

Action Plan No. 2

Strategy for Culture and Creative Sectors

B | R | N | O

2023–2025

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1 List of abbreviations

AIT	Association of Independent Theatres
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
BCF	Brno Cultural Forum
BMO	Brno Metropolitan Area
BEC	Brno Exhibition Centre, (Veletrhy Brno, a.s.)
CET	Centre for Experimental Theatre, contributory organisation
CCDW	Central Cultural Data Warehouse
CAF	Czech Association of Festivals
CCA	Czech Chamber of Architects
GP	grant programme
RT	Radost Theatre, contributory organisation
BHA	Brno House of Arts, contributory organisation
ECC	European Capital of Culture
BF	Brno Philharmonic, contributory organisation
GIS	geographic information system
SMFF	South Moravian Film Foundation
JIC	JIC, interest association of legal entities
JCC	Janáček Cultural Centre
SMR	South Moravian Region: / Regional Authority of the South Moravian Region
OACB	Office of the Architect of the City of Brno, contributory organisation
CCB	Creative Centre Brno
JML	Jiří Mahen Library, contributory organisation
CCS	cultural and creative sectors
OMT	Office of Marketing and Tourism
KUMST	creative hub KUMST
CD	city district
BCT	Brno City Theatre, contributory organisation
BCH	Brno City Hall
MC	Ministry of Culture
MCB	Museum of the City of Brno, contributory organisation
MM	Moravian Museum
NTB	National Theatre Brno, contributory organisation
NIACC	National Information and Advisory Centre for Culture
NRPO	National Recovery Plan
DI	Investment Department of BCH
DC	Department of Culture of BCH
DIAC	Department of Internal Audit and Control of BCH

DMI	Department of Municipal Informatics of BCH
DMC	Department of Monument Conservation of BCH
DBF	Department of Budget and Financing of BCH
DS	Department of Sport of BCH
DPM	Department of Property Management of BCH
DSC	Department of Social Care of BCH
DSDC	Department of Strategic Development and Cooperation of BCH
DEY	Department of Education and Youth of BCH
HD	Health Department of BCH
DE	Department of the Environment of BCH
PD	Participation Department of BCH
CO	Contributory Organisation
PR	public relations
BCC	Brno City Council
SCCS	Strategy of Cultural and Creative Sectors
SCB	Statutory City of Brno
TIC	TIC BRNO, contributory organisation
URBACT	European Union programme for urban development
ICE	important cultural events
PCI	public cultural institution
BCCB	Brno City Council Board

② Overview of SCCS objectives, priorities and actions

OBJECTIVE A: A cutting-edge cultural and creative scene built on the fusion of tradition and experimentation

Priority A.1 Promoting excellence, diversity and development

- A.1.1 Ensure the qualitative and quantitative development of individual cultural and creative sectors
- A.1.2 Encourage the development of experimental, progressive and original work, new formats and media
- A.1.3 Support the export of Brno works and the presentation of artists abroad
- A.1.4 Support the work of young and emerging artists
- A.1.5 Promote the preservation and development of Brno's cultural heritage and identity
- A.1.6 Develop activities supporting business entities and business development in CCS

Priority A.2 Cultural and creative sectors as a tool for urban development

- A.2.1 Incorporate culture into all relevant development and strategic documents of the city
- A.2.2 Enlivening public spaces with works of art
- A.2.3 Targeted use of the potential of cultural actors and creatives to solve the city's problems
- A.2.4 Obtain the titles of UNESCO Creative City of Music and European Capital of Culture, or other appropriate titles

Priority A.3 Systematic and professional cultural policy

- A.3.1 Ensure regular external scrutiny of cultural policy through a democratic, participatory platform on the one hand and a close, highly professional advisory body on the other
- A.3.2 Streamline cultural policy management at BCH level
- A.3.3 Set up a system of regular collection of qualitative and quantitative data concerning CCS and to set up a system of projecting the conclusions of this data into the cultural policy of the city

Priority A.4 Efficient and transparent financing of culture

- A.4.1 Stabilize cultural funding at 9% of the city's current expenditure and, if this measure is met, seek additional public funding from outside the city budget
- A.4.2 With funding for culture at 9% of the city's current expenditure (currently 11%), allocate 10% of this amount to non-established culture
- A.4.3 Transform the network of contributory organisations in the field of culture and streamline their management while maintaining or improving artistic quality
- A.4.4 Strengthen and streamline the subsidy system for the non-established scene

Priority A.5 Adequate space for creation and presentation

- A.5.1 Ensure the widest possible saturation of the needs for CCS creation and presentation spaces
- A.5.2 Complete ongoing projects containing the needs of spaces for creation and presentation

OBJECTIVE B: Excellent education for culture, the creative sector and their audiences

Priority B.1 Quality and development of education for CCS

- B.1.1 Monitor and strengthen the educational capacity of primary and secondary art schools according to identified needs
- B.1.2 Promote the development of new fields of study at all levels of education
- B.1.3 Promote the development of science and research in the area of CCS
- B.1.4 Create a system of support/coordination of internships for students and recent graduates of cultural and creative fields in Brno cultural organisations
- B.1.5 Promote lifelong and continuing education for CCS

Priority B.2 Support for kindergartens, primary schools and secondary schools in cultural and creative thinking education

- B.2.1 Promote the integration of culture, creative sectors, cultural heritage of Brno and creative thinking (in cooperation with cultural and educational organisations) into the teaching of kindergartens and primary schools and leisure activities at kindergartens/primary schools.
- B.2.2 Encourage kindergartens, primary and secondary schools to visit cultural organisations in Brno

B.2.3 Support teachers in further education in culture

B.2.4 Strengthen opportunities for performance and cooperation of pupils from elementary schools, primary schools, secondary schools, and secondary-vocational schools with professionals from CCS

