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INTERVIEW

GABRIELA FRÍAS

PERU FASHION

SPECIAL
COVERAGE

TRENDS

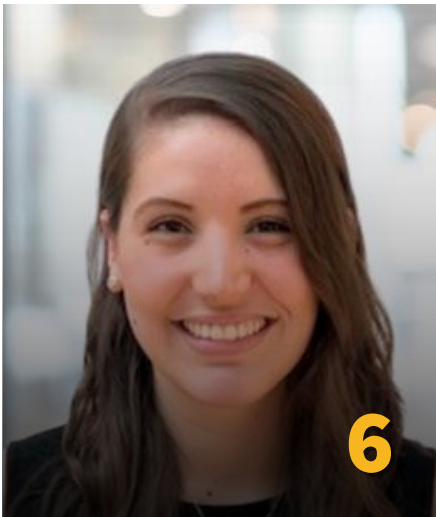
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BUSINESS FOR BUSINESS



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Greater access to credit favors the growth of SMEs, allowing them to invest in expansion and technology to compete in the market.

COMPANY CLUB

DIGITAL REVOLUTION IN THE MARKETING OF MEDICINES

The pandemic accelerated electronic commerce of medicines and companies like Fracción are leading the change.



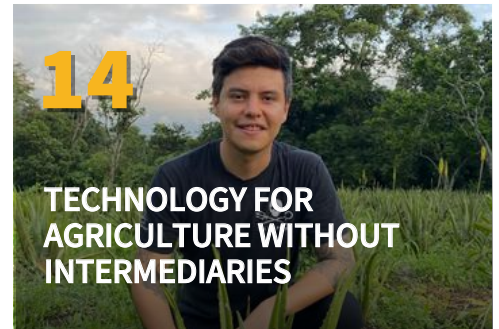
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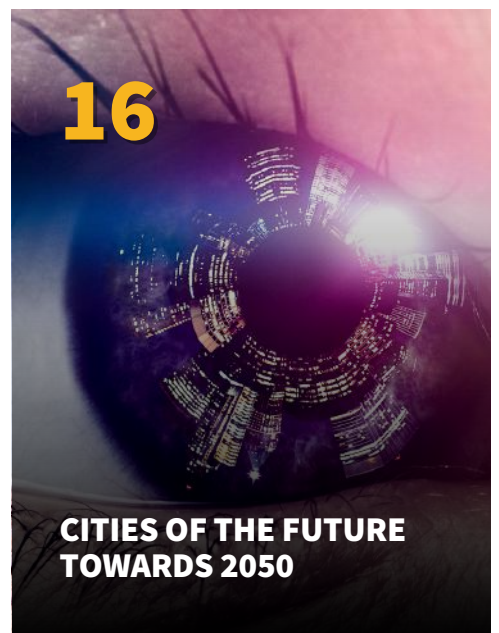


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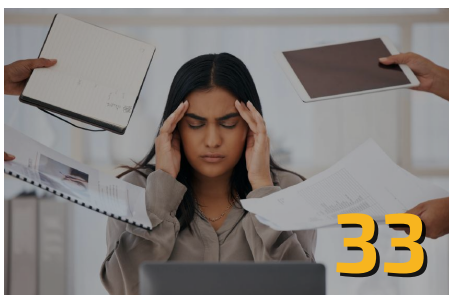
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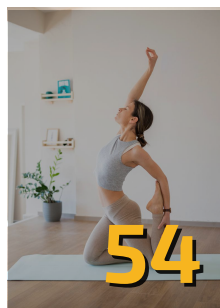
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The cities of tomorrow will be characterized by their focus on sustainability and ecology. Regarding World Cities Day, celebrated every October 31, we present the top trends towards 2050. Likewise, a tour of the green metropolises of the moment.

On the cover we are accompanied by Gabriela Frías, the renowned journalist and CNN presenter who talks to us about her professional career, while addressing some of the most current issues of the moment with a critical eye.

Jumping into the technology sector, Laboratoria stands out as the virtual platform that empowers women for their training in the tech industry. And, Waruwa is positioned as the ideal application for farmers to get better prices for their products.

From their dazzling architecture to the diversity of cultures that converge in their streets, cities are the pillar for the construction of each life that lives in them. Contributing to its improvement is everyone's commitment.

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CREZE: "OUR OBJECTIVE IS TO GIVE GREATER OPPORTUNITIES TO COMPANIES"

Greater access to credit favors the growth of SMEs, allowing them to invest in expansion and technology to compete in the market.

In a world where small and medium-sized enterprises (SMEs) are the engine of the economy, a problem arises

persistent: the difficulty of accessing credit that allows them to grow and prosper.

SMEs often face financial obstacles that limit their ability to invest, hire staff or expand their operations. This situation generates the urgent need to find solutions that boost these companies' access to credit.

According to the Public Policy Research Center, in Mexico SMEs occupy a key place in the economy since they represent 99.8% of companies. However, in the last four years the world economy has presented an overwhelming 75% decline in loans to SMEs, according to the International Monetary Fund (IMF).

One of the fundamental advantages of SMEs obtaining loans is that it provides them with the capital necessary to finance growth projects. Whether it's

To acquire machinery, expand their physical space or invest in technology, access to credit gives them the opportunity to expand their operations and increase their competitiveness in the market.

In this context, Creze is a Mexican fintech that emerged in 2016 with the idea of offering an agile and effective financial solution to SMEs.

"We seek to approve credits in a maximum of 24 hours. We always look for ways to help the client solve their liquidity problem as soon as possible."

Sandra Gazca, COO & Head of Product and Investor Relations de Creze.

The company focuses on providing, through digital means, credit that adapts to the needs of each SME. It offers two types of financial products: loans with a mortgage guarantee that range from 3 million to 20 million pesos, and unsecured loans that range between 50 thousand pesos and 3 million pesos.

"Only 25% of SMEs in Mexico meet all the requirements of traditional banking and are subject to credit, we seek to change this reality and increase their productivity."

To date, they have accumulated a credit portfolio of 850 million pesos, but the company has a broader vision.

"Our objective is to give greater opportunities to companies. In Mexico, SMEs employ 72% of the Mexican population, so by providing them with sufficient financing for working capital we are indirectly impacting these people," he adds.



Obtaining loans by SMEs not only represents a relief from their financial challenges, but also gives them the opportunity to grow, compete in the market and strengthen the local economy.

Creze Features:

- **Focused on SMEs:** Specializes in serving the financial needs of small and medium-sized businesses in Mexico, a segment that is often excluded from the traditional banking system due to restrictive requirements.
- **Flexibility:** Fintech offers a wide range of financial products, allowing SMEs to choose the option that best suits their working capital requirements.
- **Speed in approval:** Creze aims to approve credits within a maximum period of 24 hours. This agility is essential to help companies resolve liquidity issues in a timely manner.

DIGITAL REVOLUTION IN THE MARKETING OF MEDICINES

The pandemic accelerated electronic commerce of medicines and companies like Fracción are leading the change.



L The COVID-19 pandemic revolutionized the way medicines are acquired, intensifying their online marketing. Today, innovations have paved the way to overcome challenges

historic achievements in the distribution of medicines, reaching even remote communities and allowing us to take another step towards the democratization of access to health.

According to the National Commission of Health Research Programs (CONAPRIS), in Latin America around two-thirds of the financing of medicines comes from household income. This generates a strong impact on its economy, since lower-income sectors allocate more than 70% of their health expenses to the acquisition of medicines.

In this context, Fracción emerged, a digital pharmacy that knew how to take advantage of the electronic market and seeks to offer affordable prices through the fractionation of drugs in Chile.

“ **The pandemic was a big progress for us because the health situation accelerated digitalization. Fraccion already had a digital model and it allowed us to accelerate growth.** ”

Javier Vega, executive director and founder.

In Chile, 48% of pharmacies are located in the metropolitan area, while at least 50 communes do not have access to medicines, which affects around 300,000 people throughout the country, according to the Ministry of Health.

