

# Plan 2030



#brno2050

**UPDATE AS OF MARCH 2021**

The material was developed as part of implementing the “Strategické dokumenty města Brna s důrazem na oblast kvality života” (“Strategy Papers of the City of Brno with Emphasis on Quality of Life”) project (CZ.03.4.7 4/0.0/0.0/16\_033/0002913) financed by the Operational Programme Employment.



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# PRIORITIES AND ACTIONS FOR THE NEXT 10 YEARS

In December 2017, the Brno City Assembly approved the first part of the strategy entitled “Strategie Brno 2050 – strategická část” (Brno 2050 Strategy: Strategic Part), which is a long-term vision for the development of the city by 2050. The vision presented the first comprehensive directions and goals for the future development of Brno.

After the long-term vision was approved, the process of developing the #BRNO2050 STRATEGY moved to the next stage. The 2050 Brno strategic values became a stepping stone for preparing the programme part – specifically, the medium-term plans within the five strategic themes: ENVIRONMENT, PROSPERITY, SERVICES, RESOURCES and GOVERNANCE. The strategic values that have been defined and form a vision of the long-term development of the City have been classified in a way to fit each of the themes.

In September 2020, the Brno City Assembly approved the update of the 2050 Long-term Vision, which was followed by updating the programme part of the Strategy which involves the priorities and measures for the next 10 years.

## DEVELOPING THE PROGRAMME PART OF THE STRATEGY: THE STEPS

The draft priorities and measures, prepared by the guarantors of each of the values and members of their teams in autumn 2017, were produced and commented on by members of the thematic working groups. The thematic working groups were established across the different parts of the City’s ecosystem to involve all types of stakeholders relevant to the theme.

## MEETINGS WITH MEMBERS OF THE PROFESSIONAL PUBLIC: OVERVIEW

- November–December 2017:**  
Opening separate meetings of each of the thematic working groups, gathering inputs to develop the first draft of priorities and measures.
- January–February 2018:**  
The draft programme part was sent to officials of the city districts to study and provide feedback; there were individual meetings with selected mayors of the city districts and, during the spring with the population of the districts.
- March 2018:**  
A joint workshop held for the sponsors of all the Strategy values across thematic working groups, looking for connections, ties, and links between the values, estimating the organizational and financial demand of each of the priorities.
- April 2018:**  
The second meeting of the thematic working groups as part of the annual meeting of the experts. The first draft list of stakeholders and institutions to contribute to implementing the priorities and measures; the initial collection of ideas and suggestions for specific projects and activities.

**June 2018:**

The third meeting of the thematic working groups with representatives of stakeholders co-responsible for implementing the priorities and measures. Discussion on allocating responsibilities, the timing of the different priorities and measures, collecting ideas and suggestions for specific projects and activities. At the beginning of June 2018, the draft programme part of the Strategy was published and members of the professional community as well as the general public were invited to make comments; all the members of the City's ecosystem were contacted directly about this, as well as officials and representatives of the Brno City Municipality, city-controlled enterprises and co-funded organizations. By mid-July 2018, more than 100 comments had been received; these were subsequently handled by the individual value sponsors in July and August. The results of handling each of the comments are available on the Strategy website ([www.brno2050.cz](http://www.brno2050.cz)).

**September 2018:**

The Brno City Assembly took note of the submitted programme part of the #BRNO2050 STRATEGY.

**January 2019 – August 2020:**

Meetings between members of the political clubs of coalition parties with specialists sponsoring the Vision 2050 values and the process of updating the #BRNO2050 STRATEGY strategic part was underway.

**September 2020:**

The updated Vision 2050 was approved by the Brno City Assembly.

**November 2020:**

First meeting of the Strategy's Steering Committee, of which the members are the Mayor of Brno, the deputy mayors and the Head of the Strategic Development and Cooperation Department. The Steering Committee approved the proposal for the procedure for updating the programme part of the Strategy.

**November 2020 – February 2021:**

Updating the programme part of the Strategy, involving the stakeholders responsible for implementing the individual priorities and measures of the 2030 Plan.

**February 2021:**

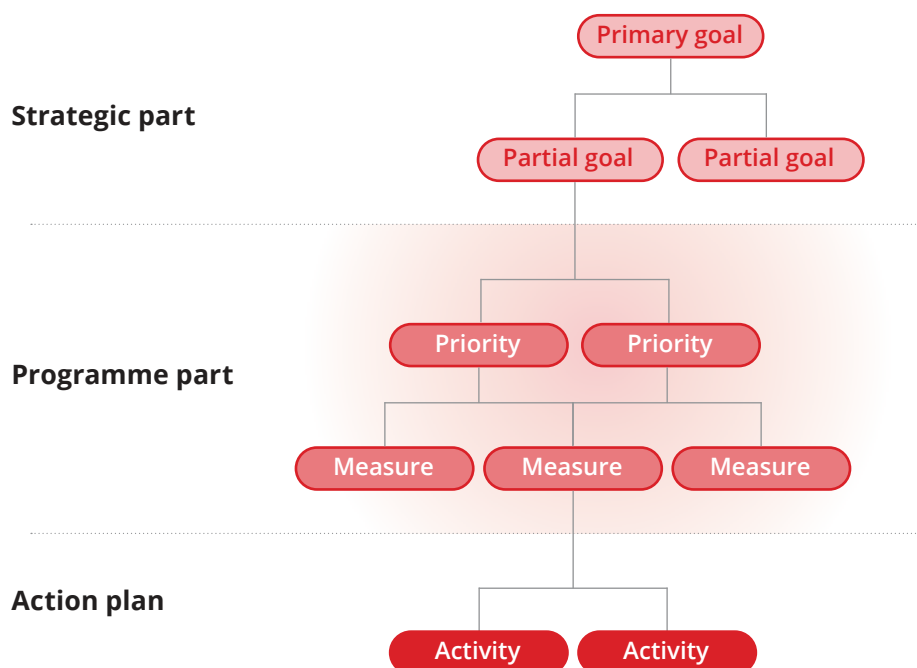
First meeting of the Managing Committee; its membership included the heads of the MMB departments as well as managers of the City's co-funded organizations responsible for coordinating the 2030 Plan priorities and measures.

**March 2021:**

The updated version of the programme part of the 2030 Plan was submitted for discussion to the Steering Committee and, subsequently, to the city authorities (Brno City Council, Brno City Assembly).

# HOW TO READ THIS DOCUMENT

The programme part of the Strategy builds on the long-term strategic values set out in the Vision 2050, elaborating these as specific priorities and measures for the next 10 years, including the proposals for stakeholders and institutions to implement them and a framework timetable specifying whether these are priorities and measures to be implemented on an ongoing basis or are one of the sub-periods, i.e., by 2022 / 2023–2026 / 2027–2030).



## GOAL

It sets out what we want to achieve by 2050. The primary and sub-goals, including indicators to measure their achievement, were defined as part of the long-term Vision 2050 – the first part of the Strategy approved by the Brno City Assembly in December 2017 (the initial version) and in September 2020 (updated version).

## PRIORITY

Specifies the long-term goal for the medium term. Sets out what needs to be addressed in the period to 2030 as part of the long-term goals within each of the values – i.e., what is a priority in the next 10 years.

## MEASURE

Sets out what needs to be specifically addressed within a given priority – i.e., specifying measures that need to be drafted and addressed in the next 10 years.

*At the same time, several priorities and measures include proposed stakeholders involved in implementing these (responsibility) and indicative windows of time (whether the measure will be implemented continuously throughout the programme part or in any shorter period).*

## ACTIVITY

Sets out projects and activities to be carried out under the action plan. The action plan was developed after the programme part of the Strategy.

# OVERVIEW OF THEMES AND STRATEGIC VALUES

QUALITY OF LIFE				
ENVIRONMENT	PROSPERITY	SERVICES	RESOURCES	GOVERNANCE
Compact and Well-balanced City	Prosperous City	Healthy People in a Healthy City	Water-efficient City	Shared Vision and Good Reputation of the City
Architectural Face of the City	Central European Centre of Research, Development, and Innovation	Cohesive and Respectful City	Energy-efficient, Independent and Resilient City	Well-functioning Brno Metropolitan Area
Nature in the City	Educated University City	Cultural City	Clean and Circular City	Efficient E-governance and Open Data
City with Affordable Housing	International City	Sporting City		Public Participation in the City Governance
City with Efficient and Sustainable Mobility	Globally Accessible City	Safe City		
Healthy Environment				

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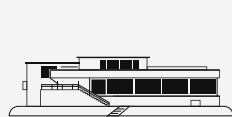
# ENVIRONMENT

The theme of environment includes a good physical setting for the lives of the population, whether it is a natural setting, associated with the vegetation in the city and a healthy environment or an environment made by humans, in terms of urban development of the city and its architectural design. In this perspective, safe and affordable housing is a prerequisite for life in the city to be comfortable. Finally, the potential of having an easy and sustainable transport system available is the link between all the above.

## VALUES



Compact and Well-balanced City



Architectural Face of the City



Nature in the City



City with Affordable Housing



City with Efficient and Sustainable Mobility



Healthy Environment



# Compact and Well-balanced City



## Primary goal

Make efficient use of the area of the city by promoting continuous built-up areas and developing a well-balanced network of local centres<sup>1</sup>

## Sub-goal

**A** Create a city of short distances

## Priority

**A1** Make effective use of existing land that is not used, under-used or used improperly

Responsibility: KAM, OSRS, OÚPR

## Measure

**A1.1** Establish typology and a system for assessing brownfields / land not used in the area of the city (By 2022 – KAM, OSR)

**A1.2** Prioritize brownfields / land with a high market value and brownfields with high environmental burdens (Ongoing – KAM, OSRS)

**A1.3** Establish a system of involvement and cooperation with the private sector (joint solutions including setting up mechanisms for dealing with areas with a variety of property relations) (By 2026 – OSRS)

**A1.4** Make revitalized areas accessible, including their functional and transport connection to the surrounding urban structure (2023–2030 – OÚPR)

**A1.5** Foster comprehensive solutions for large-scale, inter-connected brownfields (e.g., the industrial area of Posvitavská průmyslová zóna) (Ongoing – KAM, OSRS)

**A1.6** Promote the temporary use of brownfields and unused land where it does not jeopardize future conceptual revitalization of brownfields (Ongoing – KAM (for brownfield sites of city-wide importance), OSRS)

<sup>1</sup> Links: Energy-efficient City, Healthy Environment – adaptation, mitigation; Nature in the City

## Priority

**A2 Make sure that each of the city districts (MČ) is balanced well<sup>2</sup>**

Responsibility: KAM, OÚPR, ODAE, OD, MČ, OSRS, DPMB, CITSosSMR, OÚPSŘ JMK

## Measure

**A2.1** Identify and check existing and potential local centres in the area of the city and the metropolitan area, including describing their nature and facilities and determining the size of their subregions<sup>3</sup> (By 2022 – KAM, OSRS)

**A2.2** Respect the local centres and their catchment areas in the development of the city, particularly when planning the concept of transport and functional use of the area (when placing and planning the volume of housing development or public spaces) (2023–2026 – KAM, DPMB, OÚPR, KORDIS, OD)

**A2.3** Project local centre and catchment area information into zone planning analytical input data (2023–2026 – KAM, OÚPR, OÚPSŘ JMK)

**A2.4** In local centres, establish area conditions, in particular for the poly-functional use of facilities and areas, paying particular attention to the representation of public amenity areas (Ongoing – KAM, OÚPR)

**A2.5** Prevent the emergence of large-scale, single-purpose units lacking basic amenities by all zone planning levels<sup>4</sup> (Ongoing – KAM, OÚPR)

## Sub-goal

**B Expand the capacity of the city to intensify the coverage of the area by buildings within the administrative borders of the city**

## Priority

**B1 Make use of all reserves within the built-up area of the City for development<sup>5</sup>**

Responsibility: KAM, OÚPR, MO, OI, OD, MČ, OSRS, OSP, ABRASST, BO, Working group for removing obstacles to housing development

## Measure

**B1.1** Analyse and, gradually, eliminate the reasons for not using existing building sites defined by the current zoning plan (e.g., the Červený kopec and Špitálka sites, etc.) (By 2022 – OSRS, OSP)

**B1.2** Identify more types of areas with different prerequisites for heavier development (By 2022 – KAM, OÚPR, MČ)

**B1.3** Develop a long-term strategy for managing land owned by the city<sup>6</sup> (By 2022 – PO)

**B1.4** Set out clear and fair rules for developing infrastructure (transport, technical and green infrastructures, public spaces) as well as for the cooperation of the various stakeholders (By 2022 – BO, Working group for removing obstacles to housing development, OSRS, ABRASST, OD)

## Priority

**B2 Prepare sites for construction projects<sup>7</sup>**

Responsibility: KAM, OÚPR, PO, OI, OD, MČ

## Measure

**B2.1** Prepare rather extensive units of land for construction through purchasing and consolidating (2023–2026 – OI, PO)

**B2.2** Arrange for the development of urban design studies based on open urban designer competitions (Ongoing – KAM, MČ, OÚPR)

<sup>2</sup> Vazba – Sdílená vize, Fungující BMO - C1 Využitost města vs. využitost metropolitní oblasti - otázka měřítka, nutná koordinace, Bezpečné město A - vyvážené živé čtvrtě bezpečnější (např. noční bezpečnost živých čtvrtí)

<sup>3</sup> Link – A city open in the field of data A2.2 (but also other measures) – data sets as a basis for analytical conceptual work (local centre typology, analysis of brownfields, etc)

<sup>4</sup> Link – Central European Centre of Research, Development and Innovation – D – From the perspective of the City's morphology, prevent the emergence of large single-purpose and closed R&D centres

<sup>5</sup> Link – City with Affordable Housing B2, B3 – Number of housing units, site preparation

<sup>6</sup> Link – Shared Vision

<sup>7</sup> Link – City with sustainable mobility – provide a transport infrastructure first and then build housing units, etc.

**Measure** **B2.3** Provide the necessary infrastructure within the area for new construction development in cooperation between the city and other stakeholders (2023–2026 – OI, OÚPR, OD)

**Sub-goal** **C Make sure that zone planning, and conceptual site development activities work well<sup>8</sup>**

**Priority** **C1 Provide a functional zoning plan**

Responsibility: KAM, OÚPR, OSRS, MČ, SMB

**Measure** **C1.1** Project the City spatial zoning vision into preparing a new zoning plan (By 2022 – KAM, OSRS, OÚPR)

**C1.2** Decide on and systematically produce key development projects/areas of the city (Ongoing – KAM, OSRS, MČ)

**C1.3** Accelerate processes for changes in the area (making urban design regulatory plans, zoning studies and changes to the zoning plan) and implementing new sites (Ongoing – OÚPR)

**C1.4** Promote respect for the specific conditions of larger cities in the development of a new building code (e.g., through a two-tier zoning plan, city-specific building regulations) (2023–2026 – SMB)

**C1.5** Make use of site-specific zoning studies at sites with a higher degree of zoning development complexity (Ongoing – OÚPR)

**Priority** **C2 Make sure that the Jižní čtvrť quarter (so-called “Jižní centrum”) develops in a conceptual way**

Responsibility: KAM, OÚPR, PO, OI, SŽ, BKOM, OD, DPMB, SMB, OSRS, OŽP, OVLHZ, KMCR

**Measure** **C2.1** Decide, and respect the decision on converting ŽUB (including locating the main railway station) (By 2022 – SMB)

**C2.2** Provide funding for the construction of the city and its phased implementation (2023–2026 – OI, OD)

**C2.3** Coordinate the project plans of investors and developers in the Jižní čtvrť quarter with the city's plans (Ongoing – OSRS, MO, KAM)

**C2.4** Make urban design studies and make changes to the zoning plan where necessary (By 2022 – KAM, OÚPR)

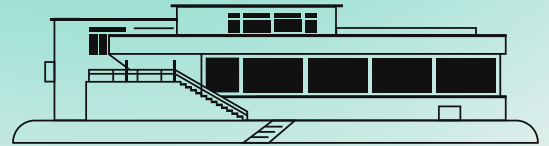
**C2.5** Develop a comprehensive strategy to remove environmental burdens, including the draft technical and financial solutions (2023–2026 – OI, OŽP, SŽ)

**C2.6** Make sure that flood management measures are complied with (Ongoing – OÚPR, OŽP, OVLHZ, KAM)

**C2.7** Implement a city-managed awareness campaign on preparing plans to develop a new quarter (By 2022 – KMCR, OSRS, KAM)

<sup>8</sup> Link – Cohesive and Respectful City – D4 participation of the population, Participatory Governance – participation in zone planning, public spaces

# Architectural Face of the City



## Primary goal

To support cultivated construction and modern architecture in line with world trends

## Sub-goal

**A** Develop attractive, high-quality and inspiring public spaces as an integral part of the city's stabilized and development areas<sup>9</sup>

## Priority

**A1** Establish a coherent system of public spaces within the city and city districts

Responsibility: KAM, MČ, ITD, ODAE, OD, OÚPR, OI, OMI, EnD, OSRS

## Measure

**A1.1** Set up and update, periodically, a geo-database of public spaces (definition, record keeping and updating public spaces)  
(By 2022 – ODAE, OMI, KAM)

**A1.2** Prepare a draft and gradually build a network of public spaces (make sure that public spaces are interconnected and passable within the area)  
(Ongoing – KAM, OÚPR, OI, MČ, OD)

**A1.3** Find a concept for developing public spaces in characteristic urban structures  
(By 2022 – KAM, OD)

**A1.4** Plan new public spaces as an impetus for the recovery of neglected parts of the city  
(By 2022 – KAM, MČ)

**A1.5** Make sure that block courtyards are recovered and used  
(Ongoing – EnD, KAM, OÚPR, OI)

**A1.6** Survey and gradually refine mini brownfields (small, neglected residual areas within the context of uninterrupted built-up areas)  
(Ongoing – OSRS, OI, MČ)

<sup>9</sup> Link – Cultural City A1.5, A2.2, City of Sports A1, A2, Safe and Secure City E No-go zones, Functioning BMO C, Participatory Governance B3, City with Affordable Housing Opportunities B, Nature in the City A-D2, Healthy Environment A1-B2.5)

**Priority A2 Make sure that public spaces are constructed at a good quality level**

Responsibility: KAM, OI, MČ, OD

- Measure**
- A2.1** Make sure that a Manual for public spaces is published and promoted and includes the requirements for public spaces<sup>10</sup>  
(By 2022 – KAM)
- A2.2** Organise activities across the public authorities and city districts in Brno to raise awareness of the principles of good-quality public spaces  
(By 2022 – KAM, OI, MČ)
- A2.3** Make use of architectural and urban design studies and competitions for existing and new public spaces of different sizes and importance, with emphasis on the quality of design and construction  
(Ongoing – OI, MČ, OD)
- A2.4** Guide of methods and support MČ for arranging architectural competitions (e.g., under the patronage of KAM)  
(Ongoing – KAM)
- A2.5** Make use of the participation of the population in preparing new or revitalizing existing public spaces  
(Ongoing – KAM, MČ)
- A2.6** Prepare a single “catalogue” for urban outdoor furniture and equipment for 10 years and make sure it is sourced  
(By 2026 – KAM, MČ, OI)
- A2.7** Consistently apply the principles of green-blue infrastructure when treating existing public spaces and parks and constructing new ones  
(Ongoing – KAM, MČ, OI)

**Sub-goal B Foster modern architecture complying with world trends****Priority B1 Make sure high-quality of architectural work<sup>11</sup>**

Responsibility: KAM, OI, MČ, city-controlled enterprises and co-funded organisations, Urban centrum

- Measure**
- B1.1** Set clear rules for using architectural and urban design competitions, including promoting the conceptual development of specifications by the city  
(By 2022 – KAM)
- B1.2** Conduct architectural and urban design competitions focussing on the quality of the design in most of the construction work awarded by the city and its enterprises  
(Ongoing – OI, MČ, city-controlled enterprises and co-funded organisations)
- B1.3** Guide of methods, and support city districts (MČ) for arranging architectural competitions (e.g., under the patronage of KAM)  
(Ongoing – KAM)
- B1.4** Conduct awareness-raising and promote high-quality architectural achievements awarded by the city and private investors  
(Ongoing – KAM, Urban centrum)

**Priority B2 Preserve the values and characteristics of the area**

(KAM, OÚPR, OPP, MČ)

- Measure**
- B2.1** Publish a new regulatory plan for the city’s monument reserve or update the plan  
(By 2026 – KAM, OÚPR, OPP, MČ)

<sup>10</sup> Link – Nature in the City – should be included in the Manual for public spaces<sup>11</sup> Link – Healthy Environment B2 Adaptation measures in practice, Energy-efficient City – energy standards and the energy performance of buildings

**Sub-goal** C Develop a city without visual smog

**Priority** C1 Establish a culture of perceiving the visual smog issue

Responsibility: KAM, OSRS, CD Brno – Centre, Trade and Tourism Union

**Measure**

**C1.1** Publish and promote a Good Practice Manual (Brno – Centre)  
(By 2022 – CD Brno – Centre, OSRS, KAM)

**C1.2** Conduct awareness-raising campaigns across the public authorities of Brno City  
(By 2022 – OSRS, KAM)

**C1.3** Promote a refined and busy parterre appearance together with private stakeholders  
(Ongoing – OSRS, MČ, Svaz obchodu a cestovního ruchu (Czech Confederation of Commerce and Tourism))

**C1.4** Popularize the theme of visual smog among the general public (presentations of examples of good practice and demonstrations)  
(Ongoing – OSRS, KAM)

**Priority** C2 Actively regulate visual smog

Responsibility: KAM, OPP, OSRS, MČ, MO, OSM, BO

**Measure**

**C2.1** Find legal options to reduce advertising space in the city  
(By 2022 – OPP, OSM, MČ, OSRS, KAM)

**C2.2** Create tools to remove unauthorized advertising surfaces based on defined restriction  
(By 2022 – OSM, OSRS, KAM, MČ)

**C2.3** Arrange contractual agreements with tenants and commercial operators on the quality of the design of the premises (particularly applies to the City monument reserve)  
(By 2022 – MO, OSM, BO, MČ)

**C2.4** Establish tools to motivate promotion of high-quality implementation by private stakeholders  
(By 2022 – OSRS, MČ)

# Nature in the City



## Primary goal

Develop and protect a coherent system of green and blue infrastructure in the city

## Sub-goal

**A** Revitalize the existing green spaces and link them to bio corridors

## Priority

**A1** Interconnect green spaces and parks along standard corridors used for recreational and pedestrian/cyclist transport (watercourses, cycle paths)<sup>12</sup>

Responsibility: EnD, OVLHZ, OI, OÚPR, OD, MČ, VZMB, NGOs, KAM, LESY MB, SMB

## Measure

**A1.1** Categorise the city's green spaces from an economic and technical point of view and quantify their function when calculating the green space coefficient (2027–2030 – EnD, MČ, VZMB)

**A1.2** Produce a methodology to support the development of green spaces and water expanses based on quantifying ecosystem services, considering the structure of natural areas, the approach to their implementation (e.g., active areas/wildlife) and their importance for climate change adaptation (2023–2026 – OŽP)

**A1.3** Promote and create conditions for revitalizing water courses with emphasis on re-naturalising banks and beds (Ongoing – OVLHZ, MČ, NGOs, OD)

**A1.4** Incorporate and implement the ÚSES plans for the whole area of Brno<sup>13</sup> (By 2022 – KAM, OÚPR, OŽP)

**A1.5** Connect the city's green spaces to landscape systems (By 2022 – VZMB, LESY MB, MČ, OD)

**A1.6** Set up correct regulatory limits (e.g., building bans) (By 2022 – OÚPR, MČ)

**A1.7** Unify the management and maintenance of green spaces (By 2022 – MČ, VZMB, LESY MB)

<sup>12</sup> Link – Efficient Water Management

<sup>13</sup> It would be useful to define the Brno urban residential area more precisely, to have high-quality data, to make sure that the TSES is updated even without being linked to the zoning plan, e.g., as a master plan.