OBJECTIVE C: A collaborative and connected cultural and creative scene

Priority C.1 Collaboration and networking within Brno's cultural and creative scene

C.1.1 Make the Brno Cultural Forum (formerly the Brno Cultural Parliament) a platform for cooperation and resolution of common problems of the CCS and to connect it functionally to the city ecosystem

C.1.2 Create a platform for mutual communication between institutions and employers in the CCS, schools, students and the city

C.1.3 Promote cooperation between entities

Priority C.2 Cooperation and linking Brno CCS with foreign countries

C.2.1 Establish a system to support international collaboration

Priority C.3 Cooperation of the city with entities in the Czech Republic and abroad

C.3.1 Strengthen and systematize cooperation with partner cities in the area of CCS

C.3.2 Actively participate in international networks focused on culture and cultural policy and CCS

C.3.3 Cooperate with entities in the Czech Republic

C.3.4 Cooperate with other cities in the Czech Republic actively approaching cultural policy

C.3.5 Regularly organise a professional conference (or other event) on current topics of culture, cultural policy, etc.

GOAL D: The reputation of Brno's culture and creative sectors and the reputation of Brno as a cultural and creative location

Priority D.1 A mutually effective link between CCS marketing and city marketing

D.1.1 Establish a system of cooperation and coordination between the concerned organisational units of BCH and between BCH and SMR

D.1.2 Define a system for identifying marketable events, subjects and activities and define the content level of cultural marketing

Priority D.2 Presentation of Brno CCS within the city, nationally and internationally (advertising and media)

- D.2.1 Targeted support for reviews of Brno culture in domestic and foreign media, both mass and professional
- D.2.2 Increase the presentation of Brno culture in the city, the Czech Republic and abroad
- D.2.3 Create an attractive brand as a marketing tool/campaign to present culture outside the city and identify cultural actors with Brno

Priority D.3 Clarity and accessibility of information about cultural events in the city

- D.3.1 Create or initiate the creation of a single online platform with a complete offer of cultural events, ideally with the possibility to buy tickets – all in one place (including full English version)
- D.3.2 Create a collision calendar for internal CCS and city needs

OBJECTIVE E: Culture required, available and bonding

Priority E.1 Increasing audience engagement with an emphasis on challenging genres

- E.1.1 Support programmes for working with audiences

Priority E.2 Equality of cultural offering in space and time

- E.2.1 Targeted support and initiation of cultural events in less exposed months
- E.2.2 Promote spatial accessibility of cultural offerings through community cultural development and neighbourhood collaboration

Priority E.3 Accessibility of Brno culture

- E.3.1 Promote the availability of culture for Brno residents at risk of social exclusion
- E.3.2 Promote the availability of culture for English speakers
- E.3.3 Promote accessibility of culture for specific groups of Brno residents

Priority E.4 Culture as an instrument of social cohesion

- E.4.1 Promote intercultural dialogue through cultural events
- E.4.2 Promoting cohesion through strengthening Brno's identity

3 Introduction

The SCCS was adopted by the BCCB on 15.5.2018. In the strategic part, it set out a vision of a cultural and creative Brno and 5 goals of cultural policy by the year 2050. The programme section breaks down the objectives into 17 priorities and 53 actions by the year 2025. At the lowest level of the strategy are action plans defining specific activities to fulfil the measures, priorities, objectives and the vision itself.

AP no. 1 of the SCCS for the period 2021–2022 was approved by the BCCB no. Z8/22 on 8.12.2020. In November 2022, an evaluation of AP No. 1 was carried out by its implementers and at the same time this evaluation was presented to the public, amongst other things, within the XV BCF, which took place on 23.11.2022. The evaluation is available on the website kultura.brno.cz and is one of the bases for the creation of the new AP no. 2 of the SCCS for the period of 2023–2025.

The following pages present the second action plan for the period 2023–2025. It contains 22 activities in three groups: System and Coordination, Mapping, Data, Applications and Infrastructure. The table lists for each activity the number of the measure from the programme part of the strategy to which the activity is linked, the specific tasks for each year of the plan, the indicators (if they can be set), the responsibility for implementation and the financial resources needed to implement the activities. Individual activities are also prioritised in the planning process:

- critical – unconditionally necessary activity,
- important – the activity is essential for the implementation of the key points of the SCCS and other activities of the DC,
- standard – prospectively necessary activity, without necessary time limit,
- low – extension activity undertaken only if there are sufficient financial and time resources

Following the evaluation of AP 1, the activities are at the same time defined further according to SMART principles (Specific – concrete, Measurable, Achievable, Realistic, Time-bound) and, where appropriate, supplemented with measurable indicators to facilitate the evaluation of this AP. Following these principles, the AP has been supplemented with indicators for individual activities beyond the existing structure. The AP is then linked to the SCCS and its objectives, priorities and measures through codes referring to the measures defined in the SCCS (e.g. A.1.1 within the measure means the code for the measure “Ensure the qualitative and quantitative development of individual cultural and creative sectors” as defined by the SCCS).

The outputs of sociological surveys Perception of Culture by Brno Residents and Cultural Needs of the City's Residents were also incorporated into the draft AP No. 2 SCCS. Furthermore, the AP reflects the results of regularly conducted surveys to evaluate the DC subsidy system.

The draft AP No. 2 SCCS was discussed during January and February 2023 with the individual implementers of the activities, with the participation of DSDC, DMC, TIC, BKOM and SMFF in addition to DC. At the same time, AP No. 2 was discussed individually with individual COs in the field of culture. Draft AP No. 2 was released for public comment from March 20 to April 9, 2023. In total, DC received suggestions from 3 entities from Brno's non-established cultural scene. There were a total of 14 suggestions and comments from COs and the public. The summary of these suggestions and comments is published on the website kultura.brno.cz, and all relevant comments have been incorporated. Furthermore, AP No. 2 was discussed by the Advisory Board of the BCC for Barrier-Free Brno and the Advisory Board of the Mayor of the City of Brno for Culture, and at the same time it was sent to other BCH sectoral departments for information and possible comments.

