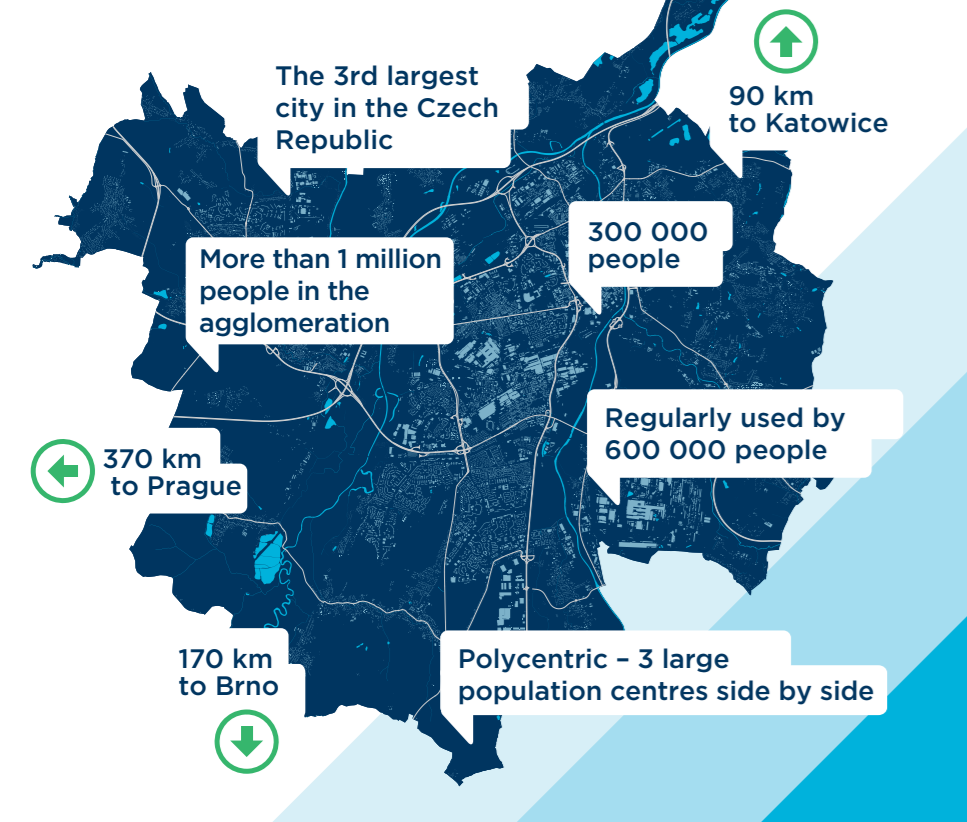


# OSTRAVA

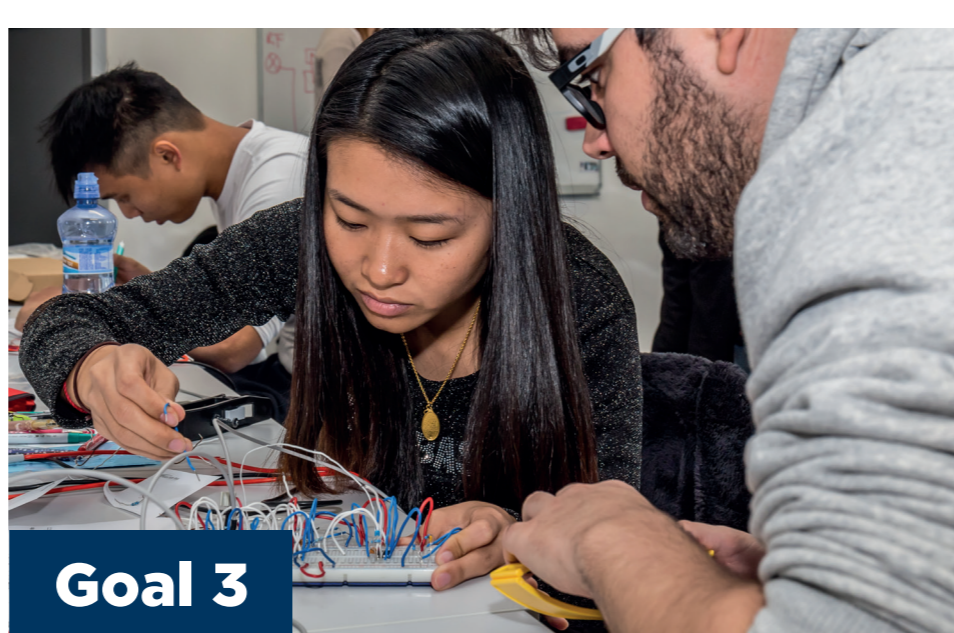


## Goal 1

### Building an interconnected city

#### What do we want to achieve?

- Ostrava is home to major regional and national institutions.
- Faster and more convenient air and rail links between Ostrava and the rest of the world.
- Life in Ostrava is more attractive for foreigners.
- Wider use of data when planning projects, city development and services.
- Ostrava has a better image in the eyes of its citizens, visitors, and the wider public.



## Goal 3

### Being a centre for top-quality education

#### What do we want to achieve?

- Ostrava is the first choice for young people deciding where to study.
- Ostrava has a well-functioning, integrated system of organizations providing high-quality lifelong learning.
- A higher number of university students.
- A higher percentage of university-educated and highly qualified people.



## Goal 5

### Supporting communities and helping citizens become involved in Ostrava's development

#### What do we want to achieve?

- An urban environment with more community projects and activities.
- A sufficient number of community spaces and centres for the public.
- Ostrava is a family-friendly city.
- Public administration is closer to citizens.
- More active citizens, taking an interest in Ostrava's development and getting involved in decision-making.



## Goal 7

### Bringing the city closer to nature and using resources sustainably

#### What do we want to achieve?

- Large and well-kept city parks.
- The city is a leader in implementing blue-green infrastructure measures.
- Bringing Ostrava closer to European carbon neutrality goals.
- An effective municipal energy agency.

## HOW DID YOU GET INVOLVED?



### SURVEYS

You completed online surveys to tell us your opinions on how satisfied you are with life in Ostrava and to highlight what's important to you personally. We received almost 2 500 surveys within one month!



### THE FEELING MAP

Where do people feel good in Ostrava? And where do they feel less good? Which places in the city need the most improvement? We asked you to tell us your opinions via a feeling map. A total 1 655 unique users contributed to the online feeling map, recording 23 685 feelings!



