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TENDENCIES
3D PRINTED MEAT IS A REALITY IN SUPERMARKETS

SPECIAL
SMART CITIES WILL BE THE DRIVING FORCE OF THE URBAN FUTURE

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EDITORIAL

With accelerated urbanisation and the rise of advanced technologies, smart cities are becoming a tangible reality. This evolution poses both challenges and opportunities, so, on the occasion of World Cities Day, we look at how smart cities can become drivers of sustainability, inclusion and efficiency.

Alex Teper, director of production company Rise Media, joins us on the cover to show us how innovative interactions are redefining the way brands connect with their audiences. Captivating narratives, impactful content and cutting-edge technologies are, according to him, the keys to advertising today.

With the aim of reducing greenhouse gas emissions, Spain has managed to sell its first 3D-printed bacon, while Mexico is making strong progress in developing carbon markets for 2030.

At this crossroads, where technology, sustainability and innovation intertwine, each advance reminds us that the future is in our hands, and that with creativity, collaboration and vision, we can build a better world for all.

Estefani R.

GENERAL EDITOR

RADIO THE PUBLIC

At Radio The Public, we believe in the power of music as a force that transcends generations, connecting the past and present, and inspiring the best in those who listen to it. We want to be the bridge between the great anthems of classic rock and the new voices of contemporary rock, creating a sound experience that celebrates the essence of rebel... and passion.

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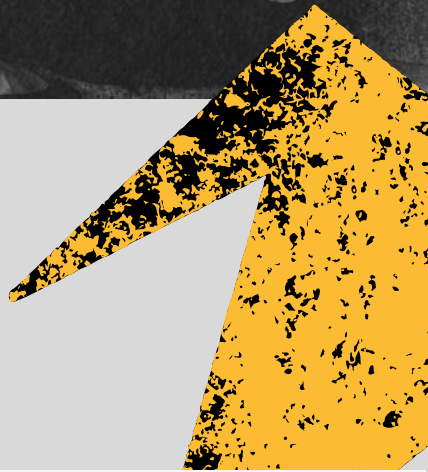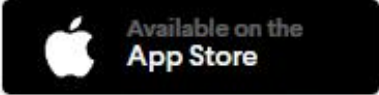
Caifanes - Los Dioses Ocultos

SMART FACTORIES: HOW AUTOMATION IS TRANSFORMING INDUSTRIES?

Artificial intelligence and IoT are revolutionizing industrial production, optimizing operations and minimizing costs.

Written by: Estefani Rodriguez

With the arrival of technologies such as artificial intelligence (AI), advanced robotics and the Internet of Things (IoT), industries are improving their efficiency, reducing costs and adapting to a highly competitive global environment. However, while the advantages are obvious, automation also presents a number of significant challenges that must be addressed.

Today, smart factories allow machines and systems to work autonomously, reducing human intervention in repetitive and dangerous tasks. This change not only improves productivity, but also reduces the margin of error and optimizes the use of resources.
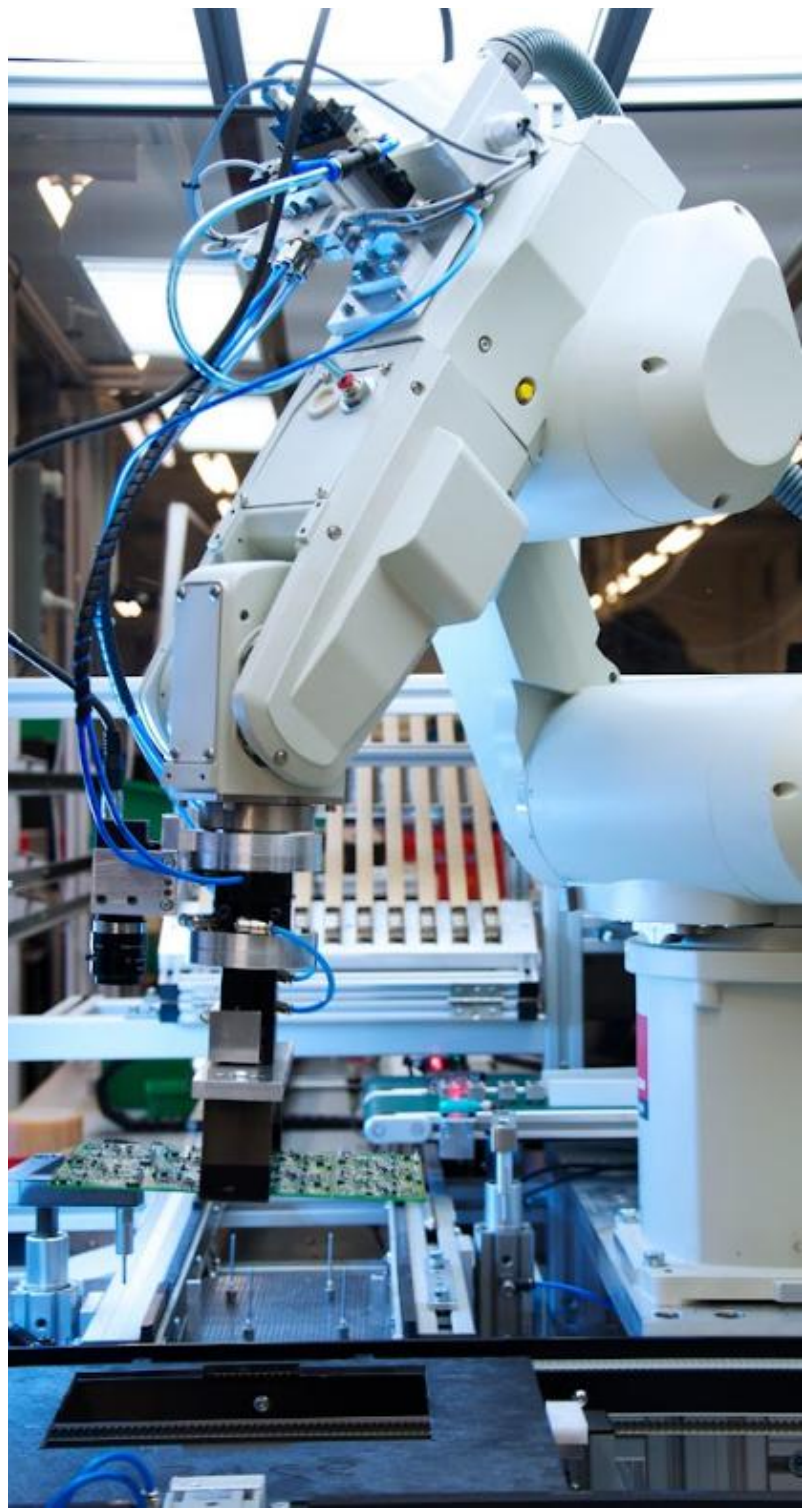
"A technology that we have seen grow has been the IoT. In physical security, these AI-connected systems allow for the automatic identification of threats, preventing incidents. In building management, they allow for the automation of many functions and prevent human error. And in industrial processes, productivity increases by having different processes that are part of a serial system centralized, thereby avoiding accidents and manufacturing by minimizing errors," explains David Rodriguez, leader of the Technical Sales and Services Group at Alcatel-Lucent Enterprise LATAM.

In economic terms, digitalisation allows companies to be more competitive by reducing production times and operating costs. This is crucial in a market where companies must adapt quickly to changes in demand, product customization and shortages of qualified labor.

David Rodriguez, Technical Sales and Services Group Leader at Alcatel-Lucent Enterprise LATAM.

"With energy costs rising in many countries and the need to reduce carbon footprint, industries are already implementing systems to lower their operating costs, such as IoT systems that monitor the sun and automatically lower curtains to maintain low temperatures and thus reduce the cost of air conditioning," says Rodriguez.

Despite its advantages, this transformation presents considerable challenges. One of the main ones is that the initial investment in technology is high, which can be prohibitive for small and medium-sized companies. The adoption of automated systems requires a significant financial commitment and a long-term vision, which is not always feasible for all industries.

Another key challenge is cybersecurity. With the interconnection of networked devices and systems, the risk of cyberattacks that could paralyze an entire production chain increases. To this end, industries must implement strong security measures to protect their systems and sensitive data.

