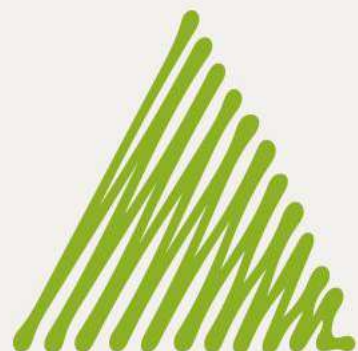
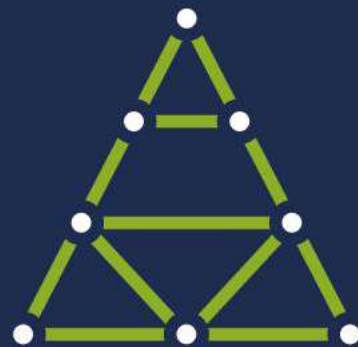
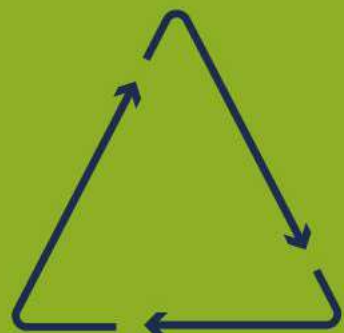
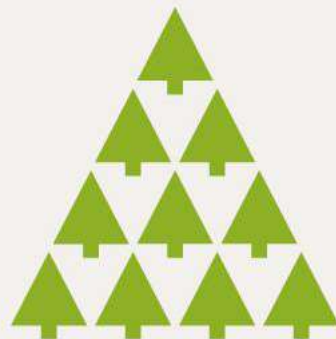


# XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



B | R | N | O



**Frantisek Kubes**

Head of Strategic Development  
and Cooperation Department  
Brno City Municipality / CZ

Co-Chair of WG Metropolitan  
Areas, Eurocities

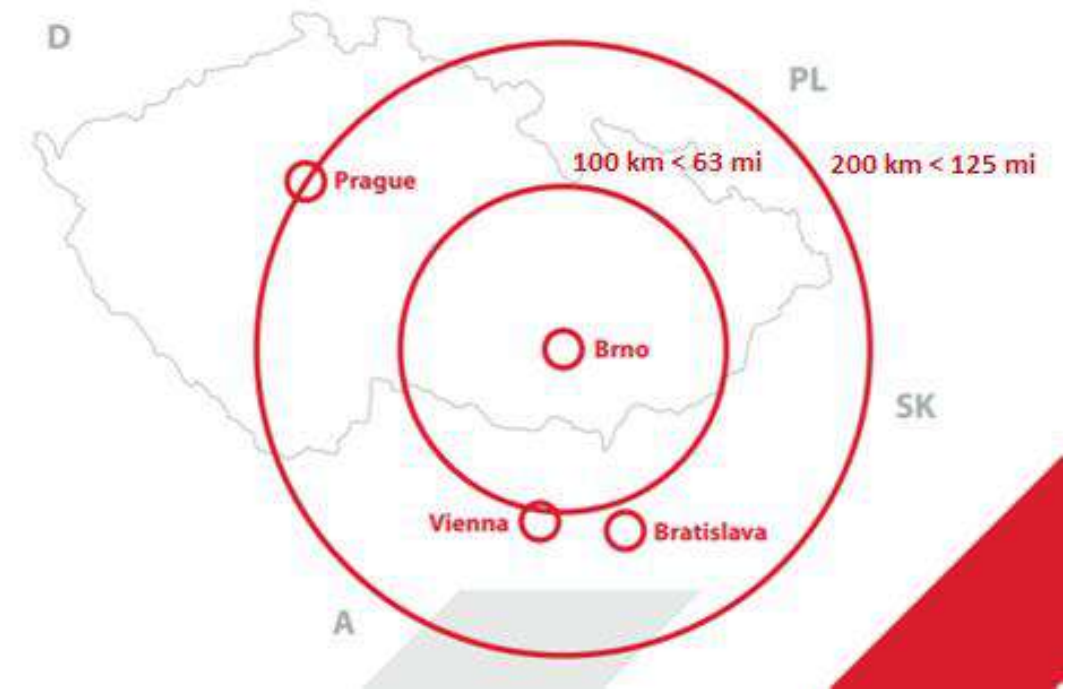
**Beyond the local:  
how to take  
advantage of rural-  
urban linkages**

[kubes.frantisek@brno.cz](mailto:kubes.frantisek@brno.cz)

