

Action Plan

2025-2026

ADOPTED BY THE GENERAL ASSEMBLY

27.09.2024



OVPM . OWHC . OCPM



Action Plan 2025-2026

BACKGROUND

The 2025-2026 Action Plan adopted under Resolution AG 24/COR-7 at the 27th General Assembly of the OWHC (Cordoba, September 25 and 27, 2024) follows on from the 2023-2024 Action Plan, with the aim of further strengthening the political dimension and operational capacity of the Organization. Assistance activities are further developed and the investment to develop the *New Urban Project* is strengthened. Operational activities implemented within the framework of the *Quebec Roadmap* and the *Cordoba Path* represent the main share of activity expenditure, and call on part of the Organization's reserves. This investment will make it possible to engage a majority of member cities in an unprecedented cooperative effort, to change the nature of the OWHC's activities and the dynamics between members, so as to attract new partners who will provide additional funding, necessary for the implementation of the *New Urban Project* after its adoption in 2026.

The General Secretariat is responsible for developing and communicating to members the detailed activities of the programs to be implemented.

I. PROGRAMS / PROJECTS

The main new features of the 2025-2026 Action Plan are:

- a. The rethinking of youth-related activities
- b. Proposal for a new Assistance Program in case of Emergencies
- c. Continuation of the Québec Roadmap and launch of the Cordoba Path

1. Cooperation and technical assistance programs

Cooperation and technical assistance activities covering all fields of expertise in heritage protection and urban development are being strengthened with the following programs:

1.1 City2City

City2City is a program for the exchange and sharing of expertise and best practices between member cities, to help those facing particular problems or challenges in managing heritage sites or urban planning.

1.2 Mission4City

Mission4City is a program designed to help member cities identify their needs and design and implement projects in their territories. This program complements City2City.



1.3 Case studies

This program is a database of successful World Heritage Site management projects, programs and initiatives carried out by member cities. All projects and results of OWHC activities (e.g. City2City, Jean-Paul-L'Allier Prize, Quebec Roadmap, etc.) contribute to it.

1.4 Assistance Program in case of Emergencies

The program is designed to assist cities wishing to equip themselves with risk management tools:

- a. by identifying the risks to which they are exposed (natural or man-made disasters)
- b. or by setting up prevention and mitigation mechanisms.

1.5 OWHC Hotline

OWHC member cities wishing to take advantage of the network to identify examples and experiences on various subjects related to urban management and heritage preservation can call on the General Secretariat, which will rapidly circulate the information to all member cities, collect the information received and then forward it to the requesting city.

2. Quebec Roadmap and Cordoba Path

2.1 Quebec Roadmap

The Quebec Roadmap has been contributing to the development of the *New Urban Project* since 2022. Activities will continue in 2025-2026, focusing on:

- a. the reinforcement of thematic collaborative work
- b. the identification of priority courses of action to nurture the Cordoba Path
- c. the collection and sharing of practices (in support of program 1.3).

2.2 Cordoba Path

The Cordoba Path will contribute directly to the development of the *New Urban Project*, with the following objectives:

- a. Exploiting priority courses of action to produce tools that can be used by members (“global strategies” and new generation “structuring projects”).
- b. Experimentation and implementation of the Reference System (success factors).

3. Communication programs

Communication programs aim to promote the OWHC and its member cities, and by extension, to consolidate the network. Most communication programs are well established and are maintained or updated.



3.1 OWHC Day (formerly Solidarity Day of World Heritage Cities)

As September 8, 1993 is the anniversary of the OWHC's creation, the name "Solidarity Day" is replaced by "OWHC Day". The celebration will henceforth focus on the Organization's values, in order to strengthen the sense of belonging and community among network members.

3.2 Jean-Paul-L'Allier Prize for Heritage

To enhance the impact of this award in years without congresses, the projects and interventions of participating member cities will be systematically listed (see program 1.3) and promoted.

3.3 Communication strategy

The Secretariat develops and enriches the OWHC's communications strategy on an ongoing basis.

3.4 Youth programs

The former youth programs (International Video Production Competition and Youth on the Trail of World Heritage) will be replaced by a new, more targeted program that better matches the needs of cities. The General Secretariat will prioritize future programs aimed at providing direct assistance to cities for the implementation of local programs. In 2025, reflection and consultation with member cities will continue, with a view to proposing the implementation of new programs from 2026 onwards.

II. MEETINGS / EVENTS

4. 18th OWHC World Congress

4.1 Organization

The 18th OWHC World Congress (2026) will focus on adopting the *New Urban Project*, completing the process initiated in Quebec City in 2022.

4.2 Loyalty Reward Program

In keeping with its strategy of supporting OWHC members and the tradition of holding World Congresses every two years, the General Secretariat will be offering a financial contribution to members to attend the 18th World Congress.

5. Regional Meetings

Regional Meetings may be organized by each of the Regional Secretariats, in addition to their regional activities organized in connection with the OWHC Action Plan (see point 7).



III. DEVELOPMENT / ADMINISTRATION

6. Development of OWHC resources

6.1 Membership

The General Secretariat aims to retain members in good standing and invite new cities that share its values and are willing to participate in its activities. Membership fees remain the main source of revenue and are an expression of the Organization's strength. The readjustment of membership fees is in line with this perspective.

6.2 Additional resources

The General Secretariat will explore all possibilities for obtaining government or international subsidies.

6.3 Access to external funds

The Organization's positioning in relation to international urban issues, which will be reflected in the OWHC's *New Urban Project* for 2026, is based on the assumption that it will make it easier for member cities to access external funding. This objective implies the OWHC's ability to propose and implement original projects.

7. Regional Secretariats

The Regional Secretariats play an important role within the OWHC. The conditions of their contribution to the implementation of the Action Plan are detailed in a Protocol updated in 2024.

7.1 Financial contribution

From 2025 onwards, the activities of the Regional Secretariats will be financed within the framework of the Action Plan programs, in accordance with the application procedure laid down in the Protocol. In addition, a flat-rate financial contribution for the organization of regional meetings will be provided (see point 5). This funding model replaces the automatic transfer of 23% of the membership fees paid by cities that have joined the Regional Secretariats.

7.2 Mentoring

To strengthen ties and cooperation with the Regional Secretariats, the General Secretariat offers a mentoring program for newly-formed secretariats and newly-appointed regional coordinators. This can take the form of regular and frequent virtual meetings to guide and support coordinators in the performance of their new duties, or a one-week trip to the General Secretariat in Quebec City, with all expenses covered by the OWHC.

8. International Partners' network

The establishment of new partnerships for the implementation of OWHC activities is envisaged for the implementation of the Quebec Roadmap and the Cordoba Path (CHiFA, UNESCO, ICOMOS-CIVVIH, Europa



Nostra, Gouvernement du Québec). Once its *New Urban Project* has been adopted, the Organization will be in a better position to identify its priorities and negotiate other partnerships. The General Secretariat will remain attentive to opportunities that may arise in terms of collaboration with partners in the interest of the success of the 2025-2026 Action Plan.

IV. BUDGET 2025-2026

The 27th General Assembly (Cordoba, September 25 and 27, 2024) adopts the budget allocated to the 2025-2026 Action Plan, i.e. CAD 498,000 in 2025 and CAD 528,000 in 2026. The General Secretariat will communicate details of activities to members, and monitor expenditure in coordination with the Board of Directors.