### FAJNOVA AT EVENTS

To find out what aspects of the city need the most improvement, we went out into the streets and talked to you. Throughout the year we met you at a dozen different events, asking you for your opinions on what Ostrava lacks and what you would like to change.



### WORKING GROUPS AND INTERVIEWS

Besides asking you – members of the public – for your opinions, we also ask experts in various fields to contribute to our strategic plan. During the planning process, we met experts in 21 working groups and carried out over 80 structured interviews with prominent local personalities.

## PRIORITIES AND STRATEGIC GOALS

### A VIBRANT REGIONAL CAPITAL



Building an interconnected city

### WEALTH IN PEOPLE



Being a centre for top-quality education

### A HEALTHY CITY



Creating a great environment for all generations



Revitalizing the city centre



Creating an outstanding environment for business and innovation



Bringing the city closer to nature and using resources sustainably



Supporting communities and helping citizens become involved in Ostrava's development



## Goal 2

### Revitalizing the city centre

#### What do we want to achieve?

- The city centre has attractive, well-functioning public spaces.
- The city centre has high-quality architecture and a good range of housing.
- The city centre offers a good range of services and culture, food and drink.
- The city centre is pleasant and walkable, attracting local people and visitors.



## Goal 4

### Creating an outstanding environment for business and innovation

#### What do we want to achieve?

- Citizens are aware of how to start and grow a business.
- Students at schools are equipped with business skills and knowledge.
- There is a network of institutions and a range of programmes or tools supporting and developing business.
- Local companies have close links with startups and people with ideas, including students.
- A higher number of research workers and a larger volume of excellent-quality research.
- More talented students and researchers from other Czech regions and abroad.



