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AgriGREEN

SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Workshop on agri-environmental economics 6

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Project acronym	AgriGREEN
Project full title	Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future
Project number	101085183
Funding scheme	Erasmus+ Jean Monnet Centre of Excellence (ERASMUS-JMO-2022-HEI-TCH-RSCH)
Project start date	01/09/2022
Project duration	3 years

TITLE OF DOCUMENT	Workshop on agri-environmental economics 6
Work package	WP3 AgriGREEN business labs for workshops
Deliverable	D3.2 Realized workshops on agri-environmental economics
Responsible Team members	Žana Jurjević, Danilo Đokić, Bojan Matkovski
Due date	31/12/2025
File name	AgriGREEN_Workshop 6 Dijamant
Number of pages	11
Dissemination level	Sensitive

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 last workshops which is done in cooperation with Sanja Titin and Dijamant company.
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Description	Responsible members
1.0	12/11/2025	Draft	Žana Jurjević and Bojan Matkovski
1.1	01/12/2025	Final	Žana Jurjević



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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. The sixth workshop, held between September and October 2025, was designed to introduce students to modern marketing tools, consumer-behaviour analytics, and sustainability-oriented **product innovation in the food sector**. Through a combination of lectures, hands-on demonstrations and applied exercises, participants gained insight into how technology can improve marketing strategies and how companies respond to shifting consumer expectations. The workshop was conducted by Sanja Titin, communications manager in Dijamant company. The company Dijamant DOO is the largest producer of edible oils and the leading manufacturer of margarine, vegetable fat, and mayonnaise and delicatessen products based on mayonnaise in Serbia.

The introductory lecture provided a comprehensive overview of current trends in food marketing, with a focus on digital transformation, consumer psychology and sustainability requirements. The second session focused on eye-tracking as one of the most powerful tools for analysing consumer attention. Students learned how visual behaviour influences product choice, how packaging elements guide the eye, and how attention maps are used to evaluate shelf performance. The third course examined the broader context of consumer movement and decision-making within the retail environment. In the final session, students applied the knowledge acquired throughout the course to a real-world marketing challenge. The case study focused on Dijamant's initiative to introduce **environmentally friendly, fully recyclable packaging for its ketchup**, accompanied by a clear **vegan label**. Participants were asked to analyse consumer reactions using principles learned in previous lessons—attention patterns from eye-tracking, in-store visibility strategies and sustainability-driven messaging. Working in teams, students developed proposals on how the new packaging could stand out on the shelf, communicate ecological value and resonate with health-conscious and environmentally aware consumers.

The structure of the report is as follows: Chapter 2 explains workshop idea and structure; Chapter 3 explains the realization of workshop; Chapter 4 explains raising awareness; 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 staff 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 WORKSHOP

As part of the sixth workshop within the faculty–industry collaboration program, students were introduced to innovative marketing techniques that combine theoretical knowledge with real-world business practices. The workshop was conducted by Sanja Titin, communications manager in Dijamant company. Special emphasis was placed on understanding why modern consumers increasingly prefer environmentally responsible and plant-based products. The introduction of **environmentally friendly packaging with a vegan label for Dijamant ketchup** serves as a successful example of how sustainability-driven innovation can enhance competitiveness in the food industry.

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

- Each course topic was directly connected to the core challenges of the case study, including understanding consumer visual attention, evaluating the influence of packaging on product choice, and analysing shopper behaviour in real or simulated in-store environments.
- The skills gained throughout the intensive sessions enabled students to apply learned methods to develop concrete solutions, such as identifying key marketing problems, proposing innovative strategies, and justifying their decisions through data-driven insights and behavioural evidence collected during the course.

This workshop was held in **difficult circumstances**, given the socio-political situation in Serbia, when all Faculties were blocked by students at the beginning of 2025, as an expression of their dissatisfaction with the social situation in Serbia. At the Faculty of Economics in Subotica and the Department in Novi Sad, all teaching activities were prohibited, while project activities were allowed to take place. In the spring of 2025, the faculty was completely blocked for project activities, until September 2025. The total number of full-time students participate in workshop was at least 10. Given that the Faculty of Economics in Subotica introduced electronic records, via QR codes, where each student logs in from their student account, the records were presented in the form of an electronic report. The attendance list are given in **Annex A**.

