

Those Who Inspire Movement



PRESS COVERAGE

2012 - 2018



Mexico, June 2018
Book launch - Those Who
Inspire Mexico
[Forbes México](#)

Forbes MÉXICO ÚLTIMAS NOTICIAS SECCIONES POLÍTICA LIFE FORBES CA

Those Who Inspire, un libro para inspirar a los jóvenes mexicanos

Este proyecto nace con la idea de ser un regalo y servir a los jóvenes mexicanos a conocer modelos inspiradores dentro de su ciudad o país y así hacer un cambio.



Mexico, June 2018

Book launch - Those Who Inspire Mexico

[Noticiero Televisa](#)

televisa.NEWS

FORO TV EN VIVO

PRESENTAN A LAS PERSONALIDADES MÁS INSPIRADORAS DE MÉXICO

POR: NOTICIEROS TELEVISA
FUENTE: FORO TV
JUNIO 4, 2018
NACIONAL |
ENTRETENIMIENTO Y ESPECTÁCULOS

thosewhoinspire.com

FORO TV

LA PUEDE VER POR EL CANAL 9.2 EN MONTERREY, AGUASCALIENTES, ACAPULCO, TORREÓN 09:26



Mexico, May 2018
Book launch - Those Who Inspire
Mexico
[Huffington Post](#)

EDITION **MX** **HUFFPOST**    

MÉXICO INTERNACIONAL UN MUNDO MEJOR ESTILO DE VIDA ENTRETENIMIENTO VOCES VIDEO MÁS 

09/05/2018 11:18 AM CDT | Actualizado 09/05/2018 12:39 PM CDT

Mexicanos que inspiran a los mexicanos

Un libro para jóvenes con las historias de más de 100 emprendedores entre los que destacan Pedro Kumamoto, Eufrosina Cruz, Gina Diez Barroso, Alejandro Ramírez y David Cohen Sitton.

 Por Redacción



Mexico, May 2018

Book launch - Those Who Inspire Mexico

El País



EL PAÍS

verne

GENTE INTERESANTE

Seis jóvenes mexicanos que buscan motivar a los universitarios

- El libro 'Those Who Inspire' (Aquellos que inspiran) contiene historias de mexicanos destacados en diversas disciplinas

DARINKA RODRÍGUEZ - 18 MAY 2018 - 01:13 CEST

Un emprendedor, una astronauta, un youtuber, un futbolista y un atleta paralímpico, entre otras personalidades, serán el centro de atención de universitarios mexicanos gracias a un libro. *Those Who Inspire* (Aquellos que inspiran) es un libro que contiene 107 historias de mexicanos que han conseguido triunfar en sus campos y que se ha empezado a distribuir en las universidades públicas de México esta semana.

Rocío Marfil, editora de este ejemplar, cuenta a *Verne* que buscan generar un impacto positivo entre los universitarios mexicanos al compartir historias de éxito. "Me gusta pensar que es un arma de inspiración masiva, porque son más de cien figuras que están cumpliendo un sueño y al mismo tiempo hacen algún tipo de actividad filantrópica", explica vía telefónica.

Hay personalidades de todo tipo: políticos, deportistas, periodistas, empresarios, músicos y artistas, solo por mencionar algunos. La ventaja de este libro, dice Marfil, es que los jóvenes pueden estar en contacto con estos mexicanos a través de su plataforma y enviarles un mensaje directo.

Mexico, May 2018

Book launch - Those Who Inspire Mexico

El Universal

Viernes 18 de mayo de 2018

EL UNIVERSAL

SUPLEMENTO SEMANAL 11

PRESENTAN PROYECTO

EL DESPACHO CRAFT ARQUITECTOS MUESTRA LO QUE SERÁ SU TORRE CORE 33, EN BOSQUE REAL. 12

POR ELLOS

PAOLA ALBARRÁN Y PAMELA REITER ORGANIZAN VENTA EN APOYO DE BALLET YULETON. 16

Ellos nos inspiran

Más de 100 mexicanos aparecen en el libro *Those Who Inspire*

MANUEL GULLÉN
Foto: JORGE GUTIÉRREZ ABREU
manuelg@eluniversal.com.mx

Con la finalidad de celebrar la llegada a nuestro país (pionero en América) de la iniciativa internacional *Those Who Inspire* —la cual consiste en un libro de perfiles de más de un centenar de personalidades—, se realizó una concurrida fiesta en la casa del embajador del Reino Unido en México, Duncan Taylor, Marlene Plank, cofundadora de *Those Who Inspire México*, y Rocío Marfil, editora del libro, lideraron el lanzamiento. Libros similares se han publicado con éxito en países como Omán, Emiratos Árabes Unidos, Nigeria, Hong Kong, Kuwait y Libano.

