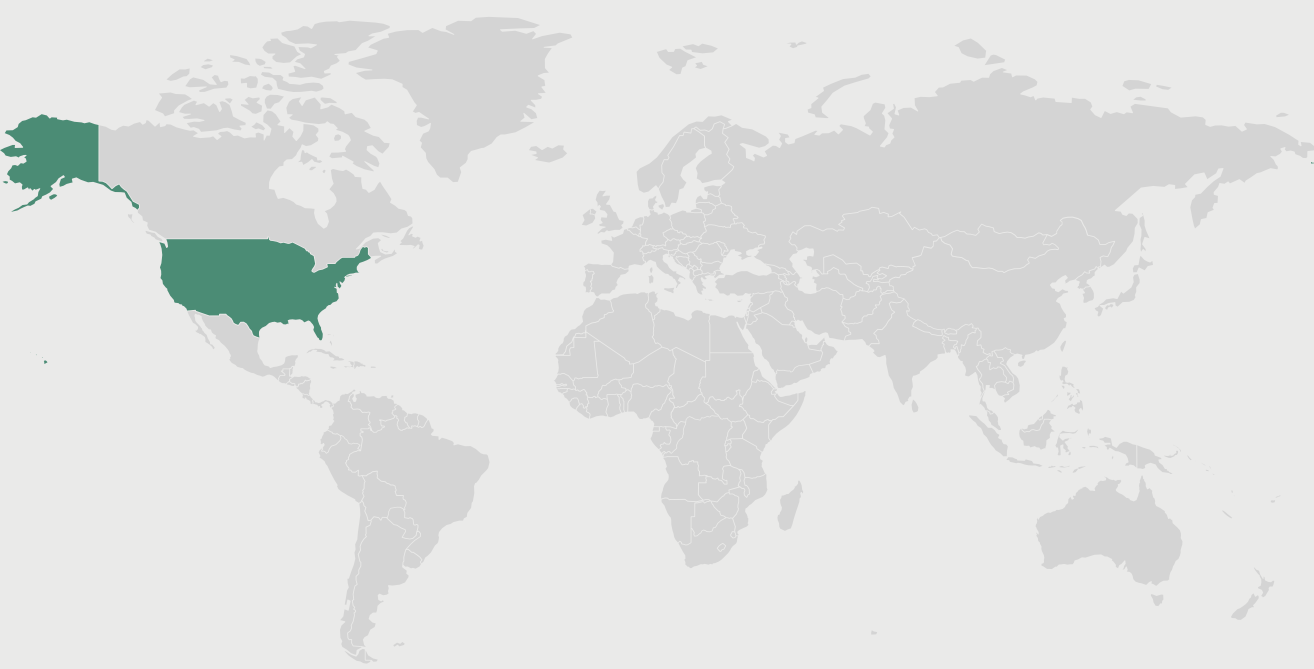
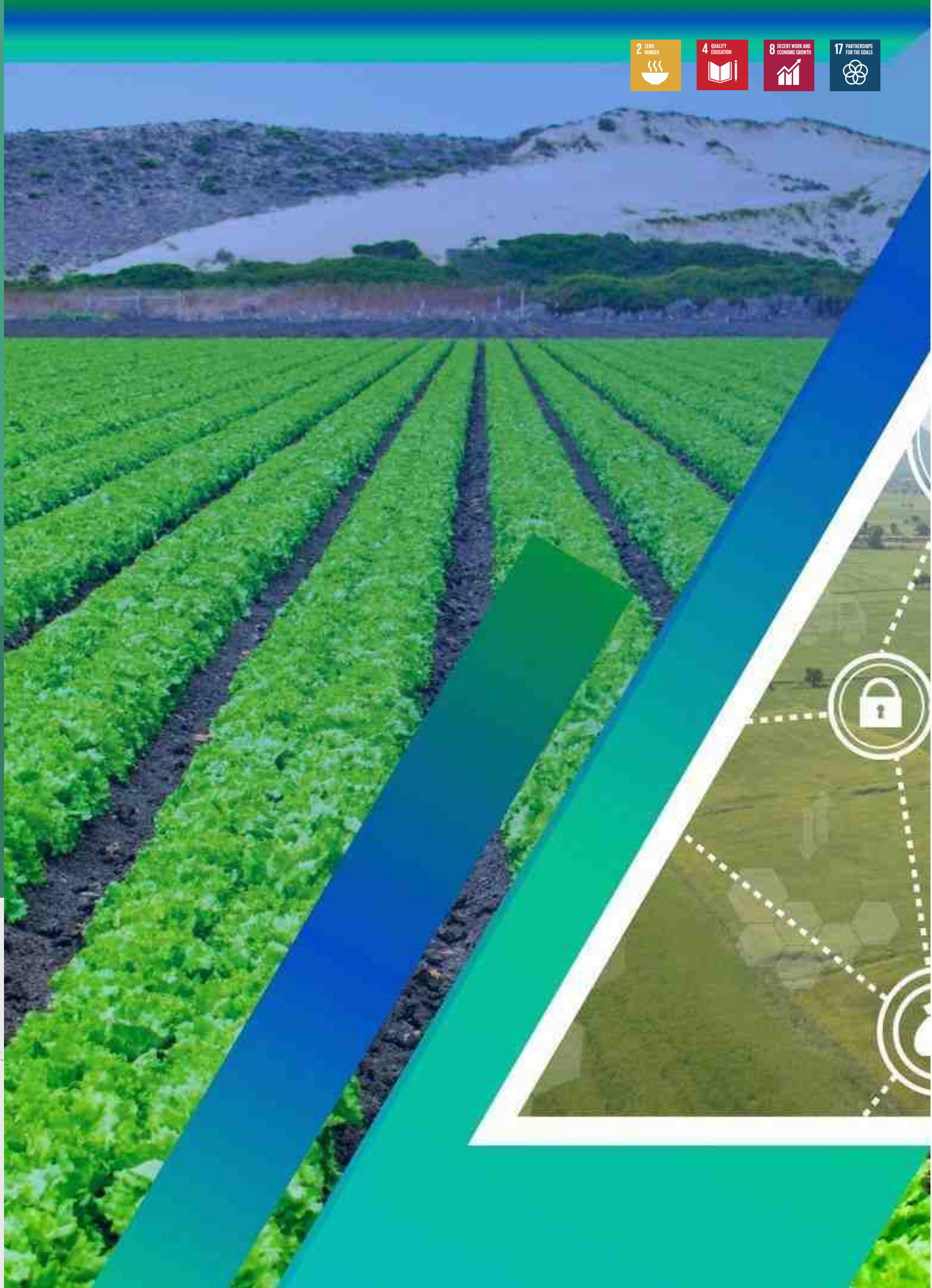