**Measure** **A1.8** Promote increased openness and accessibility of existing enclosed allotments (Ongoing – SMB, MČ, KAM, OŽP)

**Priority** **A2 Increase the quantity of green spaces in street areas**

Responsibility: VZMB, OŽP, BKOM<sup>14</sup>, MČ, TSB, OŽP JMK, State (MŽP), OD, OI, BO

**Measure** **A2.1** Promote revitalizing and planting trees and linear greenery in street areas (Ongoing – VZMB, OD)

**A2.2** Discuss system measures with utility managers and take measures to ensure that street refurbishing projects allow lines of trees to be returned into streets as much as possible (By 2022 – VZMB, TSB)

**A2.3** Use mobile greenery where there is no other option (hanging containers, vertical greenery on structures, moss walls, etc.) (Ongoing – VZMB)

**A2.4** Encourage the gradual conversion of grass vegetation into maintenance-free flower beds (Ongoing – VZMB)

**A2.5** Use green spaces to retain water (Ongoing – OI, BO, OD)

**Sub-goal** **B Boost planting and establishing new green spaces (including green roofs/facades) and water expanses**

**Priority** **B1 Ensure greater use of greenery and water elements in public and private projects**

Responsibility: EnD, OI, MO, NGOs, OÚPR, MČ, ODAE, OMI, KAM, BO, OSRS, co-funded organisations and city-controlled enterprises

**Measure** **B1.1** Identify and report the potential for expanding and improving green spaces and water elements in the city and establishing new ones<sup>15</sup> (By 2022 – ODAE, OMI online passport)

**B1.2** Identify key areas for new green spaces and conduct follow-up purchasing of land (By 2022 – OÚPR / KAM, MO, MČ)

**B1.3** Create green roofs in city-owned/operated buildings where possible and appropriate (Ongoing – ID, BO, MČ, co-funded organisations and city-controlled enterprises)

**B1.4** Carry out an awareness raising campaign on the wider use of green spaces and water elements, including in private projects (examples of good practice, promoting completed projects) (By 2022 – OSRS, EnD, NGOs)

**B1.5** Involve citizens in revitalizing small areas (by providing materials, lending tools, conducting lessons, etc.) (Ongoing – EnD, NGOs, MČ)

**Sub-goal** **C Increase biodiversity in the city**

**Priority** **C1 Ensure a higher proportion of more diverse, biologically valuable areas (mature vegetation, wetlands, etc.)**

Responsibility: VZMB, EnD, OVLHZ, universities, Brno-based VVI institutions, MČ

**Measure** **C1.1** Use a variety of vegetation features (Ongoing – EnD, OVLHZ, VZMB)

<sup>14</sup> VConsideration should be given to transferring responsibilities to city districts.

<sup>15</sup> The proposal to create a methodological system for managing green spaces linked to GIS as passports summarizing what and how to plant, who will maintain. This passport should be available to the public and other stakeholders (e.g., in the GIS map environment), and should contain important information – e.g., owner, maintenance, surface area, suitable plants or e.g., available for urban farming; links to co-funding opportunities should also be included, etc



**Measure** **C1.2** Define smaller sites that can be left to spontaneous development; monitor and evaluate their condition periodically (plant health care)  
(Ongoing – VZMB, MČ)

**C1.3** Evaluate the occurrence of and potential threats to biodiversity from invasive species  
(Ongoing – VZMB, universities, Brno-based VVI institutions)

**Priority** **C2 Set up appropriate conditions for wildlife in the city**

Responsibility: VZMB, EnD, OŽP JMK, AOPK ČR, ČSOP, NGOs, MČ

**Measure** **C2.1** Promote and create conditions for spreading and keeping pollinating insects (e.g., on roofs of city-owned houses, etc.)  
(Ongoing – VZMB, OŽP)

**C2.2** Promote and create conditions for wood-related insects (beetles, leaving trees to decay, etc.)  
(Ongoing – VZMB, LESY MB)

**C2.3** Promote bird species when developing and maintaining vegetation areas (minor water sources, nesting places, etc.)  
(Ongoing – VZMB, LESY MB)

**C2.4** Allow certain parts of mature stands to flower as part of the management of grass areas and parks  
(Ongoing – VZMB, MČ)

**Sub-goal** **D Provide sufficient parks for recreation**

**Priority** **D1 Keep parks and green spaces within walking distance for most residents**

Responsibility: KAM, OÚPR, OI, OŽP, MČ, OSRS

**Measure** **D1.1** Boost the function of green spaces in the southern part of the city  
(By 2022 – KAM)

**D1.2** Create large areas of parks at suitable brownfield sites  
(2023–2026 – KAM, OI)

**D1.3** Encourage the establishment of small areas of parks (pocket parks, temporary use-refill)  
(Ongoing – OSRS, OŽP, MČ)

**D1.4** Use block courtyards to increase green spaces (encourage owners to make the necessary adjustments, or allow controlled public use; through the city consolidate land within block courtyards)  
(By 2022 – OŽP)

**Priority** **D2 Boost the recreational use of important water expanses and suburban forest areas**

Responsibility: LESY MB, VZMB, EnD, OVLHZ, MČ, ŠLP Křtiny, MENDELU, OI

**Measure** **D2.1** Provide adequate outdoor furniture for the recreational life of the population  
(Ongoing – LESY MB, VZMB, OVLHZ, MČ, ŠLP Křtiny, MENDELU)

**D2.2** Promote the construction of education trails  
(Ongoing – LESY MB, ŠLP Křtiny, MENDELU)

**D2.3** Expand opportunities for forest- and ecosystem-friendly sports  
(Ongoing – LESY MB, MČ, ŠLP Křtiny, MENDELU)

**D2.4** Set up a decent area of access to the reservoir of the Brno Reservoir (Brněnská přehrada)  
(2018–2026 – OI)

**D2.5** Promote refining existing viewing points and establishing new, suitable ones.  
(Ongoing – LESY MB, ŠLP Křtiny, MENDELU)

# City with Affordable Housing



## Primary goal

Develop a variable offer of housing opportunities available to all residents

## Sub-goal

**A** Preserve and regenerate the existing housing stock<sup>16</sup>

## Priority

**A1** Remove the blight of the existing housing stock

Responsibility: HD, MČ, OSM

## Measure

**A1.1** Refurbish and upgrade the existing municipal housing stock (Ongoing – BO, MČ, OSM)

**A1.2** Carry out specific solutions municipal housing stock that are in extremely poor condition (Ongoing – BO)

**A1.3** Restore housing blocks with regard to all factors that affect housing comfort, including the link to public spaces (Ongoing – BO)

**A1.4** Encourage all owners to repair their housing capacity themselves (Ongoing – BO)

**A1.5** Provide sufficient funding under the Housing Development Fund (FBV) (Ongoing – BO)

## Priority

**A2** Improve the management of the municipal housing stock focusing on efficiency

Responsibility: HD, MČ, OSM, OMI

## Measure

**A2.1** Set up and keep up-to-date electronic records of municipal housing stocks (Ongoing – BO, MČ, OSM, OMI)

**A2.2** Improve the management of municipal housing stocks focusing on efficiency. (Ongoing – BO, OSM, OMI)

<sup>16</sup> Vazba – Energeticky šetrné město A1.6 čisté OZE, A2 Energetická účinnost

- Measure**
- A2.3** Introduce new, innovative ways of offering available municipal housing units, new principles in the terms and conditions of tenant agreements to use the property in an efficient way  
(Ongoing – BO)
- A2.4** Reduce debts on rent as part of renting municipal housing units and non-residential premises in apartment blocks  
(Ongoing – BO, MČ)
- A2.5** Review the use of non-residential units in housing apartment blocks  
(Ongoing – BO, OSM, MČ)

**Sub-goal** **B Develop all forms of housing development to promote an increase in the number of permanent residents**

**Priority** **B1 Promote the development of affordable housing and set conditions favourable enough to integrate private funds into housing development**  
Responsibility: BO, MČ, developers, KAM, OSRS, MO

- Measure**
- B1.1** Create a system of support for developing affordable housing – housing associations, rental housing, etc.  
(Ongoing – BO)
- B1.2** Develop the cooperation of the city with private housing developers  
(Ongoing – BO, developers)
- B1.3** Promote the development of new housing units as part of revitalizing and regenerating existing built-up areas, focussing on maintaining housing comfort and good-quality public spaces  
(Ongoing – BO, MČ, KAM, OSRS, MO)
- B1.4** Ensure that FBV funds are sufficient  
(Ongoing – BO)

**Priority** **B2 Maintain at least a 15% proportion of the total number of municipal housing units in Brno**  
Responsibility: BO, MČ, OSM

- Measure**
- B2.1** Build a sufficient number of municipal housing units each year  
(Ongoing – BO)
- B2.2** Promote the construction of new municipal housing units for selected population groups with specific needs  
(Ongoing – BO, MČ, OSM)

**Priority** **B3 Prepare strategically important housing sites for constructing housing units<sup>17</sup>**  
Responsibility: HD, MO, OI, OD

- Measure**
- B3.1** Make sure zoning documents for sites allocated for housing are provided on time  
(Ongoing – BO)
- B3.2** Define and prepare major development sites for construction.  
(Ongoing – BO, MO)
- B3.3** Prepare major development housing sites, investing in associated backbone technical and transport infrastructures  
(Ongoing – BO, OI, OD)
- B3.4** Encourage private investors to invest in backbone technical and transport infrastructures of new housing unit construction sites  
(Ongoing – BO, MO, OI, OD)

<sup>17</sup> Link – Compact and Well-balanced City

**Sub-goal** **C Support housing for residents with specific needs**

**Priority** **C1 Set up a social housing system**

Responsibility: OSP, BO, NGOs

**Measure**

**C1.1** Set up an effective system of solutions for homelessness and make the housing stocks available to households with disproportionate housing costs  
(Ongoing – OSP)

**C1.2** Set up a system to prevent loss of housing in the housing administration and, in conjunction with the social services, across the board for each MČ responsible for managing municipal housing stocks  
(Ongoing – OSP)

**C1.3** Set up a strategic planning system for social housing based on ongoing evaluation  
(Ongoing – OSP)

**Priority** **C2 Provide sufficient housing for groups of residents with specific needs (start-up housing units, housing units for young people, housing units for the elderly, housing units for the disabled and affordable housing for low-income groups) and enough social housing opportunities**

Responsibility: BO, NGOs, MČ

**Measure**

**C2.1** Establish municipal social housing units by allocating a proportion of the existing housing stock, refurbishing existing facilities and constructing new ones, integrating these housing units into the natural environment of the city  
(Ongoing – BO)

**C2.2** Construct apartment houses with social care services and housing blocks for the elderly, and establish shared housing units for old-age people  
(Ongoing – BO, MČ)

**C2.3** Make sure that additional start-up housing units are developed as part of new construction projects or by refurbishing the existing housing stock  
(Ongoing – BO)

**C2.4** Promote the construction of housing units for young households to stabilise demographic development  
(Ongoing – BO)

**C2.5** Provide a sufficient number of barrier-free housing units  
(Ongoing – BO)

**C2.6** Ensure that additional social housing units are established as part of new construction projects or by refurbishing the existing housing stock, while respecting the non-segregation rules  
(Ongoing – BO, MČ)

**C2.7** Promote the construction of other innovative forms of housing  
(Ongoing – BO)

**C2.8** Establish active cooperation with private investors and housing associations to exploit all the possibilities of construction for other people with specific needs, including setting up terms and conditions for these construction activities  
(Ongoing – BO)

**Sub-goal** **D Cooperate with the population and other entities**

**Priority** **D1 Improve communication and cooperation with the population**

Responsibility: BO, OSP, KMCR, MČ, KAM

**Measure**

**D1.1** Take steps to make rented housing more attractive  
(Ongoing – BO, MČ)

**D1.2** Enhance the trouble-free and safe use of housing units in housing blocks  
(Ongoing – BO, MČ, OSP)

- Measure**
- D1.3** Improve ways of informing the public about housing  
(Ongoing – BO, MČ, KMCR)
  - D1.4** Enhance communication and participation with the public in developing and implementing housing projects  
(Ongoing – BO, KAM)

**Priority** **D2 Improve communication and cooperation with other entities**  
Responsibility: BO, OITI, OSP, OÚPR

- Measure**
- D2.1** Actively grasp the role of the city in discussing housing development with private investors, housing associations and each CD, including taking on the mediator role  
(Ongoing – BO)
  - D2.2** Expand cooperation with non-profit organizations to improve how their clients are informed  
(Ongoing – BO, OSP)
  - D2.3** Establish cooperation with municipalities within the Brno Metropolitan Area to coordinate the development of housing leading to the sustainable development of compact and poly-functional housing settlements  
(Ongoing – OITI)

# City with Efficient and Sustainable Mobility



## Primary goal

Increase the attractiveness and use of sustainable modes of transport (public, pedestrian and cycling), thus reducing the negative impact of transport on urban life in the context of the whole Brno Metropolitan Area<sup>18</sup>

## Sub-goal

**A Improve the quality of the city's setting**

## Priority

**A1 Reduce noise and dust levels**

Responsibility: OD, OŽP, BKOM, OI, DPMB, JMK, KORDIS

## Measure

**A1.1** Upgrade the public transport fleet (Ongoing – DPMB, KORDIS JMK<sup>19</sup>, JMK)

**A1.2** Reconstruct the public transport infrastructure and road surfaces (Ongoing – OD, JMK, BKOM, OI, DPMB)

**A1.3** Increase traffic flow and reduce the speed and intensity of traffic (e.g., introducing limited speed zones on selected roads)<sup>20</sup> (Ongoing – OD)

## Priority

**A2 Promote environmentally friendly vehicles<sup>21</sup>**

Responsibility: OD, DPMB, EnD, BRD, SMB, KORDIS

## Measure

**A2.1** Expand public transport electromobility (hybrid vehicles) (Ongoing – DPMB, KORDIS JMK<sup>22</sup>)

**A2.2** Favour users of environmentally friendly vehicles (e.g., lower infrastructure charges for residents, small entrepreneurs, tolls etc.) (Ongoing – OD, SMB)

<sup>18</sup> Link – Nature in the City – B.2 Ecosystem Services – to use in taking adaptation measures, Functioning Metropolitan Area – C1 Polycentric and balanced development of BMO

<sup>19</sup> tender specifications

<sup>20</sup> Link – Healthy Environment

<sup>21</sup> Link – Energy-efficient City – C1, Link – Healthy Environment – A1, A2

<sup>22</sup> Determined in the contract

- Measure** **A2.3** Develop a subsidy programme to support the sourcing of environmentally friendly vehicles (2018–2026 – OD, SMB)
- A2.4** Support the construction of charging stations for electric vehicles (2018–2026 – SMB, OD)
- A2.5** Assess the appropriateness of introducing low-emission zones<sup>23</sup> (Ongoing – OD, OŽP)

**Priority** **A3 Improve the city's public spaces**  
Responsibility: KAM, OI, OD, OÚPR, OZ, NGOs, BKOM, DPMB

- Measure** **A3.1** Prepare a proposal and gradually build a network of public spaces (make sure that public spaces are interconnected and passable within the area) (Ongoing – KAM, OÚPR, OD, OI)
- A3.2** Encourage barrier-free design for existing and newly developed infrastructure projects (Ongoing – OD, OI, OZ, BKOM, DPMB)
- A3.3** Improve the public space at and around bus stops and transfer terminals (Ongoing – OD, OI, BKOM, DPMB)

**Sub-goal** **B Develop an efficient and passable transport system so that users can easily select the mode of transport that best matches their needs – city's residents<sup>24</sup>**

**Priority** **B1 Enhance the quality of the infrastructure, speed and quality of public transport (VHD)**  
Responsibility: OD, DPMB, KORDIS, BKOM, OI, JMK, SŽ, SMB

- Measure** **B1.1** Refurbish VHD routes (including rail transport) and relevant infrastructures; promote barrier-free solutions (Ongoing – DPMB, OI, JMK, SŽ)
- B1.2** Preferably build separate public transport routes – dedicated lanes, segregated routes (Ongoing – OD, OI)
- B1.3** Build tangential VHD links / routes / lines (Ongoing – OD, OI, DPMB)
- B1.4** Enhance the preferences for public transport vehicles at junctions using telematics (Ongoing – OD, BRD, DPMB, KORDIS)
- B1.5** Purchase state-of-the-art vehicles (air conditioning, Wi-Fi, barrier-free) (Ongoing – DPMB, JMK, KORDIS)
- B1.6** Decide on and prepare new public transport systems (underground, “S-bahn” as well as new methods of routes) – underground sections of railway transport (trams, trains, etc.) (Ongoing – SMB, JMK, KORDIS, DPMB, SŽ, OD)

**Priority** **B2 Enhance the passability of the city for non-motorised transport (cyclists, pedestrians)**  
Responsibility: OD, OI, BRD, OÚPR, MMB, MČ, JMK, SMB, premises owners

- Measure** **B2.1** Build a new infrastructure for pedestrians and cyclists while consistently constructing the infrastructure for cyclists as part of street refurbishment projects (follow-up to Cyclist traffic master plan)<sup>25</sup> (Ongoing – OD, OI, JMK)
- B2.2** Build interconnected systems and link the cyclist infrastructure to the Region's corridors (Ongoing – OD, OI, JMK)

<sup>23</sup> See feasibility study results – can only be done after completing the greater city ring road

<sup>24</sup> Link – Thriving City – A1 Foster all kinds of mobility, Compact and Well-balanced City – A City of short distances, City with Affordable Housing – B3.4 Technical and transport infrastructures

<sup>25</sup> Link – City of Sports A1.1 Complete the network of cycling tracks

- Measure**
- B2.3** Add outdoor equipment for pedestrians and cyclists (Ongoing – OD, OI, MČ)
  - B2.4** Encourage barrier-free design for existing and new infrastructure projects (Ongoing – OD, OI, BKOM)
  - B2.5** Enhance the safety of pedestrians and cyclists by expanding pedestrian zones and limited speed area (Ongoing – OD, BKOM)
  - B2.6** Locate and propose options for the passability of large closed units within the city (By 2022 – SMB, premises owners)

**Priority** **B3 Develop multimodal terminals, P+R, K+R and similar systems after completing the superior network of roads/lines (D43, VMO and railway junction)<sup>26</sup>**

Responsibility: OD, BKOM, KORDIS, ŘSD, DPMB, JMK, OI, SŽ, OITI, SMB

- Measure**
- B3.1** Include all modes of transport when constructing new transfer terminals (Ongoing – OD, JMK, SŽ, KORDIS, DPMB)
  - B3.2** Complete the construction of P+R systems in the Brno Metropolitan Area, link them to the public transport system and interconnect them with the public transport tariff system<sup>27</sup> (Ongoing – KORDIS, OITI, OI, OD, BKOM)
  - B3.3** Promote and support major transport works – X43, rebuilding the railway junction, VMO<sup>28</sup> (Ongoing – SMB, JMK, ŘSD, SŽ)

**Priority** **B4 Improve the awareness and perception of public transport and other sustainable modes of transport and the consequences of private motor vehicle transport growth**

Responsibility: OD, NGOs, OŽP, PS, DPMB, JMK, OZ, KORDIS, SMB

- Measure**
- B4.1** Carry out information and awareness-raising campaigns (Ongoing – OD, OŽP, OZ, DPMB, KORDIS)
  - B4.2** Use web-based and mobile applications, install information boards at stops and nodes of transfer (Ongoing – SMB, JMK, KORDIS, DPMB)

**Sub-goal** **C Treat mobility in the city as a service**

**Priority** **C1 Promote shared means of transport (bike sharing, car sharing) and efficient commuting services in the whole Brno Metropolitan Area**

Responsibility: OD, private businesses, DPMB, KORDIS, SMB

- Measure**
- C1.1** Integrate transport services into a comprehensive “mobility as a service” system (including, where appropriate, interconnection with payment for public transport services) (Ongoing – SMB, KORDIS, OD, DPMB)
  - C1.2** Favour users of this system (e.g., lower infrastructure charges for cars used as part of a car sharing system; support the construction of bike racks that can be used as part of the bike sharing system) (Ongoing – SMB, KORDIS, OD, DPMB)
  - C1.3** Implement corporate mobility plans as part of the partnership between the city and businesses (Ongoing – OD, SMB, private businesses)
  - C1.4** Promote public awareness and involve the public in planning (Ongoing – OD, KORDIS, DPMB)

<sup>26</sup> Link – Globally Accessible City B1.3 P+R, Compact and Well-balanced City C2 BRJ

<sup>27</sup> Link – Globally Accessible City B1.2

<sup>28</sup> Link – Globally Accessible City B1.2



## Priority

**C2 Develop city logistics<sup>29</sup>**

Responsibility: OD, private businesses, MČ, SMB, merchants, carriers

## Measure

**C2.1** Develop and operate a unified system to deliver supplies to the city centre and other areas (the system can be established by the city or by a private company)  
(Ongoing – OD, SMB, MČ, merchants, carriers)

**C2.2** Promote innovative solutions for the “last mile” delivery method – e.g., using electric cargo bikes  
(Ongoing – OD, SMB, private businesses)

## Sub-goal

**D Promote and implement innovations in transport<sup>30</sup>**

## Priority

**D1 Use state-of-the-art transport systems and promote further research and development in transport<sup>31</sup>**

Responsibility: OD, CDV, universities, Brno-based VVI institutions, DPMB, BKOM, KORDIS, SMB

## Measure

**D1.1** Interconnect systems and share information to increase traffic flow and promote public transport  
(Ongoing – OD, BKOM, KORDIS, DPMB, CDV)

**D1.2** Work with universities on autonomous vehicle research projects  
(Ongoing – OD, BKOM, KORDIS, DPMB, CDV)

**D1.3** Develop a flexible transport system in relation to developing means of transport  
(Ongoing – universities, OD, SMB, CDV)

<sup>29</sup> Link – Globally Accessible City B2.1 Logistics

<sup>30</sup> Link – Globally Accessible City A1.7 Innovations

<sup>31</sup> Link – Central European Centre of VVI A1 Increase the applicability of Brno-based research

# Healthy Environment



**Primary goal** Reduce the impact of factors with negative effects on human health and the environment

**Priority** A1 Reduce the noise pollution of the Brno population and hinterland

Responsibility: OD, DPMB, KHS JmK, event organisers

**Measure**

**A1.1** Develop and publish a comprehensive strategy for reducing noise pollution, including identifying the worst-affected areas and a proposal for short-term noise reduction measures (By 2022 – OD, KHS JmK)

**A1.2** Minimize the noise impact of single and short-term events (e.g., fireworks, motor-racing circuit, construction activity) (Ongoing – event organisers, KHS JmK)

**A1.3** Take into account the noise load of transport infrastructure, including the public transport fleet (Ongoing – OD, DPMB)

**Priority** A2 Improve air quality

Responsibility: OŽP, OD, BKOM, DPMB, TB, OŽP JMK, OI, MČ, VZMB, other Improved air quality action plan WG members

**Measure**

**A2.1** Update and implement the Improved air quality action plan (By 2022 – OŽP, OD and other Improved air quality action plan WG members)

**A2.2** Implement transport measures (Ongoing – OD)

**A2.3** Implement measures in the energy sector (e.g., supporting suitable local heating sources, further development of a central heating supply system, promoting renewable energy sources, etc.) (Ongoing – OŽP, TB)

**A2.4** Carry out measures to reduce dust levels in city streets and from wind-driven erosion in agricultural areas within the agglomeration (Ongoing – MČ)

**A2.5** Link technical and organizational measures with extending green spaces that meet hygienic functions by trapping pollutants (Ongoing – OŽP, VZMB)

**Measure** **A2.6** Set up technical and organizational measures that will be required when executing public contracts (e.g., servicing a contract using vehicles meeting EURO 5 and stricter, etc.) (By 2022 – OŽP, OI, OD)

**Priority** **A3 Reduce light pollution in the city**

Responsibility: TSB, NGOs, owners/administrators of monuments, SMB, OI

**Measure** **A3.1** Promote awareness-raising and education about the influence of light pollution on human health and ecosystems (Ongoing – TSB, NGOs)

**A3.2** As part of street refurbishment projects, replace existing lighting fixtures with street lamps that minimize pollution and adjust standards for public lighting systems if built by other investors (Ongoing – TSB, OI)

**A3.3** Reduce the illumination of sights/monuments in late night hours (Ongoing – monument/sight owners/managers, SMB, TSB)

