



# SUSTAINABLE DEVELOPMENT STRATEGY FOR THE ÚSTÍ REGION 2006–2020





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## 1. INTRODUCTION

Sustainable development is a new framework for social development strategy. It is based on the standard and widely accepted 1987 UN definition of the environment and development which regards development as sustainable only when the needs of the present generation are met without putting the needs of future generations in jeopardy. The aim is development that ensures a state of balance between three main pillars: social, economic and environmental (World summit on sustainable development, Johannesburg 2002). Three basic aims form the basis of sustainability:

- social development that respects the needs of every member of society
- effective environmental protection and responsible use of natural resources
- high, sustainable and stable economic growth and employment

On an international level, sustainable development was classified at two large international conferences – a UN conference on the environment and development which took place in 1992 in Rio de Janeiro and the World Summit on Sustainable Development in Johannesburg in 2002. The government of the then Czech and Slovak Federal Republic (at the first conference) and the government of the Czech Republic (at the second conference) committed themselves to implementing the conclusions of the above mentioned summits and conferences on a national level.

The sustainable development strategy of the Ústí Region is the first and only document of its kind in the Czech Republic produced on regional level.

The Ústí Region's sustainable development strategy aims to establish a framework for long-term development of the Ústí Region, and a vision for the period up to 2020, along with the main priorities for that development. The aim in creating a strategy is to produce a document which, if adhered to and regularly updated, will go towards improving the quality of life of the inhabitants of the Ústí Region. It is based on the national sustainable development strategy for the entire Czech Republic, and drew inspiration from similar documents produced abroad, adapting specific aspects to the needs of the Ústí Region. This development document was created as part of a wider discussion involving the public, official representatives and organisations from all social groups in the Ústí Region.



The result of this consultation is a strategy which spells out the steps it is necessary to take for this region to become a pleasant place to live and work, and a destination people will want to return to time and again.

The Ústí Region's sustainable development strategy has been produced as part of a project called „Support for the Creation of Sustainable Development Strategies in Selected Regions of the Czech Republic”, given financial support and advice by the UNDP, The Ministry of Environment of the Czech Republic, The Ministry for Regional Development and the State Environment Fund. Many thanks must go to these organisations. Without their financial and professional assistance, this document would have been considerably more difficult to produce.

The Ústí Region was created under constitutional law No. 347/1997 Sb. governing the creation of larger administrative regions, which came about due to the constitutional law No. 1/1993 Sb. set out in the constitution of the Czech Republic. The administrative area of the Ústí Region with its capital in Ústí nad Labem is based on the former districts of Děčín, Ústí nad Labem, Teplice, Litoměřice, Louny, Most and Chomutov. At present, the region contains 16 towns with special administrative powers. The northern border of the region is formed by Saxony, a part of the Federal Republic of Germany. The region also borders on the Liberec Region to the north-east, on the Carlsbad and Pilsen Regions to the west and the Central Bohemian Region to the south. The region covers 5335 km<sup>2</sup> (6.8 % of the Czech Republic) and has 46 towns (where 80.7 % of the population live) and 308 villages. The population of the region is 818,000 with an average of 131 people per km<sup>2</sup>.

In 2004 the Ústí Region became involved in the project called “Support for the Creation of Sustainable Development Strategies in Selected Regions of the Czech Republic”. Part of this was the production of a pilot version of the sustainable development strategy of the Ústí Region 2006–2020. The suggested project format based on UNDP standards was approved by the LPAC April 14, 2004, and detailed in a UNDP Project document. The whole project was overseen by a management committee and a special board.

Unlike the Ústí Regional Development Programme, the sustainable development strategy of the Ústí Region 2006–2020 aims to create a long-term regional development framework which will apply the principles of the sustainable development concept in accordance with the UNDP's recommendations for the sustainable development of society and in the context of the national sustainable development strategy of the Czech Republic. Sustainable development is also at the heart of EU policy.

The aim is to produce a framework conceptual document for the Ústí Region, on which other strategic documents can be based in future.

This document has been produced using an Anglo-American planning model with some slight modifications and alterations to suit the region's specific conditions. The chosen procedure was tested in a pilot study and altered to suit conditions in the Czech Republic and throughout central Europe.

### 3. A VISION FOR THE ÚSTÍ REGION

"The Ústí Region in 2020 will be an industrial region with a diverse set of enterprises using modern, environmentally friendly technology. The effective combination of research and development supported by a first-rate education system that uses the direct application of innovative solutions in the workplace, will make the Ústí Region one of the most forward-looking regions in Europe. The emphasis placed by an increasing number of commercial enterprises on environmental and social responsibility and the principle of working in partnership with other organisations will contribute to the quality of life in the Ústí Region, a place people will choose as a place to work, but above all as a place to live. Sustainable development goes hand in hand with the ability of the region to compete".

#### **A vision for sustainable development in the Ústí Region:**

- The Ústí Region will leave behind the period of industrialisation and introduce modern, environmentally friendly technology and respond to the process of economic transformation and reorganisation;
- The extraction and use of non-renewable natural resources will slowly come to an end, and the use of renewable sources will correspond to the rate at which they are naturally replenished;
- The principle of caution will be employed in the economic development of the Ústí Region with possible risk factors being monitored and eliminated at an early stage;
- Diverse and modern manufacturing industries will form the basis of the economy of the Ústí Region; these industries will make use of the latest scientific research;
- The Ústí Region will open up and become fully integrated into the European and world economy leading to an improvement in the standard of living and to economic and social stability;
- Environmental and social responsibility will become the norm among commercial enterprises;
- The role played by the private sector and NGOs in society will grow, and public-private partnerships will be implemented;
- There will be mutual trust among the main social groups in the region; society will be immune to racial, ethnic and religious intolerance;
- The Ústí Region will maintain its cultural identity on a national and international level as well as its cultural diversity on a local level;
- Great emphasis will be placed on the development of human resources, new expertise, science, culture and spiritual and intellectual life;
- Every citizen of the Ústí Region will have equal access to a high standard of education;
- Citizens of the Ústí Region will live in a healthy environment and will have equal access to a high standard of health and social care;
- Environmentally friendly practices will be introduced with an emphasis on self-regulating and self-cleansing mechanisms with the aim of maintaining biodiversity;
- The Ústí Region will work closely with neighbouring regions in the Federal Republic of Germany;
- A system of sustainable development management will have been established to ensure economic, social and environmental factors are handled correctly;
- Every citizen of the Ústí Region will feel a certain level of responsibility for the development of the society he or she lives in, improving the quality of life; each citizen will take an active part in this process according to his or her capabilities.



## 4. ISSUES, STRATEGIC AIMS, MEASURES TO BE TAKEN, GROUNDS FOR ACTING AND SUSTAINABLE DEVELOPMENT INDICATORS

### 4.1 ECONOMIC ISSUES

#### Issue:

*A) The development of new and existing small and medium size companies based in the Ústí Region which show potential to grow and innovate.*

#### Strategic aims:

**1) To increase the share of GDP of the Ústí Region generated by small and medium size businesses by 2020.**

#### Measures to be taken:

- 1.1 Work towards the aims set out in the strategy for industrial development and small and medium size businesses in the Ústí Region.
- 1.2 Call for changes in the law making it easier to register new businesses.
- 1.3 Call for changes in the law making it easier for small businesses and companies to pay taxes.
- 1.4 Ensure that competition rules are effectively observed according to the law.

**2) To increase the percentage of people employed by small and medium size businesses by 2020.**

#### Measures to be taken:

- 2.1 Ensure that competition rules are effectively observed according to the law.
- 2.2 Call for changes in the law to simplify labour legislation.
- 2.3 Call for changes in the law making it easier to register new businesses.
- 2.4 Call for changes in the law making it easier for small businesses and companies to pay taxes.

**3) To increase the number of small and medium size businesses to 200 per 1000 inhabitants by 2020.**

#### Measures to be taken:

- 3.1 Ensure that competition rules are effectively observed according to the law.
- 3.2 Call for changes in the law to simplify labour legislation.
- 3.3 Call for changes in the law making it easier to register new businesses.
- 3.4 Call for changes in the law making it easier for small businesses and companies to pay taxes.

#### Grounds for acting:

Economic development that respects environmental limits and is fair for all members of society forms the backbone of sustainable development. Small and medium size businesses possess the greatest potential to create new employment and implement innovative, environmentally friendly solutions.