"We see a technological debt in many companies. However, there are policies that seek to provide talent suitable for these new solutions and we are seeing this in many public and private universities with engineering courses suitable for AI or IoT. We also see modalities of access to new technologies based on OPEX supported by technology vendors to adapt to the cash flows of companies," concludes the leader.
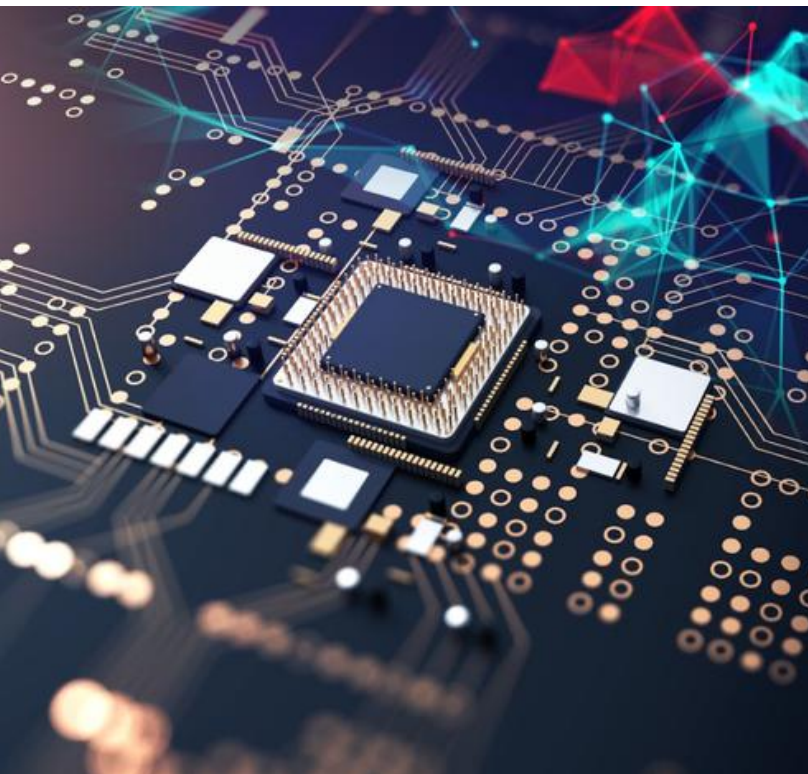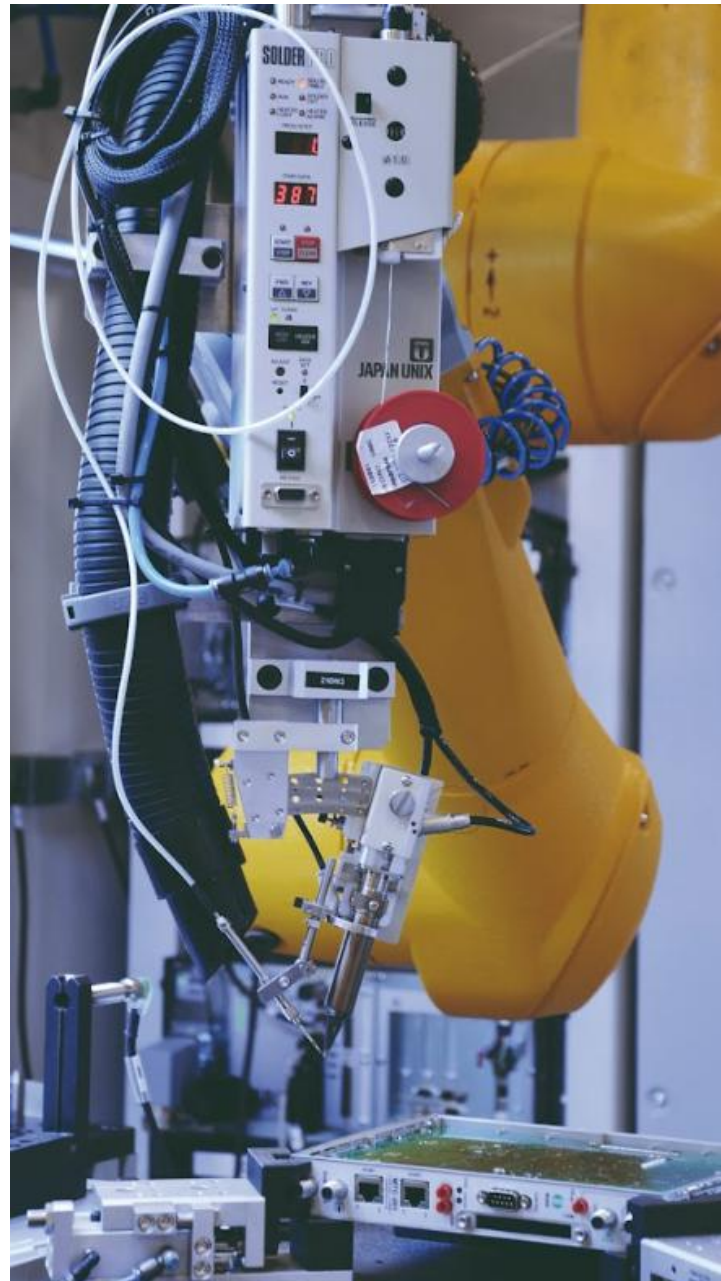
In the near term, emerging technologies such as quantum computing, 5G and advances in artificial intelligence will take automation to new levels. Success will depend on companies' ability to adapt to the changes and manage the challenges that come with this constant revolution.

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WEB3 DRIVES A NEW MODEL OF INTERACTION IN MARKETING

This strategy can improve transparency, authenticity and security in campaigns, boosting loyalty and connection with audiences.

Written by: Esperanza Aguilera

Web3 marketing is transforming the way businesses interact with their audiences, providing new tools and strategies to foster customer loyalty and build strong communities. Through technologies such as blockchain and non-fungible tokens (NFTs), brands can provide secure and immutable experiences to their consumers.

Over time, traditional digital marketing has been criticized for relying on easily manipulated metrics, from fake followers to likes generated by bots. This often leads to campaigns whose apparent results do not reflect the real impact.

In contrast, Web3 communities are based on authenticity, as interactions are verified on the blockchain.

This technology allows every interaction, transaction or piece of data to be available for verification by anyone, eliminating the risk of fraud or manipulation. "Everything on the blockchain is accessible and cannot be altered," says Claudia S., LATAM project manager at Block Consulting.

Claudia S., LATAM project manager de Block Consulting.

Likewise, the creation of digital communities through NFTs and exclusive events makes it easier for brands to offer personalized experiences. "People who attend an event can receive proof of attendance in their digital wallets, which creates a sense of belonging and exclusivity," he explains. In the long term, these digital communities can provide a direct channel of communication and co-creation with customers.

However, the implementation of these tools depends largely on the specific needs of the clients and the strategic objectives that are sought to be achieved. According to Claudia S.: **"the use of blockchain will depend a lot on what the clients ask for and can be very attractive depending on the communities that are to be reached."**
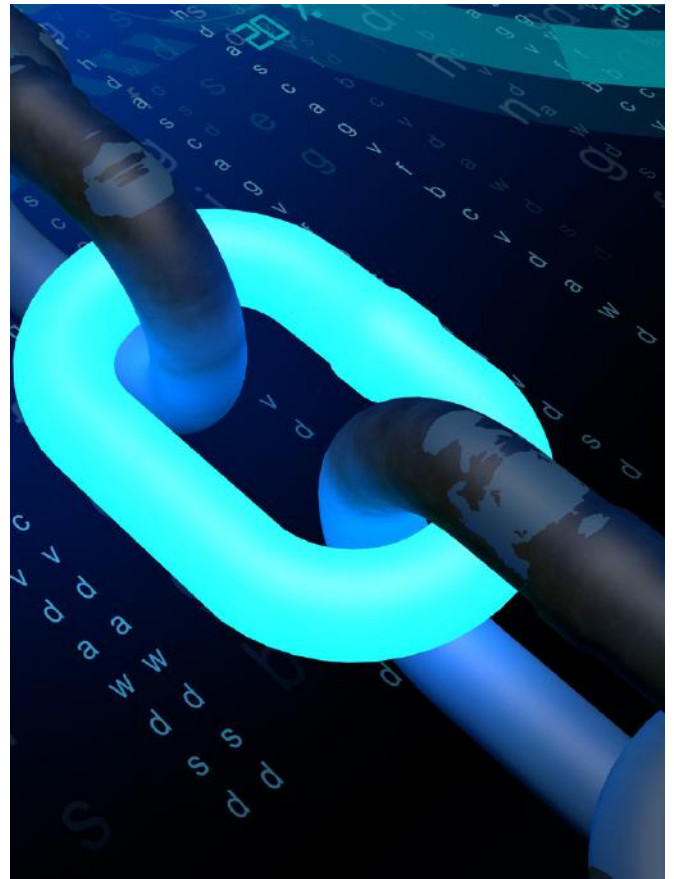
Furthermore, it is important to consider that the adoption of Web3 marketing also presents great challenges. Since 2021, more companies have begun to integrate this technology into their strategies, but **"the use of these platforms has a high cost per transaction, which, together with their complexity, has limited their mass adoption,"** says the spokesperson.

In an increasingly digital environment, companies that dare to explore this technology will be able to gain a significant competitive advantage by connecting with their audiences in a more direct, transparent and collaborative way.

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Top 10 best companies to work for
in Latin America

DHL EXPRESS — Leader in international logistics, focused on innovation and customer service.

Deloitte. — The world's largest professional services network, with presence in more than 160 countries.

PedidosYa — Uruguayan multinational stands out in home delivery of food and products.

GBM — Leader in IT services in Central America and the Caribbean, with offices in Miami.

CISCO — American multinational telecommunications manufacturing and consulting company.

Hilton — Hotel chain recognized for its impact on tourism and hospitality in the region.

Teleperformance — French company leader in outsourcing services worldwide.

SAP — German multinational specialized in business management software solutions.

Nestlé — The world's largest food and beverage company, headquartered in Switzerland.

SC Johnson — Leader in cleaning and home care products worldwide.

LESS THAN 30% OF TECHNOLOGY JOBS ARE HELD BY WOMEN

Written by: Estefani Rodriguez

According to the Talent Trends 2024 study, it is estimated that achieving true gender equality in the sector could take between 6 and 10 years.

A recent study highlights the difficulties that women face in integrating and growing in the technological field in Latin America.
Despite advances in digitalisation, equal opportunities remain a pending issue for many companies in the region.

Today, technology plays an increasingly central role and the demand for professionals in this field continues to rise. However, female participation in the sector remains limited. According to the Talent Trends 2024 report by Technology by PageGroup, less than 30% of technology positions in Latin America are occupied by women, reflecting an urgent need to adopt inclusive strategies that promote diversity.

The study, which compiled responses from more than 900 professionals in the region, reveals worrying gender inequalities. In countries such as Mexico, women represent only 30% of the workforce in technology, while in Chile and Argentina, this figure is even lower, reaching just 28% and 29%, respectively.

One of the most alarming findings is the pay gap between men and women in tech roles. 73% of respondents believe there is a significant gender income gap, creating an additional barrier to attracting more women to the industry.

Montserrat Soto, Senior Executive Manager de Michael Page.

Women also face greater difficulties in advancing their careers. 52% of women surveyed said they have fewer opportunities for growth compared to their male colleagues, which discourages their permanence and development in the technology industry.

According to Montserrat Soto, Senior Executive Manager at Michael Page, there are several reasons behind the low female representation in the digital sector. Among the most notable obstacles are:

Lack of trained talent

- 44% of respondents say the shortage of women trained in STEM (Science, Technology, Engineering and Mathematics) disciplines is a significant challenge.

Few opportunities for promotion

- More than half of women (52%) cite lack of growth opportunities as a key factor holding them back in their careers.

Excessive work demands

- 36% believe that the long working hours and high demands of technological roles discourage many women from applying for these positions.

Although there has been some progress, there is still much to be done. In fact, 43% of respondents estimate that achieving true gender equality in the technology sector could take between 6 and 10 years. "Organizations need to focus on attracting more female talent, and also on retaining it, by providing a work environment that offers equal growth opportunities and work flexibility. Gender equality in technology is a matter of business competitiveness in an increasingly digital context," warns the executive.

Of course, with the implementation of inclusive policies and the commitment of companies to promote equal opportunities, it is possible to build a future where women have greater participation and prominence in the technology industry. This will not only benefit organizations, but will also contribute to the economic and social development of the region.

Major stock exchanges in the world
Capitalization (trillions of dollars)

New York Stock Exchange (NYSE)

NYSE

$ 24.3

Nasdaq

Nasdaq

$ 6.93

Euronext

EURONEXT

$6.42

London Stock Exchange

LONDON STOCK EXCHANGE

$3.10

Shanghai Stock Exchange

SSE

$6.93

Shenzhen Stock Exchange

深圳证券交易所
SHENZHEN STOCK EXCHANGE

$4.67

$2.83

Tadawul

Saudi Arabian Stock Exchange (Tadawul)

$3.10

HKE 香港交易所

Hong Kong Stock Exchange

$4.33

BOLSA NACIONAL DE VALORES BNV

National Stock Exchange, Mumbai

$5.63

JPX JAPAN EXCHANGE GROUP

Japan Exchange Group

Prepared by: Pilar Astupiña

3D PRINTED MEAT IS NOW A REALITY IN SPAIN

With this technology, 1,000 tons of 100% vegetable bacon can be produced per year.

