

GUARDIA SANFRAMONDI 2035

Document 2 - Executive Summary and Strategic Framework

A working civic redevelopment strategy for the centro storico, prepared for public review, Comune discussion, partner outreach, and funding alignment.

Purpose	Scope	Use
Turn the research dossier into a clear decision framework.	Historic center, access, arts, agriculture, remote work, trades, maintenance, and funding.	For City Hall, residents, associations, funders, universities, and partners.

Draft status: This document is a strategic planning brief. It should be reviewed by Comune officials, technical professionals, legal advisors, funding specialists, local associations, residents, businesses, and property owners before being used as an official municipal plan.

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1. Executive Summary

Guardia Sanframondi should not position itself simply as another Italian town offering houses for one euro. That message is useful for attention, but it is not enough to create a stable future for the historic center. Guardia has a stronger and more defensible identity: a historic wine and olive-oil village in Campania with an existing international homeowner base, a visible creative community, a medieval center of architectural value, and a realistic opportunity to combine property recovery with arts, education, agriculture, remote work, skilled trades, access infrastructure, and long-term maintenance.

The central recommendation is to treat the one-euro house initiative as a public gateway into a larger regeneration platform. The core task is not selling houses cheaply. The core task is turning abandoned or underused spaces into a mix of homes, studios, galleries, workshops, small businesses, cultural venues, student field programs, remote-work spaces, and hospitality uses that bring year-round life back to the centro storico.

This requires a practical operating structure. Guardia needs a coordinated working group, a part-time or contracted project coordinator, a public website, a bilingual investment and partner packet, a grant calendar, a contractor and trades registry, and a maintenance model. Without coordination, the plan will remain a collection of good ideas. With coordination, the town can convert the proposed 50,000 euro participatory budget into seed funding for larger regional, national, EU, private, and university partnerships.

2. Strategic Thesis

The strategic thesis is simple: Guardia should use international attention from the one-euro house program to launch a broader historic-center regeneration effort. The plan should connect five kinds of value that already exist in or around the town:

- Heritage value: medieval streets, stone buildings, churches, castle identity, and documented historic architecture.
- Cultural value: artists, writers, musicians, galleries, studios, and international creative residents.
- Agricultural value: vineyards, wine, olive groves, olive oil, food culture, and rural landscape.
- Human value: local residents, returning Guardiesi, younger people, foreign homeowners, part-time residents, and potential remote workers.
- Economic value: affordable spaces, restoration needs, tourism potential, micro-business opportunities, and training/workforce demand.

The plan should avoid two mistakes. First, it should not oversell the one-euro price. Second, it should not try to make every abandoned property into a conventional residence. The deepest and hardest-to-access parts of the historic center may be better used for studios, small cultural spaces, storage, workshops, galleries, or seasonal creative uses before they are considered full-time homes.

3. The Opportunity for Guardia

Public reporting describes Guardia as a medieval hill town with narrow streets, stairways, vineyards, olive groves, stone portals, and a historic built environment. These are not minor details; they are the basis for a credible identity. The town also has documented movement around the one-euro house initiative, which has been described as a tool to recover degraded or abandoned buildings in the historic center and support residence, tourism, hospitality, and artisan activity. [R1-R4]

Guardia has a meaningful advantage over many towns beginning from zero: there is already an international community and a known history of foreign property purchases. That does not automatically create year-round population, but it gives the town an ambassador network. The correct strategy is to organize that network and connect it to local residents, associations, wineries, artists, builders, and municipal objectives.

The town should be positioned as a working laboratory for inland village regeneration, not merely as a cheap-real-estate story. This makes the project more attractive to universities, cultural organizations, EU programs, rural-development funders, remote workers, journalists, and serious buyers.

4. The Problems That Must Be Solved

Problem	Why it matters
Access and parking	The long-discussed parking garage has not yet materialized, and the historic center has stairs, narrow streets, difficult deliveries, and limited access for older residents, visitors, tradespeople, and businesses.
Skilled labor	A large restoration effort will create demand for masons, plumbers, electricians, roofers, tile workers, carpenters, painters, geometri, architects, engineers, and project managers.
Property readiness	The one-euro house initiative can fail if property ownership, succession, cadastral issues, condition, access, and renovation obligations are not clear before public promotion.
Maintenance	Public investments often fail over time because lights, roads, piazzas, stairs, drainage, signs, and cleaned spaces are not maintained consistently.
Year-round life	Second homes and seasonal tourism alone will not revive the center. The plan must attract or support full-time residents, returning locals, remote workers, entrepreneurs, artists, students, and cultural programming.
Administrative capacity	The Comune cannot realistically manage dozens of funding streams, partnerships, public updates, events, property listings, and grant applications without a specific coordination structure.

5. Recommended Strategic Pillars

Pillar 1 - One-Euro House Program as Launch Tool

Create a verified inventory, classify properties as Green/Yellow/Red, publish only ready properties first, and provide honest access and renovation information.

Pillar 2 - Access, Parking, and Mobility

Commission an access and mobility feasibility study covering the parking garage, lift/elevator options, shuttle routes, loading zones, handrails, lighting, and step safety.

