

ACTION PLAN No. 1: Culture and Creative Industries Strategy

2026–2027



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List of abbreviations

AIT	Czech Association of Independent Theatre
ALIP	Association of Librarians and Information Professionals of the Czech Republic
AP	Action plan
APT	Association of Professional Theatres
ASOC	Association of Symphony Orchestras and Choirs of the Czech Republic
BACM	Brno Association of Club Music
BFO	Brno Film Office
BCA	Brno City Assembly
BCAO	City of Brno Architect's Office, contributory organisation
BCC	Brno City Council
BCF	Brno Cultural Forum
BCM	Brno City Municipality
BCMU	Brno City Museum, contributory organisation
BCOM	Brněnské komunikace, a.s. (Brno Road Administration)
BHOA	Brno House of Arts, contributory organisation
BNT	National Theatre Brno, contributory organisation
BPH	Brno Philharmonic, contributory organisation
BVV	BVV Trade Fairs Brno, joint-stock company
B2C	Business-to-client – a term used to describe a commercial relationship between a business and an end customer, facilitated by a web application, an online shop, etc.
CAF	Czech Association of Festivals
CCA	Czech Chamber of Architects
CCI	Cultural and Creative Industry
CCIS	Culture and Creative Industries Strategy
CD	Culture Department of the BCM
CET	Centre for Experimental Theatre, contributory organisation
CO	Contributory organisation
ED	Environmental Department of the BCM

EYD	Education and Youth Department of the BCM
FRD	Foreign Relations Department of the BCM
GP	Grant programme
HD	Health Department of the BCM
ID	BCM Investment Department
JCC	Janáček Cultural Centre
JML	The Jiří Mahen Library, contributory organisation
KUMST	KUMST Creative Hub
MC	Ministry of Culture
MCD	Monument Care Department of the BCM
MD	Municipal district
MM	Moravian Museum
MTD	Marketing and Tourism Department
ParD	Participation Department of the BCM
PC	Press Centre of the BCM
PCI	Public cultural institution
PR	Public relations
SCB	Statutory City of Brno
SDCD	Strategic Development and Cooperation Department of the BCM
SMFF	South Moravian Film Fund
SMIC	SMIC, association of legal entities
SMR	South Moravian Region / South Moravian Regional Authority
SWD	Social Welfare Department of the BCM
TIC	TIC BRNO, contributory organisation
UITD	Urban IT Department of the BCM

Introduction

The CCI was approved by the Brno City Assembly at meeting No. Z9/35 on 19 May 2026. In its strategic section, the CCI sets out a vision for a cultural and creative Brno and defines four cultural policy objectives, which are also reflected in the city-wide 'Brno 2050 Strategy'. The programme section sets out these objectives in the form of 12 priorities and 31 measures, with a timeframe extending to 2035, when it will be reviewed and, if necessary, amended.

The lowest level of the strategy consists of action plans, which set out specific activities for implementing individual measures, priorities, objectives and the vision itself. In view of the need for flexibility, these action plans are designed to run for two years, though this does not mean that they cannot include ongoing or long-term activities and investment projects.

AP No. 1 of the CCIs for 2026–2027 was approved by BCC No. R9/181 on 17 July 2026.

The first action plan for the updated CCIs thus builds on the existing strategic documents up to 2025 and their evaluation. The findings of analytical reports and research studies are also reflected in the AP.

For greater clarity, the structure of the AP mirrors the objectives of the CCIs and is thus divided into four thematic areas of the same name:

- **A) An attractive, diverse and vibrant cultural and creative scene**
- **B) A stable, resilient and sustainable cultural and creative ecosystem**
- **C) An open and inclusive CCIs that strengthens cohesiveness, local identity and intersectoral cooperation**
- **D) A well-developed and accessible cultural and creative infrastructure and welcoming public spaces**

Every activity has a specific structure:

1) Title

2) Implementation priority:

- a. Critical** – an absolutely essential activity,
- b. Important** – this activity is essential for the implementation of the CCIs's key points and other CD activities,
- c. Standard** – an activity that will be required in the future, with no specific time limit,
- d. Low** – outreach activities carried out only where sufficient financial and time resources are available.

3) Activity description

4) Action plan with a timetable

5) Indicators defined in accordance with the SMART principles, which will facilitate the assessment of AP implementation.

The SMART principles are as follows: Specific, Measurable, Achievable, Realistic, Time-bound.

6) Measures

The Action Plan (AP) is then linked to the CCIs and its objectives, priorities and measures via codes referring to the measures defined in the CCIS; see the Overview of the CCIs Objectives, Priorities and Measures (e.g. A.1.1 within a measure denotes the code for the measure 'Initiating and supporting cooperation and networking within Brno's cultural and creative scene', as defined by the CCIs).

7) The guarantor, who is responsible for carrying out the activity.

As a rule, this refers to a sectoral department of the BCM, but it may also refer to an CO of the City of Brno or other entities authorised by the city.

In general, the Concept and Development Unit of the CD is responsible for the creation, implementation, evaluation and coordination of the CCIs, and it also submits annual reports on the implementation of CCIs action plans for the previous year.

The individual activities of the action plan are prepared by the strategic team on the basis of the CCIs and regular surveys of the needs of Brno's cultural and creative scene and the city's residents.

Not only contributory organisations and municipal districts, but also the general public are regularly invited to submit specific proposals or projects, e.g. through calls for proposals on the Culture Brno platform or as part of the Brno Cultural Forum.

The strategic team assesses all proposals, verifies their feasibility, and either incorporates them directly into the action plan or submits them to the City of Brno authorities for discussion. The action plan does not, however, replace the standard procedures for discussing investment proposals, the city budget and so on. It merely sets out the direction in which support for culture and the creative industries should be channelled.

Draft AP No. 1 of the CCIs was discussed during the autumn of 2025 with the individual activity guarantors. At the same time, the matter was discussed with individual COs in the field of culture and MDs. It was also circulated to other sectoral departments within the BCM to ensure its consistency with other city policy documents and to eliminate duplication.

