

#hrajemskrajem

DEVELOPMENT STRATEGY

of the Moravian-Silesian Region for 2019-2027

Strategy owner:



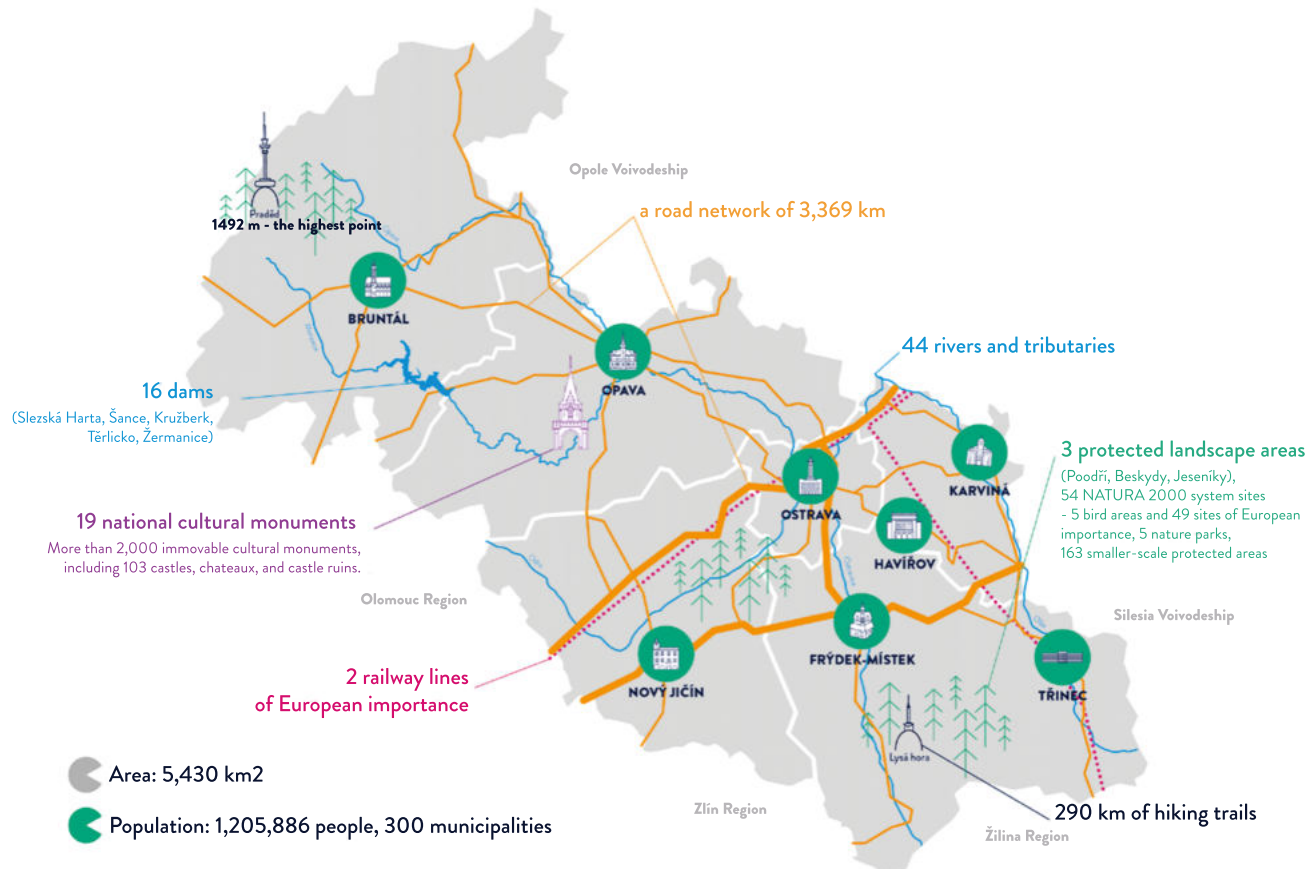
Strategy developed by:



This is a simplified communication version of the Development Strategy
of the Moravian-Silesian Region for 2019-2027.

