

**STRATEGY**

**#brno2050**



## Update as of August 2020

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# INTRODUCTION

## Why is the Strategy being created at all?

As opposed to the master zoning plan that every city should have, no city is obliged to have a development strategy – it is not a duty. We do not want the city to develop only on the basis of isolated ad-hoc decisions. We want Brno to develop systematically, with a clear vision of its future, together with its inhabitants. That is why we are looking together for answers to the following questions:

- WHERE SHOULD BRNO BE BY 2050?
- WHAT BASIC GOALS SHOULD WE SET FOR THAT?
- HOW DO WE WANT TO REACH THOSE GOALS?

## Who got involved in the preparation of the Strategy?

When we say that the Strategy is being created for the city of Brno, we mean the 400,000 residents of the city and the additional 150,000 people commuting to the city every day for work, education or other services. During the debates on the future of the city we are working together and gradually seeking a consensus among a number of partners. The city of Brno, which we often perceive only as a political representation or an authority, is also composed of city districts, municipal companies and organisations. In addition, partners from universities, scientific research centres, companies, non-profit organisations and active individuals are participating in the preparation of the Strategy.

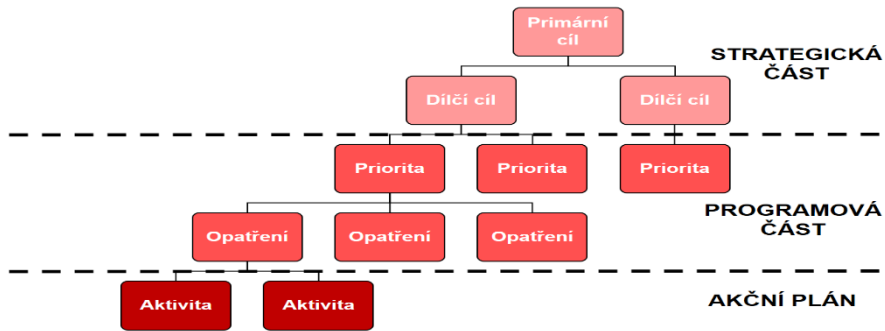
Hence, the resulting Strategy is not the strategy of an authority, but that of the city of Brno as such and of all its residents. Strategy #brno2050 represents a fundamental basic strategic development document of the city of Brno. Its main benefit is the setting of key goals and priorities for the city's development. The Strategy will create a framework for the direction of partial sectoral policies and will be the basis for active decision-making in the medium and long term horizons of the city's development.

## Strategy Brno 2050 is divided into three parts:

- **Strategic part** – is at the level of the vision, strategic values and goals of the city's development, and it is designed for a longer period (2050);
- **Programme part** – is for a shorter period (10 years) and contains specific priorities and measures;
- **Action plan** – is for the shortest time horizon (1 to 2 years) and will specify concrete activities and projects to be implemented.

Thanks to this "modular system", it will be possible to continuously update individual parts of the Strategy while maintaining a long-term vision of the city's development.

						Primary goal		Strategic part
					Partial goal		Partial goal	
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			Priority		Priority		Priority	Programme part
		Measure	Measure	Measure				
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	Activity		Activity					Action plan



**STRATEGY**

**#brno2050**



**VISION**

**2050**

# PREAMBLE

**On what principles are we building the vision for #brno2050?**

## **WE ARE DRIVING IT TOGETHER**

The city and its local government is an **active coordinator** of the systematic development of Brno. It is based on **cultivated public debate** and the **long-term cooperation** of partners from various spheres – public, academic, private and non-profit, as well as active citizens. The vision of the city's development is the result of a dialogue among these partners; it is respected by them and adhered to in the long run. We are all responsible for fulfilling the vision of the city, and everyone can contribute to it, either through specific actions or their approach to life in the city.

## **THE CITY IS NOT A BLANK BLACKBOARD**

The development of the city is a continuous, long-term process. The face of the city has been gradually shaped and taking its form over centuries. With our visions and activities, **we are following on from the work and legacy of past generations**. We want to approach them with respect and continue their development.

## **NOT TO THE DETRIMENT OF FUTURE GENERATIONS**

**We are building on the principles of sustainable development<sup>1</sup>**, interlinking economic, social and environmental aspects. We are making effort to leave the city to future generations in an even better condition than when we took it over.

## **CAPTURE THE ESSENCE**

When creating a vision of the city of Brno until 2050, we endeavour to **capture, respect and further develop the character of the city**. We base our work on the needs of people who live together in this city, and at the same time we want to help further develop the specifics that distinguish Brno in a positive sense from other cities of a similar size.

## **THE CITY MEANS PEOPLE**

The overarching goal of the city's development is the **quality of life** of its inhabitants. The kind of city we want to create in Brno in the future is closely related to the way of life – **the lifestyle we want to live**: that which is important for each of us – professionally, personally and socially. We emphasise balance – harmony and balance among different areas of life and development. The diversity of styles and ways of life of the people of Brno helps to ensure the resilience and stability of the entire system.

## **THINGS DO NOT END AT ADMINISTRATIVE BOUNDARIES**

The city's vision applies to real life not only within the area delimited by the administrative boundaries of Brno; it directly affects the quality of life of more than 600 thousand people in

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<sup>1</sup> Sustainable development is based on a balance of three pillars – economic, social and environmental (definition from the Johannesburg Summit 2002 – the World Summit on Sustainable Development). Sustainability is understood as a balance of development among the pillars, ie. economic development, living standards of the population and environmental pressures. The objective is that developments in one pillar should not be to the detriment of the others.

the city and its hinterland, which currently consists of 184 surrounding municipalities. We therefore emphasise its metropolitan overlap – the effective **coordination and implementation of activities within the entire Brno Metropolitan Area**.

### **UNOBVIOUS OBVIOUSNESSES**

A functioning strategic management cannot happen without direct reference to spatial planning, sources of financing and the budget. Brno must have clear ideas about what it wants to implement, where it wants to implement it and at what cost. The basic precondition for fulfilling the vision of the city's development until 2050 is just such a high-quality and applicable **master zoning plan** and the city's behaviour as a **good manager** who invests thoughtfully, systematically and with a long-term objective. However, the new master zoning plan and good financial planning of the city are not goals in themselves but means of fulfilling the set goals and the overall vision of the city's development.

# VISION OF THE CITY

We are presenting a vision of the city for future generations. A city, which in its conceptual steps constantly increases the quality of life, giving people, companies and institutions a chance to participate in efficient governance and sensitively works with its resources.

Our goal is to make maximum use of the potential of a city which should be a Central European centre of the knowledge economy, first-class research and development and high-quality culture and sport, and at the same time continue to be a pleasant place for daily life, which offers each of its inhabitants a balance between working careers and leisure activities.

We want to be a city that is open, accountable, respectful, efficient, diversified, modular and smart. It can only achieve this when every person, every company and every institution will understand the steps that the city takes, can share its values and influence its further development.

Together we are creating a city for future generations.

**Close your eyes for a moment ... And imagine that you are in Brno – but in thirty years' time.**

**The year in the calendar is 2050. Your children have grown up. You have a few extra wrinkles. And Brno ...**

**... what will Brno actually be like?**

**What city do we want to deliver to our children**

**and to our children's children?**

Brno in 2050 is in international comparisons a synonym for an attractive and at the same time sustainable city.

Brno's citizens appreciate the high quality of life in a city that offers them opportunities for work and enterprise, entertainment and relaxation. The fruits of research and innovation are interlinking here with the economic prosperity of individuals and companies. The urban landscape blends into the surrounding natural environment. Openness and cohesiveness on the one hand, and a healthy and resilient environment on the other, create a home and a secure base for half a million people.

Brno's citizens are aware of the scarcity and value of natural resources and promote their effective use, so that the city has a constant sufficiency of water, energy and resources for its development. They want to leave the city to future generations in the same or even better condition.

Brno's citizens perceive that the city is managed in an energetic, modern and efficient manner. The administration and development of the city are based on cultivated public debate and long-term cooperation among all partners. The city breathes for its inhabitants and they in turn can be proud of their city.



# WHAT IS BRNO LIKE IN 2050?

## ATTRACTIVE

Brno has become a synonym for **an attractive city where life is good**. It is a self-confident, developing city, appealing for the life of existing and new inhabitants. It gives them space and opportunities for professional, personal, social and civic life. Brno is a cultivated, vibrant city with a unique identity, which people love. And it is a love that lasts a lifetime.

## DEVELOPING

Brno has emerged from international anonymity, with a reputation as a **significant university and research & development centre in Central Europe**. It is a **prosperous city**, achieving excellence in specific areas of research, development and manufacturing. Brno values knowledge and experience, fresh innovation and bold technological solutions. And this is well known: its reputation attracts new talent and experienced staff and scientists into the city. Anyone who wants to can get to the **centre of events in Brno quickly and comfortably from anywhere in the world**.

## VIBRANT

Brno is made up of its people. All of them and without difference. It is an **open, tolerant and socially cohesive city**. No-one is a second-class citizen. It supports equality and mutual respect between all of its citizens and is accommodating to newly-arriving people. Brno supports stable family ties and allegiance across generations. The city is fully aware of the irreplaceable position of family in the process of raising children and the young generation and the importance of family for the future of the city. Brno's citizens feel strong ties to their families. Modern health and social care respects the individual needs of people and combines itself with their responsible approach to their own lives and health. Brno's inhabitants know **how to enjoy and savour life in the city**. Its distinctive cultural and creative scene helps to create the unique identity of the city and its hospitality is renowned. Brno's citizens adhere to a healthy lifestyle and the city provides them with plenty of opportunities for active leisure and quiet relaxation.

## HARMONIOUS

**The linking of the natural and urban landscape** in Brno is unique. This compact city with vibrant public spaces is interwoven with a comprehensive system of greenery, natural linked to its attractive natural hinterland. Brno's rivers and their surroundings form the green backbone of the city. Brno has been able to effectively utilise and further develop its architectural and urban heritage, linking these with modern architecture and new ways of their use. The city, its spaces and buildings are easily accessible and permeable for all people. It is easy to live in and move around the city even without a car. As a result of all this Brno has been able to create a **healthier environment for all**.

## SUSTAINABLE

**Brno deals carefully and efficiently with resources and energy**; its systems and technological solutions are environmentally-friendly and robust at the same time.

## WELL ADMINISTERED

Brno is **administered well and with love**. The system of administration of the city is simple, comprehensible and forthcoming to the city's inhabitants. Brno's citizens have taken an interest in the city's development and actively participated in it for a long time. However, this has long not been limited to Brno alone: the city with its hinterland functions as an interconnected whole – the Brno Metropolitan Area.

# HOW TO READ THIS DOCUMENT

The Vision of the City of Brno until 2050 consists of several interrelated features:



These features seek answers to the following fundamental questions:

## VALUE

**What should the city be like in 2050? What values are essential for the future of the city, which of them should the city focus on? What should be the basic principles of the city's development?**

For each defined value, of which there are a total of 23 in this document, its basic description and its more detailed contribution to the development of the city are provided.

## GOAL

**What should be the specific goals of the city within the given value? What specifically do we want to achieve?**

The value is always made up of one primary goal (highlighted in bold) and additional partial goals.

## INDICATOR

**How and by what do we know that we have achieved the given goal? Which indicator best describes this goal?**

Each goal is assigned at least one indicator. For most of the indicators, their current value is already known. For some of the goals, a corresponding indicator has been set, but it has not yet been monitored (whether for technical or financial reasons). It will be necessary to find out this value later on in the future. These indicators are marked in italics throughout the text.

The methodology for monitoring indicators and the proposal of other not yet monitored indicators that could supplement the existing set of indicators in the future and be measured (either by the Brno City Municipality, municipal companies and contributory organisations or other entities) can be found in Annexes 3 and 4 at the end of this document.

## TERRITORIAL PROJECTION

**Is there an area or part of the city that needs to be specifically targeted within the given value or goal, or do these apply to the entire city or metropolitan area?**

If the goal is city-wide (i.e. does not have a specific targeting within the city or, conversely, does not overlap from the level of the city up to the level of the metropolitan area), the territorial projection is not explicitly provided. If this is not the case, the specific territorial projection is provided directly for the given indicator.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**All the values within vision 2050 have designated guarantors who have dedicated themselves to their development.**

The methodology of work with the guarantors of each value within vision 2050 and their brief profiles can be found in Annexes 1 and 2 at the end of this document.

# OVERVIEW OF THEMATIC AREAS AND STRATEGIC VALUES

QUALITY OF LIFE			RESOURCES	ADMINISTRATION
ENVIRONMENT	PROSPERITY	SERVICES		
Compact and balanced city	Prosperous city	Healthy people in a healthy city	City with efficient water management	Shared vision and good name of the city
Architectural face of the city	Central European centre of research, development and innovation	Cohesive and respectful city	Energy-saving, independent and resilient city	Functioning Brno Metropolitan Area
Nature in the city	Educated university city	Cultural city	Clean and circular city	Efficiently functioning electronic administration and open data
City with affordable housing	International city	City of sports		Participation of the public in the administration of the city
City with efficient and sustainable mobility	Globally accessible city	Safe city		
Healthy living environment				

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# QUALITY OF LIFE

The broadest area of Vision 2050 is represented by quality of life, which encompasses a wide range of key topics for the inhabitants of the city. These include a quality environment for life, safe and affordable housing, the opportunity to get a good education, an interesting and satisfying job or having basic services available.

**ENVIRONMENT**

**PROSPERITY**

**SERVICES**

# ENVIRONMENT

**The thematic area Environment encompasses a high-quality physical environment for the life of the inhabitants. Whether it is a natural environment, related to greenery in the city and a healthy living environment, or a man-made environment – from the point of view of urban development of the city and its architectural appearance. The basic prerequisite for a pleasant life in the city is safe and affordable housing. All of the above are then connected by the availability of easy and sustainable transport.**

## **Values**

**COMPACT AND BALANCED CITY**

**ARCHITECTURAL FACE OF THE CITY**

**NATURE IN THE CITY**

**CITY WITH AFFORDABLE HOUSING**

**CITY WITH EFFICIENT AND SUSTAINABLE  
MOBILITY**

**HEALTHY LIVING ENVIRONMENT**

## COMPACT AND BALANCED CITY

### Description of the value

Brno is compact and functionally balanced in 2050. This is expressed by a continuous and spatially undispersed development, in which the centres of everyday activities of the inhabitants are located as close as possible to their places of residence. The daily life of a balanced city can thus take place on the scale of an urban district. A compact and balanced city reduces dependence on transport and is a prerequisite for increasing social contacts and the safety of the inhabitants.

### Benefit for the city

In a compact and balanced city, we can expect a reduction in space requirements for construction and support for the regeneration of underused properties (e.g. the use of vacant lots or old industrial buildings). This will reduce the demands on the construction and maintenance of line technical and transport infrastructure and will reduce the traffic load. The access of people, especially those less mobile, to services will improve. Newly revitalised areas and urban local centres will bring improvements in terms of service, safety and social cohesion of the population.

### Goals

- **Make efficient use of the city's land, supporting continuous build-up and development of a balanced network of local centres.**
- Create a city of short distances.
- Extend the options of the city to increase the intensity of construction within the administrative boundaries of the city
- Provide functioning spatial planning and conceptual development of localities.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Michal Sedláček**



Table 1 Compact and balanced city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Make efficient use of the city's land, supporting continuous build-up and development of a balanced network of local centres</b>	Proportion of underused sites and brownfield sites (transformation sites) in the developed area of the city	%	4	1
	Proportion of area of regenerated brownfield sites in the total current area of brownfield sites in Brno	%	0	90
Create a city of short distances	<i>proportion of residents who have basic service functions within walking distance (500 m/10 minutes)<sup>2</sup></i>	%	<i>Data not yet surveyed.</i>	<i>growing trend</i>
Extend the options of the city to increase the intensity of construction within the administrative boundaries of the city	Uniform distribution of population within the built-up area – the concentration indicator H <sup>3</sup>	%	80	60
	Population density	number of inhabitants per square kilometre	1,649	growing trend
Provide functioning spatial planning and conceptual development of localities	Functional master zoning plan	yes / no	no	yes

<sup>2</sup> Must be found out on the basis of a spatial analysis, it is necessary to define the range of basic functions.

<sup>3</sup> The share of the area in%, where the "scattered" half of the population lives, the calculation includes only the population living in Brno, i.e. present also at night.

# ARCHITECTURAL FACE OF THE CITY

## Description of the value

In 2050, the architectural face of the city of Brno focuses mainly on the interconnection of historical buildings, Brno functionalism, industrial architecture and new construction. It is supported by a cultivated modern architecture that is consistent with worldwide trends and paying respect to environmental and social development. Emphasis is placed mainly on the height composition, due to the rugged relief of the Brno landscape and its dominant features, and the increasing quality of public spaces, namely squares, streets and parks.

## Benefit for the city

The city will become an attractive and friendly place for the life of its inhabitants and at the same time an attractive tourist destination. The height, structure and volume of new buildings respects the surrounding built-up areas, preserves the compositional axes and dominant features of the city. Attractive, high-quality and inspirational public areas provide inspiration for cultural and social life in the city.

## Goals

- **Promote cultivated construction and modern architecture corresponding to worldwide trends.**
- Create attractive, high-quality and inspirational public areas as an integral part of stabilised as well as development areas of the city.
- Support modern architecture corresponding to worldwide trends.
- Create a city without visual smog.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Michal Sedláček**

Table 2 Architectural face of the city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Promote cultivated construction and modern architecture corresponding to worldwide trends	<i>number of announced international architectural competitions</i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing number</i>
Create attractive, high-quality and inspirational public areas as an integral part of stabilised as well as development areas of the city	share of inhabitants satisfied with the quality of public areas	% / index	77 / 2.26	95
Support modern architecture corresponding to worldwide trends	<i>number of nominated buildings in Brno in national competitions organised by professional organisations (Grandprix of Architects - National Architecture Prize; Czech Architecture Prize)</i>	<i>number</i>	<i>These data have not been surveyed yet.  Estimated approximately 5–10 (Czech Architecture Prize).</i>	<i>10 or more</i>
Create a city without visual smog	<i>number of establishments adhering to the Manual of Good Practice in Advertising and Signposting of Establishments</i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing number</i>

## NATURE IN THE CITY

### Description of the value

In 2050, nature in the city forms a coherent and functional system that provides not only recreation and relaxation, but also biodiversity and food production. The city of Brno has stable and diverse ecosystems that are crucial for the maintaining of a healthy living environment. Brno maintains and gradually builds a system of areas ranging from fully natural to cultivated, which complement the urban environment and infrastructure.