**Issue:**

*B) Economic revival and an increase in competitiveness in the Ústí Region supported by established, stable companies and new investment, especially in modern, environmentally friendly technology. These technologies would gradually reduce the amount of energy and raw materials used in production (eco-efficiency) and consumption in the Ústí Region. The number of employment opportunities created in this way should correspond to demand from people living in the Ústí Region.*

**Strategic aims:**

**1) To increase GDP in market prices by 42% by 2020.**

**Measures to be taken:**

1.1 To ensure methodical, institutional and educational support for established, stable businesses.  
1.2 Work with central government to create a favourable political and economic climate for an influx of new investment (a system of incentives).

**2) To increase the share of companies in the Ústí Region using environmentally friendly systems, the number with approved environmental policies and the number certified by the EMAS according to ISO 14000 standard, to 5% by 2020.**

**Measures to be taken:**

2.1 Use a system of subsidised training to improve awareness of existing companies that use environmentally friendly systems. Create a system of grants to help businesses gain ISO certification.  
2.2 Introduce an environmentally friendly system at the local authority head office including certification by the EMAS according to ISO 14000 standards.  
2.3 Make it a condition for local authority public tenders that companies taking part possess certification from the EMAS according to ISO 14000 standards.

**3) To increase the number of companies with a social management system according to SA 8000, AA 1000 and SIGMA standards by 2020.**

**Measures to be taken:**

3.1 Use a system of subsidised training to improve awareness of existing companies that use social management systems. Create a system of grants to help businesses gain ISO certification.  
3.2 Introduce a social management system at the local authority head office including certification according to SA 8000, AA 1000 and SIGMA standards.  
3.3 Promote certification according to AA 1000 and SIGMA standards.

**4) Reduce the consumption of fuel per unit of GDP in companies in the Ústí Region by 2020.**

**Measures to be taken:**

4.1 Implement aims set out in the regional energy policy of the Ústí Region.  
4.2 Introduce a system of cleaner production.  
4.3 Promote the principle of eco-efficiency.  
4.4 Create a training system for companies dealing with cleaner production and eco-efficiency.  
4.5 Set up a system of grants to encourage the introduction of more energy efficient technologies.

## **5) Reduce electricity consumption by companies in the Ústí Region by 24% by 2020.**

### **Measures to be taken:**

- 5.1 Implement aims set out in the regional energy policy of the Ústí Region.
- 5.2 Introduce a system of cleaner production.
- 5.3 Promote the principle of eco-efficiency.
- 5.4 Create a training system for companies dealing with cleaner production and eco-efficiency.
- 5.5 Set up a system of grants to encourage the introduction of more energy efficient technologies.

### **Grounds for acting:**

An influx of investment results in increased funds which can be used to implement measures affecting the environmental and social aspects of sustainable development in the Ústí Region.

### **Issue:**

*C) Development of traditional economic activities in the Ústí Region (agriculture, forestry, fishing), guaranteeing sustainable use of the countryside; to enable the development of subsequent processing industries in rural areas so that resulting products for local consumption and export have the greatest added value possible.*

### **Strategic aims:**

- 1) To increase the share of investment in agriculture as a percentage of investment in the region as a whole by 2020.**

### **Measures to be taken:**

- 1.1 To set up projects which will fulfil the requirements for funding from the EU structural funds.
- 1.2 Implement the aims set out in the strategy for the development of rural areas in the Ústí Region.

- 2) To increase the amount of ecologically managed farmland in the Ústí Region to 20% by 2020.**

### **Measures to be taken:**

- 2.1 Call for changes in the law governing the tax burden on companies managing their businesses in an ecological way and the taxes on their products.
- 2.2 Implement the goals of the EU Common Agricultural Policy, the Rural Development Plan and the Plan of Action for Ecological Farming.

- 3) Increase the number of processing plants as a percentage of the total number of companies in the Ústí Region to 13.5% by 2020.**

### **Measures to be taken:**

- 3.1 Call for changes in the law making it easier to register new companies in the processing industry.
- 3.2 Call for changes in the law making it easier for small businesses and companies in the processing industry to pay taxes.
- 3.3 Ensure that competition rules are properly observed according to the law.
- 3.4 Implement the goals set out in the Rural Development Strategy for the Ústí Region and the Development Strategy for Industry and Small and Medium Size Businesses in the Ústí Region.

### **Grounds for acting:**

Compliance with the Agricultural policy of the Czech Republic and State Environmental Policy for the

period following the Czech Republic's entry into the EU (2004–2013). Comprehensive farmland management strategy and a growth in employment opportunities in associated professions.

**Issue:**

***D) Limit the need to commute at source (reduce the demand on transport caused by the necessity to travel).***

**Strategic aims:**

**1) To reduce the number of car journeys as a percentage of all vehicle journeys by 2020.**

**Measures to be taken:**

- 1.1 Create new employment opportunities, above all in small towns and villages (microregions) as part of the programme to support the development of small and medium size businesses – create employment opportunities where people live.
- 1.2 Regulate the building of scattered blocks of flats and commercial properties outside the current limits of towns and villages and outside the reach of public transport and goods transportation systems. This will be done as part of town planning that respects the principles of sustainable development.
- 1.3 Ensure good road access to residential and commercial areas.
- 1.4 Regulate the building of new large shopping centres around the edges of towns and outside of residential areas. This will be done as part of town planning that respects the principles of sustainable development – create shops, services and other infrastructure where people live.

**2) To reduce the number of journeys goods vehicles make on the region's roads as a percentage of all vehicle journeys by 2020.**

**Measures to be taken:**

- 2.1 Make maximum use of regional production (food, consumer goods) while using the region's natural resources in a responsible way – give preference to products made in the region and consumed locally.
- 2.2 Enforce strict regulation on the building of new industrial estates on empty land and outside current built up areas of towns and villages and away from current logistics infrastructure. This will be done as part of town planning that respects the principles of sustainable development. Find new uses for existing industrial estates – give preference to revitalising unused or under-used industrial estates, warehouses and other commercial premises already served by transport and other infrastructure.

**3) Introduce an integrated transport system in large towns in the Ústí Region with the aim of changing the way people travel by 2020.**

**Measures to be taken:**

- 3.1 Conduct analyses of transport in the region which will give a picture of the what needs to be done to create an integrated transport system.
- 3.2 Create a regional integrated transport system management structure.
- 3.3 Give financial and practical support to an integrated transport system for towns and villages across the region.
- 3.4 Create first-rate integrated transport systems based on medium and long distance rail and bus transport. At appropriate places, the main system must be complimented with a local integrated

transport system and other types of non-motorised transport (walking and cycling). Create safe parking areas, the capacity of which will correspond to the capacity of nearby public transport – “park and ride” systems.

#### **4) Create and support a combined transport system by 2020.**

##### **Measures to be taken:**

4.1 Conduct analyses of transport in the region which will give a picture of the what needs to be done to create a combined transport system.

4.2 Create a combined transport system management structure for the Ústí Region.

##### **Grounds for acting:**

In the area of individual car transport (ICT) it is necessary to curtail everyday commuting to work over medium and long distances, which the majority of economically active citizens practice in ever increasing numbers. Measures leading to employment opportunities in smaller towns and villages also prevent continuing migration to big cities. This issue and strategic aims are closely linked to the economic development of the region and to various socio-cultural issues. Greater concentrations of buildings in compact towns will enable maximum use to be made of public transport systems (rail, bus, local transport systems) which are much more environmentally friendly. New isolated commercial zones (shopping centres) are a replacement for unsatisfactory facilities in town centres, residential areas and satellite communities, and for a network of smaller shops and facilities. Isolated shopping centres take up large areas and place a heavy burden on transport links and other infrastructure. Their development is leading to more goods traffic on the roads and a dramatic increase in the number of cars. Shopping centres on a regional scale (over 5,000 m<sup>2</sup> of shopping space) are drawing customers using ICT from a radius of up to 65km. Even when these centres are well served by public transport, 83% of customers still arrive by car.

