



Project title

Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Deliverable 2.3

Report on WP2 activities for the period M25-M41

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Start date of project: 01/10/2020 **Duration**: 42 Months

Project leader: Marija Cerjak

WP2 - Enhancement of FAZ scientific excellence in experimental economics

WP2 Leaders Responsible: Leader: Marija Cerjak (FAZ)

Twin-Leader: Carl-Johan Lagerkvist (SLU)

Deliverable responsibility: Marija Cerjak (FAZ)

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Disser	Dissemination Level					
PU	Public	X				
PP	Restricted to other programme participants (including the					
RE	Restricted to a group specified by the consortium (including the					
СО	Confidential, only for members of the consortium (including the Commission Services)					





This report is a summary of all WP2 activities performed in the period M25 – M41.

Period covered by the report: from 01/10/2022 to 29/02/2024

Abbreviations used in the text:

AUA - Geoponiko Panepistimion Athinon

FAZ - Sveučilište u Zagrebu Agronomski fakultet

SLU - Sveriges Lantbruksuniversitet

UNIBO - Alma Mater Studiorum - Universita di Bologna

Introduction to the project

The University of Zagreb Faculty of Agriculture (FAZ) has qualified scientists in the field of agrifood who are willing to improve their scientific, innovative and academic capacities in order to become competitive in the scientific market, but also to offer new expertise to the agri-food sector. For this reason, a 3-year project was developed in collaboration with 3 partners from Italy, Greece and Sweden, focusing on the application of experimental economics to the agriculture, food and environment sectors. The project was developed in collaboration with the University of Bologna (UNIBO), Agricultural University of Athens (AUA) and Swedish University of Agricultural Science (SLU). The AgriFoodBoost project will support FAZ to become a regional leading Centre for experimental agri-food economics and management. The project is aligned with the EU and Croatian Smart Specialisation Strategies and addresses sectors that are among the most competitive in Croatia. AgriFoodBoost activities include researcher exchanges, thematic summer schools and workshops, expert visits, participation in conferences, the establishment of an experimental economics laboratory and a research HUB, which aims to bring together universities, industry and public administration. Special attention has been given to early stage researchers, including longterm visits and dual supervision, participation in summer schools, workshops and PhD conferences. A specific task will help improve the project management/administration skills of FAZ researchers and administrative staff. Communication, dissemination and exploitation activities include efforts to raise awareness of recent developments in experimental economics among the scientific community in Croatia and the neighbouring region. In addition, these activities target businesses and policy makers with the aim of improving their awareness and understanding of the purposes of the experimental economy, its potential areas of application and its benefits. It also aims to promote experimental economics to the general public as a support for rational and responsible decision-making in order to achieve positive social and economic impacts on society.

Objectives of the project

The overall objectives of the project are:

1) to enhance the scientific excellence and technological capacity of the Faculty of Agriculture in Zagreb (FAZ) in experimental research for agri-food economics and management





- 2) to raise the research profile of FAZ and its scientists by increasing their knowledge and research capacity in economic experiments and decision-making in the agri-food sector, that can be translated into effective and efficient practice
- 3) to address the existing networking gap by increasing knowledge exchange and collaboration between partner institutions and researchers familiar with challenges of applying experimental economics in the agri-food sector.

In addition to the overall objectives specific to FAZ, two further objectives have been identified:

- 1) to establish a research HUB for experimental economics that supports networking between faculty and industry, including regional as well as external research centres (starting with partner institutions)
- 2) to advance research and scientific knowledge in the field of experimental economics by conducting research that addresses questions of general relevance in the field of experimental economics (methodological issues).

