

# THE PUBLIC

## SOLAR BIOPANELS

THEY TRANSFORM BUILDINGS INTO URBAN LUNGS

## PROTEIN OF INSECT

KEY TO A SUSTAINABLE FUTURE

## ADOPTION

60% OF YOUNG ORPHANS IN MEXICO ARE NEVER ADOPTED

## THE OLD SEU

HISTORY AND HERITAGE IN THE HEART OF LLEIDA

**MARIANO SERKIN**

PARTNER THE

**ISLA**

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### Director

Nayla Lopez

### Publisher

Stephanie Rodriguez  
erodriguez@grupothepublic.com

### Editors

Pilar Astupiña  
pastupina@grupothepublic.com

Hope Aguilera  
eaguilera@grupothepublic.com

### Art direction

Andrea Garcia  
agarcia@grupothepublic.com

### Development and Technology

Pierre Santos  
jsantos@grupothepublic.com

# EDITORIAL



Estefani R.

**PUBLISHER**

In this fifteenth installment, we present on the cover Mariano Serkin, founding partner of ISLA, whose advertising agency has just won various recognitions at the Effie Awards 2024. In this regard, Serkin reveals the strategies that have led this Mexican firm to success.

Today, information is the new gold and analytical solutions have become fundamental allies for companies. The result? A return on investment (ROI) of up to 209%. But technology does not stop at data analysis. It is also beginning to redefine the urban landscape with the development of solar biopanel, devices capable of turning buildings into "urban lungs."

Sustainability in food is another area where change is imperative, and this is where insect protein has begun to attract attention. With high nutritional value and minimal environmental impact, insects surprisingly represent one of the most sustainable sources of protein.

These advances show how science and technology can work in unison to meet the challenges of the future. We are approaching a world where every innovation represents an investment not only in economic growth, but also in the health and viability of our planet.



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## INSPIRATION OF THE GREATS

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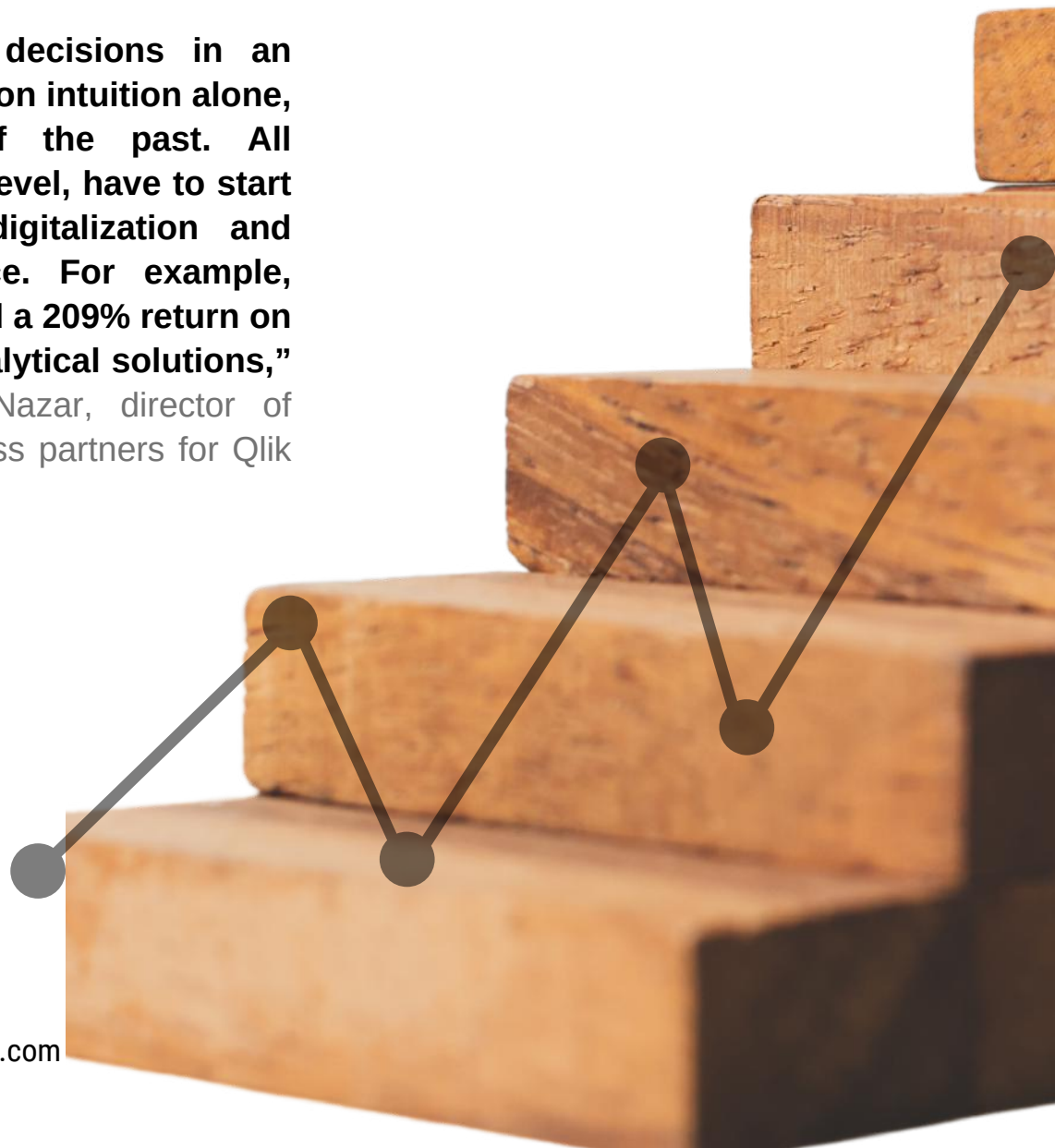
# ANALYTICAL SOLUTIONS OFFER AN ROI OF UP TO 209%

*Written by: Estefani Rodriguez*

**F**or organizations that want to stand out in today's business environment, data literacy has become an indispensable skill. This skill involves the ability to interpret, analyze and use data to make informed decisions, which can make the difference between success and failure.

**“You can't make decisions in an organization based on intuition alone, that's a thing of the past. All companies, at any level, have to start moving towards digitalization and artificial intelligence. For example, our clients have had a 209% return on investment with analytical solutions,”** says Doraliz Ben Nazar, director of alliances and business partners for Qlik in North America.

Data analytics is a key differentiator for business growth, driving innovation and optimization in times of change.

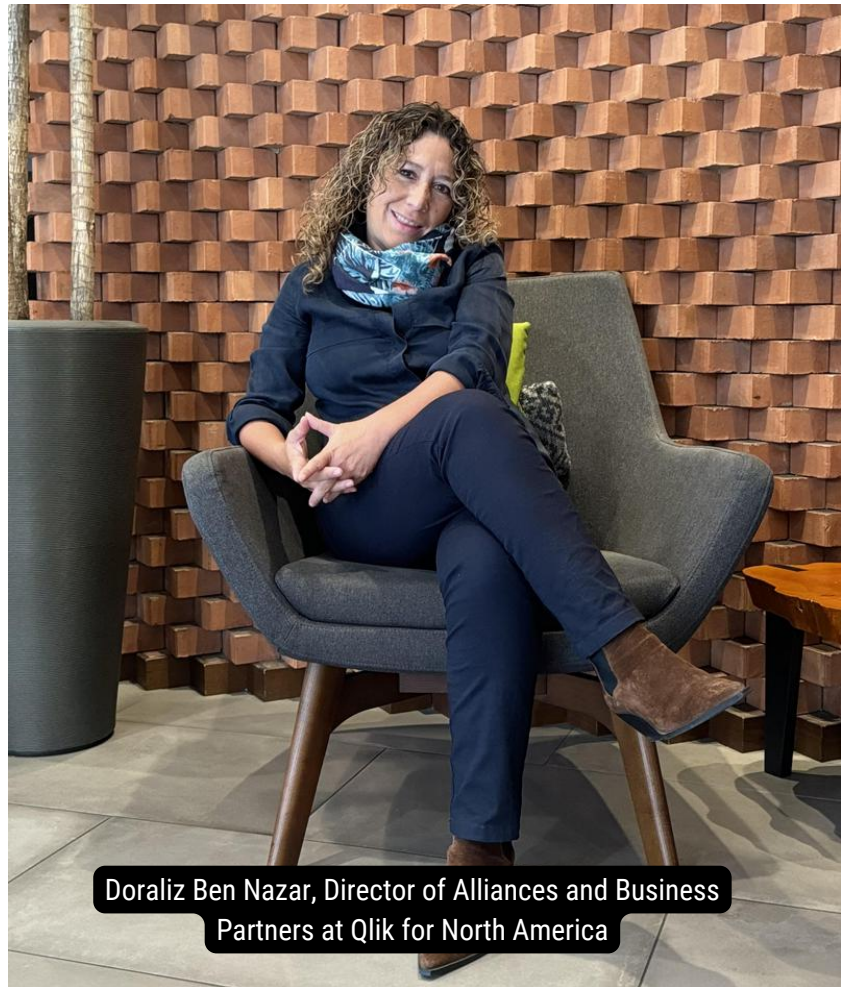




By understanding and interpreting data, organizations can quickly identify bottlenecks in processes, optimize resources, and detect areas for improvement. This allows them to be more agile and react more quickly to changes in the market.

Data literacy also opens the door to innovation. Companies that know how to use their information can identify new business opportunities, explore emerging markets, and develop products or services that better fit the needs of their customers.

In this context, we can cite the example of Domino's Pizza. Specifically in Mexico City, the food chain had a logistics problem, since they managed all their customer information in Excel and on a sheet of paper. By implementing Qlik tools, they created a database that they used to learn about their customers.



