



Healthy Cities, Towns, Regions
Czech Republic

ANNUAL REPORT

2017





Healthy Cities, Towns, Regions
Czech Republic



BASIC INFORMATION

HCCZ is an internationally certified association of cities, towns and regions. Healthy cities, towns and regions are good examples of what it means to implement strategic planning and management in practice with active public engagement and with respect to the **environment, health and the quality of life**.

Although the organizational base of this programme is a local authority, it is more than an “administrative activity”. It is primarily a community-based project providing scope for **empowering residents** and for **increasing their interest in public affairs**.

Glance into the history and the present

UN World Health Organization (WHO) is launching the international WHO Healthy City Project and invites major European cities to join. The WHO Healthy Cities programme will soon be established in more than 30 countries in Europe and beyond.

The **Agenda 21 document** was adopted at the **Earth Summit**. (Rio de Janeiro).

Eleven active mayors of the Czech Republic establish the **National Network of Healthy Cities of the Czech Republic (HCCZ)** as the only association of municipalities in the Czech Republic, the statutes of which stipulate that it shall systemically support the practical implementation of the following values: **sustainable development, health and the quality of life** in cities, towns and regions.

The **2030 Agenda** and the **Sustainable Development Goals (SDGs)** were adopted.

The National Network consists of **130 cities**, towns and regions.

1988

1992

1994

2000

2003

2004

2006

2015

2016

2017

Awards and recognitions

Ministry of the Environment Award

Ministry of the Environment Award

Accreditation from the Ministry of the Interior as an education and training institution.

Finalist of the UN Public Service Awards for improving the delivery of public service and the Ministry of the Interior Award for innovation in territorial public administration.

Management of the Association

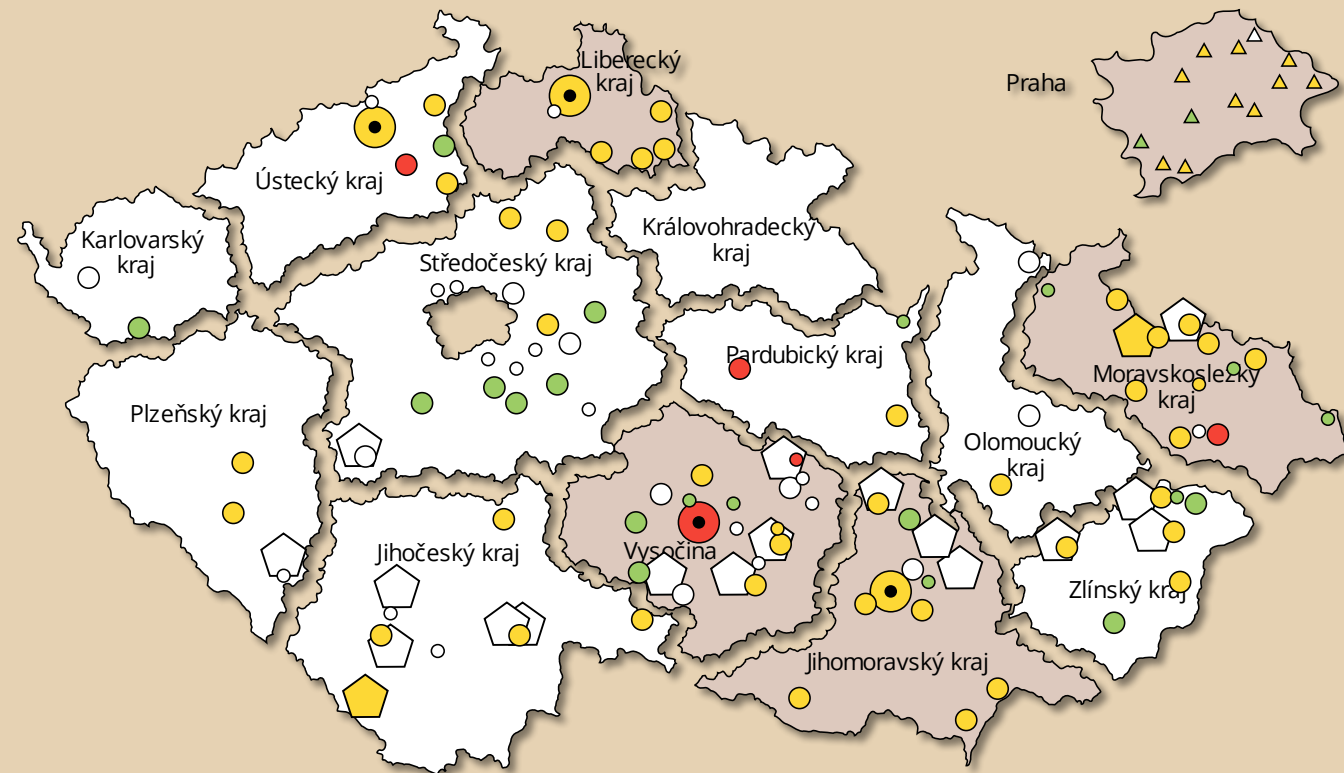
The governing body of HCCZ is the **Advisory Board** made up of the representatives of the political representation of the Association’s members. It is presided by a chairperson and vice-chairpersons. The supervisory body is the Audit Committee consisting of the representatives of member municipalities. The Committee meets with the **Auditing** four times a year and submits proposals to the **General Assembly** composed of all members’ representatives. **The HCCZ Office** headed by the HCCZ Director is in charge of ongoing activities and the running of the association. Similarly, the HCCZ Director serves as a national coordinator of the WHO Healthy City Programme in the Czech Republic.

