



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

GLOBAL AI
WEEK



Marcela Lozano Luna

Professor specializing in Sustainability in
Businesses and Business Innovation at UNAM's



www.gidcomp.org

Advancing Sustainability in the Digital Era: Cases Studies





Conferencia de Seguridad Energética, Viena, Austria.

- BA in International Business, Cc. Trade

- MSc Environmental Technology and International Affairs


- More than 10 years of experience in international companies, accelerators and consulting:TEAB.

- Business' Sustainability classes at FCA, UNAM.

Specialized in sustainability, digital and social marketing.



Mission: to support technological and social enterprises to give economic and social value through ethical sustainability and marketing strategies.



Introduction to the SDGs

THE GLOBAL GOALS

The Sustainable Development Goals (SDGs) are a **blueprint** for a better and more sustainable future for all. Each goal is **interconnected**, and achieving them requires action from everyone, everywhere, now.

Digitization: a tool for achieving the SDGs

Digitization can help achieve SDGs by **reducing waste**, improving **resource efficiency**, and enabling **better tracking and reporting** of sustainability goals.

Examples include smart transportation, sustainable agriculture, and circular economy initiatives.

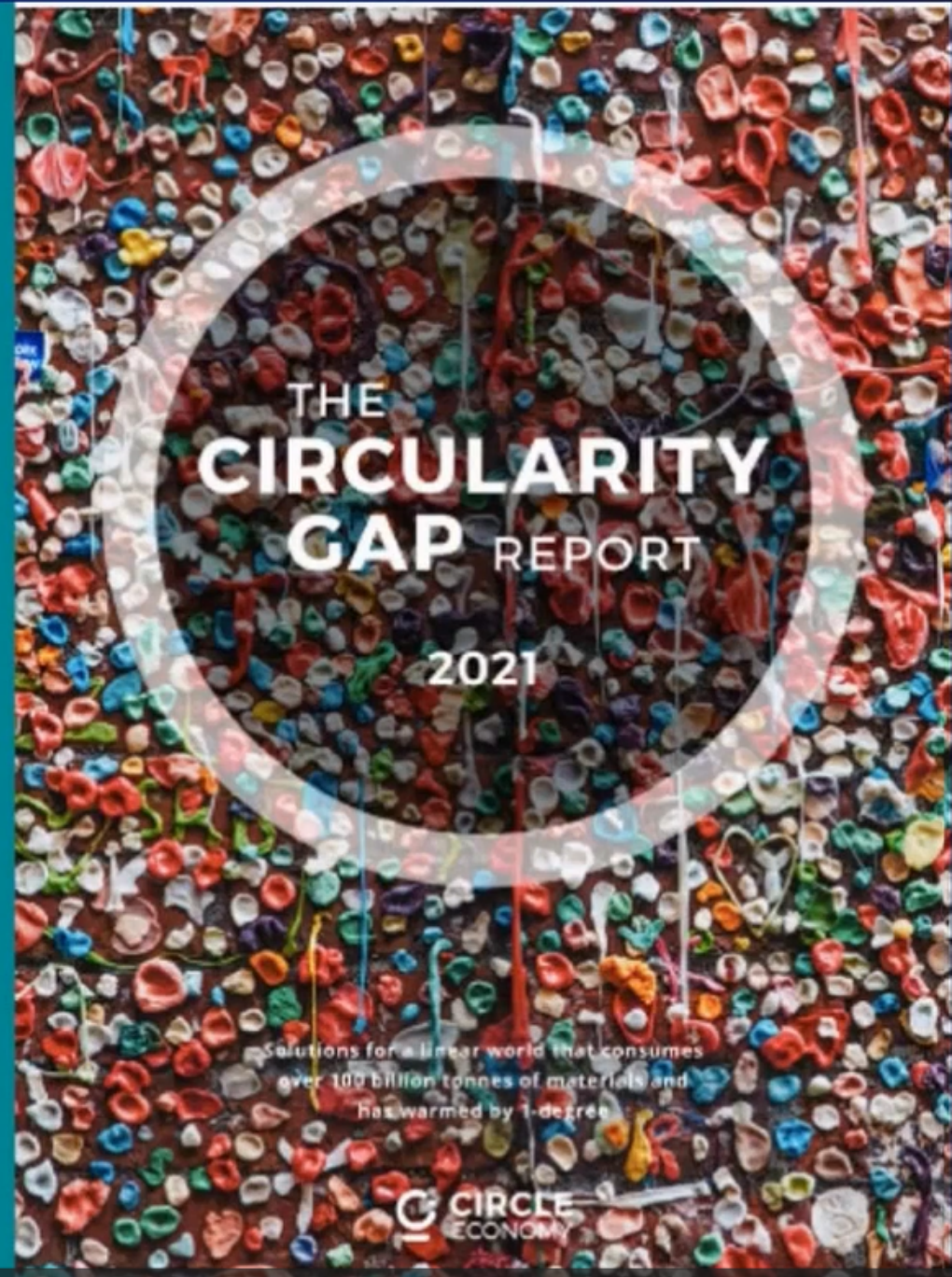


Overview of the SDG targets for 2030 and the Circularity GAP report

These 17 global goals set by the United Nations General Assembly are a blue print for a more sustainable future by 2030.

According to the Circularity Gap Report 2021, the global economy was only 8.6% "circular" in 2020, a disappointing decrease from 9.1% two years ago.

Launched in Davos, the report explores the causes of GHG emissions and how **circular economy strategies** can contribute to meeting the goals of the Paris Agreement.





