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INTERVIEW

LINA LOPERA, COUNTRY
MANAGER OF TOUS MÉXICO

TECHNOLOGY

Energy revolution
in Latin America

TRENDS

New perspectives
for nearshoring


LABOR SOCIAL

Social and economic
inclusion for
vulnerable women

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PREVIOUS EDITION



Interview with one of the icons of advertising, Humberto Polar. And more articles. 

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INDEX

NEGOCIOS PARA NEGOCIOS



6 360° SECURITY: ENCRYPTION AND CONTROL IN BUSINESS COMMUNICATION

Strengthening security on instant messaging platforms is essential in a modern business environment.

CLUB DE EMPRESAS

10 5 TRENDS IN DIGITAL PAYMENTS FOR 2024

Global data and analytics company, LexisNexis Risk Solutions, brings us the latest news on the payments ecosystem, suitable for any sector.



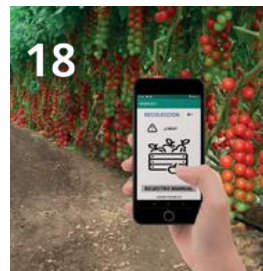
VIVIR TEC



TECHNOLOGY DRIVES THE ENERGY REVOLUTION IN LATIN AMERICA

The implementation of technologies optimizes the integration of renewable sources and promotes efficiency in distribution.

NUCLEO RURAL



THE ROLE OF DIGITALIZATION IN AGRICULTURAL MODERNIZATION

In response to current challenges, digital agriculture optimizes resources and improves decision making.

SPECIALS

22 NEARSHORING AND RELEVANCE TO SUSTAINABLE DEVELOPMENT

Beyond its advantages and challenges, this model represents an opportunity to advance the achievement of the Sustainable Development Goals (SDGs).



EXCLUSIVE INTERVIEW

26 INTERVIEW WITH LINA LOPERA, COUNTRY MANAGER OF TOUS MÉXICO

The jewelry firm has witnessed how omnichannel improves customer satisfaction and strengthens brand presence.



TABLE OF CONTENTS

LOBEMARK



32 YOSU ARANGÜENA: "IT IS A GOLDEN AGE FOR ADVERTISING"

TikTok has revolutionized the advertising landscape, becoming fertile ground for innovative strategies.

CON PODERES



46 "IRREPLACEABLE": THE DIRECTION OF ARTIFICIAL INTELLIGENCE

Sebastián Toda guides reflection on this technology in his new book.

SEÑOR NOTICIA

36 WOMEN ON THE PATH OF SOCIAL AND ECONOMIC REINTEGRATION

By breaking barriers and building a more equal future, in Peru, women manage to overcome social and economic challenges.



48 POETRY IS A CULTURAL REVOLUTION THAT TRANSFORMS SOCIETIES

The poet Eduardo Rada has led cultural democratization, fusing poetry, diversity and unity for more than two decades in "Poesía en el Parque."

PLANETA EN VERDE



40 ELECTRONIC RECYCLING AND ITS OPPORTUNITY FOR ECONOMIC DEVELOPMENT

Correct management of electronic waste is not only key to a more sustainable future, but also an economic engine for the region.

CONSTYLING

50 THE SUCCESS OF THE NOPAL IN THE ETHICAL FASHION SCENE

Desserto responds to the growing awareness of animal exploitation and the need to adopt more sustainable practices in fashion.



EDITORIAL



In the heat of the month of February, Valentine's Day stands out as an important holiday for the business world. Companies and brands dress in red and pink, while their marketing strategies focus on making customers fall in love with them to generate more sales.

An icon of romanticism is Tous. From Mexico, the bear brand shows us how digitalization and omnichannel improve customer satisfaction and strengthen brand presence. Likewise, he tells us about the Valentine's Day collection they have prepared for 2024.

With the new challenges to be sustainable, nearshoring has been highlighted as the main trend in the business field according to Google Trends 2023, so we analyze the new perspectives that will be key in the coming years.

With the help of Prysmian Group, technology gives way to the energy revolution in Latin America, optimizing the integration of renewable sources and promoting efficiency in their distribution. While, on the social side, the NGO Tejiendo Sonrisas fights every day for greater social and economic inclusion for vulnerable women and teenage mothers.

The Day of Love and Friendship should be considered a great business opportunity, as long as we do not lose sight of the very essence of the date: love in all its forms.

Estefani R.

GENERAL EDITOR

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360° SECURITY: ENCRYPTION AND CONTROL IN BUSINESS COMMUNICATION

Strengthening security on instant messaging platforms is essential in a modern business environment.

Written by: Estefani Rodriguez



In the digital age, where fast communication is essential for the efficient functioning of

companies, data security on instant messaging platforms has become more crucial than ever.

The advantages offered by these types of messaging applications have led to their widespread adoption in business environments. However, with this convenience also comes potential threats. Business conversations, strategies, and other sensitive data are often shared across these platforms, making them an attractive target for cybercriminals.

“By having the possibility of contacting anyone from the outside, companies are exposed to attacks such as phishing, CEO fraud, identity theft, among others”

Miguel Rodríguez,
CRO of Threema

To address these issues, businesses should choose platforms that adhere to proper security management, such as end-to-end encryption to protect communications. Under this idea, Threema was born, an instant messaging service, which differentiates itself from other applications due to its commitment to security and data privacy.

Threema, which has been on the market for 11 years, has been created taking into consideration what is called Zero Knowledge today, which means that the application does not store user information; nor the conversations on their servers. **“To register, it is not necessary to add the mobile phone number, only a user ID will be created,”** says Rodríguez.

Today, there are still many companies that communicate through traditional channels such as email, which, without end-to-end encryption, are vulnerable to suffering from a cyber attack. “They are also using instant messaging solutions that are not made for companies, such as WhatsApp or Telegram, which are good for collaboration,



but they are not appropriate for sharing confidential information,” adds the expert.

Among the services that Threema offers for companies, there are the solutions: Threema Work and Threema OnPrem. With these options it is possible to create a closed circle, where only people who work within the company can be contacted. **“If an employee stops working, that person can quickly be removed from the communication circle, while with traditional platforms that is impossible,”** he concludes.

The fusion of robust security architecture and complete data ownership creates an independent chat environment, ideal for use in industrial companies as well as government entities.

Of course, companies that recognize and proactively address these challenges will be better positioned to reap the benefits of instant communication, without compromising the security of their data and the information of their workers.



Threema in figures and projections

- Threema is a Swiss company, but with great growth in Germany, where they have almost 60% of their clients.
- To date, Threema has more than two and a half million users, more than 8,000 clients and has a presence in more than 92 countries.
- By 2024, Mexico is presented as a country to begin expanding in Latin America.



BENEFITS

OF ACTIVE BREAKS
AT WORK

**IT REDUCES
STRESS**

**PROMOTES MUSCLE
RELAXATION**

**BOOSTS WORK
PERFORMANCE
AND PRODUCTIVITY**

**REDUCES PHYSICAL
AND MENTAL FATIGUE**

IMPROVE POSTURES

**INCREASES THE
ABILITY TO
CONCENTRATE AND
PAY ATTENTION**



Written by: Pilar Astupiña

5 TRENDS IN DIGITAL PAYMENTS FOR 2024

Global data and analytics company, LexisNexis Risk Solutions, brings us the latest news on the payments ecosystem, suitable for any sector.

Written by: Estefani Rodriguez



Rafael Costa Abreu, director of market planning for Latin America at LexisNexis Risk Solutions.

In the last decade, we have witnessed a remarkable wave of innovation that has permeated every corner of the payments landscape. This has led to an evolution of the needs in the market, which continue to constantly change.

According to LexisNexis Risk Solutions, a global analytics company that provides technology and data services for a wide range of industries, in 2024, key trends to watch closely include the rise of account-to-account (A2A) payments, characterized by Instant direct transfers, without intermediaries.

Although not novel, API technology and the movement toward open banking have provided the infrastructure for its takeoff, anticipating rapid growth and greater global adoption.

On the other hand, the increase in online transactions has led to an alarming increase in payment fraud

authorized push (APP). This threat, now the main one worldwide, uses social engineering techniques and impersonation scams. Combating this type of fraud remains a considerable challenge, and the adoption of confirmation of beneficiary (CoP) controls and similar is expected to intensify to mitigate future risks.

