



ReGrow

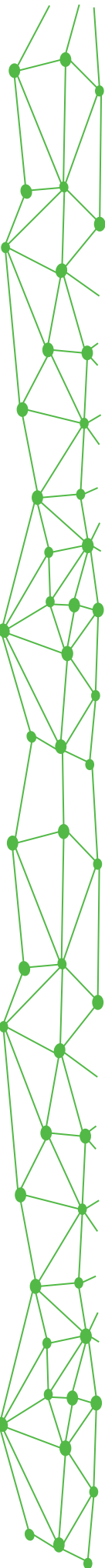
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

D7.2: Dissemination Toolkit

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Executive Summary

Deliverable 7.2, Dissemination Toolkit presents the complete suite of communication and promotional materials developed to support the visibility, outreach and engagement objectives of the ReGrow project. As a key output of Work Package 7 – Dissemination and Exploitation – this deliverable translates the project’s communication strategy into concrete, multilingual and multi-format tools designed to reach a broad spectrum of stakeholders.

The toolkit was coordinated by NGOED, with the active participation of all project partners. It includes a range of materials such as flyers, brochures, posters, roll-up banners, promotional videos, web banner and newsletter templates. All items have been produced in English, Ukrainian and Georgian, ensuring accessibility and cultural relevance in both partner countries and beyond.

These materials were designed to:

- Increase awareness of the ReGrow project and its objectives;
- Support student recruitment for the MSc in Precision Agriculture;
- Strengthen the visibility of institutional partners;
- Ensure alignment with EU visibility guidelines and communication standards.

The development process followed a strategic methodology, guided by the SOSTAC framework and was informed by stakeholder needs, target audience analysis and collaborative input from the consortium. The dissemination materials are available in both digital and printed formats and are accessible through the project’s official website under the Media Kit tab.

This deliverable documents not only the content and purpose of each item but also the collaborative design process and strategic integration into ReGrow’s broader communication efforts. It provides a clear reference for all consortium members to ensure unified messaging and coherent branding across platforms, events and regions.

By consolidating ReGrow’s visual and narrative identity into a unified toolkit, Deliverable D7.2 plays a central role in amplifying the project’s impact and ensuring its message reaches the right audiences, at the right time, in the right way.



Glossary of terms and abbreviations used

List of Abbreviations and Description	
D&C	Dissemination and Communication
EU	European Union
GIS	Geographic Information Systems
HEIs	Higher Education Institutions
MSc	Master of Science
VLE	Virtual Learning Environment
SDGs	Sustainable Development Goals



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1. Introduction

1.1 Purpose of the Deliverable

This section provides a detailed overview of the **ReGrow project**, including its foundational elements, strategic objectives and anticipated outcomes. By highlighting the project's scope, main goals and the consortium's collective capacity, this section establishes a shared understanding among all stakeholders, aligning their efforts toward achieving ReGrow's transformative vision. It also emphasizes the project's alignment with global priorities such as sustainability, digital transformation and socio-economic development.

Project Summary

ReGrow is a **transformative initiative funded under the Erasmus+ program**, designed to address the pressing challenges in agricultural education and practice in **Georgia and Ukraine**. The project introduces an innovative **Master of Science (MSc) program in Precision Agriculture**, integrating **data-driven decision-making, resource efficiency and sustainability** into agricultural education. This multidisciplinary approach ensures that graduates and professionals are equipped with the skills and knowledge needed to lead the sector's evolution.

ReGrow is not just about modernizing agricultural education; it's about fostering resilience, innovation and environmental stewardship. By **enhancing the capacity of Higher Education Institutions (HEIs)** in Georgia and Ukraine and collaborating with European partners, the project ensures a systemic improvement in the quality of education. It addresses gaps in agricultural practices through technological integration, capacity-building activities and international cooperation, all while contributing to the EU Green Deal priorities.

Key aspects of the project include:

- **Development of an Accredited MSc Program:** A cutting-edge curriculum tailored to local and global needs.
- **Establishment of ReGrow Labs:** State-of-the-art facilities for hands-on learning and research.
- **Capacity Building for Educators and Staff:** Training programs to ensure impactful education delivery.
- **Digital Transformation:** Innovative solutions to overcome connectivity challenges and enable remote learning.

Aims of the Project & Key Outcomes

The ReGrow project aims to:

1. **Modernize Agricultural Education:** Introduce contemporary practices and technologies into agricultural curricula, ensuring relevance and alignment with global standards.
2. **Enhance Institutional Capacity:** Equip HEIs with the resources and knowledge to deliver high-quality education.
3. **Foster Sustainability:** Promote climate-smart agricultural practices and sustainable development.
4. **Advance Digital Access:** Leverage digital tools to ensure inclusive and accessible education for rural and underprivileged communities.



5. **Strengthen Academia-Industry Collaboration:** Create synergies between educational institutions and industry to align education with labor market demands.

The project is expected to deliver tangible and sustainable outcomes that address critical gaps in agricultural education and practices. These outcomes include:

1. **Accredited MSc Program in Precision Agriculture:**
 - A flagship program integrating advanced technologies and sustainability principles.
 - Ensures relevance beyond the project's geographical scope by adhering to international accreditation standards.
2. **Establishment of ReGrow Labs:**
 - Practical facilities that foster innovation and hands-on learning.
 - Equipped with cutting-edge technologies like Geographic Information Systems (GIS) and data analytics tools.
3. **Capacity Building and Institutional Strengthening:**
 - Training for educators, researchers and administrators to enhance their capabilities.
 - Enables HEIs to manage complex projects and deliver high-quality education effectively.
4. **Collaborative Research Initiatives:**
 - Facilitates knowledge exchange and innovation among partners.
 - Develops tailored solutions for local agricultural challenges.
5. **Digital Transformation:**
 - Bridges the digital divide by integrating digital tools and platforms into education.
 - Addresses connectivity challenges in rural and remote areas.
6. **Framework for Sustainability:**
 - Embeds environmental principles and sustainable farming practices into education.
 - Supports the transition to greener agricultural practices, aligning with the EU Green Deal and UN SDGs.

ReGrow's strategic framework revolves around three core pillars:

1. **Educational Modernization:** Building a resilient and future-ready agricultural education system.
2. **Collaborative Innovation:** Strengthening ties between academia, industry and policymakers.
3. **Sustainable Development:** Addressing long-term challenges like climate change, food security and resource efficiency.

Deliverable D7.2 marks the practical realization of ReGrow's overarching dissemination strategy, transforming its strategic vision into a concrete set of tools that empower visibility, engagement and outreach. While the project's goals revolve around innovation in education, sustainability and digital transformation, the dissemination toolkit ensures that these innovations are not only developed—but also understood, adopted and shared widely across local, national and international communities.



This deliverable presents the comprehensive suite of communication and promotional materials co-created by the consortium, led by NGOED. These include multilingual flyers, brochures, posters, roll-up banners, promotional videos, web banners and newsletter templates—each tailored to meet the needs of diverse stakeholders. These materials serve not only as informative assets, but as strategic instruments to recruit students, engage academic and policy actors and position ReGrow as a credible and forward-looking initiative aligned with EU priorities.

By integrating these resources into a unified, adaptable toolkit, D7.2 operationalizes the project's dissemination objectives and ensures consistency in outreach across different platforms, events and partner countries. This deliverable goes beyond communication—it's a catalyst for awareness, collaboration and sustained impact.

1.2 Document scope

The scope of Deliverable D7.2: Dissemination Toolkit is to present the suite of tangible communication and promotional materials developed to support the ReGrow project's visibility, stakeholder engagement and outreach objectives. Building on the strategic framework defined in D7.1, this deliverable translates that vision into action—through tools that are ready-to-use, multilingual and adaptable across platforms and regions.

This document serves as both a record of what has been produced and a guide for how these materials are to be utilized across the project lifecycle. It focuses on ensuring coherence, accessibility and relevance of the materials, aligned with the project's themes of educational modernization, sustainability and digital transformation.

Specifically, the scope of this deliverable includes:

1. **Presentation of the Toolkit:** A detailed overview of each dissemination item—flyers, brochures, posters, roll-up banners, promotional videos, web banners and newsletter templates—describing their purpose, content and design rationale.
2. **Development Process:** Explanation of the collaborative design process, led by NGOED, with input from all consortium partners to ensure cultural and contextual appropriateness across Georgia, Ukraine and the EU.
3. **Multilingual and Multi-format Design:** Documentation of how materials were created in three languages (English, Ukrainian, Georgian) and adapted for both print and digital use.
4. **Strategic Integration:** Illustration of how the toolkit supports broader communication goals, including student recruitment for the MSc program, institutional promotion and stakeholder activation.
5. **Accessibility and Distribution:** Description of how materials are disseminated through events, social media, the ReGrow website and partner networks, including placement in the website's Media Kit tab.
6. **Compliance and Branding:** Assurance that all materials meet Erasmus+ visibility standards, including correct use of logos, disclaimers and funding acknowledgments.

This deliverable is intended to be used by all consortium members, ensuring unified outreach efforts and amplifying ReGrow's identity and impact across local, national and international arenas.

1.3 Document Structure

This Deliverable D7.2: Dissemination Toolkit is organized into structured chapters that present the toolkit's content, the process behind its development and its role within the broader dissemination



strategy of the ReGrow project. Each chapter is designed to highlight how individual materials contribute to the project's communication goals and ensure consistency, visibility and engagement across all channels.