**EARTH IS
NON-FUNGIBLE**



Case study 1: Sustainable agriculture through blockchain technology



Blockchain technology can improve **transparency, traceability, and efficiency** in the agriculture supply chain, reducing waste and promoting sustainability.



Case study 2: Renewable energy through smart grids

Smart grids **distribute** electricity through **advanced technologies**, integrating **renewable energy sources** and reducing carbon emissions.

EXAMPLES

CompuSoluciones is a Mexican company that provides IT solutions and services. They have implemented a **circular economy model for electronic waste**, where they collect, repair, and refurbish used electronics to extend their life cycle. They also recycle and dispose of electronic waste in an environmentally friendly manner.

Embracing technology as a service will fuel the circular economy

HPE Financial Services has invested in refurbishment services such as HPE Asset Upcycling to extend the useful life of retired IT equipment and reuse and remanufacture components for a second life. This helps organizations recover the residual value of their assets, reducing carbon emissions and e-waste, boosting their budgets by \$1.6 billion over the past five years and prevent ewaste to reach landfills.




Key takeaways

Adopt circular economy principles.
Implement renewable energy solutions.
Reduce waste and carbon footprint.
Foster a culture of sustainability.

Less is more.



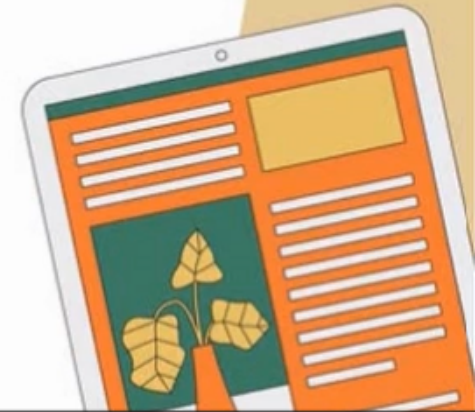


Thank you for joining us on the journey towards a sustainable future! Let's continue to work together to achieve the UN's SDG 2030.

Want to be part of these case studies? or just talk about Sustainability in businesses?

Contact me:

<https://my.tapni.co/mars.lolu>





GLOBAL INSTITUTE FOR
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TECHNOLOGY FOR INCREASE EFFICENCY



Just one goal, Create value with technology.