La edición mexicana tendrá un amplio tiraje y será repartida gratuitamente en universidades públicas y privadas de nuestro país. Señaló el evento, el auditorio comenzó a VIP: "Tenemos un libro que se divulgará ampliamente, a un grupo de mexicanos inspiradores de diversos ámbitos: gobierno, sociedad civil, cultura, arte, medios de comunicación. La razón por la que me involucré en el lanzamiento es que esta fiesta en mi casa es porque creo que es muy importante ver lo bueno de la gente, buscar lo que todos tenemos de inspirador".

Por su parte, el economista y empresario Lorenzo Laio hizo una interesante reflexión: "Esta recopilación elegida de 100 personalidades mexicanas en un libro que será distribuido en México y en el mundo es importante. Los presentes, aunque todos, son solo una pequeña muestra del enorme talento y la enorme capacidad creativa, inventiva y productiva que tiene nuestro país".

Con cócteles de mezcla premium y bocadillos finos y tiernos, los asistentes, entre quienes estuvieron varios de los inspiradores en la publicación, eligieron la iniciativa.

El dato

107

Historias de mexicanos exitosos e inspiradores, que son figuras mundiales, comprometidas con el futuro del país.

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Be curious - Read - Be inspired

LIBRO: THOSE WHO INSPIRE, MEXICO

Los mexicanos, fuente de inspiración

Esta edición recoge entrevistas con 107 personalidades mexicanas.

20 minutos 19 de mayo de 2018, 11:07



El pasado martes 9 de mayo se presentó en la Embajada británica la sexta edición de Those Who Inspire. México, libro que este año recopila 107 entrevistas de personajes de diferentes ámbitos que cumplen con cinco criterios básicos que la publicación, avalada por la Unesco a nivel mundial y la SEP en México, toma en cuenta para hacer una entrevista sobre el proyecto que ellos consideran podría inspirar a la juventud.

"La gente es muy crítica en tiempos electorales, por eso debemos buscar a la gente que nos inspira", dijo Rocío Marfil, la responsable del contenido editorial que forma este libro. Este año, Those Who Inspire aprovecha los eventos políticos por los que pasa México para relanzar su sexta edición a todas las universidades públicas. La finalidad del proyecto es mostrarle a la juventud que los ejemplos a seguir van más allá de la fama y que han aportado algo a la sociedad del país.

En el libro aparecen las entrevistas de diversas personalidades como la periodista Carmen Aristegui; la CEO de Google México, María Teresa Arsal; Mayra González, quien es CEO de Nissan de México; el director David Karchenblich, director general del Instituto Nacional de Ciencias Médicas y Nutrición, entre otros.

"Conozco muy poco México, pero después de leer el libro creo que ya lo conozco y sé qué es lo que pasa aquí", dijo Marlene Flomik, fundadora del movimiento Those Who Inspire. Flomik destacó la importancia de la sexta publicación en México, ya que es el único libro de esta empresa que se ha publicado en el continente americano. "¿Por qué México y por qué no Brasil o Argentina? Para nosotros México tiene ese algo que nos hace seguir difundiendo más historias de mexicanos a los jóvenes (del país), para que los siga como ejemplo".

¿Todos los mexicanos estudian la Universidad?

De acuerdo con el último reporte anual Panorama de la Educación, realizado por la OCDE en el 2017, en México sólo 17% de los jóvenes puede estudiar la universidad. México se encuentra entre los países miembro de la OCDE que menos dinero destina por estudiante al año, unos 2,702 dólares, cuando el gasto promedio ronda los 10,759 dólares. El panorama se vuelve más complicado cuando el reporte revela que sólo 1% de este 17% de los jóvenes universitarios podrá estudiar una maestría.

México tiene la única edición de Those Who Inspire en habla hispana. Entre la lista de países que conforman su colección de publicaciones se encuentran países como Omán, Nigeria, Hong Kong, Emiratos Árabes Unidos y Kuwait.



Mexico, May 2018 Book launch Those Who Inspire Mexico



Xóchitl Gálvez, reconocida por la iniciativa Those Who Inspire

NOTIMEX 09/05/2018 - 16:11H

La candidata al Senado de la República, Xóchitl Gálvez, fue reconocida por la iniciativa Those Who Inspire de los 107 testimonios en México de personajes que exaltan la cultura y los...

