

N.22

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## GREEN ROOFS

THE RESPONSE TO THE  
HEAT OF CITIES

## ROBOTICS

THE MEDICINE OF  
MOVEMENT

## LATIN AMERICAN FASHION

FUSION OF TRADITION  
AND AVANT-GARDE

INTERVIEW

CELIA  
NAVARRETE

Director of Expo Pack Guadalajara

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# EDITORIAL

Innovation rarely happens in isolation. It's the result of multiple pieces that fit together: technology, sustainability, design, health, efficiency. In this issue, we explore some of those pieces that are transforming entire sectors today. They are no longer an aspiration, but a demand of the present.

On the cover, Celia Navarrete, director of Expo Pack, invites us to view packaging as a strategic element that goes beyond protecting a product: it defines identity, promotes sustainability, and differentiates itself. Expo Pack Mexico 2025 will be key to exploring these transformations and linking innovation with purpose.

Digital twin technology (virtual models that replicate physical environments) also opens up new possibilities for smart building management. According to the Regional Sales Director of Hikvision Mexico, this tool allows for more precise real-time monitoring, anticipation, and decision-making. Efficiency and adaptability are a requirement of today.

We also turn our attention to cities and their relationship with nature. Green roofs are emerging as a silent but powerful response to environmental challenges. They reduce urban heat, regulate energy consumption, and restore space for biodiversity amidst the concrete.

In the healthcare field, movement medicine is undergoing its own revolution. With smart devices, virtual platforms, and immersive technologies, neurorehabilitation is reinventing itself, putting the patient at the center and promoting more personalized and effective recovery.

Different paths, one common goal: improving the way we live, work, and interact with our environment. Because in a context that demands profound changes, it's not enough to simply move forward; we must move forward with purpose.

*Esperanza A.*

**GENERAL EDITOR**



# RADIO THE PUBLIC

DREAMING IS JUST THE BEGINNING

At Radio The Public, we believe that the power of music lies not only in the notes, but in the emotions, in the dreams, in the stories we share through sound. Dreaming is just the beginning; it's the spark that ignites our passion to connect, to challenge convention, to live and bring rock to life in all its forms, from the great classics to the new voices reinventing the present.

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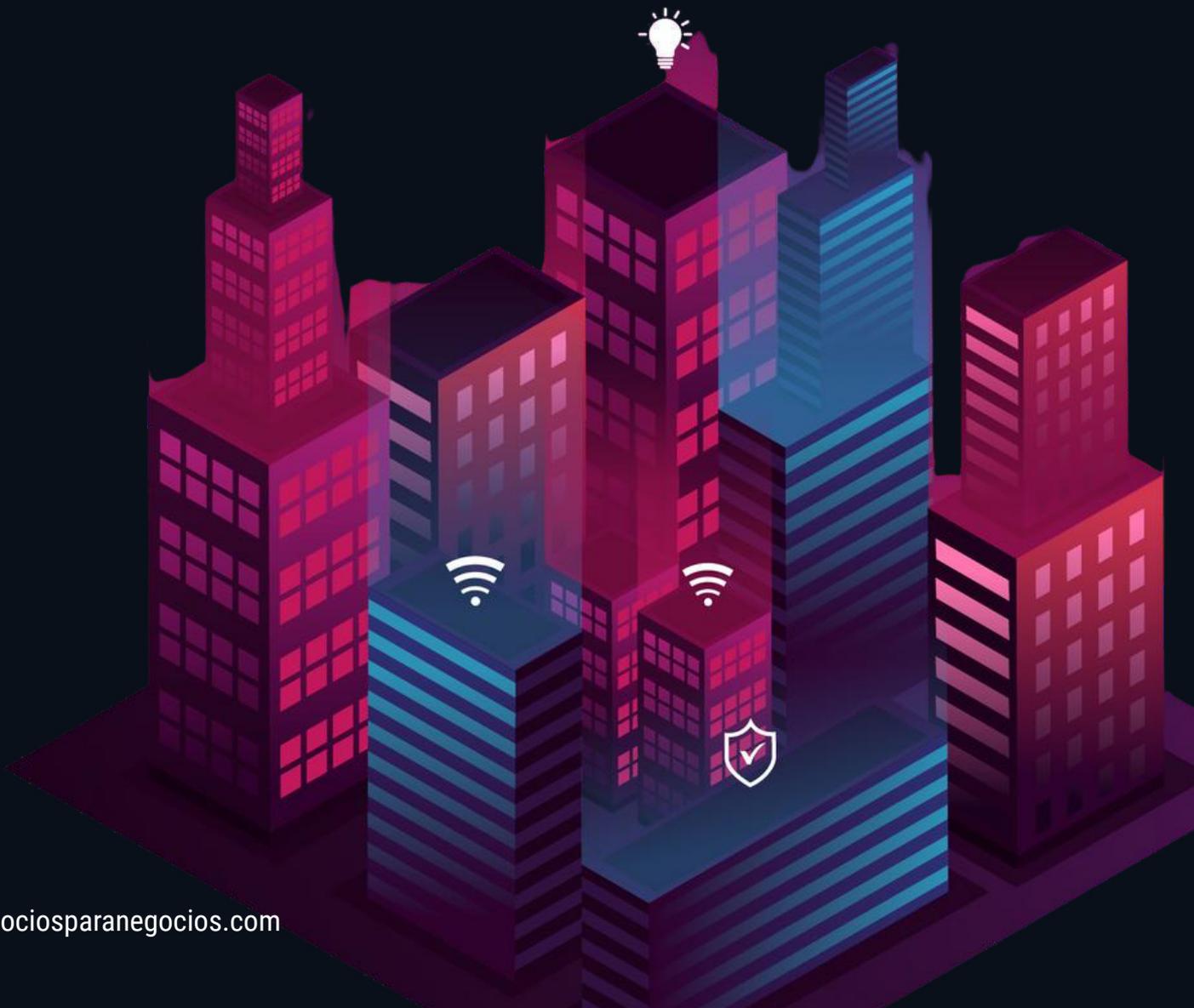
Radio The Public



# DIGITAL TWINS

## TURN BUILDINGS INTO SMART PLATFORMS

These ecosystems are advancing in Latin America as a solution to reduce costs, anticipate risks, and improve user experience.



**E**fficiency and adaptability are decisive factors for business success, and digital twins have established themselves as a fundamental technology for achieving them. They represent a technological innovation that transforms the management of physical environments, from university campuses to industrial plants and corporate buildings.

Miguel Arrañaga, regional sales director of Hikvision Mexico, a global company specializing in video surveillance and artificial intelligence solutions, explains that a digital twin is "an exact copy of the building or campus, replicated in a computer model, into which sensors, cameras, and other devices are integrated to achieve complete control of the physical site from the virtual environment." By creating detailed virtual replicas, this tool allows for the simulation, monitoring, and optimization of processes in real time, improving operational efficiency.

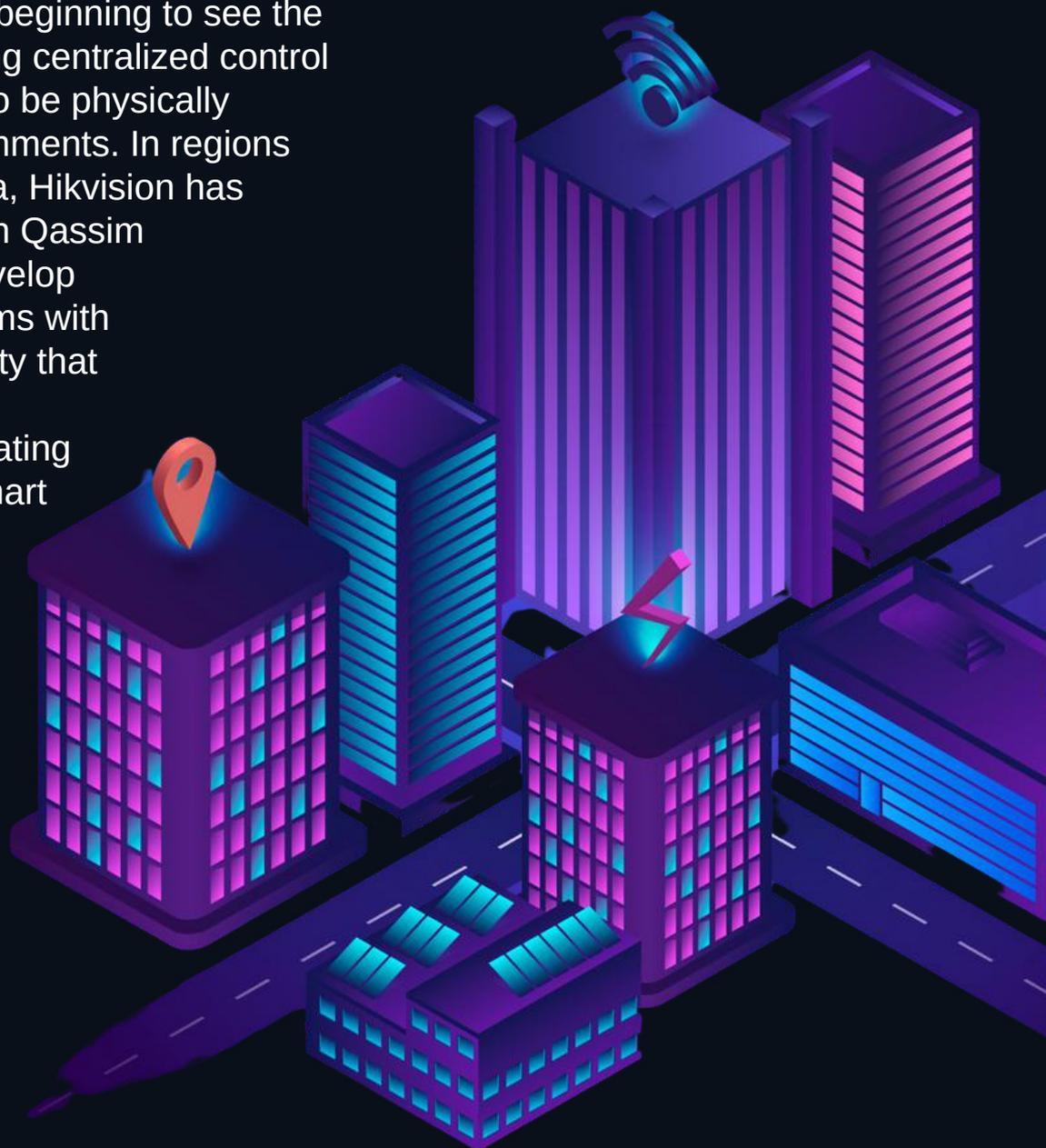


**Miguel Arrañaga, Regional  
Sales Director at Hikvision**

This virtual replica not only reflects the infrastructure, but also its dynamics: who enters it, how resources are used, and even the emotional state of those who transit the space. Its application drives smarter, safer, and more sustainable operations, positioning it as an essential resource for organizations.

