

THE PUBLIC

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NAZARETH BLACK:

"WOMEN ARE
BEGINNING TO
LEAD THE
AUTOMOTIVE
INDUSTRY"

LARA

THE BUSINESS
TECHNOLOGY OF
THE MOMENT

EXCLUSIVE

Raúl Cardós:

"LATIN AMERICA IS A HOTBED OF
CREATIVE TALENT"

ARTIFICIAL INTELLIGENCE

REVOLUTIONIZES
LANGUAGE
LEARNING

GASTRONOMY

Sustainable

A growing trend
globally



CONTENT

BUSINESS FOR BUSINESS



06

LAURA GONCALVES
General Manager of Powerdot Spain

AUTOCHARGE TECHNOLOGY FOR THE USE OF ELECTRIC CARS

Electric cars are a cleaner and more sustainable alternative compared to internal combustion vehicles as they do not contribute to air pollution.

COMPANY CLUB

LARA: THE BUSINESS TECHNOLOGY OF THE MOMENT

Human resources is one of the areas that has been benefited by the implementation of artificial intelligence.



10

LIVE TECH

ARTIFICIAL INTELLIGENCE REVOLUTIONIZES LANGUAGE LEARNING

At a professional and managerial level, AI is opening new possibilities in language training



14

LOBEMARK



18

RAÚL CARDÓS:
“LATIN AMERICA IS A HOTBED OF CREATIVE TALENT”

Provides some tips to walk with firm footing in this environment.



24

WOMEN ARE BEGINNING TO LEAD THE AUTOMOTIVE INDUSTRY

Nazareth Black, CEO of Zacua, talks to us about her role as a woman in the car industry and the challenges of electromobility that Mexico faces today.

CONTENT

SPECIALS



30

SOFT SKILLS TO BE A COMPLETE PROFESSIONAL

Soft skills have become increasingly relevant in recruitment processes in all sectors.

LORD NEWS



35

THE PLEASURE OF CONSCIOUS EATING

Sustainable gastronomy is a global trend.



38

CCORI, AN EXAMPLE OF RESPONSIBLE GASTRONOMY

'Optimal Cooking' and 'Culinary Recycling'.

PLANET IN GREEN

INCLUSIVE RECYCLING FOR A GREENER WORLD

Since 2018, Recicla Latam has managed to recover more than 4,600 tons of usable waste.



41

NUCLEO RURAL



45

INFILTRATION DITCHES: THE TOP OF REGENERATIVE AGRICULTURE

The National Botanical Garden of Viña del Mar shows us the importance of applying this technique for the agricultural sector.

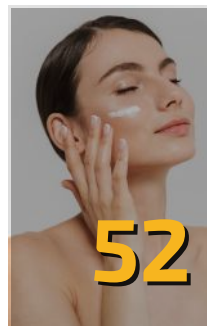
CON STILYNG



48

BUSINESS CASUAL FOR A MODERN MAN

This style seeks to strike a balance on the fine line between elegant and informal comfort.



52

9 STEPS FOR AN IDEAL SKINCARE ROUTINE

We leave you a quick guide on the order of the products you should apply to your skin.

EDITORIAL



“Being a journalist is having the privilege of changing something every day,” said Gabriel García Marquez; and today, we take on this challenge from a clear and constructive perspective at the service of our audiences.

This is how The Public magazine was born, the result of the vast work of a great team that has decided to undertake this project with great enthusiasm and responsibility.

In this first edition, we dedicate our cover to the renowned Mexican publicist Raúl Cardós, founder and president of the Anónimo agency, who accompanies us with his experience on a walk through the creative world.

We reflect on artificial intelligence and soft skills in recruitment processes. The use of a chatbot to improve the experience of collaborators comes through the startup Lara. And, Speexx, a language learning platform, promises an unexpected twist for professionals.

Likewise, in the automotive industry, Zacua, the first factory of electric cars assembled by Mexicans, triumphs.

The Public is not only a magazine, it is also an editorial group specialized in various industries that promises to grow with its readers in mind.

Welcome!

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AUTOCHARGE TECHNOLOGY FOR THE USE OF ELECTRIC CARS

Laura Goncalves, General Manager of Powerdot Spain, talks about this new functionality and the advantages for its partners and end users.



Electric cars are a cleaner and more sustainable alternative compared to internal combustion vehicles as they do not contribute to air pollution. And although it is still a growing niche, there are already alternatives that seek to optimize this market. Autocharge is an example of this.

Laura Goncalves, General Manager of Powerdot Spain, talks about this new functionality and the advantages for its partners and end users.

1. WHAT EXACTLY IS AUTOCHARGE AND HOW DOES IT WORK?

Autocharge is a feature that allows electric vehicles to automatically start charging as soon as they connect to a compatible station, without the need for the driver to manually initiate the process.

In this first phase, we have launched this service with Miiio, EMSP (electric mobility service provider) with more than 150,000 users in Europe.

To activate Autocharge, users must download the Miiio app, configure their vehicle and, after following the instructions on their first charge, they will be able to automatically use this option when charging their vehicle at compatible Powerdot charging points.

We are working to include this functionality in more electric mobility platforms and thus extend this service to more users.

2. WHAT ARE THE MAIN ADVANTAGES FOR ELECTRIC VEHICLE USERS?

Firstly, it speeds up the charging process, since the driver does not have to manually initiate the recharge and saves users the intermediate steps that they usually had to perform such as scanning the QR code, identifying the appropriate connector

or process payment, among others.

Along with this time saving, it also improves the efficiency of the entire procedure, resulting in greater accessibility to vehicle loading because it reduces waiting times. This makes it a much more convenient, faster, simpler and easier-to-use experience for electric vehicle drivers.

3. WHAT TYPE OF VEHICLES ARE THE CHARGERS COMPATIBLE WITH THIS FUNCTION?

Any vehicle compatible with Autocharge and associated with the Miiio app will be able to use this functionality, with the exception of those vehicles with shared codes, such as: the Cupra Born, Audi e-tron (2018) and Q4 e-tron, Maxus eDeliver, Mazda MX-30, VW e-Up!, e-Golf, ID.3, ID.4, ID.5, ID-Buzz, Seat Mii electric, Skoda Citigo e-iV and Enyaq iV.



4. WHAT DO USERS NEED TO USE THIS NEW FUNCTIONALITY?

Our goal is to make the recharging process as easy as possible. This is one of the reasons why at Powerdot we do not have an app, because there are already many on the market and that is why we seek to integrate the Autocharge functionality into our partners' existing applications that people already have downloaded. In this sense, the user only needs to have the Miiio application and configure it on the first recharge. After that, recharging will always be automatic without any additional requirements.

5. IS AUTOCHARGE GOING TO BOOST EV ADOPTION IN SPAIN? IS IT AVAILABLE IN ALL MARKETS AND AT ALL CHARGING POINTS?

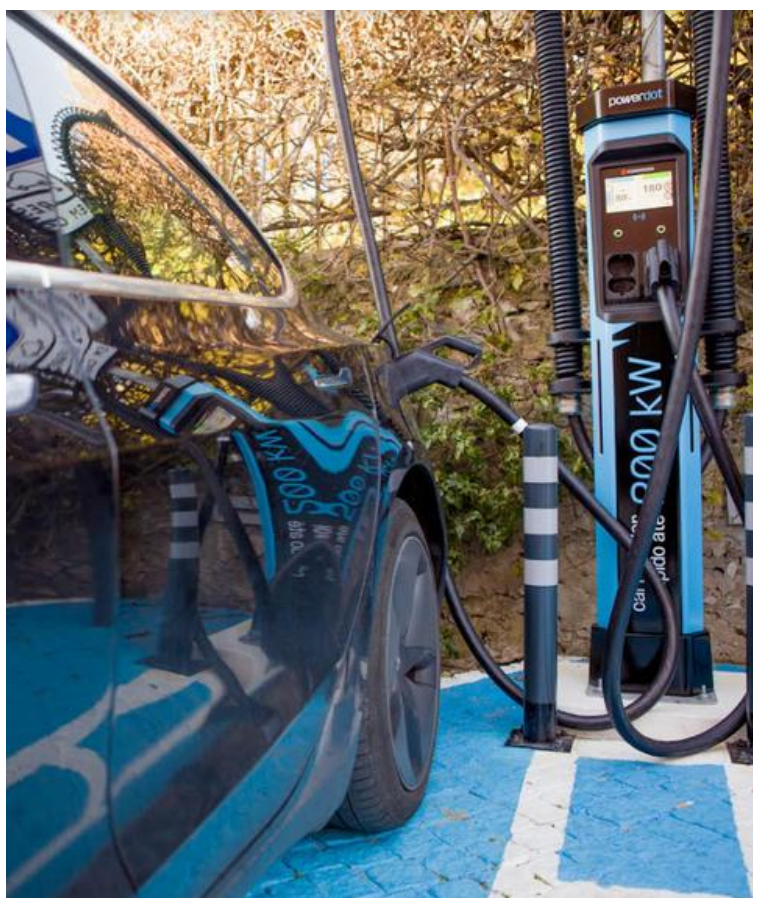
Thanks to the best user experience, we hope to help accelerate the adoption of electric vehicles in Spain, where it has not yet experienced a “boom” like in other neighboring countries such as Portugal and France.