La candidata al Senado de la República, Xóchitl Gálvez, fue reconocida por la iniciativa Those Who Inspire, al ser parte de los 107 testimonios en México de personajes que exaltan la cultura y los valores, los cuales fueron compilados en un libro que será obsequiado a jóvenes universitarios.

El texto, que incluye a la abanderada de la coalición Por México al Frente, fue realizado por Rocío Marfil, quien invitó a leer cada una de las historias para conocer cómo esas personas han luchado para ser exitosas, pero también para ayudar a los demás.

"No sólo son ejemplos de empresarios, artistas, emprendedores sociales, funcionarios públicos, que han conseguido triunfar en sus campos, sino ejemplos de un terco compromiso social para construir un mejor México", informó en un comunicado.

Hidalgo: ahí fue testigo de la violencia contra la mujer y después llegó a formar parte del gabinete presidencial.

La exjefa delegacional en Miguel Hidalgo también creó la Fundación Porvenir, cuyo objetivo es apoyar a niños y mujeres indígenas con problemas de desnutrición.

Those Who Inspire es una iniciativa de dos comunicadoras francesas que en 2011 idearon publicar un libro con testimonios o trayectorias de personas que pudieran motivar a otras para ser mejores ciudadanos, cuyo proyecto está avalado por la Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura (Unesco).

Se trata del primer libro que se edita en América Latina, luego de elaborarse en el sultanato de Omán, Emiratos Árabes Unidos, Nigeria y Hong Kong.

En el libro aparecen 107 personalidades de diferentes ámbitos, historias inspiradoras de mexicanos que han cumplido un sueño y que realizan algún tipo de labor social o filantrópica.

El ejemplar será regalado a estudiantes de universidades públicas con la...

MÁS INFO

Ciudades

NACIONAL

Finalista esta de Texmeluc La Fiscalía G que, en segu por la detenc

Pagan monto independiente lo Consejo de Electoral del jefe estatal de O México N las autoridades unían los m

Guatemala We Javier Arzob debat Los señores Carlos Pined y moderadores

LO MÁS ...

Votos

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2. 1 (sección)

3. Tercera Voto

4. "Sistema" Cibe

5. Tercerono por



THOSE
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Kuwait, April 2018

Book launch - Those Who Inspire Kuwait



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Kuwait, April 2018
#Hala Kuwait
TV Channel KTV2
Book launch





Kuwait, January 2018
[#YOUTH TALK](#)
TV Channel KTV2



THOSE
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وكالة الأنباء الكويتية (كونا)
Kuwait News Agency (KUNA)



NEWS

GEOGRAPHICAL NEWS

KUNA ARCHIVE

TODAY'S NEWS

General | Politics | Military | Law | Economics | Power | Agriculture | Media | Education

Condolence over US train accident victims | Report: Egyptian leader's visit to Muscat of special significance | Kuwaiti pe

Human

"Those Who Inspire" more than a book on inspiration

26/11/2017 | LOC10:42
07:42 GMT | Kuwait News

A⁻ A⁺



"Those Who Inspire" is a book published with the aim of shedding light on inspiring people from various countries from around the world

Kuwait, November 2017
Those Who Inspire Kuwait
Kuwait News Agency (KUNA)

Those Who Inspire Movement



Kuwait, November 2017
#HALA KUWAIT SHOW
TV Channel KTV2





Lebanon, September 2017

#TOP STORIES

TV Channel MTV



**Top Stories - شخصيات لبنانية ملهمة في كتاب - on MTV
Replay**

Shedding light on trending and interesting events and stories from Monday to Wednesday at 11:45 am.

MTV.COM.LB



Lebanon, August 2017

#WHAT'S HAPPENING

TV Channel MTV





Lebanon, September 2017
Radio Liban
with John Saad





Mexico, April 2017 CNN Latin America





Mexico, November 2016
TV Channel Canal 22

Canal 22 Mexico, Rocio Marfil, Those Who Inspire, Mexico Producer.



119,683 people reached

1.5K Views



Mexico, November 2016

FORBES Latin America



El libro que busca inspirar y cambiar al mundo - Forbes Mexico

Those who inspire, el movimiento considerado por la UNESCO como un proyecto de motivación alrededor del mundo que inspira a los más jóvenes, llega a México.

