

**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

SmartEIZ – H2020-TWINN-2015

**Strengthening scientific and research capacity of the Institute of Economics, Zagreb
as a cornerstone for Croatian socioeconomic growth through the implementation of
Smart Specialisation Strategy**

Work package: WP6 Dissemination of results

Deliverable Title: D6.7 Internet portal

Task 6.4: Creating web-based portal for the Twinning project

Lead Beneficiary: EIZ

Participants: EIZ

Starting date: 04/2016

End date: 30-09/2016

Dissemination level: Public

Dissemination level: Report

Authors: Božić, Ljiljana; Aralica, Zoran; Oreč, Samah (EIZ)

Version: 1

Date: 30-09/2016

Link: <http://www.smartreiz.eu/>

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Relevant and up to date information on project activities and upcoming events for reaching wide audience of individuals and institution will be provided through project website. The colours, fonts and designs of the website will correspond to the visual identity of the project. The website will be available in English language only.

The website must display the EU emblem and following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 692191”.

It will allow public access and contain the project outcomes and progress and also have restricted area for project team only. It will provide relevant information for different public audience.

The area dedicated to academics and researchers will include timetables of the project. It will inform about the actual state of the project, containing all the final versions of the publicly available documents and publications. On this webpage, researchers and academics will also be informed about the upcoming events related to EMIT and the possibility to participate in them.

The industry area will be similar in many respects, containing all the information about the past attainments and events, and updates about future initiatives and possibilities for further participation.

Another area will be dedicated to policy makers and regulatory bodies. Policy implications will be drawn and participants will be encouraged to publish such implications. The publications and policy reports will be open to the general public.

As the abovementioned target audience is interested in similar topics, we suggest that website contains several section covering relevant topics (instead of having separate section for every target group to avoid repeating the same content). Hence, the structure of the website will be:

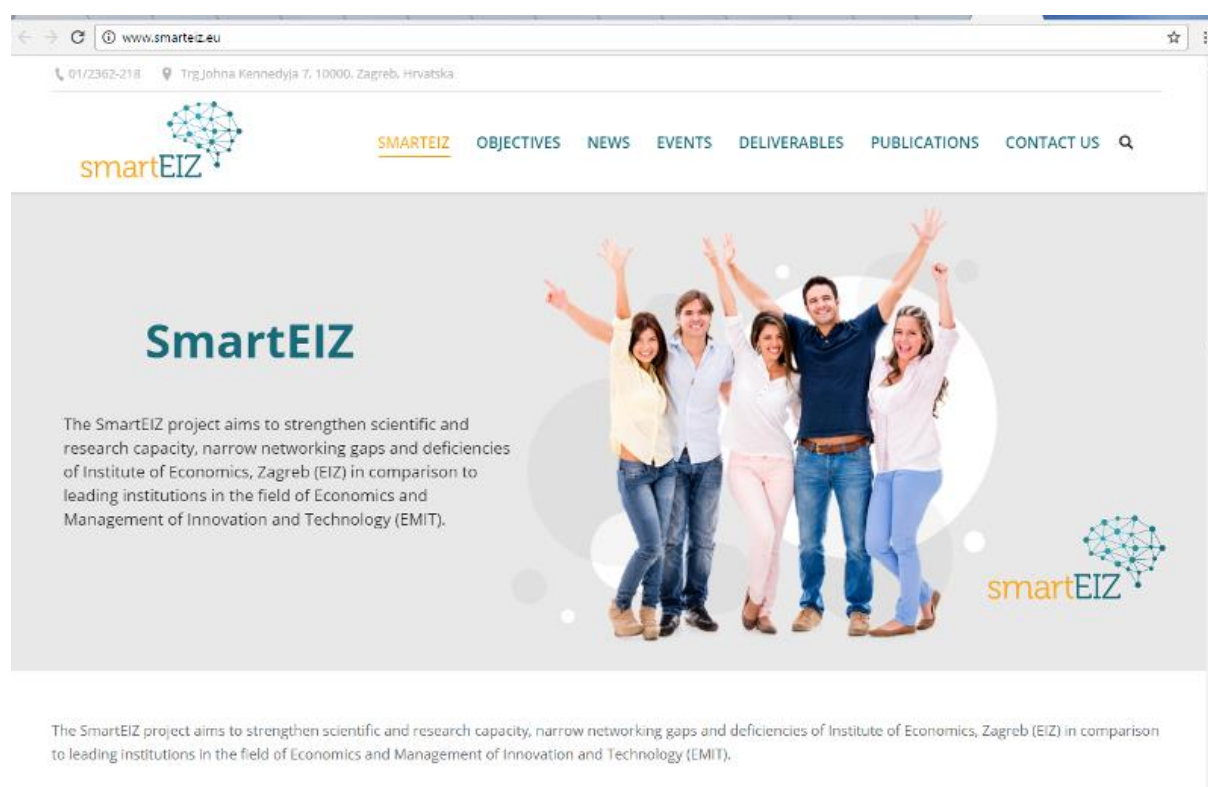
About the project

The SmartEIZ project aims to strengthen scientific and research capacity, narrow networking gaps and deficiencies of Institute of Economics, Zagreb (EIZ) in comparison to leading institutions in the field of Economics and Management of Innovation and Technology (EMIT). The objectives of the projects are as follows: (1) Strengthen the cooperation between EIZ and leading international partner institutions in EU in the fields of EMIT; (2) Improve the overall research on EMIT of EIZ through training activities; (3) Enhance EIZ’s capacity to design and implement public policies to favour the internationalisation of the Croatian production system in the globalizing economy; (4) Improve the capacity of EIZ to study Science/Industry models of collaboration; (5) Empower EIZ to contribute to RIS3 implementation stimulating inclusive innovation and sustainable development in selected technological domains.

