



## Dissemination Plan

### AGFORWEB

Agroforestry practices in West Balkan for sustainable development:  
weaknesses and strengths





## Project information

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## List of abbreviations

UB – University of Belgrade, Serbia

UFS – University of Forestry, Bulgaria

UOM – University of Montenegro, Montenegro

CFRI – Croatian Forest Research Institute, Croatia

UNIOS – University of Osijek, Croatia

PMU – Project Management Unit

QAP – Quality Assessment Plan

QAC – Quality Assessment Committee

WP – Work package

NA – National Agency

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## 1. INTRODUCTION

Dissemination plan (DP) is one of the first outputs of the AGFORWEB project as a result of WP5 Quality assurance and dissemination. Dissemination plan will analyze project results, targeted groups, their needs and project needs to figure out how to achieve the best presentation of the results to wider community to ensure visibility of the project and improve knowledge and understanding of agroforestry in society.

### 1.1. Purpose of the document

This document was developed to sets out the key communication and dissemination activities, and related outputs of the project. The Dissemination plan (DP) will be updated periodically over the lifetime of the project, expected updates on months: M6, M11, M16 and M21 to ensure that all project activities and results are communicated and disseminated to all stakeholders, and to facilitate take-up of the project's recommendations and results.

For each period, we will identify foreseen project communication activities and prepare this periodically as a concrete plan on how to communicate to or interact with different audiences in a given period. Experiences from other projects show that the message to reach the targeted audience needs to be communicated three to five times in different ways. This means that we need to use different channels to convey the same message, using different formats (web, video, printed, audio etc.).

Most important is to define what is the main goal that dissemination activity needs to achieve, as a process than happens throughout the project life and beyond. Our main aims are announcing the project's inception, raising awareness about the agroforestry topic, present projects' main goals and expected results, and getting feedback from community, farmers and students before going on to the next stage. Then, we consider all possible gains from the communication to each partner as raising of the partners' profile, gain additional support for the program, or get inputs to influence future partners' work. The same consideration will go for the project as a whole to secure its visibility and sustainability.

In addition, we consider all target groups especially those representing the end-users, and key actors that project needs to reach. Our targeted groups are very different starting from academia, teachers and students, continuing with professionals as farmers and foresters, tackling wider society as possible future end-users and ending with the policy on local levels, but not limited to as new programs will influence also future development of studies.



Due to its diversity and complexity there are many different ways and means on how to reach each specific targeted group of stakeholders to achieve communication and dissemination goals.

## 1.2. Main characteristics of dissemination

Dissemination as an activity is the foundation of the project's exploitation strategy that represents dissemination of achieved results, communication with all targeted stakeholder groups and society with second goal to secure sustainability of the project results after the project life. We see sustainability in use of developed materials (new and improved curricula, Textbook on agroforestry, Digital database on agroforestry practices, Manual on how to use digital database, and Guide for farmers and local government) in all involved Faculties and implementation of training for local government and farmers also after the project life. This should not be limited to the project partners only.

For that purpose, and in addition to project dissemination tools, AGFORWEB will use the Erasmus+ Project Results Platform as the dissemination platform developed by the European Commission for Erasmus+. The platform is a useful tool in disseminating the outcomes of the project and makes available any tangible resources, products, deliverables and outputs resulted from funded projects after they end.

DP will provide steps and methods thought through at the beginning of the project to reach the project's dissemination goals. To facilitate successful dissemination, the DP will assign roles and responsibilities of individual partners in project dissemination, and propose layout for main dissemination tools, as project logo, project webpage, Flyer, roll-up/Banner, and project presentation.

## 1.3. Key objectives of dissemination in AGFORWEB project

There are four main objectives of dissemination in AGFORWEB project, namely: raise of awareness, informing of stakeholders, engage of all target groups and promote of the project and its results. To achieve each of defined four key objectives we will prepare and use different set of dissemination tools. The reason for that is because we do not speak to the same target group in attempt to achieve each key objective.

**Raise awareness** – let others know what we are doing.





Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behavior and beliefs towards the achievement of a defined purpose or goal. There are multiple awareness-raising strategies, methods and tools that can be used to convey and spread messages, and to gather the support necessary to influence public opinion.

Depending on the topic, awareness-raising efforts may include the following activities: issuing press releases, briefings and commentaries; disseminating reports, studies and publications; working with the media; holding public meetings and events; convening conferences and workshops; and creating and contributing to curricula and educational materials. Information may be disseminated through a range of different means or tools such as radio, television, video, the internet, social media, mobile phones, newspapers, newsletters, leaflets, poster campaigns and the arts. A variety of visual tools such as stickers, logos, t-shirts, armbands, bracelets and banners also may be used.

Awareness-raising and dissemination of information about the agroforestry is critical to create an enabling environment to promote participatory and inclusive processes for follow-up and review, and build ownership of the new programs. For example, awareness-raising can be used to promote an understanding of existing legislative frame in relation to the agroforestry as well as opportunities to participate in local programs and start own activity.

Here we are addressing wider audience as well as policy, decision makers, professionals and students to raise their awareness on the agroforestry topic, on existence of the AGFORWEB project and opportunities, which will be offered as a solution at least to part of the problems defined.

### **Inform** – educate the community.

Reaching out to our community to educate and inform people about agroforestry and AGFORWEB project. Focus of this activity will be on future students, students enrolled on different programs, farmers, foresters, wider society and local government to inform them on different possibilities that agroforestry offers. Showing and demonstration of best practices in agroforestry is one of main elements of this activity.

