

# THE PUBLIC

Green  
hydrogen

Hector Sánchez,  
CEO of GreenH2  
LATAM

CUSTOMIZED  
POLLINATION  
PROGRAMS  
FOR FARMERS

5 +  
TRENDS

Technologies that  
are changing cities

Artificial intelligence

ENGINE FOR  
EFFICIENCY

Silvia  
Dávila

President of Danone  
LATAM



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July 2025



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“ Logistics has ceased to be just a cost center and has become a value proposition that improves the customer experience.

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In this twenty-third installment, we are joined on the cover by Danone LATAM Director Silvia Dávila, who shares her vision of how organizational culture, empathy, and sustainability can become pillars for leading in an increasingly complex business environment.

We also addressed the threat of urban subsidence, driven by rising sea levels and poor urban management. This problem highlights the need to rethink the way we build and plan. Adaptation is no longer optional: it's about ensuring the continuity of our economies and the safety of millions of people.

In this scenario, green hydrogen is emerging as a key driver of the energy transition. GreenH2 LATAM CEO Héctor Sánchez emphasizes that Latin America has the potential to become a strategic player in the development of this technology.

On the other hand, the advertising industry faces an urgent challenge: reducing its ecological footprint. "Communicating without polluting" is more than just a phrase; it's a necessity for a sector that seeks to remain relevant in a society that demands environmental responsibility in every action.

These stories remind us that innovation is not only synonymous with technology, but also with commitment. In a context where resilience, clean energy, and environmental protection are essential, companies that integrate these values into their strategies will be the ones paving the way toward a more sustainable and competitive future.



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# RADIO THE PUBLIC

## DREAMING IS JUST THE BEGINNING

At Radio The Public, we believe that the power of music lies not only in the notes, but in the emotions, in the dreams, in the stories we share through sound. Dreaming is just the beginning; it's the spark that ignites our passion to connect, to challenge convention, to live and bring rock to life in all its forms, from the great classics to the new voices reinventing the present.

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THE PUBLIC  
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# Radio The Public



Logistics  
customization  
sets the course for  
trade in Latin  
America



“AI as a  
strategic  
driver”

# Automation, real-time data, and operational efficiency allow companies to tailor their deliveries to each customer's specific needs.

**I**n Latin America, logistics is undergoing a rapid transformation. The rise of e-commerce, unpredictable demand peaks, and high operating costs have forced companies to rethink how they plan, execute, and control their operations.



According to a DHL report, Latin American companies lose up to 12% of their annual revenue due to logistics inefficiencies. Not only is there a need for automation, but also for customization in logistics processes, enabling the execution of repetitive tasks, improving planning accuracy, freeing up human resources for strategic tasks, and adapting deliveries to specific conditions.

In this context, SimpliRoute emerges, a logistics intelligence platform that allows companies to optimize routes, automate processes and adapt more accurately to changing conditions such as traffic or demand.

One of the biggest challenges Echeverría identifies is automating under high-pressure conditions, such as peak sales periods or demand peaks. Beyond volume, exception management remains critical: disruptions such as protests, road closures, or weather events can completely disrupt a planned route.

In this sense, having real-time data has become essential for achieving precise logistics planning.

“ Logistics has ceased to be just a cost center and has become a value proposition that improves the customer experience.

”

“One of the most important things we do is generate information and partner with other companies to obtain key data that translates into actionable decisions,” explains Echeverría.

Furthermore, automation also enables us to advance toward a level of personalization that was previously unthinkable.

Adapting deliveries to each customer's specific conditions (such as schedules, locations, or specific restrictions)

becomes more feasible when processes are digitized and structured.

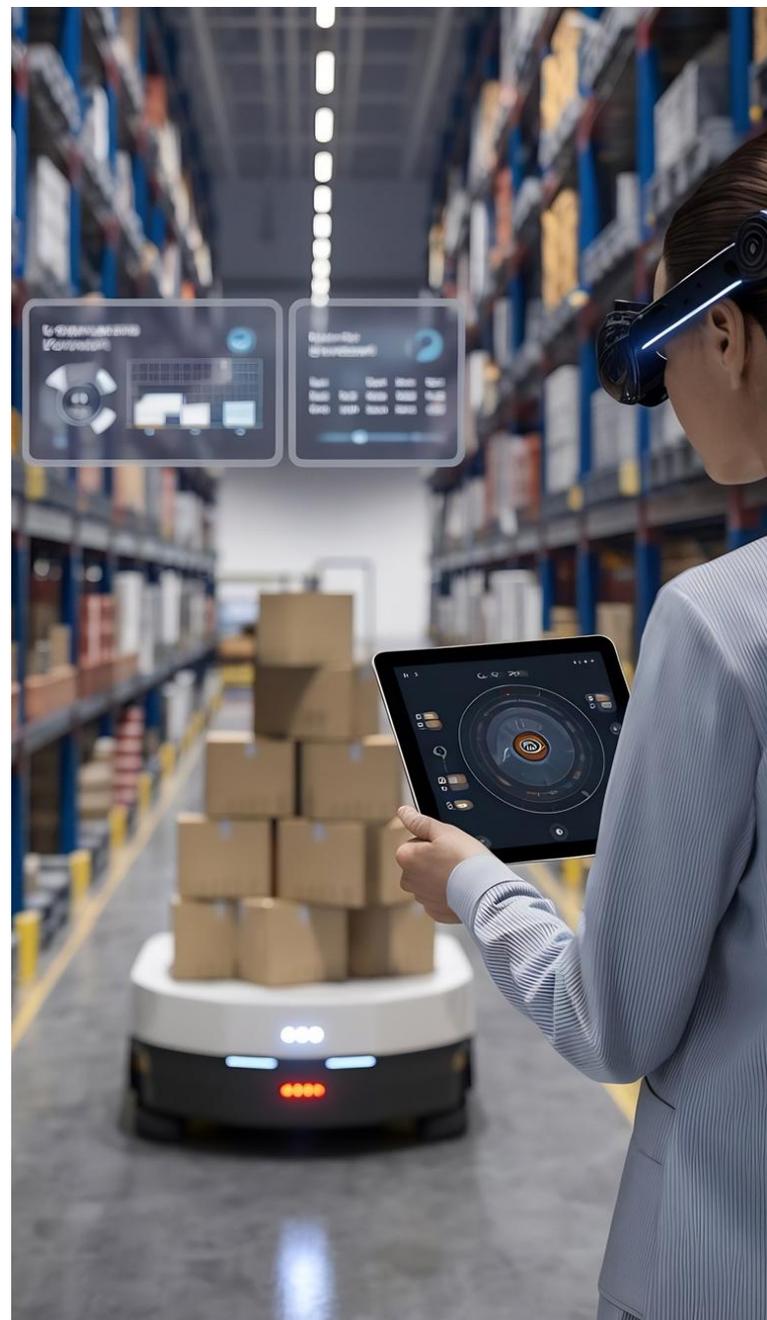
"Providing personalized experiences to customers will only be possible with automation and artificial intelligence," the spokesperson notes.

Automation has also enabled progress in sustainability. Reducing the number of trips and optimizing cargo capacity helps reduce fuel consumption and polluting emissions. "Today, we can make decisions that reduce logistics costs and, at the same time, minimize our environmental footprint," says the CEO.

Although automation is often associated with large corporations, small and medium-sized enterprises (SMEs) would benefit most from adopting this type of technology. However, their access is often limited by budgetary issues and a lack of technical infrastructure.

"An important part of my vision at the beginning was to make this technology accessible to everyone, especially SMEs," says Echeverría. In a context where efficiency makes the difference between growth and stagnation, automating processes is no longer a distant option, but a strategic necessity for smaller businesses as well.

As digital commerce continues to grow and consumers demand faster and more efficient deliveries, logistics customization is becoming a competitive advantage and a necessity. "Companies that don't adapt will find it difficult to grow long-term," the CEO concludes.



However, the adoption of this technology still faces significant barriers: a lack of awareness on the part of decision-makers and economic factors. "We often prefer to leave things as they are because that's how they work, but that doesn't mean they can't be improved," he warns.

Fortunately, the progressively lower cost of technological solutions, along with the growing availability of artificial intelligence training, are paving the way for more widespread adoption.

In a context where companies are seeking efficiency without sacrificing security or sustainability, digital twins are presented as a viable and transformative option. "The key is not to fear change and to seek strategic partners to accompany the transition," he concludes.

Digital campaigns in LATAM

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# *LATIN AMERICA COULD LEAD THE GREEN HYDROGEN MARKET*

With abundant natural resources and growing private interest, the region is positioning itself as a key player in the global energy transition.

## GREEN HYDROGEN

# WITH ABUNDANT NATURAL RESOURCES AND GROWING PRIVATE INTEREST, THE REGION IS POSITIONING ITSELF AS A KEY PLAYER IN THE GLOBAL ENERGY TRANSITION.

According to a report by the International Renewable Energy Agency (IRENA), green hydrogen is estimated to represent up to 12% of global energy consumption by 2050, and Latin America is beginning to emerge as a strategic region for the development of green hydrogen, a key technology in the global energy transition.

