

Brno Metropolitan Area

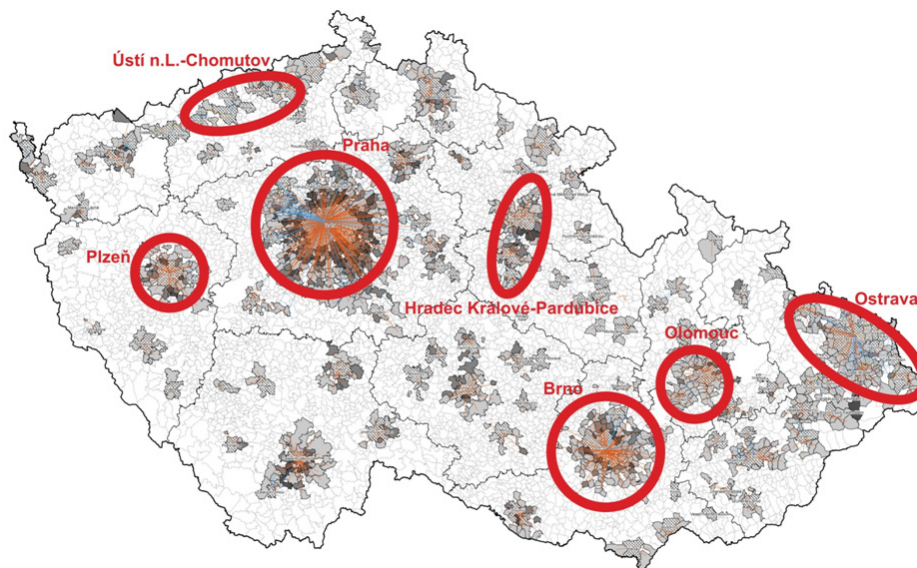
**Brno Plans
Strategically on
a Metropolitan
Level**

Why Does Brno Plan Strategically at the Level of the Entire Metropolitan Area?

Modern and effective strategic planning cannot be limited to the administrative boundaries of the city of Brno. There are plenty of problems that can only be meaningfully resolved by consensus and cooperation of the city with surrounding municipalities in its hinterland, which combined with the city create one functional unit. This perspective, which is absolutely standard and well-established in Western Europe, is also valid in Brno.

Defining the Functional Area

For the correct territorial targeting of strategic metropolitan planning it was first necessary to ascertain the true size of the **Brno Metropolitan Area (BMA)**. The BMA is not an artificially created area, but an **organic functional unit** containing the city of Brno and its natural hinterland, which functions with intensive daily links (commuting and accessibility). For this purpose a definition of the territory of the Brno Metropolitan Area, which includes 167 municipalities and more than 600 000 inhabitants, was created.

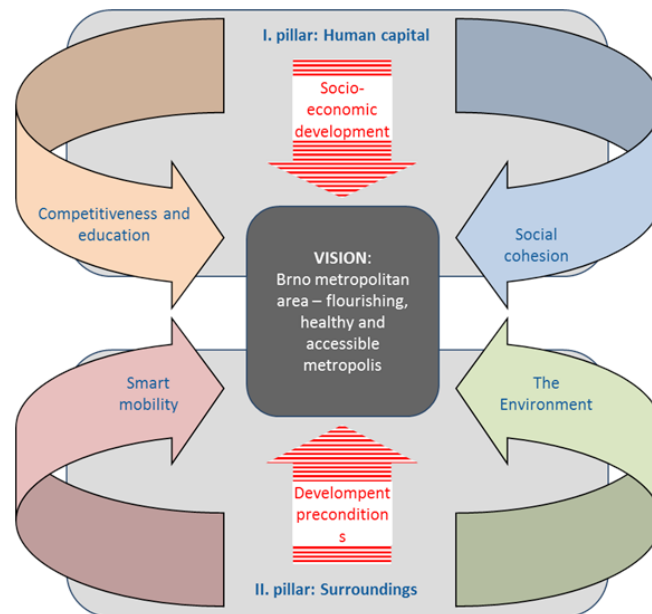


Integrated Strategy for Development of the Brno Metropolitan Area

In the period from 2014 to 2020 the European Union is making it possible for major metropolises to utilise new approaches to financing their development, especially through the **ITI tool** (Integrated Territorial Investments). For this reason it was necessary to agree on and define the long-term priorities for the development of the entire metropolitan area. For this reason an **Integrated Strategy for Development of the BMA for the Application of the ITI Tool** was produced. Many partners from Brno, the surrounding communities and the South Moravian Region, public, private and from the non-profit sector, were involved in the creation of this strategic metropolitan document. For this purpose a **memorandum on metropolitan cooperation** was signed with surrounding towns. Another advantage is that we did not create the document just to be 'filed away'. The strategy is aimed at concrete activities, which will be supported from operational programmes. It focuses in particular on major strategic projects, ones that will lead to desirable synergistic effects – projects for the extension of tram and trolleybus lines, transport terminals, telematics, cycling or flood-prevention and revitalisation measures on rivers, waste management or infrastructure in the social area and education. Furthermore it has been possible to negotiate funding in excess of 5 billion CZK for integrated projects fulfilling this strategy.

What Do We Want to Achieve?

We want the Brno Metropolitan Area to have enduring prosperity and to be a healthy and accessible metropolis. With the help of the given **four priorities** this vision will be fulfilled, ideally by 2023.



Who Is the ITI Tool Intended For?

ITI is a new territorial tool of the European Commission, which serves for the **solution of selected metropolitan problems requiring an integrated approach**. By this is understood a concentration of both activities and resources through the agreement of partners in the territory to produce the greatest possible effect by the supported intervention.

ITI is not another operational programme but a tool for the territory of the Brno Metropolitan Area, which has a reserved allocation in selected specific objectives of the five ESIF operational programmes – the Integrated Regional Operational Programme (IROP), Transport (OP T), Environment (OP E), Employment (OP Emp) and Enterprise and Innovation for Competitiveness (OP EIC), the rules of which govern the applicant.

Compared to individual projects an integrated project has to fulfil more demanding evaluation criteria and approval process (hearings before the ITI Working Group and Steering Committee), but on the other hand it will **compete for support only with comparable projects from the territory of the Brno Metropolitan Area, which will be actively coordinated with the aim of fulfilling the territory's vision**.

The ITI tool is primarily intended for:

- long-term prepared and consulted projects,
- projects which are in accordance with the provisions of the integrated strategy for development of the BMA for the application of the ITI tool,
- significant strategic projects.

Where Can You Get Further Information?

- from the ITI manager – Petr Šašinka, sasinka.petr@brno.cz, tel.: +420 542 172 058, mob.: +420 725 487 285;
- at the web pages www.brno.cz/ITI;
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