

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:	D6.5 More than 8 reports about methodologies on the twinning's topics to present at international academic and non-academic conferences
Task 6.3:	Dissemination of knowledge
Lead Beneficiary:	EIZ
Participants:	EIZ
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NUMBER — 692191 — SmartEIZ**

Dissemination activities on SmartEIZ project include the preparation of reports on twinning methodologies and the presentations at international scientific and non-scientific conferences. Starting from June 2017 to September 2018, fifteen presentations on methodologies were delivered by EIZ researchers on both scientific conferences and non-scientific meetings. 9 reports were presented at scientific and 6 at non-scientific meetings. The topics of the presentations were tightly connected with the training workshops' topics and other activities on SmartEIZ project. This is valid for most of the presentations, but there are papers which emerged as a result of the project's implementation, and we enlisted them within these lists as well. Such cases will be further explained within the report.

As part of the dissemination activities, EIZ researchers have been participating on scientific conferences and presented their papers that were improved following the comments and discussions during the SmartEIZ training workshops. This includes the presentations of the following papers at **scientific conferences**:

1. Dubravka Jurlina Alibegović and Mislav Šagovac, "Smart Innovation Capacity: The Experience of Croatian Large Cities", at the 9th International Scientific Conference „Sustainable Growth in Small Open Economies” organised by the Institute of Economic Sciences, Belgrade and the Faculty of Economics, Niš, October 26, 2017, Belgrade, Serbia;
2. Irena Đokić, Marijana Sumpor and Ljiljana Blažević "Boosting Vukovar's Economy through Local and Sectoral Production Systems" at the 2018 RSA Annual Conference "A WORLD OF FLOWS: LABOUR MOBILITY, CAPITAL AND KNOWLEDGE IN AN AGE OF GLOBAL REVERSAL AND REGIONAL REVIVAL" organised by the Regional studies Association, June 3-6, 2018, in Lugano, Switzerland;
3. Irena Đokić and Ana Kralj "The Contribution of Croatian Polytechnics to Building of Science-Industry Links" at the 2018 RSA Annual Conference "A WORLD OF FLOWS: LABOUR MOBILITY, CAPITAL AND KNOWLEDGE IN AN AGE OF GLOBAL REVERSAL AND REGIONAL REVIVAL" organised by the Regional studies Association, June 3-6, 2018, in Lugano, Switzerland;

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

4. Ivan Damir Anić, Nicoletta Corrocher, Andrea Morrison and Zoran Aralica, “The development of clusters of competitiveness in Croatia: A survey-based analysis” at the Academic Conference DRUID 18, Copenhagen, June 11-13, 2018;
5. Stjepan Srhoj, Bruno Skrinjarić and Sonja Radas, “Bidding against the odds? The impact evaluation of grants for young micro and small firms during the recession” at the Academic Conference DRUID 18, Copenhagen, June 11-13, 2018.
6. Dubravka Jurlina Alibegović and Mislav Šagovac, “Evaluating Smart City indicators: A tool for Decision-making on the Strategy for Croatian Large Cities” at the EURA 2018 Conference “Reconciling urban and regional strengths of the past with developments in the future”, Tilburg University, 21-23 June 2018, Tilburg, the Netherlands;
7. Roberto Mavilia and Zoran Aralica, “International collaboration in inventive activities: technology and regional specificities in the Balkan countries”, the 2nd International Conference “Smart Ideas and a New Concept of Economic Regeneration in Europe” Dubrovnik, Croatia, October, 25-27 2018, SOCIO-ECONOMIC EFFECTS OF DIGITAL TRANSFORMATION”;
8. Zoran Aralica, Marko Lucić and Slavo Radošević, “Assessing innovation and research policy in the selected South East European countries: stakeholders perspectives” at the 2nd International Conference “Smart Ideas and a New Concept of Economic Regeneration in Europe”, Dubrovnik, Croatia, October, 25-27, 2018, SOCIO-ECONOMIC EFFECTS OF DIGITAL TRANSFORMATION”;
9. Ivan Damir Anić, Nicoletta Corrocher, Andrea Morrison and Zoran Aralica: “The development of clusters of competitiveness in Croatia: A survey-based analysis” presented at the international workshop “Rethinking clusters: critical issues and new trajectories of cluster research”, Florence, May 3-4, 2018.

As mentioned before, the presentations at scientific conferences are tightly connected to the Training Workshops’ (TW) topics, as well as to the Visiting Training Sessions’ (VTS) topics, implemented from April 2017 until May 2018. The list of TWs and VTSs can be found on the following links: <http://www.smartreiz.eu/events/>; <http://www.smartreiz.eu/news/>.

