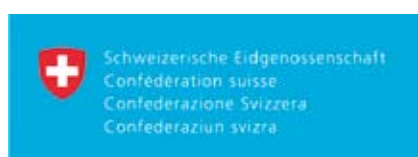


Let's be inspired !

**Example Activities and Best Practice from the Municipalities
and Regions of Switzerland and the Czech Republic**

**The Healthy Cities of the Czech Republic,
Equiterre – Swiss partner for sustainable development**



This publication is one of the outputs of the *“Partnership for improving the quality of municipalities – best practice sharing in the topic of international programs Healthy City Project and Local Agenda 21”*, realised by the Healthy Cities of the Czech Republic in collaboration with the Swiss association Equiterre, partner for sustainable development. The project has been financed from the Partnership Fund (Programme of Czech-Swiss Collaboration). The general aim of this project is to develop conditions for improvement of the quality of life (in particular, in the area of sustainable development and health support) in the environment of the Czech Republic, using experience from Switzerland, or vice versa. The specific objective of this project lies in the transfer of know-how in the area of sustainable development and health support while utilising the experience of both main project partners. The practice of both organisations – sharing of methodical procedures, selection of demonstration examples of best practice and their offer for utilisation within the framework of the partners’ area, has been used to achieve the main goal. Emphasis is placed on the practicality and applicability of the shared procedures and methods for specific municipalities and regions (for work with the public, for evaluation of the quality of progress, etc.).

More information on the project can be found at: www.zdravamesta.cz/CH-CZ_partnerstvi



ABOUT THE PUBLICATION ...

Municipalities and regions in Switzerland and in the Czech Republic can boast a number of demonstration activities that fulfil the principles of sustainable development and support the inhabitants' health and quality of life. This publication aims to introduce some of these activities concisely, through 9 selected topics. These topics emerged from discussions on inspiring best practice examples from both countries and on the issue of how to utilise the practices of municipalities, regions and cantons. The above-stated best practice examples have been gathered and processed by teams from the organisations Equiterre and Healthy Cities of the Czech Republic.

The aim of the publication lies not only in the comparison of similar activities from Switzerland and from the Czech Republic, but primarily in the mutual inspiration for representatives of local self-governments in both countries. Even though the system of self-government in the Swiss Confederation is based on division of the state into 26 cantons, where each has its own different system of administration and management, and therefore is considerably different from the administrative structure of the Czech Republic, the publication should introduce successful procedures which are feasible in both countries and in environments with different public administration structures.

We would like to thank the Equiterre association and representatives from the Healthy Cities and Regions of the Czech Republic for the supply of data and photo-documentation for this publication, for their willingness to hand down their best practices and for their overall approach to sustainable development.

The team of HCCZ office

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EXCHANGE OF EXPERIENCE AMONG MUNICIPALITIES AND REGIONS OF SWITZERLAND AND THE CZECH REPUBLIC

The representatives of Healthy Cities, Municipalities and Regions of the Czech Republic are used to sharing approved procedures and mutual inspiration in activities related to sustainable development and improvement of the quality of inhabitants' lives. The members of Healthy Cities of the Czech Republic include municipalities and regions that reached the highest categories in the international programme and method of quality entitled Local Agenda 21 in the Czech Republic. As early as when the association was established in 1994, we have tried to mediate to the member's cities, municipalities and regions experience from abroad through collaboration with other Healthy Cities' networks.

The common project with the Swiss partners enables a comparison of activities that, despite having a slightly different institutional framework, possess a similar purpose. Be it health support, engagement of inhabitants in decision-making processes in the place of their residence or strategic planning, inspiration from foreign examples is always invaluable for the representatives of Healthy Cities. Representatives of municipalities and regions of Switzerland and CZ meet in person and share their experience within the framework of a common project with the Swiss association Equiterre. Also owing to this publication, the Healthy Cities, Municipalities and Regions of the Czech Republic have an exceptional opportunity to inspire via specific activities approved in the practice of Swiss French-speaking cantons and we believe that this collaboration will develop further.

Petr Švec

Director of the Healthy Cities of the Czech Republic (www.zdravamesta.cz)



CZECH-SWISS COLLABORATION – FOR SUSTAINABLE URBAN DEVELOPMENT

The number of projects focusing on sustainable development and support of health, realised in the manner of the City of Lausanne and its Agenda 21, is growing. These projects improve the quality of inhabitants' lives and improve the condition of the environment on local and global scales.

The programme of sharing best practices between the Czech Republic and Switzerland is proof of the fact that cross-border collaboration is advantageous for both parties and contributes to mutual enhancement and enrichment. Owing to this collaboration, Swiss cities and cantons will have a chance to be inspired by the experience of Czech Healthy Cities and Municipalities in order to be able to progress one step further in the realisation of sustainability and health in their area.

Pierre-Alain Rumley

Mayor of the Val-de-Travers municipality



EQUITERRE, PARTNER FOR SUSTAINABLE DEVELOPMENT AND HEALTH

For many years, the Equiterre organisation in collaboration with public administration has been realising the objectives of international political agendas related to sustainable development and health. The activities of our association concentrate primarily on sustainable urbanism and on the related issue of spatial justice, which is a necessary precondition for inhabitants' health.

The collaboration with Healthy Cities of the Czech Republic represents the beginning of a new era – an era of decentralised collaboration and the sharing of best practices. Exporting quality projects abroad and importing those projects realised in the Czech Republic that bring new and interesting approaches and at the same time complement the projects of Swiss public administration, is very beneficial for us.

Natacha Litzistorf

Equiterre Director (www.equiterre.ch)

• • • equiterre

Partenaire pour le développement durable

The well-arranged internet database at the address www.DobraPraxe.cz (partial EN version on Good-Practice.eu or use the GoogleTranslator on the Czech webpage) contains more than 150 examples from various areas of development of cities, municipalities and regions. In addition to this, you can find current bits and pieces from everyday practice (<http://dobrapraxe.cz/cz/stripsy>).

The screenshot shows the homepage of the DobraPraxe.cz website. At the top, there is a Google Translate widget. Below it, the website's logo and navigation links are visible. The main content area is divided into several sections:

- ARE YOU ...**: A list of links to various articles and resources, including "Good practice in Switzerland - an inspiration and demonstration activities (9)", "Healthy and active aging, senior activities (9)", "Safe Routes to School (4)", "Students and student parliaments (7)", "Grant Systems of cities and other financial instruments (6)", and "LA21 Criteria - examples of exemplary fulfillment database LA21 (13)".
- COMMON THEMES LA21**: A list of themes including "SUSTAINABLE AND SAFE TRANSPORT (18)", "HEALTH PROMOTION (20)", "SUSTAINABLE ENERGY (22)", and "SUSTAINABLE CONSUMPTION AND PRODUCTION (17)".
- TOPICS ...**: A grid of topics with their respective counts:
 - Public administration, awareness, strategy development (47)**: Information + communication with citizens + planning and management + grant systems + methods of quality.
 - Environment (17)**: Waste + green + energy efficiency, renewable energy sources + environmental awareness.
 - A healthy lifestyle, preventive medicine, health services (17)**: A healthy lifestyle + injury prevention + education to health.
 - Leisure, sports, culture, conservation, spol. life (19)**: Sport + Culture + Leisure Children and Youth + Sights + folklore and tradition.
 - Social issues, housing sociopathological phenomena (20)**: Elderly care, social services + removing barriers that minorities + housing.
 - Education and awareness (5)**: Schools, libraries, educational centers + lifelong learning + science and research.
 - Business, Economics, Tourism (7)**: Promotion of employment + tourism + local services.
 - Agriculture and rural (5)**: Tourism + rural life + a traditional agricultural and handicraft.
 - Transportation (18)**: Traffic safety, traffic calming + public transport, wheelchair transport + walking and cycling + road safety education.

On the right side, there is a "New" section with a link to "Chrudim: Disclosure of contracts via a web application" and a "Fragments" section with a link to "Hodonín: Valentine's drop of blood".

In the Database you can also find all 9 examples from Switzerland that will have been discussed on next pages. The examples of Swiss activities are available on <http://www.dobrapraxe.cz/cz/tema/dobra-praxe-ze-svycarska-inspirace-ukazkove-aktivity>.