The document is structured as follows:

1. **Introduction**

- Presents the aims and key outcomes of the ReGrow project.
- Explains the relevance of dissemination materials in reinforcing project visibility, outreach and long-term sustainability.

2. **Development Process of the Dissemination Toolkit**

- Describes the strategic and collaborative approach used to create the toolkit.
- Highlights the use of the SOSTAC model and the contributions of all consortium partners.

3. **Flyers**

- Overview of the purpose, design, language adaptations and use cases of the ReGrow flyer.
- Details its role in raising initial awareness and engaging diverse audiences.

4. **Brochures**

- Presentation of the content-rich brochure developed to provide an in-depth introduction to the project.
- Focuses on messaging for institutional stakeholders and partner events.

5. **Posters**

- Summarizes the visual and strategic design of posters used in academic and public settings.
- Emphasizes their visibility function in high-traffic venues.

6. **Roll-up Banner and Web Banners**

- Describes the dual approach of on-site visibility and digital branding.
- Covers the development of print-ready roll-ups and four digital banners for web and social media.

7. **Newsletter Templates**

- Introduces the flexible, modular newsletter design used to regularly update stakeholders and highlight project milestones.
- Explains its integration with website content and email distribution.

8. **Promotional Video**

- Provides an overview of the ReGrow video, including its structure, length and use in awareness campaigns.
- Outlines its role in enhancing emotional engagement and reach.

9. **Project Website**



- Describes the structure and function of the ReGrow website.
- Details the Media Kit tab as the primary repository for toolkit materials and public resources.

10. Annexes

- Includes supplementary material such as translated versions of dissemination items.



2. Development Process of the Dissemination Toolkit

The development of the ReGrow Dissemination Toolkit represents a tangible outcome of the project's strategic communication vision, first outlined in Deliverable D7.1. This chapter explains the collaborative creation process, strategic frameworks applied and the toolkit's alignment with stakeholder needs.

2.1 Strategic Background and Objective

The Dissemination Toolkit was conceived as a cornerstone of ReGrow's visibility and engagement strategy, reflecting the project's commitment not only to innovation in education but also to ensuring that its message, outcomes and mission are understood, adopted and amplified across multiple stakeholder groups. Rather than being a standalone output, the toolkit is the operational arm of the broader Dissemination and Communication (D&C) Plan presented in Deliverable D7.1, transforming high-level objectives into tangible, accessible outreach tools.

At its core, the toolkit supports a dual communication strategy:

- First, to raise awareness and stimulate dialogue with general and specialized audiences (communication) and
- Second, to facilitate knowledge transfer and promote the adoption of project outputs (dissemination).

This duality is illustrated in Figure 1 – Communication & Dissemination Differences, which visualizes the distinction between communication — a two-way exchange aiming at engagement — and dissemination — a one-way process to share validated results with targeted end-users.

The Dissemination Toolkit serves this combined purpose by offering ready-to-use, adaptable materials that:

- Reinforce ReGrow's visibility across academic, institutional and public channels,
- Support the phased outreach strategy, including student recruitment and stakeholder activation,
- Convey core project values such as innovation, resilience, sustainability and EU integration,
- Ensure consistency in brand identity and message delivery across all countries and platforms.



COMMUNICATION & DISSEMINATION WHY THEY ALL MATTER AND WHAT IS THE DIFFERENCE?	
COMMUNICATION - INFORM, PROMOTE AND COMMUNICATE ACTIVITIES AND RESULTS	DISSEMINATION- MAKE PROJECTS KNOWLEDGE AND RESULTS PUBLICLY AVAILABLE
TWO-WAY COMMUNICATION - EXCHANGE INFORMATION	ONE-WAY:SHARING OR DISTRIBUTING INFORMATION WIDELY
FOR WHOM	FOR WHOM
CIZITENS, STAKEHOLDERS AND THE MEDIA	FOR THOSE WHO CAN LEARN AND BENEFIT FROM THE RESULTS, SUCH AS: PUBLIC AUTHORITIES, CIVIL SOCIETY, POLICYMAKERS, INDUSTRY, SCIENTISTS
HOW	HOW
●HAVING A WELL-DESIGNED STRATEGY ●CONVEYING CLEAR MESSAGES ●USING RIGHT CHANNELS	SCIENTIFIC MAGAZINES SCIENTIFIC AND/OR TARGET CONFERENCES DATABASES
WHEN	WHEN
FROM THE START UNTIL THE END OF ACTION	ANYTIME, AS SOON AS RESULTS BECOME AVAILABLE
WHY	WHY
●ENGAGE WITH STAKEHOLDERS ●ATTRACT THE BEST EXPERTS ●RAISE AWARENESS OF HOW PUBLIC MONEY IS SPENT ●SHOW THE SUCCESS OF EUROPEAN COLLABORATION	●MAXIMISE THE IMPACT OF THE ACTION ●ALLOW OTHER RESEARCHES TO GO A STEP FORWARD ●CONTRIBUTE TO THE ADVANCEMENT OF A WORLD CLASS KNOWLEDGE ●MAKE SCIENTIFIC RESULTS A COMMON GOOD

Figure 1 – Communication & Dissemination differences

The development of the toolkit was shaped by the principles of inclusivity, accessibility and strategic relevance, as initially defined in the D7.1 plan. It incorporates the needs of a broad target group, including students, educators, higher education institutions (HEIs), ministries, policymakers, NGOs and media outlets. Its materials — flyers, banners, brochures, videos and newsletter templates — are designed for modular use, enabling partners to tailor them to local events, languages and digital platforms.

More specifically, the materials were designed to support the project's short-, medium- and long-term communication objectives, particularly:

- Short-term goals, such as initial visibility, stakeholder identification and project credibility;
- Medium-term goals, including engagement with HEIs, student groups and national stakeholders;
- Long-term objectives, namely the integration of project results into national systems and the amplification of its impacts beyond the project's lifecycle.

This strategic role makes the toolkit not just a deliverable but a dynamic engine of outreach, operating across the full duration of the project and beyond.

2.2 Methodological Framework

The development of the Dissemination Toolkit was not only guided by creative and visual considerations, but firmly rooted in a structured strategic planning model. The consortium adopted the SOSTAC Framework — a globally recognized model for strategic communication planning — which was also introduced in ReGrow's Deliverable D7.1. This model ensured a comprehensive, coherent and results-driven approach to designing the Toolkit and aligning it with the project's broader communication objectives.



Figure 2 – SOSTAC Framework

- **Situation Analysis:** The consortium began by identifying the existing communication landscapes, needs and challenges in the project’s target countries — Ukraine and Georgia. This analysis considered the post-conflict environment, regional disparities in digital access and levels of familiarity with EU-aligned education reforms. It also examined internal strengths such as the diversity and expertise of the ReGrow partnership.
- **Objectives:** From the outset, the Toolkit was intended to serve multiple functions: to build visibility, create brand awareness, facilitate stakeholder engagement and support the effective dissemination of the project’s key innovations — particularly the MSc in Precision Agriculture and the Virtual Learning Environment (VLE). These objectives were aligned with ReGrow’s short-, medium- and long-term goals, as described in Section 2.1.
- **Strategy:** The overarching strategy emphasized adaptability, inclusivity and local relevance. Materials were designed to work across digital and physical platforms, cater to multilingual audiences (English, Ukrainian, Georgian) and respond to different stages of the project’s communication cycle. The strategy also emphasized modularity — allowing partners to reuse and adapt content for local dissemination efforts and specific stakeholder needs.
- **Tactics:** Implementation involved designing a suite of visual and promotional materials including flyers, posters, banners, videos and templates for email and newsletters. Each material type was selected to match particular communication goals (e.g., awareness raising, recruitment, stakeholder updates). The Toolkit’s release was structured into two key phases: an introductory phase focused on general project awareness and a second phase supporting outreach for the MSc programme.
- **Action:** The production process was led by NGOED, which oversaw the coordination of content development, visual design and translation. Regular feedback loops with consortium partners ensured that branding guidelines, linguistic accuracy and thematic alignment were maintained. The dissemination team at GFA and the Project Coordinator AUTH provided ongoing oversight to ensure cross-WP integration.
- **Control:** To assess the effectiveness of the Toolkit, evaluation criteria were established using Key Performance Indicators (KPIs) such as material downloads, social media engagement, stakeholder feedback and event-based distribution metrics. These indicators will feed into ongoing reporting and adaptive improvements to the dissemination tools.



This strategic, step-by-step approach ensured that the Dissemination Toolkit was not only aligned with ReGrow’s overall communication goals but was also fit for purpose, context-sensitive and adaptable to the dynamic realities of project implementation.

2.3 Contribution of Partners and Collaborative Workflow

The development of the Dissemination Toolkit was a truly collaborative endeavor, reflecting ReGrow’s inclusive and participatory ethos. While the coordination and creative execution were led by NGOED, the process was co-shaped by the entire consortium, bringing together the regional knowledge, communication expertise and stakeholder insights of all 15 partner institutions.

This multi-actor collaboration ensured that the materials created were not only visually cohesive and professionally designed, but also context-sensitive, linguistically appropriate and aligned with the local realities and communication norms of the partner countries — Ukraine, Georgia, Germany and Greece.