Sharing of the relevant information on project, its activities, results and agroforestry topic itself is crucial for setting the basis for future education of the community, future students and professionals. Only right, relevant and on time delivered information can ensure that we will reach target stakeholders and inform them of the project results. Successful informing of



stakeholders will contribute to the dissemination of the project and to education of future professionals.

### **Engage** – get input/feedback from the community.

Beside raising of awareness and informing, we would like to get the feedback from the community, participants on our events, students, local government not only as a reflection of our activities but also as their input to the process of agroforestry development.

Engagement of target groups and participants on each event is important to get insights to their knowledge, opinions and attitudes towards any subject or process, and to incorporate their inputs to the process and project results. That is one of main condition in development of the joint ownership over the process and project results, and is of most importance for any of the future activities.

There are many different types of engagement of the targeted groups and each of them need to be planned, prepared, facilitated, controlled and monitored to be successful. By facilitation initiator of the process can explain the whole project, its goals and means to achieve them, and to make space for all participants to express their opinions and propose changes or additions. Important is to take all of them into account or make extra effort to explain why it is not possible, to sustain already secured support for the project. Controlling of the process is important to make sure that all participants especially less represented or weaker, silent groups get the chance to engage and express their opinions. From monitoring and evaluation we get feedback on the process, information offered, facilitation and reached decisions.

### **Promote** – ‘sell’ your outputs and results.

Promotion of main results of the project should happened during the project but also after its finalization, as future and continuous use of produced materials will secure sustainability of the project results.

Main purpose of promotion is to get support for the project in the community and among peers, to link our project with other similar projects and to share best practice, ideas and support each other. Additionally we want to show that our project achieved planned results, which will help us attract further funding and support in future development.

Therefore, promotion of the project results is important not only for the project but also for each of project partner and its’ institution as project success can easily be linked to the project partner.



According to the target group, promoted result and involved stakeholders we will implement variety of dissemination tools. Here we can intensively use social networks, different media and develop press releases or stories to be shared via different channels.

## 2. OVERWIEV OF THE PROJECT

AGFORWEB is intended to meet the horizontal priority of Environment and fight against climate change. Land degradation and desertification and climate change have a huge negative impact on agriculture. Agriculture is directly threatened by climate change due to rising temperatures and declining rainfall that directly affect yield reductions due to plant stress. This inevitably affects both food producers and the market. During the 20th century, the woody component, which was integrated in farming systems, was neglected and excluded due to the rising need for use of bulky machines. Cultural landscape of Europe, which is similar in its original characteristics to agroforestry landscape, has changed significantly in recent decades because of human activity and climate change. These changes are reflected in the loss of biodiversity, soil degradation, and soil and water losses; under the influence of climate change, the problem becomes even greater. The woody component, currently neglected in conventional farming systems, has taken its well-deserved place in agroforestry systems. The role of woody component is very important because enables agroforestry systems to provide a number of ecosystem services such as maintaining the local microclimate, water retention in the soil, erosion control, maintaining biodiversity and carbon accumulation as contribution to climate change mitigation.

Nowadays, in different socio-economic conditions, agroforestry is applied either traditionally without a clear awareness of the potential of these production systems for the environment as well as to expand the range of products and employment opportunities or is completely neglected at the expense of intensive agriculture. Promotion of agroforestry practices and their advantages to local communities as well as the training of higher education staff in this area, are steps in the action to support in the introduction and adoption of appropriate measures for mitigation and adaptation to climate change. The potential of the agroforestry system as an adaptive measure in the fight against climate change is not sufficiently recognized in the existing curricula of subjects in the field of agroforestry at universities in the countries of this consortium.

Therefore, it is necessary to make certain changes in the curricula of those subjects in order to better meet the learning needs of students and reduce skills mismatches, while also being relevant for the labor market and for the wider society. An effective way to meet those needs is to exchange knowledge and experience in the field of agroforestry among neighboring countries



both EU countries and EU candidate countries. However, sometimes it is not enough just to train staff in higher education, but also to raise the awareness of the local community about the importance and potential of adaptive measures so that each stakeholder supports their adoption and implementation.

Therefore, AGFORWEB will improve and develop new curricula, improve students' knowledge, skills and competencies in agroforestry and digital data use and management. Develop Database on agroforestry system, Textbook for the students and Guide for farmers and local self-government.

### 3. MAIN TARGET GROUPS OF THE AGFORWEB PROJECT

Project defined several different target groups to be reached by one or more project results. The target groups cover from scientific peers of the professors at Universities as project partners to the wide communities and local government representatives, so we decide to divide them in two main groups: internal and external target group, and to explain them separately.

#### 3.1 Internal target groups

Internal target groups are made of staff from partner institutions, university staff, students enrolled to agroforestry programs, other students enrolled to partner Universities. and scientific community.

This target group is important, as all project partner institutions, except CFRI, are Universities having or wanting to have agroforestry programs to offer to the students. They are relying on the results of this project to enhance their teaching programs as well their competencies as well as students' competencies in this area. Beside the university staff involved into the AGFORWEB there is not involved university staff as targeted group to exchange knowledge on similar programs and to raise awareness on importance and future possibilities of agroforestry programs for the University and its position.

The students' expectations and interest are crucial for successful implementation of those programs during the project life and for the sustainability of those programs after the project end. Students enrolled to those programs as well as those who are not should be reached by dissemination activities as well as future students coming from different high schools.



Wider scientific community will also play role in quality of those programs acting as reviewers of the teaching material and as group that can further develop this discipline. This is especially important for countries involved in this project having in mind that agroforestry discipline is not equally developed among them, and is less developed in comparison with EU.