Fraccion addresses this crucial problem by facilitating access to medicines in remote areas, since its approach also establishes agreements with municipalities to bring medicines to places where private pharmacies did not previously exist.

“We are a company that was born with the idea of generating a positive impact through access to medicines. Currently, we have a triple impact: economic, social and environmental, which is why we have been certified as a B company.”

The entity in charge of granting certification to B Companies is B Lab, an organization established in the United States in 2006 and which later expanded its reach to Latin America. This company, which rigorously evaluates social and environmental performance, as well as transparency and corporate responsibility, granted Fracción its certification, which made it the first Latin American pharmacy to be recognized as a B Company.

Even with this, one of the biggest challenges has been facing the lack of knowledge about the fractionation system in Chile, says the businessman. Despite the different public policies that have allowed this system since 2014, people were unaware of the option of buying just the medicine they needed without spending more.

According to the World Health Organization, in Latin America at least 38% of countries lack national policies that regulate access to essential drugs. Only in a few nations, such as Peru and Mexico, access to medicines is constitutionally established as a fundamental right.

Today, Fraccion is valued at 25 million dollars and plans to increase its capital to expand to other Latin American countries such as Mexico, Colombia and Peru.

In Chile, they seek to create a digital subscription system that supports people with chronic diseases and who require



medicines periodically, helping them to acquire their medicine more easily and at the door of their house.

Digital pharmacy has not only transformed the marketing of medicines, but has shown that technology can be a powerful ally even in the most traditional sectors.

Advantages of drug fractionation:

- Increased patient safety, with fewer adverse events due to dispensing errors.
- Simplification of inventory management.
- Streamlining the dispensing of medications.
- Less self-medication practices.
- Optimization of monitoring and compliance with treatments.

PROMOTE FEMALE TALENT TO REDUCE THE TECHNOLOGICAL GAP

In the fight to reduce the gender gap, Laboratoria leads the change towards inclusivity by promoting the participation of women in technology.



In a world driven by digital transformation, technology-related careers are essential for economic development.

However, the persistent gender gap has been a phenomenon that has limited the advancement of women in these areas.

Addressing this issue not only means correcting an inequality, it also ensures that women contribute fully to the creation and application of technologies that will shape tomorrow.

According to UNESCO data, until 2022, in Latin America and the Caribbean the presence of women in STEM careers (Science, Technology, Engineering and Mathematics) was 35%, which in the world of work represented only a third of employees with a degree in these areas.

Women are largely discouraged from choosing related careers

with science and technology because there is great distrust about their own performance, in addition to the fact that they are often underestimated and poorly promoted, says the Organization for Economic Cooperation and Development (OECD).

With the conviction that it is possible to break down stereotypes and reduce the gender gap in technology, Laboratoria emerged, a non-profit organization that promotes the training of women in the tech industry.

"Promoting the participation of women in technological fields involves overcoming multiple cultural, structural and socioeconomic barriers"

“With a continent in full digital transformation, Latin American companies must increasingly invest in the inclusion of women in their tech teams”

Regina Acher, co-founder and CMO of Laboratoria in Brazil.

Laboratoria is contributing significantly to the transformation of careers and the inclusion of women in the technology industry. However, addressing the gender gap in technology requires coordinated efforts globally and locally to address the disparity.



The organization is committed to achieving a more diverse and competitive digital economy through intensive six-month bootcamps that teach technical and life skills to women who have not yet been able to launch their professional careers; Likewise, guide the graduates to position them in the world of work.

To date, Laboratoria has managed to graduate more than 3,500 women from Latin America, with an impressive 79% employability and 98% satisfaction among students upon completing the bootcamp.

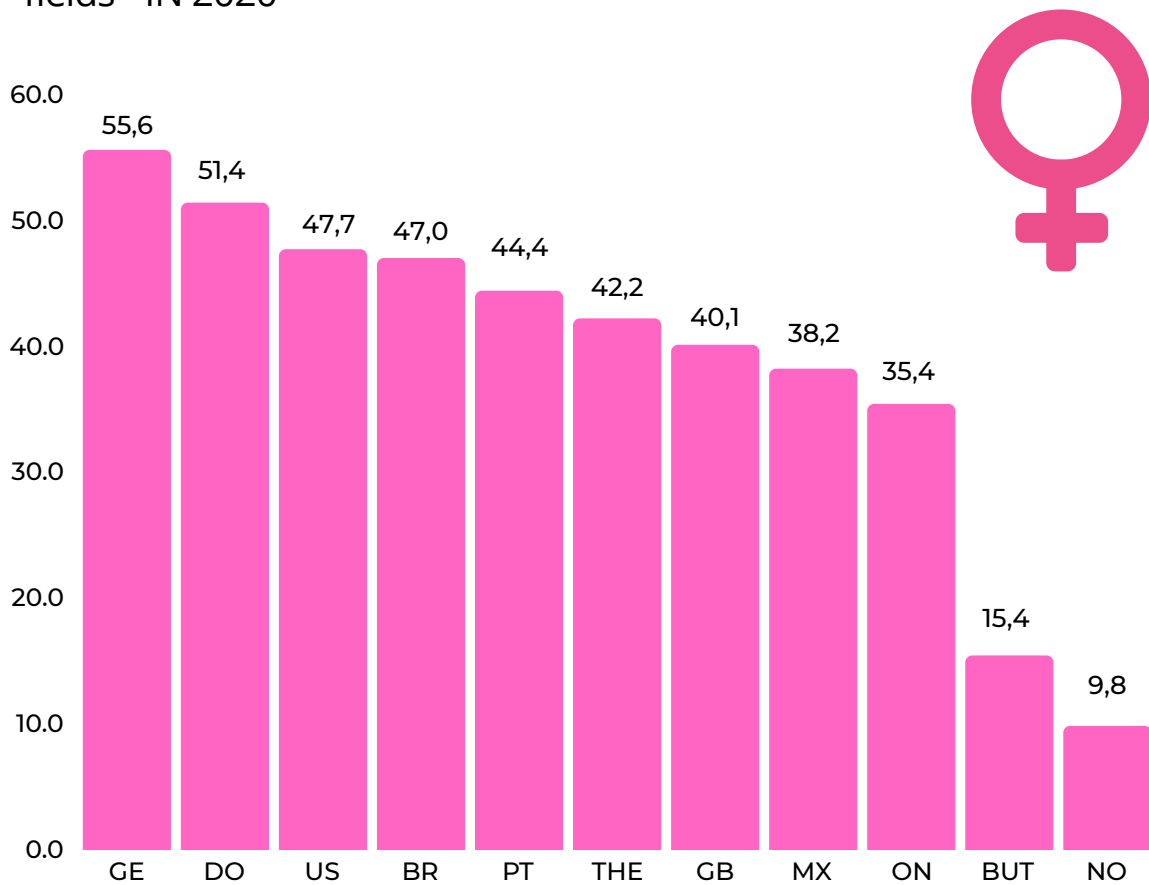
The organization is in a period of expansion, reaching five new countries in 2023, bringing its presence to 11 countries in Latin America, including Chile, Peru, Brazil, Mexico and Costa Rica.



Furthermore, giving women equal opportunities to advance and excel in disciplines such as technology, contributes to reducing the salary gap between genders, increases female economic stability and ensures the presence of a diversified and competent workforce.

WOMEN IN STEM: CHALLENGE IN THE WORLD

Percentage of women out of total employees working in STEM fields* IN 2020



*Science, technology, engineering and mathematics. Selected countries

Source: Statista



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TECHNOLOGY FOR AGRICULTURE WITHOUT INTERMEDIARIES

With the evolution of technology, agricultural distribution is being transformed and processes are being optimized.



Nelson Rodriguez, founder of Waruwa

One of the latent problems of the agroindustrial sector is the excess of intermediaries in the distribution chain that

They increase prices, affecting both consumers and producers.

In this context, technology emerges as a crucial element to face the challenge and establish a more sustainable economic balance through process optimization.

