



CENTRUM VERONICA
HOSTĚTÍN



Press release

Hostetin will be visited by Prince Charles

Hostetin is a small village in the east of the Czech Republic, close to the border with Slovakia. However, its importance for the sustainable development makes it so unique that even the British heir to the throne Prince Charles is going to include this village into his agenda on his visit to the Czech Republic. He is going to see the local environmental projects, a presentation of handicraft and agricultural products with the local trademark “Traditions of the White Carpathians”, meet the inhabitants of Hostetin and discuss the projects with the representatives of the municipality, Ecological Institute Veronica and other NGOs participating in Hostetin projects.

Projects engaged in the use of local resources, saving and renewable sources of energy (particularly sun and biomass) as well as environment-friendly technologies have been concentrating in Hostetin since the middle of the 1990s. The village is heated centrally by biomass, waste water is cleaned in the reed-bed sewage treatment plant, electricity is produced by two photovoltaic power plants and there is even energy-saving public lighting. Moreover, there is a passive house of the Centre Veronica in the village (operated also as an educational centre and ecological guest house allowing you to spend your holidays here), a juicing plant with BIO (organic) products, a historical fruit-drying kiln. Water in ten houses is heated using solar power. Hostetin was awarded the prestigious international competition Energy Globe (2007), received the national Czech Solar Award 2009 for its contribution to environment protection and many other awards. More at <http://hostetin.veronica.cz/507/>

„Prince Charles is personally interested in the sustainable development and therefore we are looking forward to his visit. We are glad to present our successes and gain his opinion,” says Robert Janota, village mayor. *„The uniqueness of Hostetin within the Czech Republic is its integrity –you will not find so many functional elements of ecological, municipal and business infrastructure in any other village in such a small area,”* comments Yvonna Gaillyova, manager of the Ecological Institute Veronica.

„The municipal board of Hostetin have been cooperating for 15 years with the Ecological Institute Veronica and other NGOs bringing inspiration, sources and job opportunities to the village. I am happy to see that more and more citizens are becoming involved in the ecological projects as well as in the community life of the village. The visit of the Prince is reward for their work,” says Miroslav Kundrata, manager of The Czech Environmental Partnership Foundation and chairman of the managing board of Veronica Foundation.



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The British Ambassador in Prague, Sian MacLeod, comments on the visit: *„Hostetin is an excellent example of sustainable development in practice. I am glad that other cities and villages will learn about the projects running in Hostetin.”*

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DETAILS ABOUT HOSTETIN:

Where is Hostetin heading?

*„Hostetin is aiming towards **energy self-sufficiency** and **100% non-fossil community**. Hostetin makes maximum use of energy savings and renewable resources. It also helps regarding **climate protection**: the village annually **saves more than 1 600 tons of emissions of carbon dioxide**, the gas which is the main cause of global warming,”* says Ms Yvonna Gaillyova, Manager of the Ecological Institute Veronica.

What does energy self-sufficiency and use of renewable resources bring?

„Besides ecological advantages (reduction of air pollution from local furnaces, reduction of emissions of CO₂, sulphur and dust, usage of local and renewable sources of energy), energy self-sufficiency brings direct economic benefits (money for energy stays in the region, produced energy can be sold, reliability and safety of energy supplies is increased) and helps with social issues, particularly employment of local citizens,” observed Mr Robert Janota, Village Mayor.

Hostetin as a practical classroom of sustainable development

What is interesting about Hostetin is that it has been the inspiration and classroom for lots of experts, representatives of public administration as well as local authorities, teachers from universities and other schools, students and the public. The Ecological Institute Veronica runs an Educational Centre Veronica Hostetin in the model passive house, the programmes of which are attended by more than 5 000 people per year.

Who stands behind the events in the village?

Model projects are the work of unique cooperation between the village of Hostetin and NGOs, particularly the **Ecological Institute Veronica, Veronica Foundation** and **Civic Association Traditions of the White Carpathians**.



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The municipality of Hostetin

The village of Hostetin with 240 inhabitants is located in the northern part of the **White Carpathians Landscape Protected Area** (UNESCO Biosphere Reserve since 1996) in the border area of several outstanding folklore regions, including Slovácko (Moravske Kopenice and Luhacovicke Zalesi) and Wallachia.

Since the beginning of the 1990s, many **projects** have been developed in the region involving **the use of local resources, energy conservation, renewable sources of energy** (particularly sun and biomass) as well as environment-friendly technologies.

