



Eon Institute presents its

2024
IMPACT
REPORT

From January - December 2024

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A MESSAGE FROM OUR DIRECTOR

Dear Reader,

This year has been transformative. As AI continues to redefine societies, we remain focused on addressing its most pressing challenges with a social impact lens. This first annual report marks 1.5 years of our journey as an independent think tank, where we've worked tirelessly on issues that matter most at the intersection of technology, governance, and human rights.

This report is organized around our three core missions:

- Amplifying Latin America's voice in international AI processes.
- Advancing responsible tech development and adoption.
- Boosting awareness of new tech's challenges and risks.

In 2024, we explored one of the year's most urgent global themes: AI's role in democracy, with over 70 countries holding elections. We explored how Generative AI influenced Mexico's 2024 elections—insights from a global program that will be published next year, advancing critical conversations both nationally and beyond.

We've been privileged to work with globally recognized institutions and tech companies, and being part of international AI governance and safety processes. Some of the resulting reports will be presented at the Paris 2025 AI Action Summit.

As Mexico enters a new phase under its new government, Eon Institute remains a trusted, neutral convener. By uniting cross-sector perspectives, we shape forward-thinking solutions that place human rights and societal well-being at the center of technological progress.

Thank you for believing in our mission to future-proof society. We look forward to building the next chapter with you.

A handwritten signature in black ink, appearing to read "Claudia Del Pozo", is written over a thin horizontal line.

Claudia Del Pozo

KEY IMPACT FIGURES



participations in the definition of key international AI governance processes



new and ongoing responsible AI projects across the Americas

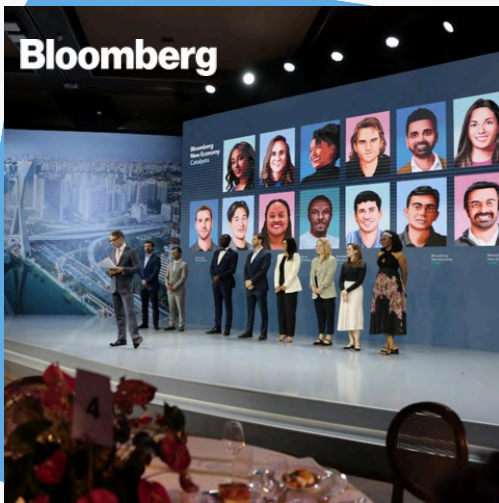


entrepreneurs and SME leaders trained on responsible AI



educational talks, workshops, podcasts, and TV appearances to educate on responsible tech

PRIZES AND ACKNOWLEDGMENTS



New Economy Catalyst Prize by Bloomberg

Given Eon Institute's considerable impact on the creation of a fairer future economy, our Director Claudia Del Pozo was awarded the New Economy Catalyst award by Bloomberg and had the opportunity to present the think-tank at the B20 in Brazil.

Ellas son las mujeres que nos protegerán de los riesgos de la IA en América Latina



Acknowledgement as Key Women in AI in Latin America by WIRED

Claudia and Daniela Rojas, our Senior Program Officer, were identified by WIRED magazine as part of the women who are protecting Latin America from AI risks, in recognition of their drive for the responsible development and adoption of new technologies.

MISSION 1.0

Amplifying Latin America's voice in international AI processes

INTERNATIONAL PROCESSES



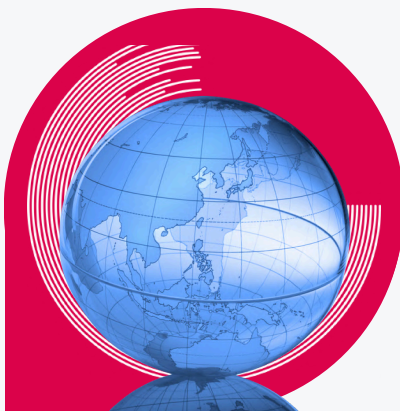
Both of the following international processes that Eon Institute took part in designing aim to inform the indicated stakeholders as well as the 2025 Paris AI Action Summit.



International AI Safety Report

BY THE AI SAFETY INSTITUTE OF THE UK GOVERNMENT

Participation in the creation of the UK Government's International AI Safety Report, led by Dr. Yoshua Bengio, ensuring the perspectives and priorities of Latin America are meaningfully represented in the global discourse on responsible AI development and governance



PECC Agenda for the Adoption of General-Purpose AI

BY THE PACIFIC ECONOMIC COOPERATION COUNCIL

Participation in the drafting of suggested AI policy and regulation priorities for APEC officials, the US and French PECC committees. The gathering united AI experts, scholars, industry adopters, and policymakers to assess AI's current state and dynamics, impact, and potential future development.

MISSION 2.0

Advancing responsible tech development and adoption.



AI and Digitalization Blueprint for the Mexican Government

 BRITISH EMBASSY, PIT POLICY LAB, SUPPORT OF C MINDS  MEXICO

Organization of 60+ experts to create recommendations on 1) Regulation, governance, and ethics, 2) Cybersecurity and privacy, 3) Infrastructure and data-driven economy, 4) R&D, 5) Skills and education with input from local municipalities.

[DOWNLOAD](#)

Generative AI and its Influence on Mexico's 2024 Elections

 FRIEDRICH NAUMANN FOUNDATION  MEXICO

Together with thematic experts, analysis of the impact of AI on the past Mexican elections, offering recommendations to protect our democracy, as part of a global program.

