

**Deliverable 5.3.1**  
**REPORT ON**  
**TRANSFERABILITY**  
**PROTOCOLS IN CROATIA**

WP5 – Transferring  
Activity 5.3: Knowledge transfer &  
mutual learning.

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**Interreg**  
*Mediterranean*



**Prominent MED**

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## CHARACTERISTICS OF THE DELIVERABLE

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## AUTHORS AND CONTRIBUTORS

Partner Name	Country	Acronym	Authors and contributors
CONSORCI DE LA RIBERA	Spain	RIBERA	Plàcid Madramany Sanchis, M <sup>a</sup> Isabel Serrano Cantó
REGIONAL ENERGY AGENCY NORTH*	Croatia	REAN	Denis Premec
CITY OF KOPRIVNICA*	Croatia	KOP	Maja Balaško Kiš

[\*] Authors of Croatian part of this report.

## **1. Introduction to Prominent MED project and transferring activities**

The main idea of Prominent Med project focuses on the use of Public Procurement of Innovation (PPI) procedures supported by the European Union in order to stimulate the development of innovative technology systems and solutions in the field of energy efficiency and their market uptake. When it comes to innovation, local authorities were mainly involved in development of the infrastructure required to enable and speed up establishment of various institutions directed to innovation, like incubators, RDI centers etc. with main aim to support innovative companies.

Local authorities are rarely directly involved in targeted RDI activities as they were always perceived as buyers and users of mature products and solutions. The challenge that partners are facing is to study and implement (test) PPI procedures that can be transferred in similar contexts of the MED area.

Project is going to enable the areas involved to procure and implement innovation and boost development of a wide range of innovative products and solutions customized and tailored to their needs. Learning areas will have the opportunity to introduce or catalyze PPI procedures into their public procurement policies enabling faster implementation of local strategies and plans aiming at sustainable development through green growth. At the same time partners and involved clusters will get an opportunity to establish close peer-to-peer cooperation on one side and creation of new networks on the other side.

Prominent Med project embraces 3 main different stages: studying, testing and transferring. The first stage called 'studying' was dedicated to learn about innovation procedure from a legal and technical point of view and to prepare the pilot building tender procedure. By means of 'testing' module, the innovative tender procedures were launched and pilot buildings works were conducted and monitored.

The last Prominent Med project module called 'transferring' was devoted to export the PPI methodology, country pilot results and, in general, the knowledge gained by project partners through the organization of dedicated dissemination events and individual meetings.

The present report is dealing with the activity 5.3 knowledge transfer and mutual learning, a task whose aim is to activate the transfer process between project partners and other actors which express the interest to apply the PPI model. The know-how transfer will need the execution of national transfer meetings during which both counterparts would sign a transferability protocol in order to set a common agreement and detailing transfer measures.

## **2. Knowledge transfer and mutual learning activities in Croatia**

### **2.1. Introduction to knowledge transfer and mutual learning activities in Croatia**

In City of Koprivnica, Croatia, the lessons learnt during the implementation of Public Procurement of Innovation (PPI) case and the knowledge transfer were conducted by Prominent MED partner REA North, while the partner City of Koprivnica helped out to determine the best possible candidates for this activity.

Activities' main aim was to strengthen the capacity of public and private actors and transfer Prominent MED best practice. Two public actors and two private actors expressed interest for PPI and thus four transfer meetings and mutual learning activities were conducted and four transfer protocols were signed.

### **2.2. Description of the actions**

Actors who expressed strong interest for PPI and wanted to benefit from knowledge transfer and mutual learning activities were as follows:

- Public actor – **Enter Koprivnica Ltd.**, an entrepreneurship incubator and creative industries incubator, <https://www.enterkoprivnica.hr/en/>, covering the area of Koprivnica-Krizevci county in north-west Croatia.
- Public actor – **Development Agency North**, an agency with similar organization as project partner REA North, <https://www.dan.hr/home>, providing general regional development support and covering roughly the area of cities Varazdin and Koprivnica in north-west Croatia.
- Private actor – **Krezic Ltd.**, a company that in 2019 started with 200 mil euros investment in city of Koprivnica, bought large plots of land in Koprivnica business zone, building business offices and production halls and will be engaged in the production of all possible industrial cannabis-derived products.
- Private actor – **GDi Group**, <https://gdi.net/>, an international company that specializes in operations support systems, decision support systems, cloud computing and GIS systems for both the commercial and public market segments.