According to the project plan, the workshop included 3 lectures and one case study. Picture 1 shows workshop Agenda (also could be found in **Annex B**). All courses and case study were held in the **AgriGREEN business lab** in Novi Sad:

1. Introductory was held on September 9.
2. Eye-tracking technology was held on September 29.
3. In-store experience was held on October 7.

The first course created the theoretical foundation necessary for the application of innovative marketing tools in later modules. After that, the students were introduced to how company emphasized the value of objective behavioural data, showing how companies can optimize packaging, store layouts and branding using insights generated by eye-tracking technology. Eye-tracking technology were introduced to students (**Picture**



2). During the third course, students also participated in a guided **visit to a local store** (Picture 3), allowing them to observe firsthand how shoppers interact with products on the shelves. This practical component enabled participants to connect theoretical models of consumer behaviour with real-life situations: they examined how shelf placement, packaging visibility, lighting, colour contrast, price labels and in-store navigation influence purchasing decisions. By comparing their observations with the principles discussed in previous lectures, students were better prepared to evaluate how innovative packaging solutions, such as eco-friendly materials or vegan labels, can influence shopper attention in a real retail environment. This field experience played a crucial role in preparing them for the final case study.

Picture 1. Workshop Agenda

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Workshops on agri-
environmental economics:

**Introduction of new environmentally
friendly packaging with a vegan sign**

