

DSSMR 2021+

Development Strategy
of the South Moravian Region 2021+



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Concise analytical part



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INTRODUCTION

What you have received is a concise version of the analytical part of the Development Strategy of the South Moravian Region 2021+ (hereinafter referred to as “DSSMR 2021+”), which presents an overview of the main reference points and trends identified on the basis of the implemented analytical work and discussed in greater detail within the expert working groups.

The Development Strategy of the South Moravian Region 2021+ is a conceptual document that defines the specific objectives and thematic measures to achieve sustainable development of the South Moravian Region until 2030. The strategy, or rather its proposal part, is structured into the following areas, which represent separate priority axes:



Education and sports;



Healthcare and social services;



Transport infrastructure and serviceability of the area;



Environment, technical infrastructure, rural development and agriculture;



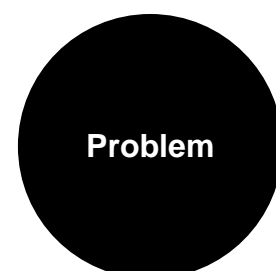
Competitiveness, entrepreneurship, innovation and research;



Public administration, amenities, culture, tourism and security.

Strengths, potential and problems are then defined for each of these priority axes.

Strengths represent key facts that create absolute or relative comparative advantages of the South Moravian Region in relation to other regions. The aim is to exploit all these advantages for the sustainable development of the South Moravian Region to the benefit of its inhabitants. Potential summarizes the most important opportunities in the region. Problems then constitute challenges that must be faced.



A complete analysis of the current state of the South Moravian Region, including a sectoral and regional analysis, is offered in the full version of the analytical part of the DSSMR 2021+. The full and concise versions of the document are available at www.lepsikraj.cz.

STRENGTHS



Presence of quality universities and scientific research institutions enabling the development of human capital.



Good accessibility of regional health facilities from the point of view of the citizens of the South Moravian Region and the possibility of their direct management.



Quality integrated transport system of the South Moravian Region.



Developed rural and agricultural areas including related technical infrastructure.



High entrepreneurial activity, competitiveness and a significant share of high value-added sectors.



Significant natural, cultural and historical heritage of the region.

POTENTIAL



Development of infrastructure and system tools in the field of education and sports, including the promotion of active leisure.



Use of technology and innovative approaches in healthcare and social services, including support for systemic integration of these services.



Development, reconstruction and modernization of key components of transport infrastructure and support for increased use of environmentally friendly forms of transport.



Development of efficient, modern and environmentally friendly solutions leading to sustainable agriculture and environmental improvement.



Systematic support aimed at growing the innovation potential of the region and strengthening the digital infrastructure.



Development of the region to improve the quality of life of its citizens and to increase interest in less visited areas of the region.

PROBLEMS



Lack of qualified staff in education and sports.



Existence of significant territorial disparities and increasing need for healthcare and social services in connection with demographic development.



Insufficient financial and legal-technical support for new construction of transport infrastructure.



Deepening impacts of extreme hydro-meteorological phenomena due to the low preparedness of the region for climate change and a decline in the ecological stability of the territory.



Existence of significant economic and social disparities in the region and the outflow of human and economic capital outside the region.



Obsolescence of public administration, non-cooperation and low readiness of the region for new local and global challenges.



Strenghts

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GOOD FACILITIES FOR HUMAN CAPITAL DEVELOPMENT

“Presence of quality universities and scientific research institutions enabling human capital development.”



Education

The South Moravian Region is one of the main centers of higher education in the Czech Republic (also referred to as “CZ”), where the presence of universities positively influences the supply of skilled labor and thus positively stimulates the competitiveness of the region. The South Moravian Region (with a value of 22.6% as of 2018) is the **second-best region** in the Czech Republic (average 19.4%) in **terms of the share of people with a university degree**.

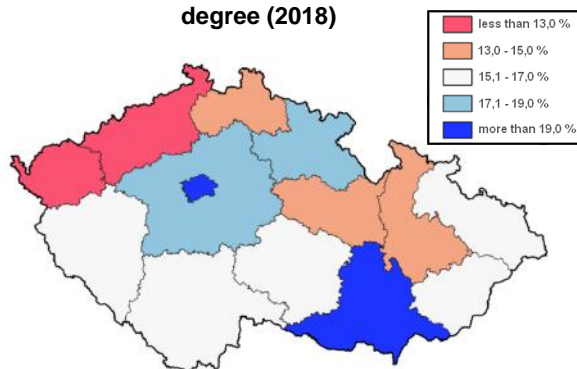
Educational and other scientific research institutions

In today's interconnected economy, science and research are key tools for making an impact in growing and demanding global markets characterized by high added value.

The South Moravian Region is home to several high-quality institutions that have recorded extraordinary successes, especially in mechanics, physics, biophysics, biology, chemistry, oncology and environmental fields. The most important educational scientific research institutions include the research departments of **Masaryk University**, the **Technical University**, the **Mendel University in Brno**, the **University of Veterinary and Pharmaceutical Sciences** and the **University of Defense**.

The South Moravian Region, together with universities and the city of Brno, creates suitable conditions for close cooperation between science and research institutions and the private sector, for example through the activities of the South Moravian Innovation Centre. This was

Percentage of people with a university degree (2018)



Source: Own processing, Czech Statistical Office

created based on the implementation of the Regional Innovation Strategy of the South Moravian Region and is one of the most successful projects in the field of innovation support tools in the Czech Republic. **Since 2014, the South Moravian Innovation Centre has supported 229 companies, thanks to which 1,700 new jobs have been created.** Other important research institutions include the Professor List Science and Technology Park, the TITC Science and Technology Park and Business Incubator, Biology Park Brno, CEITEC, BIC Brno and the Brno South Business Incubator.

In terms of the comparison of financial resources **allocated to the areas of science and research, the South Moravian Region with CZK 13,800 per capita as at 2018 is far above average in comparison with other regions** (the average of the Czech Republic was CZK 9,600 per capita in the same year).

Key facts

- Presence of universities and major scientific and research institutions and centers.
- Educational structure with a high proportion of the population with a university degree.
- Set system of support for activities that develop the talent, entrepreneurship and creativity of pupils and students.
- Set system of support for sporting activities.



AFFORDABLE HEALTHCARE

“Good accessibility of regional health facilities from the point of view of the citizens of the South Moravian Region and the possibility of their direct management.”



Healthcare

The strength of the South Moravian Region is the good accessibility of the regional hospitals, of which there are nine. This fact allows the region significant **capacity for action** and direct management. Together with other hospitals in the region, there is a total of **23 hospitals with a total capacity of 7,454 beds**. In terms of inter-regional comparisons, the region is above average in terms of the number of acute care beds per 1,000 inhabitants, with a value of 5.1 beds, while the average for the Czech Republic is 4.4 beds. Additionally, the number of doctors and healthcare workers with professional qualifications increased by 9% between 2013 and 2018, which is an important prerequisite for improving the quality of healthcare.

Social services

A total of 429 social services are currently provided to clients in the South Moravian Region. Between 2013 and 2018, the total capacity of selected residential facilities increased by more than 6%. Furthermore, in the same period the number of unfulfilled requests for social services decreased by 40.7%. **In this context, it is clear that despite the higher need caused by an ageing population, the situation in the region is improving. This is mainly due to the transformation of social services, where outpatient and outreach care for the elderly and the needy in their natural environment is being significantly strengthened.** The region's family policy focuses primarily on supporting autonomous families based on stable, lifelong relationships.

Healthcare parameters	2013	2018
Number of doctors in the region*	5 805	6 322
Population per doctor	202	188
Number of healthcare workers with qual.	12 790	14 167
Number of hospitals	21	23
Number of beds in hospitals	7 156	7 454
Number of specialized treatment institutes	9	8
Number of beds in treatment institutions	1 312	1 071

Source: Institute of Health Information and Statistics of the Czech Republic, Czech Statistical Office.

Number of beds in residential facilities	2013	2018
Homes for seniors	3 072	2 732
Homes with special regime	2 469	3 262
Homes for disabled persons	1 295	1 137
Sheltered housing	167	341
Outstanding requests	2013	2018
Homes for seniors	11 573	5 100
Homes with special regime	4 478	4 026
Homes for disabled persons	316	317
Sheltered housing	157	344

Source: Czech Statistical Office

Key facts

- Presence of major regional healthcare facilities.
- Functioning system of community planning of social services.
- Set system of support for independent living for people with disabilities.
- Functioning system of family policy support in the region.
- Quality education system in the healthcare and social sectors.

*Data on the number of doctors are calculated as the sum of the number of full-time jobs of individual doctors in healthcare institutions.



WELL-DEVELOPED PUBLIC TRANSPORT SYSTEM

“High-quality integrated transport system of the South Moravian Region.”



Integrated public transport system (ITS)

The South Moravian Region has a very high-quality integrated transport system (hereinafter referred to as “SMR ITS”). Its backbone is the railway network, which consists of a total of 20 railway lines, with a total length of about 780 km. **The integrated transport system in the region is rated as one of the best in the Czech Republic and is even an inspiration abroad.**

The integrated transport system currently has **324 lines**. On weekdays, approximately 20,000 connections are dispatched, with a year-round transport performance exceeding 814 million passenger-kilometers (transporting one person over a distance of one kilometer). The backbone infrastructure in the field of air transport in the South Moravian Region is the **Brno-Tuřany International Airport**.

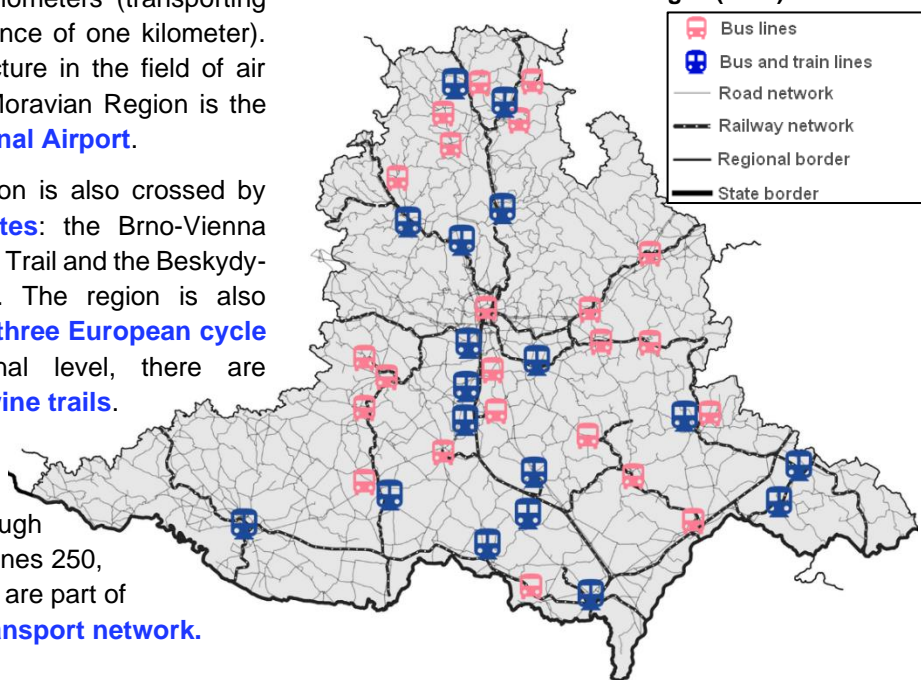
The territory of the region is also crossed by **important cycling routes**: the Brno-Vienna cycle route, the Moravian Trail and the Beskydy-Carpathian cycle route. The region is also crossed by **sections of three European cycle routes**. At the regional level, there are significant **sections of wine trails**.

A number of **international railway corridors** also pass through the region. Specifically, lines 250, 260, 330 and 340, which are part of the **European TEN-T transport network**.

