

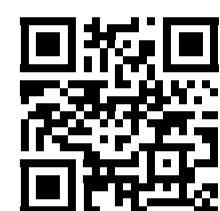


# STRATEGY IN SETTING AND DEVELOPING POPULARISATION OF RESEARCH AND DEVELOPMENT

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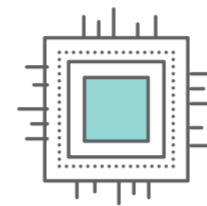


EUROPEAN UNION  
European Structural and Investing Funds  
Operational Programme Research,  
Development and Education



## MISSION (WHY?)

Popularization of R&D outcomes as a way to strengthening the standing of UNI/CPS as an actor in intellectual, technological, cultural and economical potential for the society to evolve.



## STRATEGIC GOALS (WHERE?)

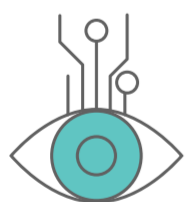
Strategic goals with **respect to work organization** (material and technical pre-requisites), **development of qualification** (knowledge, skills, personal abilities), and **employee motivation** (financial/non-financial incentives) are defined and continuously updated.

SEE MORE >>>>> [CPS.UTB.CZ/EN/ABOUT-US/STRATEGY](https://cps.utb.cz/en/about-us/strategy)



## VALUES (WHAT IS IMPORTANT?)

- PROFESSIONAL RESPONSIBILITY
- DISSEMINATION AND USE OF OUTCOMES
- PUBLIC COMMITMENT
- CONTINUOUS PROFESSIONAL DEVELOPMENT
- CREATIVENESS
- EFFICIENCY



## VISION (WHICH WAY?)

In the field of popularisation of R&D, UNI/CPS makes use of marketing activities to enhance its image with respect to selected target groups.

