

PRESS RELEASE

**The Czech
republic in 2050**



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**Ministry of Education,
Youth and Sports
of the Czech Republic**

PRESS RELEASE

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The EUROPEUM Institute Launches Nationwide Initiative "Czechia in 2050" to Spark Dialogue on the Country's Strategic Direction

The EUROPEUM Institute for European Policy is launching a large-scale communication, awareness, and mobilization project titled "The Czech Republic in 2050" (Česko v roce 2050). The aim is to initiate a broad public dialogue across generations and regions regarding the long-term strategic vision for the Czech Republic within the EU and NATO. The first activities will become visible this autumn.

The project is a multi-year initiative combining online and field activities to increase public awareness of the functioning and importance of Euro-Atlantic institutions, as well as to support the shaping of a long-term, pro-Western vision for the Czech Republic in the coming decades. The project is co-financed by the European Union through the Jan Amos Komenský Operational Program of the Ministry of Education, Youth, and Sports of the Czech Republic.

"Czechia has long struggled with the lack of a positive, long-term strategic vision that transcends electoral terms and is agreed upon across different governments. Other countries have such a vision. Poland, for instance, focuses on investments in infrastructure and defense, Finland concentrates on education and equal opportunities, while France targets strategic self-sufficiency. We would like to generate societal demand for a similar vision here in Czechia," explains Martin Vokálek, Executive Director of the EUROPEUM Institute.

According to Vokálek, a nationwide discussion on the country's long-term orientation could help shift the perception of the importance of the Western structures Czechia belongs to. "We want to give people the space to think and



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debate what shape Czechia should be in by the middle of the century. Europe is currently undergoing a major transformation in both security and the economy, and the year 2050 is seen as a major milestone. The project will connect education, regional engagement, and modern communication so that the discussion becomes truly nationwide," Vokálek adds.

As part of the project, an interactive online portal will be launched to give the public space to get involved. In the autumn, EUROPEUM Institute will also roll out a large-scale online campaign featuring public figures. A key component of the initiative is building a network of local ambassadors who drive social life and debate at the community level. The project will be complemented by a regional roadshow, a competition, and a series of intensive extracurricular and non-formal education programs for young people.

About the Organization

The **EUROPEUM Institute for European Policy** is an independent, non-partisan think tank focusing on European integration, strengthening democratic values, and public education. EUROPEUM conducts original research, organizes events, and publishes policy recommendations for national and European politics as part of its advocacy efforts.

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