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ESG PRACTICES IN
COMPANIES

TECHNOLOGY

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TECHNOLOGICAL HUB
IN MEXICO

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THE CONTENT CREATOR AND TECHNOLOGY
DISSEMINATOR REFLECTS ON THE ADAPTATION OF
ARTIFICIAL INTELLIGENCE IN OUR LIVES

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PREVIOUS EDITION



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EDITORIAL

Innovation has become the currency and technology shapes every aspect of our lives. Artificial intelligence (AI), in particular, is born as a transformative force capable of enhancing our human capabilities, but also posing ethical and social challenges.

Rodrigo Taramona, technological content creator, joins us on the cover, where he reflects on how AI redefines our existence; and rather than seeing it as a threat, it urges us to adopt a proactive stance, taking advantage of the opportunities that this revolution offers.

Based on the development of these technologies, spaces are being created that allow the promotion of innovation. The most recent case is the new technological hub in the city of Querétaro: BLOQUE, a building that promises an innovative future in Mexico under the impulse of the four E's (entrepreneurship, education, employment and entertainment).

Likewise, it is important not to leave aside business sustainability. To this end, the trend towards ESG investment is positioned as the most feasible way to mitigate environmental impact, while making companies more profitable. According to estimates, this investment could exceed USD 50 billion by 2025.

The combination of technology and sustainability emerges as a fundamental binomial for business progress. The challenge for companies now is to adapt to an evolving environment while embracing practices that promote environmental conservation.

Estefani R.

GENERAL EDITOR





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THE BARCODE AND ITS STEP TOWARDS 2D EVOLUTION

This digital tool has been named by the BBC as one of the 50 things that built the modern economy.

Written by: Estefani Rodriguez

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With a simple appearance but with a monumental impact, the barcode has been the fundamental pillar in optimizing efficiency for

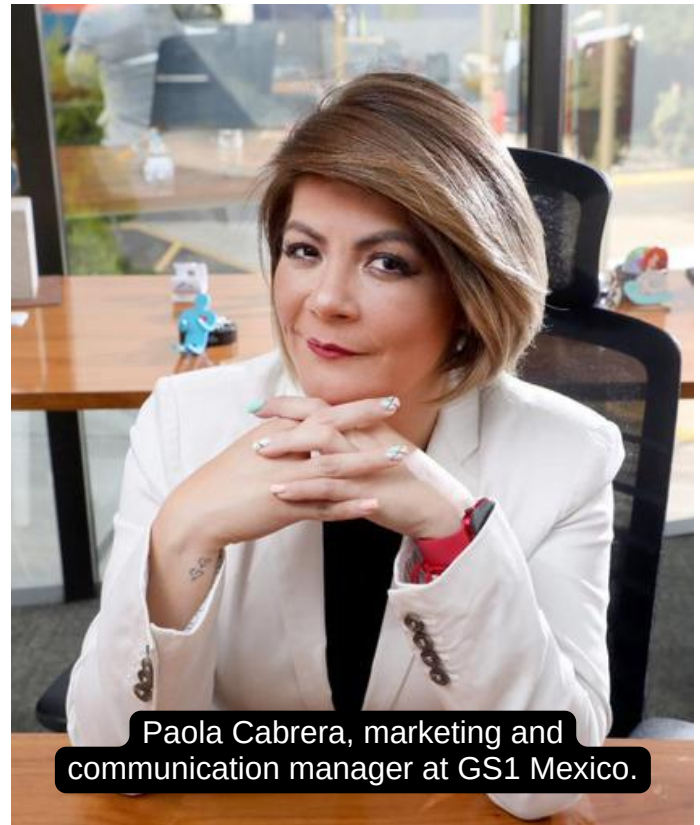
both consumers and businesses. Since its inception more than 50 years ago, this ingenious identification system has revolutionized the way products are handled and commerce is conducted.

Currently, the 2D barcode can hold more information than the linear or traditional code contains today. **“Apart from knowing what the product is and its general characteristics, the two-dimensional code offers the serial number, which makes the product unique; That is, all presentations of a soft drink of a certain flavor or size have the same barcode. It also brings the batch and the expiration date,”** says Paola Cabrera, marketing and communication manager at [GS1 México](#).



Among the advantages offered to the consumer, the barcode facilitates the purchasing experience, since with just one scan consumers can obtain detailed information about the product. This gives them greater pricing accuracy, which significantly reduces billing errors. This ensures that customers pay the correct price for their purchases, improving transparency and customer satisfaction.

“The barcode has changed the way we see the world. Previously we had to wait in long lines at the supermarket, because the cashier had to record the price, number by number, of how much each product was. Today everything is more optimized and at the same time efficient,” says Cabrera.



Paola Cabrera, marketing and communication manager at GS1 Mexico.



On the business side, this tool provides unique operational efficiency. Barcoding automates numerous business processes, from inventory management to shipment tracking, freeing up time and resources.

“The barcode can also change prices in an automated way, you just have to enter the code instead of constantly labeling the products one by one. For example, if I have soft drinks that are going to increase in price from 10 to 20, I only do it in a database. Likewise, inventories and even orders to suppliers are automated,” he specifies.

According to data from GS1 Mexico, every year around two thousand companies

In the country, especially micro, small and medium-sized companies, request a barcode. **“Last year, one million 790 thousand codes were issued in Mexico alone. There are people who have sometimes wondered if barcodes are close to disappearing, but the truth is that I see it as very far away. And on the contrary, this evolution points to the improvement of the 2D code and we have many more years to come,”** concludes the marketing manager.

For all its benefits, the barcode is an indispensable tool and has been named by the BBC news network as one of the 50 things that built the modern economy. Its ability to improve operational efficiency, automate processes, improve customer experience and guarantee product safety makes it a fundamental piece in the world of commerce and logistics.

Benefits of 2D barcodes:

- They are essential for selling in large commercial chains, e-commerce platforms and abroad.
- It makes it easy to identify the items with the highest turnover, detect shortages, update stock and place orders in an automated manner.
- Its automatic reading allows the registration of products throughout the supply chain to identify their origin and destination, better known as traceability and visibility.
- Thanks to the rapid identification of loads, it is possible to accelerate the passage of goods through warehouses and their delivery to end customers.



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MIGUEL RODRIGUEZ: “CUSTOMERS LOOK FOR COMPANIES THAT ARE RESPECTFUL OF THE ENVIRONMENT”

From mitigating risks to generating long-term value, the trend towards ESG investing could exceed \$50 billion by 2025.

Written by: Estefani Rodriguez



Miguel Rodriguez, Global CEO of 3AW

As concerns about environmental responsibility continue to gain prominence in the business sector, investment

based on environmental, social and governance (ESG) factors become even more prevalent. This growing trend not only seeks to mitigate environmental impact, but also to make companies profitable in the long term.