Written by: Estefani Rodriguez

3 D meat, a concept that until recently seemed straight out of science fiction, is becoming a palpable reality with the potential to revolutionize the food market.

This breakthrough not only eliminates the need to raise and slaughter animals, but also makes it possible to customize the composition of meat products by adjusting the amount of fat, protein and other nutrients.

This type of meat is made through a biotechnological process in which cultured animal cells are used as raw material to create pieces of meat, such as burgers, steaks or sausages, which are "printed" in layers to replicate the texture, appearance and taste of traditional meat.

Faced with the growing global demand for food, a challenge that is intensified by population growth and declining natural resources, this alternative represents a sustainable solution. Its main benefits include:

- **Reducing environmental impact:** Traditional livestock farming is responsible for a significant portion of greenhouse gas emissions and excessive water and land consumption. Printed meat requires fewer resources, which would help mitigate the effects of climate change.

- **Food safety:** By producing meat in controlled environments, the risk of contamination, food-borne illness and the need to use antibiotics in animals is reduced, improving food safety worldwide.

- **Production efficiency:** It can be much more efficient than traditional methods as you can control exactly which parts of the animal are created, thus reducing waste and optimising production to meet consumer needs.

Companies around the world are already working on perfecting this technology to make it accessible to the mass market. For example, the Spanish companies Foody's and Cocuus have managed to put the first 100% plant-based bacon on sale, whose products are already available in Carrefour supermarkets at a price of 3.49 euros per tray.

"This is the first in a series of products that are clearly superior to those known in the category to date. This industrial printer is unique in the world and will allow us to produce 1,000 tons of 100% plant-based bacon per year. We will be able to produce more sustainable and nutritious foods with plant-based animal protein analogues," highlights Gonzalo Agorreta, CEO of Foody's.

It should be noted that one thousand tons is equivalent to the production required to slaughter 35,000 pigs in the traditional livestock system. "**In five minutes we can do what two pigs do in their entire lives,"** adds Lucas Irisarri, marketing director of Foody's.

For its part, Cocuus is already planning the production of other products, such as tuna, salmon and vegetable shrimp, with a clear focus on the Asian market, where these foods could be in high demand.

With the ability to offer environmentally friendly products, this technological advancement has the potential to become a fundamental pillar in the food of the future. Although there are still obstacles to overcome, such as price, 3D printing is a milestone that marks the beginning of a new era in food production.

Gonzalo Agorreta, CEO of Foody's (left), and Patxi Larumbe (right), sealed an alliance that places Navarra at the forefront of 3D printed foods. (Photo: provided)

HEALTH   BEAUTY   PHOTO   STYLE   ECO

URBAN GROWTH WILL DRIVE THE DEVELOPMENT OF SMART CITIES

Smart cities promise to address urban challenges by integrating technology and sustainability to improve quality of life.

Written by: Leonardo Rodriguez

I n the framework of the World Day of Cities of the Future, celebrated on October 31, smart cities emerge as a necessary solution to face the challenges of urban growth.

The UN projects that by 2050, 7 in 10 people will live in urban areas, increasing the pressure to adopt advanced technologies to efficiently manage resources and improve citizens' quality of life.

In this context, David Rodríguez, spokesperson for Alcatel-Lucent Enterprise LATAM, states that **"automation is transforming urban services through electric transport, shared bicycles, smart lighting and automated recycling management, which reduces emissions and optimizes resources."**

Similarly, emerging technologies such as the Internet of Things (IoT) and artificial intelligence (AI) are set to transform urban management in the coming years. These tools enable a more proactive approach, such as predictive security, which improves the quality of life of citizens by preventing threats before they occur.

For his part, David Cerpa, architect and urban planner, highlights that **"technological solutions can bring basic services, such as education and employment, closer to the most vulnerable populations."** In this sense, smart cities not only optimize resources, but also allow access to them to be democratized, making their benefits available to all sectors of the population.

This positive social impact can be seen in cities such as Medellín. According to the report Urban Mobility and Transition to Electric Buses, the integration of the Metro and Metrocable in the city has improved mobility, reducing travel times by half. In addition, investment in infrastructure has revitalized public spaces and facilitated access to essential services.

This positive social impact can be seen in cities such as Medellín. According to the report Urban Mobility and Transition to Electric Buses, the integration of the Metro and Metrocable in the city has improved mobility, reducing travel times by half. In addition, investment in infrastructure has revitalized public spaces and facilitated access to essential services.

All this focus on sustainable planning has led to a decrease in multidimensional poverty in Medellín, which fell from 25.1% in 2008 to 22.6% in 2023, according to the National Administrative Department of Statistics (DANE). By prioritizing equity and inclusion, the city becomes a model for other Latin American cities, demonstrating that innovation can be a driver for social change and community well-being.

Medellin

Challenges for urban development

But beyond technology, the real key lies in how the urban environment is managed in an integrated manner. In Latin America, the implementation of smart solutions faces obstacles such as limited budgets and a lack of coordination between public policies. Therefore, addressing these challenges is essential to building more efficient and safer cities.

"Public transport safety is key to easing traffic congestion. Although there are AI tools to detect incidents, without good coordination they will not work. In many cities, police rely on delayed videos, while in smart cities they have access to real-time images," says Rodríguez.

Along the same lines, the digital divide and the lack of specialized talent in the region remain major obstacles to the full adoption of these innovations. "Without an inclusive approach that guarantees access to technology, only a few will benefit. Training programs and public policies that encourage the participation of all sectors are required," says Cerpa.

On the other hand, environmental threats such as climate change are the greatest concerns for the cities of the future, since phenomena such as floods and droughts compromise infrastructure and public health. In light of this, according to UN-Habitat, investing in smart infrastructure is key to mitigating the effects of extreme weather events.

Smart cities offer an opportunity to address urban growth and sustainability in Latin America. This approach will, of course, boost economic development, attracting investment and improving the competitiveness of the region's cities on the global stage.

Figures to consider:

1. Two thirds of the Latin American population lives in cities with 20,000 inhabitants or more, and almost 80% in urban areas (UNDESA).
2. From 2015 to 2022, Latin America has received more than $35 billion in investments in the technology sector (GP Bullhound).
3. More than 181 million people live in poverty in Latin America and the Caribbean (ECLAC).

RISE MEDIA REVOLUTIONIZES AND CONNECTS WITH ITS IMMERSIVE ADVERTISING

The production company creates unique multi-sensory experiences, transforming the connection between brands and audiences.

Written by: Esperanza Aguilera

D As advertising is constantly changing, Rise Media has emerged as a benchmark in creating immersive experiences.

The production company has set itself the ambitious task of merging space-time with art, narrative and technology, offering innovative interactions that redefine how brands connect with their audiences.

"We live in a world filled with diverse technologies and artistic expressions, and at Rise we are dedicated to creating experiences that leverage these tools, identifying which ones are best suited to meet the different needs of our customers," said Alex Teper, Director of Rise Media.

The key to the production company lies in the combination of three fundamental elements: captivating narratives, impactful content and cutting-edge technologies. By combining these components, the company manages to create experiences that not only inform, but also excite and connect with the public on a deeper level.

"Our goal is for the public to forget about the technology behind it and for the experience to take center stage. For them to concentrate on the story, the image, the sound and what they feel."

Alex Teper, director de Rise Media

However, it is creativity that brings each project to life. "Technology should not be noticeable," Teper explains, comparing it to a good effect in cinema that goes unnoticed. The goal is to get viewers to focus on the content and the emotions conveyed.

"When we talk about communication or when we talk about advertising and experiences, technology takes a backseat. It should go unnoticed; what should prevail is everything that builds the experience and the message," he says.

Technology is therefore a vehicle for the experience, not an end in itself. "Generally, clients come to us asking for productions or developments with a certain technology. We try to get away from that premise and ask what the need is and always set an objective thinking about what we want to communicate and make our audience feel," he says.

Furthermore, Teper strongly believes in the power of interaction in creating every experience. By allowing the viewer to actively participate in the narrative, a deeper connection is established. This immersion not only enriches the user experience, but also transforms the way they relate to the brand.

With different technologies such as 2D and 3D animation, virtual reality, VFX, artificial intelligence (AI) and mapping, among others, they manage to create immersive experiences with great value for their clients. These tools allow them to build universes that users live and experience, taking advertising to a level where customer experience is the most important thing.

In this context, adaptability becomes an essential characteristic, as the company strives to keep up with trends and changes in the behavior of various audiences,

media, and languages. Teper points out that this flexibility not only concerns the technologies used, but also the way in which stories are told.

"Behind every project there is a lot of analysis; then creativity comes in. That is, we work between what the world wants and how we offer it. Listening to the public is crucial, and it is surprising, because the public changes all the time," the leader emphasizes.

Authenticity is also a pillar of Rise's vision. Teper acknowledges that in a stimulus-filled environment, it's difficult to remain genuine. However, he notes that true authenticity comes from connecting with the client's needs and staying true to one's own creative ideas.

"We know we have achieved authenticity when we are happy with what we offer," he says. This connection allows the company to build a portfolio that reflects its essence and commitment to quality.

Looking ahead, the Rise team is working to incorporate AI more and more into various projects, always seeking to be at the forefront of using new tools. Teper emphasizes that the real risk lies in not adapting to the advancement of technology, pointing out that those who do not integrate it to their advantage could face a tipping point where the adoption of AI becomes an indispensable condition to remain competitive in the market.

The production company stands out not only for its ability to adapt to technology, but also for its focus on creating a space where innovation and creativity feed off each other. "We dare to fly a little," he says, stressing that success lies in the ability to anticipate the future, without losing sight of the essence of what they seek: to generate meaningful and memorable experiences between brands and the public.

Rise Media's formula for transforming brands:

1. Holistic approach: combining art, content and technology to create high-impact emotional experiences.
2. Personalization: tailoring experiences to individual user preferences to increase engagement and brand recall.
3. Anticipating trends: staying abreast of technological and creative developments ensures constant relevance and innovation.

PRICE IS THE MAIN PURCHASING DRIVER IN THE PERSONAL CARE CATEGORY

Nearly half of Latin Americans use between 1 and 2 products daily, according to Teads.

Written by: Estefani Rodriguez

T he purchase decision is a crucial moment in the consumption process. This choice not only affects the personal well-being of the buyer, by satisfying their needs or desires, but also has implications for businesses and the market in general. An informed customer evaluates factors such as quality, price, brand, and additional benefits, which can influence brand loyalty.

