

N. 20

THEPUBLIC

04/2025

CIRCULAR ECONOMY

TRANSFORMS
WASTE INTO
INPUTS

GENDER EQUITY

KEY TO
CORPORATE
PROFITABILITY

OPEN BANKING

PROMOTES
FINANCIAL
INCLUSION

INTERVIEW

JULIANA
BARRETO

grupo**the**public.com

TH=PUBLIC CONTENT

PREVIOUS EDITION



Interview with Carmen Del Cid, Sales Director at Hästens Madrid

6 Open banking drives financial inclusion in Latin America

This model promotes participation in the financial sector

10 Gender equity is key to corporate profitability

Less than 35% of management positions in Latin America are held by women.

16 86% of companies in Mexico consider English essential

Although English is key to employment, only 5% of Mexicans are fluent in it.

22 The circular economy transforms waste into inputs for agroindustry

Bioconversion with insects allows waste to be reused in biomass

26 Exclusive interview with Juliana Barreto

Soft skills are at the heart of leadership and entrepreneurship

THE PUBLIC CONTENT

- 34** **Measuring advertising impact in physical stores *without cookies***
Solution that optimizes audience segmentation
- 38** **Only 4% of *pharmaceutical investment* is allocated to women's diseases**
Throughout history, science has been an engine of progress for humanity, but not everyone has benefited equally.
- 44** ***Compostable plastics* do not prevent the generation of microplastics**
Many compostable plastics fail to degrade and persist as contaminants.
- 50** **The best European cities for *entrepreneurship* in 2025**
Booming startups, government incentives, and access to global talent.
- 54** **The guardian of the mottled *rebozo* in Mexico**
Jaime Antonio Ferreira has taken this technique beyond tradition, using it as a means of artistic expression and activism.



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EDITORIAL

Authenticity, sustainability, and innovation are pillars that are redefining the future of business in Latin America. From the way we lead to how we manage data and transform waste, the common thread is clear: moving forward with purpose.

In this edition, renowned entrepreneur and consultant Juliana Barreto shares her vision of authentic leadership, a commitment to building companies that not only generate financial results but also positively impact people's lives. In times of constant transformation, leading from a place of authenticity, with a clear commitment to collective well-being and purpose, is no longer an option, but a necessity.

In the advertising world, the end of cookies represents a new challenge for brands seeking to connect with their consumers. We explore how to measure the impact in physical stores in this new environment, and what strategies are being implemented to address these changes in Mexico.

Likewise, the digital revolution continues to set the pace in the financial ecosystem. Open Banking is gaining ground in Latin America, although it still faces key challenges: user trust and clarity in communicating its benefits. Transparency and security in data management will be essential to strengthening this new era of open financial services.

Sustainability is also gaining momentum in the agro-industrial sector. The circular economy is positioning itself as an effective solution, and companies like Infood Protein are demonstrating that it is possible to convert waste into useful biomass through insect bioconversion. This is a tangible example of how waste can be transformed into valuable resources.

We are at a time when every business decision can be an opportunity to create real value. Innovate, yes, but with purpose. Grow, yes, but without forgetting the impact. Because the future of business is built today, with conscious leadership, technology at the service of people, and a genuine commitment to the environment.

Estefani R.

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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THE OPEN BANKING PROMOTES FINANCIAL INCLUSION IN LATIN AMERICA

This model promotes participation in the financial sector, but requires clear regulatory frameworks and greater data security to consolidate in the region.

Open Banking is redefining the financial ecosystem, and Latin America is no exception. Through application programming interfaces (APIs), institutions can share banking data securely and in real time, transforming the relationship between businesses and the financial sector and driving innovation and competition.

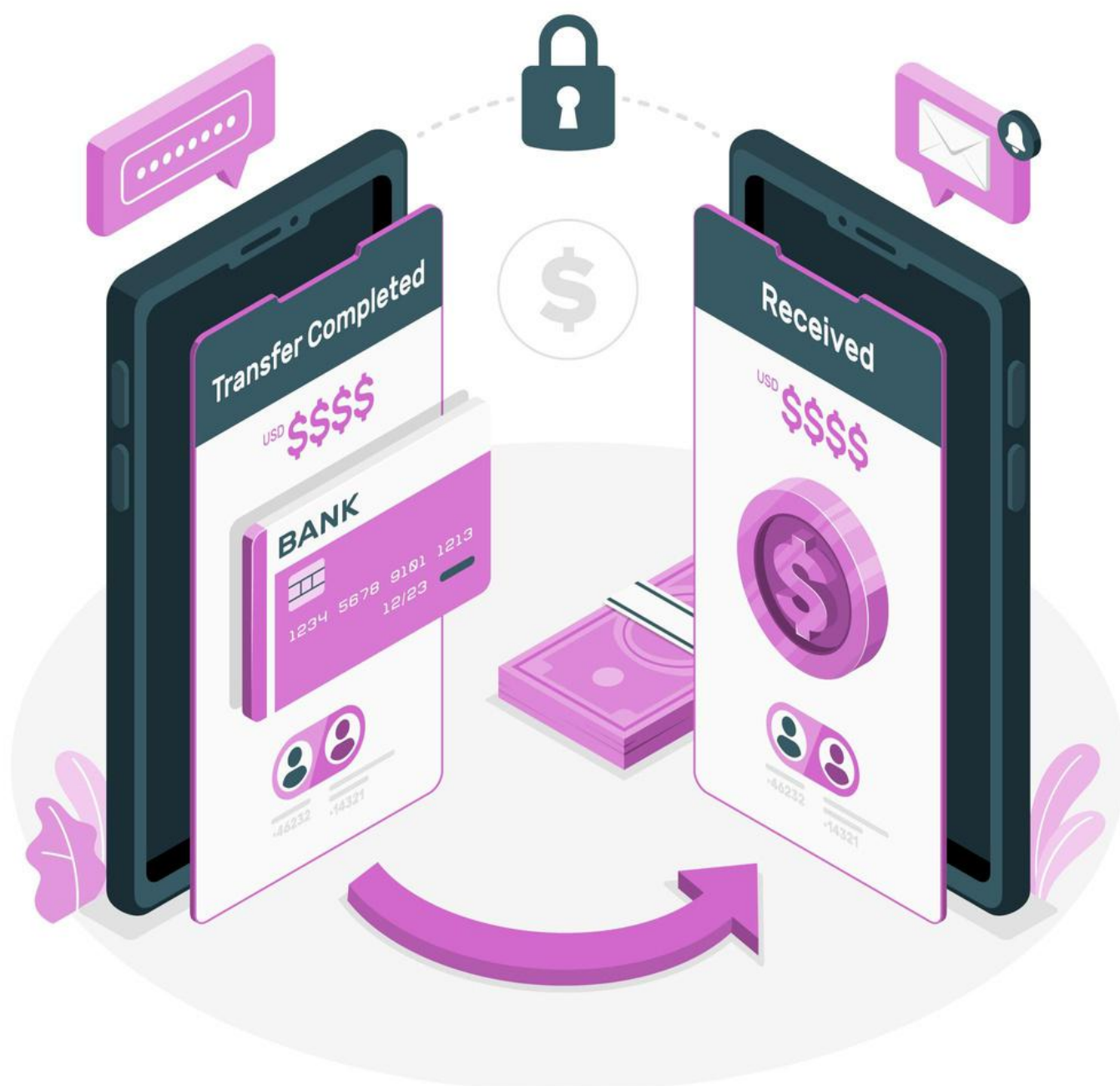
A portrait of Alfonso Maira, CEO of Flويد, on the right side of the page. He is a man with short dark hair, a light beard, and black-rimmed glasses. He is wearing a light-colored plaid button-down shirt. The background is a plain, light-colored wall.

