Highlights of the
Mukařov Smart Village Strategy
Czechia

About Mukařov

Mukařov is a village of 2 500 inhabitants, located 35 km away from the Czech capital Prague. It consists of three formally independent communities each of which with a unique character: Mukařov – used to be a weekend resort (with the exception of the oldest part around the church and school); Srbín was a typical agricultural area; and Žernovka is known for its granite quarries and stonemasons tradition.

In the past two decades, the whole municipality has been primarily an accessible location for a new settlement of people commuting to Prague. Local inhabitants are more educated and more prosperous compared to other Czech villages, which is because most of the newcomers come to Prague to work from more distant places. The inhabitants of Mukařov are therefore smart and well equipped; and the municipal infrastructure also increasingly meets stringent criteria.

Key challenges & assets

Key challenges

- Improved e-skills through courses, especially for older and unemployed people;
- Improved community spaces and activities for various groups;
- Integration of newcomers into the local community;
- Liveable & clean village;
- Water issues such as local flooding and lack of drinking pipeline water in some localities;
- Improved circular economy and waste management;
- Improved transport connectivity as the main road is permanently overloaded;
- Cycling and walking routes for both work commuting and tourism;
- Improved communication via municipality website, social media etc.;
- Public engagement in decision-making / public-private partnerships;
- Improved education services;
- E-governance.

Main assets

- Growing population: newcomers & young people;
- Public participation & better engaging newcomers;
- Centralised location on the historical crossroad;
- Local small businesses;
- Individual safety;
- Public facilities & basic services;
- Low unemployment rate;
- Natural resources and attractiveness;
- Broadband connectivity;
- Public transport;
- Enhanced municipal website;
- Waste management accounts;
- Public address system (both sound and wireless);
- Cloud accounting and finance management systems;
- Microsoft software-based IT network.

Main objectives of smart village strategy

Objective 1: Improve efficiency of the governance processes and opening of the municipal office for online communication.

Objective 2: Active citizens' participation in community projects.

Objective 3: Reduce commuting of local inhabitants.

Objective 4: Responsible approach to the environment.

What is smart?

Community Participation in Strategy Development

The public has been involved from the beginning through polls (via Facebook), and discussions. The strategy has been coordinated and discussed within the expert group, and extended to a wider range of public representatives via a Google document-based poll.

The direct engagement with the community was made possible thanks to the Community centre. Information on the strategy was shared through the municipal newsletter, reports of the expert group, municipal website updates and social media channels.

Links to other strategies

- ✓ The local plan of village modernisation
- ✓ Smart Rural area Strategy of the Central Bohemian Region

✓

What smart actions are implemented and planned?

- ✓ **Citizens' portal** accessible via the municipal webpage – online tool for communication with citizens; will integrate various functions:
    - o easy to use messaging system accessible via email, smartphones, and text messages – integration to be implemented in July 2021.
    - o payment gateway for local fees (delivered by the provider of the economic software) – depending on the economic software provision, expected in October 2021.
    - o incentive waste management dashboard – already in place, integration in the payment gateway in October 2021.
    - o e-services of the Municipal Library – online catalogue, online lending services, e-books – online catalogue in place, e-books lending planned for September 2021, together with workshops for users of the library with special emphasis on elderly citizens.

    Transparent municipality – online municipal budget – online tool for browsing the municipal budget with quarterly updates.
- ✓ **Teenagers club** – initiative based on an online survey, combining a low threshold facility for teenage children and young people offering a safe place to meet and spend their free time, and an educational programme aiming at creative implementations of the information technology. The coordinators – two university students – were chosen for their age proximity to the target group, experience with leading children groups, and advanced communication skills. Two events have been scheduled for June 2021 – a kick-off sport / social event, and a Movie Night with a film of own choice. In the beginning of September, there will be regular opening hours and 1-2 special events / month focused on social / IT / community planning competencies.

A smart action that we are planning…

- integration of messaging system under the municipal web platform;
- implementation of the payment gateway for citizens;
- community planning of a playground and a club for teenagers – a case "how to enhance the wellbeing of one group without harming the others";
- further enhancement of the waste management system.