The World Congress of OWHC (Organization of World Heritage Cities) is a unique forum. Held every two years, this organization brings together policy makers, academics, politicians and professionals from UNESCO’s list of World Heritage Cities.

Since the first Congress in 1991, this conference has allowed participants to discuss issues of common interest, share experiences, and plan for new strategies to face the challenges related to the conservation and management of World Heritage Cities.

The theme of the XII World Congress of the OWHC, which will be held in Oaxaca City in November 2013, is “Heritage Cities, Sustainable Cities.”

A World Heritage city should prioritize the implementation of sustainable development strategies. The fundamental objective of the XII World Congress of the OWHC is to create a platform for dialogue and to share knowledge about cases involving the theme of World Heritage Cities and Sustainable Development, and transfer these ideas to public policies and government actions.

**Poster Presentation**

During the World Congress, there will be an organized poster session to allow participants the opportunity to share their experiences and/or projects. The posters will be included in the documentation of the Congress’s publication, and on display throughout the Congress. The session will officially open in the afternoon of November 19, 2013. A limited number will be selected and integrated as part of the Congress.

The contest is open to anyone involved in the conservation and management of World Heritage cities: officials, public administrators, professionals, technicians, civil society organizations and scientists from various fields related to the interdisciplinary field of cultural and natural heritage.

The World Commission on Environment and Development was the first to use the concept of sustainability in 1984. It was based on the idea that it is possible to build a more prosperous, just and safer future.
THE SCIENTIFIC COMMITTEE OF THE XII WORLD CONGRESS OF THE ORGANIZATION OF WORLD HERITAGE CITIES

Calls for participation in the

**POSTER SESSION**

**GUIDELINES**

1. Open to all work related to the topic: "Heritage Cities, Sustainable Cities" and its themes: *Culture, Environment, Urban and Societal Scope.*

I. **Culture**

Cultural heritage in the context of sustainable development.

Understanding the culture as the guiding force in the process of preservation of its citizens, producers and transmitters of cultural identity. Addressing the widespread foreign cultural patterns that underestimate authentic cultures.

**Elements:**

- Cultural Heritage Conservation.
- Promotion of a sustainable culture of tourism.
- Respect for socio-cultural authenticity.
- Strengthen education and culture for a sustainable city.
- Build cultural citizenship policies.
- Interaction between culture and human development.
- Conservation and construction of local identity.
- Conservation and development of the urban and architectural mold.
II. Environment
Environmental Conservation and Sustainability of Cultural Heritage

Take into consideration that environmental sustainability is an essential condition for development.

Elements:
- Conservation, recycling and reuse of resources.
- Alternative energy sources.
- Land and biodiversity.
- Urban Reforestation.
- Implementation of environmental policies constructed with citizens.
- Recovery of traditions that are harmonious with the environment.
- Implementation of new technologies and concepts associated with cultural environment.
- Management of emergency situations.
- Use of monitoring systems and impacting studies.

III. Urban Environment (city and territory)

Regional planning is the most valuable tool for meeting the challenges of conservation and sustainability. It provides the framework for proper urban processes, valuing them based on their relationship with the land and other components including biophysical and cultural factors.

Generate a solid financial base and guarantee the development from a local economy based on the region’s potential. Identify new subjects to collaborate with asset recovery. Avoid imbalance between public and private sector and adequately promote the latter, adding it as an ally in the process.

Elements:
- The Historic Center, its interactions with the city and its conurbation
- Quality in architecture and urban design.
- Traditionally structured neighborhoods and colonies.
- Intelligent Transportation.
- Urban metabolism.
- Diverse usage of land.
- Planned mobility and accessibility.
- A relationship between the public and private sectors.
- Ensuring economic autonomy.
- Implementation of fiscal instruments and special financial mechanisms.
- Efficient use of urban land.
- Integrated managements of the international cooperation.
IV. Society
The value of society in the preservation of Cultural Heritage

Ensure the social presence, while carrying out essential elements of cultural diversity. The historic center has a right to access all cultural activities. All development that overcomes the human being, in his/her individual and social character, will fail. Increase the sense of belonging and correspondence through the process of joint management and full participation in order to face serious and ancient problems and to improve the quality of life for the residents.

Elements:
- Intangible Heritage.
- Quality of Life.
- Education.
- Dissemination.
- Employment generation.
- Rights to full access to cultural activities.
- Participation and civic responsibility.

2. Posters should be clear and easily interpreted and use design components (images, graphics and text).

3. Only posters in the following official languages of OWHC will be accepted: English, French, Spanish.

4. Those interested should send their proposal including the following elements:

a) An outline or concept map (dummy)

b) An attached sheet with the following information:
   - Chosen theme
   - Name of poster that will be presented
   - Name of institution (if applicable)
   - Position and area (if applicable)
   - Author’s name
   - Presenter’s name (if applicable)
   - Author’s contact information (email address and cell phone number with area code)

c) An abstract or summary, following these guidelines:
   - The maximum length is 200 words for each proposal.
   - Font: Arial 12, Double Spaced.
• Abstracts / summaries should include the name of the poster, the author’s name, and presenter’s name (if applicable)
• The abstract should be written in one of the official languages for the Congress: English, French or Spanish.

5. The format must be in a portrait orientation with the following dimensions: 35 "x 47" (0.90 m. wide and 1.20 m. high).

6. The materials used for the presentation are free. The author is responsible for printing the poster.

7. Proposals for posters (dummy and abstract) should be emailed to the following address: comitecientifico.ocpmoax@gmail.com and addressed to the Scientific Committee of the XII World Congress of the Organization of World Heritage Cities.

8. The deadline for receiving proposals (dummy and abstract) is March 31, 2013.

9. Proposals will be evaluated by a jury composed of members of the Scientific Committee. Accepted authors will be informed via e-mail at the address provided, no later than June 30, 2013.

10. The jury’s decision will be final.

11. In order to be eligible to participate in the poster session, the author, (or in the case of various authors, at least one) must be formally enrolled in Congress.

12. The committee will direct the placement of the posters on November 19, 2013.

13. Any matter related to this presentation will be resolved by the Congress Scientific Committee.

For more information, please visit the following websites:

www.ovpm.org  www.municipiodeoaxaca.gob.mx

www.ocpmoaxaca2013.org