### Benefit for the city

Nature within the city not only fulfils aesthetic and recreational functions but can significantly affect the quality of life of the residents. Green areas and water surfaces positively affect the microclimate in their surroundings, equalise temperature and reduce pollution. Green areas in the city also function as a natural air conditioner. The expected climate change will bring greater extremes in the future (heat waves, torrential rain and droughts); natural areas are a very effective tool to mitigate these potential threats in the city's environment.

### Goals

- **Create and protect an interlinked system of green and blue infrastructure in the city.**
- Revitalise existing greenery and link it to biocorridors.
- Strengthen planting and establishing new greenery (including green roofs and housefronts) and water surfaces
- Increase biodiversity in the city.
- Provide a sufficient number of parks for recreation.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Vojtěch Lekoš**

Table 3 Nature in the city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Create and protect an interlinked system of green and blue infrastructure in the city</b>	<i>proportion of green areas and water surfaces interlinked with the ÚSES system (Territorial System of Ecological Stability)</i>  <i>Territorial projection: all greenery and water surfaces interlinked with the ÚSES system (Territorial System of Ecological Stability)</i>	%	<i>These data have not been surveyed yet.<sup>4</sup></i>	<i>growing trend (increasing proportion of interconnected “green and blue infrastructure”)</i>
Revitalise existing greenery and link it to biocorridors	<i>proportion of revitalised surface and linear greenery</i>  <i>Territorial projection: parks, inner courtyards, alleys, tree-lined avenues</i>	%	<i>These data have not been surveyed yet.<sup>5</sup></i>	<i>growing trend (increasing proportion of revitalised greenery)</i>
Strengthen planting and establishing new greenery (including green roofs and housefronts) and water surfaces	proportion of greenery and water surfaces in the built-up area of the city <sup>6</sup>  Territorial projection: built-up area of the city (green roofs, green housefronts, pocket parks, lakes (collection of rainwater) water canals (rainwater), wetlands and fishponds)	%	57% of the overall area (43.59 km <sup>2</sup> )	growing trend (increasing proportion of greenery and water surfaces)
Increase biodiversity in the city	<i>extent of surfaces increasing the biodiversity (wetlands, revitalised areas, etc.)<sup>7</sup></i>  <i>Territorial projection: the entire city and its metropolitan area</i>	m <sup>2</sup>	<i>These data have not been surveyed yet.<sup>8</sup></i>	<i>growing trend</i>
Provide a sufficient number of parks for recreation	proportion of the existing area of parks (significant areas of greenery) in the built-up area of the city	%	1.67	growing proportion
	summary of park areas (significant areas of greenery) to the present inhabitants of the city	square metres per inhabitant	2.66	growing trend

<sup>4</sup> Recalculation according to GIS may be needed.

<sup>5</sup> idem

<sup>6</sup> Data from the WORLDFROMSPACE 2017 analysis

<sup>7</sup> This is an auxiliary indicator for the creation of a system of quantification of ecosystem services.

<sup>8</sup> Recalculation according to GIS may be needed.

## CITY WITH AFFORDABLE HOUSING

### Description of the value

In 2050, Brno is an attractive, vibrant, important metropolis, which is an attractive address for future generations. The city provides healthy and safe living for all groups and age categories of residents. It can satisfy the demands of individuals and families with children and gives them a choice. Brno is a city with a varied offer of financially affordable housing, which is evenly distributed throughout the city, both in the centre and on the outskirts of the city near nature.

### Benefit for the city

The offer will slightly exceed demand, rental and purchase prices will therefore be affordable for the broadest public. People will have the possibility to choose their housing exactly according to their ideas based on a wide choice of a wide range of types, characters, sizes, locations and prices. This can satisfy varied housing requirements ranging from small apartments to family housing. The city will support a diverse range of housing for people with special needs. Development and reconstruction sites will be available for construction throughout various parts of the city. Therefore, housing offer will be evenly distributed throughout the city area, which will enable people to save time of commute from home to work.

### Goals

- **Develop variable housing offer affordable for all residents**
- Ensure the preservation and regeneration of the existing housing stock.
- Develop all forms of housing construction to support increase in the number of permanently resident inhabitants.
- Support housing for people with special needs.
- Collaborate with residents and other stakeholders.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Karin Karasová**

Table 4 City with affordable housing

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Develop variable housing offer affordable for all residents</b>	number and variability of the offer of apartments of sizes 1+1 to 4+1 (one to four bedrooms plus kitchen)	number of vacant apartments	approximately 500 apartments <sup>9</sup>	growing trend
	number of average salaries needed to purchase a 60 m2 apartment	number of salaries	101 (3,608,768 / 35,715)	decreasing trend
	sociological survey – satisfaction with living in Brno	value of the indicator (*)	1.97	1.2
	number of newly completed apartments in Brno per year	number of apartments per year	1,496	2,000  (300 housing units – municipal, including housing association apartments prepared by the city; 1,700 housing units - private)
	number of new housing association apartments prepared by the city	number of apartments per year	0	100 per year
	sociological survey – interest in rental housing in Brno	%	19	25
Ensure the preservation and regeneration of existing housing stock	costs of removing the disrepair of the municipal housing stock (passports of residential buildings)	CZK million	8,350	decreasing trend <sup>10</sup>
	annual revenue from the municipal housing stock	CZK million	1,477	growing trend
Develop all forms of housing construction to support increase in the number of permanently resident inhabitants	proportion of municipal dwellings in the total number of housing units in Brno, number of municipal apartments	% number	15.6% 28,696	maintaining the trend / slightly growing trend
	annual volume of the city's investments into technical and transport infrastructure for new residential locations	CZK million	0	at least 300 every year

<sup>9</sup> Data from real estate agencies as of 3Q/2019, hence estimate as of 31 December 2019

<sup>10</sup> Due to the gradual reconstruction of the municipal housing stock, the costs of removing its disrepair should decrease in the future.

Support housing for people with special needs	start-up apartments and apartments for young people (50% of new municipal and housing association residential construction)	number of apartments per year	65 <sup>11</sup>	increase by at least 100 every year
	social housing (10% of new municipal and housing association residential construction)	number of apartments per year	198 <sup>12</sup>	increase by at least 20 every year
	wheelchair-accessible apartments	number of apartments per year	315 <sup>13</sup>	growing trend
	dwellings in the regime of DPS ("house with care services") and community housing for the elderly (40% of new municipal and housing association residential construction)	number of apartments per year	930 <sup>14</sup>	increase by at least 80 every year
Collaborate with residents and other stakeholders	support programmes, raising awareness and information	number	value approximating to 0	growing trend

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<sup>11</sup> as of 31 December 2019

<sup>12</sup> as of 31 December 2019

<sup>13</sup> as of 31 December 2019

<sup>14</sup> as of 31 December 2019



# CITY WITH EFFICIENT AND SUSTAINABLE MOBILITY

## Description of the value

People in the city can easily and quickly get to their destinations choosing whichever means of transport. An efficient, open and permeable mobility system offers the inhabitants solutions that meet their requirements. Thanks to integrated mobility planning and the use of innovative solutions, Brno is a city of short distances, where neither age nor a handicap is a reason for movement restraints. The principles of sustainable and efficient mobility are also applied to the transport of goods. High quality, reliable and environmentally friendly public transport is the main system chosen by residents of the city and its surroundings for their travels. It offers comfortable and barrier-free travel to all groups of residents.

## Benefit for the city

Removing barriers in public spaces and making buildings accessible to people with reduced mobility make the city a comfortable place for a quality life for all groups of people. Efficient mobility offers the city's residents a comprehensive system with an easy choice of a particular transport mode (public transport, car, bicycle or walking) that best suits their needs and enables them to reach their destinations easily and quickly, without unnecessary time or economic losses. Energy is also efficiently used in transport, which not only brings savings, but also reduces the negative effects of transport on the environment of the city and its residents.

## Goals

- **Increase attractiveness and use of sustainable modes of transport (public<sup>15</sup>, pedestrian and bicycle transport) reducing thus the negative impact of transport on life in the city in the context of the whole Brno Metropolitan Area**
- Improve quality of the city environment.
- Create an efficient and permeable transport system that makes it easy to choose the type of transport that best suits the needs of users - the city's inhabitants.
- Approach mobility in the city as a service.
- Support and implement innovations in transport.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Iva Rorečková**

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<sup>15</sup> Public transport encompasses the transport of people; it has predetermined fare and carriage conditions. Public transport is managed on a schedule and operated on established routes. It is accessible to everyone. Public transport can be divided into rail (trams, trolleybuses, railways and cable cars), non-rail (bus) and others (taxis and ships). In the city of Brno, we are talking about public transport in the sense of public transport operated by Dopravní podnik města Brna (Transport Company of the City of Brno – buses, trolleybuses, trams and ships) and the integrated system of the South Moravian Region coordinated by KORDIS JMK (railways and buses).

Table 5 City with efficient and sustainable mobility

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Increase attractiveness and use of sustainable modes of transport (public, pedestrian and bicycle transport) reducing thus the negative impact of transport on life in the city in the context of the whole Brno Metropolitan Area</b>	Modal split	%	53% public mass transport; 6% pedestrian traffic, 2% bicycle transport, 39% individual passenger car traffic	56% public mass transport; 12% pedestrian traffic, 12% bicycle transport, 20% individual passenger car traffic
	Sociological survey: Satisfaction of residents with infrastructure for pedestrian, cycling and public transport	% of residents satisfied	81% residents satisfied with conditions for pedestrian movement, 33% residents satisfied with conditions cycling, percentage of residents satisfied with public transport: 82%	growing satisfaction
	Degree of automobilisation in Brno (number of passenger cars per 1,000 inhabitants)	number	527	decreasing trend
Improve quality of the city environment	concentration of PM <sub>10</sub> dust particles	µg/m <sup>3</sup>	28.4	decreasing trend
	Concentration of PM <sub>2.5</sub> dust particles ("Children's Hospital" measuring station)	µg/m <sup>3</sup>	20.8	decreasing trend
	Benzo[a]pyrene concentration	µg/m <sup>3</sup>	< 0.6	decreasing trend
	NO <sub>2</sub> concentration	µg/m <sup>3</sup>	30.8	decreasing trend
	Proportion of population exposed to noise >55 dB	%	21.7	decreasing trend
	Proportion of ecological vehicles (for example, CNG-fuelled buses, and for the future also electric buses and other technologies)/total number of public transport vehicles	%	33% (100/302)	100%

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Create an efficient and permeable transport system that makes it easy to choose the type of transport that best suits the needs of users - the city's inhabitants	Fluency of movement (time and economic losses caused by congestion)	%	27	decreasing trend
	Average speed of public transport	km/hour	15-20 km/hour (tram)	growing trend
	Barrier-free solutions in public transport (proportion of barrier-free vehicles / proportion of barrier-free stops)	%	66% vehicles (511/778)	100%
	Number of senior buses	number	3	30
	Sizes of pedestrian zones and shared areas	m <sup>2</sup>	307/5	growing trend
	length of cycle paths / cycling measures  Territorial projection: the whole city and the metropolitan area	km	39.7 (2015) / 24.8 (2014)	growing trend
Approach mobility in the city as a service	Extent of use of shared solutions (bikesharing, carsharing) and services	%	bikesharing 0.4%; carsharing 0.6%	growing trend
	Number of customers of the future company providing various types of transport – mobility as a service	number	0	growing trend
	Number of businesses / employees involved in the company mobility planning	number	2/3000	growing trend
	Number of businesses involved in the city logistics system <sup>16</sup>	number	0	growing trend
Support and implement innovations in transport	<i>Use of innovative solutions in transport</i> <sup>17</sup>	<i>verbal description / verbal assessment</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>

<sup>16</sup> City logistics means the deliveries of supplies to the city, especially its central area. This means deliveries of goods, but services (parcels, etc.) may also be included. Here, city logistics is meant as a system of measures that will lead to a reduction of the traffic burden and hence implied negative impacts on the central part of the city. It can be, for example, the introduction and observance of so-called delivery windows specifying when the entry of delivery vehicles is allowed, and vice versa, when it is restricted; allowing the entry only for ecological delivery vehicles; creation of a logistics centre, where deliveries to individual shops will be completed and subsequently distributed by ecological vehicles, etc.

<sup>17</sup> Innovations in transport can encompass, for example, the use of autonomous vehicles in public transport (buses and taxis), the use of alternative drives, applications in public and individual transport, new systems linking mobility services within the concept of "mobility as a service" (linking the bikesharing, public transport and taxis), smart roads (infrastructure that communicates directly with vehicles and traffic signs, can accumulate solar energy, reduce noise, etc.), use of online data for traffic management and planning, new forms of public transport (such as hyperloop) or innovations in the field of logistics (for example, the use of drones in the delivery of goods) and a number of other innovative technologies or procedures and processes.

# HEALTHY LIVING ENVIRONMENT

## Description of the value

Living environment in Brno in 2050 is healthy; the city has managed to ensure long-term sustainable quality of resources (soil, water, air and food) needed for a healthy and quality life of its inhabitants. The incidence of the most important factors with a negative impact on the environment and health of the population has been gradually reduced. The city has adapted to climate change and has been applying the necessary measures to prevent it in the long term. Citizens share the value of a healthy environment and strengthening the city's resilience to climate change, support the city's activities to achieve this goal and actively participate through their daily behaviour, cooperation in the place of residence as well as care for private property.

## Benefit for the city

Healthy living environment significantly affects the health and physical and mental well-being of people and their performance. A quality environment contributes to a good reputation and the overall attractiveness of the city of Brno for the life of existing and new residents and visitors to the city.

## Goals

- Reduce the incidence of factors with negative impact on human health and environment.
- Increase the city's resilience to climate change through an appropriate combination of adaptation and mitigation measures.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Miroslav Kundera**

Table 6 Healthy living environment

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Reduce the incidence of factors with negative impact on human health and environment	evaluation of the adequacy of the city's steps taken in improving the living environment (from the survey What do you want Brno to be like?) (average / proportion in%)	average / proportion	2.25 / 60%	growing trend / proportion
	Total PM <sub>10</sub> immission load (average)	(µg/m <sup>3</sup> )	28.4 (2015)	less than 10
	Total NO <sub>2</sub> immission load (average)	(µg/m <sup>3</sup> )	30.8 (2015)	less than 10
	Water quality – Svatka Territorial projection: Svatka river	quality	I	I
	Water quality - Svitava Territorial projection: Svitava river	quality	II	I
	Proportion of population exposed to noise > 55 Db  Territorial projection: the whole city and the metropolitan area	%	21.7	less than 10%
Increase the city's resilience to climate change through an appropriate combination of adaptation and mitigation measures.	Proportion of green surfaces  Territorial projection: built-up area of the city	%	4.3	growing proportion
	Number and surface area of green roofs in the city	number / surface area (ha)	233 green roofs; surface area 11.3 ha (2017)	growing trend (estimated approximately 60 ha)
	Water from paved roads and sidewalks is not drained into the sewer, but into the surrounding lawns for seepage	%	only exceptionally, up to 3% of surfaces	growing proportion
	Consistently apply the following requirements to new construction and renovations: either a green roof or a photovoltaic plant on the roof. Where not applicable, rainwater harvesting.	yes / no	no	yes

# PROSPERITY

**The thematic area Prosperity encompasses values that are part of the economic dimension of the quality of life of the city's inhabitants. It includes affordable and quality education and the opportunity to get an interesting and satisfying job. At the same time, it further develops the profile of Brno as an important centre of science, research and innovation, with an international overlap and openness. The basic precondition for this position of the city is, among other things, its global accessibility.**

## Values

**PROSPEROUS CITY**

**CENTRAL EUROPEAN CENTRE OF  
RESEARCH, DEVELOPMENT AND  
INNOVATION**

**EDUCATED UNIVERSITY CITY**

**INTERNATIONAL CITY**

**GLOBALLY ACCESSIBLE CITY**

# PROSPEROUS CITY

## Description of the value

Well-prosperous and satisfied residents live in Brno in 2050. The local job opportunities are sufficiently varied and broad and the conditions and services for entrepreneurship are of good quality and sufficient. Schools are preparing graduates for the labour market with their perspective disciplines. The demand for jobs is in balance with the offer. Jobs can be commuted to around the city in various ways without difficulty. The city is interested in its employers and supports their visions. Residents have the desire and opportunity to spend their revenues in the city.

## Benefit for the city

Brno is attractive for entrepreneurship and has an interesting range of employment opportunities for all job seekers according to their possibilities. Satisfied residents can, thanks to their income, make use of all that the city can offer (whether this means housing, education, health, services, culture or sports).

## Goals

- **Make effort to increase the living standard of the city's population (from the point of view of the economic dimension)**
- Promote attractive job opportunities - a broad range of qualified job openings corresponding to the economic structure of the population.
- Reduce long-term unemployment.
- Interlink companies, the public sector and universities in the framework of an innovative ecosystem (the so-called triple helix model).
- Improve business environment and environment for innovations.
- Promote the preparation of the city for new economic models and future trends (shared economy, robotics...).

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Monika Höklová**

Table 7 Prosperous city<sup>18</sup>

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Make effort to increase the living standard of the city's population (from the point of view of the economic dimension)</b>	Average monthly wage in Brno compared to the average monthly wage in the Czech Republic	%	103%	growing trend
	GDP per city resident (compared to the EU and Czech Republic average)	%	133% of EU average 160.2% of the Czech Republic average	growing trend
	Proportion of persons under threat of income poverty  Territorial projection: thus far surveyed only in the South Moravian Region	%	16.9%	5%
Promote attractive job opportunities - a broad range of qualified job openings corresponding to the economic structure of the population	Unemployment rate (MPSV - Ministry of Labour and Social Affairs)	%	6.1%	4–6% / lower than nationwide average
	employment rate (for the South Moravian Region)	%	58.1	growing trend
Reduce long-term unemployment	Proportion of long-term unemployed in the total number of job seekers	%	8,210 people; 48.2%	25%
Interlink companies, the public sector and universities in the framework of an innovative ecosystem (the so-called triple helix model)	unemployment rate among school graduates	%	4.57%	2.5%
Improve business environment and environment for innovations.	proportion of self-employed individuals in the total number of inhabitants	%	20.62% (78,491 / 380,681)	growing trend
	number of SME's (companies up to 250 employees)	number	14,260	growing trend
Promote the preparation of the city for new economic models and future trends (shared economy, robotics...)	<i>Openness of the city towards new, gradually emerging innovations, methods of work, etc.</i>	<i>verbal description / verbal assessment</i>	<i>This hasn't been done yet.</i>	<i>growing openness of the city to new, gradually emerging innovations and their increasing utilisation</i>

<sup>18</sup> In addition to the goals listed here, goals and indicators related to the city's global accessibility, a well-functioning transport system within the city and within the metropolitan area or the city's rating, which are part of the values Globally accessible city, City with efficient and sustainable mobility and Shared vision of the city are also of utmost importance for the value Prosperous city.



