our food, safeguarding our natural and cultural heritage, and playing a key role in the green and digital transitions.

However, the right tools are needed to allow these rural communities to fully exploit future opportunities and address the challenges of depopulation. The "Back to Land" project will conclude in 2027, with a major European meeting in Lyon, where a publication on the work undertaken will be presented and the creation of a European network of local authorities, operators, and stakeholders interested in back-to-the-land movements and the vitality of rural areas will be announced.

The Italian expedition concluded in Mercato Saraceno at the La Clorofilla farm, where partners from Greece, Italy, France, Cyprus, and Croatia visited the farm, accompanied by Matteo Pagliarani, also Vice President of the European Council of Young Farmers.

"The discussion on practices and methods for addressing the critical issues arising from the abandonment of rural areas," said Ignazio Palazzi, Deputy Mayor of Mercato Saraceno, "provides both interesting insights and confirms the work we, as an Administration, have been carrying out for some time. The project aims to strengthen the skills of local stakeholders (associations, local administrators, farmers) to welcome and support the promoters of return-to-the-land projects, while also highlighting the opportunities available for young farmers and families who, increasingly, have decided to return to living in contact with nature."

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