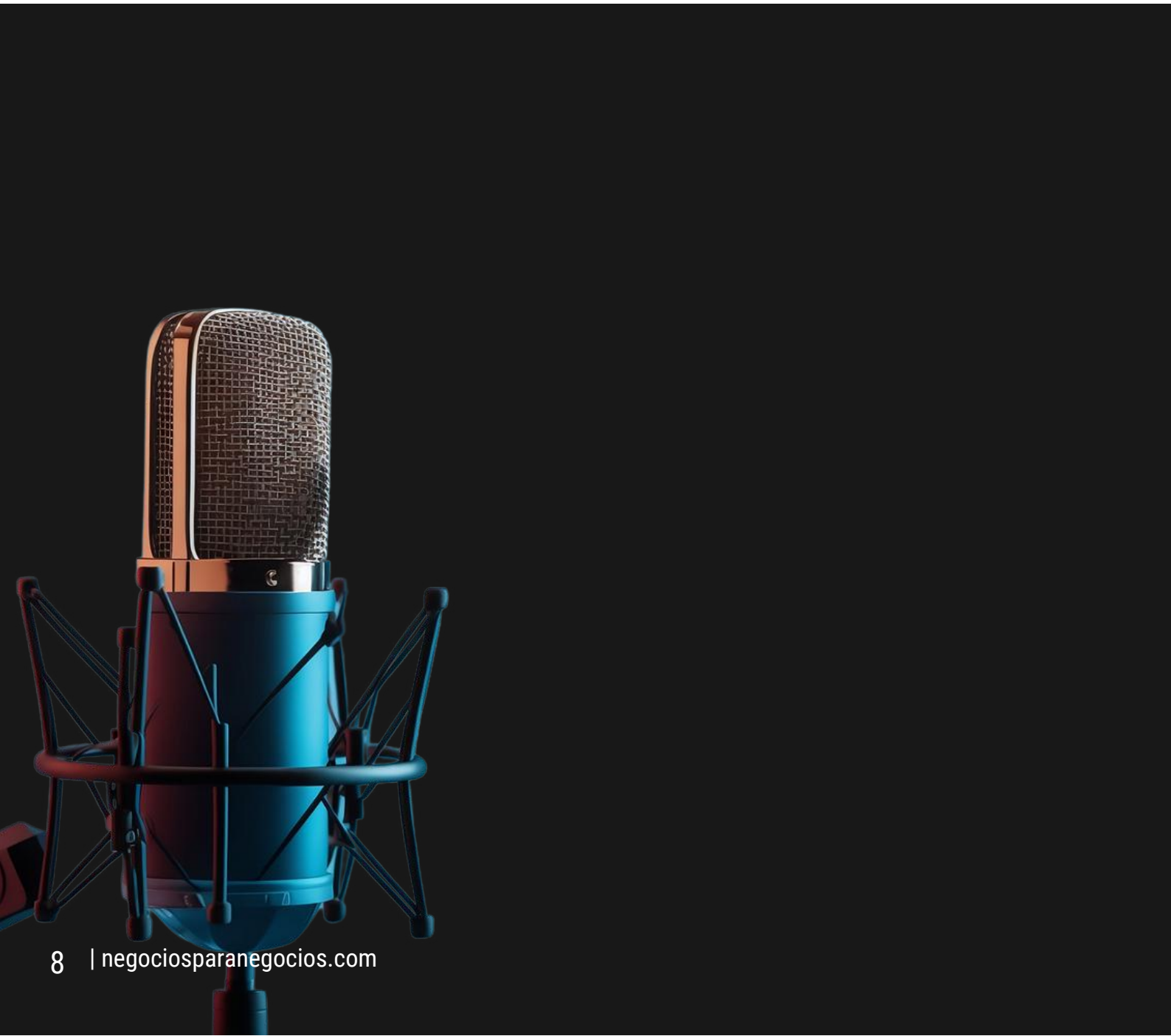
Doraliz Ben Nazar, Director of Alliances and Business Partners at Qlik for North America

**“They discovered that every time it rains in a certain location, customers crave pizza. With this information, Domino's could launch a promotion every time it rains. This business analysis resulted in more sales and greater efficiency in the area of gasoline and delivery drivers,”** says BenNazar.

However, adopting a data-driven culture can face internal resistance. Many enterprise organizations, especially those that have worked in a traditional way for years, may feel intimidated or skeptical about integrating data into their daily work.

**“There is a misconception that working with data is extremely complicated. All companies have data, but they have a problem with literacy, and we want to streamline this process. In fact, through the Data Literacy Project website, we offer, together with six other companies, literacy courses free of charge,”** he emphasizes.

While digitalisation presents challenges, its benefits in terms of decision-making, efficiency, innovation and collaboration far outweigh the barriers. Investing in training and developing these skills will enable companies to not only survive, but also thrive in an increasingly technological market.





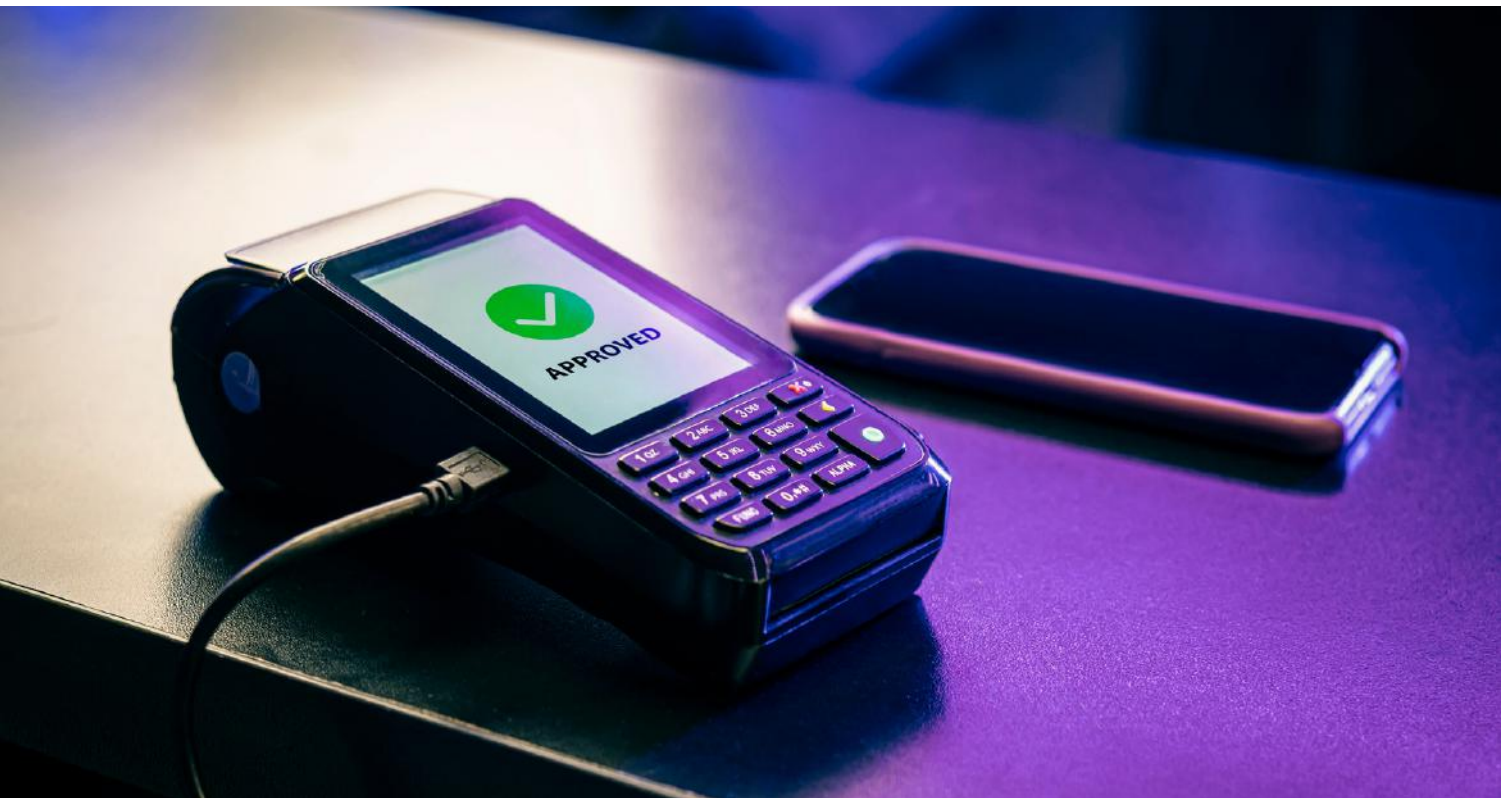
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# THE END OF CASH PAYMENTS AND THE FUTURE OF M-COMMERCE



*Written by: Estefani Rodriguez*

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Globalization and the growth of e-commerce have transformed the way consumers buy and businesses sell.

C

ash usage has declined significantly, while digital and contactless alternatives have gained popularity around the world.

In such a context, offering various payment options can make the difference between winning or losing customers.

**“The payment industry is evolving rapidly and the idea is that online stores need to charge using the payment method that is most suitable for the customer in order not to lose a sale,”** says Lionel Martin, Associate Director & CTO at Lyra Spain.

One of the benefits of using multiple payment systems is global reach. Businesses that opt for this strategy can attract international customers, removing barriers that might arise due to lack of local card support or preferences for specific digital wallets.

It also increases the conversion rate. If a customer reaches the end of the purchase process and cannot find their preferred payment method, they may abandon the shopping cart.

Lionel Martin, Associate  
Director & CTO at Lyra Spain

**“Having all the payment methods will increase your acceptance rate. Typically, with Lyra, the rate goes up between 5% and 12%,”** explains Lionel Martin.



Customer experience is also improved. Flexible payment options offer a smoother and more convenient shopping experience. Additionally, modern payment solutions often feature advanced security, such as two-factor authentication and data encryption, which builds greater consumer trust.

In this sense, m-commerce or mobile commerce is booming, which means that companies must optimize their platforms to be compatible with mobile payment methods. This includes everything from applications that allow a **"click to pay"** to the option of making direct bank transfers from a smartphone.



**"In Spain, for example, there are fewer and fewer cash transactions. People are using electronic payments more and there is a massive adoption of Google Pay and Apple Pay, which allows you to pay with your phone in stores and also online. The use of mobile phones is now a central tool for making payments,"** says the executive.

By 2025, digital wallets, QR code payments and cryptocurrency adoption will be the norm. As these trends take hold, the key will be to ensure that these innovations are implemented in a safe, efficient and accessible manner for all.

Ultimately, adapting to the diversification of payment methods is more than an option; it is a necessity for any company seeking to stand out in an ever-changing digital environment.





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# SOLAR BIOPANELS MAKE IT POSSIBLE TO TRANSFORM BUILDINGS INTO URBAN LUNGS

*Written by: Esperanza Aguilera*

This innovative technology harnesses microalgae to produce energy, capture carbon dioxide and improve the environmental efficiency of urban buildings.





Cities, which are home to more than half of the world's population, face critical problems such as pollution, resource depletion and global warming. These challenges require an innovative approach that integrates urban design with smart technologies to improve the quality of life of citizens.

Green buildings stand out as one of the most effective solutions in this area. These structures are designed to reduce their environmental impact through the efficient use of energy, water, and other resources. They incorporate features such as green roofs and sustainable materials, creating spaces that are not only sustainable, but also healthy for their occupants.

However, one of the biggest challenges to this transition is the initial cost of implementation. Investment in advanced technologies and sustainable materials can be high, which represents a barrier. In addition, other challenges must be overcome, such as resistance to change and the need for technical training.

However, more and more companies are exploring innovative solutions to contribute to environmental well-being. An example of this trend is the development of technologies such as Greenfluidics, solar biopanel. These panels not only produce clean energy, but are also designed to minimise environmental impact through biotechnology.



Biopanel uses microalgae in three ways: to capture carbon dioxide, generate oxygen, and regulate the temperature in buildings. **“The biopanel acts like a small forest. In addition, it is a multifunctional system that combines technology, design, and nature in a single product in a much more efficient way,”** explains Adán Ramírez, CEO of Greenfluidics.



