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SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Workshop on agri-environmental economics 2

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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 second of the six workshops which is done in cooperation with PhD Emilia Radibratović, media expert.
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VERSIONING AND CONTRIBUTION HISTORY

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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. At the second workshop, students had the opportunity to collaborate with media expert Emilija Radibratović, who works on PR promotion for the Ministry of Information and Telecommunications of the Republic of Serbia. Together with educators from the faculty, i.e. members of the project team, a case study was designed, on which the students worked for four weeks. The first three weeks were dedicated to an intensive training 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.



DESCRIPTION OF WORKSHOP

One of the aims of the WP 3: AgriGREEN business labs for workshops is that together with companies and business experts, 6 workshops will be developed and conducted in the new business labs on two locations (Subotica and Novi Sad). In the 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. 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 environmentally 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 in the segment of media and presenting solutions in the agri-environmental sphere. Number of estimated participants per workshop is 15, and duration of one workshop is 8 hours (4 weeks: 3 weeks (6 hours) intensive course and 1 week (2 hours) case study).



REALISATION OF INTENSIVE COURSE

The second workshop is realized in cooperation with Emilija Radibradović, media expert who works on PR promotion for the Ministry of Information and Telecommunications of the Republic of Serbia. The goal of the workshop is for students to master practical skills of presentation and public speaking, to present their solutions on sustainable agriculture: media genres, narrative bases and methods of re-presentation of events, ideas and products; reporting, author's and presenter's approach, training in creating media texts in an offline and online environment, defining topics with the aim of their media popularization, presentation and analysis of independent works; practical exercises in media communication techniques, media production and public speaking; creation and presentation of text content: news, reports, reports, copy and advertising slogans; application of knowledge and skills about media production and public speaking in an online environment. Structure of this workshop contains 3 intensive courses and 1 case study.

Topics of intensive courses relate to problem solving in case study:

- General media and promotional principles
- Creation of media content and planning of media promotion
- Digital media and social networks

Case study problem was defined by the organizer of the workshop Emilija Radibratović, together with the team members of the project, and the main topic was how to apply knowledge and skills about media production and public speaking about defined topics of sustainable agriculture and how to create video, audio, and text content to promote the AgriGREEN project.

By project plan, the intensive course should have been organised at the new established business lab at Faculty of Economics in Subotica (Picture 1) and Novi Sad (Picture 2).

Picture 1. Business lab at the Faculty of Economics in Subotica





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



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 second workshop have been organized in 2023. This workshop has covered the following areas: General media and promotional principles (Intensive course 1); Creation of media content and planning of media promotion (Intensive course 2), and Digital media and social networks (Intensive course 3).

All intensive courses are realized by Emilia Radibratović, media expert (Picture 3).

Picture 3. Intensive courses





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

THE CASE STUDY AgriMEDIA

Realization of case study challenge included a few phases: creating a case study, presentation of problem, organization, and realization of case study presentation in business lab in Novi Sad and Subotica. Case study was organized in the form of competition, so the best team was chosen by the tutor which realized intensive course and other team members of the project.

Picture 4. Case study



The Case Study (Annex B): "Your task is to find ways to create video, audio or text content on a defined topic of the AgriGREEN project, present the content in accordance



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with the presentation skills learned in the intensive course and post content on social networks and project website".

Picture 5. Media team experts



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 these two accounts, ITC activities have been visible approximately to 5.500 people. Example of promoting case study on Instagram story is on Picture 6.

Picture 6. Case study on Instagram story



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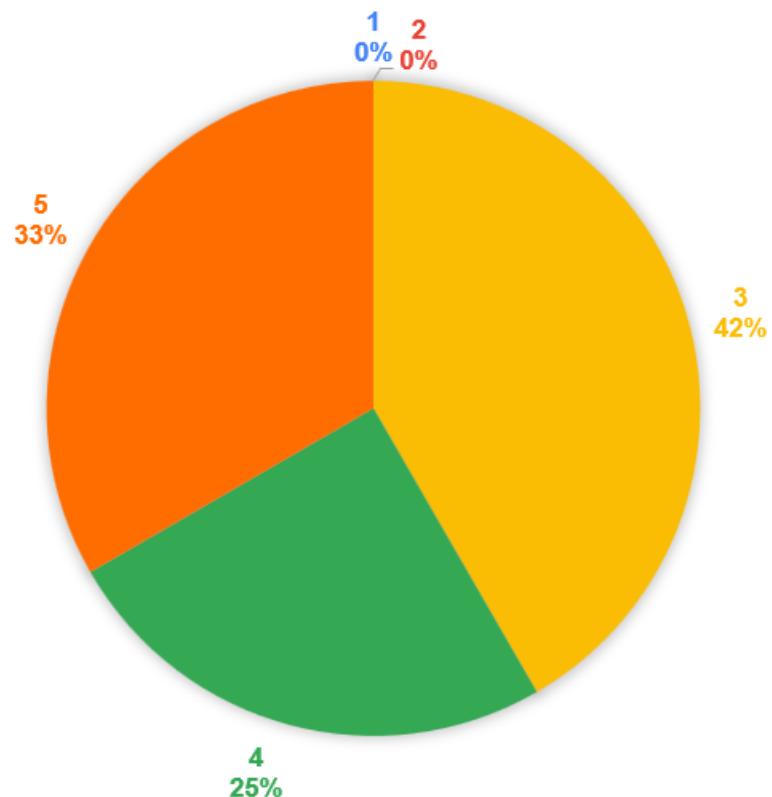


EVALUATION OF THE WORKSHOP

Quality of intensive course have been monitored by the conduction of the survey with students, while the achievement of learning aims has been evaluated by case study competition after the courses. After workshop, participants do a questionnaire in the Google form. Students had the opportunity to evaluate the activity with grades from 1 to 5. The average grade is 3.85. (Figure 1). Other evaluation information is in the Annex D.



Figure 1. Evaluation of the quality of the workshop 2





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Picture 7. Certificates