The workflow was structured around a participatory design process, with the following key contributions:

- Visual identity elements — including the project’s logo, color palette and typography — were developed in close coordination with the WP7 Leader Georgian Farmers Association (GFA) and the project coordinator AUTH. This ensured that the materials adhered to a unified branding strategy across platforms and media, reinforcing recognition and professionalism.
- Promotional videos were crafted based on authentic project narratives and real footage gathered from consortium activities. Their storyboards were informed by the storytelling methodology outlined in Deliverable D7.1, aiming to humanize the project’s mission and communicate its impact in an emotionally resonant way.
- Printed and digital materials — such as flyers, posters and brochures — were initially developed in English and subsequently translated into Ukrainian and Georgian by native speakers within the consortium. This ensured inclusivity and relevance for national and local dissemination activities.
- The design team incorporated data-driven feedback and social media analytics, as well as structured input from each partner’s designated communication representative (as identified in D7.1 Table 1). This iterative approach guaranteed that the materials reflected both the project’s milestones and the evolving needs of its audiences.
- The phased rollout of the toolkit, beginning with a general awareness-raising phase and followed by a focused outreach campaign for MSc student recruitment, was carefully aligned with the project’s timeline and the strategic roadmap established under the SOSTAC framework.

This collaborative model did more than simply generate communication tools — it fostered a shared sense of ownership across the consortium. Each partner not only contributed to the content and localization of the materials but also played a key role in their distribution, adaptation and promotion within their own national and institutional networks.

As a result, the ReGrow Dissemination Toolkit stands as a testament to the power of distributed co-creation, where strategic leadership meets grassroots input and where the outcomes are richer, more authentic and more impactful because they are the product of many voices working toward a common vision.



2.4 Alignment with Dissemination Methodology and Target Audiences

The Dissemination Toolkit was developed with a clear commitment to alignment with the project's overarching dissemination and communication strategy, as outlined in Deliverable D7.1. Central to this strategy is the understanding that effective outreach requires both tailored content and audience-specific messaging. Every item in the toolkit was purposefully crafted to address the motivations, expectations and communication preferences of ReGrow's diverse stakeholder groups. All toolkit items were tailored based on the target audience segmentation and key messages outlined in Deliverable 7.1, ensuring that each piece:

- Meets the expectations and needs of students, HEIs, educators, policymakers and civil society actors;
- Reinforces the project's alignment with EU Green Deal priorities, digital innovation and modern agriculture;
- Utilizes platform-specific language and tone (formal/professional on LinkedIn; accessible and emotional on Facebook and YouTube, etc.);
- Embeds the EU emblem, disclaimer and funding acknowledgment as per Article 17 of the Grant Agreement.

Drawing directly from the target group segmentation and key messaging framework, materials were differentiated to achieve high relevance and engagement across audiences, including:

- Students and early-career professionals, with content that emphasizes the relevance and future employability offered by the MSc in Precision Agriculture;
- Academic staff and HEIs, through materials that highlight curriculum innovation, the integration of digital tools and European alignment;
- Government bodies and policymakers, with messages underscoring the project's alignment with national education reforms, EU accession objectives and the Green Deal;
- Farmers, NGOs and civil society, through accessible, visual content that links digital innovation with agricultural resilience and sustainability.

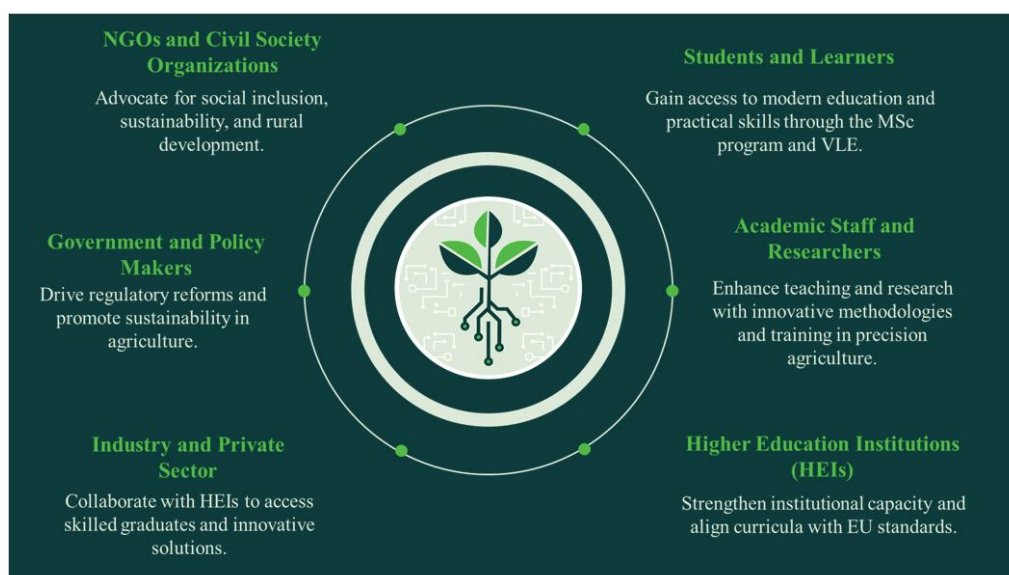




Figure 3 – Target groups & key messages

The Toolkit’s alignment with the SOSTAC-based dissemination methodology ensures that its design is not only visually coherent but also strategically functional — empowering each communication activity to meet its intended outreach goals.

2.5 Format, Language and Accessibility

In order to maximize usability, outreach and sustainability, all materials in the Dissemination Toolkit were produced in digital formats, allowing for easy distribution across websites, social media, email campaigns and virtual events. Printed versions were prepared only for roll-up banners, intended for physical exhibitions, university fairs and institutional events where tangible branding materials are essential.

All content was produced in three official project languages — English, Ukrainian and Georgian — ensuring broad accessibility for local stakeholders and national audiences in both partner countries. Translations were carried out by native-speaking partners to ensure linguistic nuance, cultural relevance and terminological precision.

Special attention was given to universal design principles, with the following considerations incorporated into every format:

- **Accessibility:** Use of high-contrast color palettes, sans-serif fonts and clear visual hierarchies to support readability, including for individuals with visual impairments;
- **Scalability:** All materials were created in high-resolution, vector-compatible formats, making them suitable for both screen and print use without quality loss;
- **Digital optimization:** Materials were designed to be mobile-friendly and compatible with the technical specifications of the ReGrow project website and commonly used social media platforms.

This intentional focus on format and accessibility ensures that the Dissemination Toolkit not only looks professional but also functions effectively in diverse dissemination settings, both online and offline, while meeting the needs of a multilingual and multicultural audience.



3. Flyer

As the first item in the ReGrow Dissemination Toolkit to be produced and circulated, the project flyer was designed to provide a concise, visually appealing overview of the project's mission, key outputs and target impact. It serves as a foundational outreach tool for use in both physical and digital dissemination activities, particularly during the early and awareness-building phases of the project.



Figure 4 – ReGrow Flyer



3.1 Purpose and Strategic Role

The flyer was developed to support the initial visibility campaign of ReGrow, offering stakeholders a clear and engaging introduction to the project's core components. It was intended for use at conferences, institutional meetings, partner events, public info sessions and online circulation through websites and social media. The flyer plays a dual role:

- Informational, by summarizing the main outputs and benefits of the project,
- Promotional, by generating interest and recognition for the forthcoming MSc programme and its related innovations.

It is also used as a companion piece during the dissemination of other materials, such as posters or banners and is linked prominently on the ReGrow project website and partner platforms.

3.2 Content Structure and Key Messages

The flyer was designed around six concise project pillars, each capturing a major innovation or activity area within ReGrow:

1. MSc in Precision Agriculture – Introducing a future-oriented Master's program that modernizes agricultural education through sustainability, advanced technologies and EU alignment.
2. Virtual Learning Environment (VLE) – Showcasing ReGrow's commitment to digital inclusion and rural accessibility through a robust e-learning platform.
3. Training Guides – Supporting educators and professionals with practical, hands-on teaching materials to bridge theory and application.
4. Piloting Actions – Demonstrating the implementation and refinement of project innovations in real-world contexts.
5. Success Stories – Sharing inspiring personal and institutional journeys that showcase ReGrow's human impact.
6. ReGrow Labs – Highlighting the establishment of state-of-the-art training facilities for applied learning in precision agriculture.

These components are supported by a visually engaging layout, high-level project branding and links to the ReGrow website, Facebook and LinkedIn pages for further engagement.

3.3 Language Versions and Inclusivity

In line with the project's multilingual and inclusive outreach strategy, the flyer was professionally translated into all three official project languages:

- English (primary dissemination language),
- Ukrainian (for national-level dissemination in Ukraine) and
- Georgian (for national-level dissemination in Georgia).

Translations were validated by native-speaking project partners to ensure linguistic precision, cultural sensitivity and alignment with national terminology in agriculture and education.



3.4 Format and Use Cases

The flyer was produced in digital format (PDF) for online sharing, embedding in newsletters and hosting on websites and document libraries. In parallel, a print-ready version was prepared for in-person dissemination at stakeholder meetings, university fairs and launch events.

Key use cases include:

- Inclusion in event welcome packs
- Distribution via email to external stakeholders
- Upload to the project's Media Kit section on the website
- Sharing across social media channels as part of targeted campaigns

The ReGrow flyer remains a cornerstone outreach tool that continues to be circulated and reused at various project milestones, helping to anchor ReGrow's identity and visibility across all partner countries.



