

Whole City Awards – category B, Statutory City of Jihlava, Czech Republic, population – 49 536

The Statutory City of Jihlava is located in the Czech Republic, on the historical border of Bohemia and Moravia, in the centre of Czech-Moravian Highlands, in altitude of 525 m above the sea. The climate conditions tend to be rough, the average annual temperature is 7°C and the average annual rainfall is 630mm. Number of days with snow layer is between 60-100 and number of days with the rainfall higher than 1mm is among 110-120. The Statutory City of Jihlava is a real historical, administrative, industrial and cultural centre of the whole area and of the Highland Region.

Enhancement of the Natural and Built Landscapes:

Currently the town has begun the project Revitalization of the urban green, in terms of which 4000 trees at the most exposed areas in town will be treated. From 1.1. 2010 the system of the green and of woody plant inventory has been put into service at plots open to public in the area of the Statutory City of Jihlava. Gradual revitalization of the green in Jihlava is now following this plan.

The town has invested into revitalization of town parks for several years. During 2010, three brand new park areas were finished. One such area is the **Gustav Mahler park** where remains of a former synagogue were uncovered and majestic stone sculptures of birds and fish symbolizing Mahler's musical work were installed. A bronze sculpture of Gustav Mahler was revealed during the opening ceremonial 7. 7. 2010. Gustav Mahler Park was awarded as a Prestigious building of the Highlands 2010.



Figure1: Gustav Mahler Park (summer 2010)

Newly arranged park-like area established in **Jana Masaryka street** was created within a national competition of gardening schools from the whole of the Czech Republic '**Lipova ratolest'**(**Linden twig**). Ten four-member teams from 10 Czech high schools participated in this competition. The contestants planted 10 trees, created a flowerbed with planted shrubs and plants sized 228m² and laid 665m² of grass turf.

Art, culture and heritage

Jihlava as a royal, mining town, founded in the first half of the 13th century belongs among the most historically and architecturally precious towns of the Czech Republic, and its foundation is closely connected with discovery of silver ores. In 1982 was Jihlava announced an urban conservation area (next only UCA). **The Programme of UCA Regeneration** has been approved for the town of Jihlava, from which regeneration of the cultural heritage properties is funded, may it be owned by private persons, the Church or by the Municipality of Jihlava.

Jihlava's underground is one of Jihlava's significant pieces of historical heritage. As far as the extent of the underground labyrinth directly underneath the town centre, it takes second place in the Czech Republic. Its overall length is 25km which represents the area of 50 000m². In order to maintain the cultural heritage the Municipality of Jihlava organises or hosts many cultural events on regular basis. It is mainly the **Festival of Gustav Mahler, Jihlava Miner's Parade, St. Martin's Parade, the International Documentary Film Festival, etc.**

Environmental Best Practices:

The Municipality of Jihlava possesses an approved Plan of waste management which sets clear targets and procedures for optimization of the waste management in town. The containers with the recycled waste were issued with bar codes thanks to which the municipality is able to evaluate the recycling better and optimize the collection in such way that the containers are emptied effectively and there is no overfilling. When realizing the projects, the Municipality respects nature conditions. In many cases it is our aspiration to return natural conditions to the places where they were spoiled in the past. For example the **revitalization of Maly Heulos** (Small Heulos) park where pipes removal and bridging the Jihlavka river and creation of a hardened trough with capacity for draining of hundred –year-old waters happened. At the same time, a resting and relaxation area with children's playground and a small stage was created.

Community Participation and Empowerment:

Jihlava participates in the project Healthy City and local Agenda 21 (next LA21) since 2007. Jihlava realizes many activities within this project under which community campaigns can be included the Earth Day, The Day without Tobacco, the happening 'Light'for AIDS, The European mobility week and Jihlava Health Day. Another group of activities are **public discussions**. This year, several meetings of the public with the Mayor were held, each of it had its own topic. Another priority of the Municipality is good awareness of the inhabitants and providing more services for the public. The Municipality's web page provides among the practical information also on-line services for the inhabitants, e.g. electronic ordering, checking on phases of driving licence processing, as well as live coverage from the Municipal Council sittings, etc. The Municipality of Jihlava issues a regular monthly periodical **Newspaper of Jihlava's City Hall** which is the most important channel for the town's inhabitants because it is distributed free.

Healthy Lifestyle

Many healthy lifestyle activities are run in Jihlava within Healthy City and LA21. It is for example the annual **Jihlava Health Day** , where free screenings such as level of cholesterol, sugar and triacylglycerol in blood are carried out. Jihlava is among few Czech towns which provides a special school for pupils with severe mental disabilities, combined handicaps and for pupils with autism. A request for better conditions in educating the handicapped pupils was also a result of series of discussion forums 'Forum of Healthy City and LA21'between inhabitants of Jihlava and town representatives. In the last few years, the Municipality has concentrated especially on cycling. Following the plan of cycle transport and cycle paths which was updated this year, passages and paths are being gradually built.

Strategic planning

At the beginning of the programme period 2007-2013, Jihlava took an advantage of a possibility of drawing finances from the Regional operation programme NUTS II South-east. The new integrated plan of development of the Statutory City of Jihlava thus fulfilled the function of a strategic document for period 2007-2014, which in itself took in account the actual developmental needs of Jihlava. The Statutory City of Jihlava has begun preparation of creation of a new Strategic plan of development of the Statutory City of Jihlava. After its creation, this document will be approved and authorized by the local government a period of 12 years – until 2024. The main monitored priorities will be ‘Intelligent growth’, ‘Sustainable growth’ and ‘Competitive town’.

When planning the future there should also be a concern about a good financial health of the town. Jihlava obtained national rating for 2009 and 2010 at the level Aa1 from the renowned company Moody’s, which means that the economy management of the town is good and the debt is low. The economic outlook of the town thus appears very good and it places Jihlava on top of charts within Czech Republic.