

GUARDIA SANFRAMONDI 2035

Document 12: Implementation Timeline

From Planning Concept to Fundable Projects, Visible Early Wins, and Long-Term Regeneration

Element	Description
Purpose	Convert the Guardia 2035 strategy into a sequenced action plan with phases, decision gates, responsible actors, funding windows, and measurable outputs.
Scope	Centro storico regeneration, access and mobility, one-euro houses, creative quarter, university partnerships, agriculture, workforce, conservancy, funding, communications, and governance.
Use	For Comune discussion, public review, working-group management, funder conversations, partner outreach, and annual progress tracking.

Draft status: This timeline is a working civic planning tool, not a binding municipal budget, procurement plan, engineering schedule, or grant application. Before adoption, each step should be reviewed by Comune officials, the technical office, legal counsel, funding specialists, relevant public bodies, local associations, residents, businesses, property owners, and qualified professionals.

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1. Executive Summary

The Guardia Sanframondi 2035 strategy cannot succeed as a single announcement, a single grant application, or a single one-euro house campaign. It needs a disciplined sequence: organize the program, prepare properties and partners, deliver visible pilot projects, build grant-ready technical materials, and then pursue larger capital investments in access, parking, lifts, public space, restoration, and long-term maintenance.

This implementation timeline translates the previous documents into a practical order of operations. The guiding principle is simple: do not ask for major funding before the town can show readiness, coordination, community support, project sheets, technical scoping, and maintenance capacity.

- First 30 days: confirm the working structure, appoint a coordinator or lead team, collect existing documents, and prepare public communications.
- Months 1 to 3: build the project dashboard, begin property-readiness screening, launch partner outreach, and prepare the participatory-budget package.
- Months 4 to 12: deliver low-cost pilots that prove the concept: open studios, access audit, contractor registry, university field-week proposal, and rural innovation event.
- Year 2: convert pilot results into larger applications for Campania, national, EU, GAL/CSR, SNAI, Invitalia, and cultural/education funding.
- Years 3 to 5: move into larger capital projects, recurring programming, restoration workforce pipelines, and formal conservancy operations.
- Years 6 to 10: mature Guardia as a recognized inland village regeneration model connecting heritage, arts, agriculture, education, remote work, access, and maintenance.

2. Timeline Philosophy

The timeline uses a layered approach. Early actions should be cheap, visible, useful, and capable of unlocking larger resources. Large infrastructure should not be rushed before feasibility, land/site constraints, cost estimates, operations costs, and public consensus are clearer.

Principle	Meaning for Guardia
Start small, but not randomly	Pilot projects should be selected because they support larger funding applications and long-term systems.
Sequence before scale	A town should not scale promotion faster than it can handle property questions, contractors, access issues, and maintenance.
Technical readiness first	Parking, lift, public-space, and access projects need feasibility work before major grant applications.
Visible wins matter	Residents and partners need to see practical progress within the first year, even before major capital grants arrive.
Maintenance is part of implementation	Every investment should include a maintenance owner, budget assumption, and inspection cycle.

3. Critical Path and Dependencies

Several actions depend on earlier decisions. The critical path is the sequence that must not be allowed to drift. If these items stall, the larger program will lose momentum.

Critical item	Why it comes early
Governance lead	Needed before serious partner outreach, grant management, public updates, and project tracking.
Property readiness	Needed before a public one-euro house launch or buyer campaign.
Access feasibility	Needed before parking garage, lift/elevator, shuttle, stair-safety, and mobility funding applications.
Funding/project sheets	Needed before grant calendars become actionable.

Critical item	Why it comes early
Contractor registry	Needed before buyer confidence improves and restoration demand increases.
Conservancy/maintenance model	Needed before public-space improvements can be sustained.

4. Phase 0: Immediate Organization - First 30 Days

The first month should not be spent debating the entire 10-year vision. It should be used to establish a basic operating structure and prepare for decisions that must happen in the first three months.

Action	Description	Output
Confirm working group	Comune representatives, residents, business voices, artists, property owners, international residents, technical advisors.	Named temporary working group and meeting schedule.
Name a coordinator	Part-time, volunteer, contract, association-based, or Comune-supported project coordinator.	Single point of contact for dashboard, documents, meetings, and follow-up.
Create document library	Existing plans, budgets, maps, property lists, contacts, funding notices, partner leads.	Shared folder and version-control routine.
Prepare public explanation	Simple statement that the one-euro house program is part of a wider regeneration plan.	Public-facing narrative for residents and partners.
Set project dashboard	Track each project, owner, status, deadline, next action, funding lane, and risk.	Basic spreadsheet or web dashboard.