Teads, a global media platform, conducted a survey with more than 4,200 participants from Argentina, Colombia, Chile, Costa Rica, El Salvador, Mexico, Peru and Puerto Rico. This research, conducted digitally, investigates the personal care products used by Latin Americans and the factors that influence their purchase.

especialmente en países como Chile, El Salvador y Puerto Rico, donde el 38% de los consumidores lo prioriza. La reputación de la marca sigue de cerca en importancia, con un 30% de los encuestados considerando este aspecto clave. Además, los ingredientes que contiene el producto son relevantes para un 25% de los usuarios.

En mercados como El Salvador y Puerto Rico, las marcas reconocidas y dermatológicas tienen mayor aceptación, mientras que en Argentina, casi la mitad de los encuestados considera irrelevante si la marca es conocida o no. Por otro lado, un 25% de los costarricenses otorgan mayor valor a las marcas locales.

Adriana Díaz, Insights Manager Teads.

Según los datos, aproximadamente el 43% de los encuestados usa entre uno y dos productos al día, mientras que el 27% emplea entre tres y cuatro. Un dato relevante es que un 20% llega a utilizar más de seis productos diariamente. Además, la frecuencia de compra varía: más del 50% adquiere estos productos al menos una vez al mes o cada tres meses, pero un cuarto de los consumidores compra productos de cuidado personal semanalmente.

El estudio también reveló que el precio es el principal factor que motiva a los latinoamericanos a comprar productos de cuidado personal,
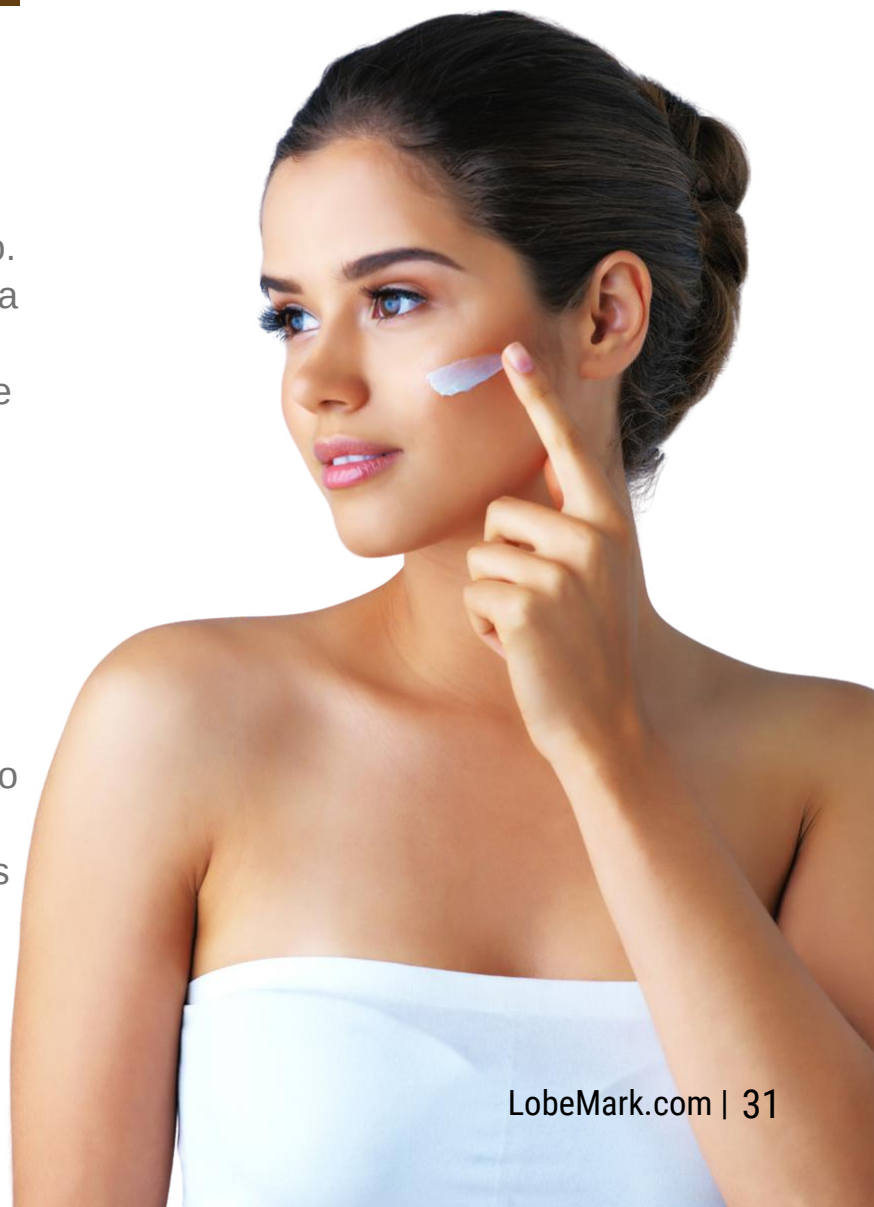
especially in countries like Chile, El Salvador and Puerto Rico, where 38% of consumers prioritize it. Brand reputation follows closely in importance, with 30% of respondents considering this aspect key. In addition, the ingredients contained in the product are relevant to 25% of users.

In markets such as El Salvador and Puerto Rico, well-known dermatological brands are more popular, while in Argentina, almost half of respondents consider it irrelevant whether the brand is well-known or not. On the other hand, 25% of Costa Ricans place greater value on local brands.

Adriana Díaz, Insights Manager Teads.

According to the data, approximately 43% of respondents use between one and two products a day, while 27% use between three and four. A relevant fact is that 20% use more than six products daily. In addition, the frequency of purchase varies: more than 50% buy these products at least once a month or every three months, but a quarter of consumers buy personal care products weekly.

The study also revealed that price is the main factor that motivates Latin Americans to buy personal care products,

"Understanding consumer priorities and behaviors is essential to the success of any campaign. These findings provide brands with the information needed to create strategies that truly resonate with user expectations in the competitive personal care market," says Adriana Díaz, Insights Manager at Teads.

It is important to mention that online commerce is gaining ground, especially in facial and hair care products, which are purchased more frequently online (41% and 38%, respectively). In countries such as

Costa Rica and Puerto Rico, there is a growing trend towards the acquisition of body and oral care products through digital channels.

In addition, social media and online articles have emerged as key sources of information for consumers. 39% of respondents consider "topic experts" as their main source, followed by online articles (25%), and recommendations from friends, family and influencers (18%).

Today, digital platforms play a crucial role in the purchasing process and in the search for information. For companies, understanding these behaviors is essential to be able to adjust to the demands of consumers who live in an increasingly interconnected region.
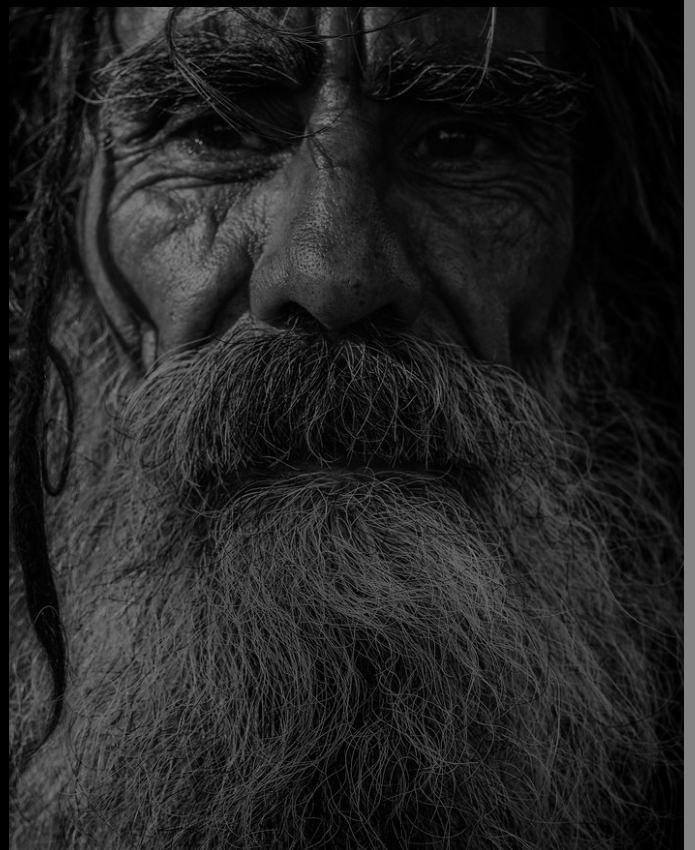
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STIGMAS AND LACK OF RESOURCES HINDER ACCESS TO MENTAL HEALTH

Around 450 million people in the world suffer from some form of mental health problem, yet more than 35% of them do not receive any treatment.

Written by: Esperanza Aguilera

The 2019 pandemic exacerbated various mental health problems worldwide, highlighting the importance of emotional well-being in our lives. Social isolation, uncertainty and stress have highlighted the urgent need to address this issue at an individual and collective level.

According to the World Health Organization (WHO), around 450 million people worldwide suffer from mental health problems, which makes their daily lives difficult. Furthermore, it is estimated that 1 in 4 people will experience a mental disorder during their lifetime.

Despite the growing need for mental health services, access to these resources remains limited, with 35% to 50% of people receiving no treatment or inadequate treatment.

According to the Pan American Health Organization (PAHO), spending on mental health services worldwide represents only 2.8% of total health expenditure. In low-income countries, this percentage drops to 0.5%, which translates to less than $1 per capita.

Economic and social challenges play a crucial role. **"There is still a significant stigma surrounding these issues. Many people continue to associate the figure of the psychologist or psychiatrist with the idea of 'madness'. However, it is essential to recognise that we can all benefit from psychological therapy and should consider it as a valid option for our daily lives,"** says Dr. Alonso Tena Razo, a specialist in Psychiatry.


Dr. Alonso Tena Razo, Psychiatry specialist.

In this regard, technology has begun to play a significant role in accessing services. Virtual consultations offer convenience and greater reach, allowing people to access care from their homes. However, there are also disadvantages, such as the lack of personal connection and the risk that some people do not have access to the necessary technology.

"There are, of course, limitations to virtual consultations, but that should not be the focus of the discussion, as it represents a valuable alternative. In a more realistic context, it is desirable for the Government to increase its investment in mental health, although at present this seems distant. Therefore, what is more accessible in the short term are solutions such as teletherapy and online consultations," says the psychiatrist.

According to the doctor, the need for greater initiatives and decentralization of mental health services is essential to address this crisis. More inclusive policies are required that also promote equitable access to care in all communities.