In Mexico, for example, food costs increase between 15 and up to more than 300% in the distribution chain, says the Agricultural Market Consulting Group. For example, in fruits such as tomatoes in 2022, the producer was paid 6.3 pesos and it was sold to the consumer for 24.7 pesos, representing a 333% increase in price.

Furthermore, at a global level, the World Food and Agriculture Organization (FAO) estimates that between 14 and 20% of the food produced is lost in the different stages of distribution, which is largely due to the rise in prices.

Given this problem of the agroindustrial sector, Waruwa emerged, a digital platform that seeks to optimize the distribution of fruits and vegetables in Colombia, allowing producers and consumers to have more direct contact.

Nelson Rodriguez, founder of Waruwa

Waruwa solves farmers' sales difficulties by directly purchasing their crops and assuming the transportation logistics. Then, from its digital platform, it offers these products to restaurants, supermarket chains and local stores. This especially benefits small producers, as it allows them to access larger markets and obtain fairer profits.

Although they have had complications after the pandemic, they currently have around 100 active producers, of which 92% are small farmers who have found a safe sales channel for their crops in Waruwa.

Shortening the distribution chain allows farmers to obtain better prices, which has a direct impact on farming communities, improving living conditions and encouraging investment in more sustainable agricultural techniques.

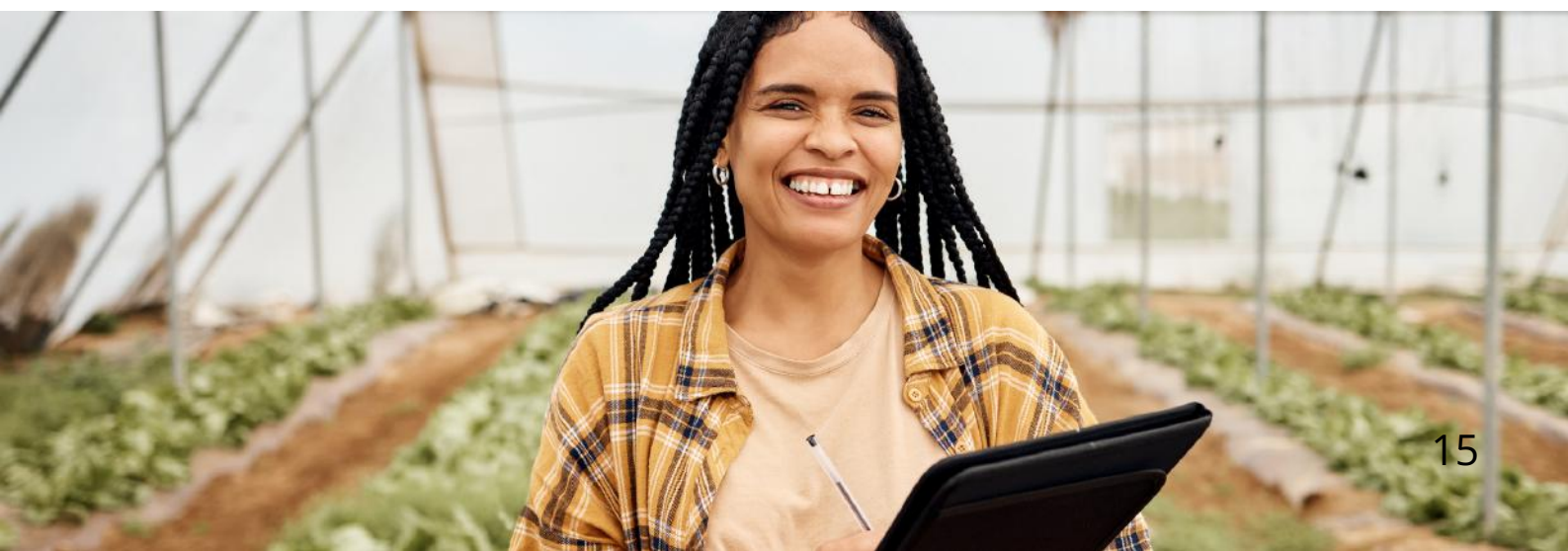
Furthermore, decentralizing marketing not only allows producers to offer a wider variety of products, it also encourages the preservation of traditional and less commercial varieties that are often forgotten.



“In the future, we seek to have greater participation with producers, not only with logistical support, but also with support for production such as credit, guidance and insurance to face the problems that farmers have”

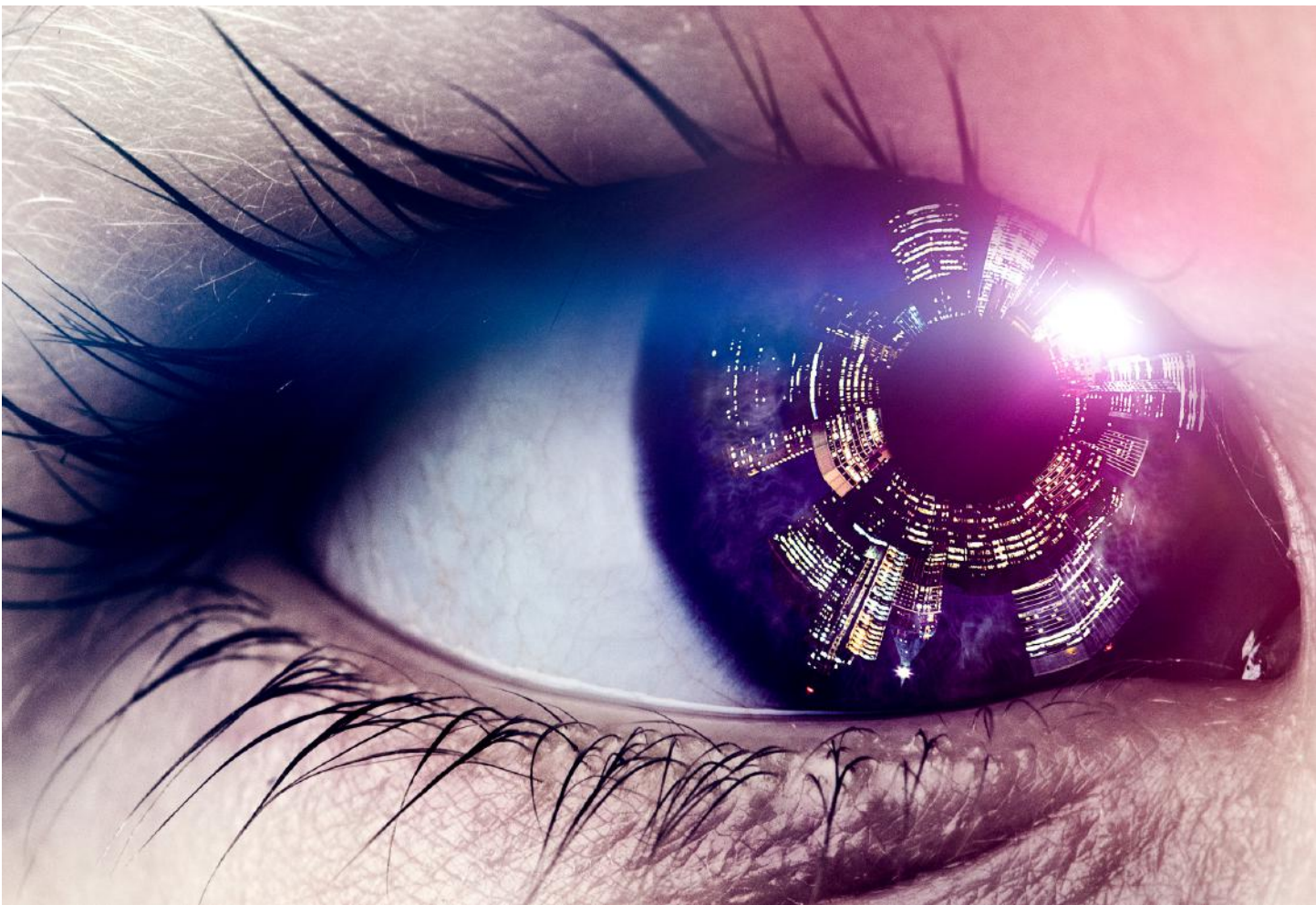
Main problems of the distribution chain in the agroindustrial sector:

- In Latin America, 70% of the profits from a farm product go to intermediaries.
- In Colombia, intermediaries take between 30 and 90 days to pay farmers after obtaining the products.
- Globally, between 14 and 20% of food produced is lost at different stages of distribution.



