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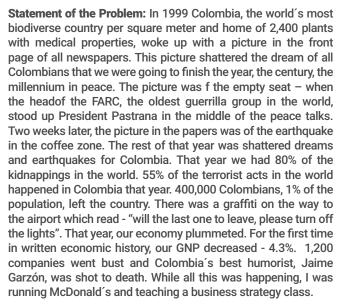
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PHARMACOGNOSY AND THE PEACE PROCESS IN COLOMBIA

Pedro Medina

Yo creo en Colombia, Colombia



I asked my 39 students - "which of you sees yourself in Colombia in 5 years?" Only 12 raised their hands. Unable to sell Colombia to my students, I was perplexed. I then understood that the stories of success which we were told were almost always, foreign. And the local stories were incredibly vivid and terrifying. I realized we lacked local positive models, reasons to be proud, examples, sources of inspiration. One of them is pharmacopsy and how we leverage our biodiversity.



Biography

Pedro Medina is a pioneer in Colombia and Latin America in Asset Based Development, specializing in how to leverage the biodiversity in a sustainable way transforming the huge botanical treasure in medicine, the systems, insights, best practices of nature into solutions for mankind – biomimicry, and the fauna into engaged tourism – bird watching. He leads an NGO called Yo Creo en Colombia and for the past 18 years has created contents which lead to a new discourse in his country. He is part of the board of advisors of Colciencias, the Colombian National Science Institution.

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