Alfonso Maira CEO of Flويد

One of the greatest benefits of this technological and business model is its ability to include individuals and companies traditionally excluded from the financial system. This development allows entrepreneurs and SMEs (small and medium-sized enterprises) to share income and billing information from sources such as tax authorities, facilitating access to credit and other services.

Alfonso Maira, CEO of Floid, highlights that the adoption of Open Banking in the region is not just a trend, but a necessity for business growth:

"The biggest change or the greatest benefit is the ability to better evaluate people and companies, but it's not just about efficiency; it's about changing the way they operate; access to real-time data allows for more informed decisions."



In sectors such as retail, fintech, and manufacturing, integrating banking information through APIs optimizes risk management and improves decision-making.

“Companies that previously relied on bureaucratic processes to access credit can now demonstrate their financial strength in minutes. This completely changes the landscape of business financing,” Maira notes.

However, data security is a fundamental pillar. In a world where cyberattacks and financial fraud are on the rise, ensuring user privacy and consent is a priority. **“User trust is key, and this can only be achieved with transparency and regulatory compliance,”** comments the CEO.



However, **"regulations in Latin America advance at different paces, forcing companies to adapt to each market,"** he notes. Countries like Brazil have led the way with advanced regulatory frameworks, while others are still in the exploratory phases. **"In Chile, regulation is on a fairly good path, but there are countries, like Mexico and Colombia, where uncertainty still exists,"** he adds.

This is definitely a model that expands access to data beyond banks, including insurance, investments, and other financial services. Maira explains that this transition is already underway. **"Open Finance is not very different from Open Banking. Both allow users to share financial information from different sources, such as tax institutions, to access more personalized services, but ultimately, it's something that is advancing in parallel,"** she comments.

In this context, financial education and user trust are key. Maira emphasizes that institutions must work to clearly communicate the benefits of Open Banking and assure customers that their data is protected. **"Transparency and security are not only essential for the adoption of these technologies, but also for building a fairer and more accessible financial ecosystem,"** she concludes.



THE GENDER EQUITY IS KEY TO CORPORATE PROFITABILITY

Less than 35% of management positions in Latin America are held by women; overcoming this challenge can boost business growth.

In Latin America, the representation of women in leadership positions remains a critical issue. Despite progress in gender equity, figures reveal an unequal reality: less than 35% of management positions in the region are held by women, according to the 2022 PAR Ranking by Aequales, a leading consulting firm in diversity and gender equity.





For companies, this translates into an underutilization of female talent, limiting the potential of industries. According to a study by McKinsey & Company, companies with greater gender diversity in their executive teams are 21% more likely to achieve profitability above the industry average.

Mía Perdomo, co-founder and CEO of Aequales, points out that the problem lies in deeply rooted structural and cultural barriers. **"Women aren't born with lower self-esteem or leadership skills. It's socialization that makes them believe their place isn't in decision-making,"** Perdomo says. These unconscious biases limit women's opportunities and perpetuate a less-inclusive business culture.

One of the biggest obstacles is the lack of concrete policies that promote equity. Although many companies have adopted diversity initiatives, these often remain superficial. To make progress, companies must implement specific and measurable measures.



The PAR Ranking, created by Aequales, is a tool that has proven effective in this regard. This questionnaire assesses policies, processes, and corporate culture regarding gender and diversity, offering organizations a framework for improvement.

"Companies that participate in the ranking always improve. They learn what to do and how to do it."



However, she warns that many companies have stagnated at 30% female representation in leadership, suggesting a dangerous complacency.

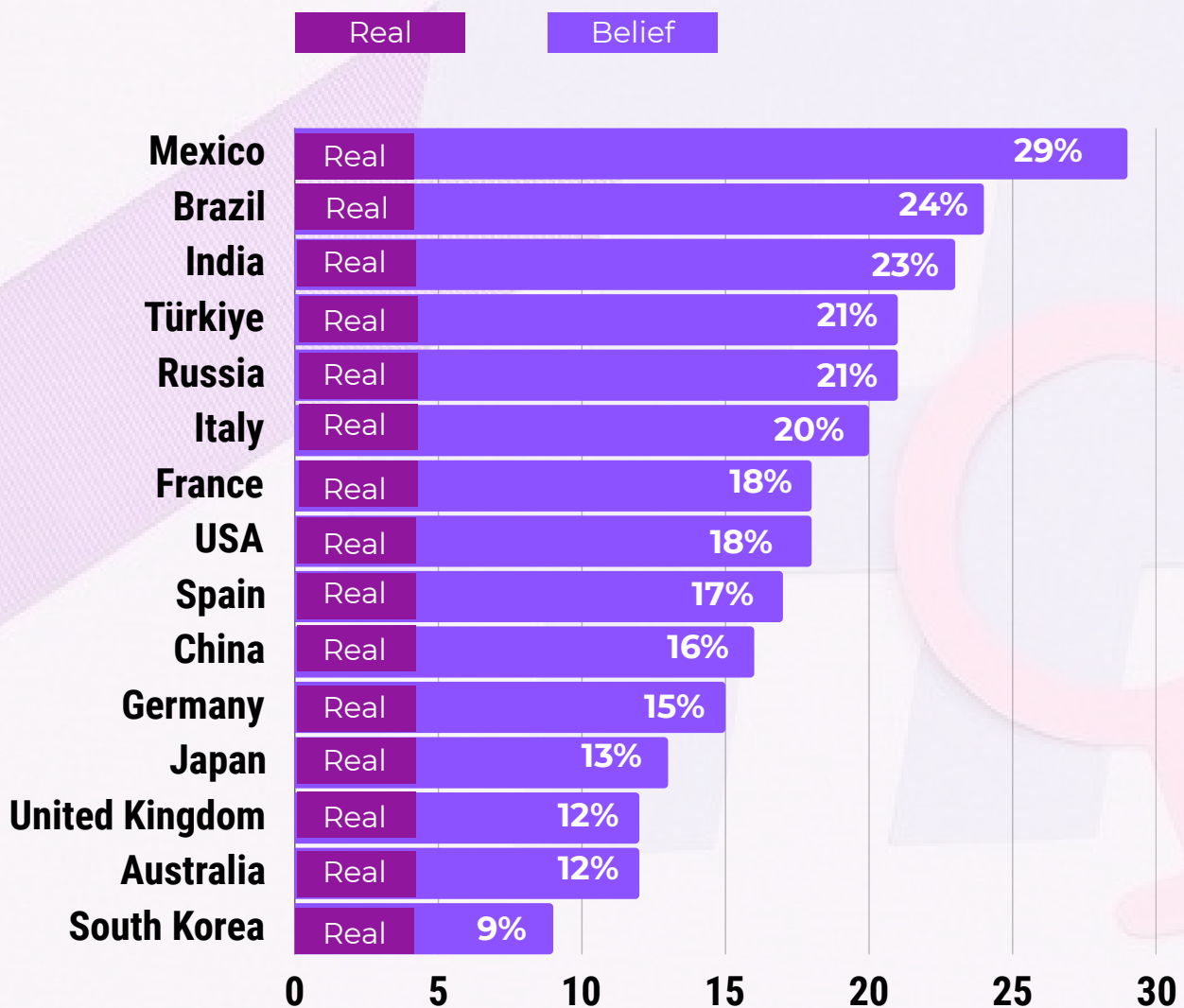
In addition to implementing these measures, organizations must work to eliminate the unconscious biases that persist in their organizational cultures. Perdomo emphasizes the importance of training leaders to recognize and challenge these prejudices. "It's not enough to train women to negotiate better or to aspire to greater things. If the system doesn't change, those efforts are insufficient," she says.

In this regard, a report from the Inter-American Development Bank (IDB) reveals that closing the gender employment gap could increase Latin America's GDP by 14% by 2025. In this regard, business leaders are urged to view inclusion as an investment, not an expense.