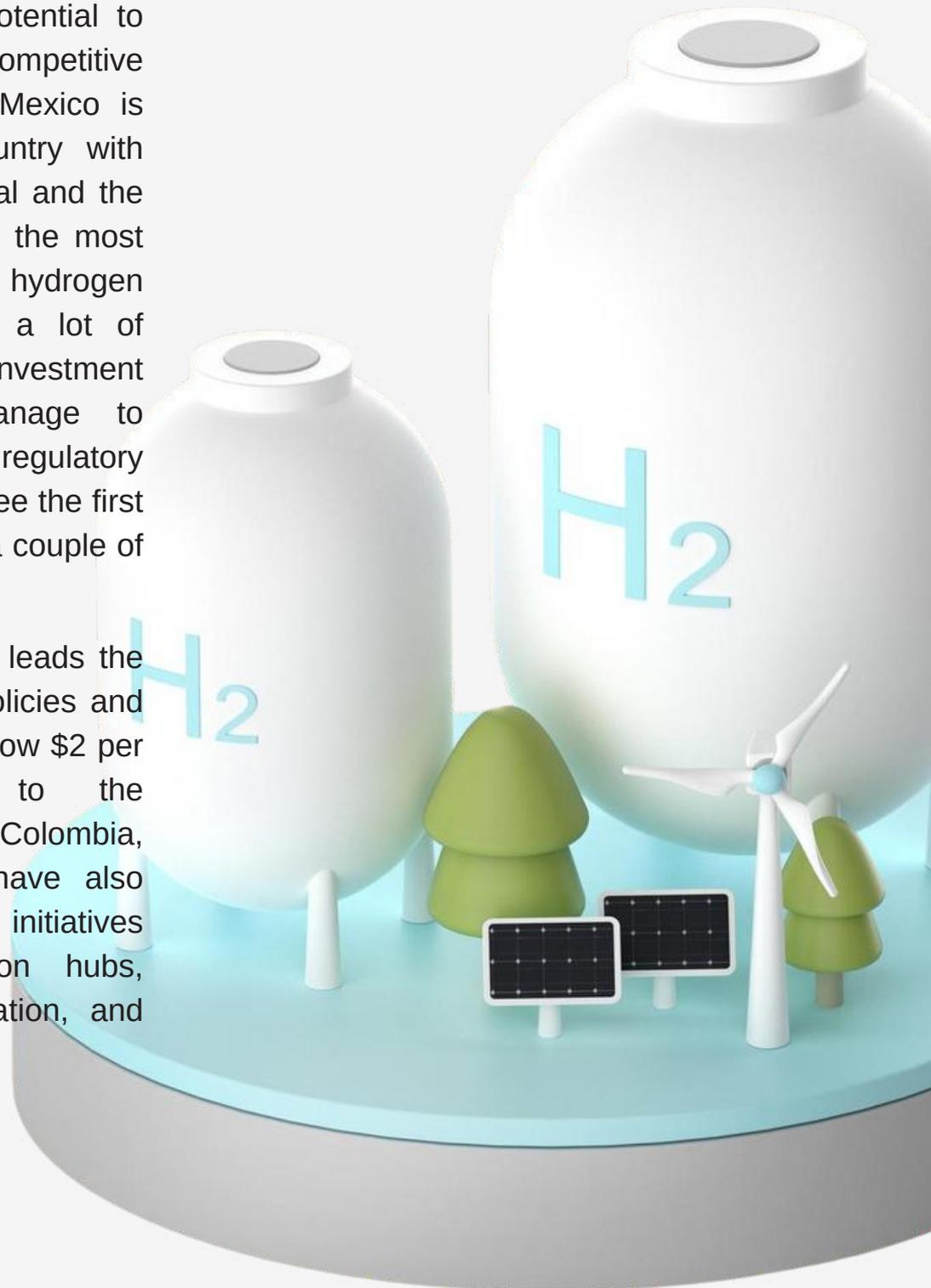
Despite this potential, the massive development of projects in the region faces significant challenges. Héctor Sánchez, CEO of GreenH2 LATAM, points out that in Mexico, while there has been progress, "there is not a single green hydrogen plant in commercial operation" and that unclear regulations still exist, which complicates the advancement of large-scale projects.



GreenH2 LATAM is a regional company dedicated to developing green hydrogen-based solutions, promoting sustainable energy projects and decarbonization technologies for strategic industries.

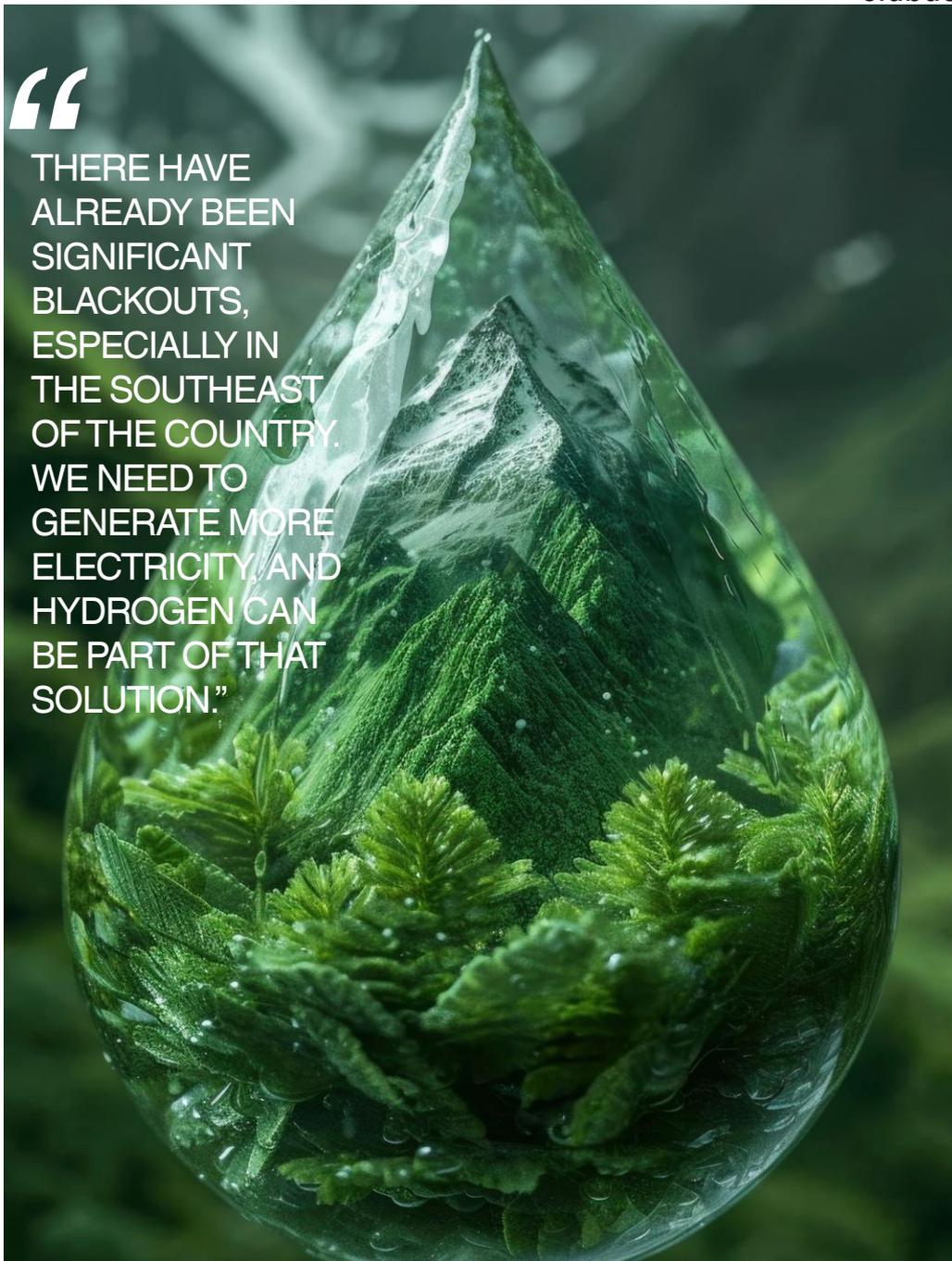
According to the CEO, Latin America has the potential to produce it at a competitive cost. Specifically, "Mexico is considered the country with the greatest potential and the possibility of having the most affordable green hydrogen worldwide. There's a lot of interest from investment funds. If we manage to overcome the regulatory process, we could see the first plants operating in a couple of years," he asserts.

In the region, Chile leads the way with defined policies and production costs below \$2 per kilo, compared to the estimated \$3.5. Colombia, Brazil, and Peru have also made progress with initiatives such as production hubs, hydrogen transportation, and specific regulations.



“

THERE HAVE ALREADY BEEN SIGNIFICANT BLACKOUTS, ESPECIALLY IN THE SOUTHEAST OF THE COUNTRY. WE NEED TO GENERATE MORE ELECTRICITY AND HYDROGEN CAN BE PART OF THAT SOLUTION.”



Likewise, the mining, fertilizer, cement, and transportation industries are some of the sectors most interested in adopting green hydrogen. Sánchez emphasizes that "energy generated with hydrogen is much more constant and stable than solar or wind power," making it attractive for intensive industrial uses.

Uneven energy infrastructure is another major challenge. Sánchez points out that the private sector will have to play a key role, especially in Mexico, where the Federal Electricity Commission (CFE) is just beginning to build combined-use power plants that could use up to 40% hydrogen in their operations.

