

Communication strategy for the agroforestry group of the National Institute of Agricultural Technology (INTA) Reconquista.

Participants: researchers and extensionists from different disciplines of INTA Reconquista.

Objective: to carry out the deployment, registration, monitoring and evaluation of INTA Reconquista's agroforestry communication strategy for the north of the province of Santa Fe, Argentina.

Focus: Strategic Communication (look at complexity and social change). The problem defined as: "There are different valuations about the forest and from INTA we do not have a shared view so we generate segmented information". It includes a transdisciplinary work and includes the dimensions technical, institutional, economic and market, environmental and socio-cultural policy.

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