




Science Fund
of the Republic of Serbia

Potentials for improving
the competitiveness of the agri-food
sector in the function
of sustainable economic
development

P  T 4food

Dissemination plan

Project acronym	POT4food
Project full title	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development
Project number	Project No. 10911
Funding scheme	Science Fund of the Republic of Serbia
Project start date	01/01/2024
Project duration	2 years

TITLE OF DOCUMENT	Dissemination plan
Work package	WP4 COMMUNICATION AND DISSEMINATION
Deliverable	Dissemination plan
Responsible Team members	Sanja Džever and Bojan Matkovski
Due date	31/03/2024
File name	POT4food_Dissemination plan
Number of pages	15
Dissemination level	Internal

Abstract	The “Dissemination plan” is a deliverable within WP4 entitled “Communication and Dissemination” of the POT4food. This plan outlines the main definitions related to dissemination of project (project branding, project website design, social media of project). Also, it defines detailed dissemination plan with defined deadline.
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Description	Responsible members
1.0	12/03/2024	Draft	Sanja Džever
1.1	19/03/2024	Final	Sanja Džever and Bojan Matkovski

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List of acronyms

POT4food	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development
WP	Work package
EFSUNS	Faculty of Economics in Subotica, University of Novi Sad
EKOF	Faculty of Economics and Business, University of Belgrade
IAMO	The Leibniz Institute of Agricultural Development in Transition Economies

Dissemination strategy

The POT4food project will use various communication and dissemination tools such as website, comprehensive and attractive printed and video materials, dissemination through media and social networks (Hashtags: #fondzanauku, #pot4food, #promis2023), etc. Project will maintain its website, so that all beneficiaries can always be informed about up-to-date activities and project results. The website will be updated on a regular basis and it will contain project objectives, description and all project deliverables and results. The website analytics will be regularly used in order to improve its visibility, accessibility and usability. Also, dissemination through social networks Instagram and LinkedIn will significantly contribute to communication with target groups, i.e. students and others. The results of this project will be promoted through several short videos on the website and social networks. A special attention will be paid to dissemination at all institution included in project – EFSUNS, EKOF and IAMO as institution of external collaborator. The project team members will share their experiences with by promoting results of the project and presenting the results on their LinkedIn profiles. Events such as Kick-off meeting will be especially promoted, as the target groups are also outside of the Faculty of Economics: postgraduates as well as other participants interested in the issues of competitiveness of the agri-food sector, such as: representatives of the business sector, professional and civil society organizations as well as policy makers.

In accordance with the defined objectives of the PROMIS 2023 Program, the POT4food project aims to empower young Doctor of Science to manage projects, especially young researchers and scientists at the beginning of their careers. Also, this project will enable stronger cooperation between young researchers from different institutions in scientific research (EFSUNS and EKOF). Finally, the most important project results and outcomes will be communicated to all stakeholders at the conference, panel discussion and through a comprehensive strategic guide with policy recommendations. Of course, the plan is that because of the project, more results will be published in international publications, and the criterion for the selection of the publication will be its free accessibility to all interested entities. Namely, team members are going to publish few research papers in referenced international journals with open access, so this will disseminate project results among researchers interested in subjects of agricultural policy of agri-food sector of Serbia. Team members will also disseminate their research at international conferences. Scientific papers from journals and conferences, as well as strategic guide with policy recommendations, will be available on the project website. Also, project team members will post scientific papers on their Research Gate profiles to make them available to the public. All of the scientific publications are going to include an Acknowledgement statement: "This research was supported by the Science Fund of the Republic of Serbia, Project No. 10911, Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development - POT4food."

About WP4 Dissemination and Exploitation

WP4: *The main aim is to create awareness about the importance of the competitiveness of the agribusiness sector, especially in conditions of global crises, based on the visibility of research results on the project website and social networks of the project.*

Activities:

- Defining dissemination plan;
- Preparation of dissemination products;
- Bringing project aims, benefits, and results close to participants and stakeholders in the academic as well as non-academic world.