Although alignment with the Brno 2050 Strategy is clear, the implementation of individual activities will incorporate measures leading to a green transition, whether in terms of reducing the carbon footprint and energy intensity, reducing waste generation, using recyclable materials, or introducing digital technologies in the cultural sector. Additional synergies exist in the field of marketing with the Destination Management and Marketing Strategy for the City of Brno, as well as with the conceptual and strategic documents of the SWD and HD, such as the Strategy for the Integration of Foreign Nationals in the City of Brno, the City of Brno Health Plan and the Strategic Plan for the Gradual Removal of Barriers.

From 1 October 2025 to 30 November 2025, the CCIs, including the draft AP, was published for public consultation with a call for specific suggestions. In total, the CD received 66 suggestions and comments from nine external entities. The final version, into which all relevant comments have been incorporated, can be viewed at kultura.bрно.cz.

Overview of CCIs objectives, priorities and measures

OBJECTIVE A.

An attractive, diverse and vibrant culture and creative scene

PRIORITY A.1 A connected and actively collaborating CCIs

Measure A.1.1 Initiating and supporting collaboration and networking within Brno's cultural and creative scene

Measure A.1.2 Initiating and supporting cooperation between Brno's CCIs and entities in the Czech Republic and abroad

PRIORITY A.2 Flexible, collaborative, operationally and financially stable cultural entities established and co-established by the city

Measure A.2.1 Transforming the network of contributory organisations in the cultural sector and improving the efficiency of their management while maintaining or raising their artistic standards and services

Measure A.2.2 Strengthening the effective role of the founder in supporting cultural organisations

PRIORITY A.3 A diverse and competitive Brno CCIs

Measure A.3.1 Support for the development of cultural and creative projects with innovative, experimental and interdisciplinary content

Measure A.3.2 Preservation and development of Brno's intangible cultural heritage and cultural identity

Measure A.3.3 Promoting the diversity of the CCIs

Measure A.3.4 Effective and transparent funding for CCIs

Measure A.3.5 Expanding the use of non-financial instruments to support CCIs

PRIORITY A.4 Development of business entities and entrepreneurship in CCIs

Measure A.4.1 Utilising traditional cultural and creative values and techniques to develop new products and services with economic benefits

Measure A.4.2 Developing activities aimed at supporting entrepreneurship and raising awareness of CCI issues

OBJECTIVE B.

A stable, resilient and long-term sustainable cultural and creative ecosystem

PRIORITY B.1 Developing education in the field of CCIs to meet practical needs

Measure B.1.1 Organising and supporting education for CCIs and their audiences

Measure B.1.2 Organising and supporting creative education

PRIORITY B.2 A systematic and professional cultural policy

- Measure B.2.1 Maintaining and expanding the functional database for CCIIs
- Measure B.2.2 Securing modern record-keeping and the digitisation of cultural heritage
- Measure B.2.3 Enhancing cooperation and coordination in the local authority in the field of CCIIs
- Measure B.2.4 Active participation in international networks focused on CCIIs
- Measure B.2.5 Use of participatory tools and active cooperation between the city and the CCIIs

PRIORITY B.3 Sustainable CCIIs

- Measure B.3.1 Integrating traditional craft techniques with current practices and trends in sustainable design and architecture
- Measure B.3.2 Promoting and implementing sustainability principles in CCIIs

OBJECTIVE C.

An open and inclusive CCIIs that strengthens a sense of belonging, local identity and intersectoral cooperation

PRIORITY C.1 Brno's reputation as a cultural and creative destination

- Measure C.1.1 Promotion of Brno's CCIIs in the city, the region, the country and abroad
- Measure C.1.2 Support for the export of CCIIs abroad

PRIORITY C.2 Accessibility of Brno's cultural and creative sectors

- Measure C.2.1 Clarity and accessibility of information on CCIIs
- Measure C.2.2 Support for and implementation of activities for specific target groups
- Measure C.2.3 Using culture as a tool for social cohesion

OBJECTIVE D.

A well-developed and accessible cultural and creative infrastructure and welcoming public spaces

PRIORITY D.1 Culture and creative sectors as a tool for urban development

- Measure D.1.1 Targeted utilisation of the potential of cultural actors and creative professionals to address the city's challenges

PRIORITY D.2 Sufficient suitable premises

- Measure D.2.1 Sufficient suitable premises not only for the presentation but also for the creation of CCIIs
- Measure D.2.2 Development of cultural and community infrastructure in municipal districts
- Measure D.2.3 Accessible and widely usable cultural heritage

PRIORITY D.3 Vital public spaces

- Measure D.3.1 Supporting activities and improving the conditions for their implementation in public spaces
- Measure D.3.2 Revitalising public spaces with works of art

CCIs Activities

A) An attractive, diverse and vibrant cultural and creative scene

Activity 1	CONTRIBUTORY CULTURAL ORGANISATIONS
Fulfilment priority	Important
Activity description	The aim is to ensure the conditions for the stable operation of COs to enable the long-term development of their activities, particularly with a view towards maintaining or improving the quality of their services. In the event that a specific legal form for cultural organisations is enshrined in legislation, the aim is to assess the suitability of this solution for individual COs and their possible transformation, as well as assessing and, where appropriate, reviewing the documentation submitted by COs and reducing the administrative burden placed on COs.
Procedure and timetable	2026 ■ assessment of the suitability of transforming COs into PCIs ■ negotiations with potential co-founders – in particular with the SMR 2027 ■ initiating the steps required for the transformation of COs 2026–2027 ■ regular evaluation (analysis of the activities and financial management of COs) and review of the activity plans of COs ■ updating and further development of datasets on COs ■ implementation of measures to improve the operational efficiency of buildings managed by COs
Indicators	■ maintaining the current level of financial support or its growth ■ the number of COs assessed and, where applicable, converted to PCIs ■ the number of services for COs or their staff focusing on the development or streamlining of processes between the CO and its founder
Measures	A.2.1, A.2.2
Responsibility for implementation	CD, in collaboration with BCC and COs
Cost estimate	where necessary, feasibility studies into the transformation of specific COs – to be funded from the SCB budget