Sustainable and sustainable cities are the best legacy for future generations

CITIES OF THE FUTURE TOWARDS 2050





In a world that faces various environmental challenges, the construction of sustainable and sustainable cities has become an fundamental piece to guarantee a prosperous and equitable future.

Furthermore, creating urban environments that prioritize sustainability not only benefits the environment, but also improves the quality of life of its inhabitants and contributes to long-term economic prosperity.

Although the United Nations (UN) has established October 31 as World Cities Day since 2014, it is important to work for a greater incentive for the development of greener metropolises in order to promote mental well-being, promote socialization and encourage economic activity.

Towards 2050, some of the urban trends that will mark the future, according to experts, are the following:

Sustainable mobility

With the aim of reducing environmental impact and promoting more efficient and inclusive transport, electric vehicles, efficient public transport and car sharing have improved to facilitate multimodal mobility.



During the following years, the adaptation of the use of bicycles in cities will continue as an economical, ecological and safe alternative for traveling. Additionally, in some large cities, such as Mexico City, bus fleets have begun to be modernized and now have electric and hybrid vehicles.



Francisco Pérez, Urban Planner

Better urban planning

At the beginning of the century, there was a significant urban dispersion that generated a serious problem, so that the housing complexes built at that time consumed enormous natural land, generated a lot of pollution in transportation due to the distance from sources of employment, and did not have All the services.

“Sustainable developments have become a greater need for the population because there is increasing awareness among new generations concerned about issues such as nature and climate change,” adds Pérez.





Energy efficiency in construction

The decarbonization of the buildings sector by 2050 will be another key factor in reducing global emissions and putting metropolises on a sustainable path. The construction sector must improve the energy performance of buildings, reduce the carbon footprint of construction materials, as well as increase investment in energy efficiency.

“ To migrate to a sustainable construction industry, the use of renewable and recyclable materials is vital, as well as the reduction of the embodied energy in their manufacture, the energy consumption of the finished building, site waste and, of course, protecting natural habitats during and after the construction phase.

”

Brenda Salas, marketing and internal communications manager for Latin America at Owens Corning

Smart technology

Some urban centers already use technologies such as artificial intelligence (AI) to improve their processes, through systems based on machine learning, which collect information at all times using big data.



Vienna

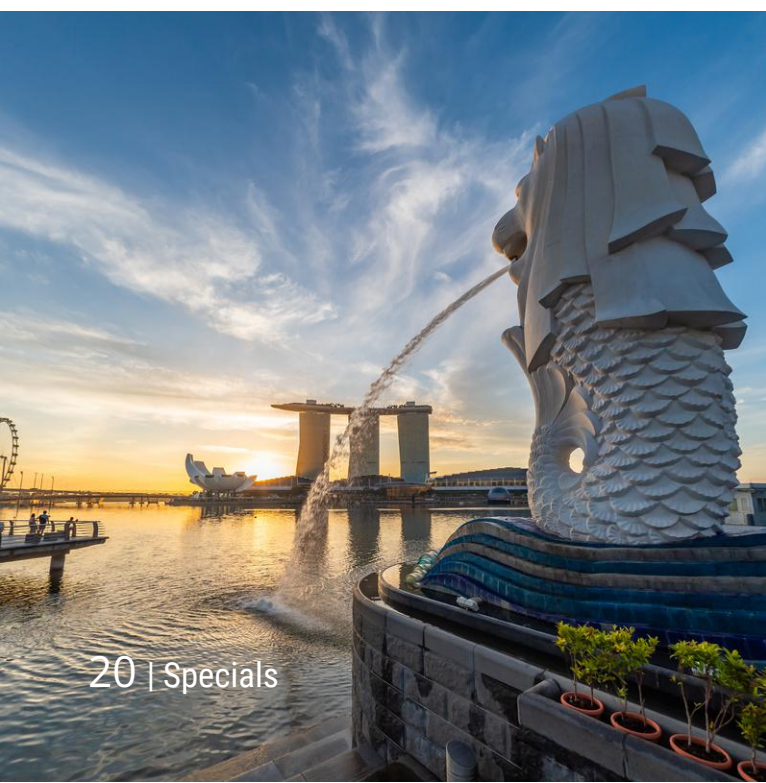
Considered in the Global Liveability Index by The Economist, as the best city in the world to live in. The capital of Austria prides the quality of life of its inhabitants for: infrastructure, health, culture and environment, as well as education and stability. Among some of its advancements, the metropolis is recognized for a well-developed public transportation system that includes trams, buses, and underground trains (U-Bahn).

Despite the enormous challenges that these trends impose, there are cities that are already beginning to surf the green wave, some of them are:



Singapore

Internationally recognized for its efforts in sustainability and environmental resilience, such a "smart city" is highlighted for the implementation of advanced technologies and data collection to improve the quality of life of residents and address urban challenges.



Vancouver

Located within the top 5 of the best cities to live by The Economist, this metropolis has stood out in terms of sustainable urban planning, access to clean hydroelectric energy and urban vegetation, standing out in the latter for its Greenest City Action Plan initiative. In turn, Vancouver is working towards the goal of being a carbon-free city by 2050.



San Francisco

A pioneer in the promotion of renewable energy and waste management, this city has committed to reducing greenhouse gas emissions by 2030. In addition, given the concern about the drought in California, San Francisco stands out for its technological innovation to water conservation.



Indeed, sustainable and sustainable cities represent a beacon of hope. To the extent that progress is made in this direction, the way is paved for a more habitable, prosperous world in harmony with nature.

New York

Being one of the largest and most emblematic urban centers in the world, the Big Apple has invested in technology to improve traffic management, public safety and the efficiency of municipal services. In turn, this city promotes initiatives such as the 80x50 Project, which proposes a reduction in greenhouse gases, as well as Vision Zero, which seeks to reduce traffic accidents and promote pedestrian safety.



GABRIELA



FRIAS

“

My career has been a wonderful adventure

”

The renowned Mexican journalist tells us about journalism, her experiences and her connection with each world event.



She never imagined becoming a television presenter. For Gabriela Frías, one of the most talented figures in international journalism, the opportunity came from one moment to the next, in

2000, when the Mexican newspaper Reforma, of which he was a part, carried out a project with the international news network CNN en Español. After that, his professional growth was exponential.

She recognizes that having started in the written press and then moving to television, gave her a lot of insight into the level of responsibility that every journalist must have when reporting. That level of empathy that connects with each story that his interviewees tell.

Being a producer and presenter of financial and business spaces such as Mercado México, Portafolio Global, CNN Dinero and En Efectivo has been a great journey for her and also a lesson, since she learned that one day it can be very good, but it ends and at the same time The next day is a blank canvas that challenges her to deliver her best coverage through her vocation for service.

Although she began in the economic source and today is also immersed in politics, the journalist recognizes that both topics have never been separated, which is why events such as the terrorist attacks of September 11, what they represented and their impact marked her career. . Immigration issues, such as Arizona's SB1070 law, have been a constant, even participating in documentaries about Latin America and the Hispanic population.

“Being present with the families in the places where “la migra” arrives, seeing the way they hide or run so they don't get taken away, listening to their request not to leave them abandoned, was shocking.”



Christine Lagarde, president of the European Central Bank

Faced with a world divided by armed conflicts, he considers that wars such as those in Russia and Ukraine affect the European and world economy through different aspects: “the energy issue, of course, is not minor, especially in a continent that depends so much of oil imports. However, I believe that the food side has been one of the most difficult moments, considering that the world was just emerging from facing the consequences of COVID-19 and that there were households that were very tight financially. Apart from that, some of the Governments, those that gave help to the population, were left with empty pockets.”

