

Invitation to Workshop: Sustainable Population Consumption in a Post-Pandemic Economy. The Perspective of Three Countries

Dear Ladies and Gentlemen,

We cordially invite you to a two-day workshop organised by the Faculty of Social and Economic Studies of Jan Evangelista Purkyně University in Ústí nad Labem as part of the project “Sustainable Population Consumption in a Post-Pandemic Economy. The Perspective of Three Countries.” The workshop will take place on 9-10 October 2024, in Ústí nad Labem, FSE UJEP, Moskevská 54, „Vysokoškolský klub“, 4th floor.

Programme:

9 October 2024 (Wednesday)

- 13:30 - 14:00 - Registration of participants
- 14:00 - 14:15 - Welcome and introduction (Ing. Michaela Jánská, PhD. – main organiser of the workshop)
- 14:15 - 15:00 “*Cost-Benefit Analysis (CBA) as a tool to promote the development of more sustainable and resilient cities*” (Ing. Jan Macháč, Ph.D. FSE and guest from IREAS)
- 15:00 - 15:45 – „*Presentation of CzechInvest activities*“ (Ing. Petra Vaculíková - Director of the CzechInvest Regional Office)
- 15:45 - 16:00 - Coffee break
- 16:00 - 16:45 – “*Sustainable consumption in three countries - Czech Republic, Slovakia and Poland*” (doc. RNDr. Marta Žambochová Ph.D., prof. Ing. Pavol Kita PhD. and Dr hab. Prof. Grzegorz Maciejewski)
- 17:00 - 18:00 - Discussion

10 October 2024 (Thursday)

- 9:00 - 9:45 – “*Pro-ecological consumer behaviour. Empirical evidence from Poland*” (Dr hab. prof. Grzegorz Maciejewski, University of Economics in Katowice, Poland)
- 9:45 - 10:30 - “*Schicht - the rebirth of the Jelen brand and its current challenges*”, (Ing. Libor Duba - Managing Director of Schicht)
- 10:30 - 11:00 - Coffee break
- 11:00 - 11:45 - “*Characteristics of retail and the retail business model in the context of sustainable consumption*” (Prof. Ing. Pavol Kita PhD., Comenius University in Bratislava, Slovak Republic)
- 11:45 - 12:30 – “*B2B companies' approach to ESG issues and their preparation for non-financial reporting*” (Ing. Martina Weberová - B2B marketing expert)
- 12:30 - 13:30 - Closing of the event and lunch

Please reserve this date in your diary and confirm your attendance by emailing hana.galiova@ujep.cz by 4 October 2024. It is possible to attend the whole event or a selected day.

We look forward to your participation!

The workshop is part of the project "Sustainable Population Consumption in a Post-Pandemic Economy. The Perspective of Three Countries," project number 22320074, supported by the Visegrad Grant. Project implementation period: 11/2023 – 4/2025.