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Achievement of specific objectives will contribute scientific and technical excellence, in the field of EMIT in order to improve its ability to analyse, design and evaluate public policies. This will help enhancing EIZ staff's research profiles, integrating the project activities into the National Smart Specialization Strategy and strengthening the cooperation with research institutions in other Member States. Sustainability of the project will be secured via support to EIZ to establish a research hub, with the aim of fostering spillover effects for a larger number of organizations from public, civil and private sector in Croatia and South-East Europe. SmartEIZ will contribute to implementation of NS3 via inclusion of relevant stakeholders responsible for RIS3 policy implementation, such as MINGO (Ministry of Economy), HAMAG BICRO (Croatian Agency for SMEs, Innovations and Investments) - responsible for evaluation of NS3 in active participation in the project. Being part of SmartEIZ in dissemination of project results is a way of increasing efficiency of NS3 in Croatia.



Objectives

1. Strengthen the cooperation between EIZ and leading international partner institutions in EU in the fields of EMIT. Create synergies and fostering capacity to develop international research projects in order to integrate EIZ into international research networks and establish and support EIZ as a research hub (centre of excellence) in Croatia and South–East Europe.

More <

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In order to foster international cooperation between EIZ and other European research institutes we aim at increasing the representation of EIZ's research community in other European programs and of all other Croatian organizations that are linked to it.

One objective of the project is to favour continuous engagement of targeted and relevant stakeholders including Croatian Ministry of Economy (MINGO), Agency for Investments and Competitiveness (AIK) and Croatian Agency for Small and Medium Enterprises, Innovations and Investments (HAMAG-BICRO) by sharing and diffusing the Twinning project's results and exploiting great potential of capacities acquired by EIZ after achieving the project's objectives. Hence, these activities will improve EIZ's capacity to develop international research projects.

An additional objective concerns the achievement of positive knowledge spillovers emanating from EIZ towards regional and national areas. Members of the consortium will support EIZ as the main applicant to operate as a research hub for Croatia and, more generally, South-East Europe.

2. Improve EIZ's overall research on EMIT through training activities.

More <

Our objective is to define a specific development strategy focused on improving EIZ's research capacities in the field of EMIT in close cooperation with leading research institutes and universities.

A comprehensive programme of activities will significantly increase scientific excellence and research capacity in evaluating the research carried out within industries and clusters, enabling EIZ in cooperation with consortium partners, to identify and study existing as well as emerging clusters that could positively impact the country's socioeconomic growth and development. Indeed, clusters are one of the core priorities of the Croatian Research and Innovation Smart Specialisation Strategy (RIS3), strongly supported by MINGO. This project aims at giving strategic tools and methodologies to EIZ in order to strengthen its research capacity dedicated to RIS3 priority areas, through the organisation of training schools, training workshops, short term scientific missions and visiting training sessions.

A further objective is to improve the capacity to carry out comparative analysis on countries that achieved higher growth after the accession to the EU. This analysis can in turn provide useful insights on how to better attract Foreign Direct Investment (FDI) related to Croatia's RIS3.

3. Enhance EIZ's capacity to design and implement public policies. To favour internationalisation of the Croatian production system in globalising economy and to promote comparative analysis and increasing involvement of policy makers through learning networks.

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This objective aims to improve EIZ's skills and methodologies in policy analysis and design. This objective will be pursued by combining Global Value Chain (GVC) and National/Sectoral Systems of Innovation (N/SSI) approaches to innovation and globalisation. These two approaches, which will be detailed in the part about methodologies (Section 1.1.1.3), will help to better characterize the most effective policies to be implemented in the globalising economy.

This objective is based on a stakeholder engagement strategy that relies on the promotion of action-oriented networks for cross-border cooperation, which will engage key local, regional and national actors (policy makers, academics, industry representatives, non-governmental organizations). It is presumed that the direct involvement of local stakeholders in the identification of these policies may strengthen long-term interest for their actual implementation. As such, sustainability of policy options will be guaranteed by not only duration of the engagement/consultation process but also through a robust and novel methodology of 'learning networks'.

There is a connection with the eighth commitment of the IUC "Strengthen the Science Base for Policy Making", since both the objective and commitment foresee the improvement of the analysis of policy in dialogue with key stakeholders at a national level.

4. Improve the capacity of EIZ to study University/Industry models of collaboration, including Science Parks and technological clusters, their performances and their relation and impact on the territory.

More <

The objective is to improve EIZ's capacity to analyse how University/Industry interaction contributes to innovation and competence building in Small and Medium Enterprises (SMEs) located in Croatia. University/Industry interaction is central in RIS3 for "smart, sustainable and inclusive regional growth".

The achievement of this objective will provide tools and methodologies to analyse different forms of collaboration among SMEs and between SMEs and research institutions, both public and private. Another objective of this project is to strengthen EIZ's capacity to identify geographical areas and sectors for the creation of new technological clusters and Technology Parks (TPs).

Beforehand, there is also the need to analyse performances of existing clusters and TPs, identifying their local and regional administrations. In order to identify best practices and development opportunities within Croatian clusters this project proposes a direct involvement of local entrepreneurs, researchers and policy makers. Eliciting preferences of these stakeholders and extracting information from them with methodologies at the frontier of research in the field – Multi-Attribute Value Theory (MAV-T) among others – this project will allow EIZ to disentangle what dimensions of clusters' activities are more relevant to different categories of stakeholders, how they are interrelated and, remarkably, how they impact entrepreneurs' activities.

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5. Empower EIZ to contribute to RIS3 implementation by stimulating inclusive innovation and sustainable development in selected technological domains. To identify public policies for maximizing impact of specific Key Enabling Technologies (KETs) on the existing Local and Sectoral Systems of Production (L/SSP).

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One objective of the proposal is thus to strengthen EIZ's capacity to investigate (also by means of empirical analysis) how to adapt and diffuse KETs so they could be the “key-enablers” of the structural transformation in Croatia. Eventually, the results of this investigation could suggest the right public policies in order to maximize impact of KETs on the existing L/SSP. There is a connection with commitments 24 and 25 of the IUC “Maximising Social and Territorial Cohesion”, since the common objective is to direct local policies at facilitating smart growth, supporting efficient national innovation systems that should be built around the design of RIS3. Particular attention will be devoted to innovations for sustainable development, with the aim of providing EIZ with the most appropriate tools and methodologies to understand how to transform the potential of innovation processes into practical actions.