Activity 2	GRANT SCHEME FOR CCIS SUPPORT
Fulfilment priority	Important
Activity description	This activity focuses on grant schemes for CCIs, with the aim of: ■ regularly launching sector-specific grant schemes in the field of culture, ■ regularly launching a grant scheme to support creativity, ■ regularly evaluating a grant scheme and implementing relevant recommendations to improve its effectiveness, ■ funding for the independent cultural and creative sector, ■ one-year and multi-year financial support, ■ specific grant schemes addressing the priorities and measures of the CCIs (e.g. significant historical anniversaries of the town or its notable figures, etc.), ■ an information and guidance service for grant applicants.
Procedure and timetable	2026 ■ examining the possibility of establishing a grant scheme to support the running of cultural centres, regardless of their genre, and the possible launch of such a scheme ■ assessing the possibility of extending a two-year sector-specific grant scheme to three years and its potential implementation 2027 ■ evaluating the grant scheme ■ announcement of a special grant scheme to mark the anniversary in 2028 2026–2027 ■ the annual announcement of sectoral GP in the field of culture ■ the annual announcement of For Creative Brno GP ■ collaboration on the development of the BCM electronic grant portal ■ updates to datasets relating to grants in the cultural and creative sectors ■ annual training on the submission of grant applications and their accounting ■ in connection with changes to the system for updating the ‘Cultural Grants’ guide, methodological instructions and the video tutorial on submitting grant applications

Indicators	■ a questionnaire on applicant satisfaction in the cultural sector and its evaluation ■ the number of grant applications submitted and their success rate ■ the introduction of new, specific grant programmes ■ two training sessions on submitting applications and two on accounting grants in the cultural sector
Measures	A.1.1, A.1.2, AA.3.1, A.3.2, A.3.3, A.4.1, A.5.2, B.1.1, B.1.2, B.2.1, B.3.3, C.1.1, C.1.2, C.2.1, C.2.2, C.2.3, D.3.1
Responsibility for implementation	CD (grants for the cultural sector) in collaboration with SDCD (grants for the creative sector) and UITD (technical interface)
Cost estimate	■ financial support subject to the SCB's budgetary constraints CD ($\geq$ CZK 60 million allocated under grant schemes and multi-year individual contracts per year) ■ for 2027, the CD will request CZK 2 million from the budget to launch a grant scheme for the centenary celebrations in 2028 ■ SDCD (CZK 1.5 million per year)

Activity 3	BRNO FILM FRIENDLY
Fulfilment priority	Important
Activity description	The aim of the initiative is to build Brno's reputation as a 'film-friendly' location and to develop the audiovisual industry in the region. The initiative therefore focuses on supporting the audiovisual sector and the work of the Brno Film Office (BFO) within TIC. At the same time, as part of efforts to raise awareness of the topic, a map app entitled 'Brno in Films and TV Series' was created.
Procedure and timetable	2026 ■ resolving the issue of financial support for the audiovisual sector and the gaming industry in relation to the legal situation of the SMFF ■ Brno Film Studios – collaboration on plans to build film studios at the BVV 2026–2027 ■ maintaining support for film production in the region amounting to CZK 8 mil. ■ CZK 1 million in support for gaming ■ management and ongoing updating of the 'Brno in Films and TV Series' app ■ the creation of at least one themed film trail ■ annual support for BFO activities ■ support for audiovisual projects under the cultural funding scheme

Indicators	■ number of locations on the 'Brno in Films and TV Series' map ■ the creation of a themed film trail ■ the number of grant applications and their success rate under the grant programme to support the audiovisual sector ■ number of film projects supported
Measures	A.1.1, A.1.2, A.3.1, A.3.3, A.5.1, A.5.2, B.3.3, C.1.1, C.1.2, C.2.2
Responsibility for implementation	CD, in collaboration with BCC, TIC – BFO, BVV and SMR
Cost estimate	■ CZK 9 million a year to support the audiovisual and gaming sectors ■ BFO – CZK 300,000 per year (earmarked TIC grant)

Activity 4	DESIGNED (NOT ONLY) IN BRNO
Priority	Standard
Activity description	The project brings together artists and creative professionals in Brno and the Brno metropolitan area who produce any kind of product that can be sold to an end customer. These businesses are shown on a map of the City of Brno on the basis of voluntary registration. The aim of the project is: ■ support for business in the CCIs (B2C), ■ promoting and showcasing local designers, artists and creative professionals.
Procedure and timetable	2026 ■ expansion of the application to include an English version 2026–2027 ■ ongoing promotion of the app ■ designing stickers for business owners with a shop or premises
Indicators	■ number of creatives involved ■ number of visits to the app
Measures	A.4.2, A.5.1, A.5.2, B.2.1, B.3.3, C.1.1, C.1.2, C.2.1
Responsibility for implementation	SDCD, in collaboration with MTD and PC
Cost estimate	SDCD operating costs

B) A stable, resilient and sustainable cultural and creative ecosystem

Activity 5	BRNO CULTURAL FORUM (BCF)
Fulfilment priority	Important
Activity description	The aim is to establish BCF as a platform for bringing together representatives of local authorities, organisations and creative professionals from the CCI field, educational institutions, businesses and the general public. BCF helps to keep culture alive and relevant – it explores new themes, strengthens links between and within the various areas of CCIs, and creates a space for constructive dialogue with local authorities. It also helps to raise awareness amongst both professionals and the general public of the city's new projects and plans in the field of CCIs. The event will always include an open forum, providing an opportunity for questions and suggestions from the general public. In general, emphasis will be placed on the participation of local CCIs and MDs in the programme.
Procedure and timetable	2026–2027 ■ holding regular BCF meetings – at least one a year ■ the possibility for CCI representatives to put forward proposals as a regular item on the BCF 'open forum' agenda ■ involvement of CCI entities in Brno in the programme, e.g. by selecting topics via surveys or as speakers through open calls ■ collecting feedback on individual BCF meetings
Indicators	■ number of BCF meetings ■ number of visitors to BCF ■ number of local speakers ■ feedback survey results
Measures	A.1.1, A.1.2, A.4.2, B.1.5, B.2.3, B.2.4, B.2.7, B.3.3, C.1.1, C.2.1, D.1.1
Responsibility for implementation	CD, in collaboration with CCIs and the MD
Cost estimate	current CD expenses – up to CZK 400,000 budgeted annually

