



Healthy Cities, Towns, Regions  
Czech Republic



## ANNUAL REPORT

# 2018







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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

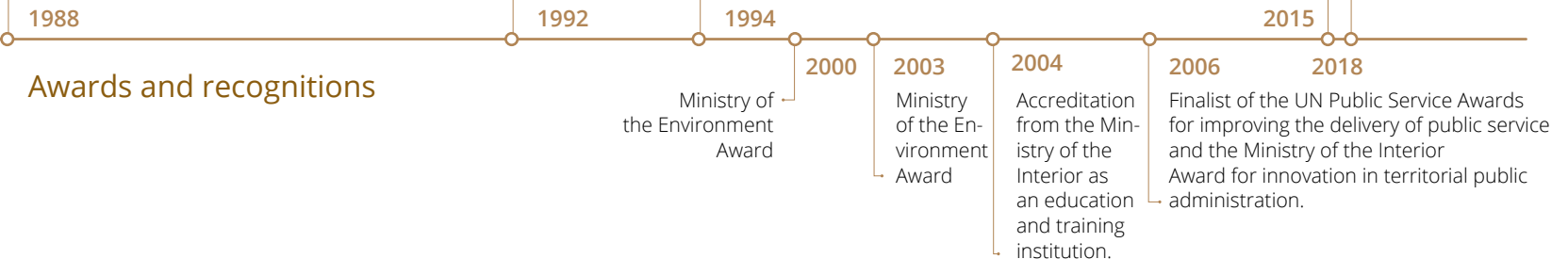
**UN World Health Organization (WHO)** is launching the international WHO Healthy City Project and invites major European cities to join. The WHO Healthy Cities programme will soon be established in more than 30 countries in Europe and beyond.

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 **131 cities, towns and regions**.