AP no. 2 was further developed in accordance with the existing strategic and conceptual documents of the City of Brno. The link to the Brno 2050 Strategy is clear, but the implementation of individual activities will also take into account measures leading to green transformation, whether in terms of reducing the carbon footprint and energy intensity, reducing waste, or the use of recyclable materials and the introduction of digital technologies in the field of culture. Within the infrastructure, buildings will also be assessed in terms of barrier-free accessibility in cooperation with the BCC Advisory Board for Barrier-Free Brno. Marketing outputs will be in line with the unified visual style of the City of Brno.

4 Programme part

A SYSTEM AND COORDINATION

A group of activities related to setting up rules and processes, functioning of the DC, coordination between BCH organisational units, coordination with external entities, etc.

1 BRNO CULTURAL FORUM (BCF) AND CULTURE BRNO

Priority	Important
Activity description	The aim is to implement the BCF including a space for an open forum – the possibility of participation of CCS actors. Furthermore, maintenance and development of communication channels of DC Culture Brno – management of the Facebook profile of Culture Brno and Sculpture Brno, the website kultura.brno.cz , regular publication of the DC newsletter and presentation of DC activities.
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ maintaining the frequency of 2 BCF meetings per year ○ the possibility for CCS representatives to make suggestions in the form of a regular BCF agenda item “open forum” ○ maintenance of Culture Brno communication channels, including updating and publishing DC printed materials (SCCS, AP, Culture Brno, subsidies, etc.) and tutorial videos, including foreign language versions of relevant topics ○ maintaining offline promotion (e.g. OACB in Brno, Brno Metropolitan) ○ monthly DC newsletter ○ annual evaluation of the success of Culture Brno communication channels and possible adjustment of the concept
Indicators	<ul style="list-style-type: none"> ○ data analysis of Culture Brno communication channels ○ qualified estimate of BCF attendance
Measures	A.3.1; C.1.1, C.1.2
Responsibility for implementation	DC (in cooperation with DMI)
Estimation of costs	DC current expenditure – within the DC budget annually CZK 1200 thousand

2 THE COORDINATION GROUP ON CCS AFFAIRS

Priority	Regular
Activity description	<p>Sharing information through inter-ministerial groups of culture and creative sectors, namely:</p> <ul style="list-style-type: none"> ○ CCS working group in Brno – inter-ministerial group for exchange of information at the level of stakeholders from the creative sectors, DSDC and DC ○ Mayor of Brno Advisory Council for Culture – advisory group of the Mayor for cultural affairs, members appointed by the Mayor from among the professional public ○ meeting with directors of COs in the field of culture <p>Active participation in working groups of other sectoral unions and Brno entities relevant to culture and creativity:</p> <ul style="list-style-type: none"> ○ RMB Advisory Board for Barrier-Free Brno ○ Platform for Integration of Foreigners in Brno ○ Platform for audiovisual events in Brno ○ Working group for the creation of the new BCH subsidy portal ○ and other new groups relevant to CCS
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ regular attendance at meetings according to the schedules of individual groups
Indicators	<ul style="list-style-type: none"> ○ number of meetings of working groups and platforms ○ number of sectoral trade unions and cultural and creative institutions represented
Measures	A.2.1, A.3.2; D.1.1
Responsibility for implementation	DC and DSDC in cooperation with other BCH sectoral departments, COs or CCS stakeholders
Estimation of costs	no financial cover required, e.g. current expenditure of DC and DSDC

3 STABILISATION AND POSSIBLE LATER TRANSFORMATION IN CULTURE

Priority	Critical
Activity description	<p>The aim is to ensure conditions for the stable functioning of COs that will enable the long-term development of their activities, especially in terms of maintaining or improving quality. In the case of the legislative anchoring of a specific legal form for cultural organisations, the aim is to assess the suitability of this solution for individual COs and their possible transformation, as well as to assess and possibly reassess the materials supplied to COs and reduce the administrative burden placed on COs.</p>

Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ regular evaluation (analysis of the activities and management of the CO) and revision of the CO activity plans ○ reassessment of the creation of existing documents, where appropriate ○ negotiations with relevant partners at state and regional level on the transformation of the CO ○ in case of legislative anchoring of the appropriate legal form of assessment and transformation of the CO <p>2023</p> <ul style="list-style-type: none"> ○ evaluation of the pilot self-evaluations of CET and JML and modification of the form or further implementation in other COs ○ update of the Principles of Relationship to the CO
Indicators	<ul style="list-style-type: none"> ○ updating the structure of CO documents delivered ○ transformation of selected COs to a new legal form
Measures	A.1.1, A.1.2, A.1.3, A.1.4, A.3.2
Responsibility for implementation	DC in cooperation with BCC and CO
Estimation of costs	if necessary, feasibility studies for transformation of specific COs – from the SCB budget

4 SUBSIDY SYSTEM FOR THE SUPPORT OF CCS

Priority	Important
Activity description	<p>The activity deals with subsidy systems for CCS, where the objectives are:</p> <ul style="list-style-type: none"> ○ analysis and implementation of needs identified by SCCS into the subsidy system (topics such as international cooperation, operation of cultural spaces, accessibility of culture, etc.) ○ functional and user-friendly technical interface for applicants and evaluators – a single grant portal for BCH ○ quality evaluation of the grant system ○ sufficient awareness of the non-established scene about the grant system ○ assessment of the issues and suitability of the endowment fund and the possible establishment of a cultural endowment fund ○ increase the volume of subsidies for the non-established cultural and creative scene under the condition of increased participation of the budgets of the SMR and the state in the municipal cultural budget ○ one-year and multi-year financial support
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ evaluation of past grant rounds and optimisation of the upcoming call ○ cooperation within the inter-ministerial working group on the single subsidy portal