Activity 6	SUPPORT FOR ENTREPRENEURSHIP IN THE CREATIVE SECTORS
Priority	Important
Activity description	The aim of the activity is: ■ transparent and regular support for business in the creative industries and related sectors, ■ connecting creative entrepreneurs to the innovation infrastructure of Brno and the SMR, ■ raising the profile of the Creative Brno platform both nationally and internationally, ■ providing an information service via the Creative Brno platform to both Czech (Brno-based) and foreign organisations, ■ connecting creative professionals with other entities, ■ Brno Creative Days – the creation of an interdisciplinary festival in the field of CCIs, focusing on connecting and engaging creative and cultural entrepreneurs and event organisers.
Procedure and timetable	2026–2027 ■ raising awareness of support for entrepreneurs through the Creative Brno platform ■ active promotion of Brno’s creative sector ■ support for the development and funding of specific instruments to support CCIs (whether existing or newly established) – e.g. creative vouchers, FabLab, KUMST, the games cluster ■ support for Brno Creative Days and the involvement of more organisers in the project
Indicators	■ number of followers on the Creative Brno Facebook and Instagram profiles ■ website traffic for Creative Brno ■ number of entities supported under the grant scheme (track trends over time) ■ number of organisers involved in Brno Creative Days
Measures	A.1.1, A.1.2, A.3.1, A.3.2, A.4.2, A.5.1, A.5.2, B.1.1, B.2.3, B.2.4, B.2.7, B.3.1, B.3.2, B.3.3, C.1.1, C.1.2, C.2.1
Responsibility for implementation	SDCD in collaboration with CD and KUMST
Cost estimate	■ SDCD operating costs ■ Brno Creative Days – CZK 2 million/year

Activity 7	COLLABORATION AND NETWORKING IN BRNO'S CULTURAL AND CREATIVE SECTOR
Priority	Important
Activity description	The aim of the activity is to foster cooperation between entities and to share know-how in the domestic environment. The city will focus on: ■ active communication within the local authority, ■ cooperation with other towns in the country, ■ cooperation with federations/associations (e.g. APT, ASOC, AIT, BACM, CAF, ALIP), ■ initiating and supporting networking amongst CCI's. This activity will also complement Activity No. 14: Brno's reputation as a cultural and creative hub.
Procedure and timetable	2026–2027 ■ regular meetings with arts organisations ■ a meeting of regional capitals and an exchange of know-how ■ publicising opportunities for CCI's ■ initiating and taking into account the need for cooperation within the grant scheme for CCI's ■ organising events with opportunities for networking
Indicators	■ the number of opportunities for CCI's published on Culture Brno's communication channels ■ number of conferences attended in the Czech Republic ■ number of events held that included opportunities for networking
Measures	A.1.1, A.1.2, A.3.1, A.3.2, A.4.2, A.5.2, B.2.3, B.2.4, B.2.7, C.2.1, D.1.1
Responsibility for implementation	CD and SDCCD, in collaboration with FRD and COs
Cost estimate	current expenditure for CD and SDCCD



Activity 8	CULTURAL AND CREATIVE EDUCATION
Priority	Important
Activity description	The aim of this activity is to organise thematic seminars and workshops in areas such as: multi-source funding, audience development, social security for artists and creators, networking, project development, making culture accessible, drafting grant applications, PR and arts marketing, drafting strategic documents, sustainable business practices in the cultural and creative sectors, cultural advocacy, and other skills necessary for the development of CCIs in Brno. The initiative also focuses on mapping cultural and creative education entities, including the subsequent linking of educational institutions in the field of culture and creativity with the CCIs – establishing links with COs, businesses, etc. – and supporting these activities. There is also a focus on sharing knowledge in the field of creative education with other stakeholders at the regional and national level.
Procedure and timetable	2026–2027 ■ organisation of workshops by Culture Brno ■ organising or co-organising a conference on a topical issue at the CCI, or developing the CCI ■ regular calls for GPs to support cultural, educational and special interest activities ■ updating the catalogue of educational organisations and activities and distributing it ■ cooperation with the EYD on presenting cultural offerings to educational institutions, e.g. through a cultural fair for teachers ■ cooperation with art schools and art courses ■ involving students in CD and SDCCD activities ■ exploring the possibility of providing systematic support for internships ■ support for the expansion and development of the CO's educational activities, including its educational centres ■ support from the Josef K. Endowment Fund ■ support for the acquisition of works by young artists at the BCMU

Indicators	■ number of training seminars and workshops held ■ number of entities listed in the catalogue of educational institutions and activities ■ the number and success rate of grant applications under the GP for cultural education and special interests ■ the number of students who have completed an internship focusing on CCIs at the CD or SDCD ■ the number of projects supported by the Josef K. Endowment Fund ■ the number of works by young artists purchased by the BCMU
Measures	A.4.2, B.1.1, B.1.2, B.1.3, B.1.4, B.1.5, B.2.1, B.2.3, B.2.7, B.3.3, C.2.2, D.1.1
Responsibility for implementation	CD in collaboration with SDCD, SWD, ParD, EYD and COs
Cost estimate	CD's current costs: ■ conferences or other educational events: up to CZK 300,000 ■ The Josef K. Endowment Fund: CZK 100,000–200,000, depending on the CD's budget ■ Culture Brno workshops: up to CZK 200,000 ■ BCMU: CZK 500,000 – acquisition of works by young artists (earmarked transfer)



Activity 9	IMPLEMENTATION AND EVALUATION OF CCIS
Priority	Standard
Activity description	The aim of this initiative is to monitor the implementation of the CCIs and to regularly evaluate strategic projects. The findings of the evaluation will serve as a basis for updating the CCIs in the coming years. It also recognises the need for this to be linked to other strategic documents at city, regional and international levels, and therefore also focuses on cooperation in strategic and conceptual planning.
Procedure and timetable	2026 ■ an informative report on the implementation of the previous Action Plan for 2025 and a discussion of the evaluation of the current strategic document for 2018–2025 2027 ■ informative report on the implementation of the Action Plan for 2026 ■ evaluation of the AP for 2026–2027 ■ preparation of the AP for 2028–2029 2026–2027 ■ comment period on strategic documents ■ collaboration in the 'The SDG Lab' international project run by the Culture Next network, and the use and development of the White label tool
Indicators	■ number of progress reports on the implementation of the Action Plan ■ evaluation of the AP for 2026–2027 ■ draft AP for 2028–2029 ■ the frequency of queries in the White label chatbot and its use
Measures	B.2.3, B.2.4, B.2.6, B.2.7, B.3.3, C.2.1, D.1.1
Odpovědnost za realizaci	responsibility for implementation
Cost estimate	CD current costs

