



University : University of Pécs
Country : Hungary

SDG17: PARTNERSHIP FOR THE GOALS

17,2 Relationships to support the goals

17.2.2. Cross sectoral dialogue about SDGs

Does your university as a body initiate and participate in cross-sectoral dialogue about the SDGs, e.g. conferences involving government/NGOs? Yes.

German Companies for the Economy of Baranya County

29/11/2024, UnivPécs

This event organised jointly by the German Economic Club (Deutscher Wirtschaftsclub Ungarn), Körber Hungária Kft., and the University of Pécs, aims to offer a shared platform for companies based in or around Pécs with a German background or interest.

The German Economic Club (DWC), founded in 1992 by 30 German-speaking senior executives working in Hungary, has become a club-style platform for informal meetings. The objective of the DWC is to

facilitate networking among German-speaking business and private individuals, and to strengthen the dialogue between politics and business by bringing together economic actors with political decision-makers, thereby contributing to improving the investment climate in Hungary.

The DWC is committed to ensuring that Hungary is realistically perceived as an attractive investment destination by foreign, particularly German investors. With over 200 members, DWC is the second-largest independent bilateral business association in Hungary. Club events are held at least once a month in Budapest, Debrecen, Kecskemét, Győr, and, after 2019, in Pécs again as well.

The presence of the Deutscher Wirtschaftsclub Ungarn (DWC) in Pécs is of utmost importance for local businesses, as it helps build and strengthen links between companies operating in the region and German-speaking economic players. DWC events and platforms offer companies in Pécs the opportunity to meet potential German partners and investors directly, as well as explore new business opportunities.

The presence of the DWC also increases the attractiveness of the region to German enterprises by supporting the business environment and strengthening the integration of the local and international economic ecosystems.

Through the events of the club, businesses in Pécs gain insight into German economic culture and business expectations, which can represent a long-term competitive advantage. This presence supports not only economic development but also the strengthening of local communities.

German-speaking enterprises play a significant role in the economy of Southern Transdanubia, both in terms of establishing workplaces and technological development. Companies such as Körber Hungária Kft. are leading players not only in machinery production and automation but also work closely with the University of Pécs to provide a skilled workforce and an innovation background.

Smaller German-speaking companies also play an important role in the automotive supply chains, logistics, and agriculture. Their presence in the region not only strengthens economic stability but also contributes to the development of local communities and creates opportunities for young professionals to settle locally, thereby reducing emigration.

The close economic ties with German companies continue to be a key factor in maintaining the competitiveness of Southern Transdanubia. The Pécs–Munich flight route significantly contributes to deepening the economic and business relations between Southern Transdanubia and Germany. This direct connection offers a fast and convenient travel option for executives,



professionals, and business partners of German-speaking companies operating in the region, facilitating business meetings, conferences, and industry events. It also creates a favourable opportunity for tourists arriving from Munich to explore the cultural and economic attractions of the region, which may contribute in the long term to the development of the local economy.

National Directions in Neuroscience – TINL Conference

21/02/2024, UnivPécs

A professional event was held on February 21 in Pécs at the MTA PAB headquarters related to the Establishment and Complex Development of National Laboratories appeal and the Translational Neuroscience National Laboratory project.

In 2022, the University of Pécs, as consortium leader, and six consortium partners (HUN-REN Institute of Experimental Medicine, University of Szeged, Semmelweis University, Research Centre for Natural Sciences, HUN-REN Institute for Computer Science and Automation, Richter Gedeon Plc) won HUF 5.3 billion in non-refundable European Union support in the RRF-2.3.1-21 call titled “Establishment and Complex Development of National Laboratories” under the Recovery and Resilience Facility. The project titled “Translational Neuroscience National Laboratory” (TINL), ID RRF-2.3.1-21-2022-00011, is being implemented within the Széchenyi Plan Plus program and deals with two main thematic areas: neurodevelopmental disorders and adult neurological disorders.

The goal of TINL is to improve the methods for preventing and treating neurological diseases, through a unique research spectrum that covers neurological disorders and diseases from birth to old age.

The program “Adult Neurological Disorders,” related to the center at Pécs, as well as the project “Investigating Brain Function and Diseases Using a Multidisciplinary Approach,” were presented by Dr. Tamás Dóczi, neurosurgeon and professor at the Neurosurgery Clinic of the University of Pécs, while the program “Neurodevelopmental Disorders,” running at the center at Budapest, was introduced by neurobiologist and brain researcher Dr. Zoltán Nusser, Széchenyi Prize-winning Hungarian veterinarian.

Neurodevelopmental disorders include, among others, foetal alcohol syndrome, newborn hypoxic brain damage, autism, and childhood attention deficit hyperactivity disorder (ADHD). The adult neurological program includes digital development, as there is an increasing need in healthcare to directly use real-life data in diagnosing neurological conditions.

TINL operates on a pillar-based system, including six specialized clinical pillars: translational research of traumatic brain injuries, epilepsy, multiple sclerosis, problematic internet use and internet-related disorders, psychiatric pillar, Parkinson’s disease/movement disorders, CT perfusion-based stroke diagnostics using AI, neuropharmacological preclinical pillar. The common IT methods of the clinical pillars are a patient information system producing structured data, and health economic analyses.

Within the Health sub-program of the Thematic Excellence Program of the National Research 2021, Development and Innovation Office, the project “Study of Brain Function and Diseases Using a Multidisciplinary Approach” received support for 4 more years, amounting to HUF 1.493 billion. The research focuses on nine main areas that cover a wide, seemingly unrelated spectrum of neurological diseases, connected by shared mechanisms of neurodegeneration and plasticity/neuroprotection.

Congress of Family Doctor Researchers for Quality Healthcare

23/02/2024, UnivPécs

This year, the Institute of Primary Care at the Medical School of the University of Pécs hosted the XXII Congress of the National Organization of Family Doctor Researchers.



The aim of the organisation is to enable primary care colleagues and residents to start working on research as soon as possible, so that their successful results can be incorporated into clinical practice very quickly, improving the quality of healthcare.

The workshops organised at the congress will help primary care workers in their daily work, but the event will also provide a good opportunity for networking between different universities and research groups.

Hungary and the Western Balkans Conference

25/03/2024, UnivPécs

The opening conference of the winning OTKA application was held on March 25, 2024 at the Institute of Regional Studies of the Hungarian Academy of Sciences' Economic and Regional Science Research Center on the topic of Hungary and the Western Balkans. The strategy of the University of Pécs adopted last year set the directions and formulated the University's "geopolitical relationship role between Central and Eastern Europe and the Western Balkans", as research and relationship development in this direction have a long tradition in Pécs.