The screenshot shows the details of a good practice from Switzerland. The page is titled "Canton of Geneva: A healthy and affordable meals". The main content area is divided into several sections:

- Annotation**: A paragraph describing the project, which implements the Canton of Geneva on healthy and affordable meals. It mentions that the project is based on an expert survey, which resulted from the problems of overweight and obesity are related primarily to less-educated and socially disadvantaged sections of the population. The project aims to raise the awareness of socially disadvantaged people on healthy eating. Through a series of educational events drawing attention to the variety of dining options to try to improve the overall health of their populations and thus their quality of life. They also reveals that healthy eating does not increase their cash expenses. Financial savings from lower costs for treating illnesses from obesity are at the Finally, a positive contribution to the state budget.
- Basic information**: A table with the following data:

Name of village / city / region:	Switzerland / Switzerland
Contact:	Canton of Geneva
Last Name, First Name:	Burnand, Alexandre
Organization:	Equiterre
E-mail:	burnand@equiterre.ch
Phone:	0041 022 329 99 29
Topic:	3.c diet, exercise, obesity prevention

On the right side, there is a photo of a healthy meal consisting of a bowl of soup, a plate of vegetables, and a plate of meat and potatoes.

- ✓ *City inhabitants should not be omitted in the process of public area planning*
- ✓ *Ask seniors and the handicapped about obstacles and problems with mobility*
- ✓ *Engagement of citizens in planning supports their identification with the place*
- ✓ *Even an internal city block can be a pleasant place for inter-generational co-existence*



PUBLIC AREAS ALSO ACCESSIBLE TO SENIORS

Geneva Canton

An analysis of public area accessibility has been performed in three municipalities in Geneva Canton with the participation of seniors. The analysis yielded not only data for specific measures that reflect the needs of this age group of inhabitants, but also general principles of how to include the topic of health support and mobility in the creation of territorial plans.

In 2004, the "City Where Life Is Good" project was launched on the authority of Geneva Canton. Within the framework of the project, an **analysis of public area accessibility** was performed with the participation of the senior age public in the municipalities of Onex, Grand-Saconnex and Avully. The research results were to be consequently reflected in the territorial plan so that specific measures improving the existing situation could be implemented.

It was the seniors' task to pick the obstacles and problems encountered from their point of view in urban public areas. The research showed that the greatest mobility obstacle faced by older persons lies in the **scarcity of public toilets and shortage of benches**. The mere elimination of physical obstacles or barriers, such as stairs without banisters, is not sufficient for seniors or other persons with impaired physical capability to feel safe in the city and be able to move from one place to another easily.

Handbook for public area planning

In addition to reflecting the needs of older people from the point of view of mobility and health support in the territorial plans of particular municipalities, the "Easy Walking in the City" project also had the objective of **improving the work of offices in the area of territorial planning**. When including measures related to inhabitants' health support in the territorial plans, it was necessary that not only individual departments within the office collaborated, but also that the municipality had to collaborate with other institutions. The aim of the project lay in the creation of a **reference framework** for territorial planning which would be applicable in the creation of a territorial plan in any municipality.

In 2007, a handbook of "Public Areas for All, Handbook for Coherent Planning" was created within the project framework. The technical documentation to the handbook is available on the website of "Mobility for All" at <http://mobilitepourtous.ch/mpt/>. Means from the financial system of the Franco-Swiss lottery have been used for project financing.



Seniors' planning meeting (source: Equiterre)



Title page of the handbook "Public Areas for All, Handbook for Coherent Planning" (source: Equiterre)

More information:

<http://www.dobrapraxe.cz/cz/tema/dobra-praxe-ze-svycarska-inspirace-ukazkove-aktivty/kanton-zeneva-verejna-prosranstvi-pristupna-seniorum>



PUBLIC AREAS ARE CREATED IN COLLABORATION WITH CITY INHABITANTS

Chrudim

The engagement of the public in decisions about future city developments has become commonplace in Chrudim. Citizens also participate in planning the future appearance of public areas. Chrudim received a significant international award connected with a financial reward for its project on the internal block “Pod Požární zbrojnicí” regeneration, which took place with the active participation of the public.

As Chrudim shows in the long run, engagement of the public in decisions on the city’s future development, including the future appearance of public areas, has a number of advantages. Owing to timely **discussion of these plans with the citizens**, it is for instance possible to prevent misunderstandings of various kinds, and complaints. The town has the chance to receive timely feedback from the inhabitants.

An important decision that ensures the success of the whole process lies in the selection of a suitable manner of public engagement, i.e. in the selection of a suitable method. Chrudim Town utilises various method of public engagement, ranging from **planning meetings** and public hearings, to various surveys or questionnaires. Chrudim Town regularly uses planning meetings that take place, if possible, on site, for the reconstruction of public areas, streets, the regeneration of rest areas, parks, children’s playgrounds, etc. Usually, two to three meetings are prepared for one project or plan, and everything runs in accordance with the planned processes in the city and in collaboration with architects. The method of planning meetings with the public has been used in Chrudim for the regeneration of e.g. the Na Větrníku, Víta Nejedlého and Na Rozhledně children’s playgrounds, and for the Novoměstská, Sv. Čecha rest areas of the Víta Nejedlého internal block.

Regeneration of Pod Požární zbrojnicí internal block

From the beginning, the public was also engaged in the planning of the Pod Požární zbrojnicí internal block regeneration, which is situated in the western part of Chrudim in an area between low-rise residential houses. The citizens themselves brought initiatives that served as the basis for a conceptual solution for the location. Internal block regeneration was also included in Chrudim’s territorial plan.

The aim of the project was to create a **pleasant residential and meeting area** which would respect the conditions for the high quality life of inhabitants who live in the nearby residential buildings and which will offer opportunities for leisure time activities. It was necessary to ensure changes to the greenery and the building of rest areas, which would support **cross-generational relations**. From the outset, great emphasis was placed on the fact that internal block regeneration accentuates the “genius loci”, based on the coexistence of several generations in a small area.

In the course of the first planning meeting, the motions and observations of the citizens were collected, who also pointed out the negative influences affecting the current location’s condition. The second meeting was also attended by an architect, who introduced his study to the citizens. At the third meeting, people received the results of dendrological research and were familiarised with particular parts of the greenery that would be maintained, with trees which would have to be cut down and which greenery would, on the contrary, be newly planted. The resulting plan included various areas with varied surfaces, both for seniors and the handicapped as well as for smaller and older children and their parents, along with all the other inhabitants of the location.

International project award and financial contribution for its realisation

The specific process of public engagement in the long run employed by Chrudim Town was presented at the **LivCom 2009** competition, whose finals took place in Pilsen. Chrudim succeeded with its project in the international competition and received a financial subsidy in the amount of 20,000 Pounds for the realisation of specific measures related to regeneration of the rest area in the Pod Požární zbrojnicí internal block. In October 2010, the regenerated internal block was ceremoniously opened with the participation of international LivCom competition organisers.



Planning meetings took place directly in the park (source: the Healthy Town of Chrudim)



Working study including the citizens’ observations (source: the Healthy Town of Chrudim)

More information:

<http://www.dobrapraxe.cz/cz/datum/chrudim-verejna-prostranstvi-vznikaji-ve-spolupraci-s-obyvateli-mesta>

- ✓ *Sustainable municipal energy in practice*
- ✓ *Energy savings in public buildings and their "labelling"*
- ✓ *Support for renewable energy resource utilisation*
- ✓ *Sharing for approved procedures in municipal energy among the municipalities*



SWISS CITIES INTEND TO ACHIEVE SIGNIFICANT ENERGY SAVINGS

The Swiss Confederation

Towns whose self-governments adopt measures for energy saving, support for renewable energy resources and reduction in greenhouse gas emissions, capitalise on the advantages of common association, standardised measures and energy labelling.

Increasing energy efficiency and the development of renewable energy resources in Swiss municipalities follow the concept of "**Society 2000 Watts**" („Société à 2000 Watt"), which proposes a significant reduction in energy consumption per person in developed countries by 2050. With its scope, this task may appear to be very financially demanding, however, it also brings a unique opportunity of how to invest in energy-demanding branches and their modernisation. One of the options of how to systematically implement the required measures is the "**Energy City**" brand („Cité de l'énergie"), which enables Swiss municipalities to establish a new, stronger identity and dynamic image that embodies the high quality of the environment.

Energy labelling

The label of "Energy City" is simultaneously both a recognition for the municipalities as well as a planning process which includes a number of standardised measures. The process of awarding a label offers a **considerable extent of freedom in the selection of energy saving measures**, which stimulates the active participation of municipalities. Those municipalities that become members of the "Energy Cities Association" have available various products and services, especially technical support, seminars for the sharing of best practices, targeted information (e.g. energy accounting) and financial support for the labelling process.

The main reason why municipalities join the process of **energy labelling** is the endeavour to create a pioneering and modern community, which would serve as an example to its citizens and businesses. It is also a method of how to create a firm energy policy able to face future challenges, such as sustainable development, climate protection or ensuring energy supplies from local resources, which will not be so dependent on foreign supplies and nuclear energy.