Following are the specific objectives that would allow the achievement of the overall objectives:

- 1) To **upgrade and intensify the scientific research** of FAZ researchers through the use of **modern/ new methodological achievements** in the field of experimental economics in the agri-food sector. This will be enabled by knowledge transfer from internationally-leading EU institutions through innovative training activities such as expert visits, summer schools, workshops.
- 2) To **foster integration** of FAZ and its researchers into the **European Research Area** (ERA) by increasing our scientific visibility (e.g. publications, presentations at conferences) and communication (e.g. participation in open events) as well as by expanding our international cooperation ending with the submission of funding proposals (such as H2020)
- 3) To **boost scientific capacity of early stage researchers** to ensure the sustainability of the research group
- 4) To **improve university-industry collaboration** to ensure a bi-directional flow of information between research and practise and to integrate experimental economics into the Croatian agri-food sector
- 5) To strengthen the research management and administrative skills to improve FAZ proposal preparation and project management/administration skills
- 6) To identify and prioritize **follow-up strategy** to use the knowledge gained, but also to expand the insights gained during project implementation.

Objectives of the WP2 "Enhancement of FAZ scientific excellence in experimental economics"

The objective of this work package is to enhance the scientific excellence of FAZ by improving the knowledge and skills of its researchers in conducting experiments in the field of agricultural and food economics. More specifically:

2.1 To increase FAZ researchers' understanding of the role of experiments in testing economic theories and developing new theories





- 2.2 To advance know-how9 of FAZ researchers in designing economic experiments in the field and in the laboratory settings
- 2.3 To build know-how of FAZ researchers in experimental methods (e.g. choice experiments and experimental auctions, bargaining experiments)
- 2.4 To improve FAZ researchers' skills in analysing experimental data through the use of experiment management software (Z-Tree) and statistical software packages (e.g. Stata or R)

Explanation of the work carried out within the framework of WP2 (M25-M41)

The work of the WP2 is divided into 6 tasks:

Task number	Task name
Task 2.1	Long-term and short-term mobilities
Task 2.2	Summer schools
Task 2.3	Workshops
Task 2.4	Experts visits
Task 2.5	Joint conferences /seminars
Task 2.6.	The laboratory for experimental economics

The activities reported in this document are organised by relevant tasks.

Task 2.1 Long-term and short-term mobilities

Short-term mobilities comprise the mobility of FAZ researchers to partner institutions for a period of 1-2 weeks. During the reporting period, 9 mobilities were carried out, most of which lasted one week. Two mobilities were organised at SLU, four at UNIBO and three at AUA. All researchers submitted a mobility request prior to the mobility and wrote a mobility report with a brief description of the activities carried out during the mobility programme.

A three-month long-term mobility of a young researcher (Gabriela Sušac) was carried out at SLU. She worked on her dissertation topic under the supervision of Prof Carl Johan Lagerkvist.

The second part of Marija Cerjak's long-term mobility was also carried out at the AUA during the reporting period.



Short term & long term mobilities at SLU





List of short term and long term mobilities realised in the reporting period

FAZ team member	Mobility period	Host institution and mentor				
Short term mobilities						
Marija Cerjak	28 March 2023 to 4 April 2023	SLU, Carl-Johan Lagerkvist				
Marija Cerjak	10 April 2023 to 14 April 2023	UNIBO, Maurizio Canavari				
Josip Juračak	8 April 2023 to 12 April 2023	UNIBO, Alessandra Castellini				
Željka Mesić	22 June 2023 to 1 July 2023	UNIBO, Maurizio Canavari				
Marija Cerjak	18 July 2023 to 23 July 2023	UNIBO, Maurizio Canavari				
Vesna Očić	11 October to 18 October 2023	AUA, Andreas Drichoutis				
Branka Šakić Bobić	11 October to 18 October 2023	AUA, Andreas Drichoutis				
Marija Cerjak	26 November 2023 to 4 December 2023	SLU, Carl-Johan Lagerkvist				
Željka Mesić	14 February to 24 February 2024	AUA, Andreas Drichoutis				
Long term mobilities						
Marija Cerjak	11 October 2022 to 8 November 2022	AUA, Andreas Drichoutis				
Gabriela Sušac	06 February 2023 to 13 May 2023	SLU, Carl-Johan Lagerkvist				

Furthermore, a researcher (Josip Juračak) spent 3 days participating in experimental auctions on consumer behaviour and cognitive uncertainty in the BDM mechanism at the Agricultural University of Athens (AUA). He used this experience to organise the first experimental auction in FAZ.





Task 2.2 Summer schools

During the reporting period, a Winter school on Economic experiments for policy making - from a research question to a study design was organised by SLU partner.