According to Sánchez, although it's unlikely that all climate goals will be met by 2030, the long-term outlook is more encouraging, and green hydrogen could be key to change. "We're taking the first steps. The real expectation is toward 2050, and if we continue on this path, we could meet the global objectives," he concludes.





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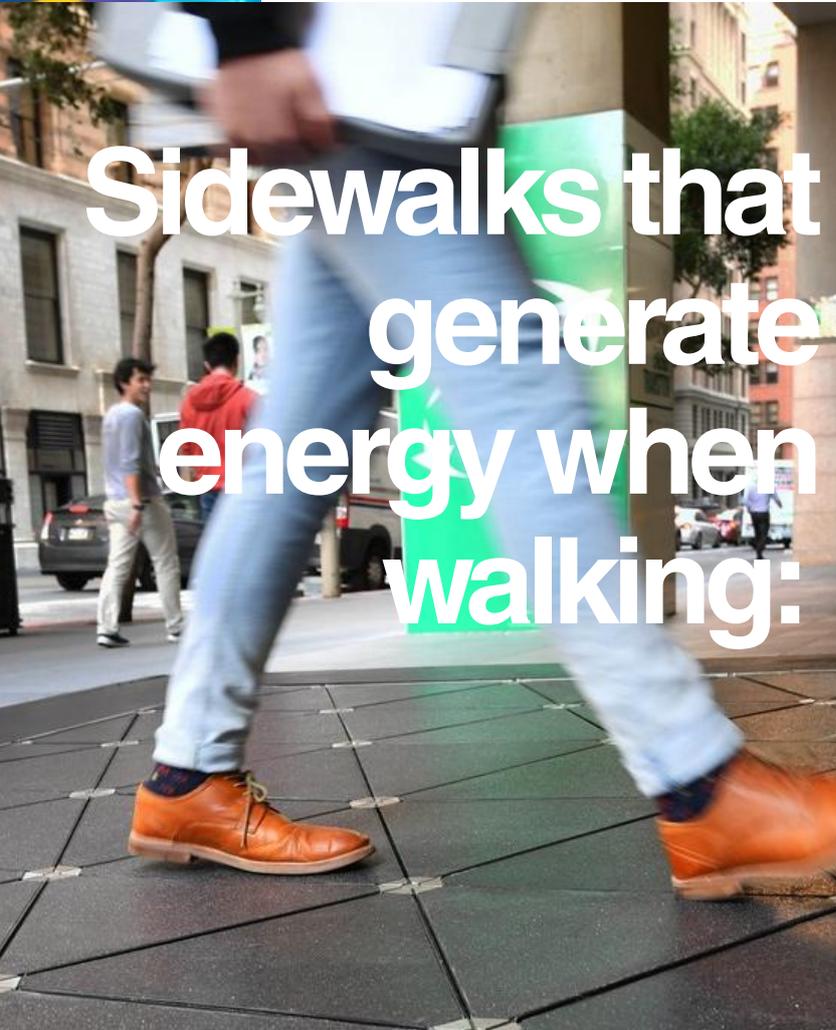
# Five technologies that are reinventing cities

Technological solutions are already being tested in cities around the world that are redesigning how we live, walk, and breathe in public spaces.

Amidst the noise of traffic, sprawling skyscrapers, and the daily hustle and bustle, the world's cities are changing. Not just through major construction projects or visible renovations, but through emerging technologies that are quietly transforming the way we live, move, and coexist.

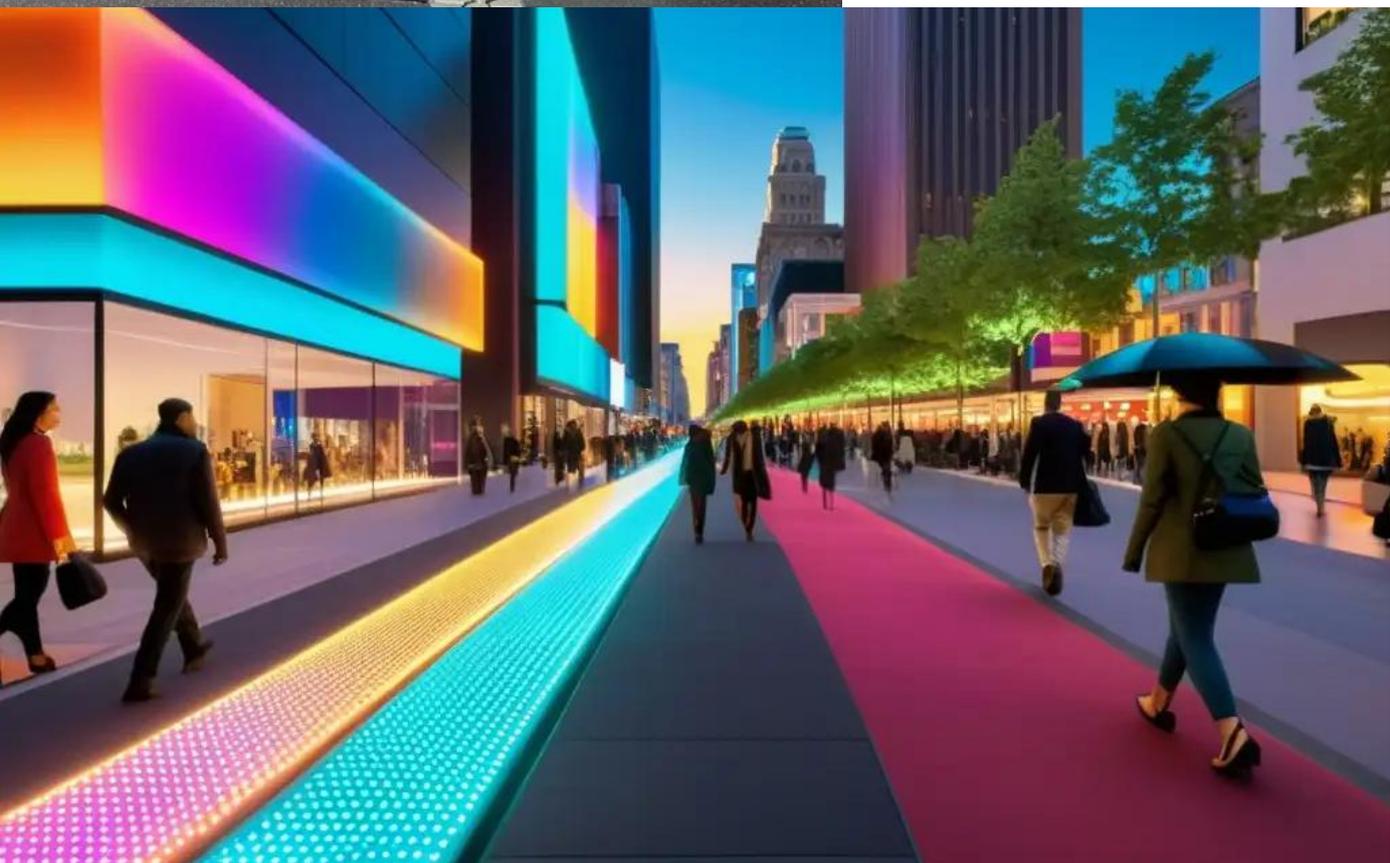


These five technological advances are shaping the urban future from the invisible and the everyday:



Some cities are beginning to install sidewalks that convert the kinetic energy of footsteps into electricity. This system, developed by companies like Pavegen, uses special tiles that transform the weight of the walker into small electrical charges.

Although the energy generated is not massive, it can power streetlights, sensors, or local traffic signals, promoting a more sustainable and participatory infrastructure.



# Smart traffic lights:

This innovation is revolutionizing urban mobility by incorporating sensors, artificial intelligence, and IoT connectivity to dynamically adapt to traffic flow. These devices analyze the number of vehicles, their speed, weather conditions, and even pedestrian behavior in real time.

Using this data, the duration of lights can be automatically modified to reduce traffic jams and prevent accidents. Already implemented in cities across Europe and Latin America, these systems represent a key step toward more fluid, efficient, and sustainable cities.



# Self-healing bio-concrete:

Scientists and engineers are developing construction materials capable of self-healing from minor cracks or damage. One of the most promising is concrete containing bacteria that react to contact with water and automatically fill fractures. This Dutch breakthrough reduces maintenance costs and extends the lifespan of bridges, sidewalks, and public buildings.



# Urban streetlights with air quality sensors:

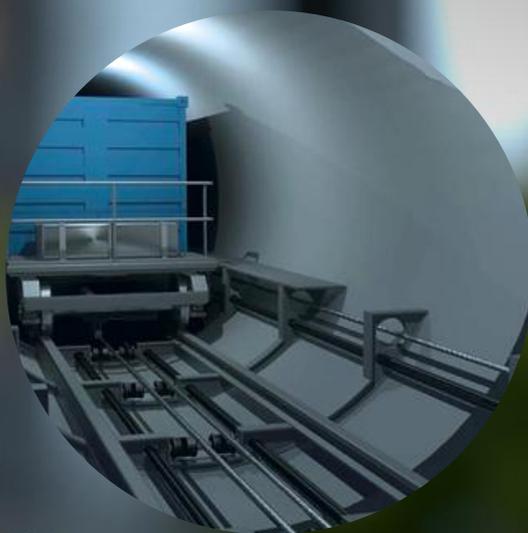
These smart lamps, like those developed in Amsterdam and Singapore, integrate environmental sensors that monitor air quality, noise, and even the density of people in an area. Some adjust their brightness based on movement in the area, saving energy and adapting to the urban rhythm.