The conflict between Israel and Hamas is another of the struggles that continue to impact us, and here, Frías points out that although Israel is an important supplier and exporter in terms of production, in this particular war, the humanitarian issue is the most affected. “Since the terrible attacks that began on October 7, the world has been tremendously divided, even in schools and universities. This conflict has generated that divisibility in terms of the opinions that people, societies in different parts of the world have, and how difficult it is to reconcile those positions. The humanitarian and ideological impact are the most present.”



“For years there has been an unmet expectation of health services, education and infrastructure, which has generated enormous social discontent, not only in Latin America, but particularly in this continent where there are challenges of poverty and inequality to be resolved.”

In this context, people have been the most affected and obviously, their mental health. Mothers who fight for their lives and those of their children seeking refuge during the bombings in Gaza or children who die with their parents trying to cross the Rio Grande, are situations that generate a shock in society and although the solution should be discussed, It doesn't get to that point.

For the journalist, the world is in a kind of post-covid trauma where we are less tolerant and speak little. In Latin America, he also points out, that we have institutions and authorities in discredit.

The trend towards the formation of populist governments puts at risk the countries of the region, which not only have to deal with existing problems, but with new risks that come with each presidential election. In Frías's opinion, the problem exists when within that great popularity there is ignorance of the institutions, of the balance of powers and there is a more personal vision than a vision of the country. Under the risk that many people, especially in the most forgotten communities, have the impression that this is the savior leader, but it is up to us as citizens to be clear about our responsibility: if we elect this type of authorities or try to find someone who have a country plan that seems coherent to us.



Gabriela Frías is clear that a good journalist has to be empathetic in any situation to connect closely and tell her best story, and that despite the daily challenges, journalism is her great passion. “My career has been a wonderful adventure. “It has opened the doors to the world for me and made me understand my own region better,” he concludes.

Female voices are redefining advertising narrative

We spoke with Arah Kim, a Mexican creative, whose work reflects the fight for inclusion, diversity and gender equality.

L

Advertising campaigns are a powerful influence on the perception and construction of roles and stereotypes. Promote gender equality in this

sector is a crucial step towards building a more just and equitable society.

Furthermore, women are an important target market for many products and services; Therefore, having a deep understanding of their needs, wants and experiences is essential to the success of many brands.

In that sense, women in leadership positions can contribute to a better understanding of this market and the creation of more effective advertising campaigns.



Arah Kim is a young activist, publicist and currently Associate Creative Director at Wieden+Kennedy Mexico. He is also a member of the board of directors of Círculo Creativo, the association that celebrates creative talent in Mexico and promotes the ideas of tomorrow.

From her position as a defender of gender equality, Arah has been working on different projects that have inclusion as their pillar. In the following interview, we will learn more about his career and contribution to the creative industry.

1. What do you consider to be your distinctive approach or style in advertising?

As you grow and participate in different projects you find it. Some of my most relevant work has to do with the social side, specifically changing perspectives in the sense of inclusion and diversity through advertising.

The most important thing about this career is to be aware that we have a lot of responsibility. Advertising tends to be seen as an irrelevant job, but it has a lot of impact on the economy, culture and society, beyond selling a product.



2. Advertising often involves working with diverse brands and products, how do you adapt to different industries and audiences?

One of the things I like to do when facing any brand project is to do very in-depth research. Advertising is very connected to culture, you can't make a commercial for a market you don't know or without minimal research, because then it won't connect. We must be very responsible with the representation of reality, not make up or stereotype the contexts.

Without strategy, there is no creativity. Brands and products are like people and it is very interesting to know them in depth to know who they are and how they express themselves. It is not about inventing a need, but rather connecting with people who really have a need, no matter how banal it may be, and who feel identified with the brand.





3. What has been the campaign that has given you the most satisfaction?

I just recently released one for Nike. This campaign is the largest that has been done in Mexico for the women's soccer team and I had the great privilege of being one of the creatives behind this project.

I like the campaign because it has a very powerful message that is through a historical event that happens in sports, especially in women's sports. It is inspired by the personal stories of each of them, but it also represents what women have gone through not only in football, but in all disciplines. How we have been gaining space and have had to lose stereotypes and put fear aside.

I love that Nike is a brand so committed to inclusion and equality in sports, but I also liked it for the opportunity to have worked with women who are doing activism from their discipline.

4. You have participated in the See It Be It program, what does it consist of?

This program is an accelerator for future leaders where they discover their capabilities and develop them. Through mentoring and talks they teach you to recognize your values as a person, as well as your perspective and vision as a professional.

The majority of the women who are selected are creatives and agents of change in their country, who recognize the inequality they experience, but who do not remain spectators.

The program looks for those women who with their voice and talent are changing perspectives, and the most interesting thing is that it is a program that is also open to non-binary and transsexual people, because they are the least in leadership positions.



5. What advice would you give to women who want to pursue a career in advertising and also be recognized in the industry?

A lot of it is about self-action, because maybe sometimes we are waiting for change to start with other people. Women must begin to feel confident enough to raise their voices. From my experience, I was one of those who stayed silent, who preferred other people to speak instead of me, and that was because I did not have confidence or security of knowing if what I was saying was correct, I was afraid of making a mistake and now I know that only by losing those fears is how we can grow.

Something that definitely changed my career was not waiting for someone else's opportunity and starting to demonstrate the creativity and talent that I had on my own. If at some point we don't have opportunities, we can start with personal projects, since the advertising agency is not responsible for creating our careers or defining who we are as creatives. Furthermore, if we wait for opportunities there will be a lot of frustration, we must create spaces where we can express and celebrate everything we are.

6. Speaking of inclusion, what could you highlight about Mexican advertising compared to its Latin American peers?

In Mexico there has been a lot of progress on these issues and I am happy that there is more representation of Mexicanness. Nowadays, Mexicans increasingly feel more proud of their roots, of who they are, and it shows in the graphics and advertisements. It can be said that barriers are being broken and the industry is becoming interested in being more real.



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KEYS TO SOLVING BURNOUT



Work stress is very common where working conditions are not favorable, there is a lack of harmony and lack of communication.

J

ob exhaustion, known as "burnout", is a growing phenomenon in the modern world that affects both workers and companies.

companies significantly. This is characterized by extreme physical and mental exhaustion, caused by chronic stress and work overload.

From the workers' perspective, facing this situation is devastating. It can lead to decreased job satisfaction, low self-esteem, and a feeling of being trapped in an exhausting cycle.

On the other hand, companies also face serious consequences due to the decrease in performance and lack of commitment of their employees, since this directly affects productivity and quality of work.

“When a person begins to have mental/emotional health problems, it is very common for their performance to drop, for them to lack concentration to perform properly, for them to start arriving late for work and even to be absent altogether.”

Sandra Rivera Bravo, thanatologist psychologist, specialist in humanistic systemic psychotherapy and anxiety treatment.



Likewise, noticeable behaviors occur in the form of bonding with peers, such as irritability or withdrawal. And in some cases, physical symptoms come to light that lead the person to go to the doctor, the most common being: gastritis, colitis, allergies, psoriasis, migraine, insomnia, lack or excess of appetite, among others.

As these symptoms progress and become chronic, workers may experience problems such as insomnia, anxiety, depression, and cardiovascular problems. These negative effects can extend to personal life, affecting relationships and overall quality of life.

How to overcome burnout?