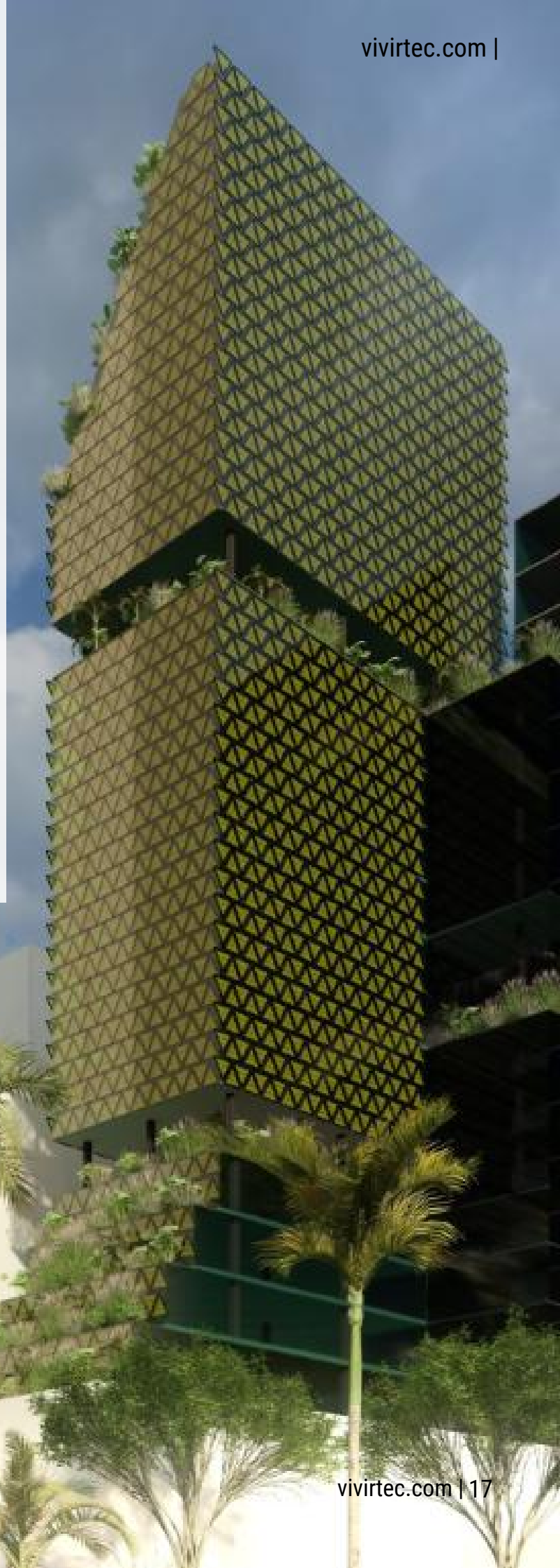
**“The biopanel helps solve several environmental challenges in a single tool. Creating complex technologies helps solve the complex challenges we face today as humanity”**

Ramírez also explains that one of the company's main objectives is to take advantage of existing infrastructures, integrating innovative solutions that allow progress towards smarter cities without the need for massive investments, facilitating gradual adaptation towards more sustainable models.

**“More than a technology, we think of biopanel as a tool for architects and developers, to really transform everything from how they do urban planning and management to the design of the buildings themselves. We have to break the idea that buildings are a container for people, and start thinking of them more as a system that interacts with cities. It can be a living system; we can see each building as a lung for the city,”** he adds.

The sectors with the greatest potential to adopt this technology are commercial architecture, events and festivals. **“Real estate developers and architects see in this technology not only a way to comply with environmental regulations, but also an opportunity to attract consumers with more sustainable and visually striking buildings,”** he emphasizes.

Ramírez stresses the importance of making sustainability visible in everyday life. Unlike other technologies that are usually hidden in ceilings or behind walls, biopanel seek to be seen and appreciated by people. **“We want people to live with sustainability, to see it and understand it. Only in this way will we achieve mass adoption of this technology,”** concludes the CEO.





# Platforms that lead e-commerce in Latin America

The logo for dafiti, featuring the word "dafiti" in white lowercase letters on a black rectangular background.

Founded in Brazil in 2011, specialized in online fashion.

The logo for falabella, featuring the word "falabella" in a white cursive font on a yellow rectangular background.

Chilean company since 1889, leader in omnichannel e-commerce.

The logo for Liverpool, featuring a stylized white geometric icon on the left and the word "Liverpool" in white on a pink rectangular background.

Mexican store since 1847, offering physical and digital sales.

The logo for Mercado Libre, featuring a yellow circle with a white handshake icon on the left and the words "mercado libre" in black on a yellow rectangular background.

Started in Argentina in 1999, leader in eCommerce with Mercado Pago.

The logo for Ripley, featuring the word "RIPLEY" in white uppercase letters on a black rectangular background.

Founded in Chile in 1956, it combines physical and online sales in fashion and electronics.

The logo for Amazon, featuring the word "amazon" in white lowercase letters with a yellow arrow pointing from the 'a' to the 'z' on a black rectangular background.

Present in Latin America since 2010, the marketplace with the largest global traffic.

The logo for SHEIN, featuring the word "SHEIN" in white uppercase letters on a black rectangular background.

Asian fast fashion store, focused on affordable fashion and influencer marketing.

The logo for Walmart, featuring the word "Walmart" in white lowercase letters with a yellow six-pointed starburst icon on a blue rectangular background.

Global retail giant in Latin America since the 90s, known for its low prices.



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# INSECT PROTEIN AS THE KEY TO A SUSTAINABLE FUTURE

With less environmental impact and high nutritional value, insects are emerging as a great alternative for food in the coming years.

*Written by: Esperanza Aguilera*

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Growing concern about food insecurity has led to a search for sustainable food sources that can meet global demand in the coming years.

Among these alternatives, the consumption of insects, known as entomophagy, has gained relevance as a nutrient-rich and environmentally friendly option.

The Food and Agriculture Organization of the United Nations (FAO) has noted that insects contain a high nutritional value, making them an especially ideal option for populations that lack access to balanced diets. Some insects can have up to twice as much protein as beef, as well as being an important source of iron, fiber and vitamins.



**"Insects can be our best ally in combating malnutrition and food shortages in the future,"** says Patricio Gutiérrez, CEO of Sustainable Food Group, a company specializing in the production and marketing of insect-derived proteins with two key brands, GriYum and Santena.

Gutiérrez points out that the cricket, especially the *Acheta domestica* species, is one of the most cultivated insects due to its exceptional nutritional profile, rich in calcium, magnesium and vitamin B12. Other species such as the *tenebrio molitor* (mealworm) and the larvae of the black soldier fly are also valued for their chitin content and a broad spectrum of vitamins and essential fatty acids.

Producing insects for human consumption also has a number of environmental advantages compared to conventional meat production. Insects require significantly less water, land and feed to grow. They also produce minimal greenhouse gases compared to livestock.



Patricio Gutiérrez, CEO of Sustainable Food Group

According to the FAO, crickets need approximately 12 times less feed than cattle to produce the same amount of protein. In addition, specifically at Sustainable Food Group, Gutierrez highlights that for every ton of cricket protein they produce in their facilities, they can mitigate 442 tons of CO<sub>2</sub>. **“Our environmental impact is totally positive. We are carbon negative in our production of raw materials.”**

However, one of the biggest challenges facing entomophagy is cultural acceptance. In regions such as Asia and Africa, the consumption of insects is a common practice and has been part of traditional diets for centuries. However, in many parts of the West, the idea of including insects in the daily diet is met with rejection.

**“Mexico is very noble in this regard, as it is a country that is used to eating insects, and it does not see it as wrong. We have this advantage. However, general acceptance is complex, but we are not giving up,”** says the CEO.

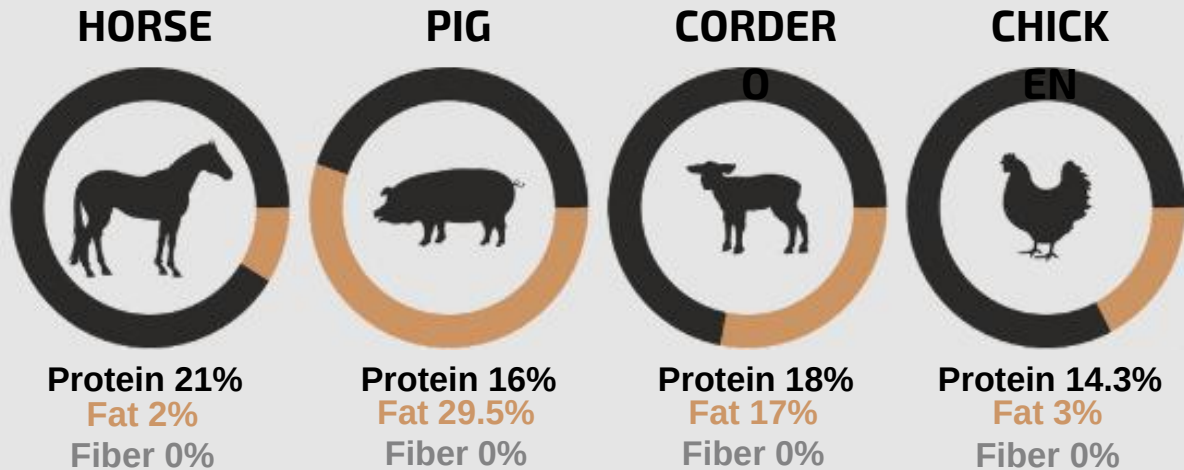


According to a report by consultancy Meticulous Research, the market for edible insect products is expected to reach \$8 billion by 2030, driven by the demand for more sustainable and healthier foods. Startups and large food corporations are investing in innovation to develop products that make insect consumption more attractive, both in terms of taste and presentation.