# Underground logistics networks:

In some cities, such as Helsinki and London, underground tunnel systems are being tested that connect distribution centers with residential or commercial buildings.

Small robots or autonomous pods are tasked with transporting packages without clogging up the streets. Although still in the pilot phase, this technology could revolutionize urban logistics and ease congestion in cities without disturbing their surface area.



These innovations are building a more adaptable, responsive, and sustainable urban model, where citizens no longer just inhabit the city, but actively and constantly interact with it. Because sometimes, true transformations begin with what we barely notice beneath our feet.

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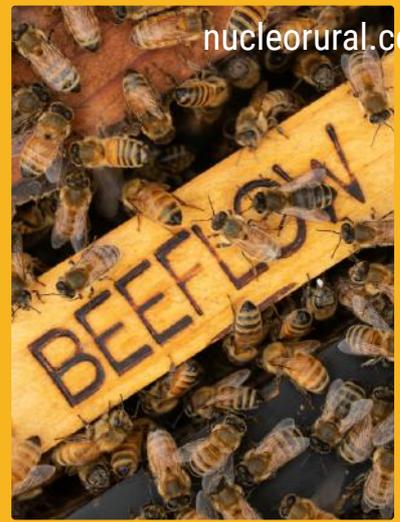
# Bee health defines the future of food

From biotechnology innovation to working with beekeepers, the challenge is integrating pollination into agricultural management.

In recent decades, the world has witnessed a sustained decline in bee and other pollinator populations, while agricultural land has grown considerably. This disproportionate increase has created an imbalance that threatens productivity, jeopardizing the stability of agricultural ecosystems and global food availability.

The Food and Agriculture Organization of the United Nations (FAO) estimates that nearly 75% of the world's food crops depend, at least in part, on animal pollination. "It's becoming increasingly difficult to obtain sufficient bee stocks to pollinate the amount of cultivated land we have today," warns Alejandro Amado, field development leader in Peru for Beeflow, a biotechnology company specializing in crop pollination.

According to GreenPeace, in regions like Europe, approximately 35% of bees disappear each year, while in the United States this figure is even more alarming, reaching 50%. This drastic reduction in pollinators has a direct impact on agriculture, as pollination is not only essential for the production of a wide variety of fruits, nuts, and seeds, but also influences their diversity and quality.



Beeflow has developed two patented technologies to optimize the performance of *Apis mellifera* bees, one of the main crop pollinators. The first, called "Maxpol," is a nutritional supplement that strengthens their immune system, increasing their energy and activity even in low temperatures.

The second innovation is a conditioning technology called "ToBEE," designed to focus bee activity on specific crops. "Naturally, bees seek out multiple nectar sources. What we do with this technology is cut short that exploration period and focus them directly on the target crop," Amado explains.

Despite these technological advances, the specialist emphasizes that there is still much to be done on the agricultural front. "Producers are becoming more aware of the importance of pollinators, but there is still work to be done to ensure that pollination is considered in agronomic plans, just like pruning, irrigation, or the application of agrochemicals," he notes.



For this reason, one of the pillars of Beeflow's work is collaboration with local beekeepers. "We don't have our own hives; we work with beekeepers whom we train, many of whom previously focused solely on honey production," explains the spokesperson. This synergy seeks to improve the quality of the hives, but also ensures that the bees' health is maintained throughout the agricultural process.

In this regard, Amado advocates for more bee-friendly management, avoiding harsh pesticides and considering pollination a fundamental process for ensuring crop sustainability. The challenge is immense, but solutions like those promoted by Beeflow offer a concrete path to addressing it.





**Direct economic value of pollination:** Between \$235 and \$577 billion of the global agricultural production value depends directly on pollinators annually, according to estimates by FAO and IPBES (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services).

**Projected losses from a pollinator collapse:** A study published in the journal Ecological Economics estimates that a global pollinator collapse could lead to a 30% increase in crop prices, resulting in a loss of economic well-being of \$729 billion, equivalent to 0.9% of global GDP.

**Impact on food and nutritional security:** According to the FAO, the loss of pollinators could reduce the availability of fruits and vegetables by 22.9% and 16.3%, respectively.

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# Silvia Dávila: “Leading isn't just about making quick decisions.”

The president of Danone LATAM believes in organizational culture, empathy, and sustainability as pillars for leading with impact in a complex environment.



**M**anaging a multinational demands much more than efficiency and results. Silvia Dávila, president of Danone LATAM, has found in the combination of marketing and operations a unique formula for navigating regional challenges and transforming strategic vision into tangible impact.

“I’m a strategist who operates; the magic of strategy lies in the execution,” says Dávila. For her, true value comes from connecting global objectives with the real capabilities of teams and the local context. This perspective has allowed her to lead with purpose and measure the impact of each decision on people’s lives and the planet.

“The magic of strategy is in the execution”





According to Dávila, organizational culture is the key pillar for Danone: "Culture is what sustains us when everything else changes. It's the foundation on which we make decisions, interact, and face complex moments," he explains. At Danone Mexico, this translates into a firm commitment to putting people at the center and fostering diversity and inclusion as part of the company's DNA.

“Leading isn't just about making quick decisions, but also about understanding local contexts, anticipating changes, and maintaining constant listening and empathy,” the president maintains. For her, the key lies in training and empowering teams, building links between countries and cultures through close and exemplary leadership.

Logistics in Latin America represents a constant challenge. Dávila acknowledges that “there is no single way of doing things” and that each country demands different solutions. “We have deeply committed local teams who understand their environment,” he emphasizes, citing projects such as Margarita and Madre Tierra, which focus on regenerative agriculture and sustainable production.



This local vision is complemented by a sustainability strategy rooted in the business model. “Generating economic value while caring for people and the planet is not just an additional purpose; it’s at the very core of our business model,” he emphasizes. Danone integrates concrete environmental goals, such as reducing methane in milk production and increasing energy efficiency, into all its operations.

In a challenging economic and security environment, the company has strengthened its local chains and invested in community development. “Project Margarita has directly benefited more than 900 producers and indirectly benefited 2,300 people,” explains the president, highlighting the social and economic impact of these initiatives.

In addition, the Mother Earth Project has improved the income of more than 519 strawberry-producing families and significantly reduced water consumption in the communities.

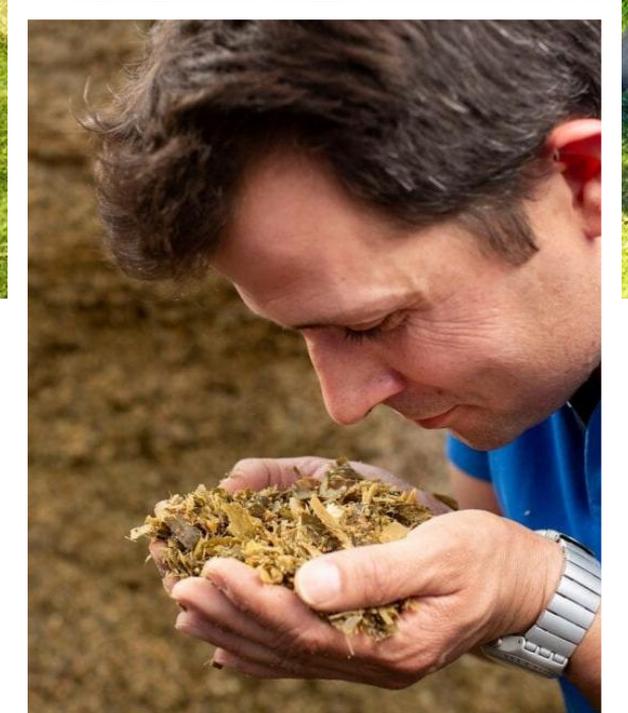
Balancing global priorities with local realities is an art that Dávila masters. “Understanding that local issues have global value is fundamental. Mexico and Latin America are regions with unique challenges but also with enormous potential for innovation,” he says. As a member of the Global Executive Committee, he promotes a flexible vision that adapts global strategies to the needs of local communities.



“There’s no room for improvisation;  
anticipation always makes the  
difference.”

Looking to the future, Danone's priorities in the region are clear: health, innovation, and cultural transformation. "We will continue to grow in products that truly add nutritional value to families, with broader, more inclusive, and accessible portfolios for everyone," he explains. All of this, without losing sight of our commitment to the planet and the adoption of regenerative practices.

