





PROGRAMME **SUMMARY**

Monday, 12 May 2025

15:00 – 18:00 Informal networking and refreshments Social Evening in "Lodičky": Wine & Beer Tasting and Networking

Tuesday, 13 May 2025		
9:00 - 9:30	Registration	
9:30 - 11:00	Opening ceremony	
11:00 – 11:30	Family photo	
11:30 – 13:00	Lunch	
13:00 - 15:30	STARS EU activities (open only to members of STARS EU)	
13:00 – 14:00	Workshop: Inside Your Shopping Brain: How Neuromarketing Influences Your Choices (Radka Bauerová, Silesian University in Opava, Czechia)	
14:30 – 15:30	Workshop: What does science know about creativity? (Martin Klepek, Silesian University in Opava, Czechia)	
15:30 – 17:00	Excursion: City mini tour	
18:00	Welcome dinner	

Wednesday	, 14 May 2025
9:00 – 11:30	STARS EU activities (open only t
9:00 – 11:30	Lectures for students
9:00 - 10:30	Workshop: Involvement of Unive (Alena Danielová, The Moravian
11:30 – 13:00	Lunch
13:00 - 15:30	STARS EU activities (open only t
13:00 - 15:30	Out-of-the-Box Networking
15:30 - 18:00	Excursion: POHO 2030: Post-Mir

9:00 - 11:30Lectures for students9:30 - 11:00Workshop: Czech It Out! - Czec (Janusz Karpeta, Silesian Univ11:30 - 13:00Lunch13:00 - 15:30STARS EU activities (open only (Jos Beelen, The Hague Univer			
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	17.00		

Friday, 16 May 2025

10:00 – 12:00 | Delivering confirmation documents



INTERNATIONAL WEEK 12-16 MAY 2025

to members of STARS EU)

versities in the Transformation of the Region n-Silesian Innovation Centre, Czechia)

to members of STARS EU)

ning Landscape Revival Hub

y to members of STARS EU)

ech Culture and Language versity in Opava, Czechia)

y to members of STARS EU)

on of Curriculum ersity of Applied Sciences, The Netherlands; sity Olomouc, Czechia)