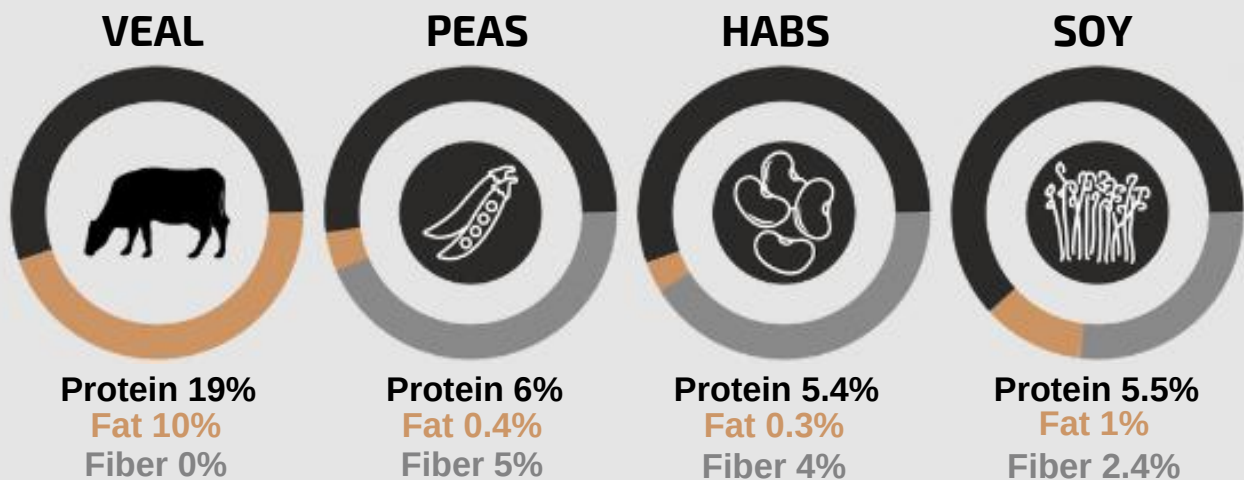
As the world's population continues to grow, insects are likely to become more frequently integrated into diets around the world. Gutierrez is optimistic: **"In the next five years, this industry is going to be much more consolidated worldwide."** He believes that, with the support of technology and investment in science, current companies will be ready to supply much of the Americas, contributing significantly to food security.

## BENEFITS OF INSECTS

Insects provide a significant amount of protein, vitamins (B1, B2, B3, B9) and minerals (Fe, Zn, Mg, Mn) that are very important for animal and human health. They also provide other nutritional benefits such as polyunsaturated fats (omega 3 and omega 6) that help control cholesterol. Finally, the contribution of chitin from the insect's exoskeleton is a natural anti-inflammatory and antibacterial.



### ACHETA DOMESTICUS



Source: Insecto Delicious



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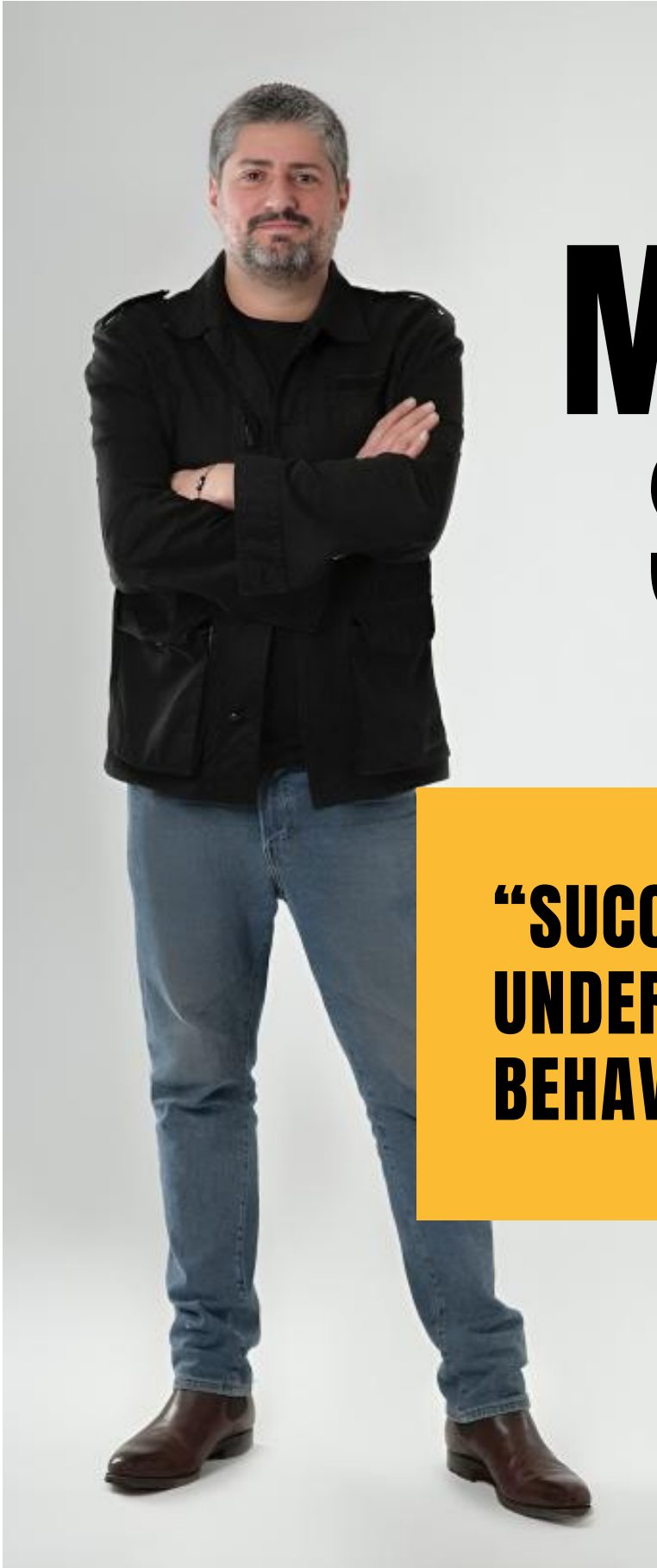


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# MARIANO SERKIN

*Written by: Estefani Rodriguez*

**“SUCCESS LIES IN A DEEP  
UNDERSTANDING OF HUMAN  
BEHAVIOR”**

ISLA receives historic recognition at the Effie Awards, as well as four awards for excellence in advertising effectiveness.



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ith a notable presence in the creative industry during the last decade, Mariano Serkin, founding partner of the ISLA agency, has

led multiple projects that led him, in 2012, to be recognized as one of the eight most innovative creatives in Latin America, according to Ad Age and Creativity.

Today, the agency he leads has two victories. In 2024, ISLA has been recognized as Agency of the Year at the Effie Awards Mexico, and as Independent Agency of the Year at the Effie Awards Latin America. The firm also won four awards at the Effie Awards Mexico: one gold, two silver and one bronze, in recognition of its innovation and effectiveness in advertising.

The **“Real Motherhood”** campaign for Marías Gamesa (PepsiCo Mexico Foods) was responsible for taking the agency to the podium with a gold Effie in the Snacks, desserts and sweets category. Meanwhile, the **“Fallar es de valientes (Failing is brave)”** campaign for Doritos earned it a bronze in the same category, while **“Don't underestimate the extra Pip-Cante effect of Flamin' Hot”** stood out by earning a bronze and a silver.

According to Serkin, ISLA has based its success on a deep understanding of human behavior, using creativity and strategy, along with a focus on data and market analysis. This has allowed it to not only create impactful campaigns, but also evolve into business consulting services, which has made it a benchmark within the industry.



Therefore, one of the pillars of the agency is its proximity to the consumer, a quality that they cultivate through qualitative and quantitative research. **“Every month we see many studies in relation to the new generations, such as the alpha generation, the Z generation, millennials and also family groups. Thus, we develop methodologies that allow us to identify and learn to then transform it into actionable insight,”** says the creative.

In addition to its wins at the Effie Awards, the agency was certified as a Great Place to Work for the second consecutive year in Mexico, recognizing the value of its work culture and commitment to the development of its team. This recognition is a testament to how talent and staff well-being are prioritized as fundamental elements for success.

**“The idea of getting certified was to have direct feedback from the talent we work with. When we designed the idea, what we wanted was to put talent at the center, and from the beginning start mapping each of the people we work with. The goal is to improve year after year, not only with the work we do, but in how we develop the careers of professionals within ISLA,”** he emphasizes.

On the other hand, Mariano emphasizes the ability to adapt. With the arrival of social media and mass access to mobile devices, consumers are exposed to hundreds of advertising messages in a matter of minutes. The competition to capture the user's attention is fierce, and advertising strategies are increasingly focused on the instantaneous and visual to make the most of consumers' limited attention span.





**“We are in a time of rapid, highly volatile change. We believe that it is no longer about how much you know, but how quickly you learn. Everything we face today – the briefs, the business problems, the changes in consumer attitudes – is so new that it requires people who have the ability to learn and adapt quickly,”** concludes Serkin.

ISLA's consolidation as a leading agency in the advertising industry reflects the power of innovation, data-driven strategy and proximity to the consumer. With its recent recognitions, and towards 2025, the creative firm has strengthened its presence in the Mexican market and its regional projection in Argentina and Brazil.

### **Portrait**

Mariano Serkin specialized in Business Management, Strategy, Innovation and Technology at MIT Sloan. His main goals include understanding the complexity of digital transformation and innovation, designing improved strategies, adding value and leading effective changes for global brands. Throughout his career, he has developed highly recognized international work for clients such as Procter & Gamble, PlayStation, Pepsico, PedidosYa, Toyota Europe, AB InBev and Amazon, among others.



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# CULTURAL IDENTITY DRIVES SPORTS MARKETING IN LATIN AMERICA

Understanding the cultural value of sport allows brands to strengthen their bond with diverse consumers.

*Written by: Esperanza Aguilera*



Victor Caceres, creative director of [Atomikal Consultant Agency](#).

**T**he concepts of segmentation and specific focus have dominated brand strategy for years. However, in a context

where the diversification of interests and personalisation of sports consumption are increasing, marketing needs to adapt to reflect the multiple facets of the modern consumer.

According to the report *The Football Landscape – The Vision 2020-2023* by the International Federation of Association Football (FIFA), there are 5 billion football fans around the world; but Latin America is one of the regions with the most followers of this sport. However, more and more disciplines such as basketball, baseball, and even boxing, have become more relevant.

