

Purdue Engagement

Purdue University has a history of engagement through lasting partnerships with governments, businesses and academic institutions throughout the world.

Our model for engagement begins with listening to our partners' needs and then assessing and collaborating on projects to address those needs. Through that process, knowledge is shared with all stakeholders to build capacity in the region with the goal of enabling further development of sustainable innovative solutions.

When new technologies are discovered, Purdue's ecosystem of entrepreneurship is available to help move those discoveries into the public space to be used for the common good.

About Purdue University

Purdue's vast laboratory for discovery is a place where those who seek an education come to make their ideas real — especially when those transformative discoveries lead to scientific, technological, social or humanitarian impact.

As a land-grant institution, Purdue is committed to discovery, learning and engagement. The Purdue Cooperative Extension Service enables engagement outreach in the state of Indiana by building lasting relationships with farmers and in communities and sharing the latest research to address agriculture and community concerns.



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COLOMBIA-PURDUE PARTNERSHIP



Building Capacity for Sustainable Economic Development in the Orinoquia





Building a Sustainable Future

The Orinoquía region's rich landscape and extensive biodiversity offer many opportunities for economic development in agriculture, industry, tourism, scientific inquiry and ecosystem services. However, protecting the environment is sometimes in conflict with economic development. Finding a sustainable balance is a challenge to be addressed and to do so requires baseline studies and regional land-use models that describe the consequences of alternative courses of development.

Creating a more economically and environmentally sustainable economy for the Orinoquía requires building capacity in the following areas.

- ▶ Identifying alternative courses of action
- ▶ Complementing existing knowledge with data driven analytics
- ▶ Deriving likely consequences of alternative courses of action
- ▶ Engaging in education and training for stakeholders
- ▶ Investing in local leadership and community decision making abilities



Advancing the Orinoquía Initiative

Analytical models for guiding cropping systems, evaluating new technologies, exploring market opportunities and understanding farm resource constraints have already been developed by Purdue for the Orinoquía Initiative. These models serve as a foundation for new applications in different locales in the Orinoquía and across Colombia.

With modeling tools in hand and a base for capacity building in place, a broader scope of questions facing stakeholders in the Orinoquía can be explored by adapting the models to address pressing needs and questions at the intersection of people, food production and the environment.

Purdue envisions the following focus areas to be priorities in future efforts and resource allocations in order to deliver on the goal of a sustainable regional economy.

Focus Areas

- ▶ Agricultural production and management
- ▶ Post-harvest handling and processing
- ▶ Logistics and market structures
- ▶ Ecosystem and environmental management
- ▶ Entrepreneurship
- ▶ Sustainable tourism
- ▶ Community leadership and development

A Colombia-Purdue Partnership to Build Capacity in the Orinoquía

To pursue building a sustainable future for the Orinoquía, a base investment is needed to achieve the following activities.

- ▶ Stakeholder data collection
- ▶ Adaptation and development of analytical tools to address the range of needs within the focus areas
- ▶ Implementation of the modeling tools to demonstrate the potential for impact on novel pilot projects

We propose the creation of a fund for *Friends of Orinoquía*. The fund would be administered by a Colombia-Purdue Partnership Steering Committee and the selection of projects will be based on the following priorities.

- ▶ Address one or more of the focus areas
- ▶ Involve a strong Colombia-Purdue partnership
- ▶ Engage in stakeholder capacity building