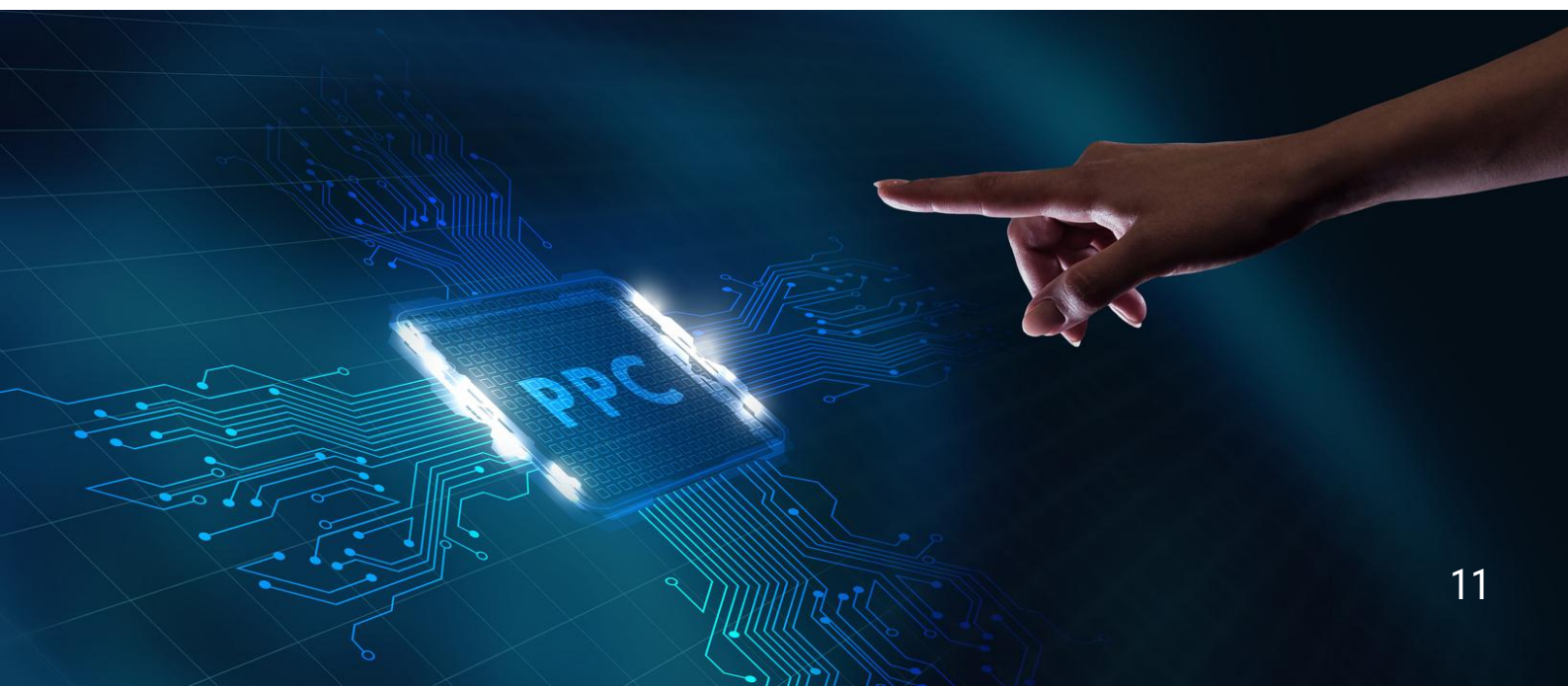
The imperative to reduce payment costs also becomes a central concern, given the convergence of factors that increase costs, from high interest rates to volatile credit markets. The automation of payment processes and the implementation of controls to speed up processing, reduce rejections and prevent fraud will continue to be a priority in 2024.

“Our payment validation tools and data intelligence enable organizations to reduce rejected payments, mitigate fraud, improve throughput rates and deliver a better overall customer experience,” the company says.

In addition, internal management of payment operations by companies has become a growing trend, seeking greater control and an improved customer experience. Adoption of enterprise treasury management systems will increase significantly, providing faster processing and real-time visibility.

Finally, the banking-as-a-service (BaaS) model is gaining momentum as banks diversify their operations and offer real-time payments capabilities through APIs. This trend, with a compound annual growth rate of more than 15%, is expected to spread further in the coming years.

“The payments landscape is changing rapidly. Companies that view payment processes in relation to the overall customer experience will have an advantage over the competition and will be ahead of the curve,” warns LexisNexis.



TELEWORKING MODALITY FOR

ADVANTAGES

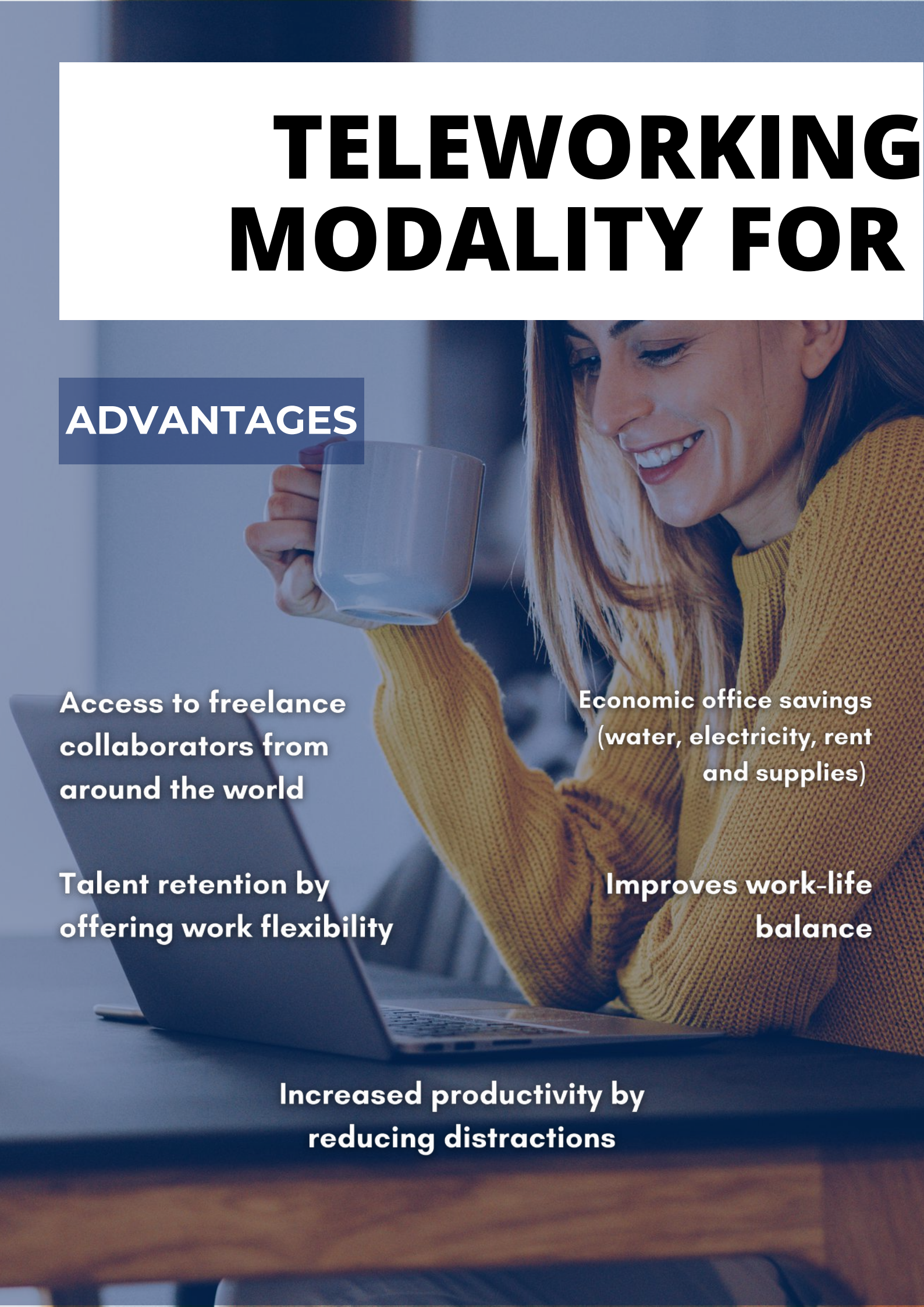
Access to freelance
collaborators from
around the world

Talent retention by
offering work flexibility

Economic office savings
(water, electricity, rent
and supplies)

Improves work-life
balance

Increased productivity by
reducing distractions



: A FEASIBLE COMPANIES?