2023

- o to conduct a questionnaire survey on the satisfaction of applicants for cultural subsidies with the current system
- o to prepare a feasibility study of the cultural endowment fund, to propose its form, timetable for its establishment and system of operation, and to conduct public consultation on the proposal for the operation of the fund

2024

- o in the event of consensus on a cultural endowment fund, to carry out the necessary actions for its establishment and operation
- o conclude three-year grant agreements for major events/festivals/activities

Indicators

- o questionnaire survey of applicants' satisfaction
- o interest of applicants in subsidy programmes
- o number of applications for subsidies submitted and supported
- o feasibility study for a cultural endowment fund

Measures

A.1.2, A.1.3, A.1.4, A.2.3, A.4.4, A.4.5, A.5.1; B.1.1, B.1.2, B.1.5, B.2.1, B.2.4, B.2.5; C.1.3, C.2.1; D.2.1, D.3.1; E.1.1, E.2.1, E.2.2, E.3.1, E.3.2, E.3.3, E.4.1, E.4.2

Responsibility for implementation

DC (cultural subsidies) in cooperation with DSDC (subsidies for the creative sector) and DMI (technical interface)

Estimation of costs

subsidy support according to the possibilities of the SCB budget – DC (CZK 40 million allocated in subsidy programmes and annual individual contracts/year), DSDC (CZK 1 million/year)

5 EVALUATION OF PROCESSES WITHIN THE DC

Priority**Regular****Activity description**

The aim of the activity is to simplify DC's internal processes and increase their efficiency.

Solution procedure and timetable**2023–2025**

- o regular evaluation and identification of weak/simplifiable processes by the DC data analyst or in DC management meetings
- o systematic involvement of interns and volunteers in the DC
- o design of new solutions using IT
- o implementation of new solutions (amendment of relevant municipal regulations)
- o formulation of needs towards simplification of the processes of the entire BCH, initiation of negotiations on implementation
- o formulating needs towards national legislation and negotiating with the state administration/political representation

Indicators	<ul style="list-style-type: none"> o the number of weak processes identified and how many have been resolved o number of trainees and volunteers involved in the DC o number of new solutions implemented o number of meetings with government/political representation on the topic
Measures	A.3.2
Responsibility for implementation	DC in cooperation with DMI and the BCH Personnel Department
Estimation of costs	DC current expenditure

6 SUPPORT FOR ENTREPRENEURSHIP IN THE CREATIVE SECTORS

Priority	Important
Activity description	<p>The aims of the activity are:</p> <ul style="list-style-type: none"> o transparent and regular support for entrepreneurship in the creative and related sectors o linking creative entrepreneurs to the innovation infrastructure of Brno and the SMR o making the Creative Brno platform visible in the national and international context o providing information service within the Creative Brno platform to both Czech (Brno) and foreign organisations o connecting creatives with other entities
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> o Creative Brno – managing Facebook and Instagram profiles and websites, raising awareness of Creative Brno o active promotion of Brno’s creative sector o support for the creation and financing of specific instruments to support CCS (whether existing or newly emerging) – e.g. KV, FabLab, KUMST, BFO, gaming cluster o support for the presentation of CCS representatives at local and international fairs and shows (e.g. design shows, foreign presentations...) o regular meetings of CCS representatives o subsidy programme for Creative Brno - to provide annually with an optimal allocation of CZK 1 million o supporting CCS cooperation/intervention in the knowledge economy and defined strategic fields o participation in attracting investors cooperating with CCS o involving creatives in urban issues (visual smog, participatory budgeting, retail support, revitalising public spaces, etc.) o engaging in the process of developing substantively relevant strategies and concepts for new CCS support platforms at SMR and national levels o cooperation on scientific and research projects focused on CCS

	2023
Indicators	<ul style="list-style-type: none"> ○ adjustment and support of the KV programme depending on duplication with the NRPO ○ number of fans of the Facebook and Instagram profile of Creative Brno ○ traffic to the Creative Brno website ○ number of entities supported under the grant programme (track development over time)
Measures	A.1.6, A.2.3, A.4.4; B.1.2, B.1.3, C.1.3
Responsibility for implementation	DSDC in cooperation with DC, KUMST
Estimation of costs	DSDC: Brno Creative Days – CZK 2 million/year subsidy for Creative Brno – CZK 1 million/year

7 SUPPORT FOR THE PROMOTION OF CCS

Priorita	důležitost
Activity description	<p>The aim is to present the city of Brno as a creative city of culture and to fulfil the Destination Management and Marketing Strategy of the City of Brno 2023–2027 in the field of culture with emphasis on:</p> <ul style="list-style-type: none"> ○ A vibrant centre ○ Brno festivals ○ Brno architectural <p>For effective marketing communication of the city, it is necessary to identify priorities and select cultural activities and entities that will be used to present the city in the international space. Part of the activity is to address its financing and to seek inspiration for other promotion tools and their possible implementation.</p> <p>The UNESCO Creative City of Music also falls under the activity.</p>
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ implementation of the Destination Management and Marketing Strategy of the City of Brno 2023-2027 ○ development of the Brno True Story destination brand with an emphasis on culture ○ systematic information sharing and networking of local stakeholders for effective marketing communication ○ international networking, searching for foreign partners, actively seeking participation in international projects, initiating projects ○ implementation of activities within the UNESCO Creative City of Music according to its own schedule

