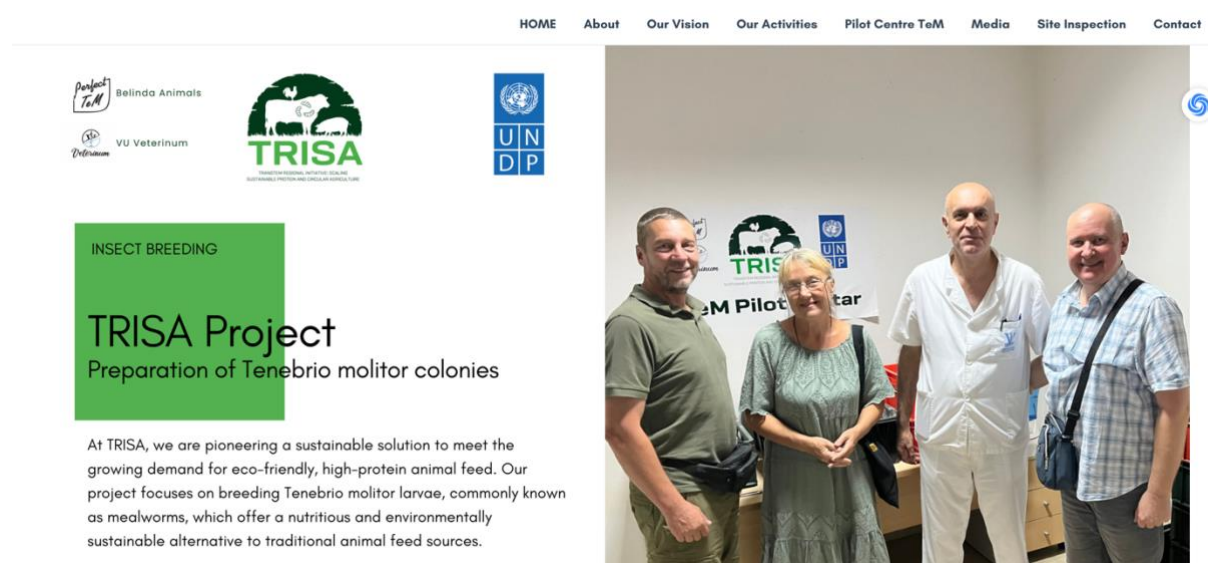


Visibility Report

Media Coverage, Published Materials, and Website Updates

TRISA Website Launch

To centralize all relevant information and updates regarding the Tenebrio Molitor (TeM) Breeding Initiative, we launched the TRISA website. The website serves as a comprehensive resource for stakeholders, providing detailed information about the project, training materials, and ongoing research. The website can be accessed at [TRISA Website](#).



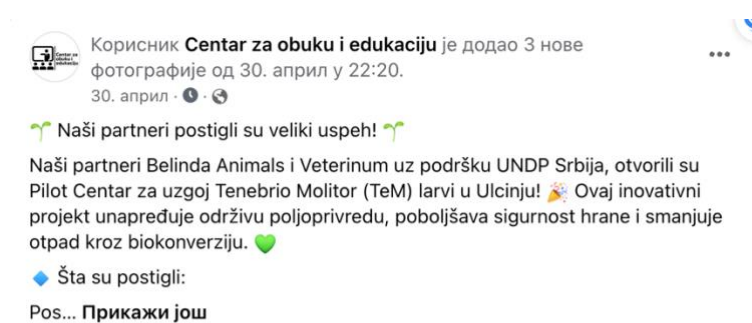
TV Informative Show: Agrosaznanje

The TV show "Agrosaznanje," which focuses on agricultural topics, featured an extensive reportage on the TeM larvae project. The segment covered the opening of the TeM Breeding Centre, detailed insights into the breeding process, and the benefits of TeM larvae in sustainable agriculture. The reportage also included a media conference where project details and future plans were discussed. The full segment is available for viewing on YouTube at [RTCG Official Channel](#).



NGO Centre for education Partner Publication

Our project was featured on the Facebook page of our partner NGO Centre for education, which focuses on education and innovation. The NGO shared detailed information about the project, highlighting its impact and the collaborative efforts involved. This publication helped in reaching a broader audience and increasing awareness about the initiative. The publication can be viewed on their [Facebook page](#).