ONLY 3% OF CEOS ARE WOMEN

WHAT PERCENTAGE OF THE TOP 500 COMPANIES
DO YOU THINK ARE LED BY WOMEN CEOS?



Interviews with 19,428 people in 27 countries

Source: Ipsos 2018

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ADVERTISING MARKETPLACE

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86%

OF COMPANIES IN MEXICO CONSIDER ENGLISH ESSENTIAL

Although English is key to employment, only 5% of Mexicans are fluent in it, limiting their job opportunities and hindering the country's competitiveness.



G

lobalization has transformed the way businesses operate and compete, making English an indispensable skill for professional and organizational success. However, Mexico faces an alarming problem: although 86% of companies consider English an essential requirement, only 5% of Mexicans who speak it reach an intermediate level, according to the study **"English for Employment in Mexico: Realities and Challenges."**

This gap limits professionals' job opportunities, while also affecting productivity and companies' ability to compete in international markets. According to the Mexican Institute for Competitiveness (IMCO), professionals who are fluent in this language can earn up to 40% more than those who do not speak it. Furthermore, companies with bilingual employees are more likely to expand into global markets, establish strategic alliances, and attract foreign investment.



In Mexico, English proficiency remains limited. The problem lies not only in the lack of access to English-language education, but also in the quality of teaching. Many educational programs lack modern methodologies and do not encourage consistent practice, resulting in superficial learning.

“Traditional language teaching programs in the country are repetitive and lack opportunities for practice. Furthermore, there is a gap between individual needs and standardized curricula,” says Valeria Vera, Head of Marketing Mexico at Italki, a platform that seeks to solve these problems by offering personalized classes with certified teachers who adapt to each student's needs. This platform not only allows students to learn English, but also more than 150 other languages with more than 30,000 native teachers.

Another critical aspect is the lack of opportunities to practice the language in real-life contexts. **“Learning a language isn't just about grammar and vocabulary; it also involves understanding the culture behind it,”** Vera points out. She adds that **“not everyone learns the same way. Some need more oral practice, while others require a focus on specific grammar or vocabulary,”** highlighting the need for individualized learning.

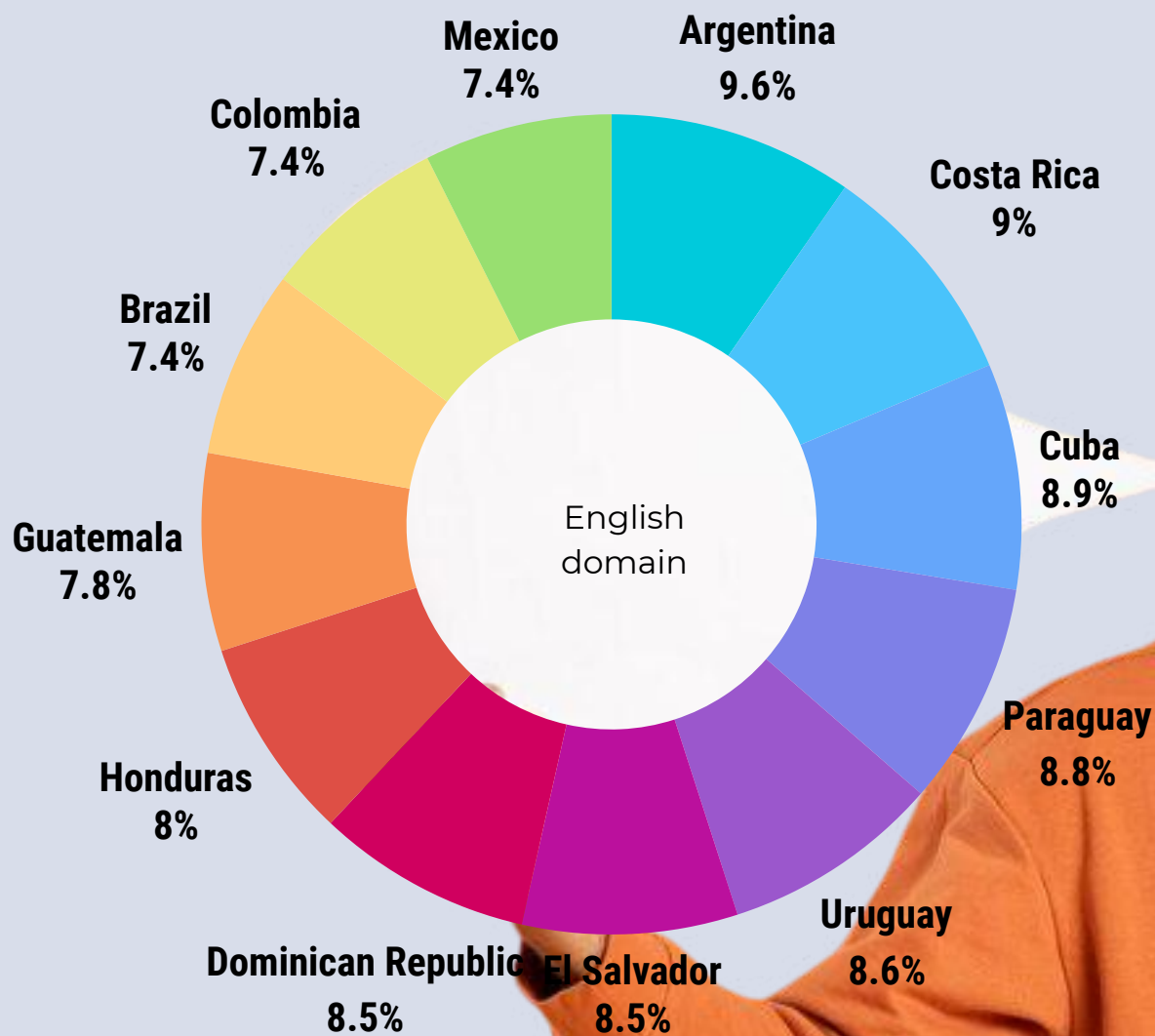


In this way, Vera emphasized that the integration of artificial intelligence (AI) into language education is an important step in promoting language learning as a tool for personalization: **"AI does not replace human contact in language learning, but it can be a powerful tool to accelerate progress."** She added that while Italki is a free platform to use, its paid version, Italki Plus, is a premium version that includes AI tools to accelerate learning.

The English proficiency gap is an urgent challenge that requires innovative solutions and collaboration between the private, educational, and technological sectors. Platforms like Italki represent an opportunity to transform this reality, boosting both business growth and the country's positioning.



