



City of Opportunities

Pilsen

Pilsen in numbers

* The figure to 31. 12. 2015

169,858 *

population

92 km

the distance to Prague

17.4 °C

the average temperature in June

70 km

the distance to the German border

-0.3 °C

the average temperature in January

310 m

altitude

138 km²

the city area

Selected events from the history of the city

10 000–8000 BC

a late paleolithic hunting settlement in Roudná – the oldest clear evidence of human habitation in Pilsen

1295

around this year the city of New Pilsen was founded at the behest of king Wenceslas II.

1599–1600

city a temporary the center of the empire – the seat of the emperor Rudolf II.



1842

the Bourgeois Brewery based, production of Pilsner Urquell beer

1861

Pilsen – Furth im Wald railway connection completed, a year later Pilsen – Prague

1924

the Big Plzeň created by a merger with four neighboring villages of Doubravka, Doudlevice, Lobzy and Skvrňany

1953

demonstration of the Pilsen people against monetary reform and political system



1993

the Bishopric of the Roman Catholic Church founded

the first mention of the castle of Pilsen, in today's Old Plzenec

976



the first book printed in Bohemia – Statuta synodalia Arnesti (Ernest's synodal provisions)

1476



a series of four intentionally set fires – the beginning of the renaissance reconstruction

1507

for the first time in its history, Pilsen had been conquered by the troops of count Mansfeld

1618

the Waldstein machine plant founded in Pilsen, about 10 years later it becomes the basis of the Škoda plants

1859

the 6th of May Pilsen liberated by the United States Army

1945



the University of West Bohemia established in Pilsen

1991

the holder of the title European Capital of Culture

2015



440,437

visitors to the zoo in 2016

Fun **Pilsen**

Dynamic **Pilsen**

Traditional **Pilsen**

March

- Smetana Days
- BLIK BLIK!: festival of light

April

- Finale Plzen Film Festival

May

- Literation Festival Pilsen

June

- Internationales Folklore Festival CIOFF® Pilsen
- the Historical Weekend

July

- the Theatre Summer under the Pilsen Sky
- the Lively Street Festival

September

- International Festival Theatre Pilsen
- Pilsner Fest

October

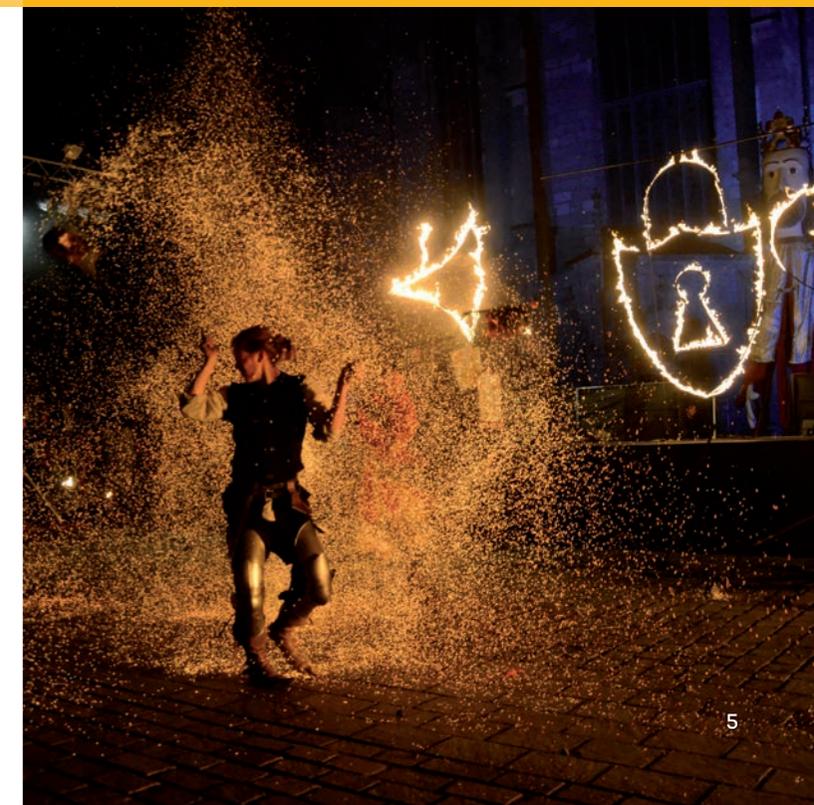
- the Pilsen celebration of the Foundation of the Czech Republic

