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Executive Summary.

Morelia's Nomination for the Jean Paul L'Allier Prize.

Neighborhood Revitalization:

The project stands out for its integration of cutting-edge technology, using drones for high-precision urban mapping and citizen perception assessments that enable the evidence-based optimization of municipal resources. In terms of security, more than 100 cameras linked to the C4 monitoring center have been installed, and direct communication networks via WhatsApp have been established to eliminate bureaucratic barriers between residents and authorities. Additionally, the strategy incorporates a pioneering **gender perspective** called "Morelianas de los Barrios," which creates safe spaces through Puntos Naranja, supports the entrepreneurship of women artisans, and honors the memory of key female historical figures central to the city's identity.

Finally, the program strengthens the social fabric by preserving oral history, creating personalized heraldry for each neighborhood, and promoting cultural activities that celebrate the continuity of families. By prioritizing pedestrian mobility and rehabilitating plazas and gardens, Morelia is driving a lasting regeneration that transforms the Historic Center into a dynamic, resilient, and safe environment for its residents in the face of contemporary challenges.