WEB

ZdravaMesta.cz
HealthyCities.cz

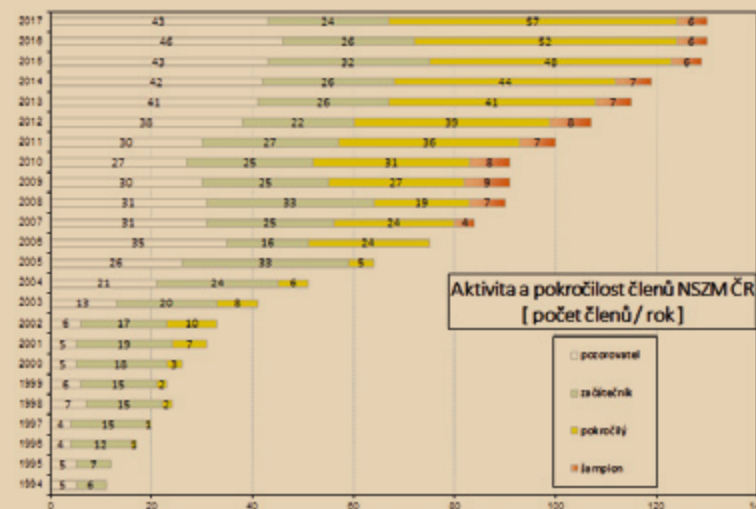


HCCZ has 130 members with regional outreach to over 2,152 cities and towns with 5,423 million inhabitants (52 percent of the population of the Czech Republic).



MEMBERS and "HCCZ LEAGUE"

Champions	6	●
Advanced	57	●
Beginners	24	●
Observers	43	○



1 WE OFFER

- PATRONAGE OF A MAJOR **INTERNATIONAL AUTHORITY** - POSITIVE IMAGE OF THE ASSOCIATION IN THE CZECH REPUBLIC AND ABROAD
- CONSULTATIONS AND ASSISTANCE IN THE FIELD OF **STRATEGIC PLANNING AND MANAGEMENT**
- METHODOLOGICAL SUPPORT FOR **PUBLIC ENGAGEMENT, PARTICIPATION** AND COMMUNITY DEVELOPMENT
- EXPERT SUPPORT AND **EXPERT CONSULTATIONS ON INDIVIDUAL THEMES OF SUSTAINABLE DEVELOPMENT AND THE QUALITY OF LIFE**
- NETWORK **COOPERATION**, EXCHANGE OF EXPERIENCES AND GOOD PRACTICE IN THE CZECH REPUBLIC AND ABROAD
- **EDUCATIONAL AND AWARENESS-RAISING EVENTS**
- PARTICIPATION IN **PILOT ACTIVITIES OF THE ASSOCIATION AND PARTNERS**
- E-MAIL **INFORMATION SERVICE IN NUMEROUS AREAS**
- SUPPORT FOR MEMBERS' **PROJECTS** (EXPERT PARTNERS, RECOMMENDATIONS, INFORMATION ABOUT RESOURCES, PRESENTATION OF OUTPUTS)
- **MEDIA PROMOTION** AND SUPPORT FOR INTERESTING MEMBERS' ACTIVITIES