October / November

- Jazz without Borders

December

- The Christmas markets



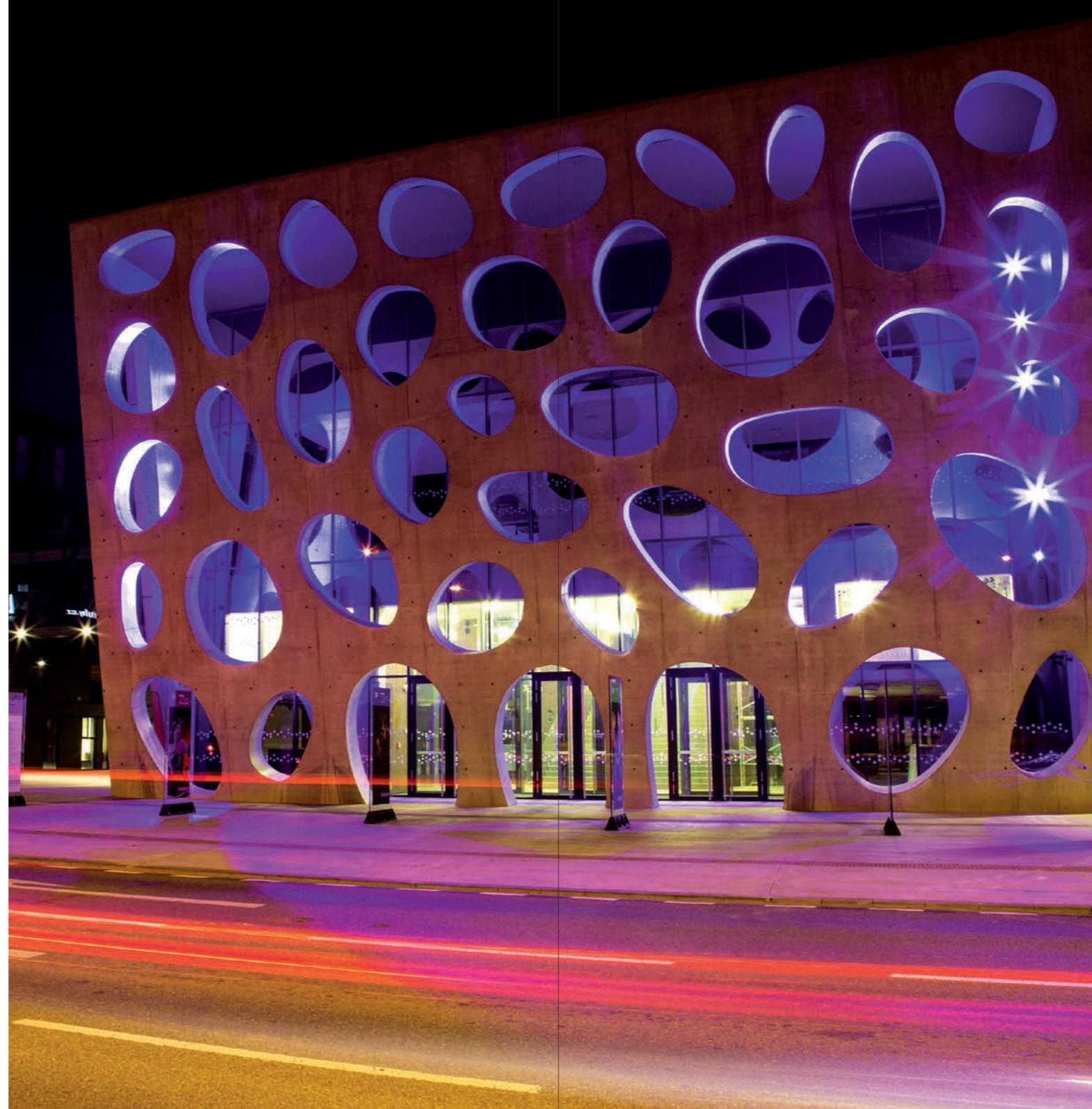
We have our own way for the vision of the modern metropolis

Pilsen is the fourth largest city in the Czech Republic and it occupies a dominant position in its western part. Thanks to the strategic geographical location with good transport accessibility, employment opportunities, vast choice of cultural and sports facilities, wide range of education possibilities, quality of business environment and the unique natural environment the city is an attractive place where nearly 170 thousand inhabitants live.

Pilsen is a modern, dynamic and fast developing centre of industry, trade, science, information technology, research and innovation and it is also holder of the title of European Capital of Culture 2015. Through this project the city used the opportunity to strengthen its european dimension and open up to the world as it has several times already in its history, more than the rest of the country.

