

THE #PUBLIC

TRENDS

Digital marketing and social networks by 2024

ENVIRONMENT

Water harvesting, a solution for water scarcity

WOMEN'S DAY

Closing the gender gap in the work environment

March 2024

Edition 7



INTERVIEW

JORGE
MENDEZ

CREATIVE VICE PRESIDENT AT
GANEM MEXICO

PREVIOUS EDITION



Interview with Lina Lopera, Country Manager of Tous México. And more articles.



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EDITORIAL



On the cover we present Jorge Méndez, a Mexican publicist with more than 300 awards in creative festivals. Today, from his position as co-vice president at the Ganem México agency, he gives us a tour of the most important axes of current advertising.

Marketing is also a sector that adapts to new paradigms every year and, therefore, together with Roberto Rubio, founding partner and director of innovation and technology at Inside, we review the key trends that will set the tone in the digital field during 2024.

Regarding International Women's Day, from Chile, the Community of Women Entrepreneurs talks to us about the importance of the active participation of women, as the essential transformative force to promote equity and inclusion in the work environment.

This date also invites us to recognize the urgency of continuing to work together to eliminate discrimination and guarantee that all social groups have the opportunity to prosper in any area of life.

Estefani R.
GENERAL EDITOR

A close-up portrait of a woman with dark hair and bangs, wearing a brown beret with a ribbon and a brown coat with a thick fur collar. She is looking slightly to the side with a soft expression. The background is dark and out of focus.

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RESTAURANT SOFTWARE PROMISES TO BOOST SALES AND CUSTOMER SERVICE

Technology allows you to automate tasks, manage orders and elevate the customer experience.

Written by: Estefani Rodriguez



Restaurants are undergoing a significant transformation due to the

implementation of technological programs that allow its comprehensive management; They not only simplify daily operations, but have also become essential tools for the sustainable success of these businesses.

Last.app, a Spanish startup founded in 2019, has managed to position itself as the leading FoodTech company in this field, as it has been the first operating software designed exclusively for restaurant management.



Founders of Last.app

"The future of the restaurant industry depends on the seamless integration of a multitude of tools, each precisely tuned to adapt to the different operational needs of each establishment. At Last.app, we want to enable restaurants to harness the full potential of the technology"

Ivan Nikolic, CPTO and co-founder of Last.app.

According to their experience in the market, these programs have the capacity to integrate various functions, such as delivery order processing, reservation management, online store and commanders; which we will analyze below.

Efficient management of delivery orders is crucial in a market where consumers seek convenience and speed. Restaurant software makes it easy to integrate delivery platforms, thereby optimizing order flow and reducing the possibility of errors. This, in addition to improving the customer experience, also increases the operational efficiency of the restaurant.

The online reservation feature is another valuable feature that many restaurants have adopted to optimize their capacity and improve planning. Customers can easily make reservations through the platform, allowing the restaurant to better manage the influx of consumers and offer a more personalized service.

Likewise, an online presence is essential today, and online stores integrated into a restaurant platform allow establishments to expand their reach and increase their sales. Offering the ability to order online or even purchase restaurant-related products adds an extra layer of convenience.

Finally, digital commanders are a valuable tool to improve service efficiency. Servers can take orders directly on mobile devices, sending the information instantly to the kitchen. This not only speeds up the process, but also reduces the likelihood of errors in order communication.

Of course, implementing comprehensive software for restaurants is more than a necessity today. It is proven to improve operational efficiency and elevate the customer experience by offering convenient and personalized options. Therefore, it becomes a strategic investment that drives success and competitiveness in the modern gastronomic industry.

Recently, Last.app has closed a financing round of 5 million euros with the aim of boosting its expansion on the European continent. "This round of investment allows us to continue our growth trajectory, becoming leaders in Spain and beginning our expansion to the European market," says Eric Nikolic, CEO and co-founder of Last.app.



BENEFITS OF A POSITIVE WORK ENVIRONMENT

1 POSITIVE RELATIONSHIPS

Improves communication and teamwork.

2 INITIATIVE AND COMMITMENT

Valuing employees increases their dedication.

3 LESS ABSENTEEISM

A positive environment reduces work stress.

4 TALENT RETENTION

Appreciation encourages staying with the company.

5 HIGHER PRODUCTIVITY

A motivating environment drives efficiency.



Prepared by: Pilar Astupiña

BUSINESS ACHIEVEMENTS CAN NO LONGER BE THE ONLY MEASURE OF BUSINESS SUCCESS

Social well-being and sustainability must accompany the financial success of companies.

Written by: Esperanza Aguilera

Today, the challenges faced by such an interconnected and complex society cannot be addressed solely from the public sphere. The social dynamics

It is influenced by a variety of actors, where the collaboration of the private sector is founded as a pillar to build a sustainable and equitable future.

The active participation of companies is not only an ethical choice, but also a strategic act that recognizes the power

financial and the influence that this sector can exert. Companies, with considerable financial resources, are uniquely positioned to drive significant change in crucial areas such as education, the environment or security.

In addition, the companies themselves can generate long-term profits. Building a positive reputation, consumer loyalty, and attracting talent are just some of the benefits you can reap by actively committing to the common good.



“We cannot expect governments alone to solve our great challenges. The participation of the private sector, organized civil society and international cooperation is absolutely necessary. Each sector with its strengths and knowledge has a role in solving conflicts and challenges.”



Flor Pinares, project coordinator at the Konrad Adenauer Stiftung (KAS) in Peru.

According to figures from the Organization for Economic Cooperation and Development (OECD), the weight that public-private collaboration represents in the GDP in nations with solid economies is significantly higher than in countries with economic challenges. For example, the Netherlands (21%) and Finland (18%) show significantly higher figures than Greece (11%) and Turkey (11%), where collaboration is considerably lower.

However, these types of alliances are often surrounded by mistrust. The perception of possible conflicts of interest between both sectors that compromise impartial decision-making, as well as the lack of transparency and inadequate management limit the promotion of initiatives.

“There will always be risks regarding corruption, it is an issue that affects our interactions at all levels, but transparency and accountability are important to clarify objectives. Furthermore, it is very important that both sectors can implement good strategies to publicize these alliances,” says the coordinator.

However, the true effectiveness of these alliances is realized when the private sector proactively engages in identifying problems beyond donations, providing innovative solutions and collaborating closely with the public sector to achieve a significant and lasting impact on society.

"Nowadays, the success of a company can no longer be measured solely by its commercial achievements. It is essential to recognize that business success must go hand in hand with the well-being of its environment. The global trend highlights the importance of aligning strategies of governance, environment and social responsibility, to define the success of a company both at a financial and community level," concludes Pinares.

Challenges of Public Private Partnerships (PPP) in Latin America:

- Ensure that PPPs will be used exclusively to undertake socially justified projects, thus avoiding the generation of significant budget burdens in the future.
- Ensure that those responsible for government applications have solid preparation.
- Promote the use of PPPs as tools for project management at the regional and local level.
- Encourage greater participation and competition in bidding processes.
- Diversify the sources of financing for the projects, opening up to all possible sources of resources in the market.
- Obtain a positive perception of society towards PPPs projects through effective communication.
- Implement agile mechanisms with the participation of independent experts to resolve conflicts.
- Increase transparency in the disclosure of information.

