

Plan 2030



#brno2050

LAST UPDATED MARCH 2021

This document was produced as part of the project 'Strategic documents of the City of Brno with an emphasis on quality of life' (CZ.03.4.74/0.0/0.0/16_033/0002913), funded by the Employment Operational Programme.



Evropská unie
Evropský sociální fond
Operační program Zaměstnanost

PRIORITIES AND MEASURES FOR THE NEXT 10 YEARS

In December 2017, the Brno City Council approved the first part of the strategy, entitled “Brno 2050 Strategy – Strategic Section”, which sets out a long-term vision for the city’s development up to 2050. This vision outlined the first comprehensive directions and objectives for the future development of the city of Brno.

Following the approval of the long-term vision, the development of the #brno2050 strategy has moved into the next phase. The strategic values defined for Brno up to 2050 have served as a springboard for the preparation of the programme section – more specific plans for the medium term across five thematic areas: ENVIRONMENT, PROSPERITY, SERVICES, RESOURCES and GOVERNANCE – amongst which the defined strategic values, which form the vision for the city’s long-term development, were distributed.

In September 2020, the Brno City Council approved an update to the long-term strategic document called Vision 2050, which was followed by an update to the programme section of the strategy – the priorities and measures for the next 10 years.

PROCESS OF WRITING UP THE PROGRAMME SECTION OF THE STRATEGY

The proposal for priorities and measures, prepared by the coordinators of the individual values and members of their teams in the fall of 2017, was further developed and reviewed within the framework of thematic working groups. The thematic working groups were formed across the various parts of the urban ecosystem so as to involve all types of stakeholders relevant to the topic in question.

OVERVIEW OF MEETINGS WITH EXPERTS

November–December 2017:

Initial separate meetings of the individual thematic working groups, gathering input for the development of the first draft of priorities and measures.

January–February 2018:

A working draft of the programme section was sent to representatives of the city districts for review and comment; individual meetings were held with selected mayors of the city districts and, during the spring months, with their residents.

March 2018:

A joint working meeting of the guarantors of all the strategy’s values across the thematic working groups, identifying interconnections and links between the values, and estimating the organisational and financial requirements for implementing individual priorities.

April 2018:

Second meeting of the thematic working groups as part of the annual meeting of the city ecosystem. Initial proposal of organisations and institutions that should be involved in implementing the priorities and measures; initial collection of ideas for specific projects and activities.

June 2018:

Third meeting of the thematic working groups with representatives of the organisations jointly responsible for implementing the individual priorities and measures. Discussion regarding the division of responsibilities and the timetable for implementing the individual priorities and measures, as well as gathering suggestions for specific projects and activities. In early June 2018, the draft programme section of the strategy was published for consultation with both experts and the general public; all members of the city's ecosystem and representatives of the departments of Brno City Council, municipal companies and subsidised organisations were contacted directly. By mid-July 2018, over 100 comments had been collected, which were addressed by the guarantors of the individual values during July and August. The responses to the comments were then published on the strategy's website at www.bрно2050.cz.

September 2018:

The Brno City Council took note of the programme section of the #brno2050 strategy as presented.

January 2019 – August 2020:

Meetings took place between representatives of the coalition parties' political groups and the expert guarantors of the Vision 2050 values, and the strategic section of the #brno2050 strategy was updated.

September 2020:

The updated version of Vision 2050 was approved by the Brno City Council.

November 2020:

The first meeting of the Strategy Steering Committee took place, attended by the Mayor of Brno, the Deputy Mayors and the Head of the Department of Strategic Development and Cooperation. The Management Committee approved the proposed procedure for updating the programme section of the strategy.

November 2020 – February 2021:

The programme section of the strategy was updated with the involvement of the bodies responsible for implementing the individual priorities and measures of the 2030 Plan.

February 2021:

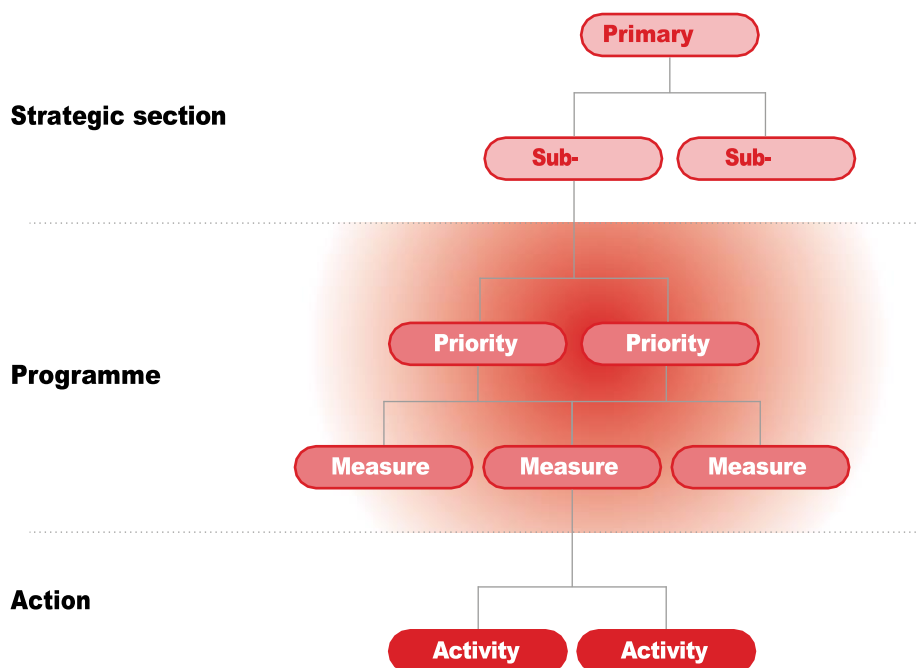
The first meeting of the Executive Committee took place, comprising the heads of Brno City Council departments and the city's subsidised organisations responsible for coordinating the implementation of the priorities and measures of the 2030 Plan.

March 2021:

The updated version of the strategy's programme section - the 2030 Plan - was submitted for discussion to the Steering Committee and subsequently to the city's governing bodies (the Brno City Council and the Brno City Assembly).

HOW TO READ THIS DOCUMENT

The programme section of the strategy builds on the long-term strategic values set out in Vision 2050 and elaborates on them in the form of specific priorities and measures for the next 10 years, including proposals for the bodies and institutions responsible for implementing them and a framework timetable (whether these are priorities and measures to be implemented on an ongoing basis or whether they fall within one of the sub-periods – by 2030 / 2023-2030 / 2027-2030).



GOAL

A goal sets out what we aim to achieve by 2050. The primary and sub-objectives, including indicators for measuring their achievement, were defined as part of the long-term Vision 2050 – the first part of the strategy, which was approved by the Brno City Council in December 2017, with an update following in September 2020.

PRIORITY

This specifies the long-term objective for the medium term. It sets out what needs to be focused on in the period up to 2030 within the framework of the long-term objectives for individual values – i.e. what the priority is for the next 10 years.

MEASURES

These set out what specifically needs to be addressed within the framework of a given priority – i.e. the specific measures that need to be proposed and implemented over the next 10 years.

For a number of priorities and measures, the document also specifies the bodies that will be involved in their implementation (responsibility) and an indicative timeframe for implementation (whether the measure will be implemented on an ongoing basis throughout the programme's duration or within one of the shorter timeframes).

ACTIVITY

This sets out which projects and activities will take place under the action plan. The action plan will be drawn

OVERVIEW OF THEMATIC AREAS AND STRATEGIC VALUES

QUALITY OF LIFE				
ENVIRON- MENT	PROSPERITY	SERVICES	RESOURCES	GOVERNAN- CE
A compact and balanced city	A thriving city	Healthy people in a healthy city	A city that manages water	A shared vision and the city's reputation
The architectural face of the city	A Central European centre for science, research and innovation	A cohesive and respectful city	An energy-efficient, independent and resilient city	A thriving Brno metropolitan area
Nature in the city	An educated university city	A cultural city	A clean and circular city	Efficient e-government and open data
A city with affordable housing	International city	A city of sport		Public participation in city governance
A city with efficient and sustainable mobility	A globally accessible city	A safe city		
A healthy environment				

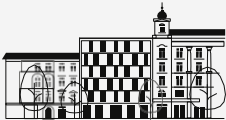
CONTENTS OF THE DOCUMENT

ENVIRONMENT	8
A compact and balanced city	9
The architectural character of the city	12
Nature in the city	15
A City with Affordable Housing	19
A city with efficient and sustainable mobility	23
A healthy environment	27
PROSPERITY	30
A thriving city	31
A university town with a high level of education	34
A Central European centre for science, research and innovation	38
An international city	41
A globally accessible city	45
SERVICES	47
Healthy people in a healthy city	48
A Cohesive and Respectful City	52
A cultural city	57
A sporting city	62
A safe city	66
RESOURCES	69
A City That Manages Water Efficiently	70
An energy-efficient, independent and resilient city	73
A Clean and Circular City	78
ADMINISTRATION	81
A shared vision and the city's reputation	82
A well-functioning Brno metropolitan area	85
Efficient digital administration and open data	87
Public participation in city governance	91
APPENDICES	95
Appendix 1: List of abbreviations	96

ENVIRONMENT

The 'Environment' thematic area encompasses a high-quality physical environment in which residents can live. Whether this refers to the natural environment - relating to urban green spaces and a healthy living environment - or the man-made environment - in terms of the city's urban development and its architectural form. A fundamental prerequisite for a pleasant life in the city is safe and affordable housing. All of this is then linked by the provision of easy and sustainable transport.

VALUES



A compact and balanced city



The city's architectural character



Nature in the City



A city with affordable housing



A city with efficient and sustainable mobility



A healthy environment

A compact and balanced city



Primary objective To make effective use of the city's land by supporting continuous development and the development of a balanced network of local centres¹

Sub-objective **A Create a city of short distances**

Priority **A1 Make effective use of existing unused, inappropriately or under-utilised land**

Responsibility: KAM, OSRS, OÚPR

- Measures**
- A1.1** Develop a typology and assessment system for brownfield sites and unused land within the city (ongoing - KAM, OSRS)
 - A1.2** Focus as a priority on brownfield sites or plots with high market value and brownfield sites with significant environmental contamination (ongoing - KAM, OSRS)
 - A1.3** Establish a system for engagement and cooperation with the private sector (joint solutions, including the establishment of mechanisms for addressing sites with varying degrees of complexity in property rights) (by 2030 - OSRS, RSMB)
 - A1.4** Make revitalised areas accessible, including their functional and transport links to the surrounding urban fabric (2023-2030 - OÚPR, KAM)
 - A1.5** Support comprehensive solutions for large, interconnected brownfield areas (e.g. the Posvitavská industrial zone) (ongoing - KAM, OSRS, RSMB)
 - A1.6** Support the temporary use of brownfield sites and unused land where this does not jeopardise the future conceptual regeneration of brownfield sites (ongoing - OSRS)

¹ Link - Energy-efficient city, Healthy environment - adaptation, mitigation, Nature in the city

Priority**A2 Ensure a functional balance between individual neighbourhoods ²**

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

Measures

A2.1 Identify and assess existing and potential local centres within the city and the metropolitan area, including a description of their character and facilities, and determine the size of their catchment areas³
(by 2030 - KAM, OSRS)

A2.2 Respect local centres and their catchment areas in the city's spatial development, particularly when planning transport strategies and land-use planning (when siting and planning the scale of housing development or public spaces)
(2023-2030 - KAM, DPMB, OÚPR, KORDIS JMK, OD)

A2.3 Incorporate information on local centres and their catchment areas into spatial analysis documents
(2023-2030 - KAM, OÚPR, OÚPSŘ JMK)

A2.4 In local centres, create planning conditions primarily to facilitate the mixed-use of buildings and sites, paying particular attention to the provision of space for public amenities
(ongoing - KAM, OÚPR)

A2.5 Prevent the emergence of large-scale single-use developments lacking basic amenities through all levels of spatial planning⁴
(ongoing - KAM, OÚPR)

Sub-objective**B Expand the city's options for increasing the density of development within the city's****Priority****B1 Utilise all available reserves within the city's built-up area for development⁵**

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

Measures

B1.1 Analyse and gradually remove the obstacles preventing the use of existing areas for development as designated by the current spatial plan
(by 2030 - OSRS, OSP)

B1.2 Identify further types of areas with varying potential for increased development density, whilst seeking to prevent the NIMBY effect
(ongoing - KAM, OÚPR, MČ)

B1.3 Adhere to the long-term strategy for the management of land owned by the city⁶ (ongoing - MO)

B1.4 Adhere to clear and fair rules for infrastructure development (transport, technical and green infrastructure in public spaces), including in terms of cooperation between individual stakeholders
(ongoing - OI, MO, OŽP)

Priority**B2 Prepare sites for development ⁷**

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

Measures

B2.1 Prepare larger development sites for construction through land acquisition and consolidation (2023-2030 - MO, OI)

B2.2 Ensure the preparation of urban planning studies based on open urban planning competitions (ongoing - KAM, Municipal Districts, OÚPR)

B2.3 Ensure the necessary infrastructure is in place within areas designated for new development, in collaboration between the city and other stakeholders
(2023-2030 - OI, OÚPR, OD)

² Link - Shared vision, Functioning BMO - C1 Balance between the city and the metropolitan area - a question of scale, necessary coordination; Safe City A - balanced, vibrant neighbourhoods are safer (e.g. night-time safety in vibrant neighbourhoods)

³ Link - A data-driven city, A2.2 (as well as other measures) - datasets as a basis for analytical and conceptual work (typology of local centres, brownfield analyses, etc.)

⁴ Link - Central European Centre for Science, Research and Innovation - D - prevent, from the perspective of the city's morphostructure

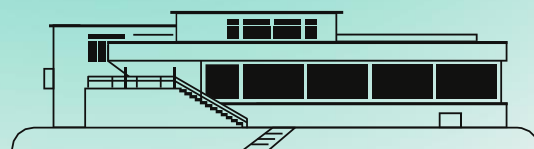
⁵ Link - A city with affordable housing B2, B3 - number of flats, site preparation

⁶ Link - Shared vision

⁷ Link - A city with sustainable mobility - first ensure transport infrastructure is in place, then build housing, etc.

Sub-objective**C Ensure effective spatial planning and conceptual****Priority****C1 Ensure compliance with the local plan****Measures****C1.1** Systematically develop the city's development areas (ongoing - KAM, OSRS, municipal districts)**C1.2** Speed up processes relating to land-use changes (the preparation of regulatory plans, land-use studies and amendments to the local plan) and the development of new sites (ongoing - OÚPR)**C1.3** When drafting the new Building Act, ensure that the specific conditions of larger towns are taken into account (e.g. through a two-tier spatial plan and local building regulations) (2023-2030 - SMB)**C1.4** Make use of spatial studies in specific areas with a higher degree of complexity in spatial development (ongoing - OÚPR)**Priority****C2 Ensure the conceptual development of the Southern District (the so-called Southern Centre)****Measures****C2.1** Respect the decision on the redevelopment of ŽUB (including the location of the main station) (by 2030 - SMB)**C2.2** Secure funding for the construction of urban infrastructure and its phased implementation (2023-2030 - OI, OD)**C2.3** Coordinate the project plans of investors and developers in the South District with the city's plans (ongoing - OI, KAM, BKOM)**C2.4** Prepare urban planning studies and ensure any necessary amendments to the local plan where required (by 2030 - KAM, OÚPR)**C2.5** Prepare a comprehensive strategy for the remediation of environmental contamination, including proposals for technical and financial solutions (2023-2030 - OI, OŽP, SŽ)**C2.6** Carry out a city-wide information campaign on the preparation for the construction of a new neighbourhood (by 2030 - KMCR, OSRS, BKOM)⁸ Connectivity - A Cohesive and Respectful City - D4: public participation, participatory governance - participation in spatial planning, public spaces.

The architectural character of the city



Primary objective To promote sophisticated development and modern architecture in line with global trends

Sub-objective **A** To create attractive, high-quality and inspiring public spaces as an integral part of both established and developing areas of the city⁹

Priority **A1** Create an integrated system of public spaces within the city and its boroughs

Responsibility: ODAE, OMI, KAM, OÚPR, OI, MČ, OD, OŽP, OSRS

Measures

A1.1 Create and regularly update a geodatabase of public spaces (definition, registration and updating of public spaces)
(by 2030 - ODAE, OMI, KAM)

A1.2 Prepare a proposal and gradually establish a network of public spaces (ensure the interconnection and accessibility of public spaces within the area)
(ongoing - KAM, OÚPR, OI, MČ, OD)

A1.3 Ensure compliance with the manuals on the development of public spaces within characteristic urban structures
(by 2030 - KAM, OD)

A1.4 Plan new public spaces as a catalyst for the regeneration of neglected parts of the city (by 2030 - KAM, Municipal Districts)

A1.5 Ensure the revitalisation and utilisation of inner courtyards (ongoing - OŽP)

A1.6 To regenerate and gradually develop 'mini-brownfields' (small, neglected residual plots within a continuous built-up area)
(ongoing - OSRS, OI, municipal districts)

⁹ Link - Cultural City A1.5, A2.2; Sporting City A1, A2; Safe City E No-go zones; Functioning BMO C; Participatory Governance B3; City with Affordable Housing B; Nature in the City A-D2; Healthy Environment A1-B2.5)

Priority A2 Ensure high-quality development of public spaces

- Measures**
- A2.1** To utilise architectural and urban planning studies and competitions for existing and new public spaces of various sizes and significance, with an emphasis on the quality of designs and implementation
(ongoing - OI, municipal districts, OD)
- A2.2** Provide methodological guidance and support to municipal districts in the preparation of architectural competitions (e.g. under the auspices of KAM) (ongoing - KAM)
- A2.3** To involve residents in the process of preparing new public spaces or revitalising existing ones
(ongoing - ODAE, KAM, municipal districts)
- A2.4** Examine the possibility of introducing a standardised 'catalogue' of street furniture for a 10-year period and ensure its procurement
(by 2030 - KAM, municipal districts, OI)
- A2.5** Consistently apply the principles of green-blue infrastructure when refurbishing or creating new public spaces and parks
(ongoing - OI, MČ)

Sub-objective B To promote modern architecture in line with global trends

Priority B1 Ensure high-quality architectural projects ¹¹

Responsibility: KAM, OI, municipal districts, municipal companies and subsidised

- Measures**
- B1.1** Support from the city for the conceptual development of terms of reference for architectural and urban planning competitions
(ongoing - KAM)
- B1.2** Organise architectural and urban planning competitions, with an emphasis on design quality, for relevant construction projects undertaken by the city and its companies
(ongoing - OI, municipal districts, city-owned companies and subsidised organisations)
- B1.3** To provide methodological guidance and support to the city districts in the preparation of architectural competitions (e.g. under the auspices of KAM) (ongoing - KAM)
- B1.4** Raise awareness of and promote high-quality architectural projects by the city and private investors
(ongoing - KAM, Urban Centre)

Priority B2 Ensure the protection of the values and character of the area

- Measures**
- B2.1** Assess the need to issue a new regulatory plan for the urban conservation area
(by 2030 - KAM, OÚPR, OPP, MČ)

¹⁰ Link - Nature in the city - should be included in the public spaces handbook

¹¹ Link - A Healthy Environment B2: Adaptation measures in practice, Energy-efficient city - energy standards and the energy performance of buildings

Sub-objective**C To create a city free from visual****Priority****C1 Raise awareness of the issue of visual pollution**

Responsibility: KAM, OSRS, Brno-Centre Municipal District, Trade and Tourism

Measures**C1.1** Ensure the publication and promotion of the Good Practice Manual (Brno – Centre) (by 2030 - Brno – Centre Municipal District, OSRS, KAM)**C1.2** Carry out awareness-raising across Brno's administrative bodies (by 2030 - OSRS, KAM)**C1.3** Support a refined and vibrant appearance of the city centre in collaboration with private entities (ongoing – OSRS, Municipal District, Trade and Tourism Association)**C1.4** Raise awareness of the issue of visual pollution amongst the general public (presentations of examples of good practice and illustrative demonstrations) (ongoing - OSRS, KAM)**Priority****C2 Actively regulate visual pollution**

Responsibility: OSM, OSRS, KAM, MO, OSRS, Secretary, Municipal

Measures**C2.1** Identify legislative options for reducing advertising space in the city (by 2030 - OSM, Municipal District, OSRS, KAM)**C2.2** Develop tools to remove unauthorised advertising spaces based on defined restrictions (by 2030 - OSM, OSRS, KAM, Municipal District)**C2.3** Secure contractual agreements with tenants and operators of commercial activities regarding the quality of premises' design (particularly for the urban conservation area) (2023-2030 - MO, OSM, MČ)**C2.4** Develop incentive schemes to support high-quality projects by private entities (by 2030 - OSRS, Municipal Districts)**C2.5** Examine the legal options for regulating collection boxes (by 2030 - KAM)**C2.6** Actively tackle visual clutter inside individual council buildings (by 2030 - Secretary, OSRS)

Nature in the city



Primary objective To create and protect an interconnected system of green and blue infrastructure within the city

Sub-objective **A Revitalise and stabilise existing green spaces and link them to the open countryside**

Priority **A1 Connect green spaces and parks along natural corridors used for recreation and walking or cycling (watercourses, cycle paths)¹²**

Responsibility: OŽP, OVLHZ, OI, OÚPR, OD, MČ, VZMB, NGOs, KAM, Lesy MB, SMB

- Measures**
- A1.1** Catalogue green spaces according to type and functional use (2027-2030 - KAM, OŽP, MČ, VZMB, OÚPR)
 - A1.2** Develop a methodology to support the development of green spaces and water bodies based on the quantification of ecosystem services, taking into account the structure of natural areas, the approach to their implementation (e.g. managed areas/wilderness) and their significance for climate change adaptation (2023-2030 - Environment)
 - A1.3** Support and create conditions for the revitalisation of watercourses, with an emphasis on the renaturalisation of banks and riverbeds (ongoing - OVLHZ, municipal districts, NGOs, OD, OŽP, KAM)
 - A1.4** Ensure consistency between the delineation of the Ecological Network (ÚSES) as set out in the Brno Master Plan (ÚPmB) and the prepared ÚSES plans, and implement these plans across the entire territory of the City of Brno (ongoing - KAM, OÚPR, OŽP)
 - A1.5** Connect urban green spaces to landscape systems (by 2030 - VZMB, Lesy MB, municipal districts, OD, KAM, OÚPR)
 - A1.6** Ensure compliance with regulations in line with their objectives (risk of systematic circumvention of the ÚPMB regulations) (by 2030 – OÚPR, Municipal Districts, KAM)
 - A1.7** Gradually standardise the management and maintenance of green spaces and provide methodological guidance to municipal districts on how to care for urban green spaces (ongoing - Municipal Districts, VZMB, OŽP, Lesy MB)
 - A1.8** Promote greater openness and improve access to existing, closed allotment gardens (ongoing – SMB, municipal districts, KAM)
 - A1.9** Ensure the coordination of planning and investment programmes (ongoing – OI, OÚPR, OD, MO, municipal companies, public organisations)

¹² Link - Efficient water management

¹³ It would be appropriate to define the built-up area of the city of Brno more precisely, to have high-quality, up-to-date data, and to ensure an amendment to the Ecological Stability System (ÚSES) even without a link to the spatial plan, e.g. in the form of a master plan

Priority**A2 Increase the amount of greenery in street spaces**

Responsibility: VZMB, OŽP, KAM, OI, BO, OD MČ, organisational units of MMB, municipal companies,

Measures

A2.1 Support the revitalisation and planting of trees and linear greenery in street spaces (ongoing - VZMB, OD, OI, OŽP, KAM)

A2.2 Implement the Standard for Street Tree Lines and ensure compliance with the requirements of Brno's building regulations
(by 2030 - organisational units of the Brno City Council, municipal companies, public bodies)

A2.3 Use mobile greenery where no other option is available (hanging planters, vertical greenery on structures, moss walls, etc.)
(ongoing - VZMB, municipal districts, KAM)

A2.4 Promote the diversification of grasslands with the aim of ensuring economic sustainability and rational use
(ongoing - VZMB, municipal districts)

A2.5 Use greenery for water retention
(ongoing - OI, BO, OD)

Sub-objective**B To increase the planting and creation of new green spaces (including green roofs and****Priority****B1 Ensure greater use of green spaces and water features in both public and private projects**

Responsibility: Department of the Environment, Department of Infrastructure, Ministry of Defence, NGOs, Office for Urban Planning and Development, City Districts, Department of Architecture and

Measures

B1.1 To map the potential for expanding and improving green spaces and water features in the city and for creating new ones ¹⁵
(by 2030 - ODAE, OMI online inventory)

B1.2 Identify key areas for new green space projects and carry out the necessary land acquisitions (by 2030 - OÚPR / KAM, MO, MČ)

B1.3 Install green roofs on municipal buildings where possible and appropriate
(ongoing - OI, BO, municipal districts, OŽP, subsidised organisations and municipal companies)

B1.4 Raise awareness of the wider use of green spaces and water features, including in private projects (examples of good practice, promotion of completed projects)
(by 2030 - OSRS, OŽP, NGOs)

B1.5 Involve citizens in the care of green spaces (provide methodological guidance)
(ongoing - OŽP, NGOs, municipal districts)

Priority**B2 Ensure the rationalisation of green space maintenance**

Responsibility: Environment, Municipal Districts

Measures

B2.1 Ensure the creation of maintenance plans and their implementation by the relevant authorities
(ongoing - Department of the Environment, Municipal Districts)

¹⁴ It would be appropriate to consider transferring responsibilities to the municipal districts.