Regarding availability, Autocharge with Miiio is available in France and Spain, but we are working to continue

expanding the offer with the available operators, in order to continue providing the best service to the user.

6. WHERE IS POWERDOT CURRENTLY AND WHAT ARE ITS GOALS?

We are immersed in a process of consolidation and growth in the markets in which we already have a presence. In the specific case of Spain, we have doubled our investment in the country and we are allocating 13 million euros in 2023 to expand our charging points.



Currently, we have more than 8,000 contracted points in the 6 markets in which we operate, of which 950 are distributed throughout

the Autonomous Communities of Spain, where we want to position ourselves as one of the main national operators. To achieve this, we are working to increase our team and we will make a total investment that will amount to 300 million euros to reach, globally, 19,000 charging points in 2025.

In addition, we continue to focus on offering the best service to both electric vehicle users and our partners, and that is why we continue to innovate in initiatives such as Autocharge.



LARA: THE BUSINESS TECHNOLOGY OF THE MOMENT

Human Resources is one of the areas that has been favored by the implementation of artificial intelligence.

Technology plays an increasingly important role in companies, regardless of the industry. One of the areas that has been favored by artificial intelligence (AI) is Human Resources (HR), since in addition to allowing the automation of processes, it can be

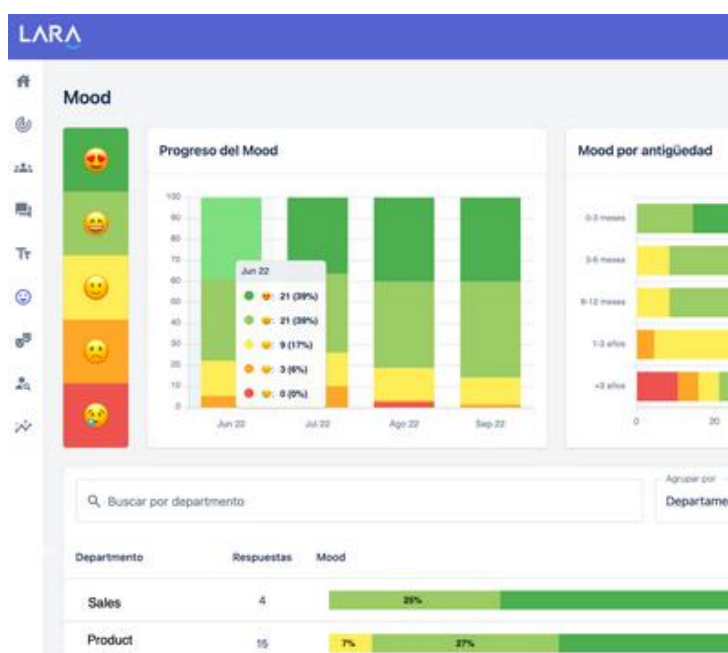
improve the experience of collaborators, which generates a happier and more enjoyable work environment.

Let us remember that when the COVID-19 pandemic began, most companies and companies had to migrate to remote or hybrid work, which caused physical distancing between the HR area and the employee. This distancing resulted in more dissatisfied employees or people who did not feel valued by their workplace.

Today, three years after the health emergency, and although many have returned to in-person work, working remotely continues to be the preferred modality for employees and companies.

In this context, Lara AI was born, a chatbot that maintains personal and quick conversations with employees to evaluate their perceptions, in addition to answering questions and queries.

“Lara is another member of the Human Resources team but virtual and with artificial intelligence. Through technology and automation we interact with all collaborators in the company.



Lara can be programmed to do repetitive tasks and does not get bored because she is a robot. It also applies to companies that have different locations, that have dozens of stores,” says Guido Kuznicki, CEO of Lara AI.

With this technology, Human Resources personnel see in real time how workers are doing, and if there is a problem, managers will be able to take more immediate measures to address the situation.

“Lara is going to have monthly conversations, once a month, with each of the company's collaborators, where she will ask about their experiences. For example, if you're just new, you'll be asked how you found the induction; But if you are already 6 months old, maybe he will ask you other questions because he understands your context,” he explains.

Just as Lara keeps track of employee satisfaction, this technology is also automated to respond to your Concerns. Vacations, health insurance, pay stub, general knowledge or company processes are the most frequent queries asked to the AI.

Everything we have mentioned then becomes valuable information for HR, since the metrics can help the company make better decisions for the benefit of itself and its collaborators. These metrics are known as “People Analytics”.

Lara Characteristics

Humanized and personalized conversations.

Lara understands a person's context, she knows what questions to ask in the case of a new member or if she has already been working in the company for some time. And humanized because it is not a survey that asks you to answer questions, but rather it is a conversation.



The Lara team developed a solution that improves the work environment and achieved financing of more than one million dollars.

Real time.

The problem that companies have is that they do not have information in real time. If someone is unhappy, Lara will generate that alert so that the company can improve the experience in record time.

Canal.

They use the communication tools that companies already use. That is, workers do not have to download any additional app, because Lara is integrated with WhatsApp, Google Chat, Slack, Microsoft Teams, among others.

Success stories

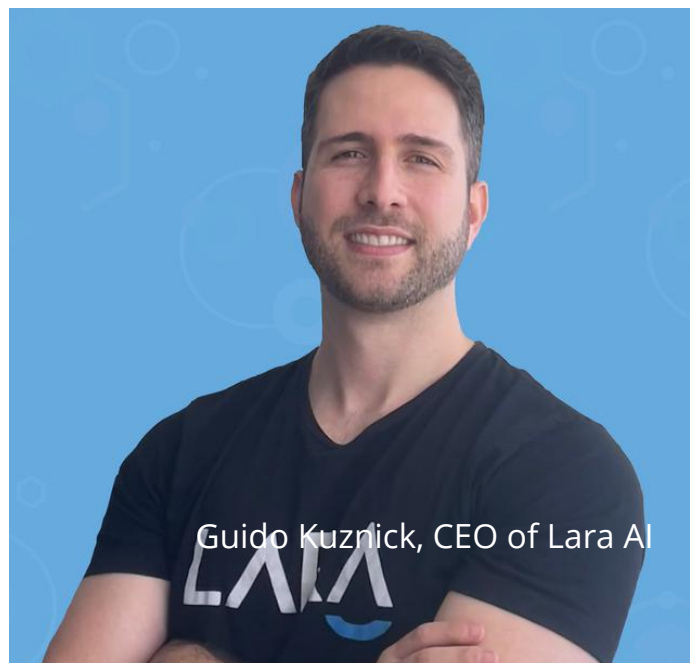
Adidas Latin America, in Mexico and Chile, use Lara technology. “This case is interesting because they do not work remotely or hybrid, but rather they are stores where they work in person, but there are dozens and dozens of stores distributed throughout these countries. Then Lara communicates with all the workers to understand their experiences in real time, since they normally do not have the Human Resources person in the stores,” he says.

Another case is Ualá, a digital bank born in Argentina, which uses Lara to talk to all its collaborators distributed in offices but who also work

remote. Additionally, they have implemented it as an extension of their team, what they call a Virtual HR Business Partner, which allows them to scale all of those conversations.

Currently, Lara operates in five Latin American countries: Argentina, Mexico, Chile, Colombia and Peru. However, the technology company does not close its doors to other regions.

“Going forward, we want to improve the HR experience and collaborations with Artificial Intelligence, and I believe that all industries are seeing a style transformation with this technology. There will be more and more uses of AI to implement. We are going through a wave that is interesting,” concludes Guido Kuznicki.



Guido Kuznick, CEO of Lara AI

**SOCIAL
FOOTPRINT**

It is based on the measurement of jobs created, the excessive consumption of resources, the distribution of these resources, and any excesses that may occur in the productive sector.

**ECOLOGICAL
FOOTPRINT**

It is determined by the use in the area of the natural environment, necessary to produce the resources consumed by the population.

**ENVIRONMENTAL
SUSTAINABILITY
INDICATORS**

**WATER
FOOTPRINT**

Evaluate the use of water consumed, evaporated or contaminated, which
It covers both direct and indirect use by people or companies.

**CARBON
FOOTPRINT**

It refers to the greenhouse gases (GHGs) emitted in the practice of a certain activity or in the manufacturing and commercialisation of a product.