"It is essential not only to increase investment and public spending on mental health, but also to think about decentralization, promoting care in communities with less access, instead of concentrating only on large cities," he adds.
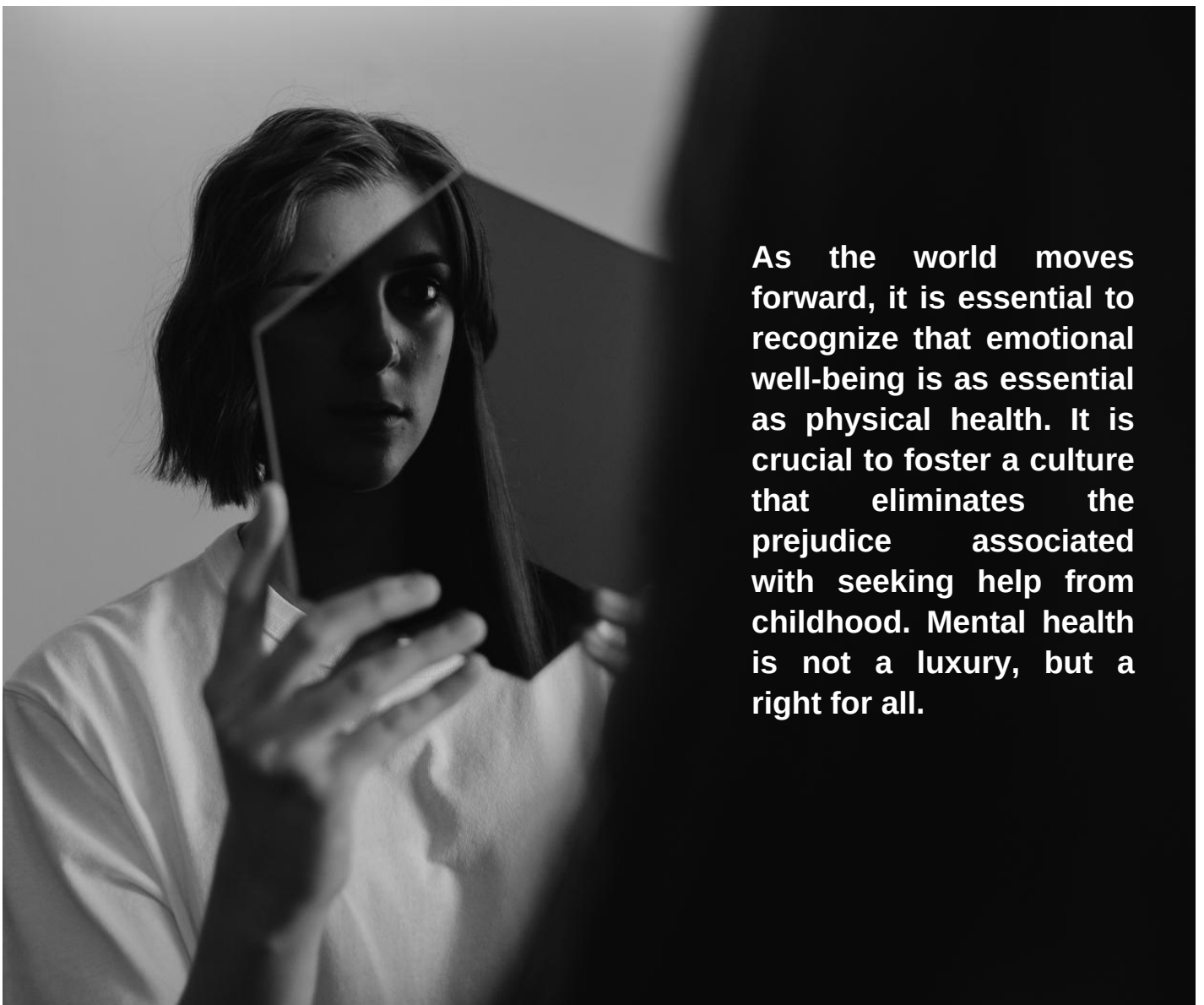
As the world moves forward, it is essential to recognize that emotional well-being is as essential as physical health. It is crucial to foster a culture that eliminates the prejudice associated with seeking help from childhood. Mental health is not a luxury, but a right for all.

DEPRESSION, STRESS AND ANXIETY: HOW COMMON ARE THEY?

Respondents who say they have experienced mental health problems in the past eleven months (in %)
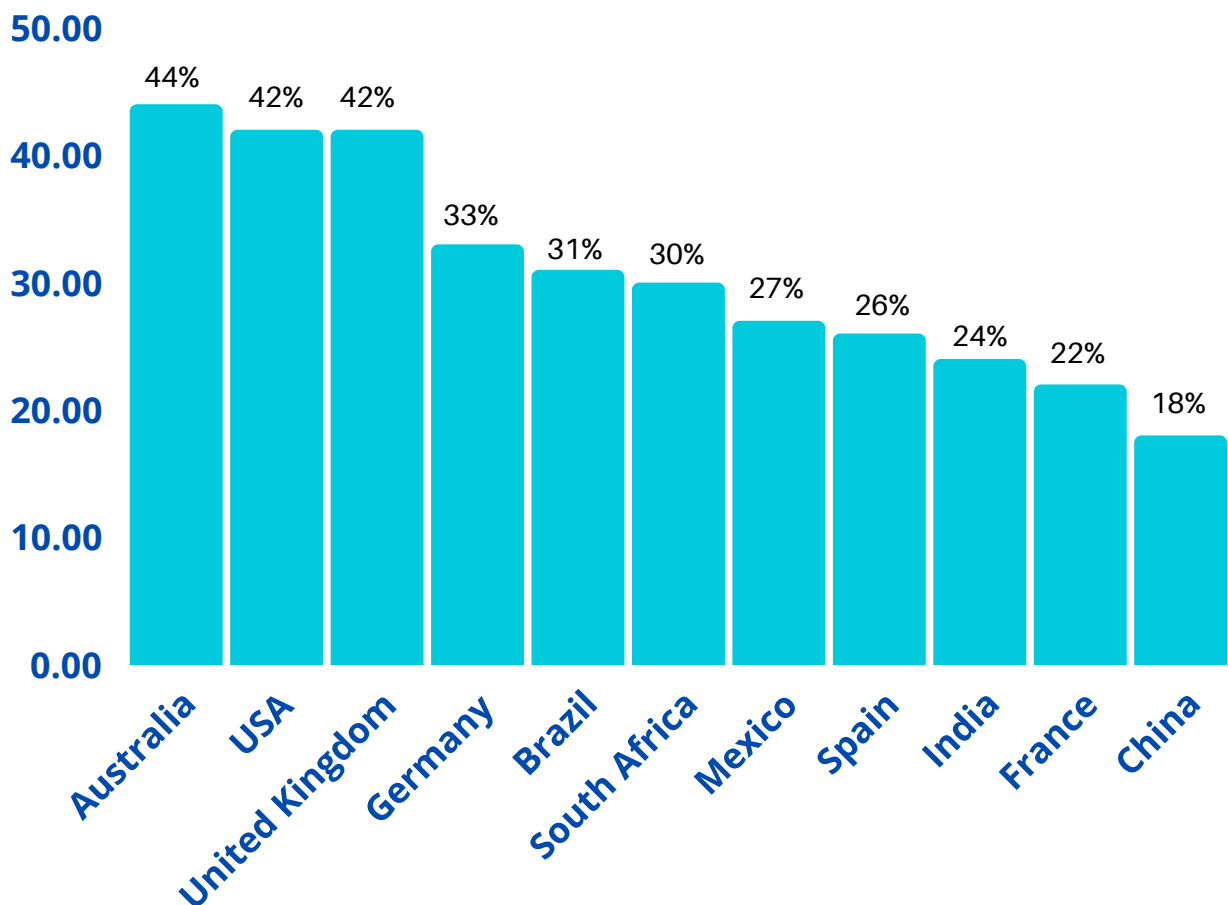
1,600 to 10,000 respondents (18-64 years) online per country between July 2023 and June 2024. Selected countries.

Source: Statista Consumer Insights

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ConStyling.com

Global ranking in English proficiency (LATAM)

Mexico
89

Cuba
43

Haiti
98

Dominican Republic
55

Honduras
31

Guatemala
53

Nicaragua
62

El Salvador
50

Venezuela
56

Panama
71

Costa Rica
38

Colombia
75

Ecuador
80

Peru
51

Brazil
70

Bolivia
41

Paraguay
45

Argentina
28

Uruguay
39

Language Level

High

Half

Low

Very Low

Prepared by: Pilar Astupiña
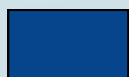
THE CARBON MARKET IN MEXICO IS ADVANCING STRONGLY

With this system, the country seeks to reduce greenhouse gas emissions by 35% by 2030.

Written by: Esperanza Aguilera

Climate change has put the urgent need to reduce greenhouse gas emissions at the centre of the debate. Carbon markets have emerged as a tool to address this problem, establishing a price on carbon and incentivizing the adoption of more sustainable practices.

In recent years, the global emissions trading system has reached unprecedented levels. According to analysts at the financial firm LSEG (London Stock Exchange Group), the total value of CO2 emission permits will reach $948.75 billion in 2023, marking an increase of 2% compared to the previous year.

In Mexico, although there is no mandatory carbon market at the national level, the country has an expanding voluntary scheme. This system is playing an important role in contributing towards the goal of reducing greenhouse gas (GHG) emissions by 35% by 2030.

"Today, approximately 500 thousand tons of carbon dioxide are offset by corporations every year, a figure that is still modest. However, we have many forestry and renewable energy projects that sell carbon credits mainly to international companies, thus boosting their development and presence on a global scale," explains Eduardo Piquero, general manager of MexiCO2.

According to the director, the outlook is encouraging. The growing international demand for carbon credits and the interest of companies in achieving their sustainability goals will boost market growth. In addition, "at the state level there are several states that do have a mandatory and robust carbon credit system, which are Querétaro, Guanajuato and Tamaulipas," he adds.

However, Piquero points out that, although the emissions pattern in the country is dominated by forestry projects, the methane sector requires special attention: **"In Mexico, 87% of all projects are forestry. It is a very clear domain. But we have a huge problem with methane, especially in sectors such as agriculture and livestock."**

The carbon market plays a crucial role as an engine to accelerate the decarbonization of the Mexican economy and support the achievement of the Sustainable Development Goals (SDGs). This includes not only strengthening existing infrastructure, but also diversifying projects and approaches to effectively address all sources of emissions. Only with a comprehensive and well-implemented strategy will Mexico be able to meet its climate goals and contribute significantly.

Eduardo Piquero, general director of MexiCO2.

HOW DOES IT WORK?
TRADE
OF EMISSION RIGHTS?

Illustration of a **"cap and trade"** system between two issuers

Industries that violate emission limits can compensate them for a price.

Companies are encouraged to issue less, as they can sell their excess credits.

