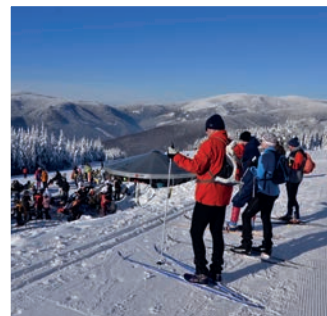
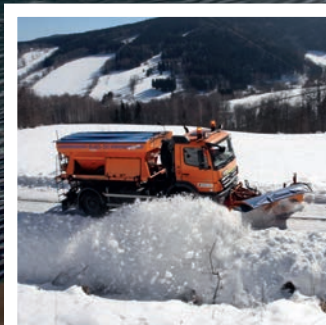


STRATEGIE ROZVOJE ÚZEMNÍHO OBVODU Olomouckého kraje

www.olkraj.cz



Olomoucký kraj



This booklet aims to present basic information about the Olomouc region; additionally, the topics are structured according to medium-term priorities of the Development Strategy of District of the Olomouc Region. Thanks to this, readers will get acquainted with the conditions within respective priorities, as well as the challenges the Olomouc Region intends to solve.

The Development Strategy of District of the Olomouc Region for the 2021–2027 period is an umbrella strategic document determining the long-term vision, strategic goals and long-term as well as medium-term priorities for developing the Olomouc Region.

Vision: Vital region with a high level of quality of life

Green and resilient Olomouc region

Achieving higher environmental quality jointly with urban and rural support.

Entrepreneurial and competitive Olomouc region

Strengthening economic growth via business motivation, innovation and services for entrepreneurs.

A talented and cohesive region

We develop quality services investing in education and personal development of the population in the region.

This document was drawn up in 2019 and 2020. In September 2020, the strategy was approved by The Council of the Olomouc Region.

The strategy was processed thanks to a partnership approach. The foundations was formed by structured interviews with leading representatives of departments at the regional office. Given the COVID-19 pandemic, some meetings where the draft was to be discussed were finally abandoned, such as meetings of regionalists from municipalities with extended powers, or micro-region meetings.

Meetings of three expert groups became key for preparing the strategy. In total, there were two expert group meeting rounds. In addition to the Regional Authority, the Statutory City of Olomouc, the RIS3 manager, CzechInvest, the Nature Conservation Agency of the Czech Republic and others took part. The strategy also underwent an environmental impact assessment.



CHARACTERISTICS OF THE REGION



In the north, the Olomouc Region has a 104 km long border with the Republic of Poland. The region continues to the south extending as far as Central Moravia. The region is naturally divided into a northern mountainous part and a southern flatter part.

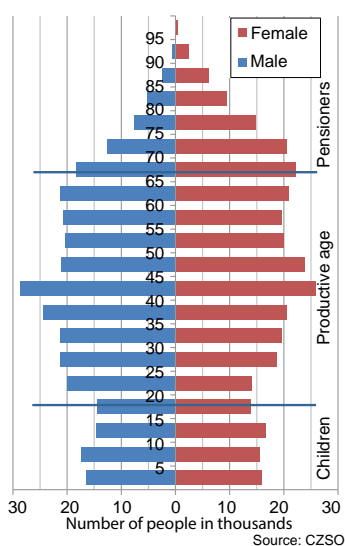
Although the two highest Moravian mountain ranges (Hrubý Jeseník and Kralický Sněžník) lie within the Olomouc Region, their highest peaks lie beyond the Olomouc Region. The border with the Moravian-Silesian Region is near the top of Mount Praděd (the peak is 1,492 m above sea level), and here is also the highest point of the Olomouc Region.

The Morava River and its tributaries are a significant element in the southern part of the region. The lowest point of the Olomouc Region is located near Kojetín, where the Morava River leaves this region. This spot is about 190 m above sea level. The Odra River, an important river from a European point of view, has its spring in the Olomouc Region. The Odra gains strength in the Moravian-Silesian Region and Poland, eventually flowing into the Baltic Sea near Szczecin.

The Statutory city of Olomouc is the regional capital with approximately 100,000 inhabitants. From an administrative point of view, the region divides into 13 administrative districts of municipalities with extended powers (ORP), as we can see on the map.

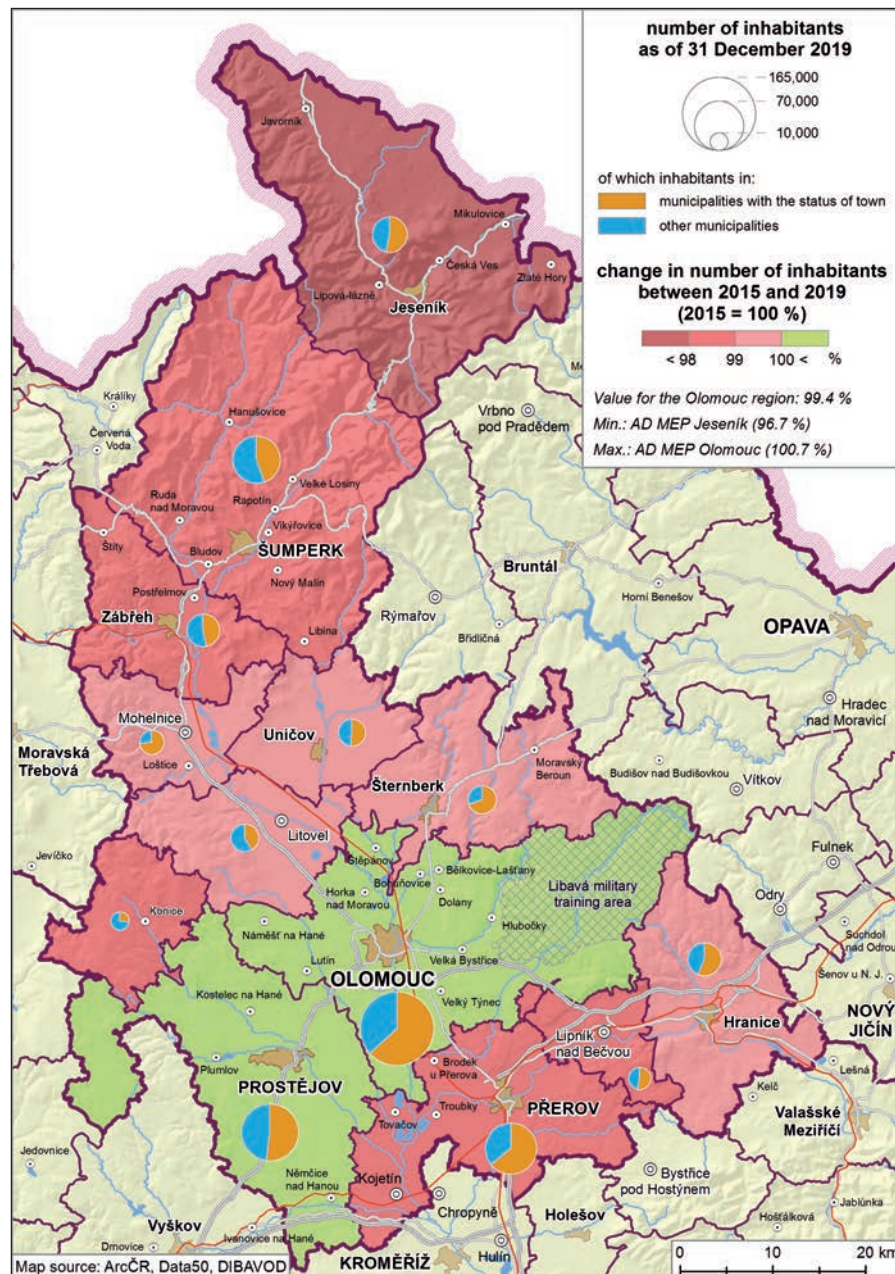
The population in the Olomouc Region is declining. This is both due to a natural population decrease - fewer children are born than people die, and there is a decline in population due to people moving away from the region. Overall, the population is ageing, and this applies to the entire Czech

Age structure of the population in the Olomouc Region as of 31. 12. 2019

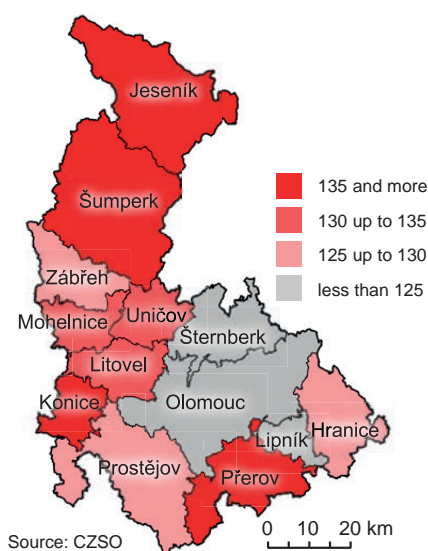


Several sources were used to create this booklet, most frequently those from the Statistical Yearbook of the Olomouc Region published by the Czech Statistical Office (CZSO), which is most often based on 2018 data. This corresponds to the data on the basis of which the Development Strategy of District of the Olomouc Region was created.

The Olomouc Region covers 5,267 km², which is 6.7 % of the Czech Republic. As of 31. 12. 2018 more than 632 thousand inhabitants were living in this region, i.e. about 6 % of the Czech Republic population. The Olomouc region thus figures on an „average” level among the regions.



Age index as of 31. 12. 2018



Republic and most of Europe.

The ageing of the population is expressed by the so-called age index, i.e. the number of people aged 65 and more per the number of children under 15. The age index of the Czech Republic was about 123 as of 31. 12. 2018. This means that there were 123 seniors per 100 children. The age index in the Olomouc region was about 130. The cartogram displays the situation in the individual ORPs of the Olomouc Region.

The so-called age pyramid mirrors the age composition of the population. According to the data, further ageing of the population can be expected.

The Olomouc region is very diverse and it offers various living conditions;

consequently, it is all the more difficult to set up a strategy aiming to develop the entire Olomouc region and balance the differences. The Development Strategy of District of the Olomouc Region sets out seven long-term priorities through which we will document the situation in the region.