# City of Brno at a Glance



- 2<sup>nd</sup> largest city in the Czech Republic, 400 000 inhabitants
- Dynamic multicultural city of development and innovations, numerous research centers, 65 000 students
- High standard of living, trade fairs, UNESCO site (Villa Tugendhat), capital of justice system
- Local key economic sectors include IT, engineering, aerospace, measuring devices, medical and pharmaceutical products



# Rural-urban linkages

Based on work of the Eurocities WG Metropolitan Areas

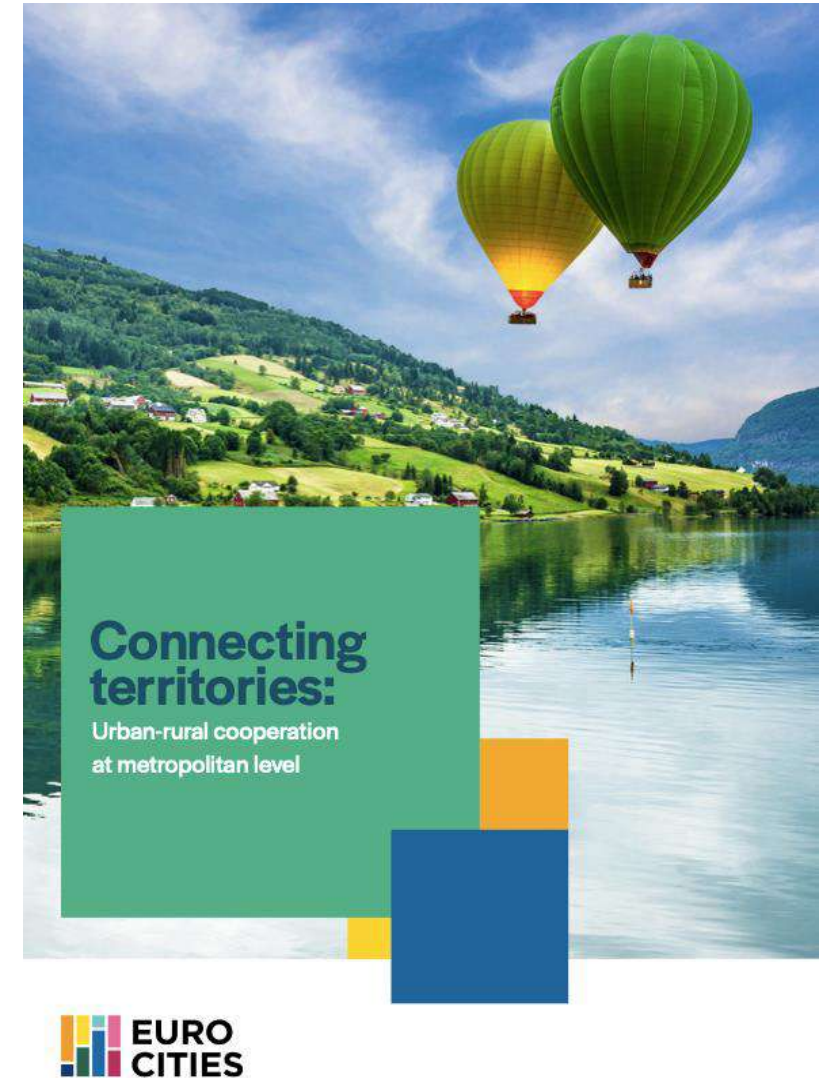


# Rural urban linkages

## Connecting Territories - Urban-rural cooperation at metropolitan level

- Launch at Brussels Urban Summit
  - Event on urban-rural cooperation with the Commissioner Ferreira / June 2023
  - Workshop on metropolitan cooperation / June 2023
- Targeted dissemination within EU stakeholders
- Online web article and social media mini-campaign

[Link](#)



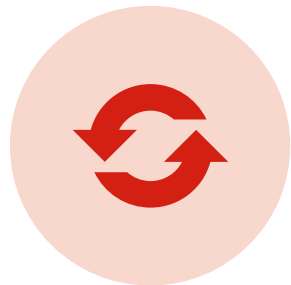
# Rural-Urban – an asymmetric dependency



Core cities have most jobs, services and innovation capacity



Rural surroundings have most material resources and challenges due to accessibility



50% of the rural population lives close to the city



Metropolitan areas have the capacity to encompass all aspects of this system, and to achieve the balances needed for a Just Transition

## Need to build trust

Polarization tendencies need to be recognised and stereotypes dismantled

A large, light grey downward-pointing arrow indicating a logical flow from the first point to the second.

Long-term communication and trust is essential between leaders in rural and urban areas

A large, light grey downward-pointing arrow indicating a logical flow from the second point to the third.

Recognition of the need for rural-urban cooperation at all levels – EU, national, regional etc.