LATIN AMERICAN COUNTRIES THAT SPEAK ENGLISH BEST AS A SECOND LANGUAGE



Score according to EF SET English test, sample 2.1 million in 116 countries

Source: EF English Prophecy Index 2023

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BUSINESS

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para**

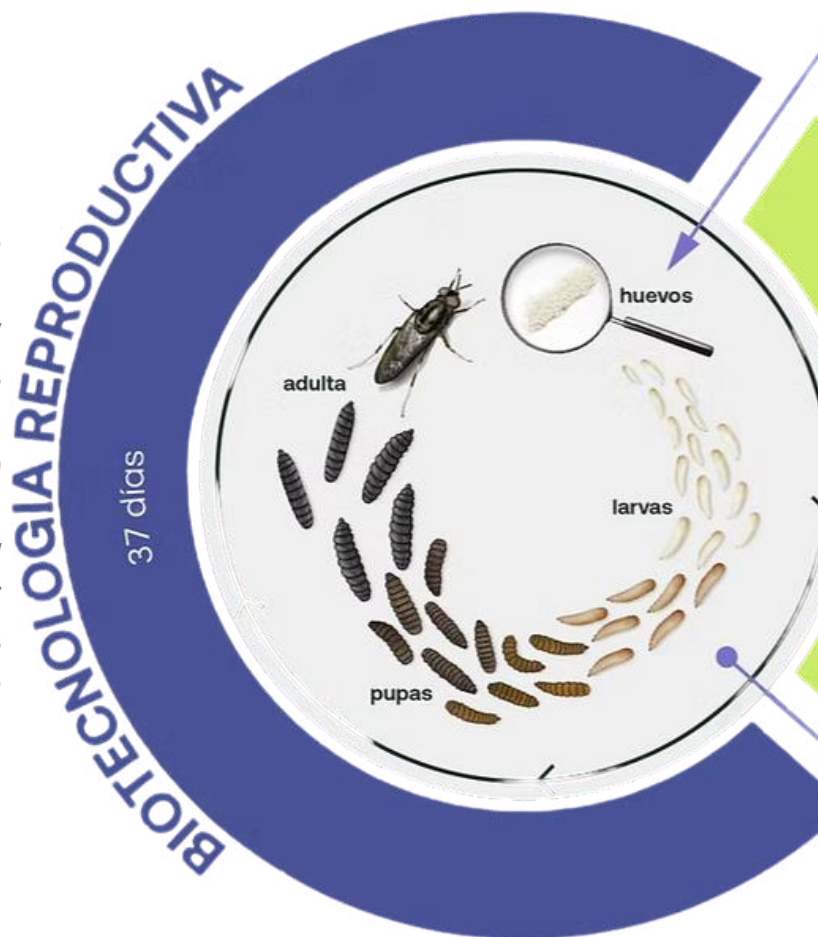
Negocios

THE CIRCULAR ECONOMY TRANSFORMS WASTE INTO INPUTS FOR AGROINDUSTRY

Insect bioconversion allows waste to be reused into useful biomass, offering an environmentally friendly and cost-effective alternative for the industry.

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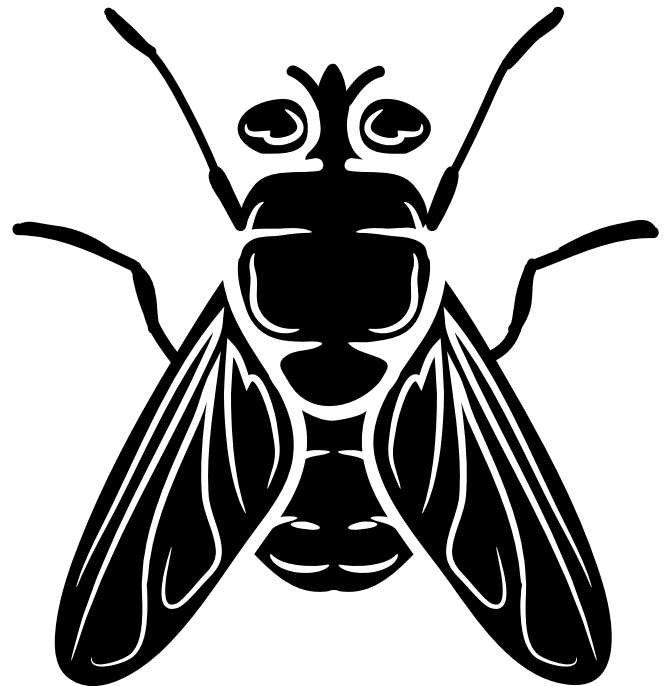
rganic waste management represents a global environmental challenge. Every year, tons of pollutants from various sectors, such as agriculture, commerce, and gastronomy, end up in landfills, generating pollution and wasting resources. However, new solutions based on the circular economy are transforming this waste into valuable inputs for the agro-industrial sector.



Bioconversion using the black soldier fly (BSF) (*Hermetia illucens*) has emerged as an innovative and efficient alternative. This insect species is capable of transforming organic waste into useful biomass, significantly reducing waste volume. This represents an economic and sustainable opportunity for generating valuable products.

“The black soldier fly is one of nature's most beautiful examples of the circular economy, where one takes waste and generates high-value-added products,” explains Fernando Jabalquinto, CEO and co-founder of Infood Protein, a Chilean company that has developed a circular economy-based model to convert organic waste into inputs for the pet food industry, agricultural fertilizers, and salmon farming.

The black soldier fly undergoes a bioconversion process in which its larvae feed on organic waste, breaking it down rapidly thanks to their high digestive capacity. During this process, they transform the waste into protein- and fat-rich biomass, which can then be used as input for various industries. Furthermore, the remains of their digestion generate a natural biofertilizer, thus closing the cycle of internal waste utilization.



Infood Protein utilizes byproducts from the brewing and ORECA industries (hotels, restaurants, and casinos), converting waste that would normally end up in landfills into protein and biofertilizers. Its efficiency is remarkable: according to Jabalquinto, a single kilogram of BSF eggs can transform up to 25 tons of organic waste in just ten days. **“The degradation process with the black soldier fly is ten times faster than traditional composting,”** notes the CEO.

“Despite its potential, the adoption of this biotechnology faces regulatory barriers. “Often, implementing this type of industry requires special regulations, and truth be told, there's still a long way to go in terms of regulations,” Jabalquinto notes. However, with the advancement of research and greater regulatory openness, bioconversion with the black soldier fly could become a key pillar for the sustainability of the agroindustrial sector in the coming years.

“We must stop seeing organic waste simply as waste, and start recognizing it for what it truly is: valuable raw materials.”



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digital campaigns

INFLUENCERS IN LATAM



JULIANA



BARRETO

“There is no age to undertake”

For the prominent businesswoman, soft skills are at the heart of leadership and entrepreneurship, as well as essential tools for building businesses that positively impact society.



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For Juliana Barreto, leading from authenticity, where personal values and professional goals converge, defines success. As an entrepreneur, speaker, and mentor, she has demonstrated that true leadership is based on inspiring, transforming, and leaving a significant mark on those around her.

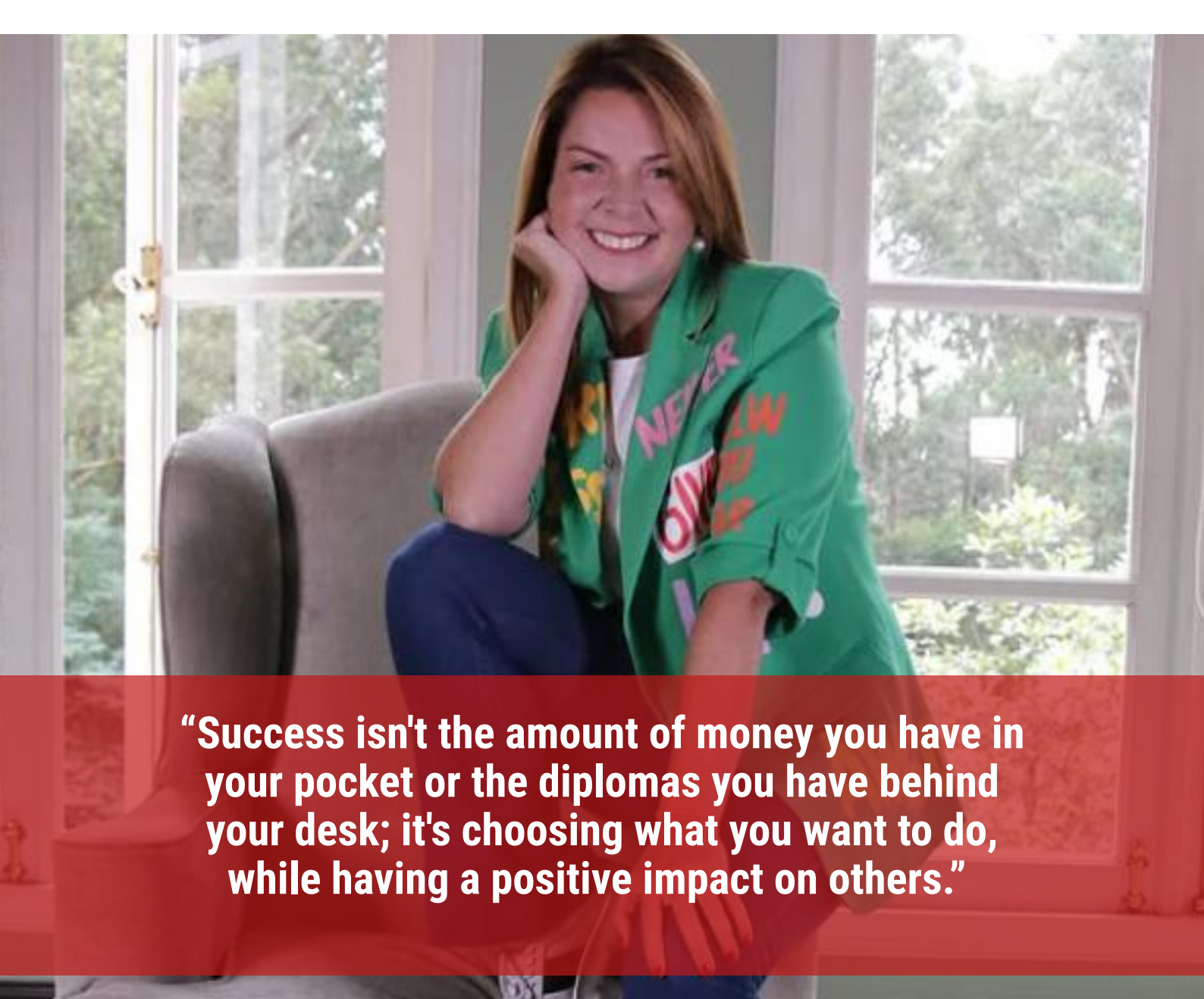
With a career marked by her strategic vision, she has led companies such as Productos La Carreta, in addition to participating as an investor and judge on iconic programs like **Shark Tank Colombia**. But Juliana has gone further; much of her career has been dedicated to promoting the personal and professional development of others through social projects that seek to empower communities and foster equity.