A. ECONOMICS AND INNOVATION

B. EDUCATION AND EMPLOYMENT

C. ENVIRONMENT AND TECHNICAL INFRASTRUCTURE

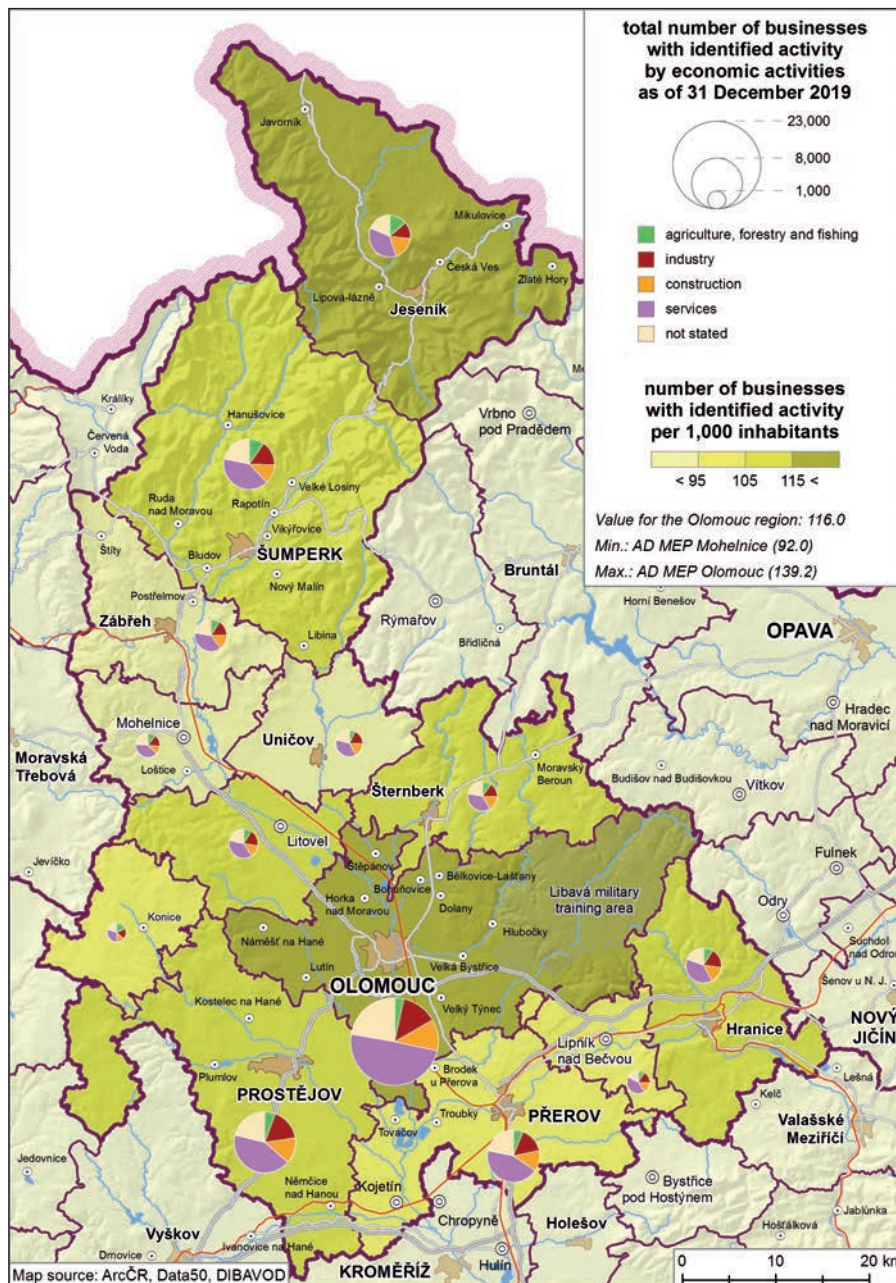
D. HEALTHCARE AND SOCIAL SERVICES

E. SUSTAINABLE MOBILITY AND TRANSPORT INFRASTRUCTURE

F. SPORT, CULTURE AND TOURISM

G. PUBLIC ADMINISTRATION, DEVELOPMENT MANAGEMENT AND SECURITY

A. ECONOMICS AND INNOVATION



One of the foundations for the development of the region is a well-functioning economy. As of 31. 12. 2019, more than 72,000 active economic entities were in the Olomouc region. In recent years, the number of economic entities has been growing. In 2018, these economic entities generated a gross domestic product amounting to approximately 248.5 billion CZK, which represented 392,855 CZK per capita. The Olomouc region thus figured on the 4th lowest rank among the regions, and worse results were achieved only by the regions in the northwest of the republic near the border with Germany.



In 2018, there were 156 industrial enterprises with more than 100 employees in the region. Revenues of these companies exceeded 141 billion CZK with almost 42,000 employees. About 2/3 of the turnover was due to exports. Generally speaking, in terms of production volume, electrical engineering and mechanical engineering are the most important. Important sectors also include transport equipment manufacture, the metalworking industry, the food industry and plastics manufacture. The largest companies in the region are HELLA AUTOTECHNIK and Miele technika.

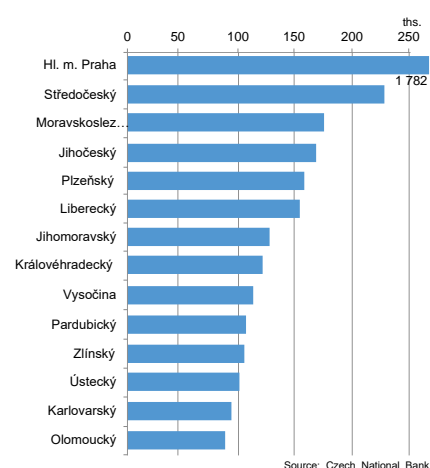
Entrepreneurship support is significantly regulated by the European Union. The state has reserved the main tools to support business. This is mainly about the Ministry of Industry and Trade and organizations founded by it: the Czechinvest Agency and, as far as European subsidies are concerned, the Business and Innovation Agency for European subsidies. The CzechInvest has a wide range of activities, focusing on comprehensive support of business, technological innovation and investment, all at regional, national and international levels. It also provides for state investment incentives.

Industrial enterprises with more than 100 employees in 2018	Turnover (in CZK mil.)	Average gross monthly wage (in CZK)
Electrical equipment production	32 869	33 977
Machinery and equipment manufacture	18 173	34 334
Metal structures and products manufacture	14 149	31 320
Food products manufacture	11 076	28 100
Rubber and plastic products manufacture	8 468	30 203
Other transport equipment manufacture	8 325	34 052
Motor vehicles manufacture	7 666	28 961

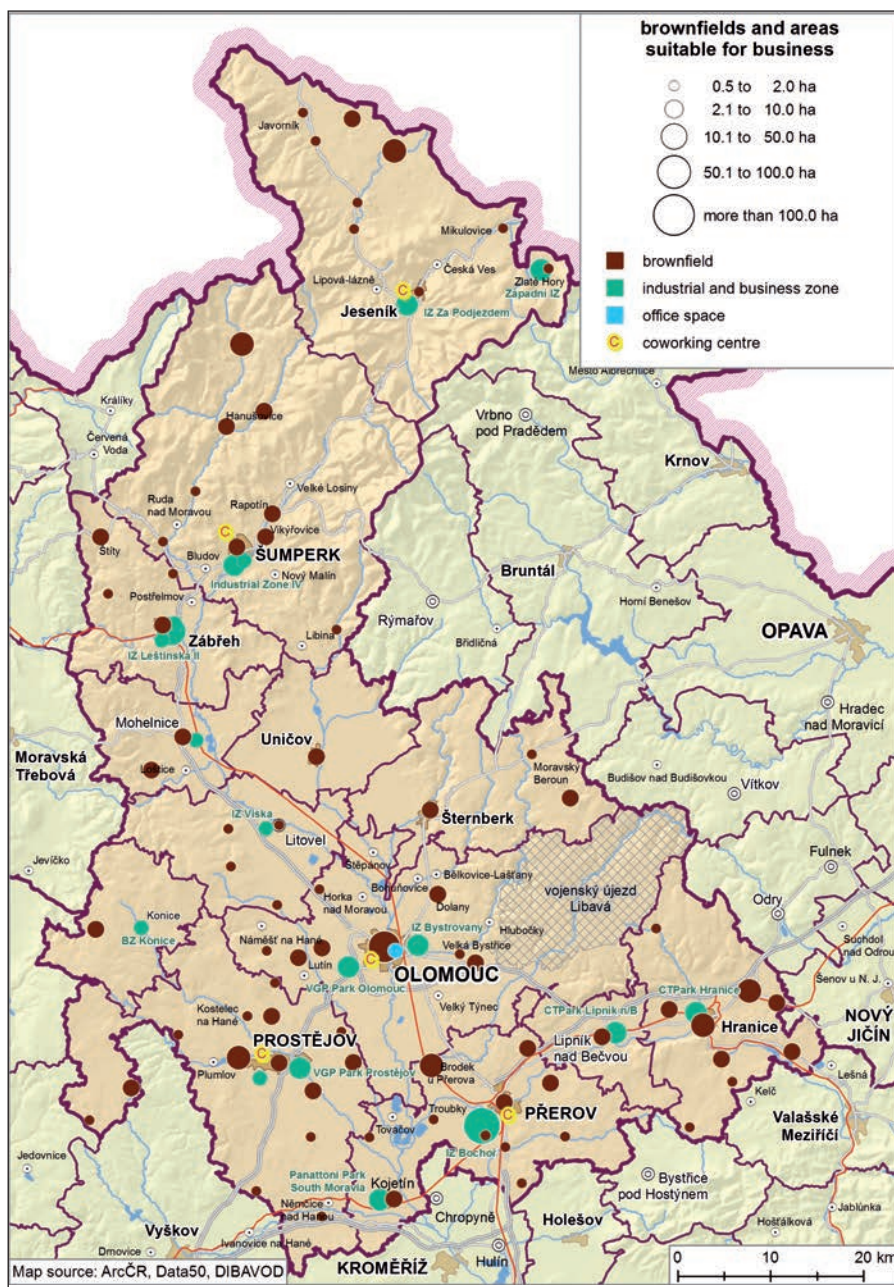
Source: CZSO

The Czech National Bank is in charge of the overall financial flow records. One of the outputs is the financial balance with foreign countries regarding investments, i.e. the so-called foreign direct investment. This is a long-term balance of how much is invested in the Czech Republic and how much is sent from the Czech Republic abroad. Jointly with the Karlovy Vary region, the Olomouc region has long been one of the regions with the lowest foreign investment. In the case of some regions, such as the Pilsen Region or Southern Moravian Region, which used to be among the leaders, an outflow of investment has begun to manifest itself in recent years. The outflow may be either due to a withdrawal of original foreign investments (making a profit, selling to a Czech entity, etc.) or, conversely, due to Czech entities investing abroad.