The process of awarding the "Energy City" certificate

The process of awarding the "Energy City" label or certificate requires **active collaboration among individual departments within the framework of the office**. There are measures monitored in various areas, from **territorial planning**, to particular **construction measures** (thermal insulation, utilisation of solar panels for heating of service water, or photo-voltaic panels) to **heat and electrical energy management**, including heat recuperation. **The support for cycling and pedestrian transport**, the level of **employee training in the field of energy** and the level of **motivation of private business subjects to achieve energy savings** are also monitored.

A number of useful pieces of information on the "Energy City" process, on energy labelling and on the activities of the Energy City Association are available on the website www.citedelenergie.ch. Information about the European programme focusing on support for municipalities in the field of energy savings and the implementation of renewable energy resources is available on the website www.european-energy-award.org.



Handover of the "Energy Cities" diploma on the occasion of Roman Energy Day 2009 (source: www.energiestadt.ch – „Cité de l'énergie")



More information:

<http://www.dobrapraxe.cz/cz/datum/svycarsko-quotcite-de-lenergiequot-svycarsky-program-quotenergie-pro-obcequot>



ENERGY LABELLING AND SUPPORT FOR RENEWABLE ENERGY RESOURCES IN LITOMĚŘICE

Litoměřice

Energy labelling of buildings and the publication of information on possible savings has been taking place within the framework of the Display Campaign in several CZ cities. In addition to this, Litoměřice has been supporting the development of renewable energy resources in the long run, for instance, in the form of subsidies for private persons and the planned realisation of a unique geothermal well.

In the long run, Litoměřice Town has been systematically striving for the **support of sustainable energy** within its region. The specific activities of the town hall are aimed at **strengthening the energy independence of the city**, as well as **raising citizens' awareness** about the options of how to achieve energy and financial savings in the operation of public and private buildings. For this reason, Litoměřice also participates in international information campaigns focused on energy savings in public buildings and on support for renewable energy resources.

Energy labelling of buildings

For the third year already, Litoměřice has been participating in the **DISPLAY Campaign** prepared by the European association of self-governments, Energy Cities. The campaign primarily concentrates on informing the public about energy-saving opportunities in public buildings through large format **energy labels**, whose appearance is based on the obligatory labelling of appliances and newly also that of buildings. Display labels or posters, nevertheless, also include other information, such as the building's influence on the environment, possibilities of energy savings and measures that lead to these savings. 6 primary schools, whose pupils are continuously familiarised with the issue of energy saving and the utilisation of renewable resources as a part of teaching have thus already been labelled with the participation of the public in Litoměřice. This project, coordinated for the CZ by the Healthy Cities of the Czech Republic, is also taking place e.g. in the city district **Prague-Libuš and Písnice** and in **Kopřivnice**. (For more on the DISPLAY Campaign, see <http://www.display-campaign.org>.)



Ceremonious unveiling of Display energy label at the primary school in Litoměřice (source: the Healthy Town of Litoměřice)

The city serves as an example in the use of renewable energy resources

Litoměřice Town extensively utilises **renewable energy resources** in its buildings. Solar panels for heating hot service water have been installed on the Na Valech primary school, on the reception centre, Municipal Services, children's home and municipal gamekeeper's house. Another alternative energy resource – heat pumps – have been used by the Municipal Council building and also by Litoměřice's indoor swimming pool.

The town budget annually allocates a chapter for **subsidies for private persons** who switch to using renewable energy resources in their dwellings. The supported activities include solar collectors for water heating, heat pumps as well as photovoltaic panels on buildings' roofs. To get the subsidy, the applicants have to meet several conditions, such as refraining from heating with solid fuels, the minimum size of the overall solar panel absorption surface as well as due permission for installation from the building authority, including unanimous statements from all the concerned bodies. Owing to the subsidy programme of Litoměřice town hall, **the share of households that utilise renewable energy resources is constantly growing**.

Unique geothermal well

Significant strengthening of Litoměřice's energy independence should in the future be supported by the **geothermal well** project. On the basis of positive results of the already realised prospect drill, there is currently being prepared the submission of a pilot project of geothermal energy use in Litoměřice with financial support from the CZ State Environmental Fund – Environmental Operational Programme, and the European Investment Bank. The well as such should reach a maximum depth of approximately 5 km. At this depth there is an anticipated rock temperature of about 178 degrees centigrade, which should enable heating of the fed water to the required temperature and transfer of this energy to a calorifier room on the surface. The realisation of the geothermal well should serve to replace the existing heating plant which uses fossil fuels, supplies approximately one-third of the town's inhabitants with heat and is the largest static source of air pollution in the town. For the future there are also plans to construct an electricity production turbine which would utilise the surplus energy in summer months or in periods of reduced heat off-take.

More information:

<http://www.dobrapraxe.cz/cz/tema/udrzitelna-energetika/litomerice-podpora-vyuzivani-obnovitelnych-zdroju-energie>

- ✓ *The plans for pedestrians contribute to the development of environmentally-friendly and healthy transportation*
- ✓ *Who walks knows the city he lives in better*
- ✓ *Places for physical activities established for specific groups of inhabitants*
- ✓ *Young people know best what types of sports venues they would utilise*



YOU CAN WALK THROUGH GENEVA ACCORDING TO THE „PEDESTRIAN PLAN“

Geneva

The Swiss City of Geneva has its own plan of pedestrian routes that contains 10 thematic urban circuits. The “Pedestrian Plan’s” aim is to support walking as a way of moving across the city and also to enable better use of public areas.

Plans for pedestrians, prepared by the Urbanism Department of the City of Geneva, are primarily a communication project that should serve to **complement particular investments** in the city’s mobiliary and elements for pedestrians in the city. The project presents a new, **positive and playful point of view on walking** in the urban environment and offers Geneva’s inhabitants pedestrian traffic as a full-valued part of life in a city.

For each of the “Pedestrian Plan’s” thematic circuits there was created an **information brochure** that contains a map for the given route and data about the sights that can be seen on the way. There was also created a complete city plan that shows the time required to go from one place to another at a walking speed of 5 km/h.

What can be found in the Pedestrian Plan?

Geneva’s Pedestrian Plan includes ten information brochures on thematic pedestrian routes with indication of walking time from one place to another. Information brochures and a map with indicated walking times can be downloaded from <http://www.ville-geneve.ch/promenades>. Each brochure bears the title of one of the topics: “From Mansion to Mansion” – Topic: former city mansions, “From Monument to Museum” – Topic: historical and cultural heritage, “From Waterfront to Waterfront, from Platform to Platform” – Topic: parks and travelling, “From the City to the City” – Topic: discovering the Cities of Geneva and Carouge, “Along the River Flow” – Topic: the banks of the River Rhône, “From Here and Elsewhere” – Topic: the banks of the River Arve, “Through Exercise to a Healthy Heart” – Topic: urbanism, health and the environment, “From History to Modern Times” – Topic: urbanism and architecture, “From Cedar to Cedar” – Topic: Cedars in the city, “About the Geneva Spirit” – Topic: international organisations.

There have also been created two information brochures intended for pupils of Geneva schools entitled “Small Pedestrian Plan”. The brochures are divided for individual city parts (one brochure for schools in Crêts-de-Champel and in Peschier, the second brochure for schools in Cité-Jonction, Plantaporêts, Mail and in Carl-Vogt) and can be downloaded from the address: <http://www.ville-geneve.ch/themes/mobilite/pieton/petit-plan-pietons>.

The last output of the Pedestrian Plan is the book “Geneva on Foot, 10 Thematic Circuits”, published in 2008.

The city area in a new light

The Pedestrian Plan wants to prove that moving in the town on foot can often be much quicker and especially healthier than moving by car. The support for walking is moreover in accordance with the support for sustainable urban development and its inhabitants’ health – pedestrian transportation has no negative influences on the quality of air, neither does it generates any noise or other negative effects, typical for car transportation. The public has, however, taken a liking to walks also owing to the fact that they see the city area in a new light. Information brochures enable seeing the city from various points of view: historical, cultural, geographical or ecological, all that through the designed routes. Owing to this approach it is possible to discover one’s own city even better.



Pedestrian Plan label on the pavement (source: City of Geneva, photographer: Martine Pasche)



A break during a walk following the Pedestrian Plan (source: City of Geneva, photographer: Martine Pasche)

More information:

<http://www.dobrapraxe.cz/cz/datum/mesto-zeneva-plan-pro-chodce-motivuje-k-prochazkam-po-meste>



YOUNG PEOPLE IN KOPŘIVNICE PARTICIPATE IN THE PLANNING OF SPORTS GROUNDS

Kopřivnice

Inhabitants' interest in physical activities often varies according to the age group they belong to. In Kopřivnice, which has a long tradition in engaging the public in decision-making processes, they decided that selecting the new appearance of sports grounds should be participated in primarily by their young future users.