# CENTRAL EUROPEAN CENTRE OF RESEARCH, DEVELOPMENT AND INNOVATION

## Description of the value

By 2050, Brno with its universities, scientific and research capacities and a large number of students, has gradually developed into a real knowledge economy with a significant position within the broader Central European region. Thanks to this unique environment, companies feel that Brno is the right place for their innovative products and services. Brno has become a city where innovative businesses from all sectors operate, and their activities then further support the development of young creative talents.

## Benefit for the city

Brno with its vibrant and creative atmosphere directly supports the development of talent. Brno will create different tools, programmes and spaces to enable city residents to test and develop their innovative ideas. These ideas can then be transformed into small and medium-sized enterprises directly linked to the corresponding markets. With the growth of the Brno's reputation as an innovative centre, it will become more attractive for foreign creative people, who will come to Brno. This will further enhance awareness about the city.

## Goals

- **Make Brno become a Central European centre for innovative and creative solutions.**
- Enhance the maturity of the research support environment in Brno.
- Enhance the attractiveness of the research environment in Brno.
- Enhance international attractiveness of the research environment.
- Encourage interconnection and permeability of the research environment.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Markus Dettenhofer**

Table 8 Central European Centre of Research, Development and Innovation

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Make Brno become a Central European centre for innovative and creative solutions</b>	<i>The amount of R&amp;D&amp;I expenditure made by private companies (Business Enterprise Expenditure on R&amp;D (BERD))</i>	CZK	<i>So far found out only for the Czech Republic, a total of CZK 32,184 million</i>	<i>growing trend</i>
	Image of the city of Brno from an external point of view – R&D&I area – average answer to the statement "Brno is a city of research, development and business in advanced technologies" <sup>19</sup>	index	1.79	improving trend
Enhance the maturity of the research support environment in Brno	Total amount of expenditure on R&D&I (Brno)	CZK	16,276 million	30,000 million
Enhance the attractiveness of the research environment	number of staff in the field of R&D&I	number	18,537	growing trend
Enhance international attractiveness of the research environment in Brno	<i>number of foreign postgraduate students in Brno<sup>20</sup></i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Encourage interconnection and permeability of the research environment	Number of science and research facilities dealing with medium Technology Readiness Level (TRL) in Brno.	number	0	5
	Number of publications by Brno-based researchers in the so-called Tier 1 on the server Web of Science or similar.	number	1	growing trend

<sup>19</sup> The level of consent of the respondents of the sociological survey is monitored (1 - strongly agree, 2 - rather agree, 3 - rather disagree 4 - strongly disagree, 9 I cannot tell, I have no idea at all) "(m4); value of the average for the whole cohort.

<sup>20</sup>In the framework of this indicator, students registered for full-time postgraduate studies at Brno universities should be monitored, if the records of universities allow for it, the numbers of students from Slovakia will be monitored separately among foreign students.

## EDUCATED UNIVERSITY CITY

### Description of the value

In 2050, Brno is a university city, to which students not only from the Czech Republic but from the whole of Europe come to get a cutting-edge education. The city also wisely exploits the potential of the academic community, getting academics involved in civic life (popularisation and public debates) as well as expert decision-making on strategic issues of the city development. The city is aware of the economic and social importance of education and supports the learning of the population at all ages. The possibility of quality education at all levels and for all age categories is a matter of course.

### Benefit for the city

The importance of education and learning for society is constantly growing; the education of the population and its scientific level will be increasingly decisive for the future of individual cities and countries. Brno's schools will be a natural centre of education in the locality in which they operate. Easy accessibility and high quality of education will positively influence the economic and social development of the city and its inhabitants. Thanks to arriving young people, Brno and its residents still have sufficient impulses and inspiration, the city will be a constantly living organism. Open schools as well as the academic sphere will positively influence public debate and city development in a number of areas.

### Goals

- **Encourage high-quality and accessible education in all its degrees**
- Ensure high-quality and accessible education for all children at the level of nursery schools and primary schools.
- Create conditions for a cooperating and informed family.
- Collaborate flexibly and meaningfully on the concept of secondary education disciplines in the context of the needs of labour market.
- Increase the quality and internationalisation of Brno universities and colleges.
- Strengthen the openness of the academic sphere and the position of universities as open centres of learning.
- Ensure accessible and high-quality interest and informal education.
- Promote lifelong learning.

## GUARANTOR OF VALUE WITHIN VISION 2050

**Roman Badík**

Table 9 Educated university city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Encourage high-quality and accessible education in all its degrees</b>	Sociological survey: satisfaction with the offer possibilities of education	value of the indicator <sup>21</sup>	1.65	1.2
	Share of population with a university degree Territorial projection: the whole city and the metropolitan area	%	24	growing trend
Ensure high-quality and accessible education for all children at the level of nursery schools and primary schools	Level of utilisation of the capacity of nursery schools and primary schools (number of children / capacity)	%	pre-school 100% (11,537 / 11,537); primary schools 98.7% (27,102 / 27,451)	90%
Create conditions for a cooperating and informed family	Number of seminars for legal representatives concerning important educational topics (support for each child and student, transition between levels of education, meaningful career counselling)	number	4	growing trend
Collaborate flexibly and meaningfully on the concept of secondary education disciplines in the context of the needs of labour market	<i>Number of new and innovated fields of study depending on the needs of the labour market</i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Increase the quality and internationalisation of Brno universities and colleges	Ranking of universities	ranking	550th – 650th (2 universities, others below 800th)	300th – 350th (at least 2 universities among the first 350; others up to 800)
	Proportion of foreign students	%	20% (13,560)	growing trend
Strengthen the openness of the academic sphere and the position of universities as open centres of learning	<i>Number of participants in the activities of universities and colleges for the general public, connecting the academic sphere and the city</i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Ensure accessible and high-quality interest and informal education	<i>Number of children and pupils participating in interest and informal education</i>	number	15,000	growing trend
Promote lifelong learning	Sociological survey: satisfaction with the sufficiency of information on the possibilities of further education of adults	value of the indicator <sup>22</sup>	1.91	1.2

<sup>21</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>22</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

# INTERNATIONAL CITY

## Description of the value

Brno as an international city is characterized by its diversity and openness to people from different countries, ethnic groups and cultures. With its tolerance it attracts foreign nationals who want to participate in the development of the city and, thanks to a sophisticated strategy, encourages their successful integration into the local community. Local businesses and the city itself have numerous contacts abroad that they can effectively transform into specific improvements and innovations in products, services and processes.

## Benefit for the city

The "iron" law of health for any ecosystem is its diversity. The diversity of Brno brings with it a greater ability to combine the old and the new and respond to new challenges. The more open the city is to the outer world, new people and new ideas, the greater its creative dynamism is. As in the past, the success of Brno's businesses, academic institutions, public and private services, as well as its lively and varied culture depend on rich international relations and talents coming to Brno from the outside.

## Goals

- **Attract qualified foreign nationals and keep them in the city.**
- Create a comprehensive system of services and mechanisms in the public, private and non-profit sectors for the reception and integration of foreign nationals.
- Strengthen the school system enabling children of foreign nationals to study at elementary and secondary state schools and Czech children to obtain education in a foreign language.
- Encourage the presence of Brno-based companies abroad.
- Encourage the presence of foreign companies with higher added value complementing the innovative ecosystem of the city.
- Get some major international institution to settle in Brno.
- Ensure effective collaboration between the city of Brno and its foreign partners.

## GUARANTOR OF VALUE WITHIN VISION 2050

### Don Sparling

Table 10 International city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Attract qualified foreign nationals and keep them in the city</b>	Number and proportion of qualified foreign nationals living in Brno <sup>23</sup>	number and % of population	34,948 (30 June 2019) / 9.2%	20%
Create a comprehensive system of services and mechanisms in the public, private and non-profit sectors for the reception and integration of foreign nationals <sup>24</sup>	<i>A functioning system of comprehensive care for foreign nationals</i> <i>Territorial projection: the entire city and the metropolitan area</i>	<i>functioning system</i> <i>yes / no</i>	<i>Comprehensive evaluation has not been done yet.</i> <i>no</i>	<i>yes</i>
Strengthen the school system enabling children of foreign nationals to study at elementary and secondary state schools and Czech children to obtain education in a foreign language	Number of schools with bilingual tuition (Czech plus a foreign language)	number	2	6
	Number of schools with tuition in Czech, which have a special programme for the integration of children of foreign nationals	number	2	15
Encourage the presence of Brno-based companies abroad	Number of Brno-based companies, which participate in trade missions abroad	number	15 (2017)	growing trend
Encourage the presence of foreign companies with higher added value complementing the innovative ecosystem of the city	<i>number of foreign companies with higher added value</i> <i>Territorial projection: the entire city and the metropolitan area</i>	<i>number</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Get some major international institution to settle in Brno	number of international institutions in Brno <i>Territorial projection: the entire city and the metropolitan area</i>	number	0	1
Ensure effective collaboration between the city of Brno and its foreign partner	<i>proportion of projects / international cooperation, the output of which was the implementation of a specific innovation within the activities of the city of Brno (new procedure, process, services, etc.)</i>	<i>%</i>	<i>These data have not been surveyed yet.</i>	<i>90% or growing trend</i>

<sup>23</sup> Highly qualified employees, key and scientific staff, qualified employees – ISCO category 1-3,04-8.

<sup>24</sup> This system should include services and mechanisms in the areas of employment, housing, education, healthcare and language skills, incl. language competencies of administrative units (communication in English).

# GLOBALLY ACCESSIBLE CITY

## Description of the value

A globally accessible city is well connected with the surrounding world via high-quality, high-capacity and reliable transport and communication infrastructure. In 2050, Brno is connected to hierarchically superior transport and communication routes (such as air routes, motorways, high-speed lines, global data networks, etc.) and thanks to that, it is well connected with the metropolises located in the (Central) European and worldwide spaces (such as Prague, Vienna, Bratislava, Munich, Berlin, etc.)

## Benefit for the city

Good accessibility of the city and its metropolitan region is important for the efficient and reliable functioning of all components of its life, especially for the metropolitan economy, scientific structures, and for all other socio-economic activities, as it allows maintaining and developing the necessary contacts. Its expression is the easy reach of the city and its surroundings for all people arriving here or departing from here (residents, commuters, investors, entrepreneurs, tourists, scientists and others).

## Goals

- **Ensure high-quality, high-capacity and reliable transport and communication links between Brno and (Central) European and world metropolises, both in passenger and freight transport, as well as in the field of information streams.**
- Ensure high-quality, high-capacity and reliable operation of transport terminals that allow the entry of global passenger and freight traffic and information streams into the area of the city and the metropolitan region of Brno.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Daniel Seidenglanz**

Table 11 Globally accessible city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<p><b>Ensure high-quality, high-capacity and reliable transport and communication links between Brno and (Central) European and world metropolises, both in passenger and freight transport, as well as in the field of information streams</b></p>	<p>Air transport: number of destinations accessible from Brno by scheduled direct flights in a normal week (of which hub airports of network carriers)</p> <p>Territorial projection: the entire city and the metropolitan area</p>	number	3 (1)	growing trend
	<p>Road transport: time accessibility to neighbouring Central European centres (Prague, Vienna, Bratislava, Budapest, Warsaw, Berlin and Munich)</p> <p>Territorial projection: the entire city and the metropolitan area</p>	minutes	Prague (120), Vienna (100), Bratislava (80), Budapest (190), Warsaw (400), Krakow (210), Wroclaw (240), Berlin (360), Munich (360)	shortening of the time of travel  (assumption: Prague (120), Vienna (80), Bratislava (80), Budapest (180), Warsaw (330), Krakow (210), Wroclaw (240), Berlin (330), Munich (330))
	<p>Railway transport – time accessibility to neighbouring Central European centres (Prague, Vienna, Bratislava, Budapest, Warsaw, Berlin and Munich)</p> <p>Territorial projection: the entire city and the metropolitan area</p>	minutes	Prague (150), Vienna (90), Bratislava (90), Budapest (250), Warsaw (420), Krakow (440), Wroclaw (360), Berlin(440), Munich (400)	significant shortening of the time of travel  (assumption: Prague (60), Vienna (45), Bratislava (45), Budapest (120), Warsaw (150), Krakow (120), Wroclaw (120), Berlin (180), Munich (150))
<p>Ensure high-quality, high-capacity and reliable operation of transport terminals that allow the entry of global passenger and freight traffic and information streams into the area of the city and the metropolitan region of Brno</p>	<p>An airport well connected to subsequent systems of urban and suburban passenger and cargo transport</p> <p>Territorial projection: Airport Brno-Tuřany, the entire city and its metropolitan area</p>	verbal description / verbal assessment	The airport is connected to the road network, has a railway siding and bus line E76 connects it to the public transport system	Improving airport connectivity to passenger as well as cargo transport systems <sup>25</sup>
	<p>Functioning modern railway junction well connected to the internal structure of the city and related urban and suburban passenger and cargo transport systems</p> <p>Territorial projection: main railway station, the entire city and the metropolitan area</p>	verbal description / verbal assessment	not yet	yes

<sup>25</sup> Rail connection including regular passenger transport, road connection with a higher capacity parking lot, cargo terminal.



	<p>System of P&amp;R catchment parking lots allowing for a smooth transition from long-distance passenger car traffic to the city transport system (capacity of the parking lots);</p> <p>Territorial projection: the entire city and the metropolitan area</p>	<p>verbal description / verbal assessment , number</p>	<p>not yet functioning as a system (only one P&amp;R parking facility with a capacity of 177 places is in operation)</p>	<p>yes, 20 thousand parking spaces in various parking lots located on the routes of the main entrance roads to the city</p>
	<p>Interconnection of terminals for road freight transport with terminals of other modes of transport (intermodality)</p> <p>Territorial projection: the entire city and the metropolitan area</p>	<p>verbal description / verbal assessment</p>	<p>At present, the Brno-South terminal is in operation; no comprehensive system or effective interconnection of various modes of transport is available.</p>	<p>A system of terminals connecting individual types of freight transport into an efficient system.</p>

# SERVICES

**An inseparable part of the quality of life of the population is the accessibility of basic services – health care, social services and a broad range of leisure activities, such as cultural options, sports activities and other leisure activities that increase the attractiveness of the city. The basic requirement and precondition for the peaceful and harmonious coexistence of all the inhabitants of the city is to ensure their safety.**

## Values

**HEALTHY PEOPLE IN A HEALTHY CITY**

**COHESIVE AND RESPECTFUL CITY**

**CULTURAL CITY**

**CITY OF SPORTS**

**SAFE CITY**

# HEALTHY PEOPLE IN A HEALTHY CITY

## Description of the value

Brno in 2050 is a healthy city with healthy inhabitants, which reflects both quality and affordable health care with an emphasis on a high level of time and local availability, as well as individual interest and activity of the city's inhabitants. Brno is a centre of accessible medical care. It is a city with a healthy demographic structure, which is reflected in the corresponding demographic indicators. It pays sufficient attention to all groups of the population with an emphasis on the vulnerable part of the population (such as children, pregnant women, the elderly population, etc.) who receive individualised attention and care. The system of providing social and health services adapts flexibly to demographic developments in society. The city uses a functioning system of "community care", health and social care, informal care and other types of care with the involvement of families and NGOs. Brno is a city capable of responding flexibly to the current epidemiological situation, including sudden or crisis situations, and to adequately coordinate the provision of health care and social support where necessary. The extensive health literacy of the population, the citizen's responsibility for their own health, orientation towards a healthy lifestyle, cohesive and caring families and a well-set system of health and social care, make the city of Brno a space with adequate conditions for a long and healthy life.

## Benefit for the city

Quality of life is inextricably related to the health of the individual and the population. High-quality, timely and locally available health care is provided, which leads to optimum satisfaction of citizens' needs. By improving the state of health of inhabitants of Brno, there will not only be an increase in the subjectively perceived quality of life, but also an improvement in economic indicators (such as the costs of health and social care provided). Residents will benefit individually and generally from the disclosing of information about those factors that affect their state of health.

## Goals

- **Protect the health of the population and strengthen the role of prevention and a healthy lifestyle, including the development of appropriate tools for long-term monitoring of the health of the population.**
- Maintain high-quality and accessible health care and provide it with regard to demographic developments (with a strong emphasis on personal individuality and prevention, including measures to reduce the number of the chronically ill) and the epidemiological situation (including support for rapid response tools) to reduce adverse effects on the health of the population to the maximum extent.
- Strengthen healthy demographic structure of the city.
- Support families/communities across the generations, intergenerational cohesion and solidarity in the provision of health and social care, including caregivers and palliative care facilities.
- Increase health literacy of the population through popularisation and prevention programmes focused on frequent diseases and injuries<sup>26</sup>.

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<sup>26</sup> For example: ischemic heart disease, tumour diseases, cerebrovascular accident, mental disorders, fertility disorders, dental health, etc.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

### Julie Dobrovolná

Table 12 Healthy people in a healthy city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Protect the health of the population and strengthen the role of prevention and a healthy lifestyle, including the development of appropriate tools for long-term monitoring of the health of the population	Life expectancy	number of years	Men (77.02) Women (82.77)	Men (84.5) Women (89.5)
	Cohort studies, including "citizen science" (science practiced by citizens) programmes aimed at monitoring the state of health of citizens by the citizens of Brno themselves	number	2	growing trend. sustainability of existing cohorts
Maintain high-quality and accessible health care and provide it with regard to demographic developments with a strong emphasis on personal individuality and prevention, including measures to reduce the number of the chronically ill	Sociological survey: satisfaction with the accessibility of health care services	value of the indicator <sup>27</sup>	1.81	1.2
	Sociological survey: satisfaction with the quality of health care	value of the indicator <sup>28</sup>	1.89	1.2
	Number of practitioners / 1,000 inhabitants	number	9.5	maintain this high number. monitor healthy age structure of practitioners
	Number of hospital beds / 10,000 inhabitants	number	105.24	keep such a high number
	Number of inpatient facilities (by field)	number	hospitals 10 (state, municipal, private) hospital for long term sickness 1 psychiatric hospital 1	maintain this number

<sup>27</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>28</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
			children's centre 1	
	A functioning facility as a centre of telemedicine	number	0	1
Strengthen healthy demographic structure of the city	Age index	index	135.8	120
	Natural increase (gross rate of natural increase)	number	1.65	2.22
Support families/communities across generations, intergenerational cohesion and solidarity in the provision of health and social care, including caregivers and palliative care facilities	Number of health and social beds in residential social services	number	0	Current number of beds + increase by 200 beds
Increase health literacy of the population through popularisation and prevention programmes focused on frequent diseases and injuries <sup>29</sup>	Proportion of people aged 15+ doing recreational sports  Territorial projection: the whole city including the metropolitan area	%	60	80

<sup>29</sup> For example: ischemic heart disease, tumour diseases, cerebrovascular accident, mental disorders, fertility disorders, dental health, etc.

