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SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Workshop on agri-environmental economics 1

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Abstract	The “Realized workshops on agri-environmental economics” is a deliverable within WP3 entitled “AgriGREEN business labs for workshops” of the AgriGREEN. This report shows realization of the first of the six workshops which is done in cooperation with company for production of craft beer 3BIR from Novi Sad.
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VERSIONING AND CONTRIBUTION HISTORY

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1.0	10/10/2023	Draft	Bojan Matkovski, Danilo Đokić, Žana Jurjević and Radenko Marić
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LIST OF ACRONYMS

WP Work package

AgriGREEN Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future

JMCE Jean Monnet Centre of Excellence

UNS University of Novi Sad



INTRODUCTION

As part of its activities, the AgriGREEN project envisages the implementation of **workshops on agri-environmental economics**, which aim to create stronger connection between the experts from companies and UNS through workshops which will be held in cooperation with business representatives in which students will gain practical knowledge in the field of agri-food sector.

The purpose of this workshop is to link theoretical knowledge from faculty education with practical work from real companies. Structure of each workshop is: intensive course 3 weeks and case study solving 1 week. For the first round of workshop **3BIR company** from Novi Sad created case study and educators from faculty (team members of the AgriGREEN project) realized intensive course. So, after completing this intensive course, a case study competition was organized, where participants' theoretical and practical knowledge was tested. This course focused on participants who have been encouraged to discuss lessons learned, independently investigate specific topics, solve problems through case study and present the results of their research. This approach allows active participation in the learning process by talking with each other and listening to different points of view. Furthermore, it establishes a personal connection between participants and the topic of study, and it helps participants to think in a less personally biased way.

The structure of the report is as follows: Chapter 2 explains workshop idea and structure; Chapter 3 explains the realization of intensive course; Chapter 4 explains case study solving; Chapter 5 explains evaluation process, while Appendix 1 shows all proofs that all activities are realized.



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DESCRIPTION OF WORKSHOP

One of the aims of the WP 3: AgriGREEN business labs for workshops is that together with companies, 6 workshops will be developed and conducted in the new business labs on two locations (Subotica and Novi Sad). In the main focus of this workshops will be management of the organic food production and Agriculture 4.0. This WP aims to prepare, develop and conduct workshops together with experts from agribusiness companies. In order to grant equal opportunities, all the disadvantaged groups will have access to AgriGREEN business labs. Academic stuff and tutors from companies will together organize workshops on agri-environmental economics: management of organic food production and Agriculture 4.0. Tutors from companies will present some innovative methods in agricultural production, which are environmental friendly. Also, new digital technologies will be presented. Every workshop is going to have special case study, as the real problem challenge.

The purpose of this workshop is to link theoretical knowledge from faculty educations with practical work from real companies. In realization of this 6 workshops tutors from companies will be included. Number of estimated participants per one workshop is 10, and duration of one workshop is 8 hours (4 weeks: 3 weeks (6 hours) intensive course and 1 week (2 hours) case study).



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REALISATION OF INTENSIVE COURSE

The first workshop is realized in cooperation with 3BIR company which produce craft beer and it is located in Novi Sad. Focus of this workshop was on promotion of sustainable ways of packaging – bottles. Namely, it is proven that bottle is eco-friendly – packaging for greener future. Structure of this workshop contains 3 intensive courses and 1 case study.

Topics of intensive courses are connected with problem solving in case study:

- Creation of questionnaires for food and beverage market research
- Creation of brand identity in Canva
- Analysis of data collected from questionnaires: Food market research

Case study problem was defined by the manager of the company 3BIR, together with the team members of the project, and the main topic was how to increase sales of beer AKIRA in the bottle package, as a eco-friendly package.

By project plan, the intensive course should have been organised at the new established business lab at Faculty of Economics in Novi Sad (Picture 1).

Picture 2. Business lab at the Faculty of Economics in Novi Sad





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During the course, students could download all the materials (presentations and case study) via the Microsoft Teams. Also, through this platform, students received notifications, and communicated with lecturers.

As it is planned by the project, the first workshop have been organized in 2023. The topic of this workshop was promotion of eco-friendly packaging of agri-food products on example of beer. This workshop has covered the following areas: Creation of questionnaires for food and beverage market research (Intensive course 1); Creation of brand identity in Canva (Intensive course 2), and Analysis of data collected from questionnaires: Food market research (Intensive course 3). The students were required to register for the workshop via a Google Forms.

The first intensive course is realized by Prof. Dr. Radenko Marić: Creation of questionnaires for food and beverage market research (Picture 2) on 04/09/2023.

Picture 2. Intensive course 1



The second intensive course is realized by Dr. Žana Jurjević: Creation of brand identity in Canva (Picture 3) on 11/09/2023.