Although the use of digital twins is still in its infancy in Latin America, Arrañaga points out that small-scale models have already been implemented, especially in industry and in so-called smart buildings.

“We're making solid progress. Companies are beginning to see the benefits of having centralized control without having to be physically present,” he comments. In regions like Saudi Arabia, Hikvision has collaborated with Qassim University to develop digital ecosystems with augmented reality that span dozens of buildings, integrating thousands of smart cameras into centralized platforms.



The benefits of this technology are multiple: it allows for real-time analysis of space usage, reduces operating costs, and improves environmental sustainability through energy and water monitoring. It also offers pedagogical advantages. In the education sector, for example, smart classrooms integrated with the digital twin enable more immersive and personalized experiences for students.

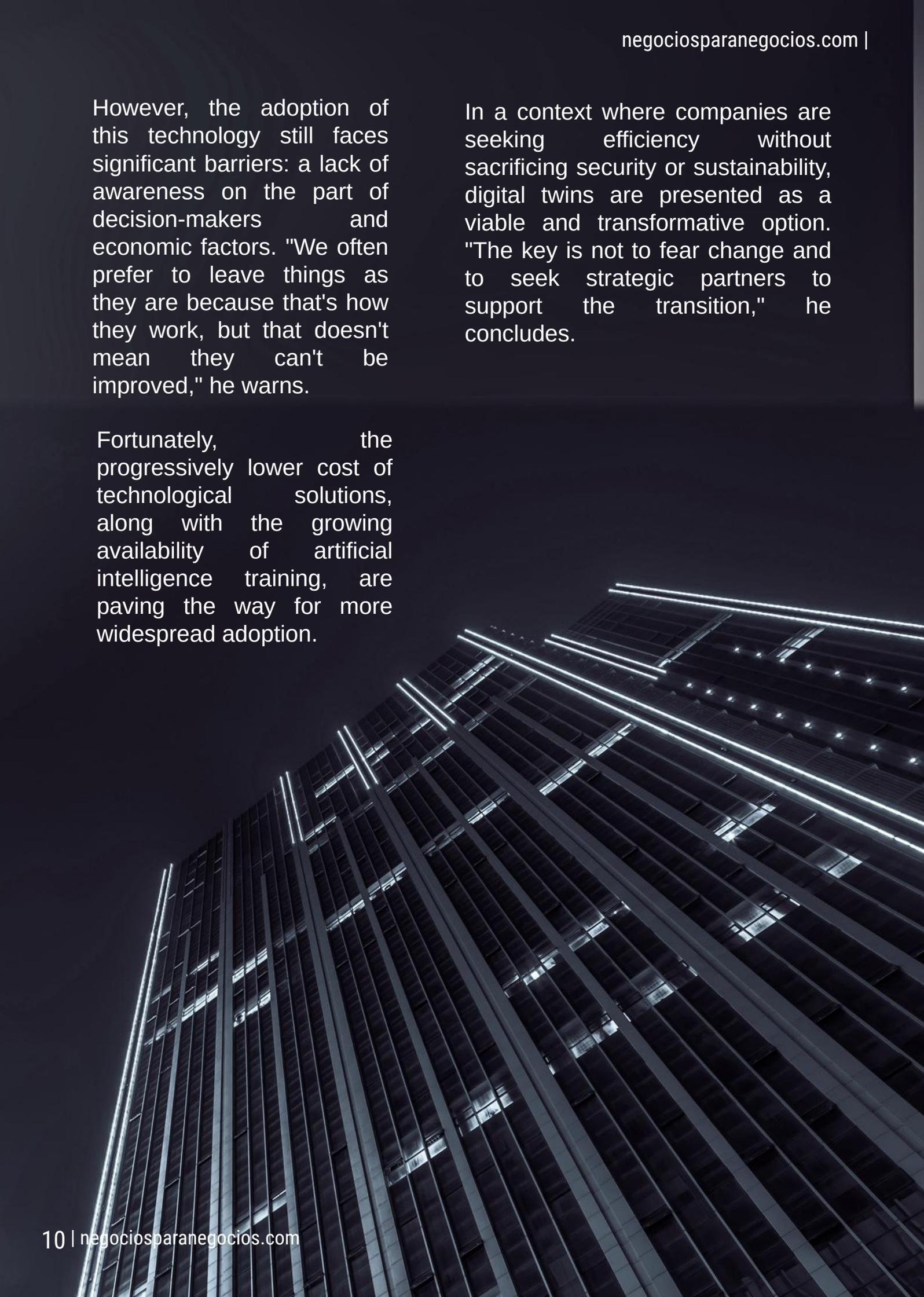
Using multispectral cameras, acoustics, and artificial intelligence (AI), the systems collect complex data that is translated into useful information. From detecting a gas leak using special microphones to identifying patterns of suspicious behavior, AI-powered digital twins not only monitor, they also anticipate. “We are at a stage where we are no longer just talking about surveillance, but about predictive analytics that help prevent risks,” explains Arrañoaga.



However, the adoption of this technology still faces significant barriers: a lack of awareness on the part of decision-makers and economic factors. "We often prefer to leave things as they are because that's how they work, but that doesn't mean they can't be improved," he warns.

Fortunately, the progressively lower cost of technological solutions, along with the growing availability of artificial intelligence training, are paving the way for more widespread adoption.

In a context where companies are seeking efficiency without sacrificing security or sustainability, digital twins are presented as a viable and transformative option. "The key is not to fear change and to seek strategic partners to support the transition," he concludes.





digital campaigns



# MANAGEMENT OF INFLUENCERS IN LATAM

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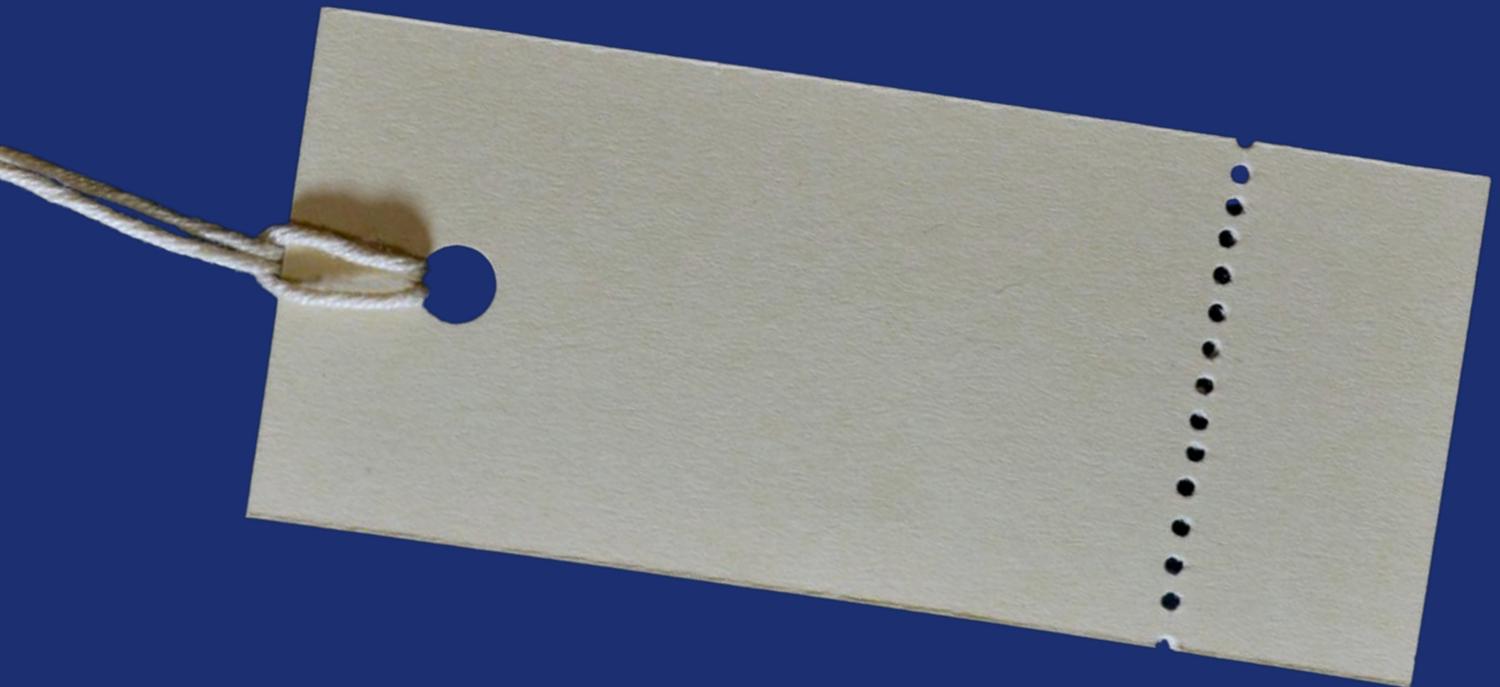
# A SOLID PRICING STRATEGY BOOSTS YOUR BUSINESS IN TIMES OF CRISIS

Faced with tariffs, inflation, and declining consumer spending, companies must go beyond simply raising prices or absorbing costs; the key is to redesign their strategy.

**C**ompanies in Latin America face a growing challenge in setting prices intelligently in an environment marked by trade tensions, economic volatility, and inflationary pressures. Recent tariff wars have particularly affected export- and import-dependent sectors, making it difficult to protect margins through simple price increases or cost absorption.

The dilemma is clear: raising prices could alienate customers; absorbing tariff costs could erode profit margins. According to a 2024 World Bank report, more than 60% of small and medium-sized businesses in Latin America have reported losses in competitiveness due to the increase in imported inputs.

An effective response begins with transparency. Companies that openly communicate the reasons behind price adjustments—for example, detailing how much of the increase is due to new tariffs or higher logistics costs—are better able to retain consumer trust.



