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AgriGREEN

SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Dissemination & Exploitation manual with project identity kit

www.agrigreen.ef.uns.ac.rs



Project acronym	AgriGREEN
Project full title	Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future
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Deliverable	Dissemination & Exploitation manual with project identity kit
Responsible Team members	Žana Jurjević, Danilo Đokić and Bojan Matkovski
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Abstract	The "Dissemination & Exploitation manual with project identity kit" is a deliverable within WP6 entitled "Dissemination and exploitation of project activities and results" of the AgriGREEN. This document outlines the main definitions related to dissemination of project (project branding, project website design, social media of project). Also, it defines detailed dissemination plan with defined deadline.
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Description	Responsible members
1.0	27/12/2022	Draft	Žana Jurjević
1.1	30/12/2022	Final	Žana Jurjević, Danilo Đokić and Bojan Matkovski



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Contents

LIST OF ACRONYMS	- 3 -
DISSEMINATION STRATEGY.....	- 4 -
ABOUT WP6: DISSEMINATION AND EXPLOITATION OF PROJECT ACTIVITIES AND RESULTS.	- 5 -
Milestone and Due Date	- 5 -
Target groups	- 6 -
Related assumptions and risks	- 6 -
DETAILED D&E PLAN.....	- 7 -
Project visual identity	- 7 -
a.) Project logo.....	- 7 -
b.) Templates.....	- 9 -
c.) Roll up and other promotional material.	- 12 -
Project website	- 13 -
Social media profiles	- 14 -
a.) Instagram	- 14 -
b.) Facebook	- 15 -



LIST OF ACRONYMS

WP	Work package
D&E	Dissemination and Exploitation Plan
EU	European Union
F2F	Farm to Fork Strategy
CAP	Common Agricultural Policy of European Union
AgriGREEN	Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future
JMCE	Jean Monnet Centre of Excellence
UNS	University of Novi Sad



DISSEMINATION STRATEGY

The AgriGREEN project will use various communication and dissemination tools such as website, intensive training course, comprehensive and attractive printed and video materials, dissemination through media and social networks, etc. Project will maintain its **website**, so that all beneficiaries can always be informed about up-to-date activities and project results. The website will be updated on a regular basis and it will contain project objectives, description and all project deliverables and results. The website analytics will be regularly used in order to improve its visibility, accessibility and usability. A comprehensive and **attractive brochure**, with **project logo** and description, will be produced as well as regular press releases. All projects' materials, banners, leaflets, documents, etc., will be presented with the visible emblems of EU support. In addition, dissemination through social networks, **Facebook** and **Instagram** will significantly contribute to communication with target groups, i.e. students and other stakeholders. Facebook and Instagram will be for informal interaction with stakeholders and general public. Panel discussions will be especially promoted, as their target groups are outside of the Faculty of Economics.

The most important goal of project is to establish JMCE AgriGREEN. Hence, dissemination and exploitation of the project results will outlive project lifetime with the goal to expand activities of this Centre outside UNS, as innovative approach. By collecting all press releases, articles, etc. the project management will be able to continuously analyze how well the project is being communicated. Also, indicators to measure the effectiveness of the means of communication will be number of students on courses, intensive course and workshops, number of releases, number of website visitors, participation at different expert meetings and number of contact on social media. Additionally, team members are going to publish three research papers in referenced international journals and conferences, so this will disseminate project results among researchers interested in subjects of EU policies in the field of food production. National and regional governmental and non-governmental institutions will be informed about projects' promotional activities. They will be an essential part of the process of development of modern and innovative JMCE. Hence, important role in this process will have Ministry of Agriculture, Forestry, and Water Management of the Republic of Serbia. For a progressive rollout of the project results and deliverables, wide dissemination will be provided through defining a long-term dissemination action plan.



ABOUT WP6: DISSEMINATION AND EXPLOITATION OF PROJECT ACTIVITIES AND RESULTS.

WP6: the aim of dissemination is to bring project aims, benefits and results close to participants and stakeholders in the academic as well as non-academic world. **The key goal of this WP** is to raise awareness of all stakeholders of benefits of AgriGREEN which should ensure sustainability of project results.

The most important goal of project is to establish JMCE AgriGREEN. Hence, dissemination and exploitation of the project results will outlive project lifetime with the goal to expand activities of this Centre outside UNS, as innovative approach. Additionally, this will be a possibility to promote development of activities in this Centre.

Duration of WP6: M1-M36.

This work package includes five tasks:

- **Development of dissemination and Exploitation Plan (D&E)** - the dissemination strategy and detailed description of all activities;
- **Project visual identity** - design of visual appearance, logos, presentation and communication templates for the projects' external communication, roll up design, other promotional material;
- **Design and setup of project web site** - for publicity, communication and stakeholder engagement;
- **Raised awareness for AgriGREEN** - dissemination and exploitation are present throughout project life cycle and participant will be included in raising the awareness of importance and benefits of AgriGREEN project results;
- **Final Conference** - presentation of entire process of building JMCE AgriGREEN in UNS from the start with the aim of demonstrating the overarching achievements of the project and the complexity of project work having been carried out.