Knowledge transfer and mutual learning activities were conducted in the form of bilateral workshop meetings with the presentation of Croatian PPI experiences, supported by four main sources of Prominent MED knowledge and experience:

1. Web page <https://ppi.koprivnica.hr/>, now a showcase of Croatian PPI process, consisting of all the main documents produced during the market engagement phase.
2. Deliverable 4.1.1 Report on implemented procurement procedure.
3. Deliverable 4.3.1 Public Procurement Innovation implementation strategy in MED countries.
4. Main tendering documents of the final procurement procedure in Croatia.

All workshop meetings resulted with bilaterally signed transfer protocol documents with plans on how to cooperate in the future.

### 2.2.1. DESCRIPTION OF COUNTERPARTS

Actors who showed interest for this knowledge transfer are entities which all live from the development of new products, projects and support services. This is a short description of what they do.

**Enter Koprivnica d.o.o.**, Public actor, is a business support organization whose role is stimulating entrepreneurial climate in the city of Koprivnica and create conditions for easier growth and development of newly established companies. They manages the Entrepreneurship Incubator and the Creative Industries Incubator and aim to foster entrepreneurship based on new technologies while providing space for the development of business ideas as well as providing advisory services in all aspects of the business. They constantly seek for innovativeness since they must follow the business and technology trends and be a leading actor, mentor and experiences provider for newly established companies.

**Development Agency North**, Public actor, is an agency which is a complementary agency to project partner REA North: REA North is specialized for energy efficiency development, while **DAN** provides support to cities Varazdin and Koprivnica in general economic development. DAN mission is to ensure a sustainable increase in living standards for all citizens of the region of north-western Croatia, create and conduct new projects co-financed from national and EU funds and attract foreign investments. They would like to add a PPI in their portfolio of services as a new way of support for various public and private actors, with the help of REA North.

**Krezic d.o.o.**, Private actor, is a company which in 2019 opened and started to operate a couple of specialized sub-companies in city of Koprivnica which will develop and produce all possible cannabis-derived products. They are starting a cycle of investments in the industry of food supplements, pharmaceuticals and herbal preparations. In 2021 they would like to start the production of mentioned products based on a natural basis, in most cases based on industrial cannabis, directly from plants and

with no chemistry. They discovered the entrepreneurial climate in Koprivnica to be encouraging. The innovativeness is the key factor of their future success and they are very interested in adopting the PPI techniques so they can distribute the R&D burden to companies which could be interested in mutual cooperation with them. One of their key goals is sustainability – their production plants must not produce waste that should be disposed of and they do not want to endanger the environment in any way.

**GDi Group**, Private actor, has the main focus of products on intelligent assets, intelligent operations, intelligent resources, smart data and smart platforms. Their main professional services include comprehensive consulting, project management, solution design and implementation across multiple business and industry sectors. Innovativeness is in the heart of their business and with this workshop meetings they wanted to see if they can somehow benefit of PPI.

## 2.2.2. ACTIVITIES CONDUCTED

Each of our workshop meetings followed the same approach and was modified on-the-way according to the expectations.

Workshop meetings lasted from two to three and a half hours, depending on the interest of each actor.

All meetings were face-to-face and were conducted after the spring Covid-19 lockdown measures were cancelled in Croatia (late May and June 2020).

The content of each workshop meeting consisted of four topics.

### Definition of innovation which is at the core of PPI

Actors were briefed about what PPI is and what is not. We clearly showed the difference between "innovation" and "invention" in way that for example the new sort of combination of existing techniques, materials, process, etc. is already considered as innovation. "An innovation is the implementation of a new or significantly improved (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations. (...) The minimum requirement for an innovation is that the product, process, marketing method or organizational method must be new (or significantly improved) to the firm. This includes products, processes and methods that firms are the first to develop and those that have been adopted from other firms or organizations" (OECD, 2005, p.46).

### Importance of the market engagement process

The scope of workshop meetings was not concentrated on energy retrofitting or energy performance as an area, but rather on techniques and approaches on how to prepare and carry on the PPI process for engaging the market to deliver innovative or newly adopted solutions that can be of high benefit for these actors, especially on how to prepare and carry up the market engagement (emphasis on market analysis and open market consultation process).

We showed to each actor how we dealt with market engagement and what they can learn from our local PPI web page <https://ppi.koprivnica.hr/>. Since this is a showcase of Croatian PPI process, it is possible to find out by the help of webpage how the Market Sounding Prospectus should be drafted, what the Prior Information Notice is, how to transparently communicate with the market, how to collect expressions of interest and how to connect various suppliers together in order to boost the interest.

### The presentation of final tendering procedure

Main tendering documents of the final procurement procedure (TOR, the award criteria for assessing the innovative solutions offered by the bidders) are available on <https://bit.ly/2Hvr9KU> and they represent detailed documented experience of Croatian competitive procedure with negotiation, used

to procure the innovative solution development and works implementation for energy and interior refurbishment of the kindergarten Loptica. We explained each document for which the individual actor showed interest.