### Awards and recognitions

### 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.

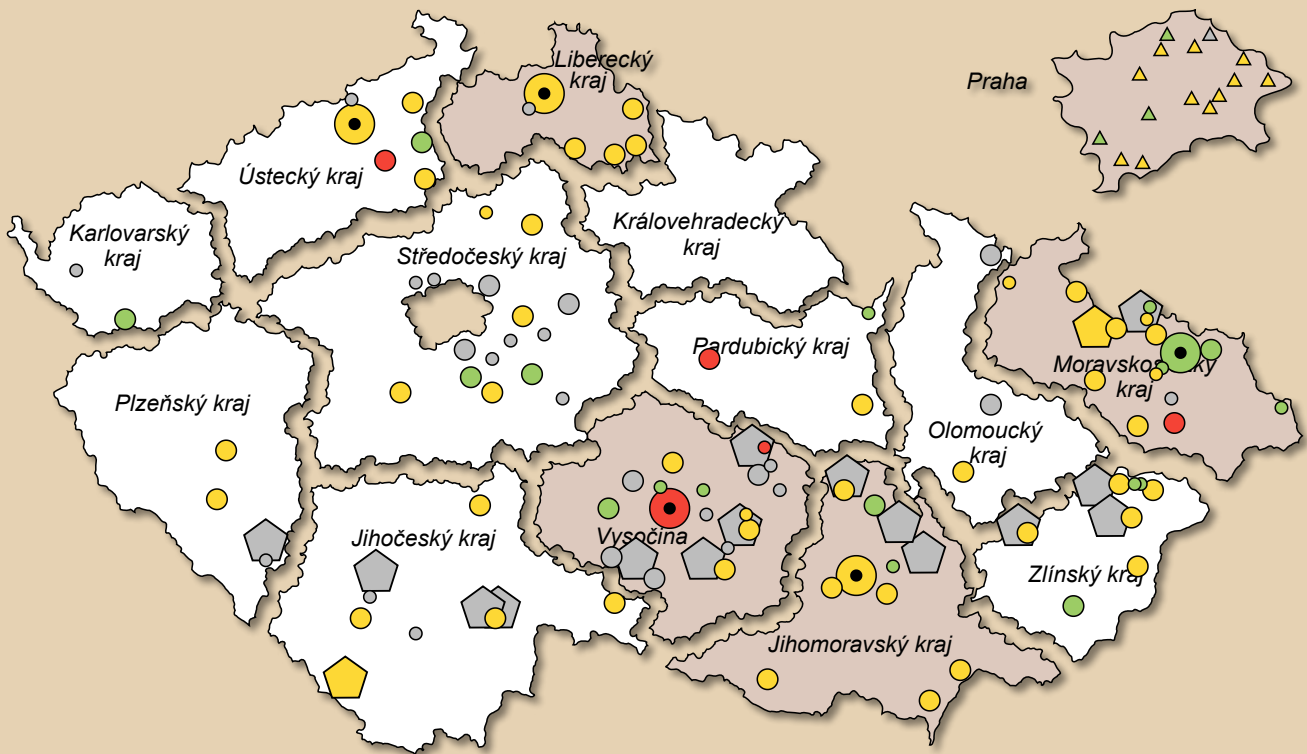
WEB

ZdravaMesta.cz  
HealthyCities.cz



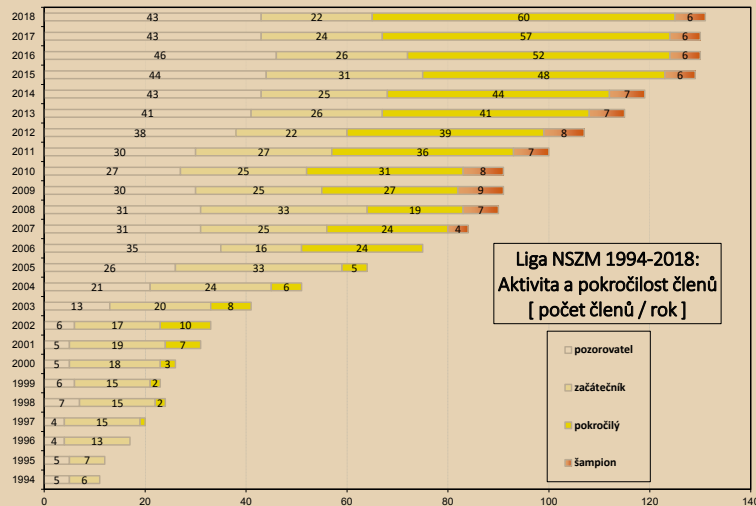


HCCZ has 131 members with regional outreach to over 2,109 cities and towns with 5,39 million inhabitants (51 percent of the population of the Czech Republic).



#### MEMBERS and "HCCZ LEAGUE"

Champions	6	●
Advanced	60	●
Beginners	22	●
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](http://ZdravaMesta.cz/sluzby)