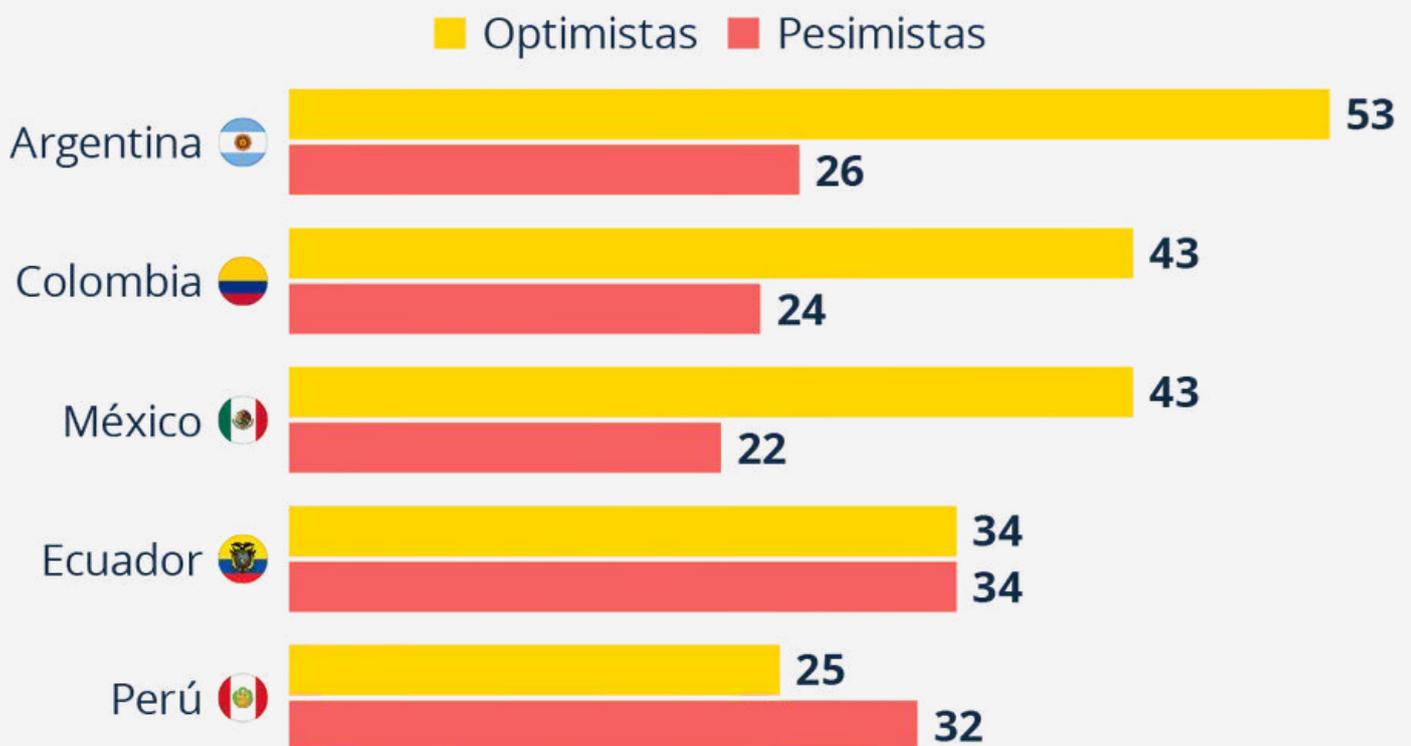
Recent crises have provided profound lessons. "The pandemic showed us that without health there is nothing, and that everything starts with good nutrition," he reflects. In Dávila's view, leadership is a balancing act between purpose and action; between strategy and empathy.



Silvia Dávila's experience at Danone LATAM offers a valuable lesson: leadership is not measured solely by the speed of response, but by the ability to transform realities, empower teams, and build business models that transcend the short term.

# OPTIMISM VS. PESSIMISM IN LATIN AMERICA

% of respondents in Latin America in 2025



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# COMMUNICATING WITHOUT POLLUTING IS POSSIBLE

**Innovation in the advertising sector paves the way for more sustainable, effective campaigns aligned with the demands of today's consumers.**



# T

he advertising industry generates a significant ecological footprint, from vinyl billboards and physical activations to mass events and audiovisual productions. Despite growing concerns about climate change and sustainability, the environmental impact of these marketing campaigns remains underrecognized and underanalyzed.

A 2022 study by Purpose Disruptors, a network of advertising professionals, estimated that advertising campaigns in the UK contribute 208 million tons of CO2 annually, equivalent to more than 50% of the country's emissions. This reality is beginning to cause concern among brands seeking to align themselves with more responsible practices.



Carbon Neutral Media offers a range of alternatives designed to transform the way brands communicate. From eco-friendly murals that absorb CO2 to repurposing advertising banners to make sustainable fashion products, its proposals aim to rethink the industry from the ground up.

The innovation behind these solutions is reflected in campaigns like "Respect Breathes," launched in Chile with Nescafé. Using murals created with photocatalytic paint—capable of absorbing carbon dioxide—the project eliminated nearly eight tons of CO2. Furthermore, the campaign stood out for its reach, achieving greater impact and winning awards at creativity festivals. "It was art with impact, more effective than putting up a giant banner," Fariña notes.

"Every marketing action generates an impact, and while it's not about stopping communication, it is urgent to measure, mitigate, and offset that footprint.", says Manuel Fariña, director of Carbono Neutral Media, a company specializing in sustainable solutions for the advertising sector.



Concern for sustainability isn't just coming from brands; it's also responding to a growing demand from consumers. A recent Ipsos report revealed that 86% of people globally value ethical and environmentally friendly brands. This interest isn't superficial: more and more users are demanding transparency, accountability, and concrete actions.

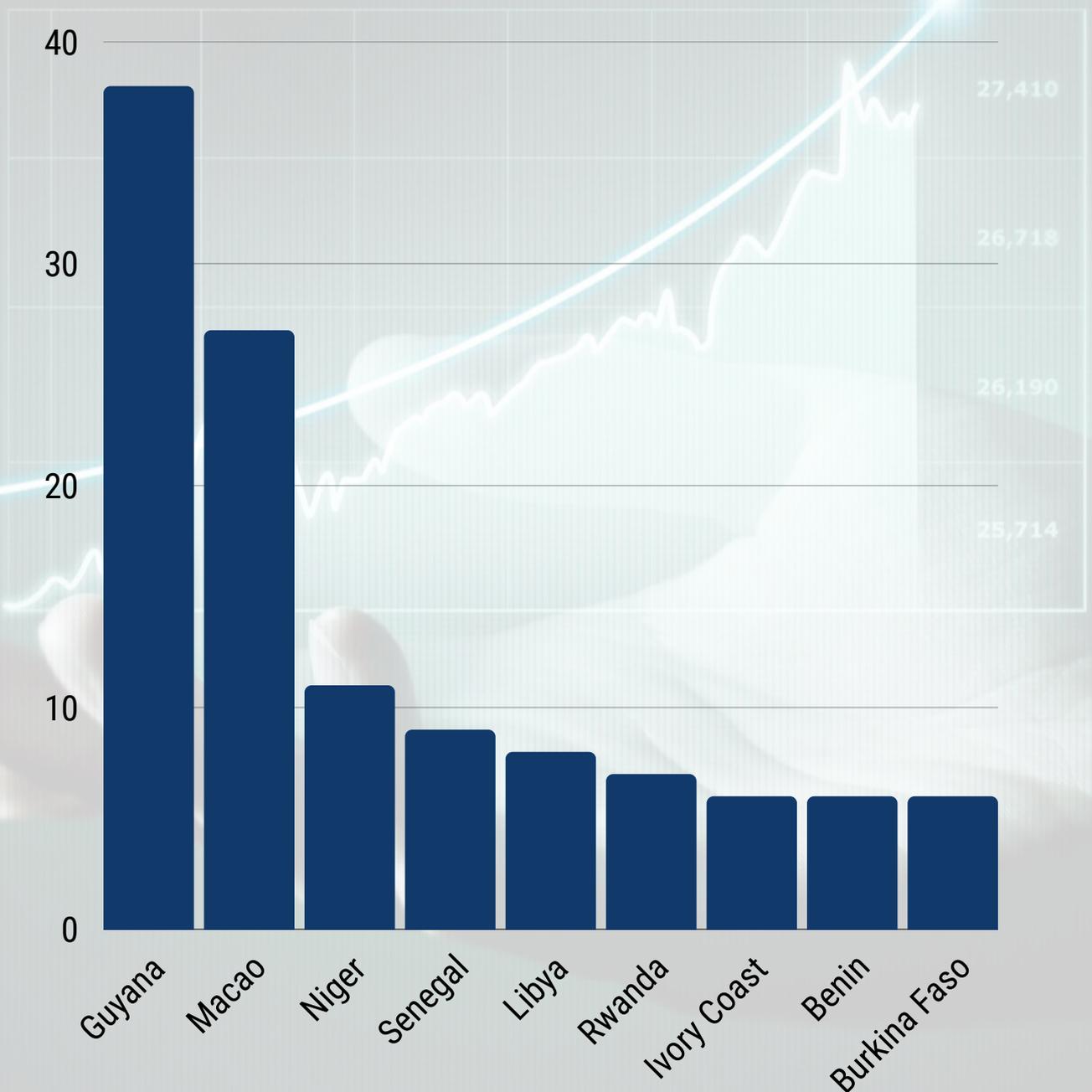
In this way, Carbono Neutral Media is promoting Bioferia, a traveling event that seeks to tangibly showcase the sustainable initiatives of private companies, SMEs, and governments. In its third edition in Mexico, the fair will be held in Chapultepec Park and offer the general public an immersive experience on the green economy. "Often, the good things that brands do aren't communicated. Bioferia connects that positive action with the end consumer," adds the director.