As far as goods traffic is concerned, it is necessary to curtail the number of heavy goods vehicles transporting goods and raw materials long distances. The region's rail network can be used to transport local produce very effectively. As far as investment in new industrial estates on greenfield sites is concerned, investors in the Czech Republic do not pay for transport links, infrastructure, damage to the environment and other costs resulting from the building of new sites. These costs place a burden on public finances. New industrial estates result in a marked increase in goods traffic on the roads even as they are being constructed. Their location outside built up areas of towns and villages in open countryside and often away from established logistics infrastructure means that the transport of raw materials and components and the distribution of finished products relies wholly on road transport, the least environmentally friendly option. A radical reduction in ICT, a considerable increase in the use of rail and bus use and an expansion in the possibility of using non-motorised transport are all essential. Better information on available options and services will lead to an increase in the number of people using public transport and non-motorised transport.

##### **Issue:**

***E) The creation and development of basic and supplementary tourism infrastructure including destination management and appropriate services.***

##### **Strategic aims:**

1) To increase the amount of investment in sustainable forms of tourism as a percentage of the total investment in the region by 2020.

**Measures to be taken:**

- 1.1 Implement the aims of the Tourism Development Strategy for the Ústí Region.
- 1.2 Set up a grant scheme to promote the development of environmentally friendly tourist products.
- 1.3 Develop projects that meet the requirements for funding from the EU structural funds.
- 1.4 Work closely with travel companies and information centres to set up a management structure to monitoring the needs of the tourism industry.
- 1.5 Create a regulation system to govern existing environmentally unsound tourist products.

**2) To Increase the number of beds in tourist accommodation facilities per 1000 people in the region by 20% by 2020.****Measures to be taken:**

- 2.1 Implement the aims of the Tourism Development Strategy for the Ústí Region.
- 2.2 Set up a system of grants to promote the development of environmentally friendly tourist products.
- 2.3 Develop projects that meet the requirements for funding from the EU structural funds.
- 2.4 Work closely with travel companies and information centres to set up a management structure to monitoring the needs of the tourism industry.

**Grounds for acting:**

Tourism for many regions can be a very lucrative and prosperous part of the economy as a whole. It creates employment opportunities and improves the quality of services but emphasis should be placed on supporting types of tourism that do not harm the environment.



## 4.2 SOCIAL ISSUES

Issue:

*A) The development of employment and employability among citizens of the Ústí Region.*

Strategic aims:

**1) To stabilise the official level of unemployment at 8% in the period between 2008 - 2020.**

**Measures to be taken:**

- 1.1 Create new employment opportunities and maintain current positions with employers (including local government) in the Ústí Region using all available means, especially local and regional production as part of the support for small and medium size businesses.
- 1.2 Promote the "simplification of the business environment" by creating suitable incentives in the tax and benefits system and other measures that will lead to the transformation of illegal work into proper employment.
- 1.3 Create new employment opportunities, above all:
  - in the clean-up of old ecologically hazardous sites,
  - when implementing environmental policy and programmes (on a regional and local level),
  - in ecologically sound agriculture,
  - in rural and eco tourism.
- 1.4 Engage the long-term unemployed receiving unemployment benefit in the Ústí Region in community projects.
- 1.5 Introduce a system of re-qualification and life-long learning to increase the employability of the populace by improving their skills and knowledge. This will have a positive knock-on affect on unemployment.
- 1.6 Engage high-risk groups in programmes and projects as a part of an active employment policy meeting EU standards.

**2) To increase the number of long-term unemployed claiming benefits engaged in community projects to 15% by 2020.**

**Measures to be taken:**

- 2.1 Work closely with employment offices to draw up a summary of work and activities suitable for an active employment policy to aid potential employers (including local government), and set aside the necessary finances.
- 2.2 Use all measures possible to increase the number of people from high-risk groups engaged in programmes and projects as part of an active employment policy, in accordance with the National Employment Action Plan.
- 2.3 Work closely with the probation service to develop a programme of community projects.
- 2.4 Engage the long-term unemployed in particular in these projects.

**Grounds for acting:**

Compliance with the requirements of the State Employment Policy 2004–2006. Accomplishing this goal depends directly on achieving the strategic aims associated with reviving the economy of the region as a whole. (See. I. Economic area). The paying out of all kind of benefits places a huge burden on public finances, as well as providing only minimal assistance which has little benefit. Receipt of benefits (unemployment benefit is paid for only 6 months, in exceptional cases 9 or 12 months, and

not to everyone) should be dependent, after a certain time, on the willingness of the unemployed individual to take part in community projects. A system should be set up which creates opportunities for individuals from high-risk groups to work, which at present is funded by employers able to create suitable employment opportunities.

**Issue:**

***B) The ongoing and systematic creation of conditions leading to an increase in the level of education and qualifications among the populace of the Ústí Region associated with increased competitiveness in the employment market.***

**Strategic aims:**

**1) To increase the number of people in the region with a university education by 9% by 2020.**

**Measures to be taken:**

- 1.1 Work closely with employers and employment offices to ensure a sufficient number of employment opportunities for university graduates.
- 1.2 Call for an increase in the range of tertiary education available in the region.
- 1.3 Give financial support to institutions involved in research and development and training new professionals.
- 1.4 Implement long-term education aims for the development of the education system in the Ústí Region.
- 1.5 Use the stipulations contained in the National Employment Action Plan relevant to the Ústí Region.

**2) To reduce the number of people in the Ústí Region with primary or no education to 20% by 2020.**

**Measures to be taken:**

- 2.1 Create preliminary programmes for pre-school children from socially disadvantaged groups.
- 2.2 Fund a system of free-time activities for children from socially disadvantaged families as part of their preparations for school.
- 2.3 Step up cooperation between schools, parents, information and career advice centres at employment offices and social services.
- 2.4 Promote effective motivation and advice to stimulate young people applying for jobs to go back into education.
- 2.5 Support the expansion of vocational subjects at secondary schools as preparation for entry into the job market.

**3) To increase the number of independent university departments in the Ústí Region to 7 by 2020.**

**Measures to be taken:**

- 3.1 Work closely with relevant bodies and organisations, ideally with local companies, to create an environment for the development of higher education in the Ústí Region to suit the needs of the region.
- 3.2 Increase participation by representatives of institutions that have an influence the regional job market (especially local companies) in the management of existing departments and in the creation of new departments at the region's universities.



**Grounds for acting:**

These measures are in accordance with the requirements set out by the Czech Ministry of Education and Ministry of Labour and Social Affairs, in particular in documents entitled The Development Of Education and Schools in the Regions of the Czech Republic, The Long-term Education Aims for the Development of the Education System in the Regions and the National Education Development Programme in the Czech Republic (white paper).

It is also necessary to implement guidelines set out by the European Social Fund and the Operational Human Resources Development programme in the Ústí Region and by the council for human resources development in the Ústí Region in order to create an opportunity for all those able to influence the job market to work together.

**Issue:**

*C) The revitalisation of towns and villages in the Ústí Region with an emphasis on renovating old accommodation, building new accommodation and the reconstruction of cultural and industrial heritage sites in states of poor repair.*

**Strategic aims:**

**1) To reduce the number of uninhabited houses and flats in the Ústí Region by 2020.**

**Measures to be taken:**

- 1.1 In accordance with stipulations in law No. 50/1976 Sb., and in cooperation with local town and village authorities ensure the compulsory purchase and development of unused and derelict buildings.
- 1.2 Call for a change in the law governing the housing market.

**2) To increase the number of houses and flats per 1000 people in the Ústí Region by 70% by 2020.**

**Measures to be taken:**

- 2.1 Work closely with town and village councils to ensure the construction of an adequate number of "starter" flats for young families.
- 2.2 Call for a change in the law governing the housing market.
- 2.3 Call for a change in the law on the deregulation of rents.

**3) To increase the amount of investment in renovating cultural and industrial heritage sites around the Ústí Region by 2020.**

**Measures to be taken:**

- 3.1 Work closely with town and village councils to set up a revitalisation programme.
- 3.2 Coordinate the planning stage of revitalisation projects and assist towns and villages acquire funds for these projects.
- 3.3 Implement the aims set out in the Development Strategy for Cultural and Historical Sites in the Ústí Region.
- 3.4 Support the idea of businesses using cultural and technical heritage sites.

**Grounds for acting:**

To make towns and village across the Ústí Region more attractive for their inhabitants and tourists, leading to an influx of revenue from environmentally friendly types of tourism. To increase the influx

of economically active and well qualified workers into the region, especially those who can fill gaps in the local job market. By improving the quality of accommodation in the Ústí Region we can attract a more educated populace.