Although it may seem like an expensive investment at first, ESG criteria offer benefits that go beyond the financial numbers. **“Respect for sustainability has been an economic effort for many companies. But this has to be integrated into the company structure, without posing a risk. That is, if we ensure that finances are not damaged by these additional efforts, we will be on the right path,”** says Miguel Rodriguez, Global CEO of 3AW.



By adopting ESG practices, companies demonstrate a sustainable commitment that can significantly improve their reputation and brand. Consumers are increasingly interested in supporting companies that care about the environment and the communities in which they operate. Meanwhile, a solid sustainable reputation can become a valuable asset that differentiates a company in a competitive market.

“The most tangible effect occurs in the spirit and DNA of the company. When a company respects these types of principles, which right now seem like a fashion but are actually a necessity, the team itself is infected by it and causes the entire essence of the company to change and customers begin to value the company more.”explains Rodriguez.

Likewise, these actions can help identify and mitigate potential risks. For example, a company operating in a highly polluting industry may face regulatory and legal risks if it does not comply with environmental regulations. By adopting more sustainable practices, such as reducing carbon emissions or responsible waste management, companies can be better prepared to meet challenges.

On the other hand, the search for sustainability can drive innovation within companies. The need to find more efficient and environmentally friendly solutions can lead to the adoption of innovative technologies and practices which, in turn, can generate significant cost savings.

Finally, it is important to highlight that investors are increasingly interested in allocating their capital to companies that demonstrate a commitment to sustainability. Companies with strong ESG practices can have easier and more affordable access to capital through bank loans, green bond issuances or venture capital investments.

In this regard, the financial advisory platform Bloomberg predicted that ESG assets could exceed USD 50 billion by 2025 globally. This perspective occurs in an environment of uncertainty due to the growing pressure in financial markets and high interest and inflation rates in different parts of the world.



Ultimately, by adopting sustainable practices, companies will be able to improve their reputation, reduce risks, encourage innovation and access capital more efficiently. Ultimately, this is a powerful driver for profitability and business success in a world that increasingly values sustainability.

“In the future, the benefits will be tax-related and also in market competitiveness, since the vast majority of clients are looking for companies, whether B2B or B2C, that are respectful of the environment,” concludes the CEO.

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BLOCK: THE NEW TECHNOLOGICAL

The building stands as an epicenter for technological development and business collabor

Written by: Estefani Rodriguez

Equipped with the latest tools, technologies and even a 3D 'naked eye' screen with augmented reality, the Innovation Center and Creative

Technology BLOCK encourages collaboration, creativity and progress in the technological field. Strategically located in the city of Querétaro, this building promises to encourage economic development in Mexico.

“Querétaro has been growing by leaps and bounds since the last decade. We are a city that has different industries in the tertiary sector, and since this digital revolution began with the technological boom, many companies began to digitize and look for talent around digital technology,” says Rodrigo Ruiz, project and innovation coordinator of the Municipality. From queretaro.



L HUB OF QUERÉTARO

ration, promising an innovative future in Mexico.



Under the impetus of the four E's: entrepreneurship, education, employment and entertainment, BLOQUE has been designed to encourage interaction and the exchange of ideas between the different actors in the technological ecosystem, becoming the first hub in the country with seven floors of pure innovation. .

On the one hand, the potential of this space will positively impact startups. "Today we are convinced that by supporting technological entrepreneurship we allow the creation of local companies. This is a triple A building, with systems for booking meetings, a coworking, and all the facilities so that the entrepreneur can come here and really incubate in our infrastructure," says the coordinator.

In the education sector, BLOQUE begins this project with two very important allies, such as CISCO Networking Academy and the National Autonomous University of Mexico (UNAM), institutions in charge of providing training and educational programs to strengthen the digital skills of citizens.

Given this, Ruiz mentions: **“Technological education is vital for the challenges of the future. We have opened courses ranging from artificial intelligence, programming, cybersecurity, virtual reality, gamification in games, among others. Today we are very happy because there is a waiting list of around 1,500 people on our platform, so we are on the eve of expanding our program to cover all the educational and technological appetite that our citizens have.”**

Another important vertical is employment, since this innovation seeks to attract the best international technology companies, in addition to promoting the emergence of local companies that promote jobs. **“If we talk about new jobs, which cover artificial intelligence, cybersecurity or big data, we see that there are vast productivity opportunities around technology,”** he emphasizes.



Rodrigo Ruiz, project and innovation coordinator of the Municipality of Querétaro

Finally, the theme of entertainment serves as a powerful vehicle to engage people of all ages in learning and exploring new technologies. By making technology accessible and exciting, you can inspire the next generation of innovators and entrepreneurs. **“Entertainment is more like a cultural vehicle to bring the population closer to new digital topics,”** concludes Ruiz.

With all these characteristics and advantages that BLOQUE offers, its objective is focused on becoming the most important technological hub in Latin America, consolidating first in Querétaro, to later attract technological tourism and be the example at the regional level.



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PERMACULTURE: AN AGRICULTURAL SYSTEM IN HARMONY WITH NATURE

Permaculture seeks to regenerate the land, strengthen biodiversity and promote self-sufficient communities, being key to sustainable agriculture.

Written by: Esperanza Aguilera

While agriculture is crucial to feeding the world's growing population, its conventional practice has significant consequences. Environmental deterioration and the unsustainability of our development models demand innovative and sustainable solutions that not only

ensure food security, but also promote the health of ecosystems.

According to the Food and Agriculture Organization of the United Nations (FAO), approximately 25% of emissions that contribute to climate change come from agriculture. Furthermore, this activity is



one of the main drivers of biodiversity loss, resulting in the threat of 80% of the species on our planet.

Permaculture was born as a viable alternative to the conventional agricultural model, offering a holistic approach that recognizes the interdependence between nature and society. Instead of depleting natural resources and degrading ecosystems, permaculture seeks to create regenerative systems that strengthen biodiversity, improve soil and water quality, and foster resilient and self-sufficient communities.

In essence, this trend focuses on the interconnection and harmonious relationship between the elements of the system: animals, plants, buildings and infrastructure such as water, energy and communications. Beyond simply growing food, it promotes an approach that encompasses agriculture, architecture and community development.

In agriculture, it is governed by three fundamental ethics: care of the land, care of people and fair participation. These ethics serve as a guide to designing systems that respect and promote environmental health, meet human needs, and foster social equity.



Permaculture principles and practices

Applying permaculture involves adopting a series of methods and strategies designed to create sustainable and regenerative systems. One of the fundamental approaches is the design of polycultures or crop diversification, which consists of planting a variety of species in the same space. This helps to increase biodiversity, improve resistance to diseases and pests, and maximize the use of available resources.

According to the World Bank, agricultural expansion is currently responsible for 90% of global deforestation, which means that, since 1990, we have lost nearly 420 million hectares of forest.

Permaculture promotes the use of soil conservation practices, such as direct seeding and mulching, which protect soil structure, reduce erosion and improve long-term fertility.

