



STAY

Newsletter 9

Welcome to the final edition of the STAY newsletter

In this special issue, we look back at the Joint Final Conference of the STAY and WESEM projects, held on 30 October 2025 at the European Economic and Social Committee (EESC) in Brussels.

Under the title “Future for rural Europe: from ethical land management to agrotourism innovation”, the event brought together 54 participants, including policymakers, landowners, farmers, advisors, NGOs, European networks, and project partners from across Europe.

This was the culminating moment of the STAY project – an opportunity to present its results, celebrate achievements, and discuss the future of agrotourism, diversification, sustainability and rural development in Europe.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

A Joint Effort for Rural Innovation

The conference, organised by the European Landowners' Organization (ELO), served as a shared platform to present the main outcomes of the STAY and WESEM Erasmus+ projects.

The objectives of the event included:

- Showcasing the training modules and tools developed by both projects
- Facilitating dialogue among rural stakeholders and policymakers
- Highlighting strategies for income diversification, sustainable land management and biodiversity protection
- Strengthening European cooperation in line with the EU Vision for Agriculture and Food and the Rural Action Plan

Throughout the day, participants engaged in presentations, expert panels, and discussions addressing key challenges and future opportunities for Europe's rural territories.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

STAY Session: Agrotourism Innovation and New Skills for Rural Areas

The morning session focused on the results of the STAY project. Jerneja Rozman (BC Naklo) opened the thematic block with a presentation of the project's achievements, including:

- The STAY training platform and its six modules
- The collection of 18 international case studies
- The development of a Training Curriculum
- Insights from national and European-level research into the agrotourism sector
- Better accessibility, including clearer instructions and improved readability

A stakeholder panel followed, moderated by Gabriele Sacchettini (RISE Foundation), with contributions from:

- Juan Carlos Muñoz Flores (COAG Jaén)
- Daniel-Henri Sparmont (Fédération Wallonne de l'Agriculture)
- Samuele Pii (EU Liaison Office of Tuscany Region)
- Christophe Lenaerts (Heihuyzen Foundation)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

Key messages from the panel

- There is a lack of comparable data due to varying definitions of agrotourism across Europe.
- Agrotourism helps combat rural depopulation, declining farm income, and climate pressures by offering a complementary revenue stream.
- The sector reinforces the link between agriculture, heritage, and local identity.
- Consumer expectations are evolving: visitors seek authentic, meaningful rural experiences, not just accommodation.
- Digital presence is essential for improving visibility and competitiveness.
- Public support – through clear regulation, financial assistance, and advisory services – remains key to the sustainable growth of the sector.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

Participation and Feedback

- The conference gathered participants from:
- European institutions and networks
- Agricultural organisations
- Advisory services and NGOs
- Project partners from Spain, Portugal, Italy, the Czech Republic, Slovenia and Estonia
- Preliminary feedback shows high satisfaction with the event:
- 85.7% of respondents rated the organisation as 5/5
- The same percentage rated the agenda and timing as excellent
- Although responses are still being collected, the initial results indicate that the conference successfully met attendees' expectations.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

Conclusions and the Road Ahead

The Joint Final Conference marked an important milestone for STAY

Key takeaways include:

- Agrotourism has strong potential to support income diversification, enhance rural vitality and strengthen the connection between farming and local heritage.
- The sector must remain firmly rooted in agricultural activity, even as it innovates to meet evolving consumer expectations.
- Biodiversity protection and sustainable land management require collaboration, mutual trust, and knowledge exchange.
- Training, education and mentoring are essential to equip current and future land managers with the skills and competences needed for a resilient rural Europe.

As the STAY project concludes, its results – including the training platform, curriculum, case studies, and research reports – will remain available to support farmers, trainers and rural stakeholders across Europe.

The project's legacy lies in empowering rural communities, promoting sustainable tourism models and encouraging innovation that respects both people and nature.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

STAY | Project N° 2022-1-SI01-KA220-VET-000087663



STAY

Thank you for staying with us

We warmly thank all project partners, stakeholders, experts and participants who contributed to the success of STAY.

Together, we have taken significant steps towards a more resilient, innovative and vibrant rural Europe.

Stay in touch and continue exploring our resources on the STAY training platform:

👉 <https://learning.stay-erasmus.eu>