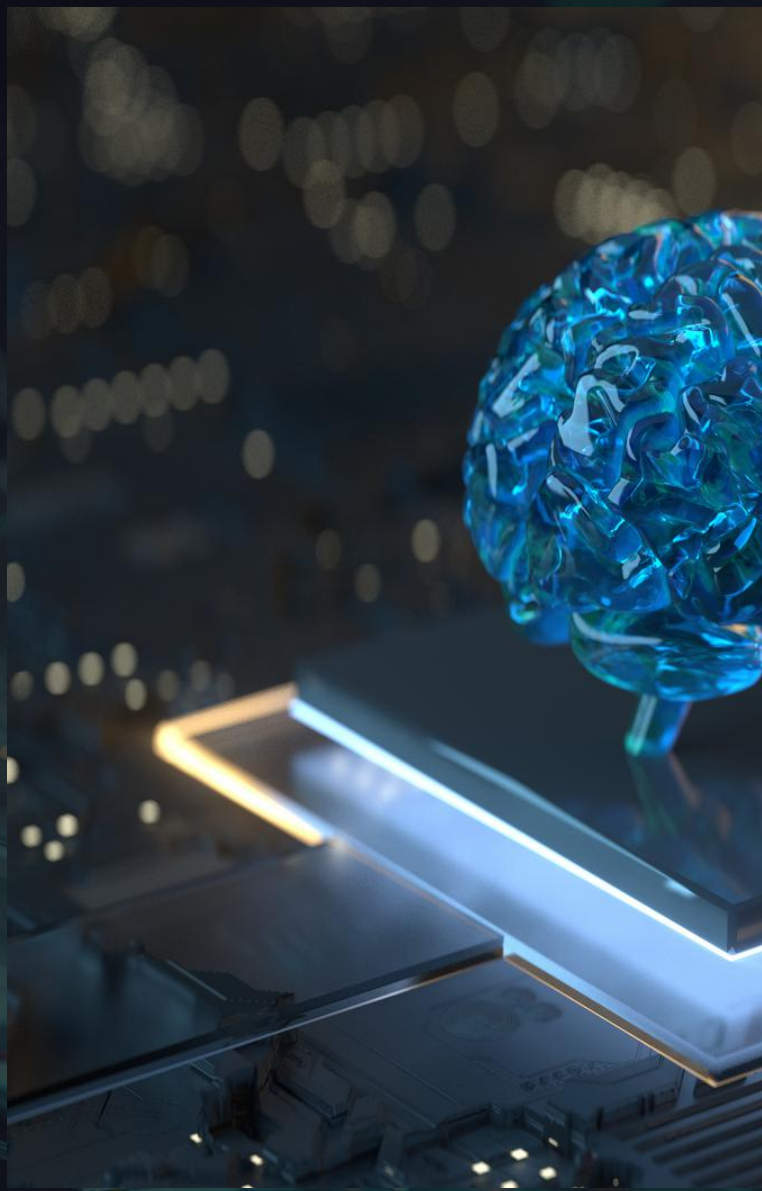
ARTIFICIAL INTELLIGENCE REVOLUTIONIZE S LANGUAGE LEARNING

AT A PROFESSIONAL AND
MANAGERIAL LEVEL, AI IS
OPENING NEW
POSSIBILITIES IN
LANGUAGE TRAINING



In the field of language learning, especially at a professional and managerial level, artificial intelligence (AI) is opening up new possibilities. And this new technology plays an increasingly relevant role in evolving the way we learn and master any language.

In this context, Speexx, a German company specialized in online language training, is using AI to adapt to the individual needs of each user regarding their learning. In other words, AI identifies each person's specific goals and challenges,



"We use AI to provide continuous support for the performance and language learning of teams in large organizations, from a safe, effective and efficient environment. Our differentiator lies in individual objectives, since we understand that learning processes are variable. In this way, our AI identifies the challenges of each user while evaluating their needs and abilities," says Armin Hopp, founder of Speexx.

offering a personalized approach that maximizes learning time and effort, allowing executives to focus on skills and knowledge relevant to their role and responsibilities.



Another highlight is the ability of AI to provide instant and accurate feedback in language learning. For example, high-level executives can improve their communication skills in another language with the help of AI, as it will immediately evaluate their pronunciation, grammar and vocabulary, while also providing suggestions.

According to a study carried out by the platform Show Me The Money, professionals with advanced English can earn up to 18% more salary and are 20% more in demand, regardless of the position, compared to those who do not have command of this language.

Faced with this scenario, Speexx not only offers language training, but also business coaching and needs assessment; adapted and designed for hybrid environments

of work, powered by live coaches and advanced AI. The combination of these tools ensures effective and efficient language learning for the business environment, providing continuous support in 13 languages, including English, Spanish, German, Italian and French.

There is no doubt that professional growth is marked by language learning and, today, thanks to AI, executives can improve their communication skills to understand the cultural and social subtleties of various international partners, thus accessing better opportunities. global without restrictions of time or place.



96% of the
academics
considers that
~~Artificial~~
intelligence
will
generate
changes in the
education in
Latin America
toward **2030**



*Source: The future of Artificial Intelligence
in education in Latin America.
ProFuturo y OEI (2023)*

INTERVIEW

EXCLUSIVE

NAZARETH

BLACK



Entrevista

El sector automotriz, al igual que muchas otras industrias, ha estado relacionado durante largos años a la fuerza laboral masculina. Sin embargo, hoy, en una época de mayor inclusión y valoración hacia la mujer, surge Zacua, una compañía de autos ensamblados por mujeres, que aparte de reducir la brecha de género son tecnológicamente verdes.

En tal sentido, Zacua se consolida como la primera fábrica de autos eléctricos ensamblados por mujeres de México, siendo un claro ejemplo para sus pares latinoamericanos.

Como hemos comentado, la línea de autos de la compañía cuenta con tecnología verde; es decir, apuesta por la movilidad sostenible, una de las tareas más importantes en la actualidad. Lamentablemente, la electromovilidad aún es un terreno nuevo o desconocido para muchos, por lo que Zacua viene desarrollando una plataforma para enseñarles a las personas cómo funcionan los autos eléctricos, cómo los pueden integrar a sus vidas de la mejor forma, y todo lo que uno necesite para convencerse de las bondades de escoger lo ecológico frente a lo convencional.

En la siguiente entrevista, Nazareth Black, CEO de Zacua, nos habla

sobre su rol como mujer en la industria automotriz y los retos de la electromovilidad que hoy enfrenta México.

1. El sector automotriz siempre ha estado liderado por hombres, ¿qué te motivó o llamó tu atención para entrar a trabajar en este mundo?

La industria automotriz se construyó alrededor del género masculino porque los coches tienen casi 140 años existiendo y hace 140 años las mujeres no salíamos ni a trabajar. Pero yo en realidad no sabía que era una industria masculina, me vine a enterar después de que decidí ingresar a este mundo, cuando fui a comprar mi primer coche y tuve una mala experiencia de compra, tan mala que decidí voluntariamente ingresar a la industria. Ya cuando estaba dentro y a la hora de empezar a trabajar vi que siempre todo era con hombres.



Interview

The automotive sector, like many other industries, has been linked to the male workforce for many years. However, today, in a time of greater inclusion and appreciation of women, Zacua emerges, a car company assembled by women, which apart from reducing the gender gap is technologically green.

In this sense, Zacua is consolidating itself as the first electric car factory assembled by women in Mexico, being a clear example for its Latin American peers.

As we have mentioned, the company's line of cars has green technology; That is, it is committed to sustainable mobility, one of the most important tasks today. Unfortunately, electromobility is still new or unknown territory for many, so Zacua has been developing a platform to teach people how electric cars work, how they can integrate them into their lives in the best way, and everything that one needs to convince yourself of the benefits of choosing organic over conventional.

In the following interview, Nazareth Black, CEO of Zacua, talks to us

about her role as a woman in the automotive industry and the challenges of electromobility that Mexico faces today.

1. The automotive sector has always been led by men, what motivated you or caught your attention to start working in this world?

The automotive industry was built around the male gender because cars have been around for almost 140 years and 140 years ago women did not even go out to work. But I actually didn't know that it was a male industry, I came to find out after I decided to enter this world, when I went to buy my first car and I had a bad purchasing experience, so bad that I decided to voluntarily enter the industry. When I was inside and when I started working I saw that everything was always with men.



2. Why did you make the decision to offer the market a car assembled only by women? And what have been the achievements or progress on the issue of gender gap since this decision was made?

Zacua is already born with two characteristics: green and inclusive. A normal, large brand with many years of experience has to transition to become green and begin to admit women in processes or in areas where it was not previously admitted. But Zacua has the advantage of being born under this line. Women have been present in the project, under equal circumstances and opportunities, from the beginning. It is something that is very natural for us, part of our essence. The biggest test is me, who is a woman and very young to direct a project of this magnitude.

The fact that it was decided to be assembled by women is that we weren't thinking about that. Many women simply began to raise their hands and say that they wanted to be part of the assembly, which is usually not a task for the female gender. This does not mean that we do not have men, because then we would be committing exactly the same thing. Zacua is a company that always seeks inclusion and equity.

3. Climate change and gender equality are some of the social issues most addressed today by the younger population. In that context, could it be said that Zacua is helping to satisfy a current demand led by new generations?

Our client mix is very varied, our oldest client must be approximately 83 years old. In reality, we have clients of all ages and that means that the importance we are giving to the issue of climate change has nothing to do with age, it is an issue that attracts all of our attention.