On the basis of a questionnaire, it has been shown that the youth in Kopřivnice is strongly interested in the **building of a new skate park**. Young people increasingly participated in debates on the final appearance and location of the skate park, which was ultimately built primarily with respect to their needs. **The participation at discussion meetings and engagement of the young in the debate** about the new skate park have significantly contributed to the fact that Kopřivnice Town received a subsidy to build the skate park within the framework of the Revolving Fund of the CZ Ministry of the Environment.

Engagement of Kopřivnice's youth in the decision-making on the skate park's final appearance had a number of benefits not only for the satisfied young skate park users, but also for the town representatives. In addition to this, Kopřivnice obtained **an area with better conditions for the organisers of preventive, awareness-raising and sports events**. The main asset of the event is, however, the support for local democracy and the fact that young people participate in the city's future.

What preceded the creation of the new skate park?

The initial idea was identified through a **questionnaire** performed by Kopřivnice's Children's Council in primary schools. This was followed by a general meeting in February 2008, whose objective was to find out the basic facts: What is the main problem? What should change? This meeting, intended for the youth of Kopřivnice and primarily for those interested in a change, was prepared by the Children's Council, which also suggested a possible solution option in collaboration with the Town.



Participation of young people in the public discussion on the form of the skate park was a great boost (source: The Healthy Town of Kopřivnice).



The public skate park discussion poster (source: The Healthy Town of Kopřivnice).

The application for the project's financial support was sent to the Ministry of the Environment within the framework of the 1. call of the Revolving Fund, which provides means for the realisation of Local Agenda 21 to municipalities and organisations. After approval of the subsidy for the project, focused among others also on the **sharing of information about children's injury prevention (in the form of others' experiences)** there could follow the third meeting, where the present decided on the best of the three presented options. Their opinion tipped the scale during the town council's final decision-making about the supplier.

The ability to listen to the young generation

The concrete tangible output of the whole process of engaging the local youth in decision-making about future town developments is therefore the new skate park facilities, whose purchase was initiated and whose final form was influenced by the young people of Kopřivnice. An important experience that follows from this project is the need to listen to the young generation. In the event that the town learns to work well with this generation, it would **win over young people** who would be willing to come to other meetings related to the town's further development topics as adults.

The existence of the **Children's Parliament**, which efficiently mediates communication, is an undisputable advantage in this case. Placement of a poster about the prepared discussion on the Children's Council websites has also proven effective, as it took care of communication among its age generation. The poster will be placed by the young on their blogs, and shared with friends and acquaintances not only from Kopřivnice, therefore, the information will reach the right people across the network.

More information:

<http://www.dobrapraxe.cz/cz/datum/koprivnice-zapojeni-mladeze-v-ramci-komunitniho-planovani-mesta>

- ✓ *Purchasing in accordance with sustainable development principles brings a number of advantages*
- ✓ *Socially responsible provision of services*
- ✓ *Sustainable consumption has a favourable influence on the office's economic functioning*
- ✓ *Municipal office can also get EMAS certification*



HANDBOOK FOR RESPONSIBLE ECOLOGICAL PURCHASES IN THE SWISS CANTONS OF GENEVA AND VAUD

Geneva and Vaud Cantons

The administrations of the Geneva and Vaud Cantons created a handbook, whose objective is to bring production and consumption in enterprises and in public administration into line with sustainable development principles.

Purchases in the public sector present a significant part of gross domestic product not only in Switzerland. Considering the fact that right here this share reaches 10 % and responsible purchasing is thus an **important tool for the enforcement of sustainable development on the local level in everyday practice**, the administration of Geneva and Vaud Cantons decided to create the “**ecological purchasing**” handbook. This handbook’s objective, be it in the private or public sectors, is to draw attention to the possibilities of more responsible purchasing and support for so-called sustainable consumption. The fact that the state serves as an example in this sense is important for the transfer to more sustainable methods of production not only on the local but also the global level.

The biggest obstacle in the field of responsible purchasing is the **lack of information on the availability of ecological alternatives** to conventional and commonly used products. Environmentally-friendly materials or products exist, but are not offered by end suppliers due to a lack of information or higher prices. Higher demand for ecological goods can in the end lead to a reduction in prices, in particular through bulk purchases.

Owing to the Swiss Cantons of Geneva and Vaud, public administration workers as well as business entities have the chance to be inspired by a **practical handbook** that advises how to purchase ecologically and also how to provide services with greater social responsibility. The handbook contains not only the methodology of so-called **ecological purchases**, but also a wealth of information on the criteria for individual purchases from the point of view of workers’ working conditions, environmental pollution, lifespan of products, packaging and commercial brands. For instance, it is possible to find out from the handbook which types of paper or cardboard are available on the market from the point of view of grammage and suitability for individual methods of use, as well as with respect to the environment.

Who is the handbook intended for and how was it created?

The handbook is intended not only for politicians and executive workers of companies and offices, but also for particular persons or departments responsible for purchasing consumption material or equipment for public administration or enterprises. The recommendations stated in the handbook contain **comparisons of both products** as well as **purchasing strategies** that need to be mastered in relation to the suppliers. The advantage of these recommendations lies in the fact that they are focused pedagogically as well as practically. The user for instance gets an overview of the range of office furniture and thanks to this, he/she can make easier decisions during a specific purchase.

The workgroup charged with creation of this handbook collaborated with specialists from various areas, e.g. clerks specialised in the issue of sustainable development and hygiene (chemical and toxic aspects), with lawyers in order to ensure the legal aspects of the document, but also with persons responsible for these purchases.

Where is the handbook available?

The handbook for responsible ecological purchases was created in the years 2007 to 2009 and is available to all those interested in a printed version or online in the French language on the website www.achats-responsables.ch. In June 2010, Canton of Vaud published for these websites a promotional brochure entitled “Internet Handbook for Responsible Ecological Purchases”.



Example from handbook's graphic supplement (source: Agenda 21 – Geneva Canton)

More information:

<http://www.dobrapraxe.cz/cz/datum/kanton-zeneva-a-vaud-prirucka-pro-zelene-nakupovani>



SYSTEMATIC APPROACH TO ECOLOGISATION OF MUNICIPAL OFFICE OPERATION

Uherské Hradiště and Chrudim

Chrudim is the first CZ town to receive the EMAS certification for fulfilment of strict environmental management conditions. In Uherské Hradiště they processed an action plan of municipal office operation ecologisation and realised specific measures in the years 2009 and 2010.

As early as in 2006, the Town of Uherské Hradiště joined the network project entitled “Green for Zlín Region – Support for LA21 Principles, Environmental Education and Awareness Raising, Creation of Sustainable Development Best Practice Examples”. Two years later, the Action Plan of MO Uherské Hradiště Ecologisation was processed and approved by the municipal council within the project framework, overall including **38 measures in ten thematic areas**: Paper and products made of paper, Office appliances, Interior equipment, Cleaning and tidying, Water management, Waste, Energy consumption, Office equipment, Diet, refreshments and Transportation.

For each topic there have been appointed responsible workers, the initiation date and deadline, while an **estimate of realisation costs including consequent savings** has also been calculated. Every year there takes place an evaluation of the action plan with the participation of the interested persons. The evaluation report is then drawn up. There were purchased **containers for sorting of waste** placed in all buildings of the municipal office, as well as e.g. glass jugs for water for all office departments, to be used during meetings and work appointments.

The benefits of office operation ecologisation

Ecologisation of an organisation's operations may lead to **significant savings in operational costs** in case the procedure and structure of measures is well selected. The process is not only beneficial for the office, but also for its workers, other organisations and the public. The municipal office secretary's support, awareness raising and good knowledge among employees are all useful. Individual **measures do not need to be financially demanding** and yet have an impact on the office's operations, for instance, in the form of electronisation of information systems, purchase of more environmentally-friendly cleaning agents and energy-saving light bulbs.

Within ecologisation preparation, examples of similar projects from elsewhere have been examined first. Then a micro-team for ecologisation was put together (green administration), and there was performed an analysis of the existing conditions in all areas of the office's management. There was also processed an economic feasibility study of the implementation of individual measures in office buildings and the potential of savings achieved owing to the measures implemented. Straight after that, measures were selected for the first year of realisation and since 2009 the measures included in the Action Plan of MO Ecologisation have been **tied to the budget**.

In 2009, the Municipal Office of Uherské Hradiště received the Ministry of the Interior Award for Innovation in Public Administration for its systematic approach to ecologisation of its operations.



