

Québec Roadmap: Towards a New Urban Project (2022-2024)

PRIORITY THEMATIC (7): Raising awareness and disseminating heritage information to the local community

Pilot City: Colonia del Sacramento

Preliminary version: Synthesis of the Thematic Worksheet (Step 3.1.2)

In line with the Quebec Roadmap Strategic Axis 1 – “Inclusive and cohesive cities inspired by their identities and cultural diversity”, the *Priority Thematic* presented by the city seeks to find alternatives and develop tools that enable inhabitants to discover their heritage and become more involved with their history and cultural activities.

In recent decades, the city of Colonia del Sacramento has been affected by an increasing tourist flow as well as demand for commercial activities to serve it to the detriment of everyday services, which has gradually caused a displacement of residents from the historic area. This depopulation and gentrification processes has caused an "uprooting" of the local population, considerably impacting the inhabitants' sense of ownership of their city and historical heritage, which they now see as foreign, invaded and unknown.

The city of Colonia del Sacramento has a vast inventory and an extensive database on the local cultural heritage, however, due to the lack of means of dissemination, this information currently remains inaccessible to the population, which contributes to the lack of knowledge of the local community about their own heritage. With the aim of sensitizing the inhabitants, raising awareness, knowledge and heritage education, Colonia del Sacramento intends to seek alternative technological and interactive tools that can be used to disseminate information about the heritage values of the site and its diverse cultural activities, in order to strengthen the local identity and the sense of belonging of the inhabitants.

Associated matters

The city of Colonia del Sacramento proposes to form a Collaborative Network gathering experiences and collective research efforts on different interrelated issues, *inter alia* the following:

- Analysis of opportunities and challenges for the development of pioneering digital tools in the heritage and culture sector;
- Methodologies for an active participation of the inhabitants in the interpretation and valorization of heritage;
- Heritage education through digital platforms.