Public transport in the region (mil. persons)	2013	2018
Persons transported within the SMR ITS	448	454
of which by public bus transport	70	69
of which by city public transport	357	365
- trams	194	192
- trolleybuses	44	46
- buses	119	127
Passenger transport by rail within the region	23	21

Source: Transport Yearbook; DATA.BRNO; KORDIS South Moravian Region

Location of interchanges (2019)



Source: Own processing, Integrated Transport System of the South Moravian Region, KORDIS South Moravian Region

Key facts

- High-quality and functional integrated transport system of the South Moravian Region.
- International rail and road corridors passing through the region and its favorable geographical location.
- Presence of the Brno-Tuřany International Airport.
- Suitable conditions for bicycle transport.



VIBRANT AND WELL-EQUIPPED RURAL AREAS

“Developed rural and agricultural areas including related technical infrastructure.”



Rural areas and agriculture

The rural areas of South Moravia are vibrant and developed. This is closely linked to the presence of agriculture and the **high popularity and quality of local and regional products**. The territory of the South Moravian Region has generally very good conditions for agricultural production, with 59% of the territory being agricultural land. There is also a **high proportion of high-quality soils of the highest credit value and soils with above-average production capacity**.

Technical infrastructure

In the region, **an above-average proportion of the population lives in houses connected to the water supply network and sewerage systems** leading to wastewater treatment plants. In 2018, 95.1% of the region's population was supplied with drinking water from public water supply systems within the monitored area. The share of losses from water produced and intended for public use in the South Moravian Region (10.3%) is the lowest in the Czech Republic (average 15.8%). This fact speaks for the good condition of the water supply network. The proportion of houses connected to the sewerage network is 89.9% (the national average is 85.5%), and 98.8% of this water is then treated by sewage treatment plants.

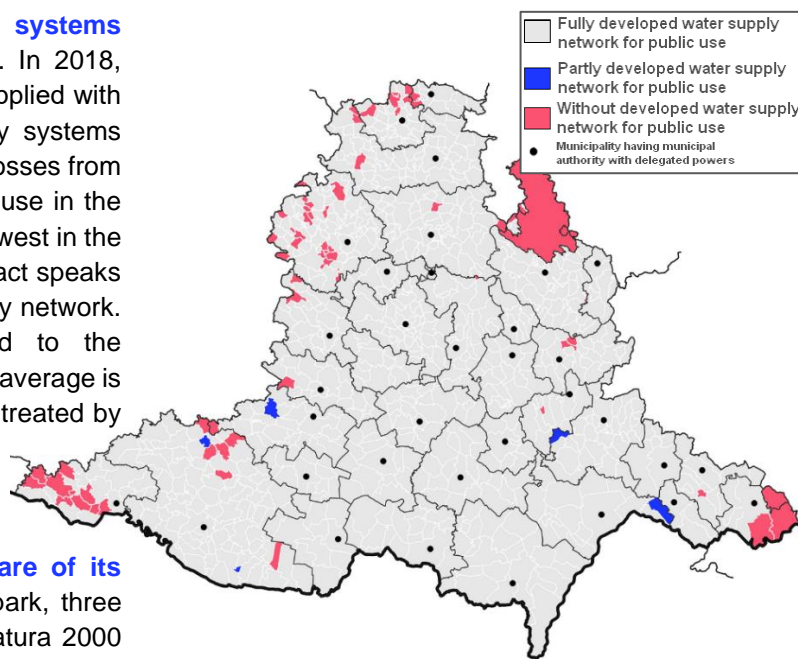
Environment

The **South Moravian Region takes care of its natural wealth**. There is one national park, three protected landscape areas and eight Natura 2000 bird sanctuaries in the region.

Soil conservation class (2019)	SMR	CZ
Most valuable soils in terms of credit	26%	20%
Soils with above average production capacity	32%	20%
Soils with average production capacity	14%	23%
Soils with predominantly below average production capacity	17%	18%
Soils with very low production capacity	11%	19%

Source: Research Institute of Melioration and Soil Protection

State of the water supply network (2019)



Source: Own processing, Czech Statistical Office

Key facts

- High proportion of the population living in houses connected to wastewater treatment plants and public water supply.
- Popularity of regional agricultural products.
- High proportion of areas with rich biodiversity.
- Existence of a high-capacity municipal waste-to-energy facility in Brno.



ENTERPRISING AND COMPETITIVE REGION

“High entrepreneurial activity, competitiveness and a significant share of high value-added sectors.”



Economy

The South Moravian Region is the second most economically powerful region in the Czech Republic, after the Capital City of Prague. Total gross domestic product (GDP) **increased by 19.7% between 2013 and 2018**, reflecting the region's high dynamism. The city of Brno contributes significantly to the GDP growth of the South Moravian Region, having reached 147% of the EU average in terms of GDP per capita in 2018. The South Moravian Region currently generates 10.8% of the Czech Republic's GDP.

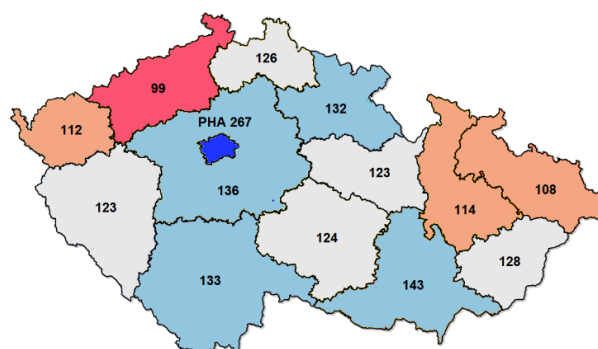
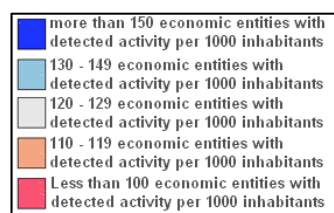
Entrepreneurship and competitiveness

The region has a **high level of entrepreneurial activity and competitiveness within the Czech Republic** (in terms of the entrepreneurial activity index, the South Moravian Region is the second-best region in the Czech Republic with 143 economically active entities per 1,000 inhabitants). Between 2013 and 2018, the number of economic entities with more than 250 employees increased the most, by 11.5%.

Conditions for enterprise

The region is home to quality scientific and research institutions (described in more detail on page 6) and a number of entities directly supporting entrepreneurship and innovation: the South Moravian Innovation Centre, South Moravian Centre for International Mobility and Regional Development Agency of South Moravia. Together with the favorable educational structure of the population, this creates good conditions for business. This is confirmed, for example, by the growth of the ICT cluster in the South Moravian Region, which is one of the most important in the Czech Republic.

Interregional comparison in terms of number of economic entities with detected activity (2018)



Source: Own processing, Administrative register of economic entities

Key facts

- Presence of universities and major research and development institutions and centers.
- Presence of entities supporting entrepreneurship - South Moravian Innovation Centre, South Moravian Centre for International Mobility and Regional Development Agency of South Moravia.
- Favorable educational structure with a high proportion of university-educated inhabitants.
- Diversified economy and employment growth in higher value-added industries (ICT).
- High level of entrepreneurial activity and competitiveness compared to other regions.
- Population growth of the region and migration attractiveness of Brno and its surroundings.



WEALTHY REGIONAL HERITAGE

“Significant natural, cultural and historical heritage of the region.”



Tourism

The **South Moravian Region is the second most visited region in the Czech Republic**, with **2.04 million visitors** in 2018 alone. The territory of the South Moravian Region is divided into five tourist areas forming continuous territorial units. These tourist areas include Brno and its surroundings, the Moravian Karst and its surroundings, Pálava and the Lednice-Valtice compound, the south-western part of Slovácko, Znojmo and Podyjí. **Brno** is the most visited tourist destination, with about half of the total number of visitors in 2018. The **Lednice-Valtice compound** is also very popular, with 574,000 visitors in the same year.

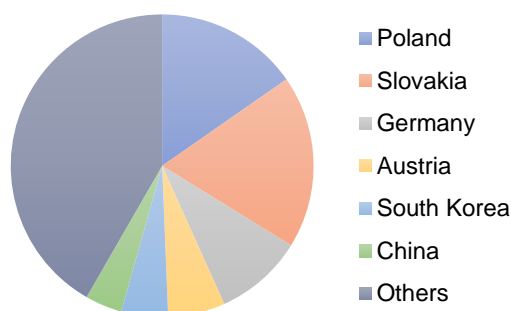
An important event is the World Road Motorcycle Championship - **Moto GP**. This is held annually at Brno's Masaryk Circuit, attracting over 180,000 visitors. The global viewership of the Moto GP series is in the hundreds of millions.

Cultural, natural and historical monuments

There are many natural, cultural and historical monuments in the region, which create a wide range of attractions for tourism (among others, the presence of **UNESCO** monuments - **the Lednice-Valtice compound, Villa Tugendhat, Slovácký verbuňk male folk dance and the Ride of the Kings folk custom**).

Thanks to these traditions and suitable conditions, **cycling, wine** tourism and gastronomy in general are on the rise in the South Moravian Region.

Structure of foreign visitors (2018)



Source: Own processing, Czech Statistical Office

Civic amenities, security

The **intensity of housing construction** is highest along the north-south axis of the South Moravian Region, the number of inhabitants in the urban and suburban parts of the region is increasing and the capacity of housing stock is increasing.

In terms of security, the South Moravian Region is among the regions with a **lower crime rate** than the national average, which is reflected in the perception of the South Moravian Region as a safe place.

Tourist destination	Visitors in '000 (2018)
Aqualand Moravia	792.8
Lednice State Chateau	394.1
Brno Zoo	330.1
Vida! Science Center	259.3
Punkva Cave and Macocha	217.0
Valtice State Chateau	194.4
Vyškov Zoo Park	193.2

Key facts

- Cultural diversity and traditions in the region.
- Wide range of attractions for tourism.
- Location of important tourist destinations and UNESCO sites.
- Growing attractiveness of wine tourism, gastronomy and cycling.
- High number of visitors to the region, low crime rate in the region.
- Patriotism of the population and strongly rooted shared value chains.
- Increasing capacity of housing stock in the region.



Potential

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INFRASTRUCTURE DEVELOPMENT AND SYSTEM SUPPORT

“Development of infrastructure and system tools in the field of education and sports, including the promotion of active leisure.”



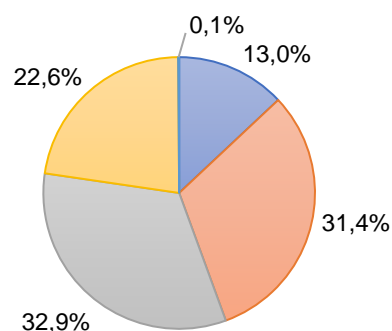
Education

The region of South Moravia has a superior higher education system, which is reflected in the educational structure of the population, in which there is a higher representation of people with a university education. Despite this fact, one of the priorities of the South Moravian Region is to continue to invest in human capital by **supporting follow-up and career education, including the education of teaching staff**. The region also wants to focus more on the application of research and innovation results in practice with **intensive cooperation between schools and employers** (including cooperation in the area of increasing the employability of future job seekers). Another aim is to **focus on the potential of each individual** and develop their strengths.

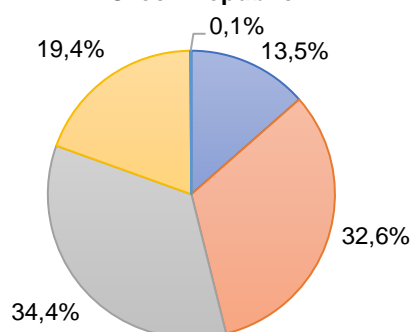
Sports

The South Moravian Region will systematically support interest in sports through cooperation in the area of promotion (e.g., sporting events), ensuring adequate conditions for the growing offer of sport activities and last but not least the construction of sports and leisure infrastructure. The region also perceives the high **potential of sports** in terms of **coping with the challenges related to demographic ageing of the population** as a tool for **preventing civilizational diseases**.