As with other educational events, the winter school was attended by FAZ team members and participants from other institutions, either from Croatia or from other countries.

The outline of all summer schools is annexed to this report.







5th Winter school,

List of summer schools organised in the reporting period

Name of the summer	Summer	Dates	Location	No.	Total	No. of
school	school leaders			of	no. of	FAZ's
				hours	participant	participants
Winter school on	prof. Jens	23-25	Zagreb	16	10	5
Economic experiments	Rommel	January				
for policy making -	(SLU)	2023				
from a research						
question to a study						
design.						

In June 2023, an International summer school on experimental auctions: Theory and Applications in Food Marketing and Consumer Preferences Analysis was organised by UniBo (Prof. Maurizio Canavari) in collaboration with the AgriFoodBoost project. The school took place in Zagreb and five AFB members from Zagreb participated in the summer school.



International summer school Experimental auctions 2023





Task 2.3 Workshops

Four workshops were organized as scheduled during the reporting period: two in Zagreb, one in Verona (Italy), and one in Uppsala (SLU). The workshop outlines are attached to this report.

Attendance at the workshops included AFB members as well as researchers from various EU countries, facilitating broader dissemination of knowledge on experimental economics.



Applied Econometrics using Stata



Academic writing and publishing: Tools and tips



Choice experiments – advanced level, Verona

List of workshops organised in the reporting period

Name of the workshop	Workshop	Dates	Location	No.	Total	No. of
	leaders			of	no. of	FAZ's
				hours	participant	participants
Workshop Applied	Prof. Andreas	21-24	Zagreb	14	7 (+ 5 online	<mark>3</mark>
Econometrics using Stata	Drichoutis,	November			participants)	_
	AUA	2022				
Workshop on choice	Course	17 – 19	Verona			
experiments – advanced	lecturer: Prof.	May 2023				
level	dr. Riccardo					
	Scarpa					
	Organiser:					
	Maurizio					
	Canavari					
	(UNIBO)					





Workshop on Academic	Prof. Andreas	16-17	Zagreb	20	16	5
writing and publishing:	Drichoutis,	November				
Tools and tips	AUA	2023				
Workshop on Heuristics	Prof. Jens	27 -30	Uppsala	24	21	1
and biases in the Agri-	Rommel (SLU)	November				
food system	. ,	2023				

Participants of all summer schools and workshops received a certificate of attendance.

Short reports on all educational event are presented in AgriFoodBoost web site.

In the final month of project implementation, two additional workshops have been planned. One will take place in Bologna, focusing on the application of choice experiments in the agri-food sector, while the other will be held in Zagreb, addressing project management and opportunities for collaboration with neighboring countries.

Task 2.4 Experts visits

During the reporting period, all three partner institutions organised a series of expert visits. These visits were strategically designed to deepen targeted research projects, mentor prospective researchers and encourage the development of innovative project proposals. The SLU project's financial assistant visited FAZ and held discussions with staff from FAZ's International Relations Office.

Through this collaboration, valuable insights were shared that further enhanced the synergy and productivity of the project consortium.

Expert visits of UNIBO members to Zagreb:

• June 2023: Maurizio Canavari (Meetings with faculty, discussion of the ongoing projects)

Expert visits of AUA members to Zagreb:

- November 2022: Andreas Drichoutis (Meetings with faculty and young researchers)
- December 2022: Andreas Drichoutis (Meetings with faculty and young researchers, Preparations for running experiments, training faculty)
- January 2023: Andreas Drichoutis (Meetings with faculty and young researchers, Running experimental auctions research, guiding faculty on how to properly run experiments)
- June 2023: Andreas Drichoutis (Meetings with faculty and young researchers, guiding faculty on how to properly run experiments)
- November 2023: Andreas Drichoutis (Meetings with faculty and young researchers)

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- November 2023: Achilleas Vassilopoulos (Meetings with faculty and young researchers)
- February 2024: Andreas Drichoutis (Meetings with faculty and young researchers)



Expert visit, Zagreb, June 2023

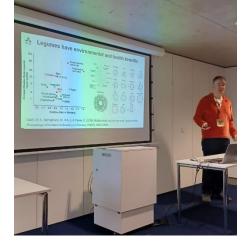
Expert visits of SLU members to Zagreb:

- January 2023: Jens Rommel (Meetings with faculty and young researchers)
- October 2023: Anna Lindblom-Eriksson (Meeting with the staff from FAZ's International Relations Office)
- November 2023: Emilia Mattsson (Meetings with faculty and young researchers, work on the ongoing project).