Source: Report Public-Private Partnership in Latin America: Learning from experience, Development Bank of Latin America (CAF).



**EVERYONE CAN TURN
THEIR IDEA INTO
REALITY**

BLOCKCHAIN: THE NEW GENERATION OF CLOUD STORAGE SERVICES

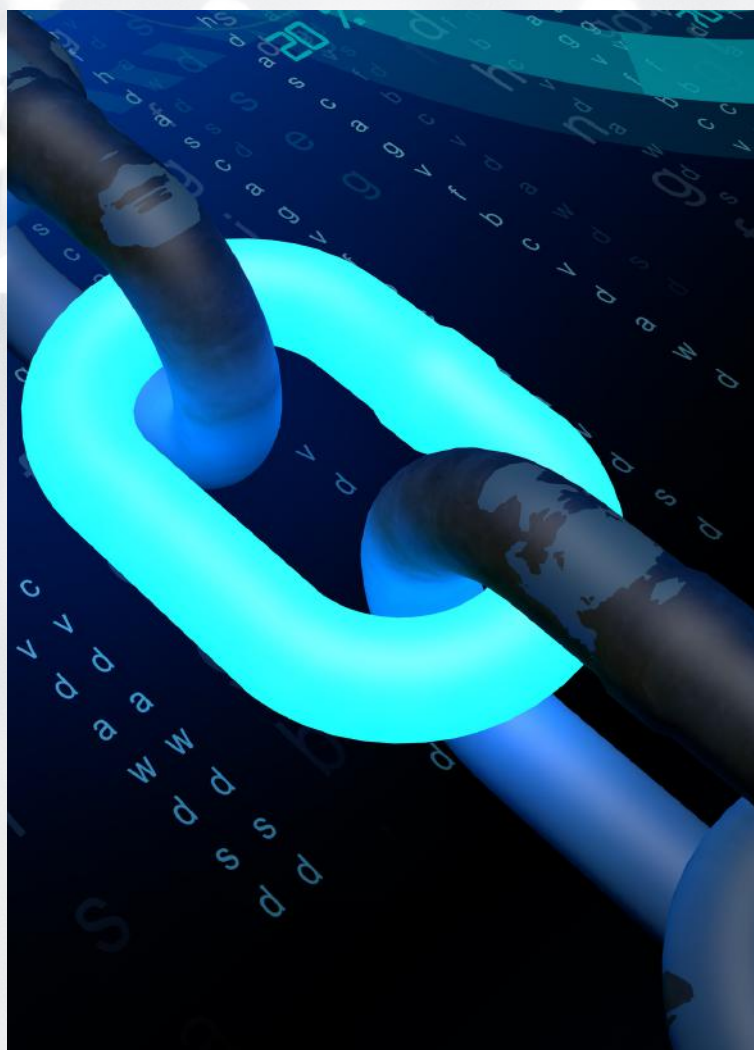
In addition to addressing security challenges, blockchain technology offers a robust and resilient solution for data storage.

B

lockchain technology has emerged as a game-changer in the cloud storage space. Traditionally,

Trust has been linked to the security of centralized servers, but with the arrival of blockchain, a revolutionary approach has been introduced by decentralizing and securing data management.

With an interconnected block structure and advanced cryptography, this technology provides unbreakable security. Furthermore, decentralization means that data is not stored in a single place, but is distributed across nodes in the network, making it extremely difficult to manipulate or compromise the integrity of the information.



“With blockchain technology, data is practically immune to centralized attacks, and it also ensures privacy through end-to-end encryption. “Every piece of data stored on the network is encrypted and can only be accessed by the owner, ensuring superior security.”

Álvaro Pintado Santaularia, CEO of
hello.app.



The hello.app platform emerged precisely to address the need to address the problems associated with traditional cloud storage models, such as centralization, vulnerability to attacks, and lack of control by users over their data.

“Our primary goal is to democratize data storage that not only returns control of information to users but also compensates them for contributing their unused storage space. This creates a more robust and secure network, encouraging their participation in our digital economy in a way that is accessible to everyone,” says the CEO.

Among other solutions on the market, this platform features unique features, being the world's first open source, user-controlled decentralized Web3 storage software. The main ones are:

- Compensation in euros: Unlike other platforms that use cryptocurrencies, hello.app rewards users in euros, making it easy to participate even for those who are not familiar with digital currencies.
- Decentralization: They eliminate centralized data centers, reducing points of failure and distributing data more securely and efficiently.
- Enhanced Privacy: They use advanced encryption to ensure that only users can access their data, with no possibility of access by third parties.



On the other hand, this innovation also transforms the way we collaborate online, especially in the business sphere. **“hello.app facilitates collaboration between companies by allowing the secure and efficient exchange of data through our platform. With our features, workers can share all the information they want, knowing that only authorized users will have access,”** he emphasizes.

Advanced algorithms to optimize data distribution, along with the inherent immutability of the blockchain, promote a shift towards a more democratic and equitable paradigm in information access and management in cyberspace. The blockchain revolution in cloud storage is underway, opening the doors to a more transparent and secure digital future.



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PLANT BASED: A LOOK AT PLANT-BASED AGRICULTURE

Plant-based food production can have a lower environmental impact, highlighting its importance in the era of conscious eating.

Written by: Estefani Rodriguez

The need to find alternative protein sources that complement existing ones has become an imperative for industries, given their constant growth of the world population. It is projected that by 2050 265 million tons will be required

additional proteins, which must be highlighted for their environmental sustainability, as is the case of plant based.

Human nutrition, according to the Food and Agriculture Organization of the United Nations (FAO), depends 80% on plants, constituting a vital pillar for our nutrition and sustainability.

As the years go by, the trend toward plant-based diets gains momentum. According to a study by the Swedish company, Tetra Pak, 15% of younger generations have adopted a plant-based diet, while 71% of global consumers show interest in plant-based products.

Among the fundamental causes of this inclination, 48% refer to health, followed by 37% who appreciate nutritional properties. The preference for natural ingredients and the reduction of sugar content are also among the selection motivations, with 35% and 25%, respectively.

In Colombia alone, the study carried out by the consulting firm Opinaia reveals 93% of consumers interested in vegetable products. Currently, the Colombian market is already experimenting with vegetable oils, fruits, vegetables and other products, presenting a unique opportunity.

Responsible agriculture

Despite some changes in consumer habits, the livestock industry stands as one of the biggest culprits of climate change and environmental degradation, contributing to multiple environmental problems, from the scarcity of fresh water to the destruction of land and the loss of habitat, promoting the extinction of species.

To counter this threat, the adoption of a plant-based diet is presented as one of the



most effective actions. Studies, such as the one conducted by the University of Michigan, indicate that options like the vegan burger are more environmentally friendly than their beef counterparts.

Therefore, the production of plant products implies, in general terms, less use of land and water in contrast to animal husbandry. Likewise, sustainable agricultural practices, such as alternating crops and organic farming, have the potential to benefit soil health and promote biodiversity, while generating nutritious food with a smaller environmental footprint.

