

# UNIVERSITY OF PARDUBICE

FACULTY OF ECONOMICS  
AND ADMINISTRATION

BLENDING INTENSIVE PROGRAMME:  
**Innovation Ecosystems and their transformations  
in the era of Circular and Regenerative Economy**

Program's InfoPack  
03. 03. 2025 – 07. 03. 2025



# Welcome to Pardubice region

The Pardubice Region, located in the eastern part of the Czech Republic, is known for its rich history, picturesque landscapes, and vibrant culture. The region is famous for its medieval towns, including Pardubice, the regional capital, which is known for its impressive chateau and horse racing tradition. The region also offers natural beauty, with parts of the Bohemian and Moravian Highlands. Its economy thrives on industries such as manufacturing, agriculture, and chemical production, and it boasts several charming villages and historical sites.





# What is this BIP about?

Are you curious about what our planet will look like in the coming years and what we should all do? Would you like to know more about the Innovation Ecosystem you are also involved in?

This course will bring you answers to these and other questions from both the private and public sector perspectives. You will gradually learn what innovation ecosystems are, who their main stakeholders are and how they interact with each other. Subsequently, you will investigate the issues of sustainable development, circular and regenerative economy, and find out how each of us can help protect the environment.

# Day 1

## 10 am – 12 noon

Meet and greet

- Meeting at the EA building, floor No. 11
- Round of Introductions
- UPCE team Introduction
- Campus game

## 12 noon – 1 pm Lunch

## 1 pm – 4 pm

- Classroom lecture: **Innovation theory and practice – from idea to commercialization**  
**Digitalization in the public sector**  
**(IN HYBRID MODE)**





# Day 2

## 9 am – 12 noon

- Classroom lecture: **The role of public support systems in circular economy innovation ecosystems**

## 12 noon – 1 pm Lunch

## 1 pm – 4 pm

- Classroom lecture: **Barriers and triggers for the transition to a circular and regenerative economy in the emerging innovation ecosystems**

## 6 pm at A-club

- **Pub Quiz:** from UPCE students to BIP students

# Day 3

## 9 am – 12 noon

- Classroom lecture: **Business model innovation for sustainable development**

## 12 noon – 1 pm Lunch

## 1 pm – 4 pm

- Classroom lecture: **Sustainable Project Design and Agile Management for Circular Economy**





# Day 4

## 9 am – 12 noon

- Classroom lecture: **Industrial ecology and territorial development**  
**The decarbonization strategy of ArcelorMittal**

## 12 noon – 1 pm Lunch

## 2 pm – 5 pm

- **Treasure hunt:** Digital interactive treasure hunt with FEA students focused on Pardubice

## 5 pm

- **Game results:** evaluation of the game and awarding of prizes to the winners in the A-Club

# Day 5

## Cultural Day

### Exploring the capital city of Prague

- Wenceslas Square
- Old Town Square
- Old Town Hall with Astronomical Clock
- St. Vitus Cathedral and Prague Castle
- Boat cruise on the Vltava River with refreshments
  
- [PRAGUE Info Channel](#)







# MS Teams: The place for online classes and social networking

To collect all your experiences, feelings and impressions, we will use a MS Teams group. You are free to send messages, share your thoughts, impressions, most amazing pictures and exciting videos before, during and after the physical week!

[BIP ECOSYSTEMS 2025](#)



Microsoft Teams

# What should you definitely visit in Pardubice?

**Pardubice Castle:** This Renaissance-style castle is one of the city's most iconic landmarks. It houses the East Bohemian Museum, showcasing local history, art, and culture.

**Green Gate (Zelená brána):** A medieval tower and city gate, this historic structure offers panoramic views of the city from its top.

**Pardubice Old Town:** Wander through the charming cobblestone streets of the historic center, where you'll find colorful houses, cozy cafes, and vibrant squares.

**Church of St. Bartholomew:** This Gothic-style church is another landmark in the city, offering impressive architecture and a peaceful atmosphere.

**Tyršovy sady:** A beautiful park located in the heart of Pardubice, offering a peaceful retreat amidst the city's urban environment.





# Where to have a good meal?

## In or around the UPCE Campus

- UPCE Canteen
- Pizzeria Dýdy baba
- Robinson Café for vegetarians
- Na Cibulce
- Kozlovna

## In the City Centre

- Nejen dvorek
- Bohémská hospoda
- Nejen 55
- Galera Pizzeria
- Galerie Café
- Potrefená husa

# Practical Information

## Please note:

The BIP participating or participation fee covers only the programme and social/cultural activities mentioned in this presentation. Transportation to and from Pardubice, accommodation and lunches should be covered by the financial grant provided by your home institution.

Accommodation is booked for you from Sunday, March 2 to Saturday, March 8 at [HOTEL TRIM](#).

Due to the international nature of our programme/classes, we require participants to have an English level of at least B2 according to the CEFR.