## COHESIVE AND RESPECTFUL CITY

### Description of the value

In 2050, cohesion, mutual help and interest in each other as a standard part of people's lives rule among the inhabitants of Brno. Interest in others is a common part of people's lives, local companies contribute to the growth of the city on the basis of the concept of social responsibility. The city offers a broad range of public and social services of adequate quality, scale and availability, and pioneers innovative projects. Cooperation between state institutions, local government, the non-profit and the profit sectors leads to the elimination of social exclusion and poverty. Brno supports its inhabitants in their own responsibility in seeking active solutions to their life situations. People are aware of the importance of long-term planning for a high-quality full-fledged life. People have started to improve and develop relationships within their families and communities and organisations, and the city supports them on that: it works on the strengthening of mutual respect among different groups of inhabitants. Thanks to this, Brno has become a place where people approach each other with mutual respect, confidence and without fear of difference.

### Benefit for the city

The inhabitants of Brno have mutual trust, understanding and cooperation between the younger and older generations (a positive relationship and help to each other), the rich and the poor (natural altruism and social enterprise) and the majority and minority groups (mutual respect and help). Thanks to the fulfilment of this value, Brno is a city in which not only the elites live well, but all the population groups. Thanks to the cooperation of the public, non-profit and private sectors and an active involvement of the inhabitants themselves, the city managed to prevent the opening of social gaps. The favourable social climate of the city and the promotion of social innovations contribute to the reputation of the city as a pleasant place to live, a leader in the field of equality, solidarity, mutual cooperation and respect for the inhabitants among themselves. Thanks to this, Brno attracts new residents and visitors and regularly climbs up in the charts of the quality of life. The fulfilment of this value is positively reflected in the fulfilment of other areas of the quality of life – whether it is health, the development of science and innovations or the international character of the city.

### Goals

- **Strengthen cohesion among city residents.**
- Increase the level of quality and availability of care and services for all groups of people in need of social care and social help.
- Continuously support a coordinated approach to addressing the set of issues of socially excluded localities.
- Promote social innovations systematically.
- Promote diversity and ensure equal approach to all inhabitants.
- Increase solidarity and corporate social responsibility.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Jaromír Hron**

Table 13 Cohesive and respectful city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Strengthen cohesion among city residents</b>	Number of jointly assessed persons for the provision of a living allowance	number	10,076 (12/2017)	decreasing trend
	Assistance in material need – benefits	number of benefits paid out to clients living within the boundaries of the Statutory City of Brno	living allowance: 60,714 housing supplement: 33,215 extraordinary immediate assistance: 3,196 (2017)	decreasing trend
	Citizens' trust amongst each other. (question: Can people be trusted in Brno?)	%	59% (in Brno have trust: definitely yes 6% of inhabitants, rather yes 53%)	90% (sum of definitely yes and rather yes)
Increase the level of quality and availability of care and services for all groups of people in need of social care and social help	Sociological survey: Satisfaction with the availability of social care	value of the indicator (*)	1.98	1.2
	Sociological survey: Satisfaction with the quality of social care	value of the indicator (*)	2.07	1.2
	Capacity of field and out-patient services, including the use of modern ICT and assistive technologies or alternative solutions to standard social services	annual capacity (number of clients per year)	approximately 59,000	growth to approximately 80 000 (increase by 25–30%)
	Capacity of residential social services, including the capacity of alternative solutions to classical residential services	number of beds	approximately 4,200	increase to approximately 5,200 – 5,500 (increase by 25–30%)
Continuously support a coordinated approach to addressing the set of issues of socially excluded localities	Number of socially excluded localities			
	Territorial projection: Brno-Central and Brno-North – the so-called „Brno Bronx“; to a lesser extent also some areas of the city districts Brno-South, Židenice and Královo Pole	number	8–10	0
	Number of commercial accommodations <sup>30</sup> where socially excluded people <sup>31</sup> live	number	61	decreasing trend

<sup>30</sup> Non-standard form of dwelling in a private property.

<sup>31</sup> Pursuant to Act 108/2006 Coll., "social exclusion" is meant as "the exclusion of a person from the ordinary life of society and the inability to participate in it due to an unfavourable social situation".

	Number of socially excluded people living in commercial accommodations	number	1,500	0
Promote social innovations systematically <sup>32</sup>	SOS bracelets – emergency calls	number	500 push-buttons available, of which 400 active	growing number
	Seniorbus	number of vehicles	4 vehicles	growing number
	Shared housing for elderly people	number of apartments / number of elderly people	27 elderly people in two apartments on Zámečnická Street (11+16)	growing number
Promote diversity and ensure equal approach to all inhabitants	<p><i>Level of discrimination and intolerance towards different groups (Eurobarometer 437<sup>33</sup> survey)</i></p> <p><i>Answers to the following question: For each of the following types of discrimination, could you please tell me whether, in your opinion, discrimination on the basis of:</i></p> <ul style="list-style-type: none"> <li>- sexual orientation</li> <li>- gender identity (being transgender or transsexual)</li> <li>- religion or beliefs</li> <li>- disability</li> <li>- being over 55 years old</li> <li>- gender</li> <li>- being under 30 years old</li> </ul> <p><i>is very widespread, fairly widespread, fairly rare or very rare in your country?</i></p>	% of answers "very widespread" and "fairly widespread"	<p><i>These data have not been surveyed yet at the city level.</i></p> <p>Czech Republic 52% / 30% / 26% / 17% / 38% / 58% / 28% / 15%</p> <p>EU 64% / 58% / 56% / 50% / 50% / 42% / 37% / 19%</p>	<p><i>improving trend / Brno has by 20% better results in comparison with nationwide figures</i></p>
Increase solidarity and corporate social responsibility	deductible item "value of gratuitous performance – gift/gifts" applied in tax returns for income taxes for the year – natural persons in the South Moravian Region	number of items CZK	18,857 226 million	growing trend
	deductible item "value of gratuitous performance – gift/gifts" applied in tax returns for income taxes for the year - legal entities in the South Moravian Region	number of items CZK	2,961 185 million	growing trend

<sup>32</sup> Future evaluations may include, for example, the number of social enterprises, the number of people using ICT and assistive technologies, the number of created alternative solutions to standard services, the number of start-up companies in the social area, the number of PPP projects in the social area or the level of satisfaction with innovation support, return on the investment in innovative and "smart" solutions in the social area, etc.

<sup>33</sup> Special Eurobarometer 437: Discrimination in the EU in 2015, page 16



## CULTURAL CITY

### Description of the value

In 2050 Brno is an internationally recognised cultural metropolis. Its successful cultural and creative scene is built on a combination of tradition and experiment and actively influences the latest global trends. Culture is the cornerstone of the city's identity, filling the public space and the everyday lives of its inhabitants and is the catalyst for their mutual understanding. With its unique creative atmosphere, the city is a popular destination for creators and visitors from all around the world.

### Benefit for the city

The culture on offer in the city is varied and available to the widest possible range of visitors from Brno, the Czech Republic and abroad. It features good cooperation across cultural actors, educational institutions and different cultures. It delivers an increased quality of life for its inhabitants and strengthens the unmistakable creative atmosphere in which Brno excels. The international reputation of the city, its culture and the creative industries will be beneficial for the economy and the competitiveness of local entities.

### Goals

- **Achieve a distinctive cultural and creative scene of international renown is actively working with Brno's cultural heritage and also with experiments.**
- Build a cutting-edge cultural and creative scene based on meeting of tradition and experiment.
- Ensure a collaborative and interconnected cultural and creative scene.
- Promote the reputation of Brno's culture and creative industries and the reputation of Brno as a cultural and creative location.
- Promote required, accessible and bonding culture.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Tereza Raabová**

Table 14 Cultural city

GOAL	VALUE OF THE INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Achieve a distinctive cultural and creative scene of international renown is actively working with Brno's cultural heritage and also with experiments</b>	Number of national and international prizes, internationally recognised titles (European Capital of Culture, UNESCO City of Music)	number	1	2 (titles: European Capital of Culture, UNESCO City of Music, etc.)
Build a cutting-edge cultural and creative scene based on a meeting of tradition and experiment	Share of expenditure on culture from the city budget	% of the city budget	9%	9%
Provide high-quality and functional education for culture, the creative sector and their audiences	<i>Career opportunities for graduates of cultural and creative fields of universities<sup>34</sup></i>	%	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Ensure a collaborating and interconnected cultural and creative scene	Number of meetings of established platforms and bodies (Brno Cultural Parliament etc.)	number	2 meetings per year (Brno Cultural Parliament only)	6 meetings per year (Brno Cultural Parliament, cultural council etc.)
	Number of conferences / events and expert projects focusing on cultural policy topics	number	0-1 per year irregularly	1 regular event per year + at least 2 expert and educational projects per year
Promote the reputation of Brno's culture and creative industries and the reputation of Brno as a cultural and creative location	Proportion of visitors to Brno for whom the main reason for visiting is a cultural event, festival, etc. – sociological research "Tourist demand in the city of Brno (2019)"	Proportion (%)	11% (domestic 10%, foreign 12%)	growing trend
Promote required, accessible and bonding culture.	Satisfaction with the field of culture – sociological survey: "Character of the city of Brno as seen by its inhabitants" <sup>35</sup>	value of the indicator (*)	1.63	1.2
	Personal importance of opportunities for cultural and social activities in Brno <sup>36</sup>	% "very important" + "rather important"	75%	85%

<sup>34</sup> Number of graduates who found employment in the sector / total number of graduates in CCI sectors and courses.

<sup>35</sup> Questions on the offer of theatres, availability and services of libraries, museums and exhibition halls, cinemas and other cultural facilities. Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>36</sup> Formulation of the question: How important are the possibilities for cultural and social activities in the city of Brno for you?

	frequency of visits to cultural events and facilities in Brno (proportion of inhabitants attending cultural events and facilities at least once a month)	%	3% (museums, exhibitions, other events) to 15% (libraries)	5% to 20%
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# CITY OF SPORTS

## Description of the value

The city provides high-quality, accessible and affordable facilities for the sports activities of its inhabitants. Its varied offer of sports covers all levels ranging from recreational to performance and elite sports. Likewise, it also does not leave behind sports activities for disabled citizens. Brno can motivate all generations to do sports: from children and young people through the middle generation to seniors. The pleasure of movement is thus a natural part of a healthy lifestyle of all Brno residents in 2050. Brno is able to raise successful sportspersons, to whom it offers appropriate conditions for further development of their sports careers. People also go to the city for sports: important sporting events at national and international level take place here, attracting visitors from the Czech Republic as well as abroad.<sup>37</sup>

## Benefit for the city

Sport and physical activity generally form an integral part of a healthy lifestyle. They improve physical and mental health and provide pleasure in movement. The mental relaxation function of sports activities conducted in the natural environment is also important. Sport brings a healthy level of competitiveness, self-assertion and at the same time a sense of fair play. It contributes to better integration of a person into the collective and society, thus also fulfilling a socialisation role. As a result, sport and physical activity contribute to better health of the population and reduce health care costs. Top performances of sportspersons and major sporting events bring prestige and a good name to the city, are attractive to spectators and motivate people to do active sports. Thanks to the related services, these events are also sources of additional income for local businesses and the city.

## Goals

- **Provide a diversified sports offer covering all performance levels.**
- Promote recreational sports for all generations.
- Promote performance sports.
- Promote elite sports.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Jaroslav Suchý**

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<sup>37</sup> The "City of Sports" value is specified in detail in the approved "Sports Concept of the City of Brno".

Table 15 City of sports

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Provide a diversified sports offer covering all performance levels</b>	Satisfaction with the possibilities to do sports in Brno	value of the indicator <sup>38</sup>	1.97	1.2
Promote recreational sports for all generations	Share of population aged 15+ doing recreational sports	%	60	80
	Satisfaction with the work of sports clubs with children and young people	value of the indicator <sup>39</sup>	2.00	1.2
	Proportion of outdoor sports facilities in primary schools open to the public and Brno sports clubs	%	61.8	80
	Satisfaction with the accessibility of publicly accessible sports grounds, playgrounds and playing fields for all generations	value of the indicator <sup>40</sup>	2.01	1.2
Promote performance sports <sup>41</sup>	Number of sports facilities: swimming pools, including those in primary schools, and ice rinks, including those seasonal for performance sports	number	32	growing number
	Number of registered members in total / youth in selected sports (for example, ice hockey, football, athletics, swimming and floorball)	number	15,586 / 11,489	growing number
Promote elite sports <sup>42</sup>	Number of sports facilities enabling the organisation of events at the elite level	number	23	growing number
	Number of major sporting events of national and international importance	number per year	21	growing trend
	Number of visitors and capacity of Brno clubs of the highest leagues (hockey and football)	number per year	7,600 / 4,588	growing trend

<sup>38</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>39</sup> Please see footnote concerning satisfaction indicators.

<sup>40</sup> Please see footnote concerning satisfaction indicators.

<sup>41</sup> Performance sports can be practiced at a semi-professional or amateur level – it usually encompasses regular training in the range of several units to tens of hours per week, registration in a sports association and regular participation in competitions.

<sup>42</sup> Elite sports represent the highest level of sports performance organised in sports clubs and specialised centres; elite sports are a tool of representation of the Czech Republic – in such cases sportspersons usually have a training every day, often for several hours or as a "full time job", and participate in international or at least national level competitions.

## SAFE CITY

### Description of the value

In 2050, the city of Brno has the status of being safe with clear rules to ensure elementary safety for citizens and visitors to the city in public, in their dwellings, during their leisure time and social activities. Clear lines function between prevention, awareness and citizens' participation in ensuring safety in the city in all its aspects. The city's inhabitants have understanding and respect for the competencies of professional security forces of the city and the state. At the level of its organisations and powers, the city has the strengths and resources to ensure the needs and safety of citizens in the event of emergencies. These are regularly updated and their practical usage is verified. The repressive component of security focuses on law enforcement. Using the knowledge and science base, preventively and in the event of emergencies, the city effectively minimises their impact on the lives and health of the population. On these foundations, the city is also able to ensure the operation of the essential infrastructure. The city manages its media space in relation to the provision of objective information to the public.

### Benefit for the city

The city, aware of its characteristics, will jointly create the environment for a feeling of security (in all its aspects), which is a significant value in today's security developments in the world. The city with a confirmed low level of threat to the elementary values and needs of citizens and institutions is perceived in a broader context as a "good address", creating thus as a secondary consequence good conditions for the development of all activities and a functional social unity.

### Goals

- **Reduce crime and minimise the number of incidents that threaten safety and health.**
- Ensure readiness of the city for crisis situations in the case of natural disasters and other events (prevention and readiness for phenomena and crisis situations related to climatic phenomena, epidemics, social manifestations or conflicts due to socially pathological phenomena in society, cyber threats aimed at hampering the activities of important institutions, etc.)
- Reduce youth crime and promote the prevention of risky behaviour and phenomena of security risk through qualified work with children and young people.
- Prevent the emergence of areas (neighbourhoods) with segregation of persons on the basis of social, ethnic, religious and cultural differentiation – as potential resources for the escalation of undesirable social and security phenomena.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Martin Menšík**

Table 16 Safe city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Reduce crime and minimise the number of incidents that threaten safety and health</b>	Number of crimes and minor offences	number	11,285 crimes 153,419 minor offences	decreasing number
	Number of incidents of all kinds (fires, road accidents, etc.)	number	Fire Rescue Service interventions at emergency events: 2,962 Measurement may be necessary for additional areas.	decreasing number
	Sociological survey: agreement with the statement "Brno is a safe city"	value of the indicator <sup>43</sup>	1.9	1.2
	Sociological survey: feeling of safety during the day (proportion of satisfied inhabitants – very and rather)	%	77%	90%
	Sociological survey: feeling safe during the night (proportion of satisfied inhabitants – very and rather)	%	48%	70%
Ensure readiness of the city for crisis situations in case of natural disasters and other events <sup>44</sup>	Fire Rescue Service response time	minutes	6:53	target value 5:00
	Call-outs of medical rescue service over 20 minutes (sum for Rapid Medical Aid (RLP) and Rapid Rescue Aid (RZP) / proportion of call-outs over 20 min in the total number of call-outs	number, %	739 (1.57%)	decreasing trend in the number of such call-outs
Reduce youth crime and promote the prevention of risky behaviour and phenomena of security risk through qualified work with children and young people	juvenile delinquency	number of perpetrators up to 18 years of age	153 (2015)	decreasing trend
	socially pathological phenomena <sup>45</sup>	number of cases	321 cases of addictive	decreasing trend

<sup>43</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>44</sup> prevention and readiness – for example, flood protection walls, emergency situation exercises, etc.

<sup>45</sup> Development in the field of socio-pathological phenomena on the basis of numerical information from a survey within primary and secondary schools in the city of Brno in the years 2015-2017. The data are largely influenced by the "willingness" of individual respondents to share this information. However, it can be clearly demonstrated even on this statistic that the curve of more serious manifestations of socially pathological phenomena in the environment of primary and secondary schools in Brno has a year-on-year increasing tendency. In the school year 2014-2015, 180 cases of substance abuse (excluding alcohol, the incidence

		among pupils of primary schools and high schools	substance abuse, 74 cases of neglect of compulsory care, 168 cases of bullying  (school year 2016-2017)	
Prevent the emergence of areas (neighbourhoods) with segregation of persons on the basis of social, ethnic, religious and cultural differentiation – as potential resources for the escalation of undesirable social and security phenomena	number of socially excluded localities (SVL)	number	10 (2008) / 8 (2015) / 7 (2016)	Non-emergence of new socially excluded localities on any basis and stagnation of the number of existing socially excluded localities.