This shift in public expectations represents both pressure and opportunity for the advertising world. According to Amazon Ads, campaigns highlighting sustainable practices have increased their effectiveness, especially among 18- to 34-year-olds, 80% of whom are willing to pay more for sustainable products.

The challenge, however, is not only technical but cultural. For Fariña, the key is to start, even with small steps: "It's not about saying 'don't do this anymore because it pollutes,' but about showing how to mitigate, how to compensate, how to transform each action into something more responsible," he concludes.



# Projected GDP Growth 2025 (Base Year 2023)

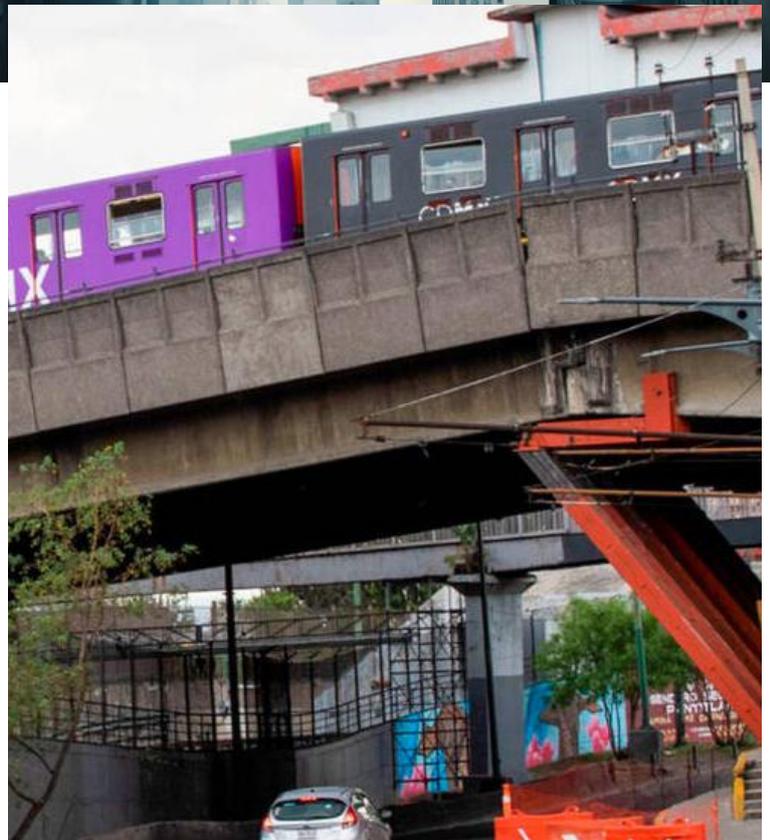


These figures are projected and subject to global economic volatility, as well as internal political and social factors within each country. However, they offer valuable insight into global economic growth trends for the coming year.

# THE WATER WE CONSUME IS DESTROYING OUR CITIES



Excessive groundwater extraction is causing structural collapse, flood risks, and multi-million-dollar costs that many cities can no longer hide.



A

s cities grow upward with taller buildings and mega-constructions, many silently sink downward. This phenomenon, known as subsidence, is one of the most overlooked urban risks of the 21st century. The cause? Extracting more groundwater than nature can replenish.

In many cases, urban soil rests on layers of water-saturated clay. This water helps support the weight of structures. But when it is extracted, the ground loses internal pressure, compacts, and sinks. Added to this is the weight of the city itself: millions of tons of concrete and steel that exacerbate the collapse of the subsoil.

This slow but irreversible process is already causing cracks in buildings, drainage failures, increased risk of flooding, and millions of dollars in damage to infrastructure. The problem is not only technical but also social, economic, and political.



According to a study published in the scientific journal *Science* (2021), by 2040, 635 million people will live in areas where subsidence will increase the risk of flooding. This represents 8% of the projected world population. Asia is the most vulnerable continent, accounting for 86% of those at risk.



Sunglasses,  
Odean



# 5 cities most affected by water extraction

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BBC Photo

**Jakarta (Indonesia):** This city is frequently cited as the fastest-sinking city in the world. According to estimates, it's sinking up to 25 cm per year, which has led the government to plan to relocate the capital. However, this comes at a multi-million dollar cost of more than \$32 billion.

**Houston, Texas (United States):** The largest city in Texas has experienced significant subsidence for decades. Some areas in the region have experienced rates of up to 5 centimeters per year. A 2023 United States Geological Survey (USGS) report details that areas like Spring have experienced a total subsidence of approximately 1.28 meters over time.



Photo Snail



BBC Photo

**Tianjin, China:** This important city and economic center in northeast China faces a serious subsidence problem. Research has shown maximum subsidence rates of up to 43 millimeters per year, significantly increasing the risk of flooding, especially considering its coastal location on the Bohai Sea.

**Mexico City (Mexico):** The Mexican capital, built on an ancient lakebed, has been battling subsidence for over a century. Subsidence here is one of the highest recorded in the world, with some parts of the city sinking 10 to 30 centimeters per year. It is estimated that in less than 10 years, areas of the city will be uninhabitable.



**Ho Chi Minh City (Vietnam):** Located in the Mekong River Delta, Vietnam's most populous city is extremely vulnerable to subsidence and sea level rise. Reports and scientific studies indicate subsidence rates of up to 80 millimeters per year in some areas.

Land subsidence reflects the direct consequences of poor water management in urban areas. The question is not whether the land will continue to subside, but rather what level of commitment, both economic and political, we are willing to make to halt this process.





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# TECHNOLOGY TURNS USED COOKING OIL INTO ECO-FRIENDLY SOAP

Souji converts used cooking oil into non-toxic cleaning products, preventing environmental pollution.

Each liter of used cooking oil has the potential to contaminate up to 1,000 liters of water, according to Spain's Ministry for Ecological Transition. Despite being a common waste product in homes and industries, improper disposal continues to cause serious damage to the environment, affecting both water and terrestrial and aquatic ecosystems.

“The lack of environmental education and resources has led to the degradation of invaluable marine ecosystems. In Colombia, for example, we find beaches and coral reefs contaminated by oils and other poorly managed waste,” shares Sergio Fernández, co-founder and CEO of Souji, a Spanish startup that has developed a technology capable of transforming used vegetable oil into cleaning products. This initiative arose from the lack of accessible and sustainable solutions for oil recycling in sectors such as hotels and restaurants, where the volume of waste is highest.

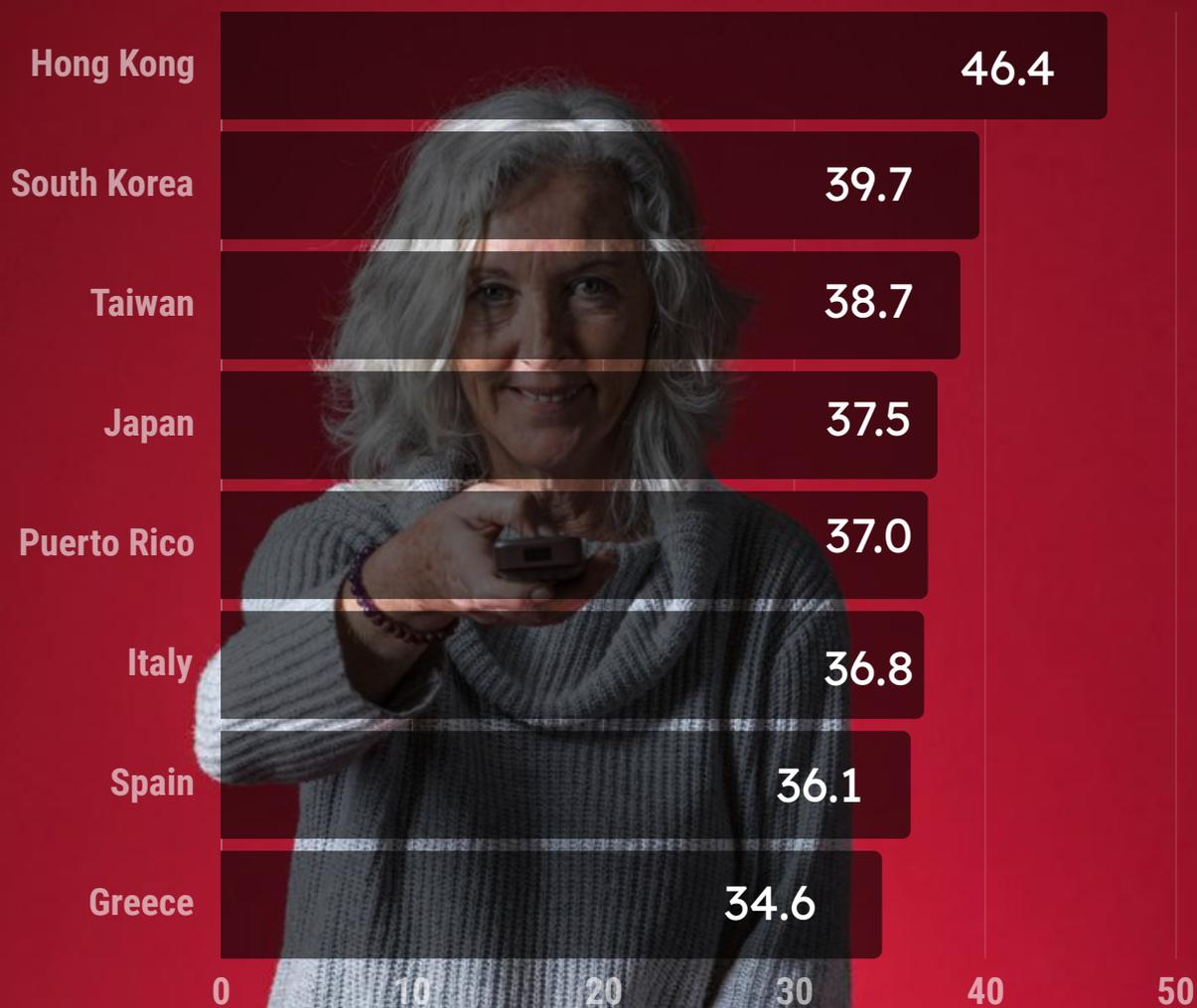
The ecological damage caused by the mismanagement of used oil is profound and persistent. Studies by the U.S. Environmental Protection Agency (EPA) indicate that greasy residue is one of the main causes of blockages in urban drainage systems, leading to flooding and sewage spills.