4. How many car models do you have to date?

We have two models that are identical in features, equipment and technical specifications. It should be noted that they are two-passenger vehicles because we think about serving people who have needs and who live in large cities with traffic problems. We offer small cars, but they have everything you need so you can live your life in a big city. The best thing is that they do not contaminate, you charge them for 8

Interview

hours and you have an autonomy of up to 2 hours. The difference between the two is that one is more sporty and the other is more classic.

5. What is the cutting-edge technology that stands out the most in your electric cars? That is, why should we choose Zacua over the competition?

What matters most in an electric car is the electronics, which is the intelligence that drives the car. And the most important thing about Zacua is that our technology is our own, we do not take technology from anyone, that is, we have total technological independence. That is very difficult to achieve.

So, I believe that a person should choose Zacua because the company is seeking to demonstrate that Mexico can innovate within the automotive sector, making complete cars. And that is very important, not only for Mexico, but for all of Latin America, because it is proof that we Latinos can innovate. Unfortunately in the region we do not innovate, we believe that we are only the labor of others. So from Zacua we intend to open a gap so that Latin electric car brands can begin to be created.

6. Let's talk about the current challenges of electromobility. Could you name at least three challenges that the sector faces today?

An important challenge is to have a national public policy focused on electromobility and clean energy. And I am sure that much of what happens to us here also happens in other Latin countries. Our governments only remain in discourse, that is, they establish international commitments to ban gasoline cars and encourage electric cars, but then we do not have the infrastructure to face or carry out these commitments. We have to move our governments towards consistency, so that what they say is seen in real events.



Interview

Another challenge that is also very important is education. It is up to us as people to start educating ourselves about electromobility, because as we know this technology is new, so it is easier to get carried away by what the Internet says and believe things that are not true. Therefore, it is everyone's responsibility to inform ourselves to raise awareness. The only thing that will drive us to adopt electric cars is having a culture of sustainable mobility.

And a third challenge is financing. In a country like Mexico, most cars are sold through some financing or lease. So we need to change banking so that it evolves and financial products are created that allow people to purchase electric cars. You have to do the numbers differently and run different risk analyses. This is very important to be able to move towards electromobility.



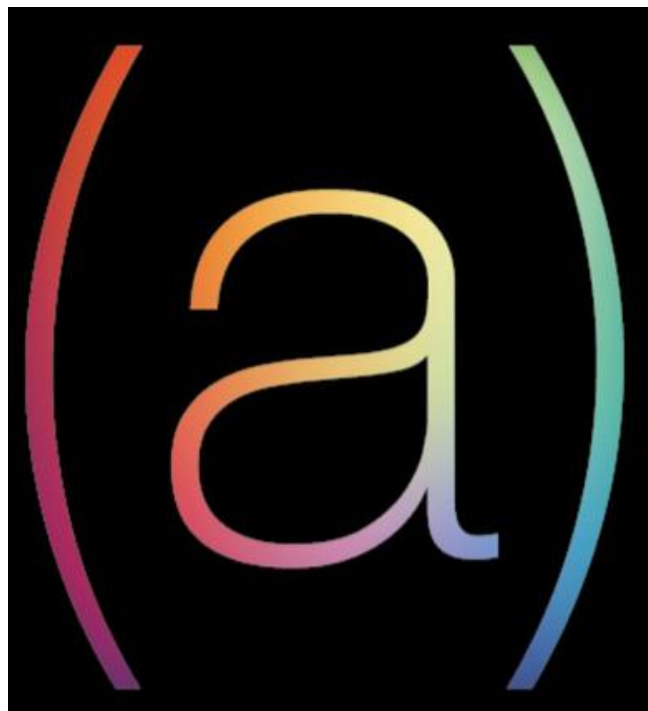
RAÚL CARDÓS

The renowned publicist talks to us about his career as founder and president of the Anónimo agency, and gives us some advice to walk firmly in this environment.



Cardós is one of three Mexican publicists honored in the Latin American Advertising Hall of Fame.

14 years ago, Raúl Cardós left big management positions to found his own advertising agency: Anónimo. Since then, there have been years of learning and experiences, along the way he has managed to add an interesting portfolio of clients, both national and world-class.



According to a study carried out by Scopen, he is considered the most admired and outstanding professional in the field of advertising in Mexico.

In the following interview, Cardós tells us about his decisions, campaigns, challenges and provides some advice for those who decide to start in the world of creativity.

1. Why did you make the decision to become independent and found Anónimo?

I didn't have the dream of becoming independent, there are many people out there who have the dream of having their own agency. My case was not like that, I was, for almost 20 years, very happy developing in network agencies.

I was regional creative director in Latin America and spent part of my life traveling. But the agency grew so much that I felt more like I was running a bank, a company. And I like the creative part, getting into ideas, talking to clients and the role I was playing didn't allow me to do that as much, it required me more to do a managerial task. So that was when I got the bug to say: "I want to be able to open a company in which I make the decisions, not necessarily

based on money, but on what makes me happiest."

2. In an interview you said that the idea was not to make ads, because ads bore people, but rather ideas that connect. Is this concept part of Anónimo's philosophy?

Completely. We have to stop seeing ourselves as an advertising agency that makes campaigns or advertisements, and start seeing ourselves as a company whose objective is to connect brands with people. In this way, it becomes a much more fun field to work in. The Anónimo philosophy is just that, we have to be able to generate ideas that connect with people. People don't want to see ads, people don't turn on the television to watch commercials, much less go on the Internet to look for banners. You have to take that into account.



3. For you, what is the ideal relationship between client and agency like?

The ideal relationship between client and agency is one in which the term client and agency is completely erased. When we blur that line and start to see it as a group of people working for the good of a brand, a team working around a brand, then it would be the ideal relationship. If a brief is wrong and I am the agency, I have to feel with the right to say that it is wrong; Likewise, if a client has a creative idea that works for a campaign, they should say so. The idea is to add. So for me, the main thing in the relationship is trust.

4. How to make a campaign breathe the brand's DNA?

The agency has the responsibility of making its work reflect the DNA of a brand. In fact, I don't like it when someone tells me that such a campaign has the DNA of Anonymous, because I say no, I don't want everything we do at the agency to be similar. The work we do here is dependent on the client, and to achieve that what you have to do is make sure you know the purpose and objective of the brands. You can't make an incredible campaign if you don't know the brand perfectly, if you don't use it, if you don't experience it, if you don't live it.

The best way to do that is by living the brands as if they were your own.

5. Let's talk about your successful campaigns, could you mention the last one that you enjoyed the most?

A very recent campaign was with Cielito Querido Café, a Mexican coffee brand that competes with Starbucks. With them we did a campaign called "Flavors that sound", together with the collaboration of Gaby Ruíz, who, apart from being one of the best chefs in Mexico, has a condition called synesthesia, which makes her perceive very strong smells or flavors. particulars from sounds. Well, in a way she cooks songs, which I find incredible. Then it occurred to us to join together with her and with Mexican musical groups to generate dishes and products for the restaurant that had to do with songs. We developed an entire menu that, unintentionally, came to influence the brand, but not only from communication, but from the product. I love these types of campaigns because they reflect a lot of what we like to do at Anonymous, that is, not just making advertisements, but developing ideas like these, which even allow the innovation of a brand.

6. ¿Cuál ha sido el reto más importante que has tenido en el rubro de la publicidad?

Definitivamente el haber fundado una compañía propia, sin ninguna inversión de capital, sin ningún socio, sin nada más que mis ganas de hacer las cosas, ese es el reto más grande que he enfrentado. Después, asumir la responsabilidad de toda la gente que trabaja en la agencia, generar empleos, pagar la nómina y, por supuesto, la responsabilidad enorme de responder con resultados a los clientes que confían en mí. Dar resultados implica un reto mayúsculo, mucho más que hacer cualquier campaña.

7. ¿Qué consideras que le falta a la publicidad en México para despegar? y ¿en América Latina en general?

Somos uno de los países más creativos del mundo. Si hubiera un campeonato mundial de memes, los mexicanos seríamos los campeones. Es decir, la creatividad que tiene la gente en la calle es increíble, y la forma de afrontar la vida de la gente en un país como este es increíble también. Siempre digo que cuando vives en un país latinoamericano, tienes que ser creativo solamente para sobrevivir, no puedes no serlo. Entonces, me parece que aún tenemos que aprender a abrazar nuestra cultura, nuestra forma de ser

y nuestras raíces. La publicidad no está a la altura de la creatividad del país, ese es el gran pendiente aquí en México. Y si hablamos de la región, yo creo que igual, en la medida en que abracemos más eso que nos hace tan únicos, y a la vez tan parecidos, vamos a sorprender al mundo. En Latinoamérica, difícilmente vamos a aportar algo a la economía del mundo, pero lo que sí podemos hacer es aportar creatividad. Latinoamérica, para mí, es un hervidero de talento creativo.

8. ¿En qué momento se encuentra Anónimo y hacia dónde va?