For a more detailed document with annexes and other materials, see www.hrajemskrajem.cz.

Things you may not know about the Moravian-Silesian Region





The Moravian-Silesian Region has a future

The Moravian-Silesian Region is a dynamically developing region and I am extremely pleased that I can be involved in that change as the region's Governor. But you can all be part of the transformation. We are the first region in the country to have decided to involve not only dozens of experts in the planning process, but also representatives of municipalities, major companies, organisations and non-profits, but also you, the region's inhabitants. We want to shape the direction of our region together.

The specific feature of our region is its diversity. Life in each part of the region is different and people face different challenges in its different corners. It is this diversity that we want to reflect in our Strategy. That is why we do not do all the planning solely in the region's capital: we go to meetings across the region to capture all the opportunities our region has to offer.

I used to hear about the Moravian-Silesian Region that it is an unfortunate part of the country, where there is only hard work and where life is tough. That may have been the case in the past, but fortunately, it is different today. We are evolving from a region of heavy industry into an important technology centre. We pursue innovations, focus on research, are becoming more entrepreneurial and are keeping up with the times and developments. Now I hear that the Moravian-Silesian Region is on a good track: we are taking concrete steps in the field of the environment, developing healthcare and social care, strengthening communities, and connecting generations. We focus on education and support culture, striving to make our region more attractive.

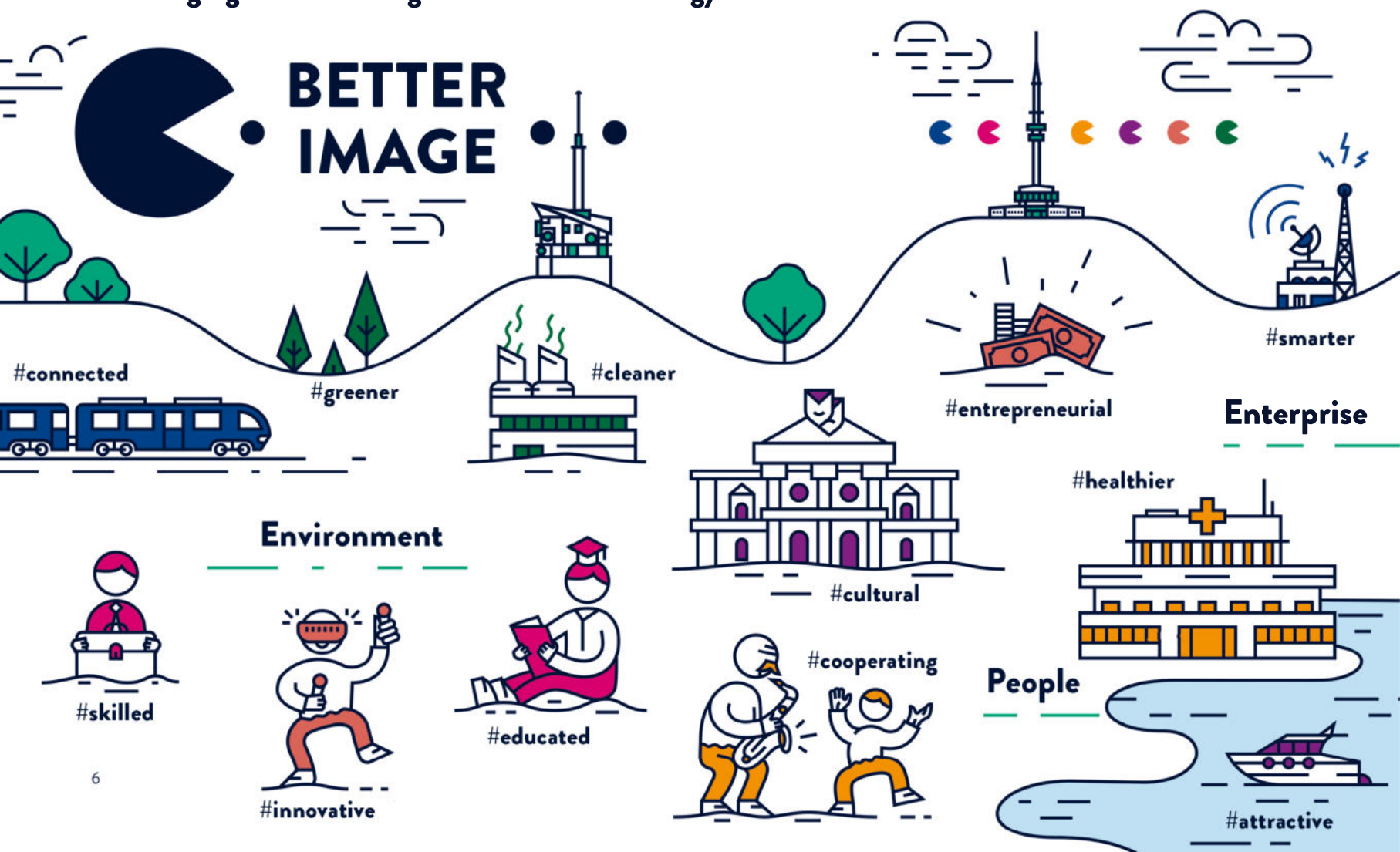
I find encounters with representatives of municipalities, companies, but also with students or residents of various parts of the region are incredibly inspiring. I want to thank all of you for caring about the development of our region and for helping us to disprove obsolete stereotypes.