# Twelve case studies



Strategic planning level coordination

Integrated territorial investments – Brno  
Spatial planning in the Baum city region – Bratislava



Services in rural and urban areas

Health – Turin  
Mobility – Katowice  
Big Data and Public Services – Bergen  
Innovation and Living Labs – Helsinki



Production and distribution of resources

Circular economy: Building food distribution networks – Bordeaux and Grenobles  
Energy – Oslo Region  
Food – Barcelona  
Sustainable Tourism – Florence  
Green infrastructure - Milan



# Lessons learned

- Rural communities may have been treated as **unessential** - need to regain trust.
- Financial tools needed to support the collaboration - Solidarity fund?
- **Involve all stakeholders** – institutional limits.
- Balancing different views – positions of urban and rural areas conflicts - how to overcome them? Seeking projects with clear benefits, joint vision.
- Transportation is a key to achieving all of these.





# EU measures



Continued application, as well as strengthening and widening the scope of ITI finance programmes



Coordinating funding streams between rural and urban targeted programmes



Applying TEN-T to strengthen intra-regional transport as the basis for successful MA and rural-urban cooperation



Dedicated partnership in Urban Agenda for the EU on urban-rural cooperation



## Policy brief

- Approved January 2022
- Rural vision 2040 as an opportunity to develop and build further on existing urban-rural partnerships in Europe

[Link](#)

## Delivering EU's Rural Vision 2040 through urban-rural cooperation

### Key messages:

The European Commission's Rural Vision 2040 is an opportunity to reinforce urban-rural partnerships across Europe. Partnerships between urban and rural areas are essential to achieving EU long-term goals, including the European Green Deal. There are three main areas of action needed to make this a reality during the implementation of the Rural Vision 2040:

- Strategic involvement of cities and metropolitan areas in the governance frameworks and mechanisms that will support and monitor the delivery of rural-urban partnerships in the Rural Vision 2040
- Promotion of strategic, rural-urban partnerships in relevant actions and flagship projects, which are being launched as part of the Rural Action Plan.
- A political agenda and a dialogue supported by a platform for exchange on rural-urban investments and joint strategies, build evidence at EU and national level, and support a range of urban-rural policies.