4. Brochure

As part of ReGrow’s multi-format dissemination strategy, the brochure was developed to offer stakeholders a more comprehensive and narrative overview of the project, expanding on the flyer’s concise format with detailed descriptions of objectives, activities and impacts. This brochure serves as an in-depth communication tool, ideal for use in stakeholder meetings, university presentations, policy dialogues and online engagement.

Key aspects of the project include:

- Development of an Accredited MSc Program
- Establishment of ReGrow Labs
- Capacity Building for Educators and Staff
- Digital Transformation

Aims of the Project & Key Outcomes

- **Modernize Agricultural Education:** Introduce contemporary practices and technologies into agricultural curricula, ensuring relevance and alignment with global standards.
- **Enhance Institutional Capacity:** Equip HEIs with the resources and knowledge to deliver high-quality education.
- **Foster Sustainability:** Promote climate-smart agricultural practices and sustainable development.
- **Advance Digital Access:** Leverage digital tools to ensure inclusive and accessible education for rural and underprivileged communities.
- **Strengthen Academia-Industry Collaboration:** Create synergies between educational institutions and industry to align education with labor market demands.

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ReGrow
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

Co-funded by
the European Union

REGROW PROJECT

ReGrow is a transformative initiative funded under the Erasmus+ program, designed to address the pressing challenges in agricultural education and practice in Georgia and Ukraine. The project introduces an innovative Master of Science (MSc) program in Precision Agriculture, integrating data-driven decision-making, resource efficiency, and sustainability into agricultural education. This multidisciplinary approach ensures that graduates and professionals are equipped with the skills and knowledge needed to lead the sector's evolution.

The primary goal of ReGrow is to modernize agricultural education and practices in Ukraine and Georgia by introducing precision agriculture, fostering sustainable development, and advancing digital transformation to align with EU standards and labour market demands with the involvement of two additional parties, sharing the experiences of Germany and Greece. The project focuses on rebuilding Ukraine's post-conflict agricultural sector and enhancing Georgia's alignment with EU agricultural practices. ReGrow through the development of a joint MSc program in Precision Agriculture, focusing on sustainability, advanced technologies & digital transformation aims to modernize the HE Systems in Georgia and Ukraine.

PROJECT GOALS

MSc in Precision Agriculture
A cutting-edge Master of Science program designed to modernize higher education in Georgia and Ukraine, focusing on sustainable practices, advanced technologies, and digital transformation in agriculture.

Virtual Learning Environment
An innovative platform offering interactive digital tools and resources to support the MSc curriculum, enhancing accessibility and inclusivity for students and educators in remote areas.

Training Guides
Comprehensive guides for educators, trainers, and professionals, bridging the gap between theory and practice with step-by-step instructions on teaching precision agriculture.

Piloting Actions
Pilot implementations to test and refine the MSc curriculum and Virtual Learning Environment, ensuring relevance, accessibility, and effectiveness for all stakeholders.

Success Stories
Inspiring case studies showcasing the transformative impact of the project on students, educators, and institutions, driving innovation in agriculture education.

ReGrow Labs
Practical training facilities providing hands-on experience with state-of-the-art tools and techniques in sustainable and precision agriculture.

PROJECT OUTCOMES

- 1. Accredited MSc Program in Precision Agriculture:**
 - ✓ A flagship program integrating advanced technologies and sustainability principles.
 - ✓ Ensures relevance beyond the project's geographical scope by adhering to international accreditation standards.
- 2. Establishment of ReGrow Labs:**
 - ✓ Practical facilities that foster innovation and hands-on learning.
 - ✓ Equipped with cutting-edge technologies like Geographic Information Systems (GIS) and data analytics tools.
- 3. Capacity Building and Institutional Strengthening:**
 - ✓ Training for educators, researchers, and administrators to enhance their capabilities.
 - ✓ Enables HEIs to manage complex projects and deliver high-quality education effectively.
- 4. Collaborative Research Initiatives:**
 - ✓ Facilitates knowledge exchange and innovation among partners.
 - ✓ Develops tailored solutions for local agricultural challenges.
- 5. Digital Transformation:**
 - ✓ Bridges the digital divide by integrating digital tools and platforms into education.
 - ✓ Addresses connectivity challenges in rural and remote areas.
- 6. Framework for Sustainability:**
 - ✓ Embeds environmental principles and sustainable farming practices into education.
 - ✓ Supports the transition to greener agricultural practices, aligning with the EU Green Deal and UN SDGs.

PARTICIPANT ORGANISATIONS



Figure 5 – ReGrow Brochure



4.1 Purpose and Strategic Use

The brochure was designed to fulfill both informational and advocacy functions, helping stakeholders understand not just what ReGrow does, but why it matters. Compared to the flyer, the brochure offers a richer storytelling format that explains the project's motivation, objectives and expected outcomes in a more persuasive and contextualized way.

Its structure and tone position it as a bridge between communication and dissemination, appealing to academic institutions, ministries, NGOs and prospective students who want to engage more deeply with ReGrow's innovations.

4.2 Content Highlights

The brochure is structured around key thematic pillars and programmatic outcomes of the ReGrow project:

- **Project Introduction:** ReGrow is presented as a transformative Erasmus+ initiative focused on modernizing agricultural education in Ukraine and Georgia through sustainability, innovation and digital transformation. A concise project summary outlines its geographic scope, strategic importance and funding context.
- **Project Goals and Outcomes:** The brochure includes a dedicated section on both goals and key deliverables, such as the MSc in Precision Agriculture, the Virtual Learning Environment (VLE) and ReGrow Labs. Each item is described in user-friendly language, emphasizing impact and alignment with global standards like the EU Green Deal and UN SDGs.
- **Six Strategic Focus Areas:**
 1. Accredited MSc Program – Highlighting international relevance, accreditation and sustainability integration.
 2. ReGrow Labs – Introducing practical learning hubs with cutting-edge tools (e.g., GIS, data analytics).
 3. Capacity Building – Featuring training for staff and educators to improve institutional delivery.
 4. Collaborative Research – Encouraging applied, localised innovation across countries.
 5. Digital Transformation – Bridging the digital divide, especially in rural and post-conflict areas.
 6. Sustainability Framework – Embedding green practices into education and research ecosystems.
- **Contact Section:** Key personnel such as the Project Coordinator, Manager and Communication Manager are listed with emails, reinforcing trust, transparency and openness to stakeholder dialogue.
- **Partner Recognition and Social Media Links:** The back section includes the full list of consortium members and links to ReGrow's online presence (website, Facebook, LinkedIn).

4.3 Format, Accessibility and Language

The brochure was created in a trifold layout, optimized for both print and digital distribution. Key accessibility and inclusivity measures included:



- Three language versions: English, Ukrainian and Georgian, ensuring outreach at local and national levels.
- Digital format (PDF): Suitable for emails, online sharing and integration into the ReGrow Media Kit.
- Print-ready version: Prepared for stakeholder events, roundtables and educational fairs.
- Inclusive design: High-contrast visuals, legible typography and clear information flow for readability.

4.4 Use Cases and Impact

The brochure is being actively used across various dissemination channels and settings:

- As a core handout at stakeholder engagement events,
- Attached in introductory emails to ministries, universities and student bodies,
- Embedded in the project's website and social media posts,
- Shared internally among project partners to ensure common understanding and narrative consistency.

It serves as a flagship narrative document, reinforcing ReGrow's mission and helping create a compelling public image that resonates with both technical and non-technical audiences.



5. Poster

The ReGrow poster is a high-visibility dissemination asset designed to present the project’s core identity, objectives and thematic pillars in a clear, concise and visually engaging format. It plays a vital role in in-person outreach settings where space, speed and visibility are key — such as academic conferences, stakeholder meetings, launch events and public exhibitions.



Figure 6 – ReGrow Poster

5.1 Purpose and Communication Objectives

The poster was created to capture attention, deliver a quick overview of the project and encourage further exploration via linked digital channels (e.g., the ReGrow website and social media platforms). Its purpose is primarily:



- Awareness-raising, especially among new or walk-in audiences unfamiliar with the project,
- Reinforcement of project branding, ensuring visual consistency across dissemination materials,
- Support for physical dissemination environments, complementing roll-up banners and printed brochures.

The poster is frequently used at:

- University events and open days,
- Multiplier events and public forums,
- Policy briefings and EU-related visibility sessions.

5.2 Visual and Content Design

The poster presents a minimalist, well-balanced design with the ReGrow logo and core title (“Restoring Agricultural Growth in Post-Conflict Ukraine and Georgia”) featured prominently. It summarizes the project’s main outputs in a simple, vertical listing:

- MSc in Precision Agriculture
- Virtual Learning Environment
- Training Guides
- Piloting Actions
- Success Stories
- ReGrow Labs

The design is visually clean, using bold typography and branded colors to ensure clarity from a distance. At the bottom, icons and links direct viewers to ReGrow’s Facebook, LinkedIn and project website, facilitating digital follow-up.

5.3 Language Versions and Contextual Adaptation

As with the other toolkit items, the poster was produced in three language versions:

- English for international and EU-level use,
- Ukrainian for national outreach and stakeholder events in Ukraine,
- Georgian for local use in Georgia.

Translations retained the visual integrity and spatial balance of the original design, ensuring coherence across the three variants while maintaining alignment with local language and script requirements.

