

# HRANICKO region

CZECH REPUBLIC



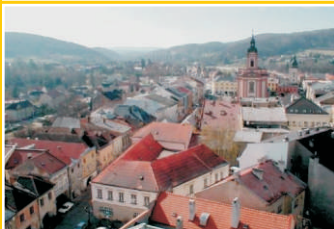
[www.regionhranicko.cz](http://www.regionhranicko.cz)



## ► Geography of the Region

The Hranicko region is situated in Central Moravia in the area between Moravská brána (the Moravian Gate) and Podbeskydská pahorkatina (Sub-Beskydy foothills). More than 34.000 inhabitants reside in the region's 31 municipalities. The town of Hranice with 20.000 inhabitants is the region's centre, and only three other municipalities have more than 1.000 inhabitants. The territory's elevation above sea level ranges from 250 metres in town Hranice to 502 metres in the Potštát area. Region is well accessible thanks to the position on main international traffic corridors (pan-european railway corridor Prague/Wien – Warsaw, and motorway Olomouc - Ostrava, to be opened in 2008). Europe's lowest continental divide between the Black and Baltic Sea runs across the region. Its main river Bečva continues to Morava and Danube and forms the East-West axis of the region, while the brooks in the Northern part of the region flow to Odra river. Due to big geological fault running from northwest to southeast there are mineral water springs, caves and deepest abyss in Central Europe in Teplice nad Bečvou.

*More in Czech language: <http://www.travelatlas.cz/forza/hranicko/hranicnavig.html>*





## ► Local Traditions and Recreation Opportunities

Hranicko Microregion is also known as the green bridge halfway between the Moravian centres of Olomouc and Ostrava. Visitors to the region enjoy nature and landscape ideally suited for hiking, biking and equestrian tourism (network of horse trails is currently under preparation). There is number of interesting natural phenomena, such as 4 national nature reserves, Zbrašov aragonite caves, Potštát rock city, nice woods, hills and lakes. The range of local historic, cultural and technical monuments is even broader – urban monument zones in Hranice and Potštát, castles in Hranice, Hustopeče, Potštát and Všechnovice, windmills in Skalička and Partutovice, the spas in Teplice nad Bečvou or hunting lodge of Kunzov. Life in small villages is rich with traditional local customs (“bear walking” carnival, maypole festival) and activities of local citizen groups (sportsmen, fire brigades, hobby gardeners, anglers, hunters, musicians) and schools. All these groups are very active in the cultural and social life of the region. There is a number of important and interesting cultural events, such as Hranice Rock Fest, Hustopeče Days, Microregion Záhoran Olympic Games or Hranice Culture Summer. Sports and recreation facilities of the region include indoor swimming pool in Hranice, golf course in Radíkov, pétanque field in Valšovice, ski slopes in Potštát and Partutovice, flying club in Drahotuše, number of tennis courts, beach volleyball and football fields. The whole region is equipped with a dense network of bike trails. A theme bike trail connecting three circular routs presents the history of local wind and water mills.



*More in Czech language: [www.hranicko.eu](http://www.hranicko.eu)*





## ► Regional development

Hranicko Region Development Strategy, where the main priorities of the region are described, was updated in 2006 and focuses on the following areas: development of tourism and expansion of the offer, improvement of roads and transportation services, building of water management infrastructure, support of development of business activities, social and health services, information and education system, nature and landscape maintenance and management, energy resources. Aside from the individual municipalities and few private sources, several organizations strive to implement the strategy.



*Document in Czech language: [www.mikroregion-hranicko.cz/soubory/strategie\\_konecna.pdf](http://www.mikroregion-hranicko.cz/soubory/strategie_konecna.pdf)*





## ► Microregion Hranicko and INNOREF Project

The voluntary association of 24 municipalities from Hranicko region was established in 2001, however, main activities started to develop in 2004, when the microregion became one of 4 partners (along with Friuli Venezia Giulia and Umbria from Italy, and the region of Western Greece) of big international project called INNOREF („Innovation and Resource Efficiency as Driving Forces for Sustainable Growth“, [www.innoref.net](http://www.innoref.net)) co-financed from INTERREG IIIC programme.



The operation aims at achieving a higher added value by improving the use of local resources, setting up and promoting sustainable product lines, establishing cooperation between different sectors and suitable regional marketing structures, all through a participatory process aimed at developing resources efficiency and innovation. Aside from the INNOREF Office, (4-member team providing free technical assistance and help desk services), there were 8 sub-projects focused on various areas of regional development (tourism development, eco-management systems, renewable energy and biomass, local products certification, recon-version of rural villages, strategic spatial planning etc.). INNOREF as non-investment project prepared a number of analyses, studies, strategic documents, workshops and meetings, which all partners can use for future development in investments and follow-up projects from European funds. The project was implemented in years 2004 – 2007 and had profound impact on the development of the region.

Other activities and projects co-financed from grants are Mills Bike Trail, Working teams (solution of long-term unemployment through the creation of working groups), Week in life of Hranicko region (exhibition of photographs created in the region during the workshops of art-photography students). In terms of regional activities planned for the nearest future, following projects are prepared: Network of horse trails, Cultural cooperation, Business development support, GIS, Tourism destination management.



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## Rozvojové partnerství regionu Hranicko (The Partnership for Development of Hranicko Region)

The Partnership for Development of Hranicko Region is a non-profit civic association of business, nonprofits, local administration and local associations of the Hranicko Region, which were brought together by the idea of mutual cooperation for the region's benefit and the recognition of the importance of the partnership principle. It has been established in 2006 and in October 2007 it had 39 members. The first step of the association was the preparation of the region for the subsidy program LEADER Czech Republic, which helps similar organizations in the European Union to develop their regions. The key to the success of the association was the formulation of its own goals within the region, in other words a plan for the support of the most important areas of Hranicko Region, titled Šance pro Hranicko (Opportunity for Hranicko Region). Eight best projects supporting tourism and local agriculture products have received financial support totalling 130.000 EUR. Education of the development partnership members was also supported.

The civic association works with a long-term vision. An important step towards further development of the association is the preparation of the region for the utilization of the EU program LEADER+ in years 2007-2013. The Development Partnership can enter the program with its own creative strategy of Hranicko Region development, with which it must be successful in the competition with other Local Action Groups in the Czech Republic.



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## **Hranická rozvojová agentura** **(Hranicko Development Agency)**

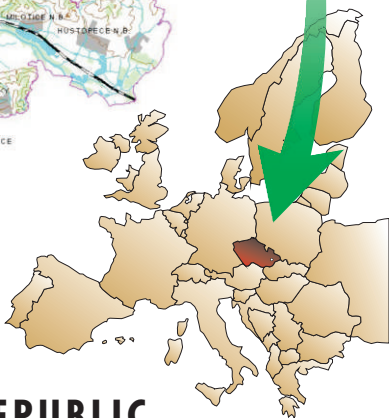
This new non-profit organisation has been established in year 2007 by the two above mentioned organizations as a logical extension of the INNOREF Office, after the conclusion of INNOREF project.

The aim is to maximize utilization of the structural funds on the basis of the regional development strategy for years 2007 -2013. Team of experts offers an assistance in preparation of projects for the European Union structural funds as well as other sources of funding. The agency monitors public calls, provides counselling and projects preparation, supports the applicants during the implementing phase, organizes training and education activities.

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# Hranicko region (Czech republic)



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[www.regionhranicko.cz](http://www.regionhranicko.cz)



North **EAST** South West  
**INTERREG III C**



Project part financed by the European Union