### **3.2. External target groups**

External target groups are professionals in agroforestry, farmers, foresters, local government, national government, high school students, and broader society.

Professionals working in agroforestry in countries involved in the project and region are struggling with many pressures and changes as treats to their production without sufficient support from government or science. In many cases they do not realize that the activity they perform is part of agroforestry practice, and this is the case also with citizens and local government. It makes very hard to support development of agroforestry without understanding what it is concerning the scope and involved parties. We think that results of this project will provide answers to many questions raised by society and local governments and provide solutions to the needs of both people involved in agroforestry and local government. To be able to do that we need to reach them both, to raise knowledge and understanding on one side and to found out what are the real problems, needs and expectations.

Farmers and foresters are group in which we see possibilities to widen up agroforestry practices so project should reached for them to share information and rise their knowledge to recognize those opportunities in both of the sectors.

Local government is responsible for planning and distributing of natural resources so they should recognize opportunities that agroforestry practices offer to society. Information on existing practices will be also valuable to them to envisage and shape new measures to support them and new activities.

High school students are important as they represent the pool from the future agroforestry students are coming so project should inform them about this discipline and rise their interest for studding as well for starting those activities.

Local society will get information on the agroforestry activities already present in their areas as well as on possibilities to start them in different, innovative ways. This is also important for creating support for new policies and measures launched by local government.



## 4. DISSEMINATION MATERIALS AND ACTIVITIES

Project defined possible dissemination materials to be used during and after the project life. Main dissemination will go via project web-page as a portal for internal use and to share all activities and achievements of the project with the interested groups. In addition, project web-page will be connected to all project partners web-pages. Different social media will be used and also connected to other social media by project partners. All other dissemination materials will be designed in a easy to translate way to be used by all partners on their languages. Detailed description is as followed and examples are given in the Appendices 8.1-8.6.

### 4.1. Dissemination materials and tools

Available and developed dissemination materials and tools are presented in a way to present which of four key objectives can be achieved with that specific dissemination tool (Table 1). The short description of each of nine defined main dissemination tool is also presented to enable understanding of their possible use and relation to the purpose. Examples of AGFORWEB dissemination tools can be find in Appendices 8.1 to 8.6.

Table 1. Tools, purpose and description of main dissemination materials and tools

Tool	Purpose	Description
The project's logo Appendix 8.1	Inform Promote	Unique project visual identifier, for use in every dissemination tool and material
The project web-page Appendix 8.2	Awareness Engage Inform Promote	Project website is the most versatile dissemination tool that gives plenty information to wide and different audiences. It will be launched at the beginning of the project and regularly updated. Information about project, wider and specific objectives and work packages will be available in languages of the AGFORWEB



		partner countries. Project Management Platform will be formed as a part of website for internal communication.
The project's flyer Appendix 8.3	Awareness Promote	Flyers/brochures are printed materials those will be distributed at different events. The electronic version (e.g. PDF file) can be also available at the AGFORWEB website and circulated electronically.
The project's roll-up (banner) Appendix 8.4	Promote	Project banner/roll-ups are printed or electronic materials that can be used to promote project at different events.
The project's presentation (pwp) Appendix 8.5	Inform	Project presentations in different languages (PPT files)/publications in (PDF files) are posted on project website, accessible to a wider audience and freely downloaded.
The video material developed by the partners	Awareness Inform Promote	Video is mass media tools that can be used for widely spreading project information.
Conferences/workshops/meetings	Awareness Inform Engage Promote	Conferences/workshops/meetings (interpersonal, two-way communication) are interactive events held to achieve specific project objectives. They can be used to get feedback from users and for discussion on



		particular issues and future project development.
Pencil/bag/folder	Promote	Pencil/bag/folder can be used as a promotional material at different events (conferences, workshops, meetings) and during realization of project activities such as trainings for public sector, introduction campaign for enrolment students at newly developed curricula.
Social media/networks	Awareness Inform Engage Promote	Social networks (Facebook, LinkedIn, Instagram, YouTube) is two-way communication activity used to inform public at large about project activities and results.

#### 4.2. The main project results

The main project results and different reports developed during the project are materials that are main objects of dissemination process (Table 2). AGFORWEB project has different types of project results from improved and newly developed curricula, textbook to be used in high education (Universities), digital database with manual for use of it mainly for students and guide for farmers and local government staff. Beside that project will disseminate and communicate reports from project events, study visits, lectures, review of existing curricula etc.

Table 2. Main project results and related dissemination tools

Title of the result	Description	Dissemination tools
The digital database on agroforestry practices	Web based digital database consisting of good practices	Webpage, flyer, presentation





	of agroforestry from region and wider.	
The new curricula	Newly developed curricula for agroforestry study programs	Webpage, flyer, roll-up, social media, media releases
The improved curricula	Improved curricula for agroforestry study programs	Webpage, flyer, roll-up, social media, media releases
The textbook	Teaching and learning material for agroforestry studies	Webpage, flyer, social media, media releases, presentation
The manual for use of the database on agroforestry practices	Manual on how to use the digital database on agroforestry practices	Webpage, social media, presentation
The guide for farmers and local government	Guide on agroforestry potential for farmers and local government	Webpage, workshops, presentation, media releases, social media
Reports on achieved results	Report on existing curricula Report on database methodology	Webpage, workshops, presentation, social media
Reports from the study visits and workshops	Reports from study visits, guest lecturers, workshops	Webpage, workshops, presentation, media releases, social media



### 4.3. Dissemination means of the project results

- The project's webpage

The AGFORWEB project webpage is the main dissemination tool with twofold role, one is to inform interested parties about the project and its activities and second is to serve as a platform for internal communication among the project partners.