Ivo Vondrák, Governor of the Moravian-Silesian Region



Vision for the Moravian-Silesian Region 2030+

Changing live in the Region with renewed energy



The two most important indicators of change for long-term measurement of the success of the implementation of the Development Strategy and achievement of the vision:



**Stopping the brain drain
of people from the region**



Better image of the region

Three main strategic directions for the development of the region for 2019-2027
- “super-priorities”:

Enterprise

Companies in the region will be leaders in innovation and will be part of global business.

People

We will have the fastest growth of the quality of life in the Czech Republic and the region will offer top level and unique services of European quality.

Environment

The region will have a healthy environment and clean air.

A MORE ENTREPRENEURIAL AND INNOVATIVE REGION

Creating value with our heads, but also with our skilled hands

#part_of_global_business #leadership #source_of_inspiration #smart_specialisation
#high_performance_innovation_ecosystem #successful_companies #MSIC
#innovative_ideas #new_technology_leaders #high_added_value
#space_for_experimentation #commercially_used_research_and_development

Strategic objectives

Enterprising people

15 % of the region's population aged 25-44 will have personal experience of starting a business

Establishment and growth of companies

Increase in the number of companies based in the region younger than 10 years with 25+ employees

Ecosystem of enterprise and innovation

The region will rank among the TOP10 regions in Central and Eastern Europe in terms of the dynamics of growth of the knowledge intensity of the economy

Research and development

Increase the region's share in public expenditure on research and development in the Czech Republic to at least 6 % in the period 2022-2027

Large companies

Growth of exports by large companies in the region in the period of 2020-2027
10 % higher than the growth of exports from all of the Czech Republic in the same period



I would like for the local young and middle-aged generation to discover its entrepreneurial spirit and fully exploit the potential of this region through their own business. Ostrava is the second most important agglomeration in the country in terms of population. Nevertheless, our region is – due to the historical development of the economy – one of the regions with the lowest number of entrepreneurs per 1,000 economically active inhabitants.