Activity 10	CCIS DATA
Priority	Important
Activity description	Data on CCI provide a better understanding of their needs, benefits and impact on the city and its residents. Thanks to them, it is possible to plan effective support, targeted investment and development based on factual evidence rather than mere impressions. The aim of this activity is therefore to develop and update a dashboard of cultural and creative data. At the same time, this data must be processed effectively, published as open data in accordance with the principle of transparency, and know-how in this area must be shared with COs and within local government. Furthermore, the project aims to assess the suitability and conditions for creating an electronic database of contacts for CCIs stakeholders, in accordance with current data protection legislation (GDPR), and to collect data for updating or directly modifying existing map applications, or, where appropriate, creating new maps or trails providing access to data on CCIs. The CD currently manages the following maps: ■ Where to Go for Culture, ■ Sculpture Brno, ■ Brno in Films and TV Series.
Procedure and timetable	2026-2027 ■ assessment of the suitability of the Evaluart tool for COs in Brno ■ database research in the field of CCIs and an assessment of the feasibility of establishing a database of cultural and creative services ■ collection of data on CCIs and preparation of supporting documentation for updating the maps managed by the CD ■ updates to datasets and articles on CCIs
Indicators	■ the number of updates made to map applications, datasets and articles ■ the number of new datasets, articles or analyses
Measures	A.2.2, A.4.1, A.4.2, B.2.1, B.2.2, B.2.3, B.2.4, C.2.1
Responsibility for implementation	CD, in collaboration with SMR, CO, UITD, SDGD and ParD
Cost estimate	Current and capital expenditures: CD – CZK 500,000 (licences, data for map applications, analyses, etc.)

Activity 11	DIGITISATION AND PROMOTION OF CULTURAL HERITAGE
Priority	Important
Activity description	This initiative aims to support the digitisation and accessibility of the City of Brno's cultural heritage. The city already offers the map applications 'Heritage Preservation' and 'Sculpture Brno', which catalogue heritage sites and help users find their way around and raise awareness of these monuments. With the support of the city, the 'Online Encyclopaedia of the History of Brno' database, managed by the BCMU, and the 'Brno Architecture Manual', managed by the BHOA, continue to operate, collecting and presenting information on the city's history and architecture. These activities are essential because they help to preserve cultural heritage for future generations, whilst also bringing it to the attention of the general public in a modern and engaging way. That is why it is essential to maintain and develop them, and to promote cultural heritage through communication. International designations such as the European Heritage Label and UNESCO World Heritage Site are equally important for raising awareness of cultural heritage and securing funding for its protection. The town will therefore support efforts to secure these designations for the site.
Procedure and timetable	2026-2027 ■ support for the development of the BCMU map application on Brno's industrial heritage ■ educating the public and raising awareness of modern architecture in Brno, with a focus on the Nový dům Colony ■ map update: Sculpture Brno ■ support for the Brno Architecture Manual ■ support for raising awareness and promoting MCD issues ■ BCMU – raising awareness of cultural heritage, also in connection with the 25th anniversary of the Tugendhat Villa's inscription on the UNESCO World Heritage List ■ JML, in collaboration with the CD and UITD – the development and creation of the 'Literary Brno' map application and related themed walking routes
Indicators	■ number of entries on the 'Sculpture Brno' map ■ the number of activities aimed at promoting the digitisation and popularisation of cultural heritage

Measures	A.3.2, A.4.2, B.1.1, B.1.4, B.2.1, B.2.2, C.2.1, C.2.2, C.2.3, D.2.2
Responsibility for implementation	CD, BHOA, BCMU in collaboration with MCD, TIC, JML, MTD and UITD
Cost estimate	BCMU – Online Encyclopaedia of the History of Brno – CZK 1.1 million (earmarked transfer) BHOA – The Brno Architecture Manual (earmarked transfer)

Activity 12	SUSTAINABLE CCIS
Priority	Important
Activity description	The city will initiate and support projects focused on sustainability and raising awareness of it as part of the grant scheme for CCIs. At the same time, it will apply the principles of sustainability in environmental, social and economic terms, such as supporting local organisations using local cultural services, reducing single-use tableware at events, etc.
Procedure and timetable	2026 ■ landscaping of the courtyard at the Radost Theatre ■ landscaping of the courtyard of the House of the Lords of Kunštát 2026–2027 ■ incorporating sustainability principles into the grant scheme to support CCIs ■ using the services of local suppliers at CD events ■ raising awareness of the importance of sustainability principles ■ promoting the circulation and sharing of services in CCIs ■ organisation of Local Produce Days
Indicators	■ number of completed projects ■ number of local service providers for events organised by the CD
Measures	A.4.1, B.2.1, B.3.1, B.3.2, B.3.3
Responsibility for implementation	The CD and SDCCD in collaboration with the ED
Cost estimate	The CD and SDCCD current budget

C) An open and inclusive CCI that strengthens cohesiveness, local identity and intersectoral cooperation

Activity 13	CULTURE BRNO
Fulfilment priority	Important
Activity description	The aim of this activity is to maintain and develop the CD's communication channels under the single name 'Culture Brno' – managing the 'Culture Brno' Facebook page, the website kultura.brno.cz, and the regular publication of the CD newsletter. These communication channels serve primarily as a support tool for artists and entities in the cultural and creative industries. They thus complement the citywide outreach channels by providing methodological support, showcasing the city's tools for CCIs, specialist research, and specific challenges and opportunities for stakeholders in CCIs. Their collaboration with PC and MTD is also important in this regard, particularly when it comes to sharing information on the CCIs with the general public, as well as with the city's MDs and cultural and creative COs in the City of Brno. The communication channels adhere to the City of Brno's uniform visual identity and the requirements of the City of Brno's Communication Strategy.
Procedure and timetable	2026 ■ merging the 'Sculpture Brno' and 'Culture Brno' Facebook pages into a single 'Culture Brno' Facebook profile 2026–2027 ■ maintaining the 'Culture Brno' communication channels, including updating and publishing CD printed materials (CCIs, AP, Culture Brno, grants, etc.) and instructional video tutorials, including foreign-language versions for relevant topics ■ maintaining offline advertising (e.g. Where to Go in Brno, the Brno Metropolitan) ■ monthly publication of the CD newsletter ■ annual evaluation of the effectiveness of the Culture Brno communication channels and any necessary adjustments to the concept ■ close cooperation with PC and MTD to raise public awareness of CCIs issues, in line with the City of Brno's communication strategy
Indicators	■ data analysis of Culture Brno's communication channels ■ number of followers of the 'Culture Brno' Facebook page ■ number of subscribers to the 'Culture Brno' newsletter ■ traffic on the Culture Brno website