Placement of waste bins in a corridor of the main building of Uherské Hradiště municipal office (source: The Healthy Town of Uherské Hradiště)

More information:

<http://www.dobrapraxe.cz/cz/misto/uherske-hradiste-systemovy-pristup-k-ekologizaci-provozu-meu-uherske-hradiste>

Another tip:

Chrudim: the first CZ town whose office can boast EMAS certification

The municipal office in Chrudim managed to implement the environment management system EMAS (Eco-Management and Audit Scheme) which proves the environmentally-friendly operation of the office and introduces into decision-making and office management processes the criterion of impact of its activities on the environment with the objective to minimise these impacts. In 2009, Chrudim Town as the very first CZ town whose office received the EMAS certification, also received the Prize of the Minister of the Interior for Innovation in Public Administration. When compared to the activities of Uherské Hradiště, Chrudim selected for the ecologisation of office operations a procedure that has also unified criteria for organisations and business entities.



More information:

<http://www.dobrapraxe.cz/cz/misto/chrudim-zavadeni-systemu-emas-na-mestskem-urade-chrudim>

- ✓ *Active life is all but over at fifty*
- ✓ *Loss of employment or retirement do not have to result in a reduction in activity*
- ✓ *Sports for health also at senior age*
- ✓ *Engagement of other generations in seniors' activities is an approved recipe*



SUPPORT FOR HEALTH AFTER FIFTY

Swiss francophone cantons

People over fifty years of age often face complicated living situations connected with loss of employment or retirement. Good health and physical condition are basic preconditions for staying active after fifty. Swiss francophone cantons have available several programmes focused on the connection of work areas and the health of older people.

Seniors' physical and mental health is pivotal for their employability or possibility of repeated placement in the job market, and for their productivity. For this reason it is important to **adapt the workplace to the needs of senior aged workers**, mediate trainings for maintenance of their physical and mental condition through undemanding exercises or memory training, and assign to seniors such tasks that correspond with their age, such as training of young or new colleagues.

In the francophone cantons of Switzerland there is in place the **programme of "Health After Fifty"**, whose mission lies in the **support of health in connection to employment**. The programme tries to influence those factors that have a decisive impact on health and primarily include life situations in connection to health: working conditions, loss of employment and retirement. The mission of the programme is to create an environment favourable for health, specifically through the influencing of public policies or legislation measures and also through various projects for the support of health at work and through strengthening the physical and mental condition of people over 50 years of age. Within the framework of the programme **12 innovative projects** have been realised that have shown new possibilities of connecting the areas of work and health.

Unemployment prevention

Within the framework of retraining courses, the pilot projects designed to reduce the **influence of unemployment on health** have been attended by up to one hundred persons. These projects included not only physical activities (gymnastics, massages), but also for instance group catering, common discussions and organisation of the "Health Week". In the end the course attendants felt better, gained self-confidence and thus also a better chance of being employed.

Individual employment bureaus and organisations dealing with repeated employment of workers on the job market were presented various solutions for health support and the inclusion of retirement age persons in the work process. **Seminars on the subject of retirement** also took place directly in companies and enterprises. Their objective was to support the subject of physical and mental health of those persons who leave their job after many years' service.

In the public sector workplaces there took place surveys and medical examinations, whose aim was to identify the factors that positively influence health and, on the contrary, risk factors. In order to increase the awareness of workers of health issues, there was prepared a **catalogue of example measures** in the area of occupational health protection. There was also created a normative framework for mobbing prevention (bullying in the workplace). Health indicators were also designed which function as an additional tool for enterprise evaluation.

Collaboration among Swiss Cantons in the field of health support

For the programme "Health After Fifty" it is characteristic that all related topics – work, unemployment and retirement – are approached as a **mutually complementing whole** and in this sense are also processed.



Healthy diet is essential at every age! (source: Equiterre)



Travelling to work by bike is good for the health! (source: Equiterre)

The main emphasis is put on health and mutual collaboration among the Swiss cantons (regions) in programme realisation and on the multi-departmental approach connecting work with health support. Among the main obstacles in the realisation of the "Health After Fifty" programme are difficult access to data, the dismissive attitude of corporations to participation in the projects and the realisation of specific proposals.

Information about the programme has been provided primarily to public institutions in the department of work and health, specifically through the publication of results on the internet. All 12 programme projects and relevant documentation are available in the French language on the website www.50plussante.ch. In the programme there collaborated Francophone Swiss cantons collaborating within the framework of the so-called Conference of Francophone Cantons for Health and Social Affairs, and also the Swiss National Health Support Foundation (website in English: www.gesundheitsfoerderung.ch).

More information:

<http://www.dobrapraxe.cz/cz/datum/svycarsko-zdravi-po-padesatce-konference-frankofonnich-kantonu-o-zdravotnictvi-a-socialnich-vecech>



SENIORS' SPORTS GAMES

Mladá Boleslav

In 2010, in Mladá Boleslav the third year of the Seniors' Sports Games took place, whose objective is to support the physical activities of older inhabitants. In the organisation of the event both seniors as well as volunteers from primary and high schools participate.

The Seniors' Sports Games took place in Mladá Boleslav for the first time in 2008 and competitions took place continuously over a period of several months. In April there were athletic disciplines, in June the walking part, in September the swimming part and the ceremonial announcement of the results. In 2009, all disciplines were merged into one week, which proved to be a step in the right direction, as the competitions were attended by **almost a hundred seniors**, twice as many as in 2008.

Success of the event in 2009

The preparation of September's Seniors' Sports Games in 2009 commenced already in February. Participation of sponsors was essential for the event's success. A **special anthem and professionally processed logo** also contributed to the positive image of the second year of the games. The seniors who also attended the games participated in the creation of both these symbols of the Seniors' Sports Games. The greatest interest was shown, as anticipated, in the walking part. The smooth running of the Seniors' Sports Games was significantly helped by the **engagement of volunteers and primary and high school pupils**.

The opening of the event in 2009 was attended by important guests from the CZ Ministry of Health and the Regional Hygiene Station of the Central Bohemia Region, and also by town management representatives. The opening and closing ceremonies were realised very ceremoniously, which contributed to the prestige of the event.

The tradition goes on

The third year of the Seniors' Sports Games took place in September 2010. There were prepared the traditional disciplines – swimming, walking, light athletics. As an addition in 2010 there was also cycling and a tennis tournament. The Seniors' Sports Games this time was held over three days. Seniors had another opportunity to do active sports mainly for comparison of their physical and mental powers with others. This interesting activity, moreover, inspired other cities in the Czech Republic.

The Seniors' Sports Games are financed from the town budget, in 2009 the costs amounted to 90 thousand CZK. For the future, the event could benefit from the participation of sponsors, who would help in financing the Games.



The participants of the Seniors' Sports Games in Mladá Boleslav are prepared at the start (source: the Healthy Town of Mladá Boleslav)



Raising of the flag during the opening ceremony of the Seniors' Sports Games in 2009 (source: the Healthy Town of Mladá Boleslav)

More information:

<http://www.dobrapraxe.cz/cz/tema/zdrave-a-aktivni-starnuti-seniorske-aktivty/mlada-boleslav-sportovni-hry-senioru>

- ✓ *Sustainable urbanism and utilisation of a simple software tool*
- ✓ *Determination of suitable social criteria in the field of housing is often more complex than a definition of environmental or economic limits*
- ✓ *Inhabitants and visitors benefit from regeneration and revitalisation of the city centre*
- ✓ *How to calm traffic in the historical city centre and maintain the genius loci?*



HOW TO CREATE SUSTAINABLE CITY DISTRICTS?

The Swiss Confederation, Canton of Vaud, Lausanne City

A software tool has been newly tested and utilised in Switzerland in the field of urbanism for the identification of strong and weak points of construction projects or projects of whole district regeneration. The tool and process itself reflected three pillars of sustainable development and strongly concentrated on the social criteria.

Owing to the collaboration of the Federal Authority for Territorial Development, the Federal Office for Energy, Canton of Vaud, Lausanne City and the intercommunal structure for planning of the territorial development for the Ouest lausannois area, there has been created a specific **urbanistic tool** entitled "Sustainable Districts II". Its objective is not certification or other acquisition of a quality mark, the objective lies in achieving **urbanistic project optimisation** for the whole duration of individual stages. The flexible software tool can be adapted to all project phases - from planning and commencement of construction works to the district management itself.

This universal tool for the whole Swiss Confederation ("Sustainable Districts I") has been tested on **4 pilot districts** in the cities of Zurich, Basel, Neuenberg and Geneva with the objective of finding out whether it suited the users' needs. For the area of Ouest lausannois there has been created a follow-up tool, "Sustainable Districts II".

Sustainable urbanism - utilisation of a software tool, procedures, benefits

The software urbanistic tool entitled "Sustainable Districts II" primarily requires the determination of quantitative boundaries, i.e. limit values in accordance with the current standards. Standards for the environmental area had existed before, however, it was difficult to determine the limit **social criteria**, for in Switzerland this topic has not yet been legislatively addressed in this respect. It was therefore necessary to follow the professional data and recommendations and collaborate with specialists from the field of social sciences and health support.