Therefore, understanding competitors' strategies and anticipating consumer behavior is more important than ever. If competitors adjust their prices, a window opens to do the same without losing customers. But if they decide to absorb the costs, replicating that action without a robust plan can be a costly mistake.

An illustrative case is Volkswagen, which in some markets has clearly indicated the impact of tariffs on its invoices, gaining acceptance despite the increases. This strategy can humanize the company and establish an honest connection with the customer, something vital in times of economic uncertainty.

Beyond direct pricing, there are complementary tactics that can strengthen margins without sacrificing volume:

# 1

**Promotional bundling:** A strategy that involves combining taxed products with tax-exempt ones, thereby diluting the impact of the increase in the final price and offering the consumer a perception of greater value. This practice has been effective in sectors such as fast food: according to a study by Intouch Insight, 26% of consumers buy more when offered a "value combo," even if they didn't originally plan to spend more.

# 3

**Offer flexible payment plans:** Solutions like "buy now, pay later" have become popular even in non-traditional industries. The Coachella festival is a telling example, as more than 50% of tickets were sold through payment plans. In Latin America, this practice has begun to gain ground in sectors such as consumer technology and business equipment, facilitating large purchases without immediately impacting the buyer's liquidity.

# 2

**Value segmentation:** Offering reduced or simplified versions of products can retain price-sensitive customers. This has already been seen in sectors such as personal care and food, where companies have launched smaller presentations while maintaining the unit price, thus avoiding visible adjustments that could cause rejection. However, caution is needed; the beverage brand Tropicana lost 19% of sales after reducing the size of its bottles without clearly communicating the need.

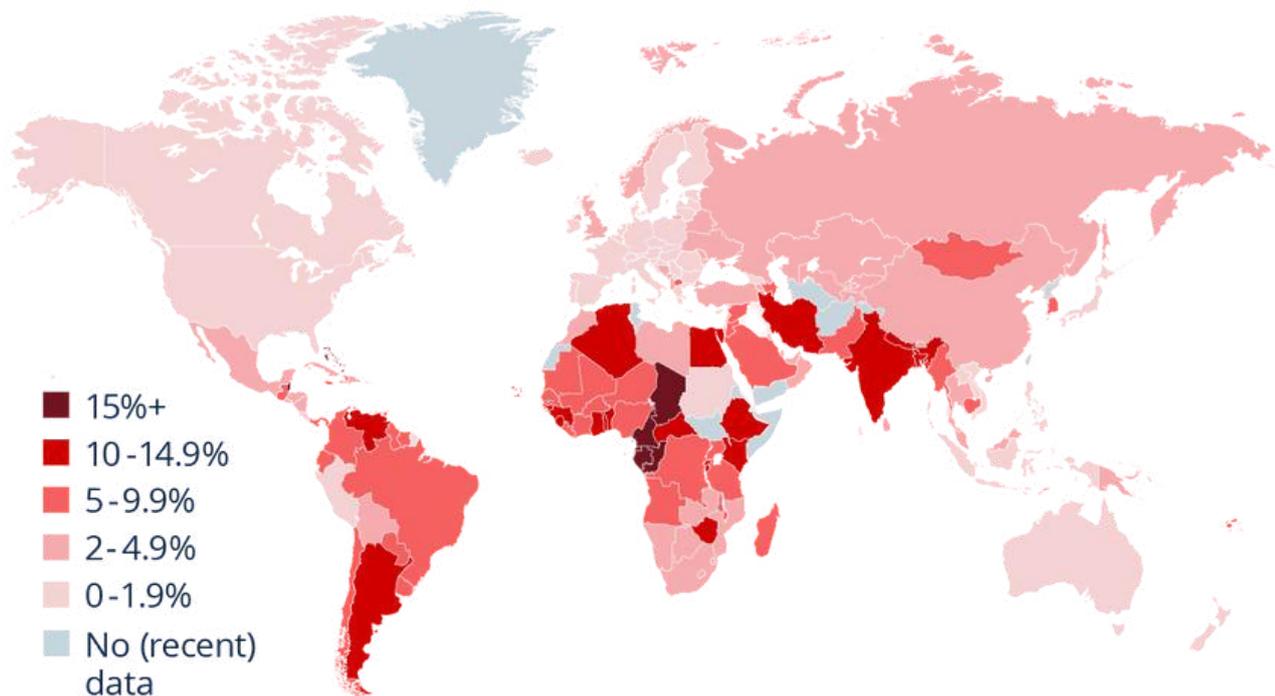


A solid pricing approach in this environment requires adaptability. It's no longer just about defending margins or responding to competition, but about building strategic resilience.

It's not about choosing between raising prices or absorbing them: it's about completely redesigning the way Latin American companies think about value.

## Where the world charges the most tariffs

Weighted average applied tariff rate (all products), by country



Does not consider further tariff increases from the United States of America, given the variable policy changes of the current administration

Source: Statista, World Bank

# MOVEMENT MEDICINE IS REINVENTING ITSELF WITH THE HELP OF ROBOTICS

The integration of smart equipment into neurorehabilitation opens up new possibilities for customization and efficiency.

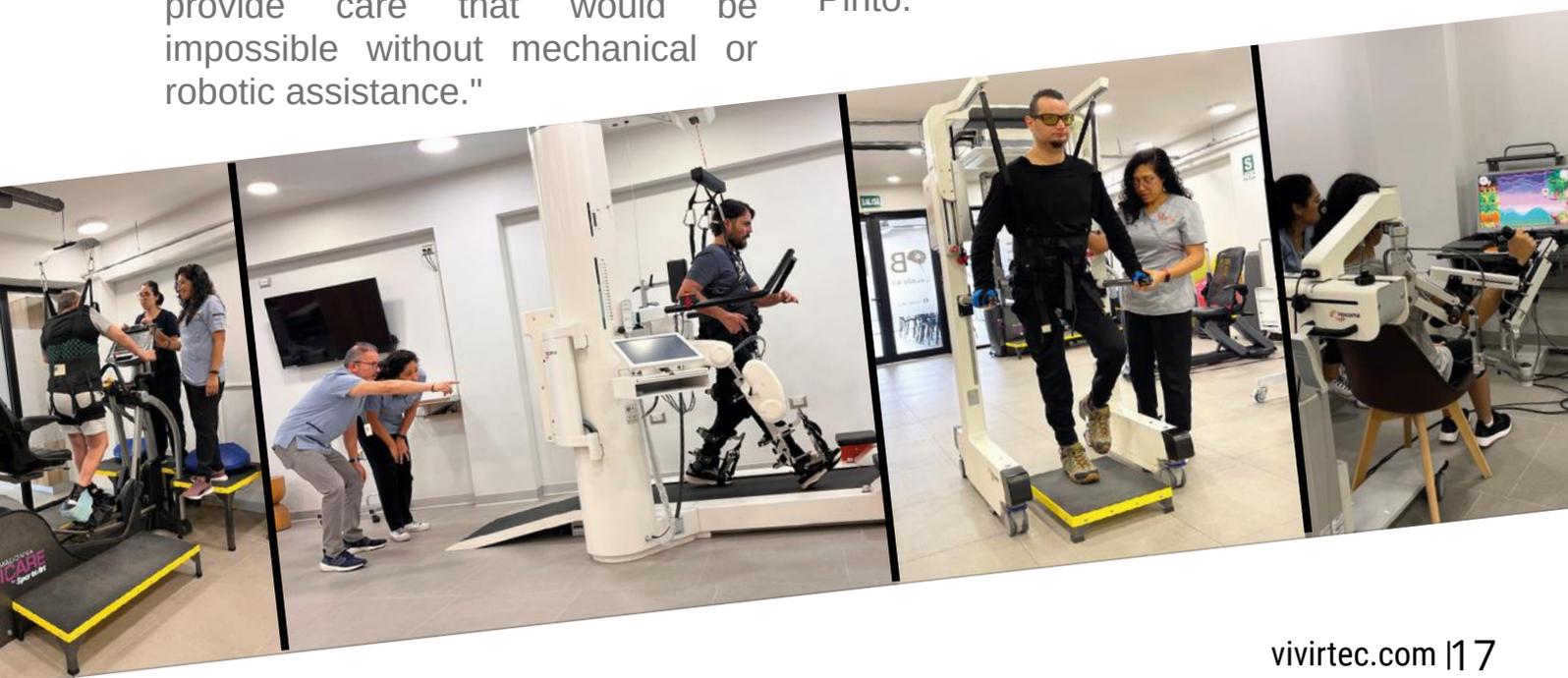


**T**echnological advancement has significantly penetrated the healthcare field, opening up new possibilities for the treatment of neurological diseases. From robotic exoskeletons to immersive virtual reality platforms, neurorehabilitation has ceased to be exclusively manual and has become fertile ground for innovation.

A clear example of this evolution is **CEREBRO**, the Robotics-Based Rehabilitation Center located in Peru, which combines traditional physical therapy with cutting-edge technological tools. Jorge Luis Pinto Lagos, the center's general manager, explains that the goal is not to replace physical therapists, but rather to strengthen their work: "Technology helps me start treatment faster, reduce the fatigue of my physical therapists, and provide care that would be impossible without mechanical or robotic assistance."

CEREBRO works with a personalized approach. It uses tools such as bioimpedance, which allows us to determine muscle mass, bone density, and other key body parameters. Based on this data, a program is designed that can include everything from intelligent electrical stimulation to exoskeleton training that assists movement based on the patient's physical abilities.

This transformation aims to accelerate recovery processes, but also make them more precise, personalized, and effective. "Previously, patients were only asked if they could walk further or move an arm. We now quantify their progress with indicators such as reaction speed, body symmetry, and center of gravity control," explains Pinto.



It's important to emphasize that, despite all these advances, manual rehabilitation remains essential. "We have physical therapists with a secondary specialty in neurorehabilitation who apply manual techniques. The robot is an assistant, but the physical therapist is the one who teaches exercises and positions and accompanies the patient outside of the technological environment," Pinto clarifies.

Looking to the future, Pinto acknowledges that the adoption of other tools such as artificial intelligence (AI) will be key. At the center, although AI is not yet fully integrated into the teams, it is used to optimize internal processes. Furthermore, trends that integrate spinal cord electrical stimulation, physical therapies, and drugs to enhance neurorehabilitation will also be crucial.

