

ECOS4IN SWOT ANALYSIS

Deliverable D.T2.2.1
Continental Croatia

Version 1
04/2020





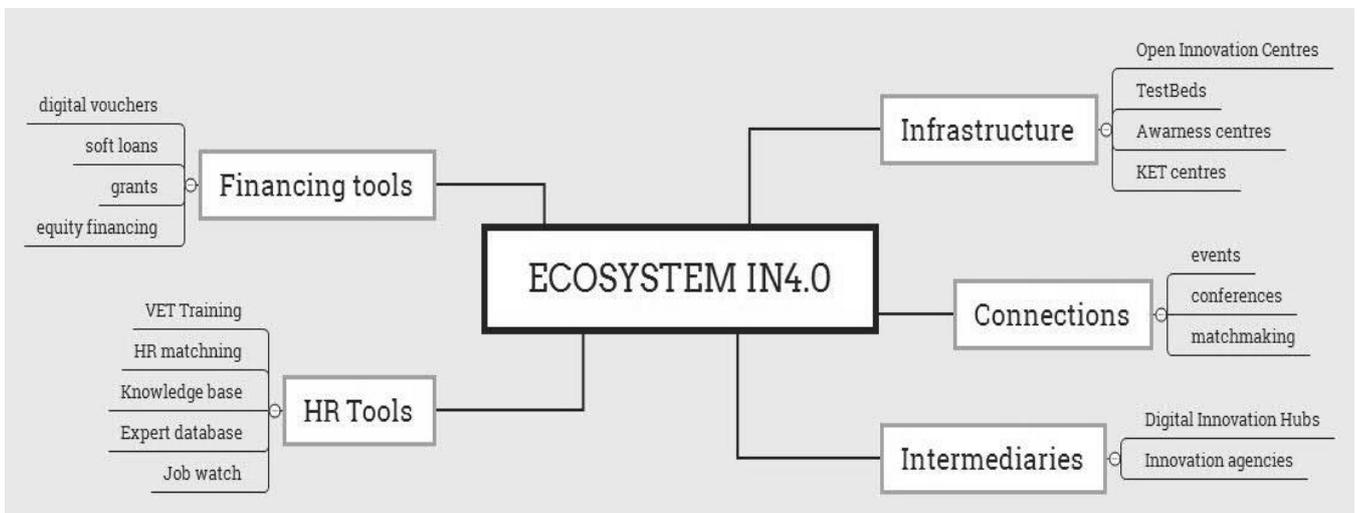
1. Reason

Each partner region will perform SWOT analysis, Deliverable T 2.2.1., delivery date 04/2020.

Analysis will provide more detailed information how the partner regions currently handle with Industry 4.0 transformation.

2. SWOT Structure

There is first simple ecosystem model. Deeper description will be available soon.



Please prepare SWOT analysis for each mind map branches, see templates below.



3. Templates

3.1. Infrastructure

Strengths	Weaknesses
<p>Wide range of technical services</p> <p>Networks in homeland and abroad</p> <p>Knowledge from partners</p> <p>existence of KET centers and Living Labs</p>	<p>There are too few</p> <p>Lack of industrial partners</p> <p>Low R&D capability</p> <p>Low number of laboratories with modern equipment for the implementation</p> <p>Low level of R&D cooperation between scientific and research institutions and the business sector</p> <p>Limited capacity with outdated infrastructure support for innovative sciences</p> <p>Underdeveloped innovation infrastructure</p> <p>Insufficient commercialization of research results and insufficient orientation of research to the needs of the economy</p> <p>Too few types of infrastructure</p>
Opportunities	Threats
<p>Ecosystem gets more familiar with these institutions and its importance</p> <p>More SMEs turn to them for help</p> <p>Chance to test what company will most benefit from</p> <p>Possibility for R&D</p> <p>Possibility for public & private partnership</p>	<p>People will not recognize potential of these centers for developing their business</p> <p>Policies that don't encourage activities of these places</p> <p>Fear of technology leads to non-implementation</p> <p>Lack of innovation support system</p> <p>"Not in my backyard" philosophy makes infrastructure developing difficult</p> <p>Lack interaction with major stakeholders and policy makers</p>