The steering group for creation of the tool was comprised of **representatives from all institutional levels** from the municipal, regional to the national, in order to achieve a connection of the strategic vision with the actual character of the field. The representatives of public administration institutions directly concerned by the projects of sustainable districts, immediately became partners of the project. The interest of Canton of Vaud and Lausanne City was greater due to the fact that they had participated together in the creation of a similar tool on the subject of sustainable construction. A practical significance also lay in the fact that it was possible to find support in the **technical and multidisciplinary team** comprised of sociologists, geographers, engineers, urbanists and economists.

The tool for the whole Swiss Confederation, "Sustainable Districts" is described in French, German and Italian on the website www.quartiersdurables.ch.

On the website www.smeo.ch there is available a stand-alone software tool for the area of Ouest lausannois "Sustainable Districts II" in French. Association Equiterre created information materials for the tool "Through Sustainable Districts to Sustainable City" (2008) and "District: Key Criterion of Urban Sustainability" (2010).



„Sustainable district“ in Basel (source: Equiterre)



„Sustainable district“ in Emmen Town (© Dreier Frenzel – Architecture & Communication)

More information:

<http://www.dobrapraxe.cz/cz/datum/svycarsko-pres-udrzitelne-ctvrti-k-udrzitelnemu-mestu>



„CHANGES IN TIME – TIME OF CHANGES“ – REGENERATION AND REVITALISATION OF THE TOWN CENTRE

Šternberk

In the years 2006 to 2009 there took place the regeneration and revitalisation of Šternberk Town centre, whose aim was to improve the quality of the environment and make public areas more attractive to the inhabitants as well as to town visitors. The project, which also included traffic calming and improvement of pedestrians' safety, has won several significant awards.

Owing to subsidies from the Common Regional Operational Programme, Šternberk managed to repair the central town area, which is a conservation area, and adapt the streets and public areas to the needs of the town inhabitants and visitors. After the realisation, the town's name was brought to public notice owing to its 2nd place in the whole CZ for project evaluation, ranking among the three best in the Historical Town of the 2006 competition and 1st place in the Travel Through the Cities 2007 competition, for its traffic calming measures.

Fortune favours the prepared

Šternberk Town used the opportunity to get subsidies offered by the Common Regional Operational Programme. Without these contributions it would have been possible to finance only a small part of the performed works from municipal resources. It proved effective to **always have a number of projects in reserve** so that the town was ready to apply for possible subsidies. In the financing of the town centre revitalisation project, the European Union participated with 67 mil. CZK, the Czech Republic through the Ministry for Regional Development approx. 11 mil. CZK, and Šternberk Town approx. 17 mil. CZK. The European Union subsidy was acquired through the Common Regional Operational Programme within the framework of programme priority 2: Regional Infrastructure Development and the measures of priority 2.3: Regeneration and Revitalisation of Selected Cities.

Realisation of own measures was divided into three partial stages

The works in Bezručova Street included the building of new communications, parking places and pavements among the current housing development in the whole street profile. The main purpose lay in traffic calming in the town centre and preference for pedestrians through the widening of pavements and areas for pedestrians. Another endeavour in this process was to approach as far as possible the probable original spatial disposition of the area as a significant market area situated in the original fair village and consequently in the so-called Široká Street.

The aim of the **Hlavní Square and Radniční Street** reconstruction was the complex revitalisation of this significant urbanistic area and the restoration of its social and assembly function. A part of this new square's solution is a new fountain and object which should evoke the flow of time.

Within the framework of the **Horní Square** reconstruction, the current traffic situation has been modified so that there are clearly delineated corridors and areas for transportation, separated from wide areas for pedestrians. The requirement is primarily to restore the representative and social function of the square in connection with listed town dominants, primarily Šternberk Castle, the church, the former Augustinian Monastery and the renovated Marian Column, while concurrently ensuring transportation services and safety.

The **former Augustinian Monastery** is the property of Šternberk Town. The technical condition of the Monastery was so bad that it was necessary to prepare for its rescue. In 1999, the town commenced construction works partially financed from the CZ Ministry of Culture Programme Rescue of Architectonic Heritage and from the town budget. The monumental area has been actively used with respect to its technical condition, however, only seasonally for a number of art activities.

In-depth information is available on the **project internet website** within the framework of the official Šternberk Town website.



After the revitalisation, Bezruč Street offers more space for pedestrians
(source: Šternberk Town)



New fountain livens up Šternberk square (source: Šternberk Town)

More information:

<http://www.dobrapraxe.cz/cz/datum/sternberk-quotpromeny-v-case-cas-promenquot-regenerace-a-revitalizace-mestskeho-centra>

- ✓ *Influence on health can be evaluated similarly to that on the environment*
- ✓ *Inhabitants' health is one of the basic preconditions of sustainable development*
- ✓ *International health support strategy can also be successfully used in the regions*
- ✓ *The concept helps to select projects for financial support*



HEALTH IMPACT ASSESSMENT

Switzerland

Evaluation of the impact of prepared projects on inhabitants' health is a common process in Switzerland. A flexible multi-departmental method can be used for the evaluation of strategies and policies, as well as for particular projects in the field of urbanism or transportation.

In Switzerland the tool has been used for assessment of the impact of public projects and strategies on inhabitants' health (Health Impact Assessment – HIA), which functions on a similar principle as the assessment of plans from the point of view of their impact on the environment (Environmental Impact Assessment – EIA). **The HIA process includes the aspects of physical, mental and social condition or well-being** and can be characterised as a combination of management, methods and tools that can be used for the evaluation of a measure according to potential influences on the population's health and the distribution of these influences within the population. By measures we understand the policy, programme or directly a particular project.

Health and sustainable development

The notion of health within the HIA tool strongly approximates the **idea of sustainable development**. HIA is an additional tool to other existing tools, such as the study of environmental impact assessment (EIA) as it contains human and social aspects. It is important to show that precisely non-health factors – “social, economic and environmental determinants” – have a significant impact on health, be it a direct or indirect one. Within the framework of the HIA process, the notion of health is approached as a multi-departmental phenomenon.

The HIA process **contributes to a reduction in social inequalities in health**, related to objective living conditions within the framework of social life and the environment. The process, which can last in particular cases between 3 and 12 months and costs approximately 20 to 100 thousand Swiss francs, also includes topics such as the quality of accommodation in cities, noise, pollution, social bonds, regional and local services, etc. The HIA process has in Switzerland an institutional as well as scientific aspect. Owing to this, it enables the integration of the social dimension and other qualitative aspects into laws and economic projects and into urban and territorial planning, which are both rather of a quantitative nature.

Basic guide through evaluation of impacts on health and other information resources

The most important publication, entitled “Basic Guide Through Evaluation of Impact on Health in Switzerland”, provides the basic findings that enable an understanding of the theoretical fundamentals of the HIA tool, its methodology and engagement in the decision-making context as well as decisive determinants of health. The study also described Swiss examples of HIA utilisation in public administration. The study in French can be freely downloaded from the website http://www.impactsante.ch/pdf/Guide_eis_francais_2010_final_de_chez_final_6-4-10.pdf.

The case study of “Renewal of Old Housing Stock in Jura Canton” can be stated as an example of a project that underwent the HIA process. The aim of this study was to research the potential of Porrentruy Town reconstruction from the point of view of health support and sustainable development. The study is available on the website http://www.impactsante.ch/pdf/EIS_Porrentruy_2007.pdf.

More information on HIA you can find here: http://www.apho.org.uk/default.aspx?QN=P_HIA.



The HIA process proves that the impact of individual plans on the inhabitants' health can be measured (source: Equiterre)

The influence of evaluated plans on human health within the framework of the HIA process can often be positive (source: Equiterre)



More information:

<http://www.dobrapraxe.cz/cz/datum/svycarsko-hodnoceni-dopadu-na-zdravi-hia>



DOCUMENT HEALTH 21 FOR THE VYSOČINA REGION

Vysočina Region

In 2008, the local authority of the Vysočina Region approved the document Health 21 for the Vysočina Region for the period 2008-15. The document, processed in collaboration with professional partners, is based on similar international and national programmes and introduces it into regional practice.

In accordance with the main objectives of the Healthy Region Vysočina Project, which include, along with the implementation and monitoring of sustainable development, also systematic improvement of the quality of life and health of inhabitants in the region, in 2007 there was established a workgroup to create the document Health 21 for Vysočina. Representatives from important partners were nominated to this group – the Regional Hygiene Station, the National Institute of Public Health, the health department of the regional office, and the health committee of the Vysočina Regional Council. The majority of team members were doctors. The basis for the creation of the new document lay in the material “**Health Condition of Vysočina Region Inhabitants**”, processed by the National Institute of Public Health. Another basis was the national programme HEALTH 21 approved by the government.