The key, according to Pinto, is understanding that the best results come from a multidisciplinary approach. Technology provides precision and efficiency, but success lies in its strategic use, along with the clinical knowledge and empathy of the healthcare professional.

**“The combination of robotics, manual therapy and medications will be the key to the neurorehabilitation of the future.”**

A portrait of Jorge Luis Pinto, a man with a beard and mustache, wearing a dark suit, white shirt, and patterned tie. He is standing with his arms crossed, leaning on a wooden railing. The background is a blurred indoor setting, possibly a conference or event.

-Jorge Luis Pinto, general manager of CEREBRO.



# THE SUSTAINABILITY OF THE FUTURE LIES IN AGRICULTURE THAT IMITATES THE FOREST

SO-CALLED EDIBLE FORESTS  
ARE AN AGROECOLOGICAL  
ALTERNATIVE THAT COMBINES  
PRODUCTION, CONSERVATION,  
AND COMMUNITY  
DEVELOPMENT INTO A SINGLE  
SUSTAINABLE MODEL



In the face of climate change and biodiversity loss, an agricultural model is beginning to emerge in various rural regions of the world: food forests. Unlike traditional monocultures, this approach promotes diversity, self-sufficiency, and ecological regeneration.

“Edible forests operate on three pillars: what is eaten, what is sold, and what is protected,” says Nicolas Terrién, technical director and co-founder of Chasseurs de Saveurs, a Franco-Mexican company that collaborates with rural communities to develop these types of sustainable and diversified agricultural systems.

“The goal is to provide healthy food for families, crops that generate income in small spaces, and a forest structure that regenerates the environment,” he adds. This holistic vision involves integrating fruit trees, native plants, and cash crops on the same land, creating a resilient ecosystem.



Food forests have roots in traditional multi-tiered farming systems used by many indigenous cultures, such as home gardens in Asia or Amazonian agroforestry systems. Through diversification, these systems reduce risk, promote carbon storage, improve soil fertility, and contribute to food sovereignty.

Terrién explains that among the main social and environmental benefits of this model is independence from volatile markets, as there is no dependence on a single crop. It also facilitates the transmission of community and indigenous knowledge, encourages family participation, and transforms harmful agricultural practices. "Children often know very little about their region. That's why, in this type of ecosystem, we promote environmental education from a young age."



The system is not imposed uniformly. The most suitable spices are chosen based on the type of soil, climate, and local culture. Vanilla, cinnamon, pepper, cardamom, and melipona honey are some of Chasseurs de Saveurs' star products. However, he adds, "We aim to ensure that each producer has crops they can sell, but also food they can consume."

Implementing an edible forest is neither an immediate nor a simple process. It requires training, technical assistance, and, above all, a long-term vision. The company has developed producer networks and created mechanisms to evaluate its impacts. “Not everything is measured with numbers. Sometimes we see it in the improvements in homes, in children's pride in what their parents do, in everyday life in the countryside,” he comments.

However, one of the greatest challenges to their expansion is the lack of public policies that recognize their ecological and productive value. Added to this is the need to train specialized technicians and adapt the regulatory frameworks that currently prioritize intensive agriculture. However, their potential is clear: edible forests offer a concrete and regenerative solution to the agri-food and environmental crisis.

**“AN EDIBLE FOREST NOT ONLY PRODUCES FOOD AND INCOME, BUT ALSO RESILIENCE FOR THE FUTURE.”**



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# Packaging drives a company's competitive advantage

In Mexico, Expo Pack 2025 is positioned as a key meeting point for understanding how packaging is evolving toward more efficient and sustainable solutions.



# T

he packaging value chain is undergoing a profound transformation. The pressure to adapt to a circular economy, reduce waste, optimize materials, and remain competitive has led this industry to rethink its processes from the ground up. Far from being a secondary element, packaging now occupies a central place in companies' strategic decisions.

Three axes mark the current pulse of the sector: sustainability, automation, and design. The incorporation of digital technologies, such as artificial intelligence (AI), is not only changing the way packaging is designed, but also how it is tested, manufactured, and optimized.



For its part, the need to adopt more sustainable materials has driven the development of monomaterials, biomaterials, and recyclable solutions that seek to balance functionality with environmental impact. Design is also becoming a fertile field for innovation, combining aesthetics, functionality, and direct communication with the consumer.

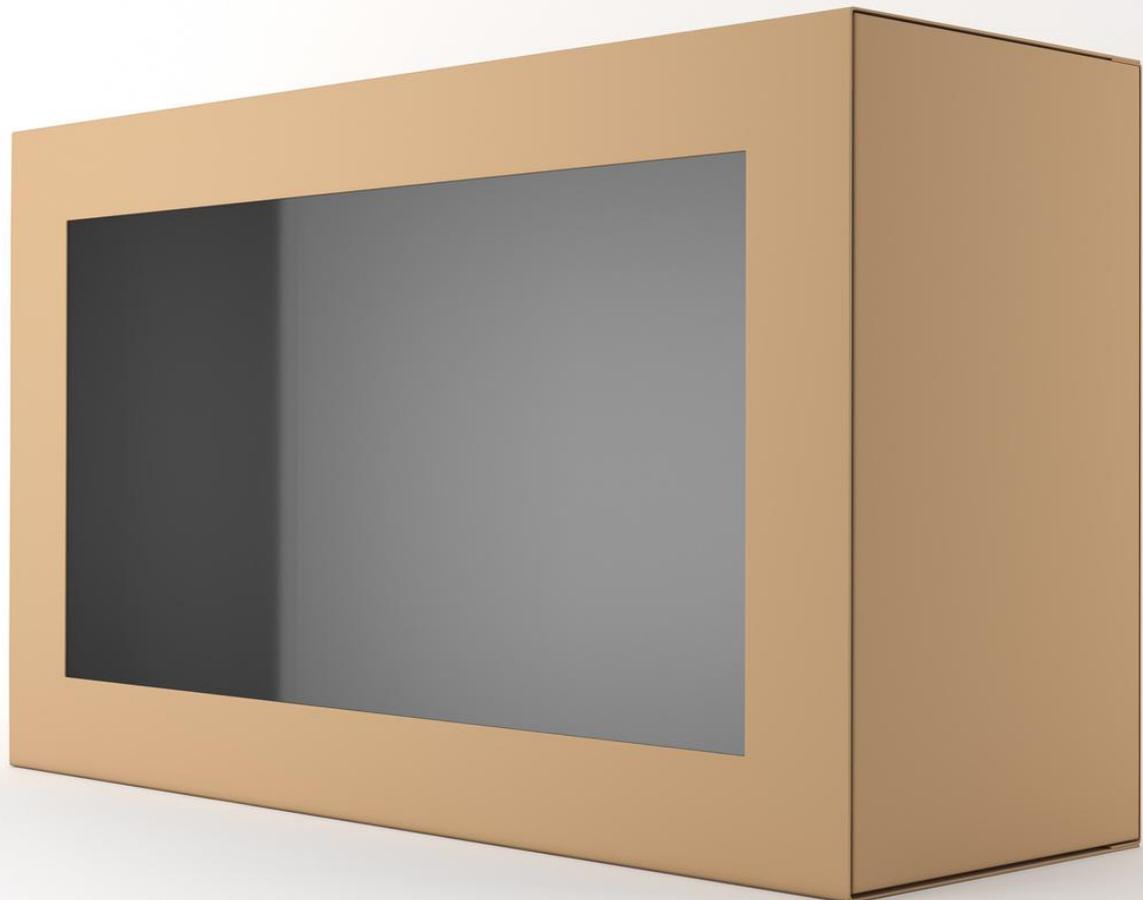
These topics are a prominent feature of [Expo Pack Guadalajara 2025](#), one of the most important platforms for the sector in Latin America to learn about, connect with, and promote innovative solutions in the packaging and processing industry. Celia Navarrete, the event's director, notes that this year's edition will be marked by "the incorporation of artificial intelligence applied to the packaging and processing industry, advances in sustainability, and new design proposals."



Navarrete also highlights the transformative role that startups and small businesses are playing in the industry. "They are looking for more tailored solutions, smaller packaging, eye-catching designs, or new forms of testing that can later be scaled," he explained. This dynamism allows sectors such as the agri-food, electronics, automotive, and pharmaceutical industries to find solutions tailored to their specific needs.

One of the most important challenges is operational: "We want to invest in human capital to make these transitions more agile. We want to bet that knowledge, best practices, and understanding of digital tools will enable a more flexible, productive, and profitable industry," Navarrete emphasized. Therefore, the event not only offers exhibitions but also a wide range of educational content on trends, sustainability, and automation.

**Today, packaging offers infinite potential. It is a key tool for business competitiveness.**



Digitalization, although promising, still faces obstacles to its effective implementation. Many companies fear the costs or are unaware of the scope of these tools. He also highlighted the potential of tools like AI in stages such as narrative design or product behavior simulation.

“Sometimes it's perceived that incorporating technology can be very costly, so it's key to open spaces where we can discuss how to implement digitalization processes, even from stages as early as designing packaging for new markets. These emerging tools allow us to integrate creativity, design, and innovation from digital environments, and it's precisely these conversations we need to continue fostering in the industry,” Navarrete said.

Packaging has ceased to be a simple wrapper and has become a strategic asset. “QR codes are now being incorporated, enabling traceability, consumer interaction, and marketing strategies. Packaging today sells, positions, and builds loyalty,” the director noted.



# WIPO GLOBAL INNOVATION INDEX

(World Intellectual Property Organization)

1 Switzerland

2 Sweden

3 USA

4 United Kingdom

5 Singapore

6 Finland

7 Netherlands

8 Germany

9 South Korea

10 Denmark



To determine which nations are technology leaders, various reports and studies analyze factors such as investment in research and development (R&D), digital infrastructure, the number of registered patents, science education, and the strength of their innovation ecosystem.