	2023
	<ul style="list-style-type: none"> ○ identification of marketable cultural activities and selection of priority events for marketing support of the city ○ creation of a system of top events with marketing potential according to criteria and its implementation ○ development of the international presentation of the Brno – UNESCO City of Music brand, alignment of the mestohudby.cz website with gotobrna.cz
Indicators	<ul style="list-style-type: none"> ○ fulfilling the indicators of the Destination Management and Marketing Strategy of the City of Brno 2023–2027 ○ creating a system of top events with marketing potential
Measures	A.1.3, A.3.3; D.1.2, D.2.2
Responsibility for implementation	TIC in cooperation with OMT, DC, JIC, DSDC
Estimation of costs	current expenses of TIC and OMT, other according to the possibilities of the SCB budget

8 BRNO FILM FRIENDLY

Priority	Regular
Activity description	The aim of the activity is to build Brno as a film friendly region, i.e. to support the activities of SMFF and BFO within the TIC. In the case of the CCS mapping carried out by the JIC, the creation of a strategic document aimed at the further development of the audiovisual industry.
Solution procedure and timetable	2023–2025 <ul style="list-style-type: none"> ○ setting the strategy for the development of the SMFF in the coming years 2023 <ul style="list-style-type: none"> ○ to negotiate with the SMR a memorandum on continued annual financing of the SMFF
Indicators	<ul style="list-style-type: none"> ○ conclusion of a Memorandum of Understanding on the continued annual financing of the SMFF ○ the number of projects supported by the SMFF in each year ○ number of media mentions of the SMFF (media analysis)
Measures	A.1.1, A.1.6
Responsibility for implementation	SMFF in cooperation with BCC and TIC
Estimation of costs	SMFF – CZK 8 million per year BFO – CZK 300 thousand per year (special-purpose contribution of TIC)

9 COOPERATION AND NETWORKING

Priority

Activity description

Important

The aim of the activity is to develop cooperation with domestic and foreign entities and to share know-how:

- active communication about current problems with public administration – SMR and MC
- active participation in international networks (e.g. Red Brick Cities, Culture Next Cities Network, UNESCO Creative Cities)
- cooperation with associations (e.g. APT, ASOC, AIT, BACM, CCA)
- cooperation with domestic cities and foreign partner cities
- cooperation with the Czech Music Office, Czech and foreign embassies in the Czech Republic, Czech Centres
- support for export and import of CCS, systematic support and initiation of residencies of CCS artists and actors

This activity will also complement Activity 7 Promotion of CCS.

Solution procedure and timetable

2023–2025

- prepare, update and provide the political representation of the city with documents for negotiations with the MC and the SMR
- actively participate in the process of developing cultural and other relevant strategies and concepts at SMR and national levels
- continue to inform Brno CCS actors about international grant opportunities (e.g., EU, Visegrad) through the communication channels Culture Brno and Creative Brno, or BCF
- create a methodology of internal procedures within BCH for cooperation with partner cities in the field of culture and to implement the cooperation according to this methodology
- participate in projects of the Czech Music Office, Czech Embassies and Czech Centres and develop new projects
- seek out new domestic and international networks and initiatives
- promote networking and cooperation between urban organisations
- actively participate in meetings and conferences both in the Czech Republic and abroad
- monitor and actively map the current challenges of the EU, the European Commission, etc.
- adjust the system annually for the following year
- to systematically support and initiate residencies of CCS artists and actors

2025

- evaluating the benefits of cooperation and activities

Indicators	<ul style="list-style-type: none"> ○ number of outputs related to grant opportunities on the Culture Brno platform ○ number of networks of which Brno is a member ○ development of a methodology for cooperation with partner cities in the field of culture ○ number of new cooperation projects developed ○ number of conferences attended in the Czech Republic and abroad
Measures	A.1.3; C.1.3, C.3.1, C.3.2
Responsibility for implementation	DC and DSDC in cooperation with OZV and CO
Estimation of costs	current expenditure of DC, DSDC, OZV, OVV and CO

10 CULTURE ACCESSIBLE TO ALL

Priority	Important
Activity description	<p>The aim of the activity is to identify barriers in the field of culture and then to create a proposal for making culture accessible in Brno and its implementation in the SCCS. An integral part of this is communication and coordination with sectoral departments and entities focused on issues related to the integration of foreigners, minorities, youth, the elderly and other socially or medically disadvantaged groups, as well as support or initiation of projects aimed at removing barriers in the field of culture. Liaison with the BCC Advisory Board for Barrier-Free Brno will be ensured.</p>
Solution procedure and timetable	<p>2023</p> <ul style="list-style-type: none"> ○ identification of barriers to culture through questionnaire surveys of disadvantaged groups ○ mapping cultural offerings for disadvantaged groups ○ support and initiation of projects aimed at making culture in Brno more accessible ○ handing over the ONSTAGE project to the DEY and sharing information about the project <p>2024</p> <ul style="list-style-type: none"> ○ creating a proposal for making culture in Brno more accessible <p>2024–2025</p> <ul style="list-style-type: none"> ○ implementation of the activities listed in the proposal for making culture in Brno accessible to SCCS ○ support and initiation of projects aimed at making culture in Brno more accessible
Indicators	<ul style="list-style-type: none"> ○ implementation of the questionnaire survey ○ created by proposal for making culture in Brno more accessible ○ number of supported projects aimed at making culture more accessible
Measures	B.2.1, B.2.2; E.2.2, E.3.1, E.3.2, E.3.3, E.4.1

Responsibility for implementation	DC in cooperation with HD, DSC, PD, DEYL, DSDC, CO
Estimation of costs	DC current expenditure