Within such strategy, the role of research organizations is to facilitate both the design and implementation of RIS3 activities. With respect to the design phase, research organizations will contribute to a rigorous assessment of knowledge assets, capabilities and competencies available within the N/SSI.

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← → ↻ www.smartEIZ.eu/objectives/ ☆ ⋮

smartEIZ SMARTEIZ **OBJECTIVES** NEWS EVENTS DELIVERABLES PUBLICATIONS CONTACT US 🔍

Objectives

1. Strengthen the cooperation between EIZ and leading international partner institutions in EU in the fields of EMIT

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One objective of the project is to favour continuous engagement of targeted and relevant stakeholders including Croatian Ministry of Economy (MINGO), Agency for Investments and Competitiveness (AIK) and Croatian Agency for Small and Medium Enterprises, Innovations and Investments (HAMAG-BICRO) by sharing and diffusing the Twinning project's results and exploiting great potential of capacities acquired by EIZ after achieving the project's objectives. Hence, these activities will improve EIZ's capacity to develop international research projects.

An additional objective concerns the achievement of positive knowledge spillovers emanating from EIZ towards regional and national areas. Members of the consortium will support EIZ as the main applicant to operate as a research hub for Croatia and, more generally, South-East Europe.

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Our objective is to define a specific development strategy focused on improving EIZ's research capacities in the field of EMIT in close cooperation with leading research institutes and universities.

A comprehensive programme of activities will significantly increase scientific excellence and research capacity in evaluating the research carried out within industries and clusters, enabling EIZ in cooperation with consortium partners, to identify and study existing as well as emerging clusters that could positively impact the country's socioeconomic growth and development. Indeed, clusters are one of the core priorities of the Croatian Research and Innovation Smart Specialisation Strategy (RIS3), strongly supported by MINGO. This project aims at giving strategic tools and methodologies to EIZ in order to strengthen its research capacity dedicated to RIS3 priority areas, through the organisation of training schools, training workshops, short term scientific missions and visiting training sessions.

A further objective is to improve the capacity to carry out comparative analysis on countries that achieved higher growth after the accession to the EU. This analysis can in turn provide useful insights on how to better attract Foreign Direct Investment (FDI) related to Croatia's RIS3.

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3. Enhance EIZ's capacity to design and implement public policies to favour the internationalisation of the Croatian production system in the globalizing economy

This objective aims to improve EIZ's skills and methodologies in policy analysis and design. This objective will be pursued by combining Global Value Chain (GVC) and National/Sectoral Systems of Innovation (N/SSI) approaches to innovation and globalisation. This objective is based on a stakeholder engagement strategy that relies on the promotion of action-oriented networks for cross-border cooperation, which will engage key local, regional and national actors (policy makers, academics, industry representatives, non-governmental organizations). It is presumed that the direct involvement of local stakeholders in the identification of these policies may strengthen long-term interest for their actual implementation. As such, sustainability of policy options will be guaranteed by not only duration of the engagement/consultation process but also through a robust and novel methodology of 'learning networks'.

There is a connection with the eighth commitment of the IUC "Strengthen the Science Base for Policy Making", since both the objective and commitment foresee the improvement of the analysis of policy in dialogue with key stakeholders at a national level.

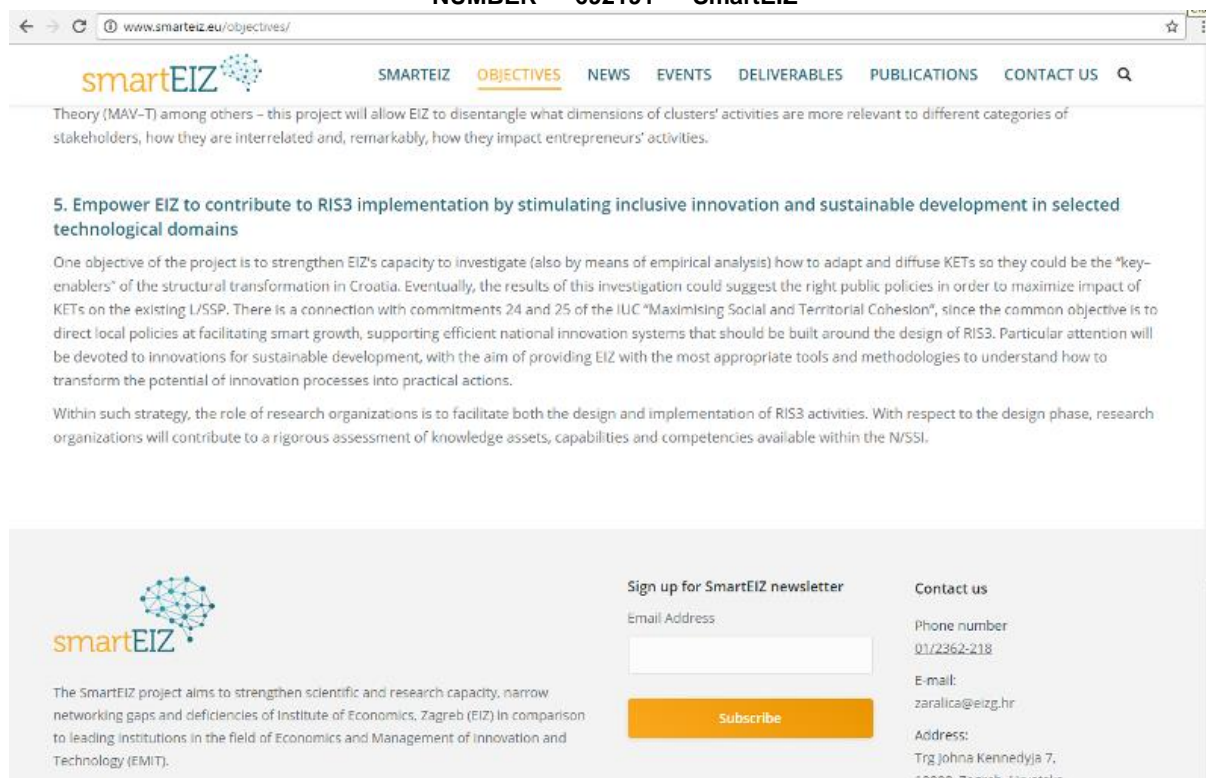
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Beforehand, there is also the need to analyse performances of existing clusters and TPs, identifying their local and regional administrations. In order to identify best practices and development opportunities within Croatian clusters this project proposes a direct involvement of local entrepreneurs, researchers and policy makers. Eliciting preferences of these stakeholders and extracting information from them with methodologies at the frontier of research in the field - Multi-Attribute Value Theory (MAV-T) among others - this project will allow EIZ to disentangle what dimensions of clusters' activities are more relevant to different categories of stakeholders, how they are interrelated and, remarkably, how they impact entrepreneurs' activities.