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NAVARRO:  
"USERS NO  
LONGER JUST  
LISTEN, THEY  
ALSO SPEAK AND  
BUILD  
CAMPAIGNS WITH  
BRANDS."**

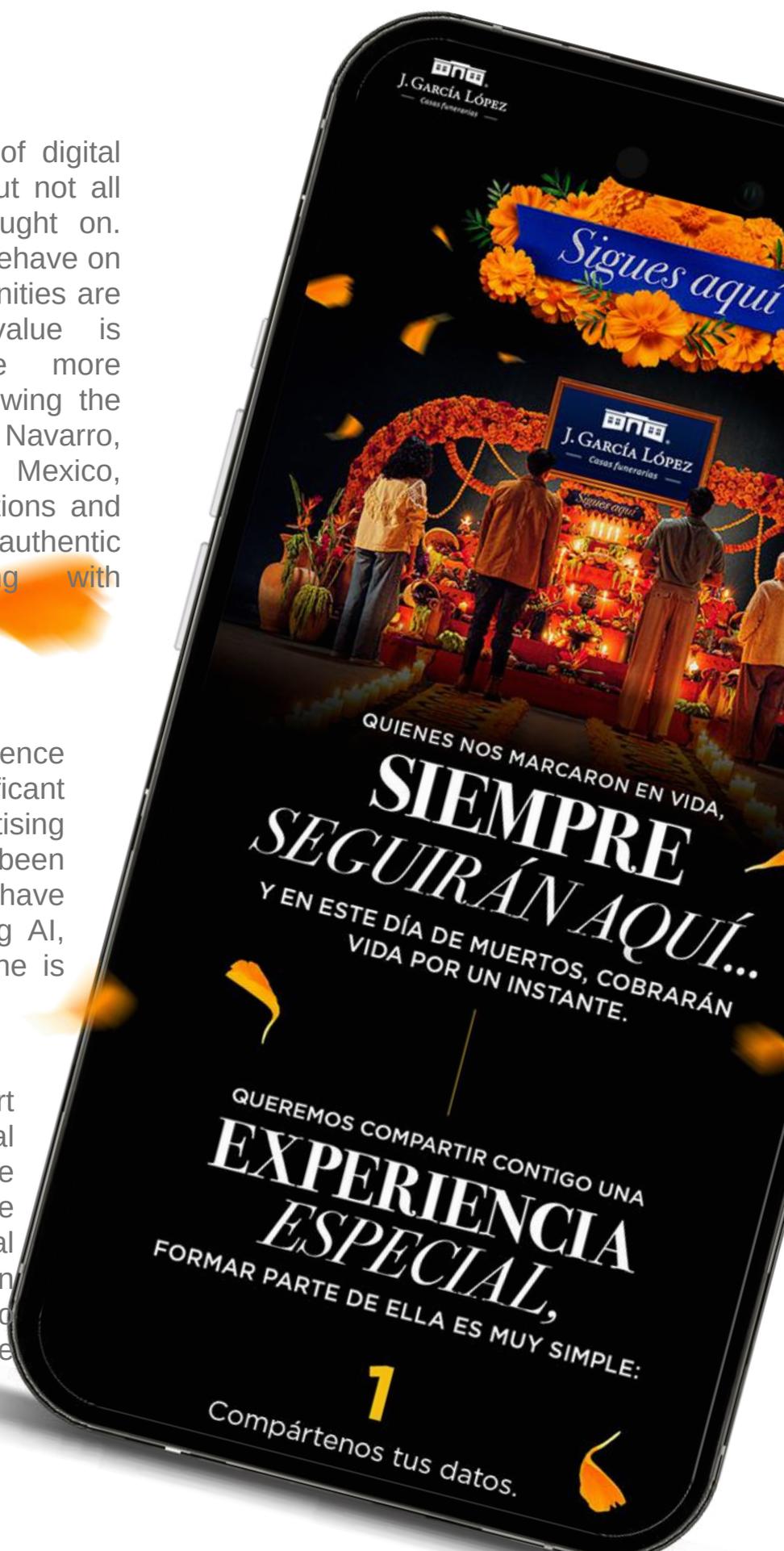
**Beyond artificial intelligence, the real transformations in digital marketing center on how brands understand and connect with their communities.**



**T**he rules of digital marketing are changing, but not all brands seem to have caught on. Understanding how users behave on each platform, how communities are built, and how real value is generated has become more important than simply following the current trend. Octavio Navarro, Head of Digital at Ganem Mexico, analyzes these transformations and offers a more strategic and authentic approach to connecting with audiences in 2025.

Although artificial intelligence (AI) has made a significant impact on the advertising industry, its adoption has been uneven. "We all know we have to get on board with using AI, but I dare say not everyone is clear on how," he warns.

However, the expert emphasizes that digital marketing trends cannot be limited to AI: "It's a valuable tool, yes, but the real challenge lies in understanding how to connect with people," he points out.



One of the most common mistakes, Navarro warns, is treating all digital platforms equally. "We're still lumping Facebook, Instagram, and TikTok together, when each has its own logic, its own language, and a community with very different expectations," he comments. Instead of replicating content or formulas, brands should "understand how that content is consumed and what those platforms are really for."

Navarro highlights Duolingo as an example of a brand that has perfectly understood this ecosystem: "They dare to be creators, not just advertisers. That's what makes them relevant, entertaining, and beloved by audiences," he adds.

The figure of the influencer is also changing.

"Brands should no longer view influencers solely as a channel; today, they are creators with their own narratives, and the challenge is to collaborate with them authentically."



Another key trend is the change in user experience. "Today, users don't just listen; they also speak, react, and become part of campaigns. The relationship is no longer one-way," he says. Advertising, in this new scenario, must be flexible, collaborative, and open to letting the audience also shape the message.

Added to this is the integration of values such as sustainability. "It's not about creating visibly beautiful communications, but rather about supporting clients as true partners to translate their social responsibility efforts into something relevant and honest for their audiences," Navarro points out. The challenge lies in deeply understanding the client's business and, from there, building purposeful narratives.

Looking to the future, Navarro is clear: the key will be integrating disciplines. "It's not enough to have creativity on one hand and data on the other. Whoever manages to align strategy, media, platforms, and content with a unified vision will be the ones who truly connect. And although it sounds obvious, that's not happening yet in the industry."

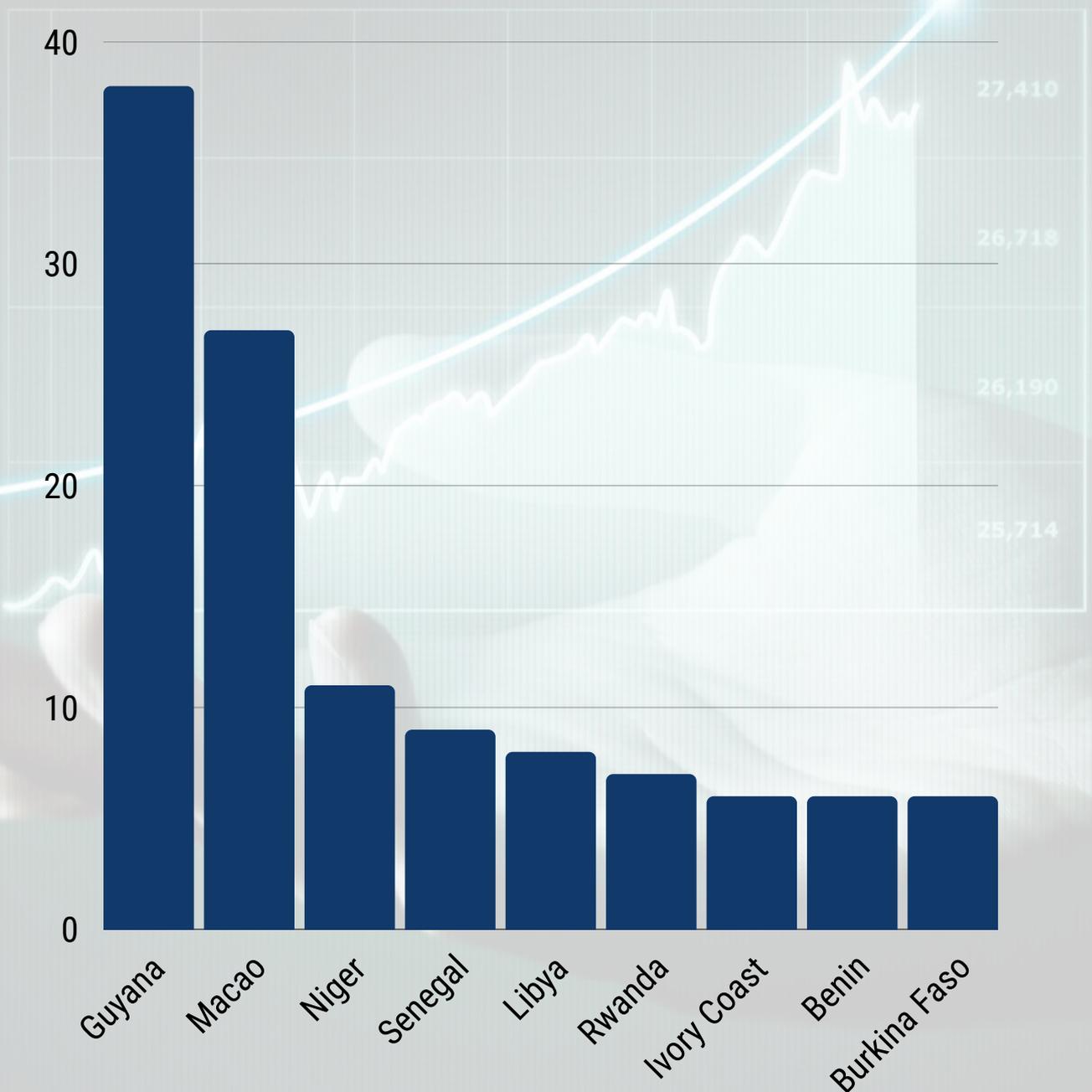


## The trends that are setting the pace

- **More than AI:** Artificial intelligence is useful, but it's not everything. Brands must go beyond automating processes.
- **Each network, its language:** Not all platforms work the same, so adapting content to each network's language is key.
- **Active users:** It's no longer enough to simply talk to them; users want to participate, influence, and be part of the conversation.
- **Brands also create content:** not everything depends on influencers; brands that dare to be creators connect more authentically.
- **Content with a purpose:** Sustainability and values are not accessories; they must be genuinely integrated into the strategy.



# Projected GDP Growth 2025 (Base Year 2023)



These figures are projected and subject to global economic volatility, as well as internal political and social factors within each country. However, they offer valuable insight into global economic growth trends for the coming year.

# How we we feed

IN A WORLD  
CONTAMINATED

# B

eyond calories and nutrients, the foods we eat every day contain particles and chemicals that threaten our long-term health.