**Priority** **A4 Enhance and protect long term water quality<sup>32</sup>**

Responsibility: River Morava Basin Authority (Povodí Moravy, s.p.), OVLHZ, OÚPR, building authorities, BVK, a.s., KHS JmK, SMB, JMK, water authorities

**Measure** **A4.1** Protect sources of underground water under Brno for their potential use (Ongoing – OVLHZ)

**A4.2** Improve surface water quality to a level suitable for bathing/swimming (Ongoing – River Morava Basin Authority, s.p., SMB, JMK, water authorities)

**A4.3** Continue monitoring and take technical measures to prevent the release of phosphorus and eliminate blue-green algae in the Brno dam (Ongoing – River Morava Basin Authority, s.p., SMB, JMK)

**A4.4** Prevent permanent built-up areas from forming in the remnants of river floodplains, where possible and appropriate (Ongoing – OÚPR & building authorities, River Morava Basin Authority)

**A4.5** Carry out measures to the sewerage system to enhance water quality in water courses (Ongoing – BVK, a.s., OVLHZ, OÚPR)

**Sub-goal** **B Boost the resilience of the city to climate change through a suitable combination of adaptation and mitigation measures**

**Priority** **B1 Raise awareness among the population, city officials and investors of the importance and impact of climate change**

Responsibility: OŽP, CzechGlobe, MENDELU, NGOs, universities, VZMB, KMCR, OÚPR, KAM, building authorities

**Measure** **B1.1** Develop a positively-tuned communication strategy and a campaign to promote the perception of existing measures as part of a targeted adaptation strategy (By 2020 – KMCR, OŽP – completed)

**B1.2** Involve the population and support, methodically and financially, their initiatives reducing the negative environmental impacts of climate change in the city (Ongoing – OŽP)

**B1.3** Communicate the importance of activities as part of public operations (such as extending greenery, planting, etc.) as part of a strategy to increase the resilience of the city and create room for people to participate (Ongoing – OŽP, VZMB, KMCR)

<sup>32</sup> Link – Water-efficient City – A.3

**Measure** **B1.4** Enhance the skills of the people responsible for investment preparation of projects for the use of adaptation and mitigation measures (set up a system of education for investment departments and MČ mayors to take into account lessons learned in real life when implementing adaptation measures and assessing the effects of these activities in the Brno agglomeration area)  
(By 2022 – OŽP)

**B1.5** Involve private stakeholders in measures by awareness-raising, methodological support and zone planning limits, as well as pressure in zoning/building permit procedures  
(Ongoing – NGOs, OÚPR, KAM, building authorities)

**Priority** **B2 Systematize the city's approach to carrying out adaptation and mitigation measures; put the measures in practice**

Responsibility: OŽP, OI, CzechGlobe, MENDELU, NGOs, BKOM, KAM, DPMB, ČHMÚ, OÚPR, OSRS, MČ, OZ, OSM, OD, OZ

**Measure** **B2.1** Integrate and interpret, in the long term, the measurements and research findings of Brno-based expert institutions (universities, ČHMÚ, CzechGlobe, etc.) to support adaptation and mitigation measures in the city area; involve institutions in planning measures  
(Ongoing – ČHMÚ)

**B2.2** Develop a manual of basic measures for mitigating and adapting to climate change, including setting priorities and recommending spatial differentiation<sup>33</sup>  
(By 2022 – KAM, OŽP)

**B2.3** Consider the potential of brownfields and the city's development sites to implement adaptation and mitigation measures as an integral part of temporary and future sustainable use of these sites, particularly their potential for infiltration of water from precipitation and cooling the city.  
(Ongoing – KAM, OÚPR, OSRS, OŽP)

**B2.4** As part of refurbishing and revitalizing existing and planned public spaces (including streets, car parks, etc.), take into account the potential of these spaces for adapting to climate change (efficient use of greenery and water for cooling, shading and seepage within built-up areas of the city).  
(Ongoing – KAM, OŽP, OI, MČ)

**B2.5** As part of constructing and refurbishing city apartments and houses take into account the potential for energy savings, water savings, including using grey water and renewable energy sources, to reduce the city's carbon footprint  
(Ongoing – BO, OSM, MČ)

**B2.6** Monitor trends in the use of active forms of transport (cycling, walking), their environmental, physical health and mental health benefits, and invest in improving the adequate infrastructure based on this data  
(Ongoing – OD, OŽP, OZ, OI)

**B2.7** Pro-actively provide expertise and consulting to all parties involved in preparing the City's investment project on how to modify investor specifications in accordance with the manual  
(Ongoing – KAM, OŽP)

**B2.8** Survey all the city's investment plans and make sure that measures to eliminate the impact of the projects on the deterioration of the effects of climate change are included in the specifications for each of the planned city's investment projects as soon as the project's preparatory, pre-design stage.  
(By 2022 – OI)

**B2.9** Update the SMB Investment Process Methodology and SMB's Regulation No. 2/2004 on the binding parts of the ÚPmB to include climate change adaptation measures  
(By 2022 – OI)

<sup>33</sup> See the results of the projects UrbanAdapt (CzechGlobe), Urban Heat (ČHMÚ), Klima Brna (Brno Climate) (PřF MU + ČHMÚ, etc.)

# PROSPERITY

The PROSPERITY theme includes values that are part of the economic dimension of the quality of life of the city's population. It includes accessible and high-quality education and the opportunity to get an attractive and satisfying job. At the same time, it continues to develop Brno as a major centre of science, research and innovation, with an international reach and openness. The basic prerequisite for this standing of the city is, among other things, its global accessibility.

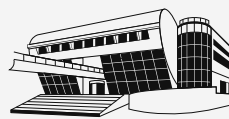
## VALUES



Prosperous  
City



Central European  
Centre of Research,  
Development, and  
Innovation



Educated University  
City



International  
City



Globally Accessible  
City

# Prosperous City



## Primary goal

Pursue the growth of the living standards of the city's population (economic dimension)

## Sub-goal

**A** Promote attractive employment opportunities by providing sufficient skilled jobs corresponding to the economic structure of the population

## Priority

**A1** Foster all types of population mobility (public transport and MHD, car transport, bicycle transport, suburban rail transport, air transport)<sup>34</sup>

Responsibility: OD, OSRS, DPMB, KORDIS, airport

## Measure

**A1.1** Coordinate setting MHD with large employers and commutation centres (Ongoing – OD, OSRS)

**A1.2** Develop sustainable mobility plans for locations with a high concentration of jobs (By 2022 – OD)

## Priority

**A2** Provide high-quality public services needed for entrepreneurial activities

Responsibility: MMB, MPO

## Measure

**A2.1** Make sure local governments are open, well-functioning and transparent and legislative conditions are favourable (By 2022 – MMB, MPO)

**A2.2** Adequately tailor the functioning and opening hours of offices (e.g., Trades Office) and the services covered by MMB (By 2022 – MMB)

**A2.3** Provide good-quality and efficient electronic governance services (By 2022 – MMB, MPO)

<sup>34</sup> Link – City with Efficient and Sustainable Mobility (develop multimodal terminals, P+R, K+R and similar systems after completing the superior network of roads and lines (D43, VMO and railway junction), treat mobility as a service

**Priority** **A3 Attract interesting and support existing investors from sectors with specific knowledge bases (as per RIS)**

Responsibility: OSRS, KMCR/OZV; CzechInvest, JMK, JIC, RHK, SMB, Technology Park Brno (Technologický park Brno, a. s.)

**Measure** **A3.1** Present the City of Brno abroad in this respect<sup>35</sup>  
(Ongoing – OSRS, KMCR/OZV, RRHK)

**A3.2** Survey investment opportunities throughout the JMK area and, together with other stakeholders (JMK /CzechInvest/RRAJM, etc.) appropriately distribute new investors in the Brno Metropolitan Area (By 2022 – JMK, JIC)

**A3.3** Cooperate systematically and in the long term with representatives of the preferred sectors (as per RIS) and periodically organize meetings of the city's leading officials with representatives of businesses in entrepreneurial areas and zones (after-care activities)  
(Ongoing – OSRS, JIC, Technology Park Brno (Technologický park Brno, a. s.))

**A3.4** Provide a sufficient range of prepared sites for entrepreneurial activities<sup>36</sup>  
(By 2022 – SMB, Technology Park Brno (Technologický park Brno, a. s.))

**Sub-goal** **B Reduce long-term unemployment rates**

**Priority** **B1 Implement an active employment policy**

Responsibility: ÚP, MMB, NGOs, Regional Chamber of Social Enterprises, JMK, employers, secondary schools, universities (career centres), businesses, RHK, KHK JM

**Measure** **B1.1** Create jobs for people with barriers on the labour market, e.g., in city-controlled enterprises and organizations offering a variety of jobs, with the intention of not leaving long-term jobseekers in need of unemployment; community service, public service  
(By 2022 – MMB)

**B1.2** Work with long-term unemployed through field schemes (activation, assisted jobs) and support employers interested in giving employment to people with barriers on the labour market  
(2023–2026 – NGOs, ÚP)

**B1.3** Promote active life-long career guidance available at all stages of life (school / maturity)<sup>37</sup>  
(2023–2026 – secondary schools, universities (career centres), ÚP, businesses)

**B1.4** Promote the establishment of social enterprises (with the possibility of employing disabled and difficult-to-employ people, so that they can be involved in the normal work process without being dependent on social benefits), raising awareness among and linking local employers and important stakeholders in the sector<sup>38</sup>  
(Ongoing – RHK, KHK JM, Regional Chamber of Social Enterprises, SMR, NGOs, ÚP, employers)

**Sub-goal** **C Interconnect businesses, the public sector and universities as part of an innovative ecosystem (the “Triple Helix” model)**

**Priority** **C1 Encourage links between schools and businesses<sup>39</sup>**

Responsibility: RHK, OŠ JMK, OŠML, OSRS, universities, CzechInvest

**Measure** **C1.1** Promote internships and their importance in schools and companies  
(Ongoing – CzechInvest, OSRS, RHK, OŠ JMK)

<sup>35</sup> Link – Central European Centre for Research, Development and Innovation (C2), International City (C1, D1)

<sup>36</sup> Link – Compact and Well-balanced City (A1)

<sup>37</sup> Link – Educated University City (C1)

<sup>38</sup> Link – Cohesive and Respectful City (C2 Promote social entrepreneurship and socially responsible employment)

<sup>39</sup> Link – Well-functioning Brno Metropolitan Area (to raise awareness of the added value of metropolitan cooperation between residents), Educated University City (E2, E3)

**Measure** **C1.2** Raise awareness and promotion by the city on the importance of schools cooperating with the business sector and create opportunities to interconnect the two (By 2022 – OSRS)

**Sub-goal** **D Improve the entrepreneurial setting and innovation culture**

**Priority** **D1 Podporovat podnikavost, odstraňovat bariéry při zakládání a provozování byznysu**

Zodpovědnost: MMB, RHK, CzechInvest, instituce podporující podnikání jako např. Impact Hub, JIC, OSRS, NNO a další organizace

**Measure** **D1.1** Motivovat mladé lidi k podnikání a zakládání firem (např. prostřednictvím prezentace vzorů a příkladů dobré praxe) (do 2022 - JIC, NNO a další organizace)

**D1.2** Prostřednictvím různých programů podporovat vznik a rozvoj start-upů a inovativních MSP (do 2022 - OSRS, JIC)

**D1.3** Podporovat obchodní příležitosti a expanzi místních firem na zahraniční trhy (průběžně - RHK Brno, OSRS)

**Sub-goal** **D Zlepšovat podnikatelské prostředí a prostředí pro inovace**

**Priority** **D1 Promote entrepreneurship, remove barriers to establishing and operating businesses**

Responsibility: MMB, RHK, CzechInvest, institutions promoting entrepreneurial activities such as Impact Hub, JIC, OSRS, NGOs and other organizations

**Measure** **D1.1** Encourage young people to do business and start up businesses (e.g., by presenting models and examples of good practice) (By 2022 – JIC, NGOs and other organizations)

**D1.2** Promote the emergence and development of start-ups and Innovative SMEs by a variety of schemes (By 2022 – OSRS, JIC)

**D1.3** Promote business opportunities and expansion of local private businesses to markets abroad (Ongoing – RHK, OSRS)

**Sub-goal** **E Promote the city's readiness for new economic models and future trends (e.g., shared economy, robotics, etc.)**

**Priority** **E1 Monitor and respond flexibly to the development of new economic models and trends**

Responsibility: RHK, JIC, institutions promoting entrepreneurial activities, NGOs, OSRS, SMB, Intemac solutions, Ceitec VUT, innovators and think leaders in the region

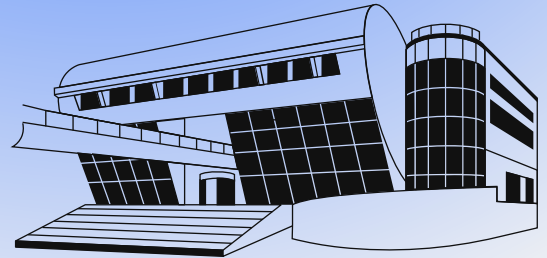
**Measure** **E1.1** Promote the city's openness and adaptability to new economic models (following the motto "What is beneficial for the population is beneficial for the city...") – e.g., Airbnb, Uber, car-sharing, etc. (Ongoing – SMB, OSRS)

**E1.2** Promote the exchange of experience and cooperation between robotics businesses and industry 4.0 (e.g., through Cluster 4.0 at RHK) (Ongoing – RHK, JIC, Intemac solutions, Ceitec VUT)

**E1.3** Encourage the adaptation and social acceptance of gradual changes in the regime and forms of work (liberalizing the need to work, length of service, relaxed understanding of employment not always as gainful activities, active approach of people to finding and creating their own life content at different stages of life, etc.) (Ongoing – innovators and think leaders in the region, OSRS)



# Educated University City



## Primary goal

**Promote high-quality and accessible education for everybody at all levels**

## Sub-goal

**A Provide high-quality and affordable education for all children at nursery schools and primary schools**

## Priority

**A1 Tailor the capacity of MŠ and ZŠ (nursery & primary schools) to meet the demand with regard to demography**

Responsibility: OŠML, OI, MČ

## Measure

**A1.1** Make sure the MŠ capacity is adequate  
(Ongoing – OŠML, MČ)

**A1.2** Make sure the ZŠ capacity is adequate  
(Ongoing – OŠML, MČ)

**A1.3** Promote electronic MŠ and ZŠ registration  
(Ongoing – OŠML)

## Priority

**A2 Develop selected competences for children and pupils**

Responsibility: OŠML, schools, cooperating organizations

## Measure

**A2.1** Develop literacy and numeracy, incl. pre-literacy, at schools  
(Ongoing – OŠML, schools)

**A2.2** Foster science and polytechnic education at schools by schools cooperating with SS and universities and other entities  
(Ongoing – OŠML, schools, cooperating organisations)

**A2.3** Promote pro-social and civic development activities for children and pupils (e.g., school parliaments, leisure clubs for social development, etc.)  
(Ongoing – OŠML, schools)

**Priority** **A3 Create conditions for supporting children and pupils at risk of failing school and support talented children and pupils**

Responsibility: MŠMT, schools, OŠML, BO, OSP

**Measure** **A3.1** Maintain and strengthen existing school advisory centres  
(Ongoing – OŠML, schools)

**A3.2** Provide support for talented children and pupils  
(Ongoing – OŠML, schools)

**A3.3** Prevent segregation in primary education through coordinated cooperation with housing and social welfare  
(Ongoing – OŠML, BO, OSP)

**Priority** **A4 Improve the professional and personal social development of teaching staff**

Responsibility: MŠMT, schools, educators, OŠML

**Measure** **A4.1** Provide high-quality training and education for teaching staff  
(Ongoing – OŠML, schools)

**A4.2** Provide high-quality training and education for school managers  
(Ongoing – OŠML, schools)

**A4.3** Improve cooperation between entities involved in advisory services and other education activities  
(Ongoing – OŠML)

**Sub-goal** **B Create the conditions for a cooperating and informed family**

**Priority** **B1 Improve communication and cooperation with parents**

Responsibility: Schools, educators, OŠML

**Measure** **B1.1** Make sure parents are very well informed and strengthen the role of parents as school partners  
(Ongoing – OŠML, schools)

**B1.2** Systematically involve parents in the education of children and pupils  
(Ongoing – schools)

**B1.3** Strengthen the competencies of teachers in cooperation with legal representatives on the basis of mutual respect and responsibility for the development of the child and the pupil  
(Ongoing – OŠML, schools)

**Sub-goal** **C Work together flexibly and meaningfully on the concept of secondary education with regard to the labour market needs**

**Priority** **C1 Provide high-quality career guidance for meaningful career choices**

Responsibility: OŠML, schools, OŠJKM, employers, universities (career centres), JCMM

**Measure** **C1.1** Promote high-quality career guidance in primary and secondary schools<sup>40</sup>  
(Ongoing – OŠML, OŠJKM)

**C1.2** Transmit information from the founders of secondary schools on the success of pupils in secondary schools  
(Ongoing – OŠJKM)

**C1.3** Improve cooperation between secondary schools and providers of the schools and employers  
(Ongoing – OŠJKM)

<sup>40</sup> Link – Thriving City

**Measure** **C1.4** Develop attractiveness schemes for students from the region and link students with research centres while still studying at school (strengthen cooperation between secondary schools and research/university departments to increase the attractiveness and motivation of local students to grow and find their application in the region)  
(Ongoing – JCMM)

**Sub-goal** **D Improve the quality and internationalization of Brno universities and the tertiary education sector in general**

**Priority** **D1 Improve the quality of tertiary education in Brno**  
Responsibility: Universities, MŠMT

**Measure** **D1.1** Take a series of measures to improve the quality of teaching and, subsequently, rankings  
(By 2022 – universities)

**Priority** **D2 Encourage the attraction of academic staff from abroad<sup>41</sup>**  
Responsibility: Universities, JCMM, BEC

**Measure** **D2.1** Promote and link schemes to attract academics from abroad (develop a comprehensive system of support by universities, the city and the region)  
(By 2022 – JCMM)

**D2.2** Create conditions for academic staff from abroad in Brno (“welcome services”)  
(By 2022 – JCMM, BEC)

**Priority** **D3 Encourage the attraction of students from abroad**  
Responsibility: Universities (international relations departments), JCMM

**Measure** **D3.1** Increase the number of accredited foreign language courses  
(By 2022 – universities)

**D3.2** Promote and link schemes to attract students from abroad (develop a comprehensive system of support by universities, the city and the region)  
(By 2022 – JCMM)

**D3.3** Create conditions for an improved quality of life for students from abroad in Brno (“welcome services”)  
(By 2022 – universities)

**Sub-goal** **E Improve the openness of academia and the standing of universities as open centres of learning<sup>42</sup>**

**Priority** **E1 Increase the link between universities and the public sphere (public, the city, the region)**  
Responsibility: Universities, SMB, JMK, OSRS, JCMM

**Measure** **E1.1** Involve the city and members of public in the outreach activities of universities  
(By 2022 – JCMM)

**E1.2** Open selected international lectures from academics to the general public  
(By 2022 – universities)

**E1.3** Involve students in the activities of the city  
(By 2022 – OSRS)

<sup>41</sup> Link – International City and Central European Centre for Research, Development and Innovations

<sup>42</sup> Link – Central European Centre of Research, Development And Innovation; sub-goal: Strengthen the attractiveness of the Brno research setting/Promote the links and passability of the research environment in Brno

- Measure** **E1.4** Create an overview of experts and research results of universities that can be used to develop the city<sup>43</sup>  
(By 2022 – OSRS)
- E1.5** Promote joint projects carried out by universities and city-controlled enterprises  
(By 2022 – OSRS)

**Priority** **E2 Increase the link between universities and science centres/workplaces and secondary/primary schools<sup>44</sup>**  
Responsibility: Universities

- Measure** **E2.1** Boost the cooperation and promotion of universities and science centres/workplaces in secondary/primary schools  
(By 2022 – universities)

**Priority** **E3 Strengthen the link between universities and science centres/workplaces and employers (e.g., private sector)<sup>45</sup>**  
Responsibility: Universities, Brno-based VVI institutions, employers, OSRS

- Measure** **E3.1** Promote career guidance in universities linked to the offer and requirements of employers in Brno / BMO  
(By 2022 – universities)
- E3.2** Link the existing infrastructure of science & research centres with the needs of employers  
(By 2022 – OSRS, Brno-based VVI institutions)

**Sub-goal** **F Provide high-quality and accessible leisure and informal education**

**Priority** **F1 Provide sufficient high-quality leisure and informal education available for all children and pupils**  
Responsibility: OŠML, ZŠ, ZUŠ, ANNOJMK, organizations for leisure and informal education of various founders

- Measure** **F1.1** Complement the opportunities of schools as part of the leisure and informal education system with regard to the comprehensive development of the talents of children and pupils  
(By 2022 – OŠML, ZŠ, ZUŠ, ANNOJMK, organizations for leisure and informal education of various founders)
- F1.2** Provide a sufficient range of meaningful activities for children and pupils during the main school holidays  
(By 2022 – ANNOJMK, organizations for leisure and informal education of various founders)

**Priority** **F2 Promote and develop trans-generational learning<sup>46</sup>**  
Responsibility: OŠML, KJM, ODAE, NGOs, universities

- Measure** **F2.1** Survey and make use of existing examples of good practice in trans-generational learning  
(By 2022 – ODAE, OŠML)
- F2.2** Develop a “community learning” system (joint programmes for different target groups)  
(Ongoing – OŠML, KJM, universities)

<sup>43</sup> Link – Healthy City/Cohesive and Respectful City/City of Culture

<sup>44</sup> Link – Thriving City

<sup>45</sup> Link – Central European Research, Development and Innovation Centre (this value however does not include cooperation with the private sector) & Thriving City

<sup>46</sup> Link – Cohesive and Respectful City

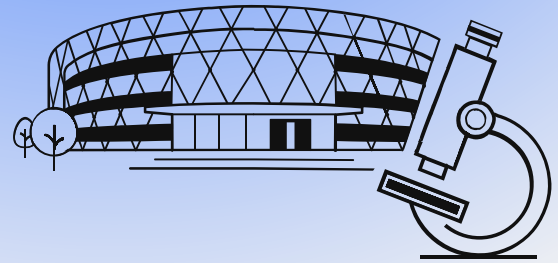
**Sub-goal** **G Podpořit celoživotní učení**

**Priority** **G1 Increase the number of city residents involved in life-long learning programmes**  
Responsibility: FDV, universities

**Measure** **G1.1** Extend the range of life-long learning programmes in the city's co-funded organizations and schools as natural community centres  
(Ongoing – FDV, universities)

**G1.2** Boost the promotion of life-long learning  
(Ongoing – FDV)

# Central European Centre of Research, Development, and Innovation



## Primary goal

**Make Brno a Central European centre for innovative and creative solutions**

## Sub-goal

**A A Help the maturity of research support environment in Brno**

## Priority

**A1 Improve the applicability of Brno-based research<sup>47</sup>**

Responsibility: JIC, Brno-based VVI institutions, universities, OSRS, entrepreneurs

## Measure

**A1.1** Develop the long-term research environment by setting a Regional innovation strategy & its priorities  
(Ongoing – JIC, Brno-based VVI institutions, universities)

**A1.2** Foster applied research within businesses and institutions  
(Ongoing – Brno-based VVI institutions, universities, OSRS)

**A1.3** To advance the level of technologies under development, foster the development of higher business driven Technology Readiness Level (grades 3 to 7)  
(Ongoing – Brno-based VVI institutions, entrepreneurs, OSRS)

**A1.4** Help establish independent VVI entities conducting mid technology readiness level research and development activities as centres for innovative business solutions  
(Ongoing – JIC, OSRS)

## Priority

**A2 Support the development of a business culture in innovation<sup>48</sup>**

Responsibility: JIC, universities, OSRS, business incubators, RHK / KHK JM

## Measure

**A2.1** Lead young people to the entrepreneurial spirit and creating innovations  
(Ongoing – JIC, universities, business incubators)

**A2.2** Develop the domestic identity of entrepreneurial activities  
(Ongoing – JIC, business incubators)

<sup>47</sup> Link – Educated University City (E3), Energy-efficient and Independent City (D1), Cohesive and Respectful City (A2/C)

<sup>48</sup> Link – Energy-efficient City (E/F), Thriving City (D1), City of Culture (B1.3)

