STRATEGY AGROSAVIA

AGROSAVIA
Corporación colombiana de investigación agropecuaria

2022 — MEGA 1
2025 — MEGA 2
2030 — MEGA 3

IMPACT ROUTE

HIGHER PURPOSE

TRANSFORM SUSTAINABLY THE COLOMBIAN AGRICULTURAL SECTOR WITH THE POWER OF KNOWLEDGE TO IMPROVE THE LIVES OF PRODUCERS AND CONSUMERS

1 MEGA 2022 | STRENGTHEN THE CONNECTION WITH THE PRODUCER

2 MEGA 2025 | TO BE LEADERSHIP REFERENCE IN STI

3 MEGA 2030 | IMPROVE OUR IMPACT'S POSITIVE PERCEPTION

13 STRATEGIC INITIATIVES

- COMMON VISION OF THE R+D+i AGENDA WITH ACTORS OF THE ENVIRONMENT
- TECHNOLOGICAL OFFER LINKAGE MODEL
- AGROSAVIA'S RELATIONSHIP MODEL
- DESIGN STRATEGY OF EXPERIENCE CENTERS
- TECHNOLOGICAL OFFER LINKAGE MODEL
- SUPPORT ACTIONS TO THE SNIA
- SHARED VISION OF THE R+D+I AGENDA WITH ACTORS OF THE ENVIRONMENT
- TECHNOLOGICAL OFFER ADOPTION AND IMPACT ANALYSIS OF THE CORPORATION
- COMPREHENSIVE STRATEGY DYNAMIC AGENDA
- RESOURCE MOBILIZATION STRATEGY
- COMPREHENSIVE STRATEGY DYNAMIC AGENDA
- NETWORK KNOWLEDGE MANAGEMENT MODEL
- EXTERNAL COMMUNICATION STRATEGY
- EXTERNAL COMMUNICATION STRATEGY
- EXTERNAL COMMUNICATION SYSTEM
- RECOGNITION AND INCENTIVES SYSTEM
- CULTURAL TRANSFORMATION

22 STRATEGIC OBJECTIVES

PILLAR 1 — MODEL CENTERED ON THE PRODUCER AND ITS CUSTOMER

- 1.1 ADJUST THE DEMAND CAPTURE MODEL — 2022
- 1.2 ACHIEVE 90% OF PROJECTS AND TECHNOLOGICAL OFFERS RECOGNIZED — 2022
- 1.3 ACHIEVE 100% OF THE PRIORITIZED TECHNOLOGICAL OFFERS WITH A DEFINED LINKAGE STRATEGY — 2022
- 1.4 CARRY OUT 10% OF R+D PROJECTS WITH PRODUCERS — 2025
- 1.5 GENERATE A RETURN OF 5 PESOS PER PESO INVESTED — 2030
- 1.6 EXECUTE 10% OF LINKAGE WITH OTHER ACTORS — 2025
- 1.7 ACHIEVE MORE THAN 40% OF TECHNOLOGICAL OFFER ADOPTION — 2025
- 1.8 1.8 ENSURE A POSITIVE IMPACT VARIATION — 2030

PILLAR 2 — COMMON VISION OF THE R+D+i AGENDA

- 2.1 ESTABLISH ALLIANCES CORPORATE CAPACITIES — 2022
- 2.2 EXECUTE 10% OF PROJECTS WITH ACTORS — 2025
- 2.3 CONSOLIDATE A CO-INNOVATION MODEL — 2025

PILLAR 3 — CONSTANT MEASUREMENT AND FEEDBACK

- 3.1 CONSOLIDATE IMPACT AND MONITORING MECHANISMS — 2022
- 3.2 INCREASE AGENDA RESOURCES OTHER THAN VARIABLE TRANSFER — 2030

PILLAR 4 — EFFICIENT AND OPTIMAL NETWORK MANAGEMENT MODEL

- 4.1 HAVE AN EFFICIENT NETWORK MANAGEMENT MODEL AND A TIMELY AGENDA PROCESS WITH PRIORITIZATION CRITERIA — 2022
- 4.2 CONSOLIDATE TRANSDISCIPLINARY STRATEGY — 2022

PILLAR 5 — COMMUNICATION MANAGEMENT AND TARGETED INFORMATION

- 5.3 IMPROVE VISIBILITY PROJECTION RESEARCH — 2030
- 5.3 IMPROVE 60% INTERNATIONAL LEVEL RECOGNITION — 2025
- 5.2 MANAGE CORPORATE REPUTATION MODEL — 2025
- 5.1 CONSOLIDATE VIRTUAL CHANNELS AND PLATFORMS — 2025

PILLAR 6 — TRANSFORMING HUMAN TALENT WITH A SENSE OF BELONGING

- 6.3 TRANSFORM THE CULTURE WITH A CUSTOMER APPROACH — 2025
- 6.2 WE WILL BE IN THE TOP 10 OF THE BEST COMPANIES — 2030
- 6.1 ALIGN INCENTIVES WITH CORPORATE STRATEGY — 2022