DISADVANTAGES

Teamwork with less interaction

Limited security in the handling of critical information

Identification with the company could be affected

Increase in communication costs, such as telephone and Internet

Difficulty supervising the collaborator

TECHNOLOGY DRIVES THE ENERGY REVOLUTION IN LATIN AMERICA

The implementation of technologies optimizes the integration of renewable sources and promotes efficiency in distribution

Written by: Esperanza Aguilera

T

he transition towards more sustainable and clean energy sources is an urgent need in

the fight against climate change and the construction of a more efficient and sustainable energy future. To this end, technological investment has become key by facilitating the transformation of conventional energy systems and boosting the economic development of countries.

According to the Economic Commission for Latin America and the Caribbean (ECLAC), until 2020, 55% of greenhouse gas emissions were directly related to energy consumption.

However, the region is the second destination for investments in renewable energy, with 17% of the total projects worldwide since 2010, which shows the great potential of Latin America to advance towards cleaner energy sources.

“The energy transition in Latin America has experienced a revolution marked by technological advances that have positioned the region as a benchmark in the use of renewable energies. Countries such as Brazil, Colombia and Chile have invested heavily in renewable projects. In addition, emerging technologies, such as green hydrogen, are contributing to the growth of clean energy”

José Morillo, director of renewable energy and industry in Latam at Prysmian Group



According to statistics provided by Statista, the total installed capacity for renewable energy production in Latin America experienced constant growth. In 2021, a capacity of 291 gigawatts was recorded, showing a notable increase of 74% compared to 2010 figures.

One of the most prominent technologies is the implementation of smart grids. These play a crucial role in facilitating two-way communication between suppliers and consumers, enabling more efficient management and faster response to fluctuating demands.



Smart grids are key to sustainability by facilitating the efficient integration of renewable energies, such as solar and wind. Thanks to real-time monitoring, they optimize energy distribution, reducing losses and reducing greenhouse gas emissions.

“The implementation of smart grids is presented as a key macro trend in the energy transition, projected to more than double by 2030; not only globally, but also in Latin American countries such as Mexico, Peru, Costa Rica and Colombia,” says Morillo.

These networks enable active demand management, incentivizing people to reduce their consumption during critical peaks and facilitating smart charging of electric vehicles. Furthermore, its ability to detect and respond quickly



fault-tolerant improves the resilience of the electrical system, contributing to a more sustainable and efficient approach to global energy management.

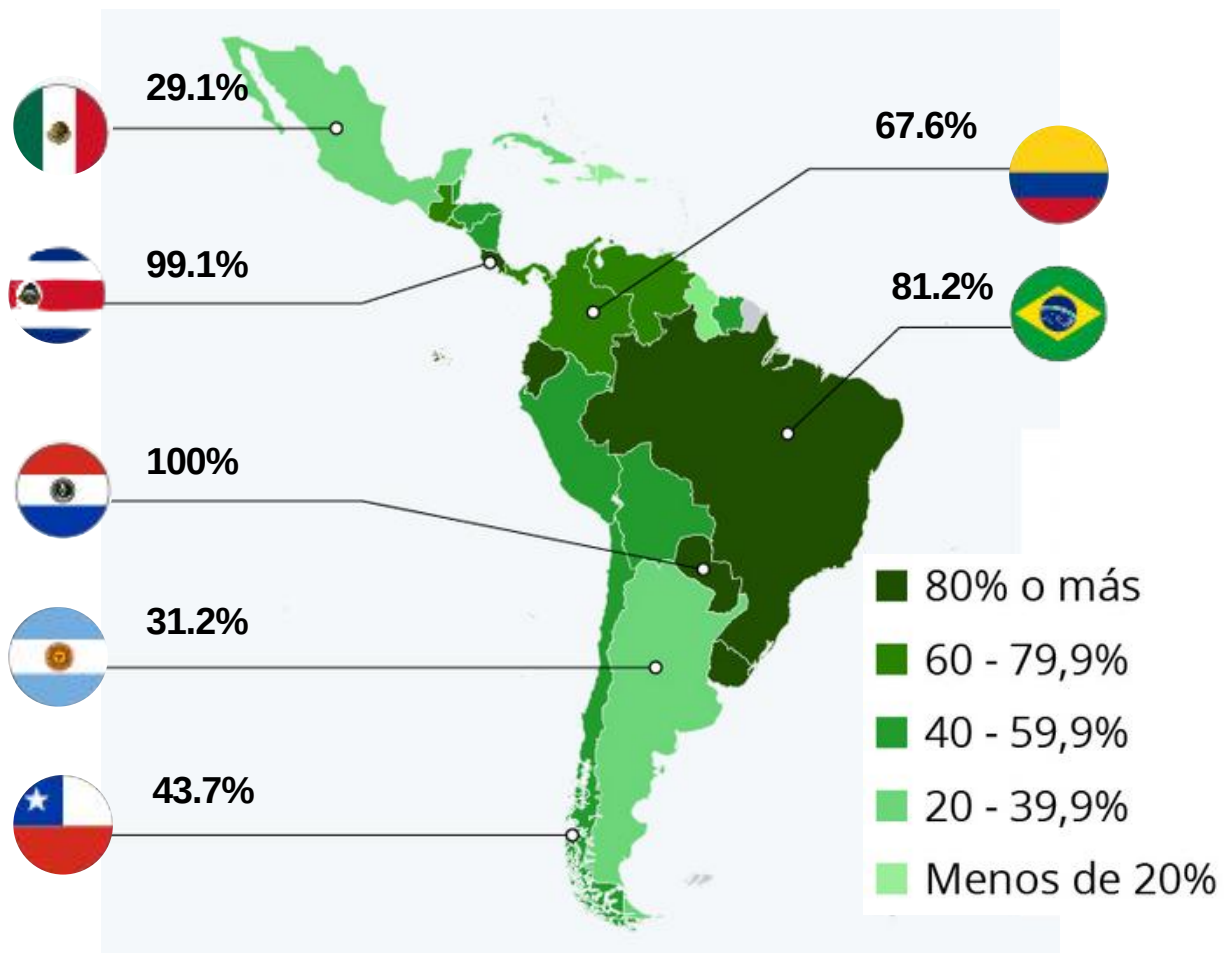
The energy transition in Latin America has become a beacon of technological innovation, leading the adoption of renewable energy and the implementation of smarter infrastructure.

However, Morillo highlights that there are still challenges that must be addressed: “We must make the transition economically sustainable, benefiting society and the environment. It is crucial that governments and companies work together to make these projects more efficient and attractive, and to be able to reduce the carbon footprint in the long term.”



GREEN ELECTRICITY IN LATIN AMERICA

Electricity generated by clean energies in 2021*



* Or immediately preceding year. It includes wind, solar, nuclear, hydroelectric, bioenergy and other renewable sources.

Fuente: Ember Global Electricity Review

Source: Statista

vivir
tec



THE ROLE OF DIGITALIZATION IN AGRICULTURAL MODERNIZATION

In response to current challenges, digital agriculture optimizes resources and improves decision making.

Written by: Esperanza Aguilera

Throughout history, agriculture has endured as one of the oldest economic practices. It is central of the human being. However, the transformative impact of new technologies has marked a significant milestone in the evolution and modernization of this sector, improving efficiency, productivity and effectiveness in rural activities.

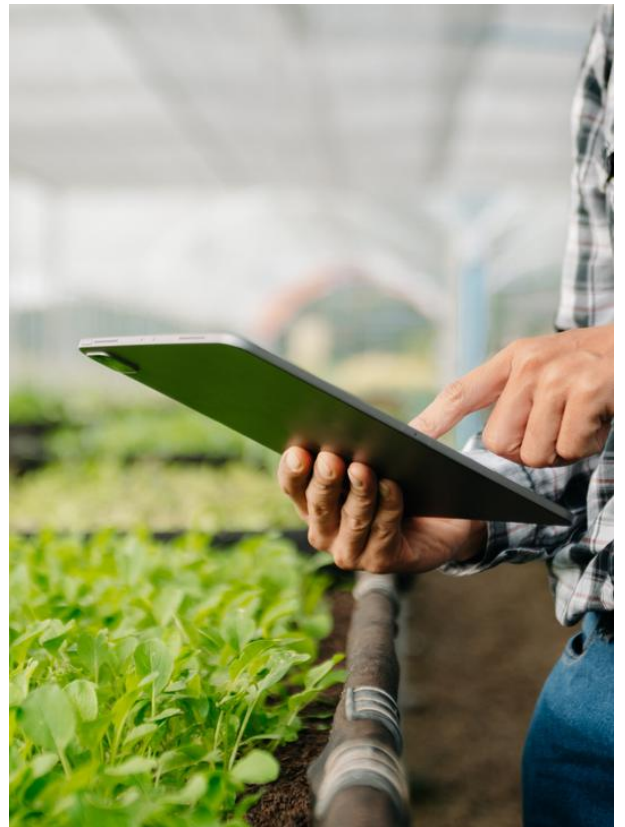
Today, agricultural digitalization emerges as a fundamental ally by offering solutions that go beyond production, addressing the complexity of the supply chain and providing tools for intelligent resource management through data analysis.