FORBES.COM.MX | BY BEGONA BESCOS



Kong Kong, November 2016

[Launch of Those Who Inspire Kong Kong book](#)



La France à Hong Kong

Consulat Général de France à Hong Kong & Macao

Le Consulat général

Commerce, Economie, Investissements

Culture, Education et Science

Présence française

Vos démarches

Accueil > Le Consulat général > Actualités > Archives > Actualités du Consulat (2016) > Lancement de « Those who inspire Hong Kong »

Lancement de « Those who inspire Hong Kong »



Dans l'objectif d'inspirer les jeunes gens de certains pays, la série de « Those Who Inspire » regroupe des histoires des personnalités qui ont contribué au succès du Nigeria, Oman et des Émirats arabes unis. La dernière édition de « Those who inspire » est consacrée à Hong Kong et a été lancée le 26 novembre.



Lancement de "Those Who Inspire Hong Kong" le 26 novembre 2016 à la Résidence de France

Photo Marc Guyon



THOSE
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Those Who Inspire Hong Kong *South China Morning Post*

Those Who Inspire Hong Kong *Apple Daily Newspaper*



Be curious - Read - Be inspired



Kong Kong, November 2016

Zolima CityMag

Those Who Inspire Hope in Hong Kong

CULTURE PEOPLE ART HISTORY DESIGN RECREATION WHAT'S ON SUBSCRIBE TO ZOLIMA CITYMAG

SU-MEI THOMPSON
CEO
The Women's Foundation

When you're striving to build a career, it can be so easy to lose yourself in the work. It's a dyslexic that Su-Mei Thompson knows well from her own experience in balancing a corporate career, motherhood, marriage, friendships – the very fabric of life itself. The biggest lesson she's learnt: "Don't build a life in the context of your career – but build a career in the context of your life," she advises. "It's

(TWF), which Su-Mei has led since 2009, helps women and girls to do. TWF's mission is to empower Hong Kong girls and women from all walks of life. The organisation aspires to conduct ground-breaking research, run innovative and impactful community programmes and engage in education and advocacy to drive measurable change. One of the most interesting aspects about Su-Mei's involvement with TWF is her move to the NGO sector after a prolific business career, including seven years as a corporate finance lawyer with Linklaters, one of the world's leading international law firms, four years working at Wat

INTERVIEWS
PEOPLE
PORTRAITS

Those Who Inspire
Hope in Hong Kong

BARRY JOHN SMITH
Chief Superintendent
of Police & District
Commander –
Kwun Tong

"It was something exciting and different," says Barry John Smith of his decision to move from England to Hong Kong in 1981. Just months before, while at university, he had applied to join the then Royal Hong Kong Police Force and was recruited almost immediately. "I was twenty-one years old and just decided to go for it." Less than a year later, he was an Inspector on the streets of Hong Kong. "The city is an exciting

community-based programme that uses sport and active engagement with role models to positively influence at-risk youth. The project was born out of an adventure camp for boys run by volunteer police officers. "These kids were causing problems on the streets – they didn't like us and we didn't like them. We decided we had to try something different," Barry recalls.

Over the course of a weekend at the camp, the boys were encouraged to push their limits through physically and mentally challenging activities that they wouldn't normally

Hong Kong is divided. Anyone who follows the news knows as much. But the cleavage isn't just political – it's social and cultural, too. It's a rancour that ruins family dim sum, a poison that feeds conspiracy theories and bitter resentments.

"It used to be possible to disagree with someone without coming to blows," says former Chief Secretary Anson Chan, a veteran civil servant and democracy advocate who has been described as the "conscience of Hong Kong."

ANSON CHAN
*Conscience
of Hong Kong*

At the peak of her career, Anson Chan was lauded as one of the most powerful women in Asia. Extraordinarily accomplished, yet down-to-earth, she worked her way up from Administrative Service Cadet with the Civil Service to Chief Secretary of Hong Kong, earning a plethora of distinctions and breaking the mould more than once along the way. Born in Shanghai, Chan is proud to have been raised in Hong Kong

integrity came straight from Chan's first role model: her mother. Widowed in her early thirties – not long after the family migrated to Hong Kong – she raised eight children while simultaneously pursuing a successful career as an artist. "I think my mother probably inspired me most," Chan says. "She always taught us to persevere against all odds and to be generous to all around us." After Chan earned her BA in 1962, she quickly put her convictions to the test, applying for a position with the Hong Kong Government rather than pursuing her diploma in social work. Competition was stiff, and people kept telling