Task 2.5 Joint conferences / seminars

Members of the AFB team attended the XVII Congress of the European Association of

Agricultural Economists (EAAE), which took place in Rennes, France. They prepared an organised session entitled Experimental Economics Research On Food Consumption: Methods and Applications. The session was chaired by Nayga, Rodolfo (Texas A&M University) and Cerjak, Marija (University of Zagreb, Faculty of Agriculture). AFB members





presented four papers in this session:

Organised session at the XVII EAAE congress, August 2023





- Consumers' Willingness To Pay For The Ancient Pear Cultivar "Angelica"; Maesano, Giulia, Rivaroli, Sergio, Spadoni, Roberta, Tartarini, Stefano, Gregori, Roberto, Canavari, Maurizio, University of Bologna
- A Real Choice Experiment On Pasta Protein Choice In Sweden; Rommel, Jens, Edenbrandt, Anna Kristina, Säll, Sarah, Swedish University of Agricultural Sciences
- Consumer Preferences For Organic And Local Apples: Evidence From Experimental Auctions; Juračak, Josip¹, Cerjak, Marija¹, Kovačić, Damir¹, Drichoutis, Andreas²; ¹University of Zagreb Faculty of Agriculture, ²Agricultural University of Athens
- Reference Dependence, Expectations and Anchoring in the Becker-DeGroot-Marschak Mechanism; Vassilopoulos, Achilleas¹, Drichoutis, Andreas¹, Nayga, Rodolfo M.², ¹Agricultural University of Athens, ²Texas A&M University

Task 2.6 The laboratory for experimental economics

Two laboratory studies were conducted druing the reporting period. Both studies were hosted by the Laboratory for sensory analysis of agri-food products at University of Zagreb Faculty of Agriculture using equipment of the laboratory for experimental economics (laptops and software).

The first study was an experimental auction with apples, involving sensory testing. The aim of the study was to explore consumers' willingness to pay for apples of different type of production and origin. This study was organised

The results of this study were presented at several scientific conferences.





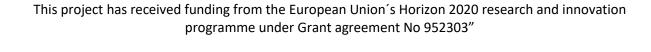


Experimental auction with apples

The second sensory study conducted in February 2024 aimed to explore the influence of information on consumers' acceptability of honey.



Sensory test with honey







Annexes:

AgriFoodBoost

Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Economic experiments for policy making—From a research question to a study design

23-25 January 2023 University of Zagreb Faculty of Agriculture Svetošimunska 25, Zagreb, Croatia

Lecturers: Živa Alif, Jens Rommel, Christoph Schulze, Tanja Šumrada

Target audience: The course is directed at researchers and students with an interest in applying an economic experiment to a policy question. To ensure high engagement, the maximum number of participants is limited to 15.

Course content: We will revisit selected methods/studies and showcase how to develop an experiment answering a policy question based on our own research experience. The course builds on extensive group work.

Corse outline:

January 23, 2023

09 – 11 Introduction to the public goods game

Isaac, R. M., Walker, J. M., & Thomas, S. H. (1984). Divergent evidence on free riding: An experimental examination of possible explanations. Public Choice, 43(2), 113-149.

Zelmer, J. (2003). Linear public goods experiments: A meta-analysis. Experimental Economics, 6(3), 299-310.

11 – 12 Case study: Public goods games in the Contracts 2.0 project

Rommel, J., Schulze, C., Matzdorf, B., Sagebiel, J., & Wechner, V. (2022). Learning about German farmers' willingness to cooperate from public goods games and expert predictions. Q Open.