The ability to record planting conditions, climatic factors, and soil quality, along with the ability to examine this data on a large scale, allows farmers implement specific

treatments and identify the crops with the greatest demand in the market to optimize production.

According to data from the World Bank, agriculture represents between 4% and 37% of the gross domestic product (GDP) of different countries. However, food security and economic growth in agriculture have been threatened, pushing around 205 million people in 45 countries into food insecurity and extreme poverty.

Therefore, investing in agricultural technology is a response to current challenges, and also forms an essential strategy for long-term sustainability.



“The world population is increasing, and arable areas are already being exploited. “Digitization is key to optimizing resources”

Ramón González, CEO and founder of Robonity, the startup that created Mobibuk, the data management software for farmers that works as a digital logbook

The ability to record and analyze data enables precise planning and strategic utilization of agricultural inputs, thereby strengthening the position of farmers in the commercial landscape.

In this way, digitizing agriculture is key to productivity and also to balance economic, social and environmental aspects in the search for sustainable development.

"Agriculture is the future of humanity. Investing in the digitalization of the agricultural sector is investing in the future of the region"

Ramón Gonzáles, CEO and founder of Robonity, the startup that created Mobibuk,



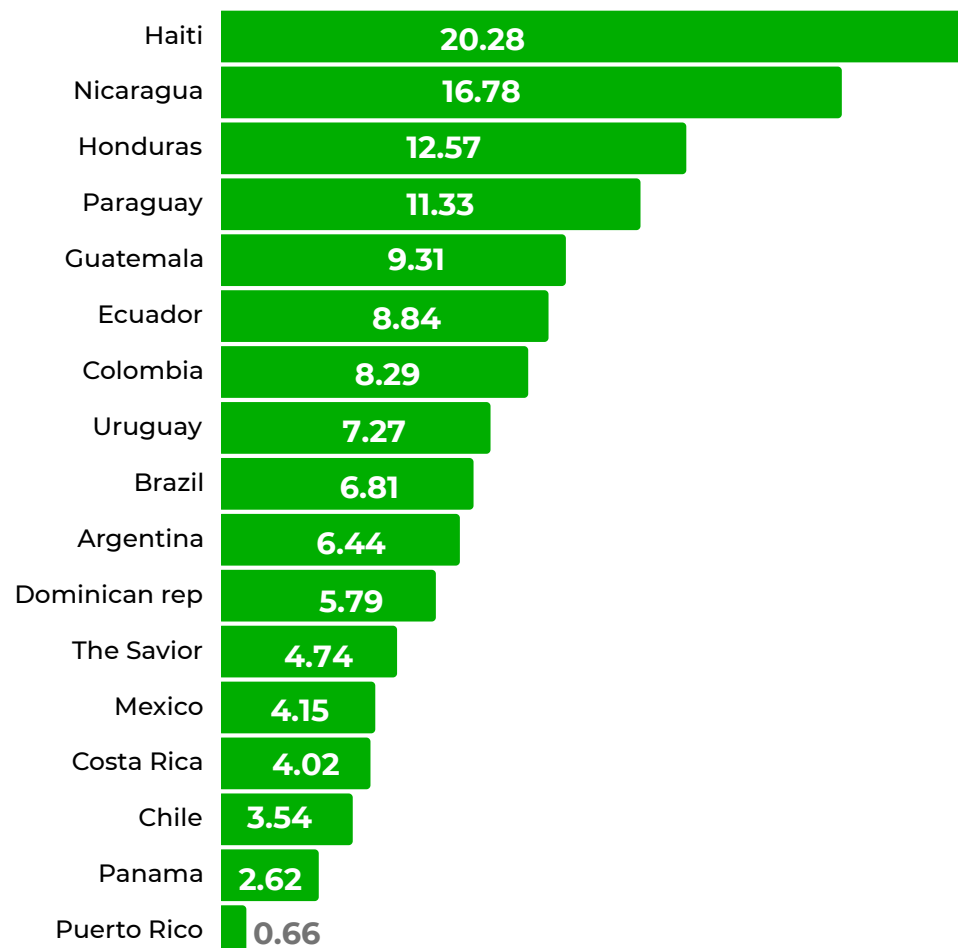
But there are still big obstacles to overcome. According to a study by the Inter-American Institute for Cooperation on Agriculture (IICA), only 37% of the rural population in Latin America and the Caribbean has significant connectivity. Therefore, it is imperative to address these challenges and promote technological development in agriculture as an integral part of economic growth strategies.

"Digitizing agriculture is not the end, it is the path towards optimizing resources, making informed decisions and adapting to demands. Allowing producing communities to not only survive, but thrive in an increasingly competitive and globalized agricultural environment," concludes the businessman.

SHARE OF AGRICULTURE IN GDP - CLASSIFICATIONS

Value added in the agricultural sector as a percentage of GDP, 2022:

The average for 2022 was 7.85% of GDP. The highest value was in Haiti: 20.28% of GDP and the lowest value was in Puerto Rico: 0.66% of GDP. Below is a table of all countries for which data is available.



Source: The World Bank

Fuente: The Global Economy

NEARSHORING AND RELEVANCE TO SUSTAINABLE DEVELOPMENT

Beyond its advantages and challenges, this model represents an opportunity to advance the achievement of the Sustainable Development Goals (SDGs).

Written by: Kory Nacif

Nearshoring, highlighted as the main trend in the business field according to Google Trends in 2023, makes reference to the practice adopted by companies of moving their operations or services to countries close to the market they are targeting. Beyond the associated challenges and benefits, this phenomenon can contribute to sustainable development in Latin America.

Its beginnings go back to manufacturing schemes using machining.

shearers; However, the push for nearshoring intensified due to disruption in supply chains during the pandemic and trade tensions between the United States and China.

In this way, multinational companies, from startups to large corporations in sectors such as automotive, electronics and renewable energy, have established their operations centers in countries such as Guatemala, El Salvador and Mexico, with the Aztec country being consolidated as the main destination.

“If analyzed from an environmental point of view, in nearshoring the carbon footprint of the products can be lower due to the reduction in distances for transporting goods. At the same time, this scheme can also have a positive social impact, by generating employment and development opportunities in the receiving communities”

Jorge Reyes, coordinator of the USR and Sustainability Committee of the Anáhuac University in Mexico

Thus, in the coming years, the key trends that will continue to drive nearshoring are:

1. Environmental sustainability

Since the boom of this model, companies in the region have adopted more efficient transportation practices, so reducing carbon emissions has become a priority.

“This can be further enhanced if it is coupled with the improvement in efficiency and the conversion of transportation systems to cleaner schemes, as well as the promotion of energy generation from renewable sources,” adds Reyes.



2. Social impact

The arrival of employment opportunities through companies has made possible a higher quality of life and social well-being in communities. Although nearshoring may involve higher labor costs, companies are willing to pay better for geographic proximity, quality of work, and risk reduction.

3. Flow automation

The integration of advanced technologies in this scheme has allowed greater efficiency in supply chains. In this way, artificial intelligence and robotics not only reduce operating costs for companies, but also streamline commercial and logistical flows.



4. Big Data Implementation

The ability to analyze data in real time through nearshore has allowed organizations to make more informed decisions in order to adapt to market demand.

According to experts, the growing demand for products and services, improved efficiency in delivery times and inventory control, as well as the availability of a qualified and competitive workforce, will continue to drive nearshoring.

“It is time to take advantage of the situation, since the economies of Asia, mainly China, will not take long to respond to recover their economy and global participation. In this way, it is essential to promote the context with a joint vision between government, companies and society, otherwise there is a risk that this will only be temporary,” says Ramón Martínez, finance expert and Chief Transformation at XY Booster.

The legal uncertainty for foreign investments, security and organized crime problems, as well as the lack of development and modernization of more logistics and clean energy infrastructure, are some challenges to overcome for this model to become a reality in Latin America.