Education structure (2018) South Moravian Region



Education structure (2018) Czech Republic



■ primary education
 ■ complete secondary ed. without Maturita
 ■ complete secondary ed. with Maturita
 ■ higher education

Source: Own processing, Czech Statistical Office

Key facts

- Development of school, sports and leisure infrastructure.
- Support for further education and development of career guidance.
- Development of pupils' and students' key competences, including support for informal education.
- Support for the education of teaching staff.
- Cooperation between educational institutions and employers.
- Promoting healthy lifestyles and active leisure.
- Development of an effective support system for talented students.
- Organization and hosting of major sporting events.



NEW APPROACHES IN HEALTHCARE AND SOCIAL SERVICES

“Use of technology and innovative approaches in healthcare and social services, including support for the systemic integration of these services.”

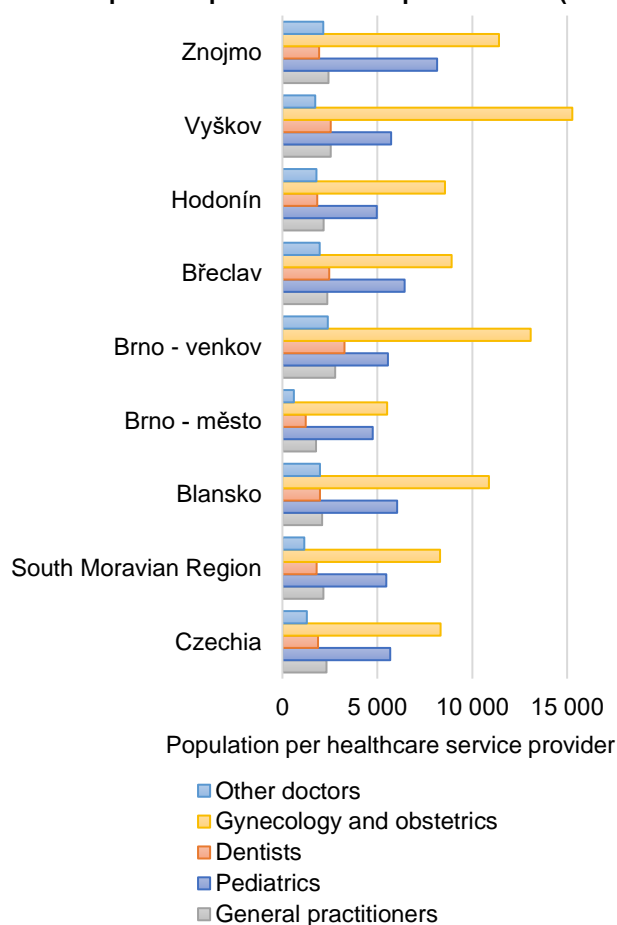


Healthcare and social services

For the South Moravian Region, innovations are one of the tools for coping with the expected higher demands on health and social care due to the demographic ageing of the population. In this context, the region perceives a high potential of non-institutionalized forms of social services, where the trend in the future will be higher support for outreach and outpatient forms of care with a gradual increase in the use of new and assistive technologies (e.g. wristband care). With the development of **digitization**, opportunities to increase the efficiency of the care provided are opening up. Through the intersection of data from different facilities, **access to information about** patients and clients of social services (health status, medications taken, etc.) **will be facilitated for healthcare and social workers.**

The main objective is to **optimize** the overall **network of healthcare and social facilities**, including ensuring the adequate **quality and availability of** services **in all parts of the region**. Considering the demographic ageing, it is crucial from the point of view of the South Moravian Region to ensure accessible outpatient, outreach and residential social services throughout the entire region with regard to the need, availability, quality and undoubtedly the long-term financial sustainability of this system.

Population per 1 doctor in a private office (2018)



Source: Own elaboration, Institute of Health Information and Statistics of the Czech Republic, National Register of Healthcare Services Providers

Key facts

- Application of modern approaches and new technologies in healthcare and social services.
- Development and modernization of healthcare infrastructure.
- Increasing the availability of outpatient, outreach and residential social services.
- Development of cooperation at the level of the social and health frontier.
- Growth of prestige and motivation in healthcare and social professions.
- Increase the importance of family and senior policy in the region.



COMPLETION OF THE TRANSPORT NETWORK AND MODERNIZATION

“Development, reconstruction and modernization of key components of transport infrastructure and support for increased use of environmentally friendly forms of transport.”

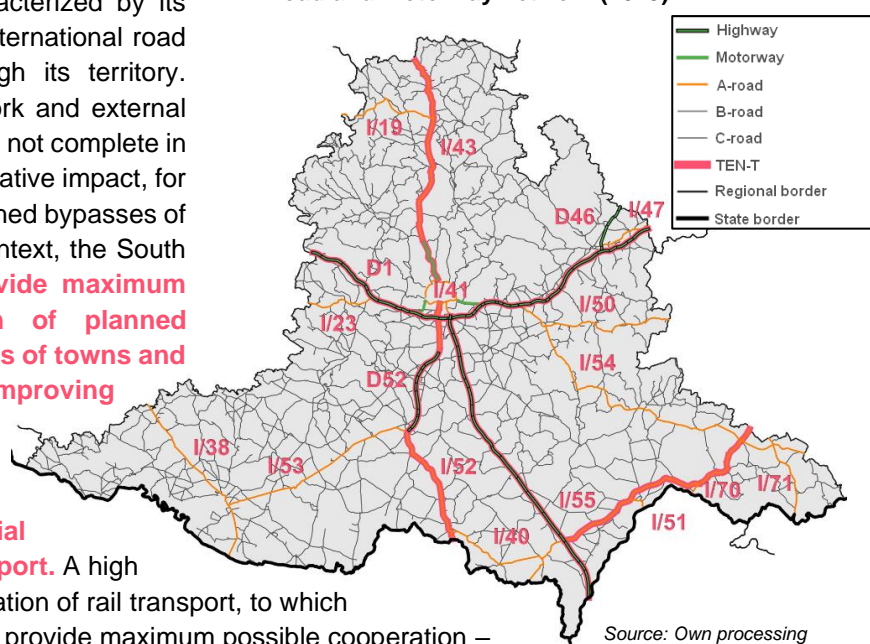


Transport network

The South Moravian Region is characterized by its strategic location, with a number of international road and railway corridors running through its territory. However, the internal transport network and external connections to neighboring regions are not complete in terms of road transport. This has a negative impact, for instance in consequence of the unfinished bypasses of major cities or heavy traffic. In this context, the South Moravian Region's priority is to **provide maximum cooperation in the construction of planned sections of motorways and bypasses of towns and villages** and to **work intensively on improving the current condition of Class II and III roads, including bridges**.

The aim of the South Moravian Region is also to **make full use of the potential of the Brno-Tuřany International Airport**. A high priority is also given to the modernization of rail transport, to which the South Moravian Region is ready to provide maximum possible cooperation – construction of high-speed lines, modernization of stops, stations, etc. The region is also aware of **the potential of environmentally friendly forms of transport** and aims to promote, for example, electromobility or the increased use of public transport. Cycling is another supported sustainable form of transport. In this respect, the region wants to further develop the cycling infrastructure in accordance with the Concept of Cycling Development in the South Moravian Region for the 2016–2023 period.

Road and motorway network (2019)



Source: Own processing

Key facts

- Construction of planned sections of motorways and bypasses of towns and villages.
- Reconstruction of class II and III roads including bridges.
- Fully exploit the potential of the Brno-Tuřany International Airport.
- Modernization and development of the rail transport network (high-speed lines, modernization of stops and stations, etc.).
- Promotion of environmentally friendly forms of transport and increased use of public transport.
- Development of connection between the integrated transport system of the South Moravian Region and neighboring regions.
- Completion of the network of cycle paths and cycle routes.



MODERN AND SUSTAINABLE APPROACHES IN AGRICULTURE

“Development of efficient, modern and environmentally friendly solutions leading to sustainable agriculture and environmental improvement.”



Agriculture and environment

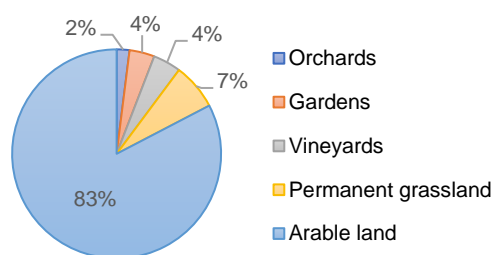
Compared to the average of the Czech Republic, the South Moravian Region has a high share of agricultural land in the total area of the territory (higher by 6 p.p.), which creates favorable conditions for agriculture thanks to the high quality of soils (see page 9). However, in terms of maintaining the ecological stability of the area, this is a risk factor. The potential for the future is clearly represented by the promotion of ecologically friendly forms of agriculture and also by **increasing the retention capacity of the landscape**, which is closely related, so that the **ecological stability of the area can be maintained in the long term**.

An important objective is to reduce the impact of human activity in general without reducing the comfort of the inhabitants and the competitiveness of the region. In this context, there is an opportunity to promote **renewable forms of energy**, to carry out awareness-raising activities in order to **switch to environmentally friendly heating methods**, or to strive for the **restoration of important landscape features in order to reduce wind and water erosion**, which also involves the necessary land improvements.

Technical infrastructure

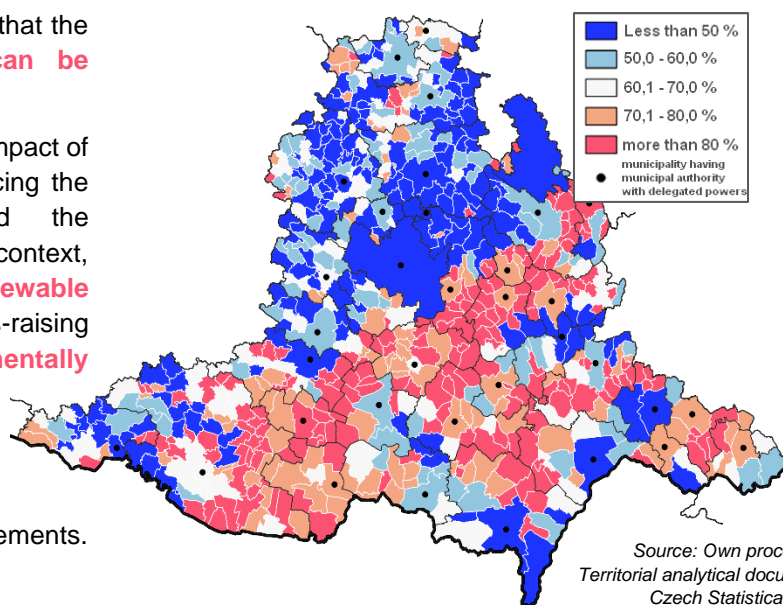
In the area of technical infrastructure, the renewal of existing technical facilities, increasing the proportion of sorted waste, recycling or processing and especially the energy recovery of waste are important opportunities.

Soil balance of agricultural land (2019)



Source: Own processing, Territorial analytical documents, Czech Statistical Office

Share of agricultural land in cadastral area (2019)



Source: Own processing, Territorial analytical documents, Czech Statistical Office

Key facts

- Increasing the retention capacity of the landscape and efficient water management.
- Improving the way land is managed for long-term sustainability.
- Strengthening the link and communication between regional and municipal governments and agricultural businesses.
- Promoting organic forms of agriculture.
- Expansion of environmentally friendly heating methods.
- Connecting other municipalities to public sewerage and public water supply.
- Promoting the use of renewable energy sources.
- Supporting the deployment of high-speed internet.
- Promoting electromobility.