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Picture 3. Intensive course 2



The third intensive course is realized by Milan Tatić (Expert from EU University – University of Bonn in Germany): Analysis of data collected from questionnaires: Food market research (Picture 4) at 18/09/2023.

Picture 4. Intensive course 3



Attendance lists from the intensive course are in the Annex A.



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THE CASE STUDY 3BIR

Realization of case study challenge included a few phases: creating a case study in cooperation with company 3BIR from Novi Sad, presentation of problem by manager of 3BIR company – Branislav Ćirić, organization and realization of case study presentation in taproom of the 3BIR company (Picture 4). Case study was organized in the form of competition, so the best team was chosen by the tutors which realized intensive course, other team members of the project and manager of the company.

Picture 4. Case study



The Case Study (Annex B): "As consultants of 3BIR company, your task is to find ways to promote sales of AKIRA beer at the bottle packaging as a eco-friendly to customers by a creating new visual identity"

Participants were divided into 2 teams. According to decision of jury, better was the team Beer experts.

Picture 5. Team beer experts





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Attendance lists from the case study are in the Annex C.

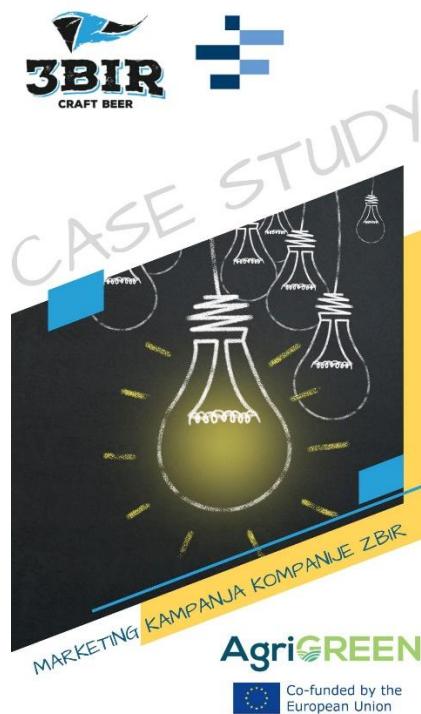
RAISING AWARENESS ABOUT WORKSHOP

Visibility of the course is achieved through:

- Website of the project;
- Website of the Faculty of Economics;
- Social media of AGRO (Instagram and Facebook);
- Social media of Faculty of Economics (Instagram).

Also, all activities have been intensively promoted via project Instagram account (agro_efsu) as well as Instagram account of the Faculty of Economics (ekonomski_fakultet_subotica). Based on number of followers of this two account, ITC activities have been visible approximately to 5.500 people. Example of promoting case study of 3BIR on Instagram story is on Picture 6.

Picture 6. Case study on Instagram story

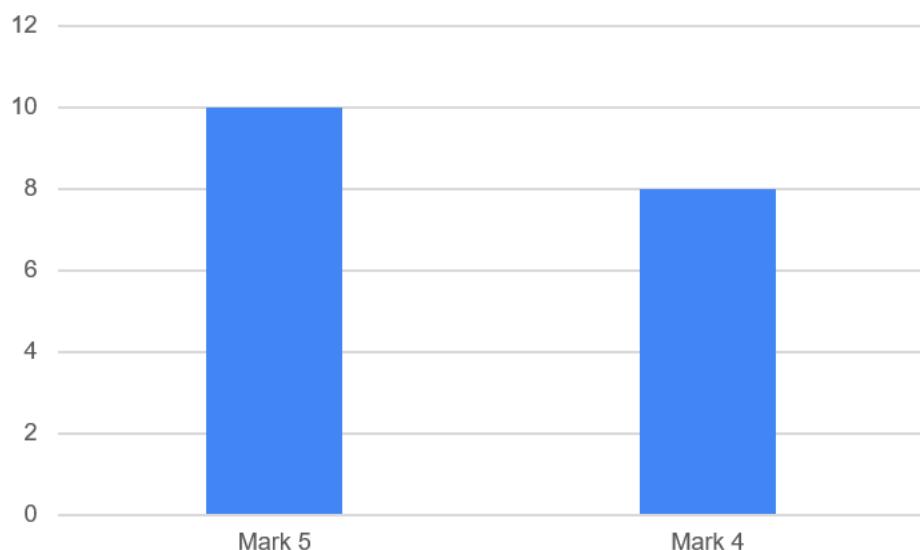




EVALUATION OF THE WORKSHOP

Quality of intensive course have been monitored by the conduction of the survey with students, while the achievement of learning aims have been evaluated by case study competition after the courses. After workshop, participants do a questionnaire in the Google form, and the majority of them give mark 5 for the quality (8 of the 10 answers), while the rest give mark 4 (2 of the 10 answers) (Figure 1). Other evaluation information are in the Annex D.

Figure 1. Evaluation of the quality of the workshop with 3BIR company



All participants of this workshop received certificates which are attached in the Annex E.