"The Artificial Intelligence Revolution Has Begun"

16/04/2024, UnivPécs

The Artificial Intelligence Professional Day, organized by the Institute of Mathematics and Informatics of the Faculty of Science at the University of Pécs (UP), was held on April 16 in the Vargha Damján Conference Hall. The event explored current issues surrounding the education, research, development, and application of artificial intelligence (AI), bringing together university faculty, researchers, and industry experts from organizations and companies engaged in the field.

The conference aimed to provide both theoretical and practical insights—through case studies—into the significance and opportunities of AI research and its real-world applications. It offered a valuable platform for UP's academic staff and researchers to engage in professional dialogue with industry representatives and lay the foundation for future collaborative training and research partnerships. Key discussions also addressed how various AI technologies can be effectively integrated into education and academic research.

Organizers also kept in mind undergraduate informatics students preparing for their mandatory internships, offering attending companies the chance to present their internship and junior programs. Throughout the day, students could visit company booths to ask questions—not only about career paths but also about AI in general. The conference was accessible live in English as well, attracting a strong international student turnout.

The event was opened by Dr. András Trócsányi, Dean of the Faculty of Science at UP, who emphasized the importance of embedding market and industry trends—such as AI—into educational programs. “We’ve already partially incorporated AI into our curriculum,” he explained, “but its use in research raises numerous professional and ethical questions, such as how much of a scientific paper can be based on AI-generated content.”

Pollack Expo – Smart Homes and Technological Innovations

18-19/04/2024, UnivPécs

The Pollack Expo opened its doors today, placing the spotlight on smart homes and emerging technologies. This event is more than just a trade exhibition — it serves as a vibrant meeting point for industry leaders, universities, and the engineering community, blending tradition with innovation.

This year's central theme, “SMART HOME,” aims to showcase how integrated technological solutions can bring intelligent buildings to life. Smart homes are designed to adapt to individual lifestyles, save money, protect valuables, offer remote access, and remain future-ready. Some systems can even alert residents to food spoilage or the arrival of guests.



Smart building automation is a key pillar in the modernization of structures, focusing on energy efficiency, user comfort, and sustainability. Róbert Várföldi, Commercial Director at Siemens co. Ltd. (RSL/INS division), provided a comprehensive overview of smart solutions and future development trends, illustrating how buildings can become even smarter in the years ahead.

“We must take steps toward an increasingly digitized world and digitalize as much around us as possible,” emphasized Várföldi. Energy efficiency is among the most important priorities in smart building design and operation. Optimizing energy use not only promotes sustainability but also yields substantial cost savings. “The system is open and scalable, allowing for the measurement of virtually everything,” Várföldi added.

Smart buildings employ automated systems to manage heating, cooling, lighting, and other energy-intensive functions based on environmental data collected by in-building sensors.

In addition to energy management, enhancing user comfort is a primary goal of smart automation. Intelligent buildings allow users to conveniently control various systems through smartphones or other devices. For example, they can remotely adjust the temperature, monitor lighting, or manage security systems.

From a sustainability perspective, smart buildings offer long-term benefits by reducing energy consumption and lowering environmental impact. Alongside energy-efficient solutions, designers are increasingly focused on integrating renewable energy sources such as solar panels and wind turbines into building systems.

Beyond smart homes, this year’s event also featured student-led innovations related to electric vehicles. One standout example is an electric go-kart built by students from the Faculty of Engineering and IT at the University of Pécs.

The Pollack Expo not only showcases the latest technological advancements, but also fosters business and educational opportunities. The event promotes collaboration between the economy and higher education, while enabling the development of valuable professional partnerships.

“How can we maintain the connection of our graduates to their Alma Mater?” Conference

18/04/2024, UnivPécs

“How can we maintain the connection of our graduates to their Alma Mater?” – This was the theme of the conference organized on April 18, 2024 by the UP Alumni and Corporate Relations Office, held in the Ceremonial Hall of the Rector’s Cabinet. The event aimed not only to share experiences but also to establish a professional community that supports colleagues working in this area. Representatives from 13 higher education institutions shared good practices regarding keeping in touch with graduates, building and maintaining relationships.

The conference was opened by Dr. Attila Miseta, Rector of UP and President of the UP Alumni Association. “These events are important because they truly allow space for sharing experiences, reinforcing good practices, and discarding less effective ones,” said the Rector.

Zoltán Györffy, Director of the UP Directorate for Relations, also welcomed the participants, emphasizing that alumni systems are still in their infancy in Hungarian higher education—but they deserve all the more attention. “If we stay in touch with our graduates, they can become a real treasure for the institution. The key question is: how can we keep this relationship alive? By starting to build the connection as soon as they enter, and by offering information and experiences that establish, strengthen, and sustain that attachment,” the director highlighted.

The first speaker, Gréta Zóka from the UP Alumni and Corporate Relations Office, presented the UP alumni system, which currently counts nearly 33,000 members, including about 3,000 international alumni. For alumni in Pécs, the office organizes conferences, faculty and career programs, workshops, and training sessions. The alumni card offers educational, service-related, healthcare, and gastronomic discounts. A new addition is the alumni product line, which Organizational and campus changes in many places have set alumni programs back, but more and more colleagues are working consciously to ensure that contact with graduates remains



active. This benefits not only the institution but the alumni as well,” was noted in one of the presentations.

Balázs Bíró, representing the Eszterházy Károly Catholic University, spoke about their renewed alumni system from 2020, which introduced an online alumni card. A popular program of theirs is the Alumni Wine Club—thanks to their own university winery.

Csilla Pataky, representing the ELTE Alumni Center, stated that they have been consciously building their alumni system since 2016 and emphasized the importance of learning from and being inspired by one another.

Csilla Sebő-Käfer, speaker from the Pázmány Péter Catholic University, pointed out that alumni contact had previously functioned on a faculty level, but with the move to a new campus, they noticed that former students are also emotionally attached to specific buildings and locations of the institution—which can be utilized in maintaining contact.

Szilvia Molnár, from Corvinus University of Budapest, presented how their online alumni platform and app are being renewed. These aim to support networking, career direction, and mentoring programs. From the presentations, it became clear that most alumni systems currently consist of the following elements: alumni cards, discounts, branded merchandise available via webshop, events, training, and alumni academies.

Several speakers emphasized the difficulty of keeping up with the fast-paced world of social media, which is why partners are increasingly being involved.

Kitti Fekete, representing the Prohuman corporate group, discussed how to form strategic partnerships with UP and presented a few creative initiatives born from collaborations between students and companies.