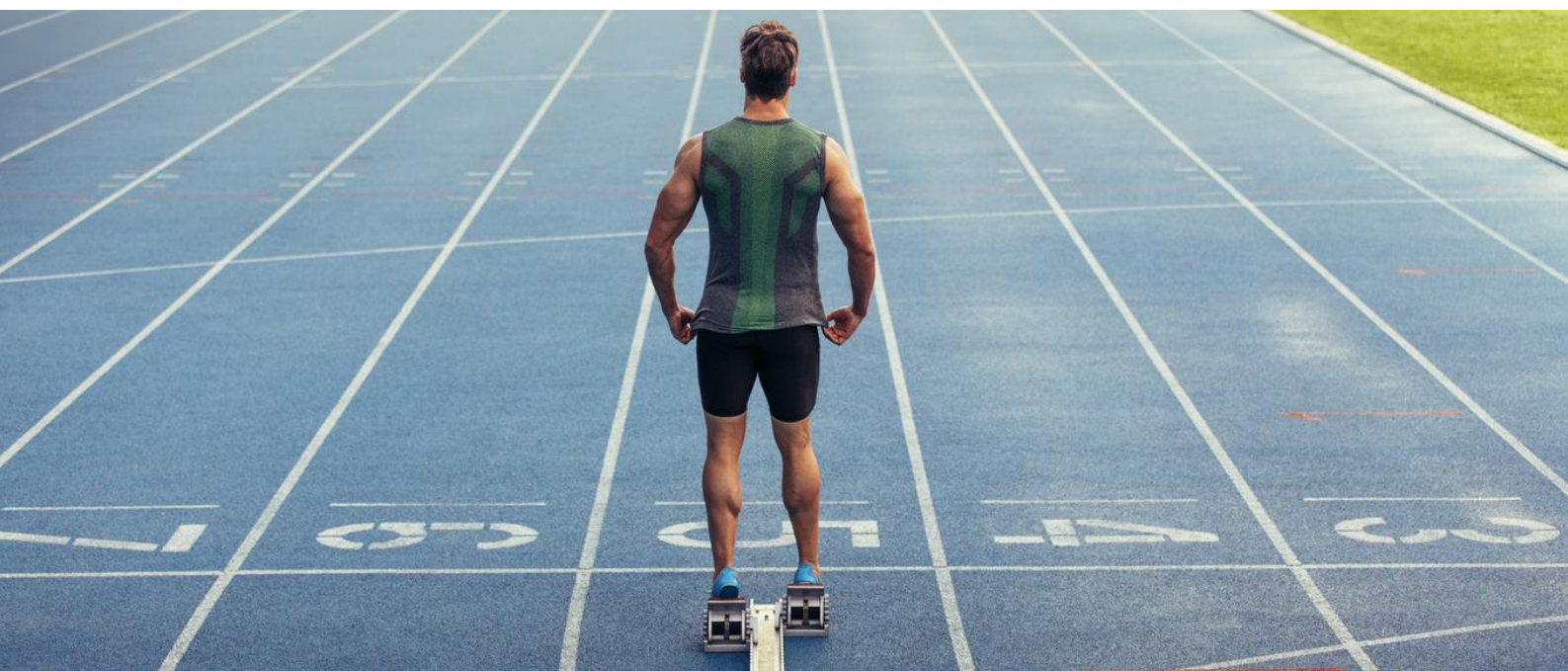


Thus, sports marketing in Latin America faces the challenge of connecting with a passionate, diverse and constantly evolving audience. In the region, sport is not just entertainment, but a cultural phenomenon that defines lifestyles and promotes collective identity.

Víctor Cáceres, creative director of Atomikal Consultant Agency and one of the people responsible for the new brand concept for Marathon Sports in Peru, delves into the challenges of creating campaigns that resonate in a market where sport is much more than a physical activity. In his words, understanding the cultural and emotional context of consumers is crucial to establishing an authentic connection that transcends the offering of products and services.

This new concept, **"Find Your Court,"** focuses on transforming the sports experience, not only in a physical space, but also in a personal and adaptable environment. This approach is born, according to the creative, from a deep research into the needs and motivations of today's consumers.

**"We interviewed athletes and also people who simply seek a connection with urban clothing or a sporty style. We discovered that sport is for many their escape space, their happy place, and also a way of identifying themselves,"** he shares. This results in a fundamental premise for understanding that today consumers are not only looking for products, but for a broader meaning that represents them.



Marathon's strategy thus proposes a break with the previous positioning, strongly linked to football, to encompass a wide variety of sports, such as paddle tennis, basketball, running, and even emerging sports. **"The biggest challenge was to break the stigma that Marathon was only for footballers. Now it is a space where everyone can find something, regardless of the sport they practice,"** he says.

The campaign also reveals a growing trend in marketing: the importance of shared experience. Cáceres mentions that, after training, consumers find an after-training, a space for camaraderie that the brand has decided to include in its vision.



**"People are not just looking for a place to train; they also want a space where they can share, chat and extend their energy after exercise,"** he explains.

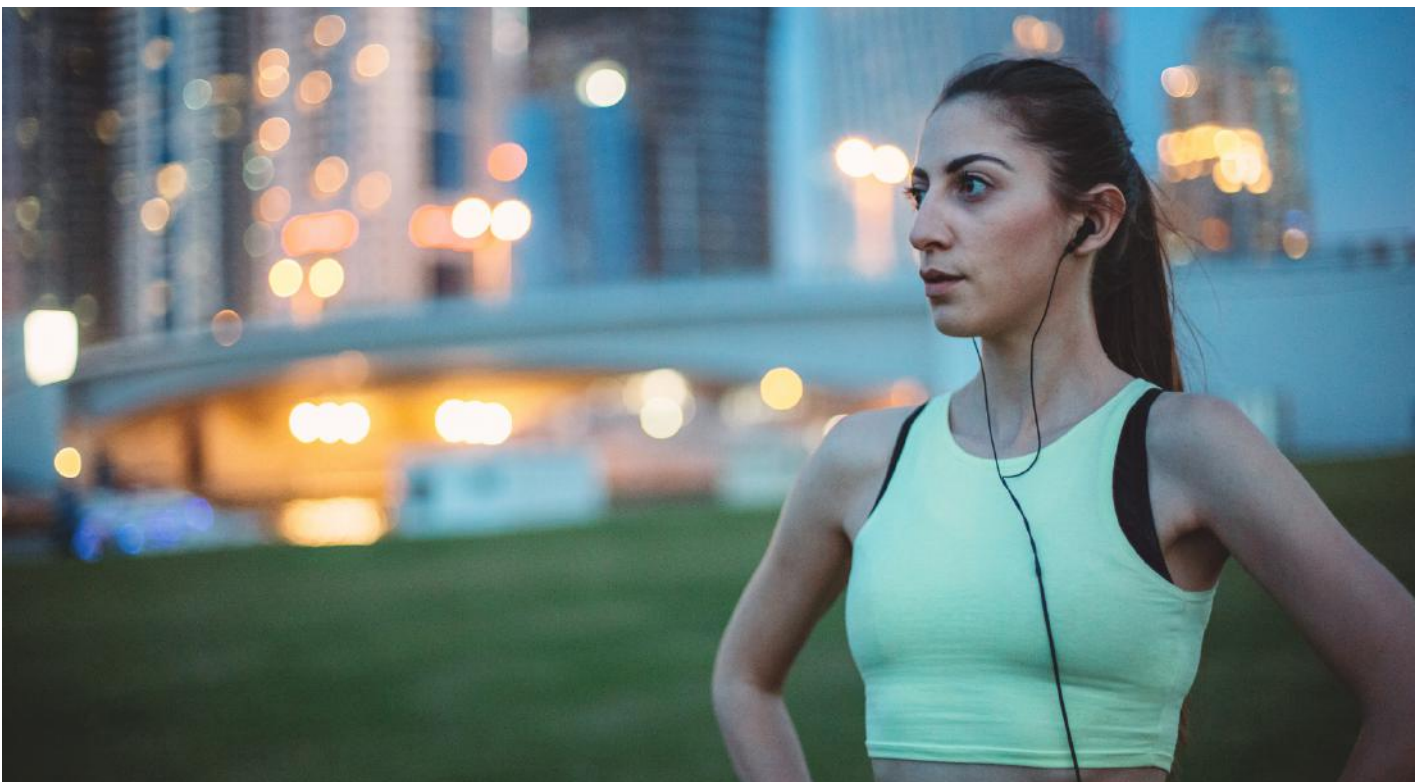
For companies looking to expand their reach in sports markets, consumer research and analysis are essential pillars. This approach goes beyond traditional segmentation, requiring:

- **Deep audience research and analysis:** understanding the values and emotions that drive consumers. Understanding how sport impacts daily life and cultural identity can be crucial for brands looking to connect with a broad and diverse audience.



- **Flexibility and adaptability of the message:** a successful campaign adapts to different contexts and subcultures within the same market. The ability to transform a central concept to cover various disciplines and lifestyles ensures that the brand reaches a broad spectrum of consumers.
- **Create a community space around the product:** today's consumers are looking for shared experiences and a sense of belonging around their interests. Campaigns that invite users to discover and share in a community reinforce the perception of the brand as an ally in their lifestyle.

Adapting to these social needs opens up new opportunities for companies to interact with their audiences through community experiences. From a strategic perspective, expanding the idea of a sports venue to an inclusive and meeting space can differentiate a brand from its competitors. **“For many, sport is a form of belonging. The pitch, in our concept, stops being a football field and becomes any space where the consumer feels fulfilled and motivated,”** concludes Cáceres.

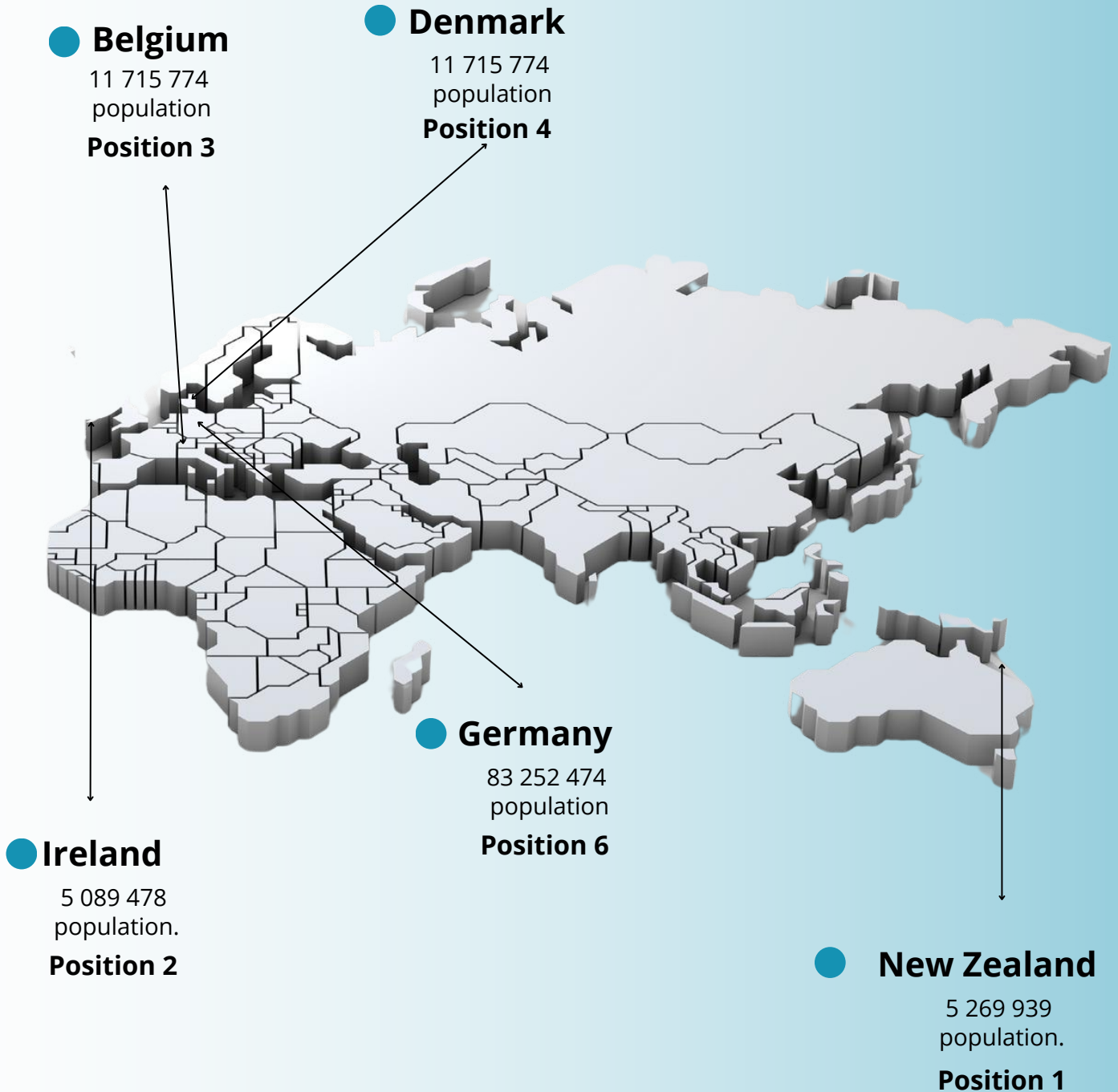


# 2024 RANKING ON **WORK-LIFE BALANCE** IN THE WORLD





# 2024 RANKING ON **WORK-LIFE BALANCE** IN THE WORLD



# 60% OF YOUNG ORPHANS IN MEXICO ARE NEVER ADOPTED

Children in foster care face multiple structural, social and psychological challenges, requiring continuous and comprehensive support.