The webpage contains all information related to the project: description, objectives, results of the project, the list of the project partners with links to their institutional webpages, other documents related to the project and the contact details of the coordinator.

AGFORWEB webpage will also host Digital database of best agroforestry practices as one of the project results, accessible through registration and free for use. The manual for use of the database will be also placed here as downloadable pdf format to be available for database users.

Initial version of the AGFORWEB project webpage structure consisted of listed categories (See Appendix 8.2):

1. Home
2. About (Description, Objectives, Work plan, Work packages, Results)
3. Lead partner (name, logo and contact details) Project partners (names and logos)
4. Activities
5. News
6. Events
7. Gallery
8. Project management

- The webpages of partner institutions

The webpages of the partner institutions will serve as extension to main project webpage and will host the link to the project webpage but also will contain selected main information about the project, partners and project goals.

Additionally, each partner will publish on their webpage all produced news about the project as start of the project, project meetings, achievements of the project results etc. In that way we will upscale visibility of the project and multiply information about the same project result or activity.

- Social networks (Instagram, LinkedIn, Facebook, YouTube)



### Instagram

Instagram account (<https://instagram.com/agforweb>) has been created with the username @AGFPRWEB, University of Montenegro (UOM) will manage this account, but it is expected that all the partners participate actively (i.e., retweeting the contents of the AGFORWEB profile).

### LinkedIn

A LinkedIn account (<https://www.linkedin.com/company/agforweb-erasmus>) has been created with the username AGFORWEB, University of Josip Juraj Strossmayer, Osijek (UNIOS) will manage this account, but it is expected that all the partners participate actively.

### Facebook

A Facebook account (<https://facebook/...> Agforweb) has been created with the username xxx, and will be managed by UOM, but it is expected that all the partners participate actively.

### YouTube

A YouTube channel will be created with the purpose of uploading the videos produced during the project. All the videos will be shared also in the other social media. We have issued a consent form for the cases in which any of the partners upload a photograph a video or a voice recording to social media, with the purpose of complying with the GDPR. The YouTube channel will be managed by University of Forestry, Bulgaria (UFS).

Listed social media and networks will be used for promotion of the project and all its activities. Project lead partner will host the webpage and all other social networks pages, sites or profiles. All project partners will be engaged in sharing of all project information from social networks to support dissemination activities.

- The ERASMUS+ Project Results platform

To foster dissemination and visibility of the project AGFORWEB will use the Erasmus+ Project Results Platform as the dissemination platform developed by the European Commission for Erasmus+ (<http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details-page/?nodeRef=workspace://SpacesStore/>).

The platform is a useful tool in disseminating the outcomes of the project and makes available any tangible resources, products, deliverables and outputs resulted from funded projects after they end.

AGFROWEB summary will consist of:

- context/background of the project,
- objectives of the project,



- number and profile of partners,
- description of activities; methodology to be used in carrying out the project,
- a short description of the results and impact as well as the potential longer-term benefits.

This will help us to secure sustainability of project results.

- Project Flyer

Project Flyer is designed with idea to present briefly main information about AGFORWEB project to potentially interested parties. Text in the brochure gives short info on the type of the project, partners involved, main and specific objectives as well as the goals (See Appendix 8.3).

Text for Flyer is via translation document made available to all partners for translation to their languages which will allowed us to produce same Flyer on all project partners' languages. The same will be available for roll-up and the presentation (See Appendix 8.6).

- Project roll-up (banner)

The project roll-up is developed for use on project events, especially workshops, meetings and participation on conferences or professional events. It is made available for all partners to be produced on their languages after they provide translation (See Appendix 8.4).

- Project presentation

Project presentation in pwp and pdf format will be developed and made available for use to all project partners. Main aim is for the broader community on workshops, at professional and scientific conferences, at workshops for interested farmers, foresters and local government. It will be available on webpage and free for use also for other interested parties (See Appendix 8.5).

- Conferences/workshops/meetings/other project and related events and activities (study visits, visiting lectures)

Each partner plan to participate at least on one listed event per year as it is listed in Dissemination plan table. This table will be updated and revised every 4-5 months to be accurate and to include new interesting events or just to monitor planned activities and enable reporting.



According to the type of events partners will use different dissemination materials and tools but project roll-up, flyers and other promotional material as pencils/folders etc. will be available to all partners on time and in acceptable format, and needed language.

- Media and press releases

Articles and media impressions will be continuously recorded in a template throughout the project. Every partner will be requested to register the following information:

- Date;
- Media name;
- Media type: Newspaper, Magazine, Journal, Website, others;
- Media scope: Local, Regional, National, European, International;
- Media language;
- Potential outreach: number of subscribers, followers, readers, etc.;
- Title: Headline of the information;
- Author: Journalist, institution, etc.;
- Type: Printed, online, both;
- Description: Short comment on the contents;
- Length: Number of words, pages, etc.;
- Additional comments - Link: webpage, if available.

## 5. INDICATORS AND MONITORING

Indicators should inform as on factors that indicate dissemination impact on targeted audience together with the methods that have been used to assess the impact of dissemination activities. Results of executed monitoring activities should themselves be disseminated and used to modify and improve current dissemination of project and its results, by which we will complete the cycle of communication flow.



