



Eon Institute presents its

# IMPACT | REPORT

2025 Edition



# A MESSAGE FROM OUR DIRECTOR

Dear reader,

2025 was our best year to date, from the growth of our team to welcome two new members to our expansion into new topics, not to mention the international recognition we received for our impact. Our team was recognized by Forbes 30 under 30, Women in AI, and WIRED in Spanish.

Two and a half years after Eon Institute's independent launch, we couldn't be more proud or grateful. The latter, in particular, to the people and organizations that have believed in us and powered our work through strategic collaborations. In 2025, we celebrated new partnerships with some of the most important organizations in technology, from UNESCO, UN Women, Meta, and OpenAI, as well as direct outreach to the most vulnerable communities, particularly young women.

This report presents our progress in 2025 in line with our three main missions:

- Amplifying Latin America's voice in international AI processes;
- Promoting the responsible development and adoption of new technologies;
- Raising awareness about the challenges and risks of new technologies.

Thank you for believing in our mission to create a future-proof society.

We are excited to write the next chapter with all of you.

A handwritten signature in black ink, appearing to read 'Claudia Del Pozo', with a stylized flourish at the end.

**Claudia Del Pozo**  
Founder and Director



# Forbes

MÉXICO



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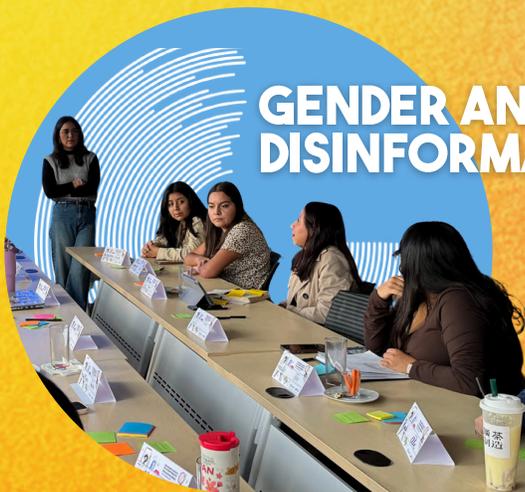
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# TOPICS AND HIGHLIGHTS



## GENDER AND DISINFORMATION

We addressed mis- and disinformation in elections and the impact of deepfakes and digital violence against women.



## AI SAFETY

We strengthened AI security on the regional agenda with the first forum for Latin American leaders.



## SKILL-BUILDING

We helped build UNESCO's Mexico Model to train SMEs on how to implement AI responsibly.



## GOVERNANCE

We analyzed the global regulatory clash and what real options Latin America has in the face of it.

# AWARDS



## Recognized by Forbes 30 under 30

Daniela Rojas, our Deputy Programs Director, was recognized in the Technology and Innovation category of the prestigious Forbes 30 under 30 award for her leadership in the development and implementation of responsible AI frameworks.



## Winners of the Women in AI North America Awards

Both Claudia Del Pozo and Daniela Rojas were finalists in the Women in AI North America competition, winning the trailblazer award for Woman of the Year and Responsible AI Leader of the Year, respectively.



# ACTION LINE 1

Governance, Regulation,  
and Cooperation

# GOVERNANCE, REGULATION, AND COOPERATION

## Latin America at the forefront of AI safety conversations

📅 2025-2026 🤝 UK AI Security Institute 🔄 In process

Coordination of the first high-level AI Security Summit bringing together the leading Latin American nations in the field of AI, based on the International AI Security Report led by Yoshua Bengio, with the aim of strengthening regional strategies, developing capabilities, and presenting a report with the conclusions (in progress).



Participants in our AI Safety Summit

## Clash of global technology regulations: implications for Latin America and the Caribbean

📅 2025-2026 🤝 Friedrich Naumann Foundation 🔄 In process

Exploring how divergent approaches to AI policy around the world could shape the trajectory of AI regulation in Latin America.



## USMCA Chapter 19: Perspectives for the 2026 revision

📅 2025 🤝 The Inter-American Dialogue

Analysis contribution.

DOWNLOAD

## USMCA Forward 2025: Exploring the inclusion of AI

📅 2025 🤝 Brookings Institution

Analysis contribution.



DOWNLOAD

## Designing Europe's Future: AI as a Force for Good

📅 2025 🤝 The European Liberal Forum

Contribution of an analysis on the progress of the Brussels Effect in Latin America and the Caribbean, highlighting its influence and limitations.



