**Title: Studios tailored to the Ústí nad Labem Region**

**Case description:** (300-600 words)

Why is change important, urgent and tricky:

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| In region Ústí nad Labem, which is located on the north of the Czech Republic close to Germany, the regional University of Jan Evangelista Purkyně is located. This region is one of the more problematic regions, with high levels of unemployment, low levels of education, and with several ecological burdens (e.g., significant areas affected by surface mining of brown coal. This is a region with a specific structure of industry, which is focused not only on mining and related energy production, but the heavy industry is also widely spread here, there are refineries and other branches of chemical and engineering industry. The problems in this region are also connected with historical events associated with the displacement of the German population after the Second World War and the occupation of the region by newcomers. |

What is the change and the multi-disciplinary collaboration that supported it:

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| The University of Jan Evangelista Purkyně cooperates very closely in the framework of its scientific and development projects with local state and regional governments, professional institutions and other bodies and together they try to find solutions to the above-mentioned problems related to the Ústí nad Labem region.  An interesting activity that should help solve problems in the long term is the training of experts as part of university studies. Together with local government, local municipalities and self-governing bodies and institutions, but also with companies in region, University of Jan Evangelista Purkyně deals with the development and scientific programs and also prepares and successfully accredits studying programmes directly for the region, which aim to educate future experts in the areas that are the most pressing in terms of demand for qualified labour in this region. Among the new accredited fields, we can mention, for example, Quality control, Design of machines and equipment, Product Engineering and Mechanics of Automation - all at the Faculty of Mechanical Engineering. Faculty of Natural Sciences prepared studying programs like Mathematics in companies and public administration, Applied biology and ecology, Geography of transformations. Faculty of Environment prepared studying programmes Technology for environmental protection, Environmental technology and Waste and circulation management. Also, the Faculty of Social and Economic Studies and the Faculty of Education prepared studying programmes like Andragogy, Regulation and behavioural studies (focused on local social problems) and Faculty of Health Studies prepared studying program like Organization and development of health facilities based on need in region to create qualified base of health professionals. |

What challenges or insights does the case foreground?

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| Absolvents of these studying programmes as experts in multidisciplinary environment will be members of regenerative projects focused on transformation of the region in many areas - in environmental protection, but also in the strengthening of education in the region, restructuring of industry and in the area of reducing the social impacts that the region is dealing with.  With the offer of these programs, interest in studying at University of Jan Evangelista Purkyně increased by 30%. The school management hopes that the graduates will stay in the region and help transform it and solve regional problems mainly in social and environmental areas. In any case, local authorities and organizations are already positively evaluating the impact of tailor-made study programs and this regionally oriented approach of the university. |

**Author relationship to the case:** (max 50 words)

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| The author of this case study, together with her colleagues, focuses her research activities on the analysis of the impact of partnerships between higher education institutions and other organizations and companies at the regional level and its contribution to solving social problems. |

**Keywords:** (max 5) Regional university; problematic regions, tailored studying programmes, Region Ústí nad Labem, Czech Republic

**Web Links:** (max 5) [Studia šitá na míru Ústeckému kraji. UJEP pro region - UJEP | Univerzita J. E. Purkyně](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ujep.cz%2Fcs%2F30565%2Fstudia-sita-na-miru-usteckemu-kraji-ujep-pro-region&data=04%7C01%7CMarie.Bednarikova%40upce.cz%7C2cfb6658a49c4717bf7e08d9f127a1f7%7C49307c8db7bd42d1957063cbd63caf1b%7C0%7C0%7C637805974782341905%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=4hcKqFW%2BdWiyNYquVrLF%2F6DXfg9zwf4EcaVD2hMdw8M%3D&reserved=0)

**Summary:** (max 75 words)

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| This in an example of suitable behaviour of the universities in the area of regional development. Based on the analysis of necessities in the region they prepare studying programmes in accordance with requirements of local governments and other institutions. Such modification of studying programmes is the way how to manage social changes on regional level, prepare experts, who will be able to solve regional problems and upcoming crises in many areas. |

**Country:** Czech Republic

**Date of Collaboration:**

2021

**Project funded:** N/A

**Type of partnership:** (describe the major partners)

Regional university – local government – companies – local institutions

**Acknowledgments:** (credit for the work/case) N/A

Principal Investigator: (if applicable) University of Jan Evangelista Purkyně

Co-I: (if applicable) N/A

Partners: (if applicable) Regional office of the Ústí nad Labem Region, Labor Office of Ústí nad Labem Region, The Czech Environmental Inspectorate (Branch in Ústí nad Labem), others

**Case Image**: is there an image you can provide to support the case? **YES**/NO