#### Important lessons from PPI

We used deliverables "4.1.1 Report on implemented procurement procedure" and "4.3.1 Public Procurement Innovation implementation strategy in MED countries" to show other case studies of project partners and to point out what are the most difficult situations the actors can expect if they involve in PPI.

### **2.3. Results and conclusions**

All workshop meetings had two most common observations:

- "We never heard of PPI and we didn't imagine that the innovation activities can be done prior to contracting"
- "Obviously the trade-off is to invest a lot of time and effort in previous market analysis to prove the capitalisation possibilities, but then again this reduces or completely mitigates the risk of own R&D faults"

All actors agreed they would need a lot of internal resources to master the Public Procurement of Innovation. Since they don't want to research and invent practical approaches, they all expressed the willingness to involve REA North in future PPI actions.

## **3. Annex I. Transferability protocols signed**

### **3.1. Transferability protocols signed in Croatia**

The transferability protocols, attendance lists and photos from transferability workshop meetings can be found in separate PDF file named:

- "D.5.3.1 Report\_about\_transferability\_protocols\_REAN\_Annex.PDF".

Transferability protocols are signed in English and Croatia language. In this chapter only protocols' screenshots are presented, in English only version.



Prominent MED project aims at all actors with an interest in Public Procurement of Innovation (PPI) including local/regional/national authorities, public bodies, SMEs, experts and academia to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MED region and beyond. The project's goal is to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens.

Based on the possibility to provide experience and knowledge on PPI acquired in the Prominent MED project

**Enter Koprivnica d.o.o. - Creative Industries Incubator** and **Regional energy agency North** agree to sign the

## TRANSFERABILITY PROTOCOL

**Enter Koprivnica d.o.o.** would like to acquire the knowledge in:

- Basic PPI approaches and methodology based on developed documents during the Prominent MED project;
- Organization of the Open Market Consultation (OMC);
- Definition of TORs and, more specifically, about the criteria used to assess the economic and technical offers submitted by the bidders;
- Needs identification to elaborate the functional/performance-based specifications;
- Experiences from conducted competitive procedure with negotiation.

The transfer of the knowledge developed by the partners of the consortium will be organized through:

- **Workshop:** it is an organized activity aiming at improving the recipient's performance and helping him/her attain an expected level of knowledge; it can be done in-house (on the job training).
- **Acquisition of existing knowledge** via demand or exchange of various common documents created during the Prominent MED project or public documentation created during partners' pilot projects.



Both parties agree that they will invest reasonable amount of effort in transferring activities by following one of these approaches.

**Enter Koprivnica d.o.o.** agrees that transferring protocol does not include activities related to preparation of the official procurement documentation and that no legal implications cannot be claimed based on this protocol.

**Regional energy agency North** agrees that this transferring protocol will be used for Prominent MED project purposes only and that no legal implications cannot be claimed based on this protocol.

**Regionalna energetska agencija Sjever**

**Ivan Šimić**  
**Managing Director**



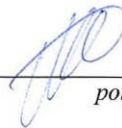
*potpis*

17.6.2020.

*datum*

**Enter Koprivnica d.o.o.**  
**Creative Industries Incubator**

**Aldijana Matić Horvat**  
**Head of General Department and**  
**Incubators**



*potpis*

17.6.2020.

*datum*

## Transferability protocol Development Agency North



Prominent MED project aims at all actors with an interest in Public Procurement of Innovation (PPI) including local/regional/national authorities, public bodies, SMEs, experts and academia to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MED region and beyond. The project's goal is to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens.

Based on the possibility to provide experience and knowledge on PPI acquired in the Prominent MED project

**Razvojna agencija Sjever – Development Agency North (DAN) and Regional energy agency North agree to sign the**

## TRANSFERABILITY PROTOCOL

**Razvojna agencija Sjever – DAN** would like to acquire the knowledge in:

- Basic PPI approaches and methodology based on developed documents during the Prominent MED project;
- Organization of the Open Market Consultation (OMC);
- Definition of TORs and, more specifically, about the criteria used to assess the economic and technical offers submitted by the bidders;
- Needs identification to elaborate the functional/performance-based specifications;
- Experiences from conducted competitive procedure with negotiation.

The transfer of the knowledge developed by the partners of the consortium will be organized through:

- **Workshop:** it is an organized activity aiming at improving the recipient's performance and helping him/her attain an expected level of knowledge; it can be done in-house (on the job training).
- **Acquisition of existing knowledge** via demand or exchange of various common documents created during the Prominent MED project or public documentation created during partners' pilot projects.