Milestones: Promotional products printed, Dissemination plan finished (Mart, 2024);

Target groups

According to detailed project description, the target groups reached through dissemination activities are the following:

- Students of the EFSUNS and EKOF who are interested in topics related to the agri-food sector;
- Students of other faculties who are interested in topics related to the agri-food sector;
- Postgraduates interested in the issues of competitiveness of the agri-food sector;
- Representatives of the agri-food sector;
- Academic public;
- Professional and civil society organizations;
- Ministry of Agriculture, Forestry and Water Management of Serbia;

Related assumptions and risks

Assumptions:

- Project team members share a common willingness to cooperate with each other and work together in a structured and meaningful way;
- Project team members are highly-motivated to transfer the necessary knowledge to students, in order to implement the defined courses with maximum results;
- Various methods to disseminate information and sustain activities are successful and that the planned events and activities are well attended by all stakeholders;
- Project team has adequate understanding of development priorities to select appropriate dissemination and exploitation means.

Risks:

Risk assessment	Description of the risk	Risk mitigation measure to be undertaken by members of the Project team or SRO	Risk level
Methodology risk	Description of the risk	The choice of variables, lack of information in public statistics databases, low response rate in questionnaires	medium
	Actions to be undertaken	Thorough literature review and mapping variables with data availability	
Work packages, deliverables and milestones	Description of the risk	Delay in paper publication	medium
	Actions to be undertaken	Continuous monitoring and journal editor reminder	
Members of the project team and SROs	Description of the risk	Possible withdrawal or absence of team member	low
	Actions to be undertaken	Replacement with adequate person	
Procurement	Description of the risk	Public procurement procedures take a long time	medium
	Actions to be undertaken	Start procurement much earlier	
Budgetary issues	Description of the risk	Possible over and under estimation of equipment and travel costs	medium
	Actions to be undertaken	Request for budget change	
Other risks	Description of the risk	Administrative delays	low
	Actions to be undertaken	Continuous monitoring and proactive approach	

Detailed dissemination plan

Dissemination and sustainability plan activities are designed and scheduled in line to other project work activities. The activities are divided into three parts:

- **Project branding:** design of visual appearance, logos, and presentation and communication templates for the projects' external communication, roll up design, other promotional material.
- **Project website:** for publicity, communication, and stakeholder engagement.
- **Social media:** promotion through social media platforms Instagram and LinkedIN.

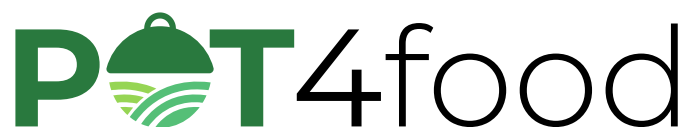
Activities briefly and deadline

Activity	Deadline
Compilation and implementation of Dissemination Plan	M2
Project branding (logo, templates, roll up)	M3
Project website	M3
Created account on social network Instagram	M3
Published scientific papers in international journals	M16, 17, 23, 24
Presented paper on international conference	M15, 24
Report on communication and dissemination	M24

Project branding

a.) Project logo: The idea in creating the logo of the project is based on agricultural motifs, using green colors that are most often found in nature (fields, meadows).

FINAL VERSION OF THE PROJECT LOGO:



AN ABBREVIATED VERSION OF THE PROJECT LOGO USED FOR SOCIAL NETWORK (Instagram):





LOGO OF THE SCIENCE FUND OF THE REPUBLIC OF SERBIA WILL BE USED ON EVERY PROMOTIONAL MATERIAL:



b.) Templates: MS Word documents (this report may be used as a sample for other reports), MS PowerPoint Presentation.

MS POWERPOINT PRESENTATION (PAGE 1-3):



MS WORD DOCUMENTS (pages 1-2):



c.) Roll up and other promotional material: The roll is a promotional material that was first printed and used. Other promotional materials will be in line with the visual identity of the project.