WEB

ZdravaMesta.cz/sluzby

Services in figures

Personal consultations for members **103**

Public Fora/ number of participants **60 / 4 488**

Youth and School Fora **29**

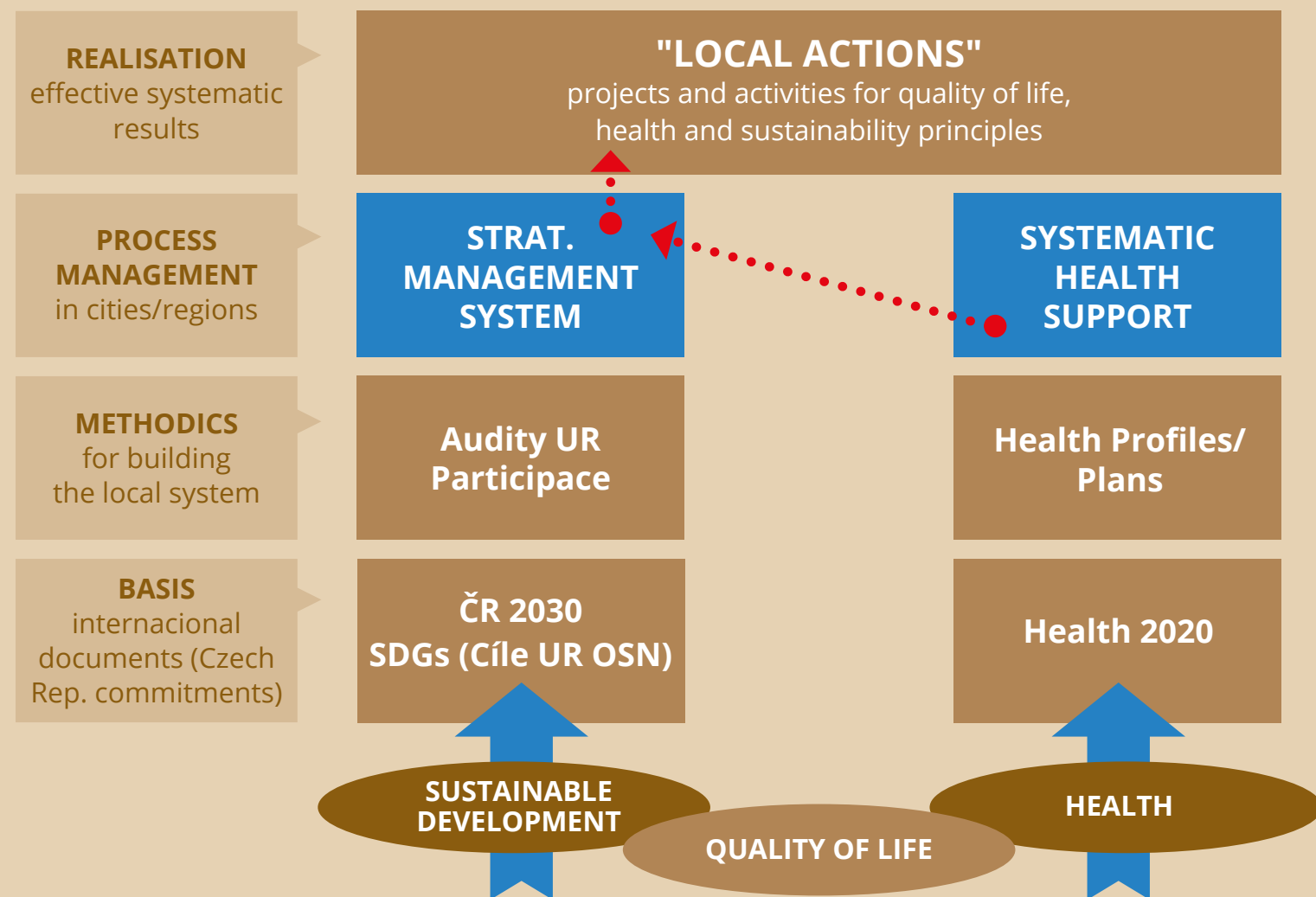
Healthy Cities Schools and other nationwide events/ number of participants **8 / 959**