Balázs Kenyeres, CEO of Daskalos Consulting, showcased how online alumni platforms function, including features that allow searching by name, faculty, and graduation year.

Fanni Öry, a doctoral student at the Faculty of Humanities, examined alumni attachment and loyalty from psychological and sociological perspectives, also addressing motivations.

To close the conference, a roundtable discussion was moderated by Lilla Regényi from the UP Directorate for Relations, with participants:

- Dr. Brigitta Szabó-Bálint (Faculty of Business and Economics)
- Tamás Schauermaun (career and learning coach)
- Gergő Csikós (main organizer of the I. Leőwey Global Meeting)

The discussion also covered what the term “alumni” means, what kind of experiences former students have, and what internal motivations form their connection to their Alma Mater.

By the end of the day, the participating universities’ representatives had learned new perspectives, trends, and practical examples, bringing them closer to further developing their alumni systems.

Participating Partners:

Budapest Business University
Corvinus University of Budapest
Budapest University of Technology and Economics
Dunaújváros University
Eötvös Loránd University
Eszterházy Károly Catholic University
Károli Gáspár University of the Reformed Church
Hungarian University of Agriculture and Life Sciences
National University of Public Service
Pázmány Péter Catholic University
University of Pécs (UP)
University of Szeged
Prohuman Ltd.
Daskalos Consulting Ltd.



Building Lives: How Architecture Can Foster Community, Dignity, and Hope – the Solidarity Architecture Conference

25/04/2024, UnivPécs

Is there an approach that focuses on people's communal needs? Yes! One such approach is solidarity architecture. These questions were at the heart of the Solidarity Architecture Conference held during the 2024 Pollack Expo, where architects, academics, and students explored architecture's potential to shape not just cities, but communities—and lives.

What Is Solidarity Architecture?

Solidarity architecture is more than just designing structures; it's about designing for people. It is an architectural approach that addresses not only physical space but also the social and environmental factors that affect human well-being. The philosophy is built on five key principles:

- Human-Centered Design: Prioritizing the needs, culture, and dynamics of local communities.
- Accessibility and Equity: Ensuring buildings and public spaces are usable by all, regardless of socioeconomic status.
- Environmental Awareness: Emphasizing sustainability, low ecological impact, and responsible resource use.
- Community Participation: Encouraging collaboration between architects, planners, and residents.
- Adaptable Solutions: Designing flexible, diverse spaces that respond to changing needs.

By embracing these principles, solidarity architecture fosters social inclusion, dignity, and long-term sustainability.

Architecture as a Social Tool

At the conference, Dr. Anna Mária Tamás made a powerful statement: *"It's not the architect's job to solve social or political issues—but smart design and coordination can still make a difference."* Her point was echoed by Dr. Éva Kovács, who advocated for an interdisciplinary, integrated strategy that combines planning, implementation, and monitoring.

Lakni Kell 2016 óta ("We Must Have Housing")

Since 2016, the group has hosted countless workshops, community builds, and conversations that have generated not just solutions but networks of knowledge and social capital.

He shared the moving story of a homeless couple who were given a small, insulated shelter. When he returned to visit them months later, the space had been transformed. With porcelain figurines, tapestries, and clean carpets, they had turned the modest shelter into a home. *"They built a world of their own,"* said Dányi. *"As an architect, it's wonderful to see how people bring warmth and meaning into a space you helped create."*

When Architecture Fails

Of course, not every project succeeds. Pelényi Margit, recipient of the prestigious Ybl Award, spoke about failures in social architecture. Take Pécsdevecser, a nearly abandoned Hungarian village with just 94 residents. Empty streets and deserted buildings show that architecture cannot save a place without community investment.

However, new models are emerging. PhD candidate and architect Noémi Kókai is designing a co-working and co-living space tailored to *digital nomads* in rural Hungary. Her goal? Revitalize villages by attracting young, mobile professionals. With backing from private investors, her work emphasizes that each location requires a unique strategy based on its specific strengths and weaknesses.

The Future Starts With Children

What if we started even earlier? Architect Zsuzsanna Eszter Mikó, founder of Arkki Hungary, introduced a visionary educational program where children learn architectural principles through play. At Arkki's creative workshops, crayon sketches turn into dazzling structures, and kids design cities overflowing with green space.



“Children instinctively prioritize nature,” Mikó noted, referencing studies that show a clear link between time spent in nature and improved mental and physical health.

Facing the Digital Future

Will AI take over architecture too? Architect and visual artist Flóra Kőszeghy addressed this looming question in her talk on artificial intelligence. “*We’re not there yet,*” she reassured the audience. But she warned that AI can now generate entire multi-story housing plans in seconds from a single line. The problem? “*If something goes wrong during construction, it’s not the software company that bears responsibility—it’s still the architect.*”

Kőszeghy showcased a range of AI tools, calling attention to their capacity for creativity and efficiency. Yet she emphasized that ethical, human judgment remains irreplaceable. Technology should support solidarity, not erase it.

Architecture for a Liveable Future

What ties these ideas together—community building, co-spaces, AI, child education—is the belief that architecture is not just about buildings. It’s about people. When approached with empathy, creativity, and social awareness, architecture can be a catalyst for dignity, belonging, and change.

Design thinking, interdisciplinary collaboration, and grassroots engagement are the keys to transforming urban and rural spaces alike. As we imagine the future, we must ask: not just *what* will we build, but *for whom*?

“Get to Know AI—Don’t Fear It” – the AI Professional Day

AI Specialist Unpacks Myths and Realities at the UP’s Science Faculty

16/04/2024, UnivPécs

“*AI won’t take your job—but your co-worker who understands it just might.*”

This was the provocative opening line from Imre Szücs, artificial intelligence expert at Test Innovation Technology Zrt., during his talk at the AI Professional Day hosted by the University of Pécs Faculty of Sciences on April 16, 2024.

TestIT supports IT projects in need of testing expertise and has become a key partner for Hungarian banks, insurance companies, and mobile service providers. Their work is embedded in the everyday digital infrastructure many rely on—yet Szücs’s focus was on where AI is taking us next, and why it’s crucial we understand, not fear, the technology.

“We all know by now: AI is going to be everywhere,” said Szücs. He began by walking the audience through a brief but compelling history of artificial intelligence.

The Industry Days

07-10/05/2024

The University of Pécs intends to strengthen its ties with the industrial players of Baranya County and therefore participated for the second time in the Industry Days international industrial trade exhibition together with the Chamber of Commerce and Industry of Pécs-Baranya (CCIPB), the Municipality of the City of Pécs, and 9 major industrial companies of Baranya County.

