

## Modul 3 Social relevance

### Faculty of Corporate Strategy

#### FORD 5. Social Sciences

##### Topic 3.12 The most important activities in the popularization of R&D&I and communication with the public

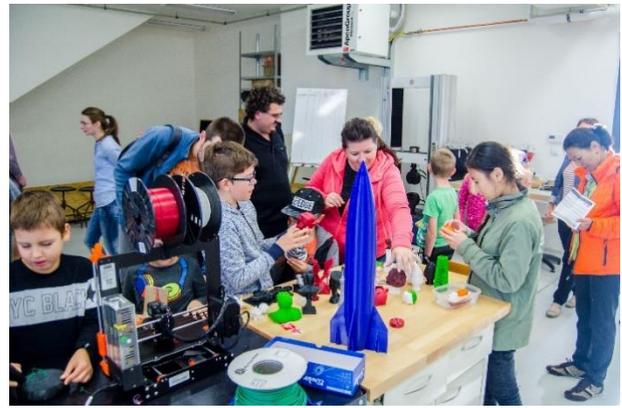
**Self-evaluation:** Organizing the Night of Scientists 2018 - self-funded: Events promoting science and research activities to the general public have a very good response. The public has the opportunity not only to get acquainted with the premises and equipment of the school, but above all the areas on which the school's research focuses are presented in a popular-science form.

Exhibits other than 3D printing models were all laboratory equipment that could be tested by visitors during the night of scientists.

Activities 2018 - Example of psychotest, simulation computer game, experiment with thermal camera, experiment with hardness tester, experiment with 3D measuring device, experiment with roughness tester, demonstration of machining on CNC, experiment with microscopes, demonstration of 3D scanner and 3D printing, experiment with ripper, drone simulator , soap production.

The event Night of Scientists continues in the following years, 2019, 2020.

Photos from Night of Scientists:



Involvement in the Smart Accelerator project in the South Bohemian Region: In the South Bohemian Region, the project focuses on increasing the competitiveness and attractiveness of the region by streamlining the existing regional innovation system and with the help of a quality professional team that will connect key players in the region given the strengths of the region and the key domains of specialization. The project involves representatives of the public and private sectors and academia.

Appearances on regional television on the topic of science: Television appearances are realized mainly through South Bohemian Television, which has regional operations in the South Bohemian Region. There is also space for the presentation of research institutions. The share of viewership of this television station is steadily growing, according to the data of Jihočeská televize, it is watched every week by about 300 thousand spectators.

<https://www.jihoceskatelivize.cz/>

Articles in press - Magazine Návštěvník published by VŠTE -

<http://www.vstecb.cz/navstevnik/>

In the monitored period, the Návštěvník magazine was primarily intended for potential applicants for studies at VŠTE, their parents, students, employees and VŠTE partner institutions. The magazine brings up-to-date information about school events, interesting projects, cooperation with practice, etc.

Participation in trade fairs and workshops at the regional and international level: Employees and in some cases students of the Institute of Business Strategy and the Institute of Technical Technology regularly participate in workshops organized by domestic and foreign higher education institutions and government agencies, as well as trade fairs focused on stage and career choice. : <https://gaudeamus.cz/>, <https://www.vcb.cz/navstevnici/akce/vzdelani-a-remeslo-47.html>. On behalf of ÚVV, employees participated in a conference in Prague: Czechs and Advertising.

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### **Topic 3.12 The most important activities in the popularization of R & D & I and communication with the public**

**Self-evaluation:** Co-organization of the exhibition in cooperation with CERN (more than 22 thousand visitors)

Organizing the Night of Scientists 2018 - financed from own resources

Organizing the Night of Scientists 2019 - funded by the joint CRP project of universities:

Photos from the Night of Scientists: <http://nocvedcucb.cz/fotogalerie/>

Participation in a project popularizing the results of Universitas research - a joint project of CRP universities

Publication of the printed magazine NÁVŠTĚVNÍK, where the most interesting results in the field of research at the university are presented - a printed circulation of over 25 thousand pcs. In 2020, there was a graphic change of the magazine, the number of printed issues was reduced to 5,000. At the same time, the magazine was newly spread in electronic form, mainly through social networks and the Newsletter to members of the alumni club.

Establishment of a Technical and Educational Consortium in cooperation with secondary schools

Organizing an international Olympiad of the Technical and Educational Consortium, which was canceled in 2019 due to the coronavirus situation.

Preparation of a number of press releases in cooperation with companies (eg: <https://www.universitas.cz/spektrum/4420-akademici-vste-spolecne-s-motorem-jikov-slevarna-resi-jak-zdokonalit-technologie-vyroby-odlitku> -from-shaped-cast iron)

Involvement in the Smart Accelerator project in the South Bohemian Region

Appearances on regional television on the topic of science (JTV)

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#### **Topic 5.4 Strategies and tools of strategic management to improve the international or sectoral competitiveness of research work and the quality of the university**

ÚVV actively participates in the permanent media coverage of projects and outputs from research activities (<http://www.vstecb.cz/Vyzkum-a-vyvoj-438.htm/>), applied research and cooperation between the school and external partners within the regional media ( <https://jihlavaska.drba.cz/>, (<https://budejcka.drba.cz/>, <https://plzenska.drba.cz/>),) and national media (eg <https://www.reflex.cz/>) and professional media (Techmagazín-<http://www.techmagazin.cz/>) and their own media carriers (<http://www.vstecb.cz/navstevnik/>). **A connection that will help improve the employment of graduates and thus also improve the image of the school as an entity that is invaluable in the labor market. At the same time, thanks to cooperation with companies, it deepens research work in the field of school, which can be immediately implemented in practice. Cooperation on projects is a key domain of VŠTE.**