



UNIVERSITY  
OF PARDUBICE  
FACULTY  
OF ECONOMICS  
AND ADMINISTRATION

Universida de Vigo



University  
of Gdańsk

# ERASMUS+ BLENDED INTENSIVE PROGRAMME 2025

**24 Mar – 11 Apr, 2025 VIRTUAL PART**  
**14 Apr – 18 Apr, 2025 PHYSICAL PART**



## REGIONAL DEVELOPMENT, RESILIENCE, AND SUSTAINABILITY IN THE FACE OF MULTIPLE CRISES: DIVERSE STAKEHOLDER VIEWS

### PARTNERS

- University of Pardubice, Faculty of Economics and Administration
- Universida de Vigo, Faculty of Leadership and Public Management
- University of Gdańsk, Faculty of Management

### THE BIP MODULES

- Building resilient ecosystems for innovation: Central and Eastern European Perspectives and Lessons
- Resilience through stakeholders' participation
- Environmental Awareness of Managers as a Foundation for Developing
- Pro-Environmental Behavior
- Circular Futures: Innovating for Sustainability
- Adapting to Change: Regional Development Policy Strategies for Resilience and Sustainable Future
- Gendered Perspectives on Social Actors in Regional Development



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### **NAME OF THE LECTURER:**

**doc. Ing. Viktor Prokop, Ph.D.**

University of Pardubice, Czech Republic

## **BUILDING RESILIENT ECOSYSTEMS FOR INNOVATION: CENTRAL AND EASTERN EUROPEAN PERSPECTIVES AND LESSONS**

### **Annotation:**

The topic of the innovation ecosystem represents a theoretical concept that is widely applied in everyday practice and serves to effectively achieve regional policy goals. The importance of the resilience of these “ecosystems” has increased especially in recent years due to the impact of multiple crises (covid-19, war in Ukraine, energy crisis). The crisis period requires the reaction of all interested parties in these ecosystems, especially policymakers and practitioners. However, these reactions differed across Europe, while it is possible to identify examples of good practice as well as „failure stories“. The aim of this block will first be to theoretically describe the issue of the creation and functioning of innovation ecosystems to students. In the following offline part, students will analyse the innovation ecosystems within their countries, as well as among other European states. Next, students will focus on the reaction of policymakers and other actors to crisis situations. Based on the information found and identified benchmarks, recommendations will be proposed for selected stakeholders, which will be a joint project output of the students. Special attention to the countries from the Central and Eastern Europe will be paid, as historically significant differences – in comparison to their western counterparts – have been identified within this territory, which greatly hindered the regional development of these areas in the past.



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### **NAME OF THE LECTURER:**

**Ing. Martin Maštálka, Ph.D.**

University of Pardubice, Czech Republic

## **RESILIENCE THROUGH STAKEHOLDERS' PARTICIPATION**

### **Annotation:**

The contemporary society seems to be divided. Progressivism vs. conservatism, „welcome“ culture vs. „border closers“, environmentalists vs. petrol burners, republicans vs. democrats, „Global West vs. Russia and China“... The western countries experience erosion of their biggest advantage of last decades – the will and the ability to collaborate and to work together for better future. Although the situation at international and national levels seems getting worse, the local and regional one is going the opposite direction. Local and regional authorities are supporting citizens' participation in development processes as well as involvement of various stakeholders. Such attitude has clear goal – improve the quality of life through local and regional embeddedness, social cohesion and resilience to external threats. Within this course you will try some of the techniques which are used by local and regional bodies to support the participation process and will hear about its practical implementation in the framework of wider EU and UN policies.



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### **NAME OF THE LECTURER:**

**Ing. Solomon Gyamfi, Ph.D.**

University of Pardubice, Czech Republic

### **ADAPTING TO CHANGE: REGIONAL DEVELOPMENT POLICY STRATEGIES FOR RESILIENCE AND SUSTAINABLE FUTURE**

#### **Annotation:**

In recent years, the importance of deepening regional development policies towards a resilient and sustainable societies has gained scrutiny. Crises of various natures, be it climate, economic, political, or public health emergencies show the weaknesses that exist and interlinkages that are prevalent across regions. Thus, responses require a robust policy framework, inclusiveness in approach, and participation of several stakeholders. This topic discusses regional development policy responses in view of promoting resilience and sustainability, assessing how stakeholder engagement promotes more adaptable and inclusive frameworks. Emphasizing collaboration across different stakeholders, the discussion will show that interlinked responses are essential for navigating crises effectively. It is only through multilateral engagement among governments, the private sector, and civil society that it is possible for a region to dream about its future as truly sustainable and resilient in light of the many challenges. This approach emphasizes the fact that resilience is not a bunch of policies; it is about the common effort that strengthens the social, economic, and environmental fabric of regions so they will be more capable of withstanding a future defined by both challenges and opportunities.

## **NAME OF THE LECTURER:**

**Prof. Sara María Torres Outón**

University of Vigo, Spain



## **GENDERED PERSPECTIVES ON SOCIAL ACTORS IN REGIONAL DEVELOPMENT**

### **Annotation:**

The primary objective of this session is the identification of key social actors in the regional context. The focus will not only be on the relationships between regional governments and other administrative bodies, but particularly on the role of social organizations and citizens. We will examine the roles these actors play and the mechanisms of participation in decision-making that influence regional development. By emphasizing social organizations and citizens, the session will explore how these collective forces drive social, economic, and political change, shaping local dynamics that respond to community needs and promote structural transformations.

From a gender perspective, it is crucial to analyse the composition of institutional and associative networks in order to reflect on the presence of women in organizations and institutions, as well as the positions they hold within them. This analysis will provide insight into how women are integrated into regional power structures and the roles they assume in decision-making processes. However, while we will delve into the role of women, it is also necessary to address the issue through a broader lens of gender diversity, ensuring that the experiences and contributions of other gender identities are equally considered.

Additionally, we will examine how feminist collectives, and grassroots movements contribute to fostering changes that transform social structures, challenging traditional hierarchies and integrating demands for equity and inclusion. Special attention will be given to the influence of citizens in promoting policies that address gender inequality and encourage equal participation in regional governance, creating a more inclusive and just environment for all gender identities.



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**NAME OF THE LECTURER:**

**Dr. inz. Aleksandra Koszarek-Cyra**

Université du Littoral Côte d'Opale, France

**ENVIRONMENTAL AWARENESS OF MANAGERS AS A FOUNDATION FOR DEVELOPING PRO-ENVIRONMENTAL BEHAVIOR**

**Annotation:**

- Definition of environmental awareness
- Growing importance of pro-environmental actions in management
- Attitudes, knowledge, and skills related to sustainability
- The influence of values and norms on pro-environmental attitudes and practices
- Business models based on CE: product-as-a-service, recycling and upcycling, and closed-loop systems
- Examples of corporate investment in renewable energy infrastructure
- Benefits of Pro-Environmental Practices for Companies



## **NAME OF THE LECTURER:**

**Branislav Štefanča**

**Karolína Petrová**

## **BUSINESS MODEL INNOVATION FOR SUSTAINABLE DEVELOPMENT**

### **Annotation:**

This program explores the transformative potential of the circular economy as a pathway to a sustainable future. It emphasizes innovation and creativity in rethinking how resources are used, reused, and managed to minimize waste and environmental impact. Participants will delve into key concepts such as circular design, sustainable business models, and the role of policy and technology in fostering systemic change. The course aims to equip individuals and organizations with the skills and knowledge needed to develop and implement innovative solutions, driving a shift from traditional linear models to circular systems.