The material Health 21 for Vysočina Region follows the basic thesis that **all diseases stated in priorities, health disorders or problems and health risks are so-called preventable**, i.e. can be positively influenced and their occurrence can be actively prevented. This should be helped exactly by the realisation and support of particular activities included in the document that should be pivotal for improving the level of individual priorities. In order for the material to properly resolve specific problematic areas right in the Vysočina Region, on the basis of the above-stated health condition analysis there were selected 8 priorities from overall total of 21 objectives of the Health 21 programme. For the given objectives there was interest to adjust also the mechanism of specific financial support, however, it is not within the powers of the Vysočina Region to support the realisation of all activities in individual selected priorities. Realistically, it was anticipated that financial support from part of the region in the upcoming 2-3 years will concern selected activities in two, maximum three priorities. For the period 2008-09 there was processed an Action Plan and two activities were selected for direct financial support within the framework of the Vysočina Fund: **Healthy Diet** and **Prevention of Children's Injuries**.

Selected Vysočina Fund grant programmes for the support of Health 21

Therefore, in 2008 there was announced a grant programme focused on **children's injury prevention** at schools, on raising the standard of health and social services and on the prevention of health and social risks. The aim of the programme was children's injury prevention and support for the promotion of personal protective equipment use. In total, 21 projects have been supported within the programme framework with a total amount of CZK 693,914.



The programme for the support of **healthy diet at schools** had the objective to improve the knowledge and awareness of the young generation, teachers, workers in school canteens and teachers about a healthy diet that would consequently lead to maintaining a healthy lifestyle and proper understanding of the significance of a healthy diet and balanced diet composition in the prevention of illnesses and eating disorders, such as bulimia, anorexia and obesity. Support was provided to 12 projects in the overall amount of CZK 361,487.

Another financial tool for the support of activities in the field of fulfilment of the above-stated principles are the “**Vysočina Region Principles for Provision of Subsidies for the Support of Fulfilment and Principles of Local Agenda 21 and Health 21 in the Vysočina Region**”. The Principles enable municipalities, cities, micro-regions and schools to obtain financial means for instance to ensure campaigns, meetings with the public, competitions, the preparation and printing of awareness-raising and information materials, preparation of schools and school facilities for entry to the Health Supporting Schools Network and their operation, environmental education and education at schools.

Other relevant regional projects that support the objectives determined in the Vysočina Region's Health 21 include e.g. the **Crime Prevention Programme**, which serves for the support and motivation of municipalities, non-state non-profit organisations, schools and school facilities established by municipalities and the Vysočina Region in the realisation of specific crime prevention programmes on the level of primary, secondary and tertiary prevention. In 2008, support was provided to 20 projects in the overall amount of CZK 1,999,669.

Another such programme is e.g. **Vysočina Without Barriers 2008**, which included financial support for municipalities, townships and cities in the process of processing block plans of barrier-free routes within their areas, as well as support for investment project financing in the area of elimination of barriers and building of barrier-free routes on the basis of previously processed barrier-free route block plans. Support was provided to 17 projects in the overall amount of CZK 1,742,246.

In-depth information on the programme is available on the website www.kr-vysocina.cz.



- ✓ *Suburban park as a counterweight of the city*
- ✓ *Practical environmental protection contributes to citizens' environmental awareness*
- ✓ *The winemaking tradition sustains local inhabitants and attracts tourists*
- ✓ *Cycle routes for environmentally-friendly cycling as well as for commuting to work*



SUBURBAN NATURAL PARK

Lausanne City, Canton of Vaud

In the immediate vicinity of the Swiss City of Lausanne there was established a "Suburban Natural Park", whose main mission is demonstrative protection of the environment and landscape. The park contributes to raising the city inhabitants' awareness of the issue of environmental protection.

The Suburban Natural Park is situated approximately 20 km from the centre of the Lausanne City agglomeration, in the vicinity of an area with a high level of urbanisation. The park is **easily accessible by public transportation** from the city centre, moreover, it is situated at an almost identical altitude as Lausanne City. The park covers an area of more than 6 km² and is divided into a central zone and several peripheral zones.

The aim of the central park zone with an area of at least 4km² is primarily **environmental and landscape protection**. Public access to this area is regulated and no production or other human activities, such as gamekeeping or fishing, take place within. The peripheral zones also place emphasis on environmental and landscape protection, but the aim of these zones lies also in **raising citizens' awareness of environmental problems**. All agricultural or construction activity that would harm the environment of the park is prohibited.

The park meets strict criteria

In order for the suburban natural park to receive a certificate from the Federal Environmental Authority and thus be eligible for financial subsidies, it had to meet certain requirements. The park had to, for instance, prove the high quality of the nature and landscape based on diversity of the original plant and animal species and their natural habitats, uniqueness of the rural landscape and traditional architecture. **The park should prove its importance and attractiveness for the region** as well as its eligibility for financial support due to its mission. Park zones close to nature should serve for the discovery of nature and improvement of the quality of city inhabitants' lives.

In addition to the Federal Environmental Authority, other departments of public administration, including Lausanne City and Vaud Canton, also participated in the realisation of the suburban natural park. The project was financed from both internal and external resources. Individual institutional elements of public administration (confederation, canton) support the origination of the suburban natural park not only financially, but also through the provision of assistance in the field of agriculture or ecology. The managing body of the park, comprised of representatives from municipalities, business entities and non-governmental organisations, provides 20 % of the required finances and also material gifts amounting to 15 %.

Natural park as a tool for sustainable development on the local level

The risks connected with growing agglomerations and the metropolisation of the area are the main reasons that stimulated the creation of the suburban natural park. Creation of the park effectively defines the mode of natural resource protection and launches **a new form of territorial administration** that is distinguished by its appeal for responsibility and the participation of various entities from the private and public sectors in sustainable park management. The designation "Park" leads to the strengthening of natural and cultural values particularity in the given area and to the utilisation of economic, energy and recreational potential. The suburban natural park enables the managing of both economic development as well as the **maintaining of natural resources** within the agglomeration.

Environmental policy in Switzerland falls within branch policies that also include energy, economic, tourist and other policies. Park management requires the coordination of individual policies and **collaboration with private entities** that have their own interests in the park's area.

All documents related to individual stages of the park concept and creation are available in English on the website of the Federal Environmental Authority: <http://www.bafu.admin.ch/paerke/04405/05793/index.html?lang=en>. The project costs run into hundreds of thousands of Swiss francs.



Suburban natural park in the vicinity of Lausanne City (source: Equiterre)

More information:

<http://www.dobrapraxe.cz/cz/datum/kanton-vaud-primestsky-prirodni-park>



MORAVIAN WINE-MAKING TRACKS

Hodonín Micro-region

From as early as 1997, there has been a network of tracks in South Moravia, intended in particular for cyclists who set out to discover the local sights and wine. Moravian wine-making tracks are a long-term project for wine-making development and a classic example of sustainable rural tourism.

The aim of the “Moravian Wine-making Tracks” project is environment and landscape protection, as well as the protection of cultural heritage connected with wine growing. Owing to the development of environmentally-friendly tourism, minor wine-makers have the chance to maintain their wine cellars and the trade as such.

The main route of the Moravian Wine-making Tracks leads from Znojmo to Uherské Hradiště and measures 245 km. This is followed by ten tracks that lead across individual wine-making areas. **The Map of the Moravian Wine-making Tracks** has been published in cycling maps and its text supplement provides an overview of destinations and services, including selected wine cellars, wine shops and wine festivals.

The history of the wine-making tracks project

The idea of “wine-making parks” in the locations of the most beautiful and most famous wine cellars of South Moravia already appeared in 1997. In the same year, there was created the Association of Wine-making Municipalities of South Moravia, which received PHARE Programme subsidies for the development of wine-making tourism. The collaboration gradually spread to other partners and the collaboration of wine-making municipalities gave birth to the network of cycling tracks – the Moravian Wine-making Tracks.

Since 2006, when the Block Plan of the Hodonín Micro-region Cycling Tracks was approved, intensive work has been expended on the investment preparation of the network of quality cycling tracks in Hodonín’s surroundings. In 2010, the micro-region is working on 13 individual sections in total, mostly on the shortest connecting lines between municipalities. The micro-region places emphasis on easily maintainable surfaces and in particular on the **safety of people that daily commute to work**. The prepared network of cycling tracks freely follows the current Moravian Wine-making Tracks, however, as a priority it deals with diverting cyclists from highly frequented B and C class roads.