Catorce años después, la agencia se encuentra en un momento de mucha consolidación, en un momento increíble, porque ya nos convertimos en un grupo de comunicación. Hoy ya tenemos nuestra propia agencia de experiencias, tenemos una oferta integrada de servicios, una área digital y de data. Dejamos de ser hace mucho tiempo una agencia de publicidad para convertirnos en un grupo de comunicación. Yo te diría que hoy tenemos, en México, quizás uno de los listados de clientes más diversos y más increíbles que hay. Tenemos clientes internacionales muy grandes como Volkswagen, Johnson & Johnson, Nestlé, pero también clientes locales de industrias grandísimas. Una mezcla de marcas muy rica en toda la agencia, que cuando empecé la compañía no me lo hubiera creído jamás.

6. What has been the most important challenge you have had in the advertising field?

Definitely having founded my own company, without any capital investment, without any partner, with nothing more than my desire to do things, that is the biggest challenge I have faced. Then, assume responsibility for all the people who work in the agency, generate jobs, pay payroll and, of course, the enormous responsibility of responding with results to the clients who trust me. Giving results involves a major challenge, much more than running any campaign.

7. What do you think advertising in Mexico is missing to take off? And in Latin America in general?

We are one of the most creative countries in the world. If there were a world meme championship, we Mexicans would be the champions. That is to say, the creativity that people have on the street is incredible, and the way people face life in a country like this is also incredible. I always say that when you live in a Latin American country, you have to be creative just to survive, you can't not be. So, it seems to me that we still have to learn to embrace our culture, our way of being

and our roots. Advertising is not up to par with the country's creativity, that is the big problem here in Mexico. And if we talk about the region, I believe that, to the extent that we embrace more of what makes us so unique, and at the same time so similar, we are going to surprise the world. In Latin America, we are hardly going to contribute anything to the world economy, but what we can do is contribute creativity. Latin America, for me, is a hotbed of creative talent.

8. Where is Anonymous and where is it going?

Fourteen years later, the agency is in a moment of great consolidation, in an incredible moment, because we have already become a communication group. Today we already have our own experience agency, we have an integrated offer of services, a digital and data area. We stopped being an advertising agency a long time ago to become a communication group. I would tell you that today we have, in Mexico, perhaps one of the most diverse and incredible client lists there is. We have very large international clients such as Volkswagen, Johnson & Johnson, Nestlé, but also local clients from very large industries. A very rich mix of brands throughout the agency, which when I started the company I would never have believed.

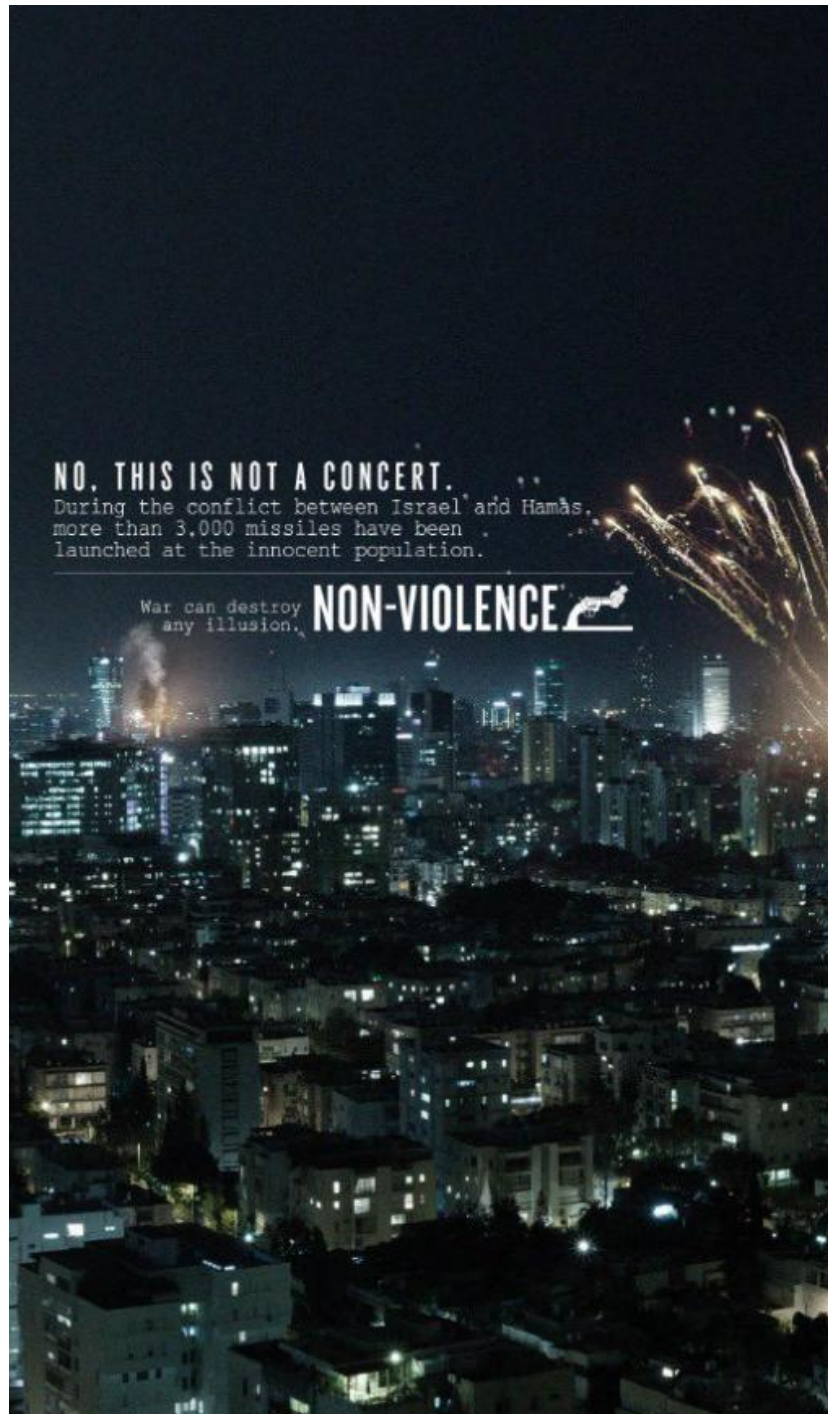
9. Retrocediendo en el tiempo, ¿qué consejo le darías a Raúl Cardós en el primer día que pisaba una agencia?

Ponerle muchísima pasión a lo que hace. La idea no es ser el mejor creativo o el mejor publicista del mundo, eso es imposible, pero lo que sí se puede es ser el que más ganas le echa, el que más pasión tiene por esto, que más quiere aprender, el más curioso. Esta industria es muy linda, pero requiere de mucha tolerancia, de muchísima pasión y de muchas ganas de aprender. Un consejo para los jóvenes de hoy es que nunca se sientan muy buenos o se crean demasiado. Hay una cosa que he mantenido siempre y es que tengo los pies en la tierra. En el momento en el que tú te crees mucho haciendo lo que haces, justamente dejas de serlo porque ya crees que no tienes más por mejorar.

10. Para finalizar, ¿cómo ves el futuro de la industria publicitaria y cómo crees que las nuevas tecnologías la impactarán?

Nosotros trabajamos en una industria donde, para mí, nada va a poder sustituir jamás a la mente humana. Las máquinas podrían hacer miles de cosas, pero la intuición y la creatividad es algo que nunca se va a poder sustituir. La tecnología son herramientas que nos ayudan a hacer

mejor nuestro trabajo y que nos facilitan las cosas, incluso que nos inspiran, pero no dejan de ser eso. La inteligencia artificial no va a poder reemplazar a los que son realmente buenos.