**Issue:**

***D) Improvements in public health through a system of prevention and treatment, in particular where types of illness common among the population of the Ústí Region are concerned***

**Strategic aims:**

**1) To introduce a system of preventative measures leading to improvements in the health of the local population; above all to prevent cancer, cardiovascular disease and digestive disorders by 2007.**

**Measures to be taken:**

- 1.1 Coordinate a system of preventative measures and see that this is properly managed.
- 1.2 Secure funds and facilities for this system of preventative measures.
- 1.3 Encourage all activities promoting a healthy lifestyle.

**2) To reduce the number of cancer cases by 10% and cardiovascular disease among the population of the Ústí Region by 2020.**

**Measures to be taken:**

- 2.1 Introduce a system of effective cancer and cardiovascular disease prevention.
- 2.2 Launch a campaign to inform the population of the Ústí Region of the benefits of a healthy lifestyle.

**Grounds for acting:**

To halt the negative trend in the state of public health in the Ústí Region, which is also linked to an improvement in the environment. It is necessary to compare the level of prevention and the number of hospital beds and doctors in other EU countries. These measures are in accordance with requirements set out in the EU Public Health Care Strategy.

**Issue:**

***D) The enhancement of the social situation in the Ústí Region. Improvements in reproductive behaviour, the integration of minority groups into society and limiting the incidence of undesirable social phenomena among the population of the Ústí Region.***

**Strategic aims:**

**1) To reduce the number of abortions in the Ústí Region per 1000 babies born by 21% by 2020.**

**Measures to be taken:**

- 1.1 Improve the system of sexual education in infant and secondary schools in the Ústí Region.
- 1.2 Create homes for pregnant women and mothers with children of 3 years and younger, who find themselves in crisis situations – ensure these women receive accommodation and psychological, social and legal assistance.

- 1.3 Enable pregnant women in bad social situations to give birth in secret, but in hospital where the necessary care is available.
- 1.4 Promote the use of reliable and safe contraceptives and ensure access to contraceptives for socially disadvantaged women.

## **2) To reduce the incidence of undesirable social phenomena among the population of the Ústí Region by 2020.**

### **Measures to be taken:**

- 2.1 Create a programme of social prevention involving a wide range of participants, from families through to state institutions, civic groups and information, advisory and medical bodies.
- 2.2 Set up youth clubs for socially disadvantaged children and children from problem families to ensure they are spending their free time in a positive way. Ensure that these clubs have the opportunity to create programmes that correspond to the abilities and interests of the children.
- 2.3 Improve teachers' awareness of the problem of socially undesirable phenomena. Improve their skills in preventing these phenomenon and dealing with basic crisis situations through further training.
- 2.4 Improve families' cooperation with educational and other institutions and improve parents' ability to notice changes in their children's behaviour which could signify the onset of anti-social behaviour. Increase parents' awareness of who they can approach in times of crisis.

## **3) To reduce the number of criminal offences committed in the Ústí Region per 1000 inhabitants by 12% by 2020.**

### **Measures to be taken:**

- 3.1 Increase the number of municipal and ordinary police officers.
- 3.2 Increase awareness among citizens of how to protect their property: draw up "Ten Ways to Stop Theft" for instance.
- 3.3 Prevent further crimes being committed by young people, delinquents and first offenders by providing them with knowledge of their rights and responsibilities and social skills useful in their personal and professional life. The aim is to increase awareness of the law among young people and young adult offenders as well as their sense of responsibility for their future behaviour.
- 3.4 Use the probation service to deal with certain types of crime. Diversify rehabilitation programmes for those coming back into the community after serving a jail sentence and for those handed a suspended sentence or placed under observation. This will facilitate their successful return into mainstream society.
- 3.5 Increase the number of sites in towns and villages in the Ústí Region monitored by CCTV.

## **4) To increase minority group participation in rehabilitation and educational programmes by 2020.**

### **Measures to be taken:**

- 4.1 Implement projects as part of ESF, EQUAL, as well as the active employment policy.
- 4.2 Implement programmes designed to bring women at the end of their maternity leave and the long-term unemployed back into mainstream society, with the aim of improving their communication skills, knowledge of their rights and skills. This will increase their self-esteem, their interest in undertaking re-qualification and their ability to write a CV, communicate with potential employers etc.
- 4.3 Ensure the availability of relevant re-qualification courses for those sections of society most at risk of unemployment – school leavers, women with small children, the long-term unemployed and those with disabilities.

4.4 Support life-long learning necessary for increasing employability and enabling people to keep up with the rate of economic and social development.

**Grounds for acting:**

A characteristic of the Ústí Region is its relatively high incidence of socially unacceptable phenomena. This deters university educated and highly qualified individuals from settling and working in the region.

## 4.3 ENVIRONMENTAL ISSUES

**Issue:**

*A) Increased investment in the environment, in particular in the protection of the region's countryside and improvements in air quality.*

**Strategic aims:**

**1) To increase the amount of investment in environmental protection in the Ústí Region to 5% of all investment by 2020.**

**Measures to be taken:**

- 1.1 Ensure growth in the amount of public funds (on a regional and local level) set aside for protecting the environment.
- 1.2 Motivate the private sector to take greater responsibility for the state of the region's environment
- 1.3 Ensure compatibility between regional environmental policy and company environmental policy.

**2) To increase the amount of investment in countryside and wildlife protection to 0.7% of the total investment in environmental protection by 2020.**

**Measures to be taken:**

2.1 Ensure finances from the public purse in the Ústí Region.

**3) To increase investment in improving air quality to 0.9% of the total investment in environmental protection by 2020.**

**Measures to be taken:**

3.1 Ensure finances are set aside from the public purse.

**Grounds for acting:**

Despite relatively substantial investment in environmental protection, further increases are necessary due to ongoing environmental problems in the Ústí Region which has yet to come up to EU standards. Compliance with state environmental policy that sets out requirements for an ecosystem approach to environmental protection and integrated environmental protection.

**Issue:**

***B) Improving air quality detrimental to public health by reducing emissions of harmful substances from all sources.***

**Strategic aims:**

**1) To reduce the area of the Ústí Region suffering from bad air quality to 5.5% of the region as a whole by 2020.**

**Measures to be taken:**

1.1 Implement all the aims set out in the following documents on air quality and the energy industry in the Ústí Region:

- The regional programme for the reduction of emissions of solid particle pollution, sulphur oxide and nitrogen oxide in the Ústí Region;
- The integrated regional programme for the improvement of air quality in the Ústí Region;
- The regional energy plan;
- The regional programme for the reduction of greenhouse gases;
- The plan of action for the implementation of emissions reduction and energy strategies in the Ústí Region;
- The regional programme for improving specific environmental issues in the Ústí Region.

**2) To draw up plans for improving air quality in every town and area with bad air quality by the end of 2007.**

**Measures to be taken:**

2.1 Use targeted fundraising to finance a plan to improve air quality.

2.2 Ensure technical and expert assistance when drawing up the plan to improve air quality.

**3) To reduce greenhouse gas emissions by 2020.**

**Measures to be taken:**

3.1 Enforce law No 76/2002 Sb., on integrated pollution prevention and control, on an integrated pollution register. Call for a change in several laws (the law on integrated prevention) and other regulations on pollution.

3.2 Promote and install the best technology available (BAT), the most effective and most advanced machinery.

3.3 Make effective use of economic tools – emissions trading

3.4 Introduce modern systems of producing heat and electricity at the same time.

3.5 Reduce losses by centralised heating systems and make effective use of heat produced in energy production.

3.6 Increase the total area where biomass used in energy production is grown.

3.7 Promote the use of renewable energy sources.

3.8 Promote the use of alternative fuels in public transport.

3.9 Draw up a medium-term regional programme for the reduction of greenhouse gases which will set out measurable aims.

- 4) To reduce particle emissions in t/km<sup>2</sup> by 40% by 2020 and NO<sub>x</sub> emissions in t/km<sup>2</sup> by 50% by 2020.**

**Measures to be taken:**

- 4.1 Implement all the aims set out in documents on air quality and the energy industry in the Ústí Region.
  - 4.2 Promote the use of renewable energy sources.
  - 4.3 Promote the use of alternative fuels in public transport and by car users and expand the network of places where alternative fuels can be bought.
- 5) To increase the number of public vehicles running on alternative fuels by 2020.**

**Measures to be taken:**

- 5.1 Work closely with transport companies to convert bus engines to use alternative fuels.

