12. Governance
Refer to Section 2.12 of the Guidance Note

12A. Present Situation

Indicator	Yes/No	Date From:
Signatory of CoM	Yes	2.11.2011
Aalborg Signatory	No	

The new **Ostrava City Strategic Development Plan 2017–2023** was drawn up in collaboration with all stakeholders in the city. The development visions were formulated on the basis of numerous discussions with leading Ostrava experts. The entire planning process – representing an effective platform for cooperation on the city's development – lasted a year, and it was communicated to the general public via the brand 'fajnOVA' (a play on words combining a Czech word meaning 'fine' – and pronounced in the same way as the English word – with 'OVA', a commonly used abbreviation of the city's name).

Image 1: Strategic Plan meeting

The City's visions which will guide its activities in the upcoming years include '**Bringing the city closer to nature**' and '**Creating a great environment for all generations**'. The Strategic Development Plan – the key tool for implementing these visions – has seven goals, each with its own set of indicators. The two goals mentioned above form the pillar 'A Healthy City', and are closely integrated with the system for evaluating EGC candidate cities; this was designed into the Strategic Development Plan as a way of ensuring that the

EGC evaluation process could be used as a way of assessing Ostrava's progress on achieving its goals within the pillar 'A Healthy City'.

- Strategic goal 7: "Bringing the city closer to nature". Ostrava must achieve major progress in improving all aspects of its environment, especially air quality and the clearance of existing ecological burdens. Climate change is also a challenge to which the city must respond adequately.
  Indicators:
  - Major progress in the areas monitored as part of the EGC bid
  - Expansion of revitalized green areas
  - Introduction of energy management and environmental management at the Ostrava City Authority

- Strategic goal 6: "Creating a great environment for all generations". Ostrava will continue to regenerate its brownfields and offer high-quality public spaces. The city will make more use of its green areas (including maintenance of these areas), and it will reduce the negative impacts of road transport.

A vibrant regional capital

1 Building an interconnected city

2 Revitalizing the historic city centre

Wealth in people

3 Being a centre for top-quality education

4 Enhancing the business environment

5 Supporting communities and citizens' involvement in public life

A healthy city

6 Creating a great environment for all generations

7 Bringing the city closer to nature

Image 2: Strategic Development plan 2017-2023 – priorities and goals

As part of the process of creating the Strategic Development Plan (SDP), working groups were set up featuring invited experts from the City Authority, representatives of NGOs and other experts. Members of the public were also involved in the process; **250 experts and 20 thousand citizens** out of which 6 800 contributed their suggestions and ideas via internet application. These suggestions were not only used in creating the SDP; they were also made available to the public as open data to be used in devising their own initiatives and projects. Citizens were also able to express their opinions and ideas on environmental issues at four public discussion sessions featuring the Mayor and representatives from Ostrava's largest municipal districts. There were also two major meetings with experts, which generated specific proposals for ways of improving Ostrava's environment.

Image 3: Preparation of Strategic Development Plan 2007-2023 – participation of citizens

One benefit of this process was Ostrava's success in the call for the international urban cooperation city-to-city programme URBACT. The City has received an **URBACT Good Practice award** in recognition of its successful efforts to involve members of the public in the strategic planning process; the award will enable Ostrava to develop another cooperation within URBACT network in future.

As part of URBACT, Ostrava has become a partner in the **REFILL project**; its aim is to find temporary uses for vacant spaces (unused, abandoned, derelict land and buildings) and to establish such forms of temporary use as a standard practice. The project is part-financed by URBACT III (85%) and partly by the City (15%). Ostrava's partners in the project are nine other European cities; the project is implemented on an international level via experience-sharing among the partner cities, and on a local level by local working groups. The City has the role of decision-maker (it sets the conditions for temporary use of the premises). The owners of the sites determine the function of the site and the duration of the temporary use, and the users comply with the conditions set by the City and the owner and invest in the development of the sites.

Image 4: workshop on temporary use of vacant spaces

Another project based on coordinated management and cooperation among partners is **AIR TRITIA**, which focuses on air quality in the border areas of Poland, Slovakia and Czechia. The aim of the project is to create a mechanism for international air quality management by developing a shared database, management and forecasting tools, and a joint air quality strategies (for TRITIA region, for Functional Urban Area/FUA of Ostrava and other 4 FUAs). The main benefit of the project is the introduction of a collaborative approach to managing air quality in the border regions of all three countries. The methods generated by the project will be applicable anywhere in Central Europe where similar problems occur.

Ostrava is also involved in the international **project 'Resolve'**, which brings together European cities (from countries including Sweden, the Netherlands and Slovenia) to share experience on implementing sustainable mobility. The aim of the project is to improve air quality by making public transport more attractive and accessible and creating a safe environment for cyclists and pedestrians.

