



Good practice summary

The problem and proposed solutions

The task was to develop a strategic plan with high level of communication and participation with both experts and citizens - to create a plan based on the needs of people in the city and also to be independent on possible political changes. Besides the standard methodological approach was at the start of the process developed communication and participation plan, which expected creation of a brand ("fajnOVA"), realization series of working groups, press conferences, marketing campaigns, online questionnaire, a series of events with the public, etc.

Indicator was set to involve 5,000 residents of Ostrava and approved strategic plan by city council.

Timeframe, dates, important milestones

Timeframe, dates:

- Signing the contract with expert companies on managing the process of creating strategic plan (December 2015)
- Analytical part (April 2016)
- Creating a vision and defining key areas for change (July 2016)
- Processing implementation plan, finalizing the document, materials for approval (November 2016)

Milestones were steering committee meetings:

- 1st meeting on March 30, 2016: presentation of vision and analysis, discuss thematic focus and members of working groups
- 2nd meeting from 2 to 3 June 2016: agreement on the vision and strategic priorities
- 3rd meeting on 3 August 2016: approval of the strategic framework - vision and strategic goals
- 4th meeting on January 4, 2017: presentation of the implementation and monitoring of strategies, agreement of Strategic and Action plan
- Approval of the Strategic plan (January 2017) and Action plan (March 2017) by city Council and city Assembly

Now we are going through process of SEA (Strategic Environmental Assessment - impact of strategy on environment) - in the opinion of experts, Strategic Plan has no serious negative effects and significantly improve the environment. Its possible impact on the text of strategic plan will be finally approved by the city Council in May 2017.





The link to specific strategy (with key themes, subthemes, actions)

Link to strategic documents:

www.fajnova.cz/strategicky-plan (in Czech)

Key themes, subthemes and actions of strategic document:

- Ostrava Vision 2030
- Methodological approach (key findings of the analysis phase, SWOT analysis, key issues and challenges, problem tree)
- Priorities and strategic objectives for 2017-2023 (3 priorities and 7 strategic objectives)
- Integrated and smart solutions, flagship projects in the city
- Conditions for successful implementation; how we created the Strategic plan
- List of analyses, concepts and strategies of Ostrava City Hall
- Detailed description of the indicators
- List of experts and stakeholders involved in the creation of the Strategic Plan
- List of actions undertaken in the process of communication and participation during creation of the Strategic Plan
- Action plan: a list of 68 specific strategic projects and 62 project inspiring proposals by city and its organizations, districts, universities and citizens themselves.

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The main outputs for achieved objective, innovative elements

Objective - to involve 5,000 residents of Ostrava:

Press conferences, active communication with press, emotional maps in the streets, discussions in schools and universities with pupils, students and city district mayors, urban coffees, urban walk, art competition for children, guerrilla marketing (kissing points), website, social networks etc. led to involving 20,000 citizens and visitors in Ostrava to creating Strategic plan.

Objective - Approved strategic plan by city Council:

21 meetings of strategic and thematic working groups, 70 interviews with stakeholders, steering committee, involving political opponents, continuous presentations on Strategic commission of city Council every month during process, presentations on city Assembly before its approval, meetings with city management, mayors of city districts etc. probably helped with smooth approval of Strategic plan by politics, even the opposition.

Innovative elements:





Involvement of number of experts and residents, and taking into account their suggestions in the Strategic plan (strategic goal of 5 Supporting communities and citizens' involvement in public life - based on the great interest of citizens and their involvement in the preparation of the plan; strategic goal Revitalizing the historic city centre - inspiration from citizens in emotional maps, where people were marking city centre as a place to be most developed).

Results achieved, monitoring

Monitoring indicator from communication and participation plan we fulfilled four times higher (20,000 people), strategic plan and action plan were approved without difficulties in steering committee, city Council and city Assembly.

In the phase of monitoring and evaluation of Strategic plan will be used as needed established working groups and annually steering committee as well, which will be informed about implementation of Strategy and projects and asked members for their ideas on projects. At the strategic level were set 23 (output, result or impact) indicators that will be monitored and evaluated as well as individual projects.