## 5.1. Indicators

To assess the success of the project's dissemination activities, in this document we provide the set of indicators for dissemination activities to enable monitoring of the success. The indicators are measurable units presenting achieved visibility of specific project result or activity. They can be as follows:

### General indicators

A total number of dissemination activities planned on project level. This number consists of all dissemination activities (publications, events, presentations, workshops, conferences, meetings, media announcements, social media news launched etc.). Therefore, the general indicators are valuable in reporting on numbers of all different types of dissemination activities that are organized by the project partners during project life. They inform us and evaluators on variety, types and overall number of all activities. Still they do not report on success of each of the activity. For that we use specific indicators which measure success of each dissemination activity.

### Specific indicators

Specific indicators measuring success and achieved visibility and reach out of the specific dissemination activity or event. They most often represent a number of participants at each dissemination event, number of enrolled students into specific program, number of defended bachelor or master thesis in agroforestry topic, number of students present on visited lecturers, number of registered digital database users and so on.

For digital, web based and social media and network number of visitors, followers, likes, dislikes, shares etc. actions will be followed and counted. Statistics related to website visits will be done using Google Analytics to track interest of target groups.

In case of workshops with different target groups like community workshops for farmers, foresters, citizens and local government we will follow also the number of different types of target groups to measure dissemination success to reach out all of listed diverse types of participants.

### Main indicators to be applied to planned project activities as follows:

Study visits: each partner will perform 2 study visits of 2 students and 2 professors, all together 6 persons (the professors will be the same on both study visits) from each (5) institutions will participate. Total 30 participants.



Guest lectures will be organized in a way that from each partner institution one guest lecturer will come to another partner institution, and we will measure number of students present at the lectures.

Workshops for local communities – each partner will organize 2 workshops with minimum 15 participants, meaning each partner will reach minimum 30 participants, all together 150 will be reached.

Number of students following agroforestry programs will be provided by Universities.

Number of defended bachelor and master thesis in agroforestry topic will also come from Universities.

## 5.2. Monitoring

Monitoring of dissemination activities is vital, since the impact of those activities contributes to the successful project implementation and significantly strengthens sustainability of the project.

Previously listed and defined indicators are crucial for successful monitoring of project dissemination results. The use of indicators enables quantification of dissemination results and eases the reporting tasks. Important is that monitoring activities should be continuous and permanent along the project life. The monitoring results should be provided and discussed among project partners periodically, in line with dissemination activities to ensure that any shortage in dissemination reach out to be detected on time, corrected and prevented to happen again in the future events.

To facilitate an accurate monitoring and assessment of the dissemination activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- all partners should prepare their dissemination activities accordingly to this plan,
- all partners should report all dissemination activities, periodically, as part of the project's overall reports,
- all partners should save evidence of the activities conducted.

By performing regular monitoring of the activities it is possible to assess if the dissemination plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.



Second part of monitoring refers to the quality of the dissemination activities is part of the Quality Assurance plan and is presented and described there. The main tool will be questionnaires for participants. Experts' and participants' opinions will be collected during or after the events, as well as a feedback on social media, short questionnaires on webpage and with other electronic dissemination material, etc.

It is important that this evaluation is carried out on a continuous basis to ensure:

- an effective impact assessment and update or redefinition of dissemination activities,
- the quality of the dissemination carried out.

To facilitate the process of collecting information on dissemination activities, specific place will be secured on project webpage or the Dropbox folder will be created to upload most relevant documents in order to be accessible to all AGFORWEB partners.

## 6. RESPONSIBILITIES

Here we discussed main responsibilities in developing and maintain of the main dissemination tools and materials. According to the project structure and proposal, there are three levels of responsibilities. First is by leading partner UB, second is by leader of WP 5 Quality assurance and Dissemination – CFRI and last one lays with all project partners. Responsibilities of all project partners reflects in their inputs in development of the dissemination materials and facilitation of the dissemination activities initiated by UB, CFRI or any of the project partner. Inputs to dissemination materials and activities will be in relation to partner roles in the project.

### 6.1. Responsibilities of the Leading partner - UB

University of Belgrade, Faculty of Forestry - (UB) as a leading partner is responsible for the project's web page development and maintenance. The project website will be created and regularly maintained and updated. Contents will be updated throughout the project's life cycle with information about events, outcomes and overall progress. The website will also serve as a platform for internal communication between partners.

Profiles of the project on various social networks will be created and regularly updated. The promotional materials such as posters, brochures, pencils, calendars and bags will be printed and





distributed to WB and EU partners. It will also serve for raising awareness of HEI staff, students, citizens and stakeholders on relevance of reduction of natural disasters risk.

## **6.2. Responsibilities of WP5 leader (Quality assessment and dissemination) - CFRI**

Croatian Forest Research Institute - (CFRI) is mainly responsible for the development of the Dissemination plan at the beginning of the project including the following key elements: purpose, targeted groups, materials, tools and timing. It will identify and organize the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge of the project.

It will be planned in consultation with the project partners and approved by the Project Management Unit (PMU).

CFRI will design and develop projects' flyer, roll-up/banner, and presentation to be available to all project partners. All documents will be commented by all partners and finally accepted by the PMU.

CFRI will revise and update the dissemination plan periodically (as planned) together with project lead partner and all other project partners to adjust to new dissemination opportunities.

## **6.3. Responsibilities of all Project partners**

All partners are responsible for sharing information on the project and the project's results on their institutions and through their professional networks, to participate in planned activities, to develop material and provide information to the UB who will incorporate it into the project's web page and other through other dissemination channels.