# Integrated Territorial Investments

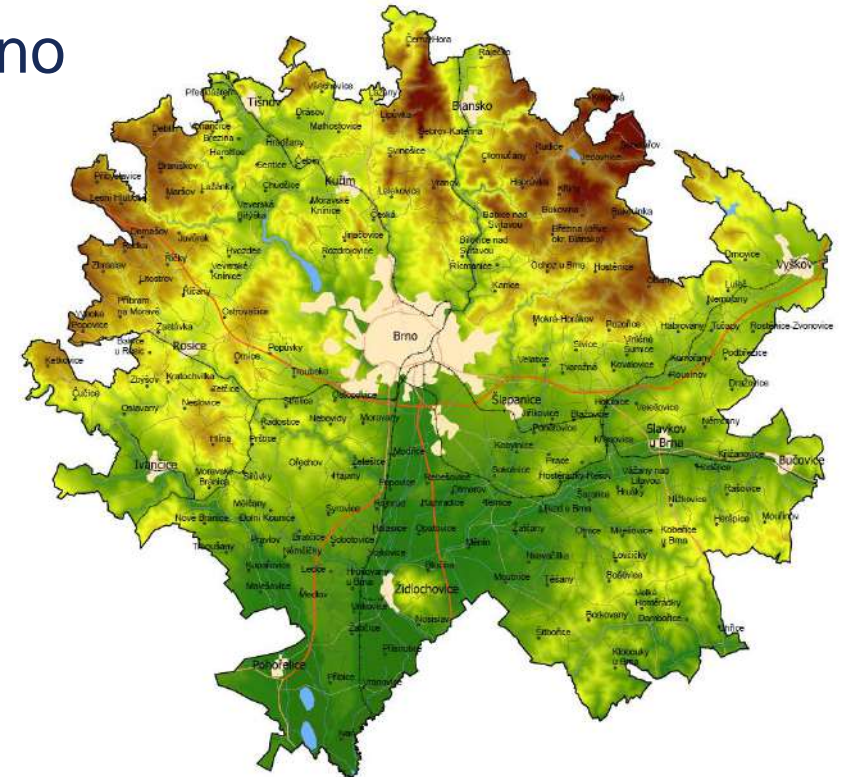
## Case study Brno Metropolitan Area



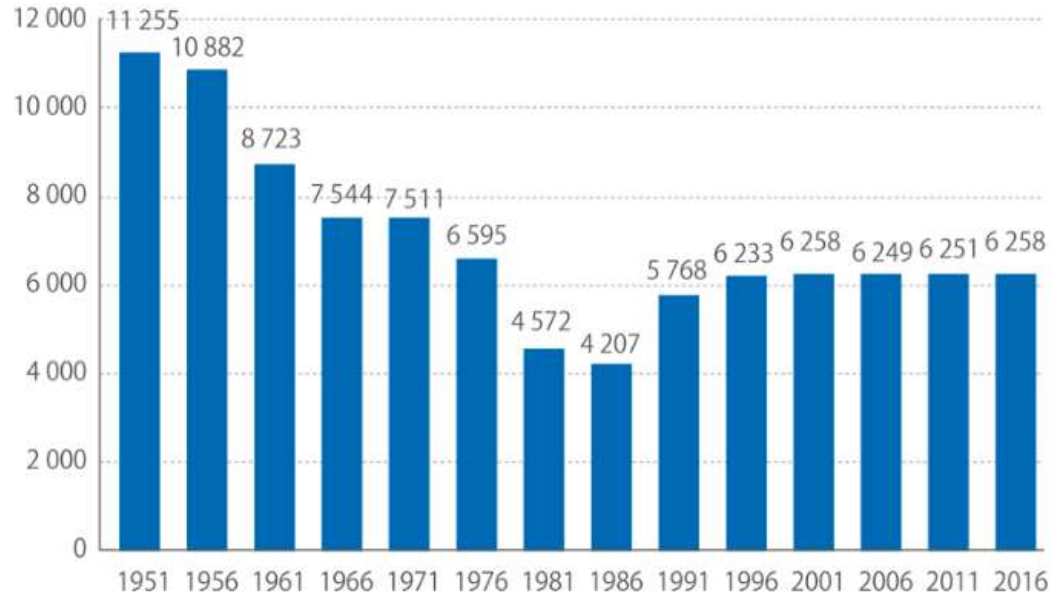
# Brno Metropolitan Area



- Organic functional unit comprising of the city of Brno and its natural hinterland
- Defined on the basis of intensive daily relations
- Consists of 184 municipalities
- 730,000 citizens



# Administrative units in CZ



**Average  
population: 1 600  
Median: 380**

NUTS 5 level – municipal level:  
Brno (6 258 municipalities)

NUTS 3 level – regional level:  
South Moravian Region

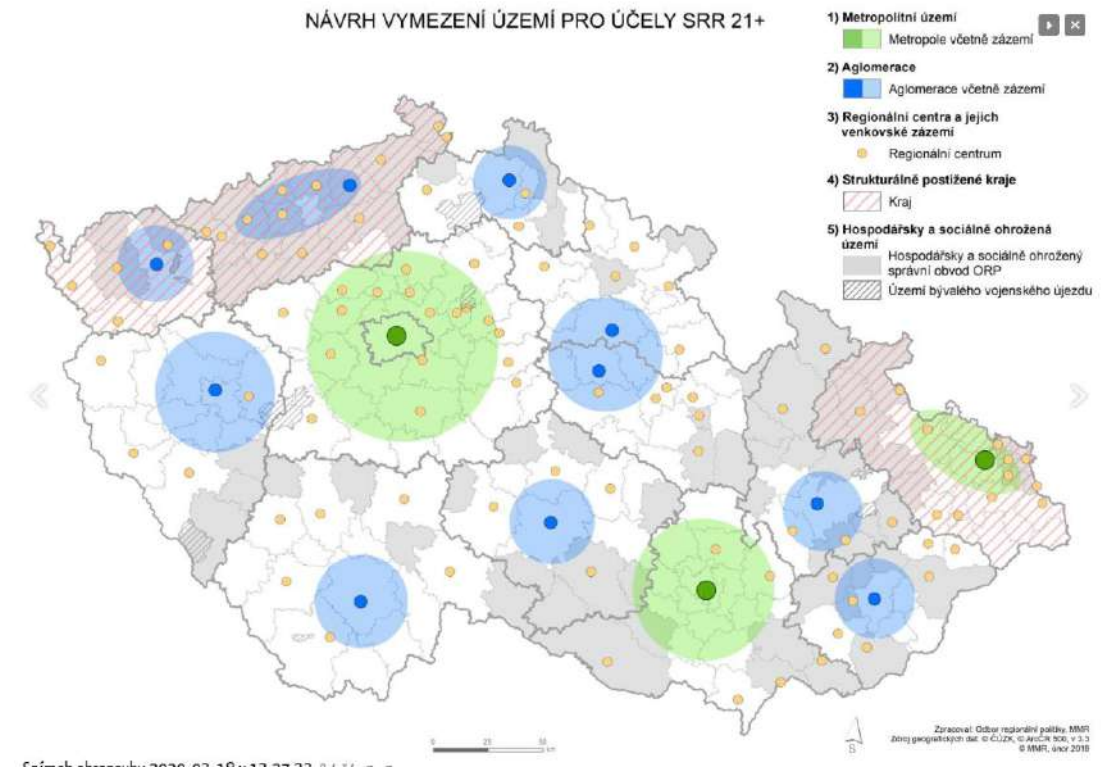
NUTS 2 level – EU funding - „artificial“ level