5.4 Format, Printing and Use Cases

The poster was developed in high-resolution digital format (A2 and A1 scalable) and made available to all partners for printing and localized deployment. It was intended for both standalone display and paired use with brochures, flyers, or roll-up banners. Common use cases include:

- Pinboards at academic institutions and partner offices,
- Project booths or tables at public events,



- Display during virtual meetings as a visual background or downloadable file.

Given its durable format and simplicity, the ReGrow poster is a cost-effective, versatile tool for extending the project's physical visibility while directing interest toward more detailed digital resources.



6. Roll-up Banners and web banners

The ReGrow roll-up banner is a key visual asset within the dissemination toolkit, specifically designed to enhance the project's physical visibility during in-person events. Its vertical format and bold design make it ideal for use in professional settings where space is limited but first impressions matter — such as conferences, workshops, university exhibitions and stakeholder meetings.

ReGrow
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

OUR GOALS

- MSc in Precision Agriculture**
This advanced program focuses on sustainable agricultural practices, the integration of cutting-edge technologies, and digital transformation, aligning with the global priorities of environmental sustainability and the EU Green Deal.
- Virtual Learning Environment**
The ReGrow project introduces an innovative Virtual Learning Environment (VLE) to transform education in Precision Agriculture by making it more accessible, interactive and inclusive.
- Training Guides**
These guides bridge the gap between theory and practice, providing a roadmap for modern and effective teaching methodologies tailored to sustainable agriculture.
- Piloting Actions**
Pilot implementations to test and refine the MSc curriculum and Virtual Learning Environment, ensuring relevance, accessibility, and effectiveness for all stakeholders.
- Success Stories**
Inspiring case studies showcasing the transformative impact of the project on students, educators, and institutions, driving innovation in agriculture education.
- ReGrow Labs**
Practical training facilities providing hands-on experience with state-of-the-art tools and techniques in sustainable and precision agriculture.

Website **Facebook** **LinkedIN**

METROPOLITAN COLLEGE | Co-funded by the European Union | WEHNERSTEFAN-TRESDOW University of Applied Sciences | TABCO | Other partners: [Logos of various institutions]



Figure 7 – ReGrow Roll-up Banner

6.1 Purpose and Usage Context

The roll-up banner was developed to:

- Serve as a stand-alone visual introduction to the project,



- Reinforce brand identity through consistent visuals and messaging,
- Visibly highlight ReGrow's core objectives and innovations in physical venues,
- Create a professional presence at project events and external gatherings.

Its role is particularly important during:

- Project and Multiplier events,
- Policy roundtables and workshops,
- Academic fairs and career orientation sessions,
- Partner institution conferences and stakeholder presentations.

6.2 Content and Visual Hierarchy

The roll-up banner communicates ReGrow's mission through a carefully curated combination of concise text, icons and color branding. Structured around the project's six main pillars, the banner highlights:

1. MSc in Precision Agriculture – Emphasizing sustainability, digital tools and alignment with EU priorities.
2. Virtual Learning Environment (VLE) – Promoting accessible and inclusive digital education platforms.
3. Training Guides – Offering modern, practice-oriented teaching resources for educators and trainers.
4. Piloting Actions – Testing and refining ReGrow's innovations in live academic settings.
5. Success Stories – Showcasing real-world impact and testimonials from students and educators.
6. ReGrow Labs – Featuring hands-on, tech-equipped facilities to support precision agriculture training.

The content is arranged to maximize visibility and readability, using bullet-format language, clean spacing and the ReGrow visual identity (logos, color palette and fonts). At the bottom, the banner includes the project's digital access points (website, Facebook, LinkedIn) to encourage further exploration.

6.3 Format and Production

Unlike other materials in the toolkit, the roll-up banner was produced exclusively for printed use. It is:

- Sized according to standard roll-up specifications (approx. 85 cm × 200 cm),
- Printed on durable, high-resolution material suitable for indoor display,
- Delivered to partners as print-ready PDF files in three languages:
 - English (international use),
 - Ukrainian (for Ukraine-based stakeholders),
 - Georgian (for use in Georgia).

Each partner institution received the banner files and printing guidance to allow for localized production ahead of events and public-facing appearances.

6.4 Strategic Contribution to Dissemination

The roll-up banner supports ReGrow's dissemination objectives by:

- Enhancing on-site brand presence,



- Providing a non-verbal communication channel at crowded or multilingual events,
- Acting as a visual anchor for booths, info desks, or presentation areas.

It complements other toolkit items such as brochures and flyers by drawing in attention and providing contextual framing for deeper engagement. As such, the roll-up banner is a crucial tool for visibility, helping establish the ReGrow identity across all physical touchpoints of the project.

6.5 Web Banners

In parallel with the roll-up, the project also developed four digital web banners to support online dissemination and maintain ReGrow's visual identity across digital platforms.

These web banners were designed for:

- Embedding in the ReGrow project website (especially in the “Media Kit” and homepage areas),
- Use on social media platforms (e.g. Facebook headers, LinkedIn banners),
- Inclusion in email signatures, e-newsletters and EU project portals.

Design Themes

Each banner offers a visually distinct yet thematically coherent design, incorporating:

- Agricultural technology (drones, irrigation, sensors),
- Precision farming landscapes (green fields, smart monitoring),
- Digital transformation (iconic use of circuitry and connectivity),
- The consistent slogan: “Rebuilding Growth in Precision Agriculture in Post-Conflict Ukraine & Transitioning Georgia.”

This ensures that ReGrow's online presence remains cohesive, professional and immediately recognizable, no matter the platform or audience.

Format and Deployment

- All four web banners were created in high-resolution PNG format and optimized for digital use.
- Dimensions were adapted for various digital formats (full-width headers, social post cards, narrow mobile views).
- The banners were integrated into:
 - The project's homepage,
 - Partner organization websites,
 - Social media announcements and event promotion materials.

6.6 Combined Impact

Together, the roll-up banner and web banners deliver 360° brand visibility — from on-site presence at physical events to sustained digital engagement online. They are not simply static graphics, but essential elements in reinforcing ReGrow's communication identity, strengthening project recognition and drawing stakeholders into deeper interaction with project materials.



REGROW

Rebuilding Growth in Precision Agriculture in Post-Conflict Ukraine & Transitioning Georgia





Figure 8 – ReGrow Web Banners



7. Newsletter Template

The ReGrow newsletter template is a key component of the dissemination toolkit, designed to enable regular, structured communication with stakeholders throughout the project's lifecycle. Developed in PowerPoint format for adaptability, the newsletter acts as a versatile communication tool that can be easily converted to PDF or used within email bodies, ensuring wide accessibility.



Figure 9 – ReGrow Newsletter Template

7.1 Purpose and Communication Objectives

The purpose of the newsletter is to:

- Maintain engagement with external stakeholders, partners and the general public,
- Highlight progress and milestones, including updates from WPs, partner activities, student recruitment and piloting phases,
- Serve as a bridge between digital and physical dissemination, especially in cases where printed materials are distributed through academic or governmental networks.

The newsletter supports ReGrow's medium-term communication objectives, offering an ongoing narrative about the project's development and community impact.

7.2 Structure and Design Features

The ReGrow newsletter is structured for clarity, professionalism and adaptability. The standard two-page format includes:



- Header with branding: Featuring the ReGrow logo, slogan, date and edition number (e.g. "First Newsletter / 2025"),
- Visual-rich layout: Designed to integrate photos, project visuals, or icons next to text blocks for greater reader engagement,
- Text modules for:
 - Project updates and milestone announcements,
 - Featured partner activities or testimonials,
 - Event recaps and upcoming opportunities (e.g., MSc recruitment, piloting sessions),
 - Calls to action (e.g., "Visit the VLE," "Apply for the MSc").

The modular layout allows partners to adapt the template depending on the content needs of each edition — whether for consortium-wide releases or localized communication efforts.

7.3 Language, Accessibility and Distribution

The newsletter is designed in English as the primary language for international dissemination but can be easily localized into Ukrainian or Georgian, depending on the audience.

- Distribution channels include:
 - Email campaigns to stakeholder mailing lists,
 - Embedding in partner websites,
 - Publication in the Media Kit and News section of the ReGrow project website,
 - Sharing via social media, often accompanied by promotional banners or visuals.

The design prioritizes:

- Accessibility, with clean fonts, legible headings and compatibility with screen readers (when converted to PDF),
- Scalability, so it can be adapted for both desktop and mobile reading formats.

7.4 Strategic Role in the Dissemination Plan

The newsletter template is more than a formatting tool; it is a communication engine that enables the project to regularly:

- Celebrate achievements,
- Sustain visibility between major events,
- Provide transparent reporting to external audiences,
- Engage students, educators and institutional partners with timely and curated content.

The newsletter also plays a vital role in maintaining compliance with Erasmus+ visibility requirements, including correct branding and acknowledgement of EU funding on each issue.



8. Promotion Video

As part of ReGrow’s visual communication strategy, a 60-second promotional video was developed to introduce the project to a wide audience in a compelling, accessible and engaging format. The video serves as a high-impact dissemination tool that distills ReGrow’s essence, goals and benefits into a concise audiovisual narrative.

8.1 Objectives and Purpose

The promotional video was designed to:

- Introduce ReGrow to both general and targeted audiences,
- Summarize the project’s goals and expected outcomes in an approachable format,
- Boost online engagement via social media, websites and public presentations,
- Support awareness-raising and student outreach for the MSc programme.