## Goal 6

### Creating a great environment for all generations

#### What do we want to achieve?

- A feeling of greater safety in public spaces, and lower crime.
- Ostrava is actively and conceptually implementing its housing policy.
- Eco-friendly, safe and sustainable transport with excellent walkability and cycling.
- A barrier-free city.
- Ostrava offers a wide spectrum of sporting, cultural and leisure activities.
- Fewer citizens at risk of social exclusion and poverty.
- A stable and sustainable network of high-quality social services.

## HOW WE CREATED THE PLAN

Experts, local personalities and members of the public played a direct role in creating the plan.



## HOW WE MONITOR THE PLAN'S SUCCESS

To keep track of how successful the plan is, we measure and evaluate a range of indicators. These are numerical values that provide information on how successful strategic projects, measures or activities are. Every year we monitor, interpret and evaluate the success indicators. We then give recommendations to city leaders and other key players so that they can make any necessary improvements.

### SOME KEY INDICATORS:

- MIGRATION BALANCE**  
The aim is to achieve a positive figure – meaning that more people move to Ostrava than move away from the city. Stopping the decline in the city's population remains a challenge for the next planning period.
- NUMBER OF UNIVERSITY STUDENTS**  
The number of university students in Ostrava has been growing constantly since 2019. Our aim is to ensure that this trend continues in the future; our target is for the city to have 23 000 students by 2030.
- CITIZENS' SATISFACTION WITH LIFE IN OSTRAVA**  
Our aim is to move up to 50th place in the rankings of the Report on the Quality of Life in European Cities.

# OSTRAVA

WHERE NEW STORIES BEGIN

OSTRAVA'S STRATEGIC DEVELOPMENT PLAN 2024-2030

fajnova

OSTRAVA!!!

You can follow us on our website and social media:

www.fajnova.cz



Do you have a specific suggestion for Ostrava's development, or a topic for discussion? Contact us personally at the Strategic Development Department of Ostrava City Authority, or e-mail us at fajnova@ostrava.cz



## WHAT IS THE STRATEGIC DEVELOPMENT PLAN?

The Strategic Development Plan is like a compass – it points the city in the right direction and guides it towards its goals. And what are the goals for Ostrava? To encourage young and talented people to stay in the city rather than moving away, and to expand the range of attractive housing options, job opportunities and leisure activities. Put simply – the goal is to maximize quality of life for Ostrava's people. That's why we need a plan – to ensure that the city moves in the right direction, with a clear and systematic vision of its future.

## WHAT IS FAJNOVA

Ostrava's Strategic Development Plan is communicated to the public using the fajnova brand. It's a combination of a local dialect word meaning "great" (fajn, pronounced "fine") and a commonly used abbreviation of the city's name (OVA) – and it expresses our goal of making the city a great place to live.

In order to achieve the desired changes, we have around 50 flagship projects. Here we present a selection of 7 completed and 7 planned projects for each goal.

### 1 BUILDING AN INTERCONNECTED CITY

#### Development of Ostrava Zoo

A popular destination for families from Ostrava, other Czech regions and abroad, Ostrava's zoo meets the highest European standards. Recent projects have included new pavilions, large outdoor animal enclosures and visitor attractions such as the new "La Pampa" aviary or the gibbon and macaque house.

#### Ostrava Concert Hall

This uniquely conceived project involves the renovation of the City of Ostrava Cultural Centre together with a brand-new extension – a concert hall designed by the world-renowned American architect Steven Holl. It will be an iconic structure with the potential to become a new symbol of Ostrava. Besides serving as the home of the city's Janáček Philharmonic Orchestra, the hall will also provide facilities for numerous cultural, musical and educational activities – and it will attract talented artists as well as visitors to Ostrava from far and wide.

COMPLETED

PROJECTS IN PROGRESS

### REFRESH

REFRESH is a joint project by the University of Ostrava and the city's VŠB Technical University. It will create living labs where leading researchers, students and companies will be able to come together and collaborate. The project will create conditions attracting young people, top researchers and substantial investment to the region, as well as supporting the creation of startups.

### 4 CREATING AN OUTSTANDING ENVIRONMENT FOR BUSINESS AND INNOVATION

#### Moravian-Silesian Innovation Centre

The Moravian-Silesian Innovation Centre (MSIC) was established in 2017 by the City of Ostrava and the Moravian-Silesian Region. Its mission is to support businesses in their innovative activities and to enhance the business environment in Ostrava and throughout the entire region. The MSIC offers a range of services and programmes helping SMEs and startups to grow and prosper.