The Hostetin projects are model ones: they verify ecological technologies in practice and show how they work (see www.hostetin.veronica.cz/studie). Thanks to these projects, every year local residents **save more than 1,600 tons of emissions of carbon dioxide**, i.e. the gas that increases the greenhouse effect and contributes to global climate change.

Hostetin was awarded the **Czech Solar Award 2009** in a prestigious international competition **Energy Globe 2007** and many other awards for their contribution to environment protection. www.hostetin.cz

ZO ČSOP Veronica - Ecological Institute Veronica

ZO ČSOP Veronica (Czech Union for Nature Conservation - Basic Organization Veronica), is a civic association based in Brno, Czech Republic. It was founded in 1986 and has more than 100 members. About 20 employees work within the professional body - **Ecological Institute Veronica**.

The organization started its activity with the **Veronica Magazine**, established in 1986 as a regional magazine aiming at connecting culture and nature conservation and dispensing environmental education in a cultivated way. During the time, topical programmes have been developed. Veronica has got offices in Brno (South-Moravian region) and in Hostetin (Zlin region). Besides regional activities Veronica operates on the Czech Republic level, with connections abroad. Educational centre - Centre Veronica Hostetin has been open since Autumn 2006.

Veronica pursues the following expert programmes:

- **Nature and Landscape Conservation**
- **Green household, Green Procurement**
- **Climate protection, energy saving and renewable resources**
- **Involvement of the public into planning and decision-making processes**
- **Sustainable regional development**

Our expert and educational activity is meant for the wide public, experts, representatives and employees of public administration, educational institutions, other non-governmental organizations, teachers and students of secondary schools and universities and small-scale and middle-scale companies.

Our mission is to promote a friendly attitude towards nature, landscape and its natural as well as cultural values.

www.veronica.cz

Centre Veronica Hostetin

The task of the Centre Veronica Hostetin is to demonstrate that the attitude towards nature, considerate management of resources and informed interpretation of local heritage may economically



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stabilize the countryside and solve unemployment even in rather remote areas. It should serve as a living laboratory of sustainable development attitudes and measurements.

Educational modules of the Centre are developed mainly in following expert areas:

- Sustainable regional development
- Climate protection, energy savings and renewable energy resources; ecological building
- Nature and landscape protection
- Water in the landscape
- Extensive fruit growing

They are not only limited to theory but mainly focused on practical transfer of experience, based on long-lasting monitoring of realized model projects (<http://hostetin.veronica.cz/507/>)

- Passive House
- Biomass Heating Plant
- Solar Collectors
- Apple Juice Plant
- Fruit Drying Kiln
- Reed-Bed Sewage Treatment Plant
- Rural Landscape
- Energy Saving Public Lighting
- Sculptures in the Landscape

Research and education are built upon cooperation with a range of experts, schools and institutions. Many allied organizations in the White Carpathians complement the offer of ecological projects with other practical examples and regional specifics. The cooperation with promoters of similar projects abroad is equally important - it expands local experience by international knowledge and latest trends.

Centre Veronica Hostetin offers

- Expert seminars, conferences and workshops for representatives of public administration, expert public, NGOs and business sphere
- Guided excursions to model projects
- Programmes and trips for all types of schools
- Lectures and counselling service for the general public
- Library and study room with projects documentation
- Facilities for seminars, team-buildings and other training activities in the beautiful and clean environment of the White Carpathians
- Stay in the ecological building providing:
 - 50 places for trainings and lectures
 - 100 places for municipal and social meetings
 - 25 places for accommodation in 2-4-bed rooms
 - workroom for employees and trainees
 - workshop and base for practical classes
 - kitchen preferentially using local and organic products

Centre Veronica Hostetin is a part of **ZO ČSOP Veronica** (Basic Organization of the Czech Union for Nature Conservation), a civic association based in Brno, which has been operating in Hostetin and the Zlin region for more than 15 years.



www.hostetin.veronica.cz

Traditions of the White Carpathians

The aim of the trademark **Traditions of the White Carpathians®** is to promote regional products.

The trademark marks quality local craft and agricultural products produced by traditional technology from local raw materials, including handicrafts. The Civic Association Tradition of the White Carpathians is based in Hostetín. There is a celebration of local craft and fruit-growing – Apple Feast taking place in the village every year.

www.tradicebk.cz