Aquatic cultures

According to experts at the AINIA technology center, new sources of biomass are being explored with the aim of obtaining and improving sustainable protein ingredients. These sources should also be rich in other valuable dietary compounds, such as omega-3 fatty acids, fiber, vitamins and antioxidants. Among the options considered are micro and macroalgae, insects and Single Cell Protein (SCP).

In the specific case of duckweed, it emerges as a new food source of interest, standing out for its

nutritional composition. Its notable high-quality protein content (35 to 43% in dry matter) is highlighted, as well as fiber (38-62%), starch (4-10%), fats (4-7%) and micronutrients.

The plant-based diet is marking a new era in the way people think about food and its impacts. With a focus on personal health and environmental sustainability, this trend promises to transform, in the coming years, the food industry and change the way we relate to food.

New plant based products (Alimarket 2022):

- The sustained double-digit growth of some products such as vegetable drinks will be above 12%.
- Veggie yogurts and desserts will show an evolution of more than 17%.
- Alternatives to meat products will grow at a rate of 19%, reaching 29% in the offer made up mainly of meat replicas.





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RAIN HARVEST: A SUSTAINABLE SOLUTION TO THE DROUGHT IN MEXICO

Given the lack of resources and poor water management, collective commitment becomes crucial to combat its scarcity.

Written by: Leonardo Rodriguez





In recent weeks, both the State of Mexico and Mexico City are experiencing a severe water shortage due to lack of rain and poor

management. According to the Official Gazette of the Federal District, this affects more than 284 neighborhoods that make up the city.

According to the National Water Commission (CONAGUA), the Cutzamala System, essential to provide water to Mexico City and its Metropolitan Area,

faces an acute crisis by operating below 40% of its storage capacity. This problem arises from prolonged droughts and the exploitation of water resources, representing a significant threat to the water supply and putting the needs of millions of inhabitants at risk.

In response to the crisis, the capital government has initiated projects to rehabilitate hydraulic infrastructure and has introduced measures such as batch distribution. Despite these efforts, the Mexico City Water System (Sacmex) projects that by 2030, only 8% of the capital will maintain an adequate supply of drinking water, so no obvious improvement is observed. to the problem.

Against this backdrop, an innovative approach has begun to gain ground: water harvesting. This strategy seeks to efficiently use water resources, offering a sustainable and effective solution that, through a cumulative impact, allows us to face current challenges.

Rainwater harvesting

Water harvesting involves various techniques, rainwater harvesting being one of the most notable. According to Enrique Lomnitz, General Director of the Isla Urbana association, the implementation of rainwater collection systems on the roofs of houses can immediately benefit neighborhoods facing the water crisis.

Lomnitz explains that these systems are made up of interconnected modules in order to ensure efficient and sustainable supply. Rain capture is done through roof gutters, followed by water transport through pipes. The water then passes through a first water separation system for purification and, finally, it is stored in a tank for distribution to the home.

According to the report Study of alternatives for the sustainable use of rainwater, prepared by engineer Luis Herrera, the advantage of these collection systems is that they require little maintenance to operate efficiently. This boils down to regular cleaning of roofs and gutters, ensuring an airtight seal on containers, and performing annual disinfection of the first water separation system.



Benefits of rain harvesting

According to the report Rain harvesting: a strategy to achieve a sustainable and competitive city by Yliana Mérida, rain harvesting is a strategy that offers multiple benefits. Importantly, it helps prevent flooding by reducing the flow of water into the drainage system. It even contributes to the reduction of greenhouse gas emissions by requiring less energy to pump and transport drinking water.

This approach also addresses the sustainability of the water supply by reducing dependence on the public network and reducing overexploitation of the aquifer, which is key to addressing the growing urban demand for drinking water. Furthermore, by providing a

alternative water source, rain harvesting significantly improves the quality of life of communities by ensuring a constant and sustainable supply of water.

Likewise, the Harvest the Rain manual prepared by Sedema, maintains that rainwater collection systems that have an appropriate design and receive adequate maintenance can provide water of superior quality to the public network. This is valid as long as proper operation and maintenance of the system and the collector surfaces of the ceilings is carried out.

Likewise, engineer Pino Escamilla, in his report Rainwater harvesting, a sustainable alternative, highlights that



Application of these systems offers economic benefits by taking advantage of a free and easy-to-maintain resource. By reducing the consumption of drinking water, a reduction in the costs of the aqueduct service is achieved, in addition to contributing to savings in expenses associated with energy in purification.

Overcoming challenges

Although rainwater harvesting systems in Mexico offer great potential to address water scarcity, they face a major obstacle: initial implementation costs and the limited availability of financial resources in economically marginalized communities. This economic challenge raises questions about the feasibility and equity in the adoption of these sustainable technologies.

In response to this challenge, programs have emerged aimed at supporting and benefiting primarily populations with the highest levels of economic marginalization. An example of these programs is Isla Urbana, which has been installing collection systems in a variety of environments since 2009. According to the information provided on its official website, this project has managed to install 33,904 systems, benefiting a total of 645,871 people. .

From a practical point of view, Lomnitz emphasizes that a full storage tank can supply water to homes for two weeks, and those with

Rain harvesting systems achieve total autonomy for about six months a year.

Water scarcity represents a pressing reality that requires an immediate response. Through a comprehensive approach that addresses everything from sustainable management to public awareness, Mexico has the opportunity to overcome this challenge and ensure a safer and more equitable future for its citizens. Effective collaboration between government and civil society emerges as a fundamental component to achieve significant changes in the fight against the scarcity of this vital resource.

Figures in Mexico:

- Nearly 21 million Mexicans do not have drinking water daily (Inegi).
- The average annual precipitation in Mexico is 771 mm, which is equivalent to a volume of 1,511 km³ of water (Semarnat).
- In Mexico City, 57% of the water supply comes from springs, aquifers and wells, while the remaining 43% is supplied through the Lerma-Cutzamala System (Mexican Water System).



EFFECTIVE AND
INNOVATIVE STRATEGIES

TO SAVE WATER

💧 IMPLEMENT FLOW REDUCERS

Through these devices the flow rate can be reduced without compromising the pressure. Some mix water with air to increase circulation speed and reduce consumption.

💧 INSTALL AERATORS IN FAUCETS AND SHOWERS

These devices reduce flow by mixing water with air, and are placed at the mouth of faucets to avoid wasting water.

💧 OPT FOR TIMED TAPS

Allows water flow for a limited time at the push of a button, promoting savings in high traffic locations such as pools and gyms.

💧 CHOOSE ELECTRONIC FAUCETS FOR BUSINESS

It is activated by sensors when detecting the presence of hands or body, automatically stopping the flow to save water.

JORGE MENDEZ:

“AI DOES NOT REPLACE CREATIVE TALENT”

Written by: Estefani Rodriguez

P

For Jorge Méndez, better known as Cometa, changes have always been part of his life, but his talent and perseverance have shown

who always knows how to adapt with good ideas, work, and his great passion: creativity.

