

# TOWN AND GOWN 2.0

the strategic cooperation  
between university and city  
in V4 and Ukraine



Program

## WORKSHOP

"Creative Cluster and Culture Industries:  
Visegrad Group Experience"

Rivne, 27-29 October 2021

🌐 [v4pro.oa.edu.ua](http://v4pro.oa.edu.ua)



The National University of Ostroh Academy • Ostroh City Council • Lesya Ukrainka Volyn National University • Lutsk City Council • National University of Water and Environmental Engineering • Rivne City Council • University of Security Management in Košice • The John Paul II Catholic University of Lublin • Lublin Commune (Municipality of Lublin) • Matej Bel University in Banská Bystrica • Tomas Bata University in Zlín, Faculty of Multimedia Communications • Zlín Creative Cluster • Jan Evangelista Purkyně University in Ústí nad Labem • Volyn Business School of the National University of Ostroh Academy, Limited Liability Company

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# Workshop in Rivne «Creative Cluster and Culture Industries: Visegrad Group Experience»

October 27-29, 2021

Wednesday, October 27

8.00 – 10.00 – Breakfast

10.30 – 10.40 – Opening session

10.40 – 12.00 – Petr Dubovský (Tomas Bata University in Zlin),  
**Tomas Bata University in Zlin and its way to support  
young entrepreneurs in creative industries**

12.00 – 12.30 – Coffee break

12.30 – 13.50 – Vendula Gregorovičová (Tomas Bata University  
in Zlin), **Zlin Design Week as a local influencer**

14.00 – 15.00 – Lunch

15.00 – 16.20 – Nikola Timkovičová (Zlin Creative Cluster),  
**From the mapping of cultural and creative industries  
to a professional roof organisation**

16.20 – 16.40 – Coffee break

16.40 – 18.00 – Vendula Doubravská (Zlin Creative Cluster),  
**Public-private cooperation on support to the local  
creative community**

18.00 – 19.00 – Dinner

## Thursday, October 28

8.00 – 10.00 – Breakfast

10.40 – 12.00 – Anna Vaňová, Katarina Vitalisova (Matej Bel University), **University as a key partner in local and regional development**

12.00 – 12.30 – Coffee break

12.30 – 13.50 – Anna Vaňová, Katarina Vitalisova (Matej Bel University), **The third mission of the universities**

14.00 – 15.00 – Lunch

15.00 – 16.20 – Jiřina Jílková (Jan Evangelista Purkyně University), **Creative Industries and Smart City – experience from a regional university**

16.30 – 16.40 – Coffee break

16.40 – 18.00 – Jarosław Chormański (Warsaw University of Life), Mirosław Gajdak (Warsaw City Council) **The experience of cooperation between the Institute of Environmental Engineering, Warsaw University of Life Science and the local administration in urban areas**

18.00 – 19.00 – Dinner

## Friday, October 29

8.00 – 9.00 – Breakfast

10.00 – 12.00 – Consultations with experts. Working groups

12.00 – 12.30 – Coffee break

12.00 – 14.00 – Consultations with experts. Working groups

14.00 – 15.00 – Lunch

15.00 – Final session