

GUARDIA SANFRAMONDI 2035

Document 8

University and Education Partnerships Strategy

A practical strategy for using Guardia Sanframondi as a living classroom for rural regeneration, arts, historic preservation, wine, olive oil, mobility, remote work, and inland village redevelopment.

Purpose	Scope	Use
Turn the master plan into specific partnership offers for universities, art academies, vocational bodies, and research programs.	Field schools, short courses, student studios, research projects, residencies, training, rural innovation, agriculture, preservation, and entrepreneurship.	For Comune discussion, university outreach, partner packets, grant applications, and pilot-program planning.

Draft status: This is a working civic planning document. It is not a legal, procurement, accreditation, engineering, or grant-application opinion. Before adoption, each partnership should be reviewed by the Comune, legal counsel, university offices, insurance advisors, technical professionals, and qualified funding specialists.

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1. Executive Summary

Guardia Sanframondi should not begin its education strategy by trying to create a full university campus. That would be expensive, slow, and institutionally difficult. The stronger first move is to present Guardia as a high-value field site: a real historic hill town where students, professors, artists, preservation professionals, rural-development researchers, wine and olive-oil specialists, planners, and vocational trainees can work on practical problems while producing public value for the community.

The education strategy should support the larger Guardia 2035 program by turning the centro storico into a living classroom. Students and faculty should help document buildings, map access barriers, study reuse opportunities, support the Creative Quarter, strengthen wine and olive-oil storytelling, test remote-work demand, prepare design concepts, create public exhibitions, and help build a restoration workforce pipeline.

The realistic sequence is: start with short visits and public workshops, grow into summer field weeks and student studios, then build recurring annual partnerships. Over time, the town can support a more formal Guardia Living Lab or Rural Regeneration Institute, but only after smaller pilots prove demand and local capacity.

Core recommendation	Why it matters	First practical action
Do not start with a full campus proposal.	A campus requires large capital, staffing, accreditation, housing, and institutional commitments.	Offer Guardia as a field site for short, low-risk programs first.
Use field schools and studios.	They produce useful outputs: maps, reports, designs, documentation, exhibitions, and public events.	Create 3-5 ready-made program briefs that partners can say yes to.
Connect education to implementation.	Student work should support real project pipelines, not sit on a shelf.	Tie every program to a Guardia 2035 pillar and working group.
Build annually recurring partnerships.	One-off visits are helpful, but annual repetition creates identity, trust, and economic impact.	Pilot one arts program, one preservation/trades program, and one agriculture/rural innovation program.

2. Strategic Objective

The objective is to make Guardia Sanframondi a recognized inland-village learning site by 2030. This does not mean importing an institution from outside and asking the town to adapt around it. It means building a structured platform where local priorities define the educational agenda.

Every education partnership should answer four questions: What does the partner learn? What does Guardia receive? Who manages the activity locally? How does the output feed the master plan?

Education objective	Expected Guardia output
Historic preservation learning	Building documentation, condition mapping, restoration guidance, maintenance priorities, and traditional-materials awareness.
Arts and culture learning	Open studios, exhibitions, public art, creative-quarter activation, and seasonal cultural programming.
Rural development learning	Research on depopulation, remote work, small business, service gaps, and year-round use of the historic center.
Agriculture, wine, and olive-oil learning	Field weeks, producer storytelling, tasting routes, climate-adaptation discussion, and rural tourism concepts.
Planning and mobility learning	Access audits, lift/parking concepts, walking-route analysis, stair safety, wayfinding, and public-space design ideas.
Workforce and vocational learning	Training connections, contractor registry support, apprenticeship pathways, and restoration-skills visibility.

3. Why Guardia Is a Strong Field Site

Guardia has a combination that many academic programs look for: a real historic center, visible physical challenges, cultural identity, agricultural landscape, existing international residents, a creative community, and a regeneration question that is not theoretical. It is large enough to have complexity but small enough for student teams to understand during a short program.

- It has a medieval centro storico with narrow streets, stairs, stone buildings, and difficult access conditions.
- It has vineyards, olive groves, wine identity, local food culture, and rural landscape assets.
- It has an existing international homeowner base that can support hosting, translation, mentoring, storytelling, and outreach.
- It has artists, writers, musicians, galleries, studios, and cultural residents who can help anchor creative programs.
- It has real implementation problems: parking, lifts, trades, maintenance, property readiness, administrative capacity, and year-round activity.
- It is located in Campania, within reach of regional universities, Naples institutions, Benevento partners, and broader Italian field-study networks.