- Measure** **A2.3** Promote the development of start-up and spin-off businesses (Ongoing – JIC, universities)
- A3.4** Foster legislation reducing entrepreneurial innovation risk, thus facilitating testing and prototyping (any failure should not be an obstacle to other entrepreneurial initiatives – e.g., Bankruptcy Act) (Ongoing – RHK/ KHK JM)

**Sub-goal** **B Increase the attractiveness of the research setting**

**Priority** **B1 Provide sufficient qualified scientific & research staff**  
Responsibility: JIC, JCMM, universities, Brno-based VVI institutions, OŠML

- Measure** **B1.1** Foster the arrival of human capital (not just institutions) including cooperation with the national level on this theme (Ongoing – JCMM, JIC, universities, Brno-based VVI institutions)
- B1.2** Develop tools to support young (teenage) talents (Ongoing – OŠML, JCMM)
- B1.3** Encourage the return of skilled Czech workers to Brno (Ongoing – OŠML, JCMM)

**Sub-goal** **C Improve the international attractiveness of the research environment**

**Priority** **C1 Develop significant, strong, and long-term cooperation with renowned partners from abroad**  
Responsibility: JIC (EEN), Brno-based VVI institutions, universities, OSRS, OZV, RHK, JMK, CCR JM (Moravian Convention Bureau), KMCR

- Measure** **C1.1** Promote cooperation between Brno-based institutions/companies with high-quality international research & development companies and public institutions (By 2022 – JIC (EEN), RHK, OSRS)
- C1.2** Support activities to promote and export our knowledge and know-how abroad; actively promote the city as an innovative and creative hub within the international community (Ongoing – JIC, OSRS)
- C1.3** Create new partnerships and actively work on specific projects with other medium-sized European cities that are emerging in the fields of science, research and innovation (teaming); develop a culture of sharing closer cooperation with European networks and use existing partnerships where possible (e.g., through the City Science Initiative) (Ongoing – OSRS, OZV, JMK)
- C1.4** Exploit the potential of international scientific conferences organized in Brno (Ongoing – CCR JM (Moravian Convention Bureau), universities, Brno-based VVI institutions)
- C1.5** Develop the identity of Brno as a major research centre with a unique combination of scientific research sectors based on European centres of excellence (Ongoing – Brno-based VVI institutions, universities, JIC, KMCR, OSRS)
- C1.6** Develop and communicate a clear science & research profile of the city and the region, including a clear portfolio of expert services and infrastructure in the overall cluster (Ongoing – Brno-based VVI institutions, universities, JIC, KMCR, OSRS)

**Sub-goal** **D Promote the interconnectivity and passability of the research environment**

**Priority** **D1 Develop an open, transparent, and honest setting for cooperation and sharing<sup>49</sup>**

Responsibility: OSRS, JIC, KHK JM, RHK, Brno-based VVI institutions, ASZ, OSP, universities, OŽP, Brno Observatory and Planetarium, VIDA! Science Centre

**Measure**

**D1.1** Promote Brno as an “urban laboratory” for developing a knowledge economy and innovation (a new approach for the city to change itself & opportunities for engagement and growth for all others) (Ongoing – OSRS, JIC)

**D1.2** Promote research, development and innovations to strengthen the resilience, environmental, social and economic sustainability of the city and improve the quality of life of its inhabitants; foster the validation and implementation of this within the concept of the city as a “living laboratory” (e.g., in areas such as ecology, sustainable energy, societal and social innovations, etc.) (Ongoing – OSRS, universities, Brno-based VVI institutions, ASZ, OSP, OŽP)

**D1.3** Promote “citizenship science”, focusing on socially responsible and sustainable subjects and themes of sustainability and education in this field (Ongoing – OSRS, universities)

**D1.4** Support businesses in “conscious entrepreneurship” and tackling socially responsible and sustainable themes (Ongoing – KHK JM, RHK, ASZ)

**D1.5** Extend the focus of innovation activities to societal, not only technological innovations (e.g., social innovations) (Ongoing – JIC, ASZ, OSP)

**D1.6** Improve the openness of the science & research setting and popularize RDI toward general public (Ongoing – OSRS, JCMM, universities, Brno-based VVI institutions, Brno Observatory and Planetarium, VIDA! Science Centre)

<sup>49</sup> Link – Thriving City (D1), City of Culture (B1.3)



# International City



## Primary goal

Attract and retain qualified foreigners in the city

## Sub-goal

**A** Create a comprehensive system of services and mechanisms in the public, private and non-profit sectors to admit and integrate foreigners

## Priority

**A1** Carry out appropriate international marketing targeting talents abroad

Responsibility: JIC, OSRS, KMCR, OZV, SMB, JMK

## Measure

**A1.1** Develop Talent Attraction Management (together with the City of Brno, South Moravian Region, JIC, Chamber of Commerce, businesses and other stakeholders)  
(Ongoing – JIC, OSRS, SMB, JMK)

**A1.2** Strengthen and actively use the Brnoregion brand through appropriate channels  
(Ongoing – JIC, JMK, OSRS, KMCR)

**A1.3** Exploit the potential of the Czech Republic's offices and branches abroad (embassies, CzechInvest, CzechTrade, Czech Centres, CzechTourism, etc.)  
(Ongoing – KMCR, OZV, OSRS)

## Priority

**A2** Facilitate official formalities

Responsibility: OSRS, OSP, BEC, PO, OSM, OVV, MMB Chief Executive, SMB, JMK

## Measure

**A2.1** Survey the target group, analyse the needs of foreigners and propose an appropriate solution  
(By 2022 – OSP, BEC)

**A2.2** Build a basic infrastructure to cover the practical needs of all foreigners (an official site where incoming foreigners can handle all formalities related to their stay in the Czech Republic or Brno)  
(2018–2026 – SMB, JMK)

**A2.3** Improve cooperation between Brno and city districts in providing services to foreigners  
(Ongoing – OSP, OSRS)

**A2.4** Improve the English communication skills of city office staff members  
(Ongoing – PO, MMB Chief Executive)

**Measure** **A2.5** Set up English signs in public institutions  
(By 2022 – OSM, OVV, MMB Chief Executive)

**Priority** **A3 Support the long-term integration of foreigners in Brno<sup>50</sup>**

Responsibility: OSP, OSRS, Centrum pro cizince (Centre of Support for Foreigners) / JMK, BEC, NGOs, JMK

**Measure** **A3.1** Survey the current trends and examples of good practice of strategies to integrate foreigners in twin cities abroad (including, the activities of that city in teaching the local language, fostering intercultural work, etc.)  
(By 2020 – OSP, Centrum pro cizince (Centre of Support for Foreigners) / SMR, BEC – completed)

**A3.2** Survey the current challenges that foreigners living in Brno have been facing for a long time  
(By 2020 – OSP, Centrum pro cizince (Centre of Support for Foreigners) / JMK, BEC, NGOs – completed)

**A3.3** Develop an overall strategy for integrating all categories of foreigners, including a draft approach to be shared by all stakeholders, and for incorporating the integration policy into all MMB departments concerned  
(By 2022 – OSP, OSRS)

**A3.4** Formalize and improve cooperation with non-profit organizations active in admitting and integrating foreigners  
(By 2020 – OSP, OSR – formalization completed, ongoing – OSP – enhancing cooperation)

**A3.5** Involve City districts in the process of integrating foreigners  
(Ongoing – OSP, OSRS)

**Priority** **A4 Support the positive image of foreigners living and working in Brno**

Responsibility: OSRS, TIS, BEC, JIC, OSP, Centrum pro cizince (Centre of Support for Foreigners) / JMK, universities

**Measure** **A4.1** Promote PR activities to publicise successful foreigners and their benefits for the city  
(Ongoing – OSP, OSRS, BEC, Centrum pro cizince (Centre of Support for Foreigners) / JMK, universities)

**A4.2** Develop tools to support and award successful foreigners by the city  
(Ongoing – OSP, OSRS, BEC, Centrum pro cizince (Centre of Support for Foreigners) / JMK)

**Sub-goal** **B Improve the education system for children of foreigners to study at primary and secondary (state-controlled) schools and foreign language education for Czech children**

**Priority** **B1 Set up a system of support measures so that schools can admit pupils whose mother tongue is not Czech**

Responsibility: OŠML, OŠ JMK, OSP, NGOs

**Measure** **B1.1** Survey the activities of primary and nursery schools in teaching foreigners Czech  
(By 2022 – OŠML, OSP, OŠ JMK)

**B1.2** Further develop, together with experts (within Brno schools, in the Czech Republic and the twin cities), a methodology for managing these schools and identify appropriate schools in various parts of Brno for conducting pilot activities  
(By 2022 – OŠML, OSP, OŠ JMK)

**B1.3** Put the methodology in place together with the schools identified and the city  
(2023–2026 – OŠML, OSP, OŠ JMK, NGOs)

<sup>50</sup> Link – Cohesive and Respectful City

**Priority B2 Increase the number of schools with a foreign language curriculum**

Responsibility: OŠML, OŠ JMK

- Measure B2.1** Survey activities of primary and nursery schools in teaching in foreign languages (By 2022 – OŠML, OŠ JMK)
- B2.2** Prepare, together with experts (within Brno schools, in the Czech Republic and the twin cities) a methodology for assisting these schools (By 2022 – OŠML, OŠ JMK)
- B2.3** Put the methodology in place together with the identified schools, the city and the private sector (By 2022 – OŠML, OŠ JMK)
- B2.4** Increase the number of bilingual schools and grammar schools together with the SMR (By 2022 – OŠ JMK)

**Sub-goal C Encourage the presence of Brno-based businesses abroad<sup>51</sup>****Priority C1 Actively promote and improve the standing of Brno businesses abroad**

Responsibility: OSRS, JIC, RHK, Czech Trade

- Measure C1.1** Promote networking and sharing experience between businesses operating on markets abroad and businesses with an interest and potential to enter these markets (Ongoing – JIC, OSRS, RHK, Czech Trade)
- C1.2** Develop, together with businesses and other partners (JMK, chambers, CzechTrade, JIC and other institutions in the region), a programme/tools to support and promote Brno businesses abroad (Ongoing – JIC, OSRS, RHK, Czech Trade)
- C1.3** Promote business missions that make it easier for businesses from Brno and JMK to enter new markets abroad (Ongoing – JIC, OSRS, RHK, Czech Trade)

**Sub-goal D Encourage the presence of businesses from abroad with higher added value complementing the innovation ecosystem of Brno****Priority D1 Conduct appropriate international marketing aimed at investors from abroad<sup>52</sup>**

Responsibility: OSRS, JMK, BEC, JIC, OZV, BVV, Brno Corporate Committee (Koncernový výbor)

- Measure D1.1** Create a system of “ambassadors” of Brno abroad (e.g., managers, students, foreigners who worked in Brno before and represent the city abroad) (By 2022 – JIC, BEC)
- D1.2** Fully exploit the potential of BVV and international trade fairs for attracting investors to Brno (Ongoing – BVV, OSRS, Brno Corporate Committee)
- D1.3** Increase the number of foreign consulates in Brno (Ongoing – OZV)
- D1.4** Exploit the potential of the Czech Republic’s offices abroad (embassies, CzechInvest, CzechTrade, Czech Centres) (Ongoing – OSRS)

<sup>51</sup> Vazba – Prosperující město<sup>52</sup> Vazba – Prosperující město

**Sub-goal** **E Find a major international institution and get it to establish its headquarters in Brno**

**Priority** **E1 Promote Brno as a city with great creative potential as an important Central European centre**

Responsibility: OSRS, KMCR, OZV, JMK, Government of the Czech Republic

**Measure** **E1.1** Raise the profile of Brno and make sure it is more actively promoted in Brussels together with the JMK and its standing Brussels mission  
(Ongoing – KMCR, OZV, OSRS, JMK)

**E1.2** Raise the profile of Brno and make sure it is more actively promoted at the state level (the government and the ministries which subsequently promote the Czech Republic abroad)  
(Ongoing – KMCR, OZV, OSRS, JMK, Government of the Czech Republic)

**Sub-goal** **F Provide effective cooperation between Brno and partners from abroad**

**Priority** **F1 Increase the awareness and practical use of Brno's lessons learned in international cooperation**

Responsibility: OSRS, OZV

**Measure** **F1.1** Systematize and keep up-to-date information on the city's international projects, including information on the practical results of these projects  
(Ongoing – OZV)

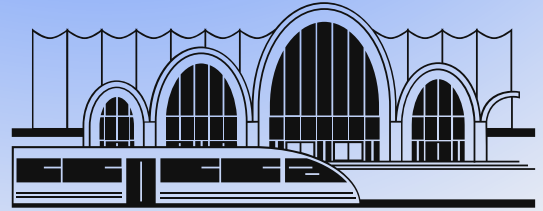
**F1.2** Extend and keep up-to-date the list of cooperation of Brno in international networks, including information on the practical results of these activities  
(Ongoing – OZV)

**F1.3** Extend and keep up-to-date the list of cooperation of Brno with twin cities, including information on the practical results of these activities  
(Ongoing – OZV)

**F1.4** Promote the involvement of Brno in international projects on the themes of the long-term strategy of the city that deliver specific results that can be applied to the functioning of the city  
(Ongoing – OZV)

**F1.5** Provide overall evaluation and continuous evaluation of the benefits of international partnerships and the involvement of the city in international networks based on the intensity and effectiveness of the cooperation  
(Ongoing – OZV)

# Globally Accessible City



## Primary goal

**A Make sure Brno's transport/communication links with (Central) European and world metropolises are high quality, have enough capacity and are reliable, for both passenger and freight transport, as well as information flows**

## Priority

**A1 Promote solutions favourable to the City of Brno for all kinds of hierarchically superior transport infrastructure for which other (mainly national) institutions are responsible**

Responsibility: SMB, JMK, OD, Ministry of Transport, ŘSD, SŽ

## Measure

**A1.1** Promote activities to increase the importance of Brno Airport and intensify its involvement in air carrier networks  
(Ongoing – SMB, JMK)

**A1.2** Promote the collision-free passage of superior roads near Brno allowing transit traffic to be diverted from the City's road system  
(Ongoing – SMB, JMK, OD, Ministry of Transport, ŘSD)

**A1.3** Promote the rapid completion of the higher-order road infrastructure – mainly motorways – e.g., Vienna motorway, X43 to Svitavy, connection to D35, etc. needed in the long term.  
(Ongoing – SMB, JMK, OD, Ministry of Transport, ŘSD)

**A1.4** Promote the development and upgrading of the railway network to ensure a collision-free passage for long-distance and suburban services via the Brno railway junction, ensuring interoperability  
(Ongoing – SMB, JMK, OD, Ministry of Transport, SŽ)

**A1.5** Promote the standing of Brno as a nodal point for the high-speed lines of Prague – Brno – Ostrava – Warsaw/Vienna/Bratislava  
(Ongoing – SMB, JMK, OD, Ministry of Transport, SŽ)

**A1.6** Promote the development and upgrading of the communication & data infrastructure so that its effects are favourable to Brno (Brno as a seat of IT companies, high-tech manufacturing premises and high-tech research institutions)  
(Ongoing – SMB)

**A1.7** Monitor trends in the development of innovations in transport and communication technologies and adapt Brno's positions in negotiations with responsible institutions accordingly  
(Ongoing – SMB, OD)

**Sub-goal** **B Make sure the transport terminals for global passenger and freight traffic and information flows to enter the city and the Brno metropolitan region are high quality, have enough capacity and are reliable**

**Priority** **B1 Establish a system of well-functioning terminals connecting long-distance passenger services with urban and suburban transport services (servicing Brno as a city as well as its metropolitan region)**

Responsibility: OD, OI, Ministry of Transport, SŽ, DPMB, IDS JMK, BCOM, SMB

**Measure**

**B1.1** Make sure that the airport is properly connected to the urban and suburban transport system, particularly public transport services  
(Ongoing – IDS JMK, DPMB, OD)

**B1.2** Make a final decision on the location and arrangement of the railway junction; make sure the junction is properly connected to the urban and suburban transport system, particularly with regard to public transport services  
(Ongoing – SMB, Ministry of Transport, SŽ, OD, IDS JMK, DPMB)

**B1.3** Build a system of P&R car parks and make sure that it is properly connected to the urban and suburban transport system, particularly with regard to public transport services  
(Ongoing – OD, OI, BKOM, DPMB, IDS JMK)

**Priority** **B2 Establish a system of well-functioning terminals connecting long-distance freight transport with urban and suburban transport services (servicing Brno as a city as well as its metropolitan region)**

Responsibility: OD, OI, Ministry of Transport, SŽ

**Measure**

**B2.1** Foster the development of intermodal logistics solutions  
(Ongoing – SMB, JMK, OD)

# SERVICES

The availability of basic services – health, social services and a wide range of leisure activities, including cultural life, sports activities and other hobby/leisure activities that make the City more attractive – is an integral part of the quality of life of the population. Making sure all residents are safe is a basic condition of and a prerequisite for peaceful and harmonious coexistence.

## VALUES



Healthy People in  
a Healthy City



Cohesive and  
Respectful City



Cultural  
City

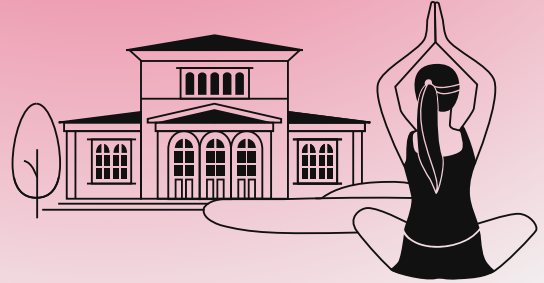


Sporting  
City



Safe  
City

# Healthy People in a Healthy City



## Primary goal

**Protect the health of the population and bolster the role of prevention and healthy styles of living, including creating appropriate tools for long-term monitoring of the health of the population**

## Sub-goal

**A Maintain and provide affordable high quality health care with regard to demography (with a strong emphasis on individual-specific aspects and prevention, including measures to reduce chronic conditions) and the epidemiological situation (including support for tools for rapid responses to emergencies), to minimize undesirable effects on the health of the population**

## Priority

**A1 Provide affordable high-quality healthcare**

Responsibility: Healthcare providers in the geographical area, health insurance companies, universities, JMK, Czech Republic (any responsible institution is not possible to identify in a clear manner), OZ, OZ JMK, OD, OSP, BO, ÚZIS

## Measure

**A1.1** Aktivně rozvíjet spolupráci a koordinovat činnosti s ostatními poskytovateli zdravotnických služeb na území města Brna tak, aby byly dynamicky zajištěny dostatečné personální i lůžkové kapacity v oblastech, kde je/bude identifikován jejich deficit.  
(průběžně - OZ, OZ JMK)

**A1.2** Podporovat zdravotnická zařízení v zavádění změn vedoucích ke zvýšení spokojenosti pacientů s péčí.  
(průběžně - OZ, OZ JMK, zdravotnická zařízení)

**A1.3** Podporovat zdravotnická zařízení v zavádění změn vedoucích ke zvýšení kvality zdravotní péče.  
(průběžně - OZ, OZ JMK, zdravotnická zařízení)

**A1.4** Podporovat zdravotnická zařízení v zavádění změn vedoucích ke zlepšení pracovních podmínek zdravotnických pracovníků.  
(průběžně - OZ, OZ JMK, zdravotnická zařízení)

**A1.5** Zajistit mezioborovou spolupráci v oblasti poskytování zdravotní péče (podpora zdraví z hlediska zdravotnictví, mobility a dopravy, bezpečnosti, sociální problematiky atd.).  
(průběžně - OZ, OD, OSP, BO, OZ JMK, zdravotnická zařízení)



- Measure**
- A1.6** Build up a functioning facility using the latest practices to monitor the health of populations at risk (e.g., telemedicine)<sup>53</sup>  
(Ongoing – OZ)
- A1.7** Support healthcare providers in developing flexibility to respond to emergency situations  
(Ongoing – OZ, OZ JMK, healthcare providers)
- A1.8** Create new tools for long-term health monitoring of the population and a rapid response to the current epidemiological situation, including managing the consequences  
(Ongoing – OZ, OZ JMK, healthcare providers, ÚZIS)

**Priority** **A2 Integrate environmental data with public health data<sup>54</sup>**  
Responsibility: Universities, ÚZIS, FNUSA-ICRC, LF MU, PřF MU, healthcare providers, RECETOX

- Measure**
- A2.1** Identify the risk factors of selected diseases and develop a strategy to eliminate/reduce the significance of these factors, focussing on regional influences.  
(By 2022 – PřF MU, LF MU, ÚZIS, FNUSA-ICRC)
- A2.2** Systematically monitor selected health indicators of Brno residents, communicating them to the population.  
(By 2022 – ÚZIS, healthcare providers)
- A2.3** Monitor feedback from various target groups (patient satisfaction with the quality of the services provided, from health professionals and hospital managers, monitoring selected population groups and their satisfaction – extremely vulnerable groups of patients, in particular those with chronic diseases and post-injury challenges).  
(By 2022 – ÚZIS in cooperation with LF MU and FSS MU)
- A2.4** Periodically process and update cohort studies of the health of the Brno population.  
(Ongoing – RECETOX in cooperation with LF MU, FNUSA-ICRC)

**Sub-goal** **B Bolster the healthy demographic structure of the city<sup>55</sup>**

**Priority** **B1 Support families at all stages of development – from preparing for a family, through boosting birth rates and intergenerational coexistence to taking care of the elderly**  
Responsibility: OZ, OŠML, OSP, ČR, JMK, SMB

- Measure**
- B1.1** Provide social support to families with children; include promoting birth rates and healthy aging in existing strategies.  
(Ongoing – OSP in cooperation with OZ)
- B1.2** Involve the population in programmes and projects aimed at young families and the aging population.  
(Ongoing – OZ, OSP, OŠML)
- B1.3** Improve the availability (local and financial) and quality of childcare facilities (0–18 years).(Ongoing – OŠML, OZ)
- B1.4** Communicate with international platforms in this sector.  
(Ongoing – OZ)
- B1.5** Identify missing services and support the management of these deficits.  
(Ongoing – OZ in cooperation with OSP)

<sup>53</sup> Based on current technological developments and financial potential.

<sup>54</sup> Link – Clean City and other values where pollutants are of concern.