¹⁵ A proposal to create a methodological system for managing green spaces, linked to a GIS and a register, summarising what to plant, how, and who will be responsible for maintenance. This register should be accessible to the public and other stakeholders (e.g. via a GIS mapping platform); it should contain key information - such as the owner, maintenance arrangements, area size, suitable plants for planting, or, for example, areas available for urban farming - and could also include a link to co-funding opportunities, etc.

Sub-objective**C To promote biodiversity in the city****Priority****C1 Ensure a higher proportion of diverse, biologically richer areas (mature greenery, wetlands, etc.)****Measures****C1.1** Utilise the full range of vegetation elements (ongoing - OŽP, OVLHZ, VZMB)**C1.2** Identify smaller sites suitable for leaving to natural development, and regularly monitor and assess their condition (ongoing - VZMB, municipal districts)**C1.3** Assess the occurrence of and potential threats to biodiversity posed by invasive plant species (ongoing - VZMB, universities, Brno-based research institutions)**C1.4** Assess the condition of green space foliage and ensure its continuous regeneration (ongoing - OŽP, VZMB, municipal districts)**Priority****C2 Create suitable conditions for wildlife in the city**

Responsibility: VZMB, OŽP, Lesy MB, municipal districts

Measures**C2.1** Support and create conditions for the expansion and breeding of pollinating insects (e.g. on the roofs of council-owned buildings, etc.) (ongoing - VZMB, OŽP)**C2.2** Support and create conditions for insects whose development is linked to woody plants (beetle habitats, leaving trees to decay, etc.) in specifically suitable locations (ongoing - VZMB, Lesy MB)**C2.3** Support bird species through the creation and maintenance of vegetated areas (small water sources, nesting opportunities, etc.) in specifically suitable locations (ongoing - VZMB, Lesy MB)**C2.4** As part of meadow management, allow part of the vegetation to mature to flowering stage (this does not apply to park and parterre lawns) (ongoing - VZMB, municipal districts)**Sub-objective****D Ensure there are sufficient parks for****Priority****D1 Ensure that parks and green spaces are within walking distance for the majority of residents****Measures****D1.1** Strengthen the function of green spaces in accordance with the findings of the Territorial Study of the System of ' for Urban Green Spaces (ÚS SSZ) (by 2030 - KAM, OÚPR, MČ)**D1.2** Create larger park areas on suitable brownfield sites (2023-2030 - KAM, OI, MO)**D1.3** Support the creation of small park areas (pocket parks, temporary use - refill) (ongoing - OŽP, MČ, OSRS)**D1.4** Utilise inner courtyards to increase green spaces (encourage owners to make desirable improvements, or where appropriate to allow regulated public use; facilitate the consolidation of areas within inner courtyards by the city) (by 2030 - OŽP)**D1.5** Work systematically on establishing new park areas (by 2030 - Department of the Environment, KAM, OI, MO)**Priority****D2 Enhance the recreational use of significant water bodies and suburban forests**

Measures

D2.1 Provide appropriate facilities for residents' recreational activities (ongoing - Lesy MB, VZMB, OVLHZ, MČ, ŠLP Křtiny, MENDELU)

D2.2 Support the development of nature trails (ongoing - Lesy MB, ŠLP Křtiny, MENDELU)

D2.3 Enhance opportunities for sporting activities that do not damage the forest or the forest ecosystem (ongoing - Lesy MB, MČ, ŠLP Křtiny, MENDELU)

D2.4 Create a pleasant entrance area to the Brno Dam (2018-2030 - OI, KAM)

D2.5 Support the enhancement of existing and the creation of new suitable viewing points (ongoing - Lesy MB, ŠLP Křtiny, MENDELU)

Sub-objective	E Fulfilment of the city's adaptation strategy commitments
Priority	E1 To preserve established trees in the city to the greatest extent possible and ensure conditions for their continuous renewal Responsibility: organisational units of the Brno City Council, municipal companies, public bodies, OI, TSB, OD, BKOM, OÚPR, MO, KAM, OŽP
Measures	E1.1 Training on urban greenery and trees for municipal districts, companies and municipal enterprises (ongoing - OŽP, KAM) E1.2 Requirement to preserve trees with growth potential as a condition in project briefs (ongoing - organisational units of Brno City Council, municipal companies, public bodies) E1.3 Ensuring the binding nature and implementation of the municipal standard for tree-lined avenues (ongoing - KAM) E1.4 The city's strategy for utility networks - clear management and operational conditions for the construction of collectors (by 2030 - OI, TSB, OD, BKOM, OÚPR, MO, KAM, OŽP) E1.5 At the level of the Integrated Plan's preparation, it is mandatory to discuss and report on refurbishments and repairs and to ensure their mutual coordination (ongoing - organisational units of the Brno City Council, municipal companies, public bodies) E1.6 Compliance with the requirements of Brno's building regulations (ongoing - organisational units of the Brno City Council, municipal companies, public bodies)

The City with affordable housing



Primary objective To develop a varied range of housing options accessible to all residents

Sub- **A Ensure the preservation and regeneration of the existing**

Priority **A1 Make effective use of existing land that is unused, inappropriately used, or underutilized**

- Measures**
- A1.1** To renovate and modernise the existing municipal housing stock (ongoing – BO, MČ, OSM)
 - A1.2** Implement specific solutions for municipal blocks of flats in an exceptionally poor state of repair (ongoing – BO)
 - A1.3** Ensure the regeneration of housing estates, taking into account all factors that influence the quality of living, including links to public spaces (ongoing – BO)
 - A1.4** Inform and encourage all owners to make use of available grant schemes to reduce the energy consumption of buildings (ongoing – OŽP, MMR)
 - A1.5** Ensure sufficient funding is allocated under the FBV (ongoing – BO)

Priority **A2 Improve the management of the municipal housing stock, with a focus on efficient management**

- Measures**
- A2.1** Create a unified electronic register and inventory of the condition of the municipal housing stock and update it on an ongoing basis (by 2030 – BO, MČ, OSM, OMI)

¹⁶ Link - Energy-efficient city A1.6 Clean renewable energy sources, A2 Energy efficiency

- Measure **A2.2** Introduce new, innovative ways of offering vacant municipal flats and new principles in the terms of tenancy agreements with the aim of making efficient use of assets (ongoing – BO, municipal districts)
- A2.3** Prevent and reduce rent arrears for council flats and non-residential premises in residential blocks (ongoing – BO, OSM, MČ)
- A2.4** Ensure a review of the use of non-residential units in residential blocks (ongoing – RSMB, OSM, municipal districts)

Sub- B Develop all forms of housing construction to support an increase in the number of

Priority B1 Support the construction of affordable housing and establish favourable conditions for the involvement of private funding in housing development

Responsibility: BO, RSMB, KAM, OI, MO, OSRS, municipal districts, developers

- Measures **B1.1** Establish a support system for the construction of affordable housing – cooperative and rental (by 2030 – BO)
- B1.2** Develop the city's cooperation with the private sector focused on housing construction (ongoing – BO, developers, RSMB, KAM, OI, MO)
- B1.3** Support new housing development as part of the revitalisation and regeneration of existing built-up areas, with an emphasis on maintaining a pleasant living environment and high-quality public spaces (ongoing – BO, MČ, KAM, OSRS, MO, RSMB)
- B1.4** Ensure sufficient funding for the Housing Development Fund (FBV) (ongoing – BO, RSMB, municipal districts)

Priority B2 Achieve a share of at least 15 per cent of council flats in the total number of flats in Brno Responsibility: BO, RSMB, Municipal Districts

- Measures **B2.1** Build a sufficient number of council and co-operative flats each year (ongoing – BO, RSMB)
- B2.2** Support the construction of new municipal flats for selected groups of residents with specific needs (ongoing – BO, Municipal Districts)

Priority B3 Identify strategically important development sites designated for housing to facilitate residential construction.¹⁷

- Measures **B3.1** Ensure that spatial planning documentation for residential sites is prepared in a timely manner (ongoing – BO, KAM, RSMB)
- B3.2** Delineate and prepare significant development sites for construction (ongoing – BO, MO, RSMB, KAM)
- B3.3** Prepare and develop key residential development sites with backbone technical and transport infrastructure (ongoing – BO, OI, OD, RSMB, KAM)
- B3.4** Support private investors in equipping sites for new housing development with backbone technical and transport infrastructure (ongoing – BO, MO, OI, OD, RSMB, KAM)

Sub-objective C Support housing for residents with specific needs**Priority C1 Establish a social housing system**

Responsibility: OSP, BO

Measures

C1.1 Maintain and develop an effective system for tackling homelessness and make housing available to households in housing need (ongoing - OSP)

C1.2 Maintain and develop a system to prevent loss of housing within the framework of housing management and in cooperation with social services, across all municipal districts that manage the municipal housing stock entrusted to them (ongoing - OSP)

C1.3 Introduce strategic planning for social housing based on ongoing needs assessment - integration within the Housing Strategy (ongoing - BO)

Priority C2 Ensure a sufficient supply of housing for population groups with specific needs (starter flats, flats for young people, flats for the elderly, flats for people with disabilities and affordable housing for low-income groups) and social housing

Responsibility: BO, RSMB, OI, MČ

Measures

C2.1 Establish municipal social housing by setting aside part of the existing housing stock, as part of the refurbishment of existing buildings and through new construction, and integrate it into the city's natural environment (ongoing - BO)

C2.2 Ensure the construction of affordable housing for older people and establish shared accommodation units for older people (ongoing - BO, boroughs)

C2.3 Establish municipal starter flats by setting aside part of the existing housing stock, as part of the refurbishment of existing buildings and through new-build projects, and integrate them into the city's natural environment (ongoing - BO)

C2.4 Support the construction of flats for young households with a view to stabilising demographic trends (ongoing - BO, RSMB)

C2.5 Ensure a sufficient number of accessible flats (ongoing - BO)

C2.6 Support the development of further innovative forms of housing (ongoing - BO)

C2.7 Maintain active cooperation with private investors and housing cooperatives with the aim of utilising all construction opportunities for other people with specific needs, including setting construction conditions (ongoing - BO, RSMB, OI)

Sub-objective D Cooperate with residents and other stakeholders**Priority D1 Improve communication and cooperation with residents**

Responsibility: BO, OSP, KMCR, MČ, KAM, RSMB, OSRS, MP and the Housing Ombudsman, OSM, PARO

Measures

D1.1 Implement measures to increase the attractiveness of rented accommodation (ongoing - BO, MČ, RSMB)

D1.2 Strengthen the smooth and safe use of flats in apartment blocks (ongoing - BO, Municipal District, OSP, OSM, MP and the Housing Ombudsman)

D1.3 Improve public awareness of housing issues (ongoing - BO, Municipal Districts, KMCR, OSRS)

Measures **D1.4** Strengthen communication with the public and their participation in the preparation and implementation of housing projects (ongoing – BO, KAM, MČ, PARO, OSRS)

Priority **D2 Improve communication and cooperation with other organisations**

Measures **D2.1** Actively assume the city's role in negotiations on housing development with private investors, housing cooperatives and municipal districts, including taking on the role of mediator (ongoing – BO, OSRS, KAM)

D2.2 Maintain cooperation with non-profit organisations to improve the level of information available to their clients (ongoing – BO, OSP)

D2.3 Establish cooperation with municipalities within the Brno Metropolitan Area to coordinate housing development leading to the sustainable development of compact and mixed-use settlements (ongoing – OITI)

D2.4 Establish cooperation with universities to ensure adequate student accommodation (ongoing – BO, OSRS)

A city with efficient and sustainable mobility



Primary objective To increase the attractiveness and use of sustainable modes of transport (public transport, walking and cycling), thereby reducing the negative impact of transport on city life within the context of the entire Brno metropolitan area¹⁸

Sub-objective **A** Improve the quality of the urban environment

Priority **A1 Reduce noise pollution and dust levels**

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

Measures

A1.1 Modernise the public transport fleet (ongoing - DPMB, KORDIS JMK¹⁹, JMK)

A1.2 Reconstruct public transport infrastructure and road surfaces (ongoing - OD, JMK, BKOM, OI, DPMB)

A1.3 Improve traffic flow and reduce traffic speed and volume (e.g. by introducing speed-restricted zones on selected roads)²⁰ (ongoing - OD)

Priority **A2 Promote environmentally friendly powertrains²¹**

Responsibility: OD, DPMB, BKOM, SMB, KORDIS JMK

Measures

A2.1 Expand electric mobility in public transport (ongoing - DPMB, KORDIS JMK²²)

A2.2 Offer incentives to users of vehicles with eco-friendly powertrains (e.g. lower charges for infrastructure use for residents and small business owners, tolls, etc.) (ongoing - OD, SMB)

¹⁸ Link - Nature in the city - B.2 Ecosystem services - to be utilised in adaptation measures; A functioning metropolitan area - C1 Polycentric and balanced development of the metropolitan area

¹⁹ Tender specifications

²⁰ Link - Healthy environment

²¹ Link - Energy-efficient city - C1, Link - Healthy environment - A1, A2

²² subject to the terms of the contract

- Measures**
- A2.3** Establish a grant scheme to support the purchase of vehicles with eco-friendly powertrains (by 2030 - OD, SMB)
- A2.4** Support the development of charging points for electric vehicles (ongoing - SMB, OD)
- A2.5** Assess the suitability of introducing low-emission zones²³ (ongoing - OD, OŽP)

Priority **A3 Improve the city's public spaces**

Responsibility: KAM, OI, OD, OÚPR, OZ, BKOM, DPMB

- Measures**
- A3.1** Prepare a proposal and gradually develop a network of public spaces (ensure the interconnection and accessibility of public spaces within the area) (ongoing - KAM, OÚPR, OD, OI)
- A3.2** Promote accessible solutions for existing and planned infrastructure (ongoing - OD, OI, OZ, BKOM, DPMB)
- A3.3** Improve public spaces at stops and interchange terminals (ongoing - OD, OI, BKOM, DPMB)

Sub-objective **B Create an efficient and accessible transport system enabling users – the city's residents – to easily choose the mode of transport that best meets their needs²⁴**

Priority **B1 Improve the quality of infrastructure, speed and quality of travel on public transport (VHD)**

- Measures**
- B1.1** Reconstruct VHD routes (including rail transport) and the relevant infrastructure, and promote accessible solutions (ongoing - DPMB, OI, JMK, SŽ)
- B1.2** Prioritise the construction of separate public transport routes – dedicated lanes, segregated routes (ongoing - OD, OI)
- B1.3** Construct tangential links, routes and connections for public transport (ongoing - OD, OI, DPMB)
- B1.4** Extend priority for public transport vehicles at junctions using telematics systems (ongoing - OD, BKOM, DPMB, KORDIS JMK)
- B1.5** Ensure the procurement of modern vehicles in line with current trends (ongoing - DPMB, JMK KORDIS JMK)
- B1.6** Decide on and ensure the preparation of new public transport systems (underground, 'S-Bahn' and new routes – underground sections of rail transport (trams, trains, etc.) (ongoing - SMB, South Moravian Region, KORDIS JMK, DPMB, SŽ, OD)

Priority **B2 Improve the city's accessibility for non-motorised transport (cycling, walking)**

Responsibility: OD, OI, BKOM, municipal districts, JMK, SMB, site owners

- Measures**
- B2.1** Build new infrastructure for walking and cycling and consistently incorporate cycling infrastructure into road reconstruction projects (in line with the Cycling Strategy)²⁵ (ongoing - OD, OI, JMK)
- B2.2** Develop interconnected systems and link cycling infrastructure to regional corridors (ongoing - OD, OI, JMK)

²³ see the results of the feasibility study - can only be implemented once the major ring road has been completed

²⁴ Link - Prosperous City - A1 Support all forms of mobility; Compact and Balanced City - A City of Short Distances; City with Affordable Housing - B3.4 Technical and Transport Infrastructure

²⁵ Link - A City of Sport A1.1 Complete the cycle path network

- Measures
- B2.3** Install additional street furniture for pedestrians and cyclists (ongoing - OD, OI, MČ)
 - B2.4** Promote accessible solutions for existing and planned infrastructure (ongoing - OD, OI, BKOM)
 - B2.5** Improve safety for pedestrians and cyclists by expanding pedestrian zones and speed-restricted areas (ongoing - OD, BKOM)
 - B2.6** Map and propose options for opening up large enclosed complexes within the city (by 2030 - SMB, site owners)

Priority **B3 Develop multimodal terminals, P+R, K+R and similar systems in conjunction with the completion of the higher-level transport network (I/73, VMO and railway junction) ²⁶**

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

- Measures
- B3.1** When constructing new transport interchanges, ensure they cater for all modes of transport (ongoing - OD, JMK, SŽ, KORDIS JMK, DPMB)
 - B3.2** Ensure the completion of Park and Ride (P+R) facilities in the Brno metropolitan area, their integration with the public transport system and their connection to the public transport fare system²⁷ (ongoing - KORDIS JMK, OITI, OI, OD, BKOM)
 - B3.3** Support and advocate for the implementation of major transport infrastructure projects - I/73, redevelopment of the railway junction, VMO²⁸ (ongoing - SMB, South Moravian Region, ŘSD, SŽ)

Priority **B4 Improve public awareness and perception of public transport and other sustainable modes of transport, and the consequences of private car use growth**

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

- Measures
- B4.1** Carry out information and awareness-raising campaigns (ongoing - OD, OŽP, OZ, DPMB, KORDIS JMK)
 - B4.2** Make use of web and mobile applications; install information boards at stops and interchange hubs (ongoing - SMB, JMK, KORDIS JMK, DPMB)

Sub- **C Treat urban mobility as a service**

Priority **C1 Promote shared transport (bike-sharing, car-sharing) and efficient commuting across the entire Brno metropolitan area**

Responsibility: OD, DPMB, KORDIS JMK, SMB, private companies

- Measures
- C1.1** Integrate transport services into a comprehensive 'mobility as a service' system (ongoing - SMB, KORDIS JMK, OD, DPMB)
 - C1.2** Offer benefits to users of this system (e.g. lower fees for the use of infrastructure for car-sharing vehicles; support the installation of cycle racks that can be used as part of the bike-sharing scheme) (ongoing - SMB, KORDIS JMK, OD, DPMB)
 - C1.3** Introduce corporate mobility plans in collaboration between the city and businesses (ongoing - OD, SMB, private companies)
 - C1.4** Support public information and engagement in planning (ongoing - OD, KORDIS JMK, DPMB)

²⁶ Link - Globally accessible city B1.3 P+R, Compact and balanced city C2 ŽUB

²⁷ Link - A globally accessible city B1.2

²⁸ Link - Globally accessible city B1.2

Priority**C2 Develop city logistics** ²⁹

Responsibility: OD, private companies, municipal districts, SMBs,

Measures

C2.1 Establish and operate a system for the coordinated supply of the city centre and other areas (the system may be set up by the city or a private company)
(ongoing - OD, SMB, municipal districts, retailers, transport operators)

C2.2 Support innovative solutions for 'last-mile' delivery - e.g. the use of electric cargo bikes (ongoing - OD, SMBs, private companies)

Sub-objective**D Support and implement innovation in transport** ³⁰**Priority****D1 Utilise modern transport systems and support further research and development in the field of transport** ³¹**Measures**