4. Partnership Model

Guardia should use a tiered partnership model. This makes the strategy easier to start, because not every partner needs a major agreement or a large budget at the beginning.

Level	Type	What Guardia offers	What Guardia receives
Level 1	Study visit / site visit	Guided walk, town briefing, meetings with officials, artists, producers, and residents.	Visibility, first relationships, student feedback, photos, and partner interest.
Level 2	Workshop / field week	Program schedule, local hosts, workspace, public presentation venue, local coordination.	Concrete outputs such as maps, reports, design boards, interviews, or exhibition material.
Level 3	Student studio / semester project	Research brief, data, local contacts, periodic online meetings, final presentation.	More developed concepts for mobility, reuse, housing, arts, agriculture, or economic development.
Level 4	Recurring annual field school	Repeatable program structure, housing support, safety plan, partner agreement.	Annual activity, economic impact, brand identity, and a growing archive of useful work.
Level 5	Formal Guardia Living Lab	Governance structure, partner network, public dashboard, annual agenda.	Long-term research, funding eligibility, institutional credibility, and implementation capacity.

5. Priority Partner Targets

The first outreach should be practical and targeted. Guardia should not send generic letters asking universities to help. Each institution should receive a specific invitation tied to its strengths.

Partner target	Best fit	First ask	Likely first output
Universita degli Studi del Sannio	Regional legitimacy, engineering, economics, agriculture, planning, rural	Exploratory meeting for a Guardia 2035 student project studio.	Student research studio on rural regeneration, mobility, or local economy.

Partner target	Best fit	First ask	Likely first output
	development.		
Universita Federico II	Architecture, urban planning, engineering, mobility, heritage, digital tools.	Invite a design/planning studio focused on centro storico access and reuse.	Concept boards for parking, lift routes, public-space improvements, and adaptive reuse.
Accademia di Belle Arti di Napoli	Public art, exhibitions, studio practice, design, creative quarter.	Offer Guardia as a field site for open studios and public-art concepts.	Creative Quarter mapping, pop-up exhibition, and student public-art proposals.
Formedil / CFS Benevento	Construction training, safety, restoration skills, workforce development.	Request a Guardia Centro Storico Restoration Training Pilot.	Training day, skills audit, contractor registry support, apprenticeship discussion.
Narnia Arts Academy / Narnia Festival	Working model for arts education in a small historic town.	Request advisory conversation and exchange visit.	Practical model notes for music, performance, masterclasses, and festival integration.
San Gemini Preservation Studies	Historic conservation field-school model.	Use as a model and seek advice or referral connections.	Preservation field-school concept adapted to Guardia.
University of Georgia Cortona / other study-abroad programs	Long-running art and study-abroad operations in Italian towns.	Ask for model insight and possible field visit.	Checklist of what study-abroad programs need from host towns.
Viticulture/enology and food studies programs	Wine, olive oil, agriculture, landscape, food culture.	Pitch Guardia as a field stop or week-long rural lab.	Wine/olive-oil field week with producers and local storytelling.

6. Program Formats

Program formats should be modular so the town can begin with what it can manage. A one-day visit can become a weekend workshop. A weekend workshop can become a week. A week can become an annual field school.

Format	Duration	Budget range	Management burden	Best use
Site visit	Half day to 1 day	Low-cost to EUR 2,000	Low	First contact, relationship building, public visibility.
Weekend workshop	2-3 days	EUR 3,000-10,000	Moderate	Arts, mapping, interviews, small exhibition, partner testing.
Field week	5-8 days	EUR 10,000-35,000	Moderate to high	Preservation, planning, agriculture, creative quarter, rural innovation.
Summer field school	2-6 weeks	EUR 30,000-150,000	High	Recurring international program with housing, faculty, insurance, safety, and final outputs.
Semester studio	Remote plus site visit	EUR 5,000-30,000	Moderate	Architecture, planning, economic development, research, design.
Annual conference / institute week	3-7 days	EUR 20,000-100,000	High	Long-term branding as a rural-regeneration learning site.

7. Flagship Concept: Guardia Living Lab

The long-term identity should be the Guardia Living Lab for Inland Village Regeneration. This can begin informally as a project label and later become a formal program under the governance structure, conservancy, association, or Comune partnership model.

