

The Historic Urban Landscape (HUL) approach implementation from an interdisciplinary and citizenship point of view. The case of Cuenca, Ecuador.

In order to confront the world's urbanization processes in for the next thirty years, in September 2015 the *2030 Agenda and Sustainable Development Goals (SDGs)* were approved. Within these, culture and heritage were acknowledged as axes for urban development. Later on, during the last UNESCO International Conference on *Culture for Sustainable Cities* 2015 held in Hangzhou, it was decided that the 2011 UNESCO Recommendation on the Historic Urban Landscape is a tool for the achievement of the SDGs when creating master and strategic plans for cities.

For the last two years, the University of Cuenca in Ecuador, has led a research project about the implementation of the Recommendation on HUL approach. The project has developed a methodology based on the analysis of the city from multiple disciplines such as geomorphology, environment, urban planning, historic cartography, land uses, archeology, immaterial heritage, and economy. This was followed by the revision and confirmation of the analysis results by the local community to develop a 'Strategic Development Plan' for the city.

The goal of this paper is to show the participation process of the citizenship. The activities carried out included the development of sixteen workshops with more than 150 citizens, a photography competition aimed at all citizens, and a children's painting competition. Through 5 activities, the citizens identified the landscape elements that define Cuenca, the anomalous elements, the heritage elements and the landscape units of their area. They also contributed suggesting considerations for the preservation of the cultural heritage of Cuenca.

The collected information was returned and validated in the space of a collective meeting called *Visionary Conference*. This served for the generation of a diagnostic between those who have been involved in the previous workshops, the experts of different disciplines, technicians from the Municipality and the community in general, in order to, "all together" project the strategies for the conservation of the HUL identified for Cuenca.

Most of the information obtained from these activities are not considered heritage by the Municipality Regulations and besides, they are located throughout the city, surpassing the limits of the historic city area. The heritage assessment of citizens goes beyond the material elements, taking into account for instance, the sounds of the rivers, the gastronomy and the mountains.

The inclusion of citizen participation has been a key element to achieve a successful HUL approach implementation, because it has revealed a valuable heritage information of Cuenca beyond that of the experts. It has never been incorporated into management and conservation urban plans. The importance of incorporating culture and heritage as a conductor for sustainable urban development through the HUL approach brings the possibility to local authorities to assume these new tools for heritage conservation within developmental processes, acknowledging community participation as a main element for the elaboration of the "Strategic Plan". This research project contributes to strengthen the achievement of the SDG 11: "Make cities inclusive, safe, resilient and sustainable".