In our daily diet, often without us realizing it, tiny, invisible threats lurk that put our health at risk. One of the most alarming is the presence of microplastics: tiny particles smaller than 5 millimeters that have infiltrated our diet.

According to a study published in the scientific journal Proceedings of the National Academy of Sciences, up to 240,000 micro and nanoplastic particles can be found in just one liter of bottled water. The magnitude of the problem is such that, according to a report by the Ocean Conservancy and the University of Toronto, an average adult could be ingesting more than 11,000 microplastic particles per year from consuming processed proteins alone.

In the case of seafood—such as shrimp, mussels, and oysters—microplastics were found in 99% of the samples analyzed. Furthermore, 90% of table salt brands worldwide were found to be contaminated by these particles, with a concentration of up to 19,800 per kilogram in the case of sea salt.



The concern about microplastics is not only their presence in food, but also their potential effects on human health. Although much remains unknown on this topic, studies have revealed that these particles can cross the intestinal barrier and reach organs such as the lungs, liver, and even the human placenta.

Research conducted by the Medical University of Vienna, published in *Exposure & Health* (2023), indicates that prolonged exposure could be linked to chronic inflammation, oxidative stress, endocrine disruption, and an increased risk of cardiovascular disease. A report from the National Institute of Environmental Health Sciences also warns that nanoplastics could affect the immune system and disrupt fundamental cellular processes.



However, **contamination** isn't limited to plastics. Our diet also includes heavy metals, toxins, and bacteria. Among the foods with the highest levels of contaminants are:



- **Rice:** The European Food Safety Authority (EFSA) estimates that rice may contain between 0.08 and 0.20 mg/kg of inorganic arsenic, a carcinogen, especially when grown in contaminated soil.

- **Bluefish (tuna, swordfish, shark, king mackerel):** According to the U.S. Food and Drug Administration (FDA), bigeye tuna can contain up to 0.689 ppm of mercury, shark 0.979 ppm, and swordfish 0.995 ppm. These values exceed the limits.



- **Green leafy vegetables (lettuce, spinach):** A global analysis published in the International Journal of Environmental Research and Public Health found cadmium levels of up to 0.22 mg/kg in spinach and lead levels of up to 0.3 mg/kg in lettuce grown in urban and industrial areas, exceeding the limits permitted by the Codex Alimentarius.

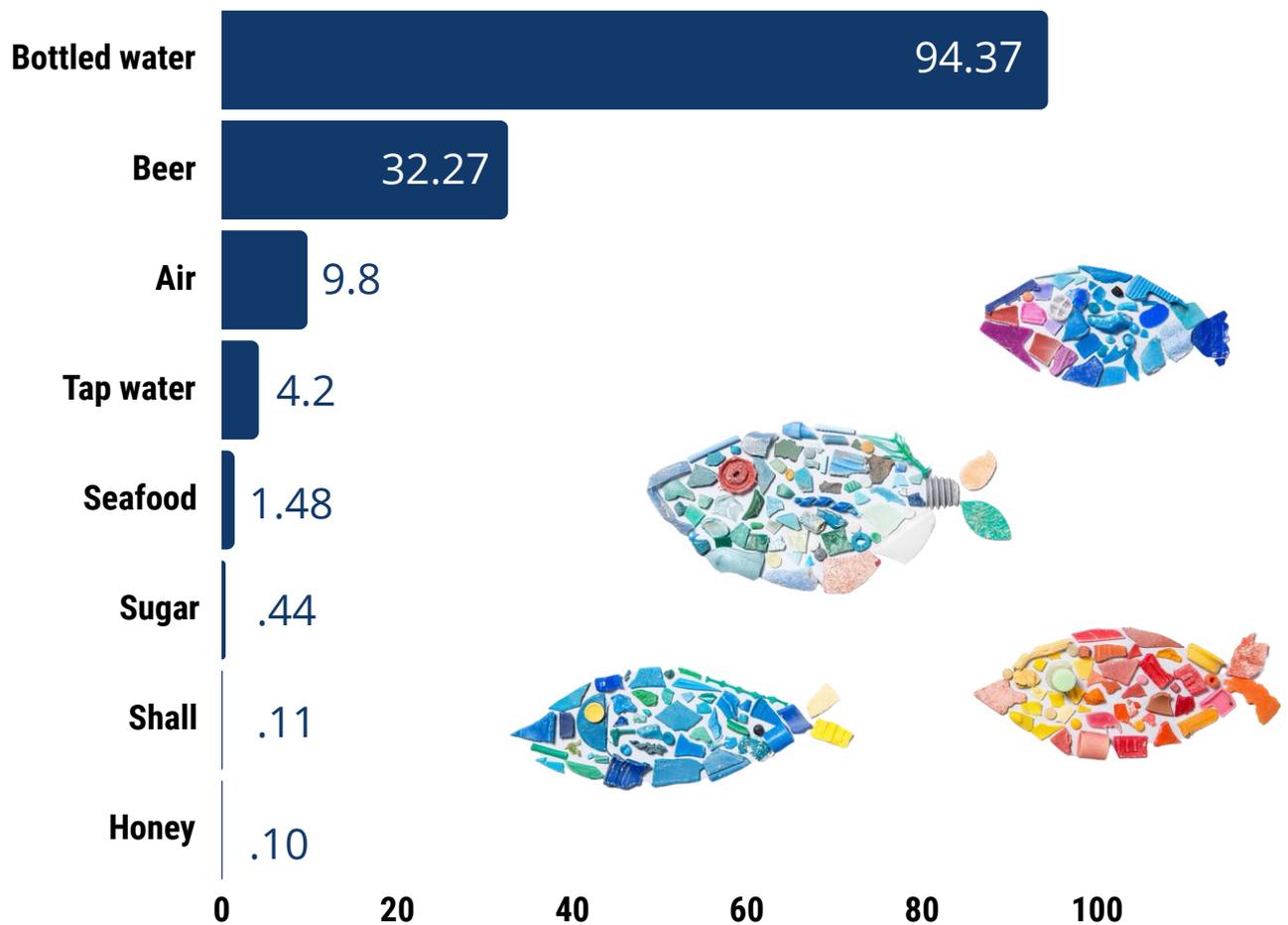
- **Salmon:** A study by the Environmental Working Group (EWG) found that farmed salmon contained an average of 27.7 parts per billion (ppb) of polychlorinated biphenyls (PCBs), a group of harmful chemicals.



In this sense, the shift toward a more nutritious diet free of toxic components cannot depend solely on individual habits. Political will, corporate responsibility, and stricter regulatory frameworks that prioritize health over profitability are needed. Because the question is no longer what we eat, but how much more we are unknowingly consuming.

## We feed on microplastics

Every day we ingest microplastic particles found in consumables. Some of the average figures are as follows:



Based on an American diet.  
Fuente Human consumption of microplastics.



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HOLISTIC CENTER

The biggest  
upgrade for a  
CEO is healing  
what your team  
doesn't see.

Energy therapies for  
those who move the  
world



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# GREEN ROOFS

## GREEN ROOFS ARE THE ANSWER TO URBAN HEAT

Green roofs offer an effective and natural alternative for transforming the environment, regulating temperature, absorbing rainwater, and promoting biodiversity.

**T**he concentration of concrete, asphalt, and impermeable surfaces has intensified a phenomenon known as "heat islands," where urban temperatures significantly exceed those of rural areas. Faced with this situation, nature-based solutions, such as green roofs, are emerging, helping to mitigate the effects of climate change while transforming urban environments into more habitable spaces.

A green roof is, in essence, a construction system composed of several technical layers that allow vegetation to be grown on roofs or terraces. "Its structure protects the building from the roots and weight of vegetation, while creating the necessary conditions for plant growth," explains Silvana Amézquita, architect and founder of Addgreen Project.





By covering hard surfaces in the city with vegetation, green roofs help mitigate the heat island effect, a phenomenon that significantly increases temperatures in urban areas. During photosynthesis and evapotranspiration, plants absorb heat from their surroundings, helping to reduce ambient temperatures and generate cooler microclimates.

Added to this is their ability to absorb and retain water during heavy rains: they act as natural sponges, reducing both the volume and speed with which it reaches urban drains, thus helping to prevent flooding.



These infrastructures also have a positive impact on biodiversity by providing refuges for birds, pollinators, and other species in spaces where they would not normally exist. They also contribute to improving air quality by capturing polluting particles and reducing the presence of CO<sub>2</sub>.

Amézquita explains that there are two main types of green roofs: extensive roofs, which are lighter and use low-maintenance vegetation, and intensive roofs, which allow for greater plant diversity, including shrubs or small trees, depending on the structural capacity of the building.



However, proper maintenance and correct installation are key to ensuring its durability. "The most important thing is good waterproofing with root protection," explains the architect. This prevents leaks and ensures the building is not damaged. A green roof must be approached with rigorous technical criteria, as it requires specific materials and qualified personnel.

Silvana Amézquita founded Addgreen Project with a personal purpose: to unite architecture and nature for the benefit of the environment. "I wanted to dedicate myself to something that would have a positive impact on the world," she says. Addgreen focuses on the design and construction of green roofs, primarily in Spain, promoting this technique through projects, educational content, and consulting. The company also promotes the training of new professionals in this field.

Green roofs are more than an architectural trend; they represent a real tool for building resilient, healthy, and forward-thinking cities.





**Greater durability:** They protect the waterproofing by reducing exposure to sun, wind and temperature changes.

**Natural thermal insulation:** they reduce interior heat in summer thanks to shade, the albedo of plants and their evapotranspiration.