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

In that sense, a draft of the first presentation from the previous list was presented at the first SmartEIZ Training Workshop “Assessing innovation policy: overview of theoretical, design and implementation”, and the sixth paper from the list was presented on the EURA 2018 Conference. The second paper from this list was presented at the TW named “GVC in the context of RIS3 and Global Industry 4.0”, whereas a draft of the third paper from the list was presented on SmartEIZ TW8 named “Science-Industry Linkages”. Fourth and ninth paper from this list were presented at the fourth workshop “Training Workshop on Cluster Evolution”, and the fifth paper was presented at the sixth training workshop “Training Workshop on Evaluations of Innovation Policies”. The seventh paper, “International collaboration in inventive activities: technology and regional specificities” was co-authored by researchers from different partner institutions at this project. The collaboration was initialised within the Visiting Training Session (VTS) 3 named “Bibliometric and Patent Analysis”, and the VTS “Big Data and Network Analysis: Focus on Bibliometric and Patent Analysis of Croatian Data”. Within these trainings, a training with databases was held as well, and the databases were used as a basis for the descriptive work. Regarding the paper number eight, it was created through a collaboration among different partner institutions on this project. Descriptive results of this work, that is, the results of the online survey about research and policy support needs for innovation in the South-East Europe, were used for the development of the SmartEIZ strategy (D 2.4), and for the development of T 2.3 named “Identifying and designing strategy for new partnership between academic and non-academic organizations”, within the same WP 2. Finally, the results of the descriptive part of the work were used within the implementation of WP5, in the part that refers to D 5.1., the Report on capacity building methodologies in networking and research in S&T.

As for presentations at **non-scientific conferences** and meetings, they include the following:

1. Zoran Aralica, “Skills and Technical Change: Call for Policy Action” at Zagreb FORUM, November 20, 2017;
2. Dubravka Jurlina Alibegović, “Digital transformation of Croatian cities: current experience and challenges” at Zagreb FORUM 2018, Zagreb, May 28, 2018;
3. Maruška Vizek, “The Impact of Digital Transformation on the Western Balkans: Tackling the Challenges towards Political Stability and Economic Prosperity” at Zagreb FORUM 2018, Zagreb, May 28, 2018;

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

4. Zoran Aralica, “S3 lessons learned from Croatia: Smart Specialisation in the Western Balkans How to Launch the S3 Process and Lead Entrepreneurial Discovery” at the Joint Workshop on the Governance of Smart Specialisation and Training on the Entrepreneurial Discovery Process held in Ljubljana, April 2018;
5. Ivana Rašić Bakarić, “The Impact of Cluster Networking on Business Performance in the Wood Industry” at the 25th traditional conference of the Croatian Economic Association held from November 8-10, 2017, at the Grand Hotel Adriatic in Opatija;
6. Ivan Damir Anić, “Development of Business Clusters in Croatia – the Croatian Wood Cluster: survey research” at the 14th Wood-Technology Conference, June 05-6, 2017.

Regarding the presentations within this group, the first paper is related with the main messages of the TW 5 named “Skills and technical change: policy issues“, while the second presentation is related to a draft of a study presented at the SmartEIZ TW 1. The third presentation from this group is related to the topic of digital transformation which was tackled within the TW 9, while the drafts of the fifth and the sixth presentations were presented within the TW4. Presentation number four refers to the total experience of the implementation of SmartEIZ, and this kind of presentation relates to the purpose of the dissemination of the results of the SmartEIZ project. This refers to the aim to increase the capacity and efficiency in the implementation of NS3 and RIS3 and the knowledge in the field of EMIT.

To sum up, SmartEIZ project participants presented 15 papers related to SmartEIZ project topics at different international scientific and non-scientific conferences. Papers from the first group were presented mostly during 2018, while the papers from the second group were presented during 2017. This dissemination activity showed the increase of the scientific excellence of EIZ researchers, with the help of cooperation with partner institutions in the last year of the project, compared to the previous period of project implementation. The main topics presented to scientific and non-scientific stakeholders were: development of clusters, evaluation of grants, building science-industry links, smart city indicators and digital transformation.

Dissemination of knowledge through academic and non-academic conferences contributed to stimulating cooperation on Croatian S3 among members of academic, policy, and business community. One of the concrete outputs of the dissemination activities is EIZ's staff engagement in the project *Strategic Project of Support to the Implementation of Innovation Network for Industry and Thematic Innovation Platform*. In this project, EIZ's researchers are

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

subcontracted by AREA Science Park and they are responsible for the organisation of three seminars in the field of innovation policy. This project is important in terms of Croatian S3, since it contributes to the one of the specific strategic objectives within Croatian S3: *Overcoming the fragmentation of innovation value chain and the gap between research and business sector*. Moreover, the dissemination of activities within SmartEIZ was focused on the promotion of the SmartEIZ results.