THOSE WHO INSPIRE®

South China Morning Post

LIFE Inside FITNESS & WELL-BEING

Special kneads Acupressure for the elderly

Bottoms up Why excessive drinking can be hard to define

Sonic tonic An ideal music playlist for women in labour

CONTACT US: shg@scmp.com

THE CHOSEN ONES

Diets of inspiring Hongkongers in 2016 from conversations to sports are being profiled in a book to serve as mentors for young people. **Whithead** finds out how the project came about

Dignified, serene, and a little bit of a rebel, she is the perfect person to be talking to about the book. She is the author of the book, *The Chosen Ones*, a collection of profiles of inspiring Hongkongers in 2016. She is also the author of the book, *The Chosen Ones*, a collection of profiles of inspiring Hongkongers in 2016. She is also the author of the book, *The Chosen Ones*, a collection of profiles of inspiring Hongkongers in 2016.



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It has been hard to stop, there are so many inspiring people in Hong Kong

She is the author of the book, *The Chosen Ones*, a collection of profiles of inspiring Hongkongers in 2016. She is also the author of the book, *The Chosen Ones*, a collection of profiles of inspiring Hongkongers in 2016.

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Those Who Inspire Hong Kong South China Morning Post

Be curious - Read - Be inspired



Nigeria, September 2015

Those Who Inspire Nigeria

The Guardian

The Guardian
Friday 11 March 2016

News Opinion Business Technology Sport Arts

Those Who Inspire: Nigeria... promoting mentorship, motivating the youth

By Editor | 18 September 2015 | 12:00 am

As Zuriel Oduwole visits schools in Abuja today

THE international communications company, Those Who Inspire Ltd, has released the third volume in their Those Who Inspire Collection entitled Those Who Inspire: Nigeria.

The new publication, which was formally presented to the public yesterday in Abuja, portrays 90 Nigerians from all walks of life across all of Nigeria. The book, which is free of advertising and ranking, promotes the values of citizenship, community partnership and mentoring. Each page highlights the advice, experience and wisdom of Nigerian nationals who have achieved their dreams, simultaneously adding value to the community and are mentors or in the process of becoming mentors. Its main goal is to inspire and motivate Nigerian youth.

Zuriel

Among distinguished personalities profiled in the book are former President Olusegun Obasanjo; the Nobel laureate, Prof. Wole Soyinka; hip-hop singer, 2face Idibia and many more



Nigeria, September 2015
Those Who Inspire Nigeria
on AIT TV

#KAKAAKI SHOW
#MATTER ARISING



Nigeria, September 2015
Those Who Inspire Nigeria
on Radio
#MORNING CROSSFIRE SHOW