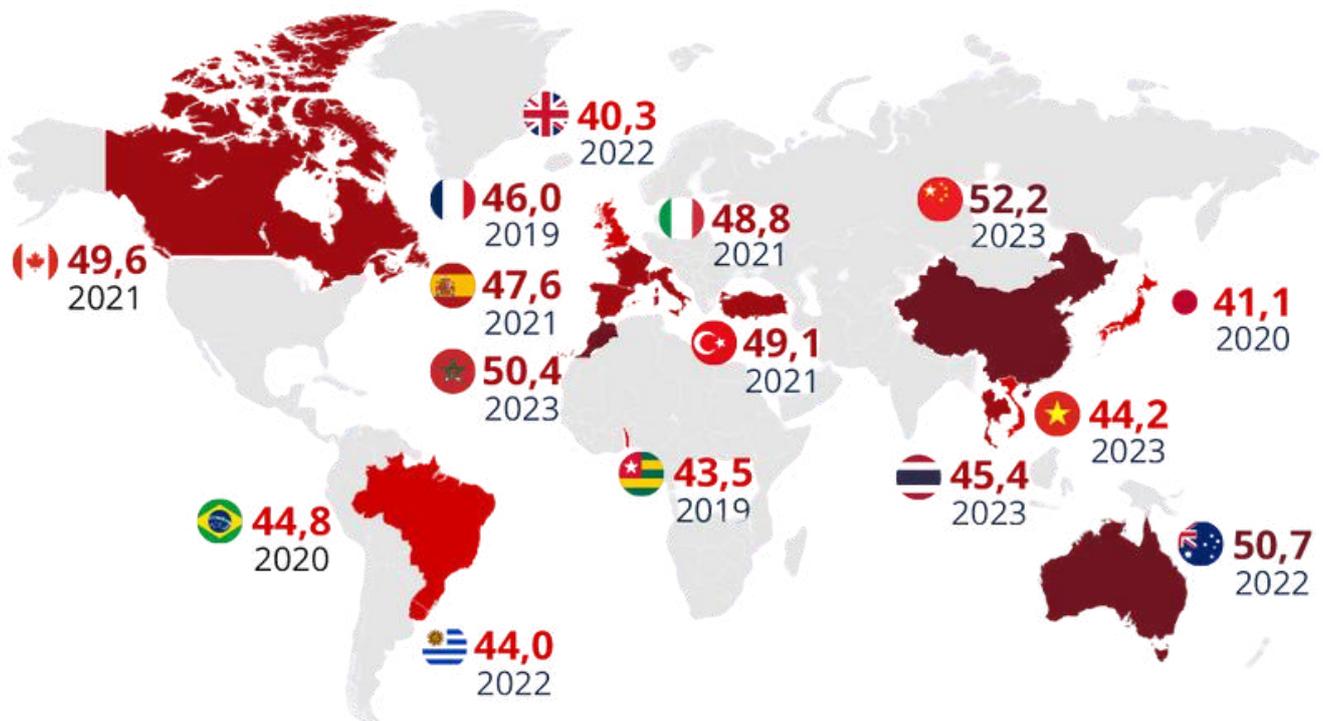
**Increased value and aesthetics:** they improve the building's image and increase its market value.



- **Lower energy consumption:** By maintaining more stable temperatures, they reduce the use of air conditioning.
- **Emotional well-being:** contact with vegetation improves mood and reduces stress (biophilic therapy).
- **New spaces:** create green areas for socializing, relaxing, or even growing food in the city.

# EXTREME TEMPERATURES IN THE LAST 6 YEARS

TEMPERATURE IN °C



Data up to 2024 Source: World Meteorological Organization (WMO) / Statista



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# THE NEW LANGUAGE OF LATIN AMERICAN FASHION

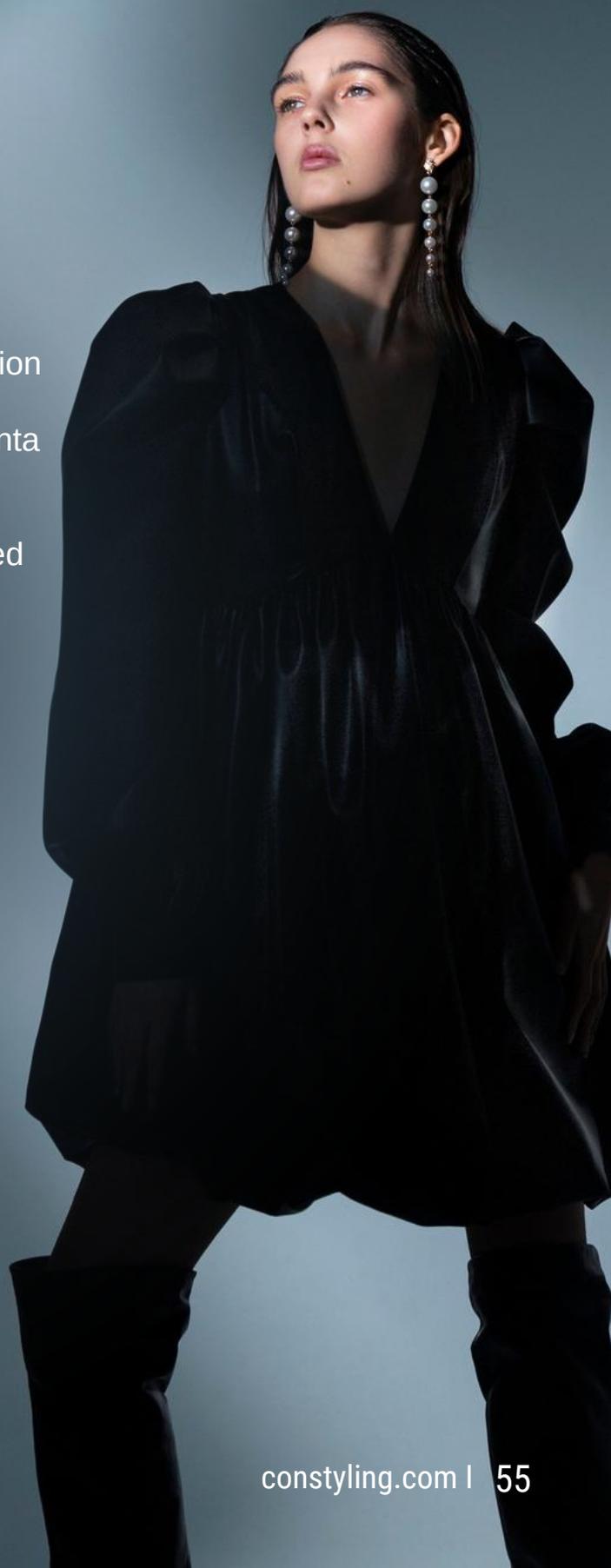
**With designs that fuse tradition and avant-garde, a new generation of Latin American designers is transforming global fashion.**



# F

or decades, Latin American fashion has been internationally recognized by renowned figures such as Oscar de la Renta and Carolina Herrera. Today, a new generation of designers is emerging with bold, sophisticated proposals deeply rooted in their cultural contexts.

These creators not only redefine aesthetics, but also incorporate ethical, social, and political dimensions into their proposals, establishing new coordinates for contemporary design:



# Patricio Campillo

Patricio Campillo (Mexico): From Mexico City, the designer reinterprets the charro tradition with a contemporary sensibility. Inspired by magical realism, modernist architecture, and traditional crafts, his pieces integrate elements such as rooster-feather blazers, coffee flower buttons, and meticulously executed tailoring. In 2024, he was a semifinalist for the LVMH Prize, awarded by the luxury conglomerate LVMH (Moët Hennessy Louis Vuitton).

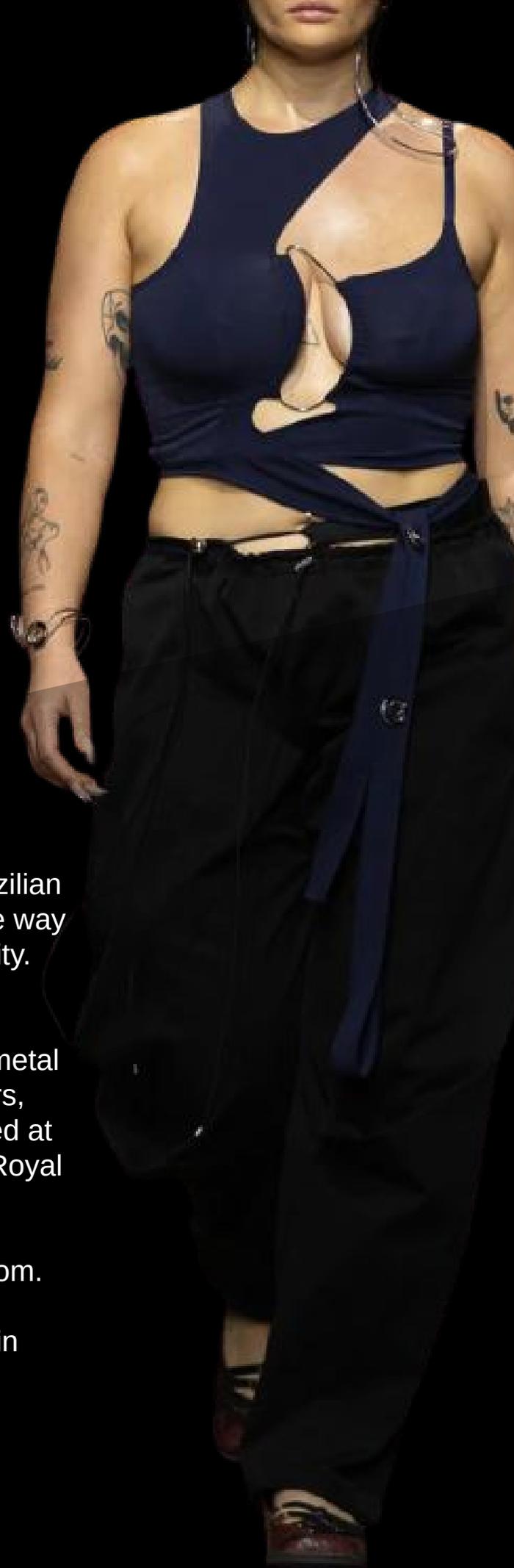


## Raúl López

Raúl López (Dominican Republic): Founder of the brand Luar, Raúl transforms his experience as a man of Dominican descent raised in Brooklyn into a visual offering that is both provocative and autobiographical. His concept of “working-class luxury” is expressed in sculptural silhouettes, iconic accessories, and an aesthetic reminiscent of club-kid culture. His talent has led him to close New York Fashion Week.

## Caroline Vitto

Karoline Vitto (Brazil): The Brazilian designer has revolutionized the way fashion addresses body diversity. Rather than hiding the body's curves or folds, her designs enhance them with sculptural metal hardware, strategic sheer layers, and draped fabrics. Vitto studied at Central Saint Martins and the Royal College of Art, two of the most prestigious fashion academic institutions in the United Kingdom. She was named Emerging Designer of the Year at the Latin American Fashion Awards.