Another key is the design of water collection and storage systems, such as swales (or infiltration ditches) and ponds, which allow rainwater to be collected and retained for use in dry periods. This helps increase the availability of water for irrigation and reduces dependence on external sources.

Likewise, the integration of fauna into agricultural systems is encouraged, through the creation of habitats for beneficial insects, birds and other animals that help control pests and promote pollination.

Permaculture has been successfully implemented in several projects. In Scotland, Ecovillage Findhorn is an ecovillage that has been widely highlighted, as it has reduced the ecological footprint of each inhabitant by 50% and generates around 300 jobs in the area. This translates into an annual economic impact of over \$6 million in the Scottish Highlands.



In Mexico, Las Cañadas in Veracruz is an agroecology and permaculture center that has restored 225 hectares of cloud forest and produces 80% of the food consumed at the center, thus demonstrating the potential of permaculture for ecological restoration and food security.

Permaculture challenges us to rethink our relationship with the earth and adopt practices that nourish both people and the planet. Its adoption could mean a crucial step towards a future where agriculture and nature coexist in harmony, ensuring prosperity for both present and future generations.

Environmental degradation due to intensive agriculture:

- **Greenhouse gas emissions:** **agriculture** is responsible for 54% of the methane produced worldwide and about 80% of the nitrous oxide.
- **Deforestation:** Agricultural expansion is responsible for 90% of deforestation in the world. This loss of forests leads to the degradation of natural habitats, a decrease in biodiversity and a significant contribution to climate change.
- **Water stress:** globally, agriculture uses approximately 72% of the water extracted from surface and underground sources, mostly for crop irrigation.
- **Soil degradation:** Practices such as overexploitation of soil and excessive use of chemicals lead to soil erosion and loss of soil fertility. Around 70% of dry land used for agriculture is already impoverished, affecting almost 30% of the planet's soil surface.



Source: World Bank

How to reduce the **electronic trash** in companies?



Implement recycling policies

Establish formal recycling programs for obsolete electronic equipment, prioritizing reuse or responsible recycling.

Hire certified electronic waste management services

Make sure to work with suppliers that comply with environmental regulations, guaranteeing safe handling of discarded equipment.

Educate staff

Provide regular training to employees on how to dispose of electronic devices correctly and responsibly, avoiding unauthorized landfills.

Promote the reuse and donation of equipment

Encourage the reuse of still functional electronic equipment within the company or its donation to charities or other companies.

Conduct regular waste management audits

Regularly evaluate practices through internal or external audits to identify areas for improvement and comply with environmental regulations.



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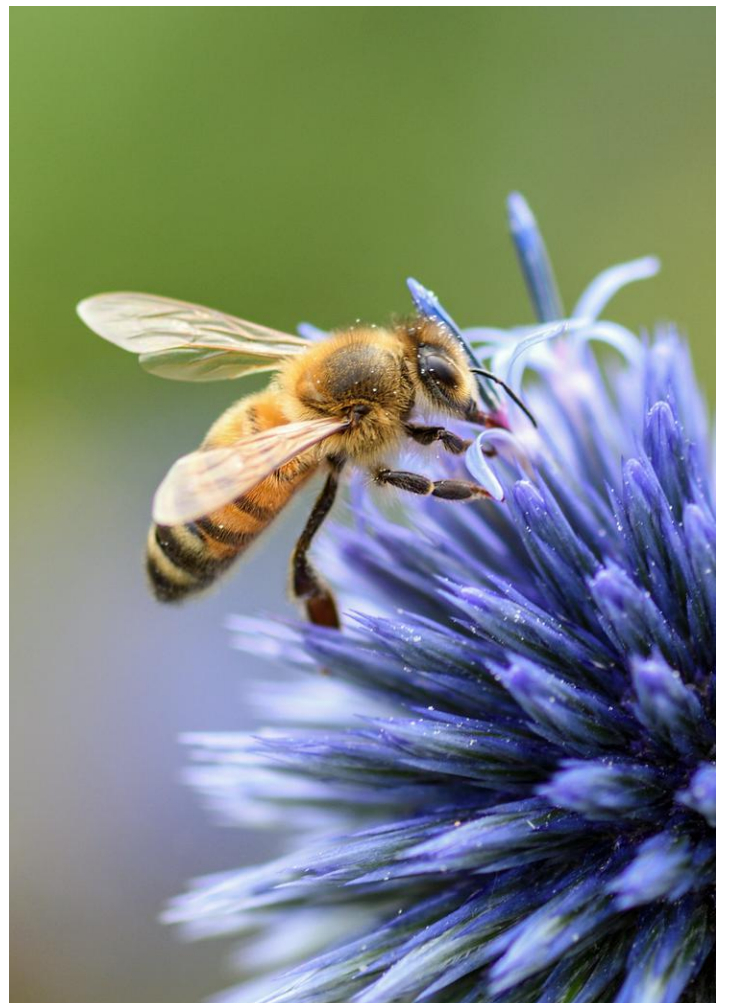




THE URGENCY OF PROTECTING OUR POLLINATORS

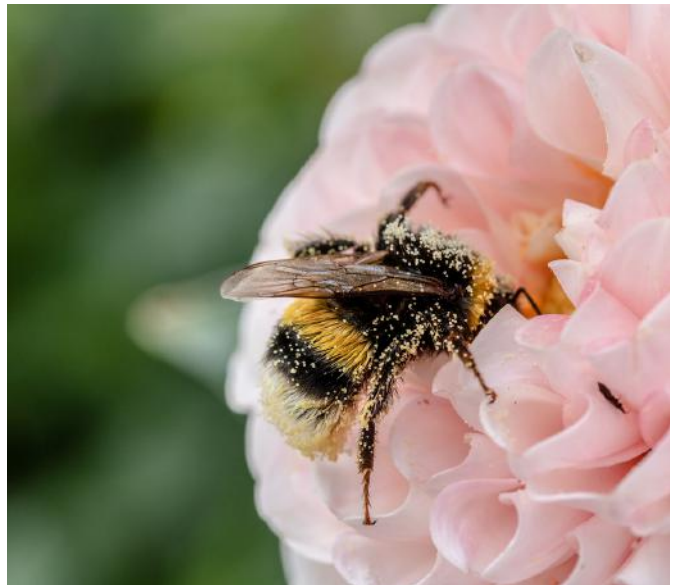
Written by: Leonardo Rodriguez

Bees face threats that compromise their existence, so it is crucial to understand their relevance as pollinators and promote measures to safeguard their environment.



In the vast and complex world of insects, bees stand out as invisible heroes. Despite its crucial role as Pollinators, unfortunately, most people tend to view insects with distrust or even fear. However, this general rejection translates into a lack of knowledge about the fundamental importance that these small beings have for our environment.

According to zootechnics experts such as Dr. Yadira Ricardez, insects, and especially bees, are essential to maintaining natural balance in the world. **“Bees collect pollen from a great diversity of plants and play a fundamental role in their reproduction,”** he says.