Foreign direct investment per capita in the years 2010 to 2018



Importantly, the Olomouc Region is trying to help entrepreneurs with new investments. For this purpose, the region cooperates with the CzechInvest, the Labour Office of the Czech Republic, cities, municipalities, employers' associations and other stakeholders. Thanks to this, it can provide entrepreneurs with



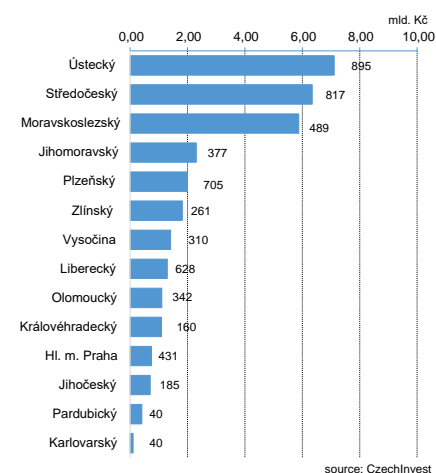
information on business real estate, labour market support and the like.

The Olomouc Region is also trying to support innovation. The basis of this is its work in the Innovation Center of the Olomouc Region. The Innovation Center supports research and development and their application in practice. The Innovation Center creates partnerships between companies and investors, between the public, private, academic and non-governmental non-profit sectors wherever innovation is concerned.

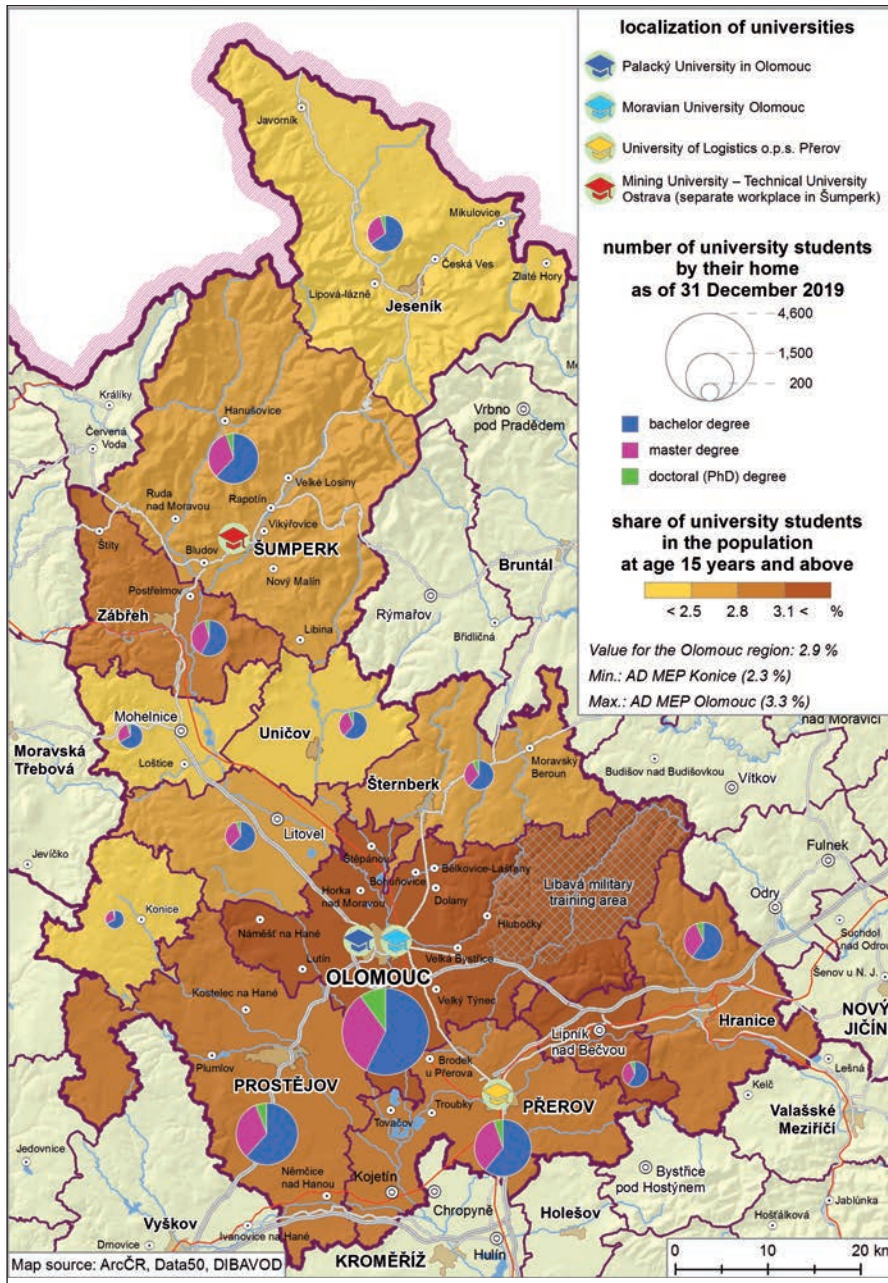
In 2018, there were 1,835 researchers in the Olomouc Region. Expenditures on science and research in the region exceeded 4 billion CZK, which was 1.67% of the gross domestic product of the region, being the 6th highest

value among the regions. The most important research stakeholder is the Palacký University in Olomouc and the research centers established by it.

The amount of brokered investment and the number of jobs created in 2018



B. EDUCATION AND EMPLOYMENT



of classes or the number of pupils per teacher. As far as kindergartens and basic education is concerned, the number of children in schools depends on the number of children in a given area. The highest number of primary schools pupils is in ORP Olomouc and Šumperk. On the contrary, the most empty benches are in the following municipalities with extended powers: Konice, Jeseník and Přerov.

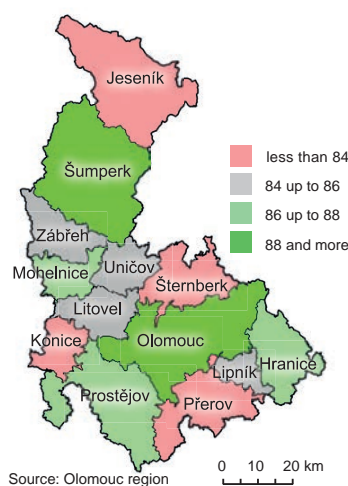
As far as high school students are concerned, commuting is already expected, which is why there are more significant differences. High schools are concentrated in larger centers and places where there is more industry. The cartogram also displays significant commuting volumes from the following municipalities with extended powers: Konice, Litovel and Šternberk.

Higher education no longer takes into account the situation within the region. As far as university students are concerned, commuting or temporary housing at the school site is already expected. The most important university is the Palacký University in Olomouc, where more than 20,000 students study at eight faculties. There are also two private universities in the region: the Collage of Logistics (about 600 students) and the Moravian Business College Olomouc (about 265 students). Due to the high demand for technical fields that are not taught at local universities,

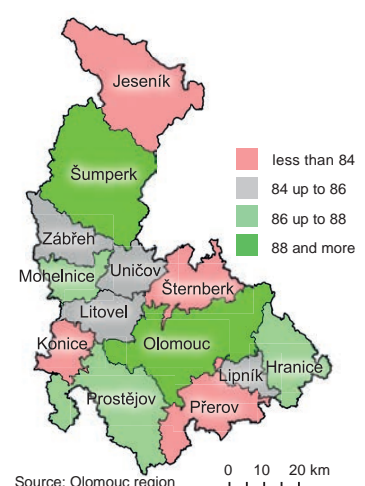
Quality education gives citizens a better opportunity to find a job on the labour market, providing for a better orientation in your life in an increasingly globalized world and a better use of modern technologies. Consequently, Education is one of the Olomouc Region's main priorities within the Development Strategy of District of the Olomouc Region Development.

The availability of pre-school and elementary education is determined by the norms of the Ministry of Education, Youth and Sports of the Czech Republic. The Olomouc Region as a whole achieves slightly below-average values in terms of the number

Number of children in basic education per 1,000 inhabitants 2018/2019



Number of children in basic education per 1,000 inhabitants 2018/2019



a branch of the University of Mining Ostrava (180 students) was established in Šumperk. Development Strategy of District of the Olomouc Region expects education in the region to be adapted to the changing number of children, the needs of employers, and the modernization of teaching.

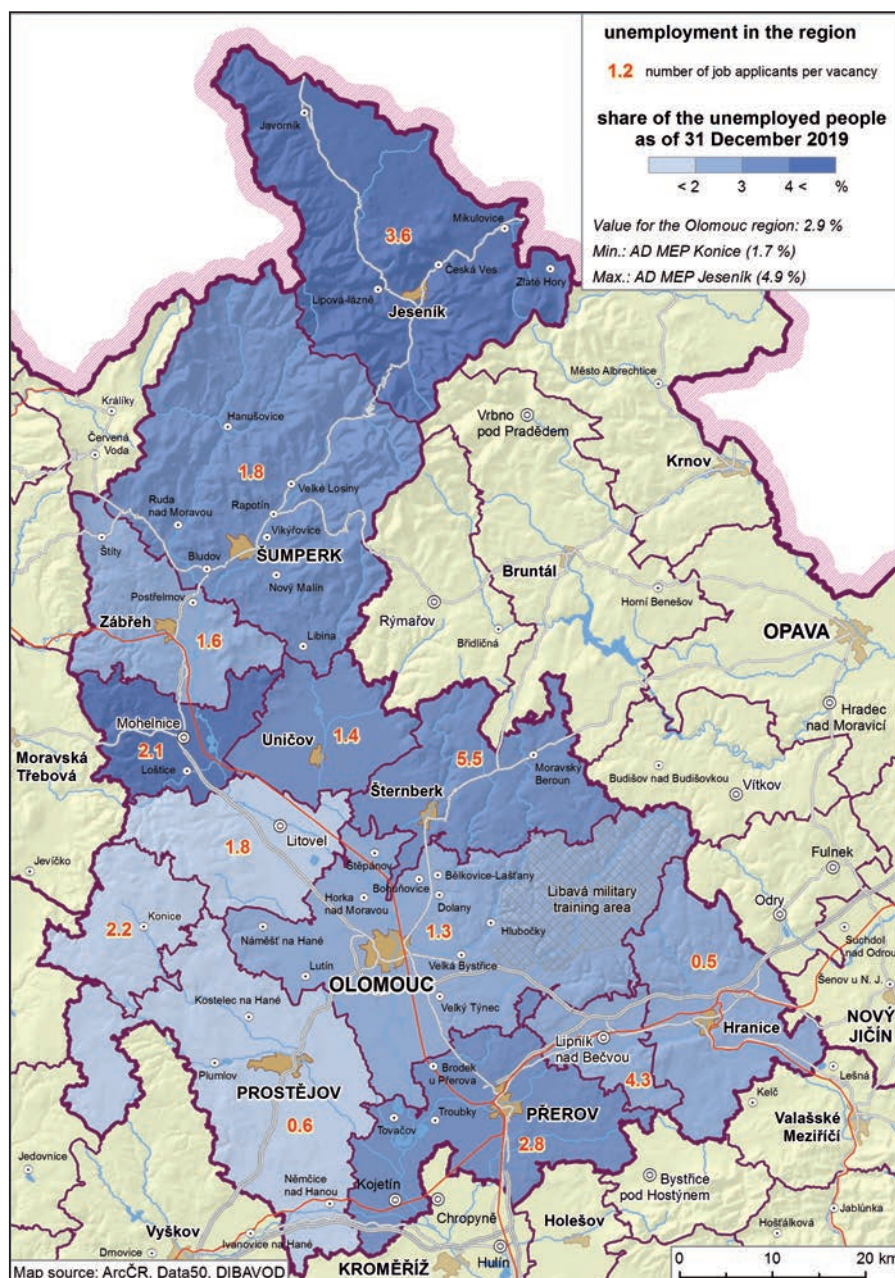
The workforce in the Olomouc Region had about 320,000 economically active persons. The Olomouc region has long been one of the regions with the highest unemployment. The years