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The screenshot shows the SmartEIZ website with the URL www.smartreiz.eu/objectives/. The navigation menu includes SMARTEIZ, OBJECTIVES, NEWS, EVENTS, DELIVERABLES, PUBLICATIONS, and CONTACT US. The main content area is titled "5. Empower EIZ to contribute to RIS3 implementation by stimulating inclusive innovation and sustainable development in selected technological domains". It describes the project's objective to strengthen EIZ's capacity to investigate and adapt KETs, and mentions the role of research organizations in facilitating RIS3 activities.

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Phone number: 01/2362-218

E-mail: zaralica@eizg.hr

Address: Trg Johna Kennedyja 7, 10000, Zagreb, Hrvatska

Project partners + their logos and links to the websites

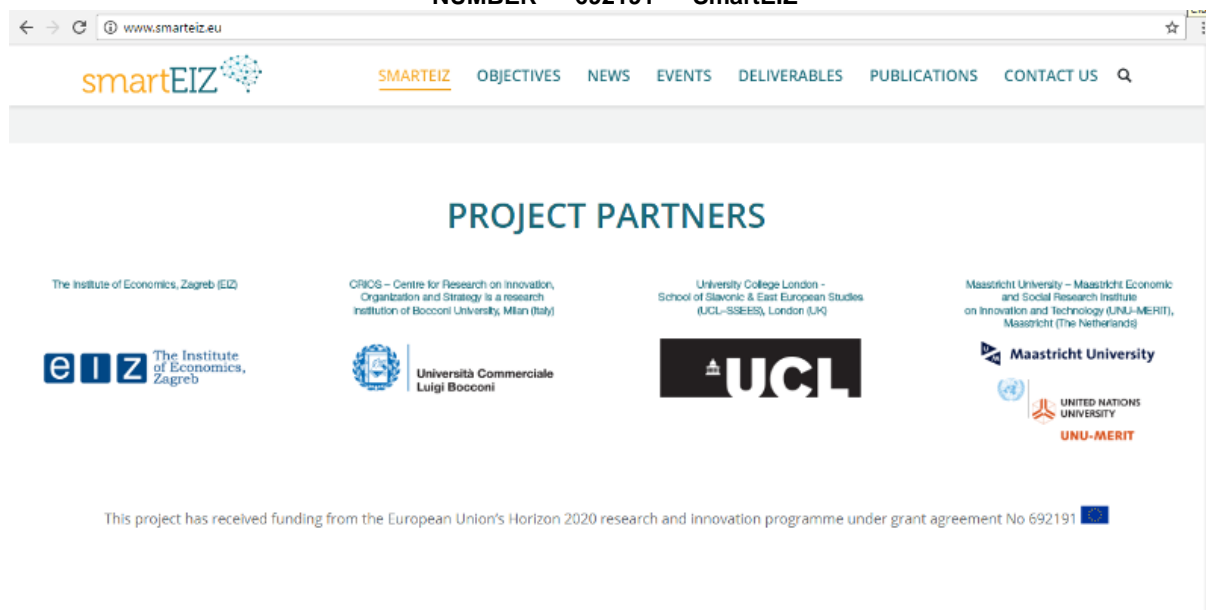
The Institute of Economics, Zagreb (EIZ)

CRIOS – Centre for Research on Innovation, Organization and Strategy is a research institution of Bocconi University, Milan (Italy).

University College London – School of Slavonic & East European Studies (UCL–SSEES), London (UK),

Maastricht University – Maastricht Economic and Social Research Institute on Innovation and Technology (UNU–MERIT), Maastricht (The Netherlands)