Both parties agree that they will invest reasonable amount of effort in transferring activities by following one of these approaches.

**Razvojna agencija Sjever – DAN** agrees that transferring protocol does not include activities related to preparation of the official procurement documentation and that no legal implications cannot be claimed based on this protocol.

**Regional energy agency North** agrees that this transferring protocol will be used for Prominent MED project purposes only and that no legal implications cannot be claimed based on this protocol.

**Regionalna energetska agencija Sjever**

**Ivan Šimić**  
Managing Director



*potpis*

*16.6.2020.*

*datum*

**Razvojna agencija Sjever – DAN**

**dr.sc. Miljenko Ernoić**  
Managing Director



*potpis*

*16.6.2020.*

*datum*



## Transferability protocol Krezic Ltd.



Prominent MED project aims at all actors with an interest in Public Procurement of Innovation (PPI) including local/regional/national authorities, public bodies, SMEs, experts and academia to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MED region and beyond. The project's goal is to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens.

Based on the possibility to provide experience and knowledge on PPI acquired in the Prominent MED project

**KREZIĆ d.o.o.** and **Regional energy agency North** agree to sign the

# TRANSFERABILITY PROTOCOL

**KREZIĆ d.o.o.** would like to acquire the knowledge in:

- Basic PPI approaches and methodology based on developed documents during the Prominent MED project;
- Organization of the Open Market Consultation (OMC);
- Definition of TORs and, more specifically, about the criteria used to assess the economic and technical offers submitted by the bidders;
- Needs identification to elaborate the functional/performance-based specifications;
- Experiences from conducted competitive procedure with negotiation.

The transfer of the knowledge developed by the partners of the consortium will be organized through:

- **Workshop:** it is an organized activity aiming at improving the recipient's performance and helping him/her attain an expected level of knowledge; it can be done in-house (on the job training).
- **Acquisition of existing knowledge** via demand or exchange of various common documents created during the Prominent MED project or public documentation created during partners' pilot projects.


Both parties agree that they will invest reasonable amount of effort in transferring activities by following one of these approaches.

**KREZIĆ d.o.o.** agrees that transferring protocol does not include activities related to preparation of the official procurement documentation and that no legal implications cannot be claimed based on this protocol.

**Regional energy agency North** agrees that this transferring protocol will be used for Prominent MED project purposes only and that no legal implications cannot be claimed based on this protocol.

**Regionalna energetska agencija Sjever**

**Ivan Šimić**  
**Managing Director**

  
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*potpis*

*17.6.2020.*

*datum*

**KREZIĆ d.o.o.**

**Martina Mak**

  
\_\_\_\_\_

*potpis*

*17.6.2020.*

*datum*



Prominent MED project aims at all actors with an interest in Public Procurement of Innovation (PPI) including local/regional/national authorities, public bodies, SMEs, experts and academia to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MED region and beyond. The project's goal is to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens.

Based on the possibility to provide experience and knowledge on PPI acquired in the Prominent MED project

GDİ d.o.o. and Regional energy agency North agree to sign the

## TRANSFERABILITY PROTOCOL

GDİ d.o.o. would like to acquire the knowledge in:

- Basic PPI approaches and methodology based on developed documents during the Prominent MED project;
- Organization of the Open Market Consultation (OMC);
- Definition of TORs and, more specifically, about the criteria used to assess the economic and technical offers submitted by the bidders;
- Needs identification to elaborate the functional/performance-based specifications;
- Experiences from conducted competitive procedure with negotiation.

The transfer of the knowledge developed by the partners of the consortium will be organized through:

- **Workshop:** it is an organized activity aiming at improving the recipient's performance and helping him/her attain an expected level of knowledge; it can be done in-house (on the job training).
- **Acquisition of existing knowledge** via demand or exchange of various common documents created during the Prominent MED project or public documentation created during partners' pilot projects.

Both parties agree that they will invest reasonable amount of effort in transferring activities by following one of these approaches.

**GDi d.o.o.** agrees that transferring protocol does not include activities related to preparation of the official procurement documentation and that no legal implications cannot be claimed based on this protocol.

**Regional energy agency North** agrees that this transferring protocol will be used for Prominent MED project purposes only and that no legal implications cannot be claimed based on this protocol.

**Regionalna energetska agencija Sjever**

**Ivan Šimić**  
Managing Director



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*29.05.2020.*

*datum*

**GDi d.o.o.**

**Vojkan Gavrilović**  
Senior Consultant – Public Administration



*potpis*

*29.05.20.*

*datum*

#### **4. Knowledge transfer and mutual learning activities in COUNTRY XY**

##### **4.1. Introduction to knowledge transfer and mutual learning activities in Country XY**

Text.