<sup>55</sup> Link – Cohesive and Respectful City: – A1 Developing the social service network for each target group, making sure it is sustainable with regard to funding, particularly: A1.3 Promoting caregivers, A2 Cooperating with academic institutions in the social sphere

<b>Sub-goal</b>	<b>C Support families/communities across generations, intergenerational cohesion, and solidarity in providing health and social care, including caregivers and palliative care facilities</b>
<b>Priority</b>	<b>C1 Provide sufficient social and health care capacity in the system for taking care of the aging population (including palliative care and long-term patient care) and promote healthy aging and spending the terminal stage of life at home</b> Responsibility: OZ, OSP, health insurance companies, JMK, health and social care institutions in the City, NGOs, academic sector, OZ JMK, OSV JMK
<b>Measure</b>	<p><b>C1.1</b> Identify missing health-social services, identify the groups of people who need these services and to whom these services are currently not available, and make these services available to these groups of people. (Ongoing – OSP in cooperation with OZ, OZ JMK, OSV JMK, healthcare providers)</p> <p><b>C1.2</b> Create/increase the number of beds in short-term/emergency respite care facilities, set up emergency beds as part of respite care for all types of disability/disease. (Ongoing – OSP in cooperation with OZ, OZ JMK, OSV JMK, NGOs)</p> <p><b>C1.3</b> Support caregivers, i.e. support the services and systems that caregivers can make use of; recognize and value caregivers in the Brno population; promote research to improve the situation of caregivers. (Ongoing – OSP in cooperation with OZ, OZ and OSV JMK, NGOs)</p> <p><b>C1.4</b> Boost the capacity of hospice care, including support for hospice care at home (Ongoing – OZ, OZ JMK, NGOs)</p>
<b>Priority</b>	<b>C2 Support centres integrating health and social services</b> Responsibility: OZ, OSP, JMK, SMB and their health and social institutions in the City, NGOs, academic sector, OZ JMK, OSV JMK
<b>Measure</b>	<p><b>C2.1</b> Increase the number of health-social care beds in social services homes; increase the number of these beds in the residence of the individuals so they can stay in familiar surroundings. (Ongoing – OZ in cooperation with OSP, OZ JMK, OSV JMK, healthcare providers, NGOs)</p> <p><b>C2.2</b> Improve mobile social-health services. (Ongoing – OSP in cooperation with NGOs, OZ, OZ JMK, OSV JMK, NGOs)</p> <p><b>C2.3</b> Promote investment in care homes (Ongoing – OZ, OSP, JMK, SMB and their health and social institutions in the city, NGOs)</p>
<b>Sub-goal</b>	<b>D Improve health literacy through popularization and prevention schemes focused on frequent diseases and injuries</b>
<b>Priority</b>	<b>D1 Develop a comprehensive system of popularization/prevention schemes focused on frequent diseases and injuries</b> Responsibility: Universities (MU), ÚZIS, OŠML, OZ, FNUSA-ICRC, OSP, RECETOX
<b>Measure</b>	<p><b>D1.1</b> Encourage Brno citizens to participate in programmes and projects preventing frequent diseases and identifying their risk factors (e.g., ischemic heart disease, cancer, stroke, mental illness, fertility disorders, dental health, etc.) and increase their own responsibility for their health. (Ongoing – OZ, FNUSA-ICRC)</p> <p><b>D1.2</b> Motivate the population to participate in projects and programmes promoting healthy lifestyles in general. Distinguish different target populations (children, adolescents, middle-aged populations, elderly people, specific groups of patients with frequent diseases, different social groups) in this regard. (Ongoing – OZ, OŠML, FNUSA-ICRC)</p>

- Measure**
- D1.3** Motivate the population to participate in projects promoting recreational sports for all age groups<sup>56</sup>  
(Ongoing – OŠML)
  - D1.4** Motivate the population to participate in projects preventing negative phenomena – smoking, alcoholism, and drug abuse  
(Ongoing – OSP in cooperation with OZ, OŠML, FNUSA-ICRC)
  - D1.5** Monitor subjective health indicators  
(Ongoing – ÚZIS, MÚ and other university departments, RECETOX, FNUSA-ICRC)
  - D1.6** Make sure the population is kept updated about the network of healthcare providers and how the system of healthcare providers and social services is organized  
(Ongoing – OSP and OZ)

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<sup>56</sup> Link – City of Sports: A3.1 Continue to carry out the City of Brno’s “Sportsmen to Schools” project, together with the Faculty of Sports Studies of MU, to promote the improvement of children’s physical literacy by involving the Faculty’s students in the project

# Cohesive and Respectful City



## Primary goal

**Strengthen cohesion among the city's residents**

## Sub-goal

**A Improve the availability and quality of care and services for all population groups in need of social care and social assistance**

## Priority

**A1 Develop a network of social services for each target group, making sure it is financially sustainable**

Responsibility: OSP, JMK, NGOs and their institutions providing services in the City

## Measure

**A1.1** Develop the capacity of social services care homes for the elderly and groups of people with various types of disability, including those at risk of social exclusion according to the needs identified as part of the KPSS process  
(Ongoing – ITI projects, KPSS)

**A1.2** Develop field and outpatient services so that the person can stay in their normal surroundings  
(Ongoing – OSP)

**A1.3** Support caregivers  
(Ongoing – OSP)

**A1.4** Provide an adequate organizational structure for the social services planning process, periodically updating community social service plans  
(Ongoing – OSP)

**A1.5** Work with the South Moravian Region to build a sustainable, necessary and effective network of high-quality social services and its funding  
(Ongoing – OSP together with JMK)

**Priority** **A2 Cooperate with academic institutions in the social field; develop international cooperation**<sup>57</sup>  
Responsibility: OSP, academic departments, partnership cities, Eurocities, NGOs

**Measure**

**A2.1** Monitor the social situation of Brno population in the areas of labour and employment, material and financial situation, housing, health, safety, education (to monitor the situation of people who are long-term dependants on social services and people at risk of poverty and social exclusion) (Ongoing – OSP)

**A2.2** Intensify cooperation with the research and university environment (research into difficult life situations of services users, quality of services, gentrification and its impact on vulnerable populations, etc.) (Ongoing – OSP)

**A2.3** Develop international cooperation (Eurocities, etc.) and transfers examples of good practice (Ongoing – OSP)

**Sub-goal** **B Continuously promote a coordinated approach to tackling socially excluded sites**<sup>58</sup>

**Priority** **B1 Ensure a Coordinated approach to socially excluded sites**  
Responsibility: OSP, BO, MČ, JMK, NGOs and their institutions providing services in the City, ASZ

**Measure**

**B1.1** Evaluate completed projects and set up new programmes using the lessons learned (Ongoing – OSP)

**B1.2** Update the Strategic plan for social inclusion (Ongoing – OSP, ASZ)

**B1.3** Link housing trends to desegregation measures (By 2026 – OSP, BO)

**Priority** **B2 Develop preventive programmes**  
Responsibility: OSP, ANNOJMK JMK, SMB

**Measure**

**B2.1** Manage debts on time and prevent evictions, field work in socially vulnerable families, introducing innovative social work methods based on identified needs. (Ongoing – OSP)

**B2.2** Prevent crime and various types of addiction, periodically updating strategy papers in this field (Ongoing – OSP)

**B2.3** Address the risks of the city not being prepared for the consequences of legislative changes adopted or planned (e.g., the State Social Support Act, the Assistance in Material Need Act, the Social Entrepreneurship and Social Housing Act, etc.). (Ongoing – SMB, OSP)

**Sub-goal** **C Systematically promote social innovations**<sup>59</sup>

**Priority** **C1 Promote alternative solutions to standard social services, including modern, ICT and assistive technologies**  
Responsibility: OSP, BO, MČ, JMK and their institutions providing services in the city, NGOs, universities, churches, FSS MU

**Measure** **C1.1** Develop alternative forms of social housing (shared housing, etc.) (Ongoing – OSP)

<sup>57</sup> Link – City with Affordable Housing Opportunities

<sup>58</sup> Link – Safe and Secure City: D Work with children and young people in a skilled way to reduce the crime of young people and promote the prevention of bullying, with priority D1 Children and young people without feelings of humiliation and the need to humiliate others

<sup>59</sup> Link – City with Affordable Housing: C Support of housing for people with specific needs With C1 priority, Set up a social housing system, C1.1-3

- Measure**
- C1.2** Support services and activities that are effectively complementary to and build on standard social services  
(Ongoing – OSP)
  - C1.3** Survey the use of and support for further implementing ICT and assistive technologies into real life  
(By 2022 – OSP, FSS MU)

**Priority** **C2 Promote social entrepreneurship and socially responsible employment**  
Responsibility: RHK, KHK JM, Regional Chamber of Social Enterprises, JMK, NGOs, ÚP, employers, OSP, SMB, education institutions

- Measure**
- C2.1** Promote entrepreneur activities in social entrepreneurship  
(Ongoing – SMB, RHK, KHK JM, Regional Chamber of Social Enterprises)
  - C2.2** Develop international cooperation and transferring good practice examples  
(Ongoing – OSP)
  - C2.3** Support disadvantaged target groups by networking local stakeholders and their initiatives (comprehensive programmes aimed at inclusive education, promoting socially responsible employment by networking different stakeholders)  
(Ongoing – SMB, NGOs, ÚP, JMK, educational institutions, employers)
  - C2.4** Promote and use age management as well as tools to reduce discrimination against employees as an instrument for socially responsible employment  
(Ongoing – SMB, RHK, KHK JM, employers)

**Sub-goal** **D Promote diversity and equal access for all residents**

**Priority** **D1 Actively and appropriately inform the public about the benefits of diversity and equal access**  
Responsibility: OSP, KMCR, NGOs, OSRS, MČ, TIS, universities/academic departments

- Measure**
- D1.1** Use the media to positively promote diversity and equality, encourage cooperation, publish examples of good practice, choose the right arguments and make sure objective information is available.  
(Ongoing – OSP, KMCR, TIS, MČ, NGOs, universities/academic departments)
  - D1.2** Highlight cooperation with specific NGOs in Brno's public outputs (press releases / websites / social media) and emphasise the support of Brno in the results of the NGOs  
(Ongoing – KMCR, TIS, NGOs)

**Priority** **D2 Include the perspective of equality in the City's policies – subsidy management, budgeting, zone planning etc.**  
Responsibility: SMB, MMB Chief Executive, PO, ORF, IAO

- Measure**
- D2.1** Take into account the applicability of grants to both women and men (e.g., sports/culture/education)  
(Ongoing – SMB)
  - D2.2** Use age mainstreaming, gender mainstreaming and age management as tools in diverse and relevant city agendas (audits / gender budgeting etc.)  
(Ongoing – MMB Chief Executive, ORF, OKO)
  - D2.3** Involve the city in international networks and activities supporting equality  
(Ongoing – SMB)
  - D2.4** Introduce new tools to promote equality among employees of MMB and city districts and co-funded organizations (flexitime, work from home, shared jobs etc.)  
(Ongoing – PO, MMB Chief Executive)
  - D2.5** Support projects promoting equality at the level of subsidies and co-funding, grant patronage, etc.  
(Ongoing – SMB)

**Priority D3 Involve the city in activities that promote diversity and stand out against hatred and discrimination**

Responsibility: SMB, MČ, OŠML, TIS, KMCR, OSP

- Measure D3.1** Provide patronage to anti-hate events  
(Ongoing – SMB)
- D3.2** Support projects of diverse stakeholders (including NGOs) aimed at diversity, mutual respect and solidarity, updating the public accordingly  
(Ongoing – SMB, KMCR, TIS, OSP)
- D3.3** Prepare a plan of anti-hate projects to be carried out at the ZŠ and SŠ levels  
(By 2022 – OŠML)

**Sub-goal E Promote the solidarity of the population and social responsibility of businesses****Priority E1 Promote volunteering and voluntary assistance**

Responsibility: Regional Volunteer Centre of JMK, NGOs, ANNOJMK, SMB, MČ, OŠML, churches, entrepreneurial entities, TIS, KMCR

- Measure E1.1** Support entities working with volunteers (NGOs, volunteer centres, churches), including promoting interdisciplinary and intergenerational cooperation in volunteering  
(Ongoing – Regional Volunteer Centre of JMK, SMB, JMK, MČ, ANNOJMK)
- E1.2** Arrange awareness-raising activities (a variety of campaigns), positively promote volunteering in the media and promote innovative projects (e.g., neighbourhood assistance, time bank, etc.)  
(Ongoing – Regional Volunteer Centre of SMB, JMK, MČ, ANNOJMK, churches, entrepreneurial entities, PS, KMCR)
- E1.3** Support educational activities (“Helping is a normal thing” programmes in schools and NGOs; adult education programmes)  
(Ongoing – Regional Volunteer Centre of JMK, SMB, JMK, MČ, ANNOJMK, OŠML, NGOs)
- E1.4** Survey organizations working with volunteers and the organizations’ ability to respond to emergencies  
(By 2022 – Regional Volunteer Centre for the JMK (Regionální dobrovolnické centrum JMK))

**Priority E2 Promote donor activities and social assistance provided by businesses**

Responsibility: RHK, KHK JM, SMB, JMK, NGOs, entrepreneurial entities, ANNOJMK

- Measure E2.1** Promote corporate donor activities (prestigious city awards for businesses/companies, publicity, cooperation with professional business associations)  
(By 2022 – SMB, JMK, RHK, KHK JM, entrepreneurial entities)
- E2.2** Promote private donor activities (education, being brought up in this way from an early age, “Giving is a normal thing”)  
(Ongoing – SMB, JMK)
- E2.3** Promote non-financial donations (“know-how”, assistance by staff, etc.) among businesses  
(Ongoing – SMB, JMK, RHK, KHK JM, entrepreneurial entities, ANNOJMK, NGOs)
- E2.4** Promote fundraising in NGOs and its potential for use in other appropriate structures and entity types  
(Ongoing – ANNOJMK, NGOs, SMB)

**Priority E3 Promote the emergence, functioning and sustainability of communities**Responsibility: KPAR, OSRS, SMB, MČ, NGOs, churches, VZMB, STAREZ, OS, OI  
(Ongoing)

- Measure E3.1** Support existing communities in their activities (transparent mechanisms for providing space, publicity, fundraising etc.)  
(Ongoing – SMB, MČ, KPAR, OSRS)

## Measure

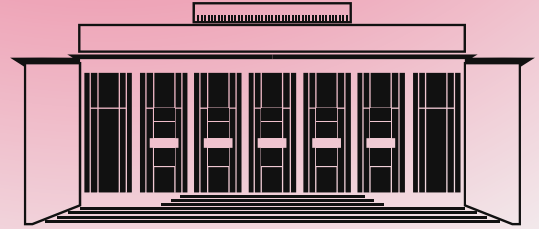
**E3.2** Promote the emergence of new communities  
(Ongoing – SMB, MČ, KPAR, OSRS, NGOs, church denominations)

**E3.3** Bolster communities' cooperation with local centres (city district offices, "family points" etc.) and town-wide institutions (co-funded organizations, city-controlled enterprises) as providing space, mutual publicity, joint projects, etc.  
(Ongoing – SMB, MČ, KPAR, OSRS)

**E3.4** Improve public space amenities for use by local communities (parks, sports grounds, public barbeque sites, children's playgrounds etc.)  
(Ongoing – SMB, MČ, VZMB, STAREZ, OS, OI, KPAR)



# Cultural City



## Primary goal

**Achieve a distinctive cultural and creative setting with an international reputation that works actively with the cultural heritage of Brno and experimentation**

## Sub-goal

**A Build up a world-class cultural and creative landscape through the “tradition meeting experiment” method**

## Priority

**A1 Promote excellence, diversity and the development of Brno culture**

Responsibility: OK, OPP, OSRS, JIC

## Measure

**A1.1** Ensure the quality and quantity development of each of the cultural and creative industries (KKO) (Ongoing – OK)

**A1.2** Encourage the development of experimental, progressive and genuine production, new formats and media (Ongoing – OK)

**A1.3** Promote the export of Brno works and the presentation of creators abroad (Ongoing – OK)

**A1.4** Promote the production of young and early-stage creators (Ongoing – OK)

**A1.5** Promote the conservation and development of Brno’s cultural heritage and cultural identity (Ongoing – OPP, OK)

**A1.6** Develop activities supporting entrepreneurial entities and the development of entrepreneurial activities in KKO (Ongoing – OSRS)

## Priority

**A2 Promote culture and creative industries as a tool for the city’s development<sup>60</sup>**

Responsibility: OK, OSRS, KAM

## Measure

**A2.1** Integrate culture into all relevant development and strategy papers of the city (Ongoing – OK, OSRS)

<sup>60</sup> Link – Manual for public spaces

- Measure** **A2.2** Revive public spaces with works of art  
(Ongoing – OK, KAM)
- A2.3** Use the potential of cultural and creative stakeholders in a targeted way to address the city's problems  
(Ongoing – OK, OSRS)
- A2.4** Get Brno designated as the European Capital of Culture, or awarded other designations as appropriate  
(Ongoing – OK)

**Priority** **A3 Provide systematic and professional cultural policies**  
Responsibility: OK, OSRS

- Measure** **A3.1** Make sure that the cultural policy is periodically reviewed through a democratic participatory platform on the one hand and a very specific, highly specialized advisory body on the other<sup>61</sup>  
(Ongoing – OK)
- A3.2** Streamline cultural policy management at the MMB level  
(Ongoing – OK)
- A3.3** Set up a system for periodically collecting qualitative and quantitative data about KKO and set up a system for projecting conclusions into the cultural policy of the city  
(Ongoing – OK, OSRS)

**Priority** **A4 Provide effective and transparent funding for culture**  
Responsibility: OK, ORF

- Measure** **A4.1** Stabilize culture funding at 9% of the city's current expenditure; once this measure is met, look for additional public funding beyond the City's budget.  
(Ongoing – OK, ORF)
- A4.2** Provide funds for culture equal to 9% of the city's current expenditure (today: 11%), earmark 10% of this amount for culture other than managed by the city  
(Ongoing – OK)
- A4.3** Transform the network of co-funded cultural organizations and make their financial management more efficient while maintaining / improving artistic quality  
(Ongoing – OK)
- A4.4** Bolster and streamline the system of grants for the cultural sector beyond the city's management  
(Ongoing – OK)

**Priority** **A5 Provide sufficient space for productions and presentations**  
Responsibility: OK, OSM, MO, OSRS

- Measure** **A5.1** Provide enough space for KKO productions and presentations are met to the widest possible extent  
(Ongoing – OK, OSRS)
- A5.2** Complete already initiated projects aimed at meeting the space needs for productions and presentations  
(Ongoing – OK, OSRS)

<sup>61</sup> Link – Participatory Governance: B – Incorporation of participatory instruments into the City's self-government processes at multiple levels (based on the level of interest, activity and competence of citizens)

**Sub-goal** **B Ensure the quality and development of education the creative sector and their audience**

**Priority** **B1 Ensure the quality and development of education for KKO**

Responsibility: OK, OŠML, OŠ JMK, OSR

- Measure**
- B1.1** Monitor and boost education capacity at primary- and secondary art schools according to identified needs  
(Ongoing – OK, OŠ JMK)
  - B1.2** Promote the development of new disciplines across all levels of education  
(Ongoing – OK, OŠ JMK)
  - B1.3** Promote the development of KKO science and research  
(Ongoing – OK, OSRS)
  - B1.4** Develop a system of support/coordination of internships for students and new graduates in cultural and creative industries in Brno's cultural organizations  
(Ongoing – OK)
  - B1.5** Promote lifelong and further education for KKO  
(Ongoing – OK)

**Priority** **B2 Support education in culture as part of (MŠ, ZŠ and SS )**

Responsibility: OŠML, OK, TIC

- Measure**
- B2.1** Promote the integration of culture, creative industries, the cultural heritage of Brno and creative thinking (together with cultural and educational organizations) into the curricula of MŠ and ZŠ and the leisure activities underway as part of MŠ and ZŠ  
(Ongoing – OK, OŠML)
  - B2.2** Encourage nursery, primary and secondary schools to visit cultural organizations in Brno  
(Ongoing – OK)
  - B2.3** Support teaching staff in continued cultural education as part of accredited programmes  
(Ongoing – OK)
  - B2.4** Boost opportunities for ZŠ, SŠ, ZUŠ and SUŠ pupils to perform and work together with KKO professionals  
(Ongoing – OK, TIC)

**Sub-goal** **C Provide a cooperative and interconnected cultural & creative landscape**

**Priority** **C1 Zajistit spolupráci a propojování uvnitř brněnské kulturní a kreativní scény**

Zodpovědnost: OK, OSRS, TIC

- Measure**
- C1.1** Make the Brno Cultural Parliament a platform for cooperation and addressing the common problems of KKO; establish a functional connection to the city's ecosystem  
(Ongoing – OK)
  - C1.2** Establish a platform for KKO institutions and employers, schools/students and the city to interact  
(Ongoing – OK)
  - C1.3** Promote cooperation between the individual entities  
(Ongoing – OK)

**Priority** **C2 Make sure Brno KKO cooperate and interconnect with activities abroad**

Responsibility: OK, OZV

- Measure**
- C2.1** Establish a system of support for international cooperation  
(Ongoing – OK, OZV)

**Priority C3 Make sure the city cooperates with entities in the Czech Republic and abroad**

Responsibility: OK, OZV, OSRS

**Measure****C3.1** Bolster the content and systematize cooperation with twin cities in KKO (Ongoing – OK, OZV)**C3.2** Become actively involved in international networks focusing on culture, cultural policy and KKO (Ongoing – OK)**C3.3** Cooperate with entities in the Czech Republic (Ongoing – OK)**C3.4** Cooperate with other cities in the Czech Republic that show an active approach to cultural policy (Ongoing – OK)**C3.5** Organize periodically an expert conference (or another event) on a topical theme of culture, cultural policy, etc. (Ongoing – OK)**Sub-goal****D Promote the reputation of Brno's cultural and creative industries and the prestige of Brno as a cultural and creative location****Priority****D1 Link the marketing of KKO and that of the city and vice versa effectively**

Responsibility: OK, OSRS, KMCR, TIC, JMK

**Measure****D1.1** Establish a system of cooperation and coordination between the MMB organizational components concerned as well as between MMB and JMK (Ongoing – OK, KMCR)**D1.2** Define a system for identifying events, entities and achievements usable for marketing purposes and define the content of cultural marketing (Ongoing – OK, KMCR)**Priority****D2 Present Brno-based KKO within Brno/country and abroad (advertising and media)**

Responsibility: OK, OSRS, KMCR, TIC

**Measure****D2.1** Specifically support reviews of Brno's culture in domestic and foreign media (whether mass or professional) (Ongoing – OK)**D2.2** Boost the presentation of Brno culture in Brno, the Czech Republic and abroad (Ongoing – OK, KMCR, TIC)**D2.3** Create an attractive brand as a marketing tool/campaign to present culture outside the city and to identify cultural players with the City of Brno (Ongoing – OK, KMCR)**Priority****D3 Make sure information about cultural events in the city is clear and available**

Responsibility: TIC, OK

**Measure****D3.1** Create, or initiate the creation of, a single online platform with a full range of cultural events available, ideally with the option of purchasing tickets – all in one place (incl. full-fledged English version)<sup>62</sup> (Ongoing – OK, TIC)**D3.2** Create a conflict calendar for the internal needs of the KKO and the city (Ongoing – TIC)<sup>62</sup> Link – Effectively functioning electronic governance

**Sub-goal** E Foster culture that is needed, available and unitive

**Priority** E1 Boost audience engagement emphasising ambitious genres  
Responsibility: OK, the contributory organization

**Measure** E1.1 Promote programmes for working with the audience  
(Ongoing – OK)

**Priority** E2 Make sure that the cultural programme is evenly spaced and timed  
Responsibility: OK, TIC, MČ

**Measure** E2.1 Specifically support and initiate cultural events in less busy months  
(Ongoing – OK, TIC)  
E2.2 Promote the spatial accessibility of the cultural programme through community-based cultural development and neighbourhood cooperation<sup>63</sup>  
(Ongoing – OK, MČ)

**Priority** E3 Make sure Brno's culture is available  
Responsibility: OK, OZ, OSP, TIC, OSRS

**Measure** E3.1 Promote the availability of culture for Brno residents at risk of social exclusion<sup>64</sup>  
(Ongoing – OK, OSP)  
E3.2 Promote the availability of culture for English speakers  
(Ongoing – OK)  
E3.3 Promote the availability of culture to specific groups of Brno residents, including those with reduced mobility / sense of direction  
(Ongoing – OK, OZ, OSP)

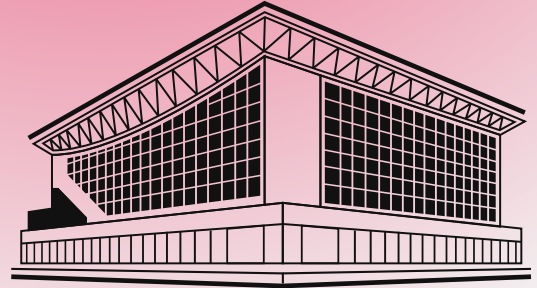
**Priority** E4 Promote culture as an instrument of social cohesion  
Responsibility: OK, OSP

**Measure** E4.1 Promote intercultural dialogue through cultural events  
(Ongoing – OK, OSP)  
E4.2 Promote cohesion by strengthening the Brno identity  
(Ongoing – OK)

<sup>63</sup> Link – Cohesive and Respectful City: E, Priority E3 Promote the emergence, functioning and sustainability of communities

<sup>64</sup> Link – Cohesive and Respectful City: D Promote diversity and equal access to all residents (gender equality, increased tolerance towards different generations, ethnic and other minorities), including in other measures below

# Sporting City



## Primary goal

**Provide a varied programme of sports to cover all performance levels<sup>65</sup>**

## Sub-goal

**A Encourage recreational sports for all generations<sup>66</sup>**

## Priority

**A1 Extend the sports infrastructure specifically for recreational sports evenly in all city districts<sup>67</sup>**

Responsibility: OS, OI, MO, OIEF, OD, OÚPR, STAREZ – sport, a.s., MČ, JMK, NSA, an organization active in sport

## Measure

**A1.1** Complete the planned infrastructure network of cycling trails and radial roads, running routes and active pedestrian routes in the City of Brno.  
(Ongoing – OD)

**A1.2** Complete the Brno Reservoir to make it a unique centre for recreational sports (individual recreation) accessible to all citizens of Brno.<sup>68</sup>  
(Ongoing – MČ)

## Priority

**A2 Support primary schools in making their sports facilities available; particularly outdoor grounds/courses**

Responsibility: OŠML, OS, MČ, ZŠ, organizations active in sports in the MČ, ZŠ directors and sports clubs

## Measure

**A2.1** Streamline cooperation and communication with school directors and school founders to ensure greater use of grounds/courses in educational facilities.  
(By 2022 – MČ, 2023-2030 – Directors of the ZW and sports clubs)

<sup>65</sup> Link – Shared Vision and Good Reputation of the City: B1 – Generate the City's assets in the established areas of development. This covers, collectively, the priorities A1, B2, C1 for the City of Sports.