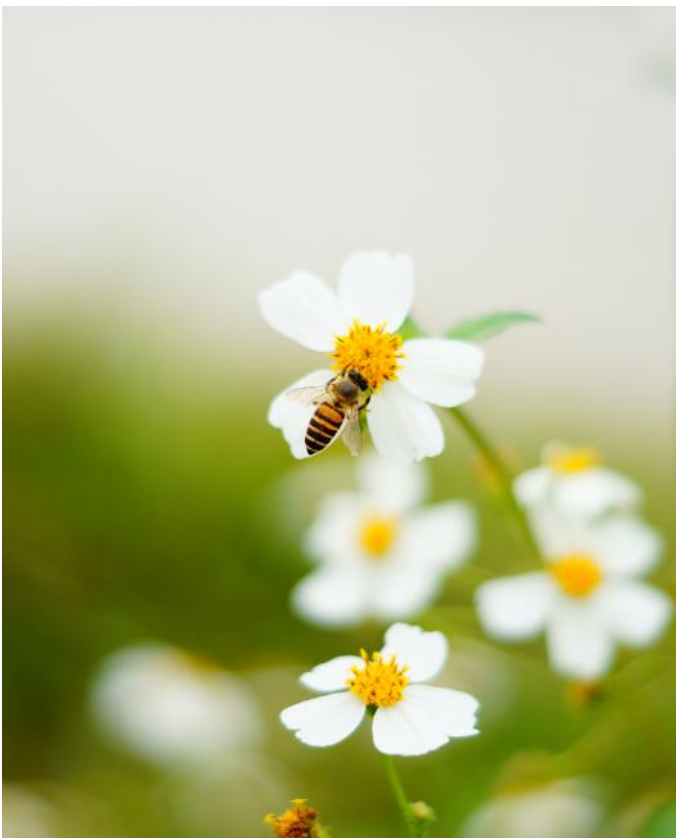


With the aim of delving into the relevance of bees, we will examine their importance in certain sectors, as well as the main threats they face and the urgent measures necessary to conserve and protect these insects.

Importance in agriculture and economy

According to figures from the Food and Agriculture Organization of the United Nations (FAO), globally, approximately 75% of the crops that support our diet depend to some extent on pollination by bees and other insects. . **“The difference in agricultural productivity between a crop with bees and one without bees is abysmal,”** says Ricardez.

This natural process not only improves the quality and quantity of crops, but also has a direct impact on the agricultural economy. According to the report



Food under threat from GreenPeace, it is estimated that the economic contribution of bee pollination reaches 265 million euros annually worldwide.

María Moreno, veterinarian of the Guadalajara Beekeepers Association, adds: **“The sale of honey and pollen on a large scale generates high income in the business field of economic production. With respect to the food industry, the use of honey instead of other products represents an improvement in quality, adding added value to the product.”**

Main threats

Bee populations have experienced a worrying decline in recent years due to a series of threats ranging from environmental factors to unsustainable agricultural practices. According to IPBES data, 40% of invertebrate pollinators globally are in danger of extinction. While in Europe, 37% of bee populations are declining.

“The main cause is the loss of habitat due to expansion



urban development, intensive agriculture and the use of herbicides, which have destroyed or fragmented their natural habitats. Furthermore, species that can adapt to environments modified by man are threatened by the use of toxic pesticides,” says Ignasi Bartomeus, president of the Wild Bees association.

Another reason is climate change, which is affecting the habits of many wild bee species by altering their activity patterns. **“Climate change is altering the flowering cycle, resulting in less pollen availability for hives. This, in turn, leads to an increase in bee feeding costs,”** explains Moreno.

Measures for its preservation

To protect and preserve bees, it is essential to implement a series of measures that address the threats faced by these important pollinators. One of the key strategies is to encourage the use of sustainable agricultural practices, such as organic and agroecological farming, which minimize the use of pesticides and herbicides harmful to bees.

“Wild bees are not difficult to conserve, since they do not need large spaces. Diverse agricultural landscapes, natural habitats interspersed in less productive areas and well-conserved borders can maintain a great diversity of bees, especially if the use of pesticides is moderate,” says Bartomeus.

Furthermore, it is essential to increase public awareness about the importance of pollinators and the factors that threaten their survival through awareness campaigns. **“Education is essential to raise awareness about the importance of bees to new generations and even to those who maintain agricultural practices that are harmful to them. It is essential to teach them the appropriate techniques to guarantee their preservation,”** adds Yadira Ricardez.

It is evident that bees, with their tireless work of pollination, are fundamental pillars of our ecosystem, where their importance goes beyond the simple production of honey. As we reflect on their relevance, we must rethink our relationship with insects and take concrete steps to protect their habitats and promote sustainable agricultural practices.

Figures to consider:

- There are around 20 thousand species of bees worldwide that are grouped into seven families (INEGI).
- Of the 100 crop species that provide 90% of the world's food, more than 70 are pollinated by bees (UN).
- It is estimated that more than 80 million Western bee hives produce approximately 1.6 million tons of honey per year (IPBES).



RODRIGO TARAMONA



“ AI GENERATES A NEED FOR INTELLECTUAL, SPIRITUAL, PHILOSOPHICAL AND CONSCIOUSNESS ADVANCEMENT.”

The content creator and technology disseminator reflects on how artificial intelligence redefines our existence, guiding us in adaptation in the face of the unstoppable advance of innovation.

Written by: Esperanza Aguilera





Rodrigo Taramona, a name that resonates in the world of technology and innovation, invites us on a fascinating journey through the

intersection between exponentiality technological essentiality and human essence. In an intimate conversation, Taramona reveals his vision of artificial intelligence (AI) and its impact on our society.

Born in Peru, but a resident of Madrid since the age of seven, Taramona stands out for his passion for exploring the changes that shape the world. Driven by his fervent interest in the technological field, he is dedicated to disseminating his reflections and knowledge through his social networks, where he has a wide audience.

“I am a content creator and disseminator [...] of how emerging technologies affect how we behave as individuals, as a company, as a society; the political and economic effects that technology has. It is a field in which I have self-specialized based on a long time of research because it is a topic that I am passionate about,” he comments.

For Taramona, today, the idea that AI will one day reach a level of self-awareness similar to that of humans poses a fascinating and complex scenario: **“AI is going to be able to do many of the things that we do, but there will be others that don't”**, highlighting that there are intrinsically human aspects, such as empathy and subjective experience, that could be out of reach.

But beyond debates about the potential of AI, Taramona urges us to cultivate fundamental qualities to face the challenges of the future. It emphasizes the importance of study, curiosity, and acquiring skills that complement AI capabilities, such as critical thinking and creativity. For him, this is the time to enrich our understanding of the world and ourselves.