- 6) To complete and improve the system of cycle routes in the Ústí Region by 2020.**

**Measures to be taken:**

- 6.1 Draw up a general cycle route system for the Ústí Region.
- 6.2 Work closely with individual towns and villages to create a system of cycle routes covering the entire region.
- 6.3 Create a system of grants to promote sustainable transport solutions.

- 7) To increase the total area of town centre pedestrian zones and the area of zones with limited traffic access by 2020.**

**Measures to be taken:**

- 7.1 Work closely with individual towns and villages to enlarge pedestrian zones, parks and alike.
- 7.2 Implement traffic calming measures in residential areas and town centres (Tempo 30).

**Grounds for acting:**

Despite improvements in air quality in the Ústí Region over the last 14 years thanks to the economic transformation of the Czech Republic as a whole, there are still many regions with poor air quality. These measures will bring the region into accordance with requirements set out in EU environmental laws, air quality directive 96/62/EC, related directives (1999/30/EC and 2000/69/EC) and Czech environmental regulations and policy.

An increase in areas with limited traffic access in built-up areas will help revitalise town centres. The use of alternative fuels is in accordance with the recommendations of the integrated national programme for the reduction of emissions and the regional energy plan.

**Issue:**

***C) The effective and sufficiently rapid revitalisation of brownfield sites in the Ústí Region; the redevelopment of environmentally hazardous sites and the restrictions on the unchecked development of greenfield sites outside of current built-up areas.***

**Strategic aims:**

- 1) To reduce the number of brownfield sites by 2020.**

**Measures to be taken:**

- 1.1 Work closely with towns and villages to ensure the redevelopment of remaining environmentally hazardous sites across the region.

- 1.2 Use financial and legal measures to force owners and operators of environmentally hazardous sites to take responsibility for their liquidation.
- 1.3 Prevent further environmental hazards from developing.

## **2) To reduce the number of undeveloped environmentally hazardous sites by 2020.**

### **Measures to be taken:**

- 2.1 Support the creation of a law that will outline a system of regulations governing the systematic liquidation of environmentally hazardous sites.
- 2.2 Set up an adequate monitoring system, and bring existing data on environmentally hazardous sites up to date.
- 2.3 Ensure co-financing of projects and subsequent development of environmentally hazardous sites.
- 2.4 Work closely with towns and villages to ensure the redevelopment of remaining environmentally hazardous sites across the region.
- 2.5 Prevent further environmental hazards from developing.

## **3) To reduce the area of new land being built on per year in the Ústí Region by 2020.**

### **Measures to be taken:**

- 3.1 Call for the passing of a law on local taxes making it easier for investors to develop brownfield sites.
- 3.2 When considering new planning applications, give preference to those wishing to develop brownfield sites over projects on greenfield sites.
- 3.3 Limit permission given by the body responsible for the protection of agricultural land to build on such land.
- 3.4 When drawing up and updating town planning documents across the Ústí Region, favour reducing the amount of new land to be built on.
- 3.5 Use analytical data in adhering to the law on town planning and building regulations.

### **Grounds for acting:**

These measure will bring the region into compliance with the requirements of Czech and European laws affecting the environment and the requirements set out in the state environmental policy affecting sustainable land use.

### **Issue:**

***D) Reductions in the amount of refuse produced and the prevention of waste generation with an emphasis on environmentally friendly waste treatment.***

### **Strategic aims:**

- 1) To reduce the production of industrial waste including waste produced by the energy industry in the Ústí Region according to GDP (ton/mil. Kč) by 23% by 2020.**

### **Measures to be taken:**

- 1.1 Work closely with the private sector to implement a programme of cleaner production.
- 1.2 Implement the aims and objectives of the Ústí Region waste management plan.

**2) To reduce the amount of per capita municipal waste in the Ústí Region by 11 % by 2020.**

**Measures to be taken:**

- 2.1 Create a plan of action to address sustainable consumption in the region within the framework of a ten-year programme for sustainable consumption and production.
- 2.2 Increase sorting and recycling and the use of waste in energy production.
- 2.3 Promote the creation of a bio waste collection and processing system.

**3) To reduce the amount of waste put into landfill sites in the Ústí Region to 15% of all waste by 2020.**

**Measures to be taken:**

- 3.1 Prevent the creation of municipal waste by implementing the aims and objectives of regional and local environmental policies.
- 3.2 Promote increased sorting, recycling and the use of waste in energy production.

**4) To increase the amount of waste recycled and used in energy production to 25% by 2020.**

**Measures to be taken:**

- 4.1 Promote the development of processing plants to handle an integrated system of sorting, recycling and preparation of municipal waste for use in energy production in the Ústí Region.

**Grounds for acting:**

These measures will bring the region into accordance with the requirements set out in EU and Czech environmental policy in the area of waste management and with the aims and objectives of the waste management plan for the Czech Republic.

**Issue:**

*E) Long-term improvements in the ecological function of the countryside in the Ústí Region through the diversification of land-use, a system of sub-measures and continual care.*

**Strategic aims:**

**1) To increase the amount of grassland to 28% of all agricultural land in the Ústí Region by 2020.**

**Measures to be taken:**

- 1.1 Encourage the grassing over of temporarily unused land and land giving lower yields.
- 1.2 Ensure that organisations throughout the sector are aware of financial assistance available.

**2) To increase the number of deciduous trees in forests across the Ústí Region by 2020.**

**Measures to be taken:**

- 2.1 Work with the Woodland Agency of the Czech Republic to bring its woodland management plan up to date.
- 2.2 Encourage tree planting on temporarily unused land and land giving lower yields.
- 2.3 Leave appropriate land to natural ecological succession.
- 2.4 Ensure that organisations throughout the sector are aware of financial assistance available.



**3) To increase the number of villages with up to 2,000 inhabitants connected to a sewer system leading to a sewage treatment plant by 2020.**

**Measures to be taken:**

- 3.1 Implement a water and sewage development plan for the Ústí Region.
- 3.2 Make use of all relevant water safety subsidies to implement appropriate projects.
- 3.3 Implement alternative ways of treating waste water.

**4) To reduce the amount of unused agricultural land in the Ústí Region by 2020.**

**Measures to be taken:**

- 4.1 Improve the ecological stability of the region by establishing grassland areas.
- 4.2 Plant trees on unused land.
- 4.3 Give preference to ecological succession in the management of unused agricultural land.

**5) To increase the number of green areas away from woodland by 2020.**

**Measures to be taken:**

- 5.1 Make greater use of existing economic incentives to motivate farmers to reduce the amount of unused agricultural land and to create green areas away from woodland.
- 5.2 Make better use of economic incentives to ensure that green areas away from woodland are well maintained.

**Grounds for acting:**

These measures will bring the region into accordance with requirements set out in the Czech environmental policy, woodland management policy and agricultural policy for the period following the country's entry into the EU (2004–2013).

By increasing the amount of ecologically stable ecosystems, conditions will be created for greater biodiversity, for improved ability of the countryside to retain species and the improvement of the overall character of the countryside in the Ústí Region.

## **4.4 PUBLIC ADMINISTRATION**

**Issue:**

***A) The stepping up of efforts to engage the public in the planning and decision making process on a regional and local level by:***

- promoting the introduction of the Local Agenda 21 (strategic planning with public participation, LA 21) in towns and villages across the Ústí Region;
- engaging towns and villages across the region in the National Healthy Towns Network and the team initiative on local sustainable development;
- stepping up efforts to involve the non-profit-making sector, chambers of commerce and the public in the activities of regional and local authorities;
- applying the public-private partnership principle.

**Strategic aims:**

**1) To increase the number of towns, villages and 'microregions' in the Ústí Region working according to the LA 21 by 2020.**

### Measures to be taken:

1.1 Ensure systematic support for subsidy applications from the State Environmental Fund of Czech Republic and Fund for strategic planning involving the public (LA 21).

**2) To increase the number of towns, villages and 'microregions' in the Ústí Region involved in the National Healthy Towns Network and the team initiative on local sustainable development to 10% by 2020.**

### Measures to be taken:

2.1 Ensure local authorities are informed of the conditions for involvement in the National Healthy Towns Network and the team initiative on local sustainable development.

### Grounds for acting:

Public participation in the decision making process is one of the key aspects of sustainable development. It forms the basis of partnership between the public, non-profit-making and private sectors, vigorously promoted by the EU. The involvement of representatives from the non-profit-making sector on committees and other advisory bodies on a regional and local level is one of the aims.