Its structure follows a storytelling arc, presenting the project’s vision, voice and value through animated visuals, real partner footage and dynamic editing.

8.2 Structure and Content

The 60-second video is divided into four key segments:

- [0:00–0:15]: Project Introduction — Maps, logos and a European context, presenting ReGrow as a collaborative Erasmus+ initiative uniting 15 partners from Georgia, Ukraine and the EU.
- [0:15–0:30]: Project Goals — Featuring the Project Manager (AUTH), who outlines the vision of modernizing agricultural education.
- [0:30–0:50]: Expected Impact — Visuals of farmers, students, classrooms and local communities highlight themes of digital inclusion, labor market alignment and education reform.
- [0:50–1:00]: Call to Action — Includes project website, QR code and social media handles for further exploration.

8.3 Format, Language and Distribution

The video was produced in English with plans for subtitled versions in Ukrainian and Georgian.

- Format: .mp4, landscape, optimized for web, YouTube, presentations and offline playback.
- Distribution channels include:
 - The ReGrow project website,
 - Partner YouTube channels and social media feeds,
 - Project Meetings & multiplier event screenings.



8.4 Strategic Value

The promotional video is a powerful awareness tool, enabling viewers to grasp ReGrow's vision in under one minute. It supports the project's brand presence and digital storytelling efforts, ensuring that stakeholders engage not just with facts, but with the human story and impact behind the initiative.



9. Project Website

The ReGrow project website (<https://regrow-project.com/>) serves as the central platform for online visibility, stakeholder engagement and public communication. It functions not only as an information hub but also as an essential dissemination and marketing tool that ensures the project’s activities, outputs and values are accessible, transparent and continuously updated.

9.1 Structure and Purpose

The website is designed to:

- Present ReGrow’s vision, objectives and achievements in a structured and compelling manner.
- Act as a central repository for communication materials, reports and multimedia outputs.
- Facilitate stakeholder engagement through interactive elements (e.g., subscription, events, contact forms).
- Support ReGrow’s branding, credibility and compliance with Erasmus+ communication guidelines.

It is developed in three languages—English, Ukrainian and Georgian—to ensure inclusivity and accessibility for all target groups.

9.2 Overview of Main Website Sections

1. About

Provides a comprehensive introduction to the project’s mission and strategic goals. Visitors can explore:

- The rationale and background behind ReGrow’s creation.
- Its alignment with EU priorities such as the Green Deal and digital transformation.
- Key facts and figures (duration, budget, consortium, coordinator).
- Target beneficiaries and the long-term vision of ReGrow’s impact on education and agriculture.

2. Our Consortium

Showcases the diversity and expertise of the 15 project partners from Greece, Germany, Ukraine and Georgia. This section includes:

- An interactive map of partner locations.
- Individual partner profiles detailing roles and contributions.
- Logos and visual branding to reinforce legitimacy and collaboration.

3. Results

The “Results” section is designed to showcase ReGrow’s tangible achievements and expected outcomes across all work packages. It is broken down into the following sub-sections:

- **MSc in Precision Agriculture**

Presents the design, objectives and structure of the flagship joint Master’s programme in line with EU standards and modern digital farming practices.



- **Virtual Learning Environment (VLE)**

Highlights the inclusive, digital learning platform that supports rural access to high-quality education and interactive learning.
- **Training Guides**

Introduces practical guides developed for educators, supporting innovative pedagogy and the integration of precision agriculture content.
- **Piloting Actions**

Describes real-world piloting and testing of course materials and teaching practices in Ukrainian and Georgian HEIs.
- **Success Stories**

Shares human-centered testimonials from students, educators and stakeholders who have benefited from the project.
- **ReGrow Labs**

Showcases the establishment and role of hands-on labs for data-driven farming, equipped with state-of-the-art precision agriculture tools.
- **Deliverables**

Hosts public project deliverables for download, including plans, reports and key outputs across all WPs.
- **Scientific Publications**

Features peer-reviewed academic publications emerging from the project's research, reinforcing ReGrow's academic credibility and thought leadership.

4. Media Center

A dynamic hub featuring:

- Latest news and event announcements.
- Archived newsletters.
- Photo and video galleries from project activities.
- A dedicated Media Kit tab (see 9.3 below) with access to all dissemination materials.

5. Contact

Includes:

- Direct contact details for the Project Coordinator, Manager and Communication Officer.
- A user-friendly inquiry form.
- Newsletter subscription option.
- Social media icons for Facebook, LinkedIn and YouTube.
- Partner logos at the footer for visual credibility and networking.



9.3 The Media Kit Tab

The Media Kit tab is a cornerstone of the Dissemination Toolkit's digital integration. It centralizes access to all dissemination and promotional materials developed within the project, including:

- Flyers (EN/UA/GE)
- Posters (EN/UA/GE)
- Roll-up Banners (EN/UA/GE)
- Promotional Video (linked and/or embedded)
- Brochures (EN/UA/GE)
- Web Banners (4 versions)

These materials are downloadable in both low- and high-resolution formats (for web and print) and are freely accessible to:

- Project partners for reuse in national events and campaigns.
- Media outlets and stakeholders for project promotion.
- Interested institutions, students, or the general public.

By providing this open-access repository, the Media Kit tab:

- Reinforces project transparency.
- Facilitates replication and adaptation across different regions.
- Supports the consistency of ReGrow's visual and strategic identity.

9.4 Strategic Role of the Website

The website is a powerful asset in ReGrow's dissemination strategy, supporting:

- Brand awareness through visual identity and consistent messaging.
- Stakeholder engagement via interactive tools (e.g., forms, newsletter).
- Educational outreach through published results and training content.
- Marketing goals by positioning ReGrow as a leader in sustainable and digital agricultural education.

The seamless integration of the Dissemination Toolkit into the website ensures coherence, accessibility and long-term visibility, amplifying the impact of all communication efforts under Work Package 7.



REGROW

სოფლოსამეურნეო ზრდის აღდგენა კონფლიქტით დაზარალებულ უკრაინასა და საქართველოში

Website Facebook LinkedIn

Partners: Sumy National Agrarian University, METROPOLITAN COLLEGE, Co-funded by the European Union, WEIHENSTEPHAN - TRIESDORF University of Applied Sciences, TABCo, BK CONSULT, POLISSIA, UNIVERSITY NATURAL, Euroregion Dniester, Dnister International Agricultural Cluster, MINISTRY OF EDUCATION, SCIENCE AND YOUTH OF GEORGIA.

ჩვენი მიზნები

- 1** **მსაუნივერსიტეტო მინათმომქმედების სფეროში** მაგისტრატურა ზუსტი თანამეურნეო მაგისტრის პროგრამა, რომელიც მიზნად ისახავს უმაღლესი განათლების მოდერნიზაციას საქართველოში და უკრაინაში, აქცენტით მდგრად პრაქტიკაზე, მიზნავე ტექნოლოგიებსა და აგრარულ სექტორში ციფრულ ტრანსფორმაციაზე.
- 2** **ვირტუალური სასწავლო გარემო** ინოვაციური პლატფორმა, რომელიც სთავაზობს ინტერაქტიულ ციფრულ ინსტრუმენტებსა და რესურსებს მაგისტრატურის სასწავლო გეგმის მხარდასაჭერად. აუზნობებს ხელმისაწვდომობას და ინკლუზიურობას სტუდენტებისა და პედაგოგებისთვის დისტანციურ რეგიონებში.
- 3** **სასწავლო სახელმძღვანელოები** ამომწურავი სახელმძღვანელოები მასწავლებლების, ტრენერების და პროფესიონალებისთვის, რომლებიც აერთიანებენ თეორიასა და პრაქტიკას ზუსტი მინათმომქმედების სწავლების ნაბიჯ-ნაბიჯ ინსტრუქციებით.
- 4** **პილოტური ქმედებები** პილოტური ინიციატივები მაგისტრატურის სასწავლო გეგმისა და ვირტუალური სასწავლო გარემოს გასაუმჯობესებლად, მათი შესაბამისობის, ხელმისაწვდომობისა და ეფექტიანობის უზრუნველსაყოფად.
- 5** **წარმატების ისტორიები** შთამაგონებელი შემთხვევების აღწერა, რომლებიც აჩვენებენ პროექტის გარდამქმნელ ზეგავლენას სტუდენტებზე, პედაგოგებსა და დაწესებულებებზე და ხელს უწყობენ ინოვაციას აგრარული განათლების სფეროში.
- 6** **ReGrow ლაბორატორიები** პრაქტიკული სასწავლო ცენტრები, რომლებიც უზრუნველყოფენ პრაქტიკულ გამოცდილებას უმაღლესი დონის ინსტრუმენტებითა და ტექნიკით მდგრადი და ზუსტი მინათმომქმედების სფეროში.

Flyer in Georgian



Annex II: Brochures

Ключові аспекти проєкту включають:

- Розробка акредитованої магістерської програми
- Створення лабораторій ReGrow Labs
- Розбудова потенціалу для викладачів та персоналу
- Цифрова трансформація

Цілі проєкту та основні результати

- Модернізувати аграрну освіту:** впровадити сучасні практики та технології в навчальні програми з аграрних дисциплін, забезпечуючи їх актуальність та відповідність світовим стандартам.
- Підвищення інституційної спроможності:** забезпечити ЗВО ресурсами та знаннями для надання високоякісної освіти.
- Сприяти сталому розвитку:** сприяти впровадженню кліматично-розумних сільськогосподарських практик та сталому розвитку.
- Розширювати цифровий доступ:** використовувати цифрові інструменти для забезпечення інклюзивної та доступної освіти для сільських та малозабезпечених громад.
- Посилити співпрацю між академічними колами та промисловістю:** створювати синергію між навчальними закладами та промисловістю, щоб привести освіту у відповідність до потреб ринку праці.