“It is time to return to the humanities; to return to philosophy, ethics and languages. I think it is a good time to combine science, engineering technology and mathematics, but with humanities and with creativity and imagination. What we have to work on most right now is imagination,” highlights the content creator.

Furthermore, it reminds us that in a world where technology advances by leaps and bounds, it is crucial to keep an open mind, free of prejudices and fears towards AI. Instead of seeing it as a threat, Taramona urges us to embrace





a proactive stance, taking advantage of the opportunities that this technological revolution offers.

Only in this way, by embracing change, can we unlock the full potential that technology has to improve our lives and our society. **"For me, this technological advance is an opportunity that generates a need for intellectual, spiritual, philosophical and conscious advancement. It leads us to understand that the world is different and that the competition that we have developed throughout the history of humanity, for resources, for land and for economic prosperity, is no longer so necessary. We can begin to cooperate in another way,"** he adds.

Rodrigo Taramona challenges us to rethink our relationship with technology. His words remind us that, in a world of constant change, it is important to stay connected to our humanity as we move toward a future full of possibilities and challenges.

THE JUJU ARGENTINA EMBRAC AND IS COMMITTED TO FEMALE

The comprehensive creative agency appears diverse and creative, while adapting to th

Written by: Estefani Rodriguez

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oordinate teams, drive innovation and ensure advertising campaigns meet client objectives

are part of the tasks performed by a managing director within an advertising agency. In a field traditionally dominated by men, the inclusion of women in these roles has proven to be not only beneficial, but essential to success and diversity in the industry.

Women often have an innate ability to understand the needs and desires of their target audience, which is essential in creating effective and impactful advertising campaigns. The Juju agency knows this well, which recently appointed its creative duo, Catalina Cassina and María Belén D'Erasmo, as managing directors at The Juju Argentina.



ACES INNOVATION E LEADERSHIP

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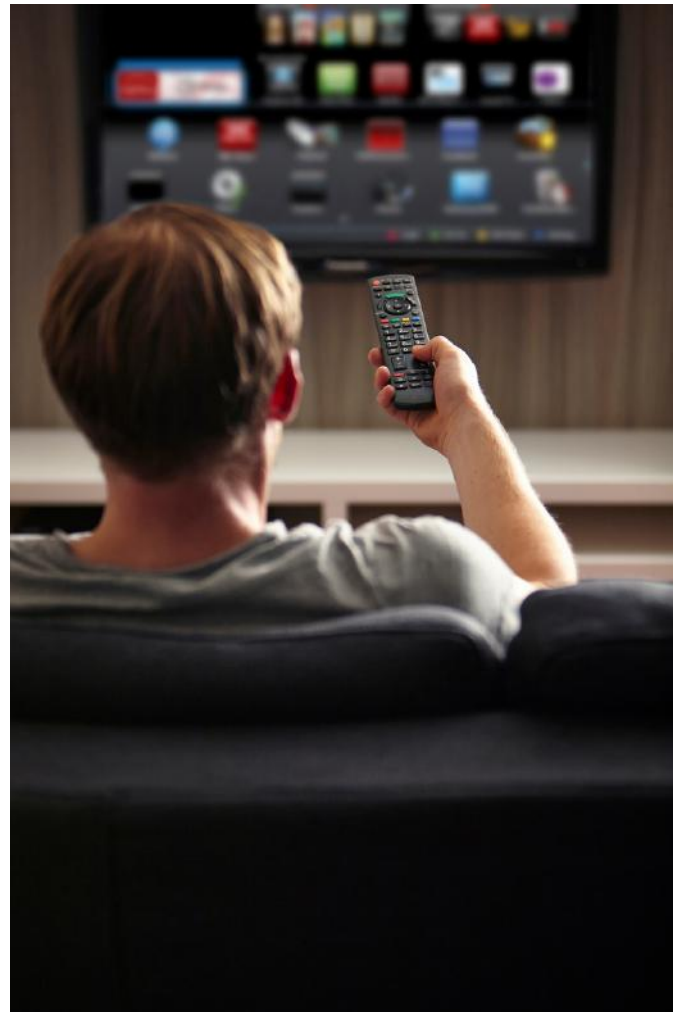
“We are super happy to work together, it is very gratifying that the agency continues to support us, but together,” says Catalina. “It is an agency in which we have been putting a lot of love and now it is like a push of energy to continue betting on this,” adds María Belén.

In Argentina, a country recognized for its talent and creativity in the advertising industry, agencies have witnessed numerous changes in recent years. In the current context, marked by economic and technological challenges, advertising faces a crossroads that demands creativity, innovation and adaptability.

“As an agency we have the challenge of trying to ensure that within budget cuts, creative ideas do not lose their value; That is, to ensure that advertising is not affected by the current economic situation,” says Catalina.

On the other hand, the rise of digital platforms has revolutionized the way advertising strategies are developed and Argentina has been no exception. The strong presence of social media, online ads and influencer marketing has redefined the advertising landscape, offering new opportunities.

“Today the client does not ask you for a television commercial, what they want is a campaign that is digital, and that is why we have to be very up to date with technologies to be able to adapt. For example, knowing how to face the world of streaming that has been around for several years, but that brands are only now wanting to enter. Consumers are constantly updating themselves, and it is the agencies that have to respond to this innovation,” explains Catalina.



In this regard, María Belén comments: **“We live in a world where all networks take center stage, but at the same time you have to do something for TV and offline media, because in the end they will be connected. All media add up and complement each other.”**

In this sense, creativity and originality have become invaluable assets. Successful advertising campaigns are those that manage to capture the public's attention amidst the constant noise of information, generating emotional connections and resonating with the concerns and aspirations of society.



THE GREAT HISTORICAL CHANGES THAT THE INTERNET HAS DRIVEN

The appearance of the Internet marked a before and after in modern society, transforming the way we communicate, work and relate.

Written by: Esperanza Aguilera

E

very May 17 marks World Internet Day, an opportunity to remember the significant impact that this network

global has had on modern society. The Internet has become so deeply intertwined with our lives that it is difficult to imagine a world without it. From the way we communicate to how we access

Information has permeated every aspect of our existence, shaping the way we learn, work and relate.