Gestión de Conocimiento y Comunicación de FONTAGRO

KCM FONTAGRO: Dissemination and technical cooperation to innovate and enhance the agri-food and bioeconomy sectors in LATAM and the Caribbean



United States



FONTAGRO is a catalyst of knowledge that promotes networks and ecosystems of innovation and development in the field of agricultural, agri-food, and rural research and innovation.

The implemented initiative

The FONTAGRO initiative, executed through its Technical Administrative Secretariat (STA), aims to increase FONTAGRO's visibility as a mechanism for regional and international cooperation in science, technology, and innovation. To achieve this, it implements the actions of the Knowledge and Communication Management Plan 2020-2025, organizes events to promote strategic alliances in commemoration

of FONTAGRO's twenty-fifth anniversary, strengthens capacities to achieve FONTAGRO's objectives, and conducts a contest for successful innovation cases. In this way, FONTAGRO continues its work in the development and dissemination of the best practices in Knowledge and Communication Management (KCM) that enhance scientific and technological activity and innovation in the agri-food and rural system of

FONTAGRO promotes the dissemination of knowledge and the strengthening of institutional capacities.

The technological solution

The technological solution for the FONTAGRO Knowledge and Communication Management Plan includes events to foster strategic alliances for its 25th anniversary, promoting collaboration and innovation in bioeconomy across Latin America and the Caribbean. It features a Virtual Events Platform with webinars and

panels that overcome geographical barriers, and the use of digital marketing to promote events. All content is stored in an accessible digital repository, facilitating the plan's implementation and enhancing the sustainability of the regional bioeconomy.



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