11 CULTURAL AND CREATIVE EDUCATION

Priority	Important
Activity description	<p>The aim of the activity is a system of thematic seminars and workshops in the following areas: multi-source funding, audience development, social security for artists and creators, networking, project development, access to culture, grant applications, public relations and artistic marketing, creating strategic documents, sustainable business in the field of CCS, cultural advocacy and other skills necessary for the development of CCS in Brno. At the same time, the activity also focuses on mapping cultural and creative educational entities, including the subsequent linking of educational institutions in the field of culture and creativity with CCS - connecting to COs, companies, etc. and supporting these activities. There is also knowledge sharing in the field of creative education with other actors at the regional and national level.</p>
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ support of cultural and educational activities within the DC subsidy system ○ co-financing of training programmes for JML cultural workers supported by the NRPO ○ support of the intention to establish educational centres JML, BHA and BF within the JCC ○ support for the expansion and development of educational activities of COs – e.g. MCB, RT <p>2023</p> <ul style="list-style-type: none"> ○ mapping of cultural and creative educational entities (including identification of needs and barriers to cooperation with other CCS entities) ○ support for the intention to establish an educational centre of the NTB in the Janáček Theatre
Indicators	<ul style="list-style-type: none"> ○ number of training seminars and workshops ○ number of institutions involved ○ number of co-financed training programmes ○ output of the mapping of educational entities in the CCS area
Measures	B.1.1, B.1.2, B.1.5, B.2.1, B.2.2, B.2.3
Responsibility for implementation	DC in cooperation with DSDC, DSC, PD, DEYL, CO
Estimation of costs	current expenditure of the CD and CO, other according to the amount of grant support from the NRPO and other programmes

B Mapping, data, applications

A group of activities dealing with data collection, research and analysis and their interpretation as a basis for further activities or publication/access.

12 SCCS EVALUATION

Priority	Regular
Activity description	The activity aims to set up a method for data collection and evaluation of the SCCS, including the identification of evaluation indicators. The results of the evaluation will serve as a source of input for updating the SCCS in the coming years.
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> annual evaluation of the implementation of the action plan in the form of an informative report <p>2023</p> <ul style="list-style-type: none"> submission of an informative report on the progress of the implementation of AP no. 1 of the SCCS to the BCC setting of evaluation indicators within the framework of AP No. 2 of the SCCS <p>2024–2025</p> <ul style="list-style-type: none"> evaluation of the whole SCCS
Indicators	<ul style="list-style-type: none"> regular submission of an informative report on the interim implementation of the AP evaluation of the SCCS
Measures	A.3.2, A.3.3
Responsibility for implementation	DC in cooperation with DSDC and PD
Estimation of costs	current expenditure DC and CZK 500 – 1 000 thousand in the period of 2024–2025 for the evaluation of the SCCS

13 DATA IN THE FIELD OF CCS

Priority	Critical
Activity description	In the absence of aggregate data analyses, the creation of a central cultural data warehouse (CCDW) is planned. A feasibility study and subsequent development of an application for the automated collection of relevant data at cultural COs is envisaged to increase the efficiency of data sharing. Furthermore, the activity aims to support the mapping of CCS in the South Moravian Region, the creation of an electronic database of CCS contacts and the modification of existing, as well as the creation of new mapping applications and trails providing access to data on CCS.

2023–2025

- to review and develop new CCS mapping applications in the light of the data obtained and the evaluation of the use of existing mapping applications

2023

- conclusion of a memorandum of cooperation between the SCB and the City of Prague on the Evaluart, MAPK20 and CCDW projects
- call for tenders for a feasibility study for the implementation of the CCDW
- co-financing and cooperation on mapping of CCS in South Moravia

2024

- call for tenders for software for the implementation of the pilot operation of the CCDW
- creating a concept for a CCS database and launching a public tender for the implementation of a similar application

Indicators

- conclusion of a Memorandum of Cooperation with the City of Prague
- CCDW feasibility study
- creation of the CCS database
- financial support for CCS mapping
- updates and new map applications and routes concerning CCS

Measures

A.1.1, A.1.6, A.2.3, A.3.2, A.3.3, A.4.3, A.4.4; D.1.2, D.3.1

Responsibility for implementation

DC in cooperation with SMR, CO, DMI, DSDC, PD, KUMST

Estimation of costs

CCDW – feasibility study – CZK 500 thousand
 map applications – CZK 600 thousand (CZK 300 thousand per year)
 support for CCS mapping – CZK 1 million
 others according to the SCB budget

14 DESIGNED IN BRNO

Priority

Regular

Activity description

The project will bring together artists and creatives who are already in Brno to create any product that can be sold to the final customer. On the basis of voluntary registration, these entrepreneurs will be displayed on the map of Brno. The aim of the project is:

- business support in CCS (B2C)
- promotion and mapping of local designers, artists and creatives

Solution procedure and timetable	<p>2023</p> <ul style="list-style-type: none"> ○ pilot phase of the project, setting up a registration form and map <p>2024</p> <ul style="list-style-type: none"> ○ setting up a map application ○ marketing promotion of the project ○ evaluation of the pilot phase of the project
Indicators	<p>2025</p> <ul style="list-style-type: none"> ○ project evaluation and possible extension <ul style="list-style-type: none"> ○ number of creatives involved ○ number of mentions in the media
Measures	A.1.6, A.3.3
Responsibility for implementation	DSDC
Estimation of costs	DSDC current expenditure

C Infrastructure

The group of activities includes activities to provide physical facilities for the creation or presentation of CCS.