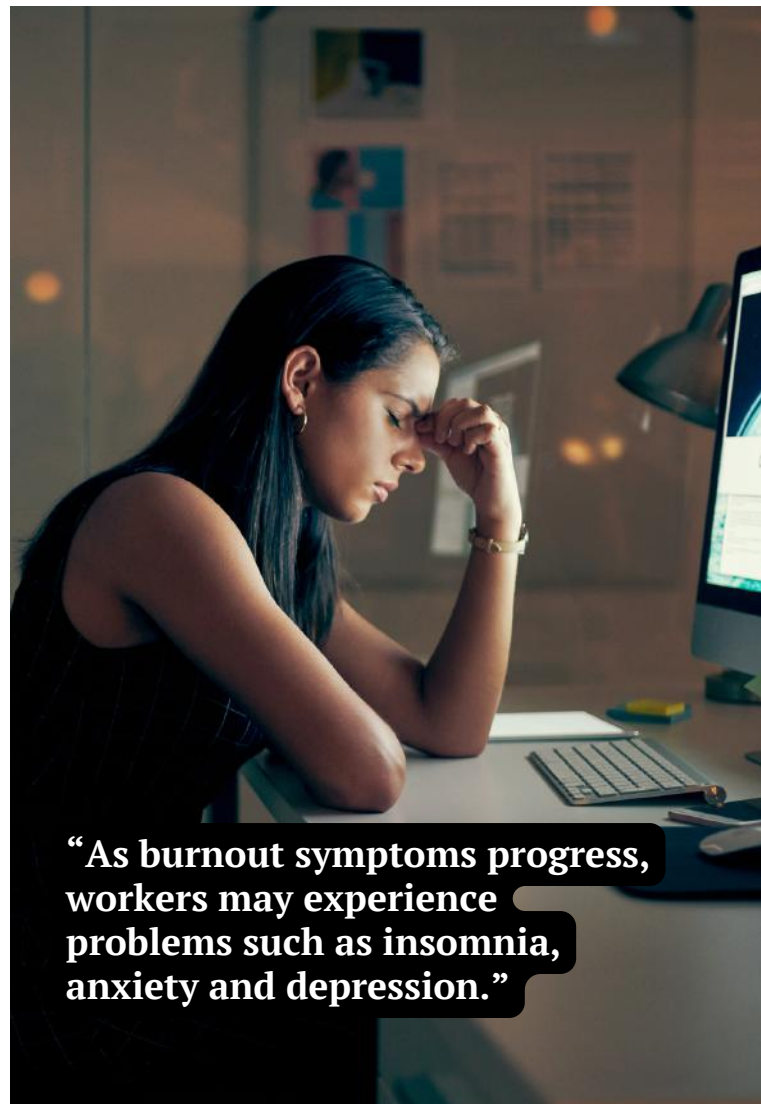
Burnout is very common where working conditions are not favorable, such as in a non-harmonious environment that is characterized by an evident lack of communication and concern for collaborators. This means that by being in this type of environment, people are under chronic stress, which subjects the body and mind to constant wear and tear.

From the employee's side, “they have to develop skills that allow them to more assertively manage stress, such as learning diaphragmatic breathing, meditation, mindfulness, exercise, balanced eating, good sleeping habits and leisure time. If you are at an advanced level, you can go to a mental health specialist,” recommends the psychologist.

Likewise, it is essential that organizations adopt proactive measures to foster a work environment

healthy. According to Sergio Barrientos, Peruvian motivational coach and mentor, some important actions that employers can take are:

- Generate relationships of trust and respect among employees.
- Promote assertive communication, with constant feedback.
- Implement fair recognition and compensation policies.
- Ensure an equitable and appropriate workload.
- Promote integration and team building activities, both formally and informally.



“As burnout symptoms progress, workers may experience problems such as insomnia, anxiety and depression.”

Breaking the taboo

With the emergence of the COVID-19 pandemic, a notable number of people with mental health problems were evident, so this issue became a global concern. However, this is an issue that has persisted for years and little attention has been given.

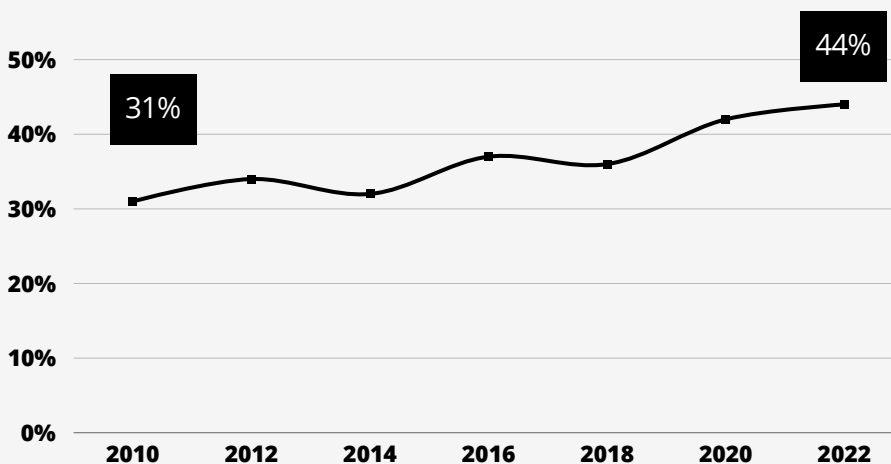
According to the World Health Organization (WHO), the prevalence of cases of depression and anxiety during the first year of the pandemic increased by 25%, with young people being the most vulnerable to developing self-harming or suicidal behaviors.

We must keep in mind that at work we spend 8 hours of our day, so open communication between colleagues, promoting wellness activities and seeking professional help when necessary are crucial steps to defeat the enemy called burnout. .

“One of the best ways to break the taboo within companies is for organizations to continually hold talks that talk about mental health, which include topics such as assertive stress management, personal care, eating habits, sleep hygiene, brain gymnastics, emotional intelligence, time organization, among other aspects,” says Rivera.



WORKER STRESS REMAINS AT A RECORD LEVEL



Based on surveys of at least 1,000 employees per country per year in more than 160 countries.

Percentage of employees who say they experienced a lot of stress the previous day

Source: Statista

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STUDIO 56

Films

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**I THINK,
THEN I
CONSUME**



DEPLASTICIZE AND RECYCLE: KEYS TO A SUSTAINABLE FUTURE

Plastic pollution has become a global crisis that requires urgent solutions.

L Plastic pollution is one of the most pressing environmental problems today. Plastics, due to their durability and versatility, have become

an integral part of our lives, but its improper use and disposal have led to a growing accumulation of plastic waste in the environment.

This problem represents a serious threat to the health of ecosystems and, ultimately, human health. Given this, there are effective solutions to address this problem, and two of the most important are recycling and deplasticization.

It should be noted that in 2019, the year before the pandemic, more than 130 million tons of single-use plastics were thrown away worldwide, according to the Plastic Waste Manufacturers Index, published by the Minderoo Foundation. In this regard, there is