[DOWNLOAD](#)



COMPLETED PROJECTS

Data Governance and PETs: Global Overview and Challenges for LAC

 C MINDS & INAI  LATIN AMERICA & CARIBBEAN (LAC)

Research on the state of data governance and Privacy-Enhancing Technologies (PETs) in the Latin American region, as well as global best practices, and creation of recommendations for policy-makers in the region, in consultancy for C Minds.

[DOWNLOAD](#)





AI Governance in Key Economic Sectors of Mexico

 WILSON CENTER  MEXICO

Deepening of our exploration of AI governance in Mexico, part of a regional program including different countries, focusing on key sectors of the Mexican economy (agriculture, health, and FinTech).

Analysis of the Inclusion of AI in the USMCA

 BROOKINGS  MEXICO

Preparation of an analysis on AI and technology policy for innovation and competition in North America in order to include AI collaboration in the 2026 revision of the USMCA.



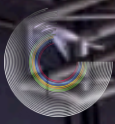
ONGOING PROJECTS



AI Governance and Use Cases

 MICROSOFT  MEXICO

Exploration of the current state and governance of AI in Mexico as well as use cases from the country, region, and world.



EON
INSTITUTE



MISSION 3.0

Boosting awareness of new tech's challenges and risks.



Design and Coordination of AI Specialization for SMEs

 ISDI  MEXICO

Design and coordination of five editions of an 80-hour AI strategy specialization program as part of ISDI's Master in Digital Business, taught by 50% women.

Talks, panels, and workshops

 VARIOUS  THE AMERICAS

Over the year we've given over 80 talks in Mexico, the United States, Canada, Colombia, and Brazil, sharing the importance of a responsible approach to new technologies.



ONGOING ACTIVITIES



Articles in WIRED

 WIRED  HISPANIC WORLD

Over the years we've been working with WIRED to publish forward-thinking articles exploring the intersection of tech and social impact with a focus on Latin America.

MEDIA COVERAGE

OUR TOP FIVE

Click the image for more



Bloomberg Newsweek Live Interview

» BLOOMBERG NEWSWEEK TV NOV 24

As part of her nomination as 2024 Bloomberg New Economy Catalyst, Claudia was featured live on Bloomberg Newsweek to speak about Eon Institute.



Nomination as key AI Leader in Latam

» WIRED PRINT JUN 23

Claudia and Daniela were also nominated by WIRED as two of the top women protecting Latin America from AI's risks.



Interview on Tech Investments

» LATIN AMERICA ADVISOR PRINT OCT 24

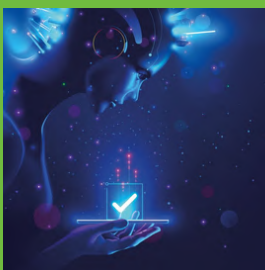
Eon Institute was interviewed to understand the political and policy contexts, its potential development, and how it might affect Mexico's tech investments.



Raising Awareness Among Future Diplomats

» INSTITUTO MATÍAS ROMERO PODCAST JUN 24

Daniela was interviewed on AI and bias by Mexico's Diplomatic Academy, interested in strengthening the AI knowledge of present and future diplomats.



AI and Elections

» EL FINANCIERO ARTICLE MAR 24

The potential impact of AI in Mexico's elections was a topic broadly covered in media, where Eon Institute shared its perspective based on the local context.

EVENTS

OUR TOP FIVE

Bloomberg Catalysts at B20

» B20 📍 RIO DE JANEIRO, BRAZIL 📅 OCT 24

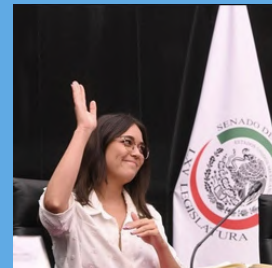
Our Founder was selected as one of the 16 Global Economy Catalysts by Bloomberg, an opportunity which flew her to the B20 to present Eon Institute in front of global business leaders.



What is digital is real: deepfakes and gender-based violence

» MEXICAN SENATE 📍 MEXICO CITY 📅 APR 24

Invited by Senator Ruth López Hernández to share perspective and work on how AI amplifies digital violence towards women, offering public policy recommendations around deepfakes.



Leaders Connect: AI in Mexico

» GOOGLE CLOUD SUMMIT 📍 CDMX 📅 SEP 24

Participated in Google Cloud's Annual Summit to speak about AI in Mexico, from a governance to leadership and competitive perspective, as well as opportunities and challenges ahead.



10th Annual Conference to Build a Competitive US-Mx Border

» WILSON CENTER 📍 WASHINGTON DC, USA 📅 JUL 24

Invited to speak about AI-related opportunities and challenges between the US and Mexico border, focusing on unethical AI use concerns in migration.



AI to strengthen equity and inclusion

» TIKSO 2024 📍 MEDELLÍN, COLOMBIA 📅 SEP 24

Joined this yearly event that focuses on social impact in order to raise awareness about the potential risks of AI-for-good applications.



OUR PARTNERS

Thank you to the following organizations for their trust!



British Embassy
Mexico City

BROOKINGS



C MINDS



FRIEDRICH NAUMANN
FOUNDATION *For Freedom.*



Instituto Nacional de Transparencia, Acceso a la
Información y Protección de Datos Personales

< ISDI >



Microsoft



Public Interest Technology



Wilson
Center



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