5. Phase 1: Launch Readiness - Months 1 to 3

The first quarter should make the program credible. The goal is not yet to complete major projects. The goal is to make Guardia organized, honest, fundable, and ready for public-facing pilot work.

Workstream	Months 1-3 action	Output
Governance	Adopt temporary terms of reference; assign workstream leads; set meeting cadence.	Working group operating method.
Funding	Convert priority ideas into one-page project sheets with budgets, applicants, match needs, and funding lanes.	Grant-ready project-sheet packet.
Property activation	Begin Green/Yellow/Red property-readiness screening and owner outreach.	First internal property-readiness list.
Mobility	Draft scope for access, parking, lift/elevator, shuttle, loading, lighting, and stair-safety feasibility study.	Feasibility-study brief.
Creative quarter	Map existing artists, galleries, studios, potential open-studio routes, and difficult-access spaces.	Creative assets map.
Education	Prepare outreach notes for Università del Sannio, Accademia di Belle Arti di Napoli, Federico II, and field-school models.	Partner contact package.
Agriculture	Identify wineries, olive-oil producers, food partners, and rural-tourism ideas.	Producer/partner list.
Workforce	Begin contractor registry and restoration-skills gap survey.	Initial contractor and trades list.
Maintenance	Define adopt-a-route, sponsorship, inspection, and conservancy concepts.	Maintenance pilot plan.

6. Phase 2: Pilot Delivery - Months 4 to 12

Months 4 to 12 should produce public evidence that the plan is real. Pilot projects should be manageable, visible, and useful for future grants. The recommended pilots are deliberately modest, because the first year should build credibility without overpromising.

Pilot	Core tasks	Why it matters
Access and Mobility Audit	Walking route audit; stairs, lighting, handrails, loading, shuttle concept, lift route screening, garage site questions.	Technical basis for future funding.
Guardia Launch Platform	Bilingual project pages, FAQ, property-readiness explanation, partner pages, press kit, events calendar.	Clear public information and partner confidence.
Creative Quarter/Open Studios Pilot	Map artists and spaces; open studios weekend; small exhibitions; trial route signage.	Visible proof of cultural activation.
Contractor Registry and Roundtable	List available trades; identify gaps; meet with training bodies and employment partners.	Better buyer confidence and workforce plan.
University Field Week Proposal	Develop one or two realistic field-week models in arts, planning, preservation, agriculture, or rural innovation.	Partner-ready education package.
Wine, Olive Oil, Arts, and Rural Innovation Week	Pilot event linking producers, artists, historic center spaces, students, visitors, and remote workers.	Combined rural/cultural identity.
Maintenance/Conservancy Pilot	Adopt one or more visible routes; test sponsorships, cleanups, light/sign checks, and reporting.	Sustainable maintenance proof of concept.

7. Phase 3: Funding and Capital Projects - Year 2

The second year should use pilot results to pursue larger funding. At this stage, Guardia should have enough evidence to show need, public support, project readiness, partner interest, and maintenance planning.

Year 2 package	Main actions	Likely funding lanes
Access, parking, and lift systems	Move from feasibility to preliminary technical options, cost ranges, sites/routes, operating model, and funding applications.	PR Campania FESR, Fondo Piccoli Comuni, SNAI/internal areas, regional/national infrastructure channels.
Creative quarter and cultural programming	Scale open studios, residencies, artist exchange, cultural route, public art, and EU partner-search participation.	Creative Europe, Culture Moves Europe, Cultura Cresce, municipal/private sponsorships.
Education and field schools	Confirm first university/study partners; host pilot field week or workshop; document outputs publicly.	Erasmus+, universities, foundations, tuition/fee-supported programs.
Agriculture/rural innovation	Develop routes, producer experiences, learning programs, rural innovation week, and smart-village project sheets.	GAL Titerno, CSR Campania, Erasmus+, producer partnerships.
Workforce and business formation	Launch training pathways, restoration business clinic, and entrepreneur support.	Programma GOL, Formedil/CFS/ANCE, Resto al Sud 2.0, ON Nuove Imprese.
Conservancy and maintenance	Formalize membership/sponsorships; adopt routes; annual maintenance schedule; public reporting.	Memberships, sponsorships, Comune service agreements, donations, project-specific grants.

8. Phase 4: Scaling and Institutionalization - Years 3 to 5

Years 3 to 5 are the scale-up period. By this point, Guardia should not still be operating as an informal idea. It should have a functioning project office or partner entity, recurring programs, public reporting, and a pipeline of fundable projects.