Pavel Csank

MSIC director

Examples of strategic projects

- ▶ PodReg - Enterprising region
- ▶ Network of craft and business incubators
- ▶ Digital Innovation Hub
- ▶ Smart District
- ▶ The LAZY Mine multifunctional complex and industrial zone, the ČSA Mine and the Darkov Mine

A MORE EDUCATED AND BETTER-EMPLOYED REGION

Hard work and constant process of learning

#well_paid_attractive_work #prospects #modernisation #industry
#lifelong_education #students #good_career #potential_in_people #MSPACT
#I_enjoy_my_work #expertise #flexibility #innovative_services #application
#cooperation #reputation #high_employment_level

Strategic objectives

Modern education and competences for life

Improving the readiness of graduates entering the labour market

Attractive universities

Increasing the share of the region's inhabitants who have tertiary education

Career counselling

Better utilisation of personal potential and adequate employment opportunities for the region's people

Quality jobs

Growth in productivity, average wage, and in the supply of well-paying jobs

Innovation and reduction of long-term unemployment

Reducing the share of the long-term unemployed



We will create a network of career and professional counselling in the region, which will be available to people from Osoblaha to Jablunkov. It will help people of all ages get oriented in their skills and in education and career opportunities in the region. Thanks to such counselling services, people will achieve their professional and life goals in a more straightforward way, without getting lost or having to cope with unnecessary barriers due to the lack of information. These services will help keep people in the region and improve their lives.

Martin Navrátil

MS PAKT director

Examples of strategic projects

- ▶ Technological and Business Academy
- ▶ The right choice for everyone: Services for career choice and employability on the labour market in the MSR
- ▶ Improving the quality of secondary education – modernisation and renovation of schools
- ▶ Faculty of Arts and Faculty of Sports, University of Ostrava
- ▶ Centre for artificial intelligence for a people-centred economy

A photograph of three children playing with bubbles in a park. The child in the foreground is a girl with blonde hair, wearing a light-colored hoodie, reaching out with her right hand towards a bubble. Behind her are two other children, a boy and a girl, also reaching for bubbles. The air is filled with many bubbles of various sizes. The background shows a park setting with trees and a building. The entire image has a warm, orange-toned overlay.

A HEALTHIER AND MORE COHESIVE REGION

Functional, high-quality, accessible, and modern public services

#healthy_lifestyle #Quality_care #top_level_healthcare #life_in_a_community
#affordable_social_services #reliable_rescue_system #social_enterprise
#active_aging #electronic_healthcare #housing

Strategic objectives

High quality and highly professional healthcare

Comprehensive increase in the quality of specialised medical care in the region

Prevention and healthy lifestyle

Implementation of two Telemedpoint projects in remote locales, introduction of subsidy programmes to support healthy lifestyle and the development of mHealth applications

Life in a community

Development of community services promoting living on one's natural environment, using natural resources

Services together

Creation of a network of high-quality and accessible social services that correspond to the actual needs of the region's inhabitants



I would consider it a success if we could convince everyone in the region that we have equal rights. Regardless of whether we are healthy or have a disability, we all want to be free, live our lives as we see fit, in joy and to be accepted by people around us. Transforming buildings is difficult and expensive, but changing people's minds is even harder.

Daniel Rychlik

Head of the Department of Social Affairs
RA MSR

Examples of strategic projects

- ▶ Renewal and modernisation of medical devices in regional hospitals
- ▶ Development of residential social services for the elderly
- ▶ Creation of a network of high-quality and affordable social services
- ▶ Development of community services for living in one's natural environment

A CLEANER AND GREENER REGION

Healthy air and environment, transformation towards new technologies

#clean_air #circular_economy #sustainable_water_management #MEC #sustainability
#adaptability #environmental_responsibility #protected_valuable_areas #biodiversity
#low_carbon_economy #new_energy_mix #hydrogen #post-mining_landscape
#MSID #successful_revitalisation #low_and_no_emission_technologies

Strategic objectives

Clean air

Permanent reduction of the areas in the region in which the concentration limits of the main pollutants in the air are exceeded