A graphic designer by profession, drawing polished his creative mind, leading him to become a publicist and win more than 300 awards at festivals, such as Cannes Lions, One Show, El Ojo de Iberoamérica, among others.





AI applied to
advertising and
creativity from the
perspective of one
of the best values of
Mexican
advertising.

For 15 years, he was a partner and creative vice president at the agency (anonymous), a cycle that recently closed to try new experiences in one of the most recognized agencies in the country and with more than half a century in the market: Ganem México. Now, from his position as creative co-vice president, he gives us a current look at artificial intelligence applied to advertising, technology and creative human resources.

For the publicist, artificial intelligence (AI), today, has become the core of many debates, since it is thought that it will replace human labor.

“It is not a tool that replaces creative talent, but rather a tool that adds to development and optimizes time. We use it a lot to visualize ideas, storyboards, grid themes or digital content, which are very immediate tasks.”

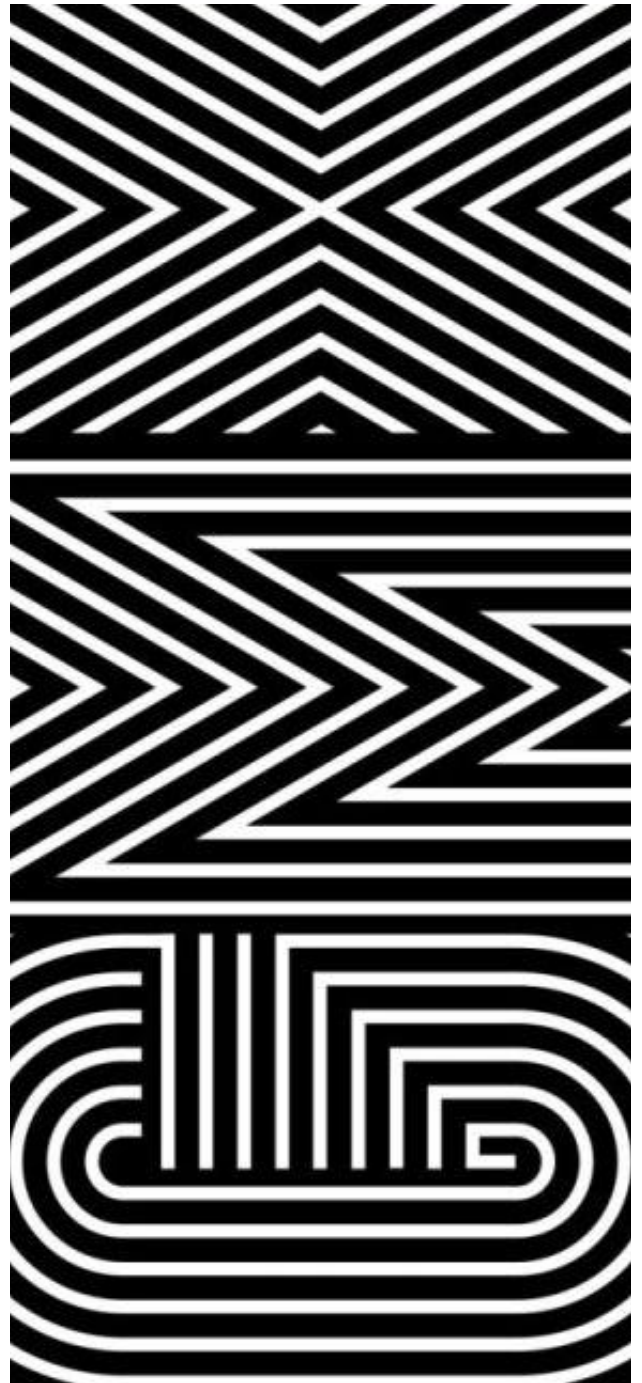
Likewise, it highlights omnichannel as the central strategy of today's advertising. “This helps everything work in a very integrated way, since everyone is approaching the project in the same channel, in the same line. When there are different silos, there are points that become disconnected. By

For example, in Ganem México, everyone who watches the TV or media part is the same one who does the digital part.”



To guarantee the success of any agency, Cometa mentions that it is important for the team to be up to date with what is happening in the industry worldwide, to closely understand the trends.

“It is important to see works that inspire and curate them according to the categories that we have already outlined for workshops. In this way, the creative team understands where to direct the idea and set the direction of the clients' needle. Definitely, you always have to look for a different point of view.”



Compared to some Latin American peers, such as Brazil, Argentina, Colombia and even Peru, Mexico is still asleep. “In fact there are campaigns that win big prizes, but it is not a constant. And that is frustrating being a country that has a fairly rich culture and creative industries in which there is great talent,” he concludes.

KEYS TO SUCCEED IN THE DIGITAL UNIVERSE OF MARKETING

Digital marketing is defining the business path. Trends evolve quickly and those who do not join the wave will stagnate. Are you ready to embrace change?

Written by: Estefani Rodriguez

A

s we plunge into the year 2024, the digital marketing landscape continues its rapid evolution, driving

due to technological advances, changes in consumer behavior and adaptations to a digital environment in constant transformation.

Roberto Rubio, founding partner and director of innovation and technology at Inside, one of the pioneering digital marketing agencies in Peru with extensive experience in social networks, shares with us the key trends that are expected to set the standard in the field of digital marketing in this 2024.



As a starting point, there will be a strong consolidation of the TikTok platform. According to Roberto, it was estimated that at the beginning of last year there were 17 million Peruvians using this social network and, worldwide, more than 1,327 million users are projected for next year.

“TikTok changes the concept of a social network. If we remember, it was said that Facebook was going to help connect people with people, because TikTok changes that entire philosophy, since it connects people with content. And they are not the typical well-made and perfectly technical television advertisements, but rather authentic and real content.”

The second trend has to do with social commerce. This innovative approach harnesses the power of social platforms to directly connect consumers with products and services, transforming the shopping experience into a social and shared activity.

“The networks, seeing that they already have people, now want to offer their own platforms to make purchase and sale points. Today, for example, we have Meta shop, TikTok shop and Youtube shopping. This year they are not going to consolidate, but they are going to enter with force.”

Artificial intelligence (AI) continues to transform and optimize ways of working. As a third point, the incorporation of this technology in various tools, such as Photoshop, stands out. “This year, agencies and



Users will be able to use many tools with AI, without needing technical knowledge to create their own content. This will allow creations with unprecedented efficiency and speed.”

Fourthly, the disappearance of cookies that have accompanied marketers for decades is an important aspect to consider. According to Google, it has been announced that they will be eliminated for the second half of this year.



“Cookies have allowed marketers and advertisers to better target their ads, but for users it has raised some privacy issues. Definitely, its elimination is going to be a great challenge for all of us that we have to work on.”

The last aspect to consider is the massive adaptation of video platforms to vertical format. As is known, YouTube began as a horizontal format platform like Facebook, and then Instagram entered with the square format. However, TikTok had greater success with the vertical and now other platforms are adapting to this presentation.

“It is a more spontaneous format, since 94% of the time users use the smartphone vertically,

So why make them rotate the phone if they are already using it in a certain way. Marketing professionals always have to adapt to what people do. This 2024 there will be many more tools and more emphasis on creating videos in 9:16”.