All partners will deliver the promotional materials to inform future students about newly developed curricula, and available programs, as well as about digital database on agroforestry practice.

In addition, all partners should actively promote the project and disseminate its results at any relevant national, regional or international event or using any type of national, regional or international media.



## 7. DISSEMINATION PLAN TABLE

List of collected dissemination activities planned by each project partner is presented in table 3. All project partners are asked to fill in the activities in which they will be engaged during the project life. Therefore, we present here first version of Dissemination plan which will be approved by all partners and PMU and will be amended according to new information on events that are of interest to AGFORWEB and partner institutions. In this plan we defined type of the event, place, which of the partner will contribute and how, meaning which type of dissemination tool will be used. Partners also assess expected number of participants as target group so we will be able to measure success of each of listed dissemination activity.

Table 3. Plan of dissemination activities

Type of activity	When	Where	To whom	Who	Used material	Assessed number of participants
Presentation of the project	May, 2023	Open day of CFRI, Jastrebarsko, Croatia	high school and university students	CFRI team	Banner, Flyers	50
Presentation of the project	April, 2023	Scientific council of CFRI	Scientists	CFRI team	Presentation	25
Presentation of the project	February, 2023	Zagreb, Croatia	Ministry of Agriculture	CFRI team	Letter of information	5
Presentation of the project	All time	<a href="https://www.sumins.hr/">https://www.sumins.hr/</a>	Scientific community, wider audience	CFRI team	Link to web page of Project, Banner	200
Presentation of the project	All time	Facebook page of CFRI	Wider audience	CFRI team	Link to web page of Project, sharing of information	1000



					on project activities	
Presentation of the project	All time	<a href="https://www.sfb.bg.ac.rs/">https://www.sfb.bg.ac.rs/</a>	University of Belgrade, Faculty of forestry	UBFF team	Link to web page of Project, Banner	400
Presentation of the project	All time	<a href="https://sdpz.rs/">https://sdpz.rs/</a>	The Serbian Soil Science Society	UBFF team	Link to web page of Project, Banner	150
Presentation of the project	March – May 2023	UB-FF, promotion for master students	The bleacher students	UBFF team	Flyers	25
Presentation of the project	March – April 2023	The Institute of Field and Vegetable Crops	Scientists	UBFF team	Banner, Flyers	30
International Salon of Landscape Architecture, 2023	Jun, 2023	Belgrade, Serbia	Scientists, practitioners	UBFF team	Presentation, Banner, Flyers	200
GREEN Conference	Autumn 2024	Zagreb, Croatia	Scientists, practitioners	All partners	Presentation, Banner, Flyers	150
Congress of rural tourism	Autumn, 2024	TBD	Wider audience	CFRI team	Presentation	300
1st International Scientific Conference	Sept., 2023	Osijek, Croatia	Scientific	FAZOS team	Presentation, Flyers	150



„Agricultural Challenges to Climate Change”						
“59th Croatian and 19th International Symposium on Agriculture”	Feb. 2024	Zadar, Croatia	Scientific	FAZOS team	Presentation , Flyers	400
The 7th European Agroforestry Conference	May 2024	Brno, Czech Republic	Scientific, practitioners	FAZOS team	Presentation	600
2nd International Symposium on Digital Technologies in Agriculture	Autumn, 2024	Osijek, Croatia	Scientific, practitioners	FAZOS team	Presentation , Flyers	100
Presentation of the project	All time	<a href="https://www.sfb.bg.ac.rs/">https://www.sfb.bg.ac.rs/</a>	University of Belgrade, Faculty of forestry	UBFF team	Link to web page of Project, Banner	
Presentation of the project	All time	<a href="https://sdpz.rs/">https://sdpz.rs/</a>	The Serbian Soil Science Society	UBFF team	Link to web page of Project, Banner	
Presentation of the project	March – May 2024	UB-FF, promotion for master students	The bleacher students	UBFF team	Flyers	25
International scientific conference	24-26 of March 2023	Jundola, Bulgaria,	Scientists from Bulgaria	UF team	Presentation	100



Management and sustainable development			and other countries			
Exhibition Nature, hunting, fishing	22-26 of March 2023	Plovdiv, Bulgaria	Practitioners, foresters, scientists	UF team	Poster	250
International conference Forest research institute	October 2023	Sofia, Bulgaria	Scientists from Bulgaria and other countries	UF team	Presentation banner	150
Week of the forest	April 2024	Sofia, Bulgaria	Students, scientists, practitioners	UF team	Banner, flyers	
International Agricultural Exhibition AGRA	February 2024	Plovdiv, Bulgaria	Farmers, professionals, scientists	UF team	Banner, flyers	
Presentation of the project	All time	<a href="https://www.iu.bg">https://www.iu.bg</a>	University of Forestry, Sofia	UF team	Link to web page of Project, Banner	
Presentation of the project	All time	<a href="https://www.ucg.ac.me/btf">https://www.ucg.ac.me/btf</a>	Biotechnical faculty, UoM	BTFUoM team	Link to web page of Project, Banner	
Presentation of the project	May 2023	Open day of University of Montenegro	high school and university students	BTF team	Banner, Flyers	50
Presentation of the project	Mart 2023	Scientific council of BTF	Scientists	BTF team	Presentation flyers	25