Measures	A.1.1, A.1.2, A.4.2, B.2.4, C.2.1
Responsibility for implementation	CD – in collaboration with UITD, PC, MTD and TIC
Cost estimate	current CD expenditures – within the CD budget, necessary costs that cannot be covered by MTD or PC (e.g. extensive language proofreading)

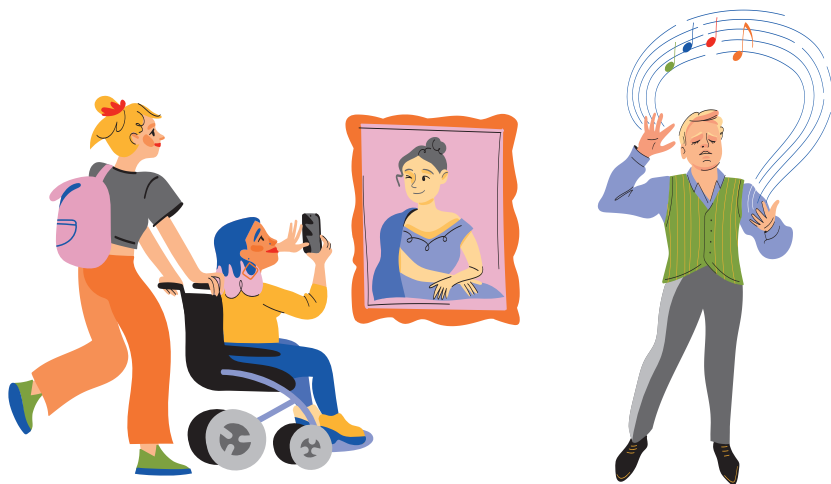
Activity 14	BRNO'S REPUTATION AS A CULTURAL AND CREATIVE DESTINATION
Priority	Important
Activity description	The aim is to promote international cooperation and support the promotion of Brno's CCI, with a focus on: ■ the city's active participation in international networks (e.g. Red Brick Cities, Culture Next Cities Network, UNESCO Creative Cities), ■ cooperation with towns and cities in the Czech Republic and with partner towns and cities abroad, ■ in cooperation with the Czech Music Office, Czech and foreign embassies in the Czech Republic, and Czech Centres, ■ support for both exports and imports of the CCI, and systematic support for and the organisation of residencies for artists and stakeholders in the field of CCIs, including in collaboration with COs. Furthermore, emphasis is placed on promoting the City of Brno as a creative city of culture and, alongside the CCIs, on implementing – through the activities of the TIC – the City of Brno's Destination Management and Marketing Strategy 2023–2027 in the field of culture, with a focus on: ■ lively city centre, ■ Brno in festival season, ■ Architectural Brno. SAs part of this initiative, we also manage the events calendar on gotobrna.cz, which is used to promote the activities of Brno's CCIs. Last but not least, Brno's reputation is also linked to the development of its image as a city of culture with a vibrant music scene, as part of the international title 'Brno – City of Music' and the associated international exchanges.

Procedure and timetable	2026–2027 ■ systematic information sharing for effective marketing communication ■ participation by representatives from TIC, possibly also from Brno, at UNESCO Creative Cities Network conferences ■ participation by representatives from Brno in international conferences focusing on CCIs ■ management and development of the gotobrna.cz online events calendar ■ initiating, supporting and organising residencies (e.g. KREILU) and international cultural and creative exchanges
Indicators	■ traffic on the gotobrna.cz website ■ annual number of events published on the gotobrna.cz online calendar ■ number of conferences attended by representatives of TIC or Brno at meetings of the UNESCO Creative Cities Network ■ number of international cooperation projects through 'Brno – UNESCO City of Music'
Measures	A.1.2, A.4.2, A.5.1, B.2.5, C.1.1, C.1.2
Responsibility for implementation	TIC, CD and SDGD, in collaboration with FRD, MTD and COs
Cost estimate	common expenses of TIC and MTD; other expenses subject to SCB budgetary constraints Brno – City of Music – CZK 2.2 million per year (TIC grant)



Activity 15	CULTURE FOR EVERYONE
Priority	Important
Activity description	The aim of this initiative is to continuously identify barriers in the cultural sector and propose specific measures to make culture more accessible in Brno, which will then be incorporated into the CCIs. Communication and coordination with sectoral departments and entities focusing on issues relating to the integration of foreign nationals, minorities, young people, older people and other socially or health-disadvantaged groups, as well as supporting or initiating projects aimed at removing barriers in the cultural sphere. Close cooperation and the exchange of information with HD and SWD will be ensured. Through cooperation with the BCC Advisory Board for an Accessible Brno, the SCB Advisory Body on the Integration of Foreign Nationals and the Platform of Integration Stakeholders, barriers in the field of culture will be identified and gradually removed. Particular emphasis will be placed on the information barrier, which is most frequently cited by disadvantaged people, specific groups and foreign-language speakers. This is linked to Activity No. 13 mentioned above.
Procedure and timetable	2026 ■ CD and JML – organising the conference ‘Culture as a Tool for Crossing Borders’ 2026–2027 ■ improving accessibility to the city’s cultural COs – identifying barriers at the city’s cultural COs and supporting the removal of these barriers ■ mapping information on the accessibility of CCIs and adding this information to the Where to Go for Culture map; forwarding relevant documentation to the HD for the accessibility map ■ exchanging information with HD, SWD and EYD, and providing communication support for the city’s projects where culture intersects with the activities of these departments (e.g. family vouchers) ■ regular participation of a representative of the CD and culture topics at meetings of the BCC Advisory Board for an Accessible Brno ■ active cooperation with the SCB Advisory Body on the Integration of Foreign Nationals and the Platform of Integration Stakeholders

