An international seminar

***Green and digital transition in the EU***

**17th of January 2024**

**Poznań University of Economics and Business (Poland)**, room 236 A

as part of the Jean Monnet Centre of Excellence (JMCoE)

"Resilient and transforming Europe" (TRANSFORM EU) activity

**Programme:**

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| **10.00-10.10 Opening of the seminar**  Prof. Ida Musiałkowska, Coordinator of the JMCoE “Resilient and transforming Europe” project, PUEB  Prof. Maciej Żukowski, Rector of the PUEB  Prof. Ewa Mińska-Struzik, Director of the Institute of International Business and Economics, PUEB | | | |
| **10.10-11.30 I session**  Chair of the session: Prof. Krzysztof Walczak, PUEB | | | |
|  | Name of the speaker | Affiliation | Title of the speech |
| 10.10-10.30 | Prof. Wojciech Cellary | WSB Merito University, Poznań | Digital transformation with AI. A challenge for education |
| 10.30-10.50 | Dr. Eng. Jakub Jasiczak | Polish Association of University Knowledge Transfer Companies | Deep ESG and the green revolution - do companies want it and can academia help? |
| 10.50-11.30 | Discussion | | |
| ***11.30-11.45 Coffee break*** | | | |
| **11.45-13.00 II session**  Chair of the session: Dr. Dorota Czyżewska-Misztal, PUEB | | | |
|  | Name of the speaker | Affiliation | Title of the speech |
| 11.45-12.05 | Dr. Ilias Iakovidis | European Commission, Adviser (DG CONNECT) | Is digital transformation solution or pollution for green transition? |
| 12.05-12.20 | Discussion – first round | | |
| 12.20-12.40 | Prof. Małgorzata Dziembała | University of Economics in Katowice, Academic Sounding Board of the Cohesion for Transitions (C4T) Community of Practice | Sustainability transitions from the perspective of the EU cohesion policy and regions |
| 12.40-13.00 | Discussion – second round | | |
| 13.00-13.15 | Closing remarks | | |