## Services in figures

In-house consultations for members **105**

Public Fora **51 / 3 843** participants

Youth and School Fora **32**

Healthy Cities Schools and other nationwide events **9 / 705** participants

Trainings in member cities **5**

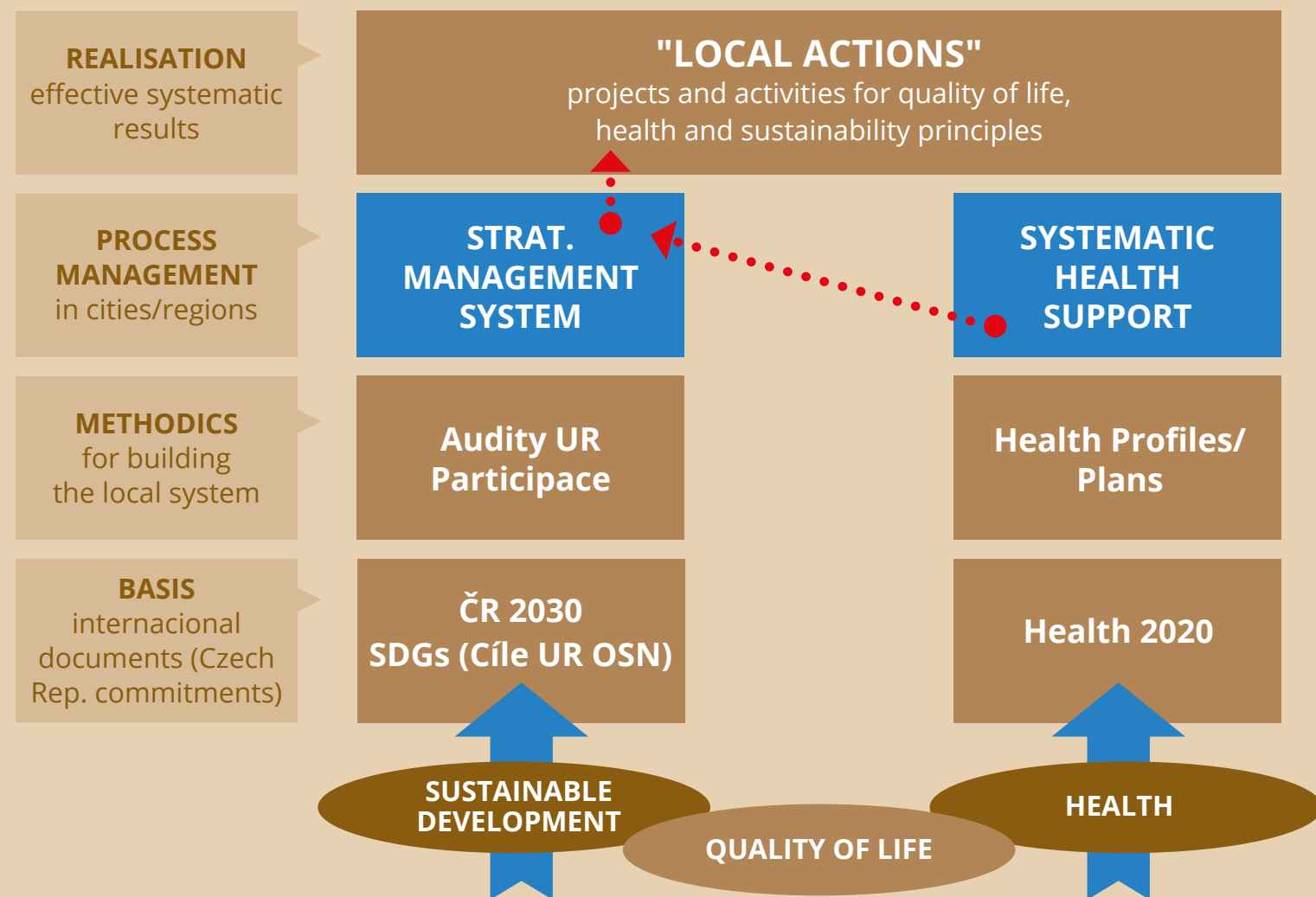
International events and negotiations **6**

Webinars and eConsultations **9**



## 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

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

**26** 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 used in the evaluation of the LA21 method but are generally useful as an important analytical input for development strategy and planning. Guidance for Audits is the **Methodology of sustainable cities assessment**, which HCCZ develops with **Charles University** and dozens of experts. The methodology is approved in the WG LA21, the Ministry of the Environment provides funding of the UR Audits.

## Healthy Cities and Regions with UR Audits in 2018

Complex opposed audits in quality A LA21: Chrudim, Litomerice / in quality B MA21: Jihlava, Koprivnice. Sub-thematic Audits in Quality C LA21: Benesov, Bory, Breclav, Hodonin, Jilemnice, Novy Jicin, Opava, Praha 8, 12, 18, 20, 21, Prachatice, Steti, Tabor, Turnov, Valasske Klobouky, Valasske Mezirici, Velke Mezirici, Vitkov, Vsetin, MAS Rozkvet.

## Pilot activities in 2018

### Health

In 2018, the towns of Valasske Mezirici, Kromeriz, Tabor as well as others 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.

### Financial health of the city as a corporation

In cooperation with experts, the area of financial management of the public corporation Dačice, i.e. city and its organizations was solved. On the basis of the information and data obtained during the analysis, measures suitable for maintaining or improving the financial health of the public corporation were proposed.

### Sustainability indicators in housing

With the experts from the Faculty of Architecture of the Czech Technical University, work has started on the search for indicators that will assess housing and help cities set appropriate conditions for its sustainable development. Pilot implementation is in progress in Benesov.



WEB

[ZdravaMesta.cz/publikace](http://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

