AAI's New "Circular" Vison

Bringing Japan's Experience to the World, and the World's Experience Back to Japan

Five years ago, in 2019, Appropriate Agriculture International (AAI) underwent a generational transition and entered a new phase under renewed management. While embracing change, we have continued to uphold the three principles that have guided us since our founding: field-based thinking, dialogue and collaboration, and partnership building.

To commemorate our 40th anniversary, we renewed our website and published a commemorative booklet. At the same time, our current staff refined the company's vision for the future. Building on our strengths while looking ahead to the society we hope to serve, we expressed this vision through three fundamental pillars.

1. Continuing to Grow as a Small but Highly Skilled Team

Our first pillar:

"We respect open discussion and communication among our staff and will continue to develop ourselves as a small but highly skilled team of professionals."

AAI does not seek growth by increasing its size. Instead, we value the strengths of a compact organization where members learn from one another. We see each employee as a whetstone, continually sharpening one another's knowledge and expertise.

2. Contributing to Sustainable Rural Development through Appropriate Technology

Our second pillar:

"We contribute to the sustainable prosperity of rural communities through the development and dissemination of appropriate technologies in collaboration with local people around the world."

This has been AAI's mission since its establishment. Drawing on academic training and field experience gained in Japan, we work with farmers, rural women, and local communities to improve livelihoods while conserving natural resources and the environment.

This pillar reflects our commitment to providing high-quality consulting and technical services rooted in local realities.

3. Returning Overseas Experience to Local Communities in Japan

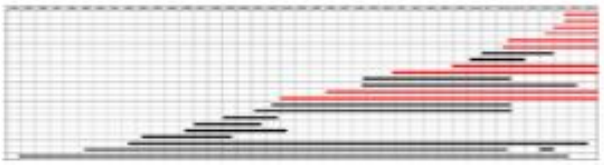
Our third pillar:

"We return the experience and knowledge gained through overseas activities to local communities in Japan and contribute to their revitalization."

This complements our second pillar. While we have long emphasized sharing Japan's knowledge overseas, we place equal importance on bringing home the experience gained abroad to contribute to Japan's future.

We envision AAI members developing through international field experience before returning to Japan to contribute to regional and community development. This continuous circulation of people, knowledge, and experience between Japan and overseas forms the essence of our new "circular" vision.

Our 40th anniversary gathering allowed us to reconnect with former colleagues and reflect on their diverse careers. Seeing retired members contributing to communities across Japan also reaffirmed that international cooperation creates lasting value both overseas and at home.



The complete list of AAI staff members throughout the company's history (current staff shown in red). Viewed as a whole, it resembles a tree growing over time. What shape will this tree have ten years from now?

What, then, is a company? Each employee brings unique abilities, experiences, and perspectives, while society itself continues to evolve. Throughout its history, AAI has continually renewed itself, much like a living organism replacing its cells. At the same time, it has evolved from a relatively homogeneous group sharing an interest in dryland agriculture into a diverse organization with a wide range of expertise, values, and perspectives.

As AAI moves forward, one question remains: What should we preserve as our organizational DNA, and what should we change? Guided by this vision, we will continue exploring this question while embracing new challenges.