2016-2019 witnessed an economic boom, so unemployment reached a very low level, and especially in 2018 it was 2.2 % in the Czech Republic and 2.6 % in the Olomouc region; among the regions, this was the 5th highest unemployment. Traditionally, the highest unemployment is in the Jeseník and Přerov regions.

The average gross monthly wage in the Olomouc Region in 2018 was 27,899 CZK, which was the third lowest wage among the regions. The average wage in agriculture was 25,042 CZK, in the industrial sector - 29,001 CZK, and in services - 28,000 CZK. However, the services cover a wide range of areas from information technology, where the average salary exceeds 34,000 CZK, to hospitality, where the average salary did not even reach 15,000 CZK.

As the attached table shows, the amount of wages is also affected by the work position and expertise.



Employment according to the CZ-ISCO typology in 2018	Share	Gross wage in CZK
Legislators and executives	3,2%	58 991
Specialists	13,2%	41 119
Technical and professional staff	16,4%	32 207
Officials	8,2%	25 350
Service and sales workers	15,2%	21 523
Skilled workers in agriculture, forestry and fishing	2,3%	.
Craftsmen and repairers	19,6%	27 776
Operation of machinery and equipment, fitters	15,9%	26 495
Auxiliary and unskilled workers	4,8%	19 234

Source: CZSO

C. ENVIRONMENT AND TECHNICAL INFRASTRUCTURE



natural resources and managing the landscape. The basis for this should be implementing comprehensive land improvements, which are to refer both to water retention in the landscape and prevent soil erosion, as well as significantly reduce the occurrence and impacts of natural disasters, such as flash floods, droughts, floods or landslides. There are 401 municipalities in the Olomouc Region, of which 165 municipalities have undergone comprehensive land improvements, 71 municipalities are working on them and 68 municipalities are preparing.

Forests make up about 35 % of the region's area, another 12 % are built-up, water or other areas. The vast part of the region, almost 53 %, is thus managed by farmers. In 2018 there were 2,398 agricultural enterprises in the region, which earned more than 9 billion CZK for their products. About 1/3 of crop production was feed for animal production. Thanks to the "fertile Haná", the Olomouc region achieves one of the highest yields per hectare in the Czech Republic. On the other hand, Olomouc has the third highest consumption of mineral fertilizers per hectare.

Most frequently, you would find fields with cereals, which were sown on almost 56 % of the sown area in the region producing more than 521 thousand tons. However, the most frequent product was sugar beet grown for industrial use, over 719 thousand tons were harvested in the Olomouc Region, which is the second highest value after the Central Bohemian Region. At the same time, sugar beet was sown on only about 7 % of the sown area. The frequently discussed oilseed rape was sown on less than 16 % of fields.

The Olomouc region pertains to regions with great natural wealth. In the north, it consists mainly of the Jeseníky Mountains, but also the Kralický Sněžník massif. In the southern part, there are the Morava River meanders and floodplain forests, or ponds, water areas, and also karst phenomena and the deepest depression in Europe. A large part of the area falls under natural conservation. These are mainly two protected landscape areas - Jeseníky and Litovelské Pomoraví. As the map shows, there are 166 other small protected natural sites of European and local importance. Consequently, protected areas make up about 633 km², which is 12 % of the region's area. About 4.2 billion CZK

were spent on nature conservation in the Olomouc Region.

In addition to nature protection itself, there is a need to respond to climate change. These are complex changes in approaching the use of



From the perspective of animal production volume, the Olomouc Region figures among the average within the Czech Republic; it is lagging behind significantly only in the volume of poultry farming. Less than 93 thousand cattle and 74 thousand pigs are bred in the region. In 2018, 26.4 thousand tons of meat and less than 200 million liters of milk were obtained from reared animals.

People significantly impact nature with their activities, which is why one of the region's priorities is to reduce this influence. One of the mapped phenomena is air pollution. The worst situation is in the southern part of the region, also due to the pollution that enters our territory from the Ostrava region. The best situation is in the northern mountain areas, but the northern border is beginning to show pollution effects from Poland.

According to data from the Czech Hydrometeorological Institute, about 56,000 tons of main pollutants were released into the atmosphere in the region. More than 60 % of emissions were produced from local sources (small furnaces), about 25 % were produced by medium and large static sources (heating plants, factories) and the remaining about 15 % were mobile sources (transport).

In recent years, the Olomouc Region has mediated applications for the so-called boiler subsidies. Thanks to this, it was possible to replace about 1/3 of the boilers in the region, yet further investments will be needed to eliminate all furnaces with high flue gas production from 2022.

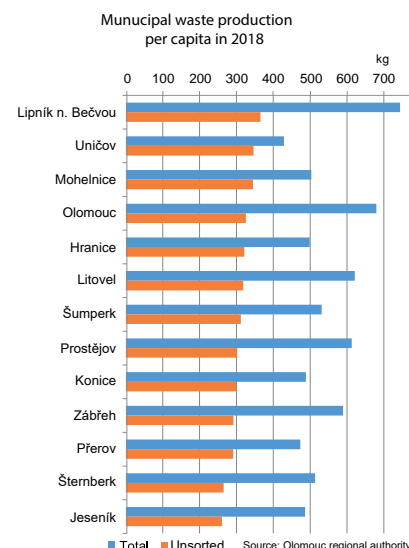
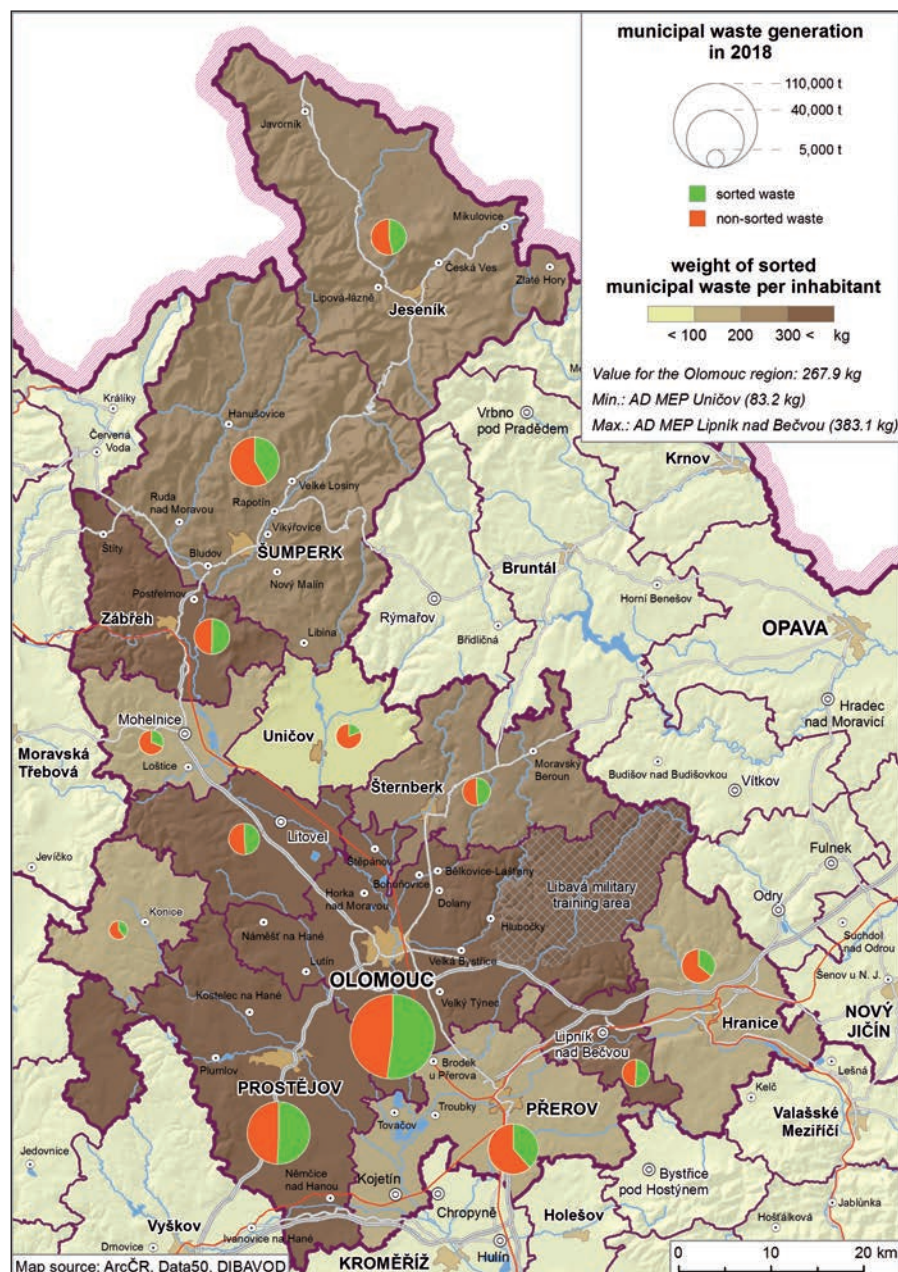


As is evident, energy production and heating are key to clean air. Therefore, the Olomouc Region strives to make

energy management more efficient. Energy consumption is also to be reduced, e.g. by insulating buildings, but also by increasing the share of energy in renewable buildings.