DOWNLOAD



# **ACTION LINE 2**

Education and Skill-Building

# EDUCATION AND SKILL-BUILDING

## UNESCO's Mexico Model: Responsible AI for SMEs

📅 2025 🤝 UNESCO and CANIETI (National Chamber of the Electronics, Telco, and IT Industries)

Co-development of a scalable workshop model adapted to the reality of Mexico and based on UNESCO's guidelines, to help the Mexican technology industry adopt AI responsibly.



Workshops for 200+ people in Monterrey and Mexico City

## Shaping the next generation Digital Society curriculum

📅 2025 🤝 International Baccalaureate

Participation in the redesign of the International Baccalaureate Digital Society curriculum. The updated framework will enable more than one million young people around the world to understand the opportunities offered by AI, manage its risks, and define its role in society.



Alumnos en el salón de clases

## Six generations of AI-savvy business leaders

📅 2023-25 🤝 ISDI

Design and coordination of six editions of an AI specialization for the Master's program of an international business school. The program trains entrepreneurs and SME leaders to leverage AI for innovation, competitiveness, and sustainable growth.

## AI capabilities in Latin American newsrooms

📅 2025 🤝 Marktube and Google News Initiative

Como coordinadores académicos, diseñamos un programa regional para ayudar a los medios de comunicación a adoptar la IA de forma responsable, desde la comprensión de los riesgos hasta su adopción responsable en medios.



# ACTION LINE 3

## Democracy and Inclusion



# DEMOCRACY AND INCLUSION

## Best policy practices against non-consensual intimate images

📅 2025-26 🤝 IVADO Canada 🔄 In process

Exploration of best practices in policies and regulations against the creation and spread of non-consensual intimate deepfakes worldwide, with a focus on Mexico and Canada, in order to issue recommendations.

## Revealing the hidden costs of deepfakes and misinformation for women

📅 2025-26 🤝 Friedrich Naumann Foundation, Girl Up, and UN Women  
🔄 In process

By bringing together gender experts, disinformation researchers, social advocates, and students, we explored how deepfakes and gender disinformation target women (especially in social and political spaces) and generated public policy recommendations that protect rights and strengthen democracy.



Workshops with young women



Launch event attended by the former President of Mexico's Elections Institute (INE) and the President of the Senate's AI Commission

## AI in Mexico's 2024 elections

📅 2024-25 🤝 Friedrich Naumann Foundation

A través de un estudio en profundidad de las elecciones de 2024 en México, examinamos la influencia de la IA en las campañas, las narrativas y la confianza pública. El proyecto generó recomendaciones políticas concretas para defender los procesos democráticos de los riesgos tecnológicos.





**EON**  
INSTITUTE



# ACTION LINE 4

Boosting Innovation

# BOOSTING INNOVATION

## How LLMs are transforming Latin America and the Caribbean

 2025-26  CAF  In process

Through a regional mapping of LLM (large language models) applications, we are highlighting the ways in which Latin America and the Caribbean are leveraging AI, the safeguards being implemented, and opportunities to expand responsible innovation. Our goal is to inspire more local innovation and strengthen the region's role in the global AI landscape.



# MEDIA COVERAGE

Top 5. Click on the image for more information.



## Markets, regulation, and AI

» AL SONAR LA CAMPANA, EL FINANCIERO 📺 TV 📅 DECEMBER



## Mexico needs a national AI roadmap

» FORBES 📺 MAGAZINE 📅 MARCH



## Mexico needs a national AI strategy

» EL ECONOMISTA 📺 INTERVIEW 📅 JULY



## AI: What will the future be like?

» EL FINANCIERO 📺 PANEL 📅 AUGUST



## The risks of AI therapy

» VERIFICADO MX 📺 PODCAST 📅 NOVEMBER

# EVENTS

Top 5 events of the year.



## Forbes Economy and Business Forum

📍 MONTERREY, MEXICO



## Brookings USMCA Forward 2025

📍 WASHINGTON DC, USA



## OpenAI Economic Research Conference

📍 SAN FRANCISCO, USA



## AI Summit Mexico by OpenAI and Fintual

📍 MEXICO CITY, MEXICO



## AI Regulation at the Senate

📍 MEXICO CITY, MEXICO



DANIELA ROJAS



# OUR PARTNERS

Thank you to the organizations that placed their trust in us! Here are some of them:







**FUTURE-PROOFING SOCIETY**

[WWW.EON-INSTITUTE.COM](http://WWW.EON-INSTITUTE.COM)