CARBON MARKET

BUY

SALE

EMISSIONS LIMIT
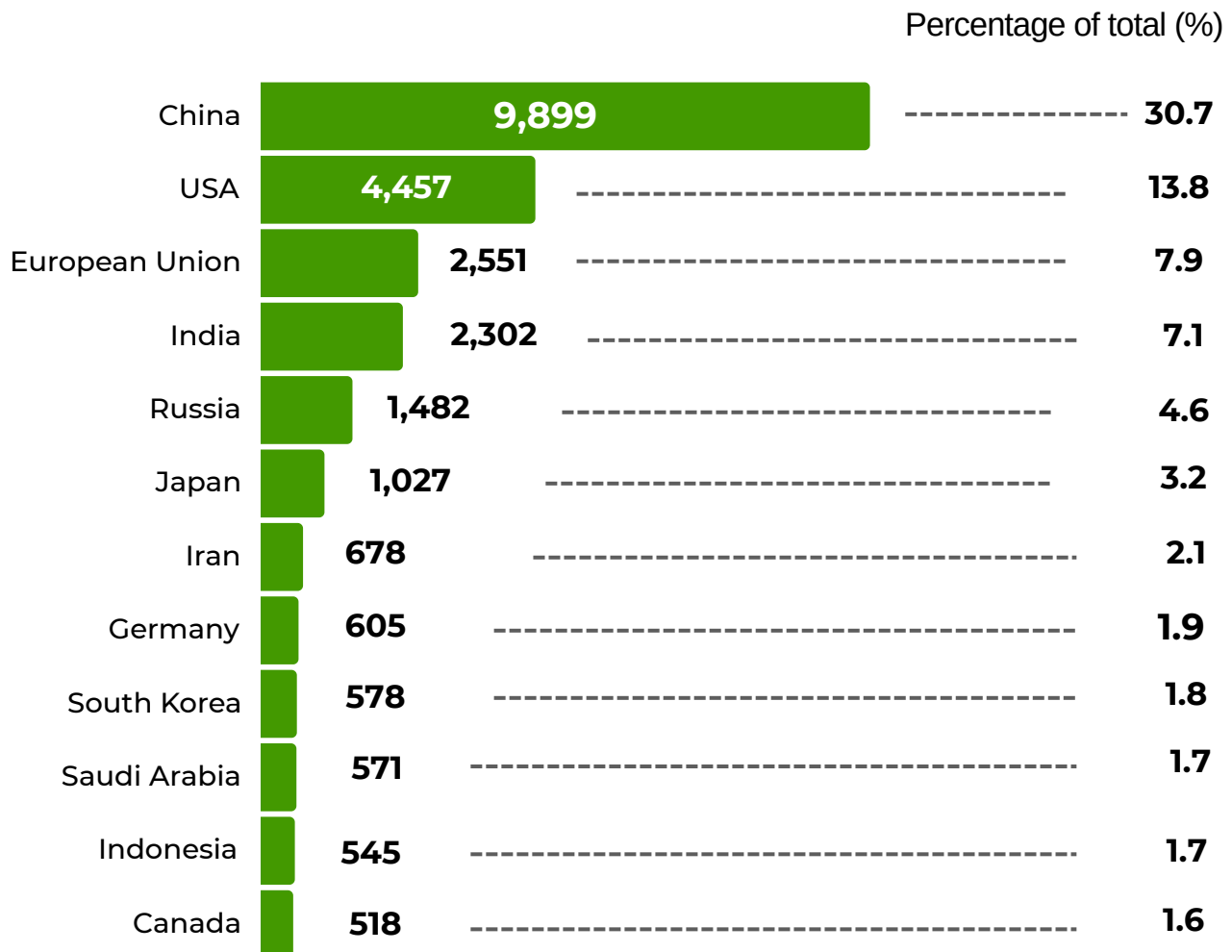
It has excess emissions

It has excess credits due to the reduction of emissions

Source: Solon Foundation

THE COUNTRIES THAT POLLUTE THE AIR THE MOST

Countries/regions with the highest volume of carbon dioxide emissions in 2020 (million tonnes)

Percentage of total (%)

| Country	Emissions	Percentage of total (%)
China	9,899	30.7
USA	4,457	13.8
European Union	2,551	7.9
India	2,302	7.1
Russia	1,482	4.6
Japan	1,027	3.2
Iran	678	2.1
Germany	605	1.9
South Korea	578	1.8
Saudi Arabia	571	1.7
Indonesia	545	1.7
Canada	518	1.6

Fuente: BP Statistical Review of World Energy 2021
Source: Statista

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VAN GOGH IS REBORN IN THE PHOTOGRAPHIC INTERVENTIONS OF CIZZA BERNAL
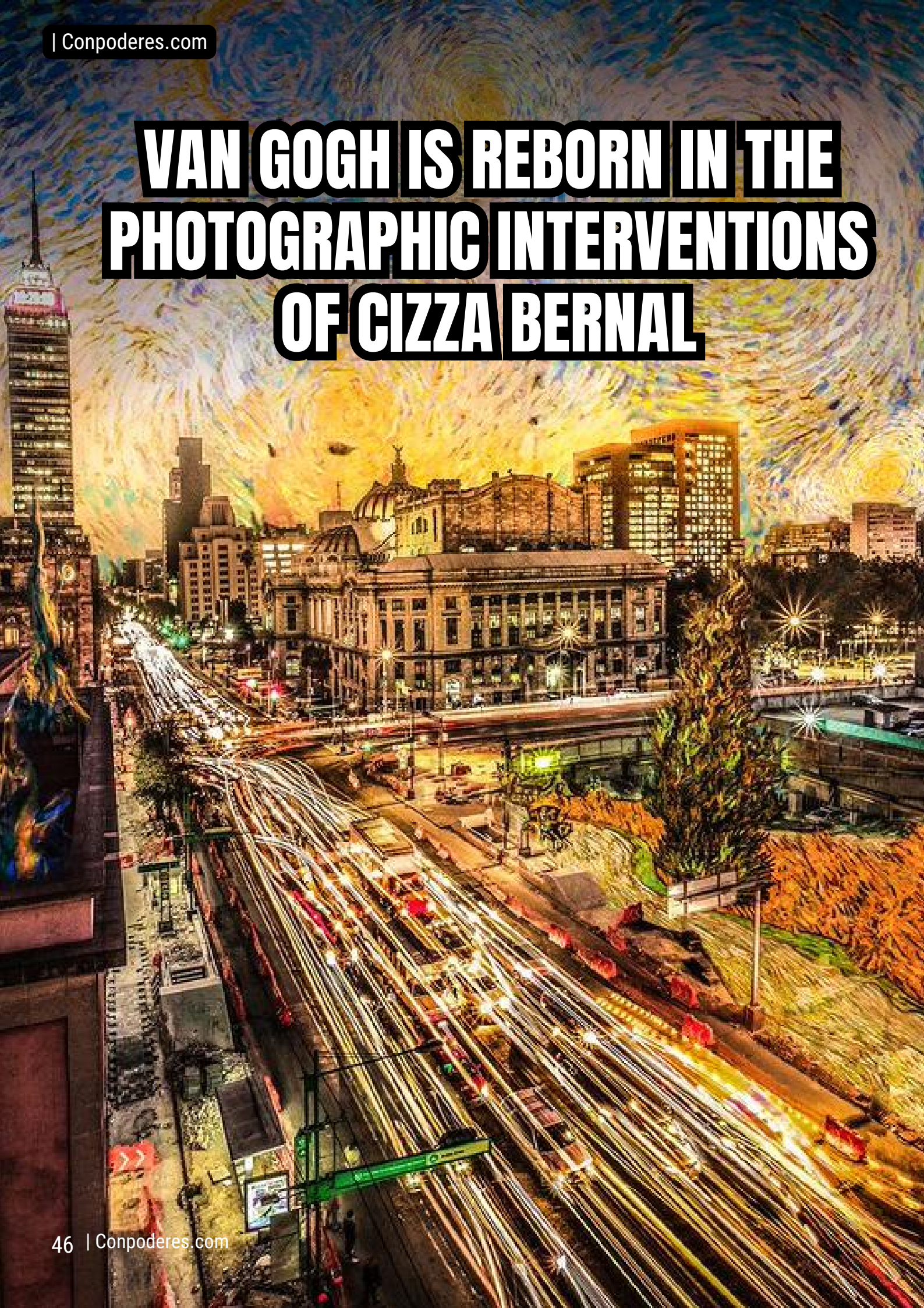
The photographer combines his passions in what he calls "digital photographic intervention", a technique inspired by impressionism.

Written by: Esperanza Aguilera

Cizza Bernal, a young photographer and visual artist, has captivated the world of digital art with his creations; a unique style that mixes photography with elements inspired by impressionism, especially the work of Vincent van Gogh, in a process that he himself defines as "digital photographic intervention."

From the age of 12, Cizza showed an inclination towards the arts. He began his professional music studies at the National School of Music of the UNAM (National Autonomous University of Mexico), and later, at the age of 14, he began to experiment with painting.

"I made replicas of impressionist paintings," he says, referring to his first artistic forays, which laid the groundwork for what was to come. At 17, he discovered photography and immediately knew that he was passionate about it too.

However, the real transformation came when he decided to combine these passions. "I looked for a way to unite music, photography and painting, and the result was what has gone viral on social media today," he explains. His first photographic intervention took place at the Palacio de Bellas Artes, an icon of Mexico City.

After completing his work, he experienced what he describes as a revelation: "I was so captivated by it, it was an extremely beautiful feeling," he says with emotion. The image gained enormous popularity and established Cizza as an emerging figure in the world of digital art.