The Living Lab would not be a building at first. It would be a coordinated calendar, partner network, public archive, and project pipeline. Its value comes from making Guardia easy for universities and training partners to understand and work with.

Living Lab component	Description	First-year version
Public project brief bank	Short briefs that explain what student teams can work on.	5 briefs: access, creative quarter, preservation, wine/olive, remote work.
Partner calendar	A shared schedule of visits, workshops, application deadlines, and public events.	Simple spreadsheet or website page managed by coordinator.
Local contact network	Officials, artists, property owners, producers, geometri, builders, residents, translators.	Basic directory with consent and roles.
Output archive	Maps, reports, design boards, photos, interviews, and presentations.	Public folder or website section with approved materials.
Annual public presentation	A town event where students and partners present findings.	One Guardia 2035 Education Day each year.

8. Arts, Culture, and Creative Education

The arts education lane should support the Creative Quarter rather than sit apart from it. Artists already in Guardia should be treated as anchors, not decorations. Their studios, experience, and networks can help make the town credible to art academies and cultural partners.

- Create an annual Open Studios and Student Arts Weekend tied to the Creative Quarter pilot.
- Invite art students to produce public-art concepts, exhibition design, wayfinding ideas, photography, oral history, and short documentary work.
- Use difficult-access spaces for seasonal studios, exhibitions, writers rooms, rehearsal rooms, and small installations where full residential reuse is less practical.
- Develop a small artist-residency host packet with housing options, studio needs, insurance considerations, public-event expectations, and local contacts.
- Pair visiting students with local artists, foreign homeowner creatives, and existing cultural associations.

9. Historic Preservation and Restoration Training

Historic preservation is one of the most important education lanes because it connects directly to property activation, skilled trades, buyer confidence, and long-term maintenance. The goal is not to replace professional engineers, architects, geometri, or contractors. The goal is to create learning, documentation, and training support around them.

Pilot	Participants	Outputs	Safeguards
Building documentation week	Architecture, preservation, photography, local geometri.	Measured drawings, photo records, access notes, condition summaries.	No structural claims without qualified professionals.
Traditional materials workshop	Students, trades, owners, preservation professionals.	Awareness of stone, lime plaster, roofs, drainage, moisture, maintenance.	Training only; no unsafe site access.
Contractor and skills	Formedil/CFS/ANCE, local	Skills-gap list, training needs,	No endorsement of

Pilot	Participants	Outputs	Safeguards
roundtable	trades, Comune, property owners.	registry categories.	individual contractors without rules.
Maintenance audit	Students, residents, technicians, associations.	Prioritized list of stairs, lighting, railings, drainage, signage, cleaning.	Technical review before public works.

10. Agriculture, Wine, Olive Oil, and Food Systems

Wine and olive oil should be part of the education strategy because they give Guardia a year-round rural economy beyond housing and tourism. Field programs should connect the historic center to vineyards, olive groves, producers, rural trails, tasting rooms, agritourism, climate adaptation, food culture, and local entrepreneurship.

Program idea	Partner type	Outputs
Wine, Olive Oil, Arts, and Rural Innovation Week	Universities, producers, GAL/CSR partners, cultural groups.	Producer visits, tastings, student reports, creative programming, rural-tourism route concepts.
Harvest / pruning learning days	Agricultural schools, producers, adult education partners.	Seasonal workshops and practical rural skills visibility.
Food heritage documentation	Food studies, anthropology, communications, local families.	Oral histories, recipe stories, producer profiles, bilingual content.
Climate and rural resilience studio	Agriculture, planning, sustainability, environment programs.	Research on water, heat, soil, landscape, crop resilience, rural services.

11. Remote Work, Digital Skills, and Rural Innovation

Education partners can help test Work From Guardia by studying what remote workers actually need: internet reliability, workspace, housing, transport, community, language support, events, and long-stay logistics. This lane should not be treated only as technology; it is also a social and economic-development strategy.

- Create a remote-worker survey and interview project with university students.
- Test a temporary coworking week tied to public events, open studios, or rural-innovation programming.
- Offer digital-skills workshops for residents, local businesses, artists, producers, and associations.
- Use student teams to design bilingual web content, maps, FAQs, and communications for serious visitors and potential residents.
- Study the gap between seasonal foreign homeownership and year-round presence.

12. Mobility, Accessibility, and Planning Studios

Planning and design schools can support the mobility strategy by helping evaluate routes, user experience, public-space priorities, wayfinding, shuttle logic, and potential lift/elevator concepts. Student work cannot substitute for engineering or procurement, but it can create strong early concepts and public discussion materials.