Through 5 different specific strategies:

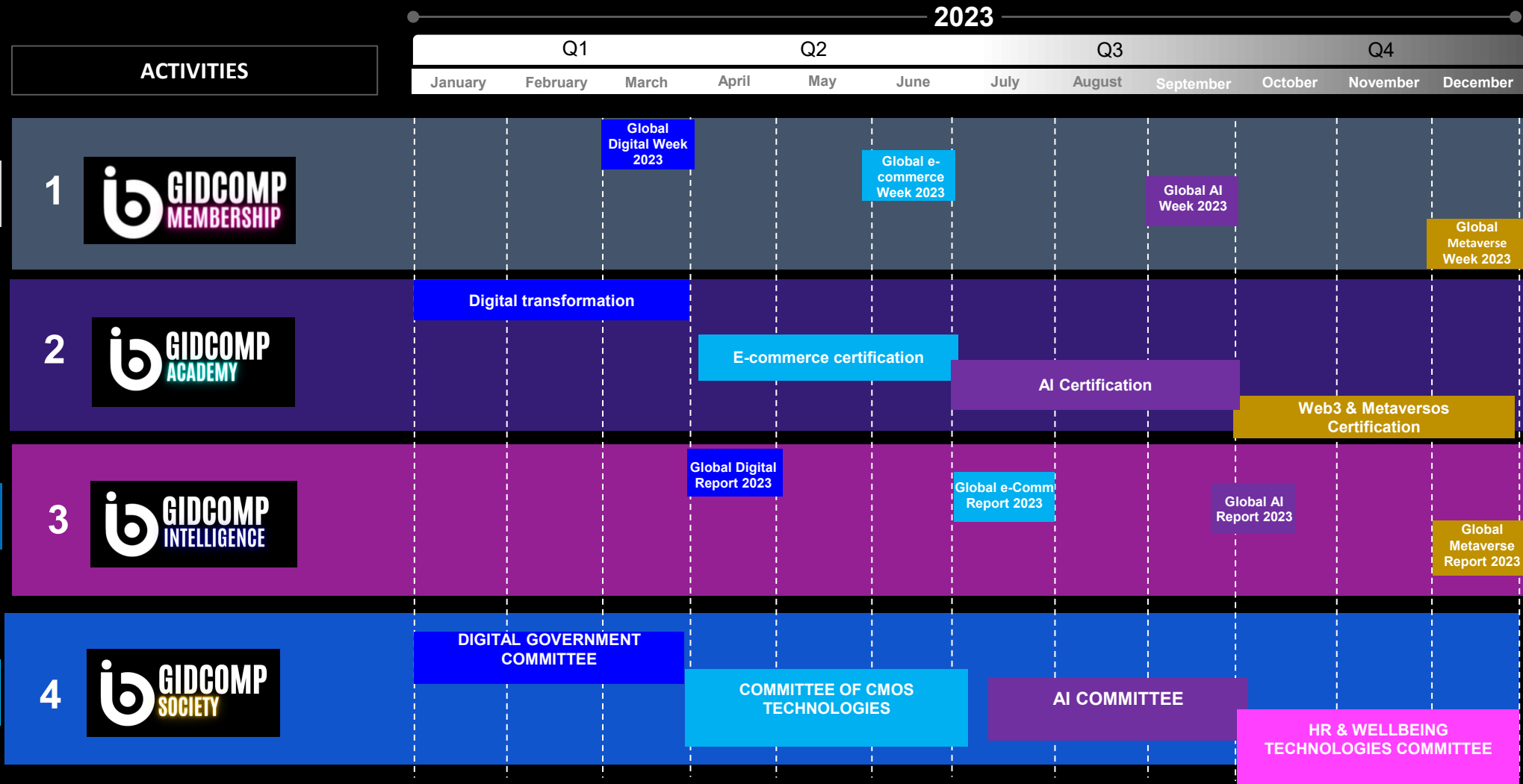
- 1** Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world
- 2** Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.
- 3** Work together with authorities and institutions to remove barriers to technologies and trade
- 4** Bring experts, knowledge and cases to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5** Establish Committees by type of technology to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.



Some brands that are part of our international ecosystem



Calendar GIDCOMP 2023



The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1

GIDCOMP Immersive Festivals

Free immersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

- Día 1. Smart Cities
- Día 2. Public Policies
- Día 3. e- Commerce
- Día 4. Disruptive Business
- Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

- Día 1. Marketplaces
- Día 2. Digital Commerce
- Día 3. Omnichannel
- Día 4. Metacommerce
- Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

- Día 1. Robotics & AI
- Día 2. IOT
- Día 3. Automation
- Día 4. AI Performance
- Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

- Día 1. Immersive Technologies
- Día 2. Omnichannel
- Día 3. NFTs & Blockchain
- Día 4. 3D & Web 3.0
- Día 5. Artificial Intelligence

Diciembre 4 al 8



The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.