### Issue:

***B) The creation of a system of grants in the Ústí Region to support the activities of NGOs, non-profit-making and other organisations, aimed at putting the principles of sustainable development into practice, especially in relation to raising awareness among the public of the environment and sustainable development.***

### Strategic aims:

**1) To increase the share of resources in the Ústí Region going to projects of benefit to the community in the Ústí Region by 2020.**

### Measures to be taken:

1.1 Set aside an appropriate amount of money from regional and local budgets on an annual basis for beneficial projects carried out by citizens or NGOs in the Ústí Region.

1.2 Define project criteria for the selection process at a regional and local level.

**2) To increase the percentage of financial resources set aside for environmental education as a share of all moneys set aside for projects of benefit to the community in the Ústí Region by 2020.**

### Measures to be taken:

2.1 Ensure appropriate finances are set aside from public budgets.

2.2 Implement all the aims of the regional EVVO (environmental education programme) in the Ústí Region.

### Grounds for acting:

Projects of benefit to the community carried out by citizens and organisations in the Ústí Region will increase public interest in sustainable development. Educating people about the environment is a basic requirement for the success of the sustainable development concept. If the general public does not recognise the need for sustainable development, the Ústí Region will fail in this area.

**Issue:**

*C) Improving the approach of individual towns and villages to integrated environmental protection. Improving the flow of information on existing regulations governing environmental protection, technical specifications etc. Creating a system of regular and affordable training for councillors and employees in public administration on the issues involved in integrated environmental protection and sustainable development. Tightening control on adherence of pollution limits and requirements associated with the environment in towns and villages in the Ústí Region (in cooperation with Czech environmental inspectors).*

**Strategic aims:**

**1) To work closely with the public to draw up and approve an environmental policy in accordance with the sustainable development strategy and the regional environmental policy in all administrative centres in the Ústí Region by 2020.**

**Measures to be taken:**

- 1.1 Ensure accordance with the aims of state environmental policy 2004–2010 and the aims of regional environmental policy in all administrative centres.
- 1.2 Ensure administrative centres receive the necessary assistance when drawing up environmental policy and sustainable development strategies.
- 1.3 Ensure administrative centres receive the necessary assistance when making use of grants made available through the state environmental policy to draw up sustainable development strategies.

**2) To work closely with the public to draw up and approve local sustainable development strategies in accordance with the sustainable development strategy and the regional environmental policy in all administrative centres in the Ústí Region by 2020.**

**Measures to be taken:**

- 2.1 Ensure necessary technical and professional assistance is provided when drawing up local sustainable development strategies.

**3) To work closely with the public to draw up and approve town-planning documents in all towns and villages in the Ústí Region by 2020.**

**Measures to be taken:**

- 3.1 Ensure necessary assistance is provided when drawing up town-planning documents.

**Grounds for acting:**

This is a basic condition for fulfilling the environmental aims of the sustainable development strategy of the Ústí Region.

**Issue:**

*D) The creation of sustainable development management to ensure the interconnectedness of the economic, social and environmental area of strategic development documents and to coordinate the implementation of their aims and objectives.*

**Strategic aims:**

**1) To create a management system and institutional supervision of sustainable development in the Ústí Region by the end of 2007.**

**Measures to be taken:**

- 1.1 Work closely with the Czech Statistics Bureau and other official institutions and organisations authorised to gather statistical data to monitor and evaluate data on sustainable development indicators.
- 1.2 Develop projects aimed at making full use of financial resources provided by the Czech Republic, the EU and the EHP to support the introduction of the programme, monitoring and evaluation of sustainable development indicators.
- 1.3 Set aside funds from the Ústí Region budget to evaluate sustainable development indicators and feedback (regional and local policy, development measures, decision-making process, project suggestions).
- 1.4 Working within the present personnel framework at the Regional Authority offices, entrust relevant employees with the task of implementing the Ústí Region sustainable development strategy.

**Grounds for acting:**

Coordinating and monitoring the implementation of the Ústí Region sustainable development strategy and associated documents and projects is essential. Without regular monitoring and evaluation of sustainable development indicators, it becomes impossible to gauge the success of regional and local policies, measures, decisions and projects and how far they are contributing to sustainable development in the Ústí Region.

**Issue:**

*E) The reduction of debts owed by towns and villages by ensuring that public money is spent in a more efficient way and by using funds from outside sources.*

**Strategic aims:**

- 1) To reduce the total amount of debt owed by towns and villages in the Ústí Region to 3.6% by 2020.

**Measures to be taken:**

- 1.1 Support new laws on local taxes.

- 2) To continually increase the amount local authorities invest per year.

**Measures to be taken:**

- 2.1 Introduce monitoring of investment by local authorities.

- 3) To increase tax yields in the Ústí Region by 2020.

**Measures to be taken:**

- 3.1 Support new laws on local taxes.
- 3.2 Call for changes in the law on how taxes are used.
- 3.3 Call for measures which would increase the amount of tax raised and improve the redistribution of tax revenue.

**Grounds for acting:**

This is the main prerequisite for implementing the Ústí Region sustainable development strategy and associated documents on a regional and local level.

## 5. LIST OF ISSUES AND STRATEGIC AIMS

### Economic issues

**Issue A**    **The development of new and existing small and medium size companies based in the Ústí Region which show potential to grow and innovate.**

Aim        To increase the share of GDP of the Ústí Region generated by small and medium size businesses (%).

Aim        To increase the percentage of people employed by small and medium size businesses (%).

Aim        To increase the number of small and medium size businesses to 200 per 1000 inhabitants

**Issue B**    **Economic revival and an increase in competitiveness in the Ústí Region supported by established, stable companies and new investment, especially in modern, environmentally friendly technology.**

Aim        To increase GDP in market prices

Aim        To increase the number of companies in the Ústí Region using environmentally friendly systems, the number with approved environmental policies and the number certified by the EMAS according to ISO 14000 standard. (%)

Aim        To increase the number of companies with a social management system according to SA 8000, AA 1000 and SIGMA standards (%)

Aim        To reduce the consumption of fuel per unit of GDP in region

Aim        To reduce electricity consumption (MWh) per person

**Issue C**    **Development of traditional economic activities in the Ústí Region (agriculture, forestry, fishing), guaranteeing sustainable use of the countryside; to enable the development of subsequent processing industries in rural areas so that resulting products for local consumption and export have the greatest added value possible.**

Aim        To increase the share of investment in agriculture as a percentage of investment in the region as a whole. (%)

Aim        To increase the amount of ecologically managed farmland in the Ústí Region (%)

Aim        To increase the number of processing companies as a percentage of the total number of companies in the Ústí Region (%)

**Issue D**    **Limit the need to commute at source (reduce the demand on transport caused by the necessity to travel caused by unsustainable strategic and town planning).**

Aim        To reduce the number of car journeys as a percentage of all journeys(%)

Aim        To reduce the number of journeys goods vehicles make on the region's roads as a percentage of all journeys (%)

Aim        To introduce an integrated transport system in large towns

Aim        To create and support a combined transport system

**Issue E**    **The creation and development of basic and supplementary tourism infrastructure including destination management and appropriate services.**

Aim        To increase the amount of investment in tourism as a percentage of the total investment in the region (%)

Aim        To increase the number of beds in tourist accommodation facilities per 1000 people in the region (by X%)

## Social issues

### **Issue A    The development of employment and employability among citizens of the Ústí Region**

- Aim    To stabilise the official level of unemployment in the period between 2008–2020 (%)
- Aim    To increase the number of long-term unemployed claiming benefits engaged in community projects (%)

### **Issue B    The ongoing and systematic creation of conditions leading to an increase in the level of education and qualifications among the populace of the Ústí Region, associated with increased competitiveness in the employment market.**

- Aim    To increase the number of people in the region with a university education (%)
- Aim    To reduce the number of people in the Ústí Region with primary or no education (%)
- Aim    To increase the number of independent departments at universities in the Ústí Region

### **Issue C    The revitalisation of towns and villages in the Ústí Region with an emphasis on renovating old accommodation, building new accommodation and the reconstruction of cultural and industrial heritage sites in states of poor repair.**

- Aim    To reduce the number of uninhabited houses and flats (%)
- Aim    To increase the number of houses and flats per 1000 people
- Aim    To increase the amount of investment in renovating cultural and industrial heritage sites around the region (%)