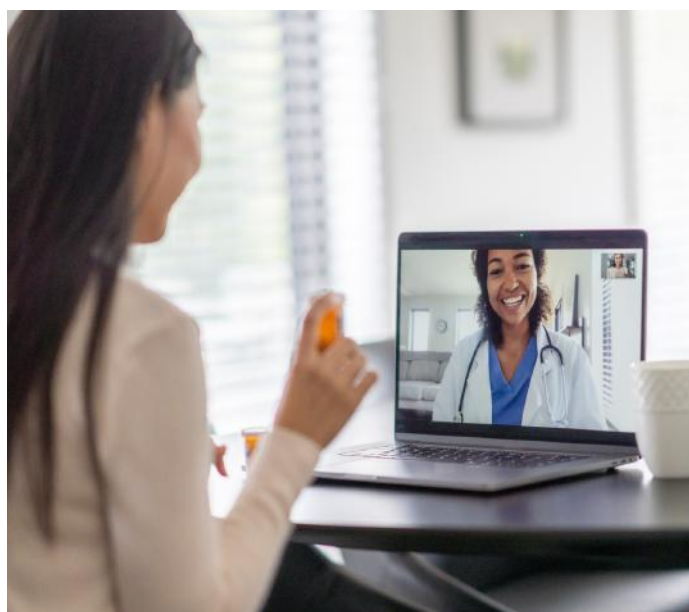
Today, the Internet has woven an unprecedented network of interconnection that covers practically every corner. According to figures from the World Bank, approximately 63.1% of the

world population uses the Internet in their daily lives. This phenomenon is further reflected in the fact that millions of users connect on average 6.37 hours a day, according to a study by DataReportal, evidencing the relevance and penetration that this network has in people's daily lives.

Medical networks

During the COVID-19 pandemic we witnessed how the Internet was instrumental in scientific collaboration and the dissemination of vital information, resulting in the accelerated development of vaccines and treatments that were developed in just 10 months.

Unlike other historical pandemics, such as the Spanish flu of 1918, where the lack of a global information network claimed the lives of more than 20 million people, the digitalization of medicine marked a before and after in the history of public health, demonstrating how technology can be a fundamental ally in times of crisis.



Diffusion of ideas in social movements

Not only in medicine, in our daily lives the Internet plays a fundamental role, even in the dissemination of ideas within social movements. Its global reach and ability to connect people from around the world have transformed the way causes spread and masses mobilize.

One of the most notable examples was the Arab Spring. In the early 2010s, a series of protests and revolts spread across several countries in the Middle East and North Africa. Social media, such as Facebook, Twitter, and YouTube, played a crucial role in organizing and disseminating information. Protesters shared images, videos and messages in real time, allowing for rapid mobilization and greater awareness of demands for freedom, justice and human rights. The Internet became a space where oppressed voices could resonate and join forces.



Transformation of education and professionalization

In education, the Internet has not only transformed the way students access knowledge, but has also drastically redefined the contemporary workplace landscape. Today, the demands of the labor market require specialized and constantly updated skills, many of which are not necessarily acquired through traditional academic education.

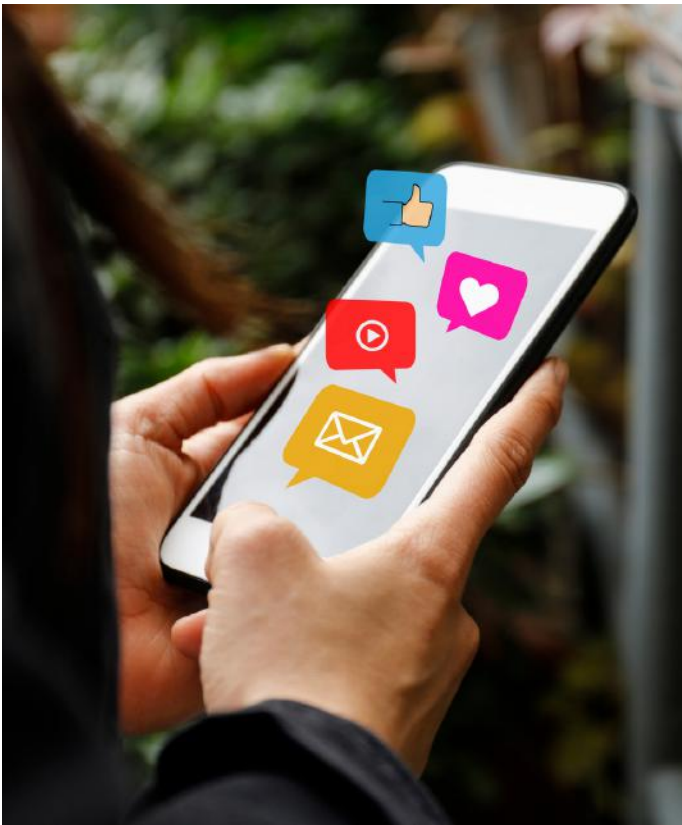
Online learning platforms such as Coursera, edX, and FutureLearn have emerged as vital sources of alternative education that address these changing needs. This paradigm shift is challenging conventional perceptions and driving a new era of learning focused on developing practical skills and adaptability to an ever-evolving work environment.

Revolution in the global economy

In the economy, the Internet has revolutionized the way companies operate and relate to consumers. The rise of e-commerce, for example, has transformed the way transactions are carried out globally. Digital platforms like Amazon have democratized market access, allowing both small businesses and large brands to reach millions of customers.

In the past, commercial transactions were limited to traditional media such as newspapers, radio and television, making coordination and solidarity between movements in different countries difficult. Today, the omnipresence of the Internet has generated unprecedented interconnection, reflecting an increasingly interconnected and complex global trade network.





Emergence of artificial intelligence

Without a doubt, one of the most revolutionary advances of our time would not have existed without the Internet. The emergence of artificial intelligence (AI) has emerged as a transformative force in our society.

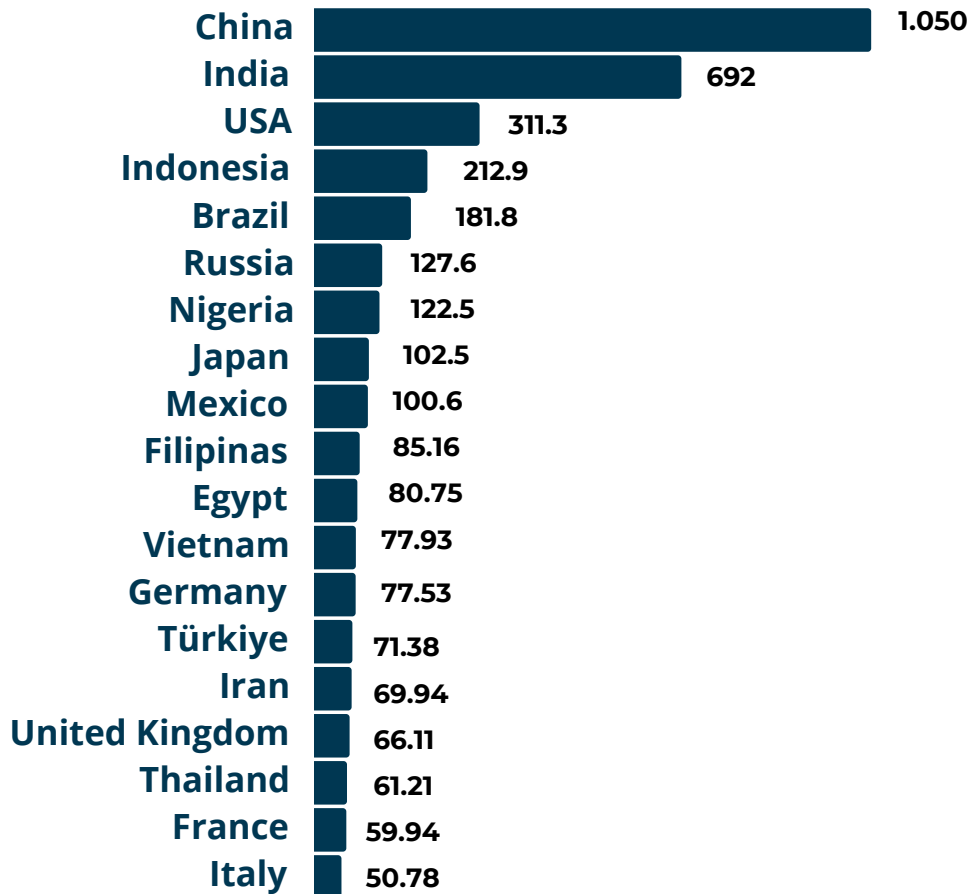
From virtual assistants on our phones to recommendation systems on streaming platforms, AI is present in various aspects of our daily lives. But one of the most promising fields is its application in robotics. With AI, robots can learn and adapt to changing environments autonomously, making them ideal for both routine and complex tasks in industrial, healthcare, logistics, and more.

