

Strategic goals for the natural resort, the city and the region

Operational goals and its localised SDG goals

Lively cultural area.

- Culture operators engage in active collaboration and co-creation on local, national, cross-border and international level.
- An appropriate offer of cultural events which interconnect the local and international is provided. We target our European peers and design programmes available for all age and social groups. Nobody is overlooked.
- Local citizens participate in cultural activities, are open to experience diversity and new forms of artistic expressions.
- Public space is renovated, revitalized and keeps being developed.
- The Broumov city centre is lively even after 4pm.

Socially coherent and community-oriented area.

- Social diversity and openness are seen as valuable European assets.
- Young people are involved and supported in the city, but also in cross-border and European life.
- Returning and new inhabitants are actively supported.
- International mobility and exchanges are enhanced.
- There is a strong sense of belonging to European culture.

Area contributes to the experience of the landscape.

- The region is becoming a European leader in bottom-up movement for water retention in the landscape.
- Natural heritage is a source of European spiritual development and well-being.
- Educational support of responsibility in relation to nature and the landscape. Individuals, business groups, schools and artists come to experience mutual healing between humans and nature.
- A sustainable cultural tourism is being developed, making the region a destination for cultural tourism on national and cross-border levels.
- The area is an inspiration of good practise as an environmentally respectful ECoC.

History is a source of inspiration for the future.

- Cultural heritage and architecture are nurtured, renovations are sensitive and historical buildings are appropriately used.
- The locally connected European history is being promoted in an engaging way and education stimulates the citizens' relationship to their home. Technological and creative solutions are involved to connect history and contemporary artistic expressions.
- Spiritual heritage is the source of European spiritual development and the development of future resilient communities with significant inner power.

Space for connection and a flow of creativity and innovation.

- The destination is being promoted, creative innovation developed and fostered by connecting intellectual, technological and creative capital with local operators to attract new talents.
- Capacity is being built for resilient communities in terms of connections, cooperation, creative entrepreneurship and other sectors.
- New opportunities for local creative food and craft produces are supported and provided.
- Opportunities are created and space provided for the promotion of impact investment.