



April 18, 2024

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

COLLABORATIVE NETWORK (priority thematic): *Regeneration of the historic core through the preservation, valorization and awareness of heritage*

Pilot city: *Marrakech (Morocco)*

Action Plan (proposal by the pilot city)

Introduction

As "communities of practice", the Collaborative Networks aim to create a free, creative space for reflection and discussion that organizes and enables constructive dialogue. It is in this privileged setting that OWHC member cities will be able to learn from each other and together find effective solutions to the four issues targeted by the Roadmap.

The work they produce will form the basic material for the Cordoba Symposium (September 24-27, 2024).

Concept and objectives

The *Thematic* proposed by the city of Marrakech aims to consider the social recovery of buildings in the light of their historic role in the city. It aims to address the new uses made possible, to enhance their economic value and to enrich the living conditions of their inhabitants. Marrakech will propose new ways of thinking about the rehabilitation of heritage buildings to adapt them to the needs of the local population, with an emphasis on the cultural expression and education of young people and the enhancement of the traditional functions of the facilities and services offered in this great urban ensemble that is the Medina.

In the perspective of the Cordoba Symposium (17th World Congress of the OWHC, Spain, September 24-27, 2024), the Marrakech Network plans to organize a series of actions to achieve its objectives:

- Enrich heritage restoration programs with an economic and social approach that focuses on local residents.
- Identify (modern) uses compatible with the architectural and urban typologies specific to the medina (needs for socio-cultural expression, community tourism, etc.).
- Propose the adaptation of policies and governance models that encourage these new uses.
- Establish new professional and institutional alliances.
- Set up a database on the urban composition of the historic fabric.



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Presentation of the challenges

Marrakech's Medina is a vast historical ensemble with an urban composition that has led to the institution of several functions that must live together: residential, work, commerce and crafts (Souks), education, historical sectors recognized as universal heritage... This cohabitation creates a social uneasiness that gives priority to tourism-related activities (bazaars/restaurants/etc.) to the detriment of citizens' quality of life. This new spatial composition has a direct impact on the lifestyle of the Medina's population and on the role of the various historic buildings. Monuments undergoing restoration do not contribute to the regeneration of the Medina's urban fabric, as they remain unused. As a result, the entire identity and integrity of the Medina is threatened, in addition to creating social tensions and fuelling the economic crisis.

Schedule and calendar

Three (virtual) meetings to exchange ideas and experiences with other OWHC member cities.

- Activity 1: Virtual meeting #1 (define the thematic) – April 29, 2024 at 9am (EST) / 2pm (WAT)
- Activity 2: Virtual meeting #2 (solicit experience sharing) – May 2024
- Activity 3: Virtual meeting #3 (deepen problematics) – June 2024

An in-person workshop in Marrakech with representatives of international partner cities and other Moroccan cities on the World Heritage List but not members of the OWHC.

- Activity 4: Marrakech International Workshop – June 2024