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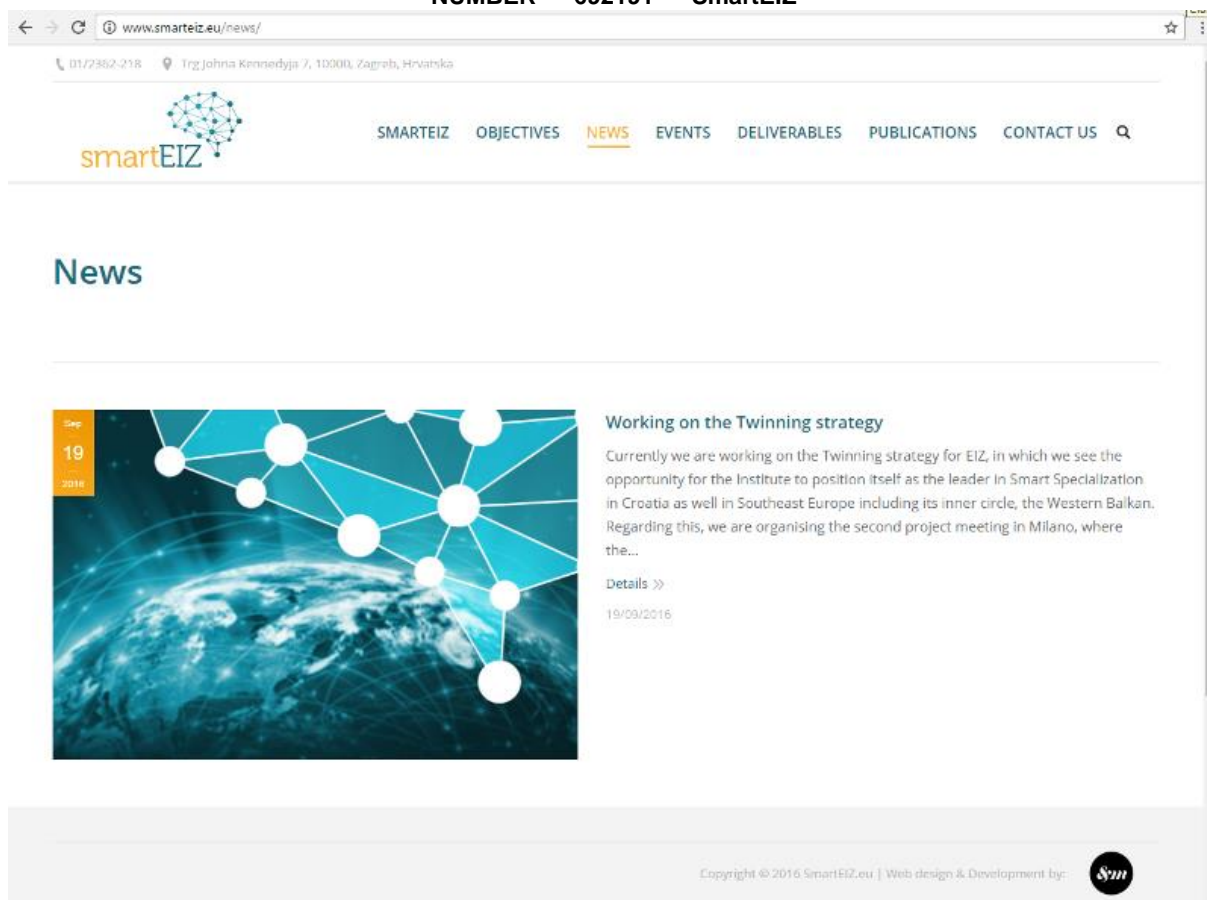


News:

Currently we are working on the Twinning strategy for EIZ, in which we see the opportunity for the Institute to position itself as the leader in Smart Specialization in Croatia as well in South Eastern European including its inner circle the Western Balkan. Regarding to this we are organising the second project meeting in Milano, where the Twinning strategy for EIZ should be approved by all partners involved in the project.

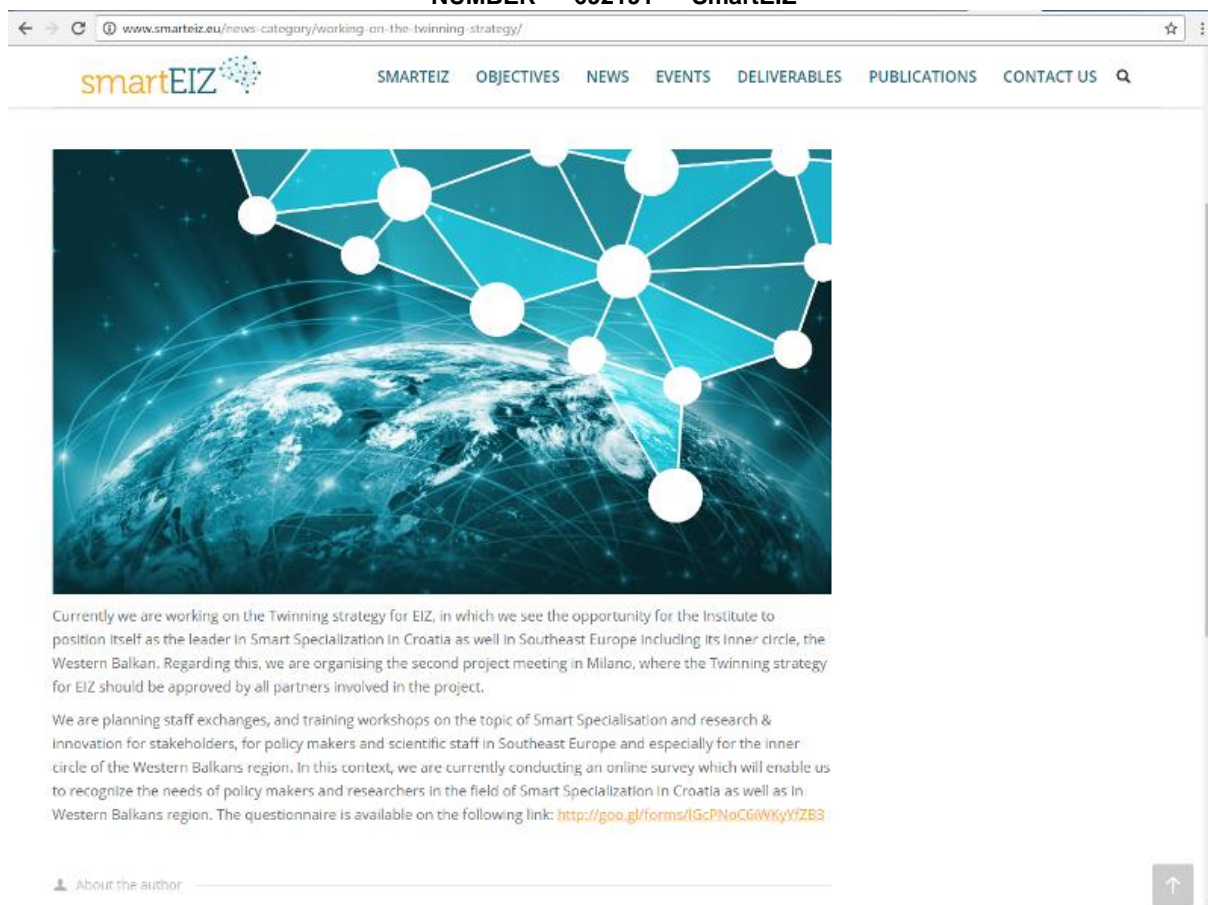
We are planning staff exchanges, and planning to organise training workshops, and training schools on the topic of Smart Specialisation and research and & innovation for stakeholders for policy makers and scientific staff in southeast Europe and especially for the inner circle of the Western Balkans region. In this context, we are currently conducting on line survey which will enable us to recognize the needs of policy makers and researchers in the field of Smart Specialization in Croatia as well as in Western Balkans region. The questionnaire is available on the following link: <http://goo.gl/forms/IGcPNoC6iWKyYfZB3>