For her, every achievement, every decision made, must be connected to something bigger: the impact it will have on people, on her team, on her environment. **"I've never understood leadership as a title or a position. Being a leader is a responsibility to others; it's understanding the power you have to positively influence the people around you,"** she shares.

Juliana is clear that soft skills are the competencies that will make the difference in the future of entrepreneurship and decision-making. **"I do believe that people who have the most developed and honed soft skills are the ones who will be successful in life,"** she asserts.

For her, these skills will make the difference in an increasingly automated world. Competencies such as integrity, honesty, frustration tolerance, teamwork, adaptation to change, and resilience are essential for navigating an increasingly complex and competitive business world.





“Success isn't the amount of money you have in your pocket or the diplomas you have behind your desk; it's choosing what you want to do, while having a positive impact on others.”

Thus, initiatives like "**My Boss is a Child**" seek to empower new generations by involving younger people in decision-making. This project aims to teach children and adolescents the fundamentals of entrepreneurship. "**There's no age to start a business**," says Juliana, who firmly believes that the entrepreneurial spirit can flourish from an early age, provided they are given the necessary tools and support to explore their potential.

Furthermore, she asserts that it's not just about knowing, but about believing. "**If you don't believe in yourself, others won't. That inner security is what allows you to connect with the world and act with determination. But, above all, with humility**," she explains. Juliana doesn't believe in perfect leaders, but rather in those who, although imperfect, strive every day to do things with integrity and dedication.



Juliana has also learned that the path of entrepreneurship is full of ups and downs. From founding her own company to her days as a mentor, she has experienced challenges and doubts firsthand. But, for her, every failure has been a lesson that has allowed her to become stronger and more resilient. **"Entrepreneurship is not a straight path. It's a journey full of uncertainty, but also of great satisfaction when you achieve something that truly resonates with you,"** she reflects.

“For me, the most valuable thing isn't the immediate results, but how those results affect the people you work with. How do you help them grow? How do you create a space where they feel valued, heard, and understood?”

In a world that often values speed and immediate results, Juliana reminds us of the importance of patience, of doing things with purpose, and, above all, of not losing sight of what truly matters: people. Her leadership, grounded in empathy and authenticity, is a constant reminder that true success is not measured by numbers alone, but by the impact we leave on others.

Julita Barreto is, above all, a person who believes in the power of human connection and in each individual's ability to transform their environment from within. And if her philosophy makes one thing clear, it's that leadership, when it's genuine and purposeful, has the power to change the world.

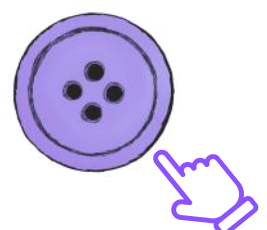


Leading countries in financial education

*Average score according to the PISA study (OECD)



For more information press the button



MEASURING ADVERTISING IMPACT IN PHYSICAL STORES WITHOUT COOKIES

Solution that optimizes audience segmentation and accurately measures customer traffic at points of sale.

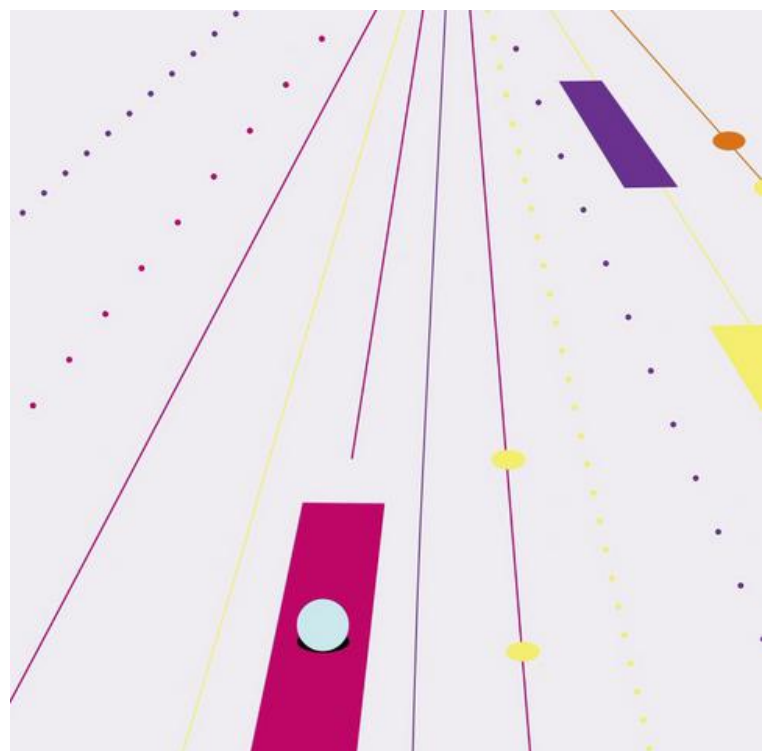
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ntil now, measuring the conversion of digital campaigns into visits to physical points of sale was a challenge for marketers. But with the evolution of technology, the landscape is changing, allowing for the quantification of customer traffic and the time they spend in the store. This provides valuable insights for optimizing advertising strategies and improving campaign effectiveness.