**1 136** recent strategies

**50** international doc.

**265** national doc.

**198** regional doc.

**194** LAG and microregions

**429** cities and towns

**508** archived strategies

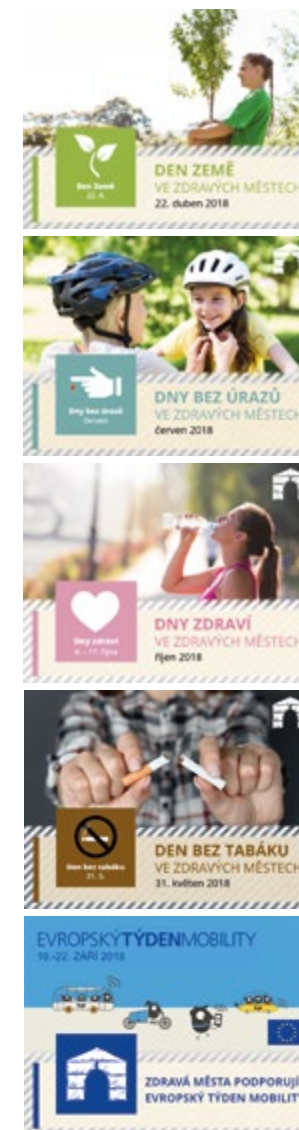
**233 000** views per year

WEB

ZdravotniPlan.cz  
HealthImpact.cz







#### WEB

[ZdravaMesta.cz/forum](http://ZdravaMesta.cz/forum)

[ZdravaMesta.cz/mladeforum](http://ZdravaMesta.cz/mladeforum)

[ZdravaMesta.cz/kampane](http://ZdravaMesta.cz/kampane)

## PLANNING WITH THE PUBLIC, COMMUNITY CAMPAIGNS

### 51 Healthy Cities Fora / 3 843 participants

... or planning events dealing with the overall development of a particular place were held in 2018. 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.

### 32 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.

### 9 emotional maps

... were created all over the Czech Republic in 2018. Emotional maps, which are attractive complements to public meetings, are used in a regular office format or a GIS layer.

### 12 e-polls to check the outcomes of the Forum

... using a poll, cities and municipalities can verify the Healthy City Forum's outputs for a wider spectrum of respondents.

### 2 intensive courses on participation

... besides standard accredited training for public engagement, the HCCZ provided a two-day course for public engagement and techniques of participation to the cities of Tabor and Roznov pod Radhostem.







## 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 (Dacice)*
- June – *Summer School (Roznov pod Radhostem)*
- October – *Autumn School (Breclav)*

### 6 Educative and discussions events

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

- February – *Seminar: Good places to live*
- March – *Meeting of (not only) Healthy city districts*
- April – *Discussion meeting on the topic "the health of citizens – a topic before the municipal elections"*
- May – *Meeting of (not only) Healthy districts*
- May – *Thematic section - Clever and sustainable city*
- June – *Discussion workshop: Sustainable energetics in towns*

### 5 courses in the offices

"Principles of sustainable development in coherence with strategic planning and quality of life"

- Usti nad Labem, Prague 12, Hodonin, Tabor, Roznov pod Radhostem

### 6 eConsultations

An online interactive methodological and consultation seminar for coordinators

- January, March, April, May, October, November

### 3 webinars

An on-line interactive methodological and consultation seminar for coordinators

- February - Innovative approaches to cultural planning
- June - Passport of city-owned buildings
- September - Financial resources and tools for sustainable energetics

WEB

ZdravaMesta.cz/akce







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

**3 141** 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**

## 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 2018, 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



### WEB

DobraPraxe.cz

MestoMladym.cz

MestoSeniorum.cz

MestoPohyb.cz







# 3 HOW WE COMMUNICATE

## 7 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.

## 15 531 people subscribed to and liked our HCCZ Facebook.

The Linked In profile of Healthy Cities is also very popular. In the association's family of social networks Instagram and Twitter has also earned its irreplaceable place.

## 30 863 visits were recorded on the website of ZdravaMesta.cz in 2018, other portals of the association receive about 2,000 visits each month.

## HCCZ promotional video



The new **videospot** answers in short inputs the questions: What strikes you first when we say Healthy city, town, region? What service do you most appreciate? For how many years has the city, town, region been a member of the HCCZ Association? What can you as a Healthy city, town, region boast? What do you stand out in?

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



### WEB

[ZdravaMesta.cz/zpravodaj](http://ZdravaMesta.cz/zpravodaj)

[ZdravaMesta.cz/ekonf](http://ZdravaMesta.cz/ekonf)

[Facebook.com/NSZM.cz](https://Facebook.com/NSZM.cz)

[ZdravaMesta.cz/video](http://ZdravaMesta.cz/video)

[Instagram.com/zdravamesta/](https://Instagram.com/zdravamesta/)

[Twitter.com/ZdravaMesta](https://Twitter.com/ZdravaMesta)















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# 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



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**Healthy Cities of the Czech Republic**

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2018