1. September 9, 2025 -
Introductory

2. September 29, 2025 -
Eye-tracking technology

3. October 7, 2025 -
In-store experience

Sanja Titin
communications manager

**October 14, 2025 - Case
study: "Dijamant Ketchup:
Vegan & Eco Packaging
Upgrade"**

DIJAMANT

ЕКОНОМСКИ ФАКУЛТЕТ
СУБОТИЦА

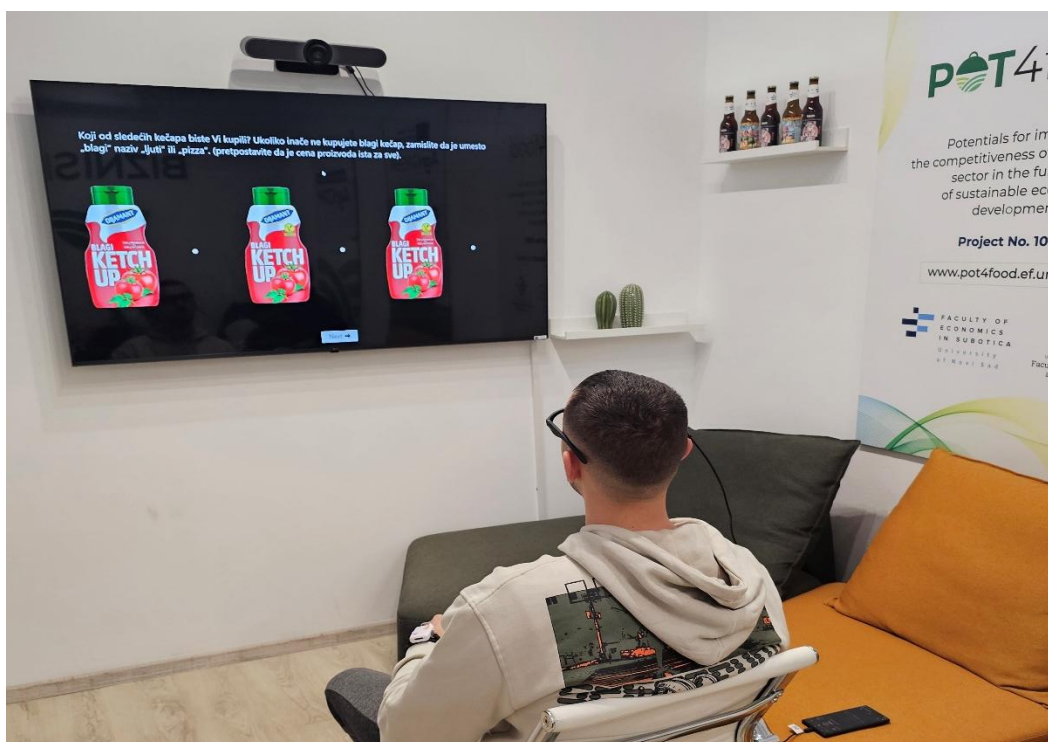
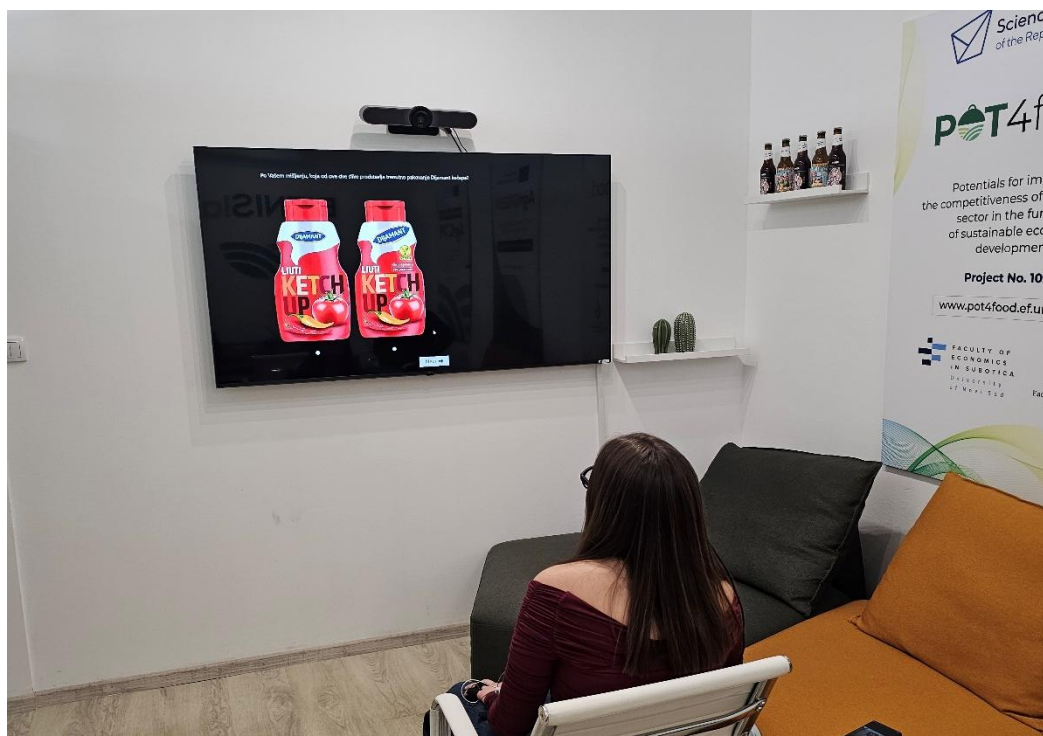
During the course, students could download all the materials (presentations and case study) via the Microsoft Teams. Also, through this platform, students received notifications and communicated with lecturers.



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Picture 2. Intensive course - eye-tracking demonstration





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Picture 3. In-store experience





Realization of case study challenge included a few phases: creating a case study, presentation of problems, organization, and realization of case study presentation in business lab in Novi Sad. In the final week, students faced the case study challenge titled: "Dijamant Ketchup: Vegan & Eco Packaging Upgrade". The central task was:

- Environmentally Friendly Bottle Design
- Vegan Label Integration
- Marketing Strategy (in-store materials, digital campaign, consumer engagement)

Picture 4. Case study task

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DIJAMANT

October 14th, 12 am
Novi Sad, Business lab

Case study

Dijamant Ketchup: Vegan & Eco Packaging Upgrade

- Environmentally Friendly Bottle Design
- Vegan Label Integration
- Marketing Strategy

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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, workshop activities have been visible approximately to 5.500 people. Example of promoting case study on Instagram story is on Picture 5.

Picture 5. Case study on Instagram story

