

## European Challenges in the 21st Century - How to Move Forward?

**CEEPUS Summer School**  
June 27 – July 6, University of Pécs, Hungary



	27 June, Thursday	28 June, Friday	29 June, Saturday	30 June, Sunday
		Dr. Zoltán Vörös: New Global Order – What about Europe in that World?	Day of Culture	Day of Culture
<b>8:00-9:00</b>	Arrival	Opening Ceremony		
<b>9:00-12:00 with break</b>		Europe in the 21st century Brexit and the German elections The EU is not an attractive elite club anymore?	Pécs Light Festival	Pécs Light Festival
<b>12:00-13:00</b>		Lunch	Lunch	Lunch
<b>13:00-16:00</b>		13:00 – 15:00 European race for external investments The BRI in Europe Uncertainty for Europe? – US withdrawal, Chinese appearance	Pécs Light Festival	Pécs Light Festival
<b>16:00-18:00</b>				
<b>18:00-19:00</b>	Welcome Dinner	Dinner		
<b>19:00</b>	Pécs Light Festival	Pécs Light Festival		

	1 July, Monday	2 July, Tuesday	3 July, Wednesday	4 July, Thursday	5 July, Friday	6 July, Saturday
	Dr. Andrea Schmidt: Central and Eastern Europe and the Economic Transformation – Challenges of Geoeconomics of the Visegrad Group	Dr. István Tarrósy: International Migration, Migration Policies, Securitization and Human Security in a Globalized World	Dr. Amy Coren: A Multicultural Union – Psychological perspectives on Migration, Integration, and Identity in the European Union	Dr. Gyöngyi Pozsgai: The Role of Place Branding in Global Europe. The European Capital of Culture Program	Dr. Iván Zádori: Current Economic and Social Challenges of the European Union	
<b>9:00-12:00 with break</b>	Scenarios of transformation The evaluation of the DME (Dependent Market Economy system) Regional integrations at a glance	Trends and tendencies of international migration Examples of migration policies The refugee crisis and the response/s of the EU	Is there an EU identity? The psychology of fear: extremism, radicalism, and populism The refugee crisis and the rise of nationalism	Basic theory of city marketing – evolution, stages of its development Place identity, branding, brand measurements Place communication strategies	The Current Political and Economic Context The UK Decision to Leave the EU The Greece Crisis and the Eurozone European Security Concerns	Departure
<b>12:00-13:00</b>	Lunch	Lunch	Lunch	Lunch	Lunch	
<b>13:00-16:00 with break</b>	The importance of geoeconomics in the V4 region The political side of geoeconomics in the V4 regions Scenarios for regional integration with case studies	Broadening of the concept of security, the securitization dilemma Development and dependency in an interdependent context The case of Hungary and the Visegrad Region	Shifting identities – psychological factors in integration and immigration EU Identity in the 21st century - opportunities and challenges	The role of culture in place branding The European Capital of Culture program	Hungary within the European Union Social challenges: ageing, unemployment, emigration, ethnic tensions	
<b>16:00-18:00</b>				16:00-17:00 Workshop Summary		
<b>18:00-19:00</b>	Pizza Night	Dinner	Quiz Night about the European Union	Dinner	Farewell Dinner	