DEVELOPMENT OF DIGITAL INFRASTRUCTURE AND INNOVATION

“Systematic support aimed at growing the innovation potential of the region and strengthening the digital infrastructure.”



Economy

The South Moravian Region aims for long-term and sustainable economic growth. This will require the **implementation of modern technologies** in the future to ensure the transfer of human capital from the primary and secondary sectors to the tertiary and quaternary (knowledge economy) sectors, but with respect to the preservation of traditional strong sectors.

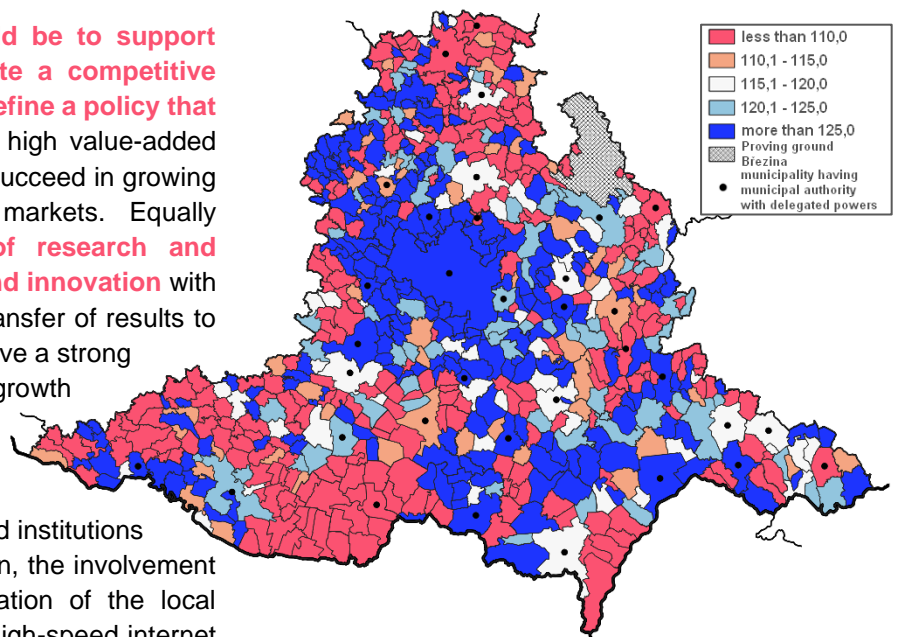
Gross value added in the South Moravian Region (current prices)	2013	2018
Gross value added in CZK mil.	405.4	517.6
of which primary sectors	2.9%	2.4%
of which secondary sectors	36.6%	33.5%
of which tertiary sectors	60.5%	64.1%

Source: Czech Statistical Office

Entrepreneurship and competitiveness

The priority of the region should be to support start-up entrepreneurs and create a competitive environment. The aim is also to define a policy that will support companies creating high value-added products that have the potential to succeed in growing global and technology-intensive markets. Equally important is the **development of research and development, applied research and innovation** with an emphasis on quality and the transfer of results to the regional economy, which can have a strong impact on the competitiveness and growth of South Moravia through multiplier effects. Another opportunity is the development of cross-border cooperation between companies and institutions based in the South Moravian Region, the involvement of global companies in the cultivation of the local environment and the promotion of high-speed internet coverage in most parts of the region.

Intensity of business activity (2019)



Source: Own processing, Czech Statistical Office

Key facts

- Ensuring conditions for start-ups, companies creating high value-added products, support for entrepreneurs, craftsmen and family businesses.
- Further development of research and development applied research and innovation with an emphasis on quality and transfer of results to the regional economy.
- Promoting technology transfer between research institutions and the commercial sector.
- Involving global companies in cultivating and modernizing the local environment.
- Promoting greater high-speed internet coverage and the development of data-driven governance.
- Increasing the attractiveness of employers in the region for residents of other regions and foreign workers.



MODERNIZATION OF PUBLIC ADMINISTRATION AND BALANCED GROWTH

“Development of the region to improve the quality of life of its citizens and to increase interest in less visited areas of the region.”



Public administration

Given the development of modern technologies, the aim is to increase the **efficiency of** public administration and **reduce the administrative burden on** public authorities, private entities and the public. For citizens, eGovernment is a key tool that should ensure the digitization of state administration services for citizens and other stakeholders.

Tourism parameters	2013	2018
Visitors to the region	1 427 154	2 040 627
Overnight stay (nights)	2 838 285	4 086 131
Average length of stay	2 days	2 days
Net use of beds	29.6%	40.0%

Source: Czech Statistical Office

Tourism and culture

From the perspective of tourist destinations, it is possible to observe a certain trend where the number of visitors is increasing especially to new attractions in the region, which are focused on entertainment, sports and recreation or educational activities, and natural monuments. The South Moravian Region has strong potential in this context and wants to raise awareness of the less visited natural, historical and cultural attractions of the region, which should reduce the concentration of visitors while increasing the length of the average stay. Another aim is to repair cultural and historical monuments and restore museum exhibitions.

A significant phenomenon increasing the attractiveness of the South Moravian Region and its absolute advantage over the rest of the Czech Republic is the wine industry, which has a long local tradition. Tours presenting the wine production process, wine tastings, etc. are currently linked to **wine tourism and gastro tourism, which has experienced a vast boom in recent** years.

Crisis management

The future quality of life of the region's inhabitants will also be influenced by good crisis management. Risk monitoring, and a correct and timely response can mean minimized damage and a competitive advantage.

Key facts

- Increase awareness of the less visited attractions of the region.
- Repair cultural and historical monuments and restoration of museum exhibitions.
- Increase the average length of stay of guests in the region.
- Supporting the digitization and modernization of public administration.
- Strengthening vertical and horizontal cooperation (cooperation at the level of smaller municipalities, local government units, etc.).
- Strengthening security (including cybersecurity), prevention and crisis management.
- Effective brownfield development.
- Development of cooperation with neighboring regions, including cross-border cooperation.



Problems

m



LACK OF HUMAN RESOURCES

“Lack of qualified personnel in education and sports.”



Education

A major threat to the South Moravian Region is a **lack of qualified school personnel**, which may occur, for example, due to the lack of competitiveness with the private sector or the ageing of teachers. Within 5 years, the number of secondary school pupils will increase, with a large generation of children born between 2008 and 2012 reaching secondary school age.

Dropouts from education are also a problem. It is likewise important to strive for **equal access to education** for all population groups. This is due to the **threat of growing social inequalities** caused by the growing differences in the educational structure.

There is also a risk of **inflexibility in training programs**, which may not match labor demand, leading to structural imperfections in the labor market.

Sports

In this area, the **decreasing number of people involved in the development of sports** (failure to provide adequate staff capacity) is a threat to the region. The offer and attractiveness of sports activities is directly dependent on the quality of coaches and instructors.

There is also the risk of **deepening of disparities** between districts of the South Moravian Region with regard to access to sports and leisure activities (inter alia, due to the closure of sports organizations in rural areas because of a lack of members or the absence of coaches).

Another risk in many sports is the professionalization of sports from childhood onwards and the **decline in general interest in sports**, resulting in a decline in general fitness.

There is also increasing **competition to sports**, with a wide range of non-sporting leisure activities.

Key facts

- Declining number of quality teaching staff (i.e., due to high average age).
- Declining number of people involved in sports development.
- Increasing inequalities in the educational structure.
- Inflexibility of training programs.
- Low interest in physical activities.



DISPARITY IN THE AVAILABILITY OF HEALTHCARE AND SOCIAL SERVICES

“The existence of significant disparities in healthcare and social services within the region and the increasing need for healthcare and social services in connection with demographic development.”



Healthcare and social services

A significant risk to both healthcare and social services is the **demographic ageing** of the population. This will place high demands on the technical and personnel provision of the services provided. In connection with this, there is also **an increase in the average age of doctors**, i.e. if current trends are not addressed, the number of patients (social clients) would increase and the capacity of medical staff would decrease. This needs to be addressed and efforts made to increase interest in these areas and disciplines to ensure adequate staffing and material capacity. At the same time, the efficiency of the care provided must be improved, whether through the introduction of modern approaches (e.g., wristband care, biometric monitoring, support for emergency care, etc.), the digitization or deinstitutionalization of some services (see Opportunities, page 14).

A significant constraint in the area of health and social services is its **overall underfunding** by the state. The inappropriate calculation of the allocation of funds to regions for the support of social services (see the annex to the Social Services Act) causes the relative disadvantage of some regions compared to others.

Another threat is the **growing disparity in terms of access to healthcare and social services** (e.g., due to the termination of services by some doctors, especially in rural areas). In some cases, financial or other material incentives may serve as an effective form of support to increase the incentive to provide services in certain rural areas. With regard to demographic ageing, it is a challenge to ensure accessible outpatient, outreach and residential forms of social services throughout the region. In this context, the **deinstitutionalization of social services** and the creation of suitable and safe conditions for clients to remain in their natural environment is important.

Another challenge is the development of the health-social frontier, i.e., the **interconnection of social and healthcare** to meet the social and health needs of long-term care clients, which will be necessary as the need for these services grows.

The problem is undoubtedly the **presence of some socially excluded** localities, of which there are 61 in the South Moravian Region with 8 000 and 9 500 inhabitants (according to the Analysis of Socially Excluded Localities in the Czech Republic 2019).

Key facts

- Growing disparities in access to healthcare and social services (inaccessibility in rural areas), existence of socially excluded localities.
- Adverse demographic trends and the growing need for healthcare and social services.
- Loss of healthcare and social workers (high average age).
- Insufficient financial support for social service providers to secure and retain qualified and experienced staff for effective social work and social service provision.



FAILURE TO SECURE PLANNED CONSTRUCTION

“Insufficient financial and legal-technical support for new construction of transport infrastructure.”



Transport network

The length of the road and motorway network per 1,000 inhabitants of the region is currently 3.7 km, which is significantly below the national average (5.2 km per 1,000 inhabitants). The South Moravian Region is slightly below average in terms of the rate of length of roads in meters per 1 km² of the region's area, with a value of 618 m per 1 km² of the area. **Moreover, since 2013, there has been no development in the region in terms of the length of the motorway network.** Given the fact that several international road routes pass through the region, it is a priority to start the construction of the planned sections of motorways. The lack of bypasses in towns and villages, which can reduce traffic congestion and minimize transit traffic, is also a shortcoming.

If the planned construction is not implemented, **the competitiveness of the region risks being reduced. Companies** search for locations with better transport accessibility (with lower transport costs) for their headquarters and supporting infrastructure. A significant challenge is also the acceleration of rail transport in general (i.e., the construction, renewal and modernization of high-speed lines, stops, stations, etc.).

A risk and potential problem is the possible **displacement of transit traffic onto higher class roads**, which could mean a **deterioration of the current condition** of Class II roads, Class III roads and bridges. The South Moravian Region will strive to implement measures to keep transit on the roads designed for this purpose.

Other risks include the underutilization or poor economic situation of the Brno-Tuřany International Airport or the increasing disparity in accessibility of the South Moravian Region.

Territory	Length of roads and motorways (km)					Area (km ²)	Road length in m/km ²
	Highways	Class I	Class II	Class III	Total		
Czech Republic	1 252	5 818	14 587	34 087	55 741	78 870	707
South Moravian Region	160	422	1 468	2 394	4 444	7 188	618

Source: Directorate of Roads and Motorways of the Czech Republic

Key facts

- Failure to complete key planned transport infrastructure (planned motorway sections, bypasses of towns and villages, railway corridors, etc.) due to insufficient financial, legal and technical support.
- Deterioration of the quality of Class II roads, Class III roads and bridges in the event of a decline in funding for their maintenance and as a result of increased use of Class II and Class III roads by freight and transit traffic.
- Insufficient utilization of the international airport.
- Preservation of existing building legislation.
- Poor transport accessibility in the peripheral parts of the region.