There is only one official meteorological station in the region, which is located in Olomouc. In 2018, the highest temperature of 35.2 °C was measured on August 9th. The lowest temperature of -14.9 °C was measured on March 1st. The average temperature was 11.5 °C. It fell 399 mm of precipitation. In 2018, there were almost 1,985 hours of sunshine.





reused. Less than 10 % is paper waste and about 8% is scrap metal.

In total, about 576 kg of municipal waste was produced per capita in the Olomouc Region. After sorting, an average of 309 kg per capita remained. The largest municipal waste amount was in municipality with extended powers (ORP) Lipník na Bečvou, almost 750 kg per capita. The least waste per capita was produced in ORP Uničov, but there was also the lowest sorting rate, only about 20 %.



According to the regional database, almost 2.5 million tons of waste were produced in the Olomouc Region in 2018. Almost 63 % (1.5 million tonnes) of this waste was construction waste, such as residues from demolition or building construction, but also waste generated during the construction of roads and motorways. About 9 % was waste from thermal processes, i.e. ash from incineration in heating plants or even residues in a cement plant. More than 5 % was waste from water supply processes, such as sludge from wastewater treatment plants or, conversely, waste from drinking water treatment facilities.

Another important component is municipal waste, i.e. waste produced by residents, the small businesses and municipal authorities. In the Olomouc

Region, 365,850 tons of municipal waste were produced in 2018, which was 15.4 % of the total amount of waste in the region. Unlike industrial waste, it is difficult to determine exactly how this type of waste is to be handled. Municipal waste "belongs" to the municipalities where it is generated. The Olomouc Region is trying to coordinate the management of this raw material and find common, more efficient solutions for several municipalities.

An important factor to reduce the impact of human activities on nature is the sorting and subsequent recycling of waste. A total of 46 %, i.e. 169,345 tons of municipal waste was sorted in the Olomouc Region. About 20 % of municipal waste is biodegradable waste, i.e. it can be composted and

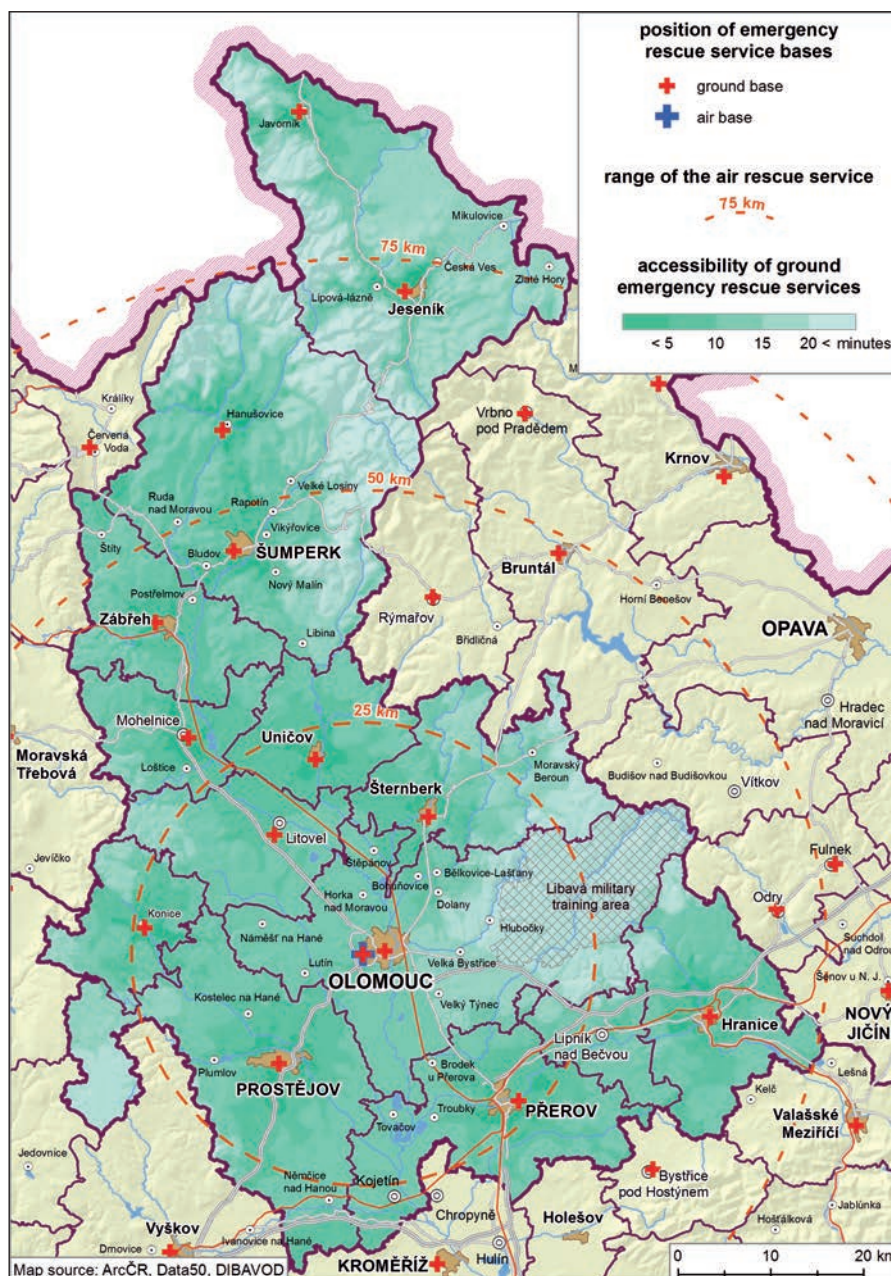
D. HEALTH AND SOCIAL SERVICES

In 2018, health care in the region was provided by more than 3,200 physicians. In the Olomouc Region, there were about 200 inhabitants per doctor, which is the third best figure in an interregional comparison. The average age of current doctors in some fields is around 60 years, indicating a small proportion of young doctors. As of 31. 12. 2018, there were 164 pharmacies in the region.

In 2018, more than 89,700 new cases of incapacity to work were reported. The average length of incapacity for work was 45.7 days, which is the third longest period in the Czech Republic. On average, every employee in the region has more than 17 days of incapacity to work per year.

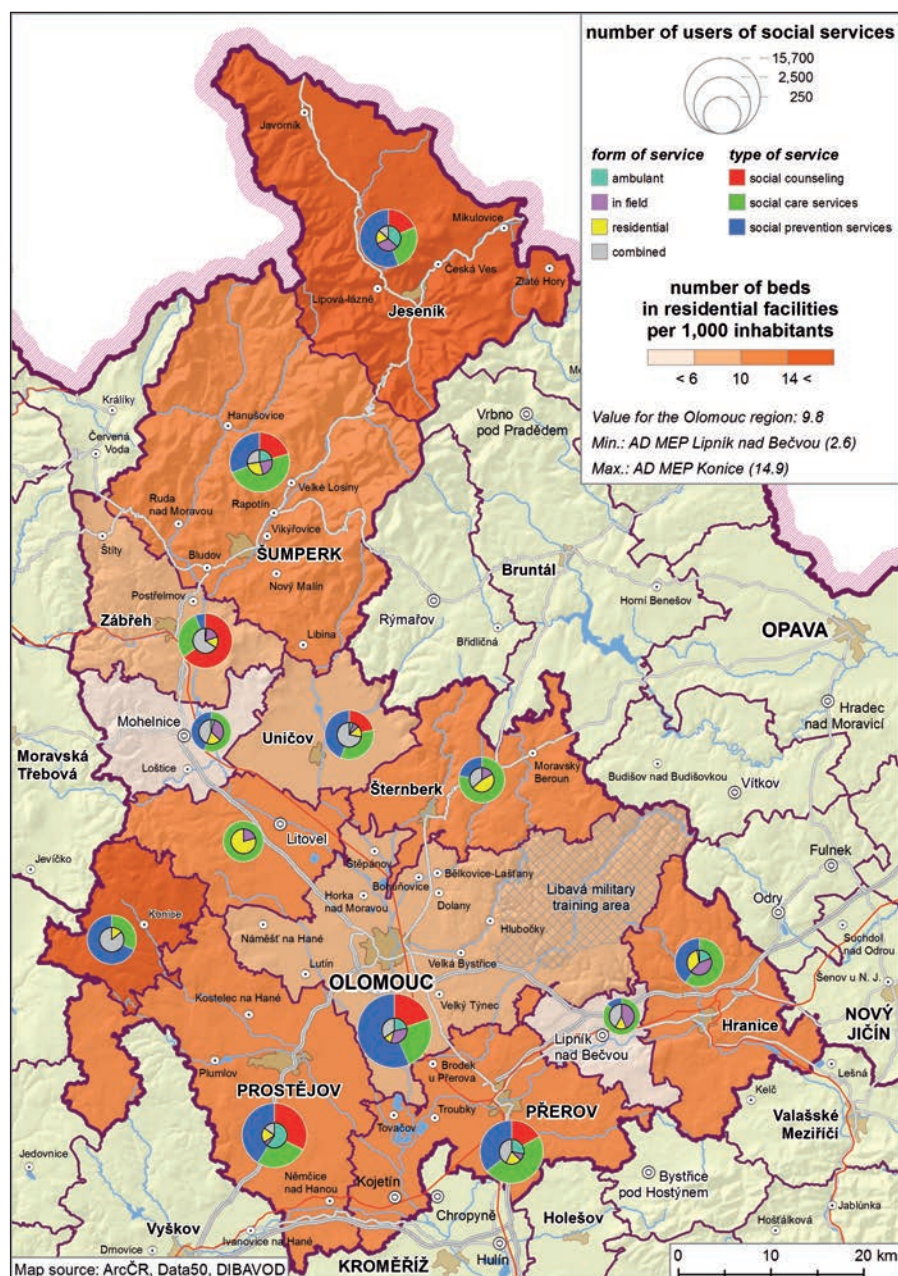
The largest medical facility is the Olomouc University Hospital. It is the sixth largest hospital in the Czech Republic. The Olomouc University Hospital is a top center in many fields of contemporary medicine. There are also six smaller hospitals in the region and the Olomouc Military Hospital. There is a total of over 3,400 hospital beds.

