

# Plant conservation: Who cares?

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4th Mediterranean Plant  
Conservation Week

VALÈNCIA | 23-27 OCTOBER | 2023



VNIVERSITAT DE VALÈNCIA  
**Jardí Botànic**

Health matters

Economic crisis



Unemployment

Environment



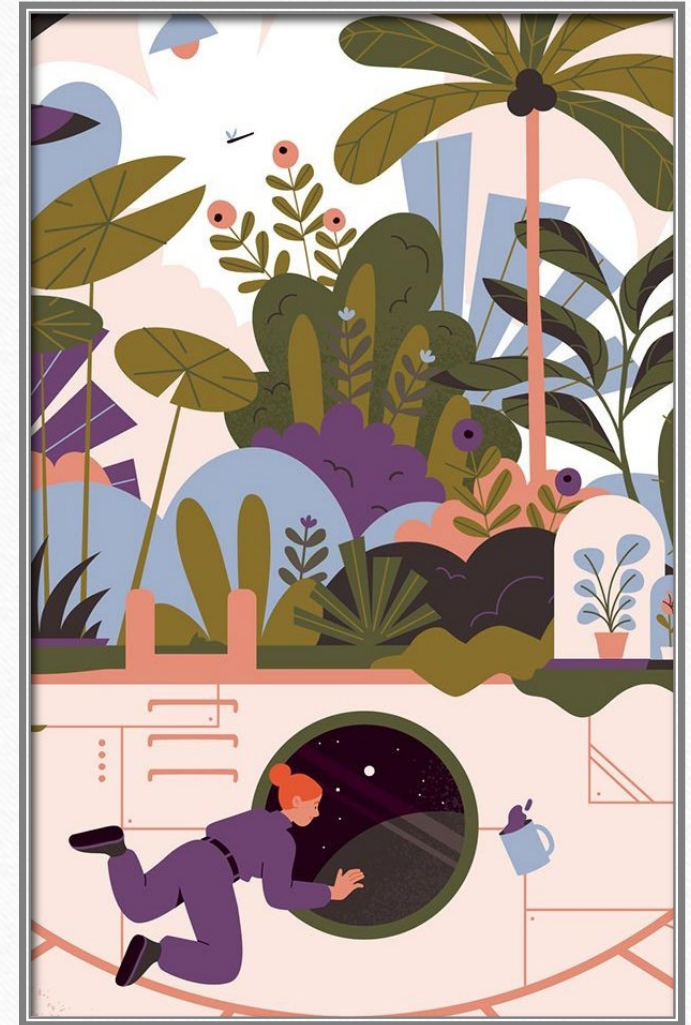






An important piece of the puzzle: communicating the importance of conservation

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First idea:  
be concrete

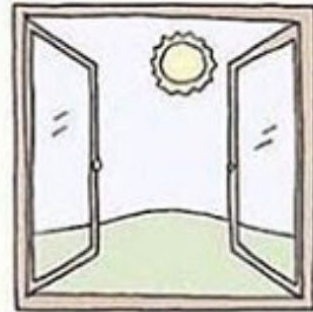
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# DON'T FORGET

DRINK WATER.



GET SUNLIGHT.



YOU'RE  
BASICALLY A  
HOUSE PLANT  
WITH MORE  
COMPLICATED  
EMOTIONS.





*“Biodiversity begins at the doorstep and  
should be nurtured”*

Eduardo Barba

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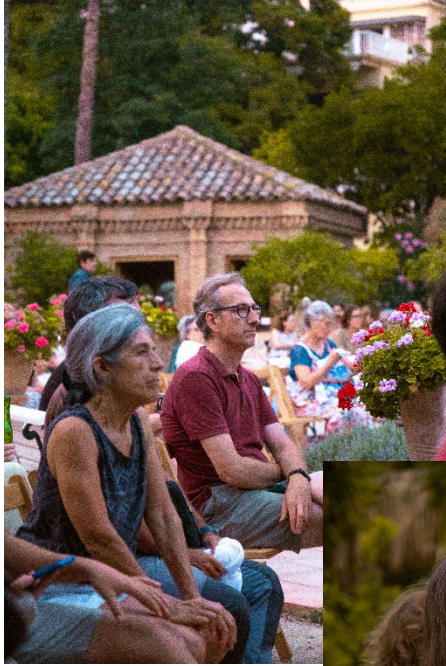




Second idea:  
focus on people

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Third idea:  
take advantage of unfavorable situations

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*“This is not about saving the planet,  
but rather limiting the suffering of  
millions of people and preserving  
biosphere as functional as possible”*

Andreu Escrivà

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# CLIMATE CHANGE A TIMELINE

@SEMI-RAD

"CLIMATE  
CHANGE  
ISN'T REAL"

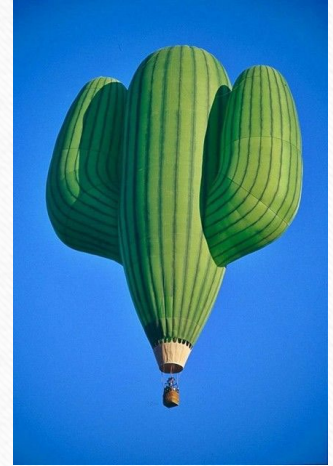
OOPS



OK, CLIMATE CHANGE  
IS REAL, WE'RE JUST  
NOT CONVINCED IT'S  
CAUSED BY HUMANS

FUCK











Plants and their  
conservation, the  
importance of this  
action, a powerful idea  
that we are convinced  
of

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