### **Issue D    Improvements in public health through a system of prevention and treatment, in particular where types of illness common among the population of the Ústí Region are concerned.**

- Aim    To introduce a system of preventative measures leading to improvements in the health of the local population; above all to prevent cancer, cardiovascular disease and digestive disorders
- Aim    To reduce the number of cancer cases per 100,000 inhabitants
- Aim    To reduce the incidence of cardiovascular disease per 100,000 inhabitants

### **Issue E    Enhancement of the social situation in the Ústí Region. Improvements in reproductive behaviour, the integration of minority groups into society and limiting the incidence of undesirable social phenomena among the population of the Ústí Region.**

- Aim    To reduce the number of abortions
- Aim    To reduce the incidence of undesirable social phenomena among the population (per 1000 inhabitants)
- Aim    To reduce the number of criminal offences committed per 1000 inhabitants
- Aim    To increase minority group participation in rehabilitation and educational programmes (%)

## Environmental issues

### **Issue A    Increased investment in the environment, in particular in the protection of the region's countryside and improvements in air quality.**

- Aim    To increase the amount of investment in environmental protection as a share of GDP (%)
- Aim    To increase the amount of investment in countryside and wildlife protection as a share of GDP (%)
- Aim    To increase investment in improving air quality as a share of GDP (%)

**Issue B Improving air quality detrimental to public health by reducing emissions of harmful substances from all sources.**

- Aim To reduce the area of the region suffering from bad air quality (%)
- Aim To draw up plans for improving air quality in every town and area with bad air quality
- Aim To reduce greenhouse gas emissions (t/km<sup>2</sup>)
- Aim To reduce particle emissions in t/km<sup>2</sup> (by X%)
- Aim To reduce NO<sub>x</sub> emissions in t/km<sup>2</sup> (by X%)
- Aim To increase the number of public vehicles running on alternative fuels (%)
- Aim To complete and improve the system of cycle routes
- Aim To increase the total area of town centre pedestrian zones and the area of zones with limited traffic access (%)

**Issue C The effective and sufficiently rapid revitalisation of brownfield sites in the Ústí Region; the redevelopment of environmentally hazardous sites and the restrictions on the unchecked development of greenfield sites outside of current built-up areas.**

- Aim To reduce the number of brownfield sites
- Aim To reduce the number of undeveloped environmentally hazardous sites (%)
- Aim To reduce the area of new land being built on per year in the region (%)

**Issue D Reductions in the amount of refuse produced and the prevention of waste generation with an emphasis on environmentally friendly waste treatment.**

- Aim To reduce the production of industrial waste including waste produced by the energy industry per unit of GDP (ton/mil. Kč) (by X%)
- Aim To reduce the amount of per capita municipal waste measured in kg per person (by X%).
- Aim To reduce the amount of waste put into landfill sites (%)
- Aim To increase the amount of waste recycled and used in energy production (%)

**Issue E Long-term improvements in the ecological function of the countryside in the Ústí Region through the diversification of land-use, a system of sub-measures and continual care.**

- Aim To increase the amount of grassland as a share of all agricultural land (%)
- Aim To increase the number of deciduous trees in forests across region (%)
- Aim To increase the number of villages with up to 2,000 inhabitants connected to a sewer system leading to a sewage treatment plant (%)
- Aim To reduce the amount of unused agricultural land (%)
- Aim To increase the number of green areas away from woodland by 2020

**Public administration issues**

**Issue A The stepping up of efforts to engage the public in the planning and decision making process on a regional and local level.**

- Aim To increase the number of towns, villages and 'microregions' in the Ústí Region working according to the LA 21 (%)
- Aim To increase the number of towns, villages and 'microregions' in the Ústí Region involved in the National Healthy Towns Network and the team initiative on local sustainable development (%)

- Issue B**    **The creation of a system of grants in the Ústí Region to support the activities of NGOs, non-profit-making and other organisations aimed at putting the principles of sustainable development into practice, especially in relation to raising awareness among the public of the environment and sustainable development.**
- Aim    To increase the share of resources in the Ústí Region going to projects of benefit to the community (%)
- Aim    To increase the percentage of financial resources set aside for environmental education as a share of all moneys set aside for projects of benefit to the community (%)
- Issue C**    **Improving the approach of individual towns and villages to integrated environmental protection.**
- Aim    To work closely with the public to draw up and approve an environmental policy in all administrative centres in the Ústí Region
- Aim    To work closely with the public to draw up and approve local sustainable development strategies in all administrative centres in the Ústí Region
- Aim    To work closely with the public to draw up and approve town-planning documents in all towns and villages
- Issue D**    **The creation of sustainable development management to ensure the interconnectedness of the economic, social and environmental area of strategic development documents and to coordinate the implementation of their aims and objectives.**
- Aim    To create a management system and institutional supervision of sustainable development
- Aim    To introduce a system of monitoring and evaluating sustainable development indicators.
- Issue E**    **The reduction of debts owed by towns and villages by ensuring that public money is spent in a more efficient way and by using funds from outside sources.**
- Aim    To reduce the total amount of debt owed by towns and villages in the Ústí Region (%)
- Aim    To continually increase the amount local authorities invest per year (%)
- Aim    To increase tax yields in the Ústí Region by 2020. (Kč per person)

## 6. LIST OF ISSUES AND INDICATORS

### Economic issues

- Issue A**    **The development of new and existing small and medium size companies based in the Ústí Region which show potential to grow and innovate.**
- Indicator    Share of small and medium size businesses as a percentage of the total number of businesses (%)
- Indicator    Contribution of small and medium size businesses to GDP (%)
- Indicator    Contribution of small and medium size businesses to overall employment (%)
- Indicator    Number of small and medium size businesses per 1000 inhabitants
- Issue B**    **Economic revival and an increase in competitiveness in the Ústí Region supported by established, stable companies and new investment, especially in modern, environmentally friendly technology. friendly technology.**
- Indicator    GDP in market prices per person (in thousands of Kč per person)
- Indicator    Share of businesses holding ISO 14000 and EMAS certificates (%)



Indicator	Number of companies with a social management system according to SA 8000, AA 1000 and SIGMA standards (%)
Indicator	Businesses' fuel consumption (in GJ per unit of GDP)
Indicator	Electricity consumption according to location (in MWh per inhabitant)

**Issue C**    **Development of traditional economic activities in the Ústí Region (agriculture, forestry, fishing), guaranteeing sustainable use of the countryside; to enable the development of subsequent processing industries in rural areas so that resulting products for local consumption and export have the greatest added value possible.**

Indicator	Investment in agriculture as a share of the total investment in the region (%)
Indicator	Ecologically managed agricultural land as a percentage of the total area of agricultural land (%)
Indicator	Processing plants in the region as a share of all companies in the region (%)

**Issue D**    **Limit the need to commute at source (reduce the demand on transport caused by the necessity to travel caused by unsustainable strategic and town planning).**

Indicator	Car journeys as a share of all vehicle journeys (%)
Indicator	Goods vehicle journeys as a share of all vehicle journeys (%)

**Issue E**    **The creation and development of basic and supplementary tourism infrastructure including destination management and appropriate services.**

Indicator	Investment in tourism as a share of all investment in the region (%)
Indicator	Number of hotel beds per 1000 inhabitants

## Social issues

**Issue A**    **The development of employment and employability among citizens of the Ústí Region**

Indicator	Unemployment rate (%)
Indicator	Long-term unemployment (%)
Indicator	Unemployed people engaged in community projects as a share of all unemployed people (%)

**Issue B**    **The ongoing and systematic creation of conditions leading to an increase in the level of education and qualifications among the populace of the Ústí Region, associated with increased competitiveness in the employment market.**

Indicator	Inhabitants with a university education (% of over 15 year olds)
Indicator	Inhabitants with primary or no education (% of over 15 year olds)
Indicator	Number of independent university departments

**Issue C**    **The revitalisation of towns and villages in the Ústí Region with an emphasis on renovating old accommodation, building new accommodation and the reconstruction of cultural and industrial heritage sites in states of poor repair.**

Indicator	Number of uninhabited houses and flats per 1000 people (%)
Indicator	Number of houses and flats begun per 1000 people
Indicator	Number of houses and flats completed per 1000 people
Indicator	Amount of investment in renovating cultural and industrial heritage sites in towns and villages per unit of GDP (%)

**Issue D** Improvements in public health through a system of prevention and treatment, in particular where types of illness common among the population of the Ústí Region are concerned.