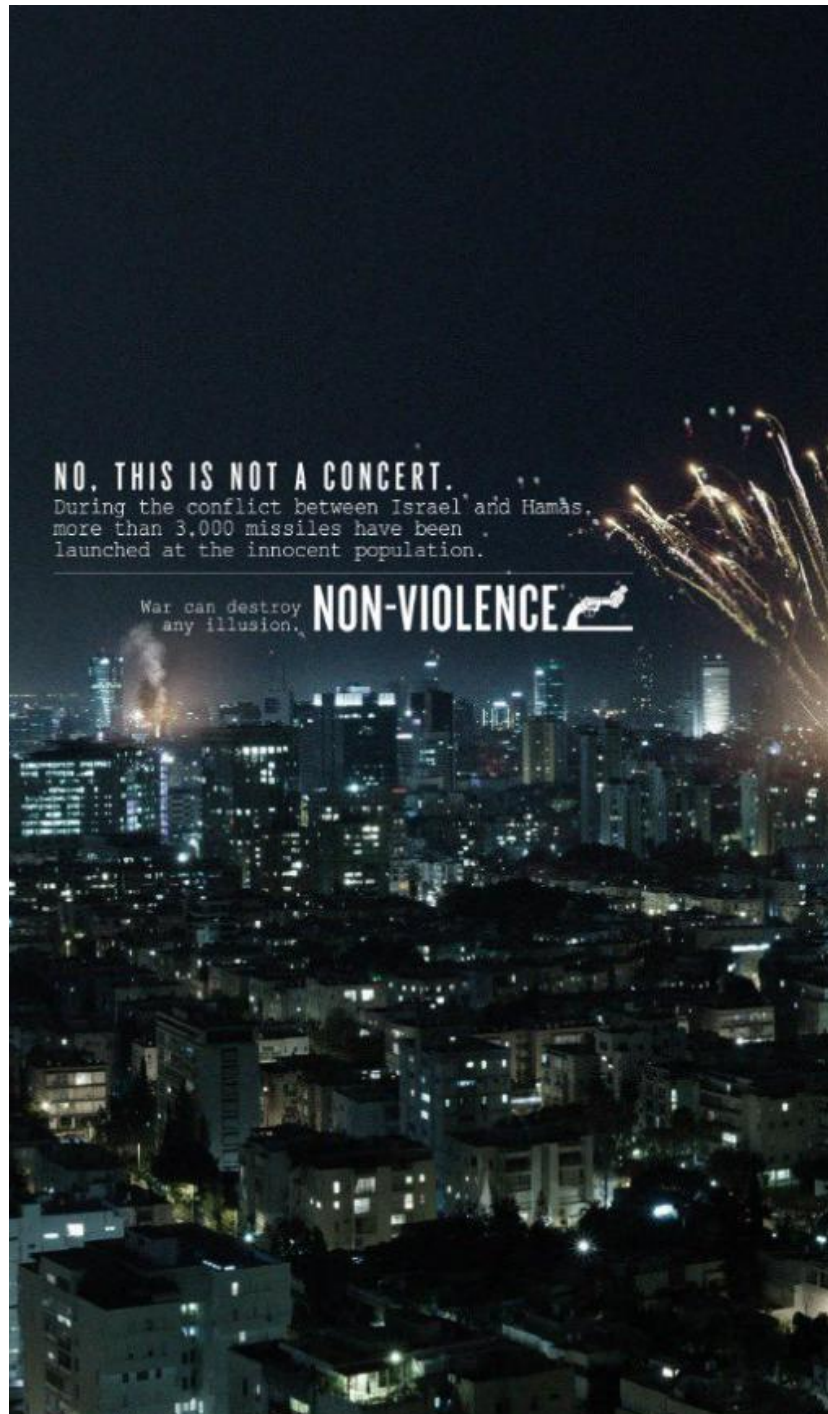
9. Going back in time, what advice would you give Raúl Cardós on the first day he set foot in an agency?

Put a lot of passion into what you do. The idea is not to be the best creative or the best publicist in the world, that is impossible, but what is possible is to be the one who wants the most, the one who has the most passion for this, the one who wants to learn the most, the most curious. . This industry is very beautiful, but it requires a lot of tolerance, a lot of passion and a great desire to learn. A piece of advice for young people today is to never feel too good or believe too much. There is one thing that I have always maintained and that is that I have my feet on the ground. The moment you believe that you are doing what you do, you stop being that way because you already believe that you have nothing more to improve.

10. Finally, how do you see the future of the advertising industry and how do you think new technologies will impact it?

We work in an industry where, for me, nothing will ever be able to replace the human mind. Machines could do thousands of things, but intuition and creativity are something that can never be replaced. Technology is tools that help us do

our work better and that they make things easier for us, they even inspire us, but that's all they are. Artificial intelligence is not going to be able to replace those who are really good.





It's not just about
taking care of the
environment, it's about
taking care
of yourself



SOFT SKILLS TO BE A COMPLETE PROFESSIONAL

Soft skills have become increasingly important in recruitment processes in all sectors

Today, within the competitive world of work, the importance of technical skills - called hard - in all sectors is undeniable. However, there is another set of skills that are gaining more and more relevance in the professional field, known as soft skills.

According to the Bank's Labor Markets and Social Security Division

Inter-American Development Bank (IDB), throughout history, what has allowed employment to be maintained despite the automation of tasks, is the creation of new occupations that can only be performed by human beings with soft skills.

“It can be said that soft skills stand out among the basic and functional work competencies as the most important, since they are those that allow determining the fulfillment of a goal, with the resources available in a given time,” says Ivonne Vargas, expert in training and author of the best seller Hire Me.



After the COVID-19 lockdown, these skills became more important due to employees' resistance to interpersonal communication.

“Starting in 2021, more than soft skills, we talk about life skills, such as those skills that go beyond work, as they help in every aspect of our life, such as finishing a degree or even playing a sport,” highlights Adolfo Corona. , education expert and researcher at the National Autonomous University of Mexico (UNAM).

According to the IDB, soft skills are diverse, and are not limited to the skills and knowledge that we acquire in the first stage of our lives. Rather, the skills for work are cultivated, developed and acquired day by day.

In the region, the vast majority of academic programs at higher education institutions have some subject or activity in this regard. However, these skills are best developed in extracurricular activities such as sports and social environments.

“When universities focus a lot on technical aspects such as teaching design, accounting or medicine, they train highly qualified professionals.

"They are good at the technical level, but they are not good at the necessary skills to be able to transfer to the professional environment, such as programs that have to do with sports, social assistance or culture," continues Adolfo Corona, who is also the author of Educational Innovation : The social responsibility of training professionals for the 21st century.

During the 90s and 2000s, it was thought that everything extracurricular was not an important part of training, resulting in the generation of Millennials, who, for the most part, lack this type of skills. These skills are not the subject of a teacher, but rather an area of knowledge within all fields of study.



Heading to 2030

Emotional intelligence, effective communication, adaptability, teamwork and critical thinking are some of the traditional soft skills for success in work and life. However, towards 2030, some of the most requested by the new labor schemes are:

Social maturity.

“There is a lot of talk about the crystal generation in a derogatory way, but the truth is that this lack of social competence refers to the lack of ability of professionals to value social norms,” states Corona.

Focus on results.

This life skill applies not only at work, but in any activity that involves focusing on achieving a result and knowing the process to get there.

Leadership and influence skills.

“People who can guide, inspire and motivate others are highly sought after in the job market. The skills to positively influence others are increasingly valued, even without a formal leadership position,” highlights Majo Castillo, Director of Operations at Sesame HR.

Innovation.

It is thought that innovation has only to do with technology. However, innovation allows professionals to focus on how to solve problems and not necessarily on processes. “Thinking creatively to generate new ideas and promote innovation is a must for business continuity,” says Castillo.

Initiative.

It refers to the ability to take risks and anticipate. We see many collaborators who do not necessarily want to take risks or sacrifice things to obtain a result. “The phrase he who does not risk, does not gain speaks of initiative and companies look for people who have it,” adds Adolfo Corona.

Growth mindset.

“Having a growth mindset allows us to see mistakes and failures as learning opportunities,” says Majo Castillo.

Learn to learn.

One of the skills also highly valued by organizations, which has even been typified by some job boards, is the ability to learn to learn every day.

At the pace of digitalization

The adoption of new technologies in the work environment has generated a growing awareness of the importance of soft skills. Well, while automation assumes routine and repetitive tasks, human and non-replicable skills also transcend digital transformation.

“It is said that one of the positions where there is a lot of difficulty in soft skills is in engineering or in people who are oriented to the programmatic part, which is because these types of careers usually have very specific theoretical and technical knowledge. high. Thus, when we talk about a shortage of talent, it means that the candidates lack the binomial between functional and soft skills,” adds the speaker, Ivonne Vargas.

In this way, professionals in the digital field can create a mix of skills and promote new business models at the pace of technology development. “When candidates manage to have a profile that adequately combines soft and digital skills, this is not only more attractive at the recruitment level, but also allows them to improve their salary position by 20 to 35%,” adds Vargas.

As the IDB reaffirms, employers not only look for profiles that meet traditional requirements such as having an academic degree, but also professionals with adaptability and willingness to continually train to acquire new skills, even using flexible training tools. With a before and after the pandemic, soft skills will continue to gain relevance in the recruitment processes of all sectors.





THE PLEASURE OF CONSCIOUS EATING

Sustainable gastronomy is a growing trend globally

When we cook we usually throw away parts of the food that we traditionally think are useless. We probably also throw away expired food or food that we didn't finish eating. What we do not take into account is that this ends up becoming large amounts of waste

If We add all homes, restaurants and other food services.

According to the United Nations Environment Program (UNEP), it is estimated that 931 million tons of food ended up in garbage containers worldwide in 2019, which represents 17% of total consumable food. at a global level. Therefore, it is expected that this percentage will have a strong economic, social and environmental impact.

According to the United Nations (UN), between 8 and 10% of global greenhouse gas emissions are associated with food that is not consumed.

“Green foods

Organic foods play a crucial role in our health and well-being. Their importance lies in the fact that they are grown and produced without the use of synthetic pesticides, chemical fertilizers and genetic modifications. By choosing these foods, we are respectful of the environment as they are grown using sustainable methods that promote soil conservation, biodiversity and water quality.