Accredited trainings at local authorities **12**

International events and negotiations **7**

Healthy City/Region in Czech Republic

sustainable development, health and strategic management



HIGH-QUALITY DEVELOPMENT OF HEALTHY CITIES, TOWNS AND REGIONS



Sustainable development and promotion of quality

○ Czech Healthy Cities receive methodological support to implement the principles of sustainable development in practice and to **introduce methods for quality management**. Healthy cities, towns and regions have long been one of the most advanced in carrying out evaluations according to the LA21 method constituting the majority of the users of this method in the Czech Republic.

○ We provide our members with methodological support to **integrate properly the LA21 method with other methods and tools for quality management** (ISO, EFQM, CAF, CSR, BSC, process management, etc.) in conformity with methodological recommendations of the Ministry of the Interior. Since 2016, we have been providing consultations in this area, including training and tailor-made assistance with its implementation in accordance with the requirements of a particular local authority through a project activity entitled **"PORTFOLIO for integration of quality management systems"**.

HIGH-QUALITY DEVELOPMENT IN FIGURES

63 Healthy cities, towns and regions in categories "Advanced" and "Champion" according to the HCCZ League

22 members with valid Sustainable Development Audits

11 members with a defined health plan or profile

69 methodological sheets in on-line HCCZ Methodology

Health Promotion

○ In accordance with the methodological recommendations of the World Health Organization (WHO) and the Health 2020 Strategy, HCCZ strongly encourages its members to **promote health systemically**. We collaborate with the WHO Office Prague – Czech Republic, the Ministry of Health, the National Institute of Public Health, the Institute of Health Information and Statistics, the Health Literacy Institute and Regional Hygiene Stations.





MANAGEMENT TOWARDS SUSTAINABLE DEVELOPMENT

Sustainable Development Audits

... serve as a tool for self-evaluation of cities in **10 areas** (public administration, economy, transport, health, social area, culture, etc.); they are important analytical documents for devising a strategy. HCCZ provides methodological, expert and technical support. The manual aimed at conducting audits is called **“Sustainable Cities Evaluation Methodology”**, and was developed by HCCZ jointly with **Charles University** and dozens of experts specialized in individual areas. Audits are publicly available in the HCCZ on-line system offering the cities the possibility to benchmark themselves.

PLANNING
FOR HEALTH
IN HEALTHY CITIES



CULTURE
IN HEALTHY CITIES



CLIMATE
PROTECTION
IN HEALTHY CITIES



Pilot activities in 2017

Adaptation to climate change

The Adaptation to Climate Change Strategy of the city of Chrudim was developed in collaboration with the HCCZ experts, the municipal council and the partners of the city. The strategy includes a detailed analysis with a focus on the section with proposals, concrete examples and inspiration from practice, as well as transferability to other places.

Culture

In 2017, HCCZ supported the creation of two unique methodologies in the field of culture. The first one is the **Methodology for mapping cultural and community facilities of the city in connection with the territorial and planning documentation**. The analysis provided a comprehensive overview of available cultural facilities using the GIS data. It will serve as a significant basis for updating territorial and strategic plans of the city. The second methodology entitled **“Methodology for evaluating cultural facilities of the city”** is focused on aspects of cultural organizations which have not yet been evaluated, such as geographical impact of a cultural organization, and the level of artistic quality, etc.

Health

In 2017, the HCCZ members used HCCZ-funded expert consultations to prepare and assess **health plans**. These plans are part of regional/municipal policy frameworks. They address health promotion under the particular circumstances of a given municipality based on an analysis mapping the health status of local residents. Together with experts from the National Network for Health Promotion, an update of the **Health Plan Manual** was carried out.

