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SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Workshop on agri-environmental economics 4

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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 four 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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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 fourth 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.



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 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 from real companies. In realization of these 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).

The idea of the workshops is to present the students with the EU Green Deal, so that all course participants have information about this strategy, with a special focus on the Farm to Fork (F2F) strategy, which was presented as part of the broader European green deal strategy. AgriGREEN Centre of Excellence will be trying to enable students to fill the gap between university education and business requirements and enhance their competitiveness in the labour market. Also, students will be the channel for transferring knowledge and ideas from university to agribusiness companies and agricultural holdings.



REALISATION OF INTENSIVE COURSE

The fourth workshop is realized in cooperation with 3BIR company which produce craft beer and it is in Novi Sad. Cooperation was also done with this company on the first case study, where the students' response was excellent, and their interest was at a satisfactory level this year as well. Focus of this workshop was on promotion of sustainable ways of packaging – bottles, to increase awareness of the importance of changes in business in the agribusiness sector, with a special focus on sustainability in this sector. 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 relate to problem solving in case study:

- Creation of brand identity and a new label on the bottle in Canva program
- Creation of questionnaires for food and beverage market research
- 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 CITROZAIK in the bottle package, as an eco-friendly package.

In focus of WP3 is the establishment of the JMCE AgriGREEN. Namely, WP3 aims to fulfil all the necessary conditions for the functioning of new AgriGREEN business labs on the Faculty of Economics and to create materials for workshops. By project plan, the intensive course was organized in business labs at the Faculty in Novi Sad and Subotica. Also, participants of the course had the opportunity to use the business labs in the development of case study solutions, using the available equipment. In addition, this year each team had a mentor (3rd year students) who were participants in last year's competition.

Picture 1. Business lab at the Faculty of Economics in Subotica and 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 fourth workshop have been organized in 2024. 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 brand identity and a new label on the bottle in Canva program (Intensive course 1); Creation of questionnaires for food and beverage market research (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 Dr. Žana Jurjević: Creation of brand identity and a new label on the bottle in Canva program (Picture 2) on 18/04/2024 in Subotica, and 19/04/2024 in Novi Sad. After the lecture, the students in the business labs had the opportunity to practically practice creating a visual identity in groups.

Picture 2. Intensive course 1

3BIR
CRAFT BEER

KREIRANJE VIZUELNOG
IDENTITETA BREND A U
PROGRAMU CANVA

DOC. DR ŽANA JURJEVIĆ

SUBOTICA: četvrtak, 18.4. 14.00h (BIZNISlab)

NOVI SAD: petak, 19.4. 11.30h (L4)

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The fourth intensive course is realized by Prof. Dr. Radenko Marić: Creation of questionnaires for food and beverage market research (Picture 3) on 23/04/2024 in Novi Sad, and 25/04/2024 in Subotica. After the lecture, the students in the business labs had the opportunity to practically practice creating a questionnaire for food and beverage market research in groups.



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Picture 3. Intensive course 2







 **NOVI SAD:** utorak, 23.4. 11.00h (L5)

 **SUBOTICA:** četvrtak, 25.4. 11.00h (BIZNISlab)


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Picture 4. Intensive course 3







 **NOVI SAD:** ponedjeljak, 29.4. 9.30h (L4)

 **SUBOTICA:** utorak, 30.4. 14.00h (BIZNISlab)


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The third intensive course is realized by Prof. Dr. Boris Radovanom: Analysis of data collected from questionnaires: Food market research (Picture 4) on 29/04/2024 in Subotica, and 30/04/2024 in Novi Sad. After the lecture, the students in the business labs had the opportunity to practically practice creating an analysis from questionnaire for food and beverage market research in groups.

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

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 (Picture 5). 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 5. Case study



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

Participants were divided into teams. According to the decision of the jury, the best team was "Novosadski fantomi".



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Picture 6. The first three teams





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

Picture 7. New label on CITOZAIK beer.





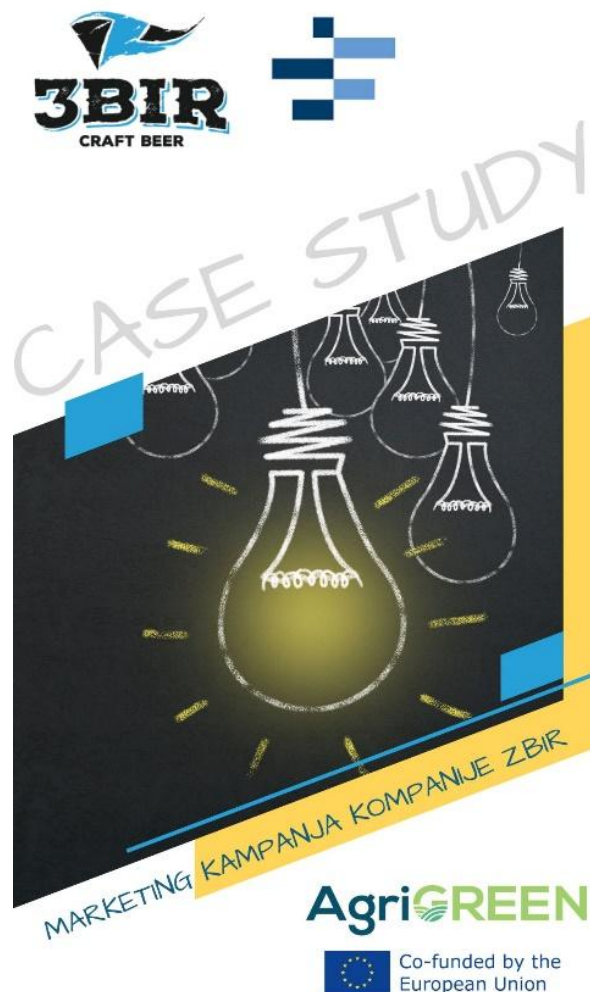
RAISING AWARENESS ABOUT WORKSHOP

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_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 5.500 people. Example of promoting case study of 3BIR on Instagram story is on Picture 7, and on Instagram Post on Picture 8.

Picture 7. Case study on Instagram story





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Picture 8. Instagram post





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 (7 of the 10 answers), while the rest give mark 4 (3 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