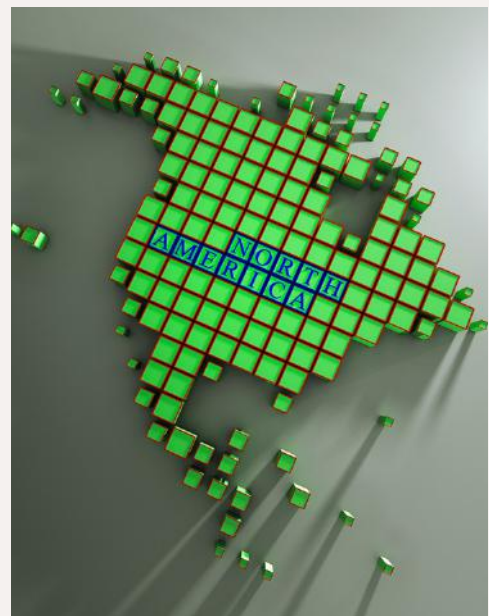
“Co-responsibility is required to promote sustainable nearshoring, which without forgetting the economic and commercial issues that drive it, does not neglect Environmental, Social and Corporate Governance (ESG) criteria. This scheme could represent a huge opportunity to advance in achieving the Sustainable Development Goals (SDGs) requested by the United Nations 2030 Agenda,” concludes Reyes.

Although this investment relocation model represents a unique growth opportunity for the region; The construction of safe roads, the expansion of ports with greater capacity, efficiency in customs processes and improvement in digitalized transportation are necessary to achieve a favorable environment for this business and foreign investment.

Figures to consider:

- Latin America offers the North American market a unique combination of geographic proximity, as well as partners with developed capabilities and sufficient maturity to offer quality products (IDC).
- Nearshoring in the region is expected to grow at a compound annual rate of 10% between 2022 and 2025 (Deloitte).

Nearshoring could increase global exports from Latin America and the Caribbean by 78 billion dollars annually, of which 35,300 correspond to Mexico (IDB).



EXCLUSIVE INTERVIEW



Lina Lopera

Country manager of Tous Mexico

TOUS MÉXICO: “25% OF OUR SALES ARE MADE THROUGH THE DIGITAL ENVIRONMENT”

The jewelry firm has witnessed how omnichannel improves customer satisfaction and strengthens brand presence.

Written by: Estefani Rodriguez

F

ew brands have been present in the world for more than 100 years and are trendy. Tous is one of them. Synonymous

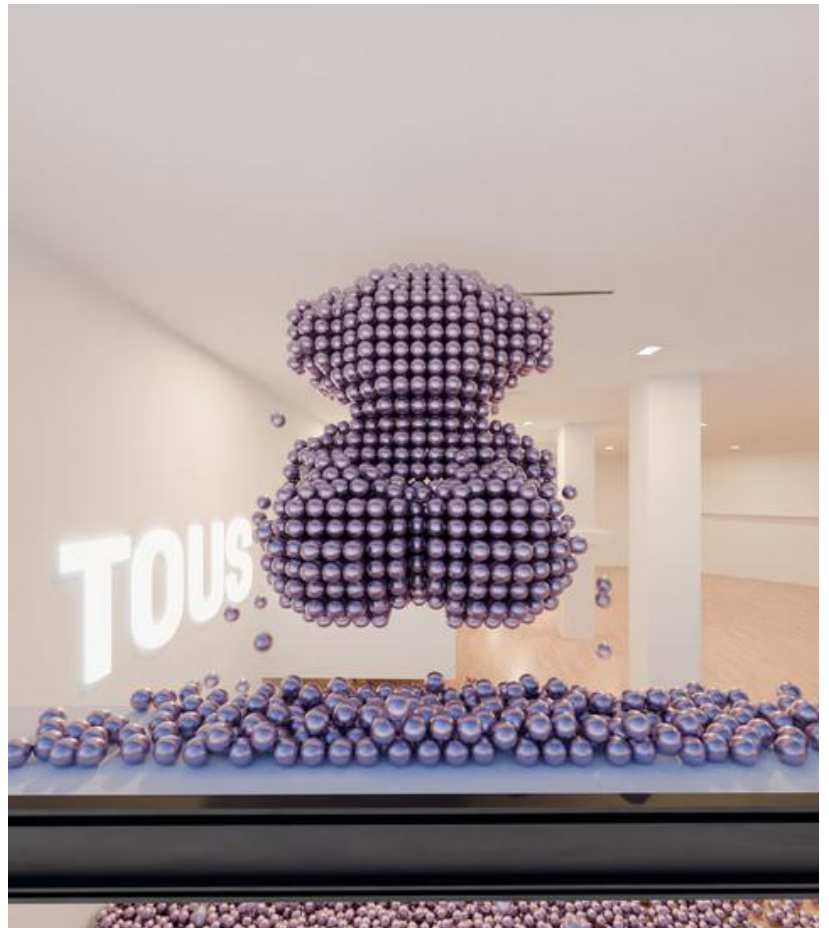
of sophistication, elegance and love, the bear brand has managed to maintain itself over time through its jewelry as witnesses to thousands of stories that connect people through creativity with their lifestyle.

With a presence in 46 countries and around 700 stores in the world, the company's growth in Latin America has had a notable expansion, with Mexico being the second most important market after Spain.



“Mexico has been growing at double digits, even in 2022 it doubled the number we had in 2019 before the pandemic. It is a market that is advancing rapidly both in terms of sales and expansion. Now we have 141 stores in the country.”

Lina Lopera, country manager of Tous México



Much of this is due to the digitalization of Tous, which, after the pandemic, opted for a holistic transformation focused on the business, the brand, the product and the people. Thus, through the Tous Next project, various strategies were developed that would allow the company to live another 100 years.

On the business side, the digital channel boosted sales and proximity to customers, becoming one of the great successes today. **“25% of our sales are made through digital business, which ranges from our own website to marketplaces or remote sales,”** details Lopera.

At this point, it is worth highlighting the importance of omnichannel, a factor that allows us to have presence and closeness with the customer in all channels. **“There are no longer customers who only want to buy in-store or those who only buy online. Sometimes they buy online, but want to pick up in store or vice versa. Omnichannel is also connected to logistics issues, since through digital sales we have the ability to reach our customers in record times; We deliver Send-day or 24 hours,”** he adds.



As a second axis of change, the firm, which has stood out for its renowned bear, opted for a transformation in the logo. “We changed our logo because it had not been touched for many years.” Thus, the traditional icon gives way to a new and attractive proposal of the 3D bear, which increases its capacity for creative expression and the possibilities of connection with new audiences, highlighting the young market, who give validity to the brand.

The focus on product is part of the third transformation, with the launch of Manifesto representing this change. The collection, which is now entering its third campaign wave, has a concept that

allows you to connect with different metals. For example, they have gem chains that when connected with a silver one generate another piece of jewelry, in order to seek self-expression that is part of the new spirit of the brand.

From its three traditional attributes: the bear, the color pink and tenderness, the brand evolves to transform them into audacity, creativity and sense of humor.

“We believe 100% in self-expression. We are a jewelry company, where metals, stones, diamonds, gold, 18-karat gold-plated silver and silver itself are our jewelry base. At the product level, we continue to take great care of the classic part, but also the trendy and fashion collections to connect with new generations who want to try new and different products. We apply a lot of creativity here,” says the country manager.

The fourth vision of the company is made up of people. According to Lopera, the teams that work at Tous become brand ambassadors. **“We work hard to ensure that Tous values are experienced by our collaborators. We want to achieve that freshness in them, and that, for example, they do not wear uniforms in stores, but rather they play with some looks that we offer them so that they can look different and feel like themselves.”**

On the eve of Valentine's Day, one of the most anticipated dates for business, the firm presents itself renewed and with a collection that promises to be the perfect gift to give to a loved one or even to ourselves.

“My Other Half, as its name says, seeks to connect with your other self. It is inspired by universal love, where there is not only a love for a couple, but it is love for yourself, for your loved ones and even for your pets,” concludes Lina Lopera.

With these changes and new perspectives, Tous stands out for its unique combination of creativity, quality and commitment in the jewelry industry. Its commitment to an internal transformation has allowed it to evolve, without losing its playful and elegant essence.





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THEIR IDEA INTO
REALITY**

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YOSU ARANGÜENA: “IT IS A GOLDEN AGE FOR ADVERTISING”

TikTok has revolutionized the advertising landscape, becoming fertile ground for innovative strategies.

