

scale, mesoscale, and macro-scale.

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## 4.6 Formation of modern public spaces. The concept of landscaping the territory of the quarter in the city of Yelabuga, Russia

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Yelabuga is a historical settlement of federal significance, included in the List of historical settlements of federal significance, which has not lost the integrity of the historical town-planning formation. It has retained to a high degree of

the historical planning structure and public spaces, supported by historical buildings in connection with the natural relief and landscape. According to Russian experts, Yelabuga is one of the 20 most preserved historical cities in Russia.

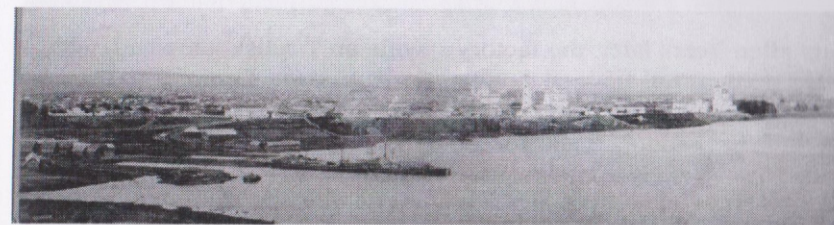


Figure 1. Historical panorama of the city of Yelabuga.

Yelabuga, a centuries-old settlement, received the status of a city in 1780 following the Decree of Catherine II of August 13, 1784, when it received a development plan.

The development of crafts and trade turned Yelabuga into the center of the merchants of the Kama region. The heyday of the city was in the 19th century; about 10 thousand people lived there, including 12 millionaires. The most famous are the Stakheev merchants, who traded bread in many regions of Russia, as well as abroad. They had gold mines in Western Siberia, oil fields, their own shipping companies, plants and factories. Another famous family were the industrialists Ushkovs, who founded chemical production in the vicinity of Yelabuga. Other famous merchants of the Yelabuga district were the Emelyanovs, the Shabalins, the Loshchilovs, the Vavilovs, the Zaitovs [Agzamova, 2012].

Yelabuga has a distinct historical identity and cultural potential for development. At the moment, the Institute of Design and Spatial Arts is developing the concept for the sustainable development of the historical settlement of the city of Yelabuga. As part of the concept for the sustainable development, the concept for the improvement of the territory of the quarter of the former weaving factory was completed. The quarter is adjacent to one of the central streets, Kazanskaya street. According to the plan of 1796, the area adjacent to Kazanskaya Street was named Sennaya. In the 19th century, a complex of trading buildings was located there in the place where people traded fish. Since 1935 it was named the Freedom Square. During the Great Patriotic War in 1941, a spinning and weaving factory was evacuated there from the city of Vyshny Volchok. Despite the evacuation, the factory was able to produce its first products only two

years after. Years later, the factory turned into a full-fledged cotton mill. In 2000, the plant closed and was an abandoned site for 22 years. Now, there is a small square with an obelisk crowned with a bust of V.I. Lenin (by sculptor S.D. Merkurov), installed in 1928 [Khairutdinov R.R., Khuzin F.Sh., 2000].



Figure 2. Historical reference of the territory of the projected quarter

The concept of landscaping the territory of the quarter of the former weaving factory in the city of Yelabuga is developed on the historical image of the territory. The goal is to develop the landscaping of the territory of the quarter of the former weaving factory located in Kazanskaya Street, which used to be the main shopping street of Yelabuga. Not only residential houses of wealthy

merchants but also shopping arcades, shops, warehouses and cellars were located there. Such a convenient location and the history of the Yelabuga merchants gave us the idea to connect the concept of improvement with the most recognizable symbol of trade, which is a coin. The image of the coin is projected on small architectural forms and the pattern of footpaths.



Figure 3. Formation of small architectural forms



Figure 4. The concept of landscaping the territory of the quarter of the former weaving factory in the city of Yelabuga

The main center of attraction for people in the projected quarter will be a shopping center, a hotel and cafes. In addition, since a music school is located next to the projected area, children who study there, as well as students of the gymnasium and students of the university, located further down Kazanskaya Street, will

walk by. For these people, the Skypark and the children's playground were designed.

The project considered the features of the public space formation in the urban environment and determined their main characteristics.

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## 4.7 Change for Change

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The rising city population is a cause for concern. Everyone is doing their best to get to a big city, where they can find a better job, get a higher education, and live in more comfortable conditions. This shift from the countryside to the cities is putting a strain on metropolitan areas and threatening the rich traditions of the countryside. The statistical evidence reveals that household economics have a significant effect in the decision to relocate from a countryside to a city. Our group has developed the "Change for Change" initiative as a response to this seismic shift in human social organization.

As the first step, through this

project we will construct "Digital centers" in rural areas. This is due to the fact, as we all know, that the digital age has made it possible to learn anything from anywhere. These hubs will be opened in various rural locations, providing education to the locals on how to make the most of the resources at their disposal. This project would be governed by me, as the founder and leader of Sharar team (an organization aimed at improving education in Pakistan). Zconnect, a tech company that teaches people valuable online skills and provides them with opportunities to earn money, will be our partner. Zconnect and Sharar team make an excellent team to implement

the Change for Change project, because both companies have already launched many projects of this kind. It is possible to explore the work of both companies by checking the available information in social media and websites; the links are given below in the references section. The digital centers will be set up by Sharar teams; the students will learn employable skills through Zconnect. They will be able to use their newfound expertise to make money staying in their own homes, through sites like Fiverr, Upwork, YouTube, Amazon, and others. First, we have an intention to launch two skill centers in Upper Chitral and Lower Chitral, where there has been a dramatic increase in migration to urban centers. The members of our team reside in these areas, so they will keep a close eye on the project development. This means that many people in rural areas won't need to relocate to the city in search for work because they can find opportunities close to their home thanks to these centers.

The second component of this initiative will be applied in urban centers aiming to decrease the climate change caused by population. We'll engage educational institutions and the youth in solving urban cities'

climate change challenges. We'll tour schools and universities to inspire students to help the society. We intend to hold a climate change competition among schools, which is the Change for Climate Change (CCC) competition. Our team and Zconnect will fund the winning institution or college for further initiatives. Different schools will be able to come up with different solutions. For example, one school will plant 2,000 trees, while another one will use reusable dust bins, and a third one will go for reusable bags supplied to grocery stores. The most original and effective solutions will be awarded. After two months, we'll visit each school and college to announce the winner. Thus, educational ideas will affect society. We'll also bring in renowned speakers to talk to students about the climate change in urban cities and the ways to tackle it as educated people. We'll announce the findings at a large meeting with school and college leaders. We'll invite government and NGO partners. This event will occur annually, aiming to remove carbon footprints and unfavorable climatic changes caused by urban overpopulation.

When the project is implemented, the team will monitor the rate of migration from rural area to urban areas and see the