Furthermore, when this waste reaches water bodies, it forms surface layers that alter temperature and reduce dissolved oxygen, affecting the reproduction and survival of fish, amphibians, and microorganisms. In marine environments, these alterations can even impact entire food chains, threatening vulnerable species and reducing biodiversity.





# COUNTRIES WITH THE HIGHEST NUMBER OF OLDER ADULT POPULATION (%)



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# The invisible risks of digital hyperconnectivity



## Mental health

### CAUSES

Excessive cell phone use can trigger physical and neurological damage that goes unnoticed, but is already being documented by science.

# Hyperconnectivity

The constant demand to be connected has transformed the way we live and work. However, this hyperconnectivity affects our minds with fatigue and stress, generating physical and neurological impacts that often go unnoticed.



Recent studies indicate that we spend an average of more than seven hours a day in front of screens, and that we touch our phones up to 2,600 times a day. Although many of these interactions seem harmless, they are actually part of an overstimulated environment that compromises our cognitive, muscular, and nervous functions.



Recent studies indicate that we spend an average of more than seven hours a day in front of screens, and that we touch our phones up to 2,600 times a day. Although many of these interactions seem harmless, they are actually part of an overstimulated environment that compromises our cognitive, muscular, and nervous functions.

These are three of the lesser-known, but most significant, harms of excessive digital connection:

**1. Silent mental decline:** The term, coined by German neuroscientist Manfred Spitzer, describes the functional impairment of memory and concentration due to excessive technology use. By relying on GPS, search engines, and digital calendars, we stop exercising the hippocampus, a key region of the brain.

This causes a gradual loss of the ability to memorize and think critically. Although it is not clinical dementia, it does involve progressive functional atrophy.

**2. The invisible strain on your spine:** So-called “text neck,” a musculoskeletal syndrome associated with repetitive neck bending while looking at a cell phone. Dr. Kenneth Hansraj’s study, published in the academic journal *Surgical Technology International*, shows that at a 60-degree angle, the neck bears a pressure equivalent to 27 kilograms.

This chronic stress can lead to herniated discs, premature spinal wear, and early arthritis. Although we often ignore these signs—pain, stiffness, discomfort—over time, they can translate into serious and costly structural damage.

**3. Phantom Vibration Syndrome:** Have you ever felt your phone vibrate in your pocket, but you don't have any notifications? This tactile hallucination is an increasingly common phenomenon. According to an article published in the scientific journal *Redalyc*, up to 70% of users have perceived this phantom vibration, a physical symptom of digital anxiety.



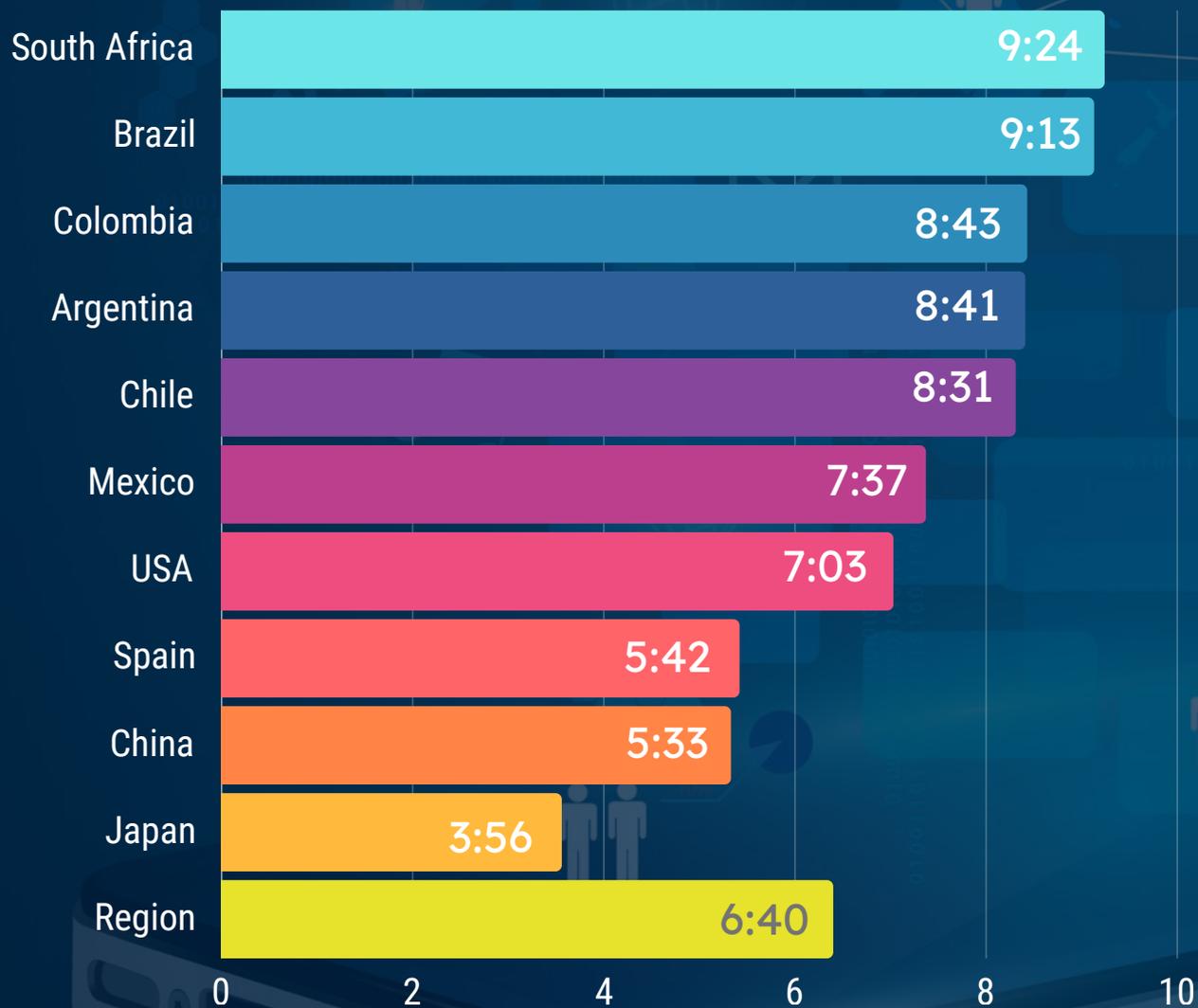
This state of hypervigilance, conditioned by the constant expectation of receiving messages, affects both concentration and emotional well-being, generating mental exhaustion that can interfere with daily activities and personal relationships.

It's not about demonizing technology, but rather making it sustainable for our health. Checking our phones less, looking up, and regaining control over our senses can be the first step toward living more connected to ourselves, not to screens.