WEB

ZdravaMesta.cz/publikace





INTERNET TOOLS FOR STRATEGIC MANAGEMENT

HCCZ DataPlan

... is our unique information portal and a system **for sustainable management development**; it is a user-friendly on-line system without the need to install software.

... in the internal environment, it offers comprehensive support not only for Healthy City coordinators and their work.

OUR NEW TOOLS include an inventory of projects with the possibility of assessing the impact of a project on sustainable development, the passports aimed at keeping records of municipal immovable property with regard to energy management, and a tool to manage subsidy titles and much more.

MOZAIC of sustainable development methodologies and indicators

... a new portal developed by HCCZ in cooperation with Charles University aimed at guiding experts from strategic sectors and experts from other fields through the multiplicity of methodological documents and monitored indicators.

Database of Strategies

... is not only a **national library of strategic documents**, but also a sophisticated database system based on the platform of the HCCZ DataPlan. It can thematically and functionally interconnect strategic goals, measures and other parameters from the international level, as well as ministerial documents to the regional and local levels.

Thematic health portals

Medical professionals and the representatives of cities, towns and regions can use our **ZdravotniPlan.cz**. It enables them to sort out the goals of approved plans in accordance with the goals of international documents, such as the Health 2020, the Health 21 and the themes of sustainable development. Additionally, **HealthImpact.cz** is being currently pilot-tested. Health Impact Assessment (HIA) is a practical method designed to assess potential impacts of policies, programmes or projects on the public health.

The Database gathers

821 recent strategies

29 international doc.

241 national doc.

180 regional doc.

183 LAG and microregions

188 cities and towns

404 archived strategies

245 000 views per year

WEB

ZdravotniPlan.cz
HealthImpact.cz





WEB

ZdravaMesta.cz/forumZdravaMesta.cz/mladeforumZdravaMesta.cz/kampane

PLANNING WITH THE PUBLIC, COMMUNITY CAMPAIGNS

60 Healthy Cities Fora / **4 488** participants

... or planning events dealing with the overall development of a particular place were held in 2017. The participants

identify “10P – Ten Priorities” of a particular municipality or region to be subsequently verified by a survey or a poll. These events are facilitated for free by the HCCZ representatives who also provide methodological guidance as to their preparation.

The collaboration with the public involves the organization of, and participation in **national and international campaigns and initiatives**. HCCZ provide media support to its members for the following events, in particular: *Earth Day, World No Tobacco Day, National Days without Injuries, European Mobility Week and Day without Cars, Health Days, and World Health Day*. Furthermore, the Association encourages municipalities and regions to join initiatives such as *Let's Clean the Czech Republic, March of All Generations, Fair Trade promotion, European Sustainable Energy Week, European Sustainable Development Week, Earth Hour*, and much more.

29 youth and school Fora

... enable pupils and students to discuss the development of their municipalities and schools. The objective of the event is, among others, to arouse interest in children and students in public affairs. HCCZ provide active methodological support for, and facilitation of the youth and school fora; **a promotional film was created**.

25 emotional maps

... were created all over the Czech Republic in 2017. Emotional maps, which are attractive complements to public meetings, are used in a regular office format or a GIS layer.

1 intensive course on participation

... besides standard accredited training courses on public engagement, HCCZ provided the Prague municipal districts with a two-day course on public engagement and the techniques of participation.





2 WE ARE LEARNING FROM ONE ANOTHER MEETINGS TO SHARE INSPIRATION

3 Healthy Cities Schools

Two-and-a-half-day accredited training courses for coordinators and political leaders; the sharing of experiences, hands-on skills training, practising in front of the camera...