UNPREPAREDNESS FOR CLIMATE CHANGE

“Deepening impacts of extreme hydro-meteorological phenomena due to the low preparedness of the region for climate change and a decline in the ecological stability of the territory.”



Environment and agriculture

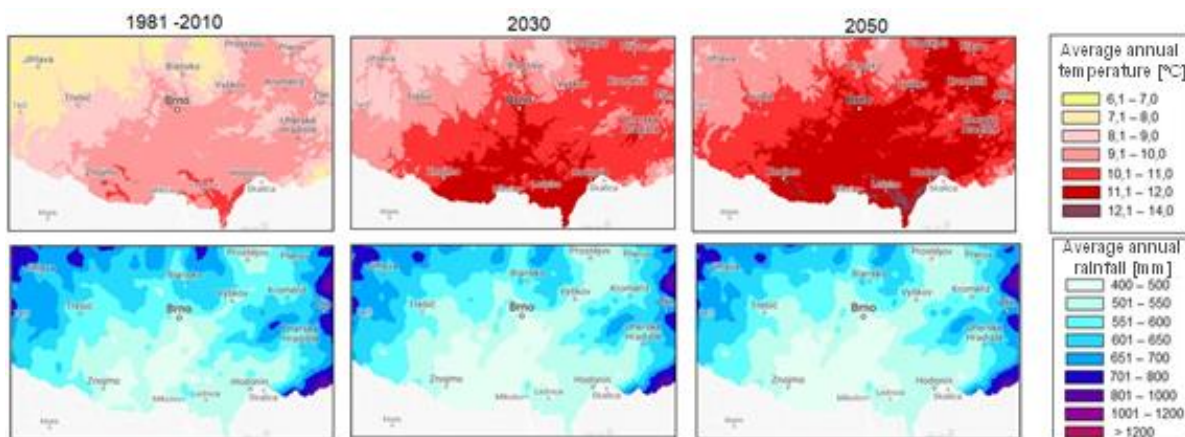
The entire Czech Republic will be coping with climate change in the coming decades. In this context, the disadvantage of the South Moravian Region is that it is a territory with a high proportion of agricultural land, a substantial part of which belongs to the soils most threatened or highly threatened by wind or water erosion. In the case of wind erosion, the **proportion of soils threatened by wind erosion is 12.9 p. p. higher** in South Moravia **compared to the Czech average**. **As for water erosion, the proportion of soils at risk is higher by 6.4 p. p.** A way to respond to this threat is to promote significant land improvements and seek to restore significant landscape features to counter or slow these negative phenomena.

Climate change is also associated with an increased incidence of extreme hydro-meteorological events, where the region can take the path of ensuring the higher retention capacity of the landscape, also with regard to the **region's dependence on groundwater and surface water sources** located in neighbouring regions.

A related problem is the low proportion of green areas scattered in the landscape and the low proportion of organic farming.

Rural areas

As concerns rural areas, the **depopulation of rural areas** and the ageing of the population living in there poses a risk. Another risk is the **unavailability of services** in the peripheral parts of the region.



Source: CzechGlobe, Institute of Global Change Research, Czech Academy of Sciences

Key facts

- Deterioration of conditions for agriculture due to climate change and erratic and decreasing rainfall, wind and water erosion (above average proportion of soils at risk of erosion).
- Occurrence of sites encumbered with ecological burdens and degradation of agricultural land resulting from intensive farming.
- Lack of drinking water due to dependence on groundwater and surface water sources located in neighboring regions or due to external factors (e.g., gravel mining near Uherský Ostroh).
- Decreasing ecological stability of the territory and low share of organic farming.
- Low proportion of scattered greenery in intensively used agricultural landscapes.
- Ageing population, depopulation of rural areas and increase in existing disparities within the territory.



SIGNIFICANT SOCIAL AND ECONOMIC DISPARITIES

“The existence of significant economic and social disparities in the region and the outflow of human and economic capital outside the region.”



Economy and human capital

The South Moravian Region faces high disparity on an economic level. The city of Brno contributes significantly to the gross domestic product (see Strengths, page 11).

Despite the high dynamics of the regional city, the **growth** of the South Moravian Region in terms of GDP per capita is relatively slow and **other regions grew rather faster**. These disparities in the South Moravian Region can be demonstrated on the example of unemployment, where the districts of Vyškov, Blansko and Brno-Rural have values significantly below average, while Hodonín and Znojmo are significantly above average.

The threat is that Brno, or nearby developed foreign regions, may **suction** human capital **out of the region and especially out of rural areas**. If the level of positive spill-over effects of large cities on their surroundings is insufficient, **regional disparities** in both economic and social spheres may further **increase**.

Of course, the **declining share of the economically active population** (e.g., due to demographic ageing) and the excess demand for **skilled and highly specialized labor over supply** are also risks.

GDP per capita (at CZK prices in 2013)	2013	2018	Growth
South Moravian Region	387 592	457 636	18.1%
City of Prague	812 460	995 779	22.6%
Central Bohemian Region	348 696	427 289	22.5%
South Bohemian Region	333 103	390 016	17.1%
Pilsen Region	363 319	423 864	16.7%
Karlovy Vary Region	272 456	305 037	12.0%
Ústí Region	302 416	338 272	11.9%
Liberec Region	302 114	364 469	20.6%
Hradec Králové Region	335 312	424 825	26.7%
Pardubice Region	313 716	386 939	23.3%
Vysočina Region	327 539	382 089	16.7%
Olomouc Region	301 163	370 185	22.9%
Zlín Region	330 803	400 358	21.0%
Moravian-Silesian Region	324 580	394 127	21.4%

Source: Czech Statistical Office

Innovation and technology can partly compensate for labor shortages, as well as being used to address the **problem of digitally excluded localities**.

Key facts

- Significant economic, social and technical disparities within the region.
- Demand for skilled and highly specialized labor exceeds supply.
- Outflow of human and economic capital outside the region.
- Declining share of economically active population.
- Existence of digitally excluded localities.



UNPREPAREDNESS FOR NEW CHALLENGES

“Obsolescence of public administration, non-cooperation and low readiness of the region for new local and global challenges.”



Security

Security issues are becoming increasingly important in the face of political **instability** in some regions of the world, **climate change**, **the development of modern technologies** and other threats. Risks may also arise from the openness of the Czech and Moravian economies.

Good crisis management is indispensable. Preparation for threats includes the systemic testing of crisis management authorities, as well as active cooperation with the integrated rescue system, or raising awareness and supporting education to prepare the population for crisis and emergency situations.

Cybersecurity is another important element, **not only for critical infrastructure**. Security in cyberspace affects not only the institutions of the region, but also its inhabitants, both directly (data theft) and indirectly (restrictions on hospital operations). In this context, it is important to share information about possible threats and ways to counter them.

In addition to the rising crime rate in Brno or the Znojmo region, another threat is, for example, the **lack of physical security at some of the cultural or historical monuments in the South Moravian Region**. This is also related to the lack of depository space for storing and securing historically valuable objects of South Moravia.

Public administration

The slow implementation of smart solutions and digitization in public administration can lead to reduced user convenience and inefficiencies (e.g. time costs). Another problem is the current **insufficient level of cooperation between local government units** and a low level of synergy.

Tourism

A **disproportionate increase in the number of visitors** and their concentration in only a few locations can lead to the **degradation of natural, cultural or historical heritage** and the growing dissatisfaction of the local population. It is therefore necessary to promote sustainable tourism and the better distribution of visitors beyond the places where visitor numbers are already on the edge of sustainability. Among the areas that have suitable natural conditions and are not so highly visited are Boskovicko, Hornácko, Ivančicko Moravskokrumlovsko, Oslavansko or the Ždánický forest.

Key facts

- Lower convenience for residents due to slow digitization and implementation of smart solutions.
- Non-cooperation of local government units and low level of synergy.
- Rising property prices and rent.
- Short-term nature of tourism and the short average length of stay.
- Lack of depository space for storing collectible objects and archaeological finds.
- Preservation of existing building legislation.
- Increasing crime rates (e.g. in Brno or Znojmo).
- Degradation of natural, cultural or historical heritage due to the overuse of regional attractions or poor funding or security.

Concise strategic part



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INTRODUCTION

What you have received is a concise version of the strategic part of the Development Strategy of the South Moravian Region 2021+ (hereinafter referred to as “DSSMR 2021+”), which defines the visions, specific objective and thematic measures which should lead to the sustainable development of the South Moravian Region until 2030. The strategy, or rather its proposal part, is structured into the following areas, which represent separate priority axes:



Education and sports;



Healthcare and social services;



Transport infrastructure and transport services;



Environment, technical infrastructure, rural development and agriculture;

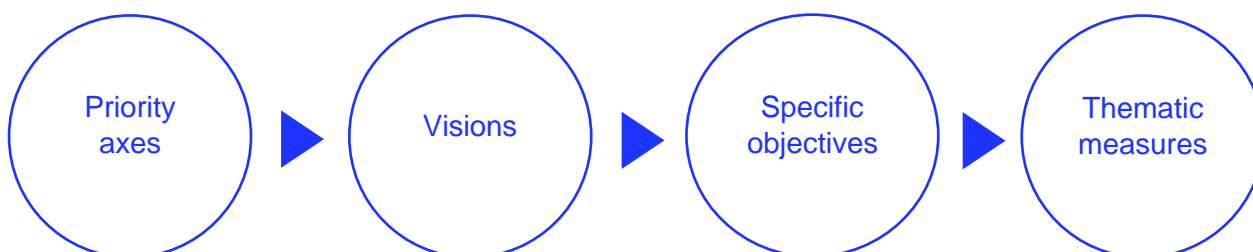


Competitiveness, entrepreneurship, innovation and research;



Public administration, amenities, culture, tourism and security.

The vision of the priority axis is given under the title of the priority axes further in the document. The **thematic measures (hereinafter referred to as “TM”)** and their superordinate **specific objectives (hereinafter referred to as “SO”)** were defined and prioritized during the course of the expert working group meetings. A diagram of the strategic part is shown below.



Each strategic objective and thematic measure has a numerical identifier. **Two-digit numbers represent SO**, while **three-digit numbers represent TM**. The specific objectives are highlighted in white font and shaded in dark blue for clarity. As a result of the prioritization, the specific objectives and thematic measures were divided into three categories:

high priority - abbreviation “HP”,

medium priority - abbreviation “MP”,

low priority - abbreviation “LP”.

The priority is indicated for each specific objective and thematic measure in the last column of the tables that are drawn up for each defined area of the DSSMR 2021+. In the tables, some key attributes specific to the region are also assigned to the given TM to show whether they are “*strategic measures - abbreviated SM*”, whether the measure is “*in the competence of the region - abbreviated RC*”, corresponds to the definition of a “*smart solution - SS*” or the

approach of regional policy implementation, i.e. “*territorial dimension* -¹ *abbreviated TD*”. If a thematic measure corresponds to one of the attributes defined above, a blue symbol is shown in the relevant column of the table.

The table below shows the definition of the above key attributes.

Attribute	Explanation
Strategic measure (abbr. “SM”)	The measure of strategic character is closely linked with other concurrent or follow-up activities of the region. This results in significant interdependence. Measures of a strategic character create conditions for the positive development of the region in other areas.
Regional competence (abbr. “RC”)	Regional competence includes with those thematic measures that the region can directly influence. However, the achievement of the desired objective is in some cases dependent on other stakeholders. In such cases, the thematic measure is only partially within the competence of the region, whereas a specification is always given in the text section. For example, in the field of education, the region can directly influence the activities of the secondary schools it establishes, but its policies may not directly affect kindergartens, primary schools, universities and other schools and educational institutions.
Smart solution (abbr. “SS”)	Thematic measures using smart solutions - modern technologies or approaches developing the region and improving the quality of life of its inhabitants.
Territorial dimension (abbr. “TD”)	The territorial dimension is used for measures whose aim is to focus on reducing the differences between the level of development of individual areas of the South Moravian Region. The benefits or effects of such measures are concentrated only in certain parts of the region.