The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

2



GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The *certification in e-commerce & Omnichannelity* seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

The certification in AI for marketing and sales areas seeks to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

[See agenda](#)

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

[See agenda](#)

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

3



Research, prototypes, tests, reports
and Digital Laboratory

Global Metaverse
Report 2022
Release for November
2022

Global Digital
Report 2023
Release for February 2023

Meta
Commerce 2023
Release for June 2023

Digital poles
2023
Release for November 2023

POSITIONING AND BRAND PRESENCE IN METAVERSES

1 CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL

2 MARKETING AND BRANDING – FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

OMNICHANNEL COMMERCE

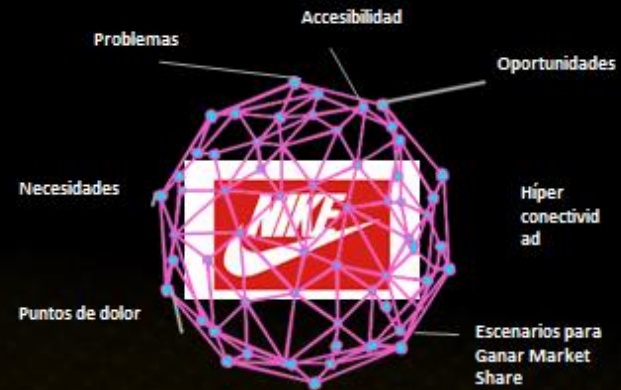
1 VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA

2 SALES IN METAVERSES – THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1 MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY

2 SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Current Portfolio

1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

Technology adoption diagnostics

Reasons to join **GIDCOMP**:

4



- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage existing technology** (leap Frog)
- 3 To generate **networking / community**
- 4 To have **visibility** of applications in the use of **technologies**
- 5 To inform me and keep abreast of the **latest news**
- 6 To receive **support or consultancy**
- 7 To **train** my team in the face of new market challenges
- 8 To generate **relationship with Authorities**
- 9 Access to **+300 Experts from more than 52 countries** and presentations of their models at our festivals



Accompanied by senior international leaders who lead the committees

Smart Cities,
Sustentabilidad & Industria
4.0, Public Policy, e-
government
&Ciberseguridad

Blockchain and NFT.
Digital Economy,
Artificial Intelligence

Data Science & Big
data, RH & Well-being
Technologies,
Education Technology

Metaverses, immersives
Technologies (RA, 3D, RM,
RV), Experiences
Omnicanal & Digital
Commerce

Social enterprises,
Sustainability, Social
Digital Business, Social
responsibility

Governments, Int. Agencies

CTOs, CDOs, CIOs

CRHOs, COOs, CHOs.

CEOs, CMOs. CSOs.

CSR, ONGs,

Macro

Application of technologies

Micro

Affiliates will live an international Figital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

- ❖ **ANNUAL OBJECTIVES OF THE COMMITTEES:**
- ❖ Publish trends by technology.
- ❖ Collaborations with media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- ❖ Recognition of executives and exposure of brands that collaborate in the integration of knowledge.
- ❖

■ Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.

VICE PRESIDENTES DIGITAL GOVERNMENT

Committee 1

Objective:

The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:



1. SOSTENIBILIDAD

2. SMART CITIES

3. FINTECH

4. CIBERSEGURIDAD



ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP



HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP



JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP



LUIS GODOY
FORMER CEO DE INTELIGENCIA
ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

