

Together towards the New Urban Project

NUP programs

From Cordoba to Marrakech: (2025-2026)

CORDOBA PATH 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), namely the *Québec Roadmap* and the *Cordoba Path*.

INTRODUCTION

The *Cordoba Path* program covers the three activities that will lead to the final drafting of the *New Urban Project*, to include

- a. A common "reference framework" to which cities can commit. It will formalize the political vision shared by mayors and structure their willingness to work together to regenerate the habitability of historic city centers.
- b. An "operational framework" to provide cities with the tools they need to implement the *New Urban Project*.

ACTIVITIES

All member cities in good standing can take part in the *Cordoba Path* activities. The three activities are to be carried out simultaneously. They offer different opportunities for cities wishing to get involved, and pursue different but complementary objectives.

1. The "*Urban Heritage Regeneration Accelerator*"

The *Accelerator* is designed as an intensive 270-day training, coaching, and apprenticeship activity aimed at establishing a pilot project development tool accompanied by a capital/investment strategy. This activity, managed in partnership with the *Cultural Heritage Finance Alliance* (CHiFA), will field-test the specific challenges facing the *New Urban Project*, in terms of method, organization, and innovation in relation to current city situations. Based on a sample of cities previously selected following a call for applications, the *Accelerator* will help clarify the added value of the future OWHC program and its relevance in helping member cities initiate new urban approaches and practices.

2. CityLabs

CityLabs are designed as a series of face-to-face workshops aimed at developing specific topics raised by the *Collaborative Networks*, the *Community of Practice*, or the *Accelerator* and required to feed the collective drafting of the *New Urban Project*. They will ensure that all the topics ultimately included in the *New Urban Project* have been identified and that the *Objectives* and *Solutions* proposed will provide the future OWHC program with sufficient ambition and a complementary position as regards other international programs implemented by OWHC partners.



3. Focus Groups

The *Focus Groups* will produce the final synthesis of the results of the *Québec Roadmap* and *Cordoba Path* activities, once assimilated by the *Community of Practice*. Four *Focus Groups* will be established to develop the "reference framework" and the "operational framework" of the *New Urban Project*, as follows:

1. REFERENCE FRAMEWORK

- a. The shared Narrative which will be the cement of the *New Urban Project* and the linchpin of the commitment of the cities mobilized around the political vision of the mayors, the willingness to act quickly and differently, and the operational objectives.

2. OPERATIONAL FRAMEWORK

- b. The Success Factors which constitute the necessary frame of reference to be established in member cities to ensure the realization of the *New Urban Project*.
- c. The Strategic Approach, which will organize the Operational *Objectives* into a cohesive and effective system in support of the sectoral strategies already in place in the cities.
- d. Structuring Projects, i.e. the proposal of a "new generation" of projects likely to trigger the dynamics of urban transformation, combined with appropriate financing models.