



Moravian-Silesian region region in transition

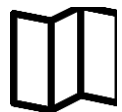
Creative and cultural industries as drivers of change

27th of April

Moravian-Silesian region



1,2 mil.



5 430 km²
(300 municipalities)



5,4 %
(6/2020)

HDP

418 K/inhab. (CZK)
15,5 K/inhab (EUR)



440 elementary schools
(100 000 pupils)



140 high schools
(40 000 pupils)

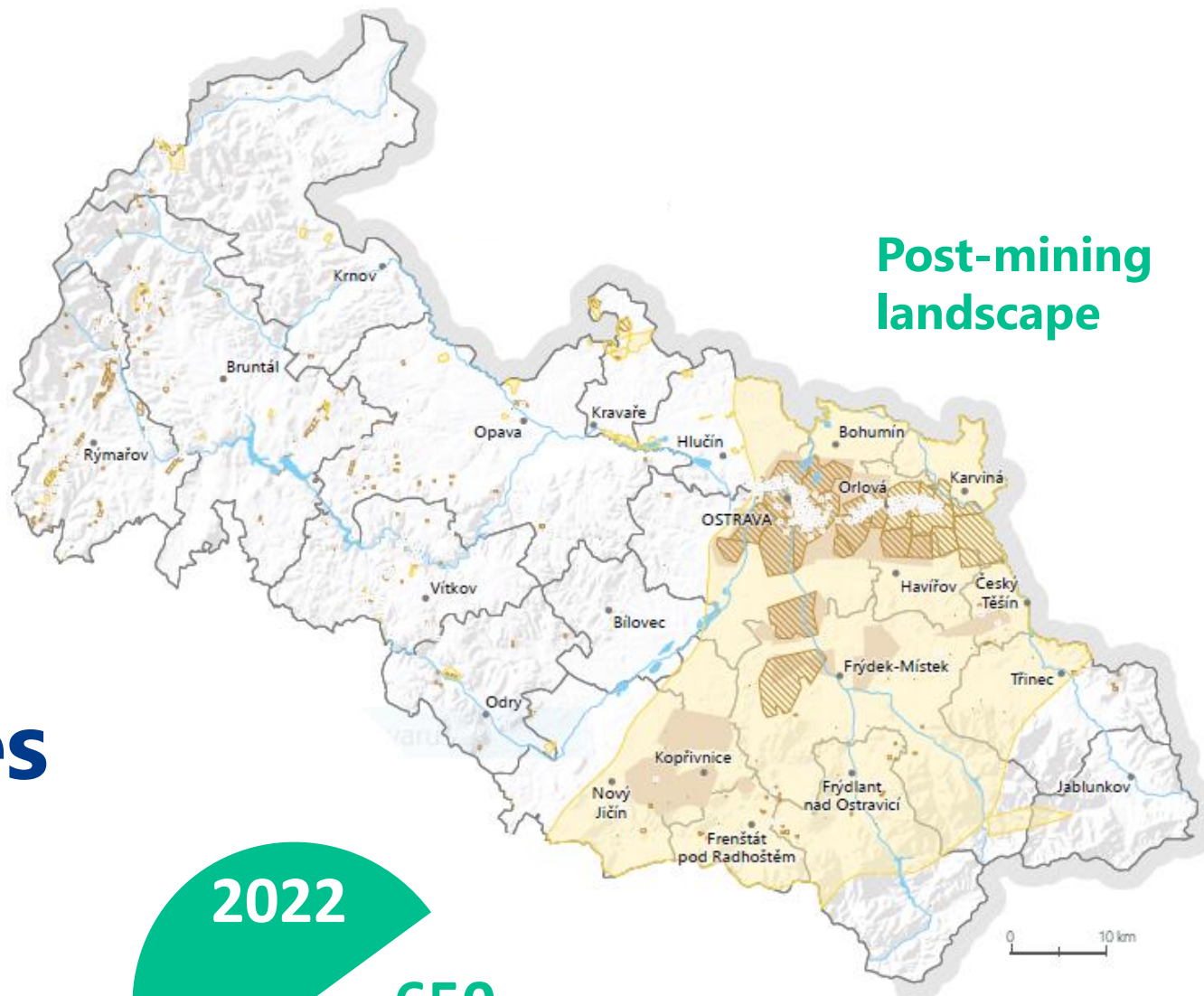


5 universities
(30 000 students)