Generel cyklostezek Mikroregionu Hodonínsko – satelitní mapa (zdroj: Mikroregion Hodonínsko)

Financing of wine-making tracks

Financial resources to ensure investment preparations are resolved within the framework of the micro-region’s budget measures and other subsidies or grants. The amount for investment preparation exceeded CZK 2 mil. In order for the activities to be fulfilled and the project followed through, there had to be investments in the realisation of construction as such, which is currently estimated at approx. CZK 100 mil.

Before the commencement of investment preparation it was necessary to ascertain the **property rights relationships** in order to prevent unnecessary prolongation of preparations by often very complex and protracted land acquisitions. The preparations had to be further consulted with the concerned authorities and in particular with authorities active in environmental protection, on both the regional and national levels. It is also necessary to take into account the biological surveys and evaluations, hydro-geological surveys and NATURA 2000 assessments, and others.

Moravian Wine-making Track Podluží

In 2008, Hodonín Town in collaboration with the Partnership Foundation participated in the maintenance of the Moravian Wine-making Track Podluží. In the course of maintenance there were discovered old narrow sunken roads that were cleaned and reopened thanks to the positive approach of the municipality. The location nowadays functions as a rest zone. The Wine-making Track Podluží has a total length of 115 kilometres with a maximum elevation difference of 80 meters.

You can find more information on the Moravian Wine-making Track project on the website www.stezky.cz.

More information:

<http://www.dobrapraxe.cz/cz/datum/hodonin-moravske-vinarske-stezky>

- ✓ *Healthy diet is not a matter of money*
- ✓ *Everyone can learn to shop and cook "healthily"*
- ✓ *"I Dig It" or how to make healthy diet more attractive to high-school students*
- ✓ *Healthy diet - also a topic for seniors and the handicapped*



SOCIALLY DISADVANTAGED INHABITANTS CAN ALSO EAT HEALTHILY

Geneva Canton

Socially disadvantaged citizens often lack the motivation to purchase and consume healthy foodstuffs. Changing this trend in the Swiss Canton of Geneva is also helped by organised visits to supermarkets with presentations or by cooking workshops and continuous education, which can show that it is possible to eat cheaply and healthily.

Recent research in Switzerland has shown that problems with overweight or obesity primarily affect low-educated and socially disadvantaged population classes. Consumption of fruit and vegetables is especially very low here, primarily due to economic and cultural reasons. **Healthy and economically affordable eating** requires a range of knowledge, often lacked by the socially disadvantaged inhabitants. This knowledge includes **planning of foodstuff purchasing** in dependence on nutritional balance in everyday or weekly measures, the selection of healthy and cheap products including seasonal fruit and vegetables and **knowledge of basic cooking skills** for the preparation of food.

The activities of Geneva Canton in the support of healthy and affordable diet for socially disadvantaged inhabitants within the formerly realised project "Healthy and Affordable Diet" focused on two basic areas. The first of them lies in **visits to shops**, connected with the motivation to purchase healthy foodstuffs, to read packaging, and planning food preparation that ensures the nutritional balance of the diet. Another level is represented by **cooking workshops** and diet education, which should show that it is possible to eat balanced meals cheaply, using simple and balanced recipes.

How to address target groups?

It is not easy to address and stimulate disadvantaged inhabitants to eat healthily, as they have other worries, and large public preventive campaigns on balanced diet only affect them marginally. For this reason, in the course of the project realisation it was very beneficial to find support in **established local or regional structures**, such as reception centres for migrants and socio-medical facilities or other socially supporting organisations that protect people in difficulties. Practical educational "workshops" about diet or cooking practices thus could be organised and integrated directly into the standard activities and courses attended by the given target group, such as French lessons for immigrants.

What is healthy does not necessarily mean expensive

Collaboration with diet specialists or dieticians is necessary for to organise and ensure the activities' support. Along with professional recommendations, it is also important to reflect the economic parameter, i.e. provide to clients **information on expensive or cheap products**. The aim and principal idea of the whole project lies in recommendations that lead healthy diet and low budget into accordance. Substitution of diets based on animal proteins by those on the basis of vegetable proteins, such as cereals or legumes, which are much cheaper, can serve as an example. With respect to the diet plan, it is important to insist on the rules of the food pyramid and norms of nutritional balance, which are little known to the general public.

Activities related to healthy eating are far from over in the project

In order to achieve a stronger and long-term effect, it is also necessary to address representatives from organisations and institutions where this project had been realised, so that the commenced educational activities independently and permanently continued even after its termination. More instructors as well as current users of services are trained in healthy and affordable eating, who can further pass on the main ideas of this activity.

Within the framework of this project there has been created a pedagogical guide entitled "Eat Healthily with a Lower Budget", which has been distributed to all those concerned. The guide (in French) can be freely downloaded from the website www.equiterre.ch/multimedia/references/1119351070_alim_et_petit_budget1.pdf.

A description of the project as such is also available on the link shown below, within the framework of the federal document "Diet and Sustainable Development – Best Practice in the Field of Sustainable Development" (see pg. 5 – "Recipes for a Small Change") www.are.admin.ch/themen/nachhaltig/00264/02601/index.html?lang=fr.



Common visit to supermarket (source: Equiterre)



Cooking workshop (source: Equiterre)

More information:

<http://www.dobrapraxe.cz/cz/datum/kanton-zeneva-zdrave-a-dostupne-stravovani>



HOW TO MAKE THE YOUNG GENERATION EAT HEALTHILY?

South-Moravian Region

In 2008, South-Moravian Region prepared an interesting campaign that had the objective of making high-school students eat more healthily. The campaign was co-created by the students themselves, who came up with ideas on how to make this topic more attractive and “in”.

Eating habits acquired by people in youth have a significant impact on their health for the rest of their life. The diet of high-school students, however, often too much features foodstuffs such as smoked meats, sweets or fried foods, i.e. unhealthy foods from the dietary point of view. The representatives of the South-Moravian Region decided to revert this unfavourable trend and test in 6 schools how to **convince high-school students about the advantages of healthy eating**. The project was joined by SVS Sokolská Brno, the classic and Spanish Grammar School Brno, SVS Jánská Brno, Grammar School Elgartova Brno, Grammar School Boskovice and MSW Letovice.

Healthy eating for a concert!

The project of the South-Moravian Region is unique especially due to the tools and communication means used for addressing high-school students. For instance, there has been created a lively website „I Dig It!“ (www.zeruto.cz), where the readers participate themselves, as they add their contributions, chat or share events. Within the campaign framework there were also concerts, whose supporting activities comprised the tasting of healthy foodstuffs. The campaign was accompanied by mottos such as **YuckFood – Leave It to the Pig!**, in particular the female part of the target group was interested in the positive impacts of a healthy diet on the complexion and a slim figure.

The basic project strategy was divided into two phases:

- **information:** establishment of communication activities - interactive website on healthy diet (www.zeruto.cz), attractive leaflets, posters, billboards, concerts by the SU ZA PLAY group, interesting lectures, discussions on subjects that may be of interest to this target group, research among students,
- **practical:** tasting of healthy foodstuffs – in particular, at concerts and lectures.



Example of leaflet dedicated to the campaign (source: www.zeruto.cz, © Sun Drive Communications s.r.o.)

The whole campaign was realised on a contractor's basis and the company that realised the project was chosen on the basis of a tender. The job deliverable therefore consisted of **complex ensuring of the communication campaign**. Publicity in the media took place in the form of radio spots on school radios, information in school magazines and also in the quarterly Rodinka (Family), which is published in 20,000 impressions and distributed to holders of family passes in the South-Moravian Region.

More information:

<http://www.dobrapraxe.cz/cz/datum/jihomoravsky-kraj-zdrava-vyziva-mladeze-aneb-zerutocz>

Another tip:

Healthy diet of seniors and the handicapped

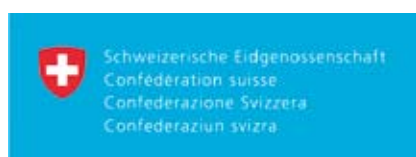
Healthy diet is “in” also in the Healthy Town of Prachatice. Prachatice set themselves the goal of showing seniors and the handicapped how to eat correctly and with balance. For this reason, in 2009 within the framework of Health Days, Prachatice together with the Local Organisation of the Union of Diabetics organised a **gripping lecture, in the course of which participants had the opportunity to taste a whole range of healthy foods**. The town reacted to the success of this lecture in 2010 for instance by the inclusion of the healthy diet topic in the programme of Mobility Week and by collaboration with the Municipal Library, which has prepared a short lecture cycle on the subject. In the form of talks and owing to popular tastings, the handicapped and seniors receive information about how to **change their diet so that it better suits their health condition**.



Tasting food for seniors and disabled people (source: Healthy Town Prachatice)

More information:

<http://www.dobrapraxe.cz/cz/datum/prachatice-zdrave-stravovani-zdravotne-postizenych-a-senioru>



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