Presentation of the project  (this could be written as 3 separate events)	October /autmn2023;  October 2024	Biotechnical faculty  Podgorica, Bijelo Polje, Bar	Bachelor and MSc students	BTF team	Presentation	25  10  10
Presentation of the project	March 2023	Podgorica, Mne	Ministry of Agriculture & Forestry directorate	BTF team	Letter of information	8
Presentation of the project	April 2023	Montenegro	Regional and local groups/ NGOs dealing with rural development , forestry, agriculture	BTF team	Letter of information	8
Presentation of the “topic” on local event in rural municipalities	2 events  tbc  (different events are planned in scope of other projects, or similar...		farmers, professionals	BTF team	presentation flyer	25+25
1st Montenegrin International Conference on Economics & Business (MICEB) SUSTAINABLE DEVELOPMENT: TRANSITION TO	May 2023	Budva, Montenegro	Scientists, wider audience	TBC/BTF  MOzD  A	Banner, Flyers	100/200



GREEN ECONOMY.						
1st INTERNATIONAL SYMPOSIUM ON BIOTECHNOLOGY (28th SYMPOSIUM ON BIOTECHNOLOGY WITH INTERNATIONAL PARTICIPATION)  Faculty of Agronomy in Čačak, University of Kragujevac, Serbia	17-18 Mart	Cacak, Serbia	Organizers will be Faculties of Agriculture from region, Ljubljana, Maribor, Zagreb, Osijek, Banja Luka, Novi Sad, Beograd, Skopje etc	All partners	Banner, flyers (presentation_if)	100/200



## 8. APPENCIS

### 8.1. Project Logo



# AGFORWEB

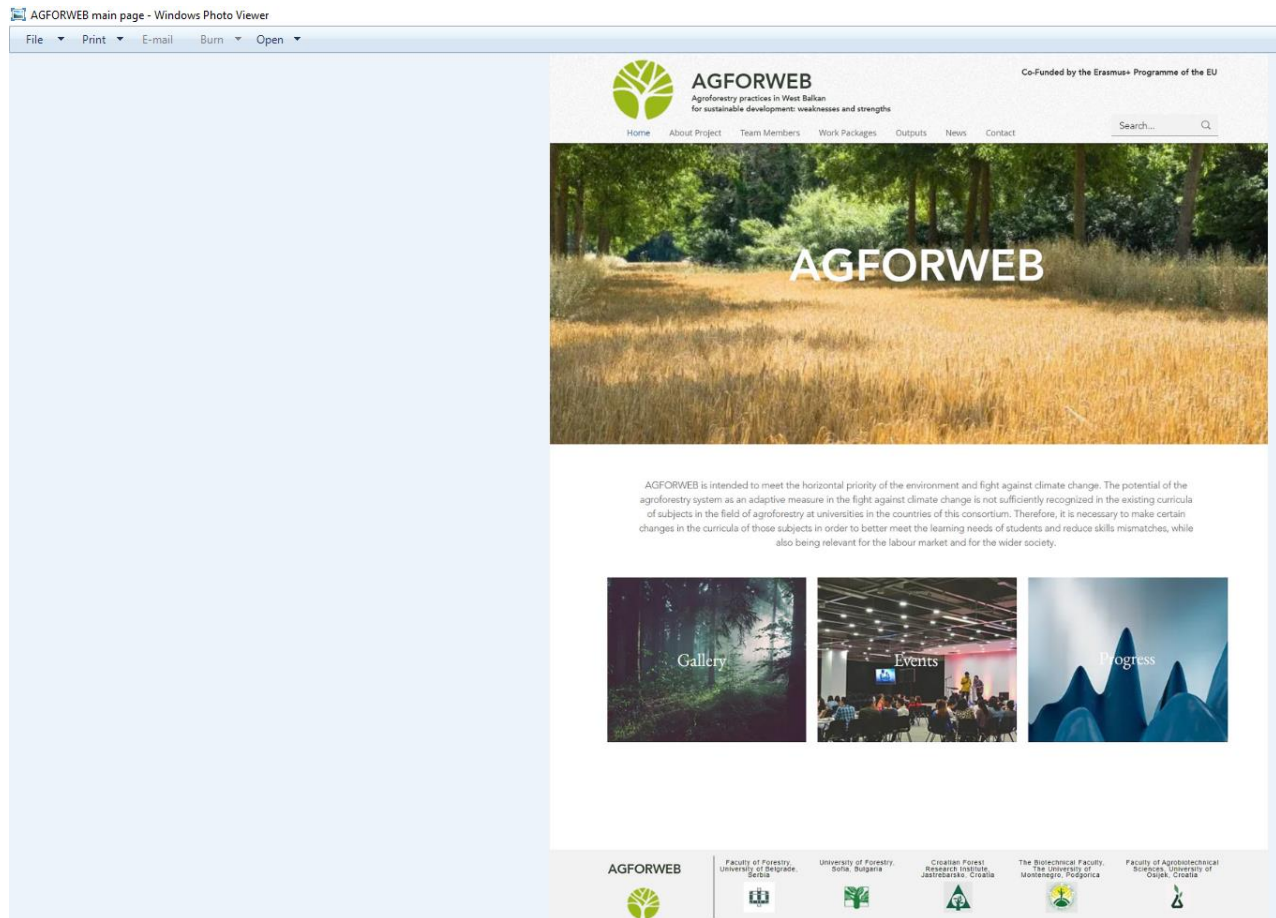


AGRO FORESTRY PRACTICES IN WEST BALKAN  
FOR SUSTAINABLE DEVELOPMENT:  
WEAKNESSES AND STRENGTHS





## 8.2. Project web-page



Project number: 2022-1-RS01-KA220-HED-000089900 "This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"