This convergence promises to radically transform entire industries, redefining the way we work and live. From process automation to creating collaborative robots that work side-by-side with humans, the future of AI-powered robotics is promising, and will fundamentally change the nature of production, work and human interaction.

The Internet has become a connective tissue that shapes our reality. What we have achieved is just a fraction of its potential. As we move into the future, the Internet as an enabler promises an era of unprecedented innovation and progress. The boundaries between the digital and the physical are increasingly blurring, creating a landscape where limitless interconnection opens up a world of infinite opportunities and discoveries.



COUNTRIES WITH THE HIGHEST NUMBER OF INTERNET USERS IN THE WORLD IN JANUARY 2023



As of January 2023, China was the country with the largest number of Internet users in the world. However, there were still a large number of people without access to this type of technology in the Asian giant, since its penetration rate was around 74%. The second position was for India, with 692 million, that is, more than double that of the United States, which occupies third place.

Source: Statista



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TRANSFORMING CIGARETTE BUTTS INTO SUSTAINABLE RAW MATERIALS

Discover how Celion, a pellet derived from cellulose acetate in cigarette filters, is paving the way as an ecological alternative in the manufacturing of products.

Written by: Esperanza Aguilera

E

very day millions of people around the world light up a cigarette, but few are aware of the devastating impact it has.

Cigarette butts, composed mainly of cellulose acetate (a slowly degrading plastic), represent one of the main pollutants in our environment.

According to the World Health Organization (WHO), around 1,337 million people in the world are frequent tobacco users. This is reflected in approximately 766.6 million kilograms of toxic waste, due to tiny but abundant pieces of cigarette waste.



As the magnitude of the problem becomes deeper, it is found that a single cigarette butt can contaminate up to 10,000 liters of water, seriously affecting aquatic ecosystems.

In this reality, the recycling of cigarette butts emerges as an imperative need in the fight against environmental pollution. Despite their size, cigarette butts represent a significant part of urban waste and their recycling could considerably mitigate their negative impact on the environment.

“It is estimated that more than 7 trillion cigarettes are consumed in the world per year, and that of them approximately 5.6 trillion cigarette butts are discarded into the environment”

Valery Rodriguez, cofundadora de Imeko

However, there are numerous challenges that complicate the recycling process. The complex chemical composition of cigarette butts, which includes plastics, tobacco residues and other harmful substances, makes their efficient treatment and separation difficult.

Therefore, Imeko made the decision to address this problem in an innovative and effective way. The company is committed to developing advanced technologies for recycling cigarette butts, turning them into a sustainable raw material called Celion.

“Our final product is Celion, a pellet made from cellulose acetate recovered from cigarette filters. It is a sustainable raw material that can replace virgin plastic in the production of objects,” explains Rodriguez.

This material is suitable for standard plastic molding processes, while contributing to cleaning the planet. Its production emits 40% less carbon than virgin acetate and is manufactured without additives harmful to the environment, which allows the circular economy to be promoted by being infinitely recyclable.

With innovative technologies and appropriate collection programs, it is possible to transform these small pieces of waste into useful materials, thus contributing to the reduction of pollution and the sustainable use of resources.



Valery Rodriguez, cofundadora de Imeko

“People are interested in recycling cigarette butts. We already have a management system with more than 2,000 collection points throughout Chile in smoking areas in both public and private spaces. This helps us prevent them from ending up in the environment,” he points out.

However, to promote a true transformation towards more sustainable practices, it is essential that all actors become aware of the problem. Environmental education and awareness campaigns can play a crucial role in increasing public awareness.

“The basis for a material to be processed and recycled is first that there is a technology that makes it possible, but also, and very importantly, that there is environmental awareness and education so that people understand the problem and the solution,” concludes the co-founder



Imeko in data:

- They have managed to recycle 6,270,369 million cigarette butts to date.
- They have saved 698 kg CO₂eq of carbon footprint.
- They have prevented the contamination of more than 23,765,445 liters of water.
- For every kilo of recycled cigarette butt, Imeko recovers 750 grams of plastic and prevents the emission of 2.7 kilos of carbon dioxide.
- Every ton of Celion pellet produced removes 1.5 million cigarette butts from the environment.





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STAR WARS' GALACTIC LEGACY SHINES AT THE "STAR MUSEUM"

The Star Wars saga comes to life on a tour of adventure, culture and nostalgia in this impressive museum that houses the largest collection in Latin America.

Written by: Esperanza Aguilera

For Star Wars fans, the Museo Estelar in Mexico City is more than a destination; It is a sanctuary dedicated to epic saga that stands out as the largest in Latin America, housing an impressive collection of more than 6,000 pieces.

Since its inauguration on November 1, 2019, this museum has been conceived as a sacred space for followers, founded by collectors whose devotion to



franchise transcends the limits of space and time.

Born in 1977 with the vision of George Lucas, Star Wars quickly became an unprecedented cultural phenomenon. From humble beginnings as a space opera to becoming a saga that has captivated generations, it has left an indelible mark on the pop culture landscape.

The soul of the museum lies in its fundamental purpose: to offer a refuge where fans can relive the magic of their childhood through the priceless treasures of Droids, Ewoks, Kenner and early Hasbro collections, such as Power of the Force. In addition, its vast collection houses unique and exclusive pieces, such as figures from international conventions, copies of press kits, special edition books, among other collectibles of inestimable value.





“The oldest pieces we have are from between 1977 and 1985 from the Kenner brand, although that brand no longer exists because Hasbro bought it in the 90s. They are very simple pieces to look at, but it is what people like the most. people because it makes them relive their childhood,” explains Kabir Navarrete, museum manager.