3.2. Connections - networks

Strengths	Weaknesses
<p>Experienced speakers with knowledge</p> <p>Quality themes</p> <p>Experienced organizers of events</p> <p>Possibility of creating networks and relationships</p>	<p>Not enough events decentralized</p> <p>Not big media coverage</p> <p>Not enough companies included</p> <p>Insufficient public interest in the topic</p>
Opportunities	Threats
<p>Encouragement from good practices from Europe and world</p> <p>Chance to meet future business partner</p> <p>Chance to make connections</p> <p>An opportunity to learn something new and applicable in day-to-day business</p> <p>Promotion of successful businesses and business models</p>	<p>Policy makers will not recognize importance of conclusions on these kind events to make changes in policies</p> <p>Entrepreneurs will not participate on these kind of events, conferences, matchmaking (lack of time and will)</p> <p>Target market is small</p>

3.3. Intermediaries

Strengths	Weaknesses



<p>Recognized importance of digitization and industry transformation</p> <p>Willing to build up employees knowledge</p> <p>Networks of potential clients / partners</p> <p>Skills in many areas</p> <p>Easier access to policy makers</p> <p>Presence of DIHs, science and technology parks, competence centers, incubators, clusters</p>	<p>Responsibilities are not clear</p> <p>Not fully operating</p> <p>Not enough funds to get education needed and technical resources</p> <p>Don't have enough knowledge</p> <p>Lack of fully operational DIHs and Innovation agencies</p> <p>Too few types of intermediaries, especially fully operative DIHs</p> <p>Not enough funding opportunities for intermediaries</p>
Opportunities	Threats
<p>Become a one stop shop for all who are willing digitize their business</p> <p>Promotion of innovative solutions and best practices</p> <p>Help SMEs get competitiveness</p> <p>Collaboration with ecosystem and building capacities of ecosystem through creation of knowledge and skills</p> <p>Providers of relevant information, transfer of knowledge, access to experts and industry</p> <p>Opportunity for creating networks</p>	<p>Not well educated employees</p> <p>SMEs don't recognize potential of intermediaries</p> <p>Ecosystem doesn't recognize importance of intermediaries</p> <p>Policy makers will not recognize importance of their services, and will not provide them with funds (through calls)</p>

3.4. HR Tools

Strengths	Weaknesses
<p>Presence of experts, courses and training in industry 4.0, ICT, applied science in higher education</p> <p>Experts with specific knowledge and experience</p> <p>Global companies share their knowledge through investing in subsidiaries in Croatia</p> <p>Customized</p> <p>Encouragement of long life learning</p> <p>Presence of experts, courses and training in industry 4.0, ICT, applied science in higher education</p>	<p>Not well known to the public</p> <p>Specific information is difficult to find</p> <p>Companies don't have desire to learn and to be included into some aspects of these tools</p> <p>Because of lack of knowledge about benefits, companies think that they don't need this</p> <p>Too few VET training programs on these thematic</p> <p>Not recognized as important</p>



Opportunities	Threats
<p>Help for and SMEs or industry with new technologies and specific knowledge</p> <p>Educating leads to higher acceptance level from the workers</p> <p>Connection among ecosystem participants gets stronger</p> <p>Companies are more involved in R&I</p> <p>Creation of education courses that meets employers needs</p>	<p>Problem with adopting to different needs or clients</p> <p>Possibility of brain -drain</p> <p>Workers have outsourcing threat</p> <p>Lack of interest for these kind of education</p> <p>Shared knowledge is not applicable on business</p>

3.5. Financial tools

Strengths	Weaknesses
<p>Business angels and investors have interest to invest in SMSs involved in industry 4.0</p> <p>Private companies show willingness to invest in start-ups /or new ideas</p> <p>Big corporation invest in subsidiary in Croatia</p> <p>Presence of call to support investment in innovation</p>	<p>There are not enough financial tools available</p> <p>Target companies have little budget for new investments</p> <p>Fund are not enough generous</p> <p>Lack of co-financing fund on the city / county lever</p> <p>The requirements for applicants are strict</p> <p>Low amounts provided by the co-financing funds</p> <p>Not applicable for all businesses</p>
Opportunities	Threats



<p>Adapting calls to trends</p> <p>More generous grants</p> <p>Mitigation of criteria and bureaucracy for applicants</p> <p>Supporting cross-cutting activities</p>	<p>SMEs are not interested in digitization</p> <p>SMEs don't recognize opportunity in these financial tools</p> <p>Entrepreneurs are scared of investments</p> <p>Entrepreneurs think that their business cannot benefit from these kind of investments</p>
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