Inside, now also present in Chile and Colombia, ensures that social networks are the essential tools to better position brands and connect with their customers in a meaningful way. The order of popularity will be: TikTok, Facebook, Instagram and YouTube.

In this dynamic landscape, successful brands will be those that not only embrace these trends, but also adapt quickly, creating memorable and authentic experiences that resonate with their audiences on a deeper level.

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JOHANNA REYES: “TRAINING FEMALE LEADERS REQUIRES WOMEN TO BELIEVE IN THEMSELVES”

The active participation of women emerges as an essential transformative force to promote equity and inclusion in the work environment.

Written by: Esperanza Aguilera





A

lthough Latin America is known for its business mobility and we have witnessed a notable incursion of women into leadership roles, the

region faces significant challenges. The progress, although encouraging, has not effectively closed the gender gap.

Various studies have shown that female leadership brings a diversity of fundamental skills and approaches to the

business world. These women leaders foster collaboration, empathy and resilience, creating healthier and more productive work environments.

However, the reality of female leaders in the region is not homogeneous. Although Latin America has made great progress towards gender parity in the business world, progress has been insufficient, especially in the private sector.

In the region, women hold only 15% of management positions and own only 14% of companies, according to a report from the Inter-American Development Bank (IDB).

For Johanna Reyes, executive director of the Community of Entrepreneurial Women of Chile, "women still face many obstacles in the workplace. What costs a man something, costs women three or four times more because, although it is not visible, we find what they have called the 'glass ceiling.'"



This term refers to invisible barriers that hinder women's rise to leadership roles in organizations, especially at the highest levels of responsibility. These barriers may be derived from a stereotyped organizational culture or related to the lack of work policies that facilitate the balance between personal, family and work life.

However, Reyes highlights that, despite the challenges that exist in the work environment, women have the power to actively participate in overcoming gender inequalities.

“It is a challenge to break prejudices, but to change this it is necessary to train, study and work on your skills. Training female leaders requires that women believe in themselves, in their capacity and economic autonomy.”

Johanna Reyes, executive director of the Community of Entrepreneurial Women of Chile.

By empowering and advocating for themselves, women contribute not only to their own professional advancement, but also to the gradual transformation of organizational and cultural structures that perpetuate inequalities. The active and conscious participation of women thus becomes a key factor in driving change towards fairer work environments.

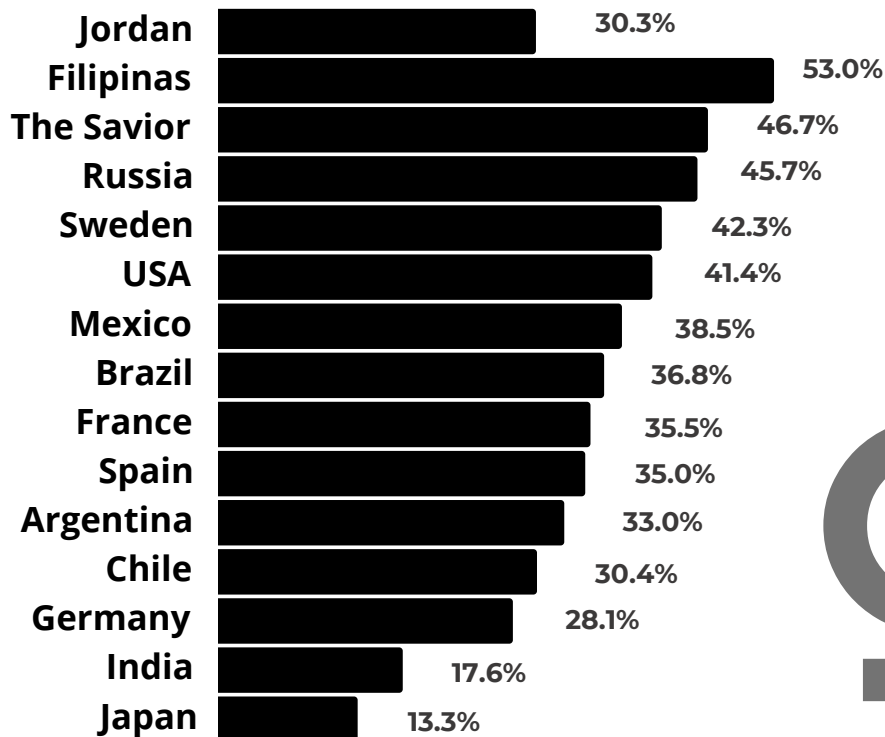
In the Community of Entrepreneurial Women, women support the development, entrepreneurship and empowerment of other women in Chile. **“We are a hotbed of entrepreneurs; We offer a network of support, collaboration, access to information and training, all at**

affordable cost. In the community they can find references, receive help with their businesses and work together to empower themselves,” explains the director.

Creating inclusive and accessible learning environments, along with fostering self-confidence and autonomy, are crucial elements in developing female leaders. The active participation of women drives their own professional progress, and also becomes an essential catalyst for the transformation of cultural and organizational structures, paving the way towards greater equity and inclusion.

IN WHICH COUNTRIES ARE WOMEN IN CHARGE?

Percentage of women in management positions in selected countries in 2020*



*2021 data for the United States, Mexico and Chile.
Source: International Labor Organization