VICE PRESIDENTS

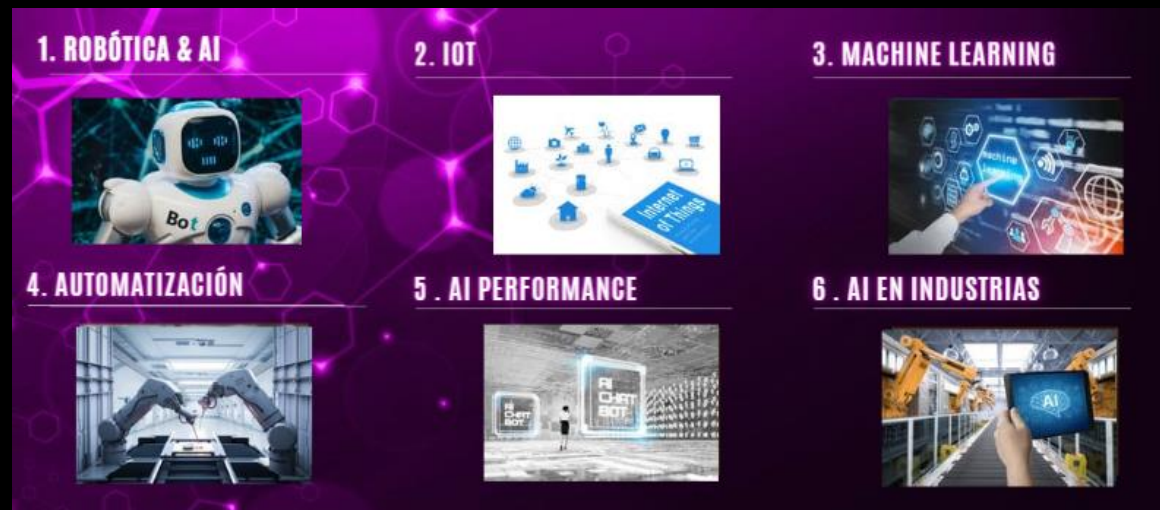
ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP



MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP



MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP



RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

VICE PRESIDENTES HR & WELLBEING TECHNOLOGIES

Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.



MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION
CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP



SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP



JULIÁN VARAS
CEO OF C1DO1
ED TECH GIDCOMP VP



EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER
DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

VICE PRESIDENTES DIGITAL COMMERCE

Committee 4

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP



JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP



RANDY CRUZ
CITI MANAGER RAPP
DIGITAL COMMERCE GIDCOMP VP



ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES
CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

VICE PRESIDENTES ONGs & RSC

Committee 5

Objective:

The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

The graphic features a central logo for 'Comité de ONGs & RSC' with the 'GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS' logo below it. To the right, four numbered themes are presented with corresponding images: 1. FORTALECIMIENTO DE ONGS (NGO), 2. LUCHA CONTRA EL CAMBIO CLIMATICO (climate change), 3. ACCESO A LA EDUCACIÓN DIGITAL (digital education), and 4. ADICCIÓN A LA TECNOLOGÍA (technology addiction).



KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP



JULISSA JIMENEZ
DIRECTORA DE LMD
POLITICAS SOCIALES GIDCOMP VP



JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP



MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC GIDCOMP VP

Reasons to become a member of **GIDCOMP:**

- 1** To receive information on Business Intelligence and Technology trends
- 2** To leverage existing technology (leap Frog)
- 3** To generate networking / community
- 4** To have visibility of applications in the use of technologies
- 5** To inform me and keep abreast of the latest news
- 6** To receive support or consultancy
- 7** To train my team in the face of new market challenges
- 8** To generate relationship with Authorities
- 9** Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.



	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	FREE	500 – 4,000 USD
		Annual by size*

*GIDCOMP SOCIETY ANNUAL INVESTMENT

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	5,000	5
Big	501 -1,000	4,000	4
Median	251 a 500	3,000	3
Small	6- 250	2,000	2
Micro	1 -5	1,000	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: Fundación Consultores Sin Fronteras A.C.

RFC: FCS190805FH9

Bank: BBVA

Account Number: 0113640205

Clabe Account Number: 012180001136402052

Swift code for international payments: BCMRMXMPYM

Mail: be.digital@gidcomp.org



How to become a member?

Send us an email to be.competitive@gidcomp.org or a WhatsApp at: +52 56 1463 3902
GIDCOMP seeks to bring together and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.
Membership begins with the date of crediting payment to the bank account.
Valid 12 months from the date of payment.
Renewals begin to run from the expiration date of the current membership.

www.gidcomp.org
be.competitive@gidcomp.org