Milestone and Due Date

Milestone No	Milestone name	Due Date (month number)
MS14	D&E plan accepted	M3
MS15	Visual identity designed	M4
MS16	Project website running	M6
MS17	Social media profiles developed	M6



Target groups

According to detailed project description, the target groups reached through dissemination activities are the following:

- Students from the Faculty of Economics (UNS), who typically do not deal with EU issues;
- Students of other faculties who are interested in topics related to the EU;
- Intensive Training Course participants;
- Postgraduates interested in the issues of EU policies in the field of food production;
- Representatives of the agri-food sector - agribusiness companies;
- Ministry of Agriculture, Forestry and Water Management of Serbia;
- Academic public;
- Professional and civil society organizations;
- Stakeholders interested in EU pre-accession support to candidate countries in the field of agriculture and rural development.

Related assumptions and risks

Assumptions:

- Project team members share a common willingness to cooperate with each other and work together in a structured and meaningful way;
- Project team members are highly-motivated to transfer the necessary knowledge to students, in order to implement the defined courses with maximum results;
- Various methods to disseminate information and sustain activities are successful and that the planned events and activities are well attended by all stakeholders;
- Project team has adequate understanding of development priorities to select appropriate dissemination and exploitation means.

Risks:

- Insufficient stakeholder involvement due to competing priorities, unforeseen events and contextual changes. Risk is mitigated by maximizing investment in courses, an accessible relationship with students, collecting feedback on student satisfaction, continuous improvement, maintaining contacts with industry as well as the rest of the academic community;
- Unforeseen changes in the operational environment. Risk is mitigated with careful planning and timing, and management of the project processes and deliverables;



- Insufficient financial support for dissemination activities and sustaining the project outcomes. The risk is mitigated with the commitment of project team to enhance the number, quality, accessibility and coverage of the courses, workshops, panel discussions and conferences
- Fluctuation of staff and health issues because of Covid19 pandemic. Risk is mitigated with enough employees in order to fulfil all project activities. Good health management at participating organizations. Self-awareness about health issues related to Covid19.

DETAILED D&E PLAN

This document contains the dissemination strategy and detailed description of all activities, that are designed and scheduled in line to other project work activities. The activities are divided into three parts:

- **Project visual identity;**
- **Project website;**
- **Social media profiles.**

Continuous dissemination will be ensured through the permanent promotional campaign and roll-out of the project and its results in the social networks, articles in scientific journals and national and international conferences. The D&E plan is detailed in order to properly communicate project scope, objectives and results through adequate dissemination channels to engage a wide range of stakeholders and target groups. At the end of the project, the undertaken dissemination activities will be reported in the Final Report.

Project visual identity

Project visual identity will be realized using project logo, templates, roll up and other promotional material.

a.) Project logo

The logo for AgriGREEN project is graphic mark or symbol, which will provide the immediate recognition of project from targeted groups. Significant will be design of special AgriGREEN business labs, as it will represent activities in the JMCE. The idea in creating the logo of the project is based on agricultural motifs, using the colors that are most often found in nature: green (fields, meadows) and blue (sky). Also, green is a term that people use in exchange for any word relating to eco-consciousness, therefore, eco-green color is dominant within the logo.



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PROJECT LOGO COLORS:



FINAL VERSION OF THE PROJECT LOGO:

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ABBREVIATED VERSIONS OF THE PROJECT LOGO USED FOR SOCIAL NETWORKS:





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LOGO OF THE ERASMUS+ PROGRAMME WILL BE USED ON EVERY PROMOTIONAL MATERIAL:



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ECOLOGICAL MOTIF (LEAVES) THAT WILL BE USED AS PART OF THE PROMOTIONAL MATERIAL, AS WELL AS ON THE WEBSITE:



b.) Templates

MS Word documents (this report may be used as a sample for other reports), MS PowerPoint Presentation.

MS POWERPOINT PRESENTATION (PAGE 1-4):





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MS WORD DOCUMENTS (PAGE 1-3):





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c.) Roll up and other promotional material.

The roll and flyer are a promotional material that was first printed and used on *#Erasmusdaysweek*. Other promotional materials will be in line with the visual identity of the project.

ROLL UP:





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FLYER:



Project website

The project website has the following features:

- Available in English and Serbian;
- Designed in accordance with the overall visual identity of the project;
- It contains detailed explanation of courses (and intensive course) and workshops;
- It contains information and key conclusions of the panel discussion;
- The tools developed will be freely downloadable;



- Scientific papers are posted on the website, with a short description and a link in scientific journals;
- News and events, which are updated regularly;
- Links to external news and events and materials;
- Links to social networks;
- Biographies of project team members and contact.

AgriGREEN website link:

www.agrigreen.ef.uns.ac.rs

Categories contained on the website:

- Home
- About the project
- Scientific Research
- Project Team
- Activities
- Contact

To reinforce the impact of the website and attract the attention of broader range of stakeholders (measured by number of unique visits), the website will be promoted by social media activities. Also, the special web page with detailed description of AgriGREEN project, together with link to the official AgriGREEN web site will be run on official web sites of UNS and websites of Faculty of Economics and Faculty of Agriculture.

