



SUSTAINABLE SOLUTIONS IN THE 21ST CENTURY



Celebrating 200 years of Colombia-U.S.
Diplomatic Relations
- Lecture Series -





TABLE OF CONTENTS

Agenda March 28th, 2022	P. 3-4
Panels Description	P. 5-6
Keynote Speakers	P. 7-17
Take Notes Here	P. 18-21

Agenda for In-Person Sessions

9:00AM - 9:20AM	Welcoming Remarks <i>Ambassador of Colombia to the United States Mr. Juan Carlos Pinzón</i>
9:20AM - 9:40AM	Keynote <i>Assistant Secretary for Oceans and International Environmental and Scientific Affairs, Ms. Monica Medina</i>
9:40AM - 10:10AM	Keynote: "Colombia's bet with Climate Action and Biodiversity Conservation" <i>Minister of Environment and Sustainable Development, Mr. Carlos Correa</i>
10:10AM - 10:30AM	Keynote: "Socio-ecological Transitions Toward Sustainability" <i>Chancellor of Universidad EAN Ms. Brigitte Baptiste</i>
10:30AM - 11:00AM	Keynote <i>Professor Jeffrey Sachs, Ph.D</i>
11:00AM - 11:10AM	Break
11:10AM - 12:30PM	First Panel: "The Path to Zero" <i>Mr. Carlos Correa Ms. Brigitte Baptiste Mr. John Fernández Mr. Julián Suárez</i>

Agenda for In-Person Sessions

12:30PM - 1:10PM	—————	Keynote: “Biodiversity and Climate Change An Inter-linked Agenda for Businesses” <i>Dr. Juanita Lopez - Head of KPMG IMPACT, Climate Change & Sustainability – SouthAmerica</i> <i>Mr. Nathan Gabig - Partner, ESG Advisory & Sustainable Finance Group, KPMG USA</i>
1:10PM - 2:10PM	—————	Lunch Break
2:10PM - 3:40PM	—————	Second Panel: “Nature-based Solutions for the Fulfillment of the 2030 Agenda” <i>Mr. Aurelio Ramos</i> <i>Ms. Janine Benyus</i> <i>Dr. Mark J. Plotkin</i> <i>Mr. Marshall Johnson</i> <i>Mr. Hernando García</i> <i>Mr. Roberto Troya</i>
3:40PM - 4:20PM	—————	Sample of Cases <i>Dr. Carlos Jaramillo - Saavy</i> <i>Ms. Ana María Gonzalez</i> <i>Ms. Kimberly Nelson</i> <i>USCBC</i>
4:20AM - 4:30AM	—————	Break
4:30PM - 5:40PM	—————	Third Panel: “Green Business and Climate Entrepreneurship” <i>Mr. Dan Mejía</i> <i>Mr. Neisan Massarrat</i> <i>Mr. Ian de Cruz</i>
5:40PM - 7:00PM	—————	Green Happy Hour



PANELS

FIRST PANEL OVERVIEW: THE PATH TO ZERO



Emphasis on climate challenges and innovative solutions between Colombia and United States agenda for a more sustainable future.

Subject: Synergies between science, policy and business for the effective climate change management in both countries.

SECOND PANEL OVERVIEW:

NATURE-BASED SOLUTIONS FOR THE 2030 AGENDA



Will discuss the perspective of bio inspiration in the framework of sustainability in territories and productive sectors.

Subject: Nature-based solutions as a source of innovation for sustainability.

THIRD PANEL OVERVIEW:

GREEN BUSINESS AND CLIMATE ENTREPRENEURSHIP



Will explore the notion of entrepreneurship and sustainability as a fundamental basis for the creation of innovative solutions to solve needs in the territories.

Subject: Sustainable entrepreneurship and innovation to address climate action.



