

ANNUAL REPORT OF THE EUROPEAN DOCUMENTATION CENTRE FOR 2019





Godišnje izvješće 2019.

Institution:	University of Zagreb Faculty of Economics and Business <i>Library & Documentation Centre</i> <i>European Documentation Centre</i> Trg J. F. Kennedyja 6 HR-1000 Zagreb
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Photos:	LDC Archive; Internet





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INTRODUCTION

Over the past three years as the European Documentation Center (EDC-KDC) has been established, it proved validated and reliable partner in many events and manifestations organized for the academic and general audience within the Library and Documentation Center of the Faculty of Economics and Business at the University of Zagreb.

Thanks to this, EDC-LDC was also a co-organizer of conferences and forums on competition law and policy issues, *Organize Your Talk 2019* student contest, mobility fair *Go on Exchange...*, and in cooperation with the EC Representation to Croatia was organized *Dialogue with Citizens: The Future of Europe*, hosting Mr. Andrej Plenković, Prime Minister of Croatia and Mr. Michel Barnier, Chief Brexit negotiator, which has aroused great interest from the general public.

All the events in (co) organization of EDC-LDC were again followed with great interest through social networks and by the media.

The contribution to the work and policies of the European Union has been recognized by the Commission Representation in Croatia, which nominated an EDC-LDC staff member as a member of the new EDC PEWG network.

We would like to thank all of our guests, partners and friends, as well as our library colleagues and colleagues from the Faculty, without whose support and trust it would not be possible to achieve such results. We believe that with the same confidence and motivation, we will achieve the same quality cooperation in 2020.

PERSONAL ID

University of Zagreb, Faculty of Economics & Business Library & Documentation Centre, European Documentation Center (EDC-LDC)	
Standards & accreditations :	ISO 9001:2015 EPAS AACSB
Foundation Year:	2016.
WEB:	http://www.efzg.unizg.hr/edc @EDCKDC
Head of Dpt.: Coordinator:	Ms. Zrinka Udiljak Bugarinovski Ms. Marija Šimunović
Spatial capacity & equipment:	49 PCs, Self-Check, Magnifier for visually impaired persons, 146 seats, 121 tables, OPAC, database, discovery system...
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EVENTS

PANEL on current law and competition policy "Economic analysis of the effects of the enforcement of competition rules"

Organizer: *Faculty of Economics & Business - Department of Law*



In cooperation with: *Croatian Competition Law and Policy Society (HDPPTN), European Documentation Center of FEB ZG, European Documentation Center of FOL ZG and Competition Agency (AZTN).*

Date: *February 12, 2019*

Place: *Faculty of Economics & Business – Zagreb*

As part of a series of panel discussions on the issues of competition law and policy, launched at the FEB ZG in April last year, a fourth panel was held on the subject of ex-post economic analysis of the effects of the enforcement of competition rules. Such an analysis is carried out by competition regulators from several countries (for example, the USA, UK, the Netherlands), most often based on their decisions to approve concentrations of undertakings (mergers, acquisitions) or cartel decisions. The panelists were Assistant Professors from the Faculty of Economics, Vladimir Arčabić, Marko Družić and Velibor Mačkić, and Dejan Garić, an economist from the Croatian Competition Agency. The panel was moderated by Associate Professor Jasminka Pecotić Kaufman of the Law Department.

PROJECT „My Vote in the EU“

Organizer: *Economic Clinic, with the financial support of the Ministry of Foreign Affairs and European Integration*

Date: *April 24-25, 2019*

Place: *Faculty of Economics & Business – Zagreb*



The project was intended to investigate citizens' opinions on current topics in the European Union and the position of Croatia within the European Union, and the perception of the importance and influence of citizens' voices on issues related to their everyday life. The highlight of the project was a two-day conference called "My Vote in the EU". The EDC-LDC became involved in assisting the association in selecting speakers who attended the conference, and



in the conveyance of 70 publications on European issues.



Godišnje izvješće 2019.

DIALOGUE WITH THE CITIZENS “The Future of Europe” / Prime Minister Andrej Plenković and EU Brexit Chief Negotiator Michel Barnier

Organizers: *European Commission Representation to the Republic of Croatia, European Documentation Center of the Library & Documentation Centre,*

Place: *University of Zagreb, Faculty of Economics & Business, Library & Documentation Centre*

Date: *May 8, 2019*

In the presence of more than 200 students and other citizens, the Prime Minister of the Republic of Croatia Mr. Andrej Plenković and the European Union's chief Brexit negotiator Mr. Michel Barnier spoke about the future of Europe.