D1.1 Interconnect systems and share information with the aim of improving traffic flow and promoting public transport (ongoing - OD, BKOM, KORDIS JMK, DPMB, CDV)

D1.2 Collaborate with universities on projects relating to research into autonomous vehicles (ongoing - OD, BKOM, KORDIS JMK, DPMB, CDV, BVV)

D1.3 Create a flexible transport system in line with developments in transport modes (ongoing - universities, OD, SMB, CDV)

²⁹ Link - Globally accessible city B2.1 logistics

³⁰ Link - A Globally Accessible City A1.7 Innovation

³¹ Link - Central European R&D Centre A1: Enhancing the applicability of Brno's research

A healthy environment



Primary objective To reduce the impact of factors that adversely affect human health and the environment

Priority A1 Reduce noise pollution affecting the residents of Brno and its surrounding areas

Responsibility: OD, DPMB, KHS JmK, event organisers

- Measures**
- A1.1** Prepare and publish a comprehensive strategy for reducing noise pollution, including the identification of the most severely affected areas and proposals for short-term measures to reduce noise (by 2030 - OD, KHS JmK)
 - A1.2** Minimise the noise impacts of one-off and short-term events (e.g. fireworks, motor racing, construction work) (ongoing - event organisers, KHS JmK)
 - A1.3** Take noise levels into account when renewing transport infrastructure, including the public transport fleet (ongoing - OD, DPMB)

Priority A2 Improve air quality

Responsibility: OŽP, OD, TB, OI, VZMB, OME, OVHLZ, other members of the Working Group on the Action Plan to Improve Air Quality

- Measures**
- A2.1** Implement the Action Plan for Improving Air Quality (ongoing - OŽP, OD and other members of the Working Group for the Action Plan to Improve Air Quality)
 - A2.2** Implement measures in the transport sector (ongoing - Transport Department)
 - A2.3** Implement measures in the energy sector (particularly with regard to supporting suitable local heating sources, further developing the district heating system, promoting renewable energy sources, etc.) (ongoing - OME, TB)
 - A2.4** Implement measures to reduce dust emissions from urban streets and wind erosion of agricultural land in the conurbation (ongoing - municipal districts, OVHLZ)
 - A2.5** Integrate technical and organisational measures with the expansion of green spaces that fulfil environmental functions by capturing pollutants

Measures **A2.6** Establish technical and organisational measures to be required in the context of public procurement (e.g. the use of vehicles meeting the EURO 5 standard or higher for contract operations, etc.)
(by 2030 - OŽP, OI, OD)

Priority **A3 Reduce the level of light pollution in the city**
Responsibility: TSB, NGOs, owners/managers of historic

Measures **A3.1** Promote awareness and education on the impact of light pollution on human health and ecosystems (ongoing - TSB, NGOs)
A3.2 During street renovations, replace existing lighting with street lamps that minimise light pollution, and amend standards for the installation of public lighting by other investors (ongoing - TSB, OI)
A3.3 Limit the lighting of historic monuments late at night (ongoing - monument owners/managers, SMB, TSB)

Priority **A4 Improve and safeguard water quality in the long term**³²
Responsibility: Morava River Basin Authority, s.p., OVLHZ, OÚPR, OSŘ, BVK, a.s., SMB, South Moravian Region, water authorities

Measures **A4.1** Protect groundwater sources beneath Brno for their potential use (ongoing - OVLHZ)
A4.2 Improve the quality of surface waters to a level suitable for bathing (ongoing - Morava River Basin Authority, s.p., SMB, South Moravian Region, water authorities)
A4.3 Continue monitoring and implementing technical measures to prevent phosphorus release and eliminate cyanobacteria in the reservoir (ongoing - Povodí Moravy, s.p., SMB, South Moravian Region)
A4.4 Protect remaining river floodplains from permanent development where possible and appropriate (ongoing - OÚPR, OSŘ, Povodí Moravy, s.p.)
A4.5 Implement measures on the sewerage network to improve water quality in watercourses (ongoing - BVK, a.s., OVLHZ, OÚPR)

Sub-objective **B To increase the city's resilience to climate change through an appropriate combination of adaptation and mitigation measures**

Priority **B1 Raise awareness among residents, city representatives and investors of the significance and impact of climate change**
Responsibility: OŽP, NGOs, universities, VZMB, KMCR, OÚPR, KAM, building authorities

Measures **B1.1** Implement a communication strategy and campaign to promote the perception of existing measures as part of a targeted adaptation strategy (ongoing - Environment Department)
B1.2 Engage residents and provide methodological and financial support for their initiatives to reduce the negative impacts of climate change on the city's environment (ongoing - Environment Department)
B1.3 At public events (greening, tree planting, etc.), communicate the importance of these activities as part of the strategy to increase the city's resilience and create opportunities for resident involvement (ongoing - Environment, City Council, City Centre)

Measures

B1.4 Enhance the expertise of those responsible for the investment planning of projects for the implementation of adaptation and mitigation measures (establish a training programme for investment departments and mayors of municipal districts to incorporate practical experience in the implementation of adaptation measures and the assessment of the impacts of these activities within the Brno conurbation) (by 2030 – OŽP)

B1.5 Engage private entities in these measures through awareness-raising, methodological support, spatial planning restrictions and pressure in spatial and building planning procedures (ongoing – NGOs, OÚPR, KAM, building authorities)

Priority

B2 Systematise the city's approach to the implementation of adaptation and mitigation measures and put them into practice

Responsibility: OŽP, OI, KAM, DPMB, ČHMÚ, OÚPR, OSRS, MČ, BO, OSM, OD, OZ

Measures

B2.1 To systematically integrate and interpret, over the long term, measurement data and research findings from Brno's specialist institutions (universities, CHMI, CzechGlobe, etc.) to support adaptation and mitigation measures within the city, and to involve these institutions in planning measures (ongoing – CHMI)

B2.2 Produce a manual of basic measures for climate change mitigation and adaptation, including their prioritisation and recommended spatial differentiation³³ (by 2030 – KAM, OŽP)

B2.3 Take into account the potential of the city's brownfield sites and development areas for the implementation of adaptation and mitigation measures as an integral part of their temporary and future permanent use, particularly in terms of their potential for rainwater infiltration and urban cooling. (ongoing – KAM, OÚPR, OSRS, OŽP)

B2.4 As part of the refurbishment and regeneration of existing public spaces and the design of new ones (including streets, car parks, etc.), take into account their potential for adaptation to climate change (the effective use of greenery and water for cooling, shade and infiltration within built-up areas of the city) (ongoing – KAM, OŽP, OI, MČ)

B2.5 When constructing and renovating municipal flats and buildings, take into account opportunities for energy and water savings, including the use of greywater or renewable energy sources, with a view to reducing the city's carbon footprint (ongoing – BO, OSM, MČ)

B2.6 Monitor trends in the use of active modes of transport (cycling, walking), their benefits in terms of the environment, health and mental wellbeing of residents, and, based on the data, invest in improving the relevant infrastructure (ongoing – OD, OŽP, OZ, OI)

B2.7 Proactively provide expert advisory support to all those involved in the preparation of urban investment projects on how to amend project briefs in accordance with the manual (ongoing – KAM, OŽP)

B2.8 Compile an inventory of all municipal investment projects and ensure that the terms of reference for all planned municipal investments, right from the preparatory pre-project phase, minimise their contribution to the worsening effects of climate change. (by 2030 – OI)

B2.9 Update the SMB Investment Process Methodology and SMB Decree No. 2/2004 on the binding parts of the ÚPmB so that they include climate change adaptation measures (by 2030 – OI)

³³ See the outputs of the UrbanAdapt (CzechGlobe), Urban Heat (CHMI) and Klima Brna (Faculty of Science, Masaryk University + CHMI, ...) projects

PROSPERITY

The Prosperity thematic area encompasses values that form part of the economic dimension of the city's residents' quality of life. It includes accessible, high-quality education and the opportunity to secure interesting and fulfilling work. At the same time, it further develops Brno's profile as a major centre of science, research and innovation, with an international reach and openness. A key prerequisite for the city's position in this regard is, amongst other things, its global accessibility.

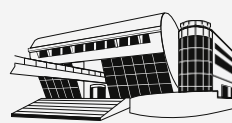
VALUES



A Prosperous City



Central European centre for research, development and innovation



A university city of learning



An international city



A globally accessible city

A thriving city



Primary objective To strive for an improvement in the standard of living of the city's population (from an economic perspective)

Sub-objective A To promote attractive employment opportunities by ensuring a sufficient supply of skilled jobs that correspond to the economic structure of the population

Priority A1 Support all forms of mobility for residents (public transport and local public transport, car travel, cycling, suburban rail transport, air travel)³⁴

Responsibility: OD, OSRS, DPMB, KORDIS, MČ

Measures

A1.1 Coordinate the organisation of public transport in cooperation with major employers and commuter centres (ongoing – OD, OSRS, municipal districts, KORDIS, DPMB)

A1.2 Develop sustainable mobility plans for areas with a high concentration of job opportunities (by 2030 – OD)

Priority A2 Ensure the provision of high-quality public services necessary for business

Responsibility: Brno City Council, Ministry of Industry and Trade, Czech Association of

Measures

A2.1 Strive for an open, well-functioning and transparent local public administration and favourable legislative conditions (by 2030 – MMB, MPO, SMO ČR)

A2.2 Appropriately adapt the operation and opening hours of offices (e.g. the Trade Licensing Office) and facilities falling under the remit of the Brno City Council (by 2030 – MMB)

A2.3 Promote the use of high-quality and efficient e-government services (by 2030 – MMB, MPO)

³⁴ Connectivity - A city with efficient and sustainable mobility (developing multimodal terminals, P+R, K+R and similar systems following the completion of the wider transport network (D43, VMO and the railway junction); approaching mobility as a service

Priority**A3 Attracting promising investors and supporting existing ones from sectors with a specific knowledge base (according to RIS)**

Responsibility: OSRS, KMCR, OZV, CzechInvest, JMK, JIC, RHKB, SMB, Technologický park Brno, a. s., VTP Bohunice, clusters, universities

Measures

A3.1 To present the city of Brno appropriately abroad ³⁵

(ongoing - OSRS, KMCR, OZV, RHKB, JIC, developers, clusters, CzechInvest, universities)

A3.2 Map investment opportunities across the entire South Moravian Region and, in cooperation with other stakeholders (South Moravian Region/CzechInvest), strive for the appropriate distribution of new investors within the Brno metropolitan area (by 2030 - South Moravian Region, CzechInvest)

A3.3 Cooperate systematically and on a long-term basis with representatives of key sectors and sectoral associations (as per RIS) and regularly organise meetings between city leadership and representatives of companies in business zones and parks (after-care activities) (ongoing - OSRS, Brno Technology Park, a. s., CzechInvest, developers)

A3.4 Coordinate and participate in the preparation of sites designated for business, taking into account the city's strategic development³⁶

(by 2030 - SMB, Brno Technology Park, a. s., VTP Bohunice)

Sub-objective**B Reduce long-term unemployment****Priority****B1 Implement an active employment policy**

Responsibility: ÚP, MMB, NGOs, Regional Chamber of Social Enterprises, South Moravian Region, employers, secondary schools, universities (career centres), companies, RHKB, KHK

Measures

B1.1 Create jobs for people facing barriers in the labour market, e.g. in municipal companies and organisations offering various types of employment, with the aim of ensuring that promising individuals in need of employment are not left unemployed for long periods (by 2030 - MMB)

B1.2 Work with the long-term unemployed through outreach programmes (activation, supported employment) and support employers interested in employing people facing barriers in the labour market (2023-2030 - NGOs, Labour Office)

B1.3 Promote active lifelong career guidance and lifelong learning accessible at all stages of life (both at school and in adulthood) ³⁷ (2023-2030 - secondary schools, universities - career centres, Labour Office, companies)

B1.4 Support the establishment of social enterprises (with the potential to employ people with disabilities and those who are difficult to employ, so that they have the opportunity to participate in the mainstream labour market and do not have to rely on social benefits), raise awareness and foster links between local employers and key stakeholders in this field³⁸ (ongoing - RHKB, KHK, Regional Chamber of Social Enterprises, South Moravian Region, NGOs, Labour Office, employers)

Sub-objective**C To connect businesses, the public sector and educational institutions within an innovative ecosystem (the so-called quadruple-helix model)****Priority****C1 Support links between schools and business ³⁹**

Responsibility: RHKB, South Moravian Regional School Authority, South Moravian Regional Authority for Youth and Sports, South Moravian Regional School Inspectorate, universities, CzechInvest, clusters, sectoral associations, JCM, educational institutions

Measures

C1.1 To promote work placements and their importance in schools and companies in accordance with legislation

(ongoing - CzechInvest, OSRS, RHKB, OŠ JMK, clusters, industry associations, JCM)

³⁵ Vazba - Central European Centre for Research, Development and Innovation (C2), International City (C1, D1)

³⁶ Link - A compact and balanced city (A1)

³⁷ Link - An educated university city (C1)

³⁸ Link - A Cohesive and Respectful City (C2: Support social enterprise and socially responsible employment)

³⁹ Link - A well-functioning Brno metropolitan area (raise awareness of the added value of metropolitan cooperation amongst residents), An educated university city (E2, E3)

Measures **C1.2** Ensure that the city carries out public relations work on the importance of cooperation between schools and business, and create opportunities for them to connect (by 2030 – OSRS, RHKB, KHK JM, JCMM, clusters, educational institutions)

Sub-objective **D Improve the business environment and the environment for innovation**

Priority **D1 Promote entrepreneurship and remove barriers to setting up and running a business**

Responsibility: JIC, OSRS, RHKB, CzechInvest, CzechTrade, clusters, Lipka and other NGOs, educational institutions and other organisations

Measures **D1.1** To motivate young people to engage in entrepreneurship and set up businesses (e.g. by showcasing role models and examples of good practice) (by 2030 – JIC, Lipka and other NGOs, educational institutions and other organisations)

D1.2 Support the creation and development of start-ups and innovative SMEs through various programmes (by 2030 – OSRS, JIC, CzechInvest, RHKB)

D1.3 Support business opportunities and the expansion of local firms into foreign markets (ongoing – RHKB, OSRS, JIC, CzechInvest, clusters, CzechTrade)

Sub-objective **E To support the city's readiness for new economic models and future trends (e.g. the sharing economy, robotisation, etc.)**

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

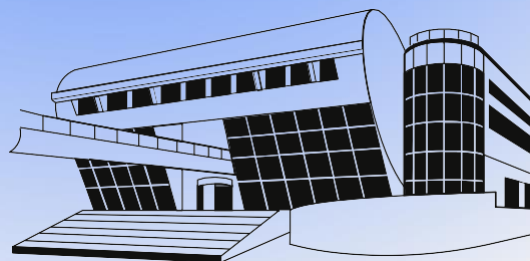
Responsibility: RHKB, JIC, OSRS, SMB, Ceitec VUT, IC4.0 CIH, BVV, innovators and thought leaders in the region, Living Labs

Measures **E1.1** To promote the city's openness and adaptability to new innovative and sustainable solutions (in line with the motto 'What is good for residents is good for the city...'). (ongoing – SMB, OSRS, Living Labs)

E1.2 Support the exchange of experience and cooperation between companies in the field of automation and Industry 4.0 (e.g. through Cluster 4.0 at RHKB) (ongoing – RHKB, JIC, Ceitec VUT, IC4.0, CIH, BVV)

E1.3 To promote adaptation to and societal acceptance of gradual changes in working arrangements and forms of work (removing the obligation to work, working hours, voluntary work, well-being, work-life balance, people taking a proactive approach to finding and shaping their own lives at different stages of life, etc.) (ongoing – innovators and thought leaders in the region, OSRS)

An educated university town



Primary objective To promote high-quality and accessible education for all at all levels

Sub-objective **A** Ensure high-quality and accessible education for all children at nursery and primary school level

Priority **A1** Flexibly adapt nursery and primary school capacity to demand, taking demographic trends into account

Measures **A1.1** Ensure adequate nursery school capacity (ongoing - OŠML, municipal districts)

A1.2 Ensure adequate capacity in primary schools (ongoing - OŠML, municipal districts)

A1.3 Support online enrolment for nursery and primary schools (ongoing - OŠML)

Priority **A2** Develop selected competences in children and pupils

Responsibility: OŠML, JINTEK, schools, Lipka, partner organisations

Measures **A2.1** To develop reading and mathematical literacy and pre-literacy in schools and to utilise modern teaching methods (project-based learning, the use of technology, individualised teaching and the development of each pupil's potential, cooperative learning, creative thinking, etc.) (ongoing - OŠML, schools)

A2.2 To promote the natural sciences and polytechnic education in schools through collaboration between schools and secondary schools, higher education institutions and other organisations (ongoing - OŠML, schools, partner organisations, JINTEK)

A2.3 Support activities promoting the prosocial and civic development of children and pupils (e.g. school parliaments, social development clubs, etc.) (ongoing - OŠML, Lipka, schools)

Priority A3 Create conditions to support children and pupils at risk of academic failure and to support gifted children and pupils

Responsibility: OŠML, JCMM, BO, OSP, schools

- Measures**
- A3.1** Maintain and strengthen existing counselling services in schools (ongoing – OŠML, schools)
 - A3.2** Ensure support for gifted children and pupils (ongoing – OŠML, schools, JCMM)
 - A3.3** Prevent segregation in primary education through coordinated cooperation with the housing and social care sectors (ongoing – OŠML, BO, OSP)

Priority A4 Strengthen the professional and personal-social development of teaching staff

- Measures**
- A4.1** Provide high-quality training for teaching staff (ongoing – OŠML, schools)
 - A4.2** Provide high-quality training for school leaders (ongoing – OŠML, schools, Pdf MU, VIM)
 - A4.3** Strengthen cooperation between organisations involved in counselling and other educational activities (ongoing – OŠML)

Sub-objective B Create conditions for families to be cooperative and well-informed
Priority B1 Strengthen communication and cooperation with parents

- Measures**
- B1.1** Ensure parents are kept informed and strengthen their role as partners of the school (ongoing – OŠML, schools)
 - B1.2** Systematically involve parents in the education of children and pupils (ongoing – schools)
 - B1.3** To strengthen teachers' skills in working with parents and guardians on the basis of mutual respect and shared responsibility for the development of the child and pupil (ongoing – OŠML, schools)

Sub-objective C To collaborate flexibly and meaningfully on the design of educational programmes in the context of labour market needs
Priority C1 Ensure high-quality career guidance to support meaningful career choices

Responsibility: OŠML, OŠ JMK, VIM, JCMM, JINTEK, universities

- Measures**
- C1.1** To support high-quality careers guidance in primary and secondary schools ⁴⁰ (ongoing – OŠML, OŠ JMK, VIM, JCMM)
 - C1.2** Ensure the transfer of information from secondary school governing bodies regarding pupils' academic performance at secondary schools (ongoing – South Moravian Regional Education Authority)
 - C1.3** Strengthen cooperation between secondary schools and their governing bodies with employers (ongoing – South Moravian Regional Education Authority)
 - C1.4** Develop programmes to attract students from the region and connect students with research centres whilst they are still studying (strengthen cooperation between secondary schools and research and university institutions to increase the attractiveness of the region and motivate local students to develop and find employment there) (ongoing – JCMM, JINTEK, universities)

⁴⁰ Link - A thriving city

Sub-objective D To improve the quality and internationalisation of Brno's universities and higher education institutions

Priority D1 Improve the quality of higher education in Brno

Responsibility: universities

Measures D1.1 Implement a series of measures to improve the quality of teaching and the international standing of higher education institutions (by 2030 – higher education institutions)

Priority D2 Support efforts to attract academic staff from abroad ⁴¹

Responsibility: higher education institutions, JCMM, BEC

Measures D2.1 Support and coordinate programmes to attract academic staff from abroad (create a comprehensive support system involving universities, the city and the region) (by 2030 – JCMM, universities)

D2.2 Create conditions for academic staff from abroad to work in Brno (so-called 'welcome services') (by 2030 – JCMM, BEC)

Priority D3 Support efforts to attract students from abroad

Responsibility: universities, BEC

Measures D3.1 Increase support for programmes taught in a foreign language (by 2030 – universities)

D3.2 Support and coordinate programmes to attract students from abroad (create a comprehensive support system involving universities, the city and the region) (by 2030 – universities)

D3.3 Create conditions for a better quality of life for international students in Brno (so-called 'welcome services') (by 2030 – universities, BEC)

Sub-objective E To strengthen the openness of the academic sphere and the position of universities as open centres of learning ⁴²

Priority E1 Strengthen the links between universities and the public sector (the public, the city, the region)

Measures E1.1 Involve the city and the public in the outreach activities of universities and higher education institutions (by 2030 – JCMM)

E1.2 Make selected international lectures by academic staff available to the general public (by 2030 – universities)

E1.3 Involve students in the city's activities (by 2030 – OSRS, BEC)

E1.4 Develop a methodology for utilising ideas from students' work that are valuable for the city's development ⁴³ (by 2030 – OSRS)

E1.5 Support joint activities between universities and city-based companies (by 2030 – OSRS, BVV Living Lab)

⁴¹ Link - International City and Central European Centre for Research, Development and Innovation

⁴² Link - 'Central European Centre for Research, Development and Innovation', sub-objective: To enhance the attractiveness of the research environment in Brno / To support the interconnectedness and permeability of the research environment in Brno

⁴³ Link - Healthy City/Cohesive and Respectful City/Cultural City

Priority **E2 Strengthen links between universities, research centres and institutions and secondary and primary schools⁴⁴**

Measures **E2.1** Strengthen cooperation and promotion between universities, research centres and institutions aimed at secondary and primary schools (by 2030 - universities, JINTEK)

Priority **E3 Strengthen links between universities, research centres and research institutions and employers (particularly in the private sector) ⁴⁵**

Responsibility: universities, Brno-based research and innovation institutions, OSRS, clusters

Measures **E3.1** Support career guidance at universities linked to the vacancies and requirements of employers in Brno / BMO (by 2030 - universities)

E3.2 Link the existing infrastructure of science and research centres with the needs of employers (by 2030 – OSRS, Brno-based VVI institutions, clusters)

Sub-objective **F Ensure high-quality and accessible extracurricular activities and non-formal education**

Priority **F1 Ensure a sufficient provision of high-quality extracurricular activities and non-formal education accessible to all children and pupils**