Written by: Estefani Rodriguez

T

he evolution of advertising has undergone significant transformations in the contemporary era, driven largely by advances.

technological ces and the proliferation of social media. Among these platforms, TikTok has emerged as a cultural phenomenon and a unique advertising space that has left an indelible mark on the creativity industry.



In recent years, technology has played a crucial role in the way advertising is conceptualized, created and distributed. Personalization and audience segmentation have become essential, allowing advertisers to tailor their messages to specific audiences with unprecedented precision.

“It is a golden age for advertising because now you can make content that you couldn't before and 10 or 20 years ago you were relegated to making an advertisement or a billboard. However, it is also a bit difficult, since you cannot have a campaign in just one medium, it has to reach all places”

Yosu Arangüena, founder and Chief Creative Officer of the independent agency MADE

In this context, TikTok has revolutionized the advertising landscape by providing a unique and immersive format based on short videos. The platform has attracted a diverse and global audience, becoming fertile ground for creative and innovative advertising strategies.

“The cell phone came to change everything. Currently, there are great content generators that have known how to use these media very well with brands. People prefer to see relevant content than exaggerated productions that say nothing. They don't look at a poorly made ad, but content on TikTok with millions of followers does,” says the publicist.

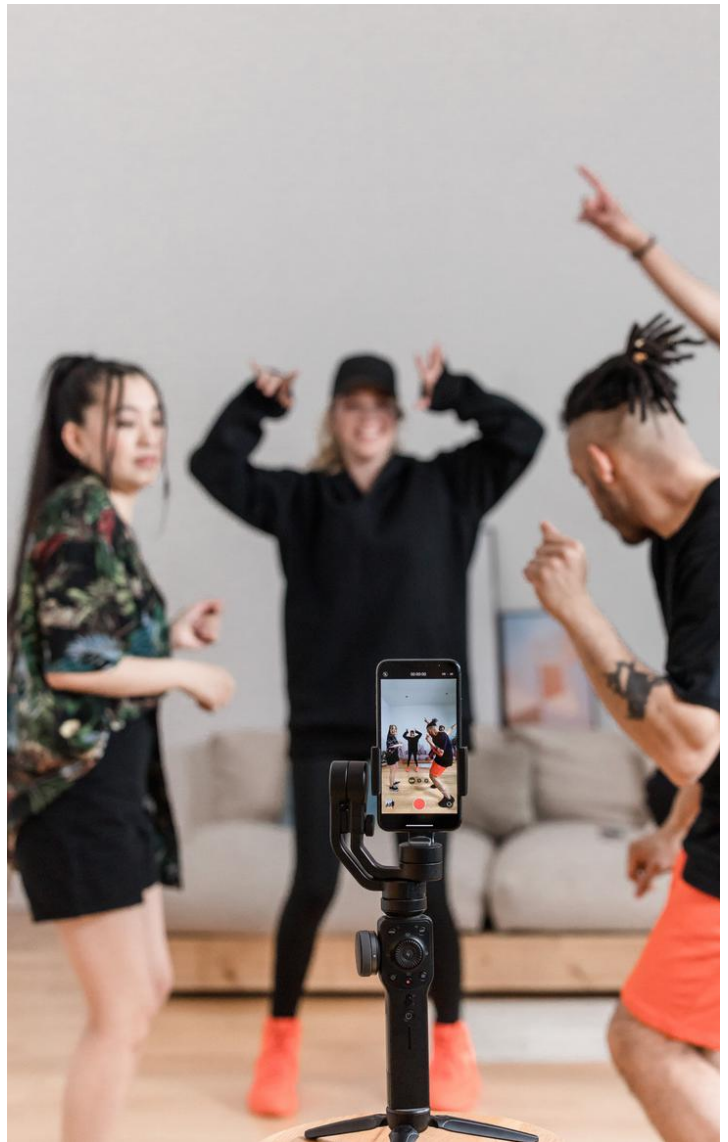


Thus, brands have taken advantage of the inherent creativity of this social network to design campaigns that not only promote products or services, but also generate active participation from the community, whose interaction can be visualized and measurable.

Therefore, TikTok's advertising function has evolved to adapt to the needs of advertisers, offering advanced analytical tools and detailed targeting options. This makes it easier for brands to measure the impact of their campaigns and adjust strategies in real time, thus optimizing the return on advertising investment.

“Every campaign has an objective, which is sales. But, far from the commercial, there are campaigns that seek to connect. And now it's easier to see the likes or how many people shared it on networks. This way you can know if the campaign was good or bad,” he adds.

The combination of creativity, personalization and greater interactivity has marked a milestone in the way brands connect with their audiences. Advertising on TikTok reflects the change in the way we consume content and, in turn, sets a standard for continued innovation in the digital advertising sphere.



“Thanks to these networks, many independent agents, different types of agencies, and also content generators are born. Large advertising companies are no longer needed. Now even the consumer becomes the generator. We are in a world where barriers have disappeared,” Arangüena concludes.

MARKETING & ADVERTISING

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WOMEN ON THE PATH OF SOCIAL AND ECONOMIC REINTEGRATION

By breaking barriers and building a more equal future, in Peru, women manage to overcome social and economic challenges.

Written by: Estefani Rodriguez





T

he constant search for a more just and equitable society emerges as a moral imperative and an indispensable driver for the sustainable development of

a country. Groups at risk and vulnerable, such as women, require special attention and concrete measures to guarantee their participation in all areas of life.

Historically, women have faced economic and social barriers that have limited their progress. That is why the economic

inclusion is presented as an effective means to empower these groups. Access to decent job opportunities, the promotion of entrepreneurship and the development of skills are essential elements to break the cycle of vulnerability.

With 10 years of experience in Peru, Tejiendo Sonrisas is an NGO that encompasses precisely this approach through projects that allow the economic and social reintegration of women and adolescent mothers.

“We provide them with 360° help. Once they leave INABIF, at 18 years of age, we offer them to complete their high school education and then provide them with a job where they can generate their own money, so they can have a financial education to be able to invest in a venture if they wish.”



Hanz Heinz, CEO of Tejiendo Sonrisas

Among its projects is “Come con Causa”, a social restaurant; and “Perú Biodiverso”, a brand that sells organic products from the jungle and mountains. These are the places of work space that are offered to these women. Likewise, the NGO works hand in hand with other companies where they are also provided with job opportunities.

“In the case of teenage mothers, many of them do not have family members to support them and, therefore, they have nowhere to leave their children. We work with daycare centers so that the boys can be there while the girls work,” says Heinz.

In addition to economic and social help, Tejiendo Sonrisas also provides psychological and legal support, important for any reintegration. On the one hand, psychological support provides a safe space where mothers can express their concerns, fears and doubts, allowing them to effectively address and manage the emotional tensions associated with early motherhood.

“What we have seen is that there are many women repeat offenders, since they commonly return to the place where they have been violated and we do not want that. Now we are allying with other NGOs and companies to be able to continue covering more areas and doing more projects to benefit them,” he adds.

On the other hand, legal advice also plays a crucial role in the lives of teenage mothers. Legal support provides them with the security of their rights and helps them access services and programs specific to young mothers, such as appropriate medical assistance, continuing education and child care. Furthermore, **“some of the mothers do not have their identification document (DNI) and neither do their children, and we help them in that process,”** he emphasizes.



It should be noted that in Peru, every year more than 1,100 children under 15 years of age become mothers. According to figures from the Ministry of Health, the registration of live births in girls between 10 and 14 years old increased from 1,158 to 1,430 between 2020 and 2021, and then to 1,625 in 2022.

Advocating for equal opportunities, removing barriers and creating inclusive policies are crucial steps to building a future where every individual, regardless of gender or circumstances, can contribute to and fully benefit from society's advances.

ELECTRONIC RECYCLING AND ITS OPPORTUNITY FOR ECONOMIC DEVELOPMENT

Correct management of electronic waste is not only key to a more sustainable future, but also an economic engine for the region.

Written by: Esperanza Aguilera

N

owadays, technology advances at a pace that is difficult to keep up with. Although it is one of the world's largest economic drivers, it is also responsible for wasteful

of 50 million tons of electronic devices, according to data from the United Nations Environment Program.

Over the years, technological advances have radically transformed the way we live. The digital revolution has integrated technology into every aspect of our lives, accelerating processes and connecting people around the world.