Waste prevention and recovery

Preparation for compliance with EU waste management targets

Adaptation to the impacts of climate change

Adaptation of most of the region's towns, rural areas, and post-mining landscape areas to climate change

Sustainable use of landscape

Use of attractive and naturally valuable areas of the region in furthering a positive change in the region's image

Environmental education and awareness

Develop environmental education and awareness in order to better engage the public in addressing the region's environmental issues

Energy sector

Transformation of the energy mix of the Moravian-Silesian Region from dependence on coal to self-sufficiency and use of low-emission and renewable energy sources

Examples of strategic projects

- ▶ Policy for the development of the Karviná post-mining landscape through to 2030
- ▶ The integrated LIFE project focused on landscape adaptation to climate change
- ▶ Equipment for substance and energy recovery of waste
- ▶ Replacing boilers in households
- ▶ Centre for Energy and Environmental Technologies – REFRESH



It would be a great success if by 2027, there were only sporadic transgressions of air pollution limits in our region. Although emissions from industrial and energy sources have been significantly reduced and, thanks to “boiler subsidies”, also emissions from households have been reduced, the statutory limits are still being exceeded due to increasing transport and transfer of emissions from Poland. It would be a success if we could realise that we can all improve the quality of by reducing our use of cars.

Radim Misiáček

Executive Representative,
RADDIT consulting

A MORE CONNECTED AND SMARTER REGION

Saving time and money and exporting smart solutions

#beneficial_smart_technologies #ICT #networks #high-speed_data_network
#information #data_centre #emission-free_transport #sustainable_mobility
#comfort #safety #high-speed_lines #cycling #IRS #busy_airport
#connection_to_TEN_T #connectivity

Strategic objectives

Supporting solutions for a smarter region

Create the best examples of ICT use and innovations, saving the region's inhabitants time and money while improving the quality of the environment in which they live

Promoting sustainable mobility

Increase the share of sustainable forms of transport in the transport service of the region

Transition to low-carbon and zero-emission transport

Reducing CO2 emissions in transport

External accessibility of the region

Commencement of the construction of a high-speed railway line and the operation of the line to the airport hub of international importance

Integrated Rescue System

Ensuring a functional network of integrated rescue centres in the region, completing new integrated intervention centres, and providing a comprehensive educational programme in the field of risk prevention and behaviour in emergency situations

Examples of strategic projects

- ▶ High-speed data network
- ▶ Modernisation of road and rail infrastructure
- ▶ Development of low-emission mobility (hydrogen and electric mobility and cycling)
- ▶ Development of Leoš Janáček Airport Ostrava
- ▶ The Ostrava – Prague high-speed line



The transport situation in our region is excellent, but unfortunately CO2 emissions from traffic are still rising. I would therefore consider an acceleration in the process of introducing electromobility in terms of passenger cars and low-carbon transport in the region in general to be a greatest success. The current level of support for electromobility is inadequate. Cities lack the money to build infrastructure, which must go hand in hand with the decarbonisation of the region.

Petr Macejka

Designer and analyst, UDIMO

A MORE CULTURED AND ATTRACTIVE REGION

Moving to the region is trendy

#better_image #I_am_a_part #staying #active_tourism #diverse_and_living_culture
#care_of_natural_beauty_and_cultural_monuments
#aesthetic_public_spaces #architecture #MSTOURISM
#a_developing_cultural_and_creative_sector #community_life #sports

Strategic objectives

Cultural and natural heritage

Strengthening the sustainable development and attractiveness of the region, revitalisation and conversion of valuable heritage buildings, museums, galleries, theatres, libraries, cultural facilities, and other buildings to serve the public in new or innovative ways

Living culture and creativity

Creating conditions for new jobs in the cultural and creative industries and increasing the share of cultural and creative industries in the region's economy

Communities and public spaces

Increasing the activity of communities and associations involved in the development of the territory



We should approach the cultural level of the most developed regions of the Czech Republic. When we say in the wider area that we are from the Moravian-Silesian Region, it is not exactly something to boast about, we are a symbol of “rogues”, but I would like us to shed that label. I would like the inhabitant of the Moravian-Silesian Region to be a symbol of a refined, cultured person with broad horizons who is witty, insightful, and is welcome everywhere.