Responsibility: OŠML, primary schools, arts schools, NGOs, organisations providing extracurricular and non-formal education run by various bodies

Measures **F1.1** To expand the options available to schools within the framework of extracurricular activities and non-formal education for the comprehensive development of children's and pupils' talents and aptitudes (by 2030 - OŠML, primary schools, arts schools, NGOs, organisations providing extracurricular activities and non-formal education run by various bodies)

F1.2 Ensure a sufficient range of meaningful activities for children and pupils during the main school holidays (by 2030 – NGOs, organisations providing extracurricular and non-formal education run by various bodies)

Priority **F2 To support and develop intergenerational learning⁴⁶**

Measures **F2.1** Map and utilise existing examples of good practice in the field of intergenerational learning (by 2030 – ODAE, OŠML)

F2.2 Develop 'community learning' (joint programmes for different target groups) (ongoing – OŠML, KJM, universities)

Sub-objective **G To support lifelong learning**

Priority **G1 Increase the number of city residents participating in lifelong learning**

Measures **G1.1** Expand the range of lifelong learning opportunities in the city's publicly funded organisations and in schools as natural community centres (ongoing - universities, OŠML, OSRS, NGOs)

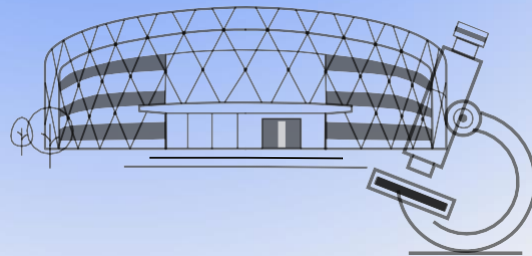
G1.2 Strengthen the promotion of lifelong learning opportunities (ongoing - universities, KMCR, municipal districts)

⁴⁴ Link - A thriving city

⁴⁵ Partnership - Central European Centre for Research, Development and Innovation (though this figure does not include cooperation with the private sector) + A Thriving City

⁴⁶ Link - A Cohesive and Respectful City

Central European Centre for Science, Research and Innovation



Primary objective To establish Brno as a Central European centre for innovative and creative solutions

Sub-objective **A** To support the maturity of the research support

Priority **A1 Increase support for excellent research (both basic and applied) in Brno** ⁴⁷

Responsibility: JIC, Brno-based R&D institutions, universities, OSRS, businesses

- Measures**
- A1.1** To develop the research environment in the long term through the implementation of the Regional Innovation Strategy and its priorities
(ongoing – JIC, Brno-based public research institutions, universities)
 - A1.2** To support excellent research (both basic and applied)
within companies and institutions
(ongoing – Brno R&D institutions, universities, OSRS)
 - A1.3** In terms of the maturity of the technologies being developed, support the development of higher levels of technological readiness (levels 3-7), driven by business opportunities (business-driven Technology Readiness Levels (3-7))
(ongoing – Brno R&D institutions, entrepreneurs, OSRS)

Priority **A2 Support the development of an entrepreneurial culture in the field of innovation** ⁴⁸

Responsibility: JIC, educational institutions, OSRS, Lipka, NGOs, JINTEK, business incubators, RHKB, CzechInvest, clusters

- Measures**
- A2.1** Encourage young people to become entrepreneurial and to generate innovation
(ongoing – JIC, educational institutions, Lipka, NGOs, JINTEK, business incubators)

⁴⁷ Link - An educated university town (E3), An energy-efficient and self-sufficient town (D1), A cohesive and respectful town (A2/C)

⁴⁸ Link - Energy-efficient city (E/F), Prosperous city (D1), Cultural city (B1.3)

Measures

A2.2 Support the development of start-ups and spin-offs
(ongoing - JIC, CzechInvest, Brno R&D institutions, universities, etc.)

A2.3 Support legislation to reduce entrepreneurial risk in the field of innovation, thereby facilitating testing and prototyping (failure should not be an obstacle to further entrepreneurial initiatives - e.g. the Act on start-ups)
(ongoing - RHKB, clusters)

Sub-objective B To enhance the attractiveness of the research environment

Priority B1 Ensure a sufficient supply of qualified scientific and research staff

Responsibility: JIC, JCMM, JINTEK, universities, Brno-based research and development institutions, DZS, NGOs, the Ministry of Education, Youth and Sport, research organisations

Measures

B1.1 Support the recruitment of talent and strengthen coordinated cooperation with stakeholders at national level
(ongoing - JCMM, universities, Brno-based research and development institutions, JIC, DZS)

B1.2 Develop tools to support young talent (ongoing - JCMM, JINTEK, NGOs, universities, the Ministry of Education, Youth and Sports, etc.)

B1.3 Support the return of experienced Czech professionals to Brno
(ongoing - JCMM, universities, research organisations)

Sub-objective C To enhance the international appeal of the research environment

Priority C1 Develop significant, strong and long-term cooperation with renowned international partners

Responsibility: JIC (EEN), Brno-based research and development institutions, universities, OSRS, OZV, RHKB, JMK, CCR JM (Moravian Convention Bureau), KMCR

Measures

C1.1 To support international cooperation between local and renowned foreign research organisations
(by 2030 - JIC (EEN), RHKB, OSRS, JCMM)

C1.2 Systematically support activities aimed at promoting and exporting domestic innovations and know-how abroad, and specifically strengthen the perception of the city as an innovative and creative hub within the international community
(ongoing - JIC, OSRS, Brno-based research and development institutions, South Moravian Region, universities)

C1.3 Establish new partnerships and actively collaborate on specific projects with other foreign cities that are leading the way in science, research and innovation (so-called 'Teamings'); foster a culture of closer cooperation with European networks; and make use of existing partnerships where possible (e.g. through the City Science Initiative)
(ongoing - OSRS, OZV, South Moravian Region, universities)

C1.4 Harness the potential of international scientific conferences held in Brno (ongoing - CCR JM (Moravian Convention Bureau), universities, Brno R&D institutions, OSRS, KMCR)

C1.5 Develop Brno's identity as a major research centre with a unique combination of scientific research disciplines, based on European centres of excellence
(ongoing - Brno R&D institutions, universities, JIC, KMCR, OSRS)

Sub-objective D To promote connectivity and openness within the research community

Priority D1 Develop an open, transparent and honest environment for mutual cooperation and sharing ⁴⁹

Responsibility: OSRS, JIC, KHK, RHKB, Brno R&D institutions, A-CSR, OSP, universities, OŽP, Brno Observatory and Planetarium, ASO, OSP, BVV Living Lab, JINAG

Measures

D1.1 Promote Brno as an ‘urban laboratory’ for the development of the knowledge economy and innovation (a new approach by the city to transforming itself and opportunities for involvement and growth for everyone else)
(ongoing – OSRS, JIC, BVV Living Lab)

D1.2 To support research, development and innovation aimed at strengthening the city’s resilience and its environmental, social and economic sustainability, and at improving the quality of life of its residents, as well as the testing and practical implementation of such initiatives within the framework of the city as a ‘living laboratory’ (e.g. in areas such as ecology, sustainable energy, societal and social innovation, etc.)
(ongoing – OSRS, universities, Brno R&D institutions, ASO, OSP, OŽP, BVV Living Lab, JINAG)

D1.3 To support ‘citizen science’, focusing on a participatory approach to socially responsible issues
(ongoing – OSRS, universities)

D1.4 Support companies in the field of ‘socially responsible business’
(ongoing – KHK, RHKB, A-CSR)

D1.5 Extend the scope of innovation activities to include social innovation, not just the technology sector (e.g. social innovation)
(ongoing – A-CSR, OSP)

D1.6 To increase the openness of the scientific and research environment and raise the profile of research and innovation organisations amongst the general public (ongoing – OSRS, JCMM, universities, Brno-based research and innovation organisations, the Brno Observatory and Planetarium, JINTEK)

⁴⁹ Link - A thriving city (D1), A cultural city (B1.3)

International City



Primary objective To attract and retain skilled foreign nationals in the city

Sub-objective **A To create a comprehensive system of services and mechanisms in the public, private and voluntary sectors for the reception and integration of foreign nationals**

Priority **A1 Strengthen Brno's brand as an international city**

Responsibility: JIC, OSRS, KMCR, OZV, SMB, JMK, BEC, Centre for Foreigners of the

- Measures**
- A1.1** Develop Talent Attraction Management (ongoing - OSRS, SMB, JMK, BEC, JIC, JMK Centre for Foreigners)
 - A1.2** Strengthen and promote the Brno Metropolitan Area through appropriate channels (ongoing - JIC, South Moravian Region, OSRS, KMCR, BEC, South Moravian Centre for Foreigners)
 - A1.3** Harness the potential of the Czech Republic's representations abroad (embassies, CzechInvest, CzechTrade, Czech Centres, CzechTourism, etc.) (ongoing - KMCR, OZV, OSRS)
 - A1.4** Implement and actively participate in joint international marketing (ongoing - OZV)
 - A1.5** Create a system of 'ambassadors' for Brno to promote life and opportunities in Brno abroad (professionals, researchers and students from abroad who are based in Brno and present a positive and authentic image of the city) (by 2030 - BEC)

Priority **A2 Facilitate access to information for foreign nationals**

Responsibility: OSRS, OSP, BEC, OZV

- Measures**
- A2.1** Continuously map and analyse the needs of foreign nationals and seek appropriate solutions, on the basis of which individual activities will then be implemented as part of the internationalisation of Brno City Council (by 2030 - OSP, BEC, OZV, OSRS)
 - A2.2** Establish and implement activities as part of the internationalisation of Brno City Council (2018-2030 - OSP, BEC, OZV, OSRS)
 - A2.3** Improve cooperation between the City of Brno and its boroughs in the provision of services to foreign nationals (ongoing - OSP, OSRS, OZV)

Priority**A3 Support the long-term integration of foreign nationals in Brno ⁵⁰**

Responsibility: OSP, OSRS, OZV, South Moravian Region Centre for Foreign Nationals, BEC, NGOs, South Moravian Region, NGOs, public organisations, the Secretary, city districts, municipal organisations

Measures

A3.1 Continuously monitor and evaluate current trends and examples of good practice in partner cities abroad regarding strategies for the integration of foreign nationals (including, for example, the city's activities in the field of local language teaching, strengthening intercultural work, etc.) (ongoing - OSP, South Moravian Centre for Foreigners, BEC, OZV)

A3.2 Continuously identify and assess current issues faced by foreign nationals living long-term in Brno (issues with housing, healthcare services, etc.) (ongoing - OSP, South Moravian Centre for Foreign Nationals, BEC, NGOs)

A3.3 Continuously update the integration strategy for all foreign nationals, including a proposal for a joint approach by all stakeholders and the incorporation of integration policy into all relevant departments of the Brno City Council (ongoing - OSP, OSRS, OZV)

A3.4 To strengthen cooperation with organisations active in the field of reception and integration of foreign nationals (OSP, OSRS - formalisation completed, South Moravian Region Centre for Foreign Nationals)

A3.5 Involve the city districts in the process of integrating foreign nationals (ongoing - OSP, OSRS)

A3.6 To support the employment of foreign nationals at Brno City Council, in the city districts and in municipal organisations (ongoing - PO, Secretary, municipal districts, municipal organisations)

Priority**A4 Strengthen the positive image of foreign nationals living and working in Brno****Measures**

A4.1 Support PR activities aimed at promoting successful foreign nationals and their contribution to the city (ongoing - OSRS, BEC, South Moravian Centre for Foreigners, universities)

A4.2 Continue and develop tools to support and recognise successful foreign nationals on the part of the city (ongoing - OSRS, BEC, South Moravian Centre for Foreigners)

Sub-objective**B Strengthen the education system to enable children of foreign nationals to study at state primary and secondary schools and for Czech children to receive an education in a foreign****Priority****B1 Introduce a system of support measures that would enable schools to admit pupils whose mother tongue is not Czech**

Responsibility: OŠML, OŠ JMK, OSP, NGOs

Measures

B1.1 To map the activities of primary schools and nursery schools in the area of teaching foreign nationals the Czech language (by 2030 - OŠML, OSP, OŠ JMK)

B1.2 In collaboration with experts possessing the necessary expertise (from schools in Brno, the Czech Republic and partner cities), further develop a methodology for managing such schools and identify suitable schools in various parts of Brno for the implementation of pilot activities (by 2030 - OŠML, OSP, OŠ JMK)

B1.3 Put the methodology into practice in collaboration with the selected schools and the city (2023-2030 - OŠML, OSP, OŠ JMK, NGOs)

Priority**B2 Increase the number of schools offering a foreign-language teaching programme****Measures**

B2.1 Map the activities of primary and nursery schools in the field of foreign

⁵⁰ Link - A cohesive and respectful city

B2.2 In collaboration with experts possessing the necessary expertise (within Brno's schools, the Czech Republic and partner cities), develop a methodology to support such schools (by 2030 - OŠML, OŠ JMK)

B2.3 Put the methodology into practice in collaboration with selected schools, the city and the private sector (by 2030 - OŠML, OŠ JMK)

B2.4 Share best practice from schools that are actively engaged in the integration of foreign children into schools (ongoing - OŠML)

Sub-objective

C Support the presence of Brno-based companies

Priority

C1 Actively promote and strengthen the position of Brno-based companies abroad

Measures

C1.1 To promote networking and the sharing of experience between companies operating in foreign markets and those with an interest in and the potential to enter foreign markets (ongoing - JIC, OSRS, RHKB, CzechTrade, CzechInvest, OZV)

C1.2 In cooperation with companies and other partners, develop a programme and tools to support and promote Brno-based companies abroad (ongoing - JIC, OSRS, RHKB, CzechTrade, CzechInvest, clusters)

C1.3 Support trade missions that facilitate access to new foreign markets for companies from Brno and the South Moravian Region (ongoing - JIC, OSRS, RHKB, CzechTrade)

Sub-objective

D Support the presence of foreign companies with higher added value that complement the city's innovation ecosystem

Priority

D1 Implement appropriate international marketing targeted at foreign investors⁵²

Responsibility: OSRS, OZV, BVV, Group Committee

Measures

D1.1 Fully utilise the potential of the BVV and international trade fairs to attract investors to Brno (ongoing - BVV, OSRS, Group Committee)

D1.2 Support cooperation with existing foreign consulates (ongoing - OZV)

D1.3 Harness the potential of the Czech Republic's representations abroad (embassies, CzechInvest, CzechTrade, Czech Centres) (ongoing - OSRS, OZV)

Sub-objective

E To attract and establish a major international institution in

Priority

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

Responsibility: OSRS, KMCR, OZV, South Moravian Region, Government of the

Measures

E1.1 In cooperation with the South Moravian Region and its permanent representation, raise Brno's profile and continue to actively promote the city in Brussels (ongoing - KMCR, OZV, OSRS, JMK)

E1.2 Raise Brno's profile and ensure its more active promotion at national level (by the government and ministries responsible for promoting the Czech Republic abroad) (ongoing - KMCR, OZV, OSRS, JMK, Government of the Czech Republic)

⁵¹ Link - A Prosperous City

⁵² Link - A Prosperous City

Sub-objective**F To ensure effective cooperation between the City of Brno and its****Priority****F1 To raise awareness of and enhance the practical applicability of the City of Brno's experience in international cooperation**

Responsibility: OSRS, OZV, KMCR, ZMB, TIS

Measures

F1.1 Systematise and continuously update information on the city's international projects, including information on the practical outcomes of the projects
(ongoing - OZV, OSRS)

F1.2 Expand and regularly update the overview of the city's cooperation within international networks, including information on the practical outcomes of these activities
(ongoing - OZV, OSRS)

F1.3 Expand and regularly update the overview of the city's cooperation with partner cities, including information on the practical outcomes of these activities
(ongoing - OZV, TIS, KMCR)

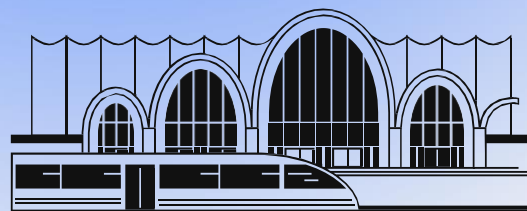
F1.4 Support the City of Brno's involvement in international projects linked to the themes of the city's long-term strategy, which yield concrete outcomes applicable to the city's operations
(ongoing - OZV)

F1.5 Ensure a comprehensive evaluation and ongoing assessment of the benefits of international partnerships and the city's involvement in international networks, based on the intensity and effectiveness of cooperation
(ongoing - OZV, OSRS)

F1.6 Promote international projects and networks in which the city is involved
(ongoing - OZV, OSRS, KMCR, TIS)

F1.7 Simplify the administrative procedures involved in establishing new twin town partnerships
(by 2030 - ZMB)

A globally accessible city



Primary objective

A To ensure high-quality, high-capacity and reliable transport and communication links between Brno and (Central) European and global metropolises, covering both passenger and freight transport as well as the flow of information

Priority

A1 To advocate solutions beneficial to the city of Brno in relation to all types of higher-level transport infrastructure for which other (primarily national) institutions are responsible

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

Measures

A1.1 Support activities aimed at enhancing the importance of Brno Airport and its integration into airline networks
(ongoing - SMB, JMK)

A1.2 Support the construction of conflict-free routes for major roads near Brno, enabling the diversion of transit traffic away from urban roads
(ongoing - SMB, South Moravian Region, OD, Ministry of Transport, Road and Motorway Directorate)

A1.3 Support the rapid completion of long-overdue major road (particularly motorway) infrastructure (the motorway to Vienna, the I/73 to Svitavy, etc.)
(ongoing - SMB, South Moravian Region, OD, Ministry of Transport, Road and Motorway Directorate)

A1.4 Support the development and modernisation of the rail network to ensure the smooth flow of long-distance and commuter traffic through the Brno hub, whilst ensuring mutual operational integration
(ongoing - SMB, South Moravian Region, OD, Ministry of Transport, SŽ)

A1.5 Maintain and develop Brno's position as a hub for the Prague-Brno-Ostrava-Warsaw/Vienna/Bratislava high-speed rail lines
(ongoing - SMB, South Moravian Region, OD, Ministry of Transport, SŽ)

A1.6 To support the development and modernisation of communications and data infrastructure in such a way that its benefits accrue to Brno (Brno as a hub for IT companies, technologically advanced manufacturing and cutting-edge research) (ongoing - SMB)

A1.7 Monitor trends in the development of innovations in transport and communications technologies and adapt Brno's positions, as advocated in discussions with the relevant institutions, accordingly
(ongoing - SMB, OD)

A1.8 Support the development of rail transport links - missing connections (Slovakia, Poland)
(ongoing - SMB, JMK)

Sub-objective

B To ensure the high-quality, high-capacity and reliable operation of transport terminals, enabling global passenger and freight transport and information flows to enter the city of Brno and its metropolitan region

Priority

B1 Create a system of well-functioning terminals linking long-distance passenger transport urban and suburban transport (serving the city of Brno and its metropolitan region)

Measures

B1.1 Ensure good integration of the airport into the urban and suburban transport system, particularly with regard to public transport
(ongoing - KORDIS, DPMB, OD)

B1.2 Ensure good integration of the railway junction into the urban and suburban transport system, with particular regard to public transport
(ongoing - SMB, Ministry of Transport, SŽ, OD, KORDIS, DPMB)

B1.3 Develop the Park & Ride (P&R) system and ensure its good integration into the urban and suburban transport system, with particular regard to public transport
(ongoing - OD, OI, BKOM, DPMB, KORDIS)

Priority

B2 Create a system of well-functioning terminals linking long-distance freight transport with transport serving the city of Brno and its metropolitan region

Responsibility: SMB, JMK, OD

Measures

B2.1 Support the development of intermodal logistics solutions (ongoing – SMB, JMK, OD)

SERVIC

An integral part of residents' quality of life is the availability of essential services - healthcare, social services and a wide range of leisure activities, including cultural events, sporting activities and other hobbies, which enhance the city's appeal. Ensuring the safety of all residents is a fundamental condition and prerequisite for peaceful and harmonious coexistence.

VALUES



Healthy people in a healthy city



A cohesive and respectful city



A cultural city



A sporting city



A safe city

Healthy people in a healthy city



Primary objective To protect the health of the population and strengthen the role of prevention and a healthy lifestyle, including the development of appropriate tools for the long-term monitoring of the population's health

Sub-objective **A** To maintain high-quality and accessible healthcare and provide it in line with demographic trends (with a strong emphasis on individual needs and prevention, including measures to reduce the number of people with chronic conditions) and the epidemiological situation (including support for tools enabling a rapid response to emergencies), with the aim of

Priority **A1** To provide high-quality and accessible healthcare

Responsibility: healthcare facilities in the relevant geographical area, South Moravian Region, OZ, OZ JMK, OD, OSP, BO, ÚZIS, Faculty of Medicine, Masaryk University, Faculty of Social Studies,

Measures

A1.1 Actively develop cooperation and coordinate activities with other healthcare providers within the city of Brno so as to dynamically ensure sufficient staffing and bed capacity in areas where a shortage has been or will be identified.
(ongoing - OZ, OZ JMK)

A1.2 Support healthcare facilities in implementing changes leading to increased patient satisfaction with care
(ongoing - OZ, OZ JMK, healthcare facilities)

A1.3 Support healthcare facilities in implementing changes leading to an improvement in the quality of healthcare. (ongoing - OZ, OZ JMK, healthcare facilities)

A1.4 Support healthcare facilities in implementing changes leading to an improvement in the working conditions of healthcare workers.
(ongoing - OZ, OZ JMK, healthcare facilities)

A1.5 Ensure interdisciplinary cooperation in the provision of healthcare (health promotion in terms of healthcare, mobility and transport, safety, social issues, etc.).
(ongoing - OZ, OD, OSP, BO, OZ JMK, healthcare facilities)

Measures

A1.6 Promote digitalisation in healthcare⁵³
(ongoing - OZ, MU, ÚZIS, LF MU)

A1.7 Support healthcare facilities in developing the flexibility to respond to current emergency situations (ongoing - Ministry of Health, South Moravian Regional Health Authority, healthcare facilities)

A1.8 Develop new tools for the long-term monitoring of the population's health and for a rapid response to the current epidemiological situation, including addressing the consequences (ongoing - Ministry of Health, South Moravian Regional Health Authority, healthcare facilities, Institute of Health Information and Statistics, Regional Public Health Authority, JINAG)

A1.9 Monitor feedback from various target groups (patient satisfaction with the quality of services provided, feedback from healthcare professionals and hospital management, monitoring of selected population groups and their satisfaction - extremely vulnerable patient groups, particularly those with chronic conditions and disabling post-traumatic conditions)
(ongoing - ÚZIS in collaboration with the Faculty of Medicine and the Faculty of Social Studies, Masaryk University)

Priority

A2 Integrate environmental data with data on the health of the population.⁵⁴

Responsibility: universities, ÚZIS, FNUSA-ICRC, the Faculty of Medicine, Masaryk University, healthcare facilities, the Faculty of Science, Masaryk University/RECETOX,

Measures

A2.1 Identify risk factors for selected diseases and develop a strategy to eliminate or reduce the significance of these factors, with an emphasis on regional influences
(by 2030 - Faculty of Medicine, Masaryk University; Faculty of Science, Masaryk University/RECETOX; ÚZIS; FNUSA-ICRC; Brno University Hospital)

A2.2 Ensure the systematic monitoring of selected indicators of the health status of the population of the city of Brno and the communication of this information to the public and doctors
(by 2030 - ÚZIS, healthcare facilities, ODAE)

A2.3 Conduct and regularly update cohort studies on the health status of the population of Brno (ongoing - Faculty of Science, Masaryk University/RECETOX in collaboration with the Faculty of Medicine, Masaryk University, and FNUSA-ICRC)

Sub-objective

B Actively respond to demographic trends ⁵⁵

Priority

B1 To support families at all stages of their development, from preparing to start a family, through promoting fertility and intergenerational cohabitation, to caring for the elderly.