Studio theme	Student task	How it supports Document 6
Access audit	Map routes by slope, stairs, lighting, handrails, rest points, surface quality, and delivery constraints.	Creates a human-scale evidence base before engineering studies.
Lift/elevator concept screening	Identify possible connection points, visual impacts, user flows, and public-space relationships.	Helps frame the feasibility study and public conversation.
Parking and shuttle user journey	Study arrival points, drop-off, loading zones, visitor information, and mobility for older users.	Supports garage/shuttle design and grant narratives.

Studio theme	Student task	How it supports Document 6
Wayfinding and identity system	Design sign hierarchy, walking routes, map style, and bilingual visitor guidance.	Creates low-cost early wins while larger infrastructure is pursued.

13. Funding and Capital Stack

University and education partnerships should be funded through a mixed capital stack. The Comune should not attempt to pay for every program directly. Small municipal seed funds should be used to make Guardia organized enough to attract university budgets, EU programs, cultural grants, rural-development funds, private sponsorships, and participant fees where appropriate.

Funding lane	Best use	Likely applicant / lead	Indicative scale
Bilancio Partecipato / municipal seed funds	Partner packet, field-site preparation, public events, pilot workshops.	Residents, associations, Comune-supported groups depending on rules.	EUR 5,000-25,000 per pilot component.
Erasmus+ small-scale partnerships	Adult learning, restoration skills, digital skills, agriculture exchange, heritage education.	Association, school, training body, Comune partner, university consortium.	Common small-scale lump sums around EUR 30,000 or EUR 60,000 depending on call rules.
Creative Europe / Culture Moves Europe	Residencies, cultural networks, creative village exchange, artist mobility.	Cultural consortium, nonprofit, association, creative organization.	Call-specific; often better to join as partner first.
GAL Titerno / CSR Campania	Rural tourism, wine/olive routes, smart village, producer networks, cooperation.	Comune, businesses, associations, agricultural partners depending on call.	Call-specific.
University budgets / course fees	Faculty travel, student logistics, studio production, program administration.	University or field-school provider.	Varies by program.
Private sponsorship / donors	Scholarships, public exhibitions, local hosting, printing, events.	Conservancy, association, partner program.	EUR 1,000-25,000 per sponsor package.
Invitalia / enterprise tools	Student-linked businesses, creative enterprises, tours, coworking, cultural operators.	Eligible entrepreneurs or third-sector entities.	Program-specific loans/grants/incentives.

14. Governance, Staffing, and Safeguards

Education partnerships require coordination. Without a named contact and a basic operating system, partners will lose confidence. The Governance document should assign an Education and Partnerships Working Group under the Guardia 2035 structure.

Role	Responsibility
Project coordinator	Maintains partner calendar, outreach list, program briefs, visit logistics, and follow-up.
Comune liaison	Coordinates access to public information, meeting spaces, public approvals, and institutional communication.
Education working group	Includes local educators, artists, producers, technical professionals, foreign residents, and associations.
Technical reviewers	Review any preservation, construction, mobility, or safety claims before public use.
Partner institution lead	Responsible for student supervision, academic requirements, insurance, participant conduct, and faculty decisions.

Safeguards should include: written program scope, participant conduct rules, site-safety protocols, photo/video permissions, data/privacy rules, no unsupervised entry into unsafe buildings, no public technical claims without professional review, and clear separation between student concepts and official municipal decisions.

15. 12-Month Rollout Plan

Period	Actions	Outputs
Months 1-2	Create Education Working Group; assign one coordinator; prepare partner list; draft 3-5 program briefs.	Outreach-ready education packet.
Months 2-3	Hold local listening session with artists, producers, builders, geometri, residents, and foreign homeowners.	Local host/contact inventory and program needs list.
Months 3-4	Contact Universita del Sannio, Federico II, Accademia di Belle Arti di Napoli, Formedil/CFS, and model field-school programs.	First meetings scheduled; interest tracked.
Months 4-6	Launch one site visit and one weekend workshop.	Photos, student outputs, partner feedback, public presentation.
Months 6-9	Prepare Erasmus+/Creative Europe/GAL-ready concepts; identify grant lead entities.	Two grant-ready concept notes.
Months 9-12	Run Guardia Education Day with public presentation of outputs and next-year partner calendar.	Annual visibility event and 2027/2028 program pipeline.