Jiří Krist

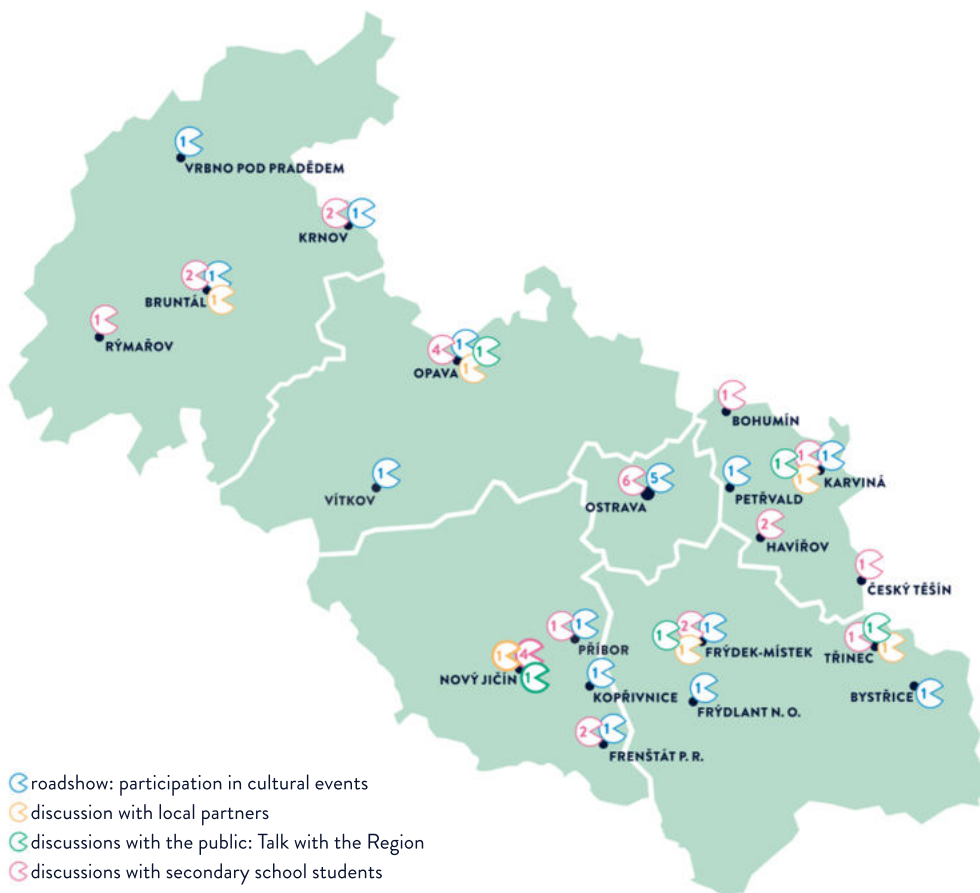
Chairman of the Regional Association
of Local Action Groups

Examples of strategic projects

- ▶ Black Cube – Centre of Digitalisation, Research and Innovation
- ▶ Ostrava Concert Hall
- ▶ Museum+
- ▶ Science and Technology Centre 2020+
- ▶ Tourist use of Jeseníky and Beskydy
- ▶ The Karviná Sea

How did we involve partners and residents of the region?

The preparation of the Development Strategy took place under the tag #hrajeMSKrajem (we play with the MS Region). The name indicates that the region strove to involve in the process of its creation as many people as possible, both from among professionals and the general public.