The process behind his interventions is detailed. Each sky he adds to his photographs is traced by hand, inspired by Van Gogh's technique. For him, the key is to create a visual harmony where the photographic and pictorial elements integrate perfectly. "The sky must match the colours and shades of the original photograph, so that everything looks like part of a single thing."
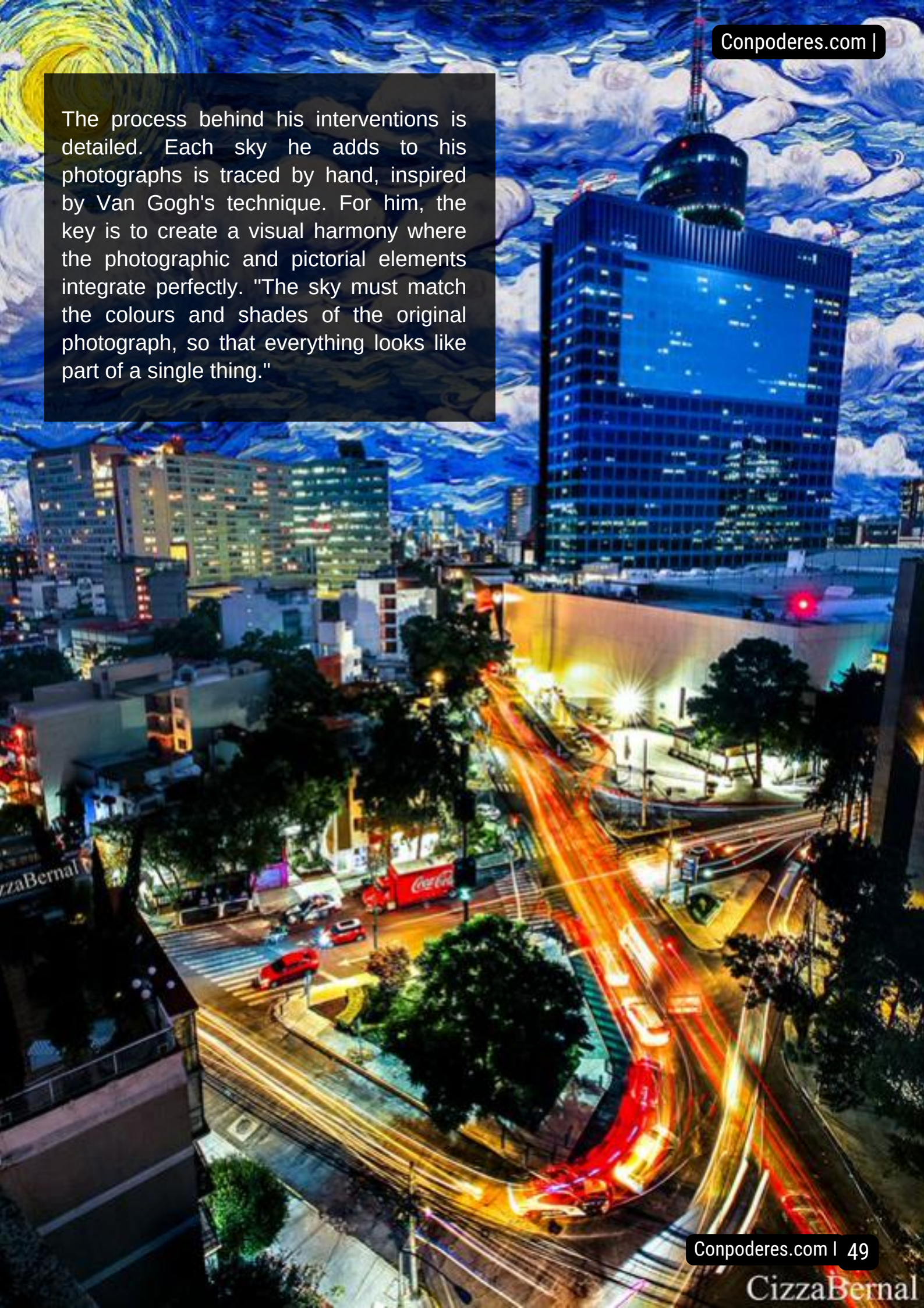
In addition to still photography, Cizza has also dabbled in video, seeking to add dynamism to his work. "My idea with the videos was to recreate the feeling of being in the exact moment when I took the photograph," says the artist.

CizzaBernal

This evolution has become even more technically complex, as it involves not only intervening in each frame of the filming, but also ensuring that the colours and textures remain consistent throughout the video.
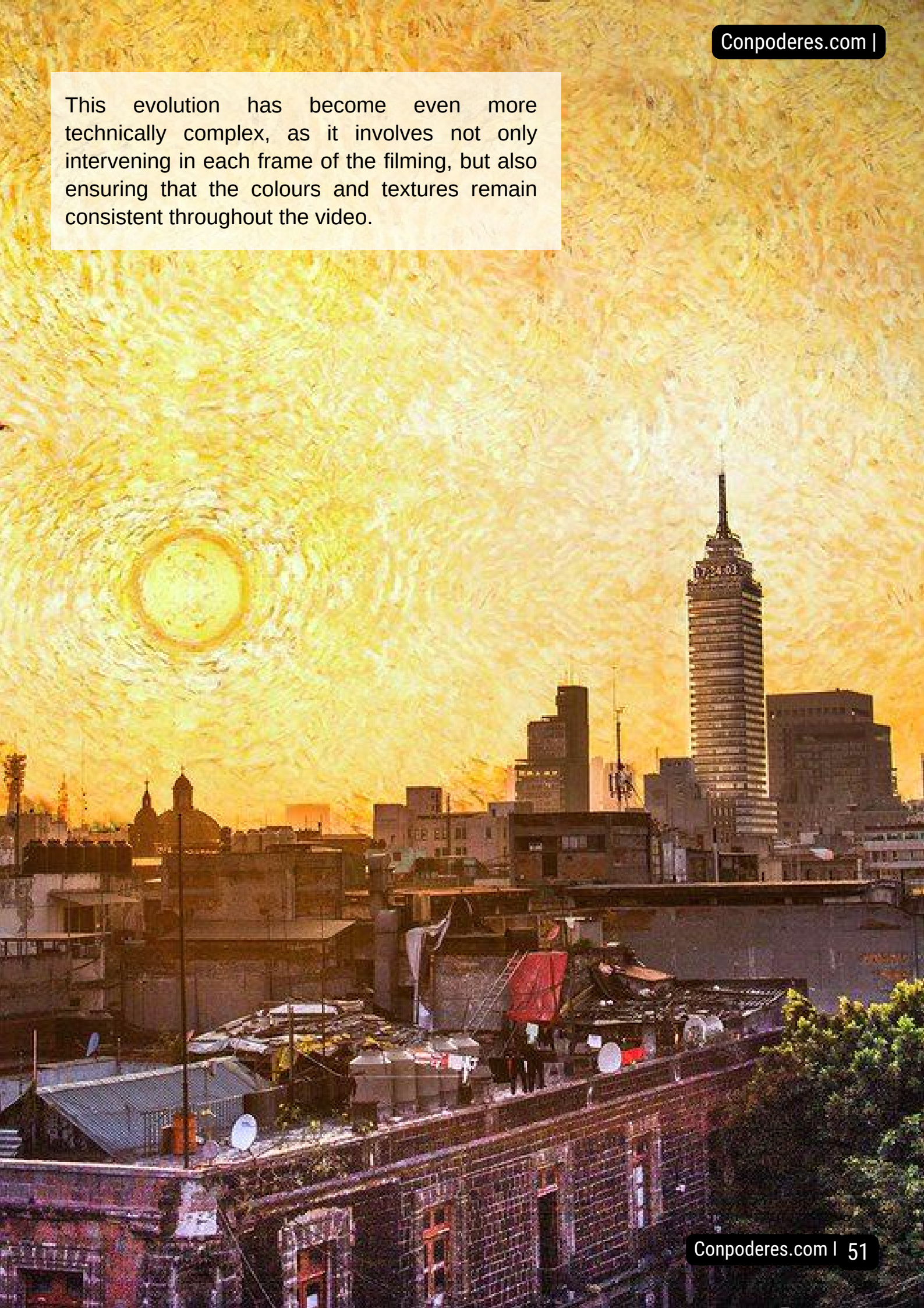
Although Cizza plans to experiment with other styles in the future, for now he continues to perfect his technique and personal style. **"I am still in love with Van Gogh's technique, his life and his story,"** he concludes.
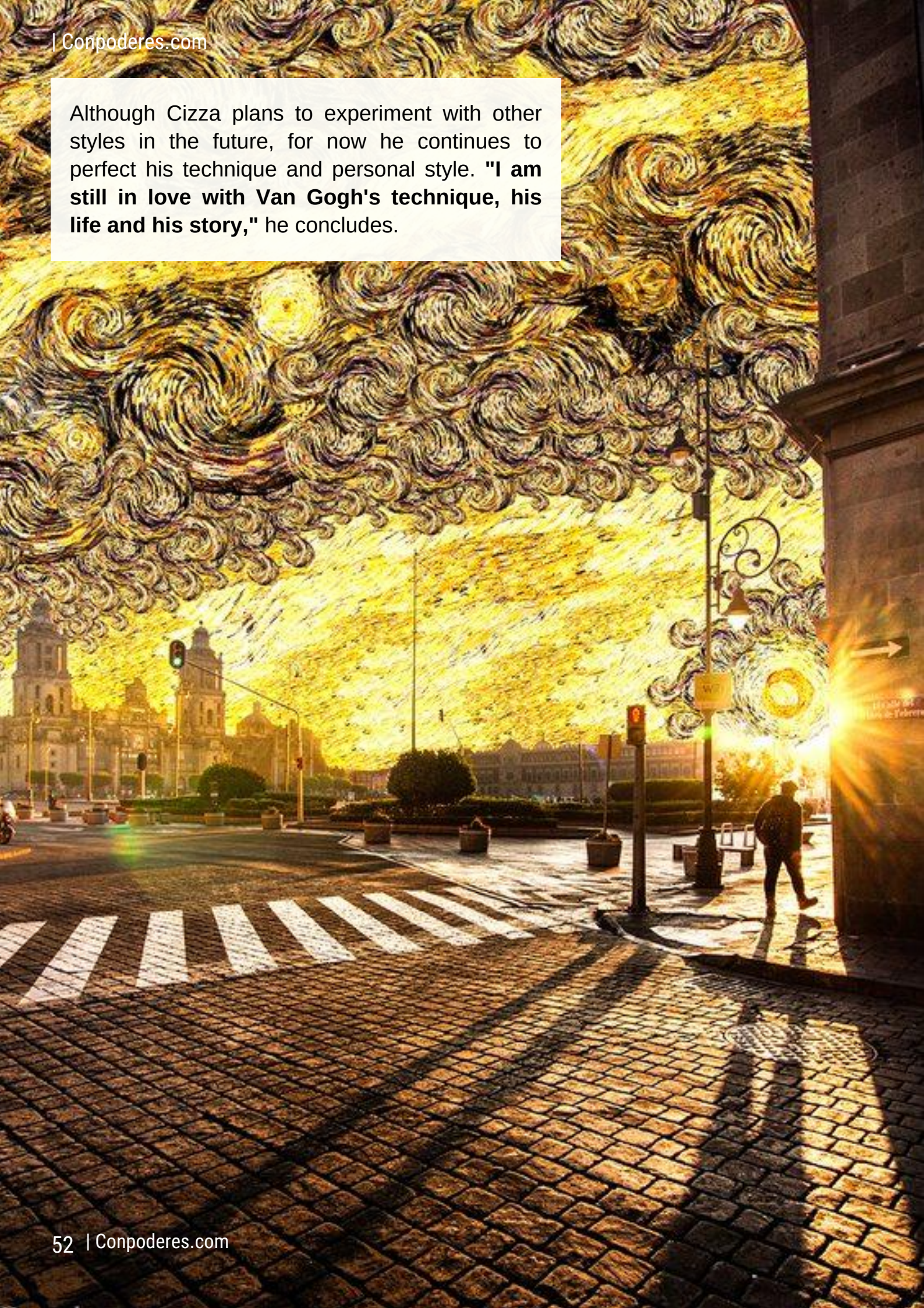
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THE YANCUIC MUSEUM PROMOTES CULTURAL DECENTRALIZATION IN MEXICO

This venue offers interactive exhibits, workshops and events for the entire community.