13.30 - Group work/consultations

January 24, 2023

09 - 11 Introduction to randomized controlled trials/field experiments

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Banerjee, A., Duflo, E., Glennerster, R., & Kinnan, C. (2015). The miracle of microfinance? Evidence from a randomized evaluation. American Economic Journal: Applied economics, 7(1), 22-53.

Duflo, E. (2017). The economist as plumber. American Economic Review, 107(5), 1-26.

11 – 12 Case studies: Social recognition and technology adoption (Jens) +

Effectiveness of knowledge transfer and communication measures (Tanja/Živa)

13.30 - Group work/consultations

January 25, 2023

09 - 11 Introduction to discrete choice experiments for agricultural

policy-making (Christoph/Tanja)

Mariel, P., Hoyos, D., Meyerhoff, J., Czajkowski, M., Dekker, T., Glenk, K., ... & Thiene, M. (2021). Environmental valuation with discrete choice experiments: Guidance on design, implementation and data analysis. Springer Nature.

11 – 12 Case studies: Farmers' preferences for biodiversity conservation

schemes (Tanja/Živa) + Consumer preferences for a new EU ecosystem services label (Christoph)

Šumrada, T., Japelj, A., Verbič, M., Erjavec, E. (2022). Farmers' preferences for result-based schemes for grassland conservation in Slovenia. Journal for Nature Conservation, 66, 126-143.

13.30 - Group work/consultations





Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Workshop on "Academic writing and publishing: Tools and tips"

21 – 24 November 2023 University of Zagreb Faculty of Agriculture Svetošimunska 25, Zagreb, Croatia

Workshop Leader: Andreas Drichoutis (Agricultural University of Athens)

Monday 21/11

12.00-16.00: Introduction to Stata

Tuesday 22/11

10.00-14.00: OLS regression (theory, estimation, hypothesis testing)

Wednesday 23/11

12.00-16.00: Binary dependent variable models (maximum likelihood method, linear probability model, logit/probit, marginal effects)

Thursday 24/11

10.00-14.00: Ordered dependent variable models (ordered logit/probit, marginal effects)





Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Workshop on choice experiments – advanced level 17 – 19 May 2023 Verona

Time	Wednesday 17	Time	Thursday 18	Time	Friday 19 ?
10:00-11:20	- Review of MNL for choice experiments	09:00-11:00	- GEV and Nested Logit models - Preference heterogeneity - Finite mixing - Latent class models - Behavioural latent classes	09:00-11:00	Scale heterogeneityRandom Scale ModelsGeneralised MNL
coffee break		coffee break		coffee break	
11:40-13:00	- Data structure - Estimation of MNL in R packages - post-estimation procedures & testing	11:20-13:00	 Preference heterogeneity Continuous mixing Mixed Logit models Behavioural implications of correlations 	11:20-13:00	- Error component models - Behavioural aspects of error components - Estimation examples
Lunch break		Lunch break			
14:00-15:20	- Non-linearities in utility in RUMs - Testing non-nested models	14:00-15:20	- Estimation of Latent Class Logit models in Apollo - post-estimation procedures - Model testing		
coffee break		coffee break			
15:40-17:00	- Guided exercises in R (Apollo) - DCE examples	15:40-17:00	- Estimation of Mixed Logit models in Apollo - post-estimation procedures - Model testing		







Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Workshop on "Academic writing and publishing: Tools and tips"

16 – 17 November 2023 University of Zagreb Faculty of Agriculture Svetošimunska 25, Zagreb, Croatia Velika vijećnica, VI. paviljon

Join us on November 16-17, 2023, in Zagreb, Croatia, for an engaging academic writing workshop hosted by the University of Zagreb, Faculty of Agriculture. This workshop, generously funded by the AgriFoodBoost Horizon 2020 project, will focus on practical tools and techniques for academic writing and publishing. Dive into LaTeX, Overleaf, Quarto, and R Markdown as well as a tutoring session on academic writing and publishing with expert instructors from the Agricultural University of Athens (Andreas Drichoutis and Achilleas Vassilopoulos) and the Swedish University of Agricultural Sciences (Jens Rommel). Whether you're an experienced researcher or just starting in academia, this workshop will provide you with valuable skills, tips, and insights to enhance your academic writing. Don't miss this opportunity to boost your research and writing abilities.