There are two hospitals providing psychiatric care in the Olomouc Region, namely the Šternberk Psychiatric Hospital and the Marianna Oranžská Psychiatric Hospital in Bílá Voda.



Region	Doctors total	Residents per doctor	Newly reported work. incapacity	Avg. duration of 1 case of incapacity to work (days)	Avg. length of incapacity to work for 1 insured (days)
Czech Republic	50 117	212	1 849 455	41,7	16,3
Capital of Prague	10 359	126	404 429	38,6	12,3
Central Bohemian Region	4 279	318	189 182	39,6	16,7
South Bohemia	2 674	240	100 873	43,7	18,9
Pilsen Region	2 725	214	104 953	38,4	17,7
Karlsbad Region	1 342	220	38 697	39,3	17,5
Ústí nad Labem Region	3 082	266	121 214	42,0	18,0
Liberec Region	1 726	256	74 864	37,7	18,1
Hradec Králové Region	2 573	214	88 256	38,8	17,1
Pardubice Region	2 103	247	85 187	40,9	17,1
Vysočina	2 022	252	75 610	44,2	18,6
South Moravia	6 322	187	190 316	42,6	16,1
Olomouc Region	3 211	197	89 716	45,7	17,1
Zlín Region	2 358	247	88 027	49,2	19,2
Moavian-Silesian	5 343	225	198 131	47,3	19,6

Source: IHIS (ÚZIS) and the CSSA (ČSSZ)



habits and lifestyle causing a conflict with society, a socially disadvantaged environment, threat to rights and interests due to a crime committed by another natural person or other serious causes.

Social services help people in maintaining or developing their self-sufficiency. The aim is for people and their families to be able to live a normal life and remain part of the local community. One approach at social services is the provision thereof. The most expensive option are residential facilities, such as elderly homes, homes for the disabled, shelters and more. It turns out that they are logically scarce, especially in the city of Olomouc and its surroundings. It also turns out that there is insufficient capacity in the ORP Lipník nad Bečvou and Mohelnice, and the situation in the foothills, ORP Zábřeh and Uničov is also not good.

Then there are outpatient services, where you come to the place where care is provided; this most often includes various forms of counselling, social activation services for people facing social exclusion and low-threshold facilities or contact centers. Recently, the provision of services in the customer's environment has become more popular; these are so-called field services. Field services are pretty much similar to outpatient services, but there is also personal assistance or sign language interpretation, for example.

The emergency rescue service of the Olomouc Region provides urgent pre-hospital care. The ambulance service is one of the three basic components of the integrated rescue system. The implementation of educational programs is an additional activity of the organization.

An air rescue service is operated from Olomouc for the Olomouc and Zlín regions and part of the Pardubice region.

Social services provide help and support for people in an adverse social situation. An adverse social situation is decreased or lost ability to provide for the basic conditions for a dignified life, which in turn poses a threat of social

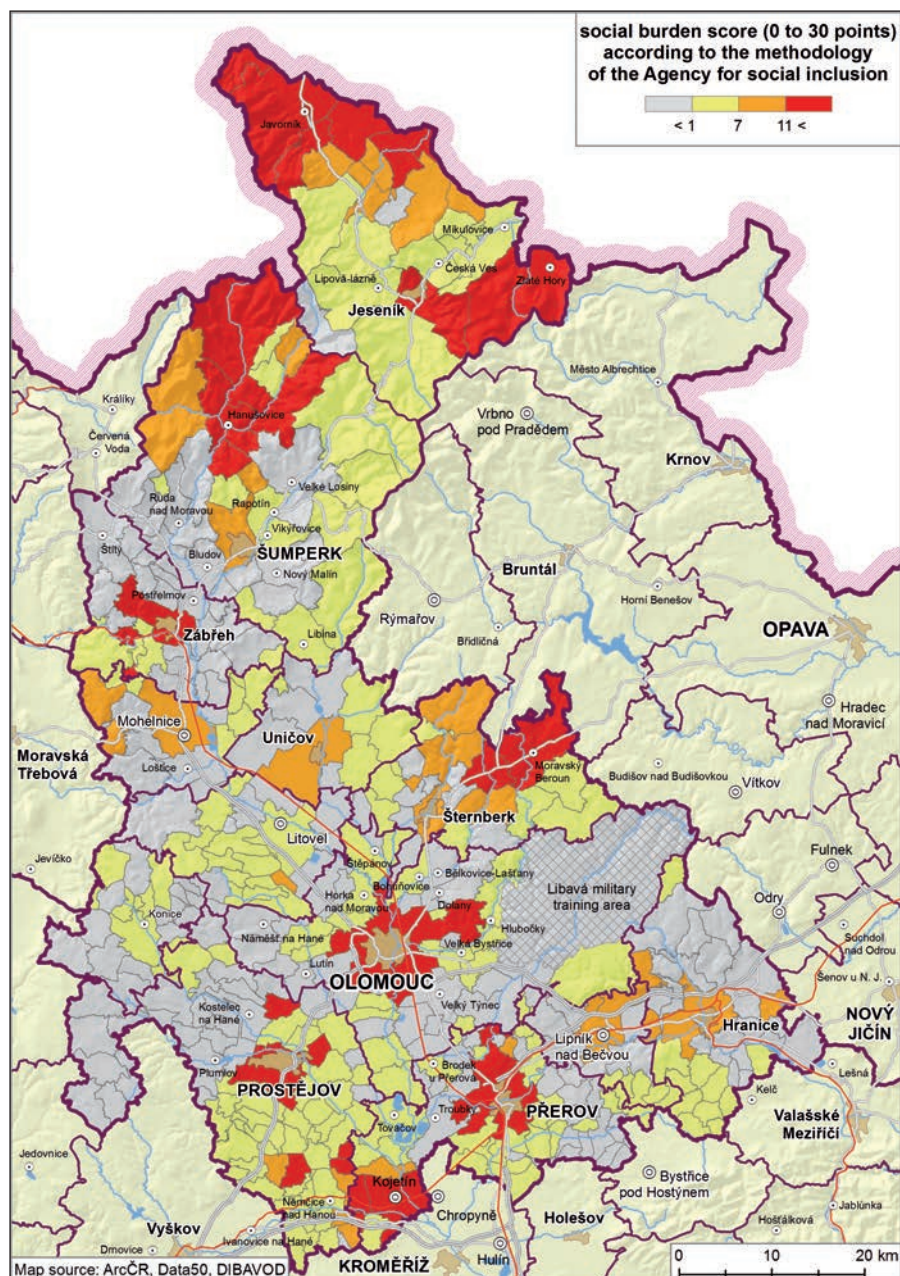
exclusion from society. This situation can be caused by age, an unfavorable health status, crisis social situation, life



The most vulnerable group are pensioners. There are about 180,000 people in the Olomouc Region receiving an old-age, widow's or widower's pension. Taking into consideration the increasing life expectancy and pre-retirement population, we assume that this population group will continue to grow. In December 2018, the average amount of old-age pension in the Olomouc Region was 12,063 CZK, which was the second lowest average pension among the regions of the Czech Republic.

Another group at risk of social exclusion are the disabled. In 2018, about 21,000 people with various degrees of disability were registered in the Olomouc Region.

Socially vulnerable groups also include the long-term unemployed, women on maternity leave, children without parents, indebted people, etc. Minority ethnic groups, especially the Roma, are a significant group at risk of social exclusion.



E. SUSTAINABLE MOBILITY AND TRANSPORT INFRASTRUCTURE



In 2018, there were a total of 127 km of motorways and expressways in the Olomouc Region. Then, 350 km of 1st class roads, which are taken care of directly by the state. Completing the missing D1 motorway section in the vicinity of Přerov has already significantly advanced. We assume that the D1 motorway will be completed before the expiry of the document, i.e.

in 2027. The Olomouc Region is also committed to constructing bypasses, especially in large cities (Olomouc, Prostějov, Šumperk). Similarly, one of the priorities is modernizing the I/44 road, which is vital in linking the Jeseník region.

The Olomouc Region itself manages more than 3,000 km of II. and III. class roads. They are trying to keep these

roads in the best possible condition. Taking into consideration their long-term poor technical condition and the limited regional budget, this is very difficult.

At the end of 2018, there were 298,059 cars and vans registered in the Olomouc Region. This is more than 47 cars per 100 inhabitants, which was the second smallest number among the regions following the Moravian-Silesian region.

The Olomouc Region has an important role as far as transport services are concerned. It coordinates commuting lines within the region via its contributory organization. In 2018, there were 300 lines connected to the Integrated Transport System of the Olomouc Region, as part of which buses, trains and trams travelled more than 36 million km. The Olomouc Region contributed more than 1 billion CZK to financing the transport system. The total network and the number of connected lines have stabilized.

Railway transport is not only part of Integrated Transport System of the Olomouc Region, it also serves primarily for long-distance and freight transport. The important Prague-Ostrava railway corridor passes through the Olomouc Region. The construction of the Ostrava-Brno corridor is also being considered for the future, and this line is to also cross the regional territory. Regional level tracks are important as well.

Another priority area is the development of non-motorized transport, i.e. support for constructing cycle paths, pedestrian zones, etc. These are to serve as alternative to short-distance and leisure transport. There is a so-called regional cycling coordinator, the task of which is linking activities, mainly for the purpose of completing the backbone network of cycling routes in the region, but also linking local projects, promoting fundraising and joint project preparation.