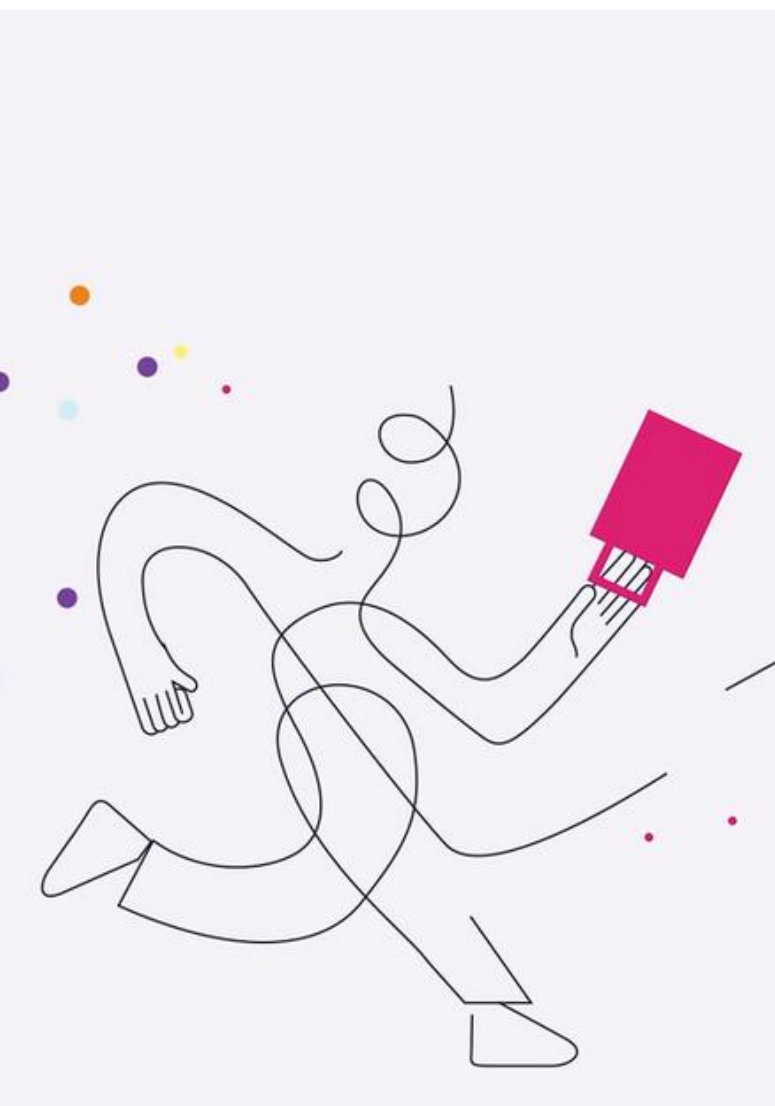
In Mexico, the digital advertising industry is taking a step forward with the arrival of **APPcelerate**, a cookie-free technology that allows for accurate measurement of the impact of advertising on traffic to physical stores. This solution represents an evolution in marketing analytics, offering measurable and scalable results for brands.

Through its Drive to Store methodology, the company leverages data from the retail footprint of businesses to ensure a high level of accuracy, certified by Deloitte. According to company data, its implementation has generated a 16.8% increase in store visits and a positive return on investment (ROI) of 2.3% per visitor.



In this regard, APPcelerate emphasizes the importance of providing adequate precision, allowing for accurate identification of whether a user entered the store or simply walked by. **"Our technology allows brands and agencies to connect with their audiences more precisely and effectively without relying on cookies, optimizing segmentation by integrating physical and geographic behavioral data,"** explains Antonio Álvarez, managing director of APPcelerate.

It's worth noting that a key advantage of this innovation is that it facilitates omnichannel strategies, covering everything from branding to performance, ensuring that brands reach their audiences at the right time and place.





According to Statista, advertising investment in Mexico exceeded 132 billion pesos, with 54% allocated to digital media. This year, marketers plan to increase their budgets for audience segmentation, programmatic buying, and local geographic targeting.

In this regard, Álvarez emphasizes the platform's potential in the region: **"Since the project began, we have a database of more than 80 million users in Mexico and 60 million in Colombia, which allows us to develop high-impact advertising strategies."**

This innovative alternative promises to transform programmatic advertising, eliminating the reliance on cookies and accurately measuring the impact of digital advertising on the physical world. It's definitely a great alternative for brands and agencies looking to optimize their campaigns and maximize their ROI.



Top 10 of the main countries

Country	billions of USD	% worldwide	Export
China	3,380	14.2%	Technology, textiles, metals, chemicals, vehicles, and food to the U.S. and Japan.
U.S.A.	2,020	8.5%	Oil, technology, industrial/agricultural products, and gold to Canada, Mexico, and China.
Germany	1,688	7.1%	Automobiles, machinery, chemicals and electronics to the US, France and China.
Netherlands	935	3.9%	Machinery, fuels and food to Germany, Belgium and France.
Japan	717	3.0%	Automobiles, machinery and electronics to the US, China and Taiwan.
Italy	677	2.8%	Automobiles, pharmaceuticals, and food to Germany, the U.S., and France.
France	648	2.7%	Transport equipment, pharmaceuticals, and wines to Germany, Italy, and the U.S.
South Korea	632	2.7%	Semiconductors, automobiles, and electronics to China, Japan, and the U.S.
Mexico	593	2.5%	Food (avocado and chili peppers), cars, and oil to the U.S., Canada, and China.
Hong Kong	574	2.4%	Textiles, electronics and gold to China, India and the Netherlands.

For more information press the button



ONLY 4% OF THE PHARMACEUTICAL INVESTMENT IT IS INTENDED FOR WOMEN'S DISEASES

Women are neglected in scientific research, resulting in less attention paid to their health and well-being.


Kirsten Erichsen, Portfolio and New Business Development Manager at Luminova Pharma Group.



Throughout history, science has been a driving force of progress for humanity, but not everyone has benefited equally. Women, both researchers and subjects, have occupied a secondary place in scientific endeavors. This lack of representation has limited their participation in knowledge generation and left significant gaps in our understanding of their health.

According to a report by the World Economic Forum, in collaboration with the McKinsey Health Institute, women live 25% longer in poor health than men. This disparity is due, in part, to the fact that certain cardiovascular diseases and hormonal disorders have not received the same attention in medical research.

Only 4% of global investment in pharmaceutical research and development is allocated to addressing diseases that exclusively affect women, such as endometriosis, ovarian cancer, or reproductive health complications. This lack of funding limits the development of effective treatments and perpetuates historical inequalities in healthcare.

A woman in a white lab coat, blue hairnet, and face shield is working in a laboratory. She is holding a small vial. The background is a blurred laboratory setting with other people in white coats. A large purple circular graphic is overlaid on the right side of the image.

"A woman's body is not the same as a man's or a child's; it behaves differently, and it's crucial that science recognizes and understands this," says Kirsten Erichsen, Portfolio and New Business Development Manager at Luminova Pharma Group, a company specializing in the development and commercialization of innovative healthcare solutions for Latin America.

The lack of female representation in research is also evident. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), only 30% of researchers worldwide are women. "We need policies that promote gender equality and educational programs that support women, especially those who are mothers or face economic barriers," says Erichsen.

In this sense, early education is key to changing this reality. Erichsen suggests that, from childhood, girls' interest in scientific careers should be fostered. "If we show them from a young age that science is for them too, we can inspire future generations of researchers," she says. This would not only benefit women but would also enrich scientific research with more diverse and comprehensive approaches.

Although progress has been made, significant challenges remain. The equal participation of women in science is not only a matter of justice, but also a necessity for advancing toward more precise and personalized medicine. "It wasn't until 15 or 20 years ago that we began to see a change in the inclusion of women in this field, but there's still a long way to go," the executive concludes.



