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# AgriGREEN

SUSTAINABLE AGRICULTURE  
FOR GREENER FUTURE

**Workshop on agri-environmental economics 3**

[www.agrigreen.ef.uns.ac.rs](http://www.agrigreen.ef.uns.ac.rs)



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<b>Abstract</b>	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 third of the six workshops which is done in cooperation with company Neoplanta from Novi Sad.
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## **VERSIONING AND CONTRIBUTION HISTORY**

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1.0	04/03/2024	Draft	Žana Jurjević and Bojan Matkovski
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## Content

LIST OF ACRONYMS.....	- 3 -
INTRODUCTION.....	- 4 -
DESCRIPTION OF WORKSHOP.....	- 5 -
REALISATION OF INTENSIVE COURSE.....	- 6 -
THE CASE STUDY AgriMEDIA .....	- 8 -
RAISING AWARENESS ABOUT WORKSHOP .....	- 9 -
EVALUATION OF THE WORKSHOP .....	- 10 -



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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



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## 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 third workshop, students had the opportunity to collaborate with experts from company Neoplanta – Sanja Katić, Vilemina Čenić and Dragoljub Sedmakov. Together with educators from the faculty, i.e. members of the project team, a case study was designed, on which the students worked. The first three weeks were dedicated to an intensive training course. So, after completing this intensive course, a case study 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 WP3: 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 HR department in one environment friendly company, such as Neoplanta in Novi Sad. The company Neoplanta takes special care of ecology and environmental protection. A waste water processing plant was built, where we control the quality of discharged processed waste water and therefore take care of our environment. Number of estimated participants 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).



## REALISATION OF INTENSIVE COURSE

The third workshop is realized in cooperation with company Neoplanta from Novi Sad and experts – Sanja Katić, Vilemina Čenić and Dragoljub Sedmakov, employees in HR department of this company. The workshop's goal is for students to master practical skills of recruiting and selection procedures in one environment-friendly company. The structure of this workshop contains 3 intensive courses and 1 case study.

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

- What does HR do?
- Recruitment and selection
- CV
- Case study

Case study problem was defined by the organizers of the workshop from company Neoplanta together with the team members of the project, and the main topic was how to apply knowledge and skills about HR in environment-friendly company.

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). in combination with classroom L5.

**Picture 1.** 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 third workshop have been organized in 2024. This workshop has covered the following areas: What does HR do? (Intensive course 1); Recruitment and selection (Intensive course 2), and CV (Intensive course 3).

**Picture 2.** Tutors of intensive courses



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





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## THE CASE STUDY Neoplanta

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.

**Picture 3.** Case study



The Case Study: "Simulation of an interview for a job at environment-friendly company Neoplanta".



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**Picture 4.** Participants of the intensive courses and case study



## RAISING AWARENESS ABOUT WORKSHOP

Visibility of the course is achieved through:

- Website of the project;
- 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\_efsus) 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 7.800 people. Example of promoting this activity on Instagram story is on Picture 5.



**Picture 5.** Case study on Instagram story

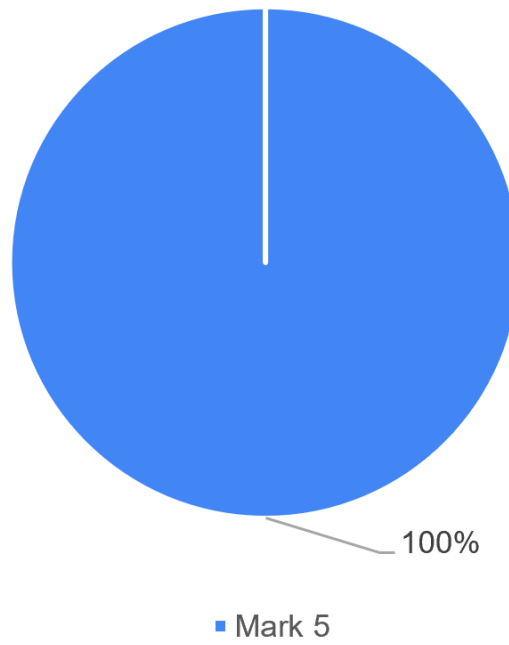


## EVALUATION OF THE WORKSHOP

Quality of intensive course have been monitored by the conduction of the survey with students, while the achievement of learning aims 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 5.00. (Figure 1). Also, tutors from company collected evaluation information with special quiz questions. All evaluation information are in the Annex B.



**Figure 1.** Evaluation of the quality of the workshop 3





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**Picture 6.** Certificates