In his introductory address, Prime Minister Andrej Plenković emphasized that the future of the European Union is also a Croatian topic, and that there are more and more political actors on the Croatian political scene who have no contact with the EU integration process. Therefore, it is important for everyone, especially for young people, to understand this fact, because those actors who are in the process from the very beginning look at them with a completely different view. He also commented on the benefits of EU membership, emphasizing that Croatia's membership is a remarkable political and economic achievement. He also stressed that our country belongs to the group of so-called cohesion states, which receives more than it pays into the EU budget, and that over HRK 14 billion is in the plus. Among other things, he referred to three capital problems in the EU: refugee-migration crisis, Brexit, and populism in the communication context of digital time. He also stressed Croatia's responsibility in presiding over the Council of the European Union, since our partners will expect us to have *leadership* and full control and knowledge of the legislative processes, as well as an initiative and responsibility to complete the seven-year budget in time. He also noted that this would be the moment *after* the European elections, with a new Commission, a new leader of the European Council and a new convening of institutions.

Mr. Michel Barnier, the EU's chief negotiator for the preparation and implementation of negotiations with the UK under Art. 50 of the Treaty on European Union, he noted in his opening address that Croatia would assume serious responsibility during the six months of the EU Council Presidency. Mr. Barnier explained his role in the negotiation process with the UK, in which he acts on behalf of the 27 Member States and the European Parliament. He also stressed that responsibility is assumed when entering the EU voluntarily, but also when leaving the EU. He also stressed that we would remain friends with the UK, neighbors, partners, and allies through building a new partnership after Brexit. Mr. Barnier illustrated the need to remain in the EU community by stating that the top 15 digital companies in the world are American and Chinese and that there is no European company. He also points out that projections indicate that in the eight most developed countries in the world (G8), by 2050, there will be only one country from Europe - Germany. Among other things, he also referred to the problem of joint defense and illegal migration.

In a press statement, Prime Minister Andrej Plenković praised the Dialogue with Citizens as very good, holding that such an opportunity is good for further sensitizing the Croatian public on the most current European topics and identifying as many people as possible with the fact that Croatia is part of the EU, as and that Croatia is important for Europe's future.



7th STUDENT COMPETITION in presentations in English and 1st student competition in presentations in German "Organize your talk"

Organizers: *Department of Business Foreign Languages, Faculty of Economics & Business, the University of Zagreb in partnership with European Commission Representation to the Republic of Croatia, and European Documentation Center of the Library & Documentation Centre (EDC-KDC)*

Place: *Faculty of Economics & Business - Zagreb*

Date: *May 17, 2019*

Again, this year, students showed their knowledge and creativity not only by presenting but also by independently selecting very current topics in the field of economics and business in the context of the EU. In the preparatory phase, they participated in EU database search workshops organized by EDC and the FEB ZG library.

Ten participating teams in the English part of the competition were evaluated by the jury: Mr. Denis Redžepagić (EC Representation to the Republic of Croatia), Ms. Cherlene Brand (University of Caledonian, Glasgow, United Kingdom), Ms. Anica Bartolić (EY), Prof. Ivan Strugar, Ph.D. (FEB ZG), Asst. Prof. Velibor Mačkić, Ph.D. (FEB ZG) and Vedran Pevec (student representative). The jury selected the three best teams in terms of presentation, how the topic was handled, the use of specific language phrases and the overall impression, as well as the technically best prepared and performed presentation.

The main partners of the English part of the competition were the EC Representation to the Republic of Croatia, EDC, EY, Kraš and the Croatian National Tourist Board. The best teams were presented by Mr. Branko Baričević, the Representative of the EC Representation to the Republic of Croatia, who awarded all three first teams with visits to EC Commission offices in Brussels and handed the gift packages. EY awarded them with training in business communication skills and gift packages. The first-ranked team also received an award from the Faculty of Economics & Business - one course of choice at the BDIB program. The best teams according to the audience's choice and technical performance were rewarded with a visit to the CNTB Headquarters. All members of the awarded teams were presented with valuable gift packages by the EC Representations and Kraš.