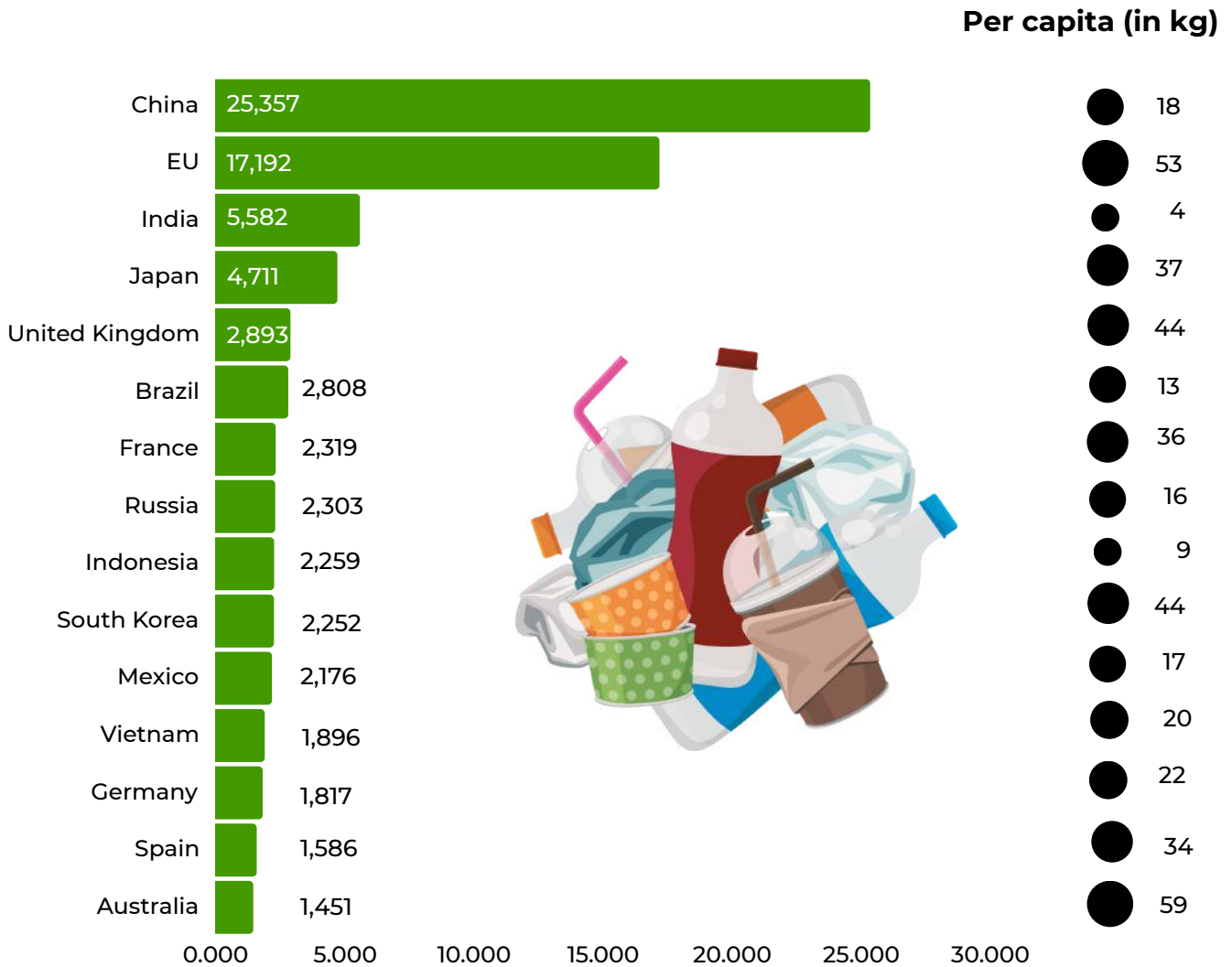
countries that appear with the largest amount of waste, as shown in the following graph.



Mara Gabriel, UPFC certification coordinator at Unplastify

THE COUNTRIES THAT GENERATE THE MOST SINGLE-USE PLASTIC WASTE

Countries with the highest amount of single-use plastic waste generated in 2019 (in thousands of tons)



Source: Index of plastic waste manufacturers - Minderoo Foundation

Source: Statista



services, and is validated by a network of external evaluators trained in plastic issues, but also in technology,” explains Mara Gabriel.

The power of recycling

Plastic recycling is a process that involves collecting, sorting, cleaning and transforming used plastic products into new materials. That is, recycled plastic will be used as raw material in the manufacture of new objects.

In some ways, this helps reduce the amount of plastics that end up in landfills or, worse, in our oceans and bodies of water. Likewise, recycling saves energy and natural resources, since the production of virgin plastic consumes a large amount of oil and natural gas.

A world without plastics

Deplasticizing is the progressive action of reducing and minimizing the use of plastics in operations, products and services. Under this concept, Unplastify was born, an Argentine startup that, through strategies and paradigm shifts, ensures that companies use less and less plastic.



Only 9% of plastics produced are recycled globally. Therefore, what we do is focus on depasticizing. We work to accelerate processes to reduce the use of plastics, redesigning operations, habits and standards for each company.



Mara Gabriel, UPFC certification coordinator at Unplastify

To demonstrate that a company is complying with depasticization, Unplastify provides UPFC certification, which measures, validates and rewards this action. “This recognition is granted based on the measurement of the Unplastify Footprint, which assesses the actions implemented for changes made, both in products and in



According to a recent National Geographic report, the current challenge is managing the 8.3 billion tons of plastic produced since the 1950s. Of these, more than 6.3 billion tons have become waste. Surprisingly, of this waste, 5.7 billion tons have never gone through a recycling process.

According to a survey by Ecoplas, the NGO that promotes the sustainable development of the plastics industry, there is a high level of awareness in Argentina regarding the practice of recycling, with 64% of respondents stating that they are aware of its importance. Likewise, 91% place it among the three materials with the greatest possibilities of being recycled, along with cardboard and paper.



By adopting these practices, deplasticization and recycling, we direct our course towards a sustainable, conscious and responsible lifestyle. The time to act is now, and together we can make a difference.



Tips for deplasticizing:

- Have a cloth or ecological bag for shopping
- Always carry a reusable water bottle
- Use organic personal hygiene products

MEDIA COVERAGE

PERU MODA & DECO



PERÚ MODA 2023

Fashion is an eternal dance between the past and the future, where style and innovation is intertwined in each collection. Each new season is a blank page for designers, waiting to be written with boldness and creativity.





Classic Alpaca

Deep roots and ancestral methods have shaped Classic Alpaca's identity. Sweaters, cardigans, pants, leggings and even accessories are hand-embroidered by their skilled artisans. In addition, each work, tone and stitch is committed to sustainability.

“In this recent collection, we have covered the entire ecological part. Now the company has a fair trade certification, and we are on the path to being certified as GOTS, which is a certification aimed at more organic garments,” says Rocío Lázaro, regional sales and marketing director.



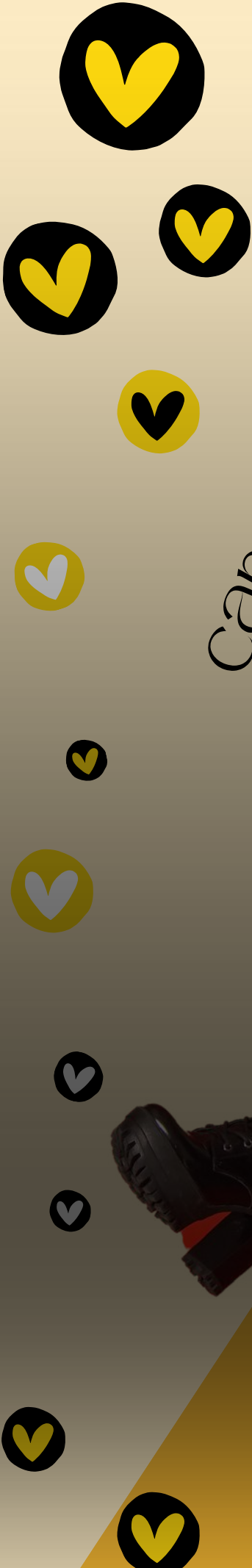
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GESTIÓN INFLUENCERS





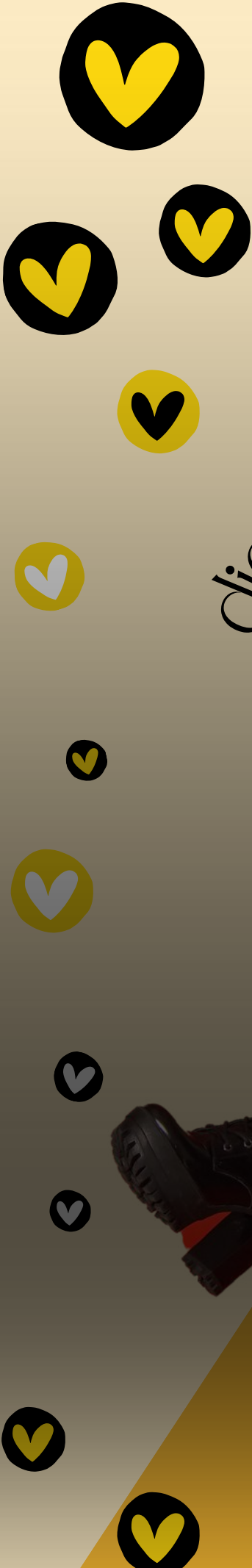
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INFLUENCERS MANAGEMENT IN LATAM





Cornelio Borda

“Our brand screams love for Peru,” enthuses Renata García, the designer and founder of Cornelio Borda.