*Written by: Esperanza Aguilera*



**F**or many, adoption represents an opportunity to form a home and is often thought of as a time of joy and excitement.

However, behind this process there are profound challenges that require comprehensive support for both adoptive families

as for young people, whether adopted or those who remain in institutions.

In Mexico, the exact number of minors awaiting adoption is difficult to determine due to under-reporting.



However, official data from the Federal Attorney's Office for the Protection of Children and Adolescents indicate that, during 2023, a total of 335 children and adolescents were registered in its national system. Of this group, 209 managed to find a home through adoption.

In this process, it is crucial to understand that the first option for children under protection is always family reintegration, as the aim is to keep the minors in their biological environment whenever possible. Only when this alternative is not viable, the possibility of adoption opens up.

However, adoption faces multiple challenges that go beyond legal procedures. These obstacles include psychological aspects, such as managing the emotions and expectations of both children and adoptive parents; and social aspects, due to the stigma and prejudices that still persist around this practice.

Young people who enter the adoption system often carry emotional wounds that complicate their adaptation to new families. **"Many of these children have been victims of abandonment, mistreatment or abuse, so they need psychological support focused on trauma,"** explains Rosalinda Morales, coordinator of the family area at Fundación Unnido.



Photograph by Unnido Foundation



On the other hand, families also face a significant emotional challenge. **"It is important to make families very aware that this process can take time, but it is a necessary time for their training,"** says Morales. Adoption includes not only an initial evaluation, but also ongoing training to ensure that parents are prepared to deal with potential emotional crises in children.

The bonding process between children and parents is not always immediate, and some couples experience frustration at not achieving a quick emotional connection. **"The formation of the bond is something that will happen gradually. For the young people to genuinely call them mom and dad will also take time, because they also have their moment to adopt their parents,"** explains the coordinator.

However, it is realistic to recognize that thousands of children and young people spend most of their lives in institutions. Patricia Secunza Schott, national director of Casa Alianza, shares that according to the 2022 Social Assistance Accommodation Census, 40% of young people aged 10 to 14, and 20% of those aged 15 to 19, remain in institutions without being adopted or reintegrated into their families.

A critical aspect of adoption is the age of the children. The older they are, the more difficult it is for them to be adopted. Teenagers who spend years waiting for an adoptive family are forced to leave the foster care system upon reaching the age of majority. For these young people, the main challenge is facing adult life without a family support network to guide and sustain them emotionally.





Photography of Casa Alianza

stressing that it is not just about speeding up adoption procedures, but also about transforming the living conditions of children and adolescents who remain under the protection of the State.

**"It is crucial to support mothers and fathers in generating positive parenting practices in adoptions, but we also need programs that support adolescents until they are 21 or 23 years old, giving them support so they can develop an independent life," she concludes.**

**"In order for a child to be considered for adoption, it is necessary to initiate a lawsuit for loss of parental authority. Unfortunately, these processes tend to be very slow and many adolescents remain in institutions for their entire lives. When they turn 18, they do not have adequate mechanisms to take care of themselves,"** explains the director of the center.

Thus, there is a need to implement structural changes in the adoption system in Mexico,



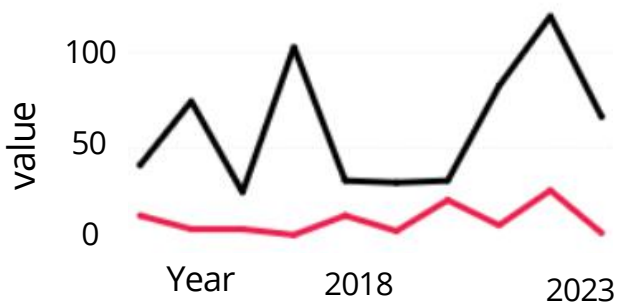
Photography by Unnido Foundation

# ADOPTIONS BY THE SNDIF IN MEXICO

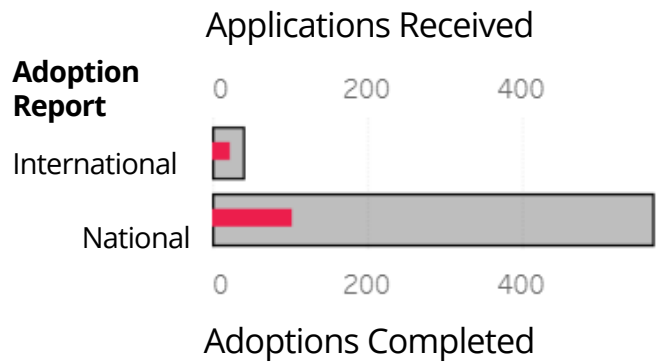
Source: SNDIF, Adoption Statistics 2014-June 2023

- Adoptions Completed
- Applications Received

Adoptions requested and concluded by the SNDIF for persons aged 0 to 17 years per year



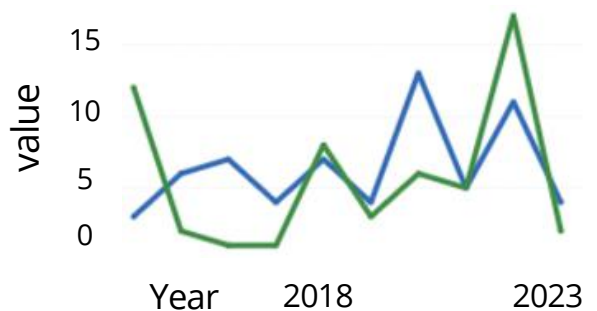
Adoptions requested and concluded of persons aged 0 to 17 years by the SNDIF type of report



Adoptions of persons aged 0 to 17 by the SNDIF by sex and age

	National DIF
0 to 4 years (female)	15
0 to 4 years (male)	23
5 to 8 years (female)	37
5 to 8 years (male)	28
9 to 17 years (female)	11
9 to 17 years (male)	10
0 to 17 years (female)	64
0 to 17 years (male)	61

Adoptions requested and concluded of persons aged 0 to 17 years by the SNDIF type of report







**Finally, all sectors are an extension of agriculture.  
Without the countryside there is no commerce, industry,  
technology, fashion, art, etc.**



# FROM ASH TO EXTINCTION: FOREST FIRES AFFECT BIODIVERSITY

*Written by: Estefani Rodriguez*



With habitat loss, Latin America and Europe face a devastating impact on ecosystems.

**E**

very year, wildfires affect large areas of vegetation and wildlife around the world,

generating a critical impact on biodiversity and ecosystems. The figures for forest and wildlife loss have been affected, reflecting a crisis that is worsening with climate change and prolonged droughts.

In 2023 alone, Spain has seen more than 42,000 hectares affected by fires in the first months of the year, which represents more than half of the total burned in the European Union. These fires not only destroy habitats,



Silvia Vejarano, conservation specialist at WWF-Colombia

but they irreversibly threaten many endemic species, whose recovery is practically impossible in such specific and fragile ecosystems.

In Latin America, specifically in Colombia, according to data from the [World Wildlife Fund \(WWF\)](#),

The loss of biodiversity is alarming due to the constant fires in unique and highly diverse areas, such as the páramos, where 73% of the frailejón species are endemic and play an essential role in the ecosystem.

In this regard, WWF-Colombia conservation specialist Silvia Vejarano highlights that fires also affect soil microbiodiversity,

composed of invertebrates and microorganisms that are essential to sustain plant and animal life in these places.

Likewise, in Bolivia, recent studies indicate that in 2020 more than 28 endemic species, such as the blue-throated macaw (*Ara glaucogularis*) and the tapir (*Tapirus terrestris*),

faced significant habitat loss due to fires, some of which are essential for their conservation.

To reduce the impact of this problem, various organizations such as WWF and [Greenpeace](#) work together with governments and local communities on preventive measures.



Strategies include environmental education campaigns, conservation and restoration policies for affected areas, and the development of prevention programs during dry seasons.

WWF stresses the importance of involving communities in monitoring and maintaining forests, as well as strengthening legislation against human activities that cause fires, such as uncontrolled deforestation and unsustainable agriculture.

In addition, NGOs promote initiatives to restore damaged areas and protect affected species through reintroduction and rehabilitation programmes.