	■ communicating relevant topics and organising events with a focus on their accessibility – e.g. by providing versions in other languages or in collaboration with organisations working with people with disabilities, specific population groups or foreign-language speakers ■ a study into the accessibility of Brno's cultural scene amongst expats and ethnic minorities ■ support for young artists through the acquisition of works for the BCMU collection and its gallery ■ JML – organising a national conference on cooperation between libraries and schools ■ JML – implementation of the Silent Line
Indicators	■ the number of implemented projects aimed at improving access to COs ■ number of cultural entities surveyed in terms of accessibility ■ number of events or services providing foreign-language support ■ a questionnaire survey carried out amongst expats on the accessibility of Brno's cultural scene
Measures	A.3.1, B.2.2, C.2.2, C.2.3
Responsibility for implementation	the CD, in collaboration with the HD, SWD, ParD, EYD, SDCD and COs
Cost estimate	current expenditure of the CD, HD and COs in the event of necessary investment in the premises – COs budget for SCB in line with the approved investment plans CZK 500,000 per year – transfer earmarked for the BCMU



Activity 16	BRNO 2028
Priority	Important
Activity description	The year 2028 marks several significant anniversaries and milestones for Brno, such as: ■ 100 years of BVV, ■ 100 years since the death of Leoš Janáček. Last but not least, this year also marks the 110th anniversary of the founding of independent Czechoslovakia. Such anniversaries need to be systematically prepared and effectively planned well in advance.
Procedure and timetable	2026 ■ setting up a working group and drawing up a concept for the festivities 2026–2027 ■ announcement of a special CD grant scheme to mark the anniversary ■ preparatory organisational steps for staging the celebration
Indicators	■ number of working group meetings ■ developing a concept for the festivities ■ announcement of a grant scheme to mark the anniversary
Measures	A.1.1, A.3.1, A.3.2, A.5.1, C.1.1
Responsibility for implementation	TIC and CD, in collaboration with SDCCD, MTD, COs and MD
Cost estimate	TIC – Brno 2028 (earmarked transfer) for 2027, the CD will request CZK 2 million from the budget to launch a grant scheme for the centenary celebrations in 2028



D) A well-developed and accessible cultural and creative infrastructure and welcoming public spaces

Activity 17	WORKS OF ART IN PUBLIC SPACES
Priority	Important
Activity description	Support for the arts and creativity in public spaces and their presentation: ■ organising art competitions for works of art and the upkeep of small-scale architectural monuments, ■ implementation of the 'Sculptures for Brno' project, including its promotion under the 'Sculpture Brno' brand as part of the 'Culture Brno' platform, ■ street art – support for murals, digital art, etc., ■ support for the Brno Art Open festival, ■ Maintenance and repairs to small-scale architectural features managed by the CD.
Procedure and timetable	2026 ■ to explore the possibility of a systematic approach to supporting works of art in public spaces – the possible introduction of a grant scheme to support the creation of small-scale works of art in public spaces (e.g. commemorative plaques, murals, etc.) ■ the creation of a work in honour of Eliška Rejčka in Old Brno ■ ceremonial unveiling of the Milan and Věra Kundera gravestone ■ organisation of a competition for a work of art in honour of Lucie Bakešová ■ Organisation of a competition for a work of art incorporating a water feature in Česká Street 2027 ■ ceremonial unveiling of a work in honour of Eliška Rejčka in Old Brno ■ creation of a work of art in honour of Lucie Bakešová ■ creation of a work of art featuring a water feature in Česká Street 2026–2027 ■ ensuring the maintenance and repair of small-scale architectural features managed by the CD ■ organising art competitions for works of art in accordance with the recommendations of the Czech Chamber of Architects (CCA), with an emphasis on the transparency and professionalism of the process ■ implementation of the proposal for the placement of sculptures in public spaces in the City of Brno ■ maintenance and repairs to small-scale architectural features managed by the CD

Indicators	■ the number of projects supported (events, artistic interventions, sculptures, etc.) in public spaces ■ the number of competitions organised by the city for the creation of works of art ■ number of works installed in public spaces ■ number of CD-repaired small-scale architectural features in public spaces
Measures	A.3.2, B.2.3, D.1.1, D.3.2
Responsibility for implementation	the CD, in collaboration with BCAO, MD, BCMU, BHOA, the Brno Municipal Police, COs, MCD and SDCD
Cost estimate	Brno Art Open – CZK 3 million per year (earmarked TIC grant) CD capital expenditures

Activity 18	A VIBRANT PUBLIC SPACE
Priority	Important
Activity description	The initiative focuses on revitalising public spaces through cultural and creative events. In addition to providing financial support through the grant scheme, it focuses on providing non-financial support to event organisers. Whilst the City of Brno's Destination Management and Marketing Strategy focuses on the city centre, this initiative complements it by emphasising the involvement of other municipal districts and community building through CCLs. It therefore consists mainly of: ■ support for CCL events in public spaces, including decentralisation and expansion into other MDs through the Plug and Play project, ■ enhancing services for event organisers.
Procedure and timetable	2026–2027 ■ to explore the possibility of sharing or increasing MD equipment for holding events in public spaces (e.g. cups, stages, booths, etc.) ■ the development and promotion of the Plug and Play project ■ regular training for organisers of cultural events on organising events in public spaces
Indicators	■ number of Plug and Play sites ■ the number of training sessions held for cultural event organisers on the topic of organising events in public spaces
Measures	A.1.1, B.2.3, D.3.1
Responsibility for implementation	the CD, in collaboration with the MD and the COs
Cost estimate	CD current costs