Contact and registration: agrifoodboost@agr.hr

Deadline for registration: 7 November 2023

Tentative schedule:

Thursday 16/11

9.30-11.00	Latex/Overleaf (Andreas Drichoutis, AUA)
11.00-11.15	Coffee break
11.15-12.45	Latex/Overleaf (Andreas Drichoutis, AUA)
12.45-13.45	Lunch break
13.45-15.15	Academic writing and publishing – online session (Jens Rommel, SLU)
15.15-15.30	Coffee break
15.30-17.00	Work on your own project with Latex/Overleaf

Friday 17/11

9.30-11.00	Quarto/R markdown (Achilleas Vassilopoulos, AUA)
11.00-11.15	Coffee break
11.15-12.45	Quarto/R markdown (Achilleas Vassilopoulos, AUA)
12.45-13.45	Lunch break
13.45-15.15	Work on your own project with Quarto

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Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Program for the "Workshop on Heuristics and Biases in the Agri-food System with a Special Emphasis on Accounting for Heuristics in Discrete Choice Modeling"

27 – 29 and 30 November 2023 (bonus day; 24 hours of total teaching), Department of Economics, Swedish University of Agricultural Sciences, Campus Ultuna in Uppsala

Teaching and tutoring by Vincenzina Caputo, Anna Kristina Edenbrandt, Carl-Johan Lagerkvist, Jens Rommel, Julian Sagebiel

Schedule (Small breaks after every hour of teaching)

09.00 - 10.00	Introduction of participants and teachers and
07.00	organization of the course (all)
10.00 - 11.00	Introduction to heuristics and biases research
10.000	program (Jens Rommel)
11.00 - 12.00	Accounting for consideration set formation with
11.00	eye-tracking data (Anna Kristina Edenbrandt)
12.00 - 13.00	Lunch in Ulls restaurang
13.00 – 16.00	Reserved for group work and tutoring
Day 2 – Tuesday, 28 November	
09.00 – 12.00	Using simulations to understand when heuristics
	driven violations of Random Utility Model
	assumptions are a problem (Julian Sagebiel)
12.00 - 13.00	Lunch in Ulls restaurang
13.00 - 16.00	Reserved for group work and tutoring
	Room (meeting point): Umeå (A303) in Ulls hus
	Additional room: Öregrund (C392) in Ulls hus
Day 3 – Wednesday, 29 November	
09.00 - 12.00	Attribute non-attendance: Theory and practice
	(Vincenzina Caputo)
12.00 - 13.00	Lunch in Ulls restaurang
13.00 - 16.00	Participant presentations
	Room: Särimner in VHC
Day 4 – Thursday, 30 November – Bonus day	Selected presentations by participants;
09.00 – 09.15 Tanja Šumra	1 11 1
,	measures for restoring landsca

features in Slovenia





Katarzyna Zagórska	Willingness to pay for landscape services: Examining variation by landscape type with combination of mapping and discrete choice experiment methods
Gaëlle Leduc	Resistant grapevine varieties: a
	bubbling investment in
	Champagne?
Mirta Casati	Willingness to Pay for Insect-
	Based Products: Exploring the
	Impact of Positive and Negative
	Information
Gwendy Bonte	Public Perceptions regarding
	Biodiversity Offenses
Fuad Jafarli	·
Giovanna Piracci	Does nudging promote choices for upcycled foods? Evidence from a discrete choice experiment
	Gaëlle Leduc Mirta Casati Gwendy Bonte Fuad Jafarli





Boosting Excellence in Experimental Research for Agri-Food Economics and Management

Workshop: Applied Econometrics using Stata

Course Schedule

Monday 21/11

12.00-16.00: Introduction to Stata

Tuesday 22/11

10.00-14.00: OLS regression (theory, estimation, hypothesis testing)

Wednesday 23/11

10.00-14.00: Binary dependent variable models (maximum likelihood method, linear probability model, logit/probit, marginal effects)

Thursday 24/11

10.00-12.00: Ordered logit/probit models