The science and technology park is a key and successful project initiated and implemented by the city.

In its strategic intentions, the city aims to increase the benefits of research for society and the development of industries with high added value to provide quality services of the supporting infrastructure, the elimination of risks and limitations in the transportation or provision of services, functioning as the prevention of the spatial exclusion. One of the main long-term goals is to increase the feeling of safety of residents and visitors.



Fun Pilsen

Dynamic Pilsen

Traditional Pilsen

Green Pilsen

3 %

unemployment
by December 31, 2016

We are proud of the world-famous beer, industry as well as puppetry

Pilsen is a city with more than 700 years long history. It respects and supports the tradition, mainly represented by the brewing industry, machinery and puppetry.

Today, pilsner beer has retained its own unique great taste and a privileged position. Unique premium lager which is made by bottom fermentation gave the name of the top-selling type of beer in the world, pils, pilsner. The first export of the pilsner lager beyond the borders of the

Czech Republic was taken care of by the innkeeper Josef Šedivý in the year 1856, when he drove it to Vienna, and in 1873 Pilsner Urquell conquered America. Now it can be enjoyed by people in more than 50 countries of the world.

The first batch of the lager out of 5th October, 1842 out-matched then normal top-fermented beers in taste. The bavarian brewer Josef Groll who brewed the beer in the Town brewery forever changed the Czech and global approach to beer.

Just a few brands made Czech Republic as famous worldwide as Pilsen Škoda. People have been meeting its products for more than one hundred and fifty years. Today, the company Škoda Transportation focuses on the production of vehicles for urban public transport. Škoda Electric is a leading world manufacturer of electric drives and traction motors for trolleybuses, trams,



Fun Pilsen

Dynamic Pilsen

Traditional Pilsen

Green Pilsen

Cultural Pilsen



10 mil.

hectolitres of beer sold by Pilsner Urquell abroad in recent years

locomotives, suburban train units, underground and mining vehicles.

A branch of his foundry and engineering works in Pilsen was founded by count Waldstein in 1859. Later (in 1869) the factory was bought by its chief engineer Emil Skoda and under his leadership it becomes the largest engineering and arms producing firm in Europe.

A long and famous Pilsen puppet tradition is primarily associated with the Puppet theatre of Ferial settlements and the names of the people's puppeteers like Karel Novák and Josef Skupa, the spiritual father of today world-famous Spejbl and Hurvínek puppets, and also his pupil, later on the author of world famous films Jiří Trnka. Puppet acting has not lost its charm and significance even in the present day as the professional Alpha Theatre and several amateur ensembles are active in Pilsen. In 2009 the Puppet Museum in Pilsen was newly opened.



Care for greenery in the city improving the quality of life

In Pilsen we can find a variety of public spaces with quality and well-kept green areas. In addition to the park circuit which is very popular today also Lochotínský park was founded in the 19th century and in 20th century then Borský park and forest park Homolka into being then. Besides these parks of major importance there are many other interesting areas located in the city, for example, park at the Košutecký pond, in Potoční street, in Homolkách or Lobežský park. Together they form a spatial composition and symbolize very significantly the proximity of the natural environment of Pilsen. Next to waterways five nature trails arose along and the rivers together with ponds and

reservoirs as well as contiguous forests shape the landscape of the city and are still widely used for purposes of recreation and relaxation.

For several years the informal and open association of Green city has been active in Pilsen which gave rise to a long-term project with the main objective to improve the quality of life for the citizens of Pilsen. In addition to the municipal and county administration there are entities involved trying to minimize the impact on the environment in the scope of its business and in its competences supporting the protection of the environment.



Dynamic Pilsen

Traditional Pilsen

Green Pilsen

Cultural Pilsen

Smart Pilsen

27%

share of forests, parks, housing estates and the accompanying green spaces including gardens from the total administrative area of the city territory



Our calendar is packed with cultural events

The range of cultural offer, its diversity and authenticity perceived from the point of view of life quality is seen as very important in Pilsen. In 2015, a multi-year project of the European Capital of Culture culminated and Pilsen became one of the proud bearers of this title. The city became the original place which draws from the rich cultural and guild traditions of the city, develops the work of the traditional cultural and memory institutions, such as theatres, philharmonic society, museum or library, and supports the creative platform.