Image 5: Project RESOLVE meeting

The City is also a member of the **Covenant of Mayors** (for more details see Chapters 1 and 2 of the EGC application) and the 'Mayors Adapt' initiative. As part of this initiative, in 2013 Ostrava drew up its SEAP, and it has recently completed its SECAP – incorporating both mitigation and adaptation measures.

In June 2017 Ostrava hosted the **6th WHO Ministerial Conference on Environment and Health**. The conference featured around 500 delegates and observers from 53 WHO member states and 15 NGOs. The main points of discussion included air quality, climate change, waste and water management, and urban life. The discussions centred around the role of cities and regions in sustainable development – primarily with regard to commitments Health 2020 and Agenda 2030 (SDGs). The delegates signed the 'Ostrava Declaration' committing them to take a coordinated joint approach to these issues going forward, which is currently used to be implemented into other documents.

12B. Implementation

The implementation of the City's SDP and the coordination of activities among different departments at the City Authority is the responsibility of the Strategic Development Department, which is also the point of initiation for the implementation of the City's key activities. Environment-related activities are the responsibility of the Environmental Protection Department, which is also responsible for implementation strategies in its area of the SDP. In addition to its role in city-level government, the City Authority also has a number of national-level powers devolved to it, which it exercises on the city level; the Environmental Protection Department exercises these powers in the areas of air quality, waste and water management, nature conservation, etc. Several other departments of the City Authority also contribute to sustainable development and environmental management – e.g. the Transport Department (sustainable mobility), the

Office of the Head Architect (urban development), etc.

The processes of involving and informing members of the general public and initiating new projects form part of the fajnOVA project, which incorporates clearly defined goals in the area of marketing and coordinates cooperation in international projects.
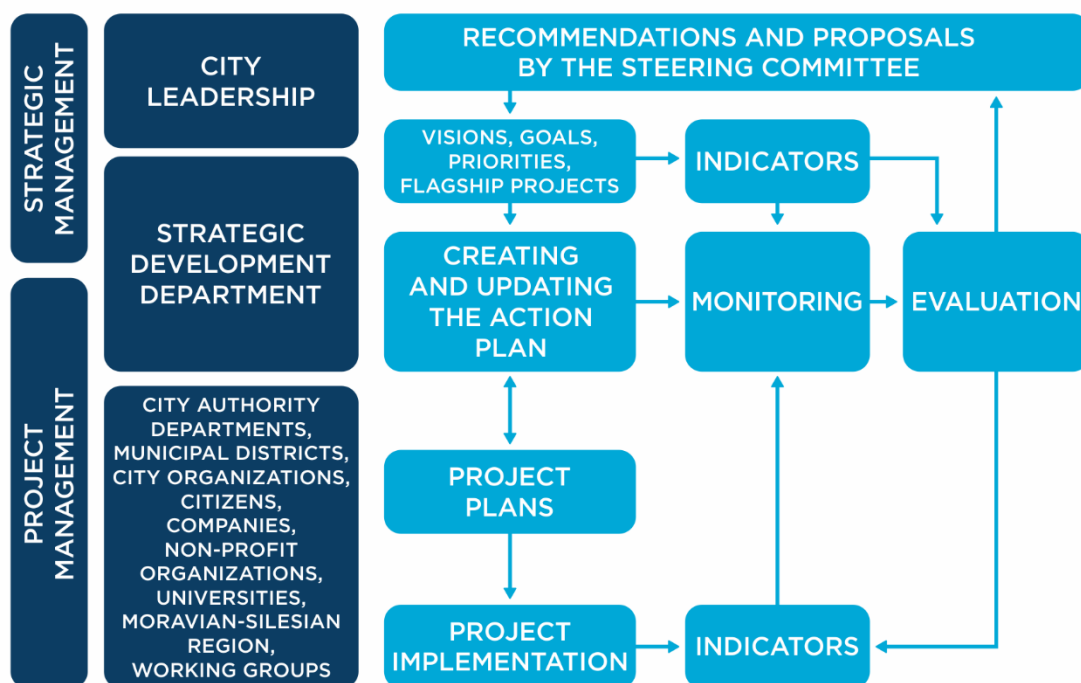

Image 6: Implementation and evaluation of the SDP – diagram (part of the approved document)

Ostrava is involved in the **Smart Cities concept**, which applies modern technologies to improve quality of life and achieve greater efficiency in public administration. The most important applications of the concept are in transport, energy generation and the introduction of ICT systems. The City of Ostrava is an initiator and an organizer; it is also the location of pilot smart projects which aim to inspire stakeholders to introduce smart technologies. Examples of good practice can also be shared within the Connected Smart Cities framework (part of Eurocities) or the SmartImpact and InFocus projects (part of URBACT III).