Social media profiles

Social media activities include a, Instagram, Facebook, LinkedIn and Research Gate.

a.) Instagram

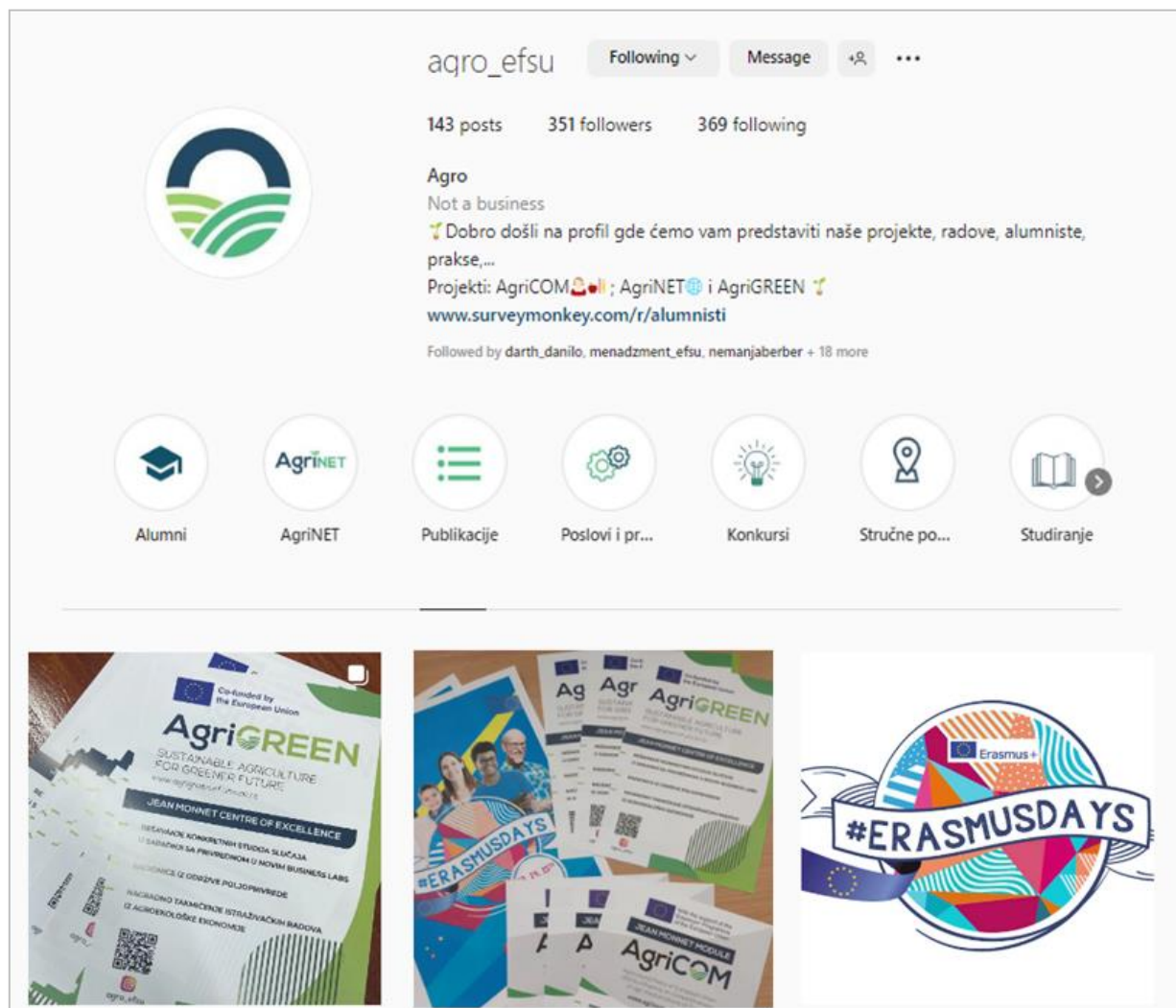
AgriGREEN project has a Instagram page @agro_efsus that can be found under the following web address https://www.instagram.com/agro_efsus/?igshid=1oyjv5vmh9m50. The Instagram page is a showcase to our project to exchange ideas among the members and an arena to share the news and results of the project in an informal, highly accessible way with the wider audience.

Each member of project team can also utilize Instagram pages for dissemination. All members are encouraged to send updates and posts whenever they e.g. organise an event or other activities related to the project.



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b.) Facebook

AgriGREEN project has a Facebook page @agro that can be found under the following web address <https://www.facebook.com/agrarnaekonomijaagrobniznis>. The Facebook page is a showcase to our project to exchange ideas among the members and an arena to share the news and results of the project in an informal, highly accessible way with the wider audience.

Each member of project team can also utilize Facebook pages for dissemination. All members are encouraged to send updates and posts whenever they e.g. organise an event or other activities related to the project.



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