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of which is much higher), 54 cases of neglect of compulsory care, 97 cases of bullying within the whole range of known manifestations of this phenomenon were handled. In the school year 2015-2016, 186 cases of substance abuse, 49 cases of neglect of compulsory care, 153 cases of bullying were handled.



# RESOURCES

**The ability to manage resources efficiently and enabling their thoughtful use through appropriate strategic infrastructure is one of the conditions for ensuring a resilient economy and quality of life for the population. The city must be able to use water and energy economically and support new approaches and procedures heading towards achieving a sustainable economy and life of the population. In doing so, a clean city should be a matter of course.**

## Values

**CITY WITH EFFICIENT WATER  
MANAGEMENT**

**ENERGY-SAVING, INDEPENDENT AND  
RESILIENT CITY**

**CLEAN AND CIRCULAR CITY**

# CITY WITH EFFICIENT WATER MANAGEMENT

## Description of the value

In 2050, Brno conducts effective water management. It makes sophisticated use of water resources, with minimisation of losses in the obtaining, treatment, distribution and consumption of water. It ensures a high-quality sewage treatment process and maximum possible use of rainwater. The flood protection of the city of Brno is completely finished, with the use of an appropriate combination of classical measures and those friendly to the nature.

## Benefit for the city

The main benefit of efficient water management is the long-term maintenance and development of today's obvious comfort in the case of the use of high-quality drinking water, increasing the use of rainwater, sufficient flood protection and high-quality wastewater treatment.

## Goals

- **Ensure high-quality drinking water resources and distribution grid.**
- Increase flood protection of the Svitava and Svatka river basins including the use of nature-friendly flood protection measures.
- Conduct efficient wastewater management; minimise the impact of "Brno" on the quality of water in watercourses.
- Conduct efficient rainwater and groundwater management within the framework of adaptation to climate change, elimination of heat islands in the city.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Miloslav Šlezingr**

Table 17 City with efficient water management

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Ensure high-quality drinking water resources and distribution grid</b>	Specific consumption of water (water consumption per equivalent person per day) Territorial projection: Brno water management system	litres per person per day	109.7	decreasing trend
	Number of capacity sources of high-quality drinkable water Territorial projection: Brno water management system	number	2	2
	Speed of renewal of the water mains Territorial projection: city of Brno and Modřice	% per year	0.38	growing trend
	Sociological survey: Satisfaction with drinkable water quality	value of the indicator <sup>46</sup>	1.99	1.2
Increase flood protection of the Svitava and Svratka river basins including the use of nature-friendly flood protection measures	Number of unprotected inhabitants / properties during a one-hundred-year flood in Brno Territorial projection: Svitava and Svratka river basins	number	approximately 30,000 inhabitants / approximately 4,500 properties	0
Conduct efficient wastewater management; minimise the impact of "Brno" on the quality of water in watercourses	Proportion of inhabitants connected to public sewerage network	%	91.6	100
	Proportion of the length of sewerage grid older than 60 years	%	17%	proportion not growing
	WWTP capacity Territorial projection: the entire city and the surrounding municipalities and cities connected to the WWTP	number of equivalent persons	640,000 <sup>47</sup>	640,000
	Water quality parameters in the water formation DYJ_0670 Svratka from Svitava to Litava Territorial projection: river basins	ecological potential	medium ecological potential	good and better ecological potential
Conduct efficient rainwater and groundwater management within the framework of adapting to climate change,	proportion of permeable areas in the built-up area of the city <sup>48</sup>	%	52.1% of total area (44.78 km <sup>2</sup> )	growing, or at least non-decreasing trend

<sup>46</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>47</sup> In the years 2009–2010, optimisation of the operation of activation tanks was implemented. After the optimisation of the operation of the activation tanks was implemented, the nitrification capacity of the biological treatment stage was strengthened, the flexibility of the cleaning process was increased by expanding the oxic or anoxic volume of the biological stage depending on the pollution currently flowing in, and the overall cleaning performance of the biological stage was increased. The capacity of the WWTP was increased to 640,000 equivalent persons. Source: AQUATIS a.s.

<sup>48</sup> Data from the WORLDFROMSPACE 2017 analysis

elimination of heat islands in the city	Territorial projection: built-up area of the city			
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# ENERGY-SAVING, INDEPENDENT AND RESILIENT CITY

## Description of the value

In 2050, Brno has achieved energy efficiency, independence and resilience both by dramatically increasing energy efficiency through the use of innovations and new low-emission technologies, and by reducing energy consumption. Brno's energy management system is based on intensive use of local renewable sources and waste heat (for electricity generation, heating and cooling) and, at the same time, on integration into pan-European energy planning and modelling. Fulfilment of this value will affect energy solutions in the planning of new construction and revitalisation of buildings, public and passenger transport solutions, waste treatment and its use, or, as the case may be, retrofitting of energy-intensive but at the same time poorly energy-efficient buildings. The energy management strategy of the Brno Metropolitan Area will be thus taken into account in unified long-term energy management planning and diversification of energy sources, and is reflected in the related values, which depend on energy sources and supplies, hence affecting directly the extent of the fulfilment of this value. A prerequisite for fulfilling this value at the city level is the establishment of a department dealing exclusively with energy management.

## Benefit for the city

Energy security of the city is based on sufficient and accessible energy capacity taking into account the high quality of life and health of all residents of Brno and the Brno Metropolitan Area. There will be a reduction in the emission burden and pollutants from unclean energy sources. The use of island-type systems of power, water and heat and gradual reduction in fossil energy sources supply will lead to increased energy resilience, self-sufficiency and hence independence. Research, technological innovation and implementation of solutions in the field of clean renewable energy will move the strategy of the entire city and the region in a direction that is monitored and prioritised at the pan-European level. Research in the field of clean renewable energy sources will be beneficial not only for the city of Brno, but it will also be a major local financial resource in the form of revenues from innovation platforms or through European innovation and research grants, or yields from patents. Close cooperation between the private sector, research institutes and individual or team initiatives in the field of technological innovation is envisaged.

## Goals

- **Ensure sufficient energy generation capacity from clean renewable energy sources, thereby reducing emissions and pollutants that negatively affect human health and the environment.**
- Establish energy consumption based on clean RES (renewable energy sources)
- Reduce overall energy consumption while gradually increasing energy efficiency.
- Increase the proportion of local renewable energy sources in the city's energy supply based on technological innovations.
- Expand and maximise support to the local impact of innovations in the field of clean renewable sources including decarbonisation methods (CCS).
- Integrate Brno in European RES initiatives and participate in the implementation of an all-European grid that enables the interconnection, export and import of clean renewable energy sources, reducing thus the losses associated with the variability of these resources

## GUARANTOR OF THE VALUE WITHIN VISION 2050

### Nora Hampi

Table 18 Energy-saving, independent and resilient city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Ensure sufficient energy generation capacity from clean renewable energy sources, thereby reducing emissions and pollutants that negatively affect human health and the environment	<i>Eco-energy policy and specific measures reflected (YES-NO) in the planning of (1) mass transport, (2) individual passenger transport, (3) construction and infrastructure, (4) recycling and incineration, (5) optimisation of the use of electricity (loss reduction, accumulation and return to the grid, decentralised energy islands)</i>  <i>Territorial projection: the entire city and the metropolitan area down to the level of individual buildings.</i>	<i>verbal description / verbal assessment, recommendation, „qualitative evaluation“</i>	<i>These data have not been surveyed yet.</i>  <i>Points 1–5 answered negatively.</i>	<i>Points 1–5 answered positively.</i>
Establish energy consumption based on clean RES (renewable energy sources)	<i>Summary of fuel consumption and proportion of energy from fossil sources in total (in the future it may be possible to monitor for the categories of energy management, industry, construction, transport, agriculture and forestry %, trade, services, health, education %, households %<sup>49</sup>)</i>  <i>Territorial projection: the entire city and the metropolitan area down to the level of individual buildings.</i>	%	<i>These data have not been surveyed yet.<sup>50</sup></i>	<i>decreasing proportion in all categories</i>
	Production of electricity from renewable sources in the city of Brno (wind, water and photovoltaics) <sup>51</sup>	MWh per year	44,064 (2015)	ten times more
	Proportion of electricity generated from renewable sources in the total supply of electricity distributors in the city	%	approximately 1-2% <sup>52</sup>	30%
	number and capacity of photovoltaic panels on the roofs of residential houses and commercial buildings, including industrial halls and shopping centres	Number / MWe	492 small photovoltaic panels with 33 MWe <sup>53</sup> installed capacity	at least 350 MWe installed capacity
Reduce overall energy consumption while gradually increasing energy efficiency	Per capita energy consumption in Brno (or carbon footprint per capita)	kg of oil equivalent / person	4.6	2

<sup>49</sup> Categories according to sectors of the national economy according to SECAP

<sup>50</sup> Currently, data are available only for the division of electricity supply by sectors of the national economy in MWh for the year 2015 – energy management, industry, construction, transport and agriculture and forestry – 651,861; trade, services, healthcare and education – 855,659; households 376,215.

<sup>51</sup> Current status according to SECAP.

<sup>52</sup> Current status according to SECAP.

<sup>53</sup> Current status according to SECAP.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
	corresponding to the current European average)			
	The proportion of legal entities maximising energy efficiency and saving in their activities (entities respecting the sustainability and ecological footprint principles (Designers Accord equiv.) in Brno of the total number of legal entities operating in the area of the city of Brno.	%	10	80
Increase the proportion of local renewable energy sources in the city's energy supply based on technological innovations	Proportion of local renewable sources in energy supply to the city; proportion of clean renewable sources (such as the number of solar panel roofs, electric cars, electric vehicles, number of buildings that accumulate energy and return it to the grid)	%	5	50% - 70% of final energy consumption of the city and the region
	Proportion of energy used for immediate consumption at the site of its production (island systems) on the total energy consumption in Brno	%	1	20
Expand and maximise support to the local impact of innovations in the field of clean renewable sources including decarbonisation methods (CCS)	<i>Percentage expressed as a proportion of the city budget dedicated to the application of the results of research projects of local scientific centres supporting research in the field of clean RES within the city of Brno (private as well as public applications)</i>	%	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>
Integrate Brno in European RES initiatives and participate in the implementation of an all-European grid that enables the interconnection, export and import of clean renewable energy sources, reducing thus the losses associated with the variability of these resources	<i>Extent of integration into European projects and co-operation in the field of clean RES (such as research and implementation of an all-European grid enabling interconnection, export and import of RES) providing solutions to the losses associated with the variability of these sources</i>  <i>Territorial projection: the entire city, EU</i>	<i>1. volume of local investment [CZK]; 2. volume of foreign investment including grants [EUR]</i>	<i>These data have not been surveyed yet.</i>	<i>growing trend</i>

# CLEAN AND CIRCULAR CITY

## Description of the value

Cleanliness of the city is taken for granted in 2050: it is a natural part of the quality of life in the city and, to a large extent, a sign of the cultivation of society. The city's environment is as clean as possible, while its inhabitants are only minimally burdened by the processes associated therewith. The waste collection system in the city is as comfortable as possible, motivating, economically efficient, and respects the principles of a circular economy, while the emphasis is on the reuse of secondary raw materials from the region in the region. Brno is aware of the great material and energy intensity of the operation and development of the city. In 2050, therefore, it supports the use and circulation of materials and nutrients in the city for as long as possible in the highest possible quality and their return to circulation. Brno is a growing metropolis and the provision of local food of sufficiently high quality creates the potential for healthy development of the entire city and region.

## Benefit for the city

The benefit will be a quietly cleaned and maintained public space, waste collected with maximum efficiency, which will be recycled as much as possible and transformed directly into a product, and thus reused in the region. Waste unusable as a material will serve as a source of energy for the cleaning and keeping of the public space. The maximum possible use of materials within the city brings self-sufficiency to the city, development of the local economy, the creation of new jobs, and especially the creation of a healthy space in which the inhabitants of the city are actively involved. The city, businesses and individuals perceive waste as a resource, thus eliminating its generation and reducing the costs that can be spent on city development according to the preferences of citizens. Increasing food self-sufficiency will help increase the resilience of the local ecosystem.

## Goals

- **Enhance the cleanliness of the city and make the most of the potential of the residual material.**
- Reduce waste production and make waste collection more efficient.
- Increase the city's self-sufficiency in the area of energy and other resources.
- Encourage and implement systemic changes in the field of sustainable development.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Tomáš Hlavenka**



Table 19 Clean and circular city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Enhance the cleanliness of the city and make the most of the potential of the residual material</b>	Sociological survey - agreement with the statement "Brno is a clean city" Territorial projection: streets and public spaces	value of the indicator <sup>54</sup>	2.19	improving trend
	Recycling rate of material flows Territorial projection: the city and its metropolitan area	%	20–30%	60–80%
Reduce waste production and make waste collection more efficient	Total amount of waste produced within the city of Brno per year	tonnes	100,189 tonnes (83,618+16,571)	20,000
	Separated waste and its share in the total waste production in Brno	%	19.8	85
	Proportion of recycled waste in the overall volume of sorted waste	%	75	95
Increase the city's self-sufficiency in the area of energy and other resources	Heat produced from waste (net total value)	GJ	1,227,328	2,000,000
	Electrical energy produced from waste (net total value)	MWh	16,619	50,000
	Recycling of nutrients from wastewater (municipal and industrial) Territorial projection: the city and its metropolitan area	%	0%	90%
	Speed of occupation of the agricultural land fund – proportion of agricultural land fund areas (arable land, hop gardens, vineyards, gardens, orchards and permanent grassland) in the total area of land Territorial projection: the city and its metropolitan area	% per year	0.23% (56.56 - 56.33)	Decrease in the speed of occupation of the agricultural land fund for construction
	number of community gardens	number	approximately 10	growing trend
Encourage and implement systemic changes in the field of sustainable development	<i>functioning system of green procurement with regard not only to the price, but also to the use of secondary raw materials (recycled materials) with regard to the place of production – preference of local origin</i> Territorial projection: the city and its metropolitan area	yes/no	not utilised (NO)	common practice in public procurement (YES)

<sup>54</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

# ADMINISTRATION

**In the expert debate on sustainable development not only at the level of cities but also of countries, and in the framework of international cooperation, an area that can be called "good governance" has been gradually gaining importance. Good governance (administration) should function as a service to the public, from which residents expect responsibility, professionalism – quality and efficient work. At the same time, good governance is transparent and supports civil society, takes into account all groups of the population as well as their needs and gives them the opportunity to get involved.**

## Values

**SHARED VISION AND GOOD NAME OF THE CITY**

**FUNCTIONING BRNO METROPOLITAN AREA**

**EFFICIENTLY FUNCTIONING ELECTRONIC ADMINISTRATION AND OPEN DATA**

**PARTICIPATION OF THE PUBLIC IN THE ADMINISTRATION OF THE CITY**

# SHARED VISION AND GOOD NAME OF THE CITY

## Description of the value

Within the city of Brno and its hinterland there exists in 2050 a long-term consensus on the priorities of the whole area. Planning and management of the strategic and spatial development of the city is comprehensible, based on the clearly defined needs of the city and its inhabitants, while at the same time allowing a flexible response to the latest development. The city has a long-term development strategy, which it fulfils by means of partial action plans and a metropolitan plan arranged according to the load on the territory. A functioning interconnection of strategic and spatial planning makes it possible to systematically develop clearly defined strategic areas of the city. Brno is perceived, in the Czech Republic and abroad, as a great place to build a career, to live as well as stay temporarily, and as the centre of a knowledge region, where gifted people, creativity, science and research are doing really well.

## Benefit for the city

Clear strategic and spatial planning adds confidence to all partners and allows for the creation of a compact, balanced city. The clear strategy of the city and its high reputation leads to an increase in the influx of investors, creative people and tourists within the framework of the city and region. The city attracts business, investment and creative people, bringing the city an increased interest in housing and accommodation, study and careers, and leads to further development of services and infrastructure. Thanks to flexible planning, Brno can respond to the growing attractiveness of the city (preventing price fluctuations, for example, in housing, allowing maintaining affordable prices of services while being resistant to climate change, energy extremes, etc.)

## Goals

- **Ensure consensus regarding long-term direction of the city and the metropolitan area (plan efficiently on the basis of a long-term strategy implemented by the city and its companies, and land-use planning documentation respected across the whole metropolitan area)**
- Concentrate investments into strategic development areas of the city and carry out an active property policy of the city.
- Create a sustainable and functional system of strategic brand management of the city and region brand based on modern principles of content marketing, and city identity.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Jakub Rybář**

Table 20 Shared vision and good name of the city

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Ensure a consensus regarding the long-term direction of the city and the metropolitan area (plan efficiently on the basis of a long-term strategy implemented by the city and its companies, and land-use planning documentation respected across the whole metropolitan area)</b>	Sociological survey – agreement on the statement “People can find good agreement with each other in Brno”	value of the indicator <sup>55</sup>	2.28	1.2
	Sociological survey – agreement on the statement “Brno is developing harmoniously in the area of construction”	value of the indicator <sup>56</sup>	2.3	1.2
	Approved Brno 2050 Strategy with an up-to-date action plan	number	0	1
	Approved valid metropolitan plan	number	0	1
Concentrate investments into strategic development areas of the city and carry out an active property policy of the city	Rating of the city – Standard & Poor's Moody's	value of the rating	AA-/A-1+/stable A1 / positive	permanent status
	Proportion of capital expenditure within the city budget	%	24.1%	growing trend
Create a sustainable and functional system of strategic brand management of the city and region brand based on modern principles of content marketing, and city identity	Sociological survey: Image of the city as seen from the inside	value of the indicator <sup>57</sup>	1.94	1.2
	Sociological survey: Image of the city as seen from the outside Territorial projection: the whole Czech Republic	value of the indicator <sup>58</sup>	1.88	1.2

<sup>55</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – “very satisfied” to 4 – “very dissatisfied”. Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>56</sup> Please see footnote concerning satisfaction indicators.

<sup>57</sup> Please see footnote concerning satisfaction indicators.

<sup>58</sup> Please see footnote concerning satisfaction indicators.