Measures

B1.1 Provide support to families with children; incorporate the issues of promoting birth rates and healthy ageing into existing strategies
(ongoing - OSP, OZ)

B1.2 Engage the public in programmes and projects addressing the wellbeing of young families and the ageing population
(ongoing - OZ, OSP, OŠML)

B1.3 Improve the availability (in terms of location and funding) of childcare facilities (for children aged 0-18) and enhance their quality. (ongoing - OŠML, OZ)

B1.4 Communicate with international platforms in this field and draw on examples of good practice. (ongoing - OZ, Brno - Healthy City)

B1.5 Identify missing services and support efforts to address these gaps.
(ongoing - OZ in collaboration with OSP)

⁵³ Subject to current technological developments and financial constraints.

⁵⁴ Vazba - A Clean City and Other Values, where pollutants are managed.

Sub-objective

C To support families and communities across generations, and to foster intergenerational cohesion and solidarity in the provision of health and social care, including carers and palliative care facilities

Priority

C1 Ensuring sufficient capacity for social and health care within the system for the ageing and chronically ill population (including palliative care and care for the chronically ill) and promoting healthy ageing and end-of-life care in the home environment

Responsibility: OZ, OSP, healthcare facilities, NGOs, OZ JMK, OSV JMK

Measures

C1.1 Identify gaps in health and social care services; identify population groups that require these services but for whom they are currently unavailable; make services accessible to these population groups (ongoing - OSP in collaboration with OZ, OZ JMK, OSV JMK and healthcare facilities)

C1.2 Create or increase the number of beds in short-term/emergency respite care facilities; establish crisis beds within respite care for all types of disability/illness and all age groups (ongoing - OSP in collaboration with OZ, OZ JMK, OSV JMK, NGOs)

C1.3 Support carers, i.e. support services and systems that carers can use, recognise and value carers within the Brno population, and support research aimed at improving the situation of carers (ongoing - OSP, OSV JMK, NGOs)

C1.4 To increase the capacity of hospice care, including support for home-based hospice care (ongoing - OZ, OZ JMK, NGOs, OSP)

Priority

C2 Support centres integrating health and social services

Responsibility: OZ, OSP, JMK, SMB and their healthcare facilities and social institutions in the city, NGOs, OZ JMK, OSV JMK, healthcare facilities

Measures

C2.1 Increase the number of health and social care beds in residential social care services; increase the number of such beds in the individual's place of residence to avoid having to move them out of their familiar environment. (ongoing - local authorities in cooperation with the Social Services Department, South Moravian Region local authorities, South Moravian Region social services organisations, healthcare facilities, NGOs)

C2.2 Strengthen mobile social and healthcare services. (ongoing - OSP in cooperation with NGOs, OZ, OZ JMK, OSV JMK, NGOs)

C2.3 Support investment in residential care facilities (ongoing - OZ, OSP, JMK, SMB and their healthcare facilities and social institutions in the city, NGOs)

Sub-

D To improve the health literacy of the population through public awareness and prevention programmes focusing on common diseases and injuries

Priority

D1 Create a comprehensive system of public awareness and prevention programmes focusing on common illnesses and injuries

Responsibility: research and specialist centres, universities, ÚZIS, OŠML, OZ, FNUSA-ICRC, OSP, Faculty of Science, Masaryk University/RECETOX, OSRS, MOU, OS, ODAE

Measures

D1.1 To encourage the citizens of Brno to take part in programmes and projects aimed at preventing common diseases and identifying their risk factors (e.g. coronary heart disease, cancer, stroke, mental health conditions, fertility problems, dental health, etc.) and at increasing personal responsibility for their own health. (ongoing - OZ, research and specialist centres, Faculty of Science, Masaryk University / RECETOX, NGOs, Brno University Hospital, University Hospital of South Moravia, Brno City Council)

D1.2 To motivate the population to participate in projects and programmes aimed at generally promoting a healthy lifestyle, well-being and mental health. To distinguish between different target population groups in this regard (children, adolescents, middle-aged people, older people, specific groups with common diseases, various social groups) (ongoing - OZ, OŠML, research and specialist centres, universities)

Measures

D1.3 Motivate the population to participate in projects aimed at promoting recreational sport across all age groups ⁵⁶
(ongoing - OS)

D1.4 Motivate the population to participate in projects aimed at preventing negative phenomena - psychoactive substances and addictive behaviour
(ongoing - OSP, OŠML, research and specialist centres)

D1.5 Monitor indicators of subjective health
(ongoing - ÚZIS, MU and other university departments, Faculty of Science, MU/RECETOX, research and specialist centres, ODAE)

D1.6 Ensure the public is informed about the network of healthcare facilities and the organisation of health and social services
(ongoing - OSP, OZ)

D1.7 Actively encourage employers to introduce benefits to promote physical activity, such as the MultiSport card or similar sports allowances, with the aim of motivating employees to take part in regular sport, involving family members and guiding children towards a healthy and active lifestyle
(ongoing - OS, OZ, OSRS)

⁵⁶ Link - City of Sport: A3.1 Continue implementing the City of Brno's 'Athletes in Schools' project to support the improvement of children's physical literacy, in collaboration with the Faculty of Sports Studies at Masaryk University by involving its students in this project.

A Cohesive and Respectful City



Primary objective To strengthen cohesion amongst the city's residents

Sub-objective **A** Improve the availability and quality of care and services for all sections of the population in need of social care and social assistance

Priority **A1** Develop a network of social services for individual target groups and ensure its sustainable funding

- Measures**
- A1.1** To develop the capacity of residential social care facilities for older people and groups of people with various types of disability, including those at risk of social exclusion, in accordance with the needs identified through the KPSS process (ongoing - OSP)
 - A1.2** Develop a network of outreach and community-based services enabling people to remain in their natural environment (ongoing - OSP)
 - A1.3** Support carers (ongoing - OSP)
 - A1.4** Ensure an appropriate organisational structure for the social services planning process and the regular updating of community social services plans (ongoing - OSP)
 - A1.5** Cooperate with the South Moravian Region in building a sustainable, necessary and effective network of high-quality social services and securing its funding (ongoing - OSP in cooperation with the South Moravian Region)

Priority**A2 Cooperate with academic institutions in the social sector and develop international cooperation⁵⁷**

Responsibility: OSP

Measures

A2.1 Monitor the social situation of the population in the city of Brno in the areas of work and employment, material and financial circumstances, housing, health, safety and education (with particular regard to monitoring the situation of people who are long-term dependants on social services and those at risk of poverty and social exclusion) (ongoing - OSP)

A2.2 To strengthen cooperation with the research and academic communities (research into the difficult living conditions of service users, service quality, gentrification and its impact on vulnerable groups, etc.) (ongoing - OSP)

A2.3 Develop international cooperation (Eurocities, etc.) and the exchange of examples of good practice (ongoing - OSP)

Sub-objective**B Continuously support a coordinated approach to addressing the issues of socially excluded localities⁵⁸****Priority****B1 Ensure a systematic approach to socially excluded localities**

Responsibility: OSP, BO,

Measures

B1.1 Evaluate completed projects and design new programmes using the lessons learnt (ongoing - OSP)

B1.2 Link housing trends with measures for desegregation (by 2030 - OSP, BO)

Priority**B2 Develop prevention programmes**

Responsibility: OSP, SMB, Socio Info Point

Measures

B2.1 Address debts at an early stage and ensure the prevention of evictions; carry out outreach work with socially vulnerable families; introduce innovative methods of social work in line with identified needs. (ongoing - OSP)

B2.2 Ensure the prevention of crime and various types of addiction, and regularly update strategic documents in this area (ongoing - OSP)

B2.3 Address the risks arising from the city's lack of preparedness for the impacts of legislative changes that have been adopted or are being prepared (e.g. the Act on State Social Support, the Act on Material Need, the Act on Social Enterprise and Housing Support, etc.). (ongoing - SMB, OSP, Socio Info Point)

⁵⁷ Link - A city with affordable housing

⁵⁸ Link - Safe City: D To reduce youth crime and support the prevention of bullying through professional work with children and young people, with priority D1: Children and young people free from feelings of humiliation and the need to humiliate others

Sub-objective C Systematically support social innovation ⁵⁹**Priority C1 To promote alternative solutions to traditional social services, including modern, ICT and assistive technologies**

Responsibility: OSP, FSS MU

- Measures**
- C1.1** Develop alternative forms of social housing (shared accommodation, etc.) (ongoing – OSP)
 - C1.2** Support services and activities that effectively complement and build on standard social services (ongoing – OSP)
 - C1.3** Map the use of, and support the further implementation of, ICT and assistive technologies in practice (by 2030 – OSP, FSS MU)

Priority C2 Support social enterprise and socially responsible employment

Responsibility: RHKB, KHK, Regional Chamber of Social Enterprises, South Moravian Region, NGOs, Labour Office, employers, OSP, SMB, educational institutions

- Measures**
- C2.1** Support entrepreneurial activities in the field of social enterprise (ongoing – SMB, RHKB, KHK, Regional Chamber of Social Enterprises, NGOs)
 - C2.2** Develop international cooperation and the transfer of examples of good practice (ongoing – OSP)
 - C2.3** Support disadvantaged target groups by linking local stakeholders and their initiatives (comprehensive programmes focused on inclusive education, support for socially responsible employment through the linking of various stakeholders) (ongoing – SMB, NGOs, Labour Office, South Moravian Region, educational institutions, employers)
 - C2.4** Support and utilise 'age management' and tools to reduce discrimination against employees as a means of socially responsible employment (ongoing – SMEs, RHKB, KHK, employers)

Sub-objective D To promote diversity and equal access for all residents**Priority D1 Actively and appropriately inform the public about the benefits of diversity and equal treatment**

- Measures**
- D1.1** Promote the topic of diversity and equality in the media, including through examples of good practice, and ensure the availability of objective information (ongoing – OSP, KMCR, TIS, municipal districts, NGOs, universities/academic institutions)
 - D1.2** Highlight cooperation with specific NGOs in Brno's public communications (press releases, website, social media) and, conversely, highlight Brno's support in the NGOs' communications (ongoing – OSP, KMCR, TIS, NGOs)

Priority D2 Incorporate an equality perspective into urban policy – grant schemes, budgeting, spatial planning and other areas

Responsibility: SMB, Secretary, PO, ORF, OKO, OZV

- Measures**
- D2.1** Utilise the tools of age mainstreaming, gender mainstreaming and age management across the city's diverse and relevant agendas (ongoing – Secretary, ORF, OKO)

⁵⁹ Link - A city with accessible housing: C Support for housing for residents with specific needs, with priority C1: Establish a social housing system, C1.1-3

- Measures**
- D2.2** Involve the city in international networks and activities to promote equality (ongoing – OZV)
 - D2.3** Introduce new tools to promote equality among male and female employees of the Brno City Council, municipal districts and subsidised organisations (flexible working hours, working from home, job sharing and others) (ongoing – PO, Secretary)
 - D2.4** Support projects promoting equality through grants, patronage, etc. (ongoing – SMB)

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

Responsibility: SMB, OŠML, TIS, KMCR, OSP, OŠ JMK

- Measures**
- D3.1** Provide patronage for events combating hatred and discrimination (ongoing – SMB)
 - D3.2** Support projects by a diverse range of stakeholders, including NGOs, focused on diversity, mutual respect and solidarity, and provide the public with appropriate information on this (ongoing – SMB, KMCR, TIS, OSP)
 - D3.3** Draw up a plan for projects combating hatred and discrimination in primary and secondary schools (by 2030 – OŠML, OŠ JMK)

Priority **D4 Developing digital community wellbeing and preventing digital exclusion**

Responsibility: NGOs

- Measures**
- D4.1** Supporting intergenerational connections and volunteering (ongoing – NGOs)
 - D4.2** Relieving the burden on social services through digital outreach workers (ongoing – NGOs)
 - D4.3** Relieving the burden on informal carers through a digital facilitator (by 2030 – NGOs)
 - D4.4** Supporting the creation and operation of digital advice centres (by 2030 – NGOs)

Sub-objective **E To promote solidarity amongst the population and corporate social responsibility**

Priority **E1 Promote volunteering and voluntary assistance**

Responsibility: South Moravian Regional Volunteer Centre, NGOs, ANNO JMK, SMB, municipal districts, OŠML, South Moravian Region, churches, businesses, TIS, KMCR

- Measures**
- E1.1** To support organisations working with volunteers (NGOs, volunteer centres, churches), including support for cross-sectoral and intergenerational cooperation within the field of volunteering (ongoing – South Moravian Regional Volunteer Centre, SMB, South Moravian Region, municipal districts, ANNO JMK)
 - E1.2** Organise awareness-raising activities (various campaigns), promote volunteering positively in the media and support innovative projects (ongoing – South Moravian Regional Volunteer Centre, SMB, South Moravian Region, municipal districts, ANNO South Moravian Region, churches, businesses, TIS, KMCR)
 - E1.3** Support educational activities (programmes in schools and within NGOs such as 'Helping is Normal', educational programmes for adults) (ongoing – South Moravian Regional Volunteer Centre, SMB, South Moravian Region, municipal districts, ANNO South Moravian Region, OŠML, NGOs)
 - E1.4** To identify organisations working with volunteers and their capacity to respond to emergencies (by 2030 – South Moravian Regional Volunteer Centre)

Priority**E2 To promote corporate philanthropy and social support**

Responsibility: RHKB, KHK, SMB, South Moravian Region, NGOs, businesses, ANNO JMK

Measures

E2.1 Promote corporate giving (prestigious corporate awards at city level, promotion, cooperation with professional business associations)
(ongoing - SMB, JMK, RHKB, KHK, business organisations)

E2.2 Encourage giving by private donors (education, teaching from an early age that 'giving is normal')
(ongoing - SMB, JMK)

E2.3 Promote non-financial donations from companies – 'know-how', staff, etc.
(ongoing – SMB, JMK, RHKB, KHK, business entities, ANNO JMK, NGOs)

E2.4 Support fundraising within NGOs and explore opportunities for its use within other suitable structures and types of organisations
(ongoing - ANNO JMK, NGOs, SMB)

Priority**E3 Support the establishment, operation and sustainability of communities**

Responsibility: PARO, OSRS, SMB, municipal districts, NGOs, churches, VZMB,

Measures

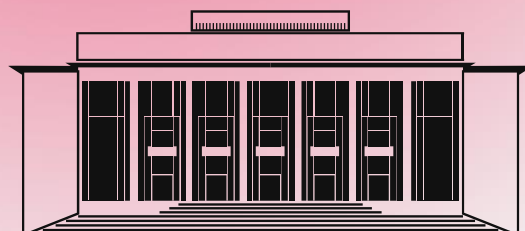
E3.1 Support existing communities in their activities (transparent mechanisms for: provision of premises, promotion, fundraising and other activities)
(ongoing - SMB, Municipal Districts, PARO, OSRS)

E3.2 Support the establishment of new communities (ongoing - SMB, municipal districts, PARO, OSRS, NGOs, churches)

E3.3 Strengthen cooperation between communities and local centres (municipal district offices, 'family points' and others) and city-wide institutions (subsidised organisations, municipal companies) in the form of the provision of premises, mutual promotion, joint projects, etc.
(ongoing - SMB, municipal districts, PARO, OSRS)

E3.4 Improve facilities in public spaces with a view to their usability for local communities (parks, sports grounds, public barbecues, children's playgrounds and others)
(ongoing - SMB, Municipal Districts, VZMB, STAREZ, OS, OI, PARO)

Cultural City



Primary objective To achieve a distinctive cultural and creative scene of international renown that actively engages with Brno's cultural heritage and experimentation

Sub- **A** To support the cultural and creative ecosystem by bringing together tradition and

Priority **A1 Support the diversity and development of Brno's culture**

Responsibility: OK, OPP, OSRS, TIC, OZV

Measures

A1.1 Ensure the development of individual cultural and creative sectors (ongoing – OK, OSRS)

A1.2 To encourage the development of experimental, progressive and original work, as well as new formats and media (ongoing – OK, TIC, OZV, OSRS)

A1.3 Support the export of works from Brno and the presentation of artists abroad (ongoing – OK, TIC, OZV)

A1.4 Support the work of young and emerging artists (ongoing – OK)

A1.5 Support the preservation and development of Brno's cultural and historical heritage and cultural identity (ongoing – OPP, OK)

A1.6 Develop activities supporting business entities and the development of entrepreneurship in the KKO (ongoing – OSRS)

Priority **A2 Promoting culture and the creative industries as a tool for urban development**⁶⁰

Measures

A2.1 Integrate culture into all relevant city development and strategic documents (ongoing – City Council, OSRS)

A2.2 Bring public spaces to life with works of art (ongoing – OK, TIC, Municipal District)

⁶⁰ Link - Public Spaces Manual

Measures **A2.3** Make targeted use of the potential of cultural actors and creative professionals to address the city's challenges (ongoing – OK, OSRS)

Priority **A3 Ensure a systematic and professional cultural policy**

Measures **A3.1** Ensure regular external review of cultural policy through a democratic participatory platform⁶¹ (ongoing – OK)

A3.2 Maintain and support the management of cultural policy at the MMB level (ongoing – OK)

A3.3 Continuously update the data dashboard relating to the KKO and incorporate the findings into the city's cultural policy (ongoing – OK, OSRS)

Priority **A4 Ensure effective and transparent funding for the KKO**
Responsibility: OK, ORF, OSRS

Measures **A4.1** Stabilise funding for culture at 9 per cent of the city's current expenditure and, once this measure has been implemented, seek additional funds from public budgets outside the city budget. (ongoing – OK, ORF)

A4.2 Allocate 10 % of the Culture Department's budget to non-municipally funded cultural activities (ongoing – OK)

A4.3 Assess the suitability of, and where appropriate, transform, cultural organisations receiving public funding into a different legal form (ongoing – OK)

A4.4 Strengthen and streamline the grant system for the independent arts scene (ongoing – OK, OSRS)

Sub-objective **B To support and develop education in the field of culture and the creative industries**

Priority **B1 Strengthen the capabilities of stakeholders in the cultural and creative sectors and develop their audiences**

Measures **B1.1** Monitor and strengthen educational capacity at primary and secondary art schools in line with identified needs (ongoing – OŠML, OŠ JMK)

⁶¹ Link - Participatory governance: B - Integrating participatory tools into the city's multi-level self-governance processes (according to citizens' level of interest, activity and expertise)

- Measures**
- B1.2** Support the development of new fields of study across all levels of education (ongoing – OŠ JMK)
 - B1.3** Support the development of science and research in the field of culture and the creative industries (ongoing – OK, OSRS)
 - B1.4** Facilitate work placements for students and recent graduates of cultural and creative disciplines in Brno's cultural organisations (ongoing – cultural organisations)
 - B1.5** Support lifelong and further learning for the cultural and creative sectors (ongoing – OK, OSRS, universities)
 - B1.6** Implement audience engagement programmes and increase audience participation (ongoing – public organisations)

Priority **B2 Support nursery, primary and secondary schools in cultural education**

Responsibility: OŠML, cultural public bodies, schools at all levels, TIC, municipal

- Measures**
- B2.1** To promote the integration of culture, the creative industries, the cultural heritage of the city of Brno and creative thinking (in collaboration with cultural and educational organisations) into teaching at nursery and primary schools and into leisure activities at nursery and primary schools (ongoing – OŠML)
 - B2.2** Support nursery, primary and secondary schools in organising visits to cultural organisations in Brno (ongoing – schools, OŠML, public organisation)
 - B2.3** Support teachers in continuing professional development in culture through accredited programmes (ongoing – universities)
 - B2.4** Increase opportunities for pupils at primary schools, secondary schools, primary art schools and secondary art schools to perform and collaborate with professionals from the cultural and creative sector (ongoing – public organisations, municipal districts, TIC)

Sub-objective **C Create conditions for collaboration, innovation and the emergence of new cultural and creative projects**

Priority **C1 Deepen cooperation and networking within Brno's cultural and creative ecosystem**

Responsibility: OK, OSRS, TIC

- Measures**
- C1.1** Use the Brno Cultural Forum for cooperation and addressing common challenges in the cultural and creative sectors (ongoing – OK)
 - C1.2** Support cooperation between organisations (ongoing – OK, OSRS, TIC)

Priority **C2 Support the city's cooperation with organisations in the Czech Republic and abroad**

- Measures**
- C2.1** Strengthen the system for supporting international cooperation (ongoing – OK, OZV)
 - C2.2** Strengthen cooperation with partner cities in the field of culture and cultural policy (ongoing – OK, OZV)
 - C2.3** Actively participate in international networks focusing on culture, cultural policy and the KKO (ongoing – OK, OSRS)

- Measures
- C2.4** Cooperate with organisations in the Czech Republic (ongoing - OK, OSRS)
 - C2.5** Collaborate with other towns in the Czech Republic that take a proactive approach to cultural policy (ongoing - OK)
 - C2.6** Regularly organise a specialist conference (or other event) on current topics relating to culture, cultural policy, etc. (ongoing - OK)

Sub-objective **D Strengthen the reputation of Brno's culture and creative industries and the reputation of Brno as a cultural and creative destination**

Priority **D1 Effectively integrate the marketing of the KKO with that of the city**

Responsibility: KMCR, TIC

- Measures
- D1.1** Establish a system of cooperation and coordination between the relevant organisational units of the Brno City Council and between the Brno City Council and the South Moravian Region (ongoing - KMCR)
 - D1.2** Define a system for identifying events, organisations and initiatives suitable for marketing purposes, and define the content framework for cultural marketing (ongoing - KMCR, TIC)

Priority **D2 Promote Brno's cultural and creative industries within Brno, across the country and abroad**

- Measures
- D2.1** Increase the promotion of Brno's culture in Brno, the Czech Republic and abroad (ongoing - OK, KMCR, TIC, OZV, OSRS)
 - D2.2** Create an appealing brand as a marketing tool or campaign to promote culture outside the city and to associate cultural organisations with Brno (ongoing - TIS, KMCR)

Priority **D3 Ensure the clarity and accessibility of information on cultural events in the city**

- Measures
- D3.1** Create or initiate the creation of a unified online platform offering a comprehensive list of cultural events, ideally with the option to purchase tickets – all in one place (including a full English version)⁶² (ongoing - TIC)

⁶² Link - An effectively functioning digital administration system

Sub-objective E Make culture accessible to all sections of the population**Priority E1 Ensure the even distribution of cultural offerings across space and time**

- Measures**
- E1.1** To provide targeted support for and initiate the organisation of cultural events during the less busy months (ongoing – Municipal District, public organisation)
- E1.2** Support the geographical accessibility of cultural provision through community cultural development and neighbourhood cooperation ⁶³ (ongoing – municipal districts, public organisations)

Priority E2 Ensure the accessibility of Brno's cultural offerings

Responsibility: OK, OZ, OSP, BEC, South Moravian Centre for Foreigners, OŠML, p.o.