The University, the Chamber, the Municipality, Contrall Kft, Kontakt-Elektro Kft, Matro Kft, Somapak Kft, Z Elektronika Kft, Aquacut Kft, Büttner Kft, Strauss Metal Kft, and Vannet Kft. jointly presented the industrial developments, technical portfolio, university knowledge base values, and related regional research at the exhibition held from 7 to 10 May, 2024 at HUNGEXPO in Budapest.

IDEAS AND SOLUTIONS BY STUDENTS

08/05/2024, UnivPécs

The Centre for Applied Learning (CAL) once again organised the iExpo reverse career fair this semester, held on 8 May, 2024 at the Faculty of Business and Economics of the University of



Pécs, where students showcased their projects, research, and business ideas developed over the semester, covering a wide range of topics. For the second time, the exhibition was held as a joint cross-faculty event.

The iEXPO is a cross-faculty reverse career fair where students present projects completed during the semester as part of various courses, showcasing not only the theoretical knowledge they have acquired, but also the skills and competencies they have developed.

The competition was open to anyone, either individually or in groups, who could present a business idea, community development project, research, or innovation that also demonstrated the creator's knowledge and skills.

More than 100 groups, 300 students, and 80 corporate partners participated in the event. The posters once again focused on specific business solutions, while also highlighting themes of sustainability and healthy lifestyles.

This year's iExpo was once again full of ideas and solutions, thanks to the students, including a growing number of international participants, with many posters presented in English.

Participants were classified and awarded prizes according to six categories:

Sustainability, Society, and Culture

Research, and Data Analysis

Problem Solving

Idea

Idea – App

Consulting

The first-place winners received HUF 100.000, the second-place winners HUF 80.000, and the third-place winners HUF 50.000 scholarships per group, which were provided by the Faculty of Business and Economics of the UP and the participating partners.

Representatives from the companies toured the student groups, gave their opinions on the projects, and then rewarded the most promising teams with 'unicoin' they had received in advance. The three groups that collected the most unicoin were awarded prizes.

INNOVATION DAYS 2024

14-15/05/2024

The Innovation Days of the University of Pécs will take place between 14 and 15 May at the Regional Library and Knowledge Centre of Southern Transdanubia. What makes this year's programme series special is that it is organised jointly by the University of Pécs and Deutsche Telekom (DT) IT Solutions Hungary. The focus of the lectures and roundtable discussions will be on artificial intelligence, its impact on education, research, and development, and our everyday lives.

The aim of the event is to demonstrate the results of research carried out within the innovation ecosystem of the University, to promote its utility in business and social contexts, to build partnerships between academia and industry, and to create networking opportunities for participating companies, researchers, and staff members.

The University of Pécs is one of Hungary's largest universities with a comprehensive scientific profile, and considers its mission to be a key player in Hungarian higher education in both the fields of education and research, as well as a knowledge centre providing significant research services to businesses and other organisations supporting the climate goals of Central Europe.

The institution actively seeks connections with companies in its immediate and broader environment, as well as with partners involved in research, development, and innovation. One of the key events in this effort is the Innovation Days series, which this time focuses on artificial intelligence (AI). Throughout the lectures and discussions, several aspects of AI's role and challenges will be examined, including its societal impact, as well as its legal, information technology, and medical implications.



In his welcome speech at the opening ceremony of the event, Dr Attila Miseta, rector of the University of Pécs, emphasised that the University, throughout its long history, and even today, it is striving to be at the forefront of innovation, research and development, and education both on a national and international level.

Örs Cseresnyés, managing director of Telekom IT Hungary, highlighted that AI poses a number of technological challenges for society, not only in research but also in the labour market and education.

“Innovation is a call for practical application from those engaged in science,” began his speech Dr József Bódis, chairman of the Board of Trustees of the Universitas Quinqueecclesiensis Foundation, and added, “My approach has always been to identify the problems in the field where I work, to find answers to them, and to find partners with whom we can solve those issues.”

In the field of the new technological challenges, it is extremely important for the University of Pécs to cooperate with major players of the market, which is why it is of great significance that the University was able to organise the Innovation Days together with an external partner, Deutsche Telekom IT Solutions Hungary – among others, this was one of the main points made by István Decsi, chancellor of the University of Pécs.

On the first day of the Deutsche Telekom IT Solutions – UP Innovation Days, in a panel discussion moderated by Gábor Szabó, cloud expert at Clidee Ltd., professionals debated the current and expected effects of artificial intelligence (AI) in research and development, and in education. The discussion included Dr Szilárd Pál, vice-dean for organisational development and relations at the Faculty of Pharmacy of the UP; Balázs Csiaki, development manager of ProSharp; Tibor Gulyás, head of the Techtra Technological Transfer Institute; and Gábor Érdi-Krausz, project coordinator at the Institute for Computer Science and Control of the Artificial Intelligence National Laboratory (MILAB).

The second day of the Deutsche Telekom IT Solutions Hungary – UP Innovation Days welcomed visitors with a variety of workshops and presentations. The focus of the event was on the utilisation of scientific research results and corporate partnerships. During the event, the university’s latest developments and research projects were presented, and several start-ups also had the opportunity to showcase their ideas and innovations to investors and a professional audience.

For the University of Pécs, fostering and developing corporate relations is of utmost importance. The university’s RDI (research, development, and innovation) competencies and technologies can be widely applied in various industrial sectors, particularly in biotechnology, pharmaceuticals, natural sciences, and other scientific fields.

New dimensions in health sciences

19-20/09/2024

A two-day scientific conference and symposium was organized by the Institute of Emergency Care, Health Education and Nursing Science at the Faculty of Health Sciences of the University of Pécs on 19–20 September 2024 titled “New dimensions in health sciences, with special regard to the development of healthcare” at the Granary Visitor Information Centre. The project was implemented with the co-funding by the governments of the Czech Republic, Hungary, Poland and Slovakia, and the International Visegrád Fund through the Visegrád Foundations. The event consolidated three high-quality professional conferences: the 2024 XVI International Nursing Science Symposium, hosted in Pécs for the first time this year, the XVIII Pécs Emergency Days, and the II International Central European Simulation Workshop-Conference. The aim of the program series is to provide an intellectual workshop for healthcare professionals and those interested in science, and to offer a forum for the nursing and other healthcare professional communities from the Czech Republic, Hungary, Slovakia and Poland to share knowledge and experience through plenary and sectional sessions. The main financial supporter



of the professional event is the International Visegrád Fund, alongside the Ministry of Interior's State Secretariat for Health and numerous other sponsors.