Source: Statista

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TIPS TO BE

A WOMAN

BELIEVE IN YOURSELF AND STAY RESILIENT

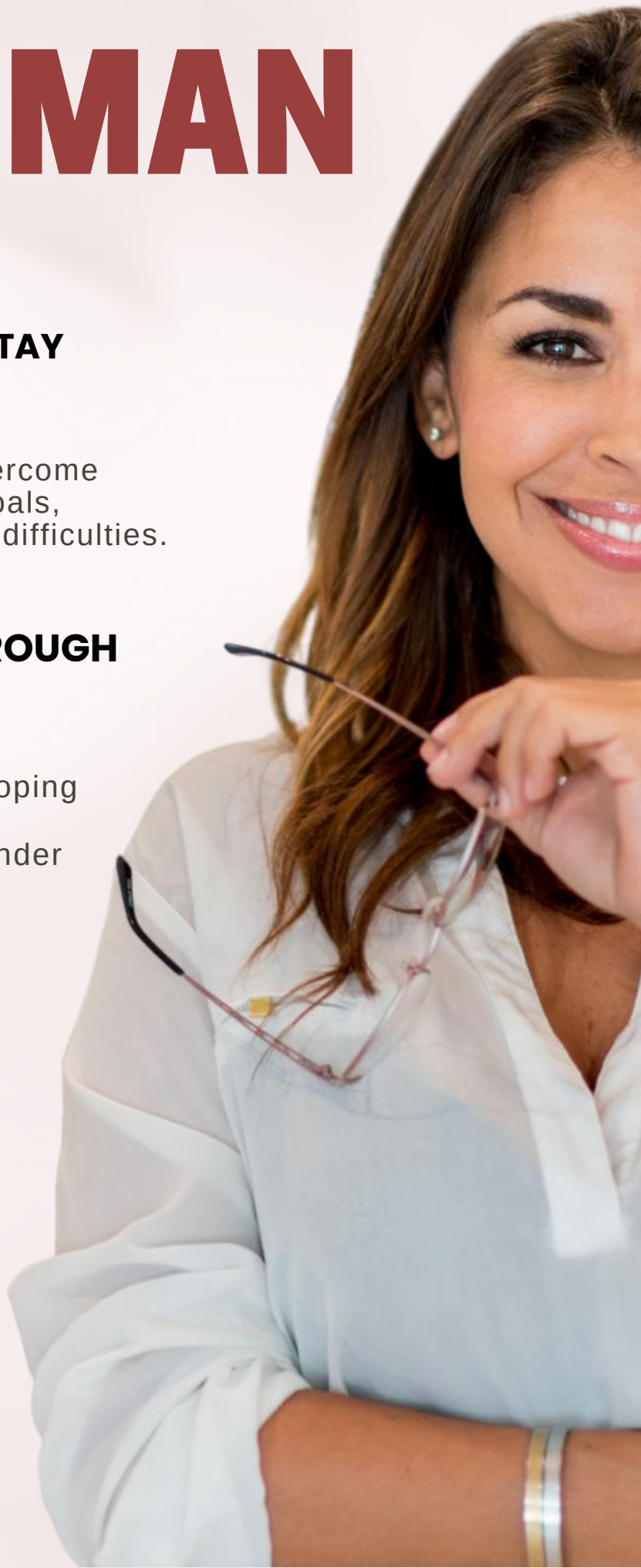
Trust your inner strength to overcome challenges and achieve your goals, without giving up in the face of difficulties.

EMPOWER YOURSELF THROUGH KNOWLEDGE

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Learn from role models and use their experiences as a source of inspiration for your own personal and professional development.

GLOBAL FOOD WASTE WOULD EXCEED 1 BILLION TONS

Addressing this problem requires joint actions that promote individual awareness and international initiatives.

Written by: Esperanza Aguilera

T

oday, food waste is a global problem. Annually, according to the Organization of the United Nations

Food and Agriculture Organization (FAO), it is estimated that 1.3 billion tons of food are wasted, affecting economies, the environment and food security.

From harvest to end consumer, food is often lost due to poor logistics practices, overly strict aesthetic standards, and arbitrary expiration dates.

Furthermore, supermarkets, being the connection point between producers and consumers, face significant challenges in the efficient management of their inventories. Overproduction often leads to the discarding of products that are still perfectly edible.



This phenomenon raises questions about the sustainability of our practices and their long-term consequences. The total cost of food loss and waste amounts to \$1 billion annually, according to the FAO. In addition to being the cause of 8% of the production of global greenhouse gas emissions.

“It is estimated that 17% of food waste is generated in supermarkets, where 70% of the products that are discarded are due to the expiration date, since they were not sold on time”

Mauricio Kremer, co-founder and CEO of Kigüi.



In this context, Kigüi seeks to innovatively address the problem by offering users cashback, that is, monetary compensation for the purchase of products close to their expiration date.

This approach, focused on economic savings for the consumer, encourages the purchase of food that is about to expire and contributes significantly to reducing waste in commercial establishments.

However, Kremer highlights the importance of the consumer adopting conscious practices, as well as the need for initiatives at an international level: **“We offer a tool where the consumer has the power in their hands, but changing the practices of companies is key to impact positively on food waste.”**

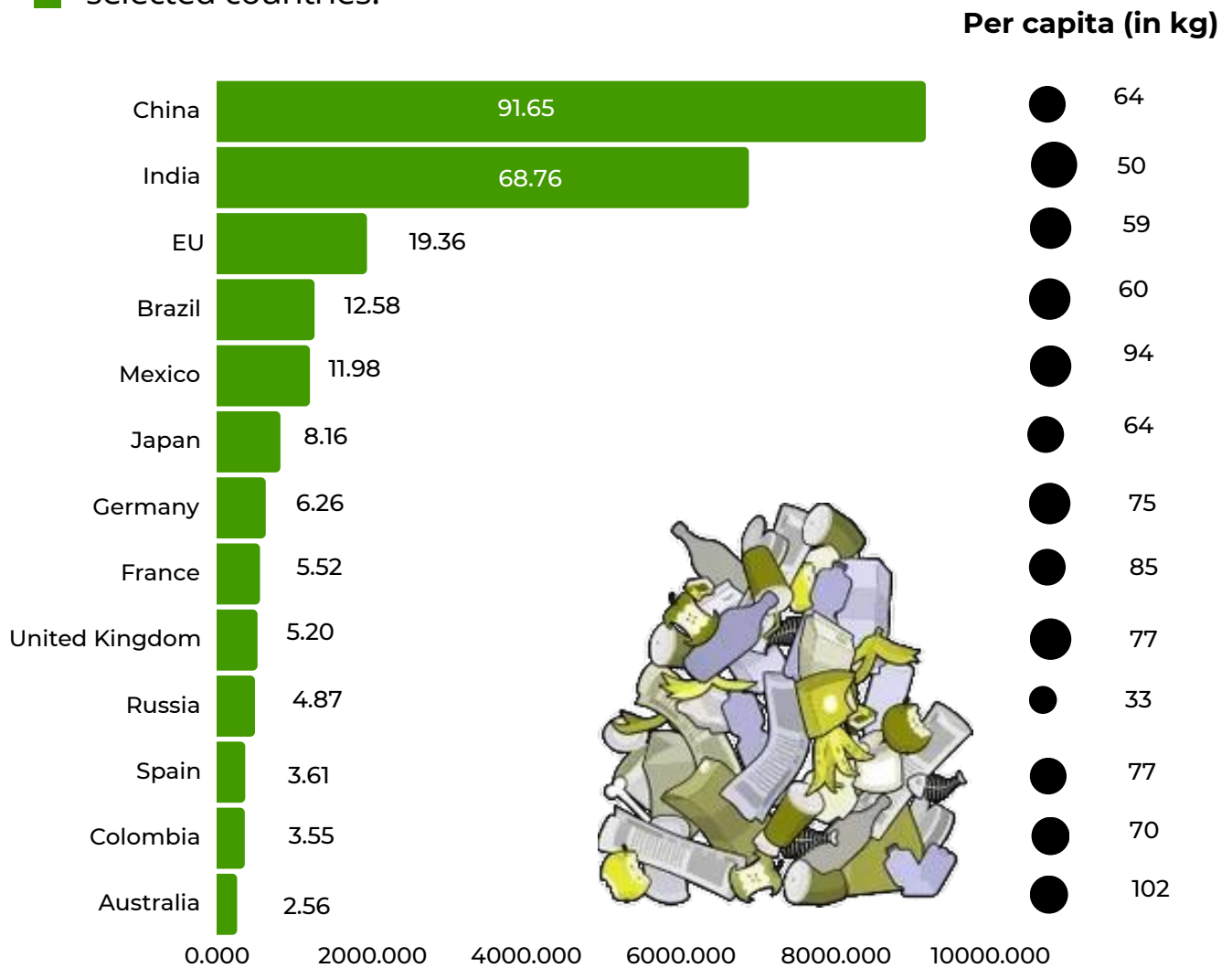


Food waste is not only an ethical problem, but also an urgent issue that requires concrete solutions. The implementation of efficient policies, the promotion of sustainable practices and individual awareness are key to reversing this trend and building a more equitable and sustainable system globally.