Наші контакти

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ReGrow
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Про проєкт

ReGrow - це трансформаційна ініціатива, що фінансується в рамках програми Erasmus+, спрямована на вирішення нагальних проблем в аграрній освіті та практиці в Грузії та Україні. Проєкт впроваджує інноваційну магістерську програму з точного землеробства, яка інтегрує прийняття рішень на основі даних, ефективність використання ресурсів та сталий розвиток в аграрну освіту.

Основною метою проєкту ReGrow є модернізація сільськогосподарської освіти та практик в Україні та Грузії шляхом впровадження точного землеробства, сприяння сталому розвитку та цифрової трансформації для приведення їх у відповідність до стандартів ЄС та вимог ринку праці із залученням двох додаткових сторін, які обмінюються досвідом Німеччини та Греції. Проєкт зосереджений на відновленні постконфліктного сільськогосподарського сектору України та сприяння наблизненню Грузії до сільськогосподарських практик ЄС. Проєкт ReGrow через розробку спільної магістерської програми з точного землеробства з акцентом на сталість, передові технології та цифрову трансформацію має на меті модернізувати системи вищої освіти в Грузії та Україні.

Цілі проєкту

Магістерська програма з точного землеробства
Інноваційна програма магістра наук, розроблена для модернізації вищої освіти в Грузії та Україні, зосереджена на сталій практичній, передовій технології і цифровій трансформації в сільському господарстві.

Віртуальне навчальне середовище
Інноваційна платформа, що пропонує інтерактивні цифрові інструменти та ресурси для підтримки навчальної програми магістратури, покращення доступності і інклюзивності для студентів і викладачів у віддалених районах.

Навчальні послуги
Комплекс послуг для викладачів, тренерів і фахівців, що поєднують теорію та практику за допомогою покращених інструментів із викладачів точної агрономії.

Платформи
Пильне впровадження для тестування та вдосконалення освітньо-професійної програми підготовки здобувачів ступеня магістра й Віртуального навчального середовища з метою забезпечення їх актуальності, доступності та ефективності для всіх зацікавлених сторін.

Історія успіху
Натягнені приклади, що демонструють трансформаційний вплив проєкту на студентів, викладачів і установи, сприяючи інноваціям в аграрній освіті.

Лабораторії ReGrow
Практичні навчальні центри, що надають можливість опрацювати досвід роботи з найсучаснішими інструментами та технологіями у сталому та точному сільському господарстві.

Результати проєкту

- Акредитована магістерська програма з точного землеробства:
 - ✓ Фінансована програма, що поєднує передові технології та принципи сталого розвитку.
 - ✓ Забезпечує актуальність за шкільної графічного освітлення проєкту згідно міжнародних стандартів акредитації.
- Створення лабораторій ReGrow Labs:
 - ✓ Практичне провадження, що сприяє інноваціям та практичному навчанню.
 - ✓ Створення найсучасніших технологій, таких як географічні інформаційні системи (ГІС) та інструменти аналізу даних.
- Розвиток потенціалу та інституційне зміцнення:
 - ✓ Тренери для викладачів, дослідників та адміністраторів з метою розширення їхньої майстерності.
 - ✓ Додавши ЗВО урядові складення проєкту та ефективно надавати високоякісну освіту.
- Сталі дослідницькі ініціативи:
 - ✓ Створення спільних знань та інновацій між партнерами.
 - ✓ Розробка індивідуальних рішень для місцевих сільськогосподарських проблем.
- Цифрова трансформація:
 - ✓ Подолання цифрового розриву шляхом інтеграції цифрових інструментів та платформ в освіту.
 - ✓ Вирішення проблем зв'язу у сільських та віддалених районах.
- Рамки сталого розвитку:
 - ✓ Впроваджує екологічні принципи та практики сталого сільського господарства в освіту.
 - ✓ Підтримує перехід до більш екологічних сільськогосподарських практик відповідно до Зеленої угоди ЄС та ЦСР ООН.

ПАРТНЕРИ ПРОЄКТУ

Brochure in Ukrainian





პროექტის ძირითადი ასპექტები მოიცავს:

- აკრედიტებული მაგისტრატურის პროგრამის განვითარება
- მენეჯერების და მასწავლებლების დაქირავება
- კვალიფიკაციის და სერვისების უზრუნველყოფა
- ციფრული ტრანსფორმაცია

პროექტის მიზნები და ძირითადი შედეგები

- სოფლის მეურნეობის განვითარების მოდერნიზაცია: თანამედროვე პრაქტიკებისა და ტექნოლოგიების დანერგვა სასოფლო-სამეურნეო სამართავო პროგრამებში, ელმბალერ სტანდარტებთან შესაბამისი უზრუნველყოფა
- ინტეგრირებული მენეჯერების განვითარება: უმაღლესი საკვალიფიკაციო დანერგვების უზრუნველყოფა რესურსებისა და ცოდნის, მასწავლებლების განვითარების მიზნით
- მეფარვის ხელშეწყობა: კლიმატთან ადაპტირებული სოფლის მეურნეობის პრაქტიკებისა და მეფარი განვითარების მოხელის მოხელისა
- ციფრული ხელმძღვანელობის განვითარება: ციფრული ინსტრუმენტების გამოყენების უნარების ინკლუზიური განვითარებისა და ხელმძღვანელობის უზრუნველყოფა სოფლად მცხოვრები და საკლესო უზრუნველყოფილი თემებისთვის
- აკადემიური და ინტეგრირებული სექტორებს შორის თანამშრომლობის განვითარება: საკვალიფიკაციო დანერგვებისა და ინტეგრირებული სექტორების შექმნა, რათა განვითარდეს უმაღლესი ხარისხის ბაზრის მოთხოვნები

დაგვიკავშირდით

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ReGrow

Rebuilding Growth in Agriculture in Post-Conflict Ukraine & Transitioning Georgia



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REGROW პროექტი

REGROW არის ტრანსფორმაციული ინიციატივა, რომელიც დაფუძნებულია Erasmus პროგრამის ფარგლებში და მიზნად ისახავს საქართველოში და უკრაინაში სოფლის მეურნეობის განვითარებას და პრაქტიკაში არსებულ გამოწვევებზე პასუხის გაცემას.

პროექტი ასევე ითვალისწინებს მაგისტრატურის პროგრამის წესებში მონაწილეობის (MSc), რომელიც აერთიანებს მოსწავლეთა და მასწავლებელთა კვალიფიკაციის მოქმედების რეგისტრაციის უზრუნველყოფას და მეფარვის სოფლის მეურნეობის განვითარებას.

ეს ინიციატივა ეფუძნება სოფლის მეურნეობის უზრუნველყოფის, რომელიც უზრუნველყოფს და პროექტის მიზნებს ის უზრუნველყოფს და ცოდნა, რაც საჭიროა სოფლის მეურნეობის სექტორის განვითარებისთვის.

REGROW-ის მთავარი მიზანია სოფლის მეურნეობის განვითარებისა და პრაქტიკის მოდერნიზაცია უკრაინაში და საქართველოში, ხეობი მონაწილეობის დანერგვის მეშვეობით განვითარების უზრუნველყოფისა და ციფრული ტრანსფორმაციის უზრუნველყოფის მიზნით. რათა ითმოს დროისთვის უზრუნველყოფის სტანდარტებსა და მოხმის ბაზრის მოთხოვნებს, რის დასაბუთებელია მათი – გერმანიისა და საქართველოს გამოწვევების განხილვით.

პროექტი ფოკუსირებულია ინტეგრირებული პროექტის უკრაინის სოფლის მეურნეობის სექტორის ადგილზე და საქართველოს უკრაინის სოფლის მეურნეობის განვითარების პრაქტიკის განვითარებას.

REGROW პროექტის ფარგლებში ხდება მონაწილეობის უზრუნველყოფის მაგისტრატურის პროგრამის განვითარებით, რომელიც ორგანიზებულია მეფარვისა და მონაწილე ტექნოლოგიებისა და ციფრული ტრანსფორმაციის მიზნად ისახავს საქართველოსა და უკრაინაში უმაღლესი განვითარების სექტორების მოდერნიზაციას.