Native reforestation



Forest fire prevention

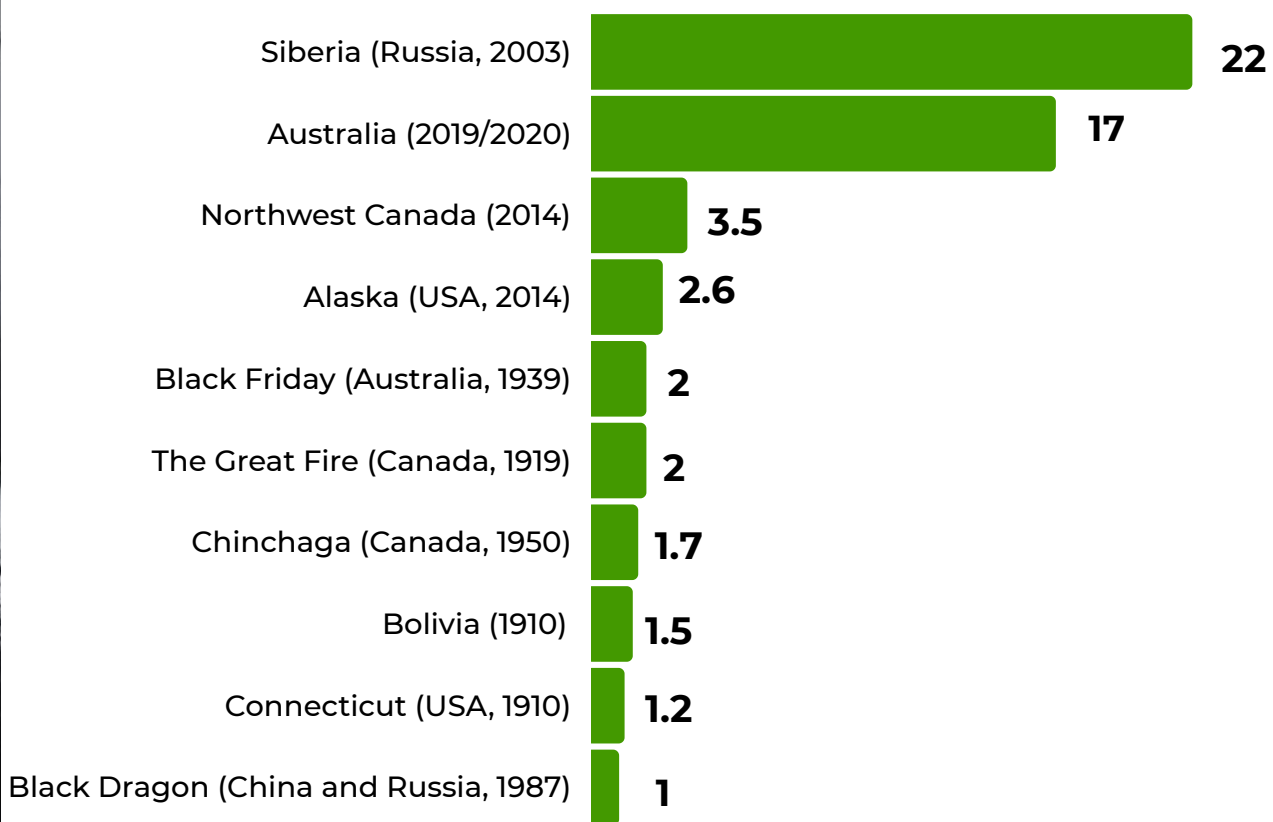
Greenpeace in Spain is highlighting the urgency of proper forest management, as the natural resources available to extinguish fires are often insufficient, affecting the capacity to respond to emergencies.

Faced with this scenario, it is necessary to act quickly to mitigate the causes of forest fires and protect ecosystems that, due to climate change, are becoming increasingly vulnerable to these events. Responsibility is shared and the participation of society is key in confronting an environmental crisis, which could continue to escalate in magnitude and frequency.



# MOST DEVASTATING FOREST FIRES IN HISTORY AS OF JULY 2024

(based on millions of hectares burned)



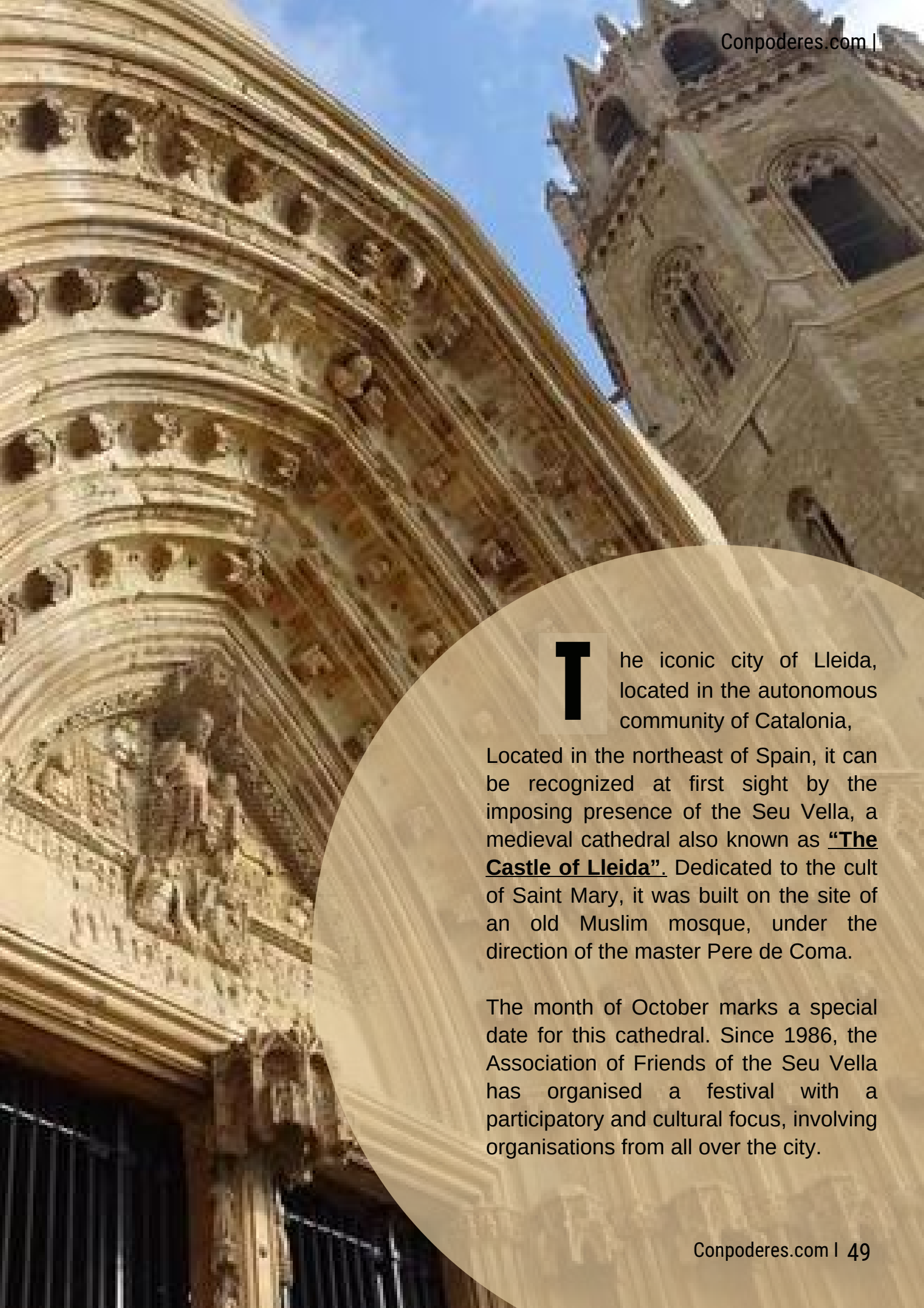
Source: Statista

# LA SEU VELLA: HISTORY AND HERITAGE IN THE HEART OF LLEIDA

Perched on a hill, this cathedral boasts centuries of symbolism, Gothic architecture and spectacular panoramic views.



*Written by: Estefani Rodriguez*



**T**he iconic city of Lleida, located in the autonomous community of Catalonia,

Located in the northeast of Spain, it can be recognized at first sight by the imposing presence of the Seu Vella, a medieval cathedral also known as **“The Castle of Lleida”**. Dedicated to the cult of Saint Mary, it was built on the site of an old Muslim mosque, under the direction of the master Pere de Coma.

The month of October marks a special date for this cathedral. Since 1986, the Association of Friends of the Seu Vella has organised a festival with a participatory and cultural focus, involving organisations from all over the city.



This year, the event had as guests of honour the Giants King James I and King Leonor, who entered dancing through the emblematic Door of the Apostles towards the Central Nave of the Seu Vella. This emotional parade commemorated the 75th birthday of the giant King James I.

They were followed by other highly significant figures, such as the Giants Gifré el Pilós and Guinedell from Ripoll, the Giants Jaume I and Violante de Hungría from Tàrrega, and the Giant Jaume I from the Jaume I Neighbourhood Association from Lleida. Once gathered in the Central Nave, each pair of giants performed their formal dance before joining together for a joint number.



Source: Lleida City Council





The celebrations included a variety of activities: country dancing, displays of historic vehicles, a children's agility circuit, wooden games, a market and various workshops. In addition, the traditional XXIV Quick Painting Competition was held, in which artists captured the beauty of the monument in their works.

It is worth noting that, when touring the interior of the Seu Vella, one can appreciate sculptural elements of Tuscan, Toulouse and Provençal influence, which reveal the diversity of styles of the workshops that worked on the building during the 13th century. There are also remains of mural painting that evoke the Gothic style and the rich history of the cathedral.

In addition to the Seu Vella, the Suda Castle, also known as the “King's Castle”, stands as a symbol of the history of all of Catalonia. Built in 882 and restored to the public in 2011 with the opening of the Suda Interpretation Centre, this space displays the history of the castle and offers an audiovisual experience in its royal hall. The tower and its viewing platform, accessible thanks to a modern lift, allow you to enjoy the most impressive views of Lleida.

The Seu Vella festival represents a blend of history, culture and community that continues to grow and adapt over the years. Thus, with the participation of locals and visitors, this heritage remains a living point of reference in this ancient Spanish city.





# THE COMPANIES WITH THE LARGEST DEBTS IN THE WORLD



Automotive

**Volkswagen AG**  
Germany

196,000 billion dollars



Automotive

**Toyota Motor Group**  
Japan

179,000 billion dollars



Automotive

**Ford Motor Company**  
USA

111,000 billion dollars



Cable operators

**Comcast Corporation**  
USA

97,000 billion dollars



Telecommunications

**AT&T inc**  
USA

152,000 billion dollars



Telecommunications

**Deutsche Telekom AG**  
USA

150,000 billion dollars

**Enel SpA**  
Italy



Producer and distributor of electric energy

82,000 billion dollars

Germany



**Bayerische Motoren Werkw AG**  
USA

80,000 billion dollars

Software and database technologies

**Oracle Corporation**  
USA

82,000 billion dollars



Automotive



**Hyundai Motor Company**  
South Korea

75,000 billion dollars



Telecommunications

**Verizon Communications Inc.**  
USA

172,000 billion dollars

Automotive  
**General Motors Company**  
USA



94,000 billion dollars



Electric power generation  
**Duke Energy Corporation**  
USA

80,000 billion dollars

# FAROS NETWORK: 24 YEARS DECENTRALIZING CULTURE

**The FAROS of CDMX offer free artistic workshops and activities, promoting access to culture in marginalized communities and on the outskirts.**

*Written by: Esperanza Aguilera*





**I**n Mexico City, one of the most emblematic cultural projects in the last two decades has

The creation of the Fábricas de Artes y Oficios (FAROS) has been the first step. Conceived as a response to the need to decentralize culture, these spaces offer an inclusive approach that seeks to reach the outskirts of the city, where historically there were no free-access artistic platforms.