<sup>66</sup> Link – Healthy People in a Healthy City

<sup>67</sup> Link – Nature in the City: D. Sufficient parks for recreation (D1.1.1), 2 Bolster recreational use of water expanses and water courses

<sup>68</sup> Link – Nature in the City, Healthy Environment

**Priority** **A3 Bolster the motivation of children and youths to do sports as part of recreational activities and thus promote the enhancement of their physical literacy<sup>69</sup>**  
 Responsibility: OŠML, OS, STAREZ – sport, a.s., Brno City Sports Club (Městský sportovní klub Brno, z.s.), JMK, MŠMT and NSA, organizations active in sports

**Measure** **A3.1** Continue to carry out the City of Brno's "Sportsmen to Schools" project, together with the Faculty of Sports Studies of MU, promote the improvement of children's physical literacy by involving the Faculty's students in the project.  
 (Ongoing – OŠML, OS, Brno City Sports Club / Městský sportovní klub Brno, z.s.)

**Priority** **A4 Support sports activities of physically challenged citizens<sup>70</sup>**  
 Responsibility: OS, OI, MO, OIEF, OZ, STAREZ – SPORT, a.s., JMK, NSA, organizations active in the sector of physically challenged citizens, MČ

**Measure** **A4.1** Build an appropriate sports infrastructure for physically challenged citizens.  
 (Ongoing – OS, MČ)

**Sub-goal** **B Promote performance sports**

**Priority** **B1 Increase the number of coaches and trainers through specific grant schemes to achieve and maintain the level of financial compensation (paid from the City's budget) appropriate to their level of expertise (JMK, NSA)<sup>71</sup>**  
 Responsibility: OS, JMK, NSA, FSpS MU, sports clubs, organizations active in sports, SMB

**Measure** **B1.1** Make the city's cooperation with the Faculty of Sports Studies of MU more intense to provide the necessary number of coaches, trainers and managers who are currently hardly available on the labour market.  
 (Ongoing – OS, FSpS MU, sports clubs, organizations active in sports)

**B1.2** Maintain at least the current state and level of public funding for performance sports, focussing on training activities targeting youth in particular.  
 (Ongoing – SMB)

**Priority** **B2 Enlarge the sports infrastructure specifically for performance sports evenly in all city districts**  
 Responsibility: OS, IO, MO, OIEF, OÚPR, STAREZ – SPORT, a.s., MČ, JMK, MŠMT, organizations active in sports, SMB

**Measure** **B2.1** Boost funding from the city level (JMK, NSA) for grant schemes improving the sports setting.  
 (Ongoing – SMB)

**B2.2** Promote sports clubs in managing property-related legal issues that limit the efficient operation of sports venues.  
 (Ongoing – SMB, MČ, organizations active in sports)

**Priority** **B3 Improve the qualifications of the organizational staff working in sports organizations in performance sports**  
 Responsibility: OS, JMK, NSA, FSpS MU, sports unions, organizations active in sports

**Measure** **B3.1** Prepare and carry out, together with FSpS MU, JMK and MŠMT, training schemes for sports club managers to improve their ability to self-finance the activities of the organizations and skills to make applications and use of grant systems at all state government and area self-government levels.  
 (Ongoing – OS, FSpS MU)

<sup>69</sup> Link – Educated University City: F1 – Provide an adequate range of leisure and informal education

<sup>70</sup> VLink – Healthy People in a Healthy City: E1.1 Involve the population in programmes and projects aimed at an appropriate diet and sufficient physical exercise. Distinguish different target populations (children, adolescents, middle-aged population, elderly people, specific groups of patients with frequent diseases, different social groups) in this regard.

<sup>71</sup> Link – Cohesive and Respectful City: E1 Promote volunteering and voluntary assistance

**Priority** **B4 Promote the activities of sport clubs that bring together physically challenged sportspeople<sup>72</sup>**  
Responsibility: OS, JMK, NSA, SMB

**Measure** **B4.1** Boost city funding (JMK, MŠMT) for grant schemes to improve the sports activities of physically challenged people.  
(Ongoing – SMB)

**Sub-goal** **C Promote professional sports<sup>73</sup>**

**Priority** **C1 Extend the sports infrastructure specifically for professional sports**  
Responsibility: OS, IO, MO, OIEF, OÚPR, STAREZ – SPORT, a.s., MČ, JMK, NSA, SMB, private stakeholders, universities, sports clubs, sports unions

**Measure** **C1.1** Build the new infrastructure needed for professional sports and maintain the existing one.  
(Ongoing – SMB, JMK, NSA, private stakeholders)

**C1.2** Cooperate with other universities in the Brno area that make their sports facilities available to prepare and carry out sports activities at the top level. These are mainly Brno University of Technology, the Faculty of Sports Studies of MU, the University of Veterinary Sciences in Brno and the Mendel University in Brno.  
(Ongoing – SMB, universities, sports clubs)

**C1.3** Support the establishment of at least three centres for top sports in Brno, for athletics, track cycling and swimming.  
(Ongoing – sports unions, NSA)

**Priority** **C2 Maintain and develop the existing structure of the professional sports sectors and bring the selected sports sectors permanently to European, world and Olympic levels**  
Responsibility: OS, JMK, NSA, legal entities operating in professional sports, sports unions, SMB, BCSN, TIS

**Measure** **C2.1** Boost public funding. Keep the system of financial support for each sports sector up to date according to the current level of representation of Brno at national, international, world and Olympic levels.  
(Ongoing – SMB, JMK, NSA)

**C2.2** Develop the existing tools listed below to support talented young people in taking part in professional sports:

- Use OŠML and OS schemes to support youth to take part in sports
- Financial, personal and media-based support for the Brno Centre for Talents in Sports – BCSN (Brněnské centrum sportovních nadějí)
- Intensify and improve the development of teaching targeting specifically physical education and sports in primary schools that are qualified technically and have the staff.

(Ongoing – OŠML, OS, BCSN, JMK, TIS)

**Priority** **C3 Raise sports organization managers' awareness of the conditions to achieve increased self-sufficiency in funding their organizations**  
Responsibility: OS, FSpS MU, sports unions, ČUS, umbrella organizations

**Measure** **C3.1** Work with the Faculty of Sports Studies, at the programme level, in training qualified coaches, trainers, managers, teachers and physiotherapists to be able to find their application in elite sports.  
(Ongoing – sports unions, FSpS MU)

<sup>72</sup> Link – Healthy People in a Healthy City: E1.1 Involve the population in programmes and projects aimed at an appropriate diet and sufficient physical exercise. Distinguish different target populations (children, adolescents, middle-aged population, elderly people, specific groups of patients with frequent diseases, different social groups) in this regard.

<sup>73</sup> Link – University City: F1 – High-quality and accessible informal education



**Measure** **C3.2** Prepare and carry out, together with FSpS MU, JMK and NSA, training schemes for sports club managers to improve their ability to self-finance the activities of the organizations they manage and the skills to make applications and use grant systems at all levels of state government. (Ongoing – umbrella organizations)

**Priority** **C4 Promote major international sporting events taking place in the Brno area**  
Responsibility: OS, JMK, NSA, sports unions, legal entities hosting major sporting events, organizations active in sports, Brno clubs hosting the events, SMB

**Measure** **C4.1** Intensify the communication and cooperation of Brno sports organization managers and officials of sports unions so that major international sports events (whether at junior or senior levels) are held in the Brno area.  
(Ongoing – sports unions, Brno clubs hosting events)

**C4.2** Systematically continue cooperation between stakeholders in holding events: Sports club managers, sports unions, City of Brno, JMK and MŠMT (e.g., Grand Prix Brno and other major sporting events).  
(Ongoing – SMB, JMK, NSA)

**C4.3** Maintain at least the current state and level of public funding to support holding major international sporting events in the Brno area.  
(Ongoing – SMB, JMK, NSA)

# Safe City



**Primary goal**

**A Reduce crime and minimize the number of safety and health incidents**

**Priority**

**A1 Raise citizens' awareness of the rights and opportunities to defend their lives, health, property and freedom**

Responsibility: Brno Municipal Police, Police of the Czech Republic, FRS, NS and TIS

**Measure**

**A1.1** Popularize prevention programmes to protect citizens' rights and freedoms, focusing on motivation to act to keep themselves and others safe and secure (Ongoing – Brno Municipal Police, Police of the Czech Republic, HZS JMK, MŠ and ZŠ)

**Priority**

**A2 Raise the trust and authority of the city's security forces in the eyes the public focusing on the reliability of these bodies**

Responsibility: OOBR, Brno Municipal Police, Police of the Czech Republic, Czech Army

**Measure**

**A2.1** Inform citizens more frequently about the activities of security forces, particularly on social media (including establishing the position of content manager at MMB; for the Police of the Czech Republic and the Czech Army as part of their own or coordinated, preventive and popularizing activities) (Ongoing – OOBR, Brno Municipal Police, Police of the Czech Republic and Czech Army)

**Sub-goal**

**B Make sure the city is well prepared for natural disasters and other emergencies (prevention and preparedness for crisis associated with climatic events, epidemics, social events or conflicts resulting from social pathologies in society, cyber threats aimed at obstructing the activities of important institutions, etc.)**

**Priority**

**B1 Pro-actively inform the residents of the city in dealing with emergencies and in protecting individuals and property – making citizens objectively and expertly familiar with the elementary rules for keeping safe**

Responsibility: OOBR, JMK, the IZS individual constituents, MŠ, TIS, City of Brno Crisis Committee, JMK Crisis Committee, Police of the Czech Republic, FRS, and professional institutions

**Measure**

**B1.1** Present the IZS' potential and capabilities (Ongoing – the respective IRS constituents, NS and TIS)

- Measure**
- B1.2** Implement prevention-based education for children, youth and risk groups and involve IRS in educating children  
(Ongoing – OOB, JMK, the respective IZS constituents, NS and TIS)
- B1.3** Keep people updated on threats  
(Ongoing – OOB, JMK, the respective IZS constituents)
- B1.4** Maintain the existing system and upgrade the warning and notification elements (e.g., mobile application for Brno)  
(Ongoing – OOB, JMK, the respective IZS constituents)
- B1.5** Establish a single platform (expert database based on professional qualifications) in Brno for consultation and cooperation during crisis management  
(By 2022 – OOB, the respective IZS constituents, Brno City Crisis Committee, JMK Crisis Committee)
- B1.6** Carry out technical, management and educational measures for an indefinite period to protect soft targets  
(Ongoing – OOB, in coordination with the Police of the Czech Republic, FRS and professional institutions)

**Priority** **B2 Support the deployment and equipment of IZS and improve passability of the city for the rescue services to go through**  
Responsibility: OOB, OD, JMK, MVČR, the respective IZS constituents, Brno Municipal Police, Police of the Czech Republic, BKOM, SMB

- Measure**
- B2.1** Create and operate a joint operational coordination centre  
(Ongoing – OOB, JMK, the respective IZS constituents, Brno Municipal Police, Police of the Czech Republic)
- B2.2** Foster the construction and upgrading of autonomous (joint) base facilities for the constituents of IZS  
(2023–2026 up to as required – SMB, OOB, JMK, Mol CR, the respective IRS constituents)
- B2.3** Support the upgrading of the I equipment  
(Ongoing – OOB, JMK)
- B2.4** Take measures to make sure IZS vehicles are given preference at intersections  
(Ongoing – OD, BKOM)
- B2.5** Use and exploit state-of-the-art technologies including software for dealing with emergencies (e.g., special fire extinguishing cutting equipment)  
(Ongoing – the respective IZS constituents)

**Sub-goal** **C Reduce crime in youth, through professional work with children and young people and promote the prevention of risk behaviour and safety risk phenomena<sup>74</sup>**

**Priority** **C1 Fulfil the conditions for the lives of children and young people without feeling humiliated and the need to humiliate others**  
Responsibility: OŠML, MŠ and TIS, NGOs, OSP<sup>75</sup>, Brno Municipal Police

- Measure**
- C1.1** Set up consistent prevention and information sharing among target groups  
(Ongoing – OŠML, MŠ and TIS, NGOs, OSP)
- C1.2** Promote improved cooperation between schools and the children's families  
(Ongoing – OŠML, MŠ and ZŠ, NGOs, OSP)
- C1.3** Eliminate risk behaviour in children and young people  
(Ongoing – MŠ and TIS, NGOs)

<sup>74</sup> Link – Cohesive and Respectful City: B2 Develop prevention programmes, Educated University City: A2.3 Promote pro-social and civic development activities for children and pupils (e.g., school parliaments, leisure clubs focusing on social development, etc.), A4.3 Boost cooperation between stakeholders involved in counselling and other educational activities within cooperation platforms

<sup>75</sup> Through a grant programme to prevent crime.

**Measure** **C1.4** Implement preventive programmes to reduce the risks and effects of extremism in all its manifestations and forms identified so far  
(Ongoing – MŠ and TIS, NGOs, OSP)

**C1.5** Update and identify emerging threats affecting the youth of the city  
(Ongoing – Brno Municipal Police, MŠ and TIS, NGOs, OSP)

**Sub-goal** **D** Zabránit vzniku oblastí (čtvrtí) se segregací osob na základě sociálních, etnických, náboženských a kulturních diferenciací – jako potencionálního zdroje eskalace nežádoucích sociálních a bezpečnostních jevů

**Priority** **D1 Prevent socially, ethnically, religiously and culturally segregated zones from emerging in the City**

Responsibility: BO, OSP<sup>76</sup>, KAM, Brno Municipal Police, Police of the Czech Republic, NGOs, SMB, MČ

**Measure** **D1.1** Primarily, prevent conditions being created for these sites to emerge (e.g., planning and decision-making on the location of someone who might pose a security risk)  
(Ongoing – BO, OSP, NGOs)

**D1.2** Eliminate separation efforts especially for groups of individuals who do not accept the laws and foundations of the state, i.e., the Czech Republic  
(Ongoing – Brno Municipal Police, Police of the Czech Republic)

**D1.3** Identify the causes of the emergence of socially excluded sites and seek solutions, including developing strategies to improve the situation in existing excluded sites to get rid of existing socially excluded sites and avoid new ones  
(Ongoing – BO, OSP, NGOs)

**D1.4** Plan modifications and work in public spaces safely and securely  
(Ongoing – BO, OSP, KAM)

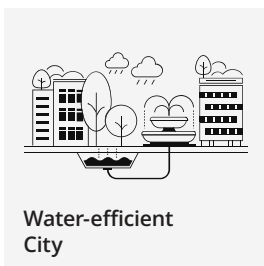
**D1.5** Actively connect city authorities, Municipal Police, experts, and non-profit sector as part of coordinated steps to monitor and address existing and, in particular, emerging sites with criminal and negative social effects (e.g., drug abuse, homelessness and vandalism)  
(Ongoing – SMB, Brno Municipal Police, NGOs, MČ)

<sup>76</sup> Through a grant programme to prevent crime

# RESOURCES

The ability to manage resources efficiently and use them carefully through an appropriate strategic infrastructure, is one of the conditions for a resilient economy and a quality of life for the population. The city must be able to manage water and energy efficiently and promote new approaches and practices for a sustainable economy and the lives of its citizens while keeping the city tidy and clean should be a normal thing.

## VALUES



# Water-efficient City



## Primary goal

**A Provide sufficient and high quality potable water sources and distribution systems<sup>77</sup>**

## Priority

**A1 Avoid losses in water extraction, treatment and distribution**

Responsibility: BVK a.s., OI, OÚPR, OSRS, OŽP, NGOs

## Measure

**A1.1** Renovate the water distribution system (1% per year at least)  
(Ongoing – BVK a.s.)

**A1.2** Continuously update the necessary strategy papers, master plans and water management standards (Master plan for drainage, incl. the Sewerage section, city water network standards and city standards for the sewerage system) and provide a new policy paper, Brno water supply master plan()<sup>78</sup>  
(Ongoing – OI, OÚPR)

**A1.3** Actively promote awareness and information sharing on consumption / management of potable water  
(Ongoing – OSRS, NGOs, OŽP)

## Priority

**A2 Protect and monitor existing water sources (Březová, Vír)**

Responsibility: River Morava Basin Authority, ČHMÚ, BVK a.s., Vír Regional Water Supply (Vírský oblastní vodovod, s.m.o.), water authorities, the municipalities concerned, water enterprises, water authorities, industrial enterprises and agricultural holdings, regional authorities concerned, SZIF, OVLHZ

## Measure

**A2.1** Monitor the nutrient content in river basins  
(Ongoing – BVK a.s., River Morava Basin Authority)

**A2.2** Identify potential threats for both river basins/areas  
(Ongoing – BVK a.s., River Morava Basin Authority)

**A2.3** Reduce water nutrient levels  
(Ongoing – the relevant municipalities, water enterprises, water authorities)

<sup>77</sup> Link – Healthy Environment

<sup>78</sup> These are important policy papers for future capital projects and the basis for a new City zoning plan. The updating and developing of the documents will reflect the state of the water supply and sewerage as well as the management of rainwater.

**Measure** **A2.4** Prevent water sources being contaminated  
(Ongoing – the relevant municipalities, water enterprises, industrial enterprises and agricultural holdings, water authorities)

**Priority** **A3 Identify and protect new sources of potable water**  
Responsibility: River Morava Basin Authority, OVLHZ, OÚPR, SMB, JMK, BVK a.s., water authorities

**Measure** **A3.1** Identify possible new sources of potable water  
(Ongoing – SMB, JMK, OVLHZ, River Morava Basin Authority)  
**A3.2** Ensure the protection of new and existing potable water sources  
(Ongoing – SMB, JMK, OÚPR, OVLHZ, water authorities, River Morava Basin Authority, BVK a.s.)

**Priority** **A4 Protect artesian water**  
Responsibility: OŽP, OVLHZ, IZS constituents

**Measure** **A4.1** Survey the extent of Brno artesian waters and check their quality periodically  
(By 2022 – OŽP)  
**A4.2** Prepare the rehabilitation of the Černovice landfill  
(2027–2030 – OŽP)  
**A4.3** Update the database of boreholes extending to the artesian aquifer  
(By 2022 – OVLHZ)  
**A4.4** Potentially use artesian water for the Integrated rescue system  
(2023–2026 – OVLHZ, IZS constituents)

**Sub-goal** **B Improve the flood protection of the city in the basins of the Rivers Svatka and Svitava, including the use of nature-friendly flood control measures**

**Priority** **B1 Implement and coordinate flood control measures along the major water courses**  
Responsibility: River Morava Basin Authority, OVLHZ, JMK, MŽP, SMB, OÚPR, KAM, MO, building authorities, OI, landowners, developers, tenants, members of public

**Measure** **B1.1** Develop and approve a new zoning plan for Brno and other relevant zone-planning documents or, as appropriate, incorporate these documents into the current ÚP  
(By 2022 – SMB, OÚPR, KAM)  
**B1.2** Implement flood control measures according to the elaboration of priorities and update their schedule  
(Ongoing – SMB, OI, OÚPR, OVLHZ, KAM, River Morava Basin Authority)  
**B1.3** Conduct ongoing settlement agreements on property in the area affected by PPO  
(Ongoing – SMB, MO, OI, OÚPR, OVLHZ/ KAM, River Morava Basin Authority)  
**B1.4** Coordinate projects in the area affected by constructing PPO – PPO communication and coordination  
(Ongoing – public sector – River Morava Basin Authority, building authorities, private sector – landowners, developers, tenants, members of public, etc.)

**Priority** **B2 Improve the cityscape retention capacity**  
Responsibility: Land owners and users, River Morava Basin Authority, OVLHZ, OI, OÚPR, KAM, building authorities, LESY MB, MČ

**Measure** **B2.1** Assess the potential effectiveness and feasibility of nature-friendly flood control measures  
(Ongoing – OI, OÚPR, OVLHZ/ KAM, River Morava Basin Authority)  
**B2.2** Implement nature-friendly flood control measures in response to the problem of torrential rain (e.g., increasing green areas for rainwater retention, building new small water areas)  
(Ongoing – OI, OÚPR, OVLHZ/ KAM, LESY MB, MČ)

**Measure** **B2.3** Build retention reservoirs, connecting them to other nature-friendly flood control measures (Ongoing – OI, OÚPR, OVLHZ, LESY MB, MČ)

**B2.4** Give preference to works eliminating soil erosion (Ongoing – land owners and users, OVLHZ, OI, building authorities, LESY MB)

**Sub-goal** **C Manage wastewater efficiently, minimize the impact of Brno, as a city, on the quality of water in water courses**

**Priority** **C1 Complete and upgrade the sewerage network for public use, including making sure its capacity is sufficient**

Responsibility: OI, OÚPR, OVLHZ, BVK, a.s.

**Measure** **C1.1** Survey current and potential sources of pollution – blind drains, surface run-offs (By 2022 – OVLHZ)

**C1.2** Complete the sewerage networks in the current built-up areas of the city (Ongoing – OI, BVK, a.s.)

**C1.3** Upgrade wastewater treatment plants as necessary (Ongoing – BVK, a.s.)

**C1.4** Give preference to separate sewers systems in new construction projects (Ongoing – OI, BVK, a.s., OÚPR)

**C1.5** Coordinate works in the area when managing and upgrading the sewerage network (e.g., through area development coordinators) (Ongoing – OI, BVK, a.s.)