However, as technology advances, there is a need to balance innovation with environmental responsibility. According to data from Statista, in the last decade, the smartphone industry alone grew by 50% and it is estimated that by 2050 there will be 18,220 millions of mobile devices in use.



The biggest problem is the lack of waste management. According to a report from the United Nations (UN), Latin America recovers only 3% of its electronic waste, which means that much of it ends up contaminating ecosystems.

In 2019, at least 4.4 million lead and 5.6 megatons of greenhouse gases belonging to refrigerants were found in electronic waste in Latin American countries.



“Recycling can be an economic engine. It is important to understand this industry also as a generator of employment and wealth, since it is a sector that can increase the GDP of the region”



Luis García Torremocha,
CEO of Movilex

Therefore, working on sustainable waste management presents significant opportunities for economic growth. By actively engaging in recycling practices, companies can benefit financially by taking advantage of the growing demand for recycled materials.

Recycling is constituted as a strategy to strengthen economic stability and contribute to long-term sustainable development. However, less than 40% of electronic devices are recycled in the world.

Given this reality, it is imperative to work on a conscious and sustainable approach to technological innovation. **“In order to move towards a circular economy, the regulatory development that corresponds to governments is essential, and then for companies to develop their environmentally conscious activities,”** says García.



According to the International Telecommunication Union (ITU), implementing a circular economy in the electronics industry could reduce costs for consumers by approximately 7% by 2030 and a significant 14% by 2040.

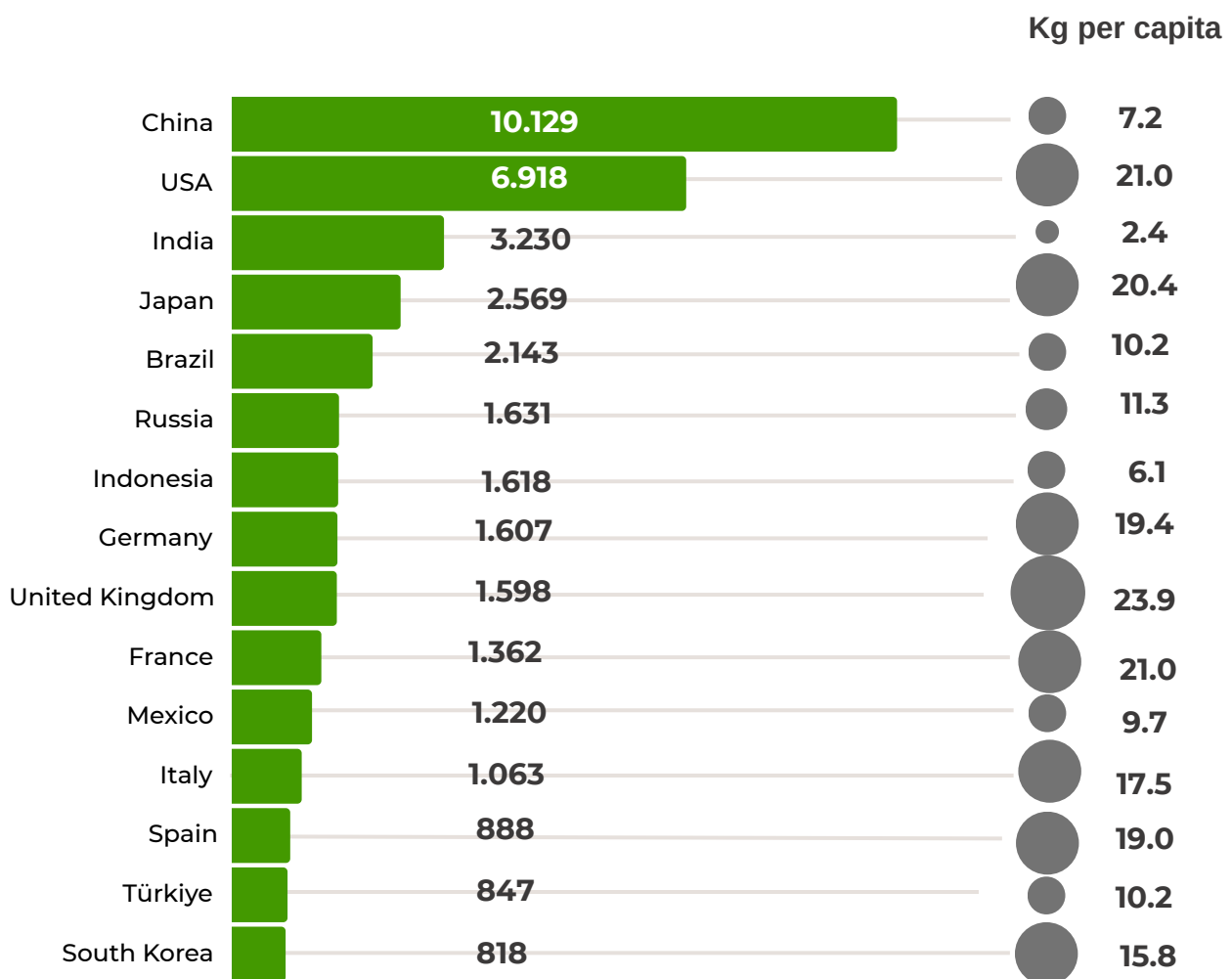
However, there is still a long way to go. **“One of the biggest challenges is the lack of social awareness on the part of citizens. It is necessary that the electronic devices reach the companies that have the environmental authorization to treat this waste,”** concludes the CEO.

Adopting a conscious and sustainable approach to technological innovation is presented as the key to building a sustainable future, where economic prosperity coexists harmoniously with the health of the planet.



THE COUNTRIES THAT GENERATE THE MOST ELECTRONIC WASTE

Ranking of countries according to the volume of electronic waste generated in 2019 (in millions of metric tons)



Fuente: The Global E-waste Monitor 2020

Source: Statista

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“IRREPLACEABLE”:- THE DIRECTION OF ARTIFICIAL INTELLIGENCE

Sebastián Toda guides reflection on this technology in his new book.

Written by: Esperanza Aguilera



In a time where artificial intelligence (AI) permeates every corner of our lives.

lives, the concern about being replaced by efficiency and automation is increasing. In this context, Sebastian Tonda writes "Irreplacables: How to Survive Artificial Intelligence", a book that explores how humanity can reinvent itself in a world driven by technology.

Tonda dedicated a large part of her life to advertising and creativity, but decided in 2023 to take another step in her career by writing about something she had always been passionate about: technological change.

Su libro es resultado de tres hilos entrelazados en la vida del escritor: la cercanía que ha tenido siempre con la tecnología, su experiencia en los negocios y la publicidad, y un proceso personal de reflexión sobre el uso de la conciencia en la era de la IA, según explica.

"Irreemplazables" no solo explora los desafíos del mundo moderno, sino que también plantea preguntas cruciales sobre el futuro que nos aguarda el panorama digital. **“Aunque la inteligencia artificial puede reemplazarnos en ciertas tareas, nuestra capacidad de experimentar y ejercer nuestra conciencia seguirá siendo vital. Necesitamos enfocarnos en desarrollar habilidades que la tecnología no puede replicar”**.

La obra destaca la voraz velocidad de nuestros días y la hiperproducción desenfrenada como grandes enemigos, incitando a la reflexión sobre hacia dónde nos dirigimos como sociedad.

Desde el cambio en el lenguaje hasta la transformación del trabajo, Tonda examina detenidamente cómo la tecnología influirá en diversos aspectos de nuestra existencia. “Creo que la inteligencia artificial se perfila para transformar estructuralmente la forma en



que vive la humanidad, y representa un cambio sin precedentes”, comenta el autor.

"Irreemplazables: cómo sobrevivir a la inteligencia artificial" es una brújula en la reflexión sobre la transformación por la IA, guiando a los lectores a través de un viaje introspectivo hacia la reinención personal y cultural en la era digital. **“Gracias a la inteligencia artificial vamos a tener que conocer mejor lo que nos hace seres humanos”**, finaliza el escritor.

His book is the result of three intertwined threads in the writer's life: the closeness he has always had with technology, his experience in business and advertising, and a personal process of reflection on the use of consciousness in the age of AI, as he explains.

"Irreplaceables"

(Irreemplazables) not only explores the challenges of the modern world, but also raises crucial questions about the future that awaits us in the digital landscape. **"Although artificial intelligence may replace us in certain tasks, our ability to experiment and exercise our consciousness will remain vital. We need to focus on developing skills that technology cannot replicate."**

The work highlights the voracious speed of our days and unbridled hyperproduction as great enemies, inciting reflection on where we are heading as a society.