These attributes can be described using the following example: the construction of a motorway is a strategic measure for the region, it is not within the region’s competence² and unless it is e.g., equipped with special sensors, it does not contain a smart solution element. The territorial dimension is the possibility of concentrating the resources or effects of certain measures only in a certain area. The full (unabridged) strategic part of the South Moravian Region document is available at www.lepsikraj.cz.

Vision for the South Moravian Region in 2030

The vision of the Development Strategy of the South Moravian Region defines the target state that the region wants to achieve through the identified specific objectives and thematic measures:

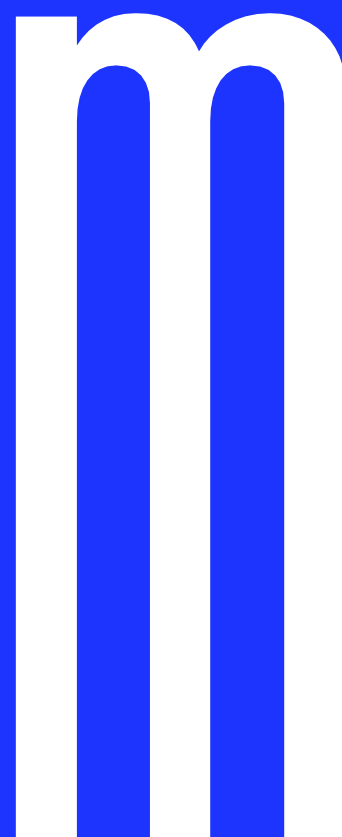
“A competitive region, successful in growing and technologically demanding markets, which creates a suitable environment for its inhabitants and is not only an attractive place to live but also to visit.”

¹ A measure of strategic character is closely linked with other concurrent or follow-up activities of the region. This results in significant interdependence, where the implementation of a given measure affects conditions in other areas. The measure therefore has a strategic character.

²For example, the construction and maintenance of motorways as well as class I roads is the responsibility of the Roads and Motorways Directorate of the Czech Republic, whereas the region is responsible for the operation of class II and III roads.



**Education, sports and
extracurricular activities**



Priority Axis 1: Education, sports and extracurricular activities



“Education and sports that develops the full potential of the region’s people.”

Education

For the South Moravian Region, education is one of the main priorities, through which it is possible to stimulate the potential of each individual by focusing on their strengths. Supporting personal development in relation to the key competences of pupils and students will be one of the basic objectives of the region. To this end, the intention is to promote international cooperation between schools and the mobility of teaching staff and students. In this context, it is crucial to adopt the principles of good practice from abroad and to support study and exchange visits and internships abroad. Furthermore, it is important for the region to develop cooperation between educational entities and employers in order to target the supply and capacity of secondary schools based on the expected demographic development and the expected future demand of employers for the specific knowledge, skills and competences of job seekers. Other objectives of the South Moravian Region are to effectively support career guidance, lifelong and informal education as specific, flexible and widely accessible pillars of the population’s personal development. The aim is also to increase access to education and early childhood care services and to increase the openness of schools.

The South Moravian Region will strive to reduce barriers and inequalities in access to education, e.g. through targeted activities in economically and socially vulnerable areas. The activities are to be focused on the level of primary and secondary schools and consist of training pedagogical staff and increased availability of methodological materials defining specific risk factors indicating threats to pupils, e.g. dropping out of education. At the same time, it is important for the region to increase the availability of early care and education for groups of people at risk of social exclusion and to promote equal access to education and the inclusion (integration) of foreigners into South Moravian society.

The region will continue to strive to develop the personnel capacity and qualifications of teaching staff at all levels of the education system with the aim of improving the quality of teaching. It is also essential to support the construction, renovation and modernization of school buildings and to ensure their quality and modern equipping.

A number of measures are then partly within the competence of the region. Although the South Moravian Region is the founder of the vast majority of secondary schools, their operation is largely influenced by policies at the national level. Likewise, the efficacy of the specific objectives and thematic measures presented below is largely dependent on cooperation with other stakeholders.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
1.1	Supporting the maximization of every inhabitant’s potential					HP
1.1.1	Teaching and development of key competences of pupils and students	●				HP
1.1.2	Increasing access to care and education services for pre-school children	●				MP

1.1.3	Support for international cooperation of schools and mobility of teaching staff and students	●	●			MP
1.1.4	Support for the development of cooperation between educational entities and employers	●	●			MP
1.1.5	Career guidance support	●	●		●	MP
1.1.6	Support and promotion of lifelong learning	●	●			MP
Thematic measures and specific objectives		SO	RC	SS	TD	PR
1.1.7	Increasing the openness of schools to the public	●				LP
1.1.8	Support for informal education	●	●			LP
1.2	Development of education that overcomes barriers and inequalities					MP
1.2.1	Improving the quality of education in economically and socially vulnerable areas	●	●		●	MP
1.2.2	Development of accessible early care and education for groups of people at risk of social exclusion	●			●	LP
1.2.3	Promoting equal access to education and inclusion (integration) of foreigners	●			●	LP
1.3	Ensuring sufficient numbers and development of quality teaching staff					LP
1.3.1	Continuous education for teaching staff	●	●			MP
1.3.2	Improving the management of schools and the education system	●				HP
1.4	Adequate condition of educational infrastructure					LP
1.4.1	Development and renewal of infrastructure and equipment at schools and school facilities	●	●			LP

Sports and extracurricular activities

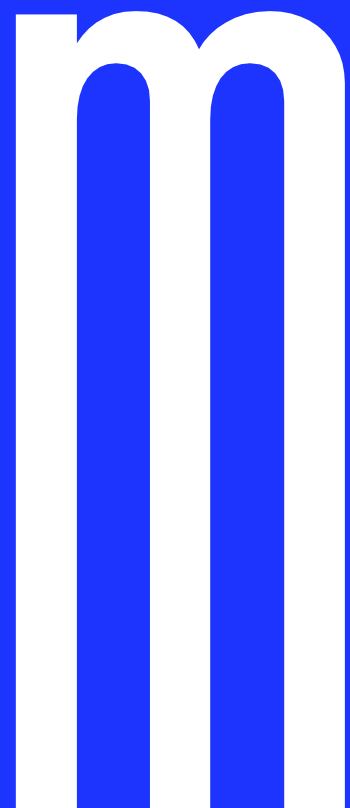
The following strategic objectives and measures aim to develop the current state of sports infrastructure through the maintenance, reconstruction and building of new outdoor and indoor sports facilities for all performance levels of athletes and age groups. However, the aim is also to create an appropriate environment to develop the offer of sporting activities (support for sports organizations, bodies organizing and promoting sports or talented young people and top-level sports) that will enable the widest possible range and largest number of people to be involved in sports, regardless of their ability or age. Exercise and a healthy lifestyle are among the goals in the context of demographic ageing.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
1.5	Increased interest in exercise and sports, quality sports infrastructure					MP
1.5.1	Providing a wide range of sporting activities	●				HP
1.5.2	Cooperation in the area of sports development and promotion	●	●			LP
1.5.3	Support for talented youth and top-level sports	●				MP

Thematic measures and specific objectives		SO	RC	SS	TD	PR
1.6	Sufficient quality and capacity of sports infrastructure					MP
1.6.1	Quality sports infrastructure	●				LP
1.7	Support for extracurricular leisure activities for children and youth					MP
1.7.1	Support for associations and organizations conducting leisure activities in the field of informal education for children and youth	●				MP



Healthcare and social services



Priority axis 2: Healthcare and social services



"A system of accessible and sustainable care and support for all."

Healthcare

The aim of the South Moravian Region is to optimize the availability, capacity and quality of healthcare facilities through significant investment activities. In this respect, the region intends to reconstruct and build healthcare infrastructure with regard to the current and future need for healthcare and to modernize the equipment of healthcare facilities. The South Moravian Region will support the modernization of equipment, increasing the quality standards of healthcare, standards of operational safety, protection of the health of persons in the healthcare system and increasing the number of specialized workplaces. The region will continue to strive for the introduction of eHealth and telemedicine principles, which are intended to improve the availability, quality, safety and efficiency of using information and communication technologies in healthcare through modern tools, data sharing and the gradual elimination of redundant paper documentation.

In addition to quality infrastructure, it is also the task of the region to support the presence of quality staffing capacities. To this end, a number of activities will be implemented to train medical and non-medical health workers, to support the recruitment of medical specialists through economic benefits or to motivate pupils at lower levels of the education system to ensure sufficient demand for health professions.

It is also the intention of the South Moravian Region to establish closer cooperation between providers of healthcare and social services related to the continuing trend of demographic ageing of the population and the development of palliative care. The aim of palliative care is chiefly to alleviate the suffering and preserve the quality of life of patients suffering from a terminal illness or in the final stages of life. In this context, the region will strive to ensure sufficient capacity and the availability of palliative care for all citizens of the South Moravian Region with advanced illness who need such care.

Other measures include the strengthening of methodological assistance and coordination of healthcare providers, supporting education and activities to improve the health of the population, and efforts to increase state funding of the healthcare system.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
2.1	Creation of a sustainable healthcare system					HP
2.1.1	Ensuring the availability and improving the quality of health services in the region	●	●		●	HP
2.1.2	Increased state funding of the healthcare system	●				HP
2.1.3	Promoting palliative care in the healthcare sector	●	●			HP
2.1.4	Development and modernization of technical infrastructure and equipping of healthcare facilities	●	●	●		MP
2.1.5	Ensuring quality staffing capacities in the healthcare sector	●				HP
2.1.6	Support for the digitization of healthcare, eHealth and telemedicine in the South Moravian Region	●	●	●		MP

Thematic measures and specific objectives		SO	RC	SS	TD	PR
2.1.7	Strengthening of methodological assistance and coordination of healthcare providers in the South Moravian Region	●	●	●		HP
2.1.8	Supporting the social-health frontier	●	●	●		HP
2.1.9	Promoting awareness and activities to improve the health of the population	●				LP

Social services

With regard to demographic ageing, it is crucial from the perspective of the South Moravian Region to optimize the network and ensure the adequate availability of outpatient, outreach and residential social services throughout the region with regard to need, availability, quality and long-term financial sustainability. The region perceives a high potential of non-institutionalized forms of social services, where the trend in the future will be higher support for outreach and outpatient forms of care with a gradual increase in the use of new and assistive technologies (e.g. wristband care). The aim is also to create appropriate conditions to ensure that people remain in their natural environment.

As in the healthcare sector, the South Moravian Region will strive to ensure quality staffing capacities in social services by supporting the system of education and training of social workers (e.g., support for specialization training provided by universities and higher vocational schools, support for accredited courses, training and practical internships) with the aim of increasing the number and ensuring professionally educated staff in social services.

The proposed measures also aim at introducing palliative care in social services, supporting the availability of mobile specialized palliative care, supporting the development of palliative care in residential social services and homes for the elderly. Here, cooperation with healthcare facilities will be crucial.