**Sub-goal** **D Manage rainwater and groundwater efficiently as part of adapting to climate change and eliminating urban heat islands**

**Priority** **D1 Catch and make secondary use of rainwater**

Responsibility: landowners, building authorities, OŽP, OI, OVLHZ, ČHMÚ, KAM, VZMB, MŽP

**Measure** **D1.1** Assess the feasibility and develop a proposal for efficiently using captured rainwater (By 2022 – OŽP, KAM)

**D1.2** Create and carry out methodologies for measures for adapting to climate change in the Brno area (Ongoing – OŽP, KAM, VZMB)

**D1.3** Manage rainwater for use in industry and agriculture (Ongoing – OŽP)

**D1.4** Create conditions for adapting to climate change as mandatory in public tenders (public buildings, green roofs/areas, etc.) (Ongoing – MŽP, OŽP, OVLHZ)

**D1.5** Educate and inform the general public and the entrepreneurial sector (Ongoing – OŽP, KAM)

**D1.6** Conduct pilot projects for the public sector (beyond what is mandatory by law) – green roofs, smart and innovative projects for retaining and secondary use of rainwater, etc. (Ongoing – OŽP)

**Priority** **D2 Make use of groundwater pumped as part of draining**

Responsibility: VZMB, OVLHZ, IZS constituents

**Measure** **D2.1** Ensure the possibility and use of underground water pumped as part of draining resulting in its secondary use (e.g., for watering, cooling, and cleaning public spaces) (2023–2026 – OVLHZ, IZS constituents)



# Energy-efficient, Independent and Resilient City



## Primary goal

**A Provide sufficient energy from clean, renewable energy sources, thus reducing the source of emissions and pollutants that affect human health and the environment**

## Priority

**A1 Define and embed a long-term vision for gradually developing a sustainable energy sector using renewable resources, coordinating it with local industries and research to reduce CO2 emissions (and possibly other greenhouse gases)<sup>79</sup>**

Responsibility: OŽP, TB, SAKO Brno, OSRS, facility managers

## Measure

**A1.1** Establish and apply the vision, in particular (1) promoting eco-innovation activities; (2) increasing energy efficiency (within the Energy Union Strategy) as well as increasing the share of recycled waste; and (3) shifting, gradually, from fossil fuels to clean OZE (Ongoing – OŽP, OSRS, SAKO Brno, TB)

**A1.2** Survey the potential of energy sources at each site across the city; create a comprehensive model for the city offering multiple alternatives, capturing the wider context; linking the model and GIS of the city (Ongoing – OŽP)

**A1.3** Continue the process of active energy efficiency management in all facilities owned by the city, including those for which other city-controlled organizations are responsible under their foundation deeds (Ongoing – OŽP, facility managers)

**A1.4** Develop a policy base that clearly defines a sustainable energy policy for the City and actively support it (By 2020 – OŽP – ready, ongoing – OŽP / new implementation and monitoring department, as appropriate)

**A1.5** Prepare a sustainable energy and climate action plan (SECAP) addressing both mitigating and adapting to the effects of climate change (By 2020 – OŽP – ready, ongoing – OŽP / new implementation and monitoring department, as appropriate)

<sup>79</sup> Link – Healthy Environment

## Priority

**A2 Set up a policy-level department that is responsible for implementing, coordinating and continuously evaluating the sustainable energy policy of the city and the sustainable energy action plan in Brno and, subsequently, in the Brno Metropolitan Area**

Responsibility: OŽP, OSRS, later on: new implementation and monitoring department, SMB, JMK, BMO municipalities

## Measure

**A2.1** Establish a policy-level department covering the interests of (1) industries; (2) the public sector, including science and research; and (3) groups of citizens (non-governmental and non-profit organizations / individual citizens)  
(By 2022 – OSRS, OŽP)

**A2.2** Develop a comprehensive energy policy including a long-term vision (not only points required by law, but a comprehensive strategic document)  
(By 2020 – OŽP – ready, ongoing – OŽP / new implementation and monitoring department, as appropriate)

**A2.3** Work together within BMO and JMK on addressing issues of energy as a whole  
(Ongoing – SMB, OŽP, JMK, BMO municipalities)

**A2.4** Monitor developments and competitiveness (e.g., using Eco-Innovation Observatory and Resource Efficiency Scoreboard)  
(Ongoing – OŽP, OSRS, later on: new department)

**A2.5** Develop proposals for possible schemes to promote energy efficiency and energy savings (e.g., modelling technological innovations in energy systems and their use to model energy development scenarios, green building certificates, ecodesign etc.)  
(new department later on)

**A2.6** Develop, analyse and model global and local data, including best practices, to develop a coherent, and acceptable by the public, energy policies  
(ongoing – OŽP, OSRS, new department later on)

## Sub-goal

**B Base energy consumption on clean renewable energy sources (OZE)**

## Priority

**B1 Make sure that low-emission energy sources are gradually used by the majority of the population**

Responsibility: New department, OŽP, OD, OZV

## Measure

**B1.1** Communicate a coherent, and publicly acceptable energy policy supported by analysis and modelling of global and local data, including information on best practices  
(ongoing – OŽP, new department later on)

**B1.2** Publish independent information for the public – questions and answers, seminars/webinars for the public  
(Ongoing – OŽP, later on: new department)

**B1.3** Create a communication strategy that focuses on the link between emissions, human health and an action plan\* promoting clean OZE  
(Ongoing – OŽP, later on: new department)

**B1.4** Establish cooperation between twin cities and Eurocities network member cities on clean energy and exchanging experience/know-how  
(Ongoing – OŽP, OZV, later on: new department)

**B1.5** Develop an action plan \* to: (1) gradually reduce the use of high-emission private cars by increasing the use of improved low-emission public transport; (2) gradually replace fossil fuels with RES  
(Ongoing – OŽP, OD, later on: new department)

**Sub-goal** **C Reduce overall energy consumption while gradually increasing energy efficiency**

**Priority** **C1 Boost fuel efficiency and provide low-emission mass and private transport<sup>80</sup>**

Responsibility: OD, DPMB, KAM, OSRS, TB, BKOM

- Measure**
- C1.1** Prepare a long-term low-emission policy for mass transport in the city and the surrounding area (Linked to the Urban Mobility Plan)  
(Ongoing – OD, DPMB)
- C1.2** Improve existing mass transport as follows:
- I. (i) Extend the mass transport according to the needs from studies carried out and up-to-date data, or create an underground green link to the city's transport system, as appropriate;
  - II. (ii) Ensure continuous functionality and passability even during peak traffic hours (more frequent lines, reserved space);
  - III. (iii) Provide financial incentives/discounts to the public;
  - IV. (iv) Gradually introduce "clean buses" based on new technologies (ideally with sustainable propulsion)
- (Ongoing – OD, DPMB)
- C1.3** Create a technical infrastructure for low-emission mobility devices (support for electric cars, car-sharing systems, autonomous taxi, emission certificate system, etc.)  
(Ongoing – TB, BKOM, DPMB)
- C1.4** Create public spaces (green zones) for bicycles and pedestrian traffic (current situation insufficient)  
(Ongoing – KAM)
- C1.5** Draw inspiration from abroad (city's partners, information portals, European grants, etc.)  
(Ongoing – OSRS, OD, KAM)

**Priority** **C2 Assess energy-intensive buildings (especially the city's property) to reduce the total energy balance (in research infrastructures, public authority buildings, etc.)**

Responsibility: OŽP, Brno-based VVI institutions, OI

- Measure**
- C2.1** Promote a combination of central supply and decentralized sources to optimize the functioning of the energy supply – a new model to better predict consumption (use the well-working example of the Nový Lískovec city district for other parts of the city)  
(Ongoing – OŽP)
- C2.2** Work with energy suppliers to prepare a plan for the energy efficiency of buildings, to create low-, ideally zero-energy buildings (for example, make use of the experience and data of the cities under the GreenLight directive and Greenbuilding Programme)  
(Ongoing – OŽP, OI, Brno-based VVI institutions)
- C2.3** Make the use of OZE a prerequisite for refurbishing and constructing new buildings / meet nearly-zero energy building requirements under the applicable legislation of the Czech Republic and the EU  
(Ongoing – OI)
- C2.4** Prioritize concepts as part of tenders that meet the energy requirements and implement these standards in all public institution tender documents  
(Ongoing – OŽP, OI)

<sup>80</sup> Link – City with Efficient and Sustainable Mobility: A2 Promote ecological drives:  
A2.1 Extend public transport electromobility (hybrid drives)  
A2.3 Develop a grant scheme to support the sourcing of ecological drive vehicles  
A2.4 Support the construction of charging stations for electric vehicles  
A2.5 Assess the appropriateness of introducing low-emission zones

**Sub-goal** **D Boost the share of local ‘renewables’ in the energy supply of the city, building on technological innovations**

**Priority** **D1 Promote a growing share of low-emission capacities (photovoltaic, hydro and wind power, biogas/biomass/municipal waste)**

Responsibility: A new department, Brno-based RDI institutions

**Measure** **D1.1** Assess the state of technological innovations for use in the energy sector (water/wind turbines, LED lighting, high-efficiency photovoltaic systems)  
(Ongoing – new department, Brno-based VVI institutions)

**D1.2** Work with energy suppliers to identify bottlenecks (technical/financial requirements) in developing alternative energy sources and gradually start removing them  
(Ongoing – new department, Brno-based VVI institutions)

**Sub-goal** **E Extend and maximize the support of local impact of innovations in clean renewable sources, including decarbonisation methods (CCS)**

**Priority** **E1 Evaluate infrastructure, human capital, specific capabilities, and motivation of local scientific and research groups in terms of technological innovation potential in energy, including the possibility of engaging in RES-related pan-European cooperation as part of European grants and initiatives**

Responsibility: Brno-based VVI institutions, new department

**Measure** **E1.1** Survey human capital and innovation potential as well as cooperation opportunities of various interest groups  
(Ongoing – Brno-based VVI institutions, new department)

**Priority** **E2 Create smart grids in city-wide operations, encourage installations of solar roofs and smart meters**

Responsibility: OŽP, city-controlled enterprises, new department, ČEZ, GAS NET, EO.N, energy distributors, Brno-based VVI institutions, spin-off businesses – JIC, SAKO Brno, NGOs

**Measure** **E2.1** Communicate with local energy suppliers as part of OZE, possibly work together to develop a strategy for installing solar roofs, smart grids and smart meters (wider framework: “Smart Grid – from Innovation to Deployment”)  
(Ongoing – SAKO Brno, OŽP, city-controlled enterprises, new department, ČEZ, GAS NET, EO.N, energy distributors, VVI, spin-off businesses – JIC, NGOs)

**E2.2** Analyse the potential for further developing alternative OZE (hydrogen fuel cells, artificial photosynthesis, etc.)  
(By 2022 – OŽP, city-controlled enterprises, new department, ČEZ, GAS NET, EO.N, energy distributors, Brno-based VVI institutions, spin-off businesses – JIC, NGOs)

**Sub-goal** **F Integrate Brno into European OZE initiatives and setting up a pan-European grid linking exporting and importing clean renewable energy sources, thus reducing the losses associated with the variability of these sources**

**Priority** **F1 Podílet Participate in pan-European research on improving the energy efficiency of new and digital technologies**

Responsibility: Brno-based VVI institutions, new department, city-controlled enterprises

**Measure** **F1.1** Conduct energy-efficiency research on consumer electronics, motors, lighting, ICT (Information and Communication Technology) in the area of the code of conduct (i.e., external power supplies, digital TV, uninterrupted power supplies, broadband systems and data centres)  
(Ongoing – Brno-based VVI institutions)

## Measure

**F1.2** Provide recommendations and suggestions for the energy-efficient operation of the IT infrastructure, IT architecture and software (e.g., specify/reduce CPU cooling time)  
(Ongoing – Brno-based VVI institutions)

**F1.3** Actively participate and cooperate in SETIS (Strategic Energy Technologies Information System) and EERA (European Energy Research Alliance)  
(Ongoing – Brno-based VVI institutions, new department, city-controlled enterprises)

**F1.4** Create a task force to test and secure HVDC (High Voltage Direct Current) and stabilize AC (alternating current) networks  
(Ongoing – Brno-based VVI institutions)

# Clean and Circular City



## Primary goal

Enhance the cleanliness of the city and make the most of the potential of residual materials

## Sub-goal

**A Reduce waste production and streamline waste collection**

## Priority

**A1 Reduce production and promote prevention of mixed municipal waste**

Responsibility: OŽP, SAKO Brno, waste management enterprises, NGOs

## Measure

**A1.1** Optimize waste collection frequency and routes and occupation of public spaces (ongoing – SAKO Brno, waste management enterprises)

**A1.2** Monitor the level of filling waste containers, including introducing state-of-the-art types of waste containers and municipal waste collection methods (Internet of Waste) (By 2022 – OŽP, SAKO Brno, waste management enterprises)

**A1.3** Introduce incentives for waste collection (Ongoing – OŽP, SAKO Brno, waste management enterprises, NGOs)

## Priority

**A2 Increase the percentage of sorted waste and rates of recycling**

Responsibility: SAKO Brno, BVK, a.s., waste management and transport enterprises, OŽP, OŽP JMK, MČ

## Measure

**A2.1** Continuously analyse, evaluate and determine the waste recycling potential of the Brno Metropolitan Area as well as other sites beyond the area (Ongoing – OŽP, OŽP JMK, SAKO Brno, waste management and transport enterprises)

**A2.2** Set up door-to-door collection of paper, plastics and biological waste in suitable built-up areas and gradually extend this to other sorted components of municipal waste (Ongoing – SAKO Brno, waste management and transport enterprises)

**A2.3** Examine the energy and material use of potentially suitable types of waste (e.g., WWTP sludge) (Ongoing – BVK, a.s.)

**A2.4** Set up automated fine-sorting equipment for waste that co-works with SAKO (Ongoing – SAKO Brno)

**A2.5** Modify sorting nests and make sure they are adjusted (Ongoing – SAKO Brno, waste management enterprises)

- Measure** **A2.6** Introduce public bins for sorted waste  
(Ongoing – SAKO Brno, waste management and transport enterprises, MČ)
- A2.7** Further develop existing re-use points and extend their services/network as necessary  
(Ongoing – OŽP, SAKO, a.s., waste management enterprises, MČ)

**Sub-goal** **B Boost the energy and other resources self-sufficiency of the city**

**Priority** **B1 Promote growth in the efficiency of industrial waste recovery**  
Responsibility: OŽP, SAKO Brno, waste management and transport enterprises, businesses

- Measure** **B1.1** Propose and test better use of energy and material flows between enterprises and production entities  
(Ongoing – OŽP)
- B1.2** Reduce the generation and help prevent industrial waste being generated  
(Ongoing – OŽP, businesses)
- B1.3** Optimize the logistics of waste to SAKO Brno's waste-to-energy facility (WEF) preferably by railway transport  
(Ongoing – SAKO Brno, waste management and transport enterprises)

**Priority** **B2 Boost the capacity of food production in the Brno Metropolitan Area and actively support local and regional producers**  
Responsibility: OVLHZ, MO, OSM, OŽP, JMK Chamber of Agriculture (Regionální agrární komora JMK), OSRS, MČ, NGOs

- Measure** **B2.1** Actively introduce solutions for selected land types (greenhouses, green roofs, urban vertical farms etc.)  
(Ongoing – OVLHZ, OSM, OŽP, JMK Chamber of Agriculture)
- B2.2** Increase the percentage of surface area actively used for agricultural production and protect soil resources adequately  
(Ongoing – OVLHZ, MO, OŽP, JMK Chamber of Agriculture)
- B2.3** Support local producers within the city's activities and premises (e.g., responsible public tendering, rules on providing premises to sell one's own products, etc.)  
(Ongoing – OSRS, OSM, MČ)
- B2.4** Promote the development of community gardens in appropriate areas as complementary to local food production and part of standard environmental education  
(Ongoing – MČ, NGOs)

**Sub-goal** **C Promote and set up system changes in sustainable development**

**Priority** **C1 Educate and inform the city's residents and entities about sustainable development**  
Responsibility: OŽP, OŠML, MŠ and TIS, NGOs, OSRS

- Measure** **C1.1** Educate the population in the long term about sustainable development, resource/food self-sufficiency and choosing products with low environmental impact  
(ongoing – OŽP, OŠML, MŠ and TIS, NGOs)
- C1.2** Introduce campaigns raising awareness among Brno residents  
(ongoing – OŽP, NGOs)
- C1.3** Improve the level of education of pupils in primary and secondary education on sustainable development – environmental education (EE) and awareness-raising activities  
(Ongoing – OŽP, OŠML, MŠ and TIS, NGOs)
- C1.4** Set up various promotional and motivational competitions (e.g., the best circular business / the cleanest city district)  
(Ongoing – OŽP, NGOs)

**Measure** **C1.5** Create a circular economy platform for sharing good practice and consultancy  
(By 2022 – OSRS, OŽP, NGOs)

**Priority** **C2 Change the attitude of stakeholders to greater advocacy of sustainable development principles with emphasis on waste management**

Responsibility: OŽP, OSRS, SMB, JMK, MMB Chief Executive

**Measure** **C2.1** Develop and implement responsible public tendering methodologies and educate relevant MMB persons in this regard, including co-funded organizations  
(Ongoing – OŽP, OSRS, MMB Chief Executive)

**C2.2** Foster legislation to use waste flows  
(Ongoing – SMB, JMK)



# GOVERNANCE

In discussions of experts on sustainable development, not only at city level but also country, and in the context of international cooperation, 'good governance' is becoming increasingly important. 'Good governance' should function as a service to the public, from which the population expects responsibility, professionalism – high-quality and efficient work. At the same time, 'good governance' is transparent and promotes civic society, respects all the population groups, their needs and gives them the opportunity to participate.

## VALUES



# Shared Vision and Good Reputation of the City



## Primary goal

**A Make sure there is consent to the long-term direction of the City and the metropolitan area (plan efficiently based on the long-term strategy carried out by the City and its enterprises and area zoning documents respected throughout the metropolitan area)**

## Priority

**A1 Formulate long-term and comprehensible goals and priorities co-developed with the City's partners<sup>81</sup>**

Responsibility: OSRS, ODAE, ZMB

## Measure

**A1.1** Approve a long-term vision across the political spectrum  
(By 2022 – ZMB)

**A1.2** Monitor the fulfilment of the long-term vision and its consistency with the City's thematic strategies and documents  
(Ongoing – ODAE)

**A1.3** Co-develop long-term strategies with the City's partners, including involving all the political clubs as well as residents<sup>82</sup>  
(Ongoing – OSRS)

## Priority

**A2 Agree on development sites, including their clearly comprehensible delimitation<sup>83</sup>**

Responsibility: OÚPR, OSRS, KAM, ODAE, ZMB

## Measure

**A2.1** Clearly communicate complex documents, such as the zoning plan and strategy papers, using new technologies (e.g., 3D modelling, etc.)  
(Ongoing – OSRS, KAM)

**A2.2** Define the development sites of the City on an ongoing basis and collect information about these locations  
(By 2022 – ZMB, KAM, OSRS, OÚPR)

<sup>81</sup> Link – Participatory Governance B4

<sup>82</sup> Link – Cohesive and Respectful City, Participatory Governance

<sup>83</sup> Link – Compact City, City with Affordable Housing

- Measure**
- A2.3** Agree on the City's development sites  
(By 2022 – ZMB)
- A2.4** Develop a methodology for strategic development sites, including the principle of planning over time (temporary use of sites) and test the document as a pilot methodology at selected sites (e.g., Špitálka and Červený kopec sites)  
(By 2022 – OSRS, ODAE)
- A2.5** Help pilot testing of innovative activities and practices at selected compact sites  
(Ongoing – OSRS)

**Sub-goal** **B Funnel investments into City's strategic development areas and set up an active property management policy for the City**

**Priority** **B1 Generate City assets (capital construction projects) particularly in selected development areas**  
Responsibility: MO, OSRS, KAM, OÚPR, OI, ODAE, SMB, MMR, SMO ČR

- Measure**
- B1.1** Prepare areas for the City's strategic projects on an ongoing and coordinated basis  
(Ongoing – KAM, ODAE, OSRS, MO, OI)
- B1.2** Generate new assets in potential development areas, including purchasing land  
(Ongoing – MO, OI)
- B1.3** Actively promote legislative changes in purchasing and where applicable, expropriating land in the City's strategic development sites  
(Ongoing – SMB, MMR, SMO ČR)

**Priority** **B2 Manage (use and maintain) the City's existing assets well and properly (selling or exchanging the City's property should always be the last resort)**  
Responsibility: OSM, OSRS, MO, SMB, OI

- Measure**
- B2.1** Establish and manage a list of the City's assets, including the potential of energy savings  
(2023–2026 – MO, OSM)
- B2.2** Consistently take into account the operating costs of projects when planning investments in the development of the City (capital construction projects)  
(Ongoing – SMB, OI)
- B2.3** Use the City's property for the needs of the City, city districts, organizations and enterprises; any disposal (selling/exchanging) should always be the last resort  
(Ongoing – MO)
- B2.4** Specifically protect the City's land for public use works as defined in the zoning plan and the necessary City public facilities (e.g., pre-school and primary education, health, social services, administration, defence and security)  
(Ongoing – SMB, MO)
- B2.5** Encourage the temporary use of the City's land and structures before advancing to the final solution in accordance with the conditions of use as defined in the zoning plan  
(Ongoing – SMB, OSRS, MO)

**Priority** **B3 Consistently cooperate in the long term with the City's partners to make sure that investment construction projects run smoothly and are coordinated<sup>84</sup>**  
Responsibility: OSRS, ODAE, OI, OIEF

- Measure**
- B3.1** Set a framework for long-term cooperation with key stakeholders in the City<sup>85</sup>  
(By 2022 – OSRS)

<sup>84</sup> Link – Participatory Governance B4

<sup>85</sup> Link – Participatory Governance A1, B

- Measure**
- B3.2** Introduce new tools to alleviate delays in preparing investment projects (e.g., consistent coordination of work, preparation of property law involving all the city's constituents involved, including city-controlled enterprises and city districts = protection against speculators in the city's development, co-working in producing sites – shared responsibility between the city and its partners, use of innovative information and digital technologies/tools)<sup>86</sup>  
(2023–2026 – OI)
- B3.3** Periodically organize meetings and cooperation activities with the city districts on whose area key/strategic investment projects are underway  
(By 2022 – OSRS)
- B3.4** Periodically organize meetings and cooperation activities with ORPs (municipalities with extended powers) in the city's hinterland on key/strategic investment projects including the inflow of new investments  
(By 2022 – OSRS)
- B3.5** Periodically organize meetings and cooperation activities with JMK on key/strategic investment projects including the inflow of new investments  
(By 2022 – OSRS)
- B3.6** Periodically organize meetings and cooperation activities with central authorities and institutions (ministries, state agencies) on key/strategic investment projects, including the inflow of new investments  
(By 2022 – OSRS)

**Sub-goal** **C Establish a sustainable and functional system for the strategic management of the city's and region's brand, based on modern content marketing / city identity principles**

**Priority** **C1 Communicate clearly with the city's users regardless of their language skills and value orientation ("Brno is home to many tribes – the city must be understandable to everyone.")**  
Responsibility: KMCR, OZV, TIS, OSRS, OSM, KPAR

- Measure**
- C1.1** Transparently communicate the steps and plans of the city (past, present and future) in Brno and the whole metropolitan area<sup>87</sup>  
(Ongoing – OSRS, OSM, KMCR, TIS)
- C1.2** Offer a comprehensible plan of cooperation for the city's partners  
(By 2022 – OSRS)
- C1.3** Offer opportunities for co-development of projects, processes, plans and strategies  
(Ongoing – OP, OSRS)
- C1.4** Communicate a clear city identity for most of the "tribes" they can identify with  
(Ongoing – OSRS, KMCR)
- C1.5** Provide effective communication of the city with residents, visitors, and foreigners  
(Ongoing – KMCR, OZV, TIS, OSRS)
- C1.6** Evaluate the effectiveness of the city's communication activities  
(Ongoing – KMCR, TIS)

<sup>86</sup> Link – Compact City, Affordable Housing

<sup>87</sup> Link – Electronic Governance, Well-functioning Brno Metropolitan Area

# Well-functioning Brno Metropolitan Area



## Primary goal

**A Provide a functioning and cooperating metropolitan area**

## Priority

**A1 Embed metropolitan planning in the BMO**

Responsibility: OSRS, SMB, JMK

## Measure

**A1.1** Establish a “metropolitan office” which primarily focuses on the cooperation of stakeholders in the BMO emphasising communication of the major themes (area-zoning documents, transport works, suburbanization, etc.)  
(By 2022 – SMB, OSRS, JMK)

**A1.2** Establish a political platform (following the ITI/Metropolitan Board principle)  
(Ongoing – OSRS)

## Sub-goal

**B Firmly embed the term “metropolitan area” as an important spatial level in the development of the area (creating standards in a “metropolitan” way)**

## Priority

**B1 Appeal to the legislative embedding of the metropolitan level**

Responsibility: OSRS, OITI, statutory cities, MMR

## Measure

**B1.1** Specify the form and extent of possible BMO embedding in legislation (which laws, what level of embedding – “ORP” vs. “administrative district” vs. “administrative region” etc.)  
(2023–2026 – OITI, statutory cities, MMR)

**Sub-goal** **C Establish and fulfil, based on the principle of shared responsibility, the spatial vision of the Brno Metropolitan Area, on which there is consensus (think in a “metropolitan way” with regard to policies and concepts)**

**Priority** **C1 Develop a balanced and polycentric BMO**  
Responsibility: OSRS, OÚPR, ODAE, Metropolitan Office

**Measure**

**C1.1** Define BMO according to its goals (planning transport/housing/services etc.) – flexible spatial demarcation  
(Ongoing – OSRS / Metropolitan Office)

**C1.2** Arrange for the BMO spatial vision to be developed and carried out (joint strategic planning and interventions in BMO)  
(Ongoing – OSRS / Metropolitan Office)

**C1.3** Develop a zoning plan for BMO as a large territorial unit  
(Ongoing – OSRS / Metropolitan Office)

**Sub-goal** **D Raise awareness of the added value of metropolitan cooperation among the population of the metropolis**

**Priority** **D1 Promote metropolitan thinking among the members of the professional and lay public**  
Responsibility: OSRS, ODAE