**development only within administrative boundaries  
– given by legislation**



# ITI in the CZ (21+)

- Three metropolitan areas, nine agglomerations
- At least 8 % of ERDF to sustainable urban development
- Negotiations with OP about funding (continuation of cooperation) – ERDF, ESF+ and CF
- National guidance given by the Ministry of Regional Development + OP Technical Assistance support



# Integrated approach 21+

- Spatial integration
- Factual integration
- Financial integration
- Organizational integration



**„Lighthouse“ integrated solution**  
Significant impact on agglomeration

**Interconnected integrated solution**  
Territorial/thematical synergy of projects

**Network integrated solution**  
based on quantified needs of agglomeration (indicators, allocation)

- Financial integration
- Organizational integration






# Process of establishing BMA

1st step: to update functional urban delimitation of BMA (2013) + to establish a dialogue with municipalities in surroundings

2nd step: to create Integrated strategy for the Brno Metropolitan Area (ITI) + to sign memorandum on cooperation (2014)

3rd step: to implement projects in BMA in EU 2014-2020 programming period (2016-2023)

4th step: Continuation of ITI in 21+ – in progress



**Common long-term goal: learn how to think in a metropolitan way (not only spend EU money), be aware of benefits of metropolitan cooperation**

# Integrated approach 21+

## Strategic shift

	Strategy ITI 2014-2020	Strategy BMA 21+
Strategy topics	Only EU funds (interventional)	Only metropolitan (has impact on many municipalities in BMA)
Area (delimitation)	167 municipalities (own)	184 municipalities (ministry)
Focus on strategic projects support	partially	Exclusively (integrated solutions – integrated approach)
Other sources of funding	NO	YES – wider approach (combination of EU funds and other financial sources)
Additional activities	Starting point	Greater focus (metropolitan indicator system, promotion of BMA etc)



# Management structure

- **Working groups – expert board**
  - Are divided into thematically-oriented areas: Transport and Environment, Competitiveness and Education, and the Social Area
  - Are involved in the preparation and coordination of the integrated projects
  - WGs are the advisory board for the Steering Committee (recommendations)
- **Steering Group – political board**
  - Evaluates the compliance of the submitted project proposals with the Strategy
  - Key stakeholders of BMA – according to memorandum on metropolitan cooperation (5 municipalities with extended powers in surroundings)



# Integrated strategy 21+

- 4 parts of ISR BMO 21+  
(according to the Ministry of Reg.  
Development CZ):
  - Analytical part
  - Strategic part
    - Measures
    - Integrated solutions
    - Implementation part
  - Annexes (SEA atd.)

<i>Priority axes</i>	<i>New WG</i>
Mobility	Sustainable mobility
Environment	Environment
Public services	Social sphere and education
Coordination of development	Horizontal



