

Foreword by the Minister of Culture	6
Foreword by the European Commissioner for Intergenerational Justice, Youth, Culture and Sport	7
Summary of the Vision, Priorities, and Strategic Goals	8
Preface	13
Vision 2030	14

Priority ①	Culture as a Natural Part of Life	15
-------------------	--	-----------

①.1	Increase the Availability and Accessibility of Culture	19
①.1.1	Develop Cultural Accessibility Across Regions	19
①.1.2	Remove Barriers to Accessing Culture	20
①.1.3	Increase Public Engagement in Cultural Activities and Creation	21
①.2	Strengthen Lifelong Learning, Creativity, and Media Literacy	23
①.2.1	Support Creative Education Beyond Schools	23
①.2.2	Strengthen Media and Information Literacy in Society	24
①.3	Understand and Systematically Develop Audiences	25
①.3.1	Strengthen Tools for Audience Insight and the Understanding of Needs	25
①.3.2	Reach Out to and Engage New Audiences and Visitors	26
①.3.3	Support a Shared Cultural Identity	27

Priority ②	A Confident Cultural and Creative Sector	28
-------------------	---	-----------

②.1	Build Quality Cultural Infrastructure	31
②.1.1	Ensure the Stability and Modernisation of Cultural Infrastructure Across the Czech Republic	31
②.1.2	Increase the Sustainability of Cultural Infrastructure	32
②.2	Strengthen the Position of Culture in the Labour Market	33
②.2.1	Implement Principles of Fair Remuneration	34
②.2.2	Improve Working Conditions for Cultural Professionals	34
②.3	Establish a Predictable System of Cultural Support	35
②.3.1	Streamline the Existing System of Financing Culture	36
②.3.2	Strengthen and Seek New Sources of Multi-Source Financing	37
②.3.3	Update the Legislative Framework for Culture	37
②.3.4	Establish Conditions for Excellence in Culture	39

2.4	Enhance Protection and Security in Culture	40
2.4.1	Strengthen the Protection of Cultural Infrastructure and Individuals	40
2.4.2	Enhance Cybersecurity and the Protection of Digital Data in Culture	41
<hr/>		
Priority ③	Cooperation and Preparedness for Change	42
<hr/>		
3.1	Strategically Develop Culture	45
3.1.1	Strengthen Data-Based Planning and Decision-Making	45
3.1.2	Methodically Support Cultural Planning in Regions	47
3.2	Fulfil the Innovation Potential of Culture	48
3.2.1	Intensify the Connection Between Research and Practice	48
3.2.2	Systematically Digitise Cultural Content and Support Innovation	49
3.2.3	Ensure Responsible and Legally Grounded Use of Artificial Intelligence in Culture	50
3.3	Intensify Cooperation	52
3.3.1	Strengthen Interministerial Cooperation	53
3.3.2	Support International Cooperation	54
3.3.3	Strengthen the Role of Culture in Current Societal Issues	55
<hr/>		
	List of Abbreviations and Terms	57