**Measure**

**D1.1** Create a BMO-level data base (data, analysis, surveys)  
(Ongoing – OSRS)

**D1.2** Develop and implement strategic communication (a communication campaign) to increase the identity of Brno’s affiliation of with its hinterland as a comprehensive Brno Metropolitan Area, at the level of both the general and professional public (publicise and promote the results of metropolitan cooperation)  
(Ongoing – OSRS)

# Efficient E-governance and Open Data



## Primary goal

**Simplify and make the city's governance more friendly for its citizens and create open data**

## Sub-goal

**A Provide easy access to the high-quality information and services of the city so people can quickly find and handle what they need and are searching for**

## Priority

**A1 Set up a state-of-the-art citizen's portal using mobile technologies (for intuitive, clear and consistent processes and forms)**

Responsibility: OMI, KMCR, KPAR, DPMB, SMB

## Measure

**A1.1** Create a citizen's portal, including a mobile app, segmented to the specific needs of the user (By 2022 – OMI, KMCR, KPAR, DPMB)

**A1.2** Develop a "catalogue of services" provided by the city and city-controlled enterprises, accessible through the citizen's portal, where these services can be ordered, paid, configured, and tracked.<sup>88</sup> (Ongoing – DPMB)

**A1.3** Provide the citizen with maximum user support and convenience when using electronic means of communication (By 2022 – SMB, OMI)

**A1.4** Establish incentive schemes for citizens that attract them to use electronic communication methods (By 2022 – KMCR, KPAR)

**A1.5** Integrate gov.uk standards (including using the city leaders to test them) (By 2022 – OMI)

**A1.6** Make the office digitized even on the inside (By 2022 – OMI)

<sup>88</sup> Link – Participatory Administration – Compile a MMB process catalogue, Open Data – Publish a list of applications on the web with ratings and discussions. Collect input and ideas for new web-based services and applications

**Priority** **A2 Tailor services to all citizens of the city, including disadvantaged groups (e.g., elderly, or disabled)<sup>89</sup>**

Responsibility: OMI, KMCR, KPAR, DPMB, units, MMB Chief Executive

- Measure**
- A2.1** Develop standards for creating digital services, covering the needs of disadvantaged groups (involve members of disadvantaged groups as members of the project team)  
(By 2022 – OMI, KMCR, KPAR, DPMB)
- A2.2** Make sure these standards are met in real life at all stages from proposing and creating services to the application design  
(By 2022 – OMI, KMCR, KPAR, DPMB)
- A2.3** Continue to use the possibility of communication in the off-line space  
(Ongoing – units, MMB Chief Executive)
- A2.4** Integrate “good governance” principles into electronic communications  
(Ongoing – OMI)

**Priority** **A3 Electronic communication according to Eidas with emphasis on the electronic identity of the citizen and trustworthy electronic documents**

Responsibility: OMI

- Measure**
- A3.1** Create a detailed final concept for this sub-goal linked to the global goal concept.  
(Ongoing – OMI)
- A3.2** Set up Eidas tools by the city to ensure full-fledged electronic communication of citizens with the office and vice versa for selected agendas and tasks  
(Ongoing – OMI)
- A3.3** Use standard identity providers and identity cards with electronic identity to identify citizens  
(Ongoing – OMI)
- A3.4** Make sure that users can keep electronic documentation obtained in communication with the office to maintain the document’s trustworthiness (digital continuity over time)  
(Ongoing – OMI)
- A3.5** Introduce European identities<sup>90</sup>  
(Ongoing – OMI)

**Priority** **A4 Link the city governance to regional/national e-government systems and IS (integration into the e-government and Region’s systems and, where appropriate, systems of other providers and use of their services)**

Responsibility: OMI

- Measure**
- A4.1** Monitor central services at the e-government level, services of other IS, of the Region, city-controlled enterprises, and other service providers, as well as legislation at the level of Czech Republic and EU, identifying appropriate inputs to gradually achieve the primary goal<sup>91</sup>  
(2023–2026 – OMI)
- A4.2** Identify cities and agglomerations similar to Brno and take inspiration from their ways of managing the computerization of communication with citizens  
(2023–2026 – OMI)
- A4.3** Establish a working group involved with the services provided by these central systems, exploring the possibility of using these services, as well as identifying other services and their providers to meet the primary goal.  
(Ongoing – OMI)

<sup>89</sup> Link – Cohesive and Respectful City<sup>90</sup> Link – Healthy Environment – introducing electronic identity reduces the need to visit city centre offices using means of transport, i.e. reduces traffic in the city centre<sup>91</sup> Link – International City



**Sub-goal** **B Ensure continuity of operation, secure data, and communication against loss/misuse (including a security strategy)**

**Priority** **B1 Provide high-availability, high-quality and secure data infrastructure**  
Responsibility: OMI, TSB

**Measure**

**B1.1** Develop security standards, including using examples of good cyber security practice and the requirements of the cyber security act  
(By 2022 – OMI, TSB)

**B1.2** Include security standards into the overall concept  
(Ongoing – OMI)

**B1.3** Set up GDPR at the level of methodology and the necessary additions and changes in the city's IS; apply the "filling once is all you need" principle  
(Ongoing – OMI)

**Sub-goal** **C Create, catalogue, and publish open data as part of all the data processes of the city and of city-controlled enterprises**

**Priority** **C1 Manage, in the long term, and further develop data storage (including ownership and budget) by increasing the number of data sets published**  
Responsibility: TSB, OMI, ODAE (organization and companies)

**Measure**

**C1.1** Systematically collect development requirements, including ideas and inputs for open data, from users and the general public  
(By 2022 – OMI, ODAE, TSB)

**C1.2** Create a catalogue of open data, including data categorization and terms and conditions of use  
(2023–2026 – ODAE)

**C1.3** Unify the data format and integrate the data (e.g., for excavation work), handling responsibility for quality of / errors in data  
(By 2022 – ODAE, OMI, organizations and companies)

**C1.4** Establish links between individual data sets with the option of tracking changes in data series over time  
(Ongoing – ODAE, OMI)

**C1.5** Integrate the public sections of the catalogue into the city's website  
(Ongoing – ODAE, OMI)

**C1.6** Integrate the non-public parts into the city's intranet service  
(Ongoing – ODAE, OMI)

**C1.7** Create a methodology of opening data  
(By 2022 – ODAE, OMI)

**C1.8** Introduce the methodology into real life as part of the office, as well as in city-controlled organizations and enterprises (including identifying individuals holding the roles described in the methodology and their authorizations (city data coordinator, data set curators and data set owners).  
(Ongoing – ODAE, organization and companies)

**C1.9** Educate the relevant persons  
(Ongoing – ODAE, OMI)

**C1.10** Evaluate and manage the risks associated with open data  
(Ongoing – ODAE, OMI)

**Sub-goal D Promote data usage through applications and services built over the open data****Priority D1 Improve the quality and increase the quantity of applications and services**

Responsibility: ODAE, OMI

- Measure**
- D1.1** Measure data usage at the catalogue / data warehouse level (qualitative and quantitative measurements)  
(Ongoing – ODAE)
- D1.2** Publish a list of applications on the web with ratings and discussions, collecting input for new services and applications on the web  
(Ongoing – ODAE)
- D1.3** Increase the number of new/significantly modified services and applications (e.g., 80% of the data in the catalogue used in at least 1 service/application)  
(Ongoing – ODAE)
- D1.4** Increase the number of specialist/scientific papers based on the Brno open data  
(Ongoing – ODAE)
- D1.5** Increase the number of discontinued applications and services using the city's open data  
(Ongoing – ODAE)

**Priority D2 Boost trust in data sharing and promote open data, encouraging the use of this data**

Responsibility: ODAE, OSRS, OMI

- Measure**
- D2.1** Promote open data to the wider public, focusing on applications and their use (articles on the web, in the Metropolitan magazine)  
(By 2022 – ODAE)
- D2.2** Promote open data to the professional public through publishing activities using professional websites and active participation in conferences  
(By 2022 – ODAE, OMI, OSRS)
- D2.3** Organize/co-organize the city's own hackathons  
(Ongoing – ODAE, OMI, OSRS)
- D2.4** Send Brno representatives to hackathons of other organizers  
(Ongoing – ODAE, OMI, OSRS)
- D2.5** Promote data sharing among the city's partners  
(Ongoing – ODAE, OSRS)
- D2.6** Promote data collection from third parties  
(Ongoing – OSRS)
- D2.7** Motivate businesses (possibility of monetization of applications)  
(Ongoing – OSRS)

# Public Participation in the City Governance



## Primary goal

**A Involve the general public, communities, professionals and other stakeholders in the city's self-governance activities through participatory tools at different levels of expertise**

## Priority

**A1 Incorporate participatory instruments into the City's self-governance processes at multiple levels (based on the level of interest, activity, and competence of citizens)**

Responsibility: KPAR, ORGO, ZMB

## Measure

**A1.1** Compile catalogues for MMB processes and identify suitable processes for participation, including incorporating elements of participation in process charts for each process (Ongoing – ORGO, KPAR)

**A1.2** Define participatory persons for Brno (community ambassadors), their powers (who, where and how they can participate), establish transparent ways of entering a particular participatory persona and the ways in which the persona can be (non) managed and the timetable for participation (By 2022 – KPAR)

**A1.3** Assign administrators (secretaries) from the office to each persona (By 2022 – KPAR)

**A1.4** Develop and implement a communication plan and tools for each persona (By 2022 – KPAR)

## Priority

**A2 Participate in the city's area and strategic development**

Responsibility: KPAR, OÚPR, KAM, ZMB

## Measure

**A2.1** Put together a participatory workflow for area development (By 2022 – KPAR)

**A2.2** Put together a participatory workflow for the public spaces sector (By 2022 – KPAR)

**A2.3** Put together a participatory workflow for the prioritizing strategic projects sector (By 2022 – KPAR, ZMB)

**Priority A3 Boost the importance of participatory budgeting in MMB processes**

Responsibility: KPAR, ZMB

- Measure A3.1** Carry out the winning projects emphasizing the role of supervising the proposers (Ongoing – KPAR)
- A3.2** Continuously boost the earmarked funds for the Participatory Budget (PaRo) (By 2022 – KPAR, ZMB)
- A3.3** Gradually raise public awareness of the possibility of using one's own invention as part of the city's development through PaRo (2023–2026 – KPAR)
- A3.4** Gradually break down ideas put in PaRo by financial and time complexity. (By 2022 – KPAR)
- A3.5** Create the database and reuse previous projects (By 2022 – KPAR)

**Priority A4 Work together at the national, European and international levels with other cities, municipalities, region's organizations and countries to develop and promote the participatory activity**

Responsibility: KPAR, SMB

- Measure A4.1** Share good practice examples, data, tools, and lessons learned through online tools, as well as through face-to-face meetings with other stakeholders interested in the participatory activity (Ongoing – KPAR, SMB)
- A4.2** Organize conferences, exchange programmes and work placements between cities and other entities for employees and citizens working to develop the participatory activity. (Ongoing – KPAR, SMB)
- A4.3** Establish a permanent infrastructure for comparing and identifying the most beneficial approaches to the participatory activity in the citizens' lives. (Ongoing – KPAR, SMB)

**Sub-goal B Use all available forms of communication and technologies for equal involvement of all population groups in communication with the public administration****Priority B1 Create and operate a single information web portal for participatory activity which presents clear, structured, and comprehensible areas of possible external involvement in public administration (according to participatory persons)**

Responsibility: KPAR, OMI, ORGO, units

- Measure B1.1** Create a design for the web-based participatory workflow based on the UX approach (focusing on user experience) (2023–2026 – KPAR, units, OMI)
- B1.2** Design and set up a web portal for participatory activity based on the developed workflow, including plotting the defined participatory personas (2023–2026 – OMI)
- B1.3** Establish direct links to catalogued MMB processes (2023–2026 – KPAR, ORGO)

**Priority B2 Provide offline forms of participatory activity**

Responsibility: KPAR, MČ, ORGO, KISK, FF MU, NGOs

- Measure B2.1** Provide offline forms of participatory activity, consider the option of using branches of Jiří Mahen Library as offline participatory activity centres (Ongoing – MČ, KPAR, ORGO, KISK, FF MU, NGOs)

## Priority

**B3 Remove barriers to enable disadvantaged groups (elderly, ethnic minorities, foreigners, etc.) to be involved in participatory activity<sup>92</sup>**

Responsibility: KPAR

## Measure

**B3.1** Identify socially disadvantaged groups from the perspective of participatory activity, name barriers to participatory activity for each group and propose appropriate solutions to remove the barriers (Ongoing – KPAR)

**B3.2** Propose appropriate, group-specific communication channels for efficient communication (Ongoing – KPAR)

**B3.3** Monitor the involvement of different population groups (by age, gender, education, etc.) in participatory processes and focus on making the representation proportional (Ongoing – KPAR)

<sup>92</sup> Link – Cohesive and Respectful City, Effectively functioning electronic governance

# CONCLUSION

**BRNO 2050 Strategy – Programme part** presents a comprehensive overview of the priorities and measures up to 2030, thus creating a medium-term level of the city’s comprehensive strategic planning. It is the middle part of what is termed a “modular system” of the BRNO 2050 Strategy and seeks to present a result which makes clear *“what steps the city as a whole is going to take in the next 10 years”*.

This Programme part was preceded by the development of the **Strategic part**, or the vision. The vision, which was approved by the Brno City Assembly in December 2017 and updated subsequently in autumn 2020, is a long-term part of the policy paper, sets the basic lines for the city’s development up to 2050, and indicates goals in terms of *“where we go”*.

The Programme part of the Strategy will be followed by the last part, the Action Plan, that includes an overview of specific activities and projects for the coming years and a methodology describing how individual projects and activities will be carried out, defining specific entities responsible for the individual projects and activities and ensuring that these projects and activities are reflected in the city’s annual budget while outlining, where appropriate, in what form projects of other entities that are consistent with the Strategy will be involved or supported by the City of Brno. The Action Plan will no longer be a strategy paper in the true sense; instead, it will be an operational part of a strategy paper that defines *“what specific steps we intend to take in the coming years and how”*.

# ATTACHMENTS

# ATTACHMENT 1: ACRONYMS USED

ABRAST	Association of Brno Architects and Builders (Asociace brněnských architektů a stavitelů)
ANNOJMK	Association of Non-governmental Organisations of South Moravian Region (Asociace nestátních neziskových organizací Jihomoravského kraje)
AOPK ČR	Nature Conservation Agency of the Czech Republic (Agentura ochrany přírody a krajiny ČR)
ASO	Association of Social Responsibility (Asociace společenské odpovědnosti)
ASZ	Agency for Social Inclusion (Agentura pro sociální začleňování)
BCSN	Brno Centre for Talents in Sports (Brněnské centrum sportovních nadějí)
BEC	Brno Expat Centre
BKOM	Brno Road Directorate ((Brněnské komunikace a.s.)
BMO	Brno Metropolitan Area (Brněnská metropolitní oblast)
BO	Housing Department, Brno City Municipality (Bytový odbor Magistrátu města Brna)
BVK, a.s.	Brno Water Supply and Sewerage Company (Brněnské vodovody a kanalizace, a.s.)
BVV	BVV Trade Fairs Brno (Brněnské veletrhy a výstavy)
CDV	Transport Research Centre (Centrum dopravního výzkumu)
ČHMÚ	Czech Hydrometeorological Institute (Český hydrometeorologický ústav)
ČUS	Czech Union of Sport (Česká unie sportu)
ČSOP	Czech Union for Nature Conservation (Český svaz ochránců přírody)
DPMB	Brno Public Transport Authority (Dopravní podnik města Brna, a.s.)
EEN	Enterprise Europe Network
FBV	Housing Development Fund (Fond bytové výstavby)
FDV	Continuing Education Fund (Fond dalšího vzdělávání)
FF MU	Faculty of Arts of Masaryk University (Filozofická fakulta Masarykovy university)
FNUSA-ICRC	International Clinical Research Center of St. Anne's University Hospital Brno (Mezinárodní centrum klinického výzkumu Fakultní nemocnice u sv. Anny v Brně)
FSpS MU	Faculty of Sports Studies of Masaryk University (Fakulta sportovních studií Masarykovy university)
FSS MU	Faculty of Social Studies of Masaryk University (Fakulta sociálních studií Masarykovy university)
HZS JMK	Fire Rescue Service of South Moravia Region (Hasičská záchranná služba Jihomoravského kraje)
IAD	Private motor vehicle transport (Individuální automobilová doprava)
IDS JMK	Integrated transport system of South Moravian Region
ITI	Integrated territorial investments (Integrované teritoriální investice)
IZS	Integrated Rescue System (Integrovaný záchranný systém)
JCMM	South Moravian Centre for International Mobility (Jihomoravské centrum pro mezinárodní mobilitu)



JIC	South Moravian Innovation Centre (Jihomoravské inovační centrum)
JMK	South Moravian Region (Jihomoravský kraj)
K+R	Kiss and Ride
KAM	Brno City Chief Architect's Office (Kancelář architekta města Brna)
KHK JM	Chamber of Commerce Office for South Moravian Region (Krajská hospodářská komora)
KHS JmK	Regional Public Health Authority of the South Moravian Region (Krajská hygienická stanice Jihomoravského kraje)
KISK	Department of Information and Library Studies (Kabinet informačních studií a knihovnictví)
KJM	Jiří Mahen Library (Knihovna Jiřího Mahena)
KKO	Cultural and Creative Industries (Kulturní a kreativní odvětví)
KMCR	Marketing and Tourism Department, Brno City Municipality (Kancelář marketingu a cestovního ruchu Magistrátu města Brna)
KORDIS	Coordinator of the Integrated Transport System of South Moravian Region (Koordinátor integrovaného dopravního systému Jihomoravského kraje)
KPAR	Office of Participation, Brno City Municipality (Kancelář participace Magistrátu města Brna)
KPSS	Community social service planning (Komunitní plánování sociálních služeb)
KPSVL	Coordinated approach to socially excluded sites (Koordinovaný přístup k sociálně vyloučeným lokalitám)
LESY MB	Brno City Forest Enterprise (Lesy města Brna)
LF MU	Faculty of Medicine of Masaryk University (Lékařská fakulta Masarykovy univerzity)
MČ	City district / City districts (Městská část / městské části)
MENDELU	Mendel University in Brno (Mendelova univerzita v Brně)
MHD	City public transport (Městská hromadná doprava)
MMB	Brno City Municipality (Magistrát města Brna)
MO	Property Department, Brno City Municipality (Majetkový odbor Magistrátu města Brna)
MPO	Ministry of Industry and Trade (Ministerstvo průmyslu a obchodu)
SMEs/ MSP	Small & medium-sized enterprises (Malé a střední podniky)
MŠMT	Ministry of Education, Youth and Sports (Ministerstvo školství mládeže a tělovýchovy)
MŽP	Ministry of the Environment (Ministerstvo životního prostředí)
NGOs	Non-governmental organisations (Nestátní neziskové organizace, NNO)
NSA	Czech National Sports Agency (Národní sportovní agentura)
OD	Transportation Department, Brno City Municipality (Odbor dopravy Magistrátu města Brna)
ODAE	Data, Analyses and Evaluation Division, Brno City Municipality (Oddělení dat, analýz a evaluací Magistrátu města Brna)
OI	Investment Department, Brno City Municipality (Odbor investiční Magistrátu města Brna)
OIEF	European Funds Implementation Department, Brno City Municipality (Oddělení implementace evropských fondů Magistrátu města Brna)
OITI	ITI Management and Metropolitan Cooperation Division, Brno City Municipality (Oddělení řízení ITI a metropolitní spolupráce Magistrátu města Brna)
OK	Culture Department, Brno City Municipality (Odbor kultury Magistrátu města Brna)

OKO	Internal Audit and Inspection Department, Brno City Municipality (Odbor interního auditu a kontroly Magistrátu města Brna)
OMI	Municipal IT Department, Brno City Municipality (Odbor městské informatiky Magistrátu města Brna)
OOBR	Defence Department, Brno City Municipality (Odbor obrany Magistrátu města Brna)
OPP	Monument's Care Department, Brno City Municipality (Odbor památkové péče Magistrátu města Brna)
ORF	Budget and Finance Department, Brno City Municipality (Odbor rozpočtu a financování Magistrátu města Brna)
ORGO	Organizational Department, Brno City Municipality (Organizační odbor Magistrátu města Brna)
OS	Sports Department, Brno City Municipality (Odbor sportu Magistrátu města Brna)
OSM	Property Management Department, Brno City Municipality (Odbor správy majetku Magistrátu města Brna)
OSP	Social Welfare Department, Brno City Municipality (Odbor sociální péče Magistrátu města Brna)
OSRS	Strategic Development and Cooperation Department, Brno City Municipality (Odbor strategického rozvoje a spolupráce Magistrátu města Brna)
OSV JMK	Social Welfare Department of South Moravian Region (Odbor sociálních věcí Jihomoravského kraje)
OŠ JMK	Education Department of South Moravian Region (Odbor školství Jihomoravského kraje)
OŠML	Education and Youth Department, Brno City Municipality (Odbor školství a mládeže Magistrátu města Brna)
OÚPR	Planning and Development Department, Brno City Municipality (Oddělení územního plánování a rozvoje Magistrátu města Brna)
OÚPSŘ JMK	Zone Planning and Building Regulations Department of South Moravian Region (Odbor územního plánování a stavebního řádu Jihomoravského kraje)
OVLHZ	Water and Forest Management and Agriculture Department, Brno City Municipality (Odbor vodního, lesního hospodářství a zemědělství Magistrátu města Brna)
OZ	Health Department, Brno City Municipality (Odbor zdraví Magistrátu města Brna)
OZ JMK	Health Department of South Moravian Region (Odbor zdravotnictví Jihomoravského kraje)
OZV	Foreign Relations Department, Brno City Municipality (Odbor zahraničních vztahů Magistrátu města Brna)
OŽP	Environmental Department, Brno City Municipality (Odbor životního prostředí Magistrátu města Brna)
OŽP JMK	Environmental Department of South Moravian Region (Odbor životního prostředí Jihomoravského kraje)
P+R	Park and Ride
PO	Personnel Department, Brno City Municipality (Personální oddělení Magistrátu města Brna)
PPO	Flood protection and control (Protipovodňová ochrana)
PŘF MU	Faculty of Science of Masaryk University (Přírodovědecká fakulta Masarykovy univerzity)
RECETOX	Centre for Research in Toxic Substances in the Environment (Centrum pro výzkum toxických látek v prostředí)
RHK	Regional Chamber of Commerce Brno (Regionální hospodářská komora Brno)

RIS	Regional Innovation Strategy (Regionální inovační strategie)
RRAJM	Regional Development Agency of South Moravia (Regionální rozvojová agentura jižní Moravy)
ŘSD	Road and Motorway Directorate (Ředitelství silnic a dálnic)
SAKO	Waste management company (SAKO Brno, a.s.)
SMB	City of Brno, political leadership (Statutární město Brno, politická reprezentace města)
SZIF	State Agricultural Intervention Fund (Státní zemědělský intervenční fond)
SŽ	Czech Railway Authority (Správa železnic, státní organizace)
ŠLP Křtiny	University Forestry Enterprise Masarykův Les Křtiny (Školní lesní podnik Masarykův les Křtiny)
TB	Brno Thermal Energy Services (Teplárny Brno, a.s.)
TIC	Brno Tourist Information Centre (TIC BRNO, příspěvková organizace)
TIS	Press Centre, Brno City Municipality (Tiskové středisko Magistrátu města Brna)
TSB	Technical Networks Brno (Technické sítě Brno, a.s.)
ÚP	Labour Office (Úřad práce)
ÚPmB	Brno City Zoning Plan (Územní plán města Brna)
ÚZIS	Institute of Health Information and Statistics of the Czech Republic (Ústav zdravotnických informací a statistiky ČR)
VHD	Public transport (Veřejná hromadná doprava)
VMO	Greater city ring road (Velký městský okruh)
VVI	Research, development, and innovation (Věda, výzkum inovace)
VZMB	Public Greenery of the City of Brno (Veřejná zeleň města Brna)
ZMB	Brno City Assembly (Zastupitelstvo města Brna)
ZUŠ	Primary Art School (Základní umělecká škola)
ŽUB	Brno Railway Junction (Železniční uzel Brno)