However, in Latin America it is still a growing niche, since conventional agriculture continues to lead the region. “The organic market is still very small, but it is a global trend; What's more, increasingly the regulations



In response to this problem, which is usually far from being important on the political agenda in Latin America, a social idea called Sustainable Gastronomy was born, whose concept is based on a cuisine that knows the origin of the ingredients; that is, how they are grown and how they reach our markets. Likewise, it involves the idea of applying strategies that allow all food to be used as much as possible, in order to reduce waste.

International is more restrictive to a series of products that are not organic, or that do not have all the organic components,” comments Gabriel Amaro, president of the Association of Agricultural Producers Guilds of Peru (AGAP).

Starting from organic agriculture, sustainable gastronomy is presented as an activity that helps promote agricultural development, food security and responsible consumption.

Furthermore, it is important to highlight that, according to estimates, by 2050 more than 9 million people will have to be fed around the world. This projection causes concern, because if eating habits and the way they are cultivated are not changed, we will face problems of food insecurity.

“As organic agriculture grows, the production of different countries will vary depending on the circumstances of the market and its development,” concludes the president of AGAP.

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La agencia digital con soluciones estratégicas y creativas



CCORI, AN EXAMPLE OF RESPONSIBLE GASTRONOMY

"Eat to believe" is the motto of CCORI, an initiative that, since 2013, has developed gastronomic methodologies called 'Optimal Cuisine' and 'Culinary Recycling', whose purpose is the maximum use of food.



If we talk about a banana peel, it is normal to think that it belongs in the trash can. However, for Palmiro Ocampo, the Peruvian chef behind this project, the peel of this fruit has a high potential that can be used as food; That is, you can make dishes not only with the banana but also with the peel.

“Once they eat it, without me asking, they come and tell me: I have never eaten this. It's delicious, it's crispy,” says Ocampo, who initially dedicated himself to haute cuisine and has a renowned career abroad.

In this context, education is an important point to consider, since it involves people recognizing the properties of foods that have traditionally been considered waste and, from this, being able to create new dishes of food. In this way, we not only contribute to the reduction of waste, but it would also be a form of savings for people with low economic resources.

To put this idea into practice, CCORI, through the social program 'Kindness Kitchens', managed to train cooks from 52 soup kitchens in Lurín, whose project was a complete success.



By 2023, they plan to cover more than 100 dining rooms in Villa María del Triunfo. “In this case, we will not only be the members of CCORI, but also the cooks who have been trained in Lurín. “They are going to be part of the teaching staff, which also represents a job opportunity.”



Before the pandemic, the figure told us that 8 million people were food insecure in Peru, but unfortunately today there are 16 million. With the training and the dissemination of its message, CCORI hopes that it can also begin to combat this problem.

It should be noted that each preparation with what is considered “waste” has a scientific basis, since all its properties and nutrients have been studied.

Each dish is the result of arduous research along with modern and ancient culinary techniques.

Let us remember that a gastronomy that optimizes food is a cuisine of high value. So giving way to new flavors and textures shouldn't be so difficult. Supporting this trend is in our hands.



INCLUSIVE RECYCLING **FOR A GREENER WORLD**

Since 2018, Recicla Latam has managed to recover more than 4,600 tons of usable waste.

More than two billion tons of waste are produced in the world annually and at least 33% of it is not treated, according to the report “What a waste 2.0”, published by the World Bank. This represents one of the major current problems, since it is estimated that this figure will increase by 70% by 2050.

In this context, Recicla Latam is a non-profit organization that seeks to raise awareness, articulate actions and promote inclusive recycling in Latin America in order to achieve a circular economy. This model “aims to optimize resources, reduce the consumption of raw materials and use waste by giving it a new life to convert it into new products,” explains Fiorella Danjoy, executive director of Recicla Latam.



According to Danjoy, one of the biggest challenges to achieving this circular economy is “the need to formalize the recycling chain.” The lack of more rigorous regulation of garbage dumps in Latin America means that much of the waste is not treated adequately and becomes an ecological problem.

Only countries like Peru have generated more than 23,000 tons of solid waste per day until 2022, of which 78% can be reused, according to figures from the Ministry of the Environment (MINAM). However, 40% of this waste ends up in rivers, lakes, seas or illegal dumps, creating a large source of environmental pollution.

It is essential to know the problem of throwing something away without separating or recycling it. Waste that is not properly collected and disposed of has a significant impact on health and the environment. Even from an economic perspective, opting for sustainable waste management would reduce the costs of later dealing with all the problems that come with not doing so.

Formalizing the recycling chain would not only generate a positive impact on the environment, but would also have “a strong impact on the socio-economic conditions of society, since it generates many jobs and improves the living conditions of hundreds of thousands of people. of people who live directly or indirectly from recycling,” says Danjoy.



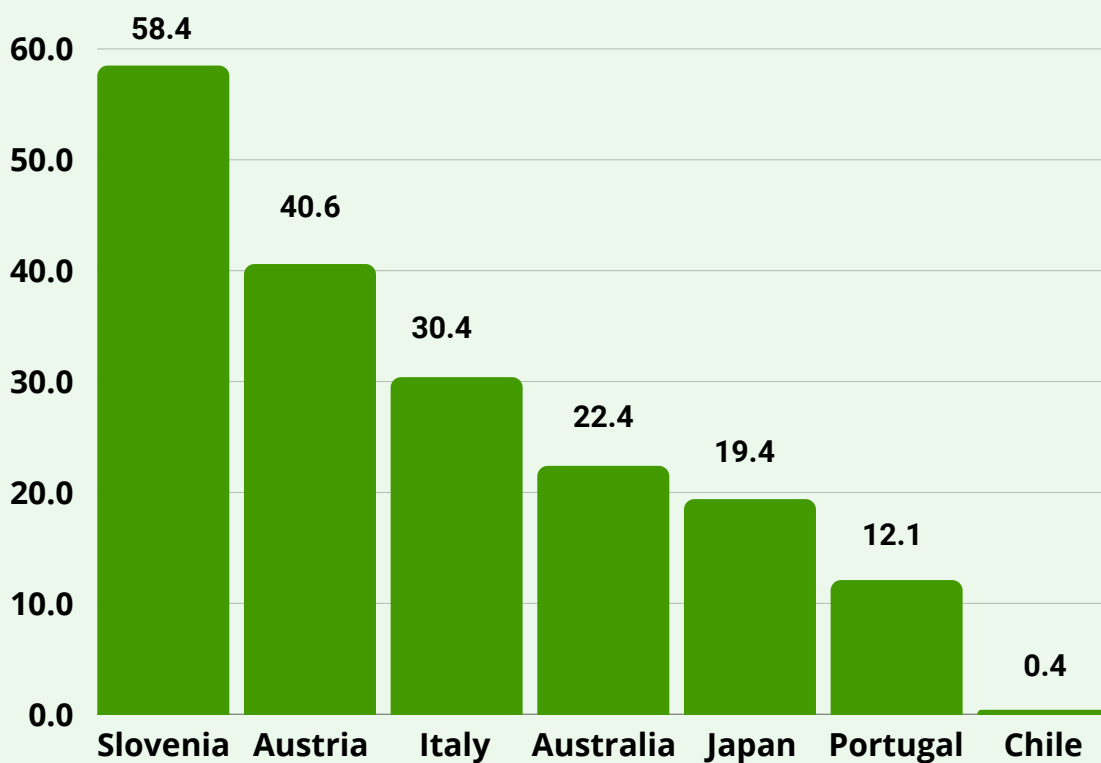
Faced with this scenario, for Recicla Latam it is important to move from theory to practice. Since 2018, they have managed to educate more than 120 thousand people in recycling, as well as incorporate 1,700 recycling stations in public and private spaces such as warehouses, shopping centers, schools and universities. In addition, they have obtained the support of the municipalities to recover more than 4,600 tons of usable waste and generate 12,165 new recycling routes.

Finally, Fiorella Danjoy urges us to remember that, although recyclers are the ones who collect the containers and stock them, this effort must begin with the consumer. It is about achieving public-private collaboration to facilitate the recycling chain, in addition to being aware of our waste and its management.



MUNICIPAL SOLID WASTE RECYCLING RATES IN SELECTED COUNTRIES AROUND THE WORLD IN 2021

2021 Survey Time Period



Source: Statista

STUDIO 56

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INFILTRATION DITCHES: THE TOP OF REGENERATIVE AGRICULTURE

The National Botanical Garden of Viña del Mar shows us the importance of applying this technique for the agricultural sector.

As we well know, agriculture is the main source of food for the world's population. However, food security is being affected by the effects of climate change, which are becoming increasingly present in various regions.

Given this, regenerative agriculture turns out to be an indisputable option for current production. In this

In context, infiltration ditches are a technique that play a crucial role in three pillars: water conservation, soil health and biodiversity integration.

On the one hand, infiltration ditches allow rainwater to be captured and stored. Instead of allowing this vital resource to run off the surface and cause erosion,



The ditches retain water, helping to recharge underground aquifers and maintaining a more constant water supply for crops in periods of drought.