THE MAGNITUDE OF FOOD WASTE

Estimation of the annual volume of food wasted in households in selected countries.



Source: Food Waste Index 2021 - UNEP

Source: Statista



BADA: A REVOLUTION IN THE ART MARKET

Written by: Esperanza Aguilera

This art fair redefines the acquisition of works, bringing the public and artists together in a simple and direct way, eliminating intermediaries.

Today, the difficulty of studying art is accentuated by the perception that the art world rarely

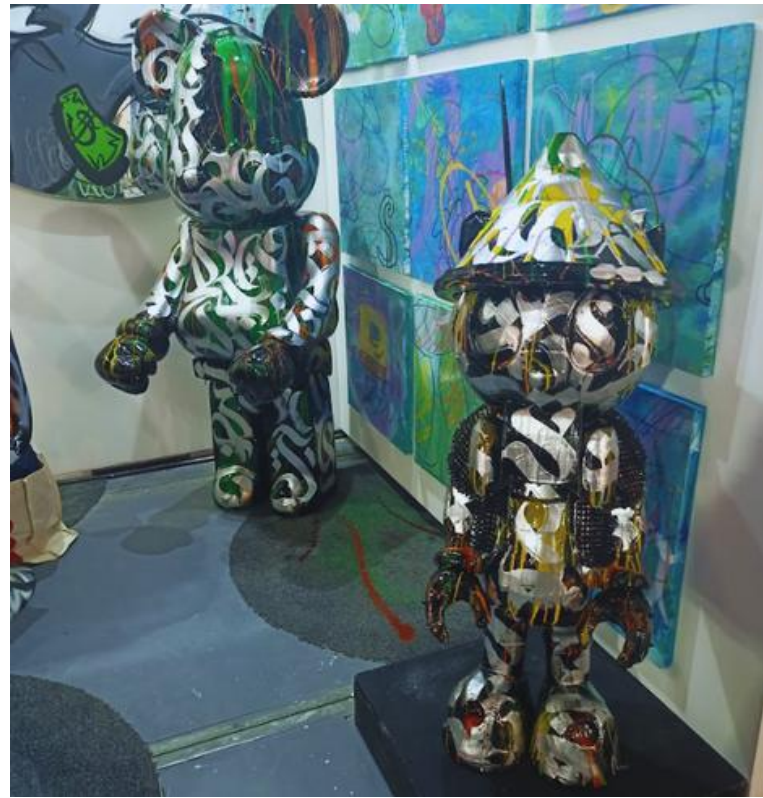
It is profitable for the creators. But despite this reality, contemporary art not only persists, but also challenges preconceived notions with initiatives like BADA (Artist Direct Art Fair).

BADA's proposal reaffirms the notion that art is a shared experience, where the public connects in a unique and personal way with the artist and the work, breaking traditional sales barriers. In this space, purchasing art becomes an experience beyond the transactional, inviting everyone to immerse themselves in the creative world in a simple and direct way.

"BADA emerged 13 years ago in Buenos Aires, Argentina, following the need for a direct market in art, without intermediaries. Artists need a space where prices are fairer and they can relate directly to their final consumer," he highlights. Daphne Ibargüengoytia, executive director of BADA.

Daphne Ibargüengoytia, executive director of BADA.





The need to revitalize the art market led Ana Spinetto, its founder, to organize this fair internationally, arriving for the first time in Mexico in 2019 and in Spain in 2022. In this, its second edition in Mexico, more than 150 artists were presented. from various disciplines and from countries such as Argentina, Chile, Colombia, Spain, the United States, France and Mexico.

"We seek to ensure that artists can make a living from art," emphasizes Leni Iburgüengoytia, artistic director of BADA, underlining the fair's commitment to the sustainability of the artist in the economic sphere.



The event is not limited only to the exhibition of works, they also offer children the opportunity to express themselves artistically using recycled materials through workshops. In addition, the collaboration with graffiti artists from the state of Morelos and 360 Spray Paint generated unique and vibrant murals intervened live.

On the path to democratizing art, Banco Azteca joined BADA with the "Art for All" call for three years, promoting young artists between 18 and 35 years old. This year, they received more than 180 applications, of which only five were selected. The finalists won the opportunity to be at this fair at no cost, thus contributing to the recognition and dissemination of their art.





“Although getting up close to people is something I constantly do as a photographer, being here at BADA and feeling so close to the public is very exciting and rewarding. Without a doubt, the fair helps artists receive the recognition we deserve,” commented Antonio Flores García, “the photographer from hell”, one of the finalists of “Art for all”.



The fair emerges as a beacon of innovation and accessibility in the contemporary art scene. By eliminating middlemen, encouraging direct connection and promoting diversity, BADA challenges market conventions, offering a unique experience for artists and art lovers alike.





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WHEN ART AND PLAY COME TOGETHER



Gerardo Pontierr breaks the paradigms of art by building playful works with Lego blocks.

G

erardo Pontiér is a multifaceted artist who has managed to take art beyond the conventional. Although music is one of

his main interests, Pontiér has cultivated hobbies that have allowed him to create artistic pieces that show that creativity has no limits.

From a very young age, he developed an interest in Lego blocks, and what began as a game led him to become a world champion in Lego construction at the age of 10, according to the artist. Today, he uses these plastic blocks to create art.

“My works, more than paintings, are a sculpture in painting format. I call them 'three-dimensional mosaics' and they are made entirely with Lego pieces.”

His work evolved from the “Lego Art” product line, creative sets introduced to the market in 2020, which offer to recreate historical characters and works from small pieces.



However, the artist took it further with his imagination, using the blocks to make his own works playing with lights, shadows and perspectives recreated from the assembly of Legos, without ever losing the playful essence of each presentation.

