

A woman with her hair in a bun and sunglasses on her head is sitting on a balcony. She is looking out over a coastal town and the sea at sunset. The sun is low on the horizon, casting a warm glow over the scene. The balcony has a railing, and there is a table with some food on it. The background shows a hillside with buildings and a body of water.

Feeling at home

Dispersed holiday accommodation in the land
of ancient vines and Greek colonies

Investing in sustainable and responsible tourism
a new business accommodation

This is not a simple proposal for hospitality in the villages

It is a project conceived and designed for those who want to spend time in absolute relaxation, in authentic and quiet places, in contact with nature and where they can live authentic and genuine experiences.

All integrated into a network system where the excellence of Calabrian companies selected for their attention to quality and methods used converge.

A digital platform (APP) is being created to manage everything and make the products and services offered available to users, integrating them with each other in order to accompany them in their needs.



Who is it aimed at?

For those who look at Calabria with interest but encounter difficulties in intercepting the offer capable of satisfying their needs

IFaner

People who love to immerse themselves and experience the places they visit



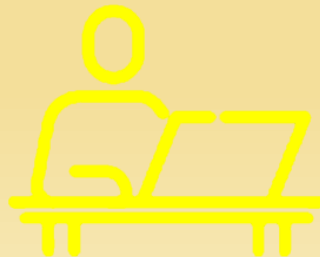
City user

For those who choose a destination to relax and enjoy the places by living and savoring what it offers



Smart-worker

For those who wish to spend a period of the year in a place other than their workplace



Retired people

For those looking for a quiet place, with a mild climate and affordable, where they can spend a more or less long period of the year.



For those who want to buy a house to renovate we offer support and assistance for research, procedures and work

Option

You will be able to choose a house immediately or at a later time among the renovated houses



Investment

You will be able to choose how much to invest and even start with an advance.



Support

Assistance in all phases. The user has the right to choose different solutions and follow the work, without having to deal with authorizations, technicians and companies.



For those who simply want to invest in the project

Performance

Excellent expected annual return that can exceed 20%



Tax relief

Tax deduction 65% of the amount invested
For residents in Italy



Awards

Annual prizes that can range from 45.00 to 65.00 euros



Exit

In five years, for every 1k invested, an exit is expected that can exceed 2k

The market

The background of the slide is a light green gradient. On the right side, there are several overlapping, semi-transparent geometric shapes in various shades of green, ranging from light to dark. These shapes are primarily triangles and quadrilaterals, creating a modern, abstract design.

In perfect line with market trends

Presences
in Italy in
strong
increase
compared
to previous
years 435
million in
2023

There is a
growing interest
in experiential
and rural
tourism, outdoor
activities, the
desire to
experience
emotions and
new experiences

Roots tourism is
growing strongly There
are six million Italians
living abroad, a figure
that rises to 80 million
if we include those of
Italian origin and
descendants and even
to 260 million if we
include in the total
those with relatives

The project



The contest

Guardavalle, an important village on the Ionian coast of Calabria, with a territory highly suited to producing oil, citrus fruits and high quality wines, **from which the Guardavalle wine by Guardavalle De.Co.**