- Measures**
- E2.1** Support access to culture for Brno residents at risk of social exclusion (ongoing – OSP, p.o.)⁶⁴
- E2.2** Increase access to culture for foreign-language speakers (ongoing – OZ, BEC, South Moravian Region Centre for Foreigners, OSP)
- E2.3** Increase access to culture for specific groups and residents of Brno with health-related disabilities (ongoing – OK, OZ, OSP, OŠML)

Priority E3 To promote culture as a tool for social cohesion

Responsibility: OK, OSP, KMCR, cultural organisations, municipal districts, OPP

- Measures**
- E3.1** Promote intercultural dialogue through cultural events (ongoing – City Council, OSP, cultural organisations, municipal districts)
- E3.2** Support the strengthening of Brno's identity (ongoing – OK, KMCR, OPP, public organisations)

Sub-objective F Develop and support accessible cultural infrastructure**Priority F1 Ensure sufficient suitable spaces for creative work and presentation**

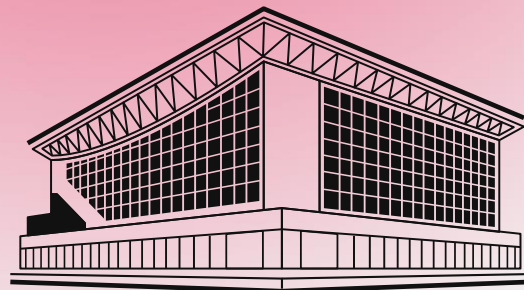
Responsibility: OK, OSRS, OI, municipal organisations, BKOM, OI, JMK

- Measures**
- F1.1** Ensure that the needs relating to spaces for the creation and presentation of KKO are met as fully as possible (ongoing – OK, OSRS, OI, municipal organisations)
- F1.2** Complete projects already underway to meet the need for spaces for the creation and presentation of KKO (ongoing – OK, OSRS, OI, BKOM, JMK)

⁶³ Link - A Cohesive and Respectful City: E, priority E3 Supporting the creation, functioning and maintenance of communities

⁶⁴ Link - A Cohesive and Respectful City: D Promote diversity and equal access for all residents (gender equality, increasing tolerance towards different generations, ethnic groups and other minorities), including in the measures set out below.

A City of Sport



Primary objective To ensure a varied range of sporting activities covering all ability levels ⁶⁵

Sub-objective **A. To promote recreational sport for all**

Priority **A1 Targeted expansion of sports infrastructure for recreational sports, distributed evenly across all city districts ⁶⁷**

Responsibility: OD, OŽP, OVHLZ, VZMB, Povodí Moravy, Lesy ČR, City Districts

Measures **A1.1** Complete the planned infrastructure network of cycle paths and cycle routes, running trails and walking trails within the city of Brno (ongoing - OD)

A1.2 To develop the Brno Dam complex into a unique centre for recreational sports (individual recreation) accessible to all citizens of the city of Brno ⁶⁸ (ongoing - City Districts, Lesy ČR, Povodí Moravy, VZMB, OŽP, OVHLZ)

Priority **A2 Support primary schools in making their sports facilities accessible, particularly outdoor playgrounds**

Responsibility: OŠML, municipal districts, primary school headteachers and sports clubs

Measures **A2.1** Streamline cooperation and communication with headteachers and their governing bodies, with the aim of ensuring greater use of playgrounds at school premises (by 2030 – OŠML, municipal districts, primary school headteachers and sports clubs)

⁶⁵ Link - A shared vision and the city's reputation: B1 - To build up the city's assets in the designated development areas. This relates collectively to priorities A1, B2 and C1 under the 'Sports City' initiative.

⁶⁶ Link - Healthy people in a healthy city

⁶⁷ Link - Nature in the city: D. Sufficient parks for recreation (D1.1.1), 2. Enhance the recreational use of water bodies and watercourses

⁶⁸ Link - Nature in the City, A Healthy Environment

Priority

A3 As part of recreational sport activities, to strengthen children's and young people's motivation to participate in sport and thereby support the improvement of their physical literacy and awareness of a healthy lifestyle

Responsibility: OŠML, OS, sports clubs

Measures

A3.1 Continue implementing the City of Brno's projects to raise awareness of healthy lifestyles and physical literacy among children, in collaboration with the Faculty of Sports Studies at Masaryk University, by involving its students in this project (ongoing - OŠML, OS, sports clubs)

Priority

A4 Support sporting activities for people with disabilities ⁷⁰

Responsibility: OS, SMB, municipal districts

Measures

A4.1 Develop suitable sports infrastructure for people with disabilities (ongoing - City Council, Municipal Districts)

A4.2 Continuously support the activities of disabled athletes (ongoing - SMB, OS)

Sub-objective

B Support Competitive Sports

Priority

B1 To support an increase in the number of coaches and trainers through specifically targeted grant programmes, with a view to achieving and maintaining remuneration levels commensurate with their expertise, using funds from the city (South Moravian Region, National Sports Agency) ⁷¹

Responsibility: OS, FSpS MU, sports clubs, organisations active in the field of sport, SMB

Measures

B1.1 To strengthen the city's cooperation with the Faculty of Sports Studies at Masaryk University, with the aim of ensuring the necessary number of coaches, trainers and managers, of whom there is currently a shortage on the labour market (ongoing - City Council, Faculty of Sports Studies, Masaryk University, sports clubs, organisations active in the field of sport)

B1.2 Maintain at least the current level of financial support from public funds for competitive sport, with a focus on coaching, particularly for young people (ongoing - SMB, OS)

Priority

B2 To expand sports infrastructure for elite sport in a targeted and balanced manner across all city districts

Responsibility: SMB, city districts, organisations active in the field of sport

Measures

B2.1 Increase funding from the city level (South Moravian Region, National Sports Agency) for grant programmes aimed at improving the quality of the sporting environment (ongoing - SMB)

B2.2 Support sports clubs in resolving property-related issues that hinder the effective operation of sports facilities (ongoing - SMB, municipal districts, organisations active in the field of sport)

Priority

B3 Improve the qualifications of organisational staff working in sports organisations in the field of elite sport

Responsibility: OS, FSpS MU

Measures

B3.1 In cooperation with the Faculty of Sports Studies at Masaryk University (FSpS MU), the South Moravian Region (JMK) and the National Sports Agency (NSA), prepare and implement training programmes for the management of sports clubs, focusing on enhancing their ability to self-finance

their organisations' activities and their ability to submit applications and utilise grant schemes at all levels of central and local government (ongoing - OS, FSpS MU)

⁶⁹ Link - A city of learning and universities: F1 - ensure a sufficient provision of extracurricular and non-formal education

⁷⁰ Link - Healthy people in a healthy city: E1.1 Involve the population in programmes and projects focused on healthy eating and sufficient physical activity. In this regard, distinguish between different target population groups (children, adolescents, middle-aged people, older people, specific groups of patients with common conditions, and various social groups).

⁷¹ Link - A Cohesive and Respectful City: E1 Promote volunteering and voluntary assistance.

Priority B4 Support the activities of sports clubs that bring together disabled athletes⁷²

Responsibility: South Moravian Region, NSA, SMB

Measures **B4.1** Increase funding from the city level (JMK, NSA) for grant schemes focused on sport for people with disabilities (ongoing - SMB, JMK, NSA)

Sub-objective C Support elite sport⁷³**Priority C1 Targeted expansion of sports infrastructure for elite sport**

Responsibility: OS, IO, MO, OÚPR, STAREZ – SPORT, a.s., JMK, NSA, private entities, universities, sports clubs, sports federations, SMB

Measures **C1.1** To build new infrastructure required for elite sport and maintain existing infrastructure (on an ongoing basis – OI, OS, MO, OÚPR, STAREZ-SPORT, a.s., JMK, NSA, private entities)

C1.2 To cooperate with other higher education institutions based in the city of Brno which make their sports facilities available for the preparation and delivery of elite-level sporting activities. These include, in particular, the Brno University of Technology, the Faculty of Sports Studies at Masaryk University, the University of Veterinary Sciences in Brno and Mendel University in Brno (ongoing - SMEs, universities, sports clubs)

C1.3 To support the establishment of at least three elite sports centres in the city of Brno – for athletics, track cycling and swimming (ongoing - sports federations, NSA)

Priority C2 Maintain and develop the existing structure of elite sport disciplines and raise selected disciplines to a sustainable European, world and Olympic level

Responsibility: SMB, JMK, NSA, OS, BCSN, JMK, primary schools

Measures **C2.1** Increase funding from public sources. Continuously update the system of financial support for individual sports disciplines in line with the current level at which the City of Brno is represented at national, international, world and Olympic levels (ongoing - SMB, JMK, NSA)

C2.2 Develop the following existing tools to support talented young people in pursuing elite sport - utilising OS programmes to support youth sport - financial, personnel and media support for the Brno Centre for Sporting Hope (BCSN), financial support for the football and ice hockey academies (ongoing - OS, BCSN, South Moravian Region, primary schools)

Priority C3 Raise awareness amongst the management of sports organisations of the conditions required to achieve a higher level of self-financing for their organisations

Responsibility: OS, FSpS MU, sports federations, organisations active in the field of sport

Measures **C3.1** To cooperate systematically with the Faculty of Sports Studies, Masaryk University, in the training of qualified coaches, managers, teachers and physiotherapists with a view to their employment in elite sport activities (ongoing - sports federations, MU Faculty of Sports Studies)

C3.2 Develop and implement training programmes for sports club management, focusing on enhancing their ability to self-finance their organisations' activities and their capacity to submit applications and utilise grant schemes at all levels of government (ongoing - organisations active in the field of sport, civil society organisations)

⁷² Link - Healthy people in a healthy city: E1.1 Involve the population in programmes and projects focused on healthy eating and sufficient physical activity. Distinguish between different target population groups in this regard (children, adolescents, middle-aged people, older people, specific groups of patients with common conditions, various social groups).

⁷³ Link - University City: F1 - High-quality and accessible non-formal education

Priority**C4 To support major international sporting events held within the city of Brno**

Responsibility: SMB, JMK, NSA, sports associations, organising Brno clubs

Measures

C4.1 Intensify communication and cooperation between managers of Brno-based sports organisations and representatives of sports federations with a view to securing the hosting of major international junior and senior sporting events within the city of Brno
(ongoing - sports federations, organising Brno clubs)

C4.2 Continue systematic cooperation between relevant bodies when organising events: sports club managers, sports federations, SMB, JMK and NSA (e.g. organising major sporting events)
(ongoing - SMB, South Moravian Region, NSA)

C4.3 Maintain at least the current level of financial support from public funds to support the hosting of major international sporting events in the city of Brno
(ongoing - SMB, JMK, NSA)

Safe City



Primary objective A To reduce crime and minimise the number of incidents threatening safety and health

Priority A1 Raise citizens' awareness of their rights and options for protecting their lives, health, property and freedom

Measures A1.1 Promote preventive programmes to protect citizens' rights and freedoms, with a focus on encouraging people to take action to ensure their own safety and that of others (ongoing - Brno Municipal Police, Czech Police, Fire and Rescue Service, nursery and primary schools)

Priority A2 To increase public confidence in and the authority of the city's security services – the reliability of these bodies

Responsibility: OOBR, Brno Municipal Police, Czech Police and Czech Armed Forces

Measures A2.1 Inform the city's residents more frequently about the activities of the security forces, particularly on social media (ongoing - OOBR, Brno Municipal Police, the Police of the Czech Republic and the Czech Armed Forces)

Sub-objective B To ensure the city's preparedness for crisis situations in the event of natural disasters and other incidents (prevention and preparedness for phenomena and crisis situations related to climatic events, epidemics, social unrest or conflicts)

Priority B1 Inform city residents on how to take a proactive approach to dealing with emergencies and protecting people and property – objectively and knowledgeably familiarise city residents with the basic rules and procedures for ensuring their safety

Responsibility: OOBR, South Moravian Region, individual Integrated Rescue System units, the City of Brno Crisis Management Team, the South Moravian Region Crisis Management Team, the Czech Police, the Fire and Rescue Service and specialist institutions, nursery and primary schools

Measures B1.1 To present the capabilities and capacities of the Integrated Rescue System (ongoing - individual components of the Integrated Rescue System, nursery and primary schools)

Measures	B1.2 Introduce and develop preventive education for children, young people and at-risk groups, and involve the Integrated Rescue System in children's education (ongoing - OOB, South Moravian Region, individual components of the Integrated Rescue System, nursery and primary schools) B1.3 Keep the public informed on an ongoing basis about threats (ongoing - OOB, South Moravian Region, individual components of the Integrated Rescue System) B1.4 Modernise warning and notification systems. (ongoing - OOB, South Moravian Region, individual components of the Integrated Rescue System) B1.5 Create a unified platform (a database of experts categorised by their professional qualifications) within the City of Brno for consultation and cooperation in managing crisis situations (by 2030 - OOB, individual components of the Integrated Rescue System, the City of Brno Crisis Management Team, the South Moravian Region Crisis Management Team) B1.6 Continuously implement technical, operational and training measures in the area of protecting soft targets, critical infrastructure and resources (on an ongoing basis - OOB, in coordination with the Police of the Czech Republic, the Fire and Rescue Service and specialist institutions) B1.7 Strive to establish effective information systems that will map current resources for potential crises (ongoing - OOB)
----------	---

Priority	B2 Support the deployment and equipment of emergency services and improve traffic flow through the city when emergency services are passing through Responsibility: OOB, OD, South Moravian Region, individual emergency services units, Brno Municipal Police, Czech Police, BKOM
-----------------	---

Measures	B2.1 Support the establishment of a joint operations centre to coordinate the IZS units. (ongoing - OOB, JMK, individual IZS units, Brno Municipal Police, Police of the Czech Republic) B2.2 Support the modernisation of equipment for the Integrated Rescue System units (ongoing - OOB, JMK) B2.3 Implement priority measures at junctions for emergency services vehicles (ongoing - OD, BKOM) B2.4 Introduce and utilise modern technologies, including software for managing emergencies (e.g. specialised fire-fighting cutting equipment) (ongoing - individual components of the Integrated Rescue System)
----------	--

Sub-objective	C To reduce youth crime and promote the prevention of risky behaviour and safety hazards through professional work with children and young people⁷⁴
----------------------	---

Priority	C1 Ensure conditions in which children and young people can live without feeling humiliated and without the need to humiliate others
-----------------	---

Measures	C1.1 Introduce consistent prevention and awareness-raising measures amongst target groups (ongoing - OŠML, nursery and primary schools, NGOs, OSP) C1.2 To promote closer cooperation between schools and children's families (ongoing - OŠML, nursery and primary schools, NGOs, OSP) C1.3 Eliminate risky behaviour among children and young people (ongoing - nursery and primary schools, NGOs) C1.4 Introduce prevention programmes aimed at reducing the risks and impact of extremism in all its as yet identified manifestations and forms (ongoing - nursery and primary schools, NGOs, social service providers) C1.5 Update and identify 'newly' emerging threats affecting young people in the city
----------	---

⁷⁴ Through a programme grant for crime prevention.

⁷⁴ Cohesion - A Cohesive and Respectful City: B2 Development of preventive programmes; An Educated and University City: A2.3 Support activities promoting the prosocial and civic development of children and pupils (e.g. school parliaments, social development clubs, etc.), A4.3 Strengthen cooperation between organisations involved in counselling and other educational activities within the framework of the cooperation platform

⁷⁵ Through a programme grant for crime prevention.

Sub-objective	D Prevent the emergence of areas (neighbourhoods) where people are segregated on the basis of social, ethnic, religious and cultural differences – as a potential source of the escalation of undesirable social and security issues
Priority	D1 Prevent the emergence of socially, ethnically, religiously and culturally segregated areas within the city
Measures	D1.1 Primarily, avoid creating conditions conducive to the emergence of such localities (e.g. in the area of planning and decisions regarding the location of residence for individuals posing a certain level of security risk) (ongoing - BO, OSP, NGOs) D1.2 To eliminate efforts at segregation, particularly amongst groups of people who do not accept the laws and foundations of the state (the Czech Republic) (ongoing - Brno Municipal Police, Czech Police) D1.3 Identify the causes of socially excluded localities and seek solutions, including the development of strategies to improve the situation in existing excluded localities, with a view to eliminating existing socially excluded localities and preventing the emergence of new ones (ongoing - BO, OSP, NGOs) D1.4 Plan improvements to public spaces with a focus on safety (ongoing - BO, OSP, KAM) D1.5 Continue to actively link city authorities, the Municipal Police, experts and the non-profit sector as part of a coordinated approach to monitoring and addressing issues in existing and, in particular, emerging areas with criminal and negative social impacts (e.g. drug addiction, homelessness, vandalism) (ongoing – SMB, Brno Municipal Police, NGOs, municipal districts)

⁷⁶ Through a programme grant for crime prevention.

RESOURCES

The ability to manage resources effectively and ensure their efficient use through appropriate strategic infrastructure is one of the prerequisites for securing a resilient economy and a high quality of life for residents. The city must be able to manage water and energy resources efficiently and promote new approaches and practices aimed at ensuring a sustainable economy and quality of life for residents. A clean city should, of course, be a given.

VALUES



A city that manages water efficiently



An energy-efficient, independent and resilient city



A Clean and Circular City

A city that manages water



Primary objective A To ensure high-quality drinking water sources and distribution networks with sufficient capacity ⁷⁷

Priority A1 To minimise losses during the abstraction, treatment and distribution of water

Measures

A1.1 Renew the water supply network (at least 1 per cent per year) (ongoing - BVK a.s.)

A1.2 Continuously update the necessary strategic documents, master plans and standards in the field of water management ⁷⁸ (ongoing - OI, OÚPR)

A1.3 Actively promote public awareness and information campaigns on drinking water consumption and management (ongoing - OŽP, NGOs, PARO)

Priority A2 Ensure the protection and monitoring of existing water sources (Březová, Vír)

Responsibility: Morava River Basin Authority, BVK a.s., water authorities, relevant local authorities, water management companies, water authorities, industrial and agricultural enterprises,

Measures

A2.1 Monitor nutrient levels in river basins (on an ongoing basis - BVK a.s., Povodí Moravy, s.p.)

A2.2 Identify potential risks in the context of both river basins and reas (ongoing - BVK a.s., Povodí Moravy, s.p.)

A2.3 Reduce nutrient levels in water (ongoing - relevant local authorities, water management companies, water authorities)

⁷⁷ Link - A healthy environment.

⁷⁸ These are important conceptual documents for future investments and will form the basis for the city's new spatial plan. The updating and drafting of these documents will reflect the current state of the art in the fields of water supply and sewerage, as well as in the area of stormwater management.

Measures **A2.4** Prevent contamination of water sources
(ongoing - relevant local authorities, water companies, industrial and agricultural enterprises, water authorities)

Priority A3 Identify and protect new sources of drinking water

Responsibility: Morava River Basin Authority, s.p., OVLHZ, OÚPR, SMB, South Moravian

Measures **A3.1** Identify potential new sources of drinking water (ongoing - SMB, JMK, OVLHZ, Povodí Moravy, s.p.)

A3.2 Ensure the protection of both new and existing drinking water sources (ongoing - SMB, JMK, OÚPR, OVLHZ, water authorities, Povodí Moravy, s.p., BVK a.s.)

Priority A4 Ensure the protection of artesian waters

Measures **A4.1** Map the extent of Brno's artesian waters and carry out regular checks on their quality (by 2030 - Environment Department)

A4.2 Prepare for the reclamation of part of the Černovice landfill site (2027-2030 - Department of the Environment)

A4.3 Update the database of boreholes penetrating the artesian aquifer (by 2030 - OVLHZ, OŽP)

A4.4 Explore the potential use of artesian water for the Integrated Rescue System (2023-2030 - OVLHZ, IZS units)

Sub-objective B To enhance the town's flood protection in the Svatka and Svitava river basins, including the use of nature-based flood protection measures

Priority B1 Implement and coordinate flood prevention measures on major watercourses

Responsibility: KAM, OI, OÚPR, OVLHZ, MO, Povodí Moravy, s.p., OSŘ, private sector - landowners, developers, tenants, the public, etc.

Measures **B1.1** Implement flood protection measures in accordance with the phased plan drawn up from the priorities and update their timetable (ongoing - KAM, OI, OÚPR, OVLHZ, Povodí Moravy, s.p.)

B1.2 Carry out ongoing property settlements in the area affected by the flood protection works (ongoing - SMB, MO, OI, OÚPR, OVLHZ, KAM, Povodí Moravy, s.p.)