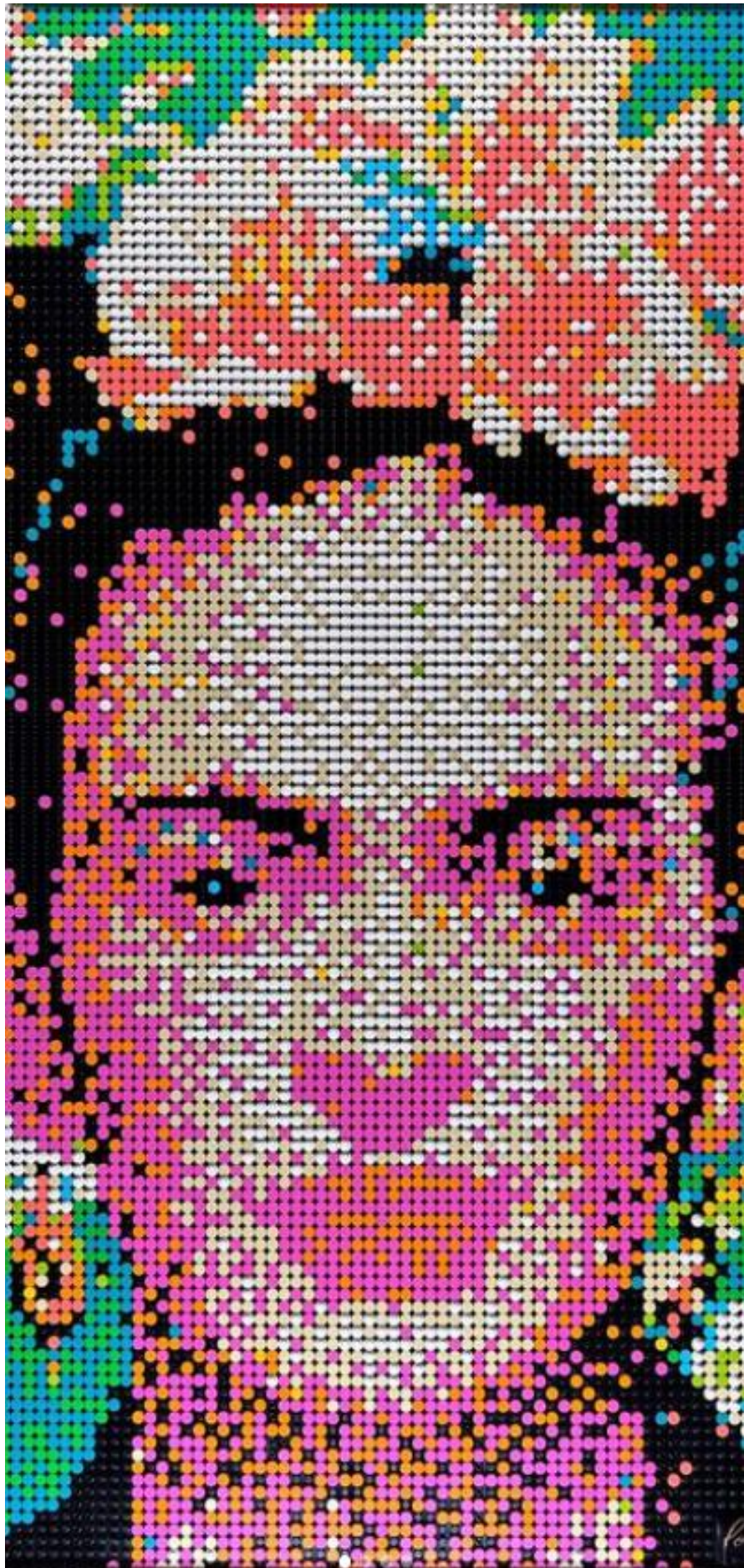
"The idea behind each work is to remember their playful nature, since they are made of Legos. Therefore, I like to add some details, for example, in a creation by Leonardo Da Vinci I integrated an interactive mechanism that rotates, highlighting its facet of architect and engineer, and inviting people to play with that part," he explains.

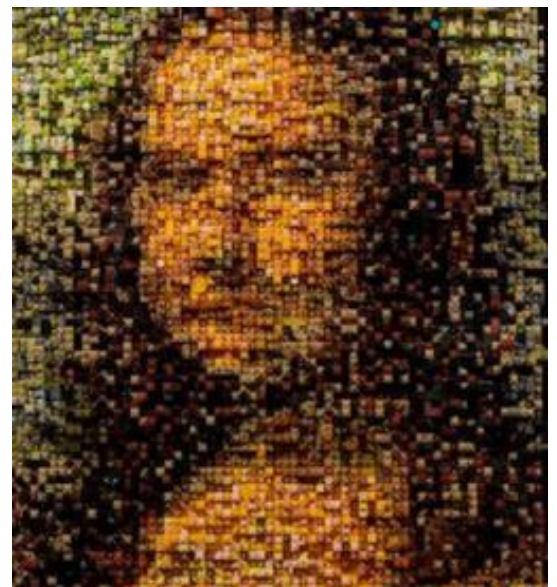


Furthermore, the fusion of his two great passions - music and Legos - led him to create a fully functional violin with these assembly blocks. Although the piece is a hybrid between wooden parts of a real violin and the body built from these pieces, it is one of the creations that the artist stands out the most.



Through his works, Pontierr offers a unique visual experience, and invites the viewer to question the conventional barriers of art, thus highlighting the infinite possibilities that the artistic world offers for innovation and personal expression.







WALKING TOWARDS A SUSTAINABLE FUTURE WITH VEGAN SHOES

Ethical fashion merges into the world of footwear, offering a conscious alternative for those looking to combine style with their values.

Written by: Estefani Rodriguez

In recent years, sustainable fashion has experienced a significant increase in popularity, and within this trend, footwear vegans have

become an ethical option that is respectful of animal welfare and the environment.

These types of shoes are those made without the use of materials of animal origin, such as leather, wool or silk. Instead, synthetic materials and innovative alternatives are used that mimic the look and texture of traditional products, without compromising quality or style. This ultimately helps reduce the



ecological footprint associated with conventional footwear production.

Leather production, for example, is linked to massive forest clearing and excessive water consumption, contributing significantly to environmental degradation. In contrast, the materials used in vegan footwear are often more environmentally friendly and require fewer natural resources.

An example of this trend is Melissa, a shoe brand that manufactures its own raw material: Melflex®, a revolutionary material from PVC. Her name is the result of the combination of Melissa and Flexible.

“Our Melissas are recyclable, they do not contain any toxic components in the raw material or in the manufacturing process. In fact, 99% of the material used to create a pair of shoes is recycled in the factory.

José Cattán, commercial director of Melissa México.

Furthermore, sustainable fashion is not just limited to materials; It also focuses on ethical production practices and fair working conditions. Vegan brands often prioritize factories that respect workers' rights and minimize the environmental impact of their operations.

“Sustainability also means thinking about people, and we are opposed to all types of child or slave labor. We always seek sustainability at all levels of our production. We are connected to the best international models, we avoid waste, optimize resources and recycle products,” Cattán emphasizes.



Vegan shoes are not only an ethical option, but also a stylish and versatile one. Just like Melissa, other designers and brands are embracing this trend, offering a wide range of styles and options to meet current demands.



It should be noted that the fashion industry annually emits more than 1,000 megatons of carbon dioxide equivalents, making it the second most polluting industry on the planet, according to the UN.



With vegan options, consumers have the ability to express their sustainable lifestyle without compromising quality, design or comfort. Of course, eco-friendly practices contribute positively to animal welfare and the environment, marking a significant step towards a more sustainable future in the world of fashion.



Melissa in data:

- Inspired by the concept of the sea, Melissa was born in 1979, in Brazil, with the idea of revolutionizing this industry.
- To date, Melissa has lower water footprints in its production chain.
- Since 2013, they have recorded a 15.2% reduction in electricity consumption for each pair of Melissa manufactured. 85% of that energy is renewable.
- The brand is certified by The Vegan Society, a UK-based institution that has been providing guidance on a cruelty-free world since 1944.



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