Pilsen offers many opportunities for unusual experiences also in the form of industrial heritage, unique architecture

or festivals which are very popular among the residents. It is a living city, creating conditions for projects in the public space, supports and motivates the citizens initiatives, community and neighborhood activities.

The project of the European capital of culture showed how colourful life is in Pilsen.



Traditional Pilsen

Green Pilsen

Cultural Pilsen

Smart Pilsen

Sport Pilsen

10,000

tickets to selected performances of the J. K. Tyl



We use the smart apps

Technological innovations have been making life better for Pilsen residents for several years specifically in urban public transportation, when dealing with the authorities or, for example, when searching for an information. The city extends, inter alia, free wifi in public spaces, introduced the application of the „Pilsen.this“ allowing to report the defects to the urban streetscape and the application for the requests for the feedback to the networks.

Another proven smart solution is Pilsen card which will be possible in the near future to be used in addition to the payment of fare and access to the pool or ZOO also to libraries as well as to make available and pay for other city provided services. Among the smart solutions we also include the management of the public transport dynamic dispatching, the preference of vehicles of public transport on light intersections, equipping busy stops with intelligent information systems or the payment of fares in all means of public transport with contactless bank card.

In Pilsen, there arises so-called network of the internet of things which can be used for remote reading of energy supply and consumption, to monitor the parking places and may transmit the information about the increased water level and so on.

In the field of mobility and ecology it is the goal of the upcoming projects of Smart City Pilsen to reduce the incidence of CO₂. Thanks to the commissioning of the ZEVO Chotikov incineration plant we will manage to reduce the consumption of coal by about 80 thousand tonnes in 2017 which again will significantly reduce the occurrence of CO₂ in the surrounding air.

The city administration makes long-term investments in improving the attractiveness of teaching for pupils of kindergartens and primary schools and buying modern equipment such as interactive whiteboards, computers including laptops, tablets and interactive textbooks. All schools are connected to fiber optic network and utilize cloud-based environment.

Green Pilsen

Cultural Pilsen

Smart Pilsen

Sport Pilsen

University Pilsen

340

interactive whiteboards
in the kindergartens and
primary schools

183

sports clubs and sports associations

We are fans for top sport performances and recreational sports

Pilsen belongs among the traditional regional sports centres in the Czech Republic. It has a unique sports infrastructure, excellent results and unique audience support. The most popular of the sports are represented here at the highest performance level. In the recent past we managed to complete the long-term activities of the city which led to the construction of modern sport facility complexes. The story of Victoria football club, its rise and international success, national stadium, spectator support was crowned also by the emergence of the football academy FA of the Czech Republic. Similar models of cooperation have proved to be successful in handball and ice hockey. The city wants



Cultural **Pilsen**

Smart **Pilsen**

Sport **Pilsen**

University **Pilsen**

Research **Pilsen**



Championship titles at our place are celebrated by the whole city. And the whole city also does sports.

to continue to pay the main attention to the promotion of organized sports with an emphasis on the education of children and youth. The quality of life for Pilsen is one of the priorities. To its implementation, the city significantly contributes in the area of sport. It continues to build a network of cycle paths and their connection to the schools and sports facilities, revitalizes parks and it adds active physical elements or facilities of health, it supports local tourism and building of hiking and biking goals, creating sports and leisure zones in the vicinity of aquatic areas that are used for water sports or for recreation.

13,500

university students

We provide cutting-edge education in tens of fields

University of West Bohemia in Pilsen provides education in most of the major educational disciplines. It currently has nine faculties with nearly 60 departments and two institutes of higher education. As one of the two higher education institutions of West Bohemia it was founded by the merger of the already existing College of mechanical and electrical engineering and the faculty of education in 1991 and it prepares professionals in the fields of engineering, electrical engineering, computer