ROLL UP



COMPUTER EQUIPMENT



Project website

The project website has the following features:

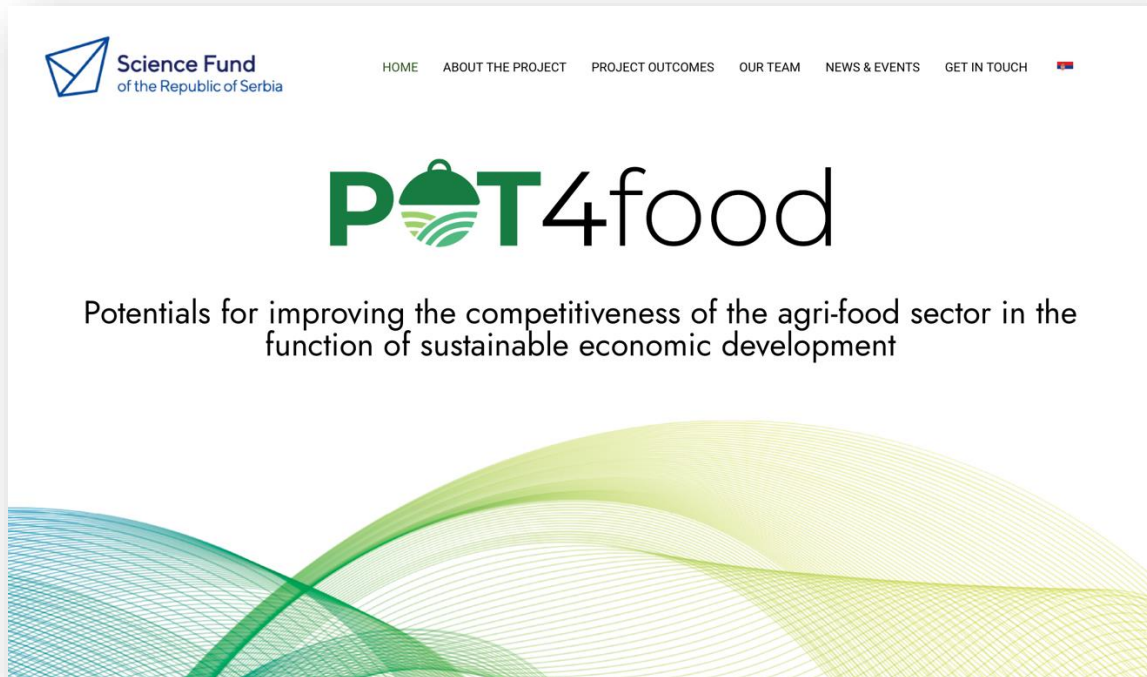
- Available in English and Serbian;
- Designed in accordance with the overall visual identity of the project;
- Scientific papers will be posted on the website, with a short description and a link in scientific journals;
- News and events, which are updated regularly;
- Links to external news and events and materials;
- Links to social networks;
- Biographies of project team members and contact.

POT4food website link:

<https://pot4food.ef.uns.ac.rs/sr/>

Categories contained on the website:

- Home
- About the Project
- Project Outcomes
- Project Team (Our Team)
- Activities (News & Events)
- Contact (Get In Touch)



Social media networks

INSTAGRAM

- POT4food project has a Instagram page @pot4food that can be found under the following web address <https://www.instagram.com/pot4food/>. The admin rights are kept by the project coordinator Bojan Matkovski. The Instagram page is a showcase to our project to exchange ideas among the members and an arena to share the news and results of the project in an informal, highly accessible way with the wider audience.
- Each member of project team can also utilize Instagram pages for dissemination. All members are encouraged to send updates and posts whenever they e.g. organise an event or other activities related to the project.

Instagram

[Log in](#) [Sign up](#)



pot4food

[Follow](#)

[Message](#)

3 posts

99 followers

183 following

POT4food

Education

● Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development

#fondzanauku #promis2023

pot4food.ef.uns.ac.rs/sr

[POSTS](#)