77 discussions

in 30 secondary schools



11 meetings

with partners and the public
in the area



19 cultural events

across the region featuring
the #hrajeMSKrajem booth



50+ meetings

with experts and senior staff
of the region

Whom to contact

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Selected projects that are changing the face of the Region

► Art and Sports at the University of Ostrava

Centre for digital technology and design, facilities for an opera studio, sound direction and post-production, or a studio for teaching music therapy. The intention is for the new building of the Faculty of Arts to link the performing and visual arts, drawing in not only talented domestic and international students, but also renowned international musicians and designers as visiting professors. A new large sports facility for the general public is also in the works.



► Development of the Moravian-Silesian Innovation Centre

Technological equipment that meets the needs of contemporary innovative companies, shared laboratories for industrial research, development and testing of new technologies, workshops for light production of functional samples and prototypes in the field of mechatronics. All that is to be created on the premises of the MSIC in order to prevent the drain of talented people from the region and to support the creation of innovative companies of international importance.



► The right choice for everyone: Services for career choice and employability on the labour market of the MSR

Many people leave the region to pursue more attractive employment elsewhere. The reasons include a lack of information and poor orientation on the labour market. They do not learn about opportunities to work with top employers in the region and often do not make use of their education. Comprehensive information services and individualised counselling services will help people get oriented in themselves as well as on the labour market, pursue their education throughout their lives, and plan for the future.





► Tourist development of the Jeseníky

Facilities for tourists, sanitary facilities, benches, bins for sorted waste, changing rooms, electric bike rental, and a new bicycle trail: all that is to be built at Slezská Harta to make it more pleasant for visitors. At the same time, boat transport will be developed – an electric boat with two electric motors, a lithium battery, and solar panels has already been launched. Its operation and all boat transport is being handled by the Association of Municipalities of Slezská Harta.



► Technological and Business Academy

More students with technical training will come out of the new secondary school which will operate on the premises of VŠB-TUO. This will allow university experts and innovative companies to participate in the educational programme. This is a joint project of the Moravian-Silesian Region, VŠB-TUO, and the MSIC. The -technical lyceum will also include a training centre for students and a training centre for teachers.



► Development of Leoš Janáček Airport

The runway and arrivals terminal will undergo comprehensive refurbishment. New cargo halls for cargo transport and hangars for aircraft parking will be built. The Regional Council has also decided to support the operation of air links to European hubs of international importance.



► Clean air

Boiler subsidies: during smog situations, pollution levels are often exceeded more in rural areas than in industrial areas, which is why replacing boilers in households is important.

Sensor networks: They will provide instantaneous data via radio networks. They are useful not only for influencing air quality, but also traffic volume, water regulation, and more can be influenced by measurements from these networks.

► Promoting sustainable transport

Shared rides, shared cars, shared bikes. The aim of the project is to reduce the use of individual car transport and to make sustainable transport more attractive. Public transport should be more comfortable, faster, clearer, and safer. Integrated transport planning systems will be developed to compare travel time, costs, and emissions for different modes of transport. Smart bus stops will allow people to charge their mobile phones, connect to wi-fi and keep warm in winter.



► Museum in DOV

A unique exhibition space with collections from national and international museums is to be created in the Lower Vítkovice area. The project will aid in the transformation of the region and strengthen Ostrava's metropolitan image. The exhibitions focused on natural sciences, social sciences and art will also help improve the education of children, pupils, and students of the region.



► Black Cube – Centre of Digitalisation, Research and Innovation

After decades spent on the make-shift premises of the New Ostrava Town Hall, the Research Library will finally have its own base. It is to become a place full of life with a café, exhibitions, and other cultural events. The new building will be built according to the original project of the Black Cube opposite the Ostrava Cultural Centre. The construction is to be completed in 2022.