Smart **Pilsen**

Sport **Pilsen**

University **Pilsen**

Research **Pilsen**

Helping **Pilsen**

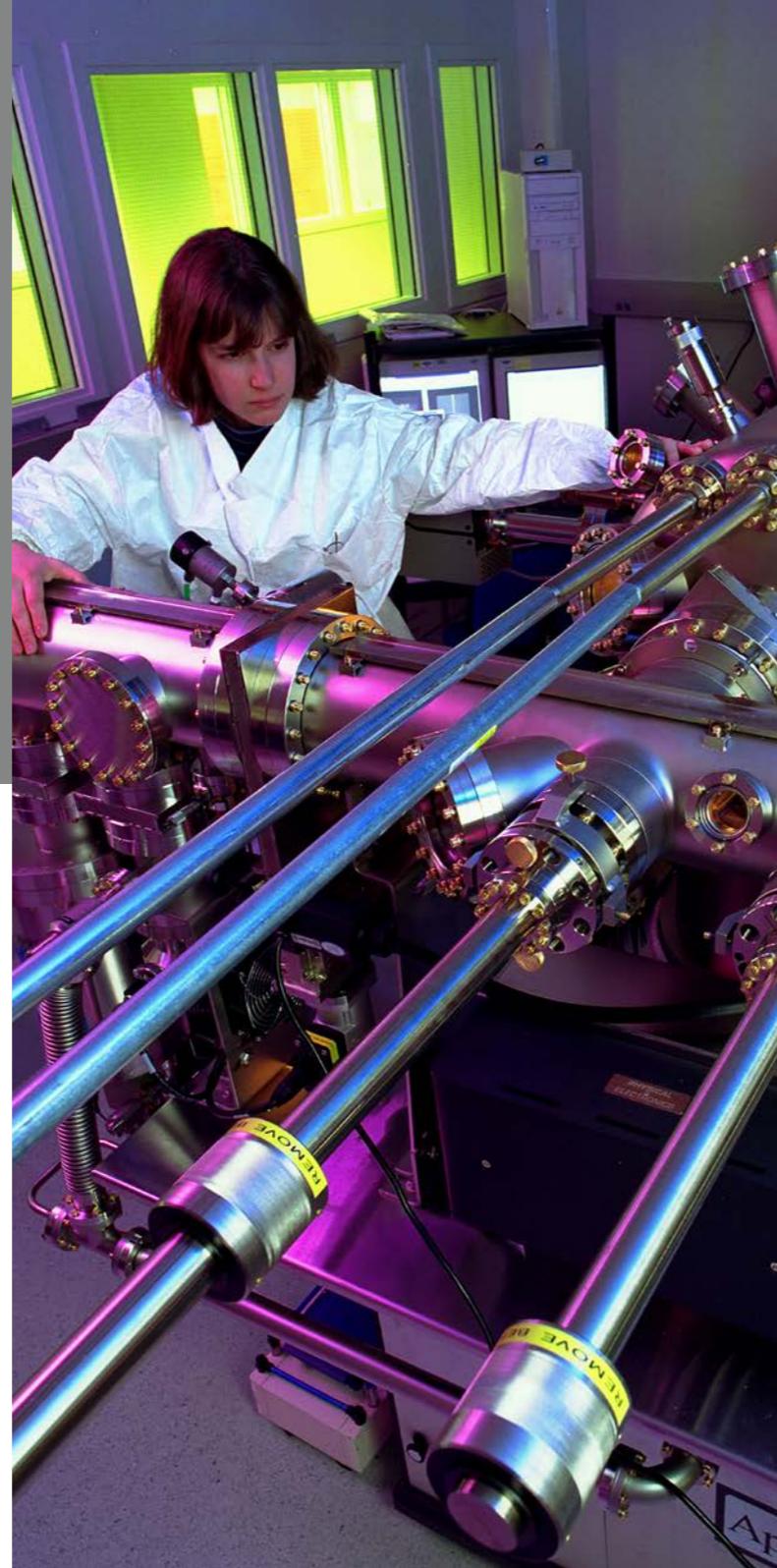


science, applied mathematics, physics and mechanics, economy, pedagogy, philosophy, philology, social and cultural anthropology, archaeology, law and public administration, fine arts, design and health. The study environment at the University of West Bohemia corresponds to the European standards which is confirmed by gaining the ECTS certificate Label (European Credit Transfer and Accumulation System) in 2012.

The university environment in Pilsen is complemented by the Faculty of Medicine founded in the year 1945. It is part of the Charles University in Prague, one of the oldest universities in central Europe, and offers two study programmes, general and dental medicine. Teachers and scientific staff of the faculty are involved in a major way to the therapeutic and preventive care in the University Hospital and in other healthcare facilities. Their scientific research work has also a great importance and scope.

5

research university centers in the territory of the city



We support research centres and the development of new technologies

The economic prosperity of the city of Pilsen is based on the balanced structure of business entities, their sectoral variety and the growing share of companies that use the results of cooperation with research institutions. The support of education in technical fields is substantial. In the University of West Bohemia four research centres operate. University of West Bohemia New Technologies Research Centre (NTC), founded in 2000, added three research centers built in recent years from the EU funds: NTIS (New Technologies for the Information Society), RICE (The Regional Innovation Centre for Electrical Engineering) and RTI (Regional Technological Institute).