We estimate that the number of researchers and other professionals we were able to reach through academic conferences is slightly over 1000. Most of them were affiliated with academic institutions. However, some of the conferences gathered significant number of participants from private sector. For example, 80% of RSA Annual Conference 2018 participants were from the private sector, as claimed by the local organizers in the certificates of attendance and presentation. The international academic conferences enabled conference participants to obtain valuable comments on how to improve their research as well as to gain additional knowledge the subject. They also used the opportunity to network and invite their peers to the SmartEIZ conference.

The remainder of the report gives more detailed information on the impact and the feedback on specific dissemination activity.

The training workshop on cluster evolution (described in D 4.3) resulted in cooperation between EIZ (Ivan-Damir Anić and Zoran Aralica) and Bocconi researchers (Nicoletta Corrocher, Andrea Morrison) in one joint research paper "The development of clusters of competitiveness in Croatia: A survey-based analysis", which was presented at two conferences (Florence, Italy, 2018 and DRUID 18, Copenhagen, Denmark, 2018). At the Florence conference (Ivan-Damir Anić presenter) there were 92 conference attendees, 5% from the public sector and 95% from the academic sector. Participants came mostly from Italy, but also from the UK, Spain, Germany, Austria, Norway, and Brazil. At DRUID 2018 Conference (Aralica Zoran presenter), which is the most prestigious conference in this field, there were about 270 participants who came from academic community and from all over the Europe; Denmark, Italy, the UK, Germany, the Netherlands, Italy, as well as from the United States. Only the best papers were accepted for presentation at this conference. Presentations at both conferences generated interest in SmartEIZ and encouraged the discussion about the

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

Croatian case of competitiveness clusters, and the methodology obtained at the training workshop.

In addition to the prior mentioned academic event, Ivan Damir Anić disseminated on non-academic event to interested stakeholders at a national level. One of the versions of the research "Development of Business Clusters in Croatia – the Croatian Wood Cluster: survey research" was presented at a non-scientific conference at the 14th Wood-Technology Conference (Ivan-Damir Anić presenter). There were 334 participants at this conference from the region; Croatia, Hungary, Slovenia, Bosnia and Hercegovina, Bulgaria, and Serbia, mostly from public institutions, professional institutions and private sector. At this conference, the survey results were presented and recommendations were proposed to policymakers for the development of wood sector in Croatia. Participation at this conference enabled the transfer of knowledge from science and research sector to policymakers and to the business sector, and new contacts were established with other participants. At this conference, representatives from two major stakeholders of our project were present – the Croatian Ministry of Economy, Entrepreneurship and Crafts, and the Croatian Agency for Investment and Competitiveness. Contacts with these stakeholders are important in the sense of the transfer of knowledge and identification of future research.

The training workshop on evolution of innovation (described in D 4.3) resulted in cooperation between EIZ (Bruno Škrinjarić and Sonja Radas) and the University of Dubrovnik (Stjepan Srhoj) in one joint research paper "Bidding against the odds? The impact evaluation of grants for young micro and small firms during the recession" which was presented at DRUID 18 conference that took place in Copenhagen, Denmark, June 11-13, 2018. This presentation raised awareness of the SmartEIZ programme within wider scientific community as it presented the unique Croatian case of dealing with effects of recession on the micro and small young firms, and government grants which were aimed at alleviating these problems. The paper received very good grades and sparked very fruitful discussion.

As already mentioned earlier, in June 2018 the Regional Studies Association organised the RSA Annual Conference "A World of Flows: Labour Mobility, Capital and Knowledge in an Age of Global Reversal and Regional Revival", that was held in Lugano, Switzerland. The Regional Studies Association is the global forum for city and regional research, development and policy. More than 500 delegates attended the conference with two keynote speakers from the EC, 117 workshops were held and over 420 papers presented. Irena Đokić presented two studies

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

in progress at the conference. The first study on “Boosting Vukovar’s Economy through Local and Sectoral Production Systems” (Irena Đokić, Marijana Sumpor and Ljiljana Blažević) proved to be an important input for a study that was prepared later (independently from the SmartEIZ project). The conference enabled networking and informal communication with a number of participants. One of the participants from Tomas Bata University in Zlin stated that he appreciated that he listened this presentation and he invited Irena Đokić to join on his initiative to apply a COST project on topic about working space.

