

Expanding the audience to communicate the safety and benefits of agro-biotechnology

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Abstract

Effective communication regarding safety and benefits of agro-biotechnology is key for advancing science and fostering adoption of innovations. At ArgenBio we are always looking for new ways to effectively reach out to new audiences. During these last years we expanded our audiences mainly in two ways. Firstly, the COVID-19 pandemic defied us to evolve and adapt. We had to change the way we did our training of trainers, and we migrated from live courses to on-line training. By doing so, we were able to reach people that we wouldn't have reached with the live courses, even beyond Argentina, reaching countries like Bolivia, Paraguay, Colombia, Mexico and Uruguay, among others. Not only were we able to grow in geography, but we also took the challenge to expand our audience and opened the course to health professionals, foodies and the general public. It was a big step outside of our comfort zone that turned out very well. The on-line training is here to stay. Since 2020 we conducted 31 one week-long on-line courses, with 2,198 people that completed all the activities. The second way in which we expanded our audience was through the development of a project that gathers information regarding the state of the art of GMO in Latin America to show the world the contributions and importance of biotechnology in the region. The objective of this project, which we built with our partners from the CropLife International and FAS/USDA networks in Latin America, is to present, in one website, the generalities, regulatory frameworks, adoption levels, benefits and local developments regarding transgenic crops and animals. We consider this website will be especially useful to regulators and decision makers. In these last three years, we continued to step outside the box expanding the ways we communicate the science behind sustainable bio-innovations.

Key words: innovation, effective communication, GMO, transgenic crops, transgenic animals