An example of the good management of this technique are the infiltration ditches run by the National Botanical Garden Foundation of Viña del Mar, in Chile, whose unit covers 400 hectares. It should be noted that this initiative occurred thanks to the agreement between Bosques del Norte and the multinational Coca-Cola, since the beverage corporation needed to do a water balance of the water they use.

“For every Coca-Cola that is made

there is a water waste and they need to return it to the planet as a matter of social responsibility. That's why they decided to do this intervention here in the Botanical Garden, where we managed to build 30 kilometers of infiltration ditch,” says Alejandro Peirano, executive technical secretary of the foundation.

In these 30 kilometers there is room for around 300 ditches, and each ditch accumulates 2 cubic meters of water for each rainfall. In general, there are 600 cubic meters of water that begin a downward journey and not horizontally.

“The designs of these trenches are 10 meter deep excavations.

long, 40 centimeters deep, 40 at the bottom and 60 at the top. What we want to look for is that the water does not run but falls into this ditch and begins a vertical downward path, since we need the water to stay in the territory and not quickly go to the sea," he details.

On the other hand, let us remember that soil erosion is one of the main causes of fertility loss and land degradation, which can have a significant impact on agricultural productivity. In this case, infiltration ditches play a fundamental role, so they cannot be made just anywhere.

"Maximum 30% slope, because if not a flood may occur. In addition, the soil should not be too clayey and should not interfere with the vegetation, because trees are the best water traps," he recommends.

Finally, this technique collaborates with the biodiversity of the field. Infiltration ditches can provide additional habitats for plants and animals. Greater biodiversity can help control pests and diseases naturally and improve the resilience of the overall agricultural ecosystem.

"The livestock fields do not have regular irrigation and survive based on rainwater; So, the fact of infiltrating water recharges the aquifers and that means that livestock enjoy better quality forage and much more time in a green state, one or two months longer than the usual period," he maintains.

There is no doubt that in areas prone to extreme weather events, such as droughts or floods, having water reserves for agriculture can be crucial to maintaining food production and reducing the vulnerability of rural communities.

"If each of us had a ditch in our field, house or garden, we would be collaborating with the water of all the people who live on this planet. I repeat, it is a collaborative, humane and very protective action for the environment," concludes Alejandro Peirano.



BUSINESS CASUAL FOR A MODERN MAN

This style seeks to strike a balance on the fine line between elegant and informal comfort. But be careful, clothing will not only depend on personal style, but also on the area in which you work.



Over the years, the traditional suit and tie uniform has been **replaced by a more casual style, with the majority being modern men who opt for this fashion.**

Fashion

In this edition, we show you 5 casual business outfits for modern dads and some recommendations that accompany this look.

1. Shirts and polos

Wear a dress shirt unbuttoned on top and leave the jacket **of the suit open to make it look more relaxed. If you prefer to wear a polo shirt, opt for shirt-style ones and preferably in dark colors.**



2. Pants

Although formal pants never go out of style in the office, jeans today are also an acceptable option in business casual. Remember that if you choose a jean, on top you should wear something more formal and thus meet the balance.



3. Shoes

Loafers are perfect for this fashion. We recommend that you do not settle for shoes of a single color, but rather use several options. Sneakers are another alternative for

Fashion

break limits. If you are going to use the latter, try to mix them correctly with the outfit you have chosen.



4. Warm clothing

The business casual style opens the door to many other outerwear styles. For example, you can combine your look with a leather bomber jacket, a

safari jacket, a denim jacket, a wool coat or even a trench coat. In reality, it will depend on the weather and the clothes you wear underneath.



5. Accessories

Do away with the vest, tie and pocket square. Alternatively, you can choose to wear a pair of brighter colored socks or a belt that

contrast. In itself, wearing fewer traditional accessories will give you a more relaxed appearance, which is what we are looking for.



***What is
business
casual?***

This style seeks to achieve a balance on the fine line between elegance and comfort.

informal.

Fashion

ConStyling.

9 STEPS FOR A

IDEAL SKINCARE ROUTINE



Our skin is exposed to multiple pollutants during the day and night, so applying a skincare routine is the ideal way to maintain a beautiful, hydrated and clean face.

If you want to adapt to an effective routine, here is a quick guide

About the order of the products you should apply to your skin:

1. Cleaner

Removes makeup, sweat and pollution

2. Exfoliant

Removes dead cells and smoothes the texture of the face

3. Tonic

Balances the pH of the skin and restores its natural acidity

4. Serum

Reduces the premature appearance of aging

5. Masks

Balances the pH of the skin and restores its natural acidity

6. Eye contour

Prevents dark circles and wrinkles

7. Moisturizer

Moisturizes entire skin and seals in moisture

8. Sunscreen (morning)

Protects from ultraviolet rays

9. Sleeping pack (noche)

It is a night mask that will improve the skin in the morning



THE 9 STEPS OF SKINCARE



Cleaner



Exfoliant



Tonic



seru
m



masks



Eye
contour



Moisturizer



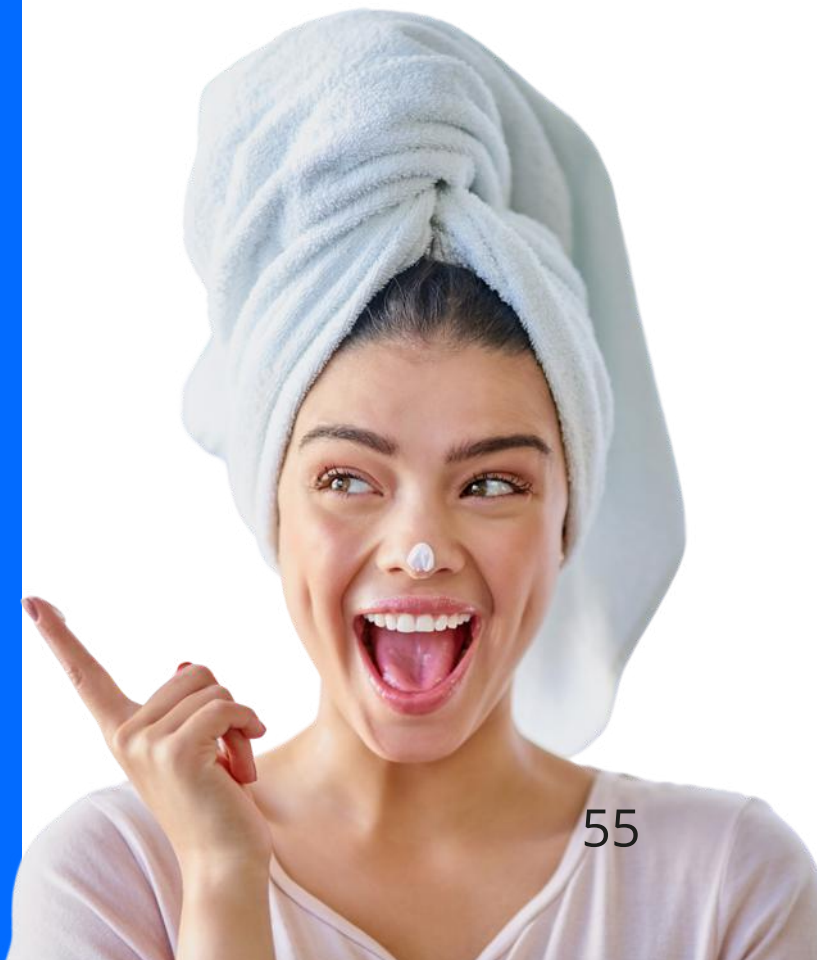
Protector
solar



Sleeping
pack

GIVEN:

Not all steps must be carried out every day. Also, remember that you should choose each product according to your skin type and needs. Start now and you will soon have enviable skin!



MANAGEMENT

TIPS Tips for brilliant minds



1. AT THE START OF THE DAY

Identify and write:

- Today I will thank you for...
- Today I will focus on...
- Today I will get rid of...

2. INCREASE YOUR EFFECTIVENESS

- Organize your activities by time blocks.
- Set aside time to work without notifications or interruptions.
- Create habits of your routine.

3. IMPROVE YOUR COMMUNICATION

- Use an appropriate tone of voice.
- Create concise and assertive messages.
- Practice active listening with your team.

4. ELIMINATE SELF-CRITICISM

- Discard the negative and analyze your overall performance.
- Try to be flexible with yourself and others.
- Turn failures into opportunities for improvement.

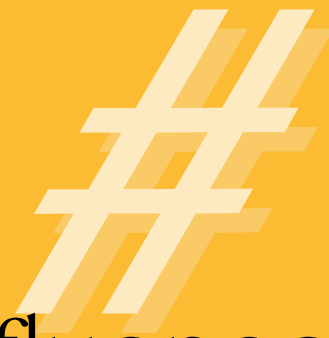
5. DETERMINE YOUR WAY OF LEADING

- Analyze and define what type of leader you want to be.
- Write your vision of leadership.
- Decree what you intend to contribute as a leader.

6. DEFINE YOUR GOALS

- Agree on objectives with your team.
- Define SMART goals.
- Monitor progress and analyze results.

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