# Implementation

## ITI for Brno Metropolitan Area

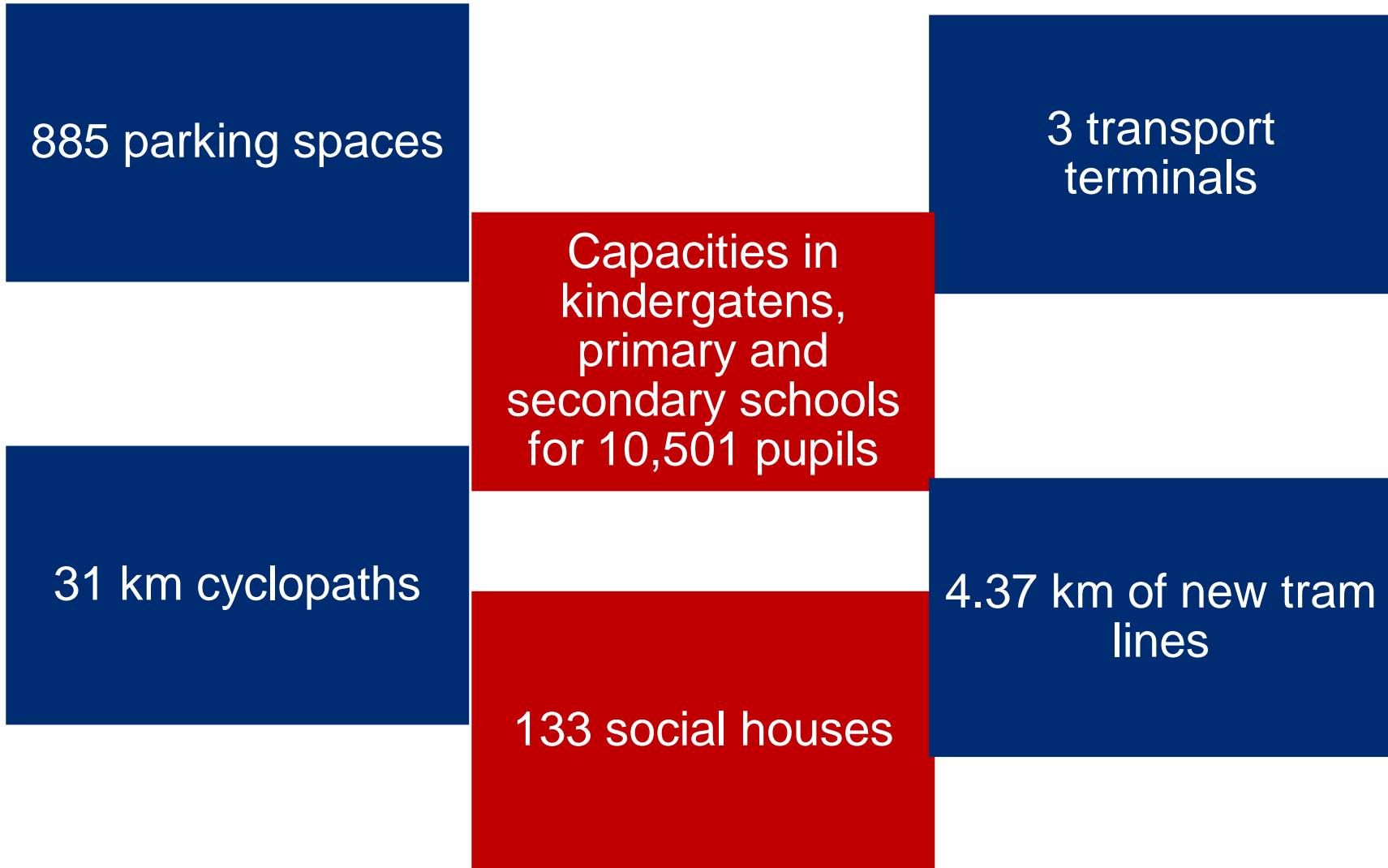
Total allocation in 2014-2020 – cca 0,24 bil. €

## ITI for Brno Metropolitan Area

Total allocation in 2021 + – cca 0,3 bil. €

- Impact on key strategic projects mainly with agglomeration impact;
- Common coordinated approach of engaging the stakeholders of the territory based on the partnership principle;
- Acceleration of the development of secondary centres in BMA;
- Avoiding duplicities in the territory, to connect intentions and information from territory.
- Integrated Regional OP, OP Transport, OP Environment, OP Technologies and Application for Competitiveness, OP Employment +