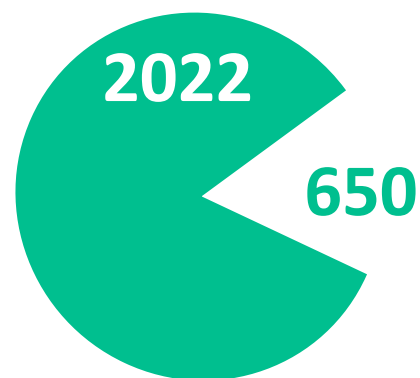
Closure of coal mines

- 👉 Paskov – 03/2017
- 👉 Lazy – 11/2019
- 👉 ČSA - 02/2021
- 👉 Darkov – 02/2021
- 👉 Last active coal mine ČSM – **2022**



Post-mining
landscape

Workers in coal mines



Transformation proces in MSR

- ◆ **250** years since the coal discovery in the area
- ◆ The transformation process since the **1990s**
- ◆ Strategic management of transformation since **2016** (RESTART)
- ◆ Involvement in the Platform for Coal Region in Transition (CRIT) since **2018**
- ◆ Regional Development Strategy of MSR **2019–2027**



Transformation Plan of Moravian-Silesian region in **2020-2030** ...

Three main strategic directions of **Regional Development Strategy**

SUPERPRIORITIES

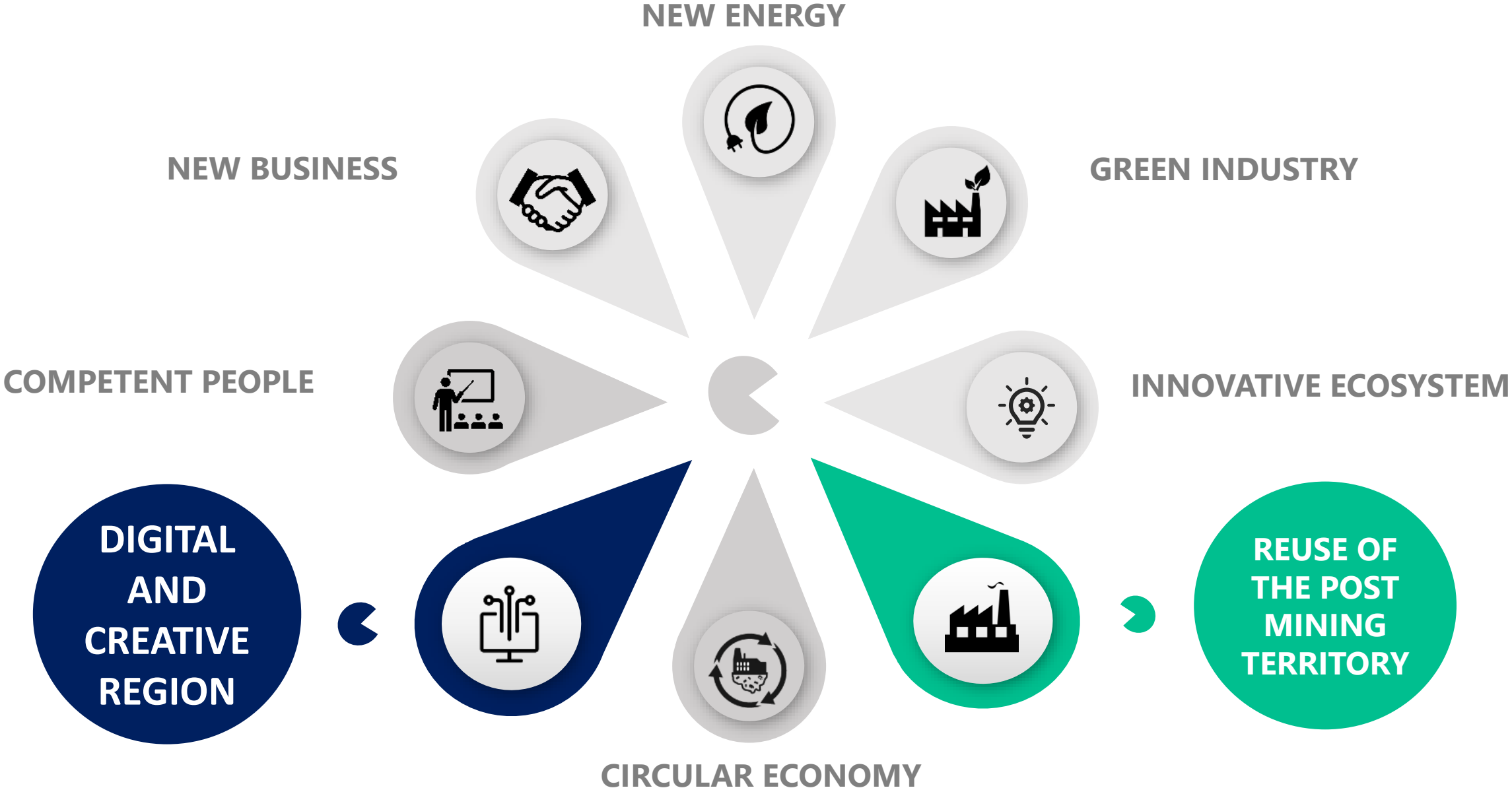


MAIN GOALS



Interconnection with **Transformation plan** of MRS

Thematic programs of Transformation plan



Creative and cultural industries

Industrial and mining heritage



drivers and boost of the change

**Lower
Vítkovice
area in
Ostrava**

Story of successful transformation and clear future vision

 Great hall Gong

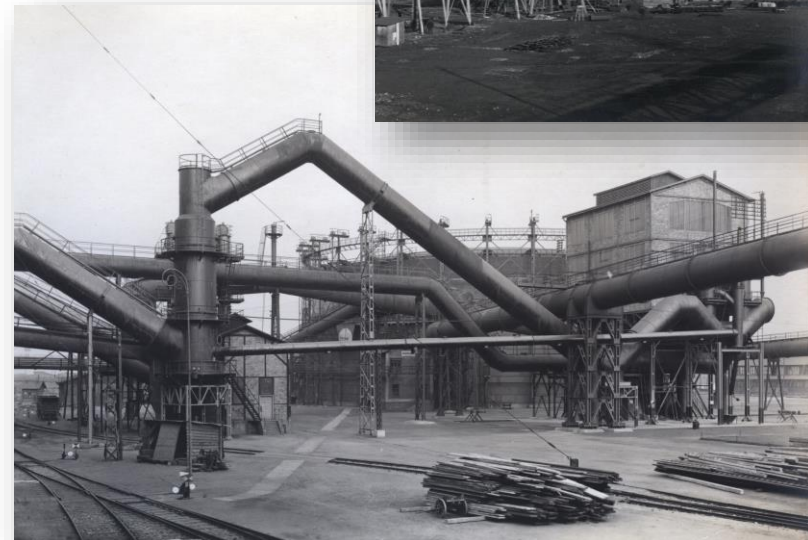
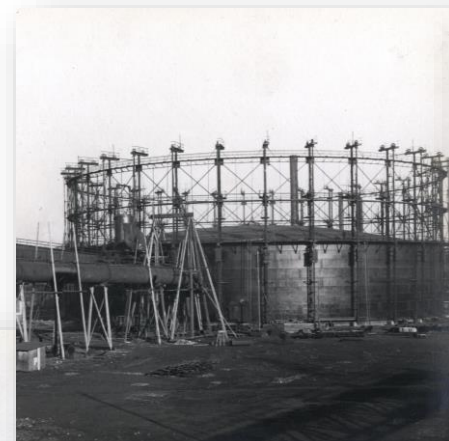
 **EDUCATIONAL, CULTURAL
AND COMMUNITY CENTRE**