Scale-up area	Years 3-5 target
Capital mobility projects	Advance selected garage/lift/shuttle/stair-safety projects through design, funding, approvals, procurement, and phased construction.
Property activation pipeline	Maintain a verified property list; support owners; publish only ready properties; document completed restorations and reuse cases.
Creative district operations	Annual open studios; residencies; gallery route; performance calendar; artist housing/workspace strategy.
Education and research identity	Repeatable field schools; summer workshops; student planning studios; public presentations; academic outputs.
Rural innovation platform	Annual wine/olive/arts/rural innovation event; producer network; food/agriculture learning routes; external partnerships.
Workforce capacity	Active training pipeline; contractor registry updates; safety standards; restoration apprenticeships; maintenance crew development.
Conservancy maturity	Formal donor program; route adoption; annual report; maintenance reserve; coordination with Comune technical office.

9. Phase 5: Guardia 2035 Maturity - Years 6 to 10

The 2035 horizon should represent a mature system, not just a series of completed projects. Guardia should aim to be known as a serious inland-village regeneration model with functioning access improvements, active cultural life, credible property reuse, workforce capacity, university programming, and long-term maintenance.

- A stabilized and more active centro storico with a mix of homes, studios, workshops, small businesses, cultural spaces, and hospitality uses.
- A completed or clearly advancing mobility package that improves access for residents, older homeowners, visitors, deliveries, tradespeople, and emergency/service needs.
- A recurring creative and agricultural calendar that gives Guardia more year-round life, not only seasonal attention.
- A recognized partnership network involving universities, cultural organizations, training bodies, producers, associations, and international residents.
- A conservancy or similar structure able to raise money, organize volunteers, sponsor improvements, and support maintenance without replacing municipal responsibilities.
- A public dashboard and annual report that track investments, funding won, properties activated, programs hosted, and maintenance outcomes.

10. Workstream Timeline Matrix

The following matrix summarizes the recommended timing across the major workstreams. Dates are expressed by phase rather than fixed calendar dates so the plan can be adopted at any point and still remain usable.

Workstream	0-30 days	Months 1-3	Months 4-12	Years 2-5	Years 6-10
Governance	Coordinator, working group, dashboard	Terms of reference; project sheets	Project office; grant management	Formal entity/conservancy support	Mature governance and reporting
Funding	Collect sources; assign owners	Participatory budget package; grant calendar	Major applications; partner bids	Capital stack execution	Recurring funding and reserves
One-Euro/Properties	Owner outreach design	Green/Yellow/Red screening	Public-ready listings; reuse pilots	Restoration/reuse pipeline	Stable property activation system
Mobility/Parking/Lifts	Feasibility scope	Access audit and study launch	Technical options and cost ranges	Design/funding/procurement	Completed/advancing capital systems
Creative Quarter	Artist/studio mapping	Open-studios planning	Pilot events and routes	Annual calendar/residencies	Recognized creative district
Education	Partner list	Outreach package	Field-week pilot	Recurring programs	Research and field-school identity
Agriculture	Producer list	Rural event plan	Wine/olive/arts pilot	Routes and innovation programs	Integrated rural economy platform
Workforce	Trades list	Contractor registry	Training roundtables	Apprenticeship/business formation	Skilled restoration ecosystem
Maintenance	Concept design	Route adoption pilot	Annual maintenance schedule	Conservancy operations	Maintenance reserve and annual report

11. Funding Calendar and Grant Readiness

The funding calendar should be managed as a rolling system, not a one-time search. Each opportunity should be tracked with applicant eligibility, match requirements, deadline, documentation needs, partner needs, and project-readiness status.

Frequency	Required action
Monthly	Update funding dashboard; assign new calls; check deadlines; revise project sheets.
Quarterly	Review readiness for PR Campania FESR, Fondo Piccoli Comuni, GAL/CSR, SNAI, Erasmus+, Creative Europe, Invitalia, Cultura Cresce, and training programs.
Before each call	Confirm applicant, match, legal authority, technical documents, budget, partners, maintenance plan, and public benefit.
After each submission	Record result, feedback, next resubmission window, and whether the project should be revised or split.

12. Decision Gates

Decision gates prevent the program from moving too quickly into public commitments before technical, legal, financial, and operational readiness exists.