B1.3 Coordinate projects in the area affected by the construction of the PPO - communication and coordination of the PPO (on an ongoing basis - public sector - Povodí Moravy, s.p., OSŘ; private sector - landowners, developers, tenants, the public, etc.)

Priority B2 Increase the water retention capacity of the urban landscape

Responsibility: landowners and land users, Povodí Moravy, s.p., OVLHZ, OI, OÚPR, KAM, OSŘ, Lesy MB, municipal districts

Measures **B2.1** Assess the potential effectiveness and feasibility of nature-based flood protection measures (ongoing - OI, OÚPR, OVLHZ, Povodí Moravy, s.p.)

B2.2 Implement nature-based flood protection measures in response to the issue of torrential rain (e.g. increasing green spaces for rainwater retention, constructing new small water bodies) (ongoing - KAM, OI, OÚPR, OVLHZ, Lesy MB, MČ)

Measures **B2.3** Construct retention reservoirs and connect them to other nature-based flood protection measures (ongoing - OI, OÚPR, OVLHZ, Lesy MB, MČ)

B2.4 Prioritise measures aimed at eliminating soil erosion (ongoing - landowners and land users, OVLHZ, OI, OSŘ, Lesy MB)

Sub-objective **C Manage wastewater effectively and minimise the impact of 'Brno' on water quality in watercourses**

Priority **C1 Complete and modernise the sewerage networks for public use, including increasing their capacity**

Measures **C1.1** Map current and potential sources of pollution - seepage, surface runoff (by 2030 - OVLHZ)

C1.2 Complete the sewerage networks in the city's existing built-up areas (ongoing - OI, BVK, a.s.)

C1.3 Modernise the wastewater treatment plant as required (ongoing - BVK, a.s.)

C1.4 Give preference to a separate sewerage system in new developments (ongoing - OI, BVK, a.s., OÚPR)

C1.5 Coordinate work in the area relating to the management and modernisation of the sewerage network (ongoing - OI, BVK, a.s.)

C1.6 Implement the requirements of the new Urban Waste Water Treatment Directive (ongoing - OI, BVK, a.s., OVLHZ, OÚPR)

Sub-objective **D Manage rainwater and groundwater effectively as part of adapting to climate change and eliminating heat islands in the city**

Priority **D1 Collect and reuse rainwater**
Responsibility: OŽP, OI, OVLHZ, KAM, VZMB, MŽP

Measures **D1.1** To implement, on an ongoing basis, projects from the draft proposal for the effective use of collected rainwater

(ongoing - OI)

D1.2 Introduce and implement methodologies for measures aimed at adapting to climate change in Brno (ongoing - OŽP, KAM, VZMB)

D1.3 Introduce mandatory climate change adaptation requirements in public procurement (public buildings, green roofs, green spaces, etc.) (ongoing - OI, MŽP, OŽP, OVLHZ)

D1.4 Educate and inform the general public and the business sector (ongoing - OŽP, KAM)

D1.5 Implement pilot projects in the public sector (beyond the scope of the Act) - green roofs, smart and innovative projects for rainwater retention and reuse, etc. (ongoing - Environmental Protection Department)

An energy-efficient, independent and resilient city



Primary objective A To ensure sufficient energy capacity from clean energy sources, thereby reducing emissions and pollutants that adversely affect human health and the environment

Priority A1 To establish and embed a long-term vision for the gradual development of a sustainable energy sector utilising clean energy sources, and to coordinate this with local industry and research with the aim of reducing CO₂ emissions (and, where applicable, other greenhouse gases)⁷⁹

Measures

A1.1 Establish and implement the vision, in particular through (1) supporting eco-innovation activities, (2) improving energy efficiency (within the framework of the Energy Union Strategy) in line with increasing the proportion of recycled waste, and (3) a gradual transition from fossil fuels to clean energy, renewable energy sources (RES) and secondary energy sources (SES) (by 2030 - OME, OSRS, SAKO Brno, TB)

A1.2 Map the potential of energy sources in individual locations across the whole city – create a comprehensive model for the city, offering multiple alternatives, capturing the broader context, and linking the model to the city's GIS (by 2030 - OME)

A1.3 Continue the active implementation of energy management across all properties owned by the city, including those entrusted by statute to the administration of other city organisations (ongoing - OME, energy managers)

A1.4 Continuously evaluate and, where necessary, update the conceptual framework that will clearly define the city's sustainable energy policy and actively support its implementation (ongoing - OME)

A1.5 Continuously evaluate the Sustainable Energy and Climate Action Plan (SECAP), which will address both climate change mitigation and adaptation to the impacts of climate change (ongoing - OŽP)

⁷⁹ Link - A healthy environment

Priority

A2 To further develop a policy unit responsible for the implementation, coordination and ongoing evaluation of the city's sustainable energy policy and the sustainable energy action plan in the city of Brno and, subsequently, in the Brno Metropolitan Area

Responsibility: OME, OSRS, ODAE, SMB, JMK, municipalities in the Brno Metropolitan Area

Measures

A2.1 Support the networking of the policy unit (OME) with the aim of addressing the interests of (1) industry, (2) the public sector, including science and research, and (3) civil society groups (non-governmental and non-profit organisations, individual citizens)
(ongoing - OSRS, OME)

A2.2 Cooperate within the BMO and with the JMK on a comprehensive energy solution (ongoing - SMB, OME, JMK, BMO municipalities)

A2.3 Monitor developments and competitiveness (e.g. ISO 50001)
(ongoing - OME)

A2.4 Develop proposals for possible schemes to support energy efficiency and energy conservation (e.g. modelling technological innovations in energy systems and using them to model scenarios for energy development, green building certificates, ecodesign, etc.)
(ongoing - OME)

A2.5 To produce and provide analyses and modelling of global and local data, including 'best practices', in order to develop a coherent and publicly acceptable energy strategy (ongoing - OME, ODAE)

Sub-objective

B Base energy consumption on clean energy sources

Priority

B1 Gradual adoption of low-emission energy sources by the majority of the population

Measures

B1.1 Communicate a coherent and publicly acceptable energy strategy supported by analyses and modelling of global and local data, including information on best practices
(ongoing - OME)

B1.2 Provide independent information to the public – collecting questions and providing answers, seminars/webinars for the public
(ongoing - OME)

B1.3 Implement a communication strategy focusing on the links between emissions, human health and the action plan* promoting clean renewable energy sources
(ongoing - OME)

B1.4 Establish cooperation between partner cities and cities in the Eurocities network in the field of clean energy, and the exchange of experience and know-how
(ongoing - OME)

B1.5 Draw up an action plan* with the aim of: (1) gradually reducing the use of high-emission private transport whilst increasing the use of improved, low-emission public transport, (2) gradually replacing fossil fuels with renewable energy sources
(ongoing - OME, OD, OSRS, DPMB, Teplárny Brno)

Sub-objective C Reduce overall energy consumption whilst gradually improving energy efficiency**Priority C1 Improve fuel efficiency and introduce low-emission public and private transport⁸⁰**

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

Measures

C1.1 Prepare a long-term low-emission public transport strategy for the city and its surrounding area (in conjunction with the Urban Mobility Plan)
(ongoing - OD, DPMB)

C1.2 Improve the existing public transport system as follows:

- I. expand public transport in line with the needs identified in the studies carried out and current data; where appropriate, introduce an underground eco-friendly link integrated with the city's transport network,
- II. ensure uninterrupted service and free flow of traffic even during peak hours (more frequent services, dedicated lanes),
- III. provide financial incentives/discounts for the public,
- IV. gradually introduce 'clean buses' (ideally with sustainable propulsion) based on new technologies (ongoing - OD, DPMB)

C1.3 Create the technical infrastructure for low-emission mobility options (support: electric cars, car-sharing, autonomous taxis, emissions certificate scheme...)
(ongoing - TB, BKOM, DPMB)

C1.4 Create public spaces (green zones) for cyclists and pedestrians (current provision is insufficient)
(ongoing - KAM, OD, OI)

C1.5 Draw inspiration from abroad (the city's partners, information portals, European grants, etc.) (ongoing - OSRS, OD, KAM)

Priority

C2 Assess energy-intensive buildings (particularly those owned by the city) with a view to reducing the overall energy balance (in research infrastructures, public administration buildings, etc.)

Measures

C2.1 Support a combination of centralised supply and decentralised sources to optimise the functioning of energy supply – a new model for better consumption forecasting (use the example of the Nový Lískovec district's operations for other parts of the city)
(ongoing - Teplárny Brno)

C2.2 In cooperation with energy suppliers, support the preparation of a building energy efficiency plan, with the aim of achieving low, ideally the lowest possible, energy consumption in buildings
(ongoing - OŽP, OI, Brno R&D institutions, OME)

C2.3 Set out conditions for the use of renewable energy sources in the refurbishment and construction of new buildings / meet the requirements for nearly zero-energy buildings in accordance with current Czech and EU legislation
(ongoing - OI)

C2.4 Give priority to proposals that meet energy requirements in tender procedures and incorporate these standards into all tender documentation issued by public institutions – as part of the city's energy standard
(ongoing - OŽP, OI, OME)

⁸⁰ Link - A city with efficient and sustainable mobility: A2 Promote eco-friendly powertrains: A2.1 Expand electric mobility in public transport (mixed/hybrid powertrains)
A2.3 Create a grant scheme to support the purchase of vehicles with eco-friendly

Sub-objective	D To increase the share of local clean energy sources in the city's energy supply through technological innovation
Priority	D1 Promote an increasing share of low-emission generation capacity (photovoltaic, hydro and wind power stations, generation from biogas, biomass and municipal waste) Responsibility: Teplárny Brno, Technické sítě, SAKO Solar, Brno-based research and development
Measures	D1.1 Assess the state of technical innovations for use in the energy sector (hydro and wind turbines, LED lighting, high-efficiency photovoltaics) (ongoing - Brno Heating Plants, Technical Networks, SAKO Solar, Brno R&D institutions)
Measures	D1.2 In collaboration with energy suppliers, identify barriers to the development of alternative energy sources (technical/financial requirements) and gradually begin to remove them (ongoing - Brno Heating Plants, Technical Networks, SAKO Solar, Brno R&D institutions)
Sub-objective	E To expand and provide maximum support for the local impact of innovations in the field of clean renewable energy sources, including decarbonisation methods (CCS)
Priority	E1 Assess the infrastructure, human capital, specific capabilities and motivation of local scientific and research groups in terms of their technological innovation potential in the energy sector, including the possibility of participating in pan-European cooperation through European grants and initiatives in the field of renewable energy sources Responsibility: Brno R&D institutions, OME
Measures	E1.1 Map human capital, innovation potential and opportunities for cooperation among various stakeholder groups (ongoing - Brno-based VVI institutions, OME)
Priority	E2 Introduce smart grids into the city's infrastructure, and encourage the installation of solar roofs and smart meters Responsibility: municipal companies, OME, ČEZ, GAS NET, EO.N, distribution companies, Brno R&D institutions, spin-off companies – JIC, SAKO Brno, NGOs
Measures	E2.1 Communicate with local renewable energy suppliers; potential collaboration on a strategy for the installation of solar roofs, smart grids and smart meters (broader framework: "Smart Grid – From Innovation to Deployment") (ongoing – SAKO Brno, municipal companies, OME, ČEZ, GAS NET, E.ON, distribution companies, Brno R&D institutions, spin-off companies – JIC, NGOs) E2.2 Conduct an analysis of the potential for further development of alternative renewable energy sources (hydrogen fuel cells, artificial photosynthesis, etc.) (by 2030 - municipal companies, ČEZ, GAS NET, EO.N, distribution companies, Brno R&D institutions, spin-off companies - JIC, NGOs, OME)
Sub-objective	F To integrate Brno into European initiatives in the field of renewable energy and clean energy sources, and into the implementation of a pan-European grid enabling the interconnection, export and import of clean and renewable energy sources, thereby reducing losses associated
Priority	F1 Participate in pan-European research into improving the energy efficiency of new and digital technologies Responsibility: Brno R&D institutions, OME, municipal companies
Measures	F1.1 Support research into energy efficiency in consumer electronics, motors, lighting and ICT (Information and Communication Technology) within the framework of the Code of Conduct (i.e. external power supplies, digital TVs, uninterruptible power supplies, broadband equipment and data centres) (ongoing - Brno-based R&D institutions, OME)

Measures

F1.2 Support recommendations and proposals for energy-efficient operation of IT infrastructure, IT architecture and software (e.g. refine/shorten CPU cooling times)
(ongoing - Brno R&D institutions, OME)

F1.3 Support participation and cooperation within SETIS (Strategic Energy Technologies Information System) and EERA (European Energy Research Alliance)
(ongoing - Brno-based R&D institutions, OME, municipal companies)

F1.4 To support the working group involved in testing and ensuring the stability of HVDC (high-voltage direct current) systems that stabilise AC (alternating current) grids
(ongoing - Brno R&D institutions, OME)

Clean and circular city



Primary objective To improve the cleanliness of the city and maximise the potential of residual materials

Sub-objective A Reduce waste generation and streamline

Priority A1 Reduce the generation of mixed municipal waste and promote waste prevention

- Measures**
- A1.1** Optimise the frequency and routes of waste collection (ongoing – SAKO Brno, waste management companies)
 - A1.2** Introduce monitoring of waste bin fill levels, including the introduction of modern types of waste bins and municipal waste collection (by 2030 - OŽP, SAKO Brno, waste management companies)
 - A1.3** Introduce incentives for waste collection (ongoing - Department of the Environment, SAKO Brno, NGOs)

Priority A2 Increase the proportion of sorted waste and its recycling rate
Responsibility: SAKO Brno, BVK, a.s., waste management and transport companies,

- Measures**
- A2.1** Continuously analyse, evaluate and determine the potential for waste recycling within the Brno metropolitan area, extending to other localities (on an ongoing basis - OŽP, OŽP JMK, SAKO Brno, waste management and transport companies)
 - A2.2** Introduce door-to-door collection of paper, plastic and bio-waste in suitable residential areas and gradually extend this to other sorted categories of municipal waste (ongoing - SAKO Brno, waste management and transport companies)
 - A2.3** Assess the potential for energy and material recovery from suitable types of waste (e.g. sewage sludge) (ongoing - BVK, a.s.)
 - A2.4** Expand facilities for automated waste sorting (ongoing - SAKO Brno)
 - A2.5** Modify waste sorting points and ensure they are upgraded (ongoing - SAKO Brno, waste management companies)

Measures **A2.6** Introduce public bins for sorted waste
(ongoing - SAKO Brno, waste management and transport companies, municipal districts)

A2.7 To further develop existing reuse points and, where necessary, expand their services or networks (on an ongoing basis - Department of the Environment, SAKO Brno, waste management companies, municipal districts)

Sub-objective B Increase the city's self-sufficiency in energy and other resources

Priority B1 Support increased efficiency in the utilisation of industrial waste

Measures **B1.1** Design and test better utilisation of energy and material flows between businesses and production entities
(ongoing - Ministry of the Environment)

B1.2 Reduce the generation of industrial waste and promote its prevention (ongoing - Ministry of the Environment, businesses)

B1.3 Optimise waste logistics to the SAKO Brno waste treatment facility, giving preference to rail transport (ongoing - SAKO Brno, waste management and transport companies)

Priority B2 Increase food production capacity within the Brno metropolitan area and actively support local and regional producers

Responsibility: OVLHZ, MO, OSM, OŽP, South Moravian Regional Chamber of Agriculture, OSRS,

Measures **B2.1** Actively implement solutions for selected types of areas (greenhouses, green roofs, urban vertical farms, etc.)
(ongoing - OVLHZ, OSM, OŽP, South Moravian Regional Chamber of Agriculture)

B2.2 Increase the proportion of land actively used for agricultural production and adequately protect the land resource (ongoing - OVLHZ, MO, OŽP, South Moravian Regional Agricultural Chamber)

B2.3 Support local producers through the city's activities and facilities (e.g. through responsible public procurement, rules governing the provision of spaces for the sale of their own produce, etc.)
(ongoing - OSRS, OSM, Municipal Districts)

B2.4 Support the development of community gardens on suitable sites as a complement to local food production and as part of environmental education
(ongoing - Municipal Districts, NGOs)

Sub-objective C To promote and implement systemic changes in the field of sustainable development

Priority C1 To educate and inform residents and organisations in the city on sustainable development

Measures **C1.1** To provide long-term education for the public on sustainable development, resource and food self-sufficiency, and the choice of products with a low environmental impact
(ongoing - Department of the Environment, Department of Social Affairs and Labour, nursery and primary schools, NGOs)

C1.2 Run campaigns to raise awareness of these issues amongst the residents of Brno
(ongoing - Department of the Environment, NGOs)

C1.3 To support the education of nursery and primary school pupils in the field of sustainable development - environmental education, training and awareness-raising (EVVO)
(ongoing - Department of the Environment, Department of Youth and Sports, nursery and primary schools, NGOs, SAKO Brno, Lipka, Partnership Foundation)

C1.4 Introduce various promotional and motivational competitions
(ongoing - Department of the Environment, NGOs, publicly funded organisations (Brno Zoo))

Measures **C1.5** Create a circular economy platform for sharing best practice and providing advice (by 2030 – Regional Development Department, Department of the Environment, NGOs)

Priority **C2 Change stakeholders' approach towards greater promotion of sustainable development principles, with an emphasis on waste management**

Responsibility: OŽP, OSRS, SMB, JMK, Secretary

Measures **C2.1** Develop and implement methodologies for responsible public procurement and provide training in this area to relevant staff at the Brno City Council, including its subsidised organisations (ongoing - OŽP, OSRS, Secretary)

C2.2 Support legislation aimed at utilising waste streams (ongoing - SMB, JMK)

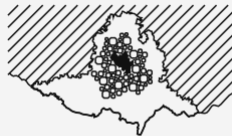
MANAGEMENT

In the expert debate on sustainable development - not only at city level but also at national level, and within the framework of international cooperation - an area that might be described as 'good governance'. Good governance should function as a public service from which citizens expect accountability, professionalism - and high-quality, effective work. Good governance is also transparent and supports civil society; it takes into account all sections of the population and their needs, and gives them the opportunity to get involved.

VALUES



A shared vision and the town's reputation



A thriving Brno metropolitan area



Efficient e-government and open data



Public participation in city governance

A shared vision and the city's reputation



Primary objective A To ensure consensus on the long-term direction of the city and the metropolitan area (to plan effectively on the basis of a long-term strategy implemented by the city and its companies, and spatial planning documentation respected throughout the entire metropolitan area)

Priority A1 To fulfil the long-term objectives and priorities that have been jointly developed with the city's partners ⁸¹

Responsibility: OSRS, ODAE, SMB, MMB

- Measures**
- A1.1** Implement the long-term vision across the political spectrum (by 2030 – SMB)
 - A1.2** Monitor the implementation of the long-term vision and its alignment with the city's thematic strategies and documents (ongoing – OSRS, ODAE, MMB)
 - A1.3** Co-create long-term strategies with the city's partners, including the involvement of all political groups and residents ⁸² (ongoing – OSRS)

Priority A2 Reach agreement on development sites, including their clear definition ⁸³

Responsibility: OÚPR, OSRS, KAM, KMCR

- Measures**
- A2.1** Communicate complex documents, such as the spatial plan and strategy, clearly using new technologies (e.g. 3D modelling, etc.) (ongoing – OSRS, KAM, KMCR)
 - A2.2** Continuously define the city's development areas and ensure the collection of information about them (ongoing – KAM, OSRS, OÚPR)

⁸¹ Link - Participatory governance B4

⁸² Link - A Cohesive and Respectful City, Participatory Governance

⁽⁸³⁾ Urban connectivity - A compact city, a city with affordable housing

- Measures **A2.3** Promote the implementation of strategic development sites, including the principle of planning over time (temporary use of sites), and test this on a pilot basis at selected sites (ongoing – OSRS)
- A2.4** Support the pilot testing of innovative activities and procedures in selected compact areas (ongoing – OSRS)

Sub-objective B Concentrate investment in the city's strategic development areas and implement an active city asset policy

Priority B1 Create municipal assets (investment development) primarily in selected development areas
Responsibility: KAM, ODAE, OSRS, MO, OI

- Measures **B1.1** To prepare sites for the city's strategic projects on an ongoing and coordinated basis (ongoing – KAM, ODAE, OSRS, MO, OI)
- B1.2** Create new assets in potential development areas, including land acquisitions (ongoing – MO, OI)

Priority B2 Manage (utilise and maintain) the city's existing assets effectively (the sale or exchange of city assets should always be the very last resort when disposing of them)
Responsibility: OSM, OSRS, MO, SMB, OI

- Measures **B2.1** Create and maintain an inventory of the city's assets, including their energy-saving potential (2023-2030 – OSM)
- B2.2** Consistently take into account the operating costs when planning investments in urban development (capital works) (ongoing – SMB, OI)
- B2.3** Use municipal assets to meet the needs of the city, city districts, organisations and companies; disposal – exchanges and sales as a last resort (ongoing – MO)
- B2.4** Targetedly protect municipal land for public-benefit developments defined in the local plan and essential public amenities (e.g. nursery and primary education, healthcare, social services, administration, defence and security) (ongoing – SMB, MO)
- B2.5** To support the temporary use of municipal land and buildings until a permanent solution is implemented in accordance with the conditions of use set out in the local plan (ongoing – SMB, OSM, MO, OSRS)

Priority B3 To cooperate consistently and on a long-term basis with the city's partners in order to ensure smooth and coordinated investment development. ⁸⁴
Responsibility: OSRS, OI, KAM, MO, JMK, SMB

- Measures **B3.1** Implement and, where necessary, update tools for long-term cooperation with key stakeholders in the city ⁸⁵
(by 2030 – OSRS)

⁸⁴ Link - Participatory governance B4

⁸⁵ Link - Participatory governance A1, B

Measures

B3.2 Introduce new tools to mitigate delays in investment preparation (e.g. rigorous coordination of construction projects, property-related preparations involving all relevant city departments, including municipal companies and city districts = protection against speculators in urban development, co-creation of sites – shared responsibility between the city and its partners, use of innovative information and digital technologies and tools)⁸⁶
(2023-2030 - OI)

B3.3 Organise regular meetings and collaboration with municipal districts in whose territories key, strategic investments and projects are being implemented
(by 2030 – OI, KAM, MO)