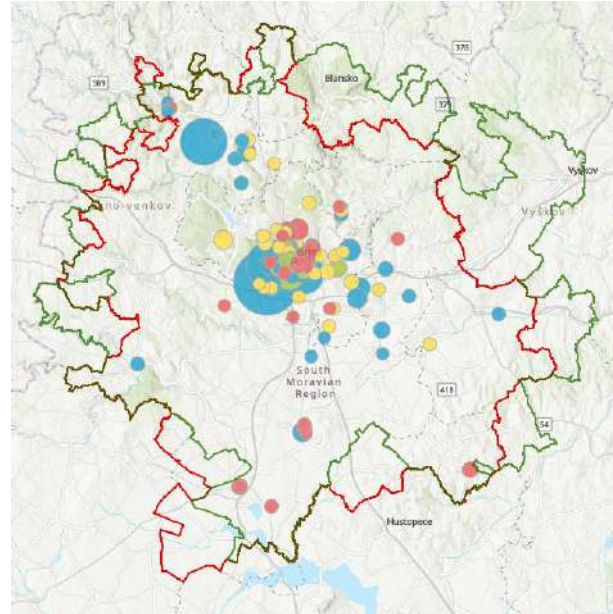
# Results 2014-2020



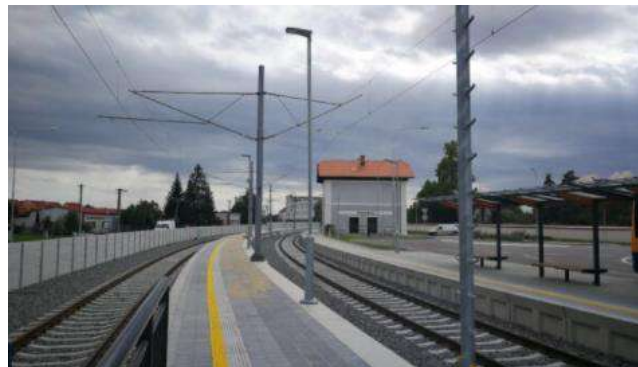
# Integrated solutions



**New district Trnitá - transport and technical infrastructure**  
(modernization of the bus station Zvonařka, tram Plotní, replacement of steam pipelines for hot water pipelines)



**Czech Cybersecurity Center**  
(CERIT Science Park II, Secondary School Čichnova Brno - technological center for cyber security)



**Transfer terminal in Židlochovice**



**Hospice of St. Elizabeth**  
(reconstruction of the north wing of the monastery of St. Elizabeth, improvement of social services)



**A network of cycle paths in the Šlapanice region**



## Remaining challenges

- Different attitudes of managing authorities towards ITI
- The preparation and the implementation is time-consuming
- Coordination of many actors
- National pressure on quick money drawing vs. impact on long-term strategic projects



## Positive aspects so far 1/2

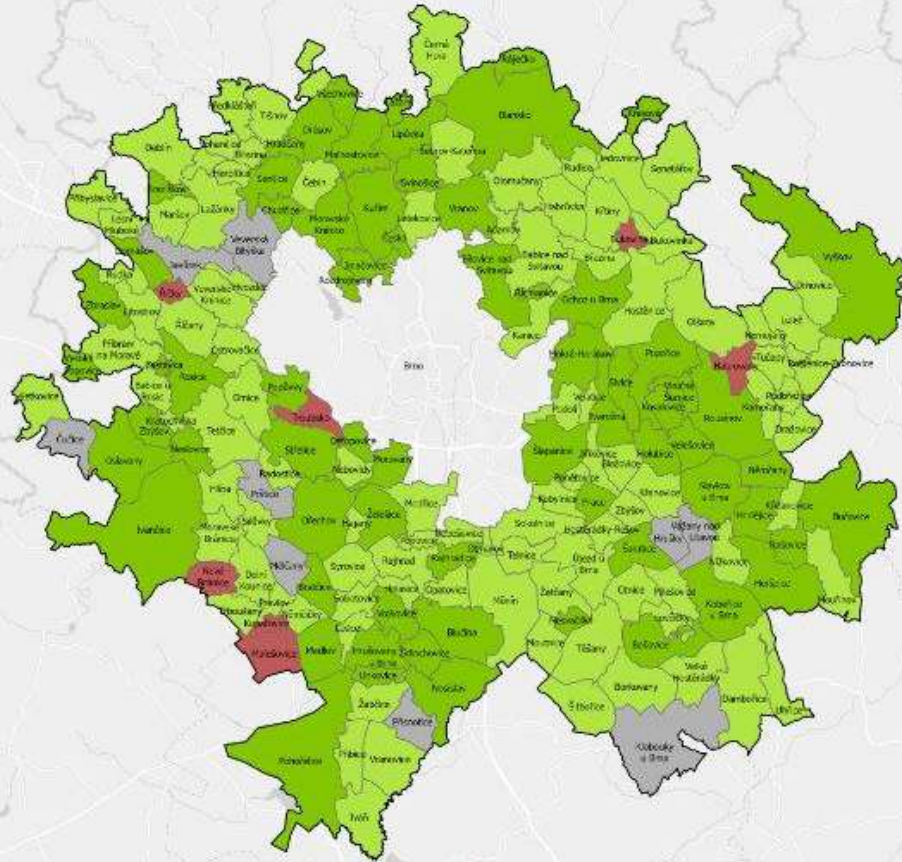
- **Strengthening the role of cities** and FUAs on national level
- Cities take into account the needs of their territory
- Cities address the **problems beyond their administrative boundaries** (use of FUA concept)
- Cooperation of Czech agglomeration/metropolitan areas + exchange of experience – internationally
- **Partnership principle**
- Shifting focus not only on ITI topics
- Integrated solutions

## Positive aspects so far 2/2

- Mutual trust (urban-rural)
- **Additional activities** (Atlas of BMA – already 2nd issue), sociodemographic and transport behaviour analysis, metropolitan indicator systems, questionnaire among mayors of municipalities in BMO (2017, 2020, 2023) – topics, interest to join, framework for cooperation.
- Marketing of metropolitan cooperation – exhibition, campaign, newsletters, national conferences)
- Projects – ESPON, Interreg CE – MECOG-CE, international activities (EUI), Eurocities, METREX.