# FUNCTIONING BRNO METROPOLITAN AREA

## Description of the value

In 2050, the city of Brno profiles itself as a part of a wider metropolitan area rather than a unit enclosed within its functional and administrative boundaries. Brno cooperates with the towns and municipalities in its hinterland for the purpose of coordinated and interrelated development of the entire Brno Metropolitan Area. Collaboration is beneficial for all the stakeholders involved. There is consensus that the metropolitan level is the basic principle of the creation of conceptual documents of spatial (strategic and territorial) planning in the framework of the entire Brno Metropolitan Area.

## Benefit for the city

An interrelated system of relationships across the Brno Metropolitan Area (BMO) is a catalyst for its economic development and competitiveness. Thanks to the coordinated development and management of the Brno Metropolitan Area, increasing demands are satisfied on the quality of the technical and transport infrastructure, environment, accessibility and localisation of public services, housing and business. This increases the quality of life of inhabitants of the whole Brno Metropolitan Area.

## Goals

- **Create a functioning and cooperating metropolitan area.**
- Firmly anchor the concept of "metropolitan area" as an important spatial level in the development of a territory (set standards the "metropolitan" way).
- On the principle of shared responsibility, create and fulfil a spatial vision of the Brno Metropolitan Area, on which there is consensus (think conceptually the "metropolitan" way).
- Raise awareness of the added value of metropolitan cooperation among its inhabitants.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Petr Šašinka**

Table 21 Functioning Brno Metropolitan Area

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Create a functioning and cooperating metropolitan area</b>	Number of shared agendas <sup>59</sup> successfully handled in the metropolitan area  Territorial projection: the entire city and the metropolitan area	number	2	growing trend
Firmly anchor the concept of "metropolitan area" as an important spatial level in the development of a territory (set standards the "metropolitan" way)	Existence of legal standards in the Czech Republic, which define and anchor the set of issues of metropolitan areas  Territorial projection: Czech Republic, regions, municipalities, metropolitan area	number	1	growing trend
On the principle of shared responsibility, create and fulfil a spatial vision of the Brno Metropolitan Area, on which there is consensus (think conceptually the "metropolitan" way)	Existence of policy documents dealing with strategic and spatial planning in metropolitan areas (at the level of the JMK municipalities, the South Moravian Region, the Czech Republic or cross-cutting thematic concepts)  Territorial projection: Czech Republic, regions, municipalities, metropolitan area	number	1	10
Raise awareness of the added value of metropolitan cooperation among its inhabitants	Awareness among mayors of the affiliation of their municipality to the Brno Metropolitan Area / Willingness of mayors to actively participate in cooperation within the Brno Metropolitan Area <sup>60</sup>  Territorial projection: the entire city and the metropolitan area	%	88% / 93%	growing trend

<sup>59</sup> 'Agenda' means a jointly handled topic or specific cooperation (such as participation in the creation of a Brno Metropolitan Area strategy, participation in working groups and management structures of the Brno Metropolitan Area, etc.)

<sup>60</sup> Source: proprietary questionnaire survey of the Department of ITI Management of the Brno City Municipality, carried out every 3 years.

# EFFICIENTLY FUNCTIONING ELECTRONIC ADMINISTRATION AND OPEN DATA

## Description of the value

In 2050, Brno speaks a language understandable to the residents of the city and its visitors. In addition to Czech, it is possible to communicate with the city authorities without any restrictions in at least one other global language – English. Information is easy to find and comprehensible. It is always up to date, trustable, instructive, impartial, simple to understand, useful and accurate. Brno creates places that make it easier for citizens to find traceable information about the city and access to services provided by the city. The information system of the city and its organizations is integrated into the eGovernment system; the actions and communications carried out by the citizens and by the city will be conducted prevalingly in the electronic form. Cyber security is ensured across the system. Brno makes available all the data it has, with the exception of situations where it must protect privacy, which takes precedence over openness. The city is aware that without context it can be difficult to interpret open data, therefore it publishes not only raw data, but also their description, including a description of the basic relations that rule between individual data sets.

## Benefit for the city

Transparency and clarity of the city administration will have a direct impact on people's quality of life. People will understand what is happening in the city, where the city is heading, and why it is happening that way. Hence, citizens' involvement in city affairs will grow, and so will the possibility of obtaining feedback or suggestions for the development of services. Introducing electronic administration will minimise the need for citizens to visit the authorities' offices in person, creating at the same time such a shape of the services as will be intelligible and straightforwardly usable for the inhabitants. The system thus adjusted can also be expected to accelerate and streamline the performance of administration and provide a high level of insight into the services that citizens consume or may consume, with a rapid transmission of information about new services towards the citizens. An increase in the quality of services will take place, giving way to a higher degree of satisfaction of the inhabitants with their form and with the functioning of the city itself. Electronisation and automation of processes and ensuring the possibility to perform actions necessary by citizens exclusively from their mobile devices brings with it other positive effects, namely reduced travel and parking in the city centre, which will have a positive impact on the environment and city life as such. Thanks to the data, citizens, companies and their customers as well as the city and its civil servants can make more informed decisions. By making the data freely available to the public and companies, the city of Brno will support the development of non-profit as well as commercial services and applications that will make life easier for everyone in the city. However, Brno also does not forget the role of open data in research and development, the support of which is crucial for the city. In particular, machine learning and the development of artificial intelligence can move the city in the short term further than we can now imagine.

## Goals

- **Make the city administration more straightforward and friendly towards its citizens and create open data.**
- Ensure easy access to high-quality information so that people quickly find what they need and look for.
- Ensuring operational continuity, protection of data and communication against loss or abuse, ensuring (including security strategy).
- Create, catalogue and publish open data as part of all data processes of the city as well as municipal companies.
- Encourage the use of data through applications and services built on open data.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

### Luděk Telecký

Table 22 Efficiently functioning electronic administration

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Make the city administration more straightforward and friendly towards its citizens and create open data</b>	Sociological survey: Satisfaction of the inhabitants of the city with the work of the civil servants at the Brno City Municipality (summary indicator)	value of the indicator <sup>61</sup>	1.73	1.2
	Number of substantiated and partially substantiated complaints in the Brno City Municipality system	number	99	50
	Proportion of life situations / services that can be processed completely on-line without visiting the authority's office	%	3	90
Ensure easy access to high-quality information so that people quickly find what they need and look for	Website of the city - intuitive, user-friendly (UX measurement according to the System Usability Scale (SUS) methodology)	SUS score	SUS 70.72 Comment: The brno.cz website has a mediocre to under-average score depending on the task (find a contact, get a driving licence, get an appointment...) as regards user experience and satisfaction	SUS 80+, Comment: The brno.cz website has an above-average score depending on the task (find a contact, get a driving licence, get an appointment...) as regards user experience and satisfaction

<sup>61</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.



	Sociological survey: Satisfaction with information provision to citizens about what is happening in the city	value of the indicator <sup>62</sup>	2.16	1.2
	Quantity of services adapted to disadvantaged citizens, to the elderly, etc. <sup>63</sup>	number	0	10
	English knowledge coverage within the Brno City Municipality at an adequate level	1 (next-to-none) to 5 (complete)	2	(at least) 4
Ensuring operational continuity, protection of data and communication against loss or abuse, ensuring (including security strategy)	<i>Implementation of ISO 20 000 and 27 000 standards and ensuring compliance with the KYBE legislation (Act No. 181/2014 Coll., On cybernetic security)</i>	<i>number of certificates</i>	<i>The evaluation has not been conducted yet.</i>  <i>0</i>	3
Create, catalogue and publish open data as part of all data processes of the city as well as municipal companies	<i>What percentage of the datasets that could be published has been actually published?</i>	%	<i>Data are not monitored yet. Expert estimate: 4</i>	100
Encourage the use of data through applications and services built on open data	<i>Portal describing all services and applications using open city data with links to used datasets. Authors have the opportunity to register their services and applications (linking with the application marketplace). Users have the opportunity to rate.</i>	<i>verbal description / verbal assessment: yes/no</i>	<i>The assessment has not been conducted yet.</i>  <i>no</i>	yes

Note: Information System of the Statutory City of Brno is understood, for the purposes of this document, as all applications, portals, ERP (Enterprise Resource Planning), integration buses, agenda systems or communication systems ensuring the operation of the Statutory City of Brno and the citizen-office or office-citizen communication.

<sup>62</sup> Please see footnote concerning satisfaction indicators.

<sup>63</sup> A service that meets the requirement of this indicator is considered to be such a service that either expands or changes the existing form of the service in order to make the service in question better accessible to a given group of disadvantaged people, or introduces a completely new service designed and adapted to a group of disadvantaged people.

# PARTICIPATION OF THE PUBLIC IN THE ADMINISTRATION OF THE CITY

## Description of the value

A participatory city does not approach the public administration authoritatively, but instead gives space for some degree of involvement to all those who express their interest in it. A participatory city builds mutual trust between the citizens and the local government, as well as between the partner cities or neighbouring regions, through friendly communication and listening. A participatory city provides open information about public activities, it is not afraid to take advantage of the knowledge of representatives of universities and practical experts, it surveys the opinions of citizens on important political decisions, is interested in the feedback and allows citizens to decide directly on part of its funds within participative budgeting.

## Benefit for the city

Public awareness will be ensured thanks to a unified information portal, which will clearly and in a structured form present the planned and implemented projects of the city; this will also ensure provision of information to the public as well provide an entrance area for involvement in participation activities. Coordinated involvement of experts from universities, practice and from abroad, and creation of space for expert dialogue will ensure the improvement of the quality of public administration outcomes. These changes will lead to an increase in the quality of life in the city and in satisfaction of its residents.

## Goals

- **Involvement of the general public, communities, professionals and other stakeholders in local government activities through participatory tools at different levels of expertise.**
- Use of all available forms of communication and technology for equal involvement of all population groups in communication with public administration.

## GUARANTOR OF THE VALUE WITHIN VISION 2050

**Tomáš Kolářný**

Table 23 Participative administration

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Involvement of the general public, communities, professionals and other stakeholders in local government activities through participatory tools at different levels of expertise</b>	Sociological survey: Satisfaction with the opportunities to participate in public meetings, debates of citizens with representatives of the city etc.	value of the indicator <sup>64</sup>	2.18	1.2
	Sociological survey: Satisfaction with opportunities to submit direct requests and queries to the Brno City Municipality	value of the indicator <sup>65</sup>	2.22	1.2
	Sociological survey: Satisfaction with opportunities and options to engage in local planning	value of the indicator <sup>66</sup>	2.35	1.2
	Proportion of actively involved citizens in the framework of participatory instruments (PARO)	%	<2% (2016); 7% (2017)	growing trend
	Amount of funds designated for participatory budgeting compared to the city's overall budget	%	0.02%	growing trend
Use of all available forms of communication and technology for equal involvement of all population groups in communication with public administration	Sociological survey: Proportion of inhabitants of Brno using a specific communication channel within individual groups (adults, elderly people, foreign nationals, people with handicaps, etc.)  In the future, this will be monitored according to target groups.	% of citizens obtaining information about events in the city from the given resources	from the city district newsletters (16.4%), intermediately (23.4%), from social networks (16.2%) from regional TV broadcast (8.8%), regional radio stations (6.8%), from Metropolitan (8.0%), from the internet (8.7%)	20–30% within each target group
	Implementation of a participation portal and definition of participation personas, choice of guarantors for each persona, definition of a transparent way to enter a specific persona at a specific level of expertise	%	0%	100%
	Active involvement of citizens by means of a participation portal	%	0%	growing trend

<sup>64</sup> Satisfaction indicators are repeatedly measured using a representative sociological survey among residents of Brno older than 18 years of age. The sample is set at 1,000 respondents. Partial indicators are calculated as the average value of all respondents' answers to a given question. Respondents answer on a scale of 1 – "very satisfied" to 4 – "very dissatisfied". Therefore, the closer the indicator is to the number 1, the better the rating. The mean value is 2.5.

<sup>65</sup> Please see footnote concerning satisfaction indicators.

<sup>66</sup> Please see footnote concerning satisfaction indicators.

# ATTACHMENTS

# ATTACHMENT 1: COLLABORATION WITH THE GUARANTORS OF VISION 2050

**The guarantors of VISION 2050 values, which is part of the Strategy #brno2050, include:**

- Representatives of the expert public, respected stakeholders from the public, academic, private and non-profit spheres, who cooperated in its preparation on a voluntary basis.
- Based on their expertise, the guarantors patronised the factual focus of the selected strategic values and thus "guaranteed" it from a professional point of view as part of its elaboration.
- From the formal, methodological and organisational point of view, the guarantors cooperated with the staff of the Department of Strategic Development and Cooperation (hereinafter OSRS) of the Brno City Municipality, who ensure the processing of VISION 2050 and the Strategy #brno2050.
- In some cases, during the work on the strategy, the team of the guarantor of the given values was supplemented by other cooperating professionals, or the team was created by merging some values during the elaboration of the strategy. However, one guarantor of the given values was always determined, while the other cooperating professionals became members of his or her team.

**Scope of work of the guarantors of VISION 2050 values:**

- The guarantor proposed the content of a specific value – description of the value and its contribution to the city, specific goals and indicators (within the long-term VISION 2050), participated in the proposal of priorities and measures (as part of the medium-term plans).
- The proposals submitted by the guarantors were further developed at meetings of working groups, which could be attended by representatives of all types of entity operating in the city of Brno according to their thematic focus. The working groups were open to anyone who expressed an interest in attending their meetings. The meetings of the working groups were prepared in terms of agenda and organisation by OSRS employees, in cooperation with the guarantors. The guarantors played the role of carriers of material content at these meetings.
- Subsequently, the guarantors settled the comments and suggestions of the members of the working group, representatives of the professional and general public within the open commenting process. Formally and methodologically, the process was again backed by OSRS staff.

All requests for material adjustments to specific values within vision 2050 by the professional and general public were consulted with the professional guarantors of the respective values and took place on the basis of their consent.

# ATTACHMENT 2: BRIEF PROFILES OF THE GUARANTORS OF VISION 2050

## ENVIRONMENT

### COMPACT AND BALANCED CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

##### **Michal Sedláček**

Architect Michal Sedláček is the director of the Office of the Architect of the City of Brno and since 2016 the Chief Architect of the City of Brno. He studied architecture at the Brno University of Technology and at the Academy of Fine Arts in Prague. He moved to New York in 1990, then worked in Moscow in the mid-1990s, before returning to New York; from there he moved to Los Angeles. There he worked in the studio of Frank Gehry until 2006. In 2007, he founded and then led the Los Angeles branch of the architectural firm Aedas.

The processing of this value was also partly done by **Ondřej Muliček**, Assistant Professor at the Geographical Institute of the Faculty of Science, Masaryk University in Brno. He focuses on teaching and research in the field of social geography, applied research and applied studies in the field of spatio-temporal planning and mobility. In the years 1999–2002 he worked as the development manager of the city at the Brno City Municipality.

The processing of this value was also partly done by **Jiří Malý**, head of the analysis and GIS team of the Office of the Architect of the City of Brno. He graduated in Social Geography at the Faculty of Science, Masaryk University in Brno. He then devoted himself to scientific research at the Institute of Geonics of the Academy of Sciences of the Czech Republic, focusing primarily on the dynamics of the functional-spatial organisation of society and the accessibility of civic amenities. At the same time, he participated in the updating of spatial planning documents for Brno and the South Moravian Region and in the survey of the retail network of the city of Brno.

### ARCHITECTURAL FACE OF THE CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

##### **Michal Sedláček**

Architect Michal Sedláček is the director of the Office of the Architect of the City of Brno and since 2016 the Chief Architect of the City of Brno. He studied architecture at the Brno University of Technology and at the Academy of Fine Arts in Prague. He moved to New York in 1990, then worked in Moscow in the mid-1990s, before returning to New York; from there he moved to Los Angeles. There he worked in the studio of Frank Gehry until 2006. In 2007, he founded and then led the Los Angeles branch of the architectural firm Aedas.

The processing of this value was also partly done by **David Zajíček**, head of the Public Space Department of the Office of the Architect of the City of Brno. As a graduate of Faculty of Architecture, Brno University of Technology, he collaborated with architects Tomáš Dvořák, Jitka Ressová and Zbyněk Musil. He participated in projects of residential and civic buildings and public spaces.

## NATURE IN THE CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Vojtěch Lekeš**

Vojtěch Lekeš is a Czech architect and urban planner with specialisation in sustainable development. He graduated from the Department of Architecture at the Chalmers University in Gothenburg, Sweden, and after graduation he worked as an architect at one of the largest Swedish companies. He is currently running his own practice and works as a programme director of the research organisation NEXT Institute.

## CITY WITH AFFORDABLE HOUSING

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Karin Karasová**

Karin Karasová is the mayor of the Brno–Královo Pole city district and a member of the housing commission of the Brno City Council. She has been dealing with real estate issues for almost 20 years. She graduated from the University of Agriculture in Brno. At the Institute of Forensic Engineering at BUT she studied real estate evaluation with Prof. Ing. Albert Bradáč, DrSc.

The processing of this value was also partly done by **Jan Sponar**, head of the Department of Housing Construction and Fund Management of the Housing Department of the Brno City Municipality, who ensures its connection with the Housing Strategy of the City of Brno.

## CITY WITH EFFICIENT AND SUSTAINABLE MOBILITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Iva Rorečková**

Iva Rorečková is head of the Urban Mobility Section at the Department of Transport of the Brno City Municipality. She studied Geography at the Faculty of Science, Masaryk University. She has been working at the Brno City Municipality since 2004 (in the past as a manager of several EU projects), focusing primarily on transport planning and the preparation of a Sustainable Urban Mobility Plan for Brno.

## HEALTHY LIVING ENVIRONMENT

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Miroslav Kandrata**

Miroslav Kandrata is one of the co-founders of the Nadace Partnerství (Partnership Foundation), in which he has been working for more than two decades. In the early 1990s, he also co-founded a number of other non-profit organisations and networks, such as ZO ČSOP Veronica, Nadace Veronica (Veronica Foundation), Unie pro řeku Moravu (Union for the River Morava), Tradice Bílých Karpat (Traditions of the White Carpathians), CEEWEB, a network of ecological counselling centres, and took part in the preparation of the programme of American foundations Environmental Partnership for Central Europe. In 1994, he became the first director of the Partnership Foundation and has held the position of director of strategic development up to now. The main task of his work is the continuous development of the activities and operations of the foundation and their strategic planning. The education of a physical geographer gave him a basis for understanding the relations between natural and social processes. At the beginning of the 1980s, among other things, he worked on the master

zoning plan for the city of Brno and worked at the Geographical Institute of the Academy of Sciences of the Czech Republic, which dealt with comprehensive study of the environment. In this environment he began to engage in the field of environmental protection, especially in South Moravian cases such as Nové Mlýny, Brno racing circuit, Vír water duct, etc., published the ecological magazine Veronica, filmed documentaries on ecological and civilisation cases. In the early 1990s, he focused mainly on activities such as establishing international contacts and seeking inspiration for democratic environmental policies, which resulted in the establishment of the above-mentioned non-profit organisations, among which also the Partnership Foundation.