Today, the brand is in greatest demand in the United States, Switzerland, Holland and Germany. Regarding manufacturing, most of the footwear collections are made in Peru.

“We use threads that are left over from the production of clothing and we turn them into beautiful pieces like the rugs that the shoes have on top,” he highlights.





Cecilia Fiorentini

If we talk about creativity and leaving the comfort zone, Cecilia Fiorentini's shoes are the best example.

Stiletto shoes, sandals, ankle boots, boots and sneakers are designed and made with great professionalism, since they use sustainable raw materials such as river fish leather: trout, paiche and corvina. On the other hand, alpaca skin stands out as the attractive feature in several of their footwear.

“Our mission is to create footwear that is not only comfortable and exclusive, but also an extension of the personality and purpose of each woman who wears it,” details Cecilia Fiorentini, designer of the brand.





4. Harannow

If there is something that will never go out of style, it is denim. From various colors to metallics, denim is one of the most popular fabrics of all time.

The most prominent jeans brand in Peru Moda is called Harannow, which has approximately 10 years of experience in the local market. To date, they have made shipments to Bolivia, Ecuador and Chile. But now they are looking to expand to Panama and the United States.

We are inspired by different fashions and try to stay ahead of trends. For example, the Foil Denim format is only going to hit the local market in 2024, but we have already had it since the end of 2022,” says Joel Chirinos, general manager.





“Alpaca fiber is being increasingly valued and so are the techniques, whether it is handmade or woven is what gives it added value,” says Lorena Romero, operations manager.



Follow

Urma means 'she who leaves beauty in her wake', and that is precisely the message that the brand seeks to convey in each of its products.

It offers a variety of bags and wallets that are made with different ancestral and ecoprint techniques. They are also venturing into the manufacturing of clothing and cushions for luxury decoration.



The largest fashion event in Peru celebrated its 25 years alongside major national brands.



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The recipe for inner beauty

1. **Go easy:** dedicate a moment of the day to relax your mind and disconnect from everything outside.

2. **Cultivate silence:** when there is a lot of noise it is very difficult to look inside. Silence is a way of contact with your real self.

3. Listen to your body: ask yourself what your body is telling you each day.

4. Live the emotions: whether positive or negative, let them come out without any judgment.

PILATES AGAINST WORK STRESS



Pilates promotes mental relaxation and, in turn, makes us more productive at work

T

he fast pace of modern life, constant demands at work and long hours in front of a screen can take a toll.

significant impact on the physical and mental health of workers.

In this sense, Pilates emerges as a valuable discipline to reduce work stress and improve the quality of life of employees. Helena Espinoza, founder of Pilates Perú, recommends doing Pilates at least 3 times a week for 15 to 20 minutes, as a break in the middle of work hours.



“For a person who spends a lot of time in the office, I can recommend the Pilates Mac and the Pilates Reformer”

Helena Espinoza, founder of Pilates Peru

In Pilates Mat, the exercises are worked with the weight of your own body and are performed on a mat. While, in the Pilates Reformer, resistance is created through a machine designed for this discipline.

The exercises involve gentle, controlled movements that can release accumulated tension and calm the mind.

"Physical activity provides a feeling of well-being and relaxation, since when we exercise, our body releases endorphin, which is a substance that produces pleasure and well-being in the brain, during and after exercise."

Fernando Malagón, general practitioner and occupational medicine.

Unlike other disciplines, such as yoga, Pilates is a physical conditioning method that was designed to keep the body not only healthy, but also functional and active.

“It uses breathing, contraction, concentration, fluidity, synchronicity and has a bit of mindfulness,” adds Espinoza.



Thus, people who exercise at least two or three times a week are less likely to suffer from depression and anxiety, and may have a better mood. “According to some studies, exercising can even help prevent the onset of Alzheimer's,” concludes the doctor.

By investing time in this practice, workers can improve their overall health, reduce stress, and increase their ability to deal with the pressures of work. Ultimately, this leads to a healthy work environment with happier and more productive employees.



Compact wallet Black grained calfskin with CD Icon signature

DIOR WALLET

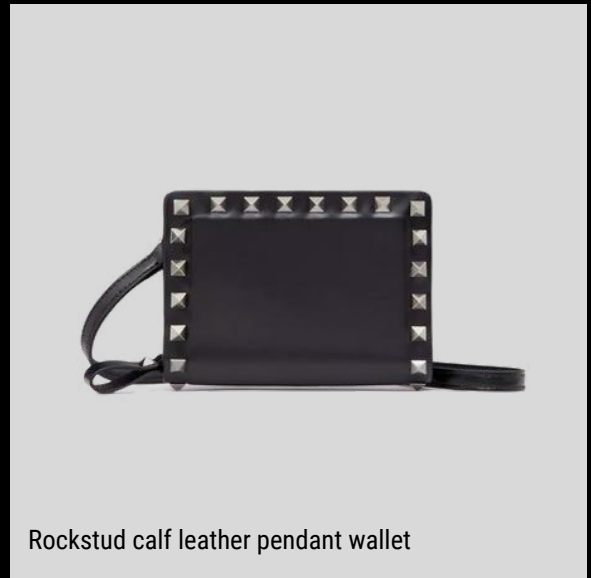
MEN'S WALLETS

Men fashion



Monogram Bleach coated canvas Cowhide leather trim Textile lining

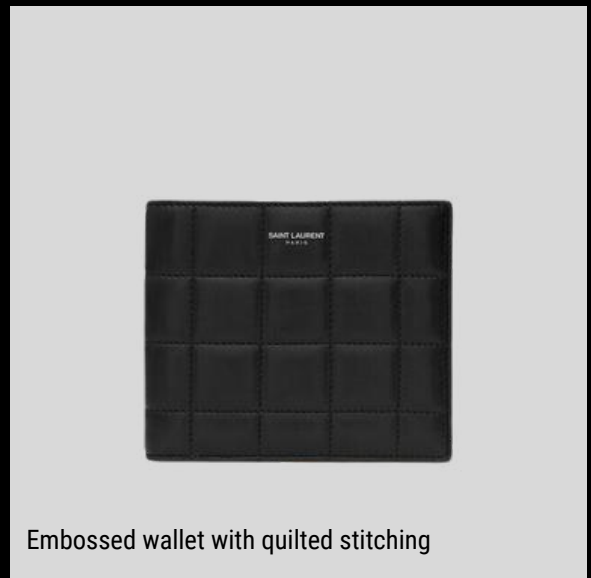
MULTIPLE WALL LOUIS VUITTON



Rockstud calf leather pendant wallet

VALENTINO HANGING WALLET

OUTLET
11/2023



Embossed wallet with quilted stitching

CARTERA SAINT LAURENT PARIS

A close-up photograph of a sunflower head, showing the dark brown seed head on the left and several large, bright yellow petals on the right. The background is a soft, warm yellow light, suggesting a bright, sunny day. The overall composition is clean and professional, suitable for a business-related document.

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The humanity of an angel

Influenced by romanticism, Fernanda Chacaliaza immerses herself in the emotional depths of art, captivating with its intimate and expressive approach.





“

I want to express myself beyond realism, to be able to deconstruct a concept and capture it in painting to express what I feel and think.

”

F

ernanda Chacaliaza is a publicist, art director and emerging painter. Although he was always attracted to drawing, a little over half a year ago he ventured into painting

Her artistic interest led her to take a course where she discovered a special talent and since then she has painted some projects focused on realism.

This work, which took approximately three months of work, is a reflection of his artistic influences. Currently, she is drawn to painters such as Caravaggio and focuses on the contrast between light and shadow to create an emotional intensity in her compositions.

The painting, although unnamed, is an example of the strong influence of romanticism, a movement

highly emotional and subjective. The angel denotes darkness and fatigue, contrary to what might be expected, says the young painter.

“For me he is an angel who knows uncertainty, a more human angel”

Fernanda is determined to continue growing as an artist and continue exploring new techniques and approaches in her work.

Despite being relatively new to the world of painting, she has already proven to be a fresh and exciting force.

Her ability to capture emotions through the brush makes her an artist to follow in the coming years.



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