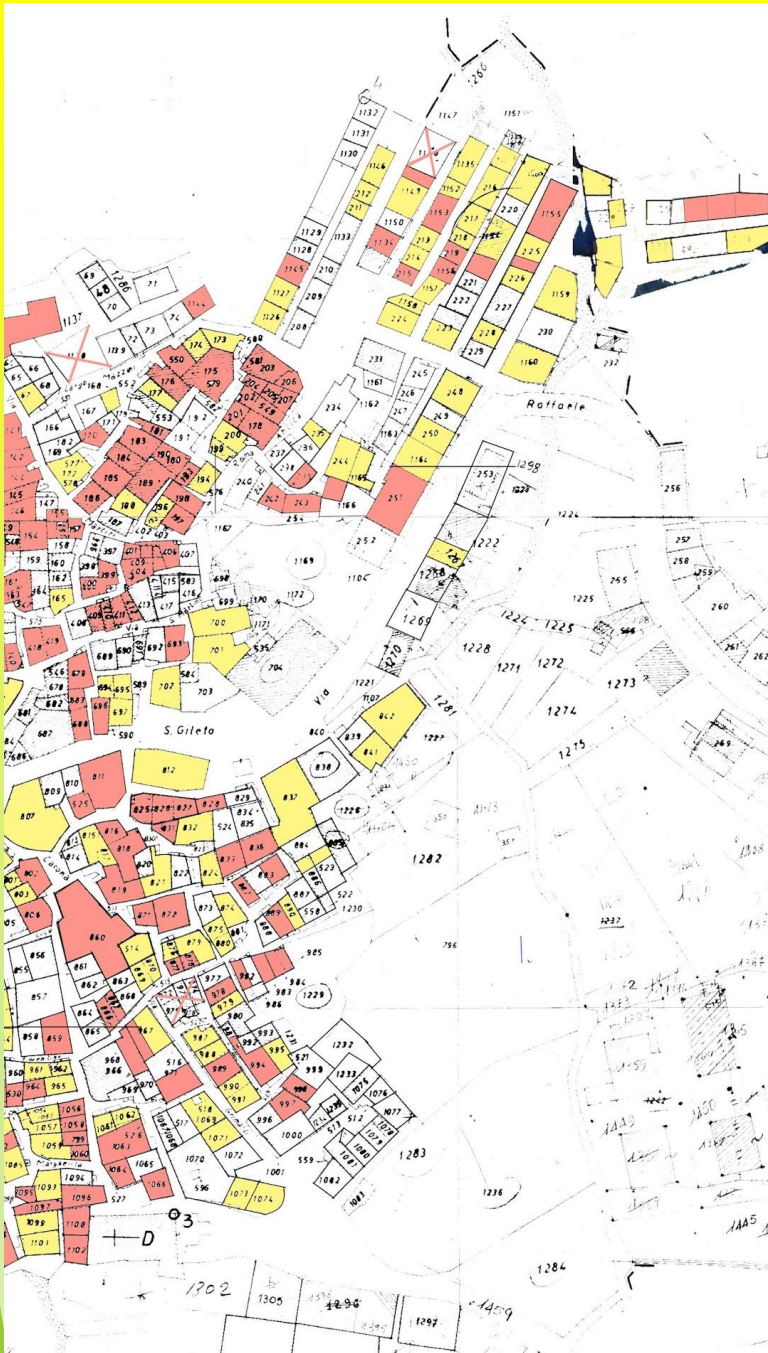
Over time it has seen a slow economic and social impoverishment, with a partly uninhabited historic center, with buildings attached to each other which makes it difficult to renovate.

The project

Recovery of groups of buildings in the historic center, synergizing the recovery of life in the village and the productions of its territory.

We cannot talk about hospitality if a place does not come back to life, to be a place of interest not only for tourists but also and above all for those who live there and for the new generations.

This project, in synergy with other existing realities, will be an important opportunity for development and work.





What will be done?

From the recovery of the acquired buildings, new apartments will be created using sustainable construction techniques and using natural materials in line with the original construction techniques, with a zero energy balance.

Everything can be managed via a specific App, from which you can build and book your own "package" of days in Guardavalle, setting it not only based on costs, but also evaluating the "environmental" impact of your choices.



What will be done?

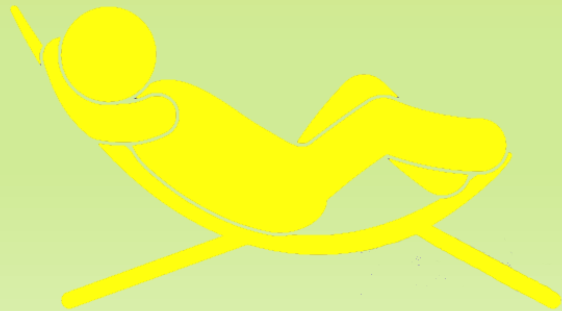
The renovated houses will be part of a **hospitality system organized and integrated with the territory**, offering hospitality services, including the organization of transfers and use of the territory from arrival to departure, and **products of Calabrian excellence**.