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The screenshot shows the SmartEIZ website's news section. At the top, there is a navigation bar with the SmartEIZ logo and links for SMART EIZ, OBJECTIVES, NEWS (highlighted), EVENTS, DELIVERABLES, PUBLICATIONS, and CONTACT US. Below the navigation bar, the word "News" is displayed. The main content area features a news article titled "Working on the Twinning strategy". The article includes a date stamp "Sep 19 2016" and a large image of a globe with a network overlay. The text of the article discusses the Twinning strategy for EIZ and mentions a project meeting in Milano. Below the article text, there is a "Details >>" link and the date "19/09/2016". At the bottom of the page, there is a footer with copyright information: "Copyright © 2016 SmartEIZ.eu | Web design & Development by: smm" and a small "smm" logo.

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← → ↻ ⓘ www.smarteiz.eu/news_category/working_on_the_twinning_strategy/ ☆ ⋮

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Currently we are working on the Twinning strategy for EIZ, in which we see the opportunity for the Institute to position itself as the leader in Smart Specialization in Croatia as well in Southeast Europe including its inner circle, the Western Balkan. Regarding this, we are organising the second project meeting in Milano, where the Twinning strategy for EIZ should be approved by all partners involved in the project.

We are planning staff exchanges, and training workshops on the topic of Smart Specialisation and research & innovation for stakeholders, for policy makers and scientific staff in Southeast Europe and especially for the inner circle of the Western Balkans region. In this context, we are currently conducting an online survey which will enable us to recognize the needs of policy makers and researchers in the field of Smart Specialization in Croatia as well as in Western Balkans region. The questionnaire is available on the following link: <http://goo.gl/forms/IGcPNoCGiWKyYfZB3>

👤 About the author

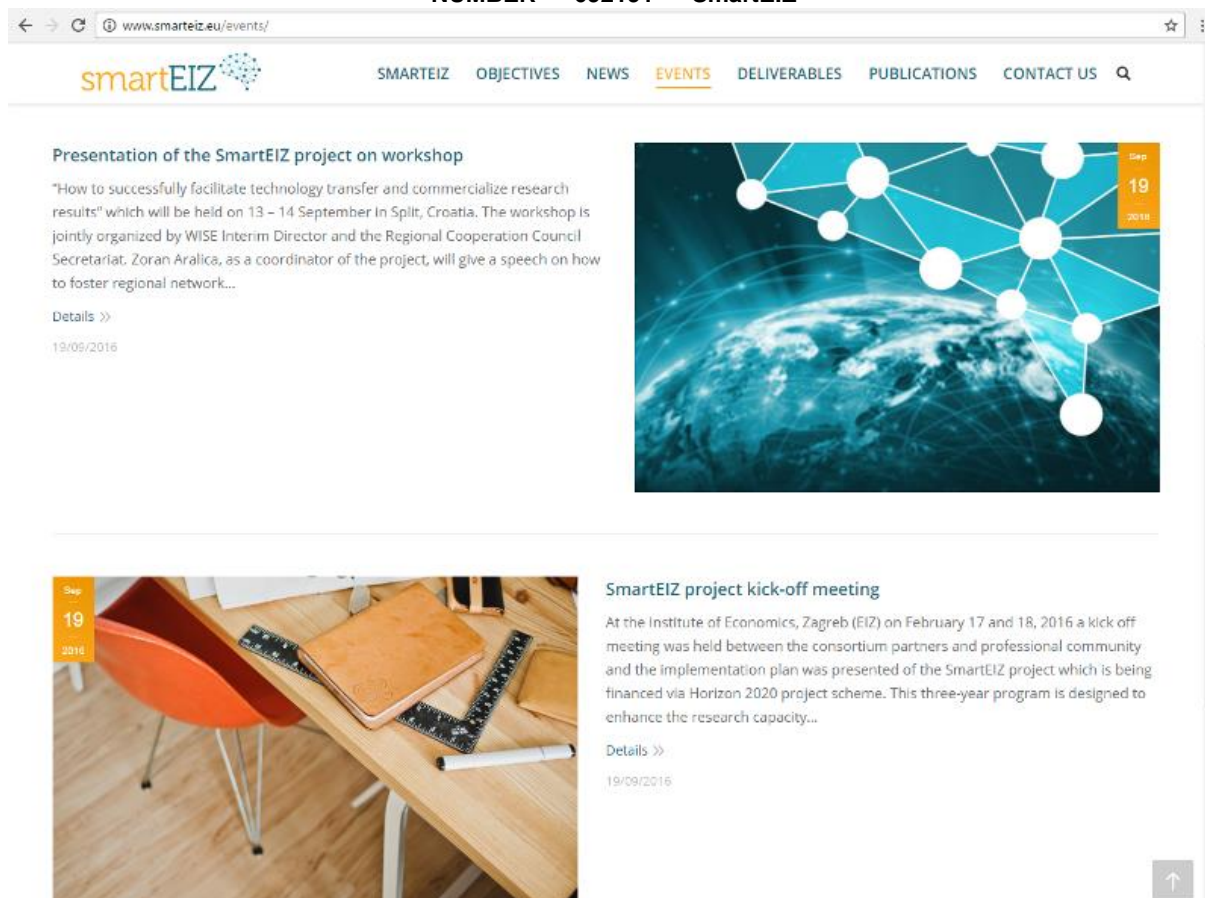
Events

- Past events

SmartEIZ project kick off meeting

At the Institute of Economics, Zagreb (EIZ) on February 17 and 18, 2016 a kick off meeting was held between the consortium partners and professional community and the implementation plan was presented of the SmartEIZ project which is being financed via Horizon 2020 project scheme. This three-year program is designed to enhance the research capacity of the Institute of Economics, Zagreb through cooperation and partnership with leading scientific institutions: Bocconi University, University College London and United Nations University – Maastricht Economic and Social Research Institute on Innovation and Technology.