	Number of lines	Mileage	Number of passengers	Fare income without VAT in CZK	Reimbursement of provable loss in CZK
Trains	16	6 032 322	20 559 601	29 489 494	482 363 713
Trams	8	2 575 906	24 098 192	163 928 335	595 813 526
City buses	66	6 202 413			
Suburban buses	210	21 709 400	221 800 285	229 942 526	1 078 177 239
Total KIDSOK	300	36 520 041	266 458 078	423 360 355	

Zdroj: KIDSOK

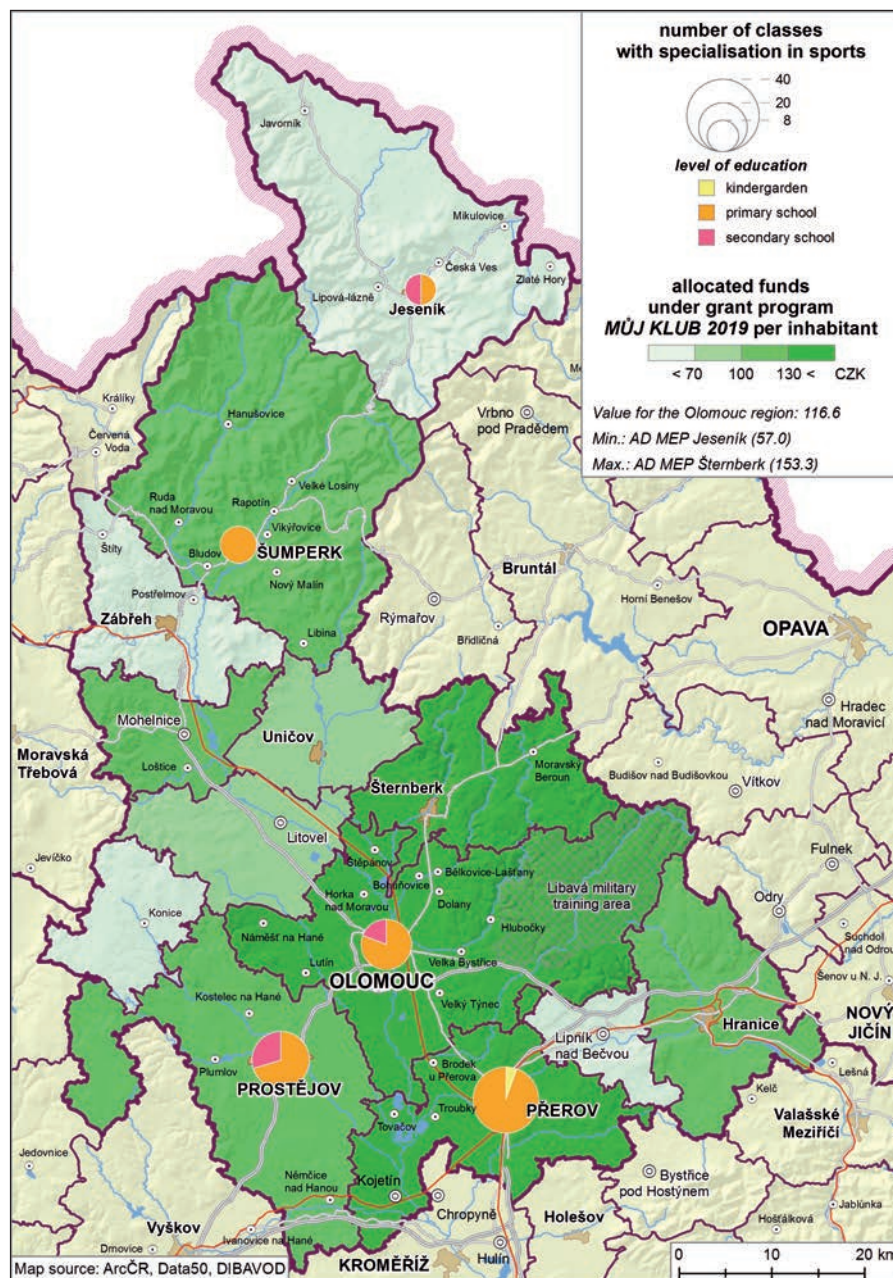
F. SPORT, CULTURE AND TOURISM

This priority area includes leisure activities. These activities form an integral part of our lives, increasing the attractiveness of the region and contributing to the social life of the region's inhabitants. Last but not least, these are activities that have an economic aspect as well and contribute to the development of the region.

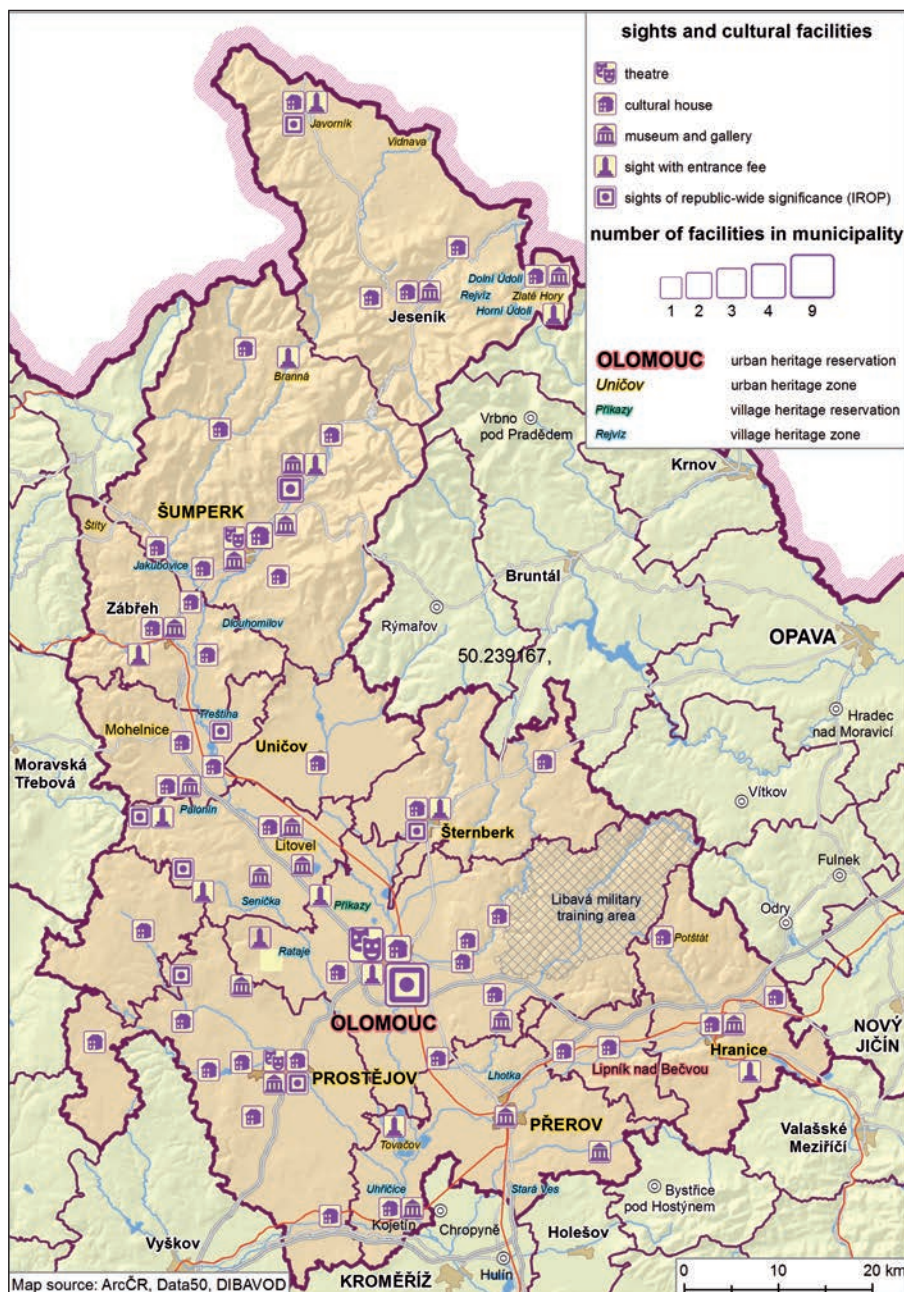
Movement is a natural manifestation of life; sport, in turn, is coordinated movement, focused motivationally on achieving the set goals. Sports include a large number of activities, chess, dancing, running, horse riding, motorsports, and team sports.

Most frequently, sport has a recreational form - we go cycling, swimming in the pool or jumping on the trampoline. As sport also helps integrate people into society, various associations arise, joining similarly sports-oriented people. The Ministry of Education, Youth and Sports supports these associations with the „Můj Klub“ grant program. To some extent, distributing the Ministry's subsidies thus reflects the activity of sports clubs. The activity naturally clusters around district towns. The foothill areas are a bit less well off and, somewhat surprisingly, this refers to ORP of Lipník nad Bečvou as well.

In addition to supporting clubs, the ministry also promotes sports associations. This reflects the emphasis it places on sports. The most funding in 2019 was received by the Football Association of the Czech Republic (272 mil. CZK) The largest top league club in the region is SK Sigma Olomouc.



The second highest subsidy was given to the Czech Ice Hockey Association (74 mil. CZK) The regional HC Olomouc club is active in the highest Czech Ice hockey league. The third highest subsidy was given to the Czech Athletic Association (70 mil. CZK). Athletics covers a wide range of primarily individual disciplines, athletic clubs mostly operate in most large cities. More than 40 mil. CZK was granted to the Czech Tennis Association (TK Agrofert Prostějov, TK Precheza Přerov), the Czech Volleyball Association (VK UP Olomouc, VK Prostějov, Volleyball Přerov and TJ Sokol Šternberk), Czech Floorball (FBS Olomouc) and the Czech Basketball Federation (BK Olomoucko).



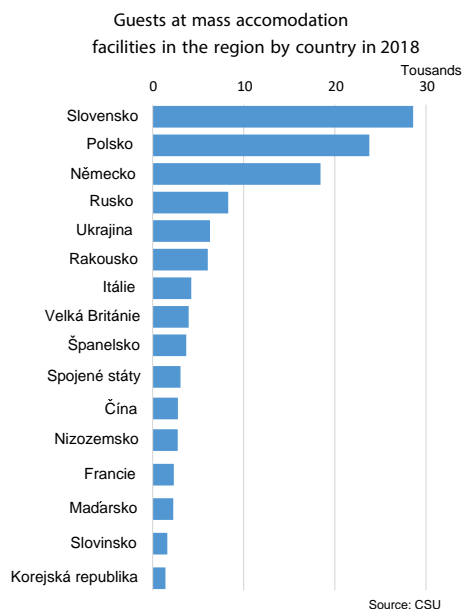
As far as monuments and culture are concerned, the regional capital of Olomouc most is the most attractive one, being the second largest urban heritage reservation in the Czech Republic. The city also offers a rich cultural program. The map lists an overview of important monuments and cultural facilities in the Olomouc region.

Facilities in the region are frequently visited by tourists, but the popularity of facilities such as a zoo or an aqua park also testifies that these are being frequently used by locals. The Olomouc Region supports both permanent facilities and one-off cultural events. Important cultural events include the Blues Alive Šumperk festival, the Flora Olomouc Theater Festival, the Jeseník Music Summer, the CIOV Šumperk International Folklore Festival, the Olomouc Academia Film, the Šternberk Cultural Summer under the Stars, the Haná Year in Bystrice, the Golden Days in Zlaté Hory and many more.

