



Contract research 2019 - 2023

The Institute for Interdisciplinary Research (IIV) has been offering its services to local government organizations as well as small and medium-sized enterprises since 2014 under the School of Business Administration in Karviná, Silesian University in Opava (SU SBA). Its focus is on bridging academic activities with real-world practice while also supporting student entrepreneurship. To achieve this, the institute collaborates closely with Business Gate, a joint initiative of the faculty and the Statutory City of Karviná.

Annual Evaluation of Institute Interdisciplinary Research for 2019

Projects for Public Administration:

In 2019, the following projects and assignments were carried out for public administration on behalf of SU SBA:

- Statutory City of Karviná: Conducted a survey on the business environment.
- Municipality of Střítež: Update of the strategic plan for 2020.
- Municipality of Petrovice u Karviné: Update of the strategic plan for 2019–2025.
- Municipality of Bravantice: Development of a strategic plan for 2019–2025.
- Municipality of Velká Polom: Initiated the update of the strategic plan, including the preparation and implementation of a citizen survey.

Projects for the Business Sector

- CZ Testing Institute: Continued collaboration based on a framework agreement, completing two partial projects related to return on investment and further development of the company's strategic plan. As a result of this cooperation, CZ Testing became an application guarantor for a TAČR project proposal.
- SMO Orlová: Following the successful completion of a Business Academy project, a comprehensive marketing plan was developed and implemented for the opening of the SMO relaxation center.



- Statutory City of Karviná: Operation of the BSpace system, which managed records of business premises. However, the city terminated this contract for the following period.

As part of **Business Gate Academy**, additional contract research were completed, including:

- Dragon Cup Karviná: Promotion and execution of the event.
- Emos: Development and implementation of a communication campaign.
- Saludem Pharma: Execution of online marketing communication.

Annual Evaluation of Institute Interdisciplinary Research for 2020

Projects for Public Administration

In 2020, the following projects and assignments were carried out for public administration on behalf of SU SBA:

- Municipality of Střítež: Update of the strategic plan for 2021.
- Municipality of Velká Polom: Update of the strategic plan for 2020–2025.
- Funding Acquisition: Secured a grant from the Moravian-Silesian Region for the maintenance of the Financial Health of Municipalities MSK web application for 2020–2023.

Projects for the Business Sector

- CZ Testing Institute: Continued collaboration, with work initiated on the update of the marketing strategy, scheduled for completion in January 2021.
- MS Tourism: Conducted a contractual research project in cooperation with the Department of Tourism and Leisure Activities, focusing on an analysis of Czech-Polish tourism attractions.
- Elementary School Horymírova (ZŠ Horymírova), Ostrava: Development of a new school website, with completion scheduled for January 2021.



As part of **Business Gate Academy**, additional projects were completed, including:

- PC Ambulance: Development of a Brand Manual, promotional video, and communication campaign setup.
- Virtual Real Life: Creation of an online marketing strategy.
- Bezbolestné sezení (Pain-Free Sitting): Design of a communication campaign.
- Lumpíkov: Preparation and professional management of a two-month training course on the use of modern IT technologies.
- MSIC: Development of a communication campaign.
- Modrý Slon: Execution of a marketing communication campaign.

Annual Evaluation of Institute Interdisciplinary Research for 2021

Projects for Public Administration

In 2021, the following projects were carried out for public administration:

- Municipality of Bravantice: Update of the strategic plan for 2022.
- Municipality of Střítež: Development of a strategic plan for 2022–2029.
- Collaboration with MSK: Maintenance of the Financial Health of Municipalities MSK web application service for 2020–2023.

Projects for the Business Sector

In 2021, the following projects were carried out for the business sector:

- Elementary School Horymírova (ZŠ Horymírova), Ostrava: Development of a new school website.
- Gymnázium Karviná: Execution of a recruitment campaign for prospective students and creation of a video projection for the opening of the athletic stadium.
- Statutory City of Ostrava: Production of video presentations showcasing selected locations in the Moravian-Silesian Region and Ostrava, completed under a contract for work.



- Technical Services Karviná: Conducted market research on interest in a new service and customer satisfaction with existing services.
- Enotep: Developed a feasibility study for the Bartošovice project, as part of a strategic partnership.
- NetDirect: Conducted a study on market perception of the company.
- Silesian University: Provided consulting services for two projects focused on developing a communication strategy targeting prospective students and student-athletes.