- March – *Spring School (Třebíč)*
- June – *Summer School (Moravská Třebová)*
- November – *Autumn School (Vsetín)*

12 accredited courses

"Sustainable Development Principles in connection with strategic planning and the quality of life"

1 annual Sustainable City 2017 Conference

- December - *Prague*

4 Healthy Cities Schools

Nationwide meetings to discuss selected topics of sustainable development and the quality of cities and towns

- February – *Thematic section: "Quality and Strategy"*
- March – *Meeting of Healthy Prague municipal districts*
- April – *Discussion meeting on the topic of "Efficient financial management of cities, regions and their organizations"*
- May – *Meeting of Healthy Regions*

5 webinars

An on-line interactive methodological and consultation seminar for coordinators

- February, April, May, September, December

WEB

ZdravaMesta.cz/akce



301 thematically sorted examples from **85** places of the Czech Republic and abroad

3 101 short inspirations – small projects, inspirational events or activities

As a complement intended for individual target groups, we operate cross-cutting thematic portals with inspiration, plans and partners:

Age Friendly Cities
Youth Friendly Cities
Cities and Physical Activity

WEB

DobraPraxe.cz

MestoMladym.cz

MestoSeniorum.cz

MestoPohyb.cz

ON-LINE INSPIRATION

We purposefully seek and promote good practice examples – best practices and solutions which also include elements of innovations, new thoughts and ideas. Therefore, we create space and motivation for mutual learning and the sharing of know-how and experiences.

In 2017, as a complement to the **DOBRÁPRAXE.CZ** (Good practice) database, we have continued to develop our unique web signpost called “**SUSTAINABLE DEVELOPMENT GALLERY**”. It comprises 11 themes of sustainable development, and for each theme you will find interesting inspiration from cities, towns and regions: good practices and “short inspirations”, links to particular themes included in strategies and policy frameworks, specialized sustainable development audits, contacts and links to other interesting Czech and foreign resources.

Our thematic portals offer...

- ... best practice and interesting inspiration
- ... examples of thematic strategies and policy frameworks
- ... useful links to Czech and foreign information resources
- ... possibility of joining thematic e-conferences and webinars, and of following our Facebook, videos, and much more

Sustainable development themes

Public Administration and Territorial Development
 Environment Sustainable Consumption and
 Production Transport and Mobility Health Local
 Economy Education and Training Culture and Leisure
 Social Environment Agriculture and Rural Areas
 Global Responsibility





3 HOW WE COMMUNICATE

6 on-line Newsletters

Distribution to over **2,000** e-mail addresses in the Czech Republic and to more than **300 foreign** addresses

– our partners from Europe, the USA or Australia.

Our **Inspiromat intended for towns and regions** and packed with **news, events** and good practice is distributed to all interested parties three times a month.

11 thematic e-mail conferences

Our databases contain more than **4,500 registered** addresses.

14 284 people subscribed to and liked our HCCZ Facebook.

The Linked In profile of Healthy Cities is also very popular. Our portfolio of social networks has been recently enlarged by **Instagram** and **Twitter**.

31 569 visits were recorded on the website of ZdravaMesta.cz in 2017, other portals of the association receive about 2,000 visits each month.

HCCZ promotional video



A new promotional video called **Zdravé město je... (The Healthy City is...)** was created according to the new WHO communication strategy.

Popular **video channel** with topical and interesting media coverage from cities, towns and regions.



WEB

ZdravaMesta.cz/zpravodaj

ZdravaMesta.cz/ekonf

Facebook.com/NSZM.cz

ZdravaMesta.cz/video

Instagram.com/zdravamesta/

Twitter.com/ZdravaMesta





INTERNATIONAL PARTNERS AND MEMBERSHIP IN INTERNATIONAL ORGANIZATIONS



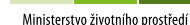
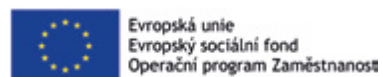
NATIONAL PARTNERS



MEDIA PARTNERS



GRANTS IN 2017





Healthy Cities, Towns, Regions
Czech Republic

WE OFFER

PATRONAGE OF A MAJOR INTERNATIONAL AUTHORITY

PROJECT
SUPPORT

CONSULTATIONS AND ASSISTANCE

MEDIA PROMOTION

NETWORK COOPERATION,
EXCHANGE OF EXPERIENCE

EXPERT SUPPORT FOR
SUSTAINABLE DEVELOPMENT
AND QUALITY OF LIFE

GOOD PRACTISE

POSITIVE IMAGE

EDUCATIONAL AND AWARENESS-RAISING EVENTS

PARTICIPATION ON PILOT ACTIVITIES

E-MAIL INFORMATION SERVICE



ANNUAL
REPORT

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