ჩვენი მიზნები

საინტეგრირებელი მაგისტრატურის წესები მონაწილეობის ხელშეწყობის მიზნით

- თანამედროვე მაგისტრატურის პროგრამის, რომელიც მიზნად ისახავს უმაღლესი განვითარების მოდერნიზაციას საქართველოში და უკრაინაში.
- აქტიური მეფარე პრაქტიკის უზრუნველყოფისა და აკრედიტებული სექტორის ციფრული ტრანსფორმაცია

კვალიფიკაციის სამართავო განვითარება

- ინოვაციური პრაქტიკების, რომელიც საკვალიფიკაციო უზრუნველყოფის უზრუნველყოფისა და რესურსების მენეჯერების სამართავო ცენტრების დახმარებით, აკრედიტებული სექტორებისა და ინოვაციური სექტორებისა და უმაღლესი განვითარების დანერგვის რეგისტრაციის უზრუნველყოფის მიზნით

სასოფლო-სამეურნეო განვითარება

- ამინდით სასაფრთხოდ უზრუნველყოფის, ტექნოლოგიებისა და პროექტის განვითარების მიზნით, ტრანსპარენტული და პრაქტიკის ხეობი მონაწილეობის უზრუნველყოფის მიზნით

პროექტის შედეგები

- პროექტის ინიციატივის მაგისტრატურის სამართავო ცენტრის და ციფრული სამართავო ცენტრის განვითარების მიზნით, მონაწილეობის უზრუნველყოფის მიზნით

საინტეგრირებელი

- მონაწილეობის უზრუნველყოფის ანერჯი, რომელიც აკრედიტებული პროექტის განვითარების მიზნით, მონაწილეობის უზრუნველყოფის მიზნით

მენეჯერების განვითარება

- მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით

მენეჯერების განვითარება

- მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით

პროექტის შედეგები

- 1. აკრედიტებული მაგისტრატურის პროგრამის წესები მონაწილეობის ხელშეწყობის მიზნით**
 - ✓ დანერგვის პროგრამის, რომელიც აერთიანებს მონაწილე ტექნოლოგიებსა და მეფარვის პროგრამას
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
- 2. მენეჯერების განვითარების მიზნით**
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
- 3. მონაწილეობის უზრუნველყოფის მიზნით**
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
- 4. მონაწილეობის უზრუნველყოფის მიზნით**
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
- 5. ციფრული ტრანსფორმაცია**
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
- 6. მეფარვის განვითარების მიზნით**
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით
 - ✓ მონაწილეობის უზრუნველყოფის მიზნით, მონაწილეობის უზრუნველყოფის მიზნით

მონაწილე ორგანიზაციები



TABC Co
International Agricultural Centre



METROPOLITAN COLLEGE



WEIHENSTEPHAN-FRIESDORF
University of Applied Sciences



MINISTRY OF EDUCATION,
SCIENCE AND YOUTH OF GEORGIA



Dnister
Agricultural Centre



Smy National
Agrarian University



Durogion





Annex III: Posters

REGROW

Відновлення зростання сільського господарства у постконфліктній Україні та Грузії з перехідною економікою

Sumi National Agrarian University
METROPOLITAN COLLEGE
Co-funded by the European Union
WEIHERSTEPHAN - TRIESDORF University of Applied Sciences
TABCo
BK CONSULT
Dnister International Agricultural Cluster
MINISTRY OF EDUCATION, SCIENCE AND YOUTH OF GEORGIA

Наші цілі:

- Магістерська програма з точного землеробства
- Віртуальне навчальне середовище
- Навчальні посібники
- Пілотні дії
- Історії успіху
- Лабораторії ReGrow

Website
Facebook
LinkedIn

Poster in Ukrainian



REGROW

სოფლისამეურნეო ზრდის აღდგენა კონფლიქტით დაზარალებულ უკრაინასა და საქართველოში



ჩვენი მიზნები:

- საუნივერსიტეტო მაგისტრატურა ზუსტი მინათმოქმედების სფეროში
- ვირტუალური სასწავლო გარემო
- სასწავლო სახელმძღვანელოები
- პილოტური ქმედებები
- წარმატების ისტორიები
- ReGrow ლაბორატორიები

Website

Facebook

LinkedIn

Poster in Georgian



Annex IV: Roll-up Banners

ReGrow
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

НАШІ ЦІЛІ

- Магістерська програма з точного землеробства**
Інноваційна магістерська програма, розроблена для модернізації вищої освіти в Грузії та Україні, зосереджена на сталих практиках, передових технологіях і цифровій трансформації в сільському господарстві.
- Віртуальне навчальне середовище**
Інноваційна платформа, що пропонує інтерактивні цифрові інструменти та ресурси для підтримки навчальної програми магістратури, покращуючи доступність і інклюзивність для студентів і викладачів у віддалених районах.
- Навчальні посібники**
Комплексні посібники для викладачів, тренерів і фахівців, що поєднують теорію та практику за допомогою покрокових інструкцій із викладання точного землеробства.
- Пilotні дії**
Пilotне впровадження для тестування та вдосконалення освітньо-професійної програми підготовки здобувачів ступеня магістра й Віртуального навчального середовища з метою забезпечення їх актуальності, доступності та ефективності для всіх зацікавлених сторін.
- Історії успіху**
Натхненні приклади, що демонструють трансформаційний вплив просвіти на студентів, викладачів і установи, сприяючи інноваціям в аграрній освіті.
- Лабораторії ReGrow**
Практичні навчальні центри, що надають можливість отримати досвід роботи з найсучаснішими інструментами та технологіями у сталому та точному сільському господарстві.

Website Facebook LinkedIn

Website Facebook LinkedIn

Logo row: Metropolitan College, European Union, and various partner institutions.

Roll-up Banner in Ukrainian





ReGrow
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

ჩვენი მიზნები



საუნივერსიტეტო მაგისტრატურა ზუსტი მინათმოქმედების სფეროში
თანამედროვე მაგისტრის პროგრამა, რომელიც მიზნად ისახავს უმაღლესი განათლების მოდერნიზაციას საქართველოში და უკრაინაში აქცენტით მდგრად პრაქტიკაზე, მონიაცე ტექნოლოგიებზე და აგრარულ სექტორში ციფრულ ტრანსფორმაციაზე.



ვირტუალური სასწავლო გარემო
ინოვაციური პლატფორმა, რომელიც სოციალური ინტერაქტიულ ციფრულ ინსტრუმენტებსა და რესურსებს მაგისტრატურის სასწავლო გეგმის მზარდასაფუძვალად, აუზობლებს ხელმისაწვდომობას და ინკლუზიურობას სტუდენტებისა და პედაგოგებისთვის დისტანციურ რეგიონებში.



სასწავლო სახელმძღვანელოები
ამომწრავი სახელმძღვანელოები მასწავლებლების, ტრენერების და პროფესიონალებისთვის, რომლებიც აერთიანებენ თეორიას და პრაქტიკას ზუსტი მინათმოქმედების სწავლების ნაბიჯ-ნაბიჯ ინსტრუქციებით.



პილოტური ქმედებები
პილოტური ინიციატივები მაგისტრატურის სასწავლო გეგმისა და ვირტუალური სასწავლო გარემოს გასაუმჯობესებლად. მათი შესაბამისობის, ხელმისაწვდომობისა და ეფექტიანობის უზრუნველსაყოფად.



წარმატების ისტორიები
შემაგონებელი შემთხვევების აღწერა, რომლებიც აჩვენებენ პროცესის გარდაქმნულ ზეგავლენას სტუდენტებზე, პედაგოგებზე და დანერგულებებზე და ხელს უწყობს ინოვაციას აგრარული განათლების სფეროში.



ReGrow ლაბორატორიები
პრაქტიკული სასწავლო ცენტრები, რომლებიც უზრუნველყოფენ პრაქტიკულ გამოცდილებას უმაღლესი დონის ინსტრუმენტებითა და ტექნიკით მდგრადი და ზუსტი მინათმოქმედების სფეროში.

Website



Facebook



LinkedIn





ReGrow
Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

ჩვენი მიზნები



საუნივერსიტეტო მაგისტრატურა ზუსტი მინათმოქმედების სფეროში
თანამედროვე მაგისტრის პროგრამა, რომელიც მიზნად ისახავს უმაღლესი განათლების მოდერნიზაციას საქართველოში და უკრაინაში, აქცენტით მდგრად პრაქტიკაზე, მონიაცე ტექნოლოგიებზე და აგრარულ სექტორში ციფრულ ტრანსფორმაციაზე.



ვირტუალური სასწავლო გარემო
ინოვაციური პლატფორმა, რომელიც სოციალური ინტერაქტიულ ციფრულ ინსტრუმენტებსა და რესურსებს მაგისტრატურის სასწავლო გეგმის მზარდასაფუძვალად, აუზობლებს ხელმისაწვდომობას და ინკლუზიურობას სტუდენტებისა და პედაგოგებისთვის დისტანციურ რეგიონებში.



სასწავლო სახელმძღვანელოები
ამომწრავი სახელმძღვანელოები მასწავლებლების, ტრენერების და პროფესიონალებისთვის, რომლებიც აერთიანებენ თეორიას და პრაქტიკას ზუსტი მინათმოქმედების სწავლების ნაბიჯ-ნაბიჯ ინსტრუქციებით.



პილოტური ქმედებები
პილოტური ინიციატივები მაგისტრატურის სასწავლო გეგმისა და ვირტუალური სასწავლო გარემოს გასაუმჯობესებლად. მათი შესაბამისობის, ხელმისაწვდომობისა და ეფექტიანობის უზრუნველსაყოფად.



წარმატების ისტორიები
შემაგონებელი შემთხვევების აღწერა, რომლებიც აჩვენებენ პროცესის გარდაქმნულ ზეგავლენას სტუდენტებზე, პედაგოგებზე და დანერგულებებზე და ხელს უწყობს ინოვაციას აგრარული განათლების სფეროში.



ReGrow ლაბორატორიები
პრაქტიკული სასწავლო ცენტრები, რომლებიც უზრუნველყოფენ პრაქტიკულ გამოცდილებას უმაღლესი დონის ინსტრუმენტებითა და ტექნიკით მდგრადი და ზუსტი მინათმოქმედების სფეროში.

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