As part of **Business Gate Academy**, additional projects were completed, including:

- Empiro: Development of a website and social media content.
- Kuchařské Potřeby: Creation of a new logo, web graphic design, and social media management.
- Zažikraj.cz: Execution of a marketing campaign.

In 2021, collaboration continued with CZ Testing Institute s.r.o., leading to three contractual research projects. The following activities were carried out:

- Update of the company's marketing strategy.
- Consultations on strategic business development.
- Analysis of foreign competitors.

Annual Evaluation of Institute Interdisciplinary Research for 2022

Projects for Public Administration

In 2022, the following projects were carried out for public administration:

- Municipality of Střítež: Update of the strategic plan for 2023.
- Municipality of Petrovice u Karviné: Initiation of preparations for the update of the strategic plan.



- Collaboration with MSK: Maintenance of the Financial Health of Municipalities MSK web application service for 2020–2023.
- Statutory City of Karviná: Conducted research on resident needs and satisfaction in Karviná.
- Local Action Plan for Education Development in ORP Karviná III: Continued collaboration with the city of Karviná on this project.

Projects for the Business Sector

In 2022, the following projects were carried out for the business sector:

- Enotep: Development of a feasibility study for a specific project.
- Witkowitz Envi: Analysis of selected market segments and future business development directions.
- Marketing Communication: Collaboration on marketing campaigns for Karvinský Pivovar (Karviná Brewery) and Gymnázium Karviná.
- Silesian University: Consulting services to develop a campaign targeting prospective student-athletes.

As part of **Business Gate Academy**, additional projects were completed, including:

- Development of communication strategies for Dacte, Laporte, Vodní mlýn Wesselsky, and the Pravda o Vodě Foundation.
- Licensing Agreement: Signed with TEMPO, covering the company's logotype and logo manual.

Annual Evaluation of Institute Interdisciplinary Research for 2023

Projects for Public Administration

In 2023, the following projects were carried out for public administration:

- Municipality of Střítež: Update of the strategic plan for 2024.
- Municipality of Petrovice u Karviné: Update of the strategic plan for 2023–2030.



- Collaboration with MSK: Continued activities on the Financial Health of Municipalities MSK web application service (2020–2023), with an agreement to extend this collaboration to 2024–2026.
- Statutory City of Karviná: Initiation of collaboration on the Analysis of Senior Needs in Karviná, alongside continued work on the Local Action Plan for Education Development in ORP Karviná III.
- Statutory City of Opava: Conducted a study on the Business Environment in Opava and its Surroundings.

Projects for the Business Sector

In 2023, the following projects were carried out for the business sector:

- Witkowitz Envi: Activities focused on analyzing selected market segments and identifying future business development directions.
- ISMM Gastro & Hotel Gong, s.r.o.: Conducted a project on Customer Satisfaction and Product Modification Proposal.
- MSIC: Development of the MSK – Innovation Ecosystem Fact Sheet 2023, scheduled for release in March 2024.
- Ing. et Ing. Adam Liška, MBA: Consulting and research activities to support his business plan.
- Linia Nivnice (Hello brand campaign) & Congress of Poles in the Czech Republic, z.s. (Bilingual Facebook page support): Ongoing marketing communication.
- CZ Testing Institute: Organization of the FT Safety 2023 professional conference.

In collaboration with **Silesian University**, consulting services were provided for the development of a campaign targeting prospective students and student-athletes.

As part of **Business Gate Benefit**, three consultations were held for startup entrepreneurs, with the first consultation provided free of charge. One contractual research project resulted from these consultations, focusing on **Lean Canvas development and marketing communication support**.



Based on assignments from **Business Gate Academy**, additional projects were completed, including:

- Development of a communication strategy for Sprint Trading.
- Strategic planning for TJ Jákl Karviná z.s. – Athletics Division.
- Creation of analytical outputs (competitive analysis, market research, etc.) for Cargo Bike Daddy, 3Advokáti, Raynet, Prosperity, and Expat Center.

Knowledge and Research Results Transfer into Practice 2019–2023

| | Total Number | Total Revenues |
|--|--------------|----------------|
| Number of new spin-off/start-up businesses | 0 | |
| Patent applications filed | 0 | |
| Granted patents | 0 | |
| Registered utility models | 0 | |
| Newly signed license agreements | 1 | 20 000 CZK |
| Contract research, consulting, and advisory services | 64 | 1 583 973 CZK |