This year, for the first time, a German language presentation competition was held, with two teams of four or five members participating. The jury consisted of Ms. Zrinka Brnić Zavalov (Adecco), Ms. Dunja Firšt (Kaufland) and Prof. Nevenka Čavlek, Ph.D. (FEB ZG).

This part of the competition was sponsored by Goethe-Institut Croatia, the Embassy of the Swiss Confederation in Croatia, Kaufland Croatia and Adecco Croatia, which awarded all participants with a visit to their and partner companies. The best presenter, Dora Walter, received the EC Representation to Croatia award - a study trip to Brussels.



PANEL on current affairs in competition law and policy "The Bundeskartellamt decision on Facebook - new forms of exploitative abuses in digital markets"

Organizers: *Department of Law of the Faculty of Economics & Business, University of Zagreb*, in cooperation with *Croatian Competition Law and Policy Society (HDPPTN)*, *European Documentation Center of the Library & Documentation Centre (EDC-LDC)*, and *European Documentation Center of FOL ZG*

Place: Faculty of Economics & Business – Zagreb

Date: May 28, 2019



This panel dealt with the very crucial issue of competition in the digital markets, in particular, the abuse of a dominant position by Facebook. The decision of the German Bundeskartellamt, which sentenced Facebook to abuse its dominant position in February 2019, aroused great interest. This decision and the related decision of the Italian Competition Authority, as well as the broader context of the doubts regarding the application of competition rules to technological giants, were discussed by Digital Competition Expert Marco Botta, a researcher at Max Planck Institute for Innovation and Market competition in Munich.

EDC Cycling

Organizers: *EDC NUL*

In cooperation with: *European Documentation Center, Library & Documentation Centre of the FEB – Zagreb, European Documentation Center IRMO Zagreb, European Commission Representation to the Republic of Croatia, and Central State Office for Sport, as well as the cyclists of the Zagreb Library Association (ZLA Cyclists)*

Date: Sept. 24, 2019

The bicycle drive started on the European Square and continued with a tour of the European Documentation Centers in Zagreb and ends at the National and University Library in Zagreb with apposite program in the Library lobby. Librarians, library users, officers of the Zagreb Police Department on bikes and citizens participated.



Marija Šimunović and Ivana Bacan participated on behalf of the European Documentation Center of our Library. At our station cyclists were greeted by the Head of

EDC-LDC Ms. Zrinka Udiljak Bugarinovski, who presented our EDC and the Library.

The purpose of EDC cycling is to promote “#BeActive”, the motto of the European Sports Week campaign among librarians, academics and the general public, thus encouraging them to exercise, as well as to familiarize citizens with the work of the European Documentation Centers and the offered opportunities.



REPRESENTATIVES OF THE EUROPEAN COMMISSION TO CROATIA Visits the Faculty and EDC-LDC

On Thursday, November 14, 2019, Mr. Ognian Zlatev, new Head of the European Commission Representation in Croatia, Mr. Branko Baričević, Advisor to President Jean-Claude Juncker for the Preparation of the Croatian Presidency of the Council of the European Union and Ms. Judita Cuculić Župa, Senior Economic Advisor visited the Faculty and the European Documentation Center.

The meeting with distinguished guests was attended by the Dean Prof. Jurica Pavičić, Ph.D., Vice-Dean Prof. Sanja Sever Mališ, Ph.D. and Head of the European Documentation Center Zrinka Udiljak Bugarinovski, Univ. Oec., B.Sc. The possibility of future cooperation between the Representation, the Faculty and the European Documentation Center was discussed.



LECTURE „Working with European data: An Introduction to EUROSTAT products and services“ / Timothy Allen, Head of PR-a and Lukasz Augustyniak, team leader of EUROSTAT

Organizers: *European Commission Representation to the Republic of Croatia, European Documentation Center of the Library & Documentation Centre (EDC-LDC) and Department of Statistics*

Place: Faculty of Economics & Business – Zagreb

Date: *November 22, 2019*

The Faculty of Economics and Business hosted Mr. Lukasz Augustyniak, *team leader of EUROSTAT* and Mr. Timothy Allen, Head of PR, who gave an interesting lecture „Working with European data: An Introduction to EUROSTAT products and services“.