KEYNOTE SPEAKERS



Mr. Carlos Correa

Minister

**Ministry of Environment &
Sustainable Development**

Mr. Correa Escaf has served as the Minister of Environment and Sustainable Development for Colombia since October 2020, prior to which he served briefly as Deputy Minister of Drinking Water and Sanitation, and as Senior Presidential Advisor for the regions. Previously, as Mayor of his hometown, Montería, he ranked the capital of Córdoba as a sustainable city, pushed forward solar energy projects, and advanced sustainable culture. He has been a special presidential consultant for the country's regions, as well as a consultant on territorial development at many different colleges.

Brigitte is considered an expert in environmental issues and biodiversity and an important leader in Gender Diversity. She is a Colombian biologist who studied at Pontificia Universidad Javeriana, was awarded with a Honoris Causa Doctorate - PhD. in Environmental Management from Unipaz and directed the Instituto de Investigación de Recursos Biológicos Alexander Von Humboldt. Nowadays she is the Chair of the Advisory Committee on Scientific Policies, of IAI and an active member of the Scientific Committee of the Global Program PECS. Brigitte was elected as one of the 25 worldwide experts of IPBES, she also got the Fullbright Excellence Award in Colombia in 2018, and in 2019 she was awarded in the category Inspiring Colombian Environment. She is a leader connecting politics, academy and science.



Ms. Brigitte Baptiste

Chancellor
Universidad EAN



Ms. Janine Benyus

Co-founder

Biomimicry Institute

Ms. Benyus is a natural sciences writer, speaker, innovation consultant, and “biologist at the design table.” She’s the co-founder of Biomimicry 3.8, a bio-inspired consultancy, and the Biomimicry Institute, a nonprofit that works to spread biomimicry practice and education around the world. Benyus is known for her influence in naming the practice of biomimicry in one of her six books, *Biomimicry: Innovation Inspired by Nature*, and for spreading awareness of biomimicry as a tool to try to solve humanity’s pressing challenges. Her honors include the Rachel Carson Environmental Ethics Award and the Science Writing in Society Journalism Award, and she is a senior fellow of the Design Futures Council.

John E. Fernández ‘85 is a professor of building technology in the Department of Architecture and a practicing architect. Fernández founded and directs the MIT Urban Metabolism Group. He is author of two books, numerous articles in scientific and design journals including *Science*, the *Journal of Industrial Ecology*, *Building and Environment*, *Energy Policy* and others, and author of nine book chapters. He is Chair of Sustainable Urban Systems for the International Society of Industrial Ecology and Associate Editor of the journal *Sustainable Cities and Society*. Fernández also served as Director of the Building Technology Program in the Department of Architecture from 2010 to 2015.



Mr. John Fernandez

Professor

Massachusetts Institute of Technology



Mr. Nathan Gabig

Partner, ESG Advisory &
Sustainable Finance Group,
KPMG USA

KPMG

Nathan is a Partner in the Firm's ESG Advisory. His expertise includes the SASB, TCFD, GRI, DJSI and SFDR reporting frameworks as data analysis and energy capital markets. He has personally structured 200+ asset-backed transactions with an issuance value exceeding \$75 billion. His strong grasp of emerging ESG investment trends, disruptive technologies in Sustainable Supply Chains, Battery Storage, Microgrids and Blockchain. He is a frequent keynote speaker and subject matter expert on securities issuers, ground-breaking structures and cash-flow analysis by the FINN (Fixed Income Investor Network Association) and each one of the nationally recognized statistical rating organizations & ESG aggregators (Moody's, S&P, Kroll, Fitch, MSCI, Bloomberg & Refinitiv).

Biologist with a Master's degree in Ecology from the Autonomous University of Barcelona. He has more than 20 years of experience in research and working with interdisciplinary teams related to biodiversity sciences. After a 13-year career linked to the Humboldt Institute, he is currently the General Director of the entity, a role he has focused on connecting scientific networks with key decision makers for the integrated management of biodiversity in Colombia and its global positioning. He has authored more than 30 scientific products (articles, books, book chapters) related to tropical forest dynamics, sectoral environmental planning and biodiversity conservation.



