



# BULLETIN

## INTERVIEW



### Mobility Week in South Bohemian Metropolis

*An interview with Vlasta Bohdalova, Deputy Mayor of Ceske Budejovice and HCP politician*

**As in the past years, European Mobility Week will be taking place between September 16 and 22. What activities have the Healthy City and its partners prepared? How do you plan to motivate local drivers to leave their cars at home on the Car Free Day (Sept 22)? Will you offer reduction in public transport fares?**

*As we have found out, at least two thirds of people in our city use prepaid season tickets, so it would not make sense to offer fare reduction. Instead, we and the City Public Transport Office are going to organize a week-long competition for passengers; tickets used during the Mobility Week will be drawn in a lottery and the winner will obtain a monthly ticket for free. On the Car Free Day, Premysl Otakar II Square will be closed to car traffic, hosting various competitions and transport-oriented games for children and adults. Kindergarten and first grade children are invited to come by means of a self-devised "fairy-tale" vehicle. About two thousand people came last year, and we hope that similar audience will gather this year. In addition, the city will be offering 10% off all yearly tickets purchased on the Car Free Day.*

**The City Hall published a map to make moving around the city easier for paraplegics. Will the city motivate the operators of public facilities identified as problematic to remove the barriers? Will the city itself deal with barriers in the streets?**

*The current map, being the first part of the project, merely monitors the situation. The second part will deal with overall area planning issues, including the identified facilities, and will offer more information. All of this will then be published on the city's web pages. The next step will be to identify effective motivation tools for private operators. Barriers in public places owned by the city are being removed continuously. Gradually, the city has been making its offices barrier-free, starting with the City Hall, Regional Authority and the Labour Office.*

## NEWS

### Regional Seminars to Offer Best Local Agenda 21 Practice

Experience with the implementation of **environmental audits at schools**, practical setting of European common indicators "**Citizen Satisfaction with Local Community**" and "**Local Mobility and Passenger Transportation**" – these are some of the topics to be presented by representatives of Healthy Cities' municipal councils and the Healthy Cities of the Czech Republic (HCCZ) partners in half-day seminars to be held in ten cities throughout the country this autumn. The series of meetings will take place between September 29 and November 10. Everyone interested in the given issues is invited to attend. Apart from the results of Local Agendas 21, the meetings will also address the issue of determining the "**ecological footprint of the city and public institutions.**" It indicates how much natural resources the city, institutions, the region or the entire country use in a given year to provide for their day-to-day functioning. The participants will receive detailed information about issues involving Local Agenda 21, both from HCCZ representatives and directly from representatives of member cities (e.g. Vsetin, Hodonin, Chrudim). The meetings, held as part of a HCCZ pilot project following up on the established Local Agenda 21 processes, will take place in Hradec Kralove (Sept 29), Trebic (Sept 30), Litomerice (Oct 4), Kromeriz (Oct 7), Brno (Oct 11), Koprivnice (Oct 12), Trebon (Oct 19), and Chrudim (Nov 10). Two more seminars will be held in the West-Bohemian Region on November 8 and 9.

For more information and **registration** please write to: [zidlickam@spiralis-os.cz](mailto:zidlickam@spiralis-os.cz).

### Sustainable Transport under Scrutiny

On September 14, a **Working Meeting of Healthy Cities**, their partners and others concerned with sustainable transport in cities will be held at the Czech Ministry of Transport. In the morning, Jaroslav Martinek of the Traffic Research Centre will introduce the National Strategy for Developing Bicycle Transport in the Czech Republic, approved by Czech Government Resolution No. 678 on July 7, 2004. Subsequently, Svatopluk Mika of the Ceske Budejovice City Hall will talk about the European Mobility Week campaign. The main theme of this year's campaign to promote sustainable transport throughout Europe (September 16 and 22) will be Safe Streets for Children. In the afternoon, the

meeting will continue with presentations of experience in using alternative-drive means of transport. A Brno City Hall representative will report about the use of electric cars in the city; use of natural gas in city and suburban transport will be the topic of a paper presented by a Litomerice City Hall representative. A Ministry of Transport official will inform the participants about various forms of financial support for sustainable transport in cities. Petr Smid of the Partnership Foundation will conclude the meeting by introducing two projects – Transport for 21<sup>st</sup> Century and a competition entitled Reduction of Traffic in Cities and Municipalities.

The meeting is **open to everyone**, subject to registration by September 10, 2004 at: [vesela@nszm.cz](mailto:vesela@nszm.cz)

### **The network of Healthy Cities, Towns and Regions of the Czech Republic has grown again – a new region has joined**

The Association linking municipalities involved in the Healthy Cities Project has grown by another member – on the 14<sup>th</sup> of July 2004 the HCCZ Council approved the accession of the **Zlín region**. "Naturally, the region can't do the same as the city. *As a HCCZ member region we want to financially support specific activities which will contribute to improving the quality of life and health of the region's inhabitants – e.g. barrier-free street crossings and entrances to buildings. In the near future we will have negotiations with HCCZ representatives about the follow-up strategy,*" informed Councillor Vojtěch Jurčík, the politician responsible for the Healthy Region Project, for the Environment, and Regional Development. Other news within the HCCZ association is that the Vysočina region, which up until now has been a member of the observers, is now an official member, as of 27<sup>th</sup> July 2004. The offer of the HCCZ to become an official member was approved by the Council of the Vysočina region at its fourth meeting. As expected, the Deputy President, Ing. Marie Černá, was elected as the politician responsible for the project. Mrs. Černá is a long-standing supporter of the Healthy Region idea and has experience of implementing the Healthy Cities Project from her several years of serving as Deputy Mayoress in the Healthy City of Třebíč. In June the HCCZ Council also approved membership of the Valašskomeziříčsko – Kelečsko micro region.