16. Three-Year Growth Path

Year	Goal	Target outputs
Year 1	Prove the model with low-risk pilots.	1-2 site visits, 1 workshop, partner packet, public archive, first program briefs.
Year 2	Create recurring programs.	At least one annual field week, one student studio, one arts partnership, one preservation/trades program.
Year 3	Formalize Guardia Living Lab.	Annual calendar, 5-10 active partners, grant applications, recurring education event, documented local economic impact.

17. Success Measures

- Number of active education partners and repeat partners.
- Number of student/faculty visits, workshops, and field weeks completed.
- Number of useful outputs produced: maps, reports, design boards, photos, interviews, exhibition materials, and grant concept notes.
- Number of local residents, artists, producers, tradespeople, and property owners involved.
- Amount of outside funding, in-kind support, or university spending attracted.
- Number of property, mobility, creative-quarter, agriculture, or workforce decisions improved by partner outputs.
- Annual public presentation completed and archived.

- Partner satisfaction and willingness to return.

18. Partner Outreach Packet Checklist

- One-page Guardia 2035 overview.
- Education partnership one-page brief.
- Map of the historic center and priority study areas.
- List of possible program themes and outputs.
- Local contact and coordination structure.
- Basic housing, workspace, transport, and safety notes.
- Photos and short video assets.
- Public-presentation and exhibition options.
- Grant and funding alignment notes.
- Clear statement that student work is advisory unless adopted through official professional and municipal review.

19. Project Sheets

Project Sheet 8A: Guardia Field Site Launch Packet

Item	Detail
Purpose	Create the basic materials needed to approach universities and training partners.
Indicative budget	EUR 5,000-15,000
Potential partners	Coordinator, designer/writer, local photo/video support, Comune liaison.
Expected outputs	Completed partner packet, 5 program briefs, contact list, outreach emails.
Funding stack	Municipal seed funds, university contribution, Erasmus+/Creative Europe/GAL where appropriate, sponsorships, in-kind support.
Next action	Assign a working-group lead and convert this sheet into a two-page partner brief.

Project Sheet 8B: Guardia Living Lab Pilot Weekend

Item	Detail
Purpose	Run a first public pilot combining arts, preservation, agriculture, and rural regeneration.
Indicative budget	EUR 5,000-20,000
Potential partners	Education Working Group, artists, producers, local associations, partner faculty.
Expected outputs	Weekend workshop, public presentation, output archive, partner feedback.
Funding stack	Municipal seed funds, university contribution, Erasmus+/Creative Europe/GAL where appropriate, sponsorships, in-kind support.
Next action	Assign a working-group lead and convert this sheet into a two-page partner brief.

Project Sheet 8C: Centro Storico Preservation Documentation Week

Item	Detail
Purpose	Document selected streets/buildings and create a training-oriented preservation output.
Indicative budget	EUR 10,000-35,000
Potential partners	Preservation partners, geometri/architects, Formedil/CFS, students.
Expected outputs	Photo records, access notes, condition categories, maintenance priorities.
Funding stack	Municipal seed funds, university contribution, Erasmus+/Creative Europe/GAL where appropriate, sponsorships, in-kind support.
Next action	Assign a working-group lead and convert this sheet into a two-page partner brief.

Project Sheet 8D: Wine, Olive Oil, Arts, and Rural Innovation Field Week

Item	Detail
Purpose	Connect rural economy and historic-center activation through a week-long learning program.
Indicative budget	EUR 10,000-35,000
Potential partners	Producers, GAL/CSR partners, universities, artists, local guides.
Expected outputs	Producer profiles, rural-tourism concepts, public tasting/arts event, student reports.
Funding stack	Municipal seed funds, university contribution, Erasmus+/Creative Europe/GAL where appropriate, sponsorships, in-kind support.
Next action	Assign a working-group lead and convert this sheet into a two-page partner brief.

Project Sheet 8E: Mobility and Access Student Studio

Item	Detail
Purpose	Generate early public concepts for walking routes, lifts, shuttle logic, and wayfinding.
Indicative budget	EUR 5,000-30,000
Potential partners	Planning/architecture school, Comune technical office, mobility working group.
Expected outputs	Maps, design boards, presentation, input for professional feasibility study.
Funding stack	Municipal seed funds, university contribution, Erasmus+/Creative Europe/GAL where appropriate, sponsorships, in-kind support.
Next action	Assign a working-group lead and convert this sheet into a two-page partner brief.