In his opening speech, Dr József Betlehem, Vice-Rector for General, Strategic and Relations Affairs at the University of Pécs, drew the participants' attention to the fact that the conference venue is located directly next to the Hungarian university founded first in 1367. "It is a great honour that this year the University of Pécs could host this event" - said Dr Betlehem, adding that he hopes the time spent here will prove useful to every colleague.

From the Ministry of Interior, Judit Bidló, Deputy State Secretary responsible for professional direction of healthcare, greeted the audience and highlighted that it was a special pleasure to be able to do this during Hungary's current Presidency of the Council of the European Union.

Attila Péterffy, Mayor of Pécs city with county rights, expressed that it is an honour not only for the University of Pécs but for the entire city to host this international conference. He explained that the university's relationship with Pécs is very special, as the institution plays a leading role in the region not only in education but in research-development and innovation, the continuous improvement of the city.

"Our close cooperation with the university aims to make Pécs appealing to sustainable and forward-looking investments and developments" - underlined the mayor. He also spoke about Pécs's Climate-neutral and smart city mission, encouraging participants to use their time here not only for professional development and networking but also to get to know the city's historical and cultural heritage.

Five Hungarian companies signed a research-development cooperation agreement with the UP

Spring/2024

The University of Pécs (UP) launched the Pécs Cooperative Research and Development Programme as a pilot in spring 2024. The programme supported the shared research and development projects of the company and the university that are based on the real market needs of economic actors and in which the economic actor and the UP participates together.

As the knowledge base of the region, the University is an inspiration and a driving force for more, deeper and more dynamic dialogue and cooperation, which is about shared needs, expectations, mutually beneficial business, practical use of the knowledge accumulated at the University and, above all, about the "how". Turning ideas and research into useful outcomes requires: funding, collaboration skills, intellectual property protection, licensing, know-how development, commercialization, creation of spin-off and startup companies, practice-oriented education and so on. However, it is also clear that one of the keys to economic revitalization is opening up university knowledge to market/industry players, which cooperation can also act as a magnet for investors looking for both research and development infrastructure and knowledge potential, as well as for innovative suppliers.

The mission of the University of Pécs in the 21st century is to support the economic growth of the area and the region with its capacities and network of contacts, based on its excellence in education and research, and to actively participate in the transformation of creative energies into an environment that encourages innovation. The fulfillment of this mission is supported by the recently concluded cooperation agreements, which are particularly significant because one of the most important goals of the UP is to strengthen its economic/entrepreneurial role and activities, for which the companies offer utilization partnerships, mentoring, industrial networking, production, financing opportunities, international market positioning.

Through the programme, the UP has signed collaborative agreements with five companies, in the framework of which the shared research and development projects were launched, the establishment of which could provide a basis for future participation in national and even in EU programmes, where at least TRL4-level technology and company-university relations are expected by the proposers. The University of Pécs is looking forward to a vibrant, value-based,



functioning, result-oriented collaboration, which will enhance its entrepreneurial capacity whilst bringing a significant boost to the life of the regional economy.

The shared projects span a broad spectrum of disciplines, with research centered on specific topics such as the development of an optical-based prototype instrument for the detection of aflatoxin contamination in grain feed, technological validation of titanium endoprostheses using metal-based additive technologies, creation of a smart textile that offers the possibility of a modern and comprehensive development of non-invasive physiological parameter measurements for patients, development of a microfluidic chip for non-invasive method of identifying viable embryos.

PReducated

21/10/2024

With the professional support of the Hungarian Public Relations Association, the Faculty of Cultural Sciences, Education and Regional Development of the University of Pécs (UP) and Ferling Ltd. organized a large-scale international PR conference on UP's Szekszárd campus on October 17–18. The two-day event featured professional presentations, networking opportunities, and a student presentation competition.

The conference focused on key questions such as:

What competencies are needed for effective PR work?

What do agencies expect from entry-level communications professionals?

How can educational institutions prepare students for practical challenges?

Attending experts shared their best practices and discussed untapped potentials in the field.

The conference brought together not only PR agency professionals and respected industry leaders, but also instructors from higher education and talented final-year marketing and communications students.

József Ferling, Managing Director of FERLING Ltd., highlighted in his welcome speech that this type of event is rare in Hungary, especially outside of Budapest:

“It’s unprecedented to have created such a professional hub outside the capital — with eight members from the TOP 50 PR list and five of the Public Relations Association’s 14 lifetime members in attendance. That alone is incredibly valuable. Leading agencies and major Hungarian companies meeting outside Budapest shows that this country doesn’t have to be entirely capital-centric.”

He also emphasized the significance of the event, saying:

“There’s a general lack of events where professionals in the field can actually meet and talk. This conference offered that — an opportunity for active PR professionals to engage with young people preparing to enter the field. Students learned about expectations and opportunities, while professionals gained insights into the ambitions, knowledge, and perspectives of the upcoming generation.”

The first day of the conference began with a panel discussion on the necessary competencies in PR and the integration of the new generation into the profession. It was followed by a student presentation competition featuring five teams — including one group of international students studying in Hungary.

In their case study, the K&H Group sought to identify the most sustainable municipalities in Hungary, and students were tasked with developing a B2B PR concept to promote the associated award.

Soon, participants will be able to see how K&H implements the project in real life.

According to the jury, the student teams brought fresh ideas and excellent attitudes to the challenge. The students, in turn, appreciated being part of a real-world project and receiving professional feedback.

Dr. Gábor Szécsi, Dean of UP’s Faculty of Cultural Sciences, Education and Regional Development, and President of the Hungarian Academy of Sciences’ Interdepartmental



Permanent Committee on Communication and Media Sciences, reflected in his opening address on where PR currently stands as a profession and as an academic subject.

“PR still hasn’t received the recognition it deserves — given its complexity and its wide-ranging communicative demands. It’s not truly integrated into the world of strategic communication, and many people still don’t view it as a standalone field,” he said.

He added that in today’s multi-channel digital media era, there are many more areas of communication and strategy that should fall under the PR umbrella.

On the second day of the conference, Zoltán Györffy, Director of the UP’s Communications Directorate, gave a presentation on the university’s enrolment strategy. He also discussed how today’s high school students choose among domestic higher education institutions. For the University of Pécs, the city itself is a key factor — something confirmed by the latest ranking from The Campus Advisor, in which Pécs jumped from 46th to 14th place, outperforming famous university cities such as London, Kraków, Barcelona, and Paris.

One of the most captivating presentations of the event came from Gábor Bruck, psychologist and communication expert at Sawyer Miller Group, titled NewSmart: Being Smart Is Different Now.

“NewSmart” means that modern leadership isn’t about personal victory but about enabling team success and fostering collaboration. Leaders should work transparently, be open to better ideas than their own, and be willing to learn continuously and admit what they don’t know.