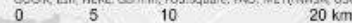


# WILLINGNESS OF MUNICIPALITIES TO COOPERATE AT THE METROPOLITAN LEVEL

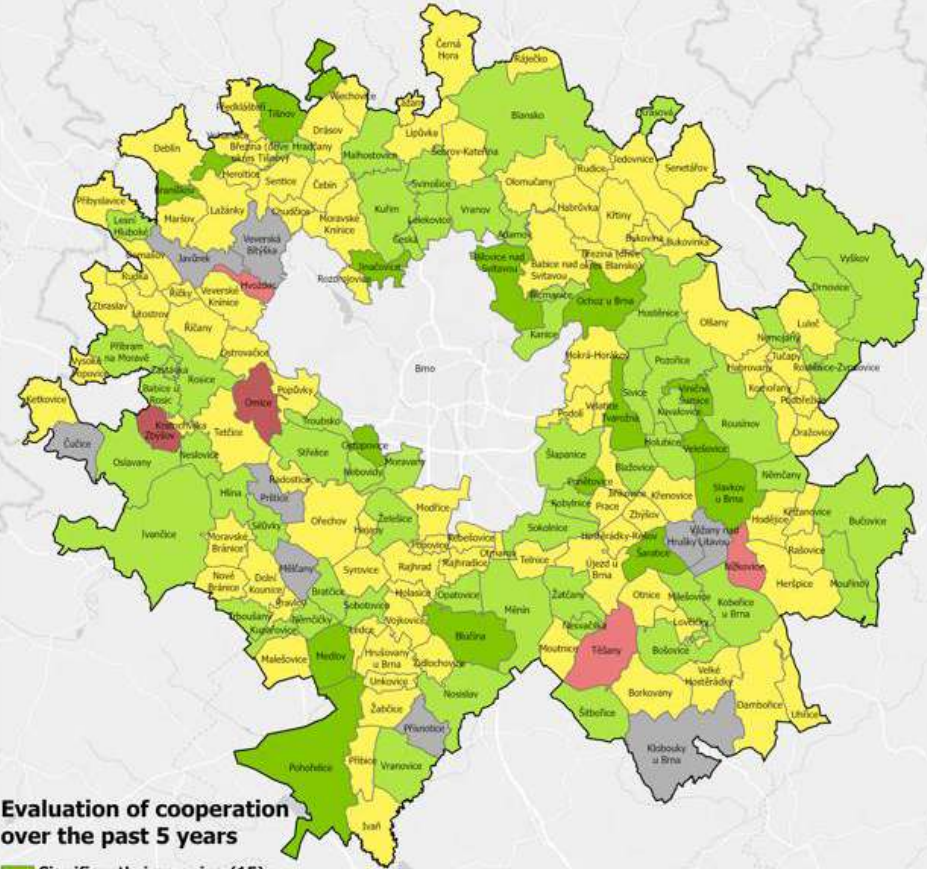


- Definitely yes – active involvement (69)
- Rather yes – passive involvement (98)
- Definitely not (7)
- N/A (9)
- Municipal boundaries
- BMA boundaries

Data source: Questionnaire survey of City of Brno 2023, ArcData ČR  
GUGIK, Esri, HERE, Garmin, Foursquare, FMO, METU/NASA, USGS



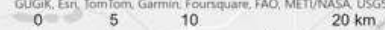
# EVALUATION OF THE COOPERATION OF BRNO AND MUNICIPALITIES IN BMA IN THE PAST 5 YEARS



## Evaluation of cooperation over the past 5 years

- Significantly improving (15)
- Slightly improving (59)
- Still the same (95)
- Slightly worsening (3)
- Significantly worsening (2)
- No answer (9)
- Municipal boundaries
- BMA boundaries

Data source: questionnaire survey MMB 2023, ArcData ČR  
GUGIK, Esri, TomTom, Garmin, Foursquare, FAO, METU/NASA, USGS



Gràcies  
Gracias  
Thank you  
Merci



10.00  
11.45

## Workshop 5

How to rethink  
tourism in  
mountain areas?

Arxiu Municipal

## Workshop 6

How to remunerate  
the ecosystem  
services from  
pastoralism?

Teatre Casino  
Ceretà

## Workshop 7

What makes  
vibrant mountain  
communities for  
active  
populations?

Biblioteca

## Workshop 8

How to improve  
access to housing  
and land?

Museu Cerdà



**DON'T  
BE LATE**



**Punctuality is a key element for  
the success of your workshop**

**Thank You and see you in few minutes**