The university has a wide potential which gives students the chance to open the door to the world of the fourth industrial revolution. Research and development is here supported not only from the institutional sources, which are used for long-term conceptual research but also from sources that are provided by the national agencies, some ministries, programs of the European Union and also scientific agencies outside the European Union. To strengthen the transfer of knowledge and experience into practice the University cooperates with the Science and Technology Park Pilsen, with the Business and Innovation Centre Pilsen (BIC), the Management of Information Technology of the City of Pilsen and other entities. Among the latest achievements of scientific teams to include, for example, a smart strike suit and gloves for firefighters and the tool used for the diagnosis of the dynamics of cancer cells or electric car.

Sport **Pilsen**

University **Pilsen**

Research **Pilsen**

Helping **Pilsen**

Visit **Plzeň**

Biomedical Center of the Faculty of Medicine in Pilsen focuses on research and development in the field of replacement and regeneration of vital organs. The center operates in newly built premises was launched on September 2014. Orientation of the center builds on the long-term performance of the faculty and the University Hospital, on the achievements of internationally competitive research results and their application potential in health care. Excellent results are achieved in close collaboration with the University Hospital mainly in the field of renal replacement therapy via various methods, including transplants, in the field of infectious organ damage during sepsis and follow-up of the issue of bacterial resistance to antibiotics. It currently focuses on the issue of neurodegenerative diseases or a broad study of the properties of stem cells including cancer and their potential use for tissue therapy and regeneration or oncology diagnosis.

The development of social services improving their availability and comfort

Throughout the territory of the city administration guarantees optimal development of social services and creates a functional network of services offered to the elderly, disabled, families with children, socially excluded, foreigners and others in need. The aim of vocational guidance in the field of social services is to provide help in finding the optimum services for the

solution of their situation. To the comfort increase of the provided social services contributes the web portal project whose part is the electronic counselling. The city provides service to Senior Express, transport of disabled persons, and implements a variety of projects and activities for the wide Pilsen public also involving social service providers. From 2017, thanks to the three-year-project, subsidized by the Ministry of Labour and Social Affairs, attention will be paid to individuals who can not obtain a standard rental housing at market conditions. Increase should occur, for example, in the number of apartments of special purpose, barrier free apartments and also an enhancement of the area of sheltered housing. In Pilsen there is a quality care available for the elderly ranging from field services to the residence services. Homes for the elderly have a capacity of a total of 323 beds, homes with special regime of 472 beds (of which 100 beds are offered by

a private operator) and 29 beds are available in week center. Services for the elderly are provided mainly by Municipal institute of social services.

Hospital care in Pilsen is ensured by five inpatient medical facilities. The main provider is the University Hospital, the largest inpatient medical facility in the Pilsen Region and one of the largest hospitals in the Czech Republic. In the framework of its 48 medical work places it operates 1,729 beds and employs 4,480 people. Annually more than 70 thousand admissions and over one million outpatient examinations (data are from the year 2016) take place there. In the city there are several daily and weekly cares in service for the elderly and persons with disabilities as well as Children Center (former Pediatric Department with Children's home).