Diverse audience (scientific-teaching staff, students, researchers, and others with statistics in their fields of interest and work) had the opportunity to hear about basic data on EUROSTAT, the methodology of data collection and their dissemination, and had interesting questions for lecturers, but also suggestions for more effective availability of the required data from the perspective of academia and research.



6th CONFERENCE on Competition Law and Policy in memory of Vedran Šoljan, Ph.D.

Organizers: *Faculty of Economics & Business of the University of Zagreb (FEB ZG), Croatian Competition Agency (CCA), Croatian Competition Law and Policy Society (HDPPTN), and European Documentation Center (EDC-LDC)*

Place: *Rector's Office of the University of Zagreb*

Date: *December 12-13, 2019*



The first day of the conference dealt with the topic of challenges in the enforcement of competition rules in Central and Eastern Europe. The keynote lectures were delivered by Professor William Kovačić, George Washington University, who spoke about the institutional and systemic conditions for the successful functioning of competition policy, and Professor Kati Cseres, University of Amsterdam, who spoke about the process of Europeanization in the context of the functioning of competition authorities in Central and Eastern Europe.

The second day dealt with the implementation of competition policy in the digital economy. The introductory presentations were given by Professor Kovačić, who spoke about the challenges of the digital revolution in the context of the application of competition rules, and Ms. Mirta Kapural, Ph.D. of CCA, who spoke on the report on the digital market challenges prepared by Professors Jacques Crémer, Yves-Alexandre de Montjoye and Heike Schweitzer for the European Commission.



The conference brought together more than 140 participants, both from Croatia and abroad, especially from the nearby region, and more than twenty-five experts from different parts of the world gave a very interesting presentation.

EDUCATION AND PROFESSIONAL TRAINING

COURSE on „EU Data Sources“

Organizer: *European Documentation Center (EDC-LDC)*

Date: *Permanently*

Place: *Faculty of Economics & Business – Zagreb*

The EU Data Sources course is organized by EDC-LDC. The course was launched in December 2017, and by the end of 2019 was completed by 869 attendants (mostly students). During 2019, the course was attended and completed by 348 students.



WORKSHOP on skills of using and managing digital media and social networking

Organizer: *European Commission Representation to the Republic of Croatia* and „Instict“ marketing agency

Date: *January 1, 2019*

Place: *NSK*

The topic of the workshop were the skills of using and managing digital media and social networks, intended for staff of the European Documentation Centers and Europe Direct Information Centers (EDIC).

EDC-LDC staff members Zrinka Udiljak Bugarinovski and Marija Šimunović participated in the workshop.



Meeting of the representatives of Europe Direct Network and other EU networks in Croatia

Ms. Zrinka Udiljak Bugarinovski, Head of our EDC and Ms. Marija Šimunović, Coordinator attended a meeting of representatives of the EUROPE DIRECT Network and other EU networks in Croatia, held on October 29-30, 2019 on Plitvice Lakes. In addition to the reports on the work of EU information networks over the past year, there were meetings and discussions with Ambassador Mat Škrabalo and Mr. Branko Baričević, Support Advisor on Croatia's Presidency of the EU Council. It was discussed Croatia's Presidency of the EU Council and expectations from European Networks and the 6 objectives for the EU over the next 5 years: *European Green Plan, an economy in the interest of the citizens, a Europe ready for the digital age, protecting a European way of life, a stronger Europe in the world and a new impetus for European democracy*. It was also mentioned a conference on the future of Europe, which should begin in 2020. year, and last for two years, whose organization is in charge of Ms. Dubravka Šuica, EC Vice President for Democracy and Demography. The aim of the Conference is to show what kind of European Union its citizens want. As part of the program of this Meeting, an expert communication workshop on how to identify what and how to communicate with citizens was held, led by Mr. Božo Skoko from the Faculty of Political Science, University of Zagreb.



