"Identities Under Pressure?"

Changing European Union, New Global Order in the Making

CEEPUS Summer School

June 28 – July 7, 2018

Pécs, Hungary

Preliminary Program

June 28 (Thursday) – Day of Arrival, Training Session and Teambuilding

14:00 - Team building and Intercultural Training Session
18:00 - Welcome event
19:00 – Pécs Light Festival

June 29 (Friday) – Opening Ceremony, Academic Lectures and Workshops

8:00 – 9:00 Opening Ceremony
9:00 – 12:00 **New Global Order – What about Europe in that World?**
Lecturer: Dr. Zoltán Vörös, University of Pécs
Topics:

- Europe in the 21st century
- Brexit and the German elections
- The EU is not an attractive elite club anymore?

12:00 Lunch
13:00 – 15:00

- European race for external investments
- The BRI in Europe
- Uncertainty for Europe? – US withdrawal, Chinese appearance

18:00 Dinner
19:00 Pécs Light Festival

June 30 (Saturday) – Sport and Recreation Day

10:00 – 12:00 Sports programs
12:00 Lunch
16:00-22:00 Pécs Light Festival

July 01 (Sunday) – Day of Culture

10:00-12:00 Pécs Light Festival
12:00 Lunch
16:00 – 22:00 Pécs Light Festival

July 02 (Monday) –Academic Lectures and Workshops

Central and Eastern Europe and the Economic Transformation – Challenges of Geoeconomics of the Visegrad Group
Lecturer: Dr. Andrea Schmidt, University of Pécs
9:00 – 12:00
- Scenarios of transformation
- The evaluation of the DME (Dependent Market Economy system)
- Regional integrations at a glance

12:00 Lunch
13:00 – 16:00
- The importance of geoeconomics in the V4 region
- The political side of geoeconoics in the V4 regions
- Scenarios for regional integration with case studies

18:00 Dinner
 19:00 Quiz Night about the European Union

July 03 (Tuesday) –Academic Lectures and Workshops

International Migration, Migration Policies, Securitization and Human Security in a Globalized World
Lecturer: Dr. István Tarrósy, University of Pécs
9:00 – 12:00
- Trends and tendencies of international migration
- Examples of migration policies
- The refugee crisis and the response/s of the EU

12:00 Lunch
13:00 – 16:00
- Broadening of the concept of security, the securitization dilemma
- Development and dependency in an interdependent context
- The case of Hungary and the Visegrad Region

18:00 Dinner

July 04 (Wednesday) –Academic Lectures and Workshops

A Multicultural Union – Psychological perspectives on Migration, Integration, and Identity in the European Union

Lecturer: Dr. Amy Coren, Northern Virginia Community College, USA

9:00 – 12:00
- Is there an EU identity?
- The psychology of fear: extremism, radicalism, and populism
- The refugee crisis and the rise of nationalism

12:00 Lunch

13:00 – 16:00
- Shifting identities – psychological factors in integration and immigration
- EU Identity in the 21st century – opportunities and challenges

18:00 Pizza Night

July 05 (Thursday) – Academic Lectures and Workshops

Current Economic and Social Challenges of the European Union
Lecturer: Dr. Iván Zádori, University of Pécs
9:00 – 12:00
- The Current Political and Economic Context
- The UK Decision to Leave the EU
- The Greece Crisis and the Eurozone
- European Security Concerns

12:00 Lunch

13:00 – 16:00
- Hungary within the European Union
- Social challenges: ageing, unemployment, emigration, ethnic tensions

18:00 Dinner

July 06 (Friday) – Academic Lectures and Workshops

The Role of Place Branding in Global Europe. The European Capital of Culture Program
Lecturer: Dr. Gyöngyi Pozsgai, University of Pécs
9:00 – 12:00
- Basic theory of city marketing – evolution, stages of its development
- Place identity, branding, brand measurements
- Place communication strategies

12:00 Lunch
13:00 – 16:00
- The role of culture in place branding
- The European Capital of Culture program

16:00-17:00 Summary Workshop
18:00 Farewell Dinner

July 07 (Saturday) – **Departure**

This unique "EU and the World" CEEPUS Summer School awaits you in 2018!

See you in Pécs!