

DEEP FARM COMMUNICATION

Présenté par Ablo Igor Hounzandji
Président de AFRIA Bénin

General Plan

Please put your
University/Company
LOGO here



- About AFRIA
- Communication objectives
- Online Platforms
- Content published
- Public Visibility
- A Communication powered by Teamwork
- Conclusion

About AFRIA

- The Francophone Agency for Artificial Intelligence (AFRIA) is an international foundation based in Geneva, Switzerland with representations in Africa and Canada.
- Its mission, according to its president Dr. Eric Adja, is to support the countries of the world that share the French language, and more particularly the French-speaking countries of Africa, in the controlled integration of artificial intelligence and digital technologies.



Communication objectives

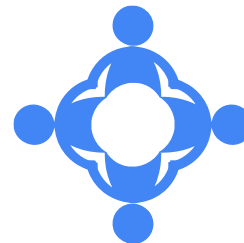
Promotion of the project and its results delivering the information in an appropriate, accessible and easy-to-use format tailored for the different stakeholders



Creation of a network of stakeholders interested in DEEP FARM.



Engage local communities to actively participate in each country in the project activities.



Online Platforms



LinkedIn: Professional Visibility and Strong Reach

- The page recorded an impressive **53,265** impressions
- **1,704** reactions from our growing network of **721** followers.
- We reached **21,674** members

Strengthening the project's reputation within the global digital agriculture community



Facebook: A Growing Community Across Continents

- With **40,002** views, and **1,774** interactions, including **1,613** reactions
- And welcomed **156** new followers

Twitter (X): A Steady Flow of Content and Engagement

- **201** posts were published,
- These posts gathered **6,110** views

These expanded our presence



Web site: A Reference Platform for Digital Agriculture

The DEEP FARM website continues to attract steady traffic, becoming a central information portal.

- With **4,469** page views and **2,570** sessions, visitors from diverse regions explore our activities, outputs, and resources

This confirms the website's growing role in knowledge dissemination.



Content published

- Weekly updates of farms,
- Presentation of partners,
- Testimony of lecturer,
- Testimony of students,
- Events,
- Newsletters



DEEP FARM strengthened its visibility through strategic presentations and communication initiatives. The project has been showcased:

- In webinars, highlighting its digital agriculture innovations
- In events, where the project was presented to policymakers, researchers, and technology experts.
- In five engaging newsletters, delivered to partners and stakeholders.
- Through published Scientific papers
- In Presentation days in educational institutions.

A Communication powered by Teamwork

- The success of DEEP FARM is built on the dedication of all participating countries.
- Every team contributed by sending weekly reports, completing assignments, and ensuring that information flowed smoothly.
- This collaborative spirit has shaped dynamic, united network that gives the project its strength and visibility.



Conclusion

With growing visibility on all platforms and strong teamwork, the project continues to illuminate the path toward a modern, inclusive, and technologically driven agricultural future.

CONTACT US

- **Web site:** www.deepfarm.eu
- **LinkedIn:** DEEP FARM
- **Facebook:** DEEP FARM
- **X(Twitter):** @deep_farm2024