In April 2017 Ostrava organized a **conference of the Visegrad V4+ countries** (the Visegrad 4 plus Romania and Bulgaria) to discuss the Smart Cities concept in the context of the V4+ countries – with the participation of experts from other European countries. One of the topics of discussion was the use of EU structural funds and other forms of funding for the development of Smart Cities. The round table discussion featured around 40 representatives of public administration from the V4+ countries, and the conference as a whole was attended by approx. 150 delegates – mostly representatives of cities and experts on the issues discussed.

12C. Future Plans

For some time now the municipal district of Poruba has met the criteria for the international **Healthy Cities programme** and Local Agenda 21 (LA21); currently it is attempting to move up to category C of LA21 within the rules of the Czech National Association of Healthy Cities. The involvement of one of Ostrava's largest

municipal districts in the Healthy Cities programme and LA21 can be seen as a form of piloting, laying the foundations for the entire City of Ostrava to become involved. This approach was selected because it is well known that it is difficult for large cities in their entirety to successfully become involved in Healthy Cities and LA21 (Prague too is involved primarily via its individual municipal districts). This process was discussed and confirmed at a meeting between City representatives and the Director of the Czech National Association of Healthy Cities held as part of the WHO conference in Ostrava in June.

Environmental management is represented by Ostrava's implementation of **ISO 14000 standards** at the City Authority building; this is directly connected with the City's integrated management system, as part of which the City also plans to introduce ISO 5000 standards in order to gain certification for a fully integrated energy management system. Currently the City is also preparing to introduce an Environmental Management and Audit Scheme (EMAS) at the City Authority.

Three large municipal districts (Ostrava-Jih, Marianské Hory, Poruba) have introduced participative budgets, and there are plans to introduce a similar system at City level.

Numerous planned projects arising from the City's above-described strategic management (including the involvement of members of the public and stakeholders) are listed and described in the relevant chapters of the EGC application. Brief information on some of these projects related to the topic of this chapter are given below.

Smart Cities principles will continue to be developed, both in collaboration with other stakeholders within the city (primarily universities and private-sector organizations) and as part of the Smart Region Strategy developed by the Moravian-Silesian Region. The City of Ostrava's participation in supporting Smart Cities principles was confirmed by its organization of the Smart Cities V4+ conference, featuring delegates from the Visegrad Four (Czech Republic, Slovakia, Poland, Hungary) plus a further four Central/Eastern European states which joined in 2016. The V4+ platform represents an important tool for Ostrava to develop international cooperation in Smart Cities principles.

The City will continue to **involve members of the public in urban development** via a range of public debates, happenings, exhibitions, engagement activities and specific programmes. One example is the grant programme 'Revitalization of Public Spaces in Ostrava', which aims to encourage the gradual revitalization and aesthetic improvement of public spaces that are currently non-functional or unaesthetic; the key principle is to involve members of the general public in the process of improving quality of life and creating public spaces (see also Chapter 4).

Image 7: Revitalization of Public Spaces in Ostrava programme

The need to improve the function and aesthetic appearance of many public spaces in Ostrava has been

highlighted by numerous members of the public, particularly as part of the preparation process for the Ostrava City Strategic Development Plan (described above). It has also been discussed by the working group created as part of the REFILL programme (URBACT). Within this group, the Office of the Head Architect at Ostrava City Authority meets with representatives of various NGOs, architects, urban planners, cultural organizations, social geographers, and other experts.

Image 8: Revitalization of Public Spaces in Ostrava – REFILL workshop

The City of Ostrava will also continue to develop tools that will make an important contribution to adaptation. In particular, the City will continue to deliver on its commitments and initiatives as part of the Covenant of Mayors, especially as part of the 'Mayors Adapt' initiative. A key tool for achieving these goals is the Climate Change Adaptation Strategy, which includes an Action Plan (for more details see Chapter 2). The City's adaptation to climate change will test its ability to manage urban development in close collaboration with the general public and other stakeholders.

12D. References

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Smart Moravian-Silesian region: https://www.msk.cz/cz/doprava/moravskoslezsky-kraj-chce-byt-chytrejsi-93716/

Participatory budget in Ostrava-Jih: https://ovajih.ostrava.cz/cs/obcan/participativni-rozpocet

Project Resolve: http://fajnova.cz/projekt-resolve/

Project Refill: https://www.ostrava.cz/cs/podnikatel-investor/projekty-mesta-ostravy/projekty-mesta-ostravy/refill

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Revitalization of Benatky park:

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