### **České Budějovice: The city has issued a map for its handicapped citizens**

The city of České Budějovice was also thinking of its handicapped citizens when it issued a map



entitled Barrier-free České Budějovice, designed to help the handicapped get around the South Bohemian metropolis a little more easily. The objective is to ease the movement of people on wheelchairs into buildings and through the streets of České Budějovice and to prevent unpleasant situations which are often faced as a result of barriers. "The map contains colour-coded areas which are fully accessible to handicapped citizens without the *need for assistance, and also areas less accessible, or completely inaccessible. Roads, health centres, post offices, churches, restaurants and other buildings are similarly marked,*" said Juraj Thoma, the Deputy Lord Mayor of České Budějovice. It took almost one month to issue the map. The map was prepared in cooperation with handicapped citizens who travelled through the town, marking the degree of difficulty of access to individual buildings. The barrier-free map of České Budějovice is available, free of charge, from the Tourist Information Centre on Přemysl Otakar II Square. The city printed 2000 copies and plans on printing more if there is interest.

### **Moravská Třebová: Locals cheered up by painted dustbins**



A competition of the Healthy Cities Project for the Merriest Dustbin was extended over the summer holidays by the organisers. Homes and local organisations thus got the chance to live up their drab grey waste containers and, in addition, win a prize. The competition is open to anyone who paints any type of motif on their dustbin. However, it must be clear what character or thing the painting represents. "We definitely don't want to make room for graffiti sprayers; the aim of the competition is to make to storage of communal waste a little more attractive and to draw citizens attention to the need to sort waste," said Veronika Čápalová, Healthy Cities Project Coordinator for Moravská Třebová, explaining the objective. She added that in cooperation with the local youth club they want to make the city more pleasant and colourful. The competition is set to end on the 31<sup>st</sup> of August.

### **Vsetín: City hall solves how to improve conditions for cyclists**

The aim of the BYPAD cycling policy audit is to ascertain the conditions for and level of cycling transport in the city and subsequently propose measures for improvement. Vsetín city hall is currently carrying out this audit in cooperation with the Transport Research Centre (CDV). The project is supported by the EU with 42 European cities from 15 countries involved, although only 6 cities from the Czech Republic are carrying out the audit. The audit itself consists of mapping the strengths and weaknesses of cycling in each city. "Out of 35 points

in 9 areas the audit tries to ascertain, for example, how cycle paths are designed from the safety point of view, connections to bus and rail stations, in what way the city hall supports cycling for citizens to get to work, children to school, or in their free time, and many other related issues," explained Ing. Jaroslav Martínek from CDV. Representatives of Vsetín city hall see an improvement in conditions for cyclists as an essential part of city development and understand the audit itself as a greater chance to obtain state support and to improve the work of city officials in relation to the support of cyclists. Besides this, other tasks in the Vsetín Healthy City Action Plan, a document which, based on the agreement of the city hall with the public, defines objectives within the Healthy Cities Project, are also related to the support of cycling. Final results of the audit should be available this year in the autumn.



### **Zlín: Environmentally friendly energy will be at the centre of attention**

The city of Zlín is interested in participating in the EU CONCERTO programme. The objective of the programme is to prove the example of several European cities that the generation and consumption of energy can be resolved in a manner which is friendly to the environment. Zlín can now participate in the Energy project, at the centre of attention, the objective of which is to prove that a significant drop in CO<sub>2</sub> emissions and consumption of fossil fuels can be achieved over a relatively short timescale of four years, and economically using effective techniques. "Project preparation in Zlín has been managed by the civil association Green living, and its proposal has been accepted. Zlín has thus become one of five successful Czech candidates that applied for participation in the programme. Now members are deciding on which events, the order and in what scope they will be implemented," said the Deputy Lord Mayor Svatava Nováčková. Implementation of individual sub-programmes should commence in September 2004. "Representatives of the city of Zlín declared the endeavour to improve the quality of air in the city, particularly focusing on protecting the

climate and ozone layer, in the long term Healthy City Action Plan. *A project aimed at renewable sources of energy and other steps leading to energy savings is one of the specific measures which will lead to fulfilment of this objective,"* stated Světlana Divílková, Project Coordinator for the Healthy City of Zlín.

### **Kroměříž: The city hosted participants of the Safe Schools international seminar**

In June it was exactly one year since the Healthy City of Kroměříž became a member of the international network of Safe Communities – so far the first in the Czech Republic and in Eastern Europe. By holding the two-day Safe Schools seminar ( 31. 5. – 1. 6.) the city undertook the role of active member. Coincidentally this happened to be the first international seminar for the Safe School sub-project. "Safe School is a new international project focusing on the creation of a worldwide network of schools which, through the medium of a systematic and long-term programme, aims to create a safe environment and to prevent accidents," explained Ing. Marie Pokorná, Healthy Cities Project Coordinator. 70 people from 14 different countries around the world attended the seminar. The programme was devoted to the Safe School project itself and also individual topics, e.g. epidemiology of children's injuries, safe journeys to school, data collection, teaching first aid, preventive programmes (including the prevention of bullying). "School environment safety is not a new concept, however, it is possible to say that in the Czech Republic and in other countries an integrated approach and strategy are missing upon the application of preventive practices, which significantly influence the accident rate in schools," stated Ing. Marie Pokorná. "Owing to the fact that the majority of child deaths are caused by injuries and their consequences we hope, in our republic too, that the



prevention of injuries and the promotion of safety will become an important topic for political representatives and that they will support various preventive activities, which up until now have been lower down on their list of priorities."

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*(The illustration photographs used come from the archives  
of Healthy Cities, Towns and Regions of the Czech  
Republic.)*