# Internet use in different countries

Average time spent on the Internet



Source: GW via DataReportal Survey of Internet Users Aged 16-64. 2023



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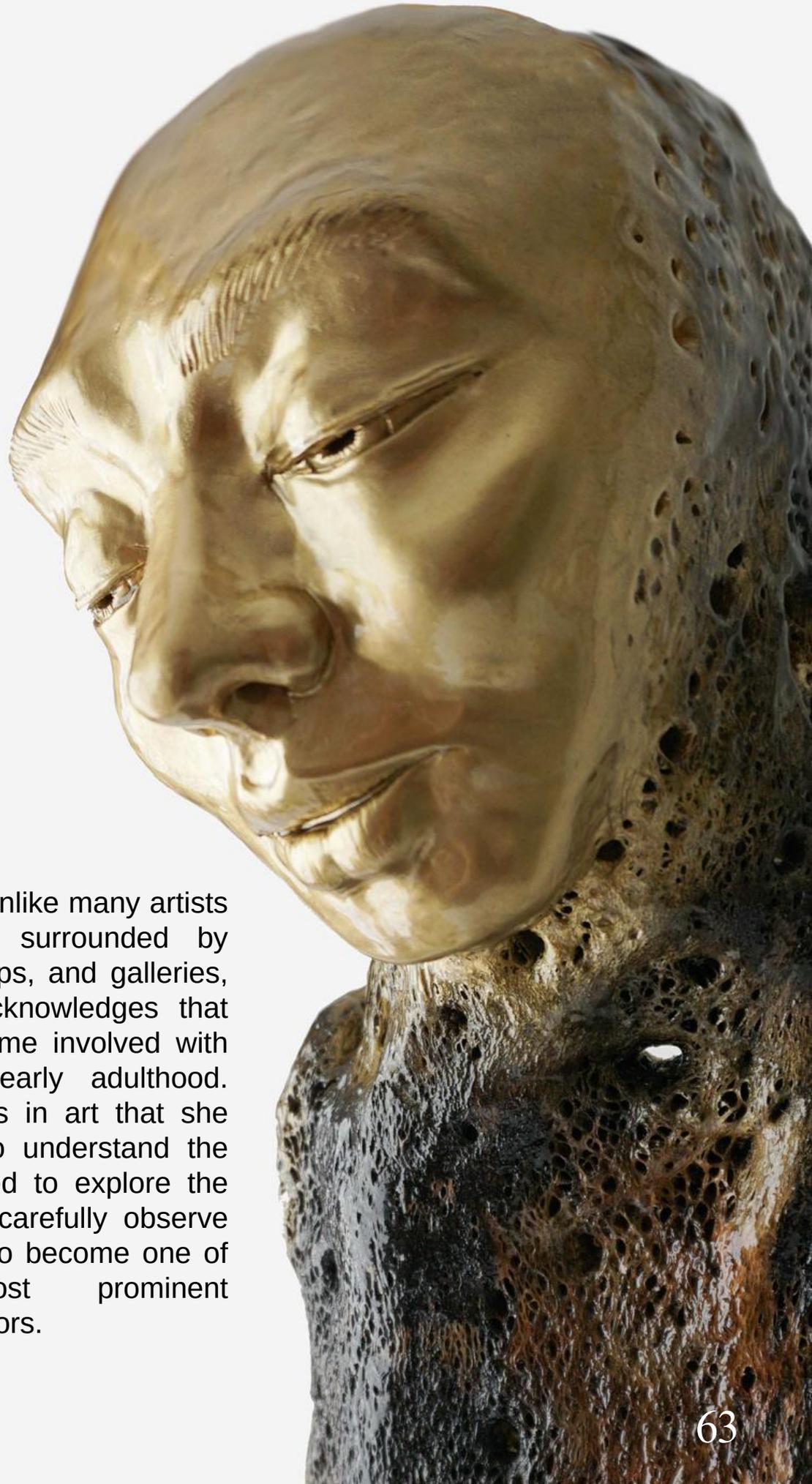
# Elsa Muñoz: “Creating is listening to what the materials want to say.”



For the Mexican sculptor, art does not arise from an imposed idea, but from a patient dialogue with the environment.

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nlike many artists who grew up surrounded by books, workshops, and galleries, Elsa Muñoz acknowledges that she didn't become involved with art until her early adulthood. However, it was in art that she found a way to understand the world. This need to explore the human and to carefully observe nature led her to become one of Mexico's most prominent emerging sculptors.





Flores García seeks to ensure that his photography not only observes, but also engages with the country's cultural complexities. "I like to document the reality of traditions. Beyond the folklorization that occurs, I like to document it as what it is: a contemporary ritual. And for people to see that it's not just a celebration, but is steeped in ancient historical culture," he explains.



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“My first exposure was to sacred art, because my family was very religious, but I didn't have a notion of art until I started living on my own, when I wanted to create a more reflective and elegant environment for myself,” she recalls.

It was then, while searching for something more than a simple poster to decorate his apartment, that he discovered the transformative power of works of art and, above all, his own creative power. The desire to inhabit an aesthetic space became the seed of something much deeper.

She began painting, exploring abstract art with the idea that it would be simpler, until she understood its complexity. But it was sculpture that took her by surprise. “There was a deep connection with the materials, with wood. I discovered I could express feelings without speaking, using my hands, my senses. I always create my sculptures trying to respect the shape of the wood above all else.”



Nature became her greatest teacher. For years, she participated in ultramarathons, training for hours in the forests. These solitary and demanding journeys awakened in her an intimate awareness of her surroundings. “I was immersed in my thoughts, and suddenly, the forest reconnected me with the present. The materials found me,” she explains. Thus, recycled materials (but especially wood), collected on those walks, became the living basis of her work.

This philosophy permeates his sculptures: the dialogue between natural matter and bronze as a symbol of human rigidity. “Bronze represents that anthropocentric way of thinking, where we believe everything revolves around us. Wood, on the other hand, represents the wisdom of nature, its fluidity, its memory.”



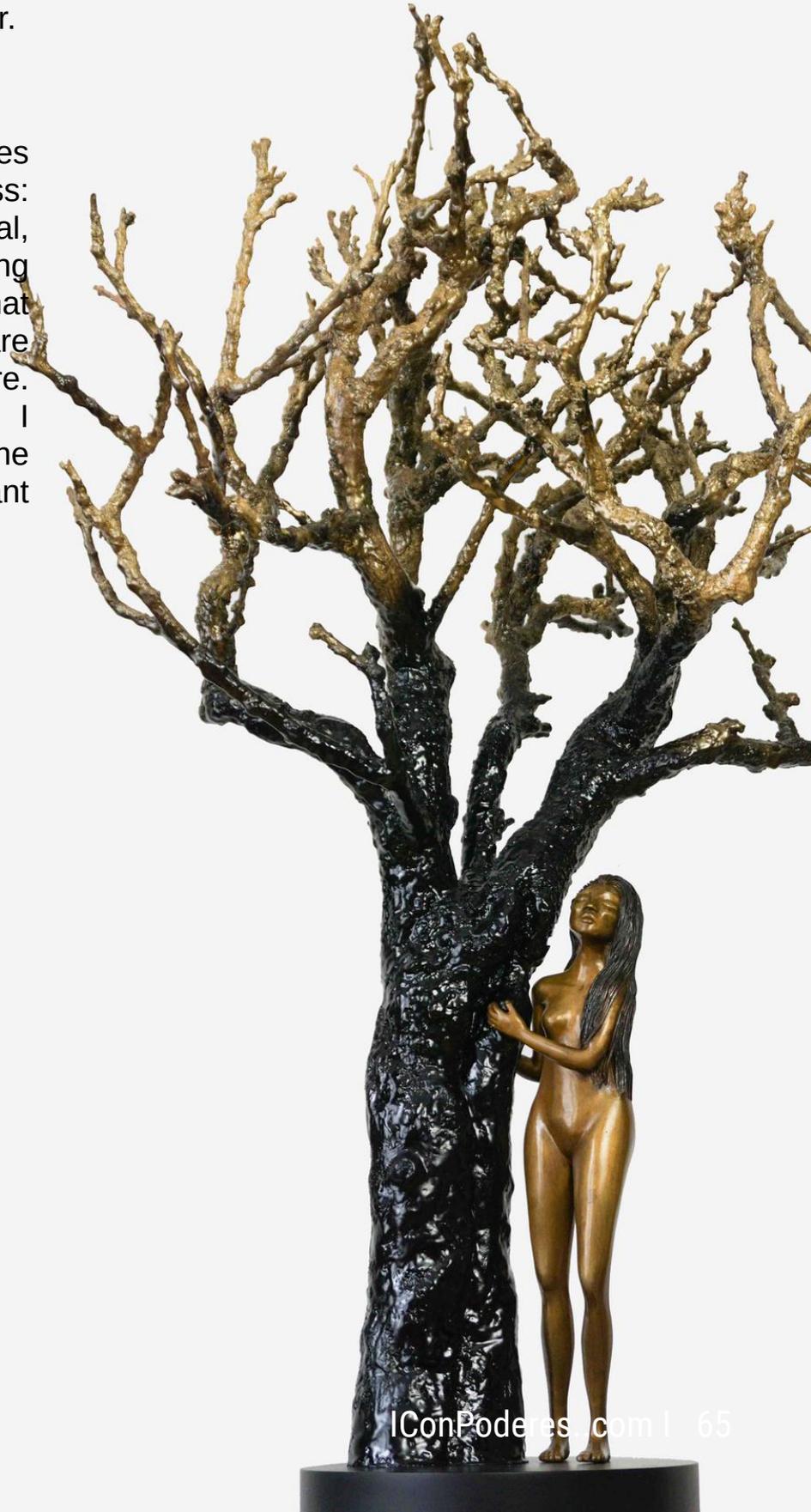


In pieces where the human aspect appears fragmented, silent, and contemplative, Muñoz interweaves textures and meanings. The figures she sculpts—bearded men and women in introspection—are echoes of those “vital murmurs” the artist hears when she walks and creates.

Three threads underpin his current work: "Beings," his series of bearded sages; "Vital Murmurs," focusing on the female figure and its connection with nature; and "Hybrid Body," a reflection on the transformation of the contemporary body, crafted from cactus fiber.

Each of his sculptures undergoes a rigorous process: from harvesting the material, cleaning it, curing it, and drying it, to a deep reflection on what that material means. "There are pieces that need to mature. Sometimes I let them rest. I don't believe in divine inspiration; I believe in constant work," he says.

Elsa Muñoz is a sculptor of silence, of murmuring wood and thinking bodies. Her work doesn't shout, it whispers. It reminds us that we are finite, that our passage is but a sigh before the permanence of a tree.



A pair of hands is shown holding a small, vibrant green seedling with two leaves and a small amount of dark soil. The background is dark, making the green of the plant and the skin of the hands stand out. The text is overlaid on the image, centered around the plant.

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