STUDIO 56

Films

REALIZACIÓN AUDIOVISUAL - POST PRODUCCIÓN - DIRECCIÓN - IMAGEN INSTITUCIONAL - COMUNICACIÓN INTERNA

sergioalejandro@msn.com
www.vimeo.com/studio56films



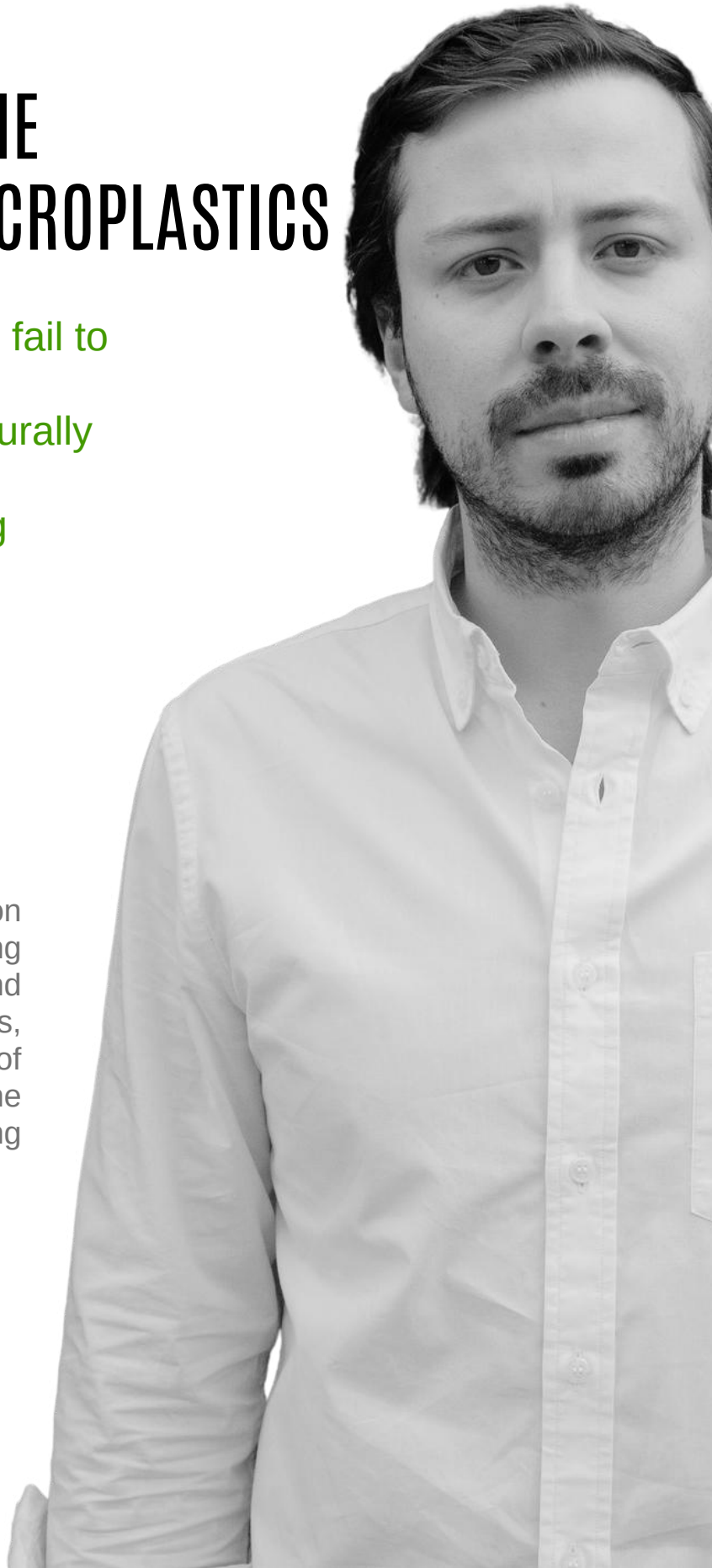
**I THINK,
THEREFORE
I CONSUME**



THE COMPOSTABLE PLASTICS DO NOT PREVENT THE GENERATION OF MICROPLASTICS

Many compostable plastics fail to degrade and persist as contaminants, but new, naturally derived materials offer true degradation without leaving residues.

Microplastic pollution is a silent crisis affecting ecosystems, food chains, and human health. These tiny particles, derived from the degradation of plastics, have been found in the oceans, air, and even drinking water.



Currently, an estimated 75 to 199 million tons of plastic pollute the oceans, according to the United Nations Environment Programme (UNEP). Furthermore, according to a study conducted by Kyushu University, around 24.4 trillion microplastics are found in the upper layers of the world's oceans alone.

The problem is that microplastics don't disappear, but rather fragment into even smaller particles that end up in the bodies of living beings. Studies have detected these particles in the human bloodstream and even in breast milk, raising concerns about their long-term health effects.

As the plastic crisis becomes more evident, seemingly eco-friendly solutions, such as biodegradable and compostable materials, have emerged. However, Gerardo Sanchez, CEO of Benat Eco, warns that this perception is misleading:

"For years, we thought compostable materials were the solution, but today we know that many of them also generate microplastics."

He explains that many products marketed as compostable require specific temperature and humidity conditions to fully decompose, something that rarely occurs in natural environments.

Faced with this problem, Benat Eco has developed an innovative solution: eco-regenerative bags made from cassava starch. Unlike conventional and supposedly compostable plastics, these 100% petroleum-free bags degrade without leaving toxic residues or microplastics, providing benefits to the environment. **"When they return to the environment, they not only do not harm the environment, but they even generate certain nutritional benefits for the earth,"** Sanchez emphasizes.

Despite innovation, the transition to truly sustainable materials is not easy. One of the biggest challenges is the lack of clear regulations that differentiate truly biodegradable materials from those that only meet minimal requirements. However, growing environmental awareness and the commitment of various companies are driving changes that could accelerate the adoption of more effective solutions.

The fight against microplastics is a global challenge that requires comprehensive solutions. Companies like Benat Eco demonstrate that innovation can be an ally of the environment and that a change in consumer habits is essential for a future free of persistent plastics. Choosing truly sustainable materials is not just an option, but an urgent necessity. **"It's not just about replacing one material with another; we need to change our consumer mentality,"** she concludes.



MICROPLASTICS IN OUR BODY

AVERAGE NUMBER OF MICROPLASTIC PARTICLES

Bottled water
94.37

Beer
32.27

Air
9.80

Tap water
4.24

Seafood
1.48

Sugar
0.44

Shall
.11

Honey
.10

Microplastic particles consumed by people.
Between 78,000 and 211,000

Based on US population, estimated values based on variances

Source: Human Consumption microplastics

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Most technological in-demand jobs for 2025

Data Analyst

Essential for making strategic decisions based on the analysis of large volumes of information.

Cybersecurity specialist

Protect digital infrastructures against the increase in cyberattacks, ensuring data security

Telemedicine Specialist

Facilitates remote medical care with technologies for teleconsultation, telemonitoring, and telesurgery

Renewable energy engineer

Design sustainable solutions for the global transition to clean energy sources.

Software developer

Create essential digital applications and platforms for the digital transformation of companies

Artificial intelligence specialist

Leads automation and digitalization with AI in multiple sectors

Cloud computing expert

Optimize business resources with scalable and accessible digital infrastructures

Data Architect

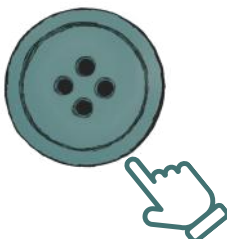
Structures and optimizes databases to improve decision-making.

Blockchain developer

Boost security and efficiency in digital transactions with decentralized technology



For more information press the button



THE BEST EUROPEAN CITIES FOR ENTREPRENEURSHIP IN 2025

Booming startups,
government incentives, and
access to global talent.

The European business ecosystem continues to grow and attract entrepreneurs from around the world. The combination of advanced infrastructure, government incentives, and support networks makes many European cities ideal destinations for starting a business. From established financial centers to new innovation capitals, the old continent offers a range of opportunities for those seeking to successfully start a business.



Despite the challenges of Brexit, London remains one of the best cities for entrepreneurs. The British capital is a magnet for investment, with a strong tech ecosystem and a constantly growing startup community. "Access to global talent and a robust funding network make London an unparalleled destination for those looking to launch their business," notes a report by Startup Genome.