University Pilsen

Research Pilsen

Helping Pilsen

Visit Plzeň

110

barrier-free apartments owned by the city

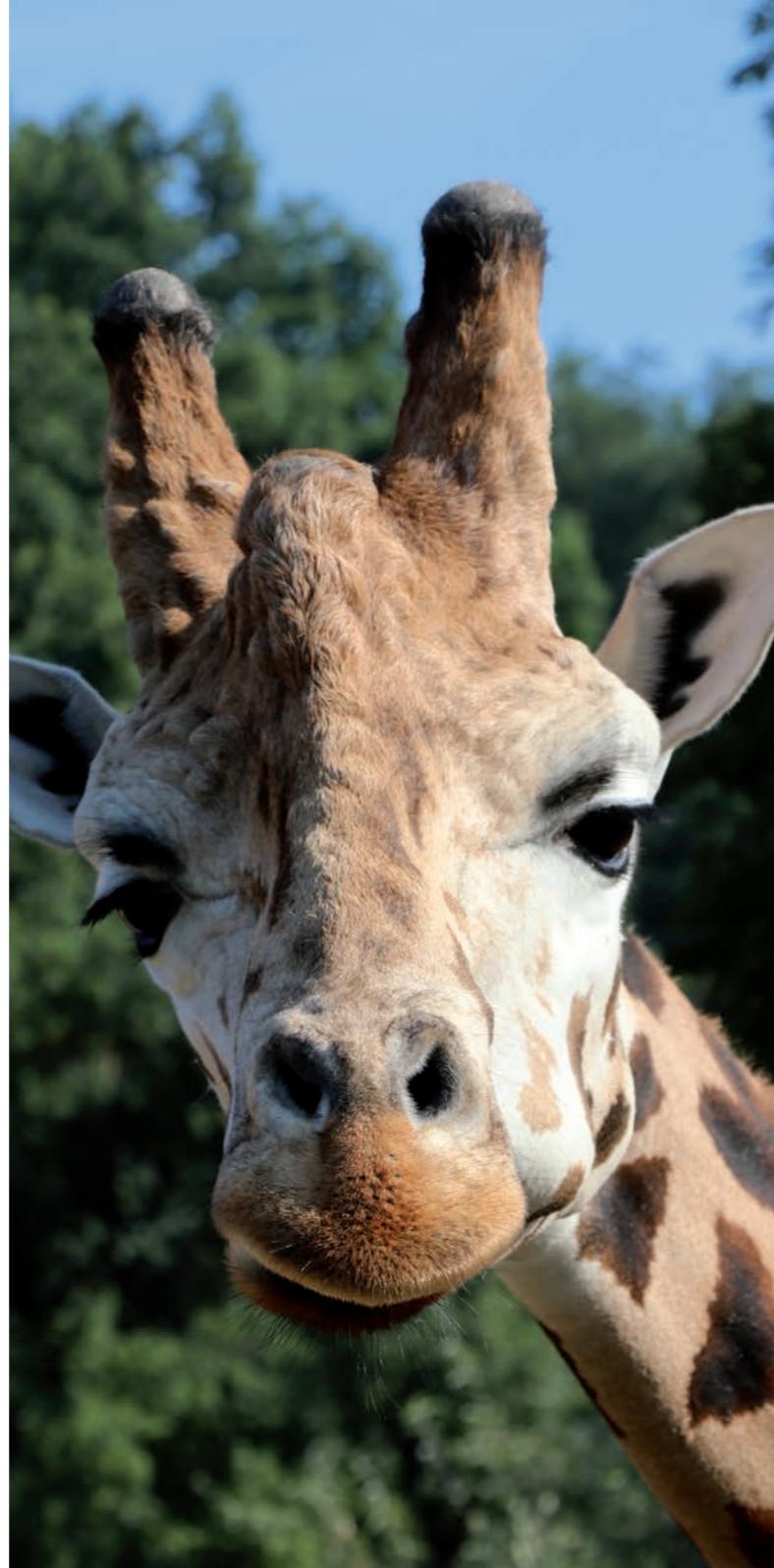


We have something to offer to tourists from all corners of the world

Pilsen currently belongs among the most attractive tourist cities of the Czech Republic. According to statistics, by the number of visitors Pilsen holds the 4th place in long-term behind Prague, Brno and Karlovy Vary. A record number of more than 260 thousand tourists, was recorded by the city in the year 2015, when it became the European capital of culture.

We can enthuse lovers of history, culture, and families with children, not to mention the beer lovers.

To the most popular places in Plzeň include the historic center with its Cathedral of st. Bartholomew and historic homes, the brewery of Pilsner Urquell and the Brewery museum with the Pilsen Underground guided tour route and the Great Synagogue. There is a high potential of targets for families with children, such as of the Plzeň Zoo and Botanical Gardens, DinoPark, the Techmania Science Center or the Puppet Museum in Pilsen. Tourists can visit more than twenty museums and galleries. Also the DEPO 2015 complex has become an interesting novelty whose multi-functional industrial hall serves as a non-traditional conference, concert and exhibition spaces. A major advantage is the sufficient capacity and premium quality of hotel and catering services. Pilsen is therefore the ideal starting point for excursions in the region and other attractive locations (Prague, spa triangle, the mountains of the Šumava and the Bohemian Forest).