He emphasized that high EQ is just as important as high IQ, and that Stone Age emotions — such as ego and pride — hinder higher-level thinking. “We must learn to be humble and modest,” Bruck said.

The two-day event ended on a high note, with calls for a follow-up conference already emerging from participants. Responding to this, József Ferling expressed his hope that the event will return next year — with even more student participants in the presentation competition.

Science in the Service of Society

04/11/2024

There are no borders in science, only new questions and solutions; in this spirit, the Hungarian Academy of Sciences (MTA) started its "Hungarian Science Festival" series of events on November 4 at the University of Pécs. On this occasion, professionals with outstanding scientific careers were honored. The Hungarian Science Festival has been officially celebrated since 2003, but the event continues a tradition that has been alive for 200 years. Next year, the MTA will celebrate its 200th anniversary, recalling the memory of István Széchenyi’s donation offer on November 3, 1825. This year’s festival motto is “Scientific Advice in the Service of Society,” highlighting the Academy’s responsibility and obligation.

The National Assembly is expected to adopt a resolution tomorrow declaring the years 2025 and 2026 as the Years of Hungarian Science.

This decision not only recognizes the achievements of domestic researchers but also the 200 years of service of the MTA, founded in 1825, for the Hungarian nation and science.

Anna Erdei, Deputy Secretary General of the MTA and Chair of the MTÜ Program Council, emphasized that science is not only about better understanding the world but must also actively participate in solving the most urgent problems of our time.

“Our goal is to deliver researchers’ messages to as many people as possible, demonstrating that science is exciting and serves society.”

In his opening speech, Attila Miseta, Rector of the University of Pécs, explained that besides the Hungarian nation’s critical nature, it is important to increase efforts aimed at solving problems.

He highlighted that funding for science and the emigration of talented young researchers represent serious challenges and added: “We can gratefully remember, both in Pécs and



throughout the country, those researchers who have significantly contributed to the development of science nationally and internationally.”

Tamás Freund, President of the MTA, stressed that the Academy is not only the nation’s scientific representative but also responsibly manages intellectual property for the benefit of national scientific talent. Therefore, the Hungarian Science Festival serves not only to showcase results but also to emphasize work done for the common good. The President of the MTA pointed out:

“Our mission is to serve society based on credible scientific results. The Hungarian Science Festival is an important part of this service.”

Gábor Zag, municipal representative of the city of Pécs and former deputy mayor responsible for cultural affairs, also spoke. His speech was followed by a lecture by Associate Professor Gábor Kemenesi, director of the National Virology Laboratory, titled “100 Years of Virology in the Light of Epidemics.”

The Presidium of the Hungarian Academy of Sciences awarded the Eötvös József Wreath to recognize outstanding scientific careers.

"INFOTÉR"

08/11/2024, UnivPécs

This year, with the significant involvement and organizational contribution of the Faculty of Engineering and Information Technology of the University of Pécs (UP MIK), the INFOTÉR Association held Hungary’s largest event in the ICT sector in Balatonfüred: the 15th INFOTÉR Conference, along with the first ever “Construction Affairs, Strategy, Innovation and Digitization” INFOTÉR ConTech Conference.

This new conference aims to become a much-needed platform where government and administrative stakeholders, industry and civil society actors in construction, experts on international best practices, and representatives of the academic-research sector can engage in direct dialogue to drive the development of the construction industry forward. In the coming years, UP MIK intends to further strengthen the presence of higher education institutions at this prestigious professional event.

At the INFOTÉR ConTech Conference, held under the motto "On the Road to Construction 5.0", leaders, lecturers, students, and research groups from UP MIK played a prominent role.

“Architectural training in Pécs has a strong focus on heritage and world heritage aspects, which we demonstrated in the context of digitalization at the event. In roundtable discussions, we explored topics like the current state and potential of higher education for a competitive construction industry, and also discussed INFRABIM — the digitalization of the built networks connecting our cities and buildings,” – said a faculty representative.

In parallel with the professional program, interactive exhibitions showcased the research achievements of the BIM Skills Lab and EnergyDesign Building Technologies research groups, which are closely aligned with the conference’s themes.

Simultaneously with the construction-themed ConTech event, the 15th INFOTÉR conference featured high-profile presentations on space research, future warfare, artificial intelligence applications, cybersecurity, and the circular economy. Here, UP MIK’s CyberLAB had a unique opportunity to present itself:

“Our engineering informatics team, which has earned podium finishes at prestigious international network and cybersecurity competitions, presented their work to visitors at one of the key venues of the event,” explained Dr. Márk Zagorác, Vice Dean of UP MIK.

Thanks to the increasingly close cooperation, the faculty’s instructors and engineering informatics students once again participated in large numbers at this multi-day event. This year, in addition to attending, students also contributed as professional assistants:

“Participation in large-scale professional events like INFOTÉR and INFOTÉR ConTech creates exceptional opportunities for our students. They get firsthand exposure to the latest



developments in the field, engage with key players from both the public and private sectors, and interact with cutting-edge technologies — often hands-on. Just as importantly, they gain familiarity with the professional environment they'll likely enter after graduation. Those who embrace these opportunities can benefit tremendously, perhaps even being invited to join projects or receiving job offers after a good professional exchange," noted Vice Dean Zagorác. National-level events like this also significantly support networking between universities and industry stakeholders. Ministries, professional chambers, and leading representatives of Hungary's major construction companies attended the conference, providing space for potential future partnerships.

"Even in the days following the conference, dialogue began on joint research and development projects and cooperation with industrial partners. We hope to deepen these connections. The high level of interest in the first INFOTÉR ConTech confirmed the event's relevance, and our faculty is happy to remain involved in organizing it. With broader involvement from higher education institutions, we aim for even more active participation from our sector in the future," added Dr. Márk Zagorác, Vice Dean of UP MIK.

From University to the Labour Market

14/11/2024, UnivPécs

Recognizing that internships can pave a direct path to quality employment, the University of Pécs' Directorate of Innovation Management and Corporate Relations hosted a roundtable discussion titled "Interns in Company Life – Student Employment in the Short and Long Term" on 13rd November, 2024 at the University's Viticulture and Oenology Research Institute.

Building Stronger Bridges Between Academia and Industry:

The event brought together representatives from various university faculties and regional businesses with the goal of aligning higher education with labour market expectations.

Internships were highlighted as a strategic tool:

- They give students early insights into company culture and operations.
- Longer internship periods foster stronger mutual understanding between companies and students.
- They also increase the likelihood that graduates remain in the region for
- employment.
- Furthermore, they help universities better respond to regional workforce needs.

