



## Responsible AI in Agroecology: Transforming Knowledge Into Impact

A new era of communication within the KCOA Network

**From knowledge to action through smart  
communication.**



Presented by  
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## ABOUT KCOA

### THE KCOA NETWORK: A PAN-AFRICAN NETWORK FOR AGROECOLOGY

#### Mission and Vision

The Knowledge Centre for Organic Agriculture and Agroecology in Africa (KCOA) aims to strengthen the capacities of agroecology stakeholders in Africa through **knowledge management** and **networking**.





## THE KCOA NETWORK: A PAN-AFRICAN NETWORK FOR AGROECOLOGY

### Mission and Vision

Through a network of **5 regional hubs**, we make it easier for users to access valuable information on organic and agroecological methods, build technical skills, and connect with a supportive community of professionals.

Our mission is **to bridge the gap between need and knowledge**, helping users strengthen their skills, expand their networks, and become more effective advocates for sustainable agriculture across the continent.



## THE ROLE OF COMMUNICATION

- Transforming complex technical and scientific knowledge into **accessible**, **inspiring**, and **engaging content** for our diverse communities.
- Bridging the gap between research and farmers.

***"We are knowledge-rich, but time-poor.  
Our knowledge is often buried."***

AI becomes the necessary bridge to unlock this potential.



## WHY AI MATTERS

### AI as a Bridge for Knowledge Access

- Too much information, not enough time.
- Knowledge exists but is often fragmented or hidden.
- AI helps transform information into usable solutions.
- **AI turns knowledge into action.**

## HI-LEVEL TRAINING

# EFFECTIVE PRACTICES IN AGROECOLOGY AND AI IN AFRICA

A practical approach to leveraging Artificial Intelligence to optimize agroecological transitions and improve food security on the African continent.

### AGSN

African Green Store Network: Leader in promoting sustainable agriculture.

### PELUM KENYA

Strategic partner for local knowledge development.

### YPARD

Young Professionals for Agricultural Development: Engaging young talents.







**WYNA Program**  
**(Building Women & Youth-led Network Alliances)**

# THE PARADIGM SHIFT

## FROM SEARCH TO INTERACTION





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### THE OLD WAY

-  Limited keywords
-  Navigating multiple links
-  Considerable time loss
-  "Buried" knowledge



### THE AI WAY

-  Natural language questions
-  Immediate structured answers
-  Intelligent data synthesis
-  Unlocked and actionable knowledge

**"Moving from searching for information to obtaining solutions."**

# PROMPTING METHODOLOGY

## THE CPR METHOD: THE ART OF GUIDING AI

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Give clear instructions, get perfect answers.

# C

### CONTEXT & ROLE

Tell the AI who you are and what your environment is.

*"I am an agroecology extension agent..."*

# P

### PRECISION

Define exactly the task you want to accomplish.

*"Write a guide on organic composting..."*

# R

### RESULT

Specify the desired format and tone for the response.

**Goal: To serve the farmer with clarity and simplicity.**


# EDITORIAL STRATEGY

## AI FOR CONTENT CREATION

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 ChatGPT & Gemini

 Deepseek

 Manus AI

 Presentation AI

These tools are not just search engines, but **thinking partners** that transform our workflow.

### THE PARADIGM SHIFT

Moving from **keyword search** (Google, multiple links) to **direct interaction** (asking a question, getting a structured answer).

- ✓ **Simplification:** Translating technical jargon into clear language for farmers.
- ✓ **Speed:** Rapid drafting of blogs, social media posts, and scripts.
- ✓ **Quality:** Improving the structure and consistency of messages.

# VISUAL COMMUNICATION

## TELLING STORIES THROUGH VISUALS & VIDEOS

### THE 5-SHOT RULE

- **Short clips:** Film sequences of 3 to 5 seconds to maintain attention.
- **Variety of angles:** Wide shot, medium shot, close-up, over-the-shoulder, and unusual shot.
- **Storyboarding:** Plan each agricultural action as a story to tell.
- **Authenticity:** Capture the true gesture of the farmer in the field.

