



Call H2020-WIDESPREAD-2018-2020 / H2020-WIDESPREAD-2020-5

Project Acronym

# AgriFoodBoost

Project title

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

## *Deliverable 3.3*

### ***Report on Workshop on experiences and possibilities for interactive networking between research institutions and agri-food business entities***

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**Lead contractor:** FAZ

**Start date of project:** 01/10/2020

**Duration:** 36 Months

**Project leader:** Marija Cerjak

#### **WP3 Visibility and networking**

**WP3 Leaders Responsible:** Josip Juračak (FAZ) and Alessandra Castellini (UNIBO)

**Deliverable responsibility:** Damir Kovačić (FAZ)

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#### **Dissemination Level**

<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	





## Participants

On 18 May 2022, a Workshop on experiences and possibilities for interactive networking between research institutions and agri-food business entities was held. The workshop was supposed to take place in September 2021 (M12), but was postponed due to the Covid 19 pandemic, which limited public gatherings in Croatia.

The workshop took place at the Resort Polovanec, located in Đurđekovac near Zagreb.

A total of 19 policy makers, stakeholders and small and medium enterprises were invited. The workshop is planned for 16 representatives of the target groups, as many as responded to the invitation, but several of them cancelled their participation at the last minute due to business commitments.





In total, 7 invited representatives and 5 AgriFoodBoost project staff from the University of Zagreb Faculty of Agriculture (FAZ) participated:

Company/Institution	Participant	Role
<u>Croatian Chamber of Agriculture</u>	Tajana Radić	Head of department
<u>Zagreb County</u>	Josip Kraljičković	Head of the Department of Agriculture, Rural Development and Forestry
<u>Mlin i pekare d.o.o.</u>	Zdravko Vasilik	Sales Manager
<u>EURO - MILK Ltd.</u>	Božidar Kuzmić	Board member
<u>Georg Consulting</u>	Darija Borović	Consultant
<u>Zadar County</u>	Daniel Segarić	Head of the county
<u>Polovanec Resort</u>	Miroslav Polovanec	Resort owner
FAZ (Faculty of Agriculture)	Marija Cerjak	AgriFoodBoost Project Leader
FAZ (Faculty of Agriculture)	Damir Kovačić	AgriFoodBoost Project Member
FAZ (Faculty of Agriculture)	Josip Juračak	AgriFoodBoost Project Member
FAZ (Faculty of Agriculture)	Alen Džidić	AgriFoodBoost Project Member
FAZ (Faculty of Agriculture)	Kristijan Bilić	AgriFoodBoost Project Member

## The aim of the workshop

The aim of the workshop was to familiarise stakeholders from the agricultural sector and public administration with AgriFoodBoost project, experimental economics as well as with the possibilities of cooperation with the newly established Research Centre for Experimental Economics at FAZ. It would allow the Faculty of Agriculture Zagreb (FAZ) to network with partner institutions and improve the Faculty's cooperation with the business sector, public administration and the scientific community, which should also increase FAZ's research capacity.

During this workshop, stakeholders had the opportunity to get acquainted with the application of experimental economics in the fields of agriculture, food and environment.





## Agenda of the workshop:

11:00 – 11:15 am	Gathering of participants
11:15 – 11:25 am	Introductory speech by AgriFoodBoost project leader, Prof. Marija Cerjak, PhD
11:25 – 11:40 am	Basic information on experimental economics, Prof. Damir Kovačić, PhD
11:40 am - 12:10 pm	Examples of the use of experimental economics in business decision-making and management, Assistant Professor Josip Juračak, PhD
12:10 – 12:40 pm	Discussion with the workshop participants on the possibilities of cooperation within the Centre
12:40 pm	Lunch
3:30 pm	Tour of the wine cellar of the Polovanec family farm and wine tasting

## Discussion and conclusions

After the introductory speech of the project leader, Prof. Marija Cerjak, PhD, participants were introduced to basic information related to experimental economics (Prof. Damir Kovačić, PhD). Then, 4 examples of the use of experimental economics in business decision-making were presented (Assist. Prof. Josip Juračak, PhD). In the discussion that followed, the participants discussed possible forms of cooperation on research projects and possible topics in the field of experimental economics.

The workshop was followed by an organized lunch at which the organizers and participants continued informal negotiations on potential joint project ideas. The meeting ended at 3:30 pm with a tour of the wine cellar of the Polovanec Resort.

At the end of the workshop, a draft Agreement with the Center for Experimental Economics was sent to all participants. The signing of an agreement with Georg Consulting has been announced, while all other participants have expressed interest in cooperating with the Centre.

The next workshop, which will discuss concrete research projects in experimental economics, will take place in Autumn 2022.