Welcome Address:

Dávid Siptár, Director of Innovation Management and Corporate Relations at the University of Pécs, emphasized the crucial role of collaboration between academia and industry in helping students develop competitive, hands-on knowledge during their studies.

Understanding the Next Generation Workforce

Dr. Ádám Guld, Associate Professor at the Faculty of Humanities (Department of Communication and Media Studies), offered valuable insights into the working style and mindset of Generation Z, now entering the job market.

He noted that today's young professionals:

- Reject rigid hierarchies and top-down communication,
- Prefer simple, transparent workplace structures,
- Expect constant feedback and clearly defined goals,
- Are technologically adept, creative, intelligent, open, and flexible—making them excellent employees if engaged properly.

His key message: They want to be treated as partners—and are worth employing.

Industry Best Practices:

Eszter Petrovics, HR Manager at Harman Becker Ltd., shared her company's effective internship model:



“We’ve developed a highly efficient student employment program and treat interns as true partners. Our aim is to train future staff and offer them full-time positions after graduation.” Rozália Tóth, Board Member of Prodiák Student Cooperative, introduced their organization’s structure and the advantages of student employment.

She stressed the importance of their strategic partnership with the University of Pécs, enabling students to access internship opportunities aligned with their studies.

She explained:

“Our internship program is designed to ensure a steady pipeline of skilled professionals. We support students throughout the entire internship lifecycle—from recruitment to full-time employment.”

Roundtable Discussion:

The event concluded with a multi-perspective panel discussion on internships, featuring:

- Dr. Anita Dolgosné Kovács, Vice-Dean for Education at the Faculty of Engineering and Information Technology
- Rozália Tóth, Prodiák Student Cooperative
- Zoltán Varga, HR Director at Körber Hungária Machine Manufacturing Ltd.
- László Dallos, Managing Director of Z Elektronika Ltd.
- Dr. Dominik Horváth, President of the University Student Government (EHÖK)

Key discussion topics included:

- Generational characteristics and expectations
- Effective collaboration models between universities and companies
- The importance of mentoring
- What’s needed for students to seamlessly integrate into workplace environments and become effective team members.

APPLIED ARTIFICIAL INTELLIGENCE IN CYBERSECURITY

25/11/2024, UnivPécs

More and more fascinating presentations were held on 21 November at the Faculty of Engineering and Information Technology of the University of Pécs during the MIK Partners vocational day, introduced this year under the motto In Between, where we attended the presentation titled Applied Artificial Intelligence in Cybersecurity by Éva Takács, software developer at ExxonMobil.

With the recent development of artificial intelligence, companies are facing increasingly significant challenges in the field of cybersecurity. In her presentation, Éva Takács demonstrated how ExxonMobil handles challenges generated by artificial intelligence (AI) with the help of itself.

Currently, the greatest global problem is so-called social engineering (SE), an attack method in which hackers consciously manipulate users into ignoring security regulations and protocols. This type of psychological manipulation exploits the vulnerability of the human factor. Large corporations invest vast amounts of money, time, and experts to protect their employees from such attacks. To this end, they most commonly set up and operate cybersecurity departments.

The emergence of generative AI presents a new risk, as it is capable of making the work of SE hackers far more effective. The so-called push emails are increasingly difficult to detect, as thanks to AI, their graphics are refined, they contain a negligible number of spelling errors and are highly detailed – making identification a challenge even for professionals. With the occurrence of deepfake and voice cloning, it has also become possible to falsify someone’s appearance or to attribute words to them which they never actually said. In addition, realistic social media profiles are being created more frequently with the help of AI.

According to Éva Takács, in order to prevent such attacks, one of the most important things is to always stay several steps ahead of the hackers, although it is also worth considering other security measures. At ExxonMobil, connecting external storage devices such as USB sticks to



network computers is strictly prohibited, users are not allowed to download programmes, and backups (i.e. security copies) are created continuously.

The company also operates a cybersecurity department, within which cyber investigators continuously test the system's exposure, analyse code, and monitor newly emerging attack tools and methods. The staff of the department examine 30 TB of log files daily, the security system automatically filters 30.000 suspicious emails per month, and the average resolution time is just 8 minutes.

AI may offer solutions to several business problems, but it is crucial to clarify in advance whether the specific security task is predictive or generative AI-related. Additionally, one must be clearly aware of the concepts of AI, machine learning, deep learning, and generative AI, which are nested in this specific order.

IT operations of the ExxonMobil monitor incoming data streams using AI, perform time-series analysis, and look for anomalies. This is a massive task, as the system continuously receives 45 different types of log files, all of which must operate 24/7. Assuming normal operation, data is analysed hourly, and the most recent monthly data is always used for monitoring – which can prove especially useful in the case of software updates, as the setup can change entirely as a result.

The presentation also addressed the dangers of Business Email Compromise. This is a diversion-type scam, in which users are persuaded via email to transfer money to a specified account or leak confidential company information. In ExxonMobil's case, such emails often arrive already infected from suppliers or partners, although there has also been a case involving an infected LinkedIn message.

The appearance of domains that differ by just one character is also becoming increasingly common. While this does not always indicate scam, the purchase of similar domain names is often motivated by such intentions.

Malware, or malicious software, is also constantly evolving. These often enter IT systems unnoticed and are capable of "signalling" to the parent software. If they are let through by the protection system, they will then attempt to bring in additional malware, which can cause serious problems in both the short and long term.

In addition to prevention, one of the best defence strategies is detection, but hackers are constantly trying to hinder this process. Éva Takács emphasised that although many still fear artificial intelligence, the experience at ExxonMobil has been entirely positive so far.

iExpo

08/12/2024, UnivPécs

The Faculty of Business and Economics of the University of Pécs once again held the iExpo Student Project event on 4 December, celebrating creativity, innovation, and community responsibility. More than 70 student groups were present at the event.

iExpo is a unique innovation in Hungary. "iExpo provides a tool that urges students in the direction expected by the actors of the economy. It is not just an event but a comprehensive pedagogical innovation which we intend to integrate into the structure of our programmes in the long term," said one of the senior lecturers of the Faculty of Business and Economics of the UP.

The greatest challenge faced by universities today has become clear:

It is no longer sufficient to provide students with merely theoretical knowledge. The expectations of the labour market and economic players require graduates with practice-oriented knowledge, the ability to work efficiently in teams, an entrepreneurial mindset when approaching problems, and the ability to communicate their results clearly and confidently.

The Faculty of Business and Economics of the University of Pécs has recognised this game-changing situation and, in a way unique in Hungary, has created iExpo – an innovative pedagogical tool that places the development of student skills and competencies at its core.