Pillar 3 - Creative Quarter

Use difficult-access spaces for artist studios, galleries, workshops, writers rooms, small performances, and residencies where full residential use is less realistic.

Pillar 4 - Work From Guardia

Create a coworking and remote-work pilot near parking or easy access, targeting freelancers, digital workers, returning locals, and international residents.

Pillar 5 - University and Field-School Partnerships

Start with short programs: arts workshops, historic masonry documentation, architecture/planning studios, creative writing retreats, wine and olive-oil field weeks.

Pillar 6 - Agriculture, Wine, Olive Oil, and Rural Innovation

Connect the centro storico to vineyards, olive groves, food culture, climate adaptation, wine tourism, olive-oil tourism, and agricultural learning exchanges.

Pillar 7 - Restoration Workforce

Partner with Formedil/CFS/ANCE, GOL Campania, vocational providers, and Invitalia entrepreneurship tools to grow local and regional trades capacity.

Pillar 8 - Maintenance and Conservancy

Create a permanent maintenance and fundraising model through a historic-center conservancy, memberships, sponsorships, adoption programs, and service agreements.

6. Immediate Top Projects

Project	Seed budget	Purpose
Project A: Access, Parking, and Mobility Feasibility Plan	25,000 euro seed target	Creates a technical basis for future parking garage, lift/elevator, shuttle, pedestrian safety, loading, lighting, and funding applications.
Project B: Guardia Launch Platform and Press Kit	10,000-15,000 euro seed target	Creates bilingual web content, video, photos, maps, FAQs, partner packet, grant-ready narrative, and public communications.
Project C: Creative Quarter / Open Studios Pilot	10,000-15,000 euro seed target	Maps artists and spaces, activates difficult streets, organizes public events, and shows proof of concept.
Project D: Contractor Registry and Restoration Workforce Roundtable	Low-cost to 5,000 euro seed target	Builds a list of available trades, identifies gaps, creates training partnerships, and improves buyer confidence.
Project E: Work From Guardia Pilot	Low-cost pilot, then 15,000-25,000 euro expansion	Tests coworking demand, remote-worker stays, digital skills, and returning-resident interest.
Project F: Wine, Olive Oil, Arts, and Rural Innovation Week	5,000-15,000 euro pilot	Connects agriculture, culture, tourism, university outreach, producers, and the historic center.

7. Recommended Use of the Participatory Budget

The proposed Bilancio Partecipato 2027 structure discussed locally would allocate 50,000 euro to two projects of 25,000 euro each. The recommended approach is to fund two projects that unlock bigger projects rather than two isolated beautification actions.

Recommended project	Budget	Outputs	Why it matters
Centro Storico Access and Mobility Feasibility Plan	25,000 euro	Parking garage concept, lift/elevator route screening, shuttle concept, walking route/access audit, handrail/lighting/stair priorities, cost estimates.	Creates the technical material needed for larger infrastructure grants.
Guardia Launch + Creative Quarter Pilot	25,000 euro	Bilingual launch platform, video/press kit, artist and studio mapping, open-studios event, partnership packet, first public project sheets.	Creates visibility, public engagement, and proof of concept for arts/culture regeneration.

8. Governance and Staffing

The plan requires a formal coordination structure. The recommended model is a Guardia Historic Center Revitalization Council supported by working groups and a part-time or contracted Revitalization Director / Grant Coordinator.

Recommended Council composition

- Mayor or delegated official
- Technical office representative
- Finance/grants representative
- Culture/tourism representative
- Local resident representative
- Foreign homeowner representative
- Youth/under-35 representative
- Artist/gallery representative
- Wine producer
- Olive producer
- Restaurant/bar/business representative
- Geometra or architect
- Contractor/trades representative
- Association or Pro Loco representative
- Education/university liaison

Why a coordinator is needed

This project involves property owners, residents, the Comune, regional offices, EU programs, businesses, universities, cultural partners, contractors, and funders. It is not realistic to rely only on informal volunteer coordination. A coordinator can manage the grant calendar, partner outreach, project sheets, meeting notes, funding deadlines, website updates, and public accountability.

9. Funding Snapshot

Funding source	Known scale	Best fit	Notes
PR Campania FESR 2021-2027	Over 5.5 billion euro program scale	Infrastructure, digital, mobility, cultural/tourism facilities	Regional calls and priorities must be monitored. [R5]

Fondo Piccoli Comuni	Up to 700,000 euro per Comune project in relevant calls; road fund calls up to 150,000 euro	Public space, road/stair safety, small infrastructure, associated municipal projects	Specific call rules differ. [R6-R8]
Erasmus+ Small-scale Partnerships	30,000 or 60,000 euro lump sums	Education, trades, agriculture exchange, digital skills	Good first EU partnership tool. [R9]
Erasmus+ Cooperation Partnerships	120,000, 250,000, or 400,000 euro lump sums	Larger education/training/university partnerships	Use after pilot partnership base exists. [R10]
Creative Europe Cooperation Projects	2026 call around 60 million euro total; small/medium categories support transnational culture projects	Arts residency, creative villages network, cultural programming	Best with experienced lead partner. [R11-R12]
Resto al Sud 2.0	Voucher up to 40,000/50,000 euro; grants 75% to 120,000 euro and 70% to 200,000 euro	New trade businesses, galleries, hospitality, tour operators, wine bars	For eligible entrepreneurs. [R13]

