



7 February 2024

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

COLLABORATIVE NETWORK Priority Thematic: *Raising Awareness and Disseminating Heritage Information to the Local Community*

Pilot City: *Colonia del Sacramento (Uruguay)*

Action Plan (proposal by the pilot city)

Introduction

The objective of the Collaborative Networks, as "communities of practice", is to create a free and creative space for debate and reflection that allows and organizes a constructive dialogue. The member cities of the OWHC will be able, in this privileged framework, to learn from each other and create a common shared culture.

The results of the work of each and every one of the Collaborative Networks will constitute the base material for the Cordoba Symposium (September 24-27, 2024).

Concept and objectives

The priority thematic proposed by the city of Colonia del Sacramento focuses on the concept of the use of technologies to promote the awareness of local citizens towards their heritage, through digital tools that facilitate the dissemination of information on the local heritage values, as well as facilitate citizen participation in the management of the site.

The Colonia del Sacramento Collaborative Network aims to bring together experiences and identify opportunities for:

- Promote a more efficient and sustainable management of the site, through participatory governance, with digital tools that promote knowledge and citizen interaction.
- Sensitize the local population, raise understanding, share, and involve them in a way that creates a virtuous circle of educated citizens committed to caring for their heritage.
- Find solutions to urban challenges through a digital transformation that actively involves citizens.

Presentation of the challenges of the thematic

The Collaborative Network proposed by Colonia de Sacramento aims to find alternatives and develop interactive tools that allow inhabitants to discover their heritage and become more involved with their history and cultural activities.

The process of depopulation and gentrification in heritage cities due to the increasing flow of tourists 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. Additionally, the city of Colonia del Sacramento has an extensive inventory and an extensive database on local cultural heritage, however, due to the lack of means of dissemination, this information remains inaccessible to the population, which contributes to the lack of knowledge of the local community about its 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 various cultural activities, in order to strengthen the local identity and the sense of belonging of the inhabitants. Among the key elements to be considered are:

Communication methods:

- Innovative multimedia and digital technologies;
- Promote the integration of technology to education in order to improve learning and promote the process of innovation, inclusion and personal growth;
- Community communication through digital technologies.

Useful information to be disseminated:

- Virtual reconstruction of the Heritage Sites;
- Management plans;
- Digital inventories;
- Videos on virtual reconstructions of famous naval battles on the coasts of the cities (example Sinking of the Lord Clive in Colonia del Sacramento);
- Generate comics, stories and other tools to raise knowledge and bring young people and the general population closer to their heritage.

For what purposes:

- Sensitize, raise consciousness, share, involve, and make the citizens of our cities understand, value and appropriate themselves of their heritage;
- Generate new forms of citizenship and better governance of heritage sites.

Schedule and calendar

Within this framework, Colonia del Sacramento proposes to hold 4 meetings as part of its Action Plan:

7 March 2024. Presentation of the Priority Thematic, the respective problematics, and the set-up with the participating cities in the network.

20 March 2024. Sensitizing of stakeholders, first approaches, change of paradigms.

7 Mai 2024. Case studies, collection of material and experiences from other cities. Questions, analysis of cases and common challenges.

12 June 2024. International workshop (virtual) to address issues, including:

- Mediation and sensitization of inhabitants and stakeholders;
- Design of applications or digital tools;
- Innovative materials and techniques, international experiences;
- First lines of action with orientations and responses to the priority thematic.