## PROSPERITY

### PROSPEROUS CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

##### **Monika Höklová**

Monika Höklová graduated from the Faculty of Arts of Masaryk University in Brno, where she has also lived all her life with her family and three children. She gained experience on internships abroad, and especially as an employee, being self-employed and as an employer: since 2004 she has been an executive of a company that deals with services in the field of human resources, education and the labour market. She focuses on social innovation: new and better solutions than available alternatives, which meet social needs and create new collaborations. She also deals with project management, career counselling and mentoring

### CENTRAL EUROPEAN CENTRE OF RESEARCH, DEVELOPMENT AND INNOVATION

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

##### **Markus Dettenhofer**

Markus Dettenhofer is executive manager of the CEITEC Central European Institute of Technology. Currently, he is running a research centre in the Czech Republic that focuses on life and materials science. He is an experienced project leader in the biotechnology environment. He obtained his BSc from the University of California at Berkeley and his PhD in Molecular Virology from Johns Hopkins University. He led post-doctoral research in Professor Philip Leder's laboratory at Harvard Medical School and was a Harvard genetics instructor. His specialisations include project management, biomedical research, scientific writing and editing, and leadership.

### EDUCATED UNIVERSITY CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

##### **Roman Badík**

Roman Badík worked in 2011–2015 as a grant manager at CEITEC – Central European Institute of Technology. Subsequently, he worked as the head of the Research Department at Masaryk University in Brno.



The processing of this value was also partly done by **Vlasta Petříková**, project coordinator of the Department of Education, Youth and Sports of the City of Brno in the field of education in the Operational Programme Education for Competitiveness (OP VK) and the Operational Programme Research, Development and Education (OP VVV). Currently, she also works as a coordinator of the creation of the Local Action Plan for the Development of Education in the City of Brno I and II.

The processing of this value was also partly done by **Marie Klusoňová**, head of the Pedagogical and Organisational Section of the Department of Education, Youth and Sports of the City of Brno. She ensures comprehensive methodological and professional support for Brno nursery schools and primary schools and city districts. From the professional point of view, she guarantees the projects of the statutory city of Brno in the field of education within the Operational Programme Education for Competitiveness (OP VK) and the Operational Programme Research, Development and Education (OP VVV).

## INTERNATIONAL CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Don Sparling**

Don Sparling is one of the founders of the Brno Expat Centre. He was the first manager of the Brno Expat Centre, and is still active there. He was born in Ottawa, Canada. At the Universities of Toronto and Oxford he studied English language and literature. He first arrived in Czechoslovakia a couple of weeks before 21 August 1968, and in March 1969 he took a job as a lecturer at the Brno State Language School; later he also worked at Masaryk University in Brno (among others as Director of the Centre for Foreign Studies).

## GLOBALLY ACCESSIBLE CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Daniel Seidenglanz**

Daniel Seidenglanz works as an assistant professor at the Geographical Institute of the Faculty of Science, Masaryk University in Brno. In his pedagogical and research activities he deals mainly with the themes of geography of transport, focusing on the topic of daily mobility and its importance in the time-space routines of inhabitants, as well as on railway, road and air transport issues.

## SERVICES

### HEALTHY PEOPLE IN A HEALTHY CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Julie Dobrovolná**

Associate Professor Julie Dobrovolná works at the Faculty of Medicine of the Masaryk University and at the Research Centre of Toxic Substances in the Environment at the Faculty of Science, where she systematically deals with the problems of adipose tissue and related diseases, especially obesity. In this disease, the problem also examines the interaction of the individual's genetic background with external factors. In addition to adipose tissue, the issue of stress and its measurement is at the centre of her research interest. Julie Dobrovolná is the author of a number of articles in renowned foreign magazines, one international patent and a number of chapters in Czech and foreign monographs.

## COHESIVE AND RESPECTFUL CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Jaromír Hron**

Jaromír Hron is the chairman of the Association of Non-Government and Non-Profit Organizations of the South Moravian Region (ANNO JMK). From 1991 to 2001 he worked as a regional secretary of the YMCA in the Czech Republic, as an educational consultant and manager of YMCA Brno. From 1998 to 2006, he was a member of the Executive Committee and then Chairman of the Brno Association of Non-Government and Non-Profit Organizations, since 2006 he's been the Chairman of the Executive Committee of ANNO JMK. Since 2003, he has been working as a member of the Executive Committee of ANNO Czech Republic.

A member of the guarantor's team is also **Petra Havlíková** (petra@nesehnuti.cz), a worker of the organisation Nesehnutí (NEzávislé Sociálně Ekologické HNUTÍ – Independent Social-Ecological Movement), coordinator of the Women's Rights Are Human Rights programme. The processing of this value was also partly done by **Radim Janík**, head of the Section of Community Planning of Social Services at the Department of Social Care of the Brno City Municipality.

## CULTURAL CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Tereza Raabová**

Tereza Raabová is an expert in the creative industries, the economics of culture and cultural policy.

She founded the Culture Matters educational and awareness-raising platform for managers, is an auditor for the field of culture in the National Network of Healthy Cities, author of methodology for the calculation of the economic impact of culture (certified by the Czech Ministry of Culture). She studied music management at the Janáček Academy of Musical Arts and international trade and tourism at the University of Economics in Prague.

## CITY OF SPORTS

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Jaroslav Suchý**

Jaroslav Suchý was born in 1971 in Brno. He has been active in sports since his youth; in 1995 he became the champion of the Czech Republic in figure skating. He graduated in English language and literature at the Faculty of Arts of Masaryk University in Brno. He has been teaching English since his studies, i.e. for more than twenty-five years. Since 2001 he has been working at the Faculty of Education at MU in Brno and since 2012 also at the Higher Vocational School of Medicine. He ran his own private language school for ten years. In 2000 he became a member of the Christian and Democratic Union – Czechoslovak People's Party (KDU-ČSL). In June 2016, he was appointed by Brno City Council as the Councillor of the City of Brno in charge of education, youth and sports.

The processing of this value was also partly done by **Běla Fikesová**, head of the Department of Sports and Leisure Activities of the Department of Education, Youth and Sports of the Brno City Municipality, and by **Margita Synková**, methodologists of sport and leisure activities of the Department of Sports and Leisure Activities. Through them, the interconnection of this value with the Concept of Sports of the City of Brno is ensured.

## SAFE CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Martin Menšík**

Martin Menšík, a Brno native and patriot, professionally deals with security, specialising in the fight against terrorism and extremism. Now in the commercial sector he conducts lecturing activities on the theme of crisis management and emergency situations in schools, offices and other institutions.

## RESOURCES

### CITY WITH EFFICIENT WATER MANAGEMENT

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Miloslav Šlezinger**

Professor Miloslav Šlezinger deals with water management, landscape engineering and environment at the Mendel University in Brno and the Brno University of Technology.

### ENERGY-SAVING, INDEPENDENT AND RESILIENT CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Nora Hampl**

Nora Hampl She studied and worked mainly in the academic sector (also in private) in the USA, Paris, Vienna, and Leiden, and she studied international relations at Harvard University. She regularly brought her students from Harvard to Brno and the Czech Republic, where she organised a summer school for them. In her current research work, she focuses on the policy of sustainable development and renewable energy sources, and the evaluation of human ecological footprint.

Her desire is for Brno to become a laboratory of thought, where local human capital, including students and experts, will be used to the maximum. The latest (evidence-based) research in the field of sustainable ecological urban planning can get Brno involved in global research, connected with other cities, participating in European competitions, and possibly influence wider developments in this area.

**Michal Veselý**, a professional in the field of management, development and marketing, also participated in the processing of this value. His professional career is related to the Nadace Partnerství (Partnership Foundation) and its European mother network Environmental Partnership Association. His experiences also come from the commercial sector and university environment. Recently he has been focusing on the development of international relations in the area of SDGs. He studied Economics and Environmental Studies at Masaryk University. He obtained the AXELOS Management of Portfolios (MoP) certificate. He graduated from the International Visitors Leadership Program in the USA, focusing on social business. He is a fan of Brno and a great optimist in terms of valorising its innovation potential for improving the quality of life, and not only of its inhabitants.

## CLEAN AND CIRCULAR CITY

### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Tomáš Hlavenka**

Tomáš Hlavenka graduated in Technology Management and Biotechnology and Waste Management at Mendel University. He worked as a director of the company STKO in Mikulov. At present he is the head of the Collection division at SAKO Brno. In his work he has always devoted himself to new directions and overlaps of waste management and its impact on the quality of life of inhabitants.

The processing of this value was also partly done by **Soňa Jonášová**, Director of the Institute of Circular Economics (INCIEN). Her main interests are the closure of biological cycles and technical cycles within the framework of the sustainable development of society, which are areas that overlap with agriculture, the development of new economies, waste management, eco-innovations, and support for local and community activities with the goal of creating a healthy society and ecosystems.

## ADMINISTRATION

### SHARED VISION AND GOOD NAME OF THE CITY

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Jakub Rybář**

Jakub Rybář graduated in public administration, international relations and European studies at Masaryk University in Brno. He has been working in public administration since 2000 and has experience in strategic planning and development of the knowledge economy or construction financing. He currently works at the Department of Cooperation and Development of the City of Brno, where within the Regional Innovation Strategy of the South Moravian Region (RIS JMK) he works for city projects that are focused on business support, human resources development and the environment for cultural and creative industries.

### FUNCTIONING BRNO METROPOLITAN AREA

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Petr Šašinka**

Petr Šašinka is head of ITI Management and Metropolitan Cooperation at the Brno City Municipality. He graduated from Masaryk University, Faculty of Economics and Administration, in the discipline of regional development and administration – specialising during his doctoral studies in the possibilities of institutionalisation of metropolitan areas in the Czech Republic on the example of the Brno Metropolitan Area.

### EFFICIENTLY FUNCTIONING ELECTRONIC ADMINISTRATION AND OPEN DATA

#### GUARANTOR OF THE VALUE WITHIN VISION 2050

#### **Luděk Telecký**

Luděk Telecký is the CEO at the company TECHNISERV IT, a member of the TECHNISERV Group, active in the market since 1991. The group operates in the Czech Republic, Poland,

Slovakia, but also in Saudi Arabia, Russia and Ukraine. TECHNISERV IT is dedicated to information systems focusing on electronic communications and enterprise solutions in the area of IT.

The setup of this value was collaborated on by Jan Žák and Jan Řezáč. **Jan Žák** works as a lecturer at Masaryk University, where, besides teaching with the help of simulation executive games he has led and developed for several years an inter-university students' competition project (MUNISS), which now involves in its teams MU, Mendelu, BUT and STUBA (Bratislava) students. The teams prepare studies for the Brno City Municipality on requested issues. In the last few years he has also dealt with the issues of Smart city. Currently, he leads the Brněnská karta (Brno Card) project, i.e. the development of an e-shop for city services. On the www.brnopas.cz domain, an electronic season ticket ("šalinkarta") has been available since January 2017, and other services should follow. The focus is put on an efficient use of municipal companies for the provision of services to citizens and residents.

**Jan Řezáč** is the CEO of the company HOUSE OF ŘEZÁČ. He works as a web consultant. He graduated from the Faculty of Informatics of Masaryk University in Brno. He wrote the first Czech book on the web design process – 'Web ostrý jako břitva' (A Razor-Sharp Website), followed by most Czech web designers in their work today.

**Jiří Ulip** is a system architect. As a member of the Pirate Party, he served as councillor of the City of Brno in charge of information technology and openness of the Municipality. He graduated in English at the Faculty of Arts of Masaryk University in Brno. Afterwards, he worked as a translator. Since 2006 he has worked at the company Moravia IT in various positions (project manager, customer solutions architect and manager of new technologies). Besides his wife, work, and computer games, his favourite activity is data transformation.

## **PARTICIPATION OF THE PUBLIC IN THE ADMINISTRATION OF THE CITY**

### **GUARANTOR OF THE VALUE WITHIN VISION 2050**

#### **Tomáš Koláčný**

Tomáš Koláčný is a member of the Pirate Party, since 2014 he has been a member of the Assembly of the City of Brno, since 2016 councillor of the city of Brno for the area of openness of the city and participation of inhabitants. He graduated from the Faculty of Electrical Engineering and Communication Technology at the Brno University of Technology in the discipline of Electrical Power Engineering and Power Engineering with a focus on nuclear power engineering. Since 2011, he has been actively engaged in promoting participation at all levels of public administration, and along with the Pirate Party's legislative team has been preparing a legal framework for participative budgeting at the municipal level.

The creation of this value was collaborated on by **Simona Škarabelová** – an independent consultant in marketing, fundraising, PR, and communications in the non-profit sector. She studied German Language and Literature and Economics at Masaryk University, where she also obtained a Doctorate in Economics. She worked at the Institute for NPO Marketing-Management at the University of Fribourg, Switzerland, for five years she led the external relations of ESF MU, she worked in the Council for Non-Governmental Non-Profit Organisations under the Office of the Government of the Czech Republic. For 18 years, she has been working as an assistant professor in teaching students at Masaryk University, occasionally she has been involved in research at the Centre for the Study of Non-Profit Organisations (at MU) and has been active in the non-profit cultural sector (Brno kulturní – 'Cultural Brno'). She currently dedicates her energy to Nadace Partnerství (Partnership

Foundation), to her students at MU, and her work at the Brno City Council's commission on culture

# ATTACHMENT 3: MEASUREMENT OF INDICATORS FOR THE STRATEGY #BRNO2050

The gradual fulfilment of Vision 2050 will be monitored mainly by means of impact indicators, which are summary indicators of the expected consequences of the implemented activities. The indicator system of the previous Strategy for Brno was established already in 2009 and provided the **basis for the existing system of indicators** for the Strategy #brno2050.

At present, **most of the data are available concerning the city of Brno**, and the measurement of selected indicators is gradually beginning to take place also at the level of the Brno Metropolitan Area (BMO). Data sources are official statistics (such as those issued by the Czech Statistical Office and a number of other thematically focused entities, or, as the case may be, the purchase of data from selected providers, self-collection or proprietary research, carried out under the Department of Data, Analyses and Evaluation, or individual thematic departments of the Brno City Municipality. The Data, Analyses and Evaluation Division publishes the data in data catalogues, on the data portal data.brno.cz, in the Brno Metropolitan magazine, and on FB Chytré Brno ('Smart Brno') or BrnoMyCity.

## Principles of the selection of the indicators

The indicators are selected with regard to the following main characteristics:

- **Reproducibility of measurements:** a clearly provided methodology of the indicator, its relevant and reliable source, long-term regularity of measurements, etc.
- **Efficiency:** the lowest possible measurement costs (favourable "price versus performance" ratio)
- **Complementarity:** if possible, have a "hard" indicator (number/quantity, etc.) for each area/value and a "soft" indicator along with it (as perceived/evaluated by the inhabitants of the city)

## Data availability

Within the Strategy #brno2050, the basic principle of a relation between the goal and the indicator for monitoring its long-term development is applied. At least one indicator is always provided for each goal (even in the case it has not been monitored yet). Additional indicators, proposed by professional guarantors but not yet monitored, are part of the attachments of the document Vision 2050 – the so-called indicator stock.

The main part of the document therefore lists all the indicators proposed by the professional guarantors, which are currently monitored. If for some goals none of the proposed indicators has been monitored yet, one of the more potentially measurable indicators is given in the main



part of the document, which is more measurable or more eloquent from the point of view of the Data, Analyses and Evaluation Division workers compared to other proposed indicators, and its selection has been agreed by the relevant professional guarantor. For these indicators, the document states that they are not measured at present and are marked in italics in the text so that they are visible at first glance, or complemented by a footnote.

In the case of indicators not yet monitored, some of them may be monitored by the Data, Analyses and Evaluation Division workers in the future, the other part may be monitored by other entities (Brno City Municipality departments, municipal companies or contributory organisations, or a suitable external entity) – according to the thematic focus of the indicator in question. For some part of the proposed indicators, which are not yet monitored, it is still not very probable in the coming years that it will be realistic to obtain the relevant data (either due to the financial cost of a possible measurement or survey, or due to technical obstacles, etc.). Such indicators are left in the document after agreement with the professional guarantors, who wanted to keep them in case the initial conditions, limiting the possibility to start monitoring the indicator, change in the future (for example, thanks to the use of new technologies, etc.).

### **Periods of measurement and evaluation**

The measurement of indicators for the Strategy #brno2050 will take place continuously according to the availability of individual data; the coordinator of data collection is the **Data, Analyses and Evaluation Division**. As part of the regular data evaluation, it will then be monitored whether the current values correspond to the set trend, or whether it is approximating the preset target values of the Vision 2050. The **publication of data** will take place on the data portal of the city [data.brno.cz](http://data.brno.cz), where the data are stored, displayed and described. In a lightweight form, selected data are regularly published in the so-called **Report on the State of the City**, which brings the data about the city for the relevant year to the public in the form of interactive graphics.



## ATTACHMENT 4: INDICATOR STOCK

Within Vision 2050, the **basic principle of a relationship between the goal and the indicator for monitoring its long-term development is maintained.**

**At least one indicator is always provided for each goal** (even in the case it has not been monitored yet). Additional **indicators**, proposed by professional guarantors but **not yet monitored**, are **part of this attachment** to the document Vision 2050. The objective of this division is to set up the whole process of measurement and evaluation in order to make it as efficient as possible in terms of time and the financial costs for the city.

The **main part of the document** therefore lists all the indicators proposed by the professional guarantors, which are currently monitored. If for some goals none of the proposed indicators have been monitored yet, one of the more potentially measurable indicators is given in the main part of the document, which is more measurable or more eloquent from the point of view of the Data, Analyses and Evaluation Section workers compared to other proposed indicators, and its selection has been agreed by the relevant professional guarantor. For these indicators, the document states that they are not measured at present and are marked in italics in the text so that they are visible at first glance.