TRAINING SEMINAR for European Documentation Centres

The annual meeting of the representatives of the European Documentation Centers as part of the Europe Direct Network was held on March 2-3, 2019, in Florence, Italy. It gathered more than 250 EDC participants and representatives from across Europe and beyond. The meeting outlined the European Commission's strategic priorities for 2020-2024 and the conclusions of the Pan-European Working Group (PEWG) on EDC activities across Europe. The opportunities and chances for cooperation among members of the Europe Direct Network were discussed extensively, as well as examples of good cooperation practices with the local community, associations and other organizations. Participants had the opportunity to visit the European Union Historical Archive at the European University Institute as the most comprehensive site of archival material related to the creation and long history of the European Union. Furthermore, the participants were informed about the news regarding the availability of European Union information, in particular, the European Union Information Office and portals with different types of information available to citizens. Particular emphasis was placed on the opportunities offered by the EU to academics, lecturers, researchers, and students, especially in the area of availability of EU information and research tools, programs and projects for students and researchers, and the like. The meeting was attended by two EDC-LDC representatives, Ms. Marija Šimunović, EDC Coordinator and Ms. Zrinka Udiljak Bugarinovski, Head of EDC and Croatian Representative to the Pan-European Working Group.



OTHER ISSUES

- In order to expand activities and partnerships, in the reporting year, the possibilities and realization of the following were considered:
 - on the implementation of the J. Monnet program,
 - promotion of the EU values through cooperation with the Ministry of Justice of the Republic of Croatia,

- Based on the recommendation from Brussels to nominate one EDC leader from each Member State for the representative of the Republic of Croatia to the new Pan-European Working Group (PEWG), the one with the most experience in organizing events on European topics on greater extent, the European Commission Representation in Croatia nominated Head of EDC-LDC Ms. Zrinka Udiljak Bugarinovski, Considering that the Representation in cooperation with EDC-LDC has organized a number of events so far, including several Dialogues with Citizens with European Commissioners, which are organizationally very demanding and specific (which is one of the main topics that PEWG will discuss). The nomination was officially accepted on July 18, 2019.



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The PEWG Working Group meeting was held in Seville, Spain from Sept. 26-27, 2019. The topic of the meeting was the galling possibilities of EDCs and the lack of communication between EU bodies and EU citizens. Based on the good practices of EU EDCs and proposals from the Group members, new guidelines will be formed, which will be presented in Florence during this year. The meeting was attended by the representative from the Republic of Croatia, Ms. Z. Udiljak Bugarinovski, who was already in charge of collecting the reports of all EDCs from the Republic of Croatia, and was obliged to send them to the European Commission in Brussels.

- In the introductory part of the 7th Round Table “Libraries and Contemporary Management” / Using EU Funds in Libraries - Challenges and Obstacles, held on November 18, 2019 at the Faculty of Humanities and Social Sciences in Zagreb, Ms. Zrinka Udiljak Bugarinovski announced the new priorities of the European Commission in the context of new opportunities for using EU funds.

SOCIAL NETWORKS & WEB

Facebook (@EDC-KDC)

During the reporting period, 125 posts were posted on EDC-KDC's social network. The page was followed by 268 followers, who were awarded 254 likes.

The announcement with the highest reach was the visit of the EC Delegation to the Faculty of Economics (1,039 people saw the announcement, 295 clicks on the announcement, 47 reactions, comments and shares and 127 views of the photo).

Through LDC's Facebook *Dialogue with Citizens on the Future of Europe with Mr. A. Plenković and Mr. M. Barnier* had a reach of 892 people, 522 clicks on the announcement + 272 other clicks, and 38 reactions, comments and sharing, and 250 photo views. The analytics show that the announcements had higher reach in the last quarter of the reporting period.



Below is an analytic overview of events tracked through EDC-LDC's Facebook.



Godišnje izvješće 2019.

EDC - KDC Ekonomskog fakulteta u Zagrebu ▾ Last 365 Days ▾

 7 Events +1 last 90 days	 29,4 tis. People Reached +131 last 90 days	 263 Odgovori na događaje +3 last 90 days	 11 Ticket Clicks +0 last 90 days
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Web site (<http://www.efzg.unizg.hr/edc>)

- A new, substantially enriched, EDC-LDC website was created in February 2019

The image displays two side-by-side screenshots of the EDC website. The left screenshot shows the old Croatian version, 'Europski dokumentacijski centar', featuring a sidebar with various menu items like 'Opće informacije', 'Statistika', and 'Knjžnično dokumentacijski centar'. The right screenshot shows the new English version, 'European Documentation Centre', with a clean layout, a top navigation bar, and a main content area with a logo and introductory text.

- During the reporting period, the EDC website was visited 1,182 times.