From the change in language to the transformation of work, Tonda takes a closer look at how technology will influence various aspects of our existence. **"I believe that artificial intelligence is shaping up to structurally transform the way we that humanity experiences, and represents an unprecedented change,"** comments the author.



"Irreplaceables: How to Survive Artificial Intelligence" is a compass in reflecting on transformation by AI, guiding readers through an introspective journey toward personal and cultural reinvention in the digital age. **"Thanks to artificial intelligence we are going to have to know better what makes us human beings,"** concludes the writer.



LA POESÍA ES UNA REVOLUCIÓN CULTURAL QUE TRANSFORMA SOCIEDADES

El poeta Eduardo Rada ha liderado la democratización cultural, fusionando poesía, diversidad y unión durante más de dos décadas en “Poesía en el Parque”.

Escrito por: Esperanza Aguilera

E

En 1992, una época de suma violencia para el Perú, el poeta Eduardo Rada inició el recital “Poetas por la Paz”,

naciendo así una iniciativa que se convertiría en un faro de resistencia poética hasta nuestros días.

Desde sus inicios, se realizó anualmente la maratón con la participación de un

destacado grupo de poetas como Antonio Cisneros, Enrique Verástegui y Rocío Silva Santisteban. Sin embargo, en 1996, Rada propuso llevar los recitales al Parque Kennedy, en el distrito de Miraflores, dando origen a lo que conocemos hoy como **“Poesía en el Parque”**.

Reconocido por la UNESCO en 2006, este evento cultural ha trascendido



POETRY IS A CULTURAL REVOLUTION THAT TRANSFORMS SOCIETIES

The poet Eduardo Rada has led cultural democratization, fusing poetry, diversity and unity for more than two decades in "Poetry in the Park." (Poesía en el Parque).

Written by: Esperanza Aguilera

In 1992, a time of extreme violence for Peru, the poet Eduardo Rada began the recital "Poets for Peace",

Thus, an initiative was born that would become a beacon of poetic resistance to this day.

Since its inception, the marathon was held annually with the participation of a

outstanding group of poets such as Antonio Cisneros, Enrique Verástegui and Rocío Silva Santisteban. However, in 1996, Rada proposed taking the recitals to Kennedy Park, in the Miraflores district, giving rise to what we know today as "Poetry in the Park." **"Poesía en el Parque"**.

Recognized by UNESCO in 2006, this cultural event has transcended

borders and has been key in what the poet calls the **“democratization of culture.”** The initiative evolved from an annual marathon to a weekly one, with 20 to 25 poets participating each week and hundreds of spectators.

Inspired by the notion of mass poetry present in the poem *Masa* by César Vallejo, Eduardo Rada has dedicated his efforts through "Poetry in the Park" to forging a community consciousness.

“The problem with poetry is that at some point it separated itself from the people and became an elitist activity. But poetry is philosophical, conscious and political; It is for everyone,” says Rada.

After the pandemic, the event moved to virtual platforms, but now returns in person twice a month.

“Although in those years the event was reduced because many people did not have access or were not interested in digital, we have continued. Now the idea is to do it both in person and digitally, simultaneously. Continue democratizing culture,” the poet comments enthusiastically.

With more than two decades of experience, "Poetry in the Park" stands as a legacy of resistance. This cultural event stands as a testimony of how poetry can be an agent of change and connection in society.

“Even when we are all different, poetry unites us and teaches us that we are a multiple identity. Art is a training to accept differences and realize that identity is not that everyone is the same, but that each one is different, but even with that we are a community and we are a union,” he concludes.



THE SUCCESS OF THE NOPAL IN THE ETHICAL FASHION SCENE

Desserto responds to the growing awareness of animal exploitation and the need to adopt more sustainable practices in fashion.

Written by: Estefani Rodriguez

S

ustainability has become a growing trend in the fashion industry, as now

Part of consumers are looking for more ethical and environmentally friendly options. In this context, vegan leather made from cactus has emerged as an innovative and sustainable alternative to traditional materials.

Prickly pear leather, as it is also known, is produced more ethically compared to conventional leather that is obtained from animal skin. Its preparation involves the use of the leaves of the cactus, a resistant plant that does not require large amounts of water to grow. In addition, the production process is less polluting because it does not involve the use of toxic chemicals.



Adrian Lopez and Marte Cazares

In this area, Desserto stands out, a company that uses the cactus to make more ecological leather, which is being used to make footwear, bags and accessories.

“The idea of developing a sustainable material came to us after having worked in the fashion and automotive industries, where we witnessed first-hand the environmental impact caused by the process of animal leather and synthetic fur. We thought about developing our solution using a raw material that was not only sustainable, but also scalable, abundant and representative of Mexico.”

Adrian Lopez Velarde, co-founder and co-CEO of Desserto



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The nopal is obtained from various regions of Mexico where this plant is endemic. “It is grown in a completely organic and circular way, then it is harvested and processed to use it as a substitute raw material for plastic,” he details.

It is also important to mention that the production of this leather contributes to the development of local communities in regions where the plant grows naturally. By promoting sustainable agriculture and the use of local resources, a more equitable and sustainable economic cycle is promoted.

Thus, designers and fashion brands are using this material to create a wide variety of products.

Its texture and appearance are similar to animal leather, allowing consumers to enjoy its high quality without compromising its ethical values.

“We dream of seeing industries having a minimal environmental footprint, and that we can all enjoy the products that we are so passionate about but without the regret of having a negative impact on the planet. We are proud to be able to contribute in a responsible way to it,” concludes Lopez.

Without a doubt, sustainable practices represent a promising direction for the fashion industry. By choosing ethical and environmentally friendly alternatives, consumers can contribute to the preservation of the planet while enjoying innovative, elegant and stylish products.



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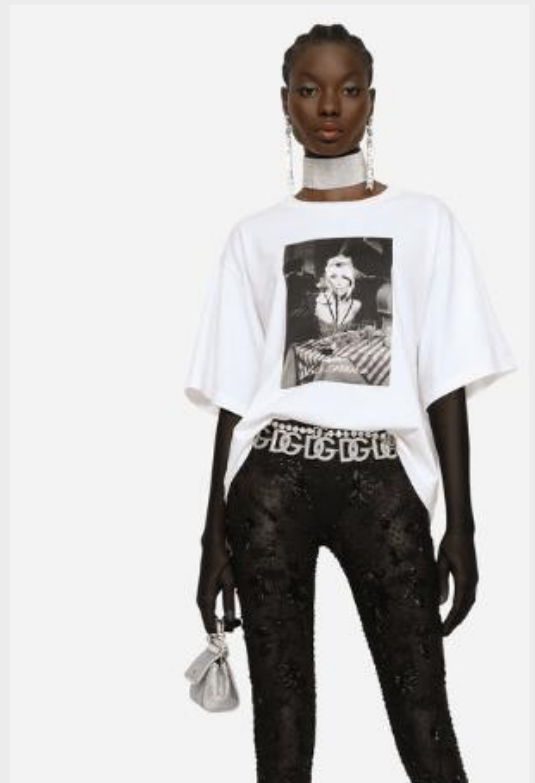
B-Buzz Mini leather bag - Balmain



Jewel bag_Dolce & Gabbana



Baguette Mini : Fendi



Sicily_Dolce & Gabbana mini handbag

Written by: Estefani Rodriguez

MINIATURE BAGS TAKE THE FASHION STAGE

These bags are the best kept secret to enhance any outfit with elegance.

Small bags have become a key and distinctive element in people's style. These tiny pieces not only serve their practical function of storing essential items, but are also bold fashion statements and expressions of individuality.

The small bag trend has gained traction in the fashion industry significantly, challenging the notion that a bag must be large and roomy to be functional. These small accessories offer a new perspective, fusing style with practicality in a compact format.

One of the key factors that has driven this trend is the growing need for mobility and versatility in the contemporary lifestyle. These bags adapt perfectly to the dynamics of a fast-paced life, allowing people to carry the essentials with them without sacrificing fashion.

Another highlight is its ability to instantly elevate an outfit. Although they are tiny in size, their bold presence and touch of sophistication have captivated fashion lovers everywhere. Luxury brands and emerging designers have responded to this growing demand, creating exclusive collections of small bags that have become style icons.

Its unique fusion of functionality and form has won over those seeking to express their individuality without giving up comfort. As this trend continues to evolve we can expect to see even more exciting design innovations, which will continue to make their mark on the fashion scene.



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