The exhibition has been a project years in the making, with every detail meticulously planned and executed to ensure an unforgettable experience. Each piece on display has been carefully selected and authenticated by Lucasfilm, ensuring the highest quality and fidelity to the Star Wars universe.

The strength is definitely in the "Stellar Museum", where every corner breathes the essence of the saga. Immersing yourself in its rooms is embarking on a journey where the magic of the universe and adventure converge to create an unforgettable experience.

To celebrate the legacy of this beloved saga, on the next International Star Wars Day, the museum is preparing a modest commemoration: **“This May 4th we will have a visit from 'rebels of the empire', a club of fans who cosplay and will be here dressed up so that people who visit us can take photos with them,”** says Kabir, inviting all fans to visit the museum.

LUIS FERNANDO SUÁREZ: “LATIN AMERICAN FOLKLORE, FOOD AND CULTURE ARE COMPLETELY IN MY BLOOD”



His work *Clefts of Memory* becomes a means of expression to address urgent social issues and provoke deep reflections.

Written by: Estefani Rodriguez

T

he combination of shapes, textures and abstract colors mark the style of the works of Luis Fernando Suárez, a Colombian plastic artist but

resident in Canada. Since he was little, Suárez had a strong love for art, and his parents always motivated him so he could express himself. At the age of 24 he left his homeland, and it was in Canada where he built his career as an artist.

“I migrated when I was a young adult, so my roots are not separated from me, they will be there all my life even though I have been living in Canada for 28 years. Folklore, food and culture are completely inside my blood, my body,” he mentions.

Despite being far from Colombia, his exhibitions have received praise in Latin America, with Mexico being the country where he currently exhibits one of his most important works: *Clefts of Memory*,

whose art seeks to captivate both the mind and soul of the viewer, addressing human, political, environmental and social issues.

“My work is too emotional and gestural, precisely because of my Latin American culture. We are more tactile, more familiar, we identify with each other. The cracks are related to memory, like when an older person has wrinkles on their face or a scar on their body, that is what shows the character of my work: what they have experienced,” explains the artist.

Through 19 pieces and 5 works on paper, Suárez's objective is to generate reflection and awareness about responsibility



individual and its impact on the environment. For him, art is not only a form of expression, but also a way to contribute to current problems.

“As a plastic artist I feel that I have a task of education, my works are simply an excuse to help transmit a message; The message I am sending in Mexico is about the environment. After seeing the work, I want the public to come out and ask themselves: what am I doing to contribute to my environment?” says the author.

In his works he uses elements such as earth and minerals to create art with depth and nuances that capture the viewer's attention. When seeing the paintings, according to the artist, the desire to touch them is awakened, turning their appreciation into a sensitive experience.

His technique involves the combination of different mediums, including gesso, acrylics, inks and various materials, on surfaces such as canvas, linen and wood. This methodology allows him to create works with textures that reveal cracks in the surface, a distinctive characteristic of his art.

In the short term, the artist promises to study indigenous languages with the aim of making a series of pictographic works, paintings and canvases to show the world the importance of the languages of indigenous tribes throughout Latin America.

Ultimately, Suárez's art is a call to action. It reminds us that we all have a role to play in creating a more just and equitable world. And as their works continue to resonate, they will continue to be a powerful voice in the contemporary art landscape.



KEY TIPS FOR A SUCCESSFUL JOB

Carefully examine the job description, understand the position and the needs the company has.

Research the company, its history, culture and objectives.

Anticipate common questions and be prepared to respond convincingly.

Make sure you have a well-structured and error-free CV, highlighting your relevant achievements.



INTERVIEW



Recognize your strengths and highlight them during the interview.

Dress professionally and cleanly to make a good impression.

Prepare some questions to demonstrate interest and knowledge about the company.

Arrive on time, but avoid arriving too early.

Prepared by: Pilar Astupiña



THE ALPHABET OF FASHION 2024

The latest developments in the world of fashion are conquering the streets and social networks.

Written by: Estefani Rodriguez

F

rom the return of animal print to the most daring accessories, here we present the latest trends from the big brands.

des signatures Stay up to date with the latest news!

A: Animal print

The emblematic print returns strongly in its most sophisticated version, becoming an obsession for both winter and spring.

C: Coquette

Bet on garments in light and pastel shades in high-quality fabrics, creating elegant and romantic outfits.



B: Dancers

Chanel brings back the classic ballet flats, making them the essential footwear for both day and night looks.

E: Eclectic grandpa

This style surprises us by rescuing classic garments from grandparents and turning them into a trend among fashion insiders.

F: Flowers

3D floral appliqués become a sure hit.

G: Golden

The color gold is the king of the dance floor, adding a touch of shine to any outfit.



G: Groufit

Wearing gray from head to toe is positioned as the sophisticated and minimalist option for prestigious events.

I: Impermeable

The waterproof trench becomes an essential basic for rainy days, both in its classic version and in larger designs.

K: Kitten heels

The comfortable and feminine high-heeled shoes of the kitten heels return with more groundbreaking models, being the favorite accessory to add height without giving up comfort.

M: Maximalist jewelry

These jewels are the secret to standing out.



M: Miniskirts

Miniskirts return with more current ideas, combining them with colorful tights and satin jackets for a look inspired by Blair Waldorf.

N: No pants

Showing off legs with short shorts and stockings is consolidated as the daring option to steal everyone's attention.

O: Off the shoulder

This neckline becomes the most sensual option to stylize the figure, present in tops and guest dresses.

P: Peach fuzz

A combination of pink and pale orange is the star tone of the year, present in Jean Paul Gaultier's haute couture.



R: Red

Red is positioned as the most flattering color, flooding the streets with a wide variety of options in jackets, dresses and accessories.

S: Samba

Adidas Samba sneakers become a cult object, being the favorite option among stylists in all their shades.

S: Shoulder pads

The shoulder pads of the eighties are back with a vengeance, renewing the classic business girl style with volume jackets.

S: Sneakers

Sneakers remain a basic in our repertoire, being essential for any occasion.

S: Socks stockings

The chic touch is provided by stocking socks, especially in vibrant tones such as pink and red.

T: Ties

Bows add a romantic touch to any outfit, from hair clips to appliqués on jackets.

T: Transparencies

Transparencies in long dresses are consolidated as the most sensual and fun trend of the moment, ideal for those looking to get out of their comfort zone.

U: UGG

UGG shearling boots continue to be the favorite of those who love fashion trends.

**V: Volumes**

Garments with volume and structure are the microtrend that conquers fashion prescribers, adding a touch of sophistication.

W: White noise

Dressing in white from head to toe is an elegant and sought-after option for any occasion.

X: XL Pockets

They are the most practical option to carry everything you need without giving up style.

Y: Y2K

The Y2K aesthetic is here to stay, reminding us of the iconic accessories of the time that are making a strong comeback on the catwalks and street style.

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