15 CCS IN PUBLIC SPACE

Priority	Important
Activity description	<p>Promoting art and creativity in public space and their presentation:</p> <ul style="list-style-type: none"> ○ implementation of art competitions for works of art and care of small architectural monuments ○ realisation of the Sculptures for Brno project including its promotion under the brand Sculpture Brno within the Culture Brno platform ○ support of the Brno Art Open project ○ street art – support for murals, digital art, etc. ○ support of living and non-living art in public space ○ support for CCS events in public space, including decentralisation and extension to other districts
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ evaluation and transformation or termination of the Plug&Play project ○ organising art competitions for artworks according to the recommendations of the CCA with an emphasis on transparency and professionalism of the process ○ maintenance of the Sculpture Brno project <p>2023</p> <ul style="list-style-type: none"> ○ establishment of an interdepartmental working group for the solution of public space in Brno ○ realisation of the statue of Marie Restituta Kafka (the work was the result of an architectural and artistic competition announced in 2022) and announcement of an architectural and artistic competition for the realisation of another statue <p>2024–2025</p> <ul style="list-style-type: none"> ○ within an interdepartmental working group, the creation of a proposal for the placement of works in the public space of the city of Brno, including the updating of individual projects such as Statues for Brno, etc. ○ possible implementation of the proposal for the placement of works in the public space of Brno
Indicators	<ul style="list-style-type: none"> ○ number of supported projects (events, artistic interventions, sculptures, etc.) in public space ○ number of public tenders held ○ number of meetings of the interdepartmental working group for the creation of a proposal for the placement of works in the public space of Brno ○ creation of a proposal for the placement of works in the public space of Brno

Measures	A.1.2, A.1.4, A.1.5, A.2.2, A.5.1
Responsibility for implementation	DC in cooperation with OACB, CD, MCB,BHA, Brno Municipal Police, CO, DMC, DSDC
Estimation of costs	DC current expenditure

16 (GET) TO IT!

Priority	Regular
Activity description	<p>This is a policy on renting to cultural and creative entities and creators. The aim is:</p> <ul style="list-style-type: none"> ○ start-up leases for cultural entities, artists and creatives with low rents (studios, rehearsal rooms) ○ short-term rentals (temporary use) ○ support for emerging artists and community life in the city ○ avoiding and preventing dilapidation of endangered and long-term vacant spaces and preventing other negative phenomena (reduction of the attractiveness of the site, vandalism, squatting, etc.) ○ minimising the number of long-term vacant spaces ○ making deprived and socially disadvantaged areas more attractive ○ simplification of the administrative system for applications for short-term leases of unused non-residential premises
Solution procedure and timetable	<p>2023</p> <ul style="list-style-type: none"> ○ addressing the pilot city district of Brno-central, identification of key contacts ○ securing suitable premises for pilot testing of the activity in the Brno-central city district ○ refinement of the methodology, model project plan, removal of administrative burden on the system ○ pilot lease ○ evaluation ○ media promotion <p>2024–2025</p> <ul style="list-style-type: none"> ○ creation of a working group – BCH departments + other entities (after pilot testing) ○ refinement of the methodology based on the results of the evaluation and the working group meeting ○ expanding the range of premises and reaching out to other districts ○ regular evaluation ○ identification of the main contact person for the activity ○ creation of an electronic tool for inventory and updating of vacant spaces on the web, including the creation of a mobile application, use of GIS, data.brno.cz ○ the creation of a support fund to co-finance the necessary minor infrastructure interventions ○ cooperation with the private sector, mapping, use and rental of outdoor spaces

Indicators	<ul style="list-style-type: none"> ○ number of rooms for rent ○ number of rented premises
Measures	A.5.1, A.2.3
Responsibility for implementation	DSDC in cooperation with DC, DPM, MO, BO, Brno-central city district
Estimation of costs	DSDC current expenditure

17 STRENGTHENING CULTURAL INFRASTRUCTURE

Priority	Critical
Activity description	The aim of the activity is to provide, support and create new spaces for cultural and creative undertakings. Furthermore, the activity focuses on the use of the existing premises of the city of Brno for CCS, which currently have no specific use.
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ organisation of a BCF on this topic (spring 2023) ○ coordinating support for the project of the Holocaust Documentation Centre in Moravia (Mehrin) – implementation of the memorandum of cooperation, participation in conferences ○ completion of the reconstruction of the Janáček Theatre – elaboration of themes for the space of the former restaurant ○ preparation of the reconstruction of the CET headquarters ○ completion of the reconstruction/rehabilitation of Arnold Villa and the connection of the gardens of the neighbouring villas ○ addressing the condition of the building and the situation of the Bolek Polívka Theatre and the Scala Cinema ○ co-financing of the reconstruction of the CO.LABS cultural centre ○ addressing the possibility of temporary use of the unnecessary building in the Zetor industrial complex in Líšně for CCS activities ○ identifying other needs of the sector ○ systemic use of industrial space ○ preparation of the reconstruction of the small stage of the RT ○ preparation of the construction of a depository for the MCB ○ completion of the repairs to the Měnin Gate and the creation of an exhibition ○ repair of Špilberk Castle
Indicators	<ul style="list-style-type: none"> ○ number of cultural infrastructure projects supported ○ organising a BCF on cultural infrastructure
Measures	A.5.1, A.5.2
Responsibility for implementation	DC in cooperation with BCC, DSDC, DI JIC, CO
Estimation of costs	DC current expenditure

18 CREATIVE CENTRE BRNO (former prison between Bratislava and Cejle)

Priority	Regular
Activity description	<p>The aim is to transform the prison into a creative centre. The activity focuses on:</p> <ul style="list-style-type: none"> ○ emphasis on a non-gentrifying approach to the building and especially to the site ○ involvement of relevant partners ○ opening the building to the public and artists
Solution procedure and timetable	<p>2023–2025</p> <ul style="list-style-type: none"> ○ implementation according to own schedule ○ involvement of other relevant entities including representatives of the public administration (Ministry of Culture, South Moravian Region, Brno-north city district) and future partners settled in the building (JML, MM, KUMST, Tripitaka) ○ submission of applications for building permits for two construction phases ○ searching for co-financing opportunities
Indicators	<ul style="list-style-type: none"> ○ obtaining building permits ○ submission of a grant application
Measures	A.5.2
Responsibility for implementation	DSDC in cooperation with DC, JML, MM, KUMST, Tripitaka
Estimation of costs	according to the project's own schedule