Everything will be managed through a digital platform that will network different realities of the **Calabrian territory**, thanks also to some networks of already existing companies.

The Project goes beyond the simple offer of holiday homes

What to expect?

Comfort Having a house all to yourself, at any time and for as long as you want, welcoming and interconnected with a series of services to be free to fully enjoy the days of your stay



Relations You will find yourself in a context where relationships have value and are part of everyday life, allowing you, if you want, to be accompanied in experiences and unforgettable food and wine, historical and naturalistic itineraries.

Breath Breathing, or the possibility of relaxing, of escaping from the stress of everyday life and being able to slow down, relive "human" rhythms by dedicating oneself to one's passions, to oneself and to one's loved ones



Attention to those with movement difficulties and/or special needs

Barriers Particular attention will be given to the elimination of architectural barriers, creating houses with full accessibility for a comfortable stay of people with disabilities, the elderly, etc.



Services Through the activation of specific agreements, basic health services will also be guaranteed. The users of our homes will have the possibility of having medical assistance and support 24 hours a day in case of particular needs thanks to the availability of doctors, nurses and OSS

Support Our staff will be available to support you during your stay.



A totally sustainable project

Various activities to reduce the environmental impact of our actions

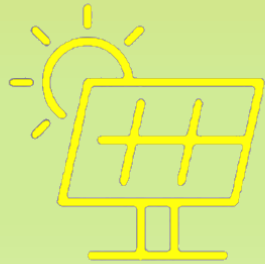
Green building

Respect for the original construction features and use of natural materials and attention to energy efficiency



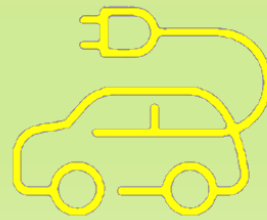
Zero energy balance

Use of energy saving systems, storage and production of energy from renewable sources



Electric mobility systems

Provision of electric cars and bicycles to be able to move around the territory in total freedom



Organic productions

An organic production circuit guaranteed by the CalabriaBio brand that will allow you to taste excellent organic products in partner restaurants and at home

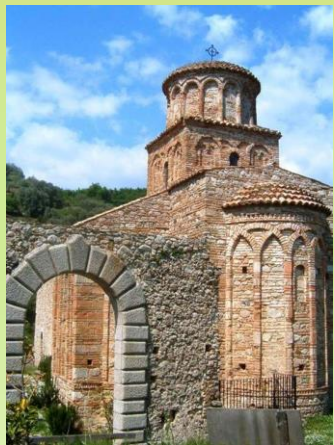


A project integrated with the territory

An integrated system that interacts with the territory

Culture

An enormous historical and cultural heritage, often little known, awaits you



Territory

From 0 to 1200 mslm in 10 km, a territory that offers different, unique and exciting experiences



Nature

You will be immersed in uncontaminated and rural environments, where in every corner you will find unique people and products



Wellness

In addition to good food, the natural and uncontaminated environments in which you are immersed, there is the possibility of dedicating yourself to your personal well-being



An innovative project

A portion of the proceeds will be allocated to research and training activities for the improvement of services and processes.

Reservation

Through a dedicated App and our platform it will be possible to book and organize your stay and choose the services and products



Controll

With the support of another App, the main environmental and energy parameters will be monitored to control the structures and processes



Recearch

The data collected, integrated with the activities carried out, will be research elements to improve the services offered and the efficiency of the processes



Training

Training is an important factor in growth and improvement. Part of the resources will be used for this and to support associations for cultural and entertainment activities



Promoter and animator of the Guardavalle Project

Francesco Quaranta

Agronomist, expert in quality systems and organic production, consultant for over twenty years for important certification companies of branded products and Italian and foreign distributors of organic products. President and founder of the Punta Stilo Business Network and Association, which brings together public bodies, including the Municipality of Guardavalle, private individuals and Calabrian companies and whose main mission is the enhancement of the Calabrian territory and its productions.



Thanks!

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