Written by: Esperanza Aguilera

In the heart of Iztapalapa, one of the most vibrant and populated boroughs of Mexico City, a new cultural beacon has emerged: the Yancuic Museum. This imposing building, recently inaugurated, stands as a symbol of the community and of the commitment to cultural decentralization.

From the outside, the public plaza, the large letters announcing "Museo Yancuic" and the majestic concrete and glass structure stand out in the surroundings, inviting you to enter and discover its spaces. The bright and modern building anticipates a journey towards learning and an immersive experience.

Inside, four large creatures guard the enclosure: a white-tailed deer, a Mexican wolf, an axolotl and a jaguar, all endangered species. Created by the talented collective "El Volador", these monumental sculptures, made from recycled materials, have become the silent guardians of an urgent message: the importance of preserving biodiversity.

The carefully designed exhibitions address topics such as the origin of life, climate change and biodiversity, using clear and accessible language that captivates visitors of all ages. Through interactive activities, simulators and immersive projections, each room encourages visitors to explore, experiment and learn in a fun way.
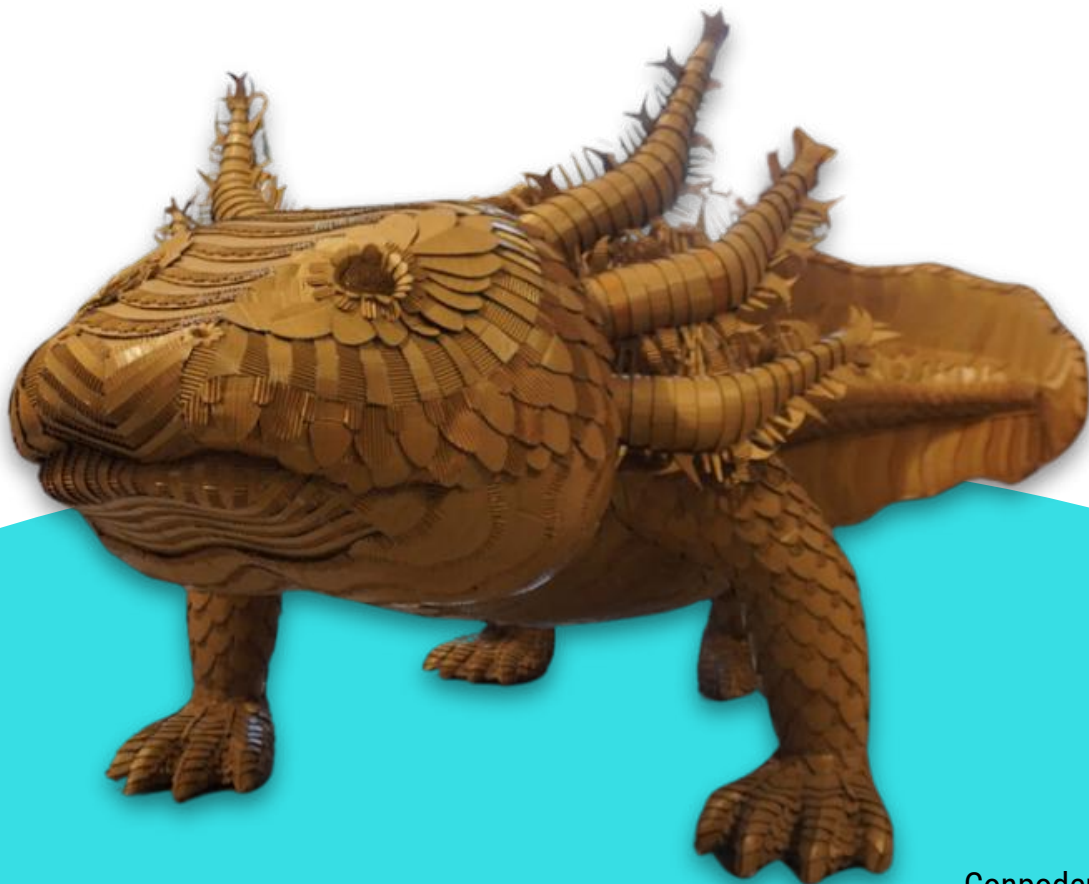
"Yancuic means new in Nahuatl and is the paradigm of the museum. We seek to go beyond the standards of learning and integrate visitors through surprise, enrichment and a transformative experience when they leave here," shares Elisa Lemus, coordinator of exhibitions and programming at Yancuic.

One of the keys to its success is its close collaboration with the Iztapalapa community. Through workshops, educational programs and cultural events, the museum seeks to strengthen the social fabric and encourage citizen participation. **"We believe that access to culture and education is a fundamental human right. The Yancuic Museum is a space where everyone can learn, have fun and expand their horizons,"** explains Lemus.

What was initially planned as a shopping centre and a private museum was transformed into a public and educational space. Conceived as a meeting place that fosters a sense of belonging to a collective project, strengthening community ties and promoting local development.

In addition, the museum pays a subtle but special tribute to outstanding Mexican women. The Katya Echazarreta auditorium is named in honor of the first Mexican woman to travel to space. The Julieta Fierro bookstore, dedicated to the renowned astronomer, and the Helia Bravo Hollis multipurpose space, pay tribute to the pioneering scientist in botany in Mexico.

In a context where culture and art are increasingly necessary, Yancuic is positioned as a benchmark for innovation and social commitment. This space, conceived as a place of encounter and learning, has the potential to transform the lives of thousands of people. With an inclusive approach, the museum opens its doors to everyone free of charge.

MODA
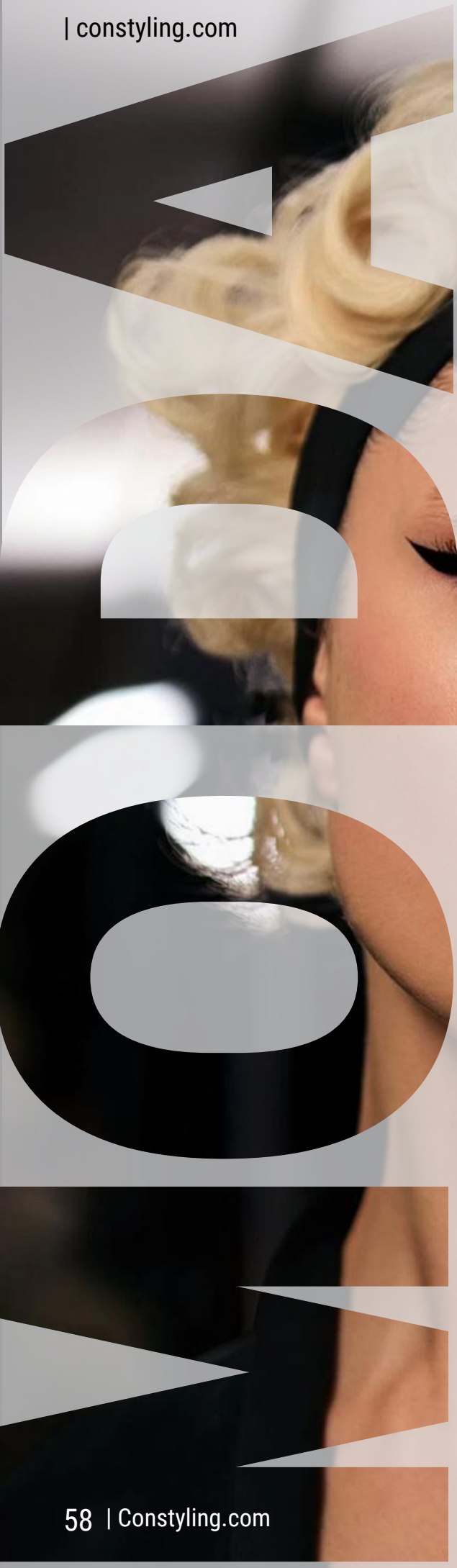
Written by: Estefani Rodriguez

10 BRANDS THAT REDEFINE EXCLUSIVITY

From Hermès to Dolce & Gabbana, these labels have managed to fuse tradition and modernity, creating a legacy of luxury.

In the world of fashion, some brands have achieved something beyond simply creating clothes: they have established a legacy; fusing history, sophistication and exclusivity. These haute couture houses do not just produce clothes, they dictate trends and captivate with their iconic symbols.

As Coco Chanel said: **"Luxury is not the opposite of poverty, but of vulgarity,"** emphasizing that true status lies in elegance. Below, we will discover ten of the most exclusive brands in the world that have understood and mastered this premise, creating pieces that have become symbols of prestige.

Hermes

With roots in Paris dating back to 1837, it began as a firm specialising in equestrian accessories. Today, its iconic Birkin bags and silk scarves represent the height of luxury.

Long vest

Louis Vuitton

Since its inception in 1854, this fashion house has been synonymous with exclusivity in the world of leather goods and travel goods. Its LV monogram is an instantly recognisable icon around the world.

Burberry

Since its creation in 1856, Burberry has been known for its distinctive check print and classic trench coats, making it an iconic brand of British fashion.

Short Kensington Heritage Trench Coat

Chanel

Founded in 1910 by Coco Chanel, the brand revolutionized fashion with its famous tweed suits and the 2.55 bag, consolidating a timeless and elegant style that is still relevant today.

Prada

Founded in Milan in
1913, Prada has
evolved under the
direction of Miuccia
Prada, establishing
itself as one of the
most influential
brands thanks to its
avant-garde and
minimalist approach.

Balenciaga

Cristóbal Balenciaga founded this brand in 1917, which has maintained its reputation for its avant-garde and feminine aesthetic, being a constant source of innovation.

Gucci

Established in Florence in 1921, it
has stood out for its double 'G' logo
and its ability to innovate in clothing,
accessories and footwear,
becoming a benchmark of modern
luxury.

Fendi

Since its beginnings in Rome in 1925, the maison has stood out for its famous Baguette bag and the iconic double 'F' logo, fusing tradition and modernity.

Dolce & Gabbana

Founded in 1985, this Italian brand has managed to fuse tradition and modernity, offering a unique style that empowers women with unparalleled glamour.

Dior

Christian Dior revolutionized women's fashion with his 'New Look' in 1947, offering a feminine silhouette that redefined elegance and marked a turning point in haute couture.

These firms have managed to create a narrative in each of their collections, which is why they continue to mark a pause in the world of style, demonstrating that fashion is as much art as history.

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