



Connecting people, agriculture and the environment through appropriate technologies

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The website renewal and new vision of AAI

AAI renewed its website in November 2020. The old website was “a piece of handmade work” that the staff built on their own, so we were attached to it, but we decided to renew it because there were issues such as compatibility with the smartphone version. Our new website was created with the support of a web production and design company.

Taking the opportunity of this renewal, we worked on clearly expressing the company's mission and vision, and all the staff discussed our strengths and what we should aim for in the future. As a result, the themes of "About AAI", "Three Key Perspectives", and "Vision" were organized and posted on the same page as the company profile. At first, we selected various keywords relevant to the arid land agriculture that we have been strongly focusing on since our establishment, the agricultural extension and forest conservation work in East Africa and other regions, and the training in Japan at JICA Tsukuba. Then we exchanged opinions on how to put together these keywords from various perspectives. As another result of the discussion, the business fields that we specialize in were classified into four categories: 1. "agricultural technology and community value development", 2. "resource management," 3. "agricultural extension," and 4. "human resources development." In addition, the logo of AAI News magazine, "Connecting people, agriculture and the environment through appropriate technologies" was decided as the company's slogan. Finally, everything we had discussed and decided on was posted on the website. It took time for all the staff to reach a satisfying consensus, but it was meaningful that we could seize the opportunity of website modification to share the foundation of future AAI activities and policies through the discussion of our mission and vision.

The archiving of AAI News articles is one of the roles of websites that we have always emphasized. We place great importance on staff discussions in the process of creating

AAI News articles. This aims to create an opportunity for staff members who have few opportunities to meet each other due to their many overseas business trips to share their experiences, discoveries, and thoughts in the field. We wanted to share these experiences widely to all the visitors who can access them by searching the internet. The publication of AAI News has continued for more than 25 years, and it is also interesting to be able to read the transition of technical cooperation along the way. The articles are not limited to agricultural technology, but have accumulated numerous other topics such as environmental conservation, utilization of information technology, human resource development, local community and economy, and introduction of local culture and plants. This diversity is clearly reflected in the AAI website. In order to make the best use of this feature, we have devised ways such as improving the layout and installing new check boxes so that news articles can be searched efficiently within the site, as well as article category classification and keyword tags for each article. We carried out steady arrangement work such as reviewing the attachments for both the Japanese version and the English version. I think this has become the strength of the new website while still cherishing the role and characteristics of the old website.

In the future, we will keep in mind the need to update the information, further enhance the content, and make it a website that can deliver practical information, beyond simply providing a company profile.



Home page of new website