The Region will also focus on preventing the emergence of risky behavior (e.g. substance abuse, racism, bullying, vandalism, extremism) or will initiate efforts to increase state funding for the social service system.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
2.2	Available social services					HP
2.2.1	Optimization of the network and accessibility of outpatient, outreach and residential social services	●	●		●	HP
2.2.2	Continuation of the process of transformation and deinstitutionalization of social services	●	●	●	●	HP
2.2.3	Increased state funding of the social service system	●				HP
2.2.4	Ensuring quality staffing capacities in social services	●	●			MP
2.2.5	Supporting palliative care in social services	●	●			HP
2.2.6	Intensifying the prevention of risk phenomena	●	●	●	●	LP

Population ageing

The South Moravian Region will strive to create appropriate conditions for ageing with dignity by supporting informal care, using new forms of assistive and innovative technologies or

promoting active ageing. The South Moravian Region perceives non-institutionalized forms of social services and innovations as one of the tools to cope with the expected higher demands on healthcare and social care due to the demographic ageing of the population. In this context, the region perceives a high potential of non-institutionalized forms of social services, where the trend in the future will be higher support for outreach and outpatient forms of care with a gradual increase in the use of new and assistive technologies (e.g. wristband care, mobile apps, etc.).

Thematic measures and specific objectives		SO	RC	SS	TD	PR
2.3	Creating the conditions for ageing with dignity					MP
2.3.1	Promoting informal care	●	●			MP
2.3.2	Using new forms of assistive and innovative technologies	●		●		MP
2.3.3	Promoting active ageing	●	●			LP
2.3.4	Supporting age management	●				MP

Cohesive society

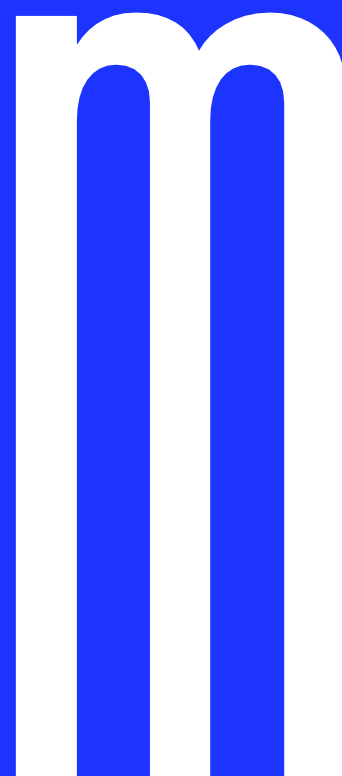
The aim of the region is to build a cohesive society without social exclusion. Measures are aimed at promoting intergenerational coexistence beneficial for all the age groups involved, the construction of intergenerational centers combining e.g. pre-school education and day-care services or entities providing intergenerational activities.

The measures listed below also include mapping socially excluded localities in order to increase the availability of social services in these areas or to support social housing. This will be provided through social housing and social work with people in housing need or at immediate risk of housing need (e.g. seniors, people with disabilities, victims of domestic violence or young families with children). The measure also targets the provision of crisis housing, existing social services through shelters, social housing or affordable housing. The region also aims to support small-scale community services, programs and facilities aimed at helping all target groups (including persons with mental disorders, foreigners, etc.).

Thematic measures and specific objectives		SO	RC	SS	TD	PR
2.4	Cohesive society without social exclusion					LP
2.4.1	Support for families with children, seniors and intergenerational coexistence	●	●			MP
2.4.2	Mapping socially excluded localities and increasing the availability of services in these areas	●	●		●	MP
2.4.3	Support for social housing	●	●		●	HP
2.4.4	Support for small-scale community services	●	●		●	LP
2.4.5	Support for accessibility of public buildings	●	●			MP



Transport infrastructure and transport services



Priority Axis 3: Transport infrastructure and transport services



“Seamless and sustainable transport in the region.”

Transport infrastructure

The region will systematically strive to improve the current transport network and will provide maximum possible cooperation and support in the construction of missing sections of railway infrastructure and key road and motorway connections in order to mitigate the impact of transit traffic. The key road transport projects include, for example, the completion of the D52 and D55 highways and the large urban ring road in Brno, the construction of the new I/43 highway, the extension of the D1 highway and the modernization of the I/53 road. At the same time, the South Moravian Region will strive to introduce measures aimed at keeping transit on the roads designed for this purpose, i.e., it will strive to build bypasses of towns and villages aimed at removing traffic from the centers (completion of the bypass of Znojmo, construction of the bypasses of Mikulov and Břeclav, etc.). However, the vast majority of these projects are not under the direct competence of the South Moravian Region. The region will also strive to improve the condition of Class II and Class III roads, which, on the other hand, are within its responsibility.

Key projects on the railway include the reconstruction of a non-capacity railway junction and relocation of the Brno main station, construction of the Boskovice junction, modernization and electrification of line No. 340 in the Blažovice - Veselí nad Moravou section, electrification of line No. 244 in the Střelice - Moravský Krumlov and Ivančice section, electrification of line No. 256 Žďár nad Sázavou - Nové Město - Tišnov, electrification and increased capacity of the line to the village of Zastávka u Brna (or continuation in the direction of Jihlava), completion of the revitalization of line No. 246 in the Břeclav - Znojmo section. The measure also includes support for the preparation and implementation of railway infrastructure of international importance (TEN-T) e.g., Brno-Přerov, Prague - Brno - Břeclav high-speed line, etc.

The region also aims to support the development of a network of safe cycle paths including the accompanying infrastructure, urban rail transport (support for the development of the tram network in Brno and the construction of the North-South rail diameter) or the Brno-Tuřany International Airport in order to connect it with international hub airports so as to facilitate passenger transport worldwide. Other activities include the support for combined transport logistics terminals (the parameters of which enable the combined transport of freight by rail, road and air).

Thematic measures and specific objectives		SO	RC	SS	TD	PR
3.1	Quality regional transport network					HP
3.1.1	Creation of appropriate conditions and support for the construction and reconstruction of railway infrastructure for interregional and internal transport	●				HP
3.1.2	Creation of appropriate conditions and support the construction of missing sections of key road and motorway links and mitigating the impact of transit traffic	●				HP
3.1.3	Reconstruction of regional road infrastructure and key urban roads	●	●			HP

Thematic measures and specific objectives		SO	RC	SS	TD	PR
3.1.4	Development and reconstruction of a network of safe cycle paths including accompanying infrastructure	●	●			MP
3.1.5	Development of urban rail transport infrastructure	●				MP
3.1.6	Development of the Brno-Tuřany International Airport and accompanying transport infrastructure	●				LP
3.1.7	Support for educational, awareness-raising and communication activities to improve transport safety	●		●		LP
3.1.8	Support for combined transport logistics terminals	●	●			MP

Public transport system

An important priority of the region is to continue optimizing the existing network of the Integrated Transport System of the South Moravian Region, including the development of tariff integration of regional lines. Another aim is to intensify connections with neighboring regions and countries by means of regular routes in connection with the existing transport demand. The area also focuses on the construction of interchange terminals and the development of a network of catchment parking lots and services for other forms of connecting transport.

It is also the intention of the South Moravian Region to increase the attractiveness and accessibility of public transport by increasing its comfort, including the modernization of transfer terminals (e.g., ensuring barrier-free access, internet access, etc.). This also involves the modernization of the rolling stock, respectively the purchase of new vehicles (rail and road transport) and the modernization of the existing public transport fleet. The aim is to focus on vehicles and technical solutions that are, among other things, environmentally friendly. The thematic measure also includes support in terms of improved passenger safety and increased barrier-free accessibility of the fleet of the Integrated Transport System of the South Moravian Region. The activities under the measures listed below also aim to provide support to municipalities and associations of municipalities in the preparation of transport projects (e.g., planning of infrastructure for interchanges, stations, bus stops or road improvements in municipalities and towns).

Thematic measures and specific objectives		SO	RC	SS	TD	PR
3.2	Increased accessibility of the territory and efficient Integrated Transport System of the South Moravian Region					HP
3.2.1	Development of public transport systems and promotion of cooperation with neighboring regions	●	●	●		HP
3.2.2	Construction of efficiently located interchange terminals, including the construction and development of a network of catchment parking lots and services for other forms of connecting transport	●	●	●		HP
3.2.3	Increasing the attractiveness and accessibility of public transport in the region	●		●		MP
3.2.4	Support for the modernization of the public transport fleet	●		●		MP
3.2.5	Technical support for project design work	●	●			LP

Future mobility

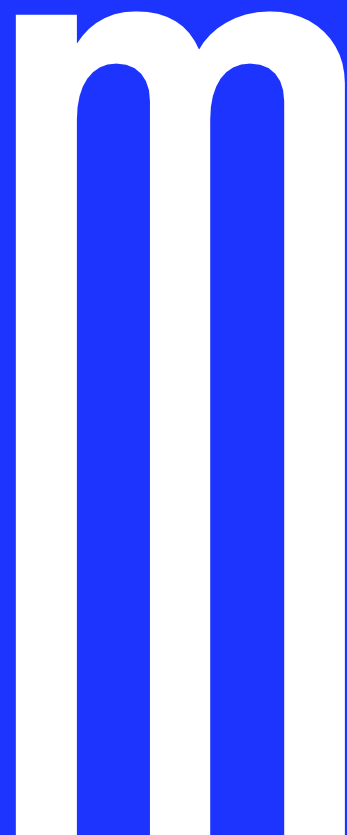
The aim of the South Moravian Region is to reduce the ecological burden from transport. To this end, the use of public transport systems or individual shared transport (e.g., bicycles, scooters, cars) including autonomous vehicles will be encouraged. The aim is to increase the share of these forms of transport in the total transport performance. One of the priorities of the South Moravian Region, which belongs to this thematic measure, is to support the development of infrastructure for vehicles powered by electricity, compressed natural gas or hydrogen.

The intention is also to increase the efficiency of transport through intelligent transport information, tariff and control systems, including the optimization of transport accessibility to basic civic amenities.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
3.3	Decrease the carbon footprint of the region's transport sector					MP
3.3.1	Promote sustainable forms of transport	●	●	●		MP
3.3.2	Preparation and implementation of MaaS (Mobility as a Service) solutions and intelligent transport information, tariff and control systems	●	●	●		MP



**Environment, technical infrastructure,
rural development and agriculture**



Priority axis 4: Environment, technical infrastructure, rural development and agriculture



“A clean region thanks to modern technology and common sense.”

Environment and public health

The aim of the South Moravian Region is sustainable development, which is closely related to the environment. The South Moravian Region is striving to prepare for one of the biggest challenges - climate change. Land improvements aimed at stabilizing the landscape and measures to manage the risks of hydrological extremes will be supported. Significant landscape features will be restored to reduce water and wind erosion as well as developing biodiversity. Emphasis will also be placed on renewable energy sources and reducing the energy consumption of buildings.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
4.1	Increasing the stability of ecosystems and adaptation of the territory to climate change					MP
4.1.1	Implementation of land improvements aimed at stabilizing the landscape	●	●			HP
4.1.2	Implementation of measures to manage the risks of hydrological extremes	●	●			MP
4.1.3	Restoration of and care for significant landscape features leading to the development of biodiversity and to a decrease in water and wind erosion	●	●			MP
4.1.4	Promoting awareness-raising on climate change	●	●			MP
4.1.5	Planting native and resistant plant species	●	●			MP
4.1.6	Support for measures to reduce wind erosion	●				MP
4.1.7	Support for activities to reduce water consumption	●				MP
4.1.8	Support for reforestation	●				MP
4.1.9	Support for elimination of the threat of overpopulation of calamitous insect species	●				MP
4.2	Improving air quality					MP
4.2.1	Support for renewable energy	●		●		LP
4.2.2	Educating and increasing motivation to switch to more environmentally friendly heating methods	●	●			LP
4.2.3	Reducing the concentration of dust particles in the air	●				LP
4.3	Reducing the impacts of human activity					LP
4.3.1	Support for the reduction of energy consumption in buildings and energy awareness	●		●		MP
4.3.2	Protection from excessive traffic noise	●		●		LP

Technical infrastructure

In the area of technical infrastructure, the South Moravian Region will also focus on minimizing environmental impacts. This area is not under the direct competence of the region, but it will support the reconstruction of existing technical infrastructure, sustainable waste management and the remediation of old environmental burdens.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
4.4	Preservation and development of the quality of technical infrastructure					LP
4.4.1	Waste prevention and waste education	●		●		MP
4.4.2	Construction and reconstruction of technical infrastructure	●				MP
4.4.3	Support for the remediation of old environmental burdens	●				LP

Rural development

The South Moravian Region wants to preserve its rich and vibrant rural areas. This is why it supports the development of infrastructure for social and voluntary activities in municipalities, the use of new technologies and innovative approaches applicable to the needs of rural areas (e.g. development of communication infrastructure and teleworking, short chains and new outlets).