Each project in Action plan has set the schedule, budget, investor and responsible person for its implementation at the level of mayor or his deputies. Once a year, an action plan will be updated with new projects and feasible project ideas that emerged from working groups or citizens.

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Potential for re-use and improvement

Our experience with participation process is transferable - from creation other strategies or conceptions (we plan to use emotional maps and survey in ongoing creating of climate change adaptation strategy) to individual participative actions as public debates etc. City management realized during the process, that prepared projects must be communicated sooner than project documentation is already made. We are learning now to communicate projects, when only its plans exist (e.g. there is now great public interest and discussion about planned extension of tram lines in the city) or consultation about settings of Grant system for revitalizing public spaces with expert group before its release (this grant system reacts on requirements from citizens and communities, who have project ideas but no funds for realization).

2 photos presenting your good practice

Enclosed separately together with posters and Ostrava Strategic Plan Booklet in English.





Materials - short documents, infographics, video etc. you may deem relevant for supporting your application (in English or with English summary)

Links to interesting materials connected with participatory approach in creating City Strategic Development Plan in Ostrava (all links are in Czech language; therefore English summary was added on this paper).

<http://cities.media/video/5>

Link to video documentary from Video magazine Cities (positive examples of technology, mobility, energy, architecture, urban planning, brand and approach to public administration in Czech Republic) about strategic planning in Ostrava, the shape of the new strategic plan and the process of its formation. The document follows the principles of partnership of public, commercial, non-profit and academic sectors.

Annotation: "In the case of many cities strategic plan is often only formal document. New strategic plan in Ostrava originated by involving a broad spectrum of stakeholders including the public. To its creation involved over 20,000 citizens and visitors to the city, 250 experts and personalities. Therefore is here great potential to become a living document and a platform for cooperation between public, private, academic and non-profit sector and has helped to set up long-term course of Ostrava."

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www.fajnova.cz

www.facebook.com/fajnova.cz

www.instagram.com/fajnova.cz

www.twitter.com/fajnova_cz

Website and social networks about strategic planning in Ostrava under the brand fajnOVA.

www.fajnova.cz/dotaznik

Brief results of survey during the 17 days from 3 to 19 February 2016 involving over 6,800 people, which is 2.3 % of the population in Ostrava.





www.fajnova.cz/pocitova-mapa

Results from online emotional maps - from June 22 to September 2, 2016, were people on this website involved in filling the electronic emotional maps and they could record where they feel fine (blue dot), where would recommend it to visitors from elsewhere (yellow dot) where the city should be developed (orange dot) and where they feel not comfortable (red dot). For each feeling they could also add comment, people can read these comment in interactive map at the bottom of the page. Emotional map filled a total of 1,230 unique users who pointed out in the map exactly 15,295 emotions.

www.fajnova.cz/fajnovy-projekt

“We collect suggestions to the Strategic Development Plan of Ostrava for the period 2017-2023. Do you have a project or an idea on the development of Ostrava? It may be part of the new plan. Just describe it to our simple online form.”

www.fajnova.cz/tvorime-plan

Information about creating strategic plan - outputs from steering committee and all expert working groups (presentation, attendance list, written records) and process description with interim outputs and results (Open data from survey, Interview with stakeholders summary, International benchmark, Ostrava city profile, SWOT analysis, Socioeconomic analysis, Evaluation of strategic plan 2009-2015, Building blocks of city vision, Comments on the draft of Strategic plan and their solutions, Strategic framework).

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www.fajnova.cz/chci-se-zapojit/

Possibilities how can citizens involve in creation and realization of city planning.

www.fajnova.cz/strategicky-plan

Final documents to download - Communication booklet, Strategic plan and Action plan with projects to realize in next seven years in the city (involves project ideas both from experts and citizens).

www.fajnova.cz/ostravske-promeny

Successful projects which were realized in the city recently.