The second study conducted by Irena Đokić and Ana Kralj, “The Contribution of Croatian Polytechnics to Building of Science-Industry Links“ presented at the 2018 RSA Annual Conference, has been an opportunity to dig more on relationships/connections between Croatian S3 policy bodies and the role of polytechnics in this process. The results indicate the potential of polytechnics to be possible vehicles for more dynamic and intensive implementation of S3. Unfortunately, this potential has not been recognised within current S3 framework. From the organiser’s point of view, this research is important since it clarifies how polytechnics can be important in terms of future regional development in new member states as well as in terms of the next financing period.

Dubravka Jurlina Alibegović participated at a scientific conference in Belgrade. Some of the participants stressed out that her research can be a basis for evaluation of local policies and it should serve policy decision-makers in proposing decisions for the adoption of appropriate measures to promote smart, locally led development. Regarding a scientific conference in Tilburg, the Netherlands, participants of the conference pointed out the importance of implementing a smart city model that had been advocated by the EU. Her lecture at Zagreb Forum 2018 expert meeting was highly rated because she presented a paper “Digital Transformation of Croatian Cities: Current Experience and Challenges”, which is extremely interesting for city decision-makers. 140 participants participated at this event. Organiser of an expert meeting was very satisfied with the presentation because it brings new tools for city managers and other participants – knowledge-based development of cities based on quantitative information. It is possible to produce concrete evidence and policy objectives for strategic projects in cities.

Zoran Aralica had a similar experience at the Zagreb Forum 2017. The organiser of the meeting, Zagreb Innovation Centre (ZICER, previously known as Zagreb Development

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

Agency), stated that the knowledge on new topics, such as Smart Skills, is equally necessary for policy design bodies, such as ministries, as well as bodies on subnational (regional) levels which are often found in the role of implementers of a particular programme, or in a role of bodies that create a particular programme. Such transfer of knowledge on topics related to S3, such as Smart Skills, is necessary in their future work.

Moreover, Zoran Aralica participated at a meeting in Ljubljana, previously mentioned workshop *Smart Specialisation in the Western Balkans How to Launch the S3 Process and Lead Entrepreneurial Discovery* (for more information about the programme, please see https://www.rcc.int/download/docs/RCC-JRC_GovEDPworkshop_Agenda_3). At this meeting the experience of EIZ in implementation of S3 through the SmartEIZ project was presented. The representatives of the organisers appreciated the fact that the participants had the opportunity to see Croatian S3 practice together with Slovenia's practice and initial practices of neighbouring countries such as Serbia and Montenegro. The meeting were organised by Regional Cooperation Council and Joint Research Center in Seville. There were 40 participants mainly from policy bodies from the Western Balkan countries responsible for S3 policy programme design and implementation.

Two additional presentations of the survey about Croatian cluster of competitiveness (CCC) were held at the Ministry of Economy, Entrepreneurship and Crafts (MEEC) and on EU-Western Balkan Cluster Policy Learning and Matchmaking Event which was held from 22 to 23 November 2018. Regarding the first event, the experts in Ministry of Economy were interested in the comparative analysis of CCC with the aim to define the future policy instruments which might facilitate cluster development in Croatia. Regarding the second event, the organiser, the European Cluster Collaboration Platform, was grateful for the presentation about the analysis of cluster policy in the context of Croatian S3. For more information about the cluster event please see: <https://www.clustercollaboration.eu/event-calendar/eu-western-balkans-cluster-policy-learning-and-matchmaking-event>.

If we sum up the contributions of SmartEIZ's dissemination activities in this report, the academic and non-academic presentations about the cluster initiatives were the most important. Four out of fifteen presentations described in the report were about this topic. During the SmartEIZ project, informal collaboration between EIZ and MEEC as well as between EIZ and the Croatian Wood Clusters related to the exchange of information on the project turned into concrete cooperation between these institutions. For EIZ, the concrete

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**GRANT AGREEMENT
NUMBER — 692191 — SmartEIZ**

outputs of these collaborations are the further projects in which EIZ has been engaged. As previously mentioned, EIZ's staff have been engaged in the project named "Strategic Project of Support to the Implementation of Innovation Network for Industry and Thematic Innovation Platform". For our collaborative partners, new methodological knowledge which may help them in their daily policy/business activities has been the main contribution of EIZ's staff in terms of dissemination activities in the SmartEIZ project. Other dissemination activities were important as well, but at the time of writing this report they refer to spreading the information on SmartEIZ. It is to be expected that the collaboration between EIZ's staff and other stakeholders, such as ZICER (three reports on methodologies were presented at its event named Zagreb Forum), will result in actual projects, as was the case with cooperation between EIZ and MEEC.