19 JANÁČEK CULTURAL CENTRE

Priority	Important
Activity description	Construction of JCC – concert hall. The operator will be BF.
Solution procedure and timetable	<p>2023</p> <ul style="list-style-type: none"> ○ development of an operational model for the JCC ○ launching a public tender for the construction of the JCC building and the start of construction <p>2024–2025</p> <ul style="list-style-type: none"> ○ JCC construction
Indicators	<ul style="list-style-type: none"> ○ meeting the project schedule
Measures	A.5.2
Responsibility for implementation	BKOM in cooperation with DI, CD, Brno Philharmonic
Estimation of costs	according to the project's own schedule

20 LEOŠ JANÁČEK HOUSE

Priority	Important
Activity description	The preparatory phase of the Leoš Janáček Museum/Home/Centre with an exhibition, space for education, archive, facilities for curators and a research room. Securing the city's support for the MM project.
Solution procedure and timetable	2023–2025 <ul style="list-style-type: none"> ○ active solution of the location issue and the resulting specification of the concept ○ monitoring of new practices in mainly musical expositions and ways of presenting important musical personalities in the Czech Republic and abroad ○ networking – sharing experiences with authors and operators of composition and music museums and expositions in both the Czech Republic and abroad
Indicators	<ul style="list-style-type: none"> ○ a concept reflecting the specific requirements for the care of the Leoš Janáček Archive and its facilities, and taking into account new trends and technologies in the presentation of important composers ○ a network of partners from among the operators of music-related museums and exhibitions
Measures	A.5.2
Responsibility for implementation	TIC in cooperation with MM, CD and the Leoš Janáček Foundation
Estimation of costs	standard expenses of TIC, MM and CD, possibility of subsidies e.g. from the International Visegrad Fund

21 SUPPORT FOR HERITAGE CONSERVATION

Priority	Important
Priority Important	<p>The aim is to support the continuous maintenance of cultural monuments:</p> <ul style="list-style-type: none"> ○ repair of listed buildings owned by the city and regeneration of public spaces in the historic centre ○ a subsidy programme for the preservation and restoration of cultural monuments at least to the current extent ○ implementation of the Programme for the Regeneration of the Brno City Monument Reserve for the period of 2021–2025 ○ focusing on architecturally valuable buildings owned by the city and their sensitive reconstruction ○ focusing on the preserved authentic details and furnishings of the houses owned by the city and restoring them to their original location ○ support of the listed tombstones in Brno's main cemetery

Solution procedure and timetable	2023–2025 <ul style="list-style-type: none"> o continuous updating of the regeneration programme of the Brno City Monument Reserve o creation of a support system (short-term subsidy programme, adoption) aimed at the restoration of listed tombstones
Indicators	<ul style="list-style-type: none"> o creation of a system of support for the restoration of listed tombstones o number of projects supported under the system of support for the restoration of listed tombstones
Measures	A.1.5
Responsibility for implementation	DMC in cooperation with DI, DE, DC, CD
Estimation of costs	current expenses of the DMC and according to the possibilities of the SCB budget CZK 1–2 million for a subsidy programme focused on the restoration of listed tombstones

22 USE OF BEC FOR CCS

Priority	Important
Activity description	The activity was a follow-up to Brno's candidacy for the European Capital of Culture 2028. It deals with the possibilities of using the historical part of the BEC premises for CCS and the fulfilment of the vision of the BEC transformation with a more significant use of the premises for CCS with an emphasis on themes related to design, graphic design, gaming media and other cultural and creative segments.
Solution procedure and timetable	2023 <ul style="list-style-type: none"> o June – BCF meeting in BEC on cultural infrastructure with emphasis on the use of the historical BEC premises for CCS o active addressing of the topic concerning use of the historical buildings of the BEC for CCS and the resulting proposal of possible use o active design of the public space both within the complex and in front of it 2024–2025 <ul style="list-style-type: none"> o project implementation – realization of activities
Indicators	<ul style="list-style-type: none"> o development of a proposal for the use of spaces for CCS
Measures	A.5.2
Responsibility for implementation	TIC in cooperation with BEC, DSDC, DC, DI
Estimation of costs	TIC within the earmarked subsidy with an increase for individual parts of the projects according to the possibilities of the SCB budget

5 Conclusion

The SCCS AP no. 2 for 2023–2025 contains 22 activities divided into three thematic units:

- A) System and coordination – 11 activities
- B) Mapping, data, applications – 3 activities
- C) Infrastructure – 8 activities


Coordination of the implementation and ongoing evaluation of the AP will be ensured by the BCH through the DC Conception and Development Department in cooperation with cultural institutions, other relevant BCH departments and representatives of the professional and general public. In accordance with the SCCS, an informative report on the interim implementation of the AP will be prepared each year and presented to the BCF and subsequently submitted to the Cultural Committee of the BCC and the BCC itself (by the end of May of the following year).

One year before the end of the validity of the AP No. 2 of the SCCS for the period of 2023–2025, an evaluation of the fulfilment of the objectives and priorities of the strategy measures will be carried out, which will be submitted together with the proposal for a new AP to the city of Brno authorities.

This information report will include in particular:

- information on the implementation of individual activities and sub-projects
 - justification of deviations from the planned course of implementation
- If an update is required, the document will be re-examined for approval by the relevant city authorities and then published on the city's website.

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

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