B3.4 Organise regular meetings and collaboration with ORPs in the city's hinterland on key, strategic investments and projects, including the inflow of new investment
(by 2030 – OSRS, KAM)

B3.5 Organise regular meetings and cooperation with the South Moravian Region regarding key, strategic investments and projects, including the inflow of new investment
(by 2030 – OSRS, JMK)

B3.6 Organise regular meetings and cooperation with central government authorities and institutions (ministries, state organisations) on key, strategic investments and projects, including the inflow of new investment
(by 2030 – SMB)

Sub-objective C To create a sustainable and functional system for the strategic management of the city and region's brand, based on modern principles of content marketing and city identity

Priority C1 Communicate clearly with the city's users, regardless of their language skills and values

Responsibility: KMCR, OZV, TIS, OSRS, OSM, PARO

Measures

C1.1 Communicate the city's actions and plans (past, present and future) transparently within Brno and the entire metropolitan area⁸⁷
(ongoing - OSRS, OSM, KMCR, TIS)

C1.2 Offer opportunities for citizens to help shape projects, processes, plans and strategies (ongoing – PARO, OSRS)

C1.3 Communicate a clear city identity to all citizens, with which they can identify
(ongoing - OSRS, KMCR)

C1.4 Ensure effective communication between the city and its residents, visitors and foreign nationals (ongoing – KMCR, OZV, TIS, OSRS, TIC)

C1.5 Evaluate the effectiveness of the city's communication (ongoing – KMCR, TIS)

⁸⁶ Link - Compact city, affordable housing

⁸⁷ Link - E-government, A functioning Brno metropolitan area

A Functioning Brno Metropolita n Area



Primary objective A To ensure consensus on the long-term direction of the city and the metropolitan area (to plan effectively on the basis of a long-term strategy implemented by the city and its organisations, and spatial planning documentation respected throughout the entire metropolitan area)

Priority A1 To strengthen metropolitan planning within the Brno Metropolitan Area (BMO) at an organisational level Responsibility:

Measures A1.1 Ensure the establishment and operation of a 'metropolitan association' as a public-law entity and a higher form of inter-municipal cooperation, which will be primarily responsible for cooperation between stakeholders and the development of the BMO territory, with an emphasis on the implementation of key metropolitan priorities
(by 2030 - OSRS, MV, MMR, SO MOA)

Sub-objective B Firmly establish the concept of a 'metropolitan area' as an important spatial level in territorial development (develop 'metropolitan' standards)

Priority B1 Call for the strengthening of the status of metropolitan areas in the Czech Republic

Measures B1.1 Lobbying at national level and with other territorial partners to lead to the drafting of a legislative proposal to strengthen the position of metropolitan areas and agglomerations (MOA) as key actors in the regional development of the Czech Republic, on which there is broad consensus
(2023-2030 - OSRS, SO MOA, MMR, MV)

Sub-objective C To create and implement, on the principle of shared responsibility, a spatial vision for the Brno Metropolitan Area on which there is consensus (thinking 'metropolitan' in conceptual

Priority C1 Develop the BMO in a balanced and polycentric manner

- Measures**
- C1.1** Development and updating of a comprehensive strategic plan for the Brno Metropolitan Area (implementation of the BMO Strategy 2021-2027; creation and implementation of the Integrated Development Strategy for the BMO 2028+) covering all metropolitan issues, including specific activities and thematic measures (ongoing - OSRS)
 - C1.2** Ensure the development and implementation of the BMO spatial vision – joint strategic planning and interventions in the BMO (ongoing - OSRS, JMK)
 - C1.3** Lobby for the creation of a BMO spatial plan (for a large territorial unit) (ongoing – OSRS, OÚPR, KAM, JMK, MMR)

Sub-objective D Raise awareness of the added value of metropolitan cooperation amongst the city's

Priority D1 Promote metropolitan thinking among both experts and the general public

- Measures**
- D1.1** Continuously update and expand the database at BMO level (data, analyses, surveys, information articles) (ongoing – OSRS, ODAE)
 - D1.2** Develop and implement a strategic communication plan (communication campaign) aimed at strengthening the sense of belonging to Brno and its surrounding area as a cohesive Brno Metropolitan Area, targeting both the general public and specialist audiences (publicity and promotion of the outcomes of metropolitan cooperation) (ongoing – OSRS, KMCR, TIS)
 - D1.3** Raise awareness of the Brno Metropolitan Area (BMO) and metropolitan issues through the existing formalised body bringing together all metropolitan areas in the Czech Republic - the Association of Municipalities of Metropolitan Areas and Agglomerations of the Czech Republic (ongoing – OSRS, SO MOA)

Effective digital administration and open data



Primary objective To simplify and improve the city's administration for its citizens and to create open data

Sub-objective **A** To ensure easy access to high-quality information and services provided by the city, so that people can quickly find and sort out what they are looking for and need

Priority **A1** Implement a modern city citizen portal utilising mobile technologies (for intuitive, clear and consistent processes and forms)

Responsibility: OMI, KMCR, PARO, DPMB, OSRS, Technical Networks, SMB, ORGO, Secretary

Measures

A1.1 Create a citizen portal, including a mobile app, segmented according to users' needs (by 2030 – OMI, KMCR, PARO, DPMB)

A1.2 Create a 'catalogue of services' provided by the city and municipal enterprises, accessible via communication apps for citizens (Brno Citizen Portal, Brno iD, and in future JAMB)⁸⁸ (ongoing – OMI, OSRS, Technical Networks, DPMB)

A1.3 Ensure citizens receive maximum user support and convenience when using electronic means of communication. User support via AI tools (by 2030 – SMB, OMI)

A1.4 Continue the digitisation of the authority's internal processes using modern development methods (by 2030 – OMI, OSRS, ORGO, Secretary)

A1.5 Identify and publicise a single point of contact that will correctly direct citizens to where they need to go (for the Brno iD communication portals, the Brno Citizen Portal and others, this single point of contact will be JAMB) (by 2030 – OMI, OSRS, KMCR)

A1.6 Map out internal processes within the council that will lead to the digitisation of the council (by 2030 – OMI)

⁸⁸ Link - Participatory governance - Compilation of a catalogue of MMB processes, Open data -
Publishing a list of web applications, complete with ratings and discussion forums. Gathering suggestions for new web services and applications.

Priority **A2 Tailor services to all citizens of the city, including various disadvantaged groups (e.g. older people or people with disabilities) ⁸⁹**

Responsibility: OMI, KMCR, OZ, departments, secretary

- Measures**
- A2.1** Ensure compliance with standards for digital services, taking into account the needs of disadvantaged groups (representatives of disadvantaged groups as part of the project team) (by 2030 – OMI, KMCR, OZ)
- A2.2** Continue to utilise opportunities for offline communication (ongoing – sections, secretary)

Priority **A3 Digitise communication in accordance with eIDAS, with an emphasis on citizens' electronic identities and trusted electronic documents**

Responsibility: OMI

- Measures**
- A3.1** Define and implement eIDAS tools at the city level to ensure that, for selected administrative areas and procedures, citizens' communication with the authorities – and vice versa – is conducted entirely electronically (ongoing – OMI)
- A3.2** Use standard identity providers and identity cards with electronic identity to identify citizens (ongoing – OMI)
- A3.3** Ensure that users can store electronic documents obtained through communication with the authorities in such a way as to preserve their authenticity (digital continuity over time) (ongoing – OMI)

Priority **A4 Link the city administration with regional and national e-government and information systems (integration with e-Government systems, regional authorities and, where applicable, other providers, and the use of their services)**

- Measures**
- A4.1** To continuously monitor developments in central e-Government services, related public administration information systems, solutions provided by the region, municipal companies and other providers, including relevant legislation at Czech and EU level, and, within the city's remit, to identify and evaluate these initiatives for use as inputs towards the gradual fulfilment of the primary objective⁹¹ (2023-2030 – OMI)
- A4.2** Identify cities and conurbations similar to Brno and draw inspiration from their approaches to digitising communication with citizens (2023-2030 – OMI)
- A4.3** Establish a working group to examine the services provided by these central systems, explore the potential for utilising these services, and simultaneously identify further services and their providers to fulfil the primary objective (ongoing – OMI)

⁸⁹ Connection – A Cohesive and Respectful City

⁹¹ Link – An international city

Sub-objective**B Ensure business continuity; protect data and communications against loss or misuse (including security strategy)****Priority****B1 Maintain a high-quality and secure data infrastructure with high availability**

Responsibility: KKB

Measures

B1.1 Comply with the security standards of the overall concept and update them in accordance with legislation, including the GDPR and AI (ongoing – KKB)**Sub-objective****C Create, catalogue and publish open data as part of all data processes of the city and its municipal companies****Priority****C1 Manage and further develop the data repository in the long term (including determining ownership and the budget) by increasing the number of published datasets**

Responsibility: TSB, OMI, ODAE, (organisations and companies)

Measures

C1.1 Systematically collect development requests, including suggestions for opening up data from users and the general public (by 2030 – OMI, ODAE, TSB)**C1.2** Manage and develop the open data catalogue, including data categorisation and terms of use (2023-2030 – ODAE)**C1.3** Standardise data formats, keep them up to date and integrate them where possible (e.g. for excavation works) (by 2030 – ODAE, OMI, organisations and companies)**C1.4** Create and maintain links between individual datasets, with the ability to track changes in data series over time (ongoing – ODAE, OMI)**C1.5** Train relevant personnel (ongoing – ODAE, OMI)**C1.6** Assess and manage risks associated with open data (ongoing – ODAE, OMI)

Sub-objective D To promote the use of data through applications and services built on open data
Priority D1 Increase the quantity and quality of applications and services

- Measures**
- D1.1** Measure data usage at catalogue and data warehouse level (ongoing – ODAE)
 - D1.2** Publish a list of applications on the website and collect suggestions for new services and applications on the website (ongoing – ODAE)
 - D1.3** Increase the number of new or significantly modified services and applications (ongoing – ODAE)
 - D1.4** Increase the number of specialist/scientific papers based on Brno's open data (ongoing – ODAE)

Priority D2 Strengthen trust in data sharing and promote open data and its use

Responsibility: ODAE, OSRS, OMI

- Measures**
- D2.1** Promote open data to the wider public, focusing on applications and their use (by 2030 – ODAE)
 - D2.2** Promote open data to the specialist community by publishing on specialist websites and actively participating in conferences (by 2030 – ODAE, OMI, OSRS)
 - D2.3** Organise or co-organise our own hackathons (ongoing – ODAE, OMI, OSRS)
 - D2.4** Send representatives from Brno to hackathons organised by other bodies (ongoing – ODAE, OMI, OSRS)
 - D2.5** Support data sharing between the city's partners (ongoing – ODAE, OSRS)
 - D2.6** Promote the collection of data from third parties (ongoing – OSRS)
 - D2.7** Encourage businesses to make use of open data (ongoing – OSRS)

Sub-objective E Create and develop internal models utilising AI
Priority E1 Municipal AI platform as a shared service

Responsibility: OMI

- E1.1** Establish a unified city AI platform for the operation and development of internal AI models and agents (ongoing – OMI)

Priority E2. Coordination of the development and use of artificial intelligence within the city

- E2.1** Ensure the operation of a working group on the use of AI within the Brno City Council as a support and coordination tool, focusing on sharing experience, harmonising procedures and ensuring compliance with legislation.
(ongoing – OMI, ORGO, KKB, OSRS)

Public participation in city governance



Primary objective A To engage the general public, communities, experts and other stakeholders in the city's self-governing activities through participatory tools at various levels of expertise

Priority A1 To embed participatory tools into the city's self-governance processes at multiple levels (according to citizens' level of interest, activity and expertise)

Responsibility: PARO, ORGO, KMCR

- Measures**
- A1.1** Identify processes suitable for participation and establish a system of participation for individual types of activities (ongoing - ORGO, PARO)
 - A1.2** Develop and implement a communication plan for participation (by 2030 - PARO, KMCR)
 - A1.3** Develop innovative forms of participation (ongoing - ORGO, PARO)

Priority A2 Participate in the city's spatial and strategic development

Responsibility: PARO, OÚPR, KAM, KMCR, OSRS, SMB

- Measures**
- A2.1** Define and describe the participatory process in the field of spatial development, including the roles of individual stakeholders and the individual steps involved, and ensure its implementation in practice, including responsibilities, tools and evaluation (by 2030 - KAM, PARO, OÚPR)
 - A2.2** Define and describe the participatory process in the field of public spaces, including the roles of individual stakeholders and the individual steps involved, and ensure its implementation in practice, including responsibilities, tools and evaluation (by 2030 - KMCR, KAM, PARO)
 - A2.** Define and describe the participatory process in the field of strategic development, including the roles of individual stakeholders and the individual steps, and ensure its implementation in practice, including responsibilities, tools and evaluation (by 2030 - KMCR, KAM, OSRS, SMB)

Priority**A3 Strengthen the role of participatory budgeting within MMB processes****Measures**

A3.1 Implement winning projects with an emphasis on the role of supervision of proposers (ongoing – PARO)

A3.2 Gradually increase the funds allocated to the participatory budget ('Dáme na vás') (by 2030 – PARO, ZMB)

A3.3 Gradually raise public awareness of opportunities for citizens to contribute their own ideas to urban development through the 'Dáme na vás' participatory tools (2023-2030 - PARO)

A3.4 Explore alternative methods of allocating funds within the participatory budget to ensure fairer treatment of projects with varying costs (by 2030 – PARO)

A3.5 Maintain a database of previous projects and seek to reuse previous unsuccessful projects (by 2030 – PARO)

Priority**A4 To collaborate at national, European and international levels with other cities, municipalities, organisations, regions and countries on the development and promotion of participation.****Measures**

A4.1 Share good practice, data, tools and experiences via online tools and through face-to-face meetings with other organisations interested in the topic of participation (ongoing - PARO, SMB)

A4.2 Organise conferences, exchange programmes and work placements between towns and other organisations, for staff and citizens working on the development of participation. (ongoing - PARO, SMB)

A4.3 Establish a robust system for identifying, comparing and evaluating the most effective approaches to public participation. (ongoing - PARO, SMB)

Sub-objective**B Utilise all available forms of communication and technology to ensure the equal involvement of all population groups in communication with public administration****Priority****B1 Create and operate a unified online information portal on participation, which presents areas of potential external involvement in public administration in a clear, structured and comprehensible manner (according to participation roles)**

Responsibility: PARO, OMI, departments

Measures

B1.1 Further develop the web portal for participation so that it is clear, comprehensible and user-friendly (2023-2030 - PARO, sections, OMI)

Priority**B2 Ensure offline forms of participation**

Responsibility: PARO, municipal districts, ORGO,

Measures

B2. 1 Ensure offline forms of participation are also available; develop the potential of the Jiří Mahen Library's branches as centres for offline participation (ongoing - Municipal District, PARO, ORGO, KISK, Faculty of Arts, Masaryk University, NGOs)

Priority**B3 Remove barriers to enable participation by disadvantaged groups (older people, ethnic minorities, foreign nationals, etc.)⁹²**

Responsibility: PARO

Measures**B3.1** Identify socially disadvantaged groups in terms of participation, pinpoint the barriers to participation for each group and propose appropriate solutions to remove these barriers (ongoing - PARO)**B3.2** Propose suitable communication channels for effective communication with a specific group (ongoing - PARO)**B3.3** Monitor the involvement of different population groups (by age, gender, education, municipal district, etc.) in participatory processes and aim for proportional representation (ongoing - PARO)

⁹² Link - A cohesive and respectful city, Effective digital administration

CONCLUSION

The BRNO 2050 Strategy – Programme Section provides a comprehensive overview of priorities and measures up to 2030, thereby establishing a medium-term framework for the city's comprehensive strategic planning. This is the central part of the so-called modular system of the BRNO 2050 Strategy and aims to present a result that clearly shows *'what steps the city as a whole intends to take over the next 10 years'*.

This programme section was preceded by **the drafting of the strategic section**, or other words its vision. The vision, which was approved by the Brno City Council in December 2017 and subsequently updated in autumn 2020, constitutes the long-term section of the conceptual document; it sets out the basic direction of the city's development up to 2050 and outlines objectives along the lines *of 'where we are heading'*.

The programme section of the strategy will be followed by the final section, the so-called **action plan**, which will contain an overview of specific activities and projects for the coming years and will also include a methodological section describing how individual projects and activities are to be implemented. This will identify the specific bodies responsible for carrying out the individual projects and activities, ensure that they are incorporated into the annual drafting of the City of Brno's budget, and, where applicable, describe the form of involvement or support provided by the City of Brno for projects undertaken by other bodies that are in line with the strategy. The action plan will no longer be a strategic document in the strict sense of the term, but rather its operational component, which will define *'what specific steps we intend to take in the coming years and how we intend to do so'*.

APPENDICES

ANNEX 1: LIST OF ABBREVIATIONS

A-CSR	Association for Social Responsibility
ANNO JMK	Association of Non-Profit Organisations of the South Moravian Region
BCSN	Brno Centre for Promising Young Athletes
BEC	Brno Expat Centre
BKOM	Brno Communications Ltd
BMO	Brno Metropolitan Area
BO	Housing Department of Brno City Council
BVK	Brno Waterworks and Sewerage Ltd
BVV	Brno Trade Fairs and Exhibitions
CCR JM	South Moravian Tourism Centre
CDV	Transport Research Centre
CEITEC	Central European Institute of Technology
CIH	Cybersecurity Innovation Hub
CHMI	Czech Hydrometeorological Institute
Czech Republic	Czech Republic
DPMB	Brno City Transport Company plc
DZS	House of International Cooperation
EU	European Union
FF MU	Faculty of Arts, Masaryk University
Brno University Hospital	Brno University Hospital
FNUSA-ICRC	International Centre for Clinical Research at St Anne's University Hospital in Brno
FSpS MU	Faculty of Sports Studies, Masaryk University
FSS MU	Faculty of Social Studies, Masaryk University
South Moravian Regional Fire and Rescue Service	Fire and Rescue Service of the South Moravian Region
IAD	Private car transport
IC4.0.	INDUSTRY CLUSTER 4.0
ITI	Integrated Territorial Investments
IZS	Integrated Rescue System
JCMM	South Moravian Centre for International Mobility
JIC	South Moravian Innovation Centre
EEN	Enterprise Europe Network
JMK	South Moravian Region
K+R	Kiss and ride
KAM	Brno City Architect's Office
KHK	Regional Chamber of Commerce
KHS JmK	South Moravian Regional Public Health Authority

KISK	Department of Information Studies and Librarianship
KJM	Jiří Mahen Library
KKB	Cyber Security Office
KKO	Cultural and Creative Industries
KMCR	Office of Marketing and Tourism
KORDIS JMK	Coordinator of the Integrated Transport System of the South Moravian Region
MB Forests	Brno City Forests
Faculty of Medicine, Masaryk University	Faculty of Medicine, Masaryk University
MČ	Municipal District
MENDELU	Mendel University in Brno
MMB	Brno City Council
MMR	Ministry of Regional Development
MO	Property Department of the Brno City Council
MOU	Masaryk Memorial Cancer Institute
MP	Brno Municipal Police
MPO	Ministry of Industry and Trade
Nursery	Nursery schools
MŠMT	Ministry of Education, Youth and Sport
MU	Masaryk University
MV	Ministry of the Interior
MŽP	Ministry of the Environment
NGO	Non-governmental non-profit organisations
NSA	National Sports Agency
OD	Transport Department of Brno City Council
ODAE	Data, Analysis and Evaluation Department of the Brno City Council
OI	Investment Department of Brno City Council
OITI	European Funds Implementation Department of Brno City Council
OK	Culture Department of Brno City Council
OKO	Internal Audit and Control Department of Brno City Council
OME	Municipal Energy Department of the Brno City Council
OMI	Municipal IT Department of Brno City Council
OOBR	Municipal IT Department of the Brno City Council
OPP	Department of Heritage Conservation, Brno City Council
ORF	Budget and Finance Department of Brno City Council
ORGO	Organisational Department of Brno City Council
OS	Sports Department of Brno City Council
OSM	Property Management Department of the Brno City Council
OSP	Social Care Department of Brno City Council
OSRS	Department of Strategic Development and Cooperation
OSŘ	Building Regulations Department of Brno City Council
OSV JMK	Department of Social Affairs of the South Moravian Region
OŠ JMK	Education Department of the South Moravian Region
OŠML	Department of Education and Youth, Brno City Council
OÚPR	Department of Spatial Planning and Development, Brno City Council

OÚPSŘ JMK	Department of Spatial Planning and Building Regulations of the South Moravian Region
OVLHZ	Department of Water, Forestry and Agriculture, Brno City Council
OZ	Health Department of the Brno City Council
OZ JMK	Department of Health of the South Moravian Region
OZE	Renewable energy sources
OZV	Department of Foreign Relations, Brno City Council
OŽP	Department of the Environment, Brno City Council
OŽP JMK	Department of the Environment of the South Moravian Region
P+R	Park and Ride
p.o.	Contributory organisations
PARO	Participation Department of Brno City Council
Czech Police	Czech Police
MU PDF	Faculty of Education, Masaryk University
PO	Human Resources Department of Brno City Council
Faculty of Science, Masaryk University	Faculty of Science, Masaryk University
RECETOX	Centre for Research into Toxic Substances in the Environment
RHKB	Brno Regional Chamber of Commerce
RIS	Regional Innovation Strategy
RSMB	Brno City Property Company
ŘSD	Road and Motorway Directorate a.s.
SAKO	SAKO Brno, a.s.
SMB	Statutory City of Brno
SMO ČR	Association of Towns and Municipalities of the Czech Republic
SO MOA	Association of Metropolitan Areas and Agglomerations of the Czech Republic
SŽ	Railway Administration, state organisation
ŠLP Křtiny	Masaryk Forest Křtiny School Forest Enterprise
TB	Brno Heating Works, a.s.
TIC	TIC BRNO, a contributory organisation
TIS	Brno City Council Press Centre
TSB	Brno Technical Networks, a.s.
ÚP	Employment Office
ÚPmB	Brno City Master Plan
ÚZIS	Institute of Health Information and Statistics of the Czech Republic
VHD	Public transport
VMO	Major City Ring Road
VIM	Educational Institute for Moravia
VTP Bohunice	Brno Bohunice Science and Technology Park
VVI	Science, Research and Innovation
VZMB	Brno's Public Green Spaces
ZMB	Brno City Council
Brno Zoo	Brno Zoo
Primary schools	primary schools
Art School	Primary Art School