Below you will find the **indicator stock**, which the expert guarantors of individual values have suggested as additional suitable indicators that would be **good to start monitoring in the future**. At present, they are not monitored for a number of reasons, whether technical (no appropriate records exists, no available technology for the given measurement, etc.) or financial (the measurement would be extremely costly, the ratio of price to the informative value of the indicator is not favourable). In the coming, years some of them may start being monitored by the Data, Analyses and Evaluation Section of the Brno City Municipality workers, a competent thematic department of the Brno City Municipality, a municipal company or contributory organisations, or some of public or private entities.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
<b>Compact and balanced city</b>				
<b>Make efficient use of the city's land, supporting continuous build-up and development of a balanced network of local centres</b>	Number of local centres <sup>67</sup>	number	These data have not been surveyed yet.	growing trend, followed by stabilisation
	Territorial projection: the entire city including its metropolitan area			
Create a city of short distances	Average time of commute and to schools	min	These data have not been surveyed yet.  Estimated approximately 20–25 min for Brno, 25–30 min for the	value comparable or lower than currently applicable
	Territorial projection: the entire city including its metropolitan area			

<sup>67</sup> It is necessary to create a working definition of a local centre based on the offer of functions and daily turnover of people.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
			Brno Metropolitan Area <sup>68</sup>	
	proportion of residents who have basic service functions within 10 min distance by public transport <sup>69</sup>  Territorial projection: the entire city including its metropolitan area	%	These data have not been surveyed yet.	growing trend
Extend the options of the city to increase the intensity of construction build flats and houses within the administrative boundaries of the city	Year-on-year trend in the difference of intensity of new housing construction between Brno and the rest of the Brno Metropolitan Area <sup>70</sup>  Territorial projection: the entire city including its metropolitan area	absolute value or index	These data have not been surveyed yet.	growing trend (growth of intensity of construction in Brno compared to its hinterland)
<b>Architectural face of the city</b>				
Create a city without visual smog	Proportion of businesses with high-quality design in the overall number of businesses  Territorial projection: the entire city including its metropolitan area	%	These data have not been surveyed yet.  15 (estimate)	90
Nature in the city				
Increase biodiversity in the city	Number of areas that are increasing biodiversity (wetlands, revitalised areas, etc.) <sup>71</sup>  Territorial projection: the entire city including its metropolitan area	number	These data have not been surveyed yet. <sup>72</sup>	growing trend
<b>City with efficient and sustainable mobility</b>				
Create an efficient and permeable transport system that makes it easy to choose the type of transport that best suits the needs of users – the city's inhabitants	Average distance of public transport stops from the place of residence	m	These data have not been surveyed yet.	decreasing trend
	number of barrier-free public buildings and step-free routes	trends	These data have not been surveyed yet.	growing trend
<b>Healthy living environment</b>				

<sup>68</sup> This estimate is based on data from the 2011 census of population, houses and dwellings; it should be verified according to another type of geolocation data, such as data from mobile phone operators.

<sup>69</sup> Should be identified on the basis of a spatial analysis; it is necessary to define a range of basic functions.

<sup>70</sup> It is necessary to create a methodology

<sup>71</sup> This is an auxiliary indicator for creating a system for quantification of ecosystem services.

<sup>72</sup> Additional calculation according to GIS will probably be necessary.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Increase the city's resilience to climate change by a suitable combination of adaptation and mitigation measures	Carbon footprint of Brno (amount of produced greenhouse gases from all activities)		These data have not been surveyed yet.  Estimate – gross figures on CO <sub>2</sub> emissions in the city (2.5 million tonnes)	CO <sub>2</sub> neutral city
	Proportion of permeable and impermeable areas in the city (within the urban built-up area)	%	These data have not been surveyed yet. Should be measured as part of territorial analytical data (2020).	growing proportion of permeable areas at the expense of impermeable surfaces
	Ecological footprint of the city (can be measured within the National Network of Healthy Cities)	index (on a scale of 1–6; 6 is the worst result)	These data have not been surveyed yet.  5 (result of indicative measurement)	decreasing trend
	proportion of “nearly zero-energy buildings” <sup>73</sup> in new construction and reconstruction of buildings in the territory of the city  Territorial projection: the entire city including its metropolitan area	number / %	These data have not been surveyed yet.	90 %
	New and renovated buildings consistently build double water distribution and use grey water for flushing, watering and other needs	%	These data have not been surveyed yet.	80 % new and renovated buildings
	area and number of buildings with green walls and facades	number / area (ha)	These data have not been surveyed yet.	double area
<b>CENTRAL EUROPEAN CENTRE OF RESEARCH, DEVELOPMENT AND INNOVATION</b>				
<b>Make Brno become a Central European centre for innovative and creative solutions</b>	Number of licences sold for the use of a specific research outcome	number	These data have not been surveyed yet.	growing trend
Enhance attractiveness of the research environment in Brno	number of postgraduate students	number	These data have not been surveyed yet.	growing trend
	Percentage of innovative non-profit organisations building so-called Science Commons in	%	These data have not been surveyed yet.	growing trend

<sup>73</sup> Energy standard of buildings, which becomes binding for almost all construction. The requirement for the construction of NZEB (Nearly zero-energy buildings) is based on a directive of the European Parliament. It requires that new construction projects from 1 January 2020 must be buildings with almost zero energy consumption.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
	Brno from all non-profit organisations in Brno			
Enhance international attractiveness of the research environment in Brno	Number and percentage of foreign workers with PhD title in Brno (universities and colleges, research and development centres)	number / %	These data have not been surveyed yet.	growing trend
	Number and percentage of Czech workers, who returned to Brno after getting experience abroad for five or more years (universities and colleges, research and development centres)	number / %	These data have not been surveyed yet.	growing trend
Encourage interconnection and permeability of the research environment in Brno	Number of multi-sectoral grants and projects between public, non-profit and private sectors	number	These data have not been surveyed yet.	growing trend
	Territorial projection: the entire city including its metropolitan area			
	Number of non-scientific innovators (legal entities, which have an R&D&I department/staff)	number	These data have not been surveyed yet.	growing trend
<b>Educated university city</b>				
Encourage top quality and accessibility of education for all children in pre-schools and primary schools	Results of PISA (an international survey of the literacy level of 15-year-old pupils, OECD), so far measured only at the level of states	ranking in the given area	These data have not been surveyed yet.	growing trend
	Number of professionally trained pedagogical staff in the field of polytechnic education and education in the field of natural sciences.	number	These data have not been surveyed yet.	growing trend
	Number of activities in the field of pro-social and civic development carried out by children and pupils (school parliaments, social development clubs)	number	These data have not been surveyed yet.	growing trend
	Number of fully occupied functional school counselling centres	number	These data have not been surveyed yet.	growing trend
Increase the quality and internationalisation of Brno universities and colleges.	Number of accredited study programmes taught in foreign languages	number	These data have not been surveyed yet.	growing trend
	Proportion of foreign academic staff	%	These data have not been surveyed yet.	growing trend

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
			Potential source: annual reports of universities	
Encourage life-long learning	Proportion of adults attending life-long learning programmes	%	These data have not been surveyed yet.	growing trend
<b>Globally accessible city</b>				
<b>Ensure high-quality, high-capacity and reliable transport and communication links between Brno and (Central) European and world metropolises, both in passenger and freight transport, as well as in the field of information streams</b>	Communication and data infrastructures - data capacity of networks connecting Brno to international and global networks  Territorial projection: the entire city including its metropolitan area	Byte	These data have not been surveyed yet.	growing trend
	Openness of the city to new, gradually emerging innovations in transport and communication technologies  Territorial projection: the entire city including its metropolitan area	verbal description / verbal assessment	An assessment of the current situation is not yet available.	Growing openness of the city to new, gradually emerging innovations and their increasing utilisation
<b>Healthy people in a healthy city</b>				
<b>Protect the health of the population and strengthen the role of prevention and a healthy lifestyle, including the development of appropriate tools for long-term monitoring of the health of the population</b>	Healthy lifespan (healthy life expectancy) – so far surveyed only at the state level	number of years	These data have not been surveyed yet.  Czech Republic: Men (62.2), Women (63.6)	growing trend
	Subjective feeling of health (sociological survey)	value of the indicator	These data have not been surveyed yet.	improving trend
Maintain quality and accessible health care and provide with respect to the demographic developments with a strong emphasis on personal individuality and prevention, including measures to reduce the number of chronically ill	Number of beds by individual specialisation	number	These data have not been surveyed yet.  Data will be requested from ÚZIS registries	maintain this number
	number of patients suffering from selected diseases <sup>74</sup>  Territorial projection: the entire city including its metropolitan area	number	These data have not been surveyed yet.  Data will be requested from ÚZIS registries	decreasing trend

<sup>74</sup> Follows up on IHIS registries: National Registry (NR) of oncology, NR of hospitalised persons, NR of reproductive health, NR of cardiovascular operations and interventions, NR of intensive care, NR of joint replacements, NR of occupational diseases, NR of drug users, NR of injuries, NR of persons permanently excluded from blood donation, NR of autopsies and toxicological examinations, NR of diabetology, NR of health care providers), monitored values, such as number of newly reported cases of neoplasms and malignant neoplasms in situ, number of live born children with developmental defects, etc.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Support families across generations, promote intergenerational cohesion, encourage solidarity in providing health and social care, support palliative care facilities	Proportion of facilities connecting health and social care provision, number of palliative care facilities	% number	These data have not been surveyed yet.	growing trend
	Territorial projection: the entire city including its metropolitan area			
	Respite care	Capacity / bed	These data have not been surveyed yet.	growing trend
	Hospice care	Capacity / bed	These data have not been surveyed yet.	growing trend
Increase health literacy of the population through popularisation programs aimed at frequent illnesses and injuries <sup>75</sup>	Number of patients caught by screening programmes (high blood pressure, selected malignancies, diabetes, ...)	%	These data have not been surveyed yet.	growing trend
	Territorial projection: the entire city including its metropolitan area			
	morbidity in selected diseases including obesity	%	These data have not been surveyed yet. Data will be requested from ÚZIS registers	decreasing trend
	Prevalence of obesity	%	These data have not been surveyed yet. Data available so far only at the state level	decreasing trend
	Incidence / prevalence of childhood obesity	%	These data have not been surveyed yet. Data available so far only at the state level	decreasing trend
<b>Cohesive and respectful city</b>				
Increasing the level of quality and availability of care and services for all groups of inhabitants in need of social care and social help	Capacity of services to support carers and facilitate the care of the caring persons (respite care) Territorial projection: the entire city including its metropolitan area	annual capacity (number of clients per year)	These data have not been surveyed yet.	growing trend

<sup>75</sup> For example: ischemic heart disease, tumour diseases, cerebrovascular accident, mental disorders, fertility disorders, dental health, etc.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Promotion of diversity and ensuring equal approach to all inhabitants (gender equality, increasing tolerance towards different generations, ethnicities and other minorities)	Proportion of projects / campaigns endorsed by the city promoting equality, interconnecting of communities and mutual respect among diverse population groups  Territorial projection: the entire city including its metropolitan area	%  or, as the case may be, number of campaigns / amount of financial resources / number of visitors	These data have not been surveyed yet.	at least 5 % of campaigns  Or, as the case may be, a growing trend
Encourage solidarity and corporate social responsibility (voluntary assistance, donation...)	Number of volunteers (Czech Statistical Office 2014 estimate)	number	920 thousand  Value found out so far only for the Czech Republic as a whole.	growing trend
	Number of hours worked per year per person aged 15 to 60 years	number of hours per year	7.2  Value surveyed so far only for the Czech Republic as a whole.	growing trend
	Number of hours worked per year per volunteer	number of hours per year	49.6  Value surveyed so far only for the Czech Republic as a whole.	growing trend
<b>Cultural city</b>				
Build a cutting-edge cultural and creative scene based on encountering between tradition and experiment	Number or proportion of city-supported co-production and multi-genre projects involving more stakeholders, disciplines and areas of life	number, %	These data have not been surveyed yet.	growing trend <sup>76</sup>
	Proportion of city-supported projects/works focusing on original creation	%	These data have not been surveyed yet.	growing trend
	Proportion of city-supported projects/works exported outside Brno	%	These data have not been surveyed yet.	growing trend
	Number of public spaces and structures/commercial spaces in the property of the city appropriate for and used for culture	number of spaces, number of structures/commercial spaces of the city, number of events	These data have not been surveyed yet.	growing trend

<sup>76</sup> This will be defined in more detail in relation to the current value, as it applies to all indicators where data are not currently collected.

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
		held therein		
Promote the reputation of Brno's culture and creative industries and the reputation of Brno as a cultural and creative location	Number of visitors from other regions of the Czech Republic and from abroad coming to Brno for cultural events	number of visitors	These data have not been surveyed yet.	growing trend
<b>Safe city</b>				
Ensure readiness of the city for crisis situations in case of natural disasters and other events <sup>77</sup>	Informed and responsible public (degree of awareness)	%	These data have not been surveyed yet.	Growing trend of activities in the field of information and prevention for the benefit of the public
<b>City with efficient water management</b>				
Conduct efficient rainwater and groundwater management within the framework of adapting to climate change, elimination of heat islands in the city	Surface runoff	m <sup>3</sup>	These data have not been surveyed yet.	decreasing trend
<b>Energy-saving, independent and resilient city</b>				
Establish energy consumption based on clean RES (renewable energy sources)	Percentage of public transport vehicles using clean RES  Territorial projection: the entire city including its metropolitan area	%	These data have not been surveyed yet.	growing trend
	Number of passenger vehicles using clean RES (including electric cars, [electric] bicycles, [electric] scooters, used for everyday transport) per 1,000 inhabitants  Territorial projection: the entire city including its metropolitan area	number	These data have not been surveyed yet.	growing trend
Extend and maximise the support for local impact of innovations in the area of clean renewable sources, including decarbonisation methods (CCS)	Percentage expressed as a proportion of the city budget for the application of the results of research projects of local scientific centres supporting research in the field of clean RES within the city of Brno (private and public applications)	%	These data have not been surveyed yet.	growing trend
<b>Clean and circular city</b>				
Increase the city's self-sufficiency	Establishment of re-use centres	number	These data have not been surveyed yet.	100

<sup>77</sup> Prevention and preparedness – for example, flood walls, crisis exercises, etc.



GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
	Territorial projection: the entire city including its metropolitan area		Estimate – units.	
Encourage and implement systemic changes in the field of sustainable development	Level of awareness and understanding of the significance among the public  Territorial projection: the entire city including its metropolitan area	%	These data have not been surveyed yet.	90 % inhabitants understand the significance of the notion 'sustainable development'
<b>Shared vision and good name of the city</b>				
Concentrate investments into strategic development areas of the city and carry out an active property policy of the city	proportion of the volume of investments in priority development areas within the city budget	%	These data have not been surveyed yet.  Definitions and methodologies must be set.	growing trend
<b>Efficiently functioning electronic administration</b>				
Ensure easy access to high-quality information so that people quickly find and handle what they need and what they are looking for	Sociological survey: Satisfaction of citizens with the level of information provided concerning the city services and possibilities of handling various life situations	index	These data have not been surveyed yet.	higher satisfaction
Create, catalogue and publish open data as part of all data processes of the city as well as municipal companies	<i>What percentage of the datasets have a link leading to at least one other dataset?</i>	%	0 %	> 90 %
	The city, each of its components and each organisation it establishes, owns or co-owns are governed by a directive describing the publication of open data.	%	0 %	100 %
	What percentage of the total number of existing datasets (including unopened) is listed in the catalogue? Is it clear who owns the dataset, who is responsible for its (non-) publishing, and at what stage of the publication process the dataset is?	%	0 %	100 %
	Applications and services that the city and its companies are developing or have developed, provide their data as Open Data. If the application or service is a consumer of data and these data exist as Open Data, then it utilises this resource.	%	3 %	> 80 %

GOAL	INDICATOR	UNIT	CURRENT VALUE	FUTURE VALUE
Encourage the use of data through applications and services built on open data	Proportion of users of the application/services in the given target group (according to the type of application/service, related to the number of inhabitants, people staying in Brno, public transport users, number of tourists...)	%	These data have not been surveyed yet.	80 %
<b>Participative administration</b>				
<b>Involvement of the general public, communities, professionals and other stakeholders in local government activities through participatory tools at different levels of expertise</b>	The extent of local administration processes with implemented participatory instruments of the appropriate level  Territorial projection: the entire city including city districts	%	These data have not been surveyed yet.  Definitions and methodologies must be set, pilot testing of some of the processes is currently being carried out.	growing trend

# ATTACHMENT 5: INDEX OF ABBREVIATIONS

Abbreviation	Czech	English
BKP	Brněnský kulturní parlament	Brno Cultural Parliament
DPS	Domov pro seniory	Home for the elderly
HZS JMK	Hasičská záchranná služba Jihomoravského kraje	Fire and Rescue Service of the South-Moravian Region
IAD	Individuální automobilová doprava	Individual car transport
ITI	Integrované teritoriální investice	Integrated territorial investments
JMK	Jihomoravský kraj	South Moravian Region
KAM	Kancelář architekta města	City Architect's Office
KKO	Kulturní a kreativní odvětví	Cultural and creative industries
MČ	Městská část	City district
MHD	Městská hromadná doprava	Municipal public transport
MMB	Magistrát města Brna	Brno City Municipality
MSP	Malé a střední podniky	Small and medium-sized enterprises
NNO	Nestátní neziskové organizace	Non - governmental non - profit organizations
ODAE	Oddělení dat, analýz a evaluací Magistrátu města Brna	Division of Data, Analysis and Evaluation of the Brno City Municipality
OSPL	Oddělení strategického plánování Magistrátu města Brna	Division of Strategic Planning of the Brno City Municipality
OSR	Oddělení spolupráce a rozvoje Magistrátu města Brna	Division of Cooperation and Development of the Brno City Municipality
OSRS	Odbor strategického rozvoje a spolupráce Magistrátu města Brna	Department of Strategic Development and Cooperation of the Brno City Municipality
RIS	Regionální inovační strategie	Regional Innovation Strategy
RLP/RZP	Rychlá lékařská pomoc / Rychlá zdravotnická pomoc	Rapid Medical Aid / Rapid Rescue Aid
SMB	Statutární město Brno	Statutory City of Brno
ÚZIS	Ústav zdravotnických informací a statistiky Czech Republic	Institute of Health Information and Statistics Czech Republic
VHD	Veřejná hromadná doprava	Mass public transport
VRT	Vysokorychlostní tratě	High speed railway tracks
VVI	Věda, výzkum inovace	Science, innovation and research
ZMB	Zastupitelstvo města Brna	Assembly of the City of Brno