### 8.3. Project Flyer

**PROJECT PARTNERS**

UNIVERSITY OF BELGRADE, SERBIA  
UNIVERSITY OF FORESTRY, BULGARIA  
UNIVERSITY „JOSIP JURAJ STROSSMAYER“ IN  
OSIJEK, CROATIA  
CROATIAN FOREST RESEARCH INSTITUTE,  
CROATIA  
UNIVERSITY OF MONTENEGRO, MONTENEGRO

**Agroforestry practices in West Balkan for sustainable development, weaknesses and strengths**  
Erasmus+ KA220-HED-000089900 - Cooperation partnerships in higher education

**AGROFORESTRY PRACTICES IN WEST BALKAN FOR SUSTAINABLE DEVELOPMENT; WEAKNESSES AND STRENGTHS**

**AGFORWEB**

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Erasmus+ Cooperation partnerships in higher education project  
Grant Agreement number: 022-1-RS01-KA220-HED-000089900

**AGFORWEB** intend to meet the horizontal priority of Environment, fight against climate change improving of the Agroforestry systems as good practice in land management, and contribute to achieving key CAP 2023-27 objectives: mitigate climate change, care for the environment, preserve the landscape and biodiversity, revitalize rural areas and protect food and health quality.



#### MAIN RESULTS

1. Report on curricula analysis
2. New or improved existing curricula
3. Textbook for students
4. Digital database
5. Manual for using the digital database
6. Materials for LLL
7. Dissemination materials
8. Quality assurance plan

#### MEANS

Study visits of teaching staff and students  
Guest lectures of experts from partner institutions  
Workshops for farmers, foresters and local government staff  
Self and expert evaluation processes

#### MAIN OBJECTIVES

- Analyse existing curricula; propose improvement of them and development of new ones to implement at collaborating High education institutions in coming years.
- Develop and publish Textbook for students on the most commonly used systems and practices of agroforestry in the countries of this consortium, in addition to the list of practices.
- Create new database on agroforestry systems in the consortium countries, as a source of data for student final and master theses and a basis for mastering the use of GIS-tools for spatial analysis and digital data processing.
- Improving students' knowledge and skills in the field of agroforestry, increasing students' competencies for these, and processing of data from digital databases.
- Develop materials for LLL (Guide for farmers and local self-government) in the form of good practice guides. This guide should indicate the basic steps that need to be take in order to move to a new land use practices and have contents explaining the benefits of moving to improvements in land management.
- Beside the students in agroforestry programs AGFORWEB will train at least 150 participants (farmers, foresters and local government staff) of the 10 workshops (15 each) in agroforestry potential.





#### 8.4. Project roll-up (banner)



AGFORWEB

**AGROFORESTRY PRACTICES IN  
WEST BALKAN FOR SUSTAINABLE  
DEVELOPMENT;  
WEAKNESSES AND STRENGTHS**



**NEW CURRICULA  
TEXTBOOK FOR STUDENTS  
DIGITAL DATABASE  
LIFE LONG LEARNING**





## 8.5. Project presentation template



AGFORWEB

AGROFORESTRY PRACTICES IN  
WEST BALKAN FOR SUSTAINABLE  
DEVELOPMENT:  
WEAKNESSES AND STRENGTHS

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## 8.6. Translation document

In this part, we presenting the text for promotional material, which partners will translate, so that we can prepare flyer. Roll-up or any other dissemination material in all partner countries languages.

English	Language
<p>Agroforestry practices in West Balkan for sustainable development; weaknesses and strengths</p> <p>Erasmus+ KA220-HED-000089900 - Cooperation partnerships in higher education</p>	
<p>AGFORWEB intend to meet the horizontal priority of Environment, fight against climate change improving of the Agroforestry systems as good practice in land management, and contribute to achieving key CAP 2023-27 objectives: mitigate climate change, care for the environment, preserve the landscape and biodiversity, revitalize rural areas and protect food and health quality.</p>	
<p><b>Main objectives</b></p> <p>Analyse existing curricula; propose improvement of them and development of new ones to implement at collaborating High education institutions in coming years.</p> <p>Develop and publish Textbook for students on the most commonly used systems and practices of agroforestry in the countries of this consortium, in addition to the list of practices.</p> <p>Create new database on agroforestry systems in the consortium countries, as a source of data for student final and master theses and a basis for</p>	



<p>mastering the use of GIS-tools for spatial analysis and digital data processing.</p> <p>Improving students' knowledge and skills in the field of agroforestry, increasing students' competencies for these, and processing of data from digital databases.</p> <p>Develop materials for LLL (Guide for farmers and local self-government) in the form of good practice guides. This guide should indicate the basic steps that need to be take in order to move to a new land use practices and have contents explaining the benefits of moving to improvements in land management.</p> <p>Beside the students in agroforestry programs AGFORWEB will train at least 150 participants (farmers, foresters and local government staff) of the 10 workshops (15 each) in agroforestry potential.</p>	
<p><b>Main results</b></p> <ol style="list-style-type: none"> <li>1. Report on curricula analysis</li> <li>2. New or improved existing curricula</li> <li>3. Textbook for students</li> <li>4. Digital database</li> <li>5. Manual for using the digital database</li> <li>6. Materials for LLL</li> <li>7. Dissemination materials</li> <li>8. Quality assurance plan</li> </ol>	
<p><b>Means</b></p> <p>Study visits of teaching staff and students</p> <p>Guest lectures of experts from partner institutions</p>	



<p>Workshops for farmers, foresters and local government staff</p> <p>Self and expert evaluation processes</p>	
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<p>Acknowledgment</p>	