Mr. Hernando García

General Director
Humboldt Institute



Mr. Marshall Johnson

Chief Conservation Officer
Audubon

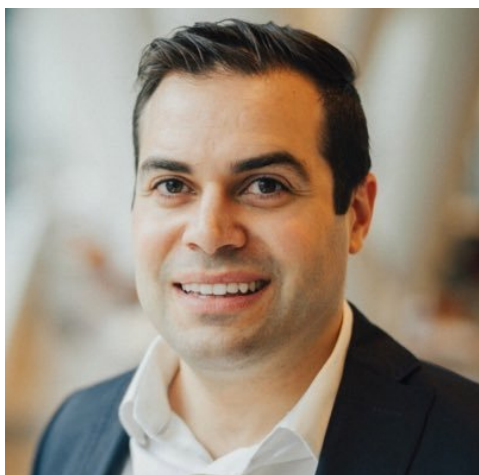
Mr. Johnson joined Audubon 12 years ago, starting as a climate field organizer for the D.C. policy team. He has also served as Vice-President, Executive Director of Audubon Dakota and has thrived in building a mission-moored, highly impactful team and state program. Through his leadership, Audubon Dakota has raised and leveraged more than \$50M from individuals, partners, foundation, and agency funders. Beginning in 2018, the Audubon Dakota team under his leadership raised their sights and ambition, spearheading the development and launch of the Northern Great Plains Grasslands strategy, which has conserved nearly 500,000 acres across the Dakotas, enrolling over 300 farmers within its programs.

Dr. Carlos Jaramillo is a doctor from the University of La Sabana with an emphasis in Health Management, Senior Clinical Associate in surgery and clinical nutrition and from Yale University School of Medicine in the United States. He completed his specialization studies in Functional Medicine at the “Institute for Functional Medicine” in the United States. He is Fellow in Antiaging Medicine with the American Academy of Antiaging Medicine (GWU). Holds studies in Biochemistry and Clinical Physiology at Harvard University. He is founder and director of the Institute of Functional Medicine in Bogotá, Colombia. He is a speaker and advisor for different national and multi-Latin companies, university professor, opinion leader, and author of two best seller books.



Dr. Carlos Jaramillo

Doctor and Author
Savvy



Mr. Neisan Massarrat

**Global Head of Technology
SecondMuse**

Mr. Massarrat has over 14 years of experience managing innovation and entrepreneurship programs with Fortune 100 corporations, governments and startups including NASA, Nike, World Bank Group, Intel Corporation and the Australian Department of Foreign Affairs. Neisan is passionate about addressing complex business and social challenges through collaboration and design. Prior to SecondMuse, he was a senior consultant on corporate strategy at Germany's development agency GIZ. He has a background in business and economics, has implemented projects in over 30 countries and is currently based in Washington DC.

Juanita has twenty years of professional experience in sustainable development in areas related to disaster risk management, adaptation to climate change and climate risk, post-disaster recovery, land use planning and regional urban development. She has been directly involved in adaptation projects and worked on the development of public policies at nationwide and local contexts. She has been a consultant for the Inter-American Development Bank, the World Bank, the Colombian National Planning Department. She has been an associate researcher for Universidad Eafit's Center of Urban and Environmental Studies and for the Universidad de Los Andes Center for Interdisciplinary Development Studies (CIDER). She holds a Ph.D. in geography and a Master's degree in development studies from the School of High Studies in Social Sciences of Paris (EHESS).



Ms. Juanita López

**Head of KPMG IMPACT,
Climate Change &
Sustainability –
SouthAmerica**

KPMG



Ms. Monica Medina

Assistant Secretary of State
for Oceans and International
Environmental and Scientific
Affairs of the United States
US Department of State

Ms. Medina was confirmed as Assistant Secretary for Oceans and International Environmental and Scientific Affairs on September 28, 2021. Previously, Assistant Secretary Medina was an adjunct professor at Georgetown University's School of Foreign Service. She was also a Senior Associate on the Stephenson Ocean Security Project at the Center for Strategic and International Studies, and Co-Founder and Publisher of Our Daily Planet, an e-newsletter on conservation and the environment. A former Principal Deputy Under Secretary of Commerce for Oceans and Atmosphere, she served as General Counsel of the National Oceanic and Atmospheric Administration (NOAA), and Special Assistant to the Secretary of Defense.