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The screenshot shows the SmartEIZ website with a navigation bar including links for SMART EIZ, OBJECTIVES, NEWS, EVENTS, DELIVERABLES, PUBLICATIONS, and CONTACT US. The main content area features two event announcements:

- Presentation of the SmartEIZ project on workshop**: A text-based announcement about a workshop on technology transfer and commercialization, held in Split, Croatia, from September 13-14, 2016. It mentions Zoran Aralica as the coordinator. A "Details >>" link and the date "19/09/2016" are provided. To the right is a large image of a globe with a network overlay.
- SmartEIZ project kick-off meeting**: A text-based announcement about a kick-off meeting held at the Institute of Economics, Zagreb (IEZ) on February 17 and 18, 2016. It describes the meeting's purpose and mentions the project's financing. A "Details >>" link and the date "19/09/2016" are provided. To the left is a photograph of a wooden table with a ruler, a notebook, and a pen.

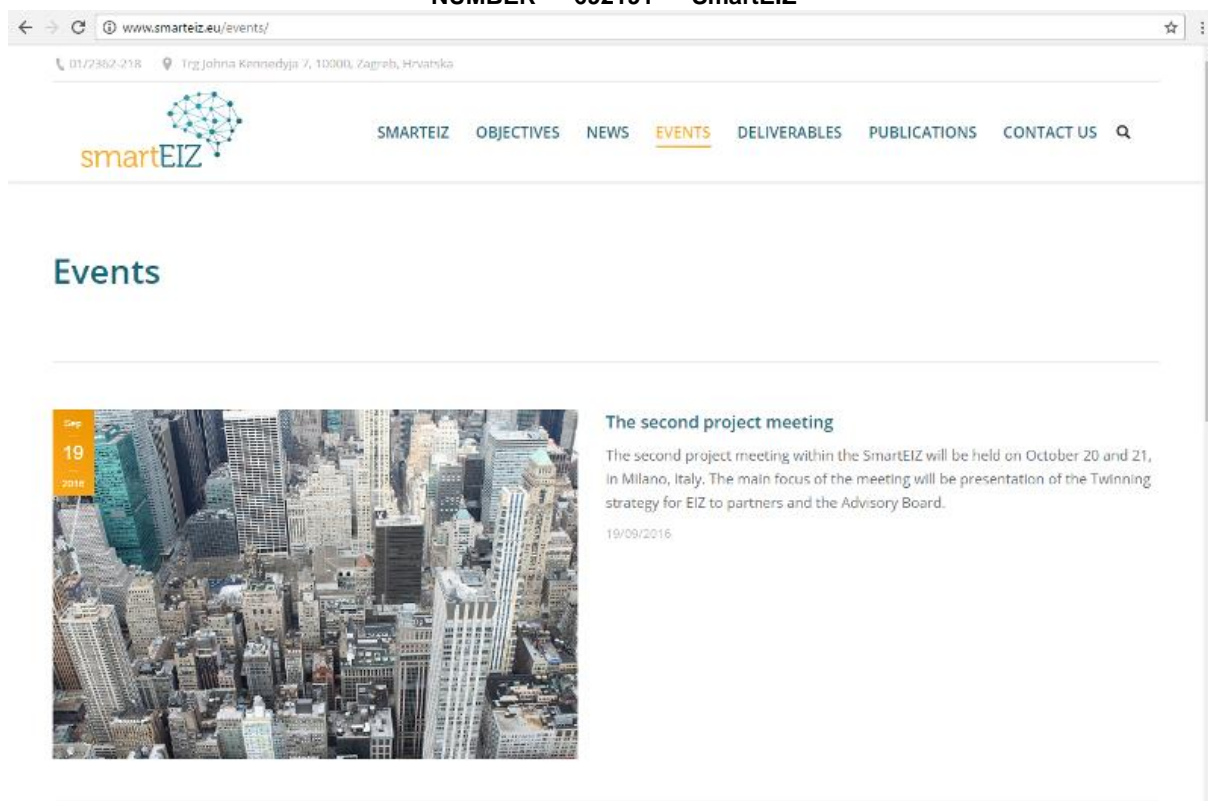
• Upcoming events

Presentation of the SmartEIZ project on the workshop “How to successfully facilitate technology transfer and commercialize research results” was held on 13 – 14 September in Split, Croatia. The workshop is jointly organized by WISE Interim Director and the Regional Cooperation Council Secretariat.

Zoran Aralica as a coordinator of the project gave a speech about fostering regional network capacity and knowledge exchange in the field of Economics and Management of Innovation and Technology in the Western Balkan region.

The second project meeting within SmartEIZ will be held on October 20 and 21 in Milan, Italy. The main focus of the meeting will be presentation of the Twinning strategy for IEZ.

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Events

The second project meeting

The second project meeting within the SmartEIZ will be held on October 20 and 21, in Milano, Italy. The main focus of the meeting will be presentation of the Twinning strategy for EIZ to partners and the Advisory Board.