Thematic measures and specific objectives		SO	RC	SS	TD	PR
4.5	Development of civic amenities in rural areas					HP
4.5.1	Development of infrastructure for social and volunteer activities in municipalities	●	●		●	MP
4.5.2	Support for the use of new technologies and innovative approaches applicable to the needs of rural areas	●	●	●	●	HP
4.5.3	Development of communication infrastructure network in rural areas	●		●	●	HP

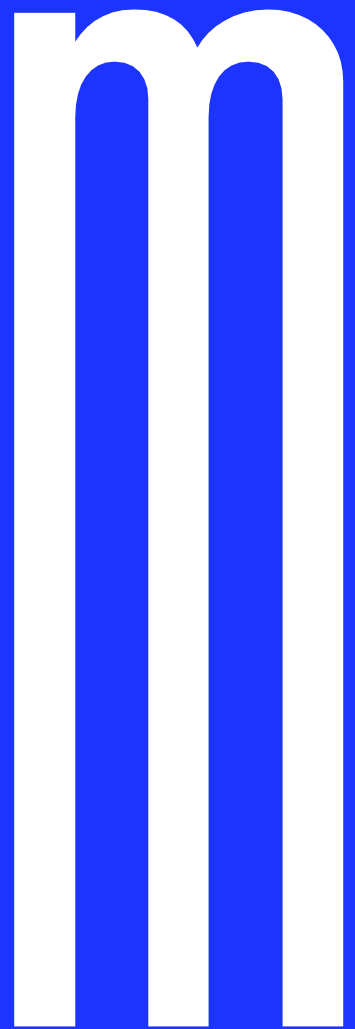
Agriculture

In the case of agriculture, the South Moravian Region also emphasizes sustainable development. It promotes innovative and sustainable approaches in agriculture, education in agricultural and forestry and the promotion of regional products.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
4.6	Improving land management methods					HP
4.6.1	Support for the use of innovative approaches in agriculture	●	●	●		MP
4.6.2	Support for a wider range and diversity of crops	●		●		MP
4.6.3	Support for sustainable forms of agriculture and transferring knowledge in the area of sustainable farming systems	●		●		MP
4.6.4	Support of awareness-raising in agriculture and forestry	●				MP
4.6.5	Promotion of regional products and support for short chains	●				MP



**Competitiveness,
entrepreneurship, innovation
and research**



Priority Axis 5: Competitiveness, entrepreneurship, innovation and research



“A competitive region driven by cutting-edge research and innovation.”

Research, development and innovation

The vision of a competitive region driven by cutting-edge research and innovation is fulfilled by measures that aim to increase support for research with an emphasis on quality and the transfer of results to the local economy, the popularization of science and STEM (science, technology and engineering, mathematics), and work with talent. Another important feature is increased tripartite cooperation and a more flexible response of the supply of professions to global trends.

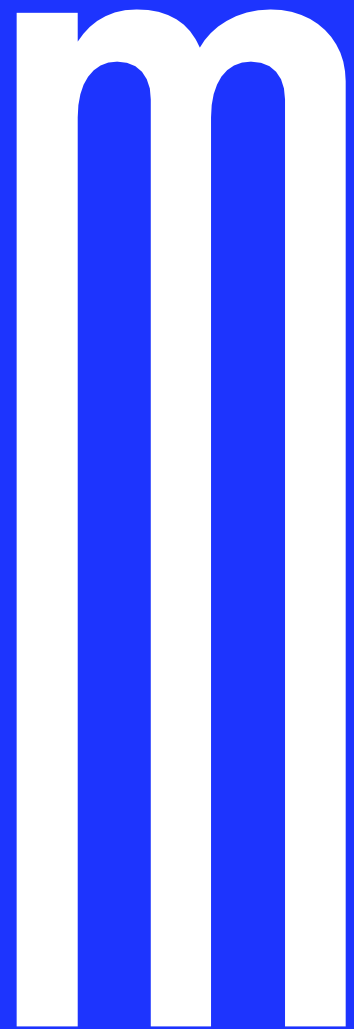
Thematic measures and specific objectives		SO	RC	SS	TD	PR
5.1	Excellent research and expert know-how					HP
5.1.1	Increased support for research and development with an emphasis on quality and transfer of results to the local economy	●	●	●		HP
5.1.2	Popularization of science and STEM	●	●			HP
5.1.3	Attracting talent	●	●			MP
5.1.4	Strengthening international excellence in academia	●				MP
5.1.5	More flexible response of the supply of professions to global trends	●	●			MP

Labor market and entrepreneurship

The aim is to create the conditions to maintain the stability and prosperity of local businesses and the conditions for multinational corporations to take root. Flexibility in the labor market means part-time work, offering jobs for example in time-limited projects, or employing people aged 50+.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
5.2	Successful local companies and entrepreneurs					HP
5.2.1	Suitable conditions for business start-up and development	●			●	HP
5.2.2	Accumulation of capital, know-how and their further development in the region	●				LP
5.2.3	Removal of barriers in the labor market	●			●	MP
5.2.4	Support for expansion into international markets	●				LP
5.3	Rooted global companies					MP
5.3.1	Involving global companies in the cultivation of the regional environment	●				MP
5.3.2	Links between suppliers and customers in the local environment	●	●			MP
5.3.3	Presence of strategic functions within multinational company structures (skilled jobs)	●				MP

**Tourism and culture, public administration,
civic amenities and security**



Priority Axis 6: Tourism and culture, public administration, civic amenities and safety



“A region developing its civic amenities and its cultural, historical and natural heritage.”

Tourism

The aim of the South Moravian Region is to promote sustainable tourism that will have positive economic impacts on the region, but will respect its natural, cultural and historical value. It will also be important to link tourism, culture and cultural heritage through new methods of marketing and promotion. The region is also thinking about the training of tourism workers (employees of destination management companies, tourist information centers, etc.) and optimizing the network of trails and routes.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.1	Exploiting the potential of tourist attractions, including places with lower visitor numbers					MP
6.1.1	Developing the potential of the still little-visited sites	●	●		●	HP
6.1.2	Increasing the interconnectedness of tourism and culture	●	●			MP
6.1.3	Staff training, improving the quality of tourism services	●	●			MP
6.1.4	Support for destination management organizations and cooperation between tourism stakeholders	●	●		●	HP
6.1.5	Support for conference and congress tourism (MICE)	●		●		MP
6.2	Ensuring a sufficient level of infrastructure for the needs of tourism					MP
6.2.1	Ensuring accessibility of tourist destinations by sustainable forms of transport	●	●			MP
6.2.2	Optimization of the network of trails and routes	●	●			MP
6.2.3	Ensuring the adequate capacity and quality of the accompanying tourism infrastructure	●	●			MP
6.2.4	Support for waterways of regional importance	●				LP

Culture

In the field of culture, the South Moravian Region will restore monuments and facilities with potential that can contribute to the development of cultural and community life while contributing to the development of the economic and social level of the area. Furthermore, the region will strive to create suitable conditions for the establishment of cultural and creative centers and clusters, for example by supporting small and specialized enterprises.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.3	Support for conservation					MP
6.3.1	Restoration and presentation of cultural monuments	●				HP

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.3.2	Securing of cultural monuments	●		●		LP
6.4	Promotion of a living culture and preservation of the region's cultural heritage					LP
6.4.1	Maintaining and transferring knowledge of regional crafts	●				MP
6.4.2	Support for cultural activities and cultural stakeholders	●		●		LP
6.4.3	Creation of creative and artistic centers and clusters	●		●		LP

Public administration

In the area of public administration, three main directions of development have been set: modernization of public administration, support for cooperation between regional development stakeholders and support for polycentric development of the region's territory.

Modernization of public administration aims to improve the qualifications and competences of local governments through training, exchange of good practice, internships, coaching, counselling, awareness-raising and methodological assistance. However, it also aims to promote new technologies and innovations that can lead to the simplification of existing public administration procedures, to the development of the region and to the improvement of the daily life of its inhabitants.

The support of polycentric development of the region aims at the development of amenities of municipalities in the South Moravian Region as important nodes for rural areas. The objective is more effective, coordinated, strategic and spatial planning to ensure the sustainable development of municipalities with quality environment and services for the life of their inhabitants.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.5	Modern public administration					MP
6.5.1.	Support for processes and linking strategic planning and spatial planning	●			●	HP
6.5.2.	Support for smart solutions and projects in the region	●		●		HP
6.5.3.	Support for the digitization of the authority and publication of open data	●	●	●		MP
6.5.4	Efficient administration of the region's property and management of allowance organizations		●			LP
6.6	Support of cooperation between stakeholders in the development of the territory (public administration, academic sector, companies)					LP
6.6.1.	Support of cooperation between regional development stakeholders	●	●	●	●	HP
6.6.2	Support of cross-border and international cooperation to develop common themes	●		●		LP
6.6.3	Building a positive image of the region	●	●	●		LP
6.6.4	Support of public participation	●	●	●		MP

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.7	Ensuring the conditions for polycentric development of the region's territory					LP
6.7.1.	Support for the reduction of negative disparities in the region and coordination of polycentric development of the region's settlement structure	●	●		●	MP
6.7.2	Use of strategic planning tools for effective landscape management in municipalities and effective municipal development	●		●		MP

Civic amenities and life in municipalities

The aim is to ensure civic amenities with adequate quality and capacity, adequate building and technical solutions and accessibility for all residents. Another aim is the regeneration of brownfields to create conditions for the full use of neglected or unused buildings and areas. An equally important element is the support of social life in the municipalities.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.8	Provision of amenities and services for the population					HP
6.8.1.	Support for cooperation of local governments, associations of municipalities and local action groups in the development of the territory	●	●		●	MP
6.8.2.	Support for brownfield regeneration	●	●			MP
6.8.3.	Development and maintenance of the functional state of civic amenities in municipalities (including barrier-free access and high-speed information networks)	●			●	MP
6.8.4.	Advice, awareness-raising and methodological support for local governments	●	●			LP
6.8.5.	Support of social life in municipalities	●			●	LP

Safety

In the area of security, the following three elements are particularly important for the South Moravian Region: physical security, cybersecurity and prevention. In the case of cybersecurity, support will be directed towards the information systems of public administrations and regional allowance organizations. As for physical security, support will be given, for example, to the expansion of cross-border cooperation between emergency services in the field of crisis management.

Thematic measures and specific objectives		SO	RC	SS	TD	PR
6.9	Ensuring a high standard of security for the public and property					MP
6.9.1.	Support for the equipping and improvement of the Integrated Rescue System	●			●	HP
6.9.2.	Cybersecurity	●				MP
6.9.3.	Inter-regional and cross-border cooperation of Integrated Rescue System	●				MP
6.9.4	Development of crisis management in the region	●		●		MP
6.9.5.	Improving the system of preventive measures and safety education	●				LP



south **m**oravian region

An aerial photograph of a vast vineyard at sunset. The rows of grapevines are illuminated by the warm, golden light of the setting sun, creating a rhythmic pattern of light and shadow across the landscape. In the background, a small cluster of buildings is visible on a hill, and a body of water stretches across the horizon under a hazy, orange sky. A large, stylized, pink letter 'm' is superimposed over the lower center of the image, partially obscuring the vineyard rows.

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