Through iExpo, the Faculty of Business and Economics of the UP demonstrates that higher education is capable of adapting to the challenges of the 21st century and can take a leading role in social and economic innovation.

During the event, students presented their work in five different categories (“Research and Analysis,” “Problem Solving and Consulting,” “Social and Community Projects,” “Idea and Innovation,” and “Other Projects”). The best teams received scholarships and tangible prizes, provided by the corporate partners of the event.

iExpo is not merely a showcase but a platform that connects talent with career opportunities in a revolutionary way, aligned with the needs of the future labour market. More than 40 companies and 80 experts collaborate to test the abilities of students in real-life situations and provide them with professional support. The event also received significant attention among the teaching community: 34 lecturers joined the programme, not only from the Faculty of Business and Economics but also from several other faculties.

More than 70 teams from eight faculties of the University registered for iExpo. This year, the greatest interest was shown in the “Idea and Innovation” category, but the “Research and Analysis” category also proved popular, and numerous teams entered the “Social and Community Projects” and “Problem Solving and Consulting” categories as well.

Cooperation Agreement

16/12/2024, UnivPécs

Another cooperation agreement has been signed between the Faculty of Sciences of the University of Pécs and Test Innovation Technology Zrt. The aim of the joint work this time is to develop an innovative, artificial intelligence-based software testing and process optimisation system, which could revolutionise enterprise software quality assurance and business process management. In the autumn 2024 round of the Cooperative Research and Development Programme of the UP, the joint application of the University of Pécs and the Budapest-based Test Innovation Technology Zrt. (TestIT) received support for the development of an AI-based software testing and process optimisation system.

A few years ago, the leadership of the Faculty of Sciences of the UP embarked on a new strategic direction, during which they began to engage with the corporate sector more actively and on a broader scale. In the region, the number of companies aligning with the educational and research profile of the Faculty is still relatively small, which is why, according to Dr András Trócsányi, dean of the Faculty of Sciences, every cooperation like the current one is particularly valuable and beneficial for the institution.

“Together with my colleagues, we trust that we will gain knowledge, competencies, and skills through the company that will improve the future job prospects of the students on the labour market and will also benefit our training programmes,” said the dean.

As a first step, TestIT launched a software quality assurance course at the faculty, which introduced students to solutions used in large-scale corporate environments. This was followed by the course Artificial Intelligence in the Enterprise Environment, during which experts acquainted young people with the most modern technologies. However, the current cooperation represents a new level, as in addition to education, joint product development will also take place.

“Pécs is powerful not only as a city but also as an academic and business centre. Our cooperation with the University of Pécs is especially exciting for us, as even during the first conversations, we felt we spoke the same language, both with the leadership and the students. Education, research, and innovation are key values for both sides,” emphasised Mátyás Szentiványi, CEO of Test Innovation Technology Zrt., adding that the joint work “will combine the deep theoretical knowledge of the lecturers and researchers of the UP with the professional and market expertise of our specialists.”



Mátyás Szentiványi also touched upon the fact that, in addition to integrating market knowledge into education, it is important for them to show students that the knowledge gained at the UP is valuable and marketable, and that there are serious career opportunities for them in Pécs.

The goal of the joint project is to develop an innovative, artificial intelligence-based software testing and process optimisation system, which could revolutionise enterprise software quality assurance and business process management.

The innovative approach enables companies to significantly reduce their software quality assurance costs, while increasing efficiency and process transparency. The project not only offers solutions to current problems but also prepares companies for future challenges in the field of AI-driven process optimisation and testing, ensuring their long-term competitiveness and efficiency.

PTE MIK and Zsolnay Porcelain Manufactory Ltd. strategic cooperation framework agreement

04/01/2024, UnivPécs

PTE MIK and Zsolnay Porcelain Manufactory Ltd. have concluded a strategic cooperation framework agreement in order to utilize the results achieved in education, research and development, and to promote the long-term and continuous development of the factory and Hungarian industry with a knowledge-based and pragmatic approach.

VI. International Conference on Efficient Water Supply

10/03/2024

The conference focused on sustainable water supply and was held at the headquarters of the Regional Committee of the Hungarian Academy of Sciences in Pécs. The aim of the event was to familiarize participants with the latest research results and practical experiences in the field of efficient water supply.

Green AURA project

The Green University Program of the University of Pécs strives to mitigate climate change and adapt to its effects. The Green AURA project was developed by the UP at the end of 2020 with the aim of presenting transport, energy and environmental developments of the University and the city of Pécs that help reduce the environmental burden, as well as drawing the attention of students and the population to the importance of using them, involving them in the in planning new developments and programs.

The tender is supported by the Interreg V-A Hungary-Croatia Cooperation Program, and we therefore work together with the city of Kapronca and the Northern Energy Agency on the Croatian side as partners.

The central element of the project is an exhibition that presents environmentally friendly technologies, organizations and opportunities available in Pécs. The university also wanted to present the developments in Pécs with an interesting solution for the younger age groups, so it created a field table depicting Pécs and three tables showing environmentally friendly technologies (waste, energy, water). On the surface of the tables there are landmarks created by 3D printing, next to them there are markers similar to QR codes. After reading these, the animations, descriptions, photos and videos showing the individual topics appear on the visitors' phones and tablets. In this way, they can get to know the city's electric transportation options, environmentally friendly energy production solutions, green surfaces, local producers, and the university's related research. The exhibition can be viewed at many city events and schools.

The Green Aura table contains 23 markers that represent the following topics:

1. Community bicycle
2. Electric scooter
3. Electric buses



4. Electric cars and charging points
5. Cycle path development
6. Geothermal energy
7. Biomass-based energy production
8. Energy efficiency of district heating
9. Environmental significance of district heating
10. Selective waste collection
11. Biogas power plant at the wastewater treatment plant
12. Water recycling
13. Green roof and root zone water management
14. Recreational water surface (Tüskésrét)
15. Examination of the drying up of watercourses
16. Flash floods
17. Environmental education
18. Tree planting programs
19. Environmentally friendly grape growing
20. Pécs Basket Society
21. Local product markets
22. Environmental effects of meat consumption
23. University of Pécs - Green University Program

Thematic tables present the following topics:

- Waste:
 - o Operation of the Kökényi sorting plant - where does the selectively collected waste go
 - o Pass it back, Bro! campaign - collecting used mobile phones, extracting rare metals
 - o University without PET bottles
- Energy: energy-efficient houses designed by the Faculty of Engineering and Information Technology (Solar Decathlon)
- Water: root zone wastewater treatment, which is an environmentally friendly technology