Mark Plotkin, Ph.D. is an ethnobotanist who serves as President of the Amazon Conservation Team (www.amazonteam.org) which he founded with fellow conservationist Liliana Madrigal. To date, the organization has partnered with over 100 tropical American indigenous groups to map and improve protection of more than 90 million acres of ancestral rainforests. He is the author of several influential books, including "Tales of a Shaman's Apprentice" and "The Amazon - What Everyone Needs to Know." Mark also serves as the Host of the popular podcast, "Plants of the Gods: Hallucinogens, Healing, Culture and Conservation". Mark was educated at Harvard, Yale and Tufts, and was a student of Richard Schultes.



Dr. Mark Plotkin

President & Board Member
**Amazon Conservation
Team**



Mr. Aurelio Ramos

Senior Vice President for
International Alliances

**National Audubon
Society**

Aurelio Ramos joined Audubon in December of 2019 as senior vice president for Audubon Americas. In that role he oversees the program, its international partnerships, and conservation teams working throughout Canada, Latin America, and the Caribbean. Prior to joining Audubon, Ramos worked for The Nature Conservancy (TNC) for more than 16 years. At TNC, he led pioneering conservation strategies through incentive-based financing across the Andean landscapes of Colombia, Ecuador, Peru, and Venezuela. He spearheaded the development of the “water fund” model for conservation projects that improve water quality and quantity.

Ian directs P4G’s Global Hub from World Resources Institute’s headquarters in Washington DC. Prior to joining P4G, he worked at the Global Commission on the Economy and Climate, serving as Deputy Director of Global Strategy and Partnerships. In this role he co-led the integration of climate change within core humanitarian and development work of World Vision. Ian has also helped shape large complex commercial transactions of public private partnership projects in infrastructure in Australia. Trained as a lawyer, Ian has held management positions in Australian government departments. He holds an MBA degree from the Australian Graduate School of Management and a Bachelor of Laws and Bachelor of Commerce degrees from the University of Western Australia.



Mr. Ian de Cruz

Global Director
P4G

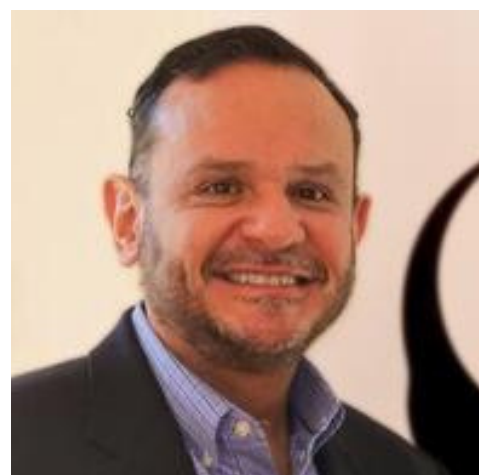


Mr. Julian Suarez

Vice-President of
Sustainable Development
CAF

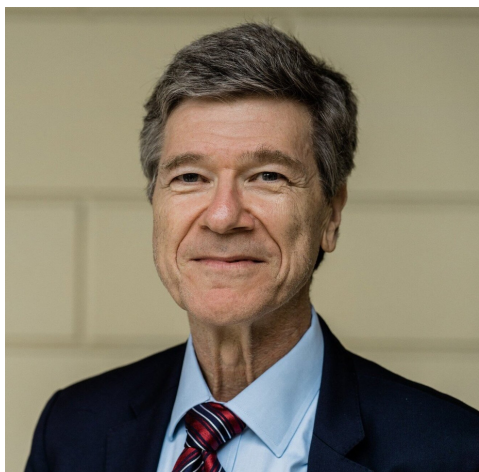
Mr. Suárez is the Vice-President of Sustainable Development at CAF. Previously, he was the Acting Vice-President of Infrastructure at CAF and Director of Infrastructure for the Southern Region. He also worked as consultant for the Social and Sustainable Development Department of the Inter-American Development Bank, and worked as Senior Economist for the Argentinean think-tank IERAL of Fundación Mediterránea; Director of Economics and Finance of the Province of San Luis, Chief of Researchers for the Professional Council of Economics of Córdoba, and professor of microeconomics, macroeconomics and international finance at graduate school level.