► Sustainable tourist use of Beskydy mountain area

“Spending the weekend in the mountains rather than in the shopping centre” is the motto of a project aiming to turn the link between Lysá hora and Pustevny into a relaxation area for city people. The project envisages the use of several brownfield sites, including the Frenštát mine and the Ostravice sawmill. There are also plans for a cable car to Pustevny and the revitalisation of the ski jumps and the entire Jiří Raška facility in Frenštát pod Radhoštěm.





► **Electronisation and improving the quality of healthcare**

Electronic booking systems to reduce waiting times. Telemedicine to allow doctors to monitor patients' physiological functions remotely. Directionals and navigation systems in healthcare facilities to help patients navigate more easily to where they need to go. A "paperless hospital" may be built with a better system for data sharing and communication between facilities, making for easier recording of the progress of treatment.



► **The post-mining landscape of Karviná**

A new use needs to be found for the landscape between Karviná, Havířov and Orlová, which was affected by coal mining in the past. It can become a territory filled with movement, smart solutions, and new energy. The region wants to support diverse activities aimed at developing the area, such as light industry on the site of former mines, construction of leisure facilities, or research and development. It wants to build bike paths and an energy trail, and the Karviná Sea should become a popular place for recreation.



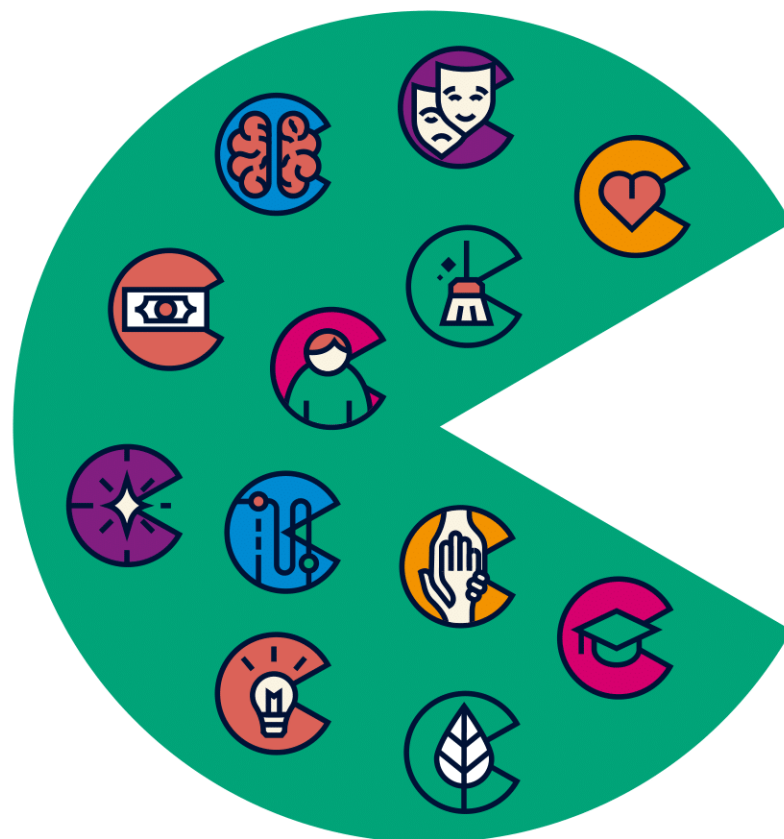
► **Centre for Energy and Environmental Technologies – REFRESH**

At the Centre for Energy and Environmental Technologies (CEET) at the VŠB-TUO, erudite experts are working to develop a safe and reliable energy platform to ensure energy self-sufficiency and raw material independence for the region. They are figuring out how to effectively use waste management or local renewable resources. The CEET's ambition is to become a European research centre of energy competence.



► **Life in a community**

The region will support community-based provision of social services to enable a greater number of people to live in their natural environment. The availability of independent housing for people with disabilities will be increased. Social enterprise will be developed. A unique Cluster of Social Enterprises already operates in the region.



www.hrajemskrajem.cz