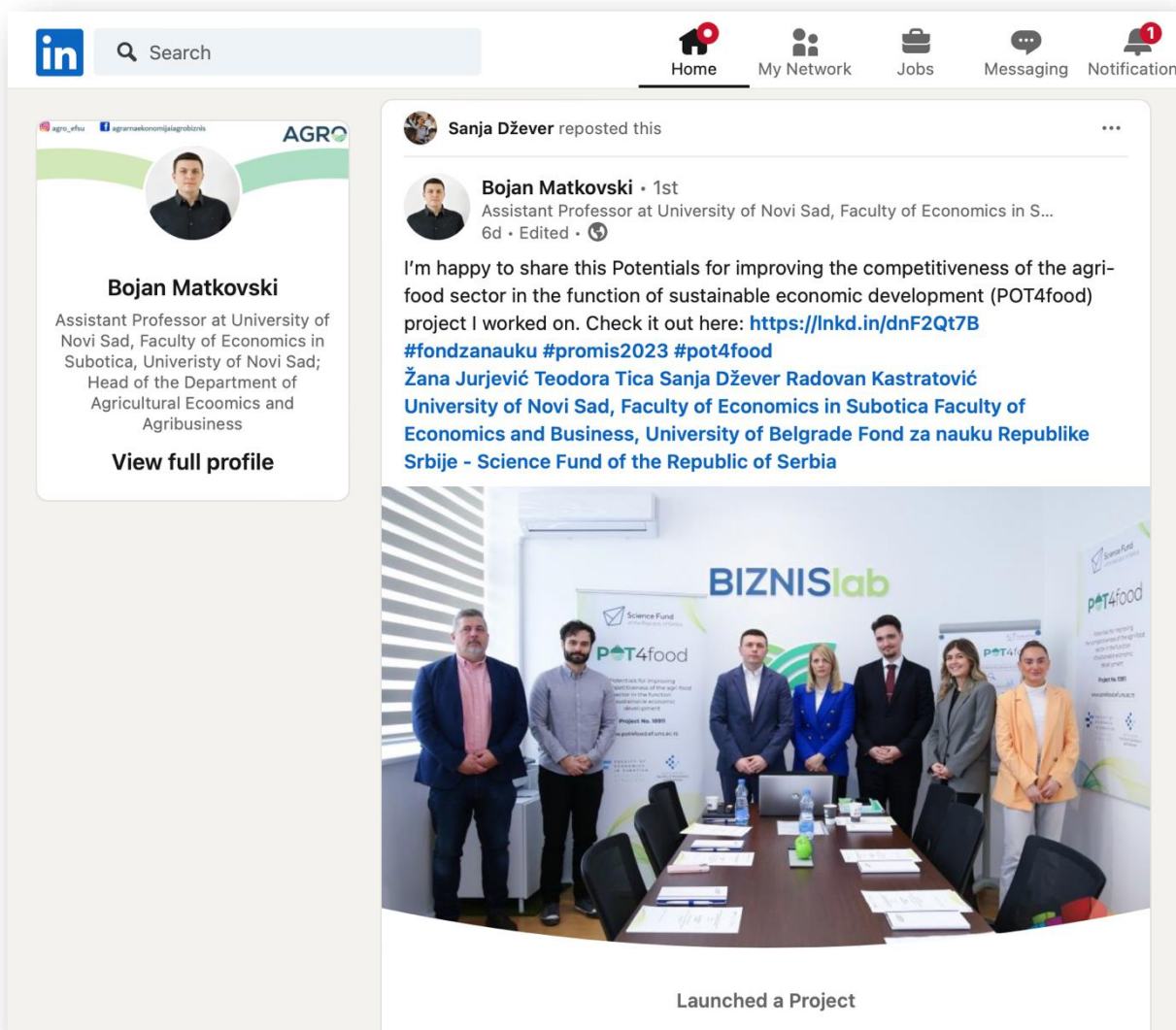
[REELS](#)

[TAGGED](#)



LINKEDIN

- Project team members will also present the project on their LinkedIN profiles.



The image shows a screenshot of a LinkedIn profile and a post. On the left is the profile of Bojan Matkovski, an Assistant Professor at the University of Novi Sad, Faculty of Economics in Subotica. The main post is by Bojan Matkovski, reposted by Sanja Džever. The post text reads: "I'm happy to share this Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development (POT4food) project I worked on. Check it out here: <https://lnkd.in/dnF2Qt7B> #fondzanauku #promis2023 #pot4food Žana Jurjević Teodora Tica Sanja Džever Radovan Kastratović University of Novi Sad, Faculty of Economics in Subotica Faculty of Economics and Business, University of Belgrade Fond za nauku Republike Srbije - Science Fund of the Republic of Serbia". Below the text is a photograph of seven people standing behind a conference table in a meeting room. Banners for "BIZNISlab", "Science Fund of the Republic of Serbia", and "POT4food" are visible in the background. The caption below the photo says "Launched a Project".