# Chiara y Giuliana Macchiavello

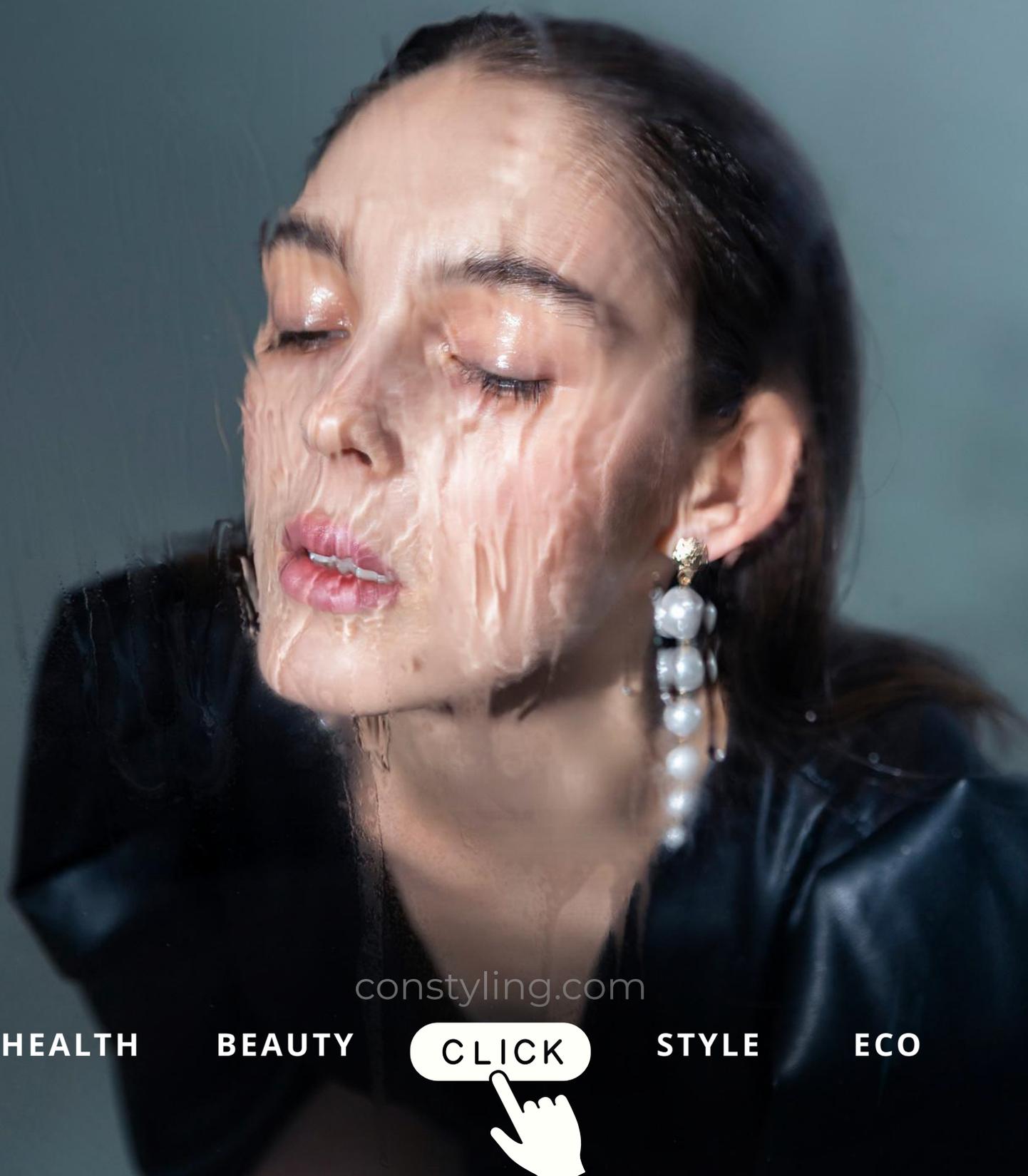
The image features two models against a solid black background. The top model is lying horizontally, wearing a long-sleeved, floor-length red lace dress with a delicate, repeating floral pattern. Her head is turned to the left, and her right arm is extended downwards. The bottom model is in a dynamic, crouching pose, also wearing a red lace dress with a similar pattern. Her right arm is raised and extended to the right, and her left hand rests on her hip. The lighting highlights the intricate texture of the lace and the vibrant red color of the dresses.

Chiara and Giuliana Macchiavello (Peru), founders of the ESCVDO brand, represent an exemplary model of sustainable luxury. Their offering combines ancient weaving techniques—such as the use of organic Pima cotton and alpaca wool—with modern, timeless design. Each garment is crafted by local artisan communities. The brand has been recognized for its sustainable practices and won The Bicester Collection Award for Emerging Designers, presented at the CNMI Sustainable Fashion Awards during Milan Fashion Week.

Despite their aesthetic differences, these designers share a vision that transcends the boundaries of style. Their work is a testament to a fashion that not only dresses, but also reflects, questions, and communicates.



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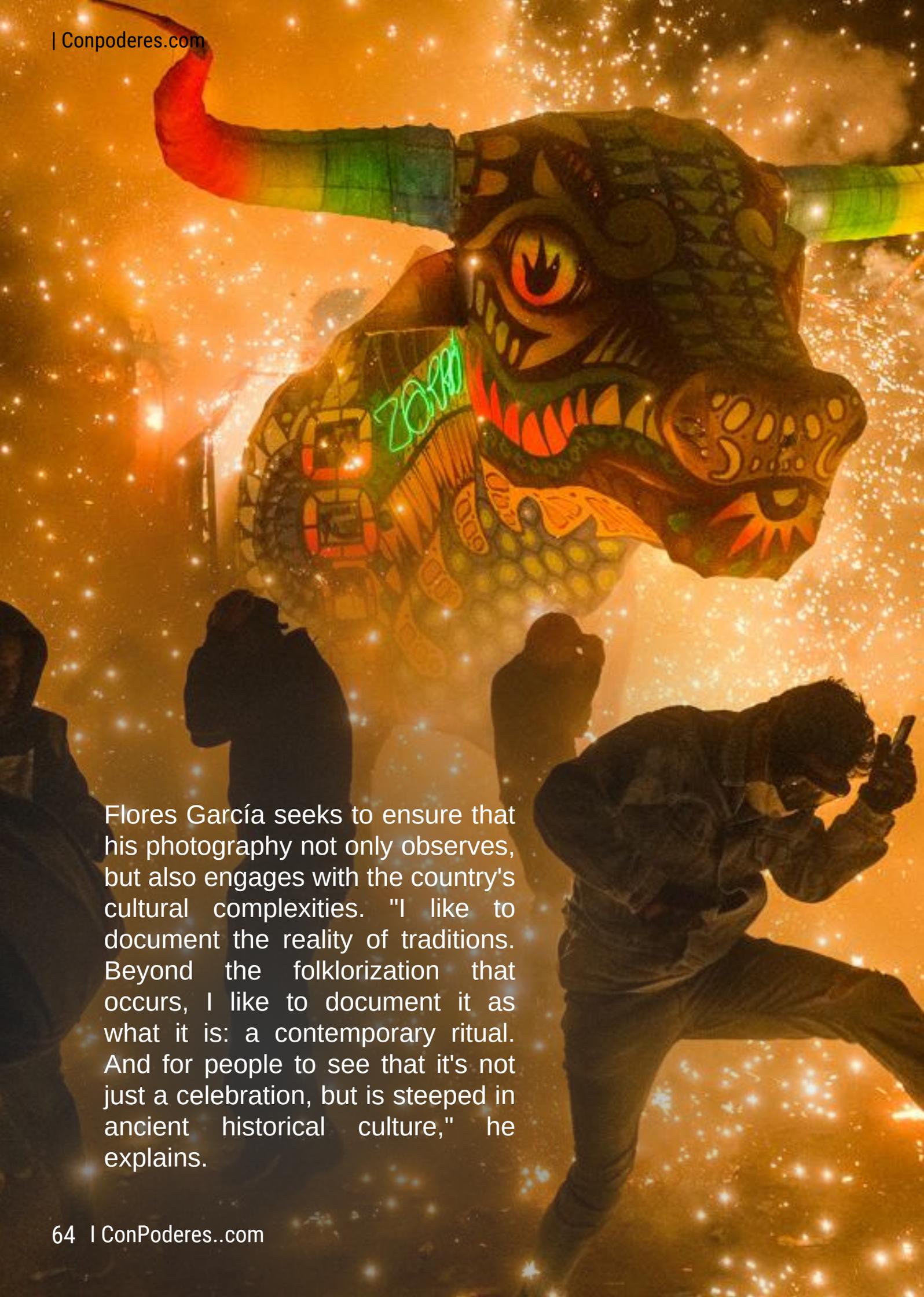
# Antonio Flores: “I like to document the reality of traditions.”

**Antonio Flores García transforms the festivities into photographs that reveal the symbolic richness and profound cultural dimension of these rituals.**



**I**n the midst of a country that lives its traditions with strength and contradiction, Antonio Flores García's work emerges as a living window into Mexican festivities and rituals. His photography not only documents: it interprets, questions, and exposes the symbolic layers of popular manifestations.

Antonio Flores has made the street and collective expression his primary setting for exploration. Although his work is diverse, much of it has focused on the fireworks and popular festivals of Tultepec, Mexico, where color, chaos, and energy condense into images charged with tension and emotion.



Flores García seeks to ensure that his photography not only observes, but also engages with the country's cultural complexities. "I like to document the reality of traditions. Beyond the folklorization that occurs, I like to document it as what it is: a contemporary ritual. And for people to see that it's not just a celebration, but is steeped in ancient historical culture," he explains.

In his vision, there's a clear intention to break with the stereotypes that often accompany traditional representations. "I'm interested in portraying what is often used to sell a romanticized idea of what it means to be Mexican, but from a more faithful, more honest perspective. Even, if possible, to break with certain taboos surrounding our own traditions," he notes.

Her work has received various awards, but beyond the prize, what she values most is the opportunity for her work to circulate and engage with other audiences and spaces. "What I value most is the dissemination of my work and its national and international recognition. But more than that, it's being able to bring my work to more people, to other means of dissemination and expression," she shares.

Flores García sees photography not only as a recording tool, but also as a way to understand and transform reality. In each of his images, one perceives the intention of being present, of looking beyond the obvious, and of maintaining a direct connection between the image and the world that produces it.





# THE PUBLIC



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