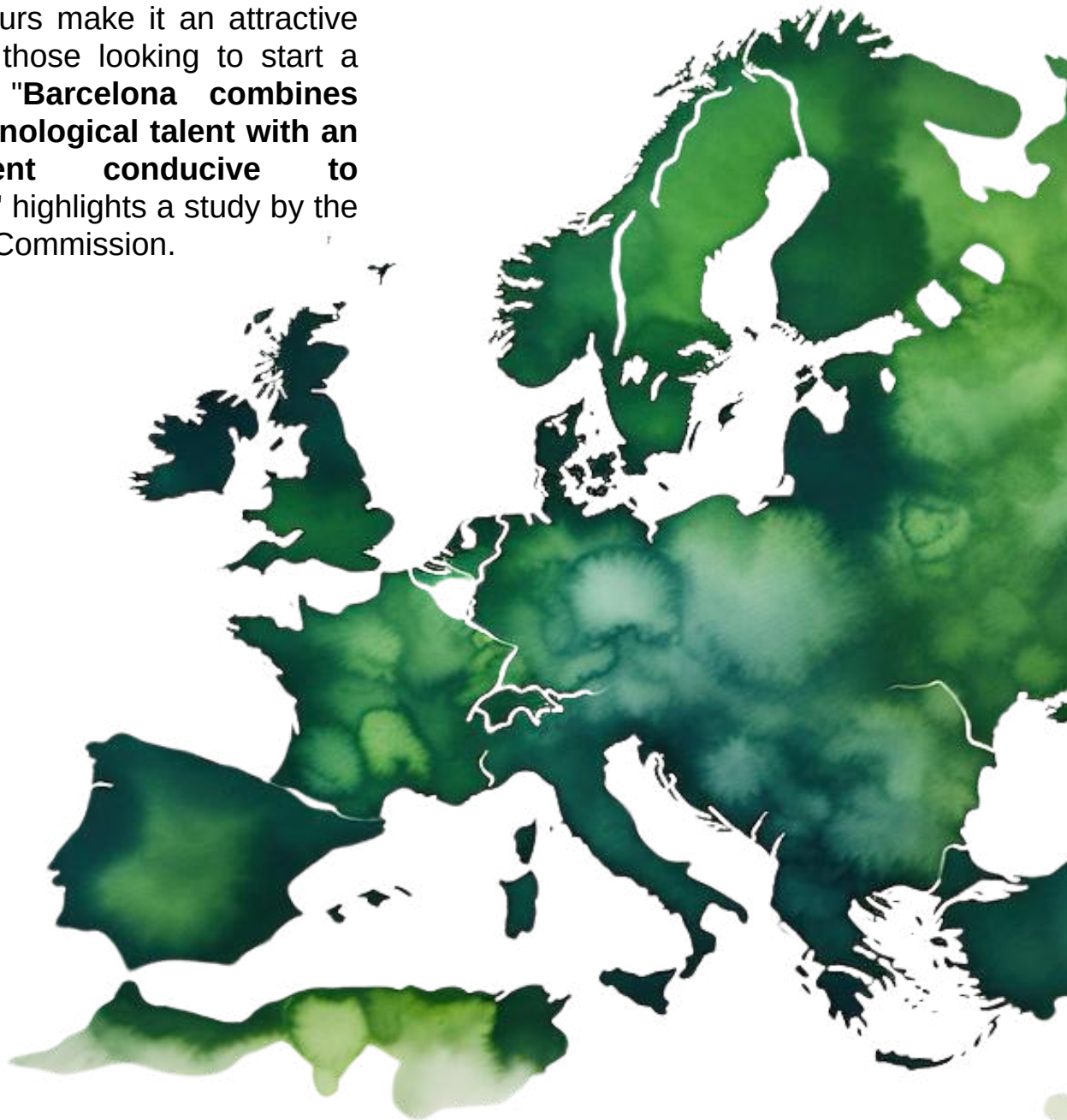
With more affordable living costs than other European capitals, Berlin has become a haven for creatives. Its cosmopolitan atmosphere and support for innovation position it as one of the most attractive cities to launch a business. Furthermore, the German government offers multiple incentives for technology companies, facilitating initial project financing.

Sweden has also given the world tech giants like Spotify and Klarna, and its capital, Stockholm, remains an epicenter of digital entrepreneurship. With a strong focus on sustainability, the Scandinavian city is ideal for startups seeking global impact. "The ecosystem here is designed to foster sustainable innovation," notes a report from the Swedish Institute.

Due to its strategic location and open-minded approach to business, Amsterdam is one of the best cities for entrepreneurship in Europe. Its ecosystem benefits from rapid access to international markets and a world-class technological infrastructure. Furthermore, the city's quality of life is an added advantage that attracts talent from around the world.

Finally, Barcelona, the Catalan capital, has established itself as a technological hub in southern Europe. Its climate, quality of life, and international community of entrepreneurs make it an attractive option for those looking to start a business. **"Barcelona combines great technological talent with an environment conducive to creativity,"** highlights a study by the European Commission.

Each of these cities offers unique opportunities for entrepreneurs. From London's financial strength to Stockholm's sustainable innovation, Europe remains fertile ground for those looking to start their own business.





Ideas that make
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The guardian mottled rebel



Jaime Antonio Ferreira has taken this technique beyond tradition, using it as a means of artistic expression and activism.



n of the bozo in Mexico



The marbled rebozo, one of Mexico's most iconic textile expressions, has found a tireless advocate in Jaime Antonio Ferreira. An artisan and activist, he has dedicated himself to the creation of these textiles since 2011, first venturing into striped rebozos and, over time, specializing in marbled ones, which feature complex designs created using the ikat dyeing technique.

She acquired her training in the backstrap loom thanks to master craftswoman Esperanza Valencia Mora, at the House of Crafts in Morelia, while she taught herself how to use the pedal loom after acquiring one in Pátzcuaro.

Alongside his history studies at the Michoacan University of San Nicolás de Hidalgo (2010-2014), Ferreira delved into the world of rebozos through the writings of anthropologist Martha Turok, a renowned researcher and promoter of this textile art. Inspired by his readings, he decided to delve deeper into the technique and sought out opportunities where he could learn more.

"I researched where I could acquire more knowledge and learned about 'La Casita de Piedra' in Jiquilpan, Michoacán, a project to revitalize the rebocería (fabric weaving) industry with the support of instructors from Santa María del Río, San Luis Potosí," she says. There she learned the complex marbling technique, which involves creating designs on the threads by tying them together before weaving, creating unique patterns.

In 2015, he met Martha Turok, who invited him to participate in the conference **"The Art of Jasper and the Rebozo"** in Mexico City. **"I contacted her, and she invited me to an exhibition and to present a paper; it was my first opportunity to make myself known with the subject of jasper rebozos," he recalls.**



From there, her career took off. In 2018, she won first place in a textile competition, which allowed her to expand her recognition. In 2023, she competed in the National Textile and Rebozo Competition in Tuxtla Gutiérrez, Chiapas, where she achieved third place. She also participated in events such as the shibori gathering at the Oaxaca Textile Museum in 2016 and the FEMSA Biennial in Morelia in 2019.

In addition to his work as an artisan, Ferreira has used the rebozo as a tool for social protest. He has developed pieces that highlight discrimination against homosexuals and people living with HIV, integrating his artistic vision with a message of inclusion and respect.

As an activist, he works on projects that seek to improve working conditions in artisan communities. He was a beneficiary of the Pro-Juventudes program of the Mexican Youth Ministry (IMJUVE), which funded initiatives such as "**Women of Turícuaro Weaving a Dignified Life,**" focused on improving the employment situation of Purépecha women; and "**Youth of Cuanajo Weaving Support Networks,**" for training new artisans.

In this way, Jaime Antonio is not only a master of this technique, but also a tireless defender of artisans' rights. Through his talent, he rescues an ancient tradition and projects it into the future, ensuring that new generations continue to weave stories into every thread of their rebozos.



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