Activity 19	STRENGTHENING CULTURAL INFRASTRUCTURE
Priority	Critical
Activity description	The aim of this activity is to maintain and develop existing cultural and creative facilities managed by the COs. The initiative also focuses on strengthening the cultural infrastructure in relation to cultural amenities in all MDs, with an emphasis on providing missing facilities or revitalising and strengthening existing MD buildings, or branches of the JML, which serve as community centres in a number of MDs.
Procedure and timetable	2026–2027 ■ preparation and commencement of the renovation of the CET – House of the Lords of Fanal ■ restoration of the Měnin Gate and the Guardhouse at the Špilberk National Cultural Monument – BCMU ■ construction of the Brno-Slatina MD Cultural and Community Hall ■ support for the establishment of a cultural centre in the Starý Lískovec MD ■ preparations for the refurbishment of the Mahen Theatre following the recommendations of the energy audit of the BNT buildings ■ the establishment of a shared educational centre on the premises of the Janáček Theatre ■ revitalisation of the area around BHOA and Koliště I Park ■ completion of the full restoration of the Měnin Gate and, at the same time, preparation of the permanent 'Brno: The Impregnable' exhibit ■ renovation of the BCMU storage facilities ■ modernisation of the BCMU exhibitions ■ restoration of the Wittal Villa ■ BCMU and the Brno-střed MD – opening Herdan's flat in Hlinky to the public ■ to explore options for the further development of JML branches in MDs with a view to strengthening their role as community centres
Indicators	■ number of cultural infrastructure projects supported
Measures	A.2.2, D.2.1, D.2.2
Responsibility for implementation	the CD, in collaboration with BCC, SDCCD, ID, SMIC, COs and MD
Cost estimate	SCB capital expenditure – in accordance with approved investment plans

Activity 20	BRNO CREATIVE CENTRE
Priority	Standard
Activity description	The aim is to create a space for the creative community and to establish a new creative hub. The activity focuses on: ■ involvement of relevant partners, ■ opening the building to the public and to artists.
Procedure and timetable	2026–2027 ■ implementation according to its own schedule ■ involving other relevant entities, including representatives of the public administration and future partners based in the building, and exploring co-financing opportunities
Indicators	■ obtaining planning permission (where necessary) ■ submitting a grant application
Measures	A.5.2, D.2.1
Responsibility for implementation	SDCD in collaboration with CD and KUMST
Cost estimate	according to their own schedule

Activity 21	JANÁČEK CULTURAL CENTRE
Priority	Important
Activity description	Construction of the JCC – concert hall. BPH will be the operator.
Procedure and timetable	2026–2027 ■ construction of the building ■ construction of an organ for JCC
Indicators	■ adherence to the construction project schedule
Measures	D.2.1
Responsibility for implementation	BCOM in collaboration with ID, CD and the Brno Philharmonic
Cost estimate	in accordance with the project's own timetable



Activity 22	JANÁČEK VILLA
Priority	Important
Activity description	The preparatory phase for the establishment of the Leoš Janáček Centre, comprising an exhibition space, an educational area, an archive, facilities for curators and a research room. Securing city support for the BCMU project.
Procedure and timetable	2026–2027 ■ preparation of an architectural and historical survey ■ start of the renovation work ■ the development of an exhibition concept that reflects the specific requirements for the care and facilities of the Leoš Janáček Archive, whilst taking into account new trends and technologies in the presentation of prominent composers ■ monitoring of new approaches in predominantly music-focused exhibitions and ways of presenting prominent figures from the world of music in the Czech Republic and abroad ■ networking – sharing experiences with authors and curators of composition and music museums and exhibitions in the Czech Republic and abroad
Indicators	■ developing exhibition concepts ■ adherence to the project schedule
Measures	D.2.1
Responsibility for implementation	BCMU, in collaboration with the MM, CD and the Leoš Janáček Foundation
Cost estimate	in accordance with the project's own timetable



Activity 23	SUPPORT FOR HERITAGE PRESERVATION
Priority	Important
Activity description	The aim is to support the ongoing maintenance of cultural heritage sites: ■ the restoration of listed buildings owned by the city and the regeneration of public spaces in the historic centre, ■ GP for the preservation and restoration of cultural monuments, at least to their current extent, ■ focusing on architecturally significant buildings owned by the city and their sensitive restoration, ■ focusing on the preserved authentic details and fittings of houses owned by the town and their restoration at their original location.
Procedure and timetable	2026-2027 ■ updating the Regeneration Programme for the Brno Urban Conservation Area and implementing the programme ■ the annual call for GP for grants from the City of Brno's budget for the preservation and restoration of cultural monuments ■ assessing the options and the possible creation of a new GP
Indicators	■ number of approved applications for the restoration of cultural monuments
Measures	B.2.3, D.2.1
Responsibility for implementation	MCD in collaboration with ID, ED, CD and MD
Cost estimate	MCD current costs and, subject to SCB budgetary constraints GP – CZK 12 million allocated in the MCD budget

Conclusion

CCIS AP No. 1 for 2026–2027 comprises 23 activities divided into four thematic areas:

- **A) An attractive, diverse and vibrant cultural and creative scene – four activities**
- **B) A stable, resilient and sustainable cultural and creative ecosystem – eight activities**
- **C) An open and inclusive CCIs that strengthens a sense of belonging, local identity and intersectoral cooperation – four activities**
- **D) A well-developed and accessible cultural and creative infrastructure and welcoming public spaces – seven activities**

The City of Brno (BCM) will coordinate the implementation and ongoing evaluation of the AP through the Concept and Development Unit of the CD, in collaboration with COs, other relevant departments of the BCM, MDs, and representatives of both the professional and general public. In accordance with the CCIs, an informative report on the progress made in implementing the AP will be drawn up each year and submitted to the Culture Committee of the BCC and the BCC (by the end of May of the following year). In line with the principle of transparency, this informative report will also be published on the kultura.brno.cz website so that it is accessible to the general public.

Upon the expiry of AP No. 1 of the CCIS for the period of 2026–2027, an assessment will be carried out of the extent to which the strategy's objectives and priorities have been met. This assessment, together with a draft of the new AP, will be submitted to the bodies of the City of Brno.

This informative report will include, in particular:

- information on the implementation of individual activities and projects,
- an explanation of any deviations from the planned implementation schedule.

Should an update be required, the document will once again be subject to the approval process by the relevant municipal authorities and will then be published on the city's website.

All strategic planning documents relating to culture are and will continue to be available at kultura.brno.cz.

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with the support of the Monument Care Department of the BCM (MCD), the municipal districts (MD) and contributory cultural organisations (COs).

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2026

Kultura Brno / Kreativní Brno

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