19/09/2016

Deliverables

Deliverable number	Deliverable name	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date (Month)
D1.1	Kick-off meeting and inception report	WP1	EIZ	Report	Confidential	1
D1.2	Mid-term progress report and first financial report	WP1	EIZ	Report	Confidential	18
D1.3	Preliminary final progress report and second final financial report	WP1	EIZ	Report	Confidential	33
D1.4	Final progress report and final financial report	WP1	EIZ	Report	Confidential	36

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D1.5	Evolution of the publications in high impact journals in the relevant research fields	WP1	EIZ	Report	Confidential	2
D2.1	Synthesis of research needs	WP2	UB	Report	Confidential	4
D2.2	Report about the state of the art	WP2	UB	Report	Public	6
D2.3	Report about relevant stakeholders identified	WP2	EIZ	Report	Confidential	7
D2.4	Twinning strategy for EIZ	WP2	UB	Report	Public	10
D3.1	A list of best practices, approaches and methods in management of innovation and technology to transfer	WP3	UNU–MERIT	Report	Public	13
D3.2	Framework of training activities	WP3	UNU–MERIT	Report	Confidential	14
D3.3	Agenda of capacity buildings activities	WP3	UNU–MERIT	Report	Confidential	15
D4.1	13 staff exchange activities	WP4	UCL	Other	Confidential	27
D4.2	1 Training school	WP4	UB	Other	Confidential	21
D4.3	9 Training workshops	WP4	UB	Other	Public	27
D5.1	Report of capacity building	WP5	UCL	Report	Confidential	24

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	methodologies in networking and research in S&T					
D5.2	1 workshop	WP5	UCL	Other	Confidential	24
D5.3	At least 2 research/network proposals applied for European calls open during the project implementation	WP5	EIZ	Report	Confidential	36
D6.1	Communication materials on topics	WP6	EIZ	Other	Public	30
D6.2	Project outcomes on the Website	WP6	EIZ	Website	Public	36
D6.3	International Dissemination conference	WP6	EIZ	Other	Public	33
D6.4	1 round table	WP6	EIZ	Other	Public	34
D6.5	More than 8 reports about methodologies on the twinning's topics to present at international academic and non-academic conferences	WP6	EIZ	Report	Public	34
D6.6	8 reports on the dissemination activities	WP6	EIZ	Report	Public	34
D6.7	Internet Portal	WP6	EIZ	Website	Public	9

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The SmartEIZ project aims to strengthen scientific and research capacity, narrow networking gaps and deficiencies of Institute of Economics, Zagreb (EIZ) in comparison

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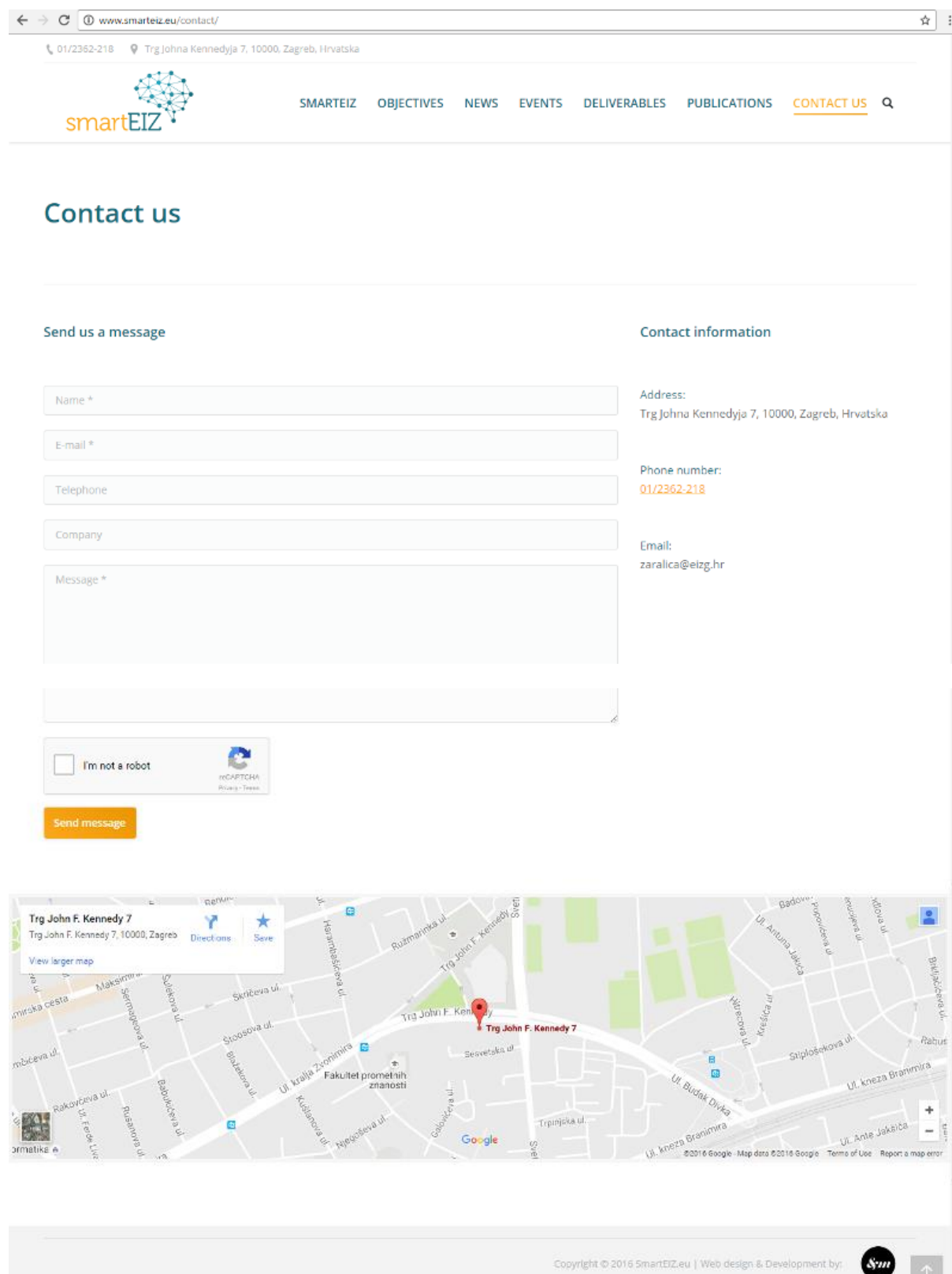
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Publications/ policy documents


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Contact us



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