# MSIC

### 2 REVITALIZING THE CITY CENTRE

#### Residence Stodolní

Residence Stodolní will be a state-of-the-art residential complex in the heart of Ostrava's city centre. It will include apartments of various sizes, a community garden, a parking garage, and shops on the ground floor. The new complex will help expand the range of high-quality housing in Ostrava, as well as driving the transformation of the entire Stodolní Street quarter.

#### Revitalization of the Historic City Slaughterhouse

This formerly derelict historic complex has been transformed into a new home for the PLATO contemporary art gallery. The revitalization project, designed by the Polish architect Robert Konieczny and his KWK Promes studio, has integrated the distinctive brick structures of the original listed building with forward-looking modern elements. The project has achieved outstanding success in international architectural awards.

### 3 BEING A CENTRE FOR TOP-QUALITY EDUCATION

#### The Black Cube

The "Black Cube" is the nickname for the new home of the Moravian-Silesian Research Library – a long-awaited building that has been at the planning stage for many years. When it is complete, Ostrava and the entire region will have a genuinely modern institution providing information and educational services. Besides the library premises, the Black Cube will also offer facilities for robotization, digitalization, innovation and smart technologies covering a range of fields.

### 5 SUPPORTING COMMUNITIES AND HELPING CITIZENS BECOME INVOLVED IN OSTRAVA'S DEVELOPMENT

#### Let's Create Space

Would you like to see some benches or a garden area outside your apartment block? The subsidy programme LET'S CREATE SPACE provides funding to help active people and communities who want to transform the places where they live. Citizens can join forces with like-minded people and implement real practical changes in their communities.

### 6 CREATING A GREAT ENVIRONMENT FOR ALL GENERATIONS

#### Transformation of the Black Meadow Area

One of the most important public spaces in Ostrava – the Černá Louka (Black Meadow) area in the city centre – is set to undergo a wide-ranging transformation. According to a study by MAPPA, it will become a vibrant city park ringed by a number of new buildings. Besides the planned modernization of Pavillion G for the National Moravian-Silesian Theatre, there will also be a new Municipal Services Centre that will serve as a one-stop shop for the full range of public services provided by Ostrava City Authority.

### 7 BRINGING THE CITY CLOSER TO NATURE AND USING RESOURCES SUSTAINABLY

#### The Path of Water

The Path of Water is a 500-metre-long nature trail leading from the natural springs and wells in the Bělský Les forest park to a nearby stream. The trail incorporates several interactive educational panels, a spa, and a wooden statue of a giant. Much appreciated by people in the Ostrava-Jih municipal district as a leisure activity, the project also performs another important function by helping to retain water in the landscape.

### CEET-e II

This modern research and development centre on the campus of Ostrava's Technical University will focus on advanced materials, nanomaterials and nanocomposites. It will expand an existing research facility that tests methods for transforming waste materials into useful forms of energy.

### Participative Municipal Budgets

Participative budgets make it possible for citizens to play an active role in decision-making on their city's development. People can propose their own projects, which are voted on. This involves citizens in a dialogue, helping them to shape the future of the place where they live. Participative budgeting systems are currently operating in Ostrava's three largest municipal districts, and the aim is to expand the scheme into other districts.

### Municipal Studio for Urban Planning and Architecture

The Municipal Studio for Urban Planning and Architecture (MAPPA) was established in 2019 to provide expert consultancy in urbanism and urban planning to the City Authority and Ostrava's individual municipal districts. MAPPA also coordinates the involvement of real estate owners, institutions and the general public in the planning process.

# MAPPA!!!

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# A vision for Ostrava – What kind of city do we want to have in 2040?

OSTRAVA IS A CITY WHERE NEW STORIES BEGIN

## OSTRAVA!!!

- has stopped and reversed its population decline.
- is a city that attracts young, hard-working and talented people to live here.
- is clean, green, modern, safe, cultural, friendly, and well-adapted to climate change.
- is a self-confident European city full of the energy of active people.
- offers a high quality of life for all generations.