

---

## USING MODERN ANALYTICAL METHODS FOR RISK MANAGEMENT AND THE CREATION OF TERRITORIAL STRATEGIES

**HRUSKOVA, A.; HRUSKA, L.**

ACCENDO – Center for Science and Research

**Keywords:** drug policy – strategic management –  
social risks – Evidence Based Policy

Social-economic and safety risks in area are one of the main topics in these days, which in the long term affect the stability of local societies. For identification of these risks, we can use modern technology of data collection based on the analysis of illicit substances in city wastewater, as the cities are a high-risk areas from the social perspective in the Czech Republic. European Union supports application of knowledge-based strategic management. This so-called Evidence Based Policy Approach enables regional decision makers to develop strategic plans focused on current area problems and needs with possibility to evaluate the management effectivity. Integrated approach to deal with the social-economic risks is preferred in risk management.