Instructional Presentation

We created a detailed instructional presentation on the breeding of TeM larvae. This presentation includes step-by-step guidelines, best practices, and troubleshooting tips for successful breeding. The presentation has been published on the TRISA website and distributed to all interested stakeholders, ensuring they have the necessary resources to implement TeM breeding practices effectively.



Promotional Materials

To promote the project and enhance its visibility, we developed visual identity of project that was approved by partners and UNDP Serbia, which was used for developing a set of promotional materials, including:

- **Roll-Up Banner:** Displayed at various events and locations to attract attention and provide information about the project.
- **Eco-Friendly Bags:** Designed to be fully digestible by TeM larvae without leaving microplastics, these bags highlight the ecological benefits of TeM larvae.
- **Stationery Set:** A branded set including a pen, A5 agenda, and keychain, all featuring the project logo, partner logos, and the UNDP logo.
- **Promo Stickers:** Stickers were used to mark all equipment and space for increased visibility.

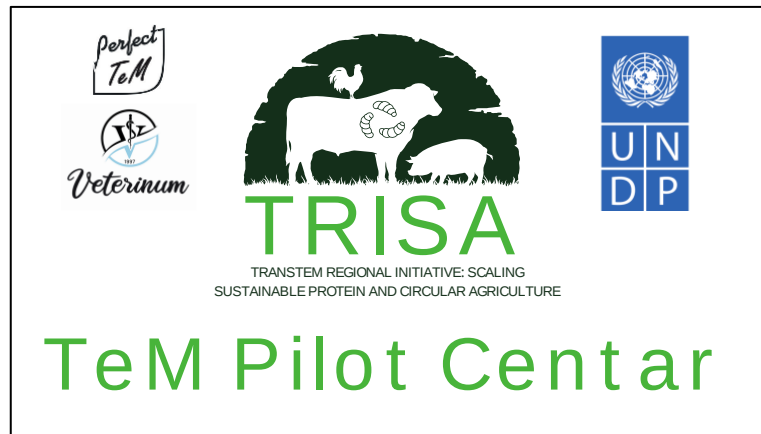
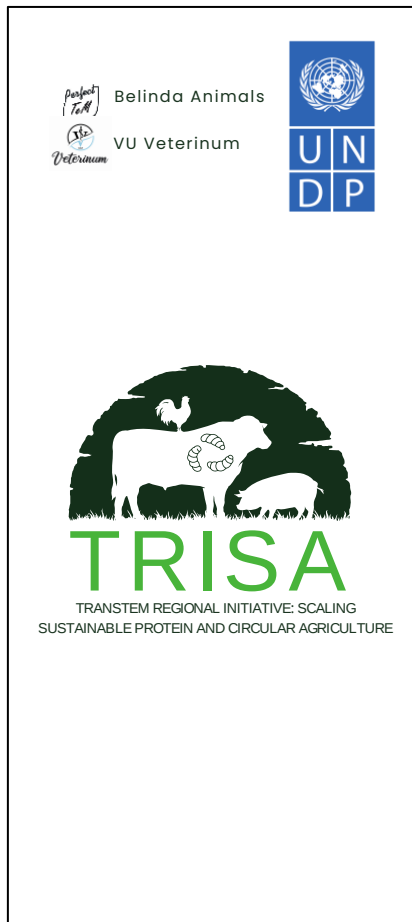
These materials were distributed at events, conferences, and training sessions to raise awareness and support for the project.



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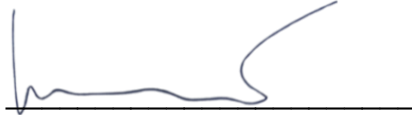


Summary

The media coverage, published materials, and promotional efforts have significantly increased the visibility and impact of the Tenebrio Molitor Breeding Initiative- TRISA. The promotional items have further enhanced the project's reach, demonstrating the innovative and sustainable aspects of TeM larvae breeding.

Prepared By:

Djordje Veličković
Belinda Animals

A handwritten signature in blue ink, appearing to read 'Djordje Veličković', is written over a horizontal line.

