OVPM . OWHC . OCPM

FEUILLE DE ROUTE DE QUÉBEC
2022-2024

17ᵗʰ OWHC World Congress
Call for submissions for the 2024 poster exhibition

OBJECTIVE

A poster exhibition will be held in the Congress Palace in Cordoba (Spain), during the 17ᵗʰ OWHC World Congress to be held from September 24 to 27, 2024. The aim of this exhibition is to represent innovative initiatives developed within OWHC member cities, **with the theme "Habitability in historic centers"**. We therefore invite all cities to reflect on one (1) innovative initiative implemented in recent years. This could be a project, a policy, an action, an event, etc., that has helped to improve an element of habitability in your city.

Initiatives must focus on **one of the following four strategic areas,** which emerged from the collaborative work of the cities involved in the OWHC Roadmap:
1. Requalify the Habitat
2. Refresh the city
3. Transform mobility
4. Regenerate the urban environment

To help you understand the 4 axes, and to give you a better idea of which axis your initiative might relate to, we invite you to read their descriptions by CLICKING HERE .

Be creative!

ELIGIBILITY

Your city must be a member in good standing of the OWHC for the year 2024.

TECHNICAL REQUIREMENTS

- Poster format: **vertical. IMPORTANT: the poster support at the congress will be a touch screen.**
- Poster resolution: **3840 x 2160 pixels (portrait orientation)**
- File formats to be sent: **3840 x 2160 pixels (portrait orientation), JPG, PNG or PDF**
- Posters will only be accepted with text in one (1) of the OWHC's three working languages: **English, French or Spanish.**

In addition, and as a special offer for this 2024 edition, the OWHC offers you assistance in translating your poster into the 2 other languages you have not chosen. To do this, when you send us your poster, please also attach a WORD file containing the transcribed poster text (without images and layout). This will enable us to translate it into the OWHC's two other working languages. We will then send you the translated texts. It will be your responsibility to send us back the other two versions of the poster you have designed.

- The content of the poster should be attractive, clear and well organized: **don't overload it with too much text.**
- The official OWHC logo must be added in the top right-hand corner of the poster, along with your city's logo. Please contact Mr. Jules Morel (contact details below) to obtain the OWHC logokit.
- We suggest you use the following fonts and format, to standardize all posters (fonts are included in the OWHC logokit). If you are unable to use them, please use similar fonts:
  - Title – Font: **Helvetica Neue LT Std Light**; Size: **70pt**; Style: **Regular**
  - Subtitles – Font: **Helvetica Neue LT Std Light**; Size: **40pt**; Style: **Regular**
  - Body text – Font: **Adobe Caslon Pro**; Size: **20pt – 25pt**; Style: **Regular**
  - *Quotes* – Font: **Adobe Caslon Pro**; Size: **20pt – 25pt**; Style: *Italic*
- All images must be **vectorized** or with a **high-resolution.**

SUBMISSION PROCEDURE

The poster proposal must be submitted by e-mail to Mr. Jules Morel: JMOREL@OVPM.ORG, **no later than July 26, 2024.**

Participating cities will be informed of the acceptance of their poster in the days following submission.

The OWHC General Secretariat reserves the right to reject posters that do not comply with the theme and technical instructions requested. However, the OWHC may recommend certain modifications to make a poster acceptable to the project.