Indicator Incidence of cancer per 100,000 inhabitants

Indicator Incidence of cardiovascular disease per 100,000 inhabitants

Indicator Mortality rate from circulatory disease per 100,000 inhabitants

Indicator Mortality rate from cancer per 100,000 inhabitants

**Issue E** Enhancement of the social situation in the Ústí Region. Improvements in reproductive behaviour, the integration of minority groups into society and limiting the incidence of undesirable social phenomena among the population of the Ústí Region.

Indicator Number of abortions per 1000 babies born

Indicator Number of undesirable social phenomena per 1000 inhabitants

Indicator Number of crimes committed per 1000 inhabitants

Indicator Number of minority groups members participating in rehabilitation and educational programmes (%)

## Environmental issues

**Issue A** Increased investment in the environment, in particular in the protection of the region's countryside and improvements in air quality.

Indicator Share of GDP invested in environmental protection (%)

Indicator Share of GDP invested in countryside and wildlife protection (%)

Indicator Share of GDP invested in improving air quality (%)

**Issue B** Improving air quality detrimental to public health by reducing emissions of harmful substances from all sources.

Indicator Area suffering from bad air quality as a share of the total area (%)

Indicator Greenhouse gas emissions (t/km<sup>2</sup>)

Indicator Particle emissions (t/km<sup>2</sup>)

Indicator NO<sub>x</sub> emissions (t/km<sup>2</sup>)

Indicator Length of cycle route network (in thousands of km)

Indicator Share of public vehicles using alternative fuels (%)

Indicator Pedestrian zones and zones with limited access to traffic as a share of the total area of the region's towns (%)

**Issue C** The effective and sufficiently rapid revitalisation of brownfield sites in the Ústí Region; the redevelopment of environmentally hazardous sites and the restrictions on the unchecked development of greenfield sites outside of current built-up areas.

Indicator Total area of unused brownfield sites (in hectares)

Indicator Area of liquidated environmentally hazardous sites as a share of the total area of all environmentally hazardous sites (%)

Indicator Area of newly built on land per year (in hectares per year)

<b>Issue D</b>	<b>Reductions in the amount of refuse produced and the prevention of waste generation with an emphasis on environmentally friendly waste treatment.</b>
Indicator	Industrial waste in tons per unit of GDP (in tons per million Kč)
Indicator	Municipal waste per inhabitant (in kg per person)
Indicator	Waste put into landfill sites as a share of the total amount of waste produced (%)
Indicator	Amount of waste recycled and used in energy production as a share of the total amount of waste produced (%)
<b>Issue E</b>	<b>Long-term improvements in the ecological function of the countryside in the Ústí Region through the diversification of land-use, a system of sub-measures and continual care.</b>
Indicator	Amount of grassland as a share of all agricultural land (%)
Indicator	Share of deciduous trees in the region's woods (%)
Indicator	Percentage of villages with up to 2,000 inhabitants connected to a sewer system leading to a sewage treatment plant (%)
Indicator	Amount of unused agricultural land as a share of the total area of agricultural land (%)
<b>Public administration issues</b>	
<b>Issue A</b>	<b>The stepping up of efforts to engage the public in the planning and decision making process on a regional and local level.</b>
Indicator	Number of towns, villages and 'microregions' in the region working according to the LA 21 (%)
Indicator	Number of towns, villages and 'microregions' in the region involved in the National Healthy Towns Network and the team initiative on local sustainable development (%)
<b>Issue B</b>	<b>The creation of a system of grants in the Ústí Region to support the activities of NGOs, non-profit-making and other organisations aimed at putting the principles of sustainable development into practice, especially in relation to raising awareness among the public of the environment and sustainable development.</b>
Indicator	Share of funds set aside by the Regional Authority of the Ústí Region for projects of benefit to the community (%)
Indicator	Funds set aside for environmental education as a share of all moneys set aside for projects of benefit to the community (%)
<b>Issue C</b>	<b>Improving the approach of individual towns and villages to integrated environmental protection.</b>
<b>Issue D</b>	<b>The creation of sustainable development management to ensure the interconnectedness of the economic, social and environmental area of strategic development documents and to coordinate the implementation of their aims and objectives.</b>
<b>Issue E</b>	<b>The reduction of debts owed by towns and villages by ensuring that public money is spent in a more efficient way and by using funds from outside sources.</b>
Indicator	Level of debt (%)
Indicator	Investment as a share of all local authority expenditure (%)
Indicator	Tax yields (Kč/osobu)

## 7. TABLE OF HEADLINE SUSTAINABLE DEVELOPMENT INDICATORS

Inclusion was conditional on headline indicators having a clear relationship to all the dimensions of sustainable development. Owing to the wide range of sustainable development issues, which makes it difficult to attract the attention of the media, politicians and the public, the indicators had to be kept relatively simple. For this reason much effort has been put into selecting key indicators that will provide simple and clear information on the selected factors in every area of sustainable development.

GDP per person (in USD in equivalent purchasing power)  
Number of companies per 1000 inhabitants  
Public transport performance (in people per km)  
General level of unemployment (%)  
Life expectancy at birth (men/women)  
Share of the population with a university education (%)  
Incidence of allergic illness per 1000 inhabitants

Issue/Headline Indicator							
<b>Economic issues</b>							
A) Development of new and medium size businesses	++	++		+-			
B) Economic rejuvenation through the development of modern environmentally friendly technologies	++	++		+-			
C) Development of the primary sector	++	++		+-			
D) Limiting the need to commute at source			- +				--
E) Development of tourism	++	++		+-			
<b>Social issues</b>							
A) Reducing unemployment		- +		--			
B) Raising the level of education among the populace	++	++		+-		++	
C) Revitalising towns and villages		++		+-			
D) Improving public health					++		+-
E) Improving the general social situation				+-	++	++	
<b>Environmental issues</b>							
A) Increasing investment in environmental protection	++						
B) Improving air quality					++		+-
C) Revitalising brownfield sites and liquidating environmental hazards	++	++					
D) Reducing the amount of waste produced							
E) Supporting the ecological function of the countryside							
<b>Public administration issues</b>							
A) Involving citizens in public life							
B) Creating a system of grants							
C) Improving the approach of towns and villages to environmental protection							
D) Setting up sustainable development management							
E) Reducing the amount of debt owed by local authorities							

- negative relationship, + positive relationship

**Headline indicator requirements:** simple for the media, politicians and the general public to understand, limited number, include all the main pillars of sustainable development, enable trends to be described, enable comparisons to be drawn on a national level and with other regions of the Czech Republic.

Number of crimes committed per 1000 inhabitants	Number of houses and flats per 1000 inhabitants	Share of population living in rural areas (%)	Investment in environmental protection (%)	Areas suffering from bad air quality as a share of the total area of the region (%)	Protected areas as a share of the total area of the region (%)	Production of industrial waste per unit of GDP (kg per 1000 USD in equivalent purchasing power)	Arable agricultural land (%)	Area of the region covered by forest (%)	Turnout at municipal elections(%)	Number of NGOs per 1000 inhabitants	Number of towns and villages with an environmental policy
				+	-						
		++					+-	++			
				--							
		++									
--											
									++		
	++	++									
+-											
			++	+-	++	+-	+-	++			++
				+-				++			++
	++		++					++			++
			-+			--					++
			++		++		+-	++			++
									++	++	++
										++	++
											++
											-+
			-+								-+

**Funding:**

Approval of the sustainable development strategy will not mean an increase in demands on the regional budget. The aim of the strategy is to serve as a wide consensual framework for the creation of further policies and programmes, and should be seen as a starting point for strategic decision making in individual departments and when working with interest groups. It can, therefore, be stated that the effects of the measures laid out in this strategy will be felt only when further individual strategies, policies and programmes are implemented.

**Monitoring and updating:**

The aims set out in the Ústí Region sustainable development strategy will be continuously monitored using indicators, the data for which will come from official figures gathered using sanctioned methods.

The strategy will be updated on a regular basis. The individual indicators will also be revised while preserving the consistency of the timetable. The first report based on the set of sustainable development indicators will be submitted to the Ústí Regional Assembly in 2008. Proposals for updating the Ústí Region sustainable development strategy will be submitted by the end of 2009.