Decision gate	Timing	Minimum evidence
Gate 1: Governance readiness	Before public launch	Named coordinator, workstream leads, dashboard, document repository, meeting rhythm.
Gate 2: Property readiness	Before promoting one-euro listings	Owner consent, access notes, basic condition information, title/cadastral review path, obligations explained.
Gate 3: Mobility readiness	Before major infrastructure grant applications	Feasibility scope, site/route options, cost ranges, operating assumptions, maintenance implications.
Gate 4: Partner readiness	Before university/EU applications	Lead applicant, partner roles, calendar, local coordinator, accommodation/logistics, public outputs.
Gate 5: Maintenance readiness	Before physical improvements	Maintenance owner, inspection cycle, repair response, estimated annual cost, funding source.
Gate 6: Scale readiness	Before expanding marketing	Contractor capacity, response system, public FAQ, coordinator bandwidth, funding pipeline.

13. Risk Controls

Risk	Control
Overpromising the one-euro price	Use honest FAQ, renovation-cost ranges, access notes, and readiness categories.
Too much publicity before readiness	Launch in phases; publish only verified information; keep internal property lists separate from public listings.
Grant chasing without capacity	Assign a coordinator; limit active applications to those with clear applicants and documents.
Capital projects without maintenance	Require a maintenance plan for every physical improvement.
Community resistance or fatigue	Use public updates, listening sessions, resident benefits, and visible early wins.
Volunteer burnout	Use volunteers for support, not as substitutes for core professional responsibilities.
Poor contractor capacity	Build registry, training partners, and business-support channels before demand spikes.

14. 12-Month Checklist

By the end of the first year, Guardia should aim to have the following items completed or visibly underway.

- Working group and coordinator established.
- Project dashboard and funding calendar active.
- Participatory-budget package or equivalent seed-funding package prepared.
- Access and mobility feasibility scope completed and either funded or ready for funding.
- Initial Green/Yellow/Red property-readiness process in use.
- Bilingual launch platform or public information pages drafted.
- Open studios or creative-quarter pilot delivered.
- Contractor registry and workforce roundtable completed.
- At least one university or field-school partner conversation advanced to a written concept.
- Wine, Olive Oil, Arts, and Rural Innovation Week designed or piloted.
- Maintenance/conservancy pilot route selected and tested.
- Year-one annual report prepared for residents, partners, and funders.

15. Success Measures

The implementation plan should be measured with practical indicators that show whether the strategy is moving beyond discussion.

Area	Example indicators
Governance	Coordinator named; meetings held; dashboard updated; public reports issued.
Funding	Project sheets completed; applications submitted; grants won; private/in-kind contributions recorded.
Property activation	Owners contacted; properties screened; ready listings published; reuse projects started or completed.
Mobility	Feasibility study completed; priority routes identified; cost ranges developed; applications submitted.
Creative quarter	Artists mapped; events held; spaces activated; visitors/participants counted.
Education	Partners contacted; field programs proposed; student visits/workshops hosted.
Agriculture	Producers engaged; routes/events created; rural innovation partners identified.
Workforce	Contractors registered; training partners engaged; business-support sessions held.
Maintenance	Routes adopted; inspections completed; repairs logged; sponsors/members recruited.

16. Recommended Next Actions

The next step is to use this timeline as the operating bridge between the strategic documents and the upcoming full implementation package. The Comune, residents, associations, and partners should be able to see not only what the vision is, but what needs to happen first.

Priority	Action
1	Confirm whether the next working document should be the full master implementation plan, public presentation, Italian translation sequence, or website package.
2	Prepare a one-page public timeline that simplifies this document for residents and community meetings.
3	Prepare a project dashboard spreadsheet with workstream, owner, deadline, status, cost, funding lane, risk, and next action.
4	Prepare a 90-day public action agenda that can be used in meetings with Comune officials, associations, artists, wineries, international residents, and funding partners.

Appendix: Suggested 90-Day Meeting Agenda

This agenda can be reused for the first formal Guardia 2035 working session.

Agenda item	Purpose
Opening	Confirm the purpose: moving from ideas to a sequenced, fundable implementation program.
Review	Summarize the eight strategic pillars and why the one-euro house program is a gateway, not the whole strategy.
Timeline	Adopt the first 30-day, 90-day, and 12-month targets.
Roles	Name temporary workstream leads and define the coordinator function.
Pilot projects	Select first-year pilots and confirm which two should be attached to seed funding or participatory-budget proposals.
Funding	Review project sheets and assign responsibility for each funding lane.
Public communication	Agree on a simple public explanation, FAQ, and update schedule.
Close	Confirm next meeting date, decisions due, and documents to be prepared.