



BRNO EXHIBITION CENTRE / 4 - 6 / 6 / 2024 /  
**URBIS / THE SMART  
CITIES MEETUP**

**MAIN PROGRAM / DAY 1**  
ROOM: ROTUNDA

## **9:30 / OFFICIAL OPENING & KEYNOTE DISCUSSIONS**

An interactive discussion of leaders and prominent faces of the Smart City scene on key challenges, trends and opportunities we are currently facing in urban development. Which paths should we take? How are particular themes intertwined? And how can we join forces between the actors of the innovation ecosystem to cope in the face of turbulent changes?

Host: **Vladimír Kořen / Jaroslav Mašek HN** (TBC)

### **9:30 / New URBIS as a Central European Smart City Innovation Hub**

**Jan Kubata**, General Director, Brno Fairs

**Martin Dvořák**, Minister for European Affairs

**David Müller**, Director General, Section of EU and Foreign Trade, Ministry of Industry and Trade

**Jan Grolich**, Governor of the South Moravian Region

**Markéta Vaňková**, Mayor of the City of Brno

### **10:00 / Energy and Climate – KEYNOTE**

**Petr Hladík**, Minister of the Environment

**Petr Zahradník**, Economist, Member of the National Economic Council of the Government

**Zdeněk Žalud**, Professor and Head of the Institute of Agrosystems and Bioclimatology, Mendel University in Brno

**Kamil Čermák**, Chairman of the Board of Directors and CEO, ČEZ ESCO

**Michal Svoboda**, Co-founder and Manager of the project OBEC 2030 (COMMUNE 2030)

### **10:55 / Efficient Public Administration – KEYNOTE**

**Jindřich Fryč**, Principal State Secretary, Ministry of the Interior

**Radim Sršeň**, Deputy Minister of Regional Development

**Rút Bízková**, Founder and Chairman of the Board, Institute for Society 4.0

**Tomáš Chmela**, Vice-Chairman of the Association of Local Authorities of the Czech Republic

### **11:45 / Future Mobility – KEYNOTE**

**Martin Kupka**, Minister of Transport (TBC)

**Traian Urban**, Director, EIT Urban Mobility, Innovation Hub East

**Martin Russ**, Executive Director, AustriaTech (Austria)

**Pertti Kortejärvi**, CEO, Smart City Innovation Cluster (Finland) (TBC)

## **12:30 / ENERGY TRANSFORMATION AT THE DISTRICT AND CITY LEVEL**



Fresh practical knowledge from pilot projects in Czech and European cities. Energy innovations, technologies and new approaches that can inspire your municipality and region on the road to energy savings and energy self-sufficiency.

Host: **Michal Kuzmič**, Head of Multidisciplinary Collaboration & Urban Innovation Manager, University Centre for Energy Efficient Buildings, Czech Technical University Prague



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**12:35 / Energy Positive Districts: Latest Findings from International Projects**

**Nadja Riedel**, Senior Project Manager, City of Leipzig (Germany)  
**David Škorňa**, Head of Energy Transformation, City of Kladno  
**Fernando Gomes**, City of Maia (Portugal) (TBC)

**13:10 / Synergistic Integration of Energy Sources and Storages: Experiences from the First Czech Implementations**

**Tomáš Sarnovsky**, City Councillor & City Representative in Energy Cities, Litoměřice Town  
**Lenka Vaněk**, Director of Innovation and Decarbonization ČEZ ESCO (TBC) (**AWARD WINNER 2023**)

**13:40 / Light Pollution: a Low-Hanging Fruit on the Road to Energy Savings?**

**Anna Pasková**, Director, Department of Environmental Policy and Sustainable Development, Ministry of the Environment  
**Zbyněk Svoboda**, CEO, Ekosvětlo  
**Josef Doležal**, Active Citizen, Kutná Hora Town

**14:15 / WHEN A PRIVATE CAR STOPS  
BEING A NECESSITY**



An introduction to innovative mobility concepts rewriting transport paradigms that have remained unchanged for decades. Alongside with good practice of pioneers among Czech municipalities that employ these concepts to increase the serviceability of less populated areas or the efficiency of travel across the whole city.

Host: **Jan Bízík**, Director, Mobility Innovation Hub CzechInvest (TBC)

**14:20 / Revolution in Public Transport: a Bus Can Be Called Like a Taxi**

**Dominik Janik**, CEO & Founder, CITYA mobility (**AWARD WINNER 2023**)  
(TBC)  
(TBC)

**OUR  
PICK!**

**14:55 / Intermodality: Combining Transport Modes for Better Mobility**

OICT Prague (TBC)  
**Jan Vachtl**, Coordinator of Healthy Town Program, Votice Town  
**Jaroslav Martínek**, Executive Director, Partnership for Urban Mobility

**15:30 / Shared Transport Saves Costs and the Planet**

**Patrik Bureš**, CEO & Co-Founder, PeopleCar  
**Kateřina Duchková**, Mayor, Touškov Town  
**Stanislav Kutáček**, Founder, Autonapůl



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## **16:00 / INNOVATION MANAGEMENT IS NOT ROCKET SCIENCE**



Municipality as a leader and visionary in the local ecosystem. Discussion with experts and practitioners of municipal innovation and public administration on the ingredients for success and the key processes that lead to the long-term prosperity of a territory – even one that is not best positioned. We will conclude the first day with the unique story of the transformation of the Portuguese town of Fundão.

Host: **Jakub Rybář**, Head of Cooperation and Development Department, City of Brno

### **16:05 Why is Innovation Management Important and Where to Start?**

**Petr Suška**, Director of Smart City, Innovation and Project Management Department, OICT Prague; Head of Urban Innovation, Fraunhofer IAO

**Matěj Chytil**, Founder, Byro – Platform for Creative People in Public Administration

### **16:40 Piloting Cooperation of Municipalities and Innovative Businesses**

**Jaroslav Petrák**, Urban Innovation Manager, City of Brno (**AWARD WINNER 2023**)

**Kamil Válek**, Secretary of the Municipal Authority, Uherský Brod Town (TBC) (**AWARD WINNER 2023**)

**Martin Mikulášek / Tereza Hrbková**, Citymind solutions (TBC)

### **17:10 Inspired by Success: How to Turn a Small Town in the Middle of Nowhere into a Model Innovation Hub**

**OUR  
PICK!**

**Ricardo Gonçalves**, Head of Innovation, Investment and Strategic Planning, City of Fundão (Portugal)

**Miroslav Scheiner**, Special Projects Manager, Ministry of Industry and Trade (**AWARD WINNER 2023**)

## **18:00 / NETWORKING PARTY – VIDA! SCIENCE CENTRUM BRNO**