

Together towards the New Urban Project

NUP programs

From Cordoba to Marrakech: (2025-2026)

QUEBEC ROADMAP ACTIVITIES



OVPM . OWHC . OCPM



BACKGROUND

The OWHC 2025–2026 Action Plan includes two programs specifically dedicated to the development of the *New Urban Project* and its adoption at the 18th World Congress (Marrakech, 2026): The *Quebec Roadmap* and the *Cordoba Path*.

INTRODUCTION

The *Quebec Roadmap*, and in particular the collaborative engineering it has enabled since 2022, is an important achievement confirmed at the *Symposium on the Habitability of Historic Centers* (Cordoba, September 2024 – see *Report*). The approach it is developing is oriented towards action and “doing things together”, it relies on the active participation of OWHC member cities determined to find new ways of thinking about and developing their historic centers response to the following issues:

- Adapting cities to climate change and reducing its impact
- Capitalizing on the ability of historic districts to reinvent themselves
- Enhancing the features that underpin the habitability of the heritage city
- Promoting heritage as an irreplaceable resource for sustainable development

The *Quebec Roadmap* has the following objectives:

- a. Facilitate access for as many member cities as possible to the collective process of creating the *New Urban Project*.
- b. Provide a space for interdisciplinary dialogue, enabling member cities to discuss issues, share concerns and experiences, and develop a common knowledge and awareness of challenges and opportunities.
- c. Produce content for the *Cordoba Path*.

ACTIVITIES

The *Quebec Roadmap* creates the conditions that enable cities to conduct thematic and transversal reflections together and to identify the best ways to ensure *habitability* in historic centers by focusing on four *strategic axes*: Requalify the Habitat, Refresh the city, Transform Mobility, Regenerate the Urban Environment.

The two activities of the *Quebec Roadmap* are part of a system of successive processing of results that feeds into the design process of the *New Urban Project* (see Annex 1 for the Conditions of Participation).

1. Collaborative Networks

The first activity is the replication and continuation of the participatory method created after the 16th World Congress in Quebec City (2022), which has set itself the goal of developing the *New Urban Project* and set the OWHC's objectives up to 2026. The activity focuses in particular on mobilizing cities and their specialists, establishing ongoing dialogue and learning new ways of doing and working together.

Each *Collaborative Network* is dedicated to a *Thematic*, which is debated over a period of time with a view to collectively asserting shared positions (Statements) on the issues addressed, and the co-producing proposals (Courses of Action) for implementing the *Strategic Axes*.



For 2022-2024, twelve priority *Thematics* have been developed (see Appendix 2). In addition, cities will have the opportunity to continue the reflection underway within the framework of existing *Collaborative Networks*, or to propose the creation of new ones in accordance with the following procedure:

1. A city facing a particular situation or challenge proposes a *Thematic* and undertakes to coordinate a *Collaborative Network*. The relevance of the proposal is assessed primarily in terms of the *Thematics* already addressed or being addressed, and the new perspectives it brings to the implementation of the *Strategic Axes*.
2. The validated proposal is presented to all OWHC member cities at a *Round Table*, after which an action plan is established. The *Collaborative Network* is created as soon as several cities confirm their interest in the proposed *thematic*.

The collective work is carried out through webinars, workshops, study visits, etc., and leads to the presentation of a *Progress Report* indicating the results obtained, being these the *Statements* and the *Courses of Action* on which consensus has been reached.

2. Community of practice

The *Community of Practice* activity offers *Quebec Roadmap* stakeholders¹ the opportunity to meet in person to process the results obtained from the *Collaborative Networks* and make them usable within the framework of the activities of the *Cordoba Path*. The primary function of the *Community of Practice* is therefore to put the *Statements* and *Courses of Action* into perspective in order to reveal the cross-cutting themes that must exist between the four *Strategic Axes*. This perspective involves in particular:

The primary function of the *Community of Practice* is to put the *Statements* and *Courses of action* into perspective, in order to reveal the cross-cutting aspects that must exist between the four *Strategic Axes*. This perspective involves in particular:

1. The *Statements*, which are mainly shared assertions, convictions or even certainties about the main issues raised by the *Thematics*, should lead to the formulation of *Objectives*, which are by definition cross-cutting and operational.
2. The *Courses of action*, which are guidelines for implementing the *Strategic Axes*, should reveal their long-term operational potential in the form of *Solutions* that evoke concrete, ready-to-execute responses.

The *Community of Practice* will push transversal logics towards discussion of the notions of *Global Strategies* and *Structuring Projects* that will make up the *New Urban Project*. It will also help to stimulate thematic reflection, identify topics to be developed in particular and, in general, bring together relevant content for the activities of the *Cordoba Path*.

¹ Elected representatives, coordinators of the cities piloting the *Collaborative Networks* and those actively participating in network activities



ANNEX 1: CONDITIONS OF PARTICIPATION

All member cities in good standing can participate in the *Quebec Roadmap*.

EXPECTED CONTRIBUTIONS

Pilot cities

- a. Organize, finance and facilitate their *Collaborative Network* meetings, whether webinars, in-person workshops, study visits, or others.
- b. Compile contributions from participating cities.
- c. Present results in a *Progress Report*.

Participating cities

- a. Actively participate in meetings and ensure that the profiles of the municipal professionals involved are appropriate to the thematic
- b. Cover any expenses incurred by their attendance at meetings.

OWHC General Secretariat

- a. Ensure the international visibility and promotion of participating cities.
- b. Provide technical, administrative and financial assistance to pilot cities.
- c. Organize regular Community of Practice meetings



ANNEX 2: PRIORITY THEMATICS SINCE 2022

1. **Protecting and strengthening the residential function of the city's historic centers**
Piloted by the City of Brussels, Belgium
2. **Irregular architectural interventions that diminish the heritage values**
Piloted by the City of Cuenca, Ecuador
3. **Protected buildings in a state of abandonment**
Piloted by the City of Morelia, Mexico
4. **Greening and space planning for urban refreshment**
Piloted by the City of Bordeaux, France
5. **Greening public spaces**
Piloted by the City of Krakow,
6. **Regulation of traffic within the buffer zone of the World Heritage Site**
Piloted by the City of Dubrovnik, Croatia
7. **Rejuvenating the historic center through an active mobility model**
Piloted by the City of Puebla, Mexico
8. **Pacified mobility: street planning and sharing between different users and mobility modes**
Piloted by the City of Quebec, Canada
9. **Intangible heritage as a resource for urban regeneration**
Piloted by the City of Bruges, Belgium
10. **Raising awareness and disseminating heritage information to the local community**
Piloted by the City of Colonia del Sacramento, Uruguay
11. **Regeneration of the historic core through preservation, valorization and awareness of heritage**
Piloted by the City of Marrakech, Morocco
12. **Crafts and traditional know-how for heritage preservation**
Piloted by the City of Évora, Portugal and the Regional Secretariat for Southern Europe and Mediterranean
13. **Adaptation of heritage buildings to climate change**
Piloted by the City of Warsaw, Poland