Roberto Troya is vice president of WWF-US country offices and regional director for WWF-Latin America since 2009. He has also supervised WWF country offices in Africa, Asia, Europe and the Greater Mekong for WWF International. Mr. Troya worked for The Nature Conservancy, where he served as director of international government relations (a global position), director of foreign affairs for South America, and between 1996 and 2004 as director of the Ecuador program. Between 1994 and 1996 he worked for the president of Ecuador under its Environmental Advisory Commission. He was the executive director of Fundación Natura and holds a master's degree in law (LL.M) from Harvard Law School, and a doctorate from the Catholic University of Ecuador.



Mr. Roberto Troya

Senior Vice President
World Wildlife Fund



Dr. Jeffrey Sachs

University Professor and
Director of the Center for
Sustainable Development
Columbia University

Dr. Sachs is a world-renowned economics professor, best-selling author, innovative educator, and global leader in sustainable development. He is the director of the Center for Sustainable Development at Columbia University and director of the United Nations Sustainable Development Solutions Network. Dr. Sachs has authored and edited many books, including “Building the New American Economy: Smart, Fair & Sustainable,” where he argues that autonomous vehicles are part of the solution to environmental and economic sustainability. He was twice named among Time magazine’s 100 most influential world leaders and has received 28 honorary degrees.

Mr. Mejía plays a key role in developing, implementing, and managing the engagement of the P4G network. Prior to joining WRI and going back to school, Dan served as Global Policy Officer for the International Bamboo and Rattan Organization (INBAR). Dan was a U.S. Foreign Service Officer for the Department of State, with overseas tours in Beijing, Jakarta, and Toronto. He was on the Political career track but also served as Environment Officer at DOS HQ on the Canada desk. Dan holds a Master in Public Policy degree from Princeton University with a Certificate in Science, Technology, and Environmental Policy. He also holds a Bachelor of Arts degree in Government from Harvard University with a Certificate in Spanish.



Mr. Dan Mejía

Engagement Manager
P4G



**Ms. Ana María
Gonzalez Velosa**

Senior Environmental
Specialist
World Bank

Ana María Gonzalez Velosa is a Senior Environmental Specialist at the World Bank. A Colombian who has worked since 2008 at the World Bank on conservation and sustainable development projects in the African and Latin American regions. She is currently coordinator of the Amazon Sustainable Landscapes Program, and task team leader of several projects in the Amazon. Before the Bank, she worked at The Nature Conservancy and, in her home country, in multiple research, public, and civil society organizations. Ana Maria has master degrees in Environmental and Natural Resource Economics from the Universidad de los Andes, and in International Development from George Washington University.

Ms. Nelson joined True Elements in January 2022 as Chief Operating Officer and Managing Director, Public Sector. Previously, she was Senior Director of Microsoft's U.S. Public Sector's State and Local Government Solutions business. Prior to Microsoft, Ms. Nelson had a 22-year career in public service serving as Assistant Administrator and Chief Information Officer, at the U.S. Environmental Protection Agency. This was a Presidential Appointment confirmed by the U.S. Senate. At the state level, she served as Executive Deputy Secretary, Pennsylvania Department of Environmental Protection. Ms. Nelson has a bachelor's degree in Political Science (Shippensburg University) and a master's degree in Public Administration (University of Pennsylvania).



Ms. Kimberly Nelson

COO
True Elements