Excellent theatres, festivals, world-class events

 **CORE OF CREATIVE
INDUSTRY**

Creative academy, Fajna dílna, audio and dance studios, gastro classes, VR

 **4th MOST VISITED TOURIST
ATTRACTION IN CZECHIA**



 Science and Technology Center

Colours of Ostrava



**Future:
Lower
Vítkovice
area in
Ostrava**

MuSeum+



**Technological
and business
academy**

**Creative
academy**



**Black
Cube**



POHO
KARVINSKO
2030

Post-mining landscape with strong potential

LANDSCAPE IN MOTION

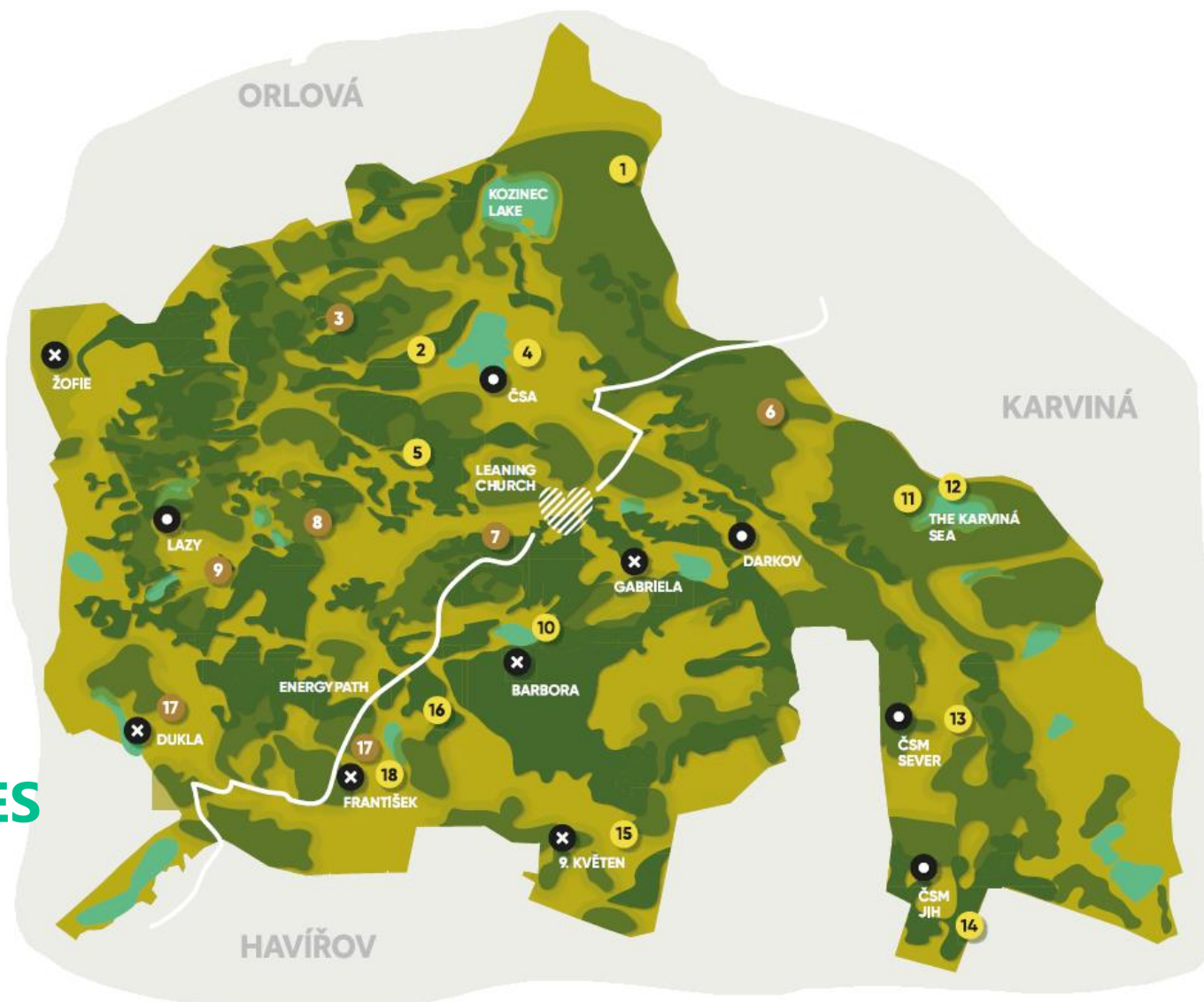
Playground for recreation and tourism

LANDSCAPE OF SMART SOLUTIONS

Attracting creative innovators
Space for discovery, experimentation
Try out bold new business ideas
Community activities

LANDSCAPE WITH NEW ENERGIES

Carbon-neutral technologies
Eco-friendly landscape



Conversion
of coal
mines
Barbora
and
Gabriela



**FUTURE:
POHO
KARVINSKO
2030**

Popularisation
of mining
stories



Cycle paths
along coal
mines



Cultural parks



Conversion of
coal mines



CCI as a motor of the change

- Support the **innovation** of companies
- Contribute to the implementation of the **digital transformation** of companies
- Support the creative sector, which brings, in addition to other social benefits, also high **added value**
- Increase the **availability of culture** and make better use of its innovative potential
- Thanks to the natural connection of culture with other sectors (especially tourism) and the **support of smaller actors**
- Contribute to the development of regions and **diversification of local economy**
- Create **community ecosystem** where people want to live

Main Challenges

- COVID-19 pandemic have fundamentally damaged the entire cultural and creative sector and **damaged existing networks and links**
- COVID-19 pandemic **widened the gap between the CCI and other areas of employment**
- The employment structure of the CCP is largely based on young people, so it is necessary to prevent the loss of a new creative generation and the **departure of young people from the region.**

Lesson learnt

People make the difference...



Thank you for your attention