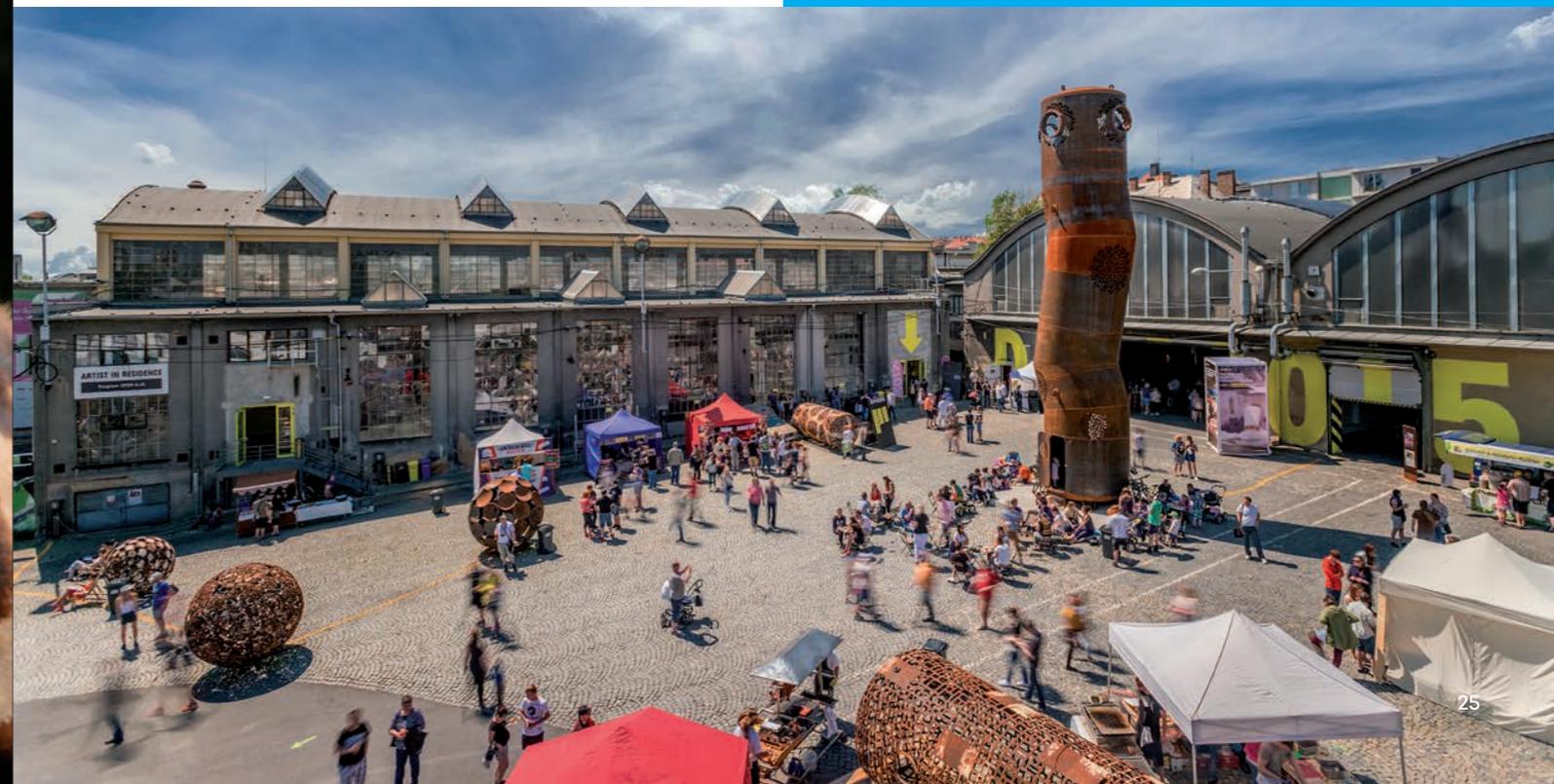
3.4 mil.

visitors in 2015, was the European Capital of Culture

Research **Pilsen**

Helping **Pilsen**

Visit **Plzeň**



Pilsen:

**I live for people,
because people
live for me.
In years to come
I want to:**

**to improve the quality
life conditions for all
generations**

**to develop a promising labor
market and to interconnect
the education system with
practice**

**to improve the urban
environment and
to raise the climate
changes readiness**

**to revive the
city center**

**to raise the awareness
about me beyond my
borders**

City of  Pilsen

Issued by: The Municipality of the city of Pilsen – department of presentation and marketing, 2017

Photo: archive of OPM MMP, SITMP, the Plzen Zoo, Theatre Alfa, Theatre Summer under the Pilsen Sky – Miroslav Chaloupka,
700 years of the City of Pilsen Foundation, Pilsen 2015, Ladislav Sutnar Faculty of Design and Art, Tereza Fübacher, Libor Sváček

Design: Dynamo design s.r.o.

Print: WEST MEDIA, s.r.o.