

Communication and Co-Production of Knowledge in the Ecosystem of the Smart B100 Advanced Research Center

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Abstract

The Smart B100 Advanced Research Center (CCD-SB100), funded by FAPESP – São Paulo Research Foundation/Brazil, is an initiative dedicated to the development of the SB100 Platform, which integrates science, artificial intelligence, and data applied to sustainable agronomic recommendations. Communication plays a transversal role in this initiative, mediating knowledge transfer, fostering the engagement of strategic publics, and enabling the co-production of information essential for the social appropriation of scientific advances. This study seeks to identify the communicational dynamics that foster the mobilization of agricultural and agribusiness publics in the development, implementation, and social appropriation of the SB100 Platform. Methodologically, it is an exploratory and descriptive study conducted in the first year of CCD-SB100 (07/2024–06/2025), encompassing the mapping of strategic publics and a literature review on public mobilization in organizational communication and knowledge co-production. The results indicate that effective mobilization requires recognizing publics as co-producers of knowledge and innovation. Co-production emerges as a key mechanism for strengthening engagement, ensuring that technological solutions are not only scientifically robust but also socially relevant. Aligned with the United Nations 2030 Agenda for Sustainable Development Goals (SDGs 2, 9, 10, and 17), the study highlights communication as a structuring axis of knowledge transfer and collaborative innovation.