### PRODUCTION TOOLS

#### **Mobile Editing**

CapCut, Inshot, Vide.Guru: For fast and professional editing directly on your smartphone.

#### **Design & Storyboard**

Canva: To create impactful visuals and structure your videos with modern templates.



**Goal: Transform a simple technical demonstration into an inspiring narrative.**



 CapCut

# DIGITAL ECOSYSTEM

## THE KCOA PLATFORM AND INTERACTIVE BLOGS

### Knowledge Centralization

The KCOA platform serves as a central hub for disseminating agroecology best practices across the African continent.

- ✓ Integration of verified AI-generated content
- ✓ Multilingual and simplified accessibility
- ✓ Downloadable resources for field work

### Engagement and Storytelling

Our blogs transform raw data into human stories, making agroecology vibrant and accessible for youth and women.

#### Impact of Modernization

AI tools enable the production of more frequent, relevant, and social-media-ready content to drive engagement.

#### Agroecology Africa Blog

Discover sustainable farming practices and organic solutions tailored for African farmers on the Agroecology Africa Blog, addressing unique challenges like soil health, crop protection, water conservation and much more with practical strategies. The articles are edited by KCOA's Knowledge Promotion Team. The authors are responsible for the contents of the posts.



Every Drop Counts: Towards Resilient and Sustainable Agriculture



World Water Day – 22 March: Water for Life, Farming, and Our Future



From Field to Jar: How Peanuts Empower Farmers and Communities



## Knowledge Platform for Organic Agriculture and Agroecology in Africa



### KCOA Knowledge Database

Access a curated collection of **over 1,300 knowledge resources** designed for those driving the future of organic agriculture and agroecology in Africa. Whether you're a farmer, cooperative leader, policymaker, researcher, or journalist covering agricultural issues, our database offers practical strategies, expert insights, and locally relevant solutions to support your work and create lasting impact.

## DIGITAL ECOSYSTEM

# Exploring KCOA knowledge platform

The KCOA project seeks to strengthen agroecology through innovative promotion of organic agriculture

The outputs from this goal include:

- Access to knowledge (including knowledge generation)
- Dissemination via multipliers (public knowledge dissemination)
- Utilization across the continent

<https://kcoa-africa.org/>



## **IMPACT & INCLUSION**

# AI FOR SUSTAINABLE AGRICULTURE

### ■ **INCREASED PRODUCTIVITY**

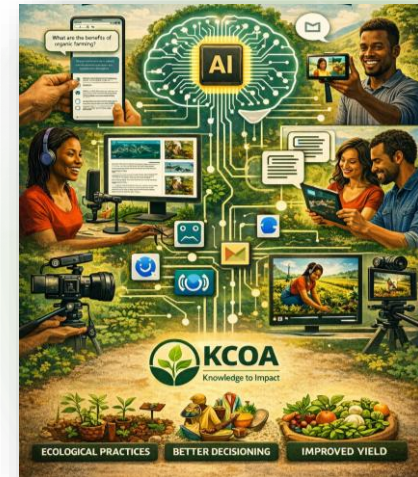
Optimizing extension practices through instant and precise answers to farmers' challenges in the field.

### ■ **DIGITAL INCLUSION**

Reducing the technological gap for smallholder farmers by making complex knowledge accessible via simple interfaces.

### ■ **REAL SUSTAINABILITY**

Strengthening agroecology through finer resource management and better anticipation of climate risks.



**"AI does not replace the farmer; it EMPOWERS THEM."**



Thank you  
for your attention

**AI IS NOT AN END,  
BUT A MEANS TO BETTER SERVE.**

**Together, let's transform technology into a powerful  
lever for a connected, sustainable, and resilient  
African agriculture.**

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**JOIN THE NETWORK. SCALE THE IMPACT.**