



DELIVERABLE D.T2.2.4 COUNTRY ASSESSMENT REPORT ON THE PROCESS AND THE OUTCOME OF THE IMPLEMENTED SERVICES (CROATIA)

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This paper refers to an overall assessment on the findings and feedbacks of the second round of pilot actions carried out in Croatia among two (2) participating small and medium sized companies, who had been chosen after a certain number of meetings and presentations of project activities have been carried. The mentioned meetings/presentations have been carried out in cooperation with Chamber of commerce (Split Dalmatia County) and/or official letters of invitation for taking part in pilot actions.

Since the pilot action concerns the business support service, we received feedbacks that questions were precise. However, since pilot companies are just facing the idea of biocomposite materials, they found out that more information related to technological background of biodegradability and composability would be required in order for them to determine their future market strategy and eventual company's sustainability plans.

Financial/economic parameters within the questionnaire have been perceived as a bit unnecessary additional effort for participant companies. It could be stated that the companies perceived the financial/economic parameters as ones that are available without their acceptance and/or knowledge and could be part of business support prior to the technological part of the questionnaire. This means that the person going to take an interview in the company can easily find certain financial/economic parameters and prepare this part in advance thus giving more time to devote to technological parameters of the questionnaire. However, financial parameters related to the ratio in innovation investments can be only stated by the company/ies.

The participant companies perceived the members from Biocompack consortium as highly competent concerning their expertise in all pilot actions. The Biocompack consortium in Croatia was composed from members of EcoCortec d.o.o. (PP3), Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (PP4) and Faculty of Chemistry and Technology, Split University.

It can be generally stated that the participating companies perceive the information about the trends in the market of biosomposite materials as the most valuable issue in this pilot activity.

Although the companies are aware of the innovation processes and trends and they tend to raise the investments in innovation and sustainability aspects, they still mainly rely on customers and suppliers incentives. This is common situation when we talk about the sources of knowledge regarding the innovation as well as customers' requests for particular type of product/packaging design, whether we talk about conventional packaging design or design taking into consideration sustainability aspects.

As far the innovative solution of the experts is concerned, the general feedback has been very positive, the participants rated the solution highly innovative and useful considered future incorporation in their business strategies. They also answered positively when they had to give feedback on participation in further pilots.