10. Regulatory Feasibility Notes

Nothing in this strategic framework appears inherently prohibited. However, several ideas require formal review before implementation:

- Parking garage, elevators, escalators, inclined lifts, shuttles, and road changes require feasibility studies, engineering, heritage review, environmental review, land/ownership checks, procurement, and funding approval.
- Adaptive reuse of buildings as galleries, studios, coworking, hospitality, food service, or performance spaces must comply with building codes, fire safety, accessibility, zoning/use requirements, permits, insurance, and occupancy rules.
- Students and volunteers can document, clean, map, survey, and participate in supervised learning activities, but they cannot replace licensed contractors for regulated structural, electrical, plumbing, roofing, or public-infrastructure work.
- Foreign worker recruitment through national labor channels is possible only through legal employers, compliant contracts, housing, insurance, and work authorization. It should be a secondary tool, not the primary workforce strategy.
- All public spending must comply with public procurement, transparency, municipal budget rules, eligibility requirements, and reporting duties.

11. 90-Day Action Plan

Period	Actions
Days 1-15	Create temporary steering group; approve public working method; confirm document sequence; create grant calendar; open MyGuardia project folder.
Days 15-30	Confirm status of one-euro property inventory; identify Green/Yellow/Red property pipeline; list candidate mobility/access study scope; contact Formedil/CFS/ANCE.
Days 30-45	Prepare two participatory-budget proposals; create contractor registry template; create university/arts/agriculture partner one-page packet.
Days 45-60	Hold first stakeholder meeting; collect artists/producers/businesses/trades contacts; launch public feedback form; identify potential coworking room.
Days 60-90	Publish first project sheets; submit or prepare funding applications; schedule Open Studios pilot; begin partner outreach to Narni, universities, Creative Europe/Erasmus channels, and agriculture networks.

12. Success Measures

- Number of Green-ready one-euro properties published with full information.
- Number of buildings restored or stabilized.
- Number of new residents or longer-stay remote workers.
- Number of active artists/studios/galleries participating in public programming.
- Number of local or returning entrepreneurs supported through grants or business-startup tools.
- Number of skilled trades contacts, apprentices, trainees, and contractor partnerships.
- Number of public spaces with maintenance plans and sponsors.
- Amount of external funding applied for and secured.
- Number of university, arts, agriculture, or field-school partner conversations converted into pilots.
- Increase in year-round activity, events, and business openings in the historic center.

13. Reference Links

[R1] Idealista, "Case a 1 euro a Guardia Sanframondi" (2026).

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[R2] Immobiliare.it, "Case a 1 euro a Guardia Sanframondi: guida completa" (2026). <https://www.immobiliare.it/news/mercato-immobiliare/case-ville-e-condomini/case-a-1-euro-a-guardia-sanframondi-come-presentare-la-domanda-487751/>

[R3] NTR24, "Case a 1 euro a Guardia Sanframondi" (2026). <https://www.ntr24.tv/2026/01/09/case-a-1-euro-a-guardia-sanframondi-liniziativa-che-punta-a-rivitalizzare-il-centro-storico/>

[R4] Catalogo Generale dei Beni Culturali, "centro storico, collinare, Guardia Sanframondi".

<https://catalogo.beniculturali.it/detail/ArchitecturalOrLandscapeHeritage/1500916803>

[R5] PR Campania FESR 2021-2027. <https://prfesr2127.regione.campania.it/>

[R6] Casa Italia, Fondo piccoli comuni. <https://www.casaitalia.governo.it/generali/approfondimenti/bando/>

[R7] Conferenza Stato-Citta, Fondo investimenti strade piccoli comuni.

<https://www.conferenzastatocitta.gov.it/home/approfondimenti/tematiche-di-interesse/piccoli-comuni/fondo-investimenti-strade-piccoli-comuni/>

[R8] MIT, Fondo piccoli comuni avviso 2025. <https://www.mit.gov.it/comunicazione/news/fondo-piccoli-comuni-pubblicato-lavviso-2025-istanze-entro-il-15-dicembre>

[R9] Erasmus+ Small-scale Partnerships. <https://erasmus-plus.ec.europa.eu/programme-guide/part-b/key-action-2/small-scale-partnerships>

[R10] Erasmus+ Cooperation Partnerships. <https://erasmus-plus.ec.europa.eu/programme-guide/part-b/key-action-2/cooperation-partnerships>

[R11] Creative Europe 2026 Cooperation Projects. <https://culture.ec.europa.eu/node/3995>

[R12] Creative Europe Cooperation Projects overview. <https://culture.ec.europa.eu/node/4015>

[R13] Invitalia, Resto al Sud 2.0. <https://www.invitalia.it/incentivi-e-strumenti/resto-al-sud-20>