Developing tourism is also one of the Olomouc Region's priorities. This is one of the few industries for which there are the best conditions, namely

TOP 15 most visited facilities in 2019	number of visitors
Olomouc Zoo	348 209
Exhibitions at the Flora Exhibition Center	341 189
Thermal baths Velké Losiny	239 468
Aquapark Olomouc	207 107
Bouzov Castle	110 674
Homeland Study Museum Olomouc	110 308
Fortress of Knowledge	99 898
Dlouhé Stráně pumped storage hydroelectric power plant	93 839
Helfštýn Castle	70 378
Collection greenhouses, botanical garden and rosary	60 352
Handmade paper mill and Paper Museum - Velké Losiny	57 855
Archdiocesan Museum (Museum of Art)	54 255
Šternberk Castle	53 550
Čechy pod Kosířem chateau	50 963
Zbrašov aragonite caves	49 980

Source: Olomouc region



in more remote parts of the region. Natural scenery, clean air, geological diversity as well as history are the motto of the Jeseníky Mountains.

The highest Moravian mountains, as well as the nearby Rychlebské Mountains or the Kralický Sněžník massif, are attractive for tourist trips in summer and skiing in winter. Combining mountains and less rugged foothills provides opportunities for adrenaline and family cycling trips.

Tourists keen on technology may visit the Gold Ore Mills, a handmade paper mill, a pumped storage hydroelectric power plant or a road museum.

The town of Jeseník itself and the nearby Lipová-Lázně have the status of a climatic spa with unique hydrotherapy procedures. There are mineral springs at the foothills, and the spas in Velké Losiny and Bludov rely on using these. In the southern part of the region, there are also spa towns Teplice nad Bečvou and Slatinice.

The southern part of the region is associated with a much more cultural landscape and a long agricultural tradition. The less rugged landscape is suitable for cycling trips. Your destination may be one of the more famous historical buildings, or some smaller castles, which are often adjacent to



the castle park. It is also interesting to see the Litovelské Pomoraví floodplain forest.

All major cities have a historical center, yet in this sense, Olomouc is unique. In Olomouc you will find many sights, including the only regional monument added by UNESCO on its World Heritage List - the Holy Trinity Column. Olomouc also provides interesting destinations such as the ZOO or a system of city parks, hosting various exhibitions and social events.

Developing so-called congress tourism is also being supported. In this case, Olomouc's and Přerov's good accessibility is used here. In the Jeseníky region, the great vicinity is simply a stimulus for filmmaking.

In 2018, a total of 700,000 tourists stayed in mass accommodation establishments within the Olomouc Region. Most of them were visitors from the Czech Republic, who stayed for an average of 3.1 nights. There were more than 140,000 foreign tourists, and they stayed for an average of 2 nights. Longer stays with domestic tourists are related to a developed spa, for example. As far as foreign tourists are concerned the most frequent groups consist of people from Slovakia, Poland, Germany and Russia.

Tourist area	Mass accommodation facilities			Guests		Overnight stay	
	Equipment	rooms	beds	Total	of which non - residents are	Total	of which non - residents are
Jeseníky	283	4 599	13 061	328 273	30 323	1 216 855	77 923
Central Moravia	178	4 202	9 560	371 839	111 123	944 154	210 348
Olomouc reg.	461	8 801	22 621	700 112	141 443	2 161 009	288 271

Source: CZSO

G. PUBLIC ADMINISTRATION, DEVELOPMENT MANAGEMENT AND SECURITY



The last priority includes the Development Strategy of District of the Olomouc Region focussing on administrating the territory, its improvement and greater transparency. Basic administration of the territory is provided for by the municipalities. In 2018, there were 401 municipalities in the Olomouc Region. Municipalities

take care of local roads, public areas, common water supply and sewerage, municipal schools and kindergartens, population records, etc.

Some activities are provided for several municipalities at once, and in this case it is a so-called administrative municipality district with an authorized municipal office. These activities are in the field of nature and landscape protection, electoral affairs and crisis management, among others. The municipalities with extended powers which provide state-selected unified activities for citizens are an important public administration element. These particularly include the issuance of ID cards and driver's licenses, passports,

registration of vehicles, trades and more. There are 205 administrative districts of municipalities with extended powers in the Czech Republic, 13 of which are located in the Olomouc Region.

The Olomouc region is one of the 14 Czech Republic regions; the capital city of Prague is also considered a region. The main tasks of the region include class II and III road maintenance, foundation and administration of secondary schools, organization of a network of social services, administration of medical facilities, including emergency medical services, and more. The region also supervises the activities of municipalities acting as a point of appeal as well against decisions of local building authorities or nature conservation authorities.

At the same time, our region is the smallest regional territorial unit defined by the EU, the so-called NUTS 3. The higher level units are NUTS 2, which should have 1 to 3 million inhabitants. NUTS 2 is used by the EU to compare statistical data, but also to plan and distribute subsidies. Together with the Zlín Region, the Olomouc Region forms NUTS 2 Central Moravia. NUTS 1 and NUTS 0 form the entire Czech Republic.

In order to provide for the implementation of some activities, municipalities are grouped into voluntary municipalities associations, or micro-regions. Some micro-regions are entirely purpose-oriented (e.g. a common water supply system), while others are more generally built on solving various problems that individual municipalities would struggle in dealing with on their own. In 2018, there were 59 micro-regions in the region.

Local action groups (LAGs) represent a new type of cooperation that has spread here along the lines of the EU. LAGs represent associations not only of municipalities, but also of entrepreneurs and non-profit organizations from the territory. LAGs should address a wider range of issues than micro-regions, and it is not a purely administrative unit given by the laws within the Czech Republic. LAGs are also intended primarily for rural areas, municipalities with more than 25,000 inhabitants may





Another option is taking the suggestions of the population into account in their decision-making. In smaller municipalities, active residents can just meet with the mayor, but in larger municipalities, micro-regions or regions, this becomes more difficult. Strategic documents are being set up, where the local government shows what it wants to focus on in future. Citizens have the opportunity to comment on the given priorities, or show their own initiative. The Development Strategy of District of the Olomouc Region represents such a document. As far as larger cities within the region are concerned, only Litovel does not have a similar strategy. Smaller municipalities do not require similar strategies or these are pretty much simplified. In many cases, the existence of such a strategy represents a condition for obtaining a subsidy.

not participate in them. LAG activities are supported by EU funds.

Another department intending to address the needs of the territory within a broader context with the support of EU funds is the Olomouc agglomeration. Unlike LAG, it aims at solving the situation from the perspective of cities and their background. Consequently, the topics addressed here include the competitiveness of the region, public transport, linking businesses and schools, social services and the environment.

Openness to the public is an important part of public administration. This is provided for in various ways, with the public being informed about how public administration decides (e.g. public meetings of local councils, publishing important documents on the official notice board).



List of maps used

CHARACTERISTICS OF THE REGION.....	2
Map no. 1: Olomouc Region Administrative Sections as of 31/12/2018.....	2
Map no. 2: Population change between 2015 and 2019	3
A. ECONOMICS AND INNOVATION	4
Map no. 3: Economically active entities as of 31/12/2019.....	4
Map no. 4: Brownfields and areas suitable for business.....	5
B. EDUCATION AND EMPLOYMENT	6
Map no. 5: Share of university students in the population (as of 31/12/2019).....	6
Map no. 6: Unemployment in the Olomouc Region as of 31/12/2019	7
C. ENVIRONMENT AND TECHNICAL INFRASTRUCTURE	8
Map no. 7: Environmental protection in the Olomouc region.....	8
Map no. 8: Air pollution - exceeding the limit value for PM10 aerosol at the five-year average 2014 - 2018.....	9
Map no. 9: Waste production and sorting in the Olomouc Region in 2018.....	10
D. HEALTHCARE AND SOCIAL SERVICES	11
Map no. 10: Ground rescue service travel times	11
Map no. 11: Olomouc Region coverage with social service providers in 2018.....	12
Map no. 12: Map Social Exclusion Index	13
E. SUSTAINABLE MOBILITY AND TRANSPORT INFRASTRUCTURE	14
Map no. 13: Basic road and railway network map	14
F. SPORT, CULTURE AND TOURISM	15
Map no. 14: Subsidies for sports in the MY CLUB 2018 program.....	15
Map no. 15: Monuments and cultural facilities in the Olomouc Region in 2018	16
Map no. 16: The main tourist attractions in the Olomouc region.....	17
G. PUBLIC ADMINISTRATION, DEVELOPMENT MANAGEMENT AND SECURITY	18
Map no. 17: Municipalities in the Olomouc region.....	18
Map no. 18: Local action groups in the Olomouc region.....	19
Map no. 19: Olomouc agglomeration map.....	19

The following data sources were used in the preparation of the publication

AOPK ČR - Agentura ochrany přírody a krajiny ČR (Agency for Nature and Landscape Protection of the Czech Republic)
 ArcČR - map base distributed by ARCDATA PRAHA, s.r.o.
 CHMI - Czech Hydrometeorological Institute
 CZSO - Czech Statistical Office
 IROP - Integrated Regional Operational Program
 MPSV - Ministerstvo práce a sociálních věcí ČR (Ministry of Labor and Social Affairs of the Czech Republic)
 NIPOS - Národní informační a poradenské středisko pro kulturu (National Information and Counseling Center for Culture)
 Olomouc Region - own database and survey of the Olomouc Region
 Statutory city of Olomouc
 IHS - Institute of Health Information and Statistics of the Czech Republic

We would like to thank the CZSO Regional Administration in Olomouc for its cooperation in preparing this publication.

Název publikace: Strategie rozvoje územního obvodu Olomouckého kraje
Místo vydání: Šternberk
Nakladatel: Olomoucký kraj, Jeremenkova 40a, 779 00 Olomouc
Mapy: Univerzita Palackého v Olomouci, Přírodovědecká fakulta, Katedra geografie
Texty a další obsah: Olomoucký kraj, kolektiv autorů
Fotografie: Fotobanka Olomouckého kraje
Grafická úprava a tisk: Tiskárna.Budík.Grafika s.r.o., Nádražní 5, 785 01 Šternberk
Měsíc a rok vydání: 11/2020
© Olomoucký kraj
1. vydání: 2016
2. vydání: 2020
ISBN: 978-80-7621-035-6



978-80-7621-035-6