The origin of this project dates back to the nineties, when a group of artists and cultural managers, led by the writer and poet Eduardo Vázquez Martín, promoted the idea of creating venues that went beyond traditional cultural centres, offering large and multidisciplinary spaces.

The first FARO was born in 2000 in Iztapalapa, a place that, as Yobany Mendoza, deputy director of the FAROS Network, mentions, **“was a space where there were no cultural centers. A place with a lot of potential to be transformed into a cultural epicenter.”** This first effort was the seed for what we know today as a network of eight FAROS, to which other cultural centers have been added, adapting to the needs of the communities in which they are located.

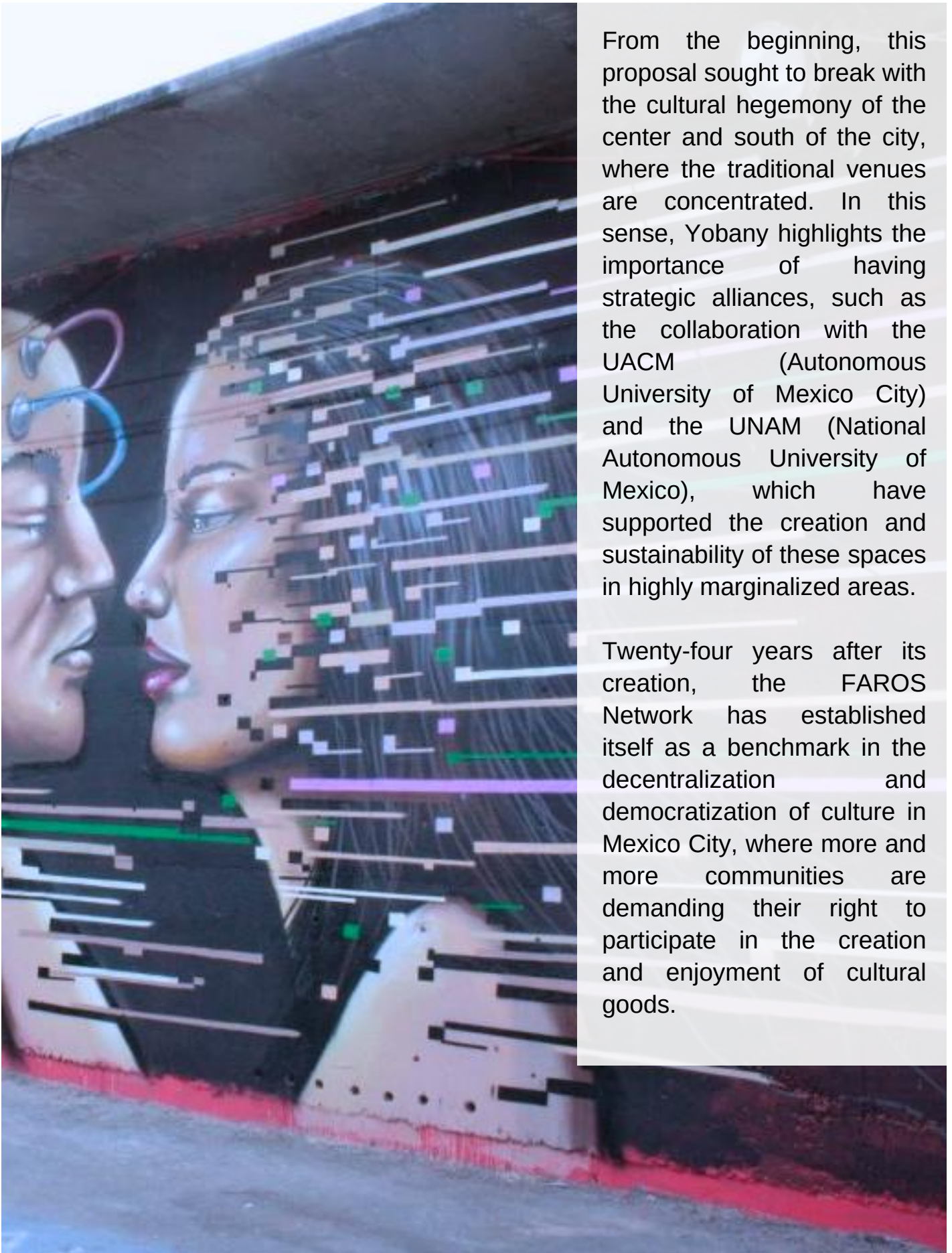
Over the course of its 24 years of existence, FAROS has evolved and expanded its offering. It is not just about workshops on plastic arts, performing arts, literature or film; it also offers specialties such as film and multimedia production. **“This year we have managed to get some of our workshops certified, in collaboration with the SEP (Secretariat of Public Education),”** says Yobany, highlighting that, although there is still a long way to go in terms of official recognition, people who attend FAROS can achieve a level of professionalization in their area of interest.



One of the most notable aspects of the project has been its focus on community participation. Yobany stresses that **"the FAROS have been shaped by the communities"**, making the cultural offering of each venue respond to local demands. This has allowed commonly marginalised communities, such as LGBTIQ+ and even feminist groups, to find in these spaces a place of artistic expression and a meeting point and support.







From the beginning, this proposal sought to break with the cultural hegemony of the center and south of the city, where the traditional venues are concentrated. In this sense, Yobany highlights the importance of having strategic alliances, such as the collaboration with the UACM (Autonomous University of Mexico City) and the UNAM (National Autonomous University of Mexico), which have supported the creation and sustainability of these spaces in highly marginalized areas.

Twenty-four years after its creation, the FAROS Network has established itself as a benchmark in the decentralization and democratization of culture in Mexico City, where more and more communities are demanding their right to participate in the creation and enjoyment of cultural goods.



# DIGITAL MARKETING EMPOWERS THE PHARMACEUTICAL INDUSTRY

Digital campaigns in the pharmaceutical sector require planning to comply with regulations and maintain trust.

*Written by: Esperanza Aguilera*

**D**igital marketing has become an essential tool for companies in Latin America,

marking a before and after in its ability to connect with specific audiences and optimize its messages.

In sensitive sectors such as pharmaceuticals, however, this strategy involves additional challenges, from regulatory restrictions to the need to maintain a human and ethical approach in communication.



According to the study "Digital Marketing in Latin America 2024" by NTT Data, 67% of businesses have increased their budget in this area, highlighting the importance of this strategy, especially in highly regulated sectors such as the pharmaceutical industry. For this industry, digital marketing allows for direct and effective audience reach, but it also entails a series of challenges that companies must overcome.

In the healthcare sector, digital tactics require a meticulous approach. Alejandra García de León, Marketing Manager at Sun Pharma Mexico, explains that it is essential to select the right channels for each product, especially those that comply with official regulations and are relevant to the audience.

**"Any digital tactic in the health sector requires strategic planning. Companies can generate value for both the public and the brand through well-executed campaigns that are informative without crossing the line into direct promotion,"** says García de León. He adds that the content must be supported by specialists, a key factor in a digital environment saturated with information.



Alejandra García de León, Marketing Manager at Sun Pharma Mexico

Alejandra García de León Olvera is a marketing professional in the pharmaceutical sector, with more than 30 years of experience. She has worked at MSD, Organon, Farmasa Schwabe, Novartis, Medix, among others. She is currently Marketing Manager of Sun Pharma Mexico, the fourth largest pharmaceutical company specializing in generics in the world and the first in India.

Strict regulations imposed by the Federal Commission for the Protection against Sanitary Risks (COFEPRIS) and other government entities represent another challenge. In an effort to combat misinformation, COFEPRIS recently launched a responsible advertising guide for influencers and agencies, promoting ethical practices in the promotion of medical products and services. This initiative seeks to reduce false promises in pharmaceutical product advertising, reinforcing the need for honest and prudent communication.

Technology is also playing an increasingly important role. Artificial intelligence (AI) has been integrated into pharmaceutical digital marketing to segment audiences, personalize content and improve the patient experience. However, its implementation requires responsibility and transparency to avoid risks to public trust.



On the other hand, García de León highlights the importance of maintaining a human focus in the digital strategies of the sector. **“Personalised attention remains crucial, both for doctors and pharmacists. Although our campaigns can be innovative and attractive, they must not lose sight of the patient, whose priority is to improve their quality of life,”** he stresses.

The pharmaceutical industry is faced with the opportunity to improve its communication and marketing strategies through digital, as long as it maintains rigorous ethics and a commitment to patient well-being. Adapting to these demands has led healthcare companies to innovate and rethink their digital campaigns, taking advantage of technology without losing sight of patient well-being.





**The countries with the largest  
number of robots have the lowest  
unemployment rate.**

# TENDENCIES IN PARTY DRESSES FOR THE END OF THE YEAR

*Written by: Estefani Rodriguez*

**Outfits full of shine, bold colors and architectural cuts set the fashion trend for this season.**





**T**

he end of year party is the ideal time to dazzle with looks that capture the essence of glamour and elegance.

With this celebration approaching, we analyze the dress trends for this special date, where the models stand out for their diversity and avant-garde style.

Opulence is one of the main bets for 2024. Garments with rhinestones and shiny details are the absolute protagonists at parties. These types of pieces provide the perfect touch of sophistication and celebrity; and they are not limited to long dresses, as they fit into mini dresses and sets with skirts, offering versatility for all types of events.

**“Earrings are the best accessories for dresses with lots of rhinestones, since they don’t need to be worn with necklaces. Large earrings, in gold or silver, go very well with these party outfits,”** recommends Lisbeth Tenorio, designer at Virago Dress.



ABBY WOMEN'S LONG SEQUIN PARTY DRESS



While classic shades like black and gold are always a safe choice for New Year's celebrations, in 2024 other colors are gaining momentum. **“For daytime events, earth tones like terracotta and apple green are in trend. For evening events, cobalt, red and bottle green are in. As for fabrics, satin and those with a greater drape like chiffon will be preferred,”** she says.

But fashion this season is not just about fabrics and colours, but also about innovative shapes. Dresses with asymmetrical cuts, geometric necklines and unexpected volumes are a growing alternative. These designs offer an architectural touch that brings sophistication and a modern air.

Sheer fabrics continue to set the trend, but this time with a refined and comfortable approach. Whether in delicate lace or sheer fabrics, dresses with semi-transparent details add sensuality without sacrificing elegance.

MIA WOMEN'S LONG SATIN  
PARTY DRESS





LONG ELEGANT  
BLACK DRESS

**“An example of this is Isabella, our star dress, which has asymmetrical cuts, a deep, transparent neckline, and a draped, slit-like hip area. The drapes and pleats visually make the hips appear wider and the waist smaller. The V-necklines also lengthen the neck area considerably,”** explains the designer.

The last night of the year brings with it a wide variety of trends that allow everyone to express their unique style. From dresses full of sparkle to structured cuts, there is something for every taste and occasion. It's the perfect time to shine and look your best!

ISABELLA ELEGANT LONG SATIN DRESS





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