UAE, December 2014

Those Who Inspire UAE

Gulf News



UAE, November 2014

Book of stories by Emiratis

in English and Arabic

launched

Khaleej Times



Digital version of the book 'Those Who Inspire: UAE' launched

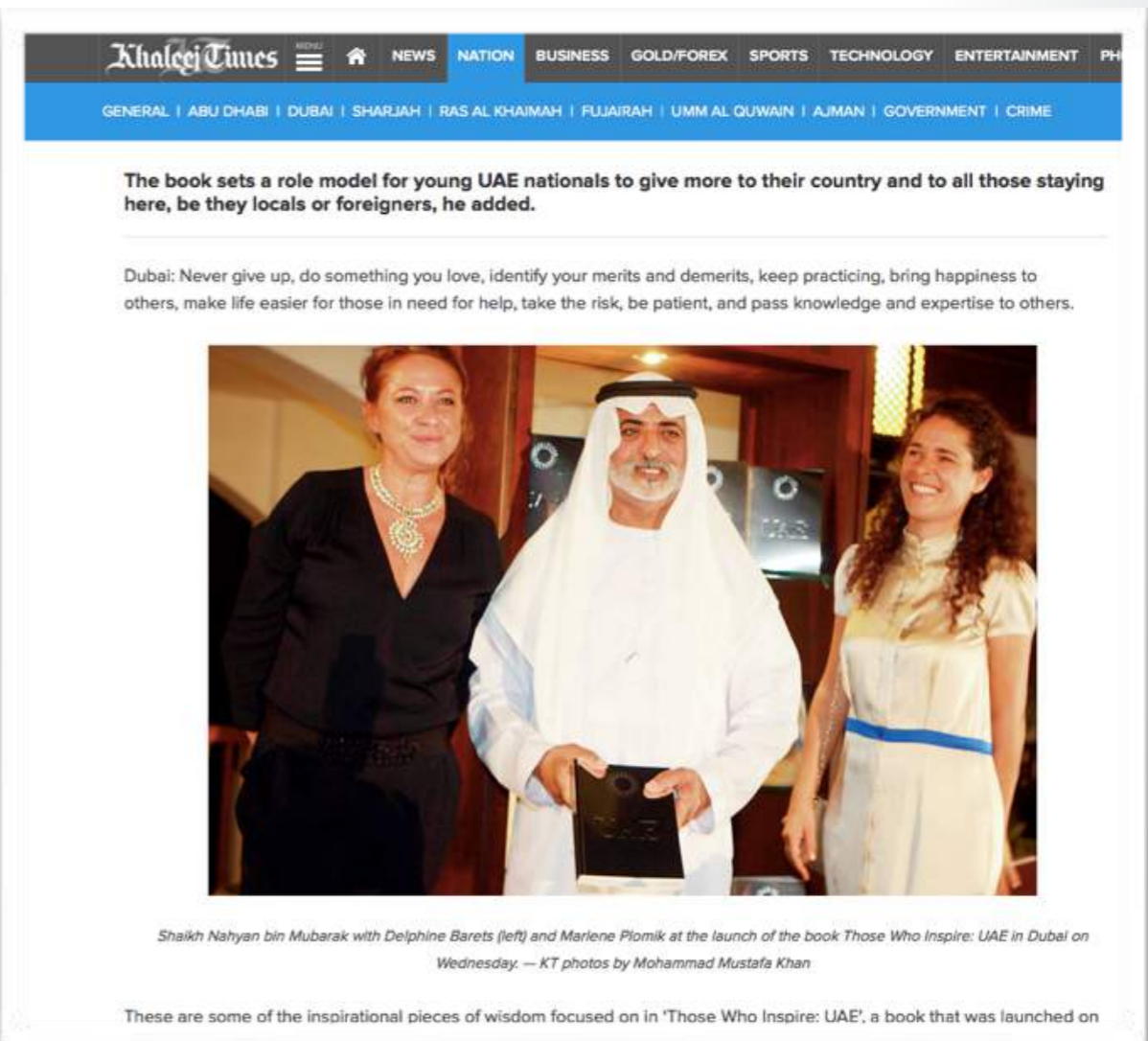
The Hamdan Bin Mohammad Smart University launched the book in an effort to inspire younger generations

Published: 17:43 December 8, 2014
Staff Report



Dubai: The digital edition of the book *Those Who Inspire: UAE*, which documents experiences of 60 innovative Emiratis, was launched by the Hamdan Bin Mohammad Smart University (HBMSU).

As part of a joint initiative between the book's French authors, Delphine Baretts and Marlene Plomik, and the office of Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council and President of HBMSU, the digital version of the book was launched for HBMSU's learners and staff who will be able to access it at the university's e-library and Virtual Executive Club.



These are some of the inspirational pieces of wisdom focused on in 'Those Who Inspire: UAE', a book that was launched on



Oman, December 2012

Those Who Inspire Oman

Muscat Daily

Oman, December 2012

Those Who Inspire Oman

Muscat Daily

NATION
04 MUSCAT DAILY | SATURDAY, DECEMBER 08, 2012

New book profiles 49 inspirational Omanis

Delphine and Marlene at the launch of their book 'Those Who Inspire'

Our Correspondent:
Muscat

A book on inspirational Omanis, 'Those Who Inspire', by Delphine Baris and Marlene Flornel, was launched at The Club Muscat recently in the presence of around 200 dignitaries.

Forty-nine notable Omanis from various walks of life, who according to the authors, have the ability to inspire changes in society, have been profiled in the book.

"We want the young Omanis generally to be inspired by their own Omanis stories," said Delphine. "In the book, there are some who run large businesses, someone who is setting cancer research and vaccine operations. We want people to realize that we have skills."

The French authors feel that across the world, the younger generation is not as inspired as the previous ones. "So we want young Omanis to follow that they could become the next 'Father (al-Faydi), Al-Hadi or Badiya (al-Siyabi)," said Marlene. "It is not easy for the people mentioned in the book. They worked hard to reach where they are today."

It took the authors 12 months to compile the 200-page book, which has been published in English and Arabic. "This way the message can be communicated to all the people in the country," said Marlene.

Delphine said 2,000 copies of the book will be donated to the Ministry of Education.

"These will be distributed to various colleges and universities across the Sultanate," she added.

The authors said that they have travelled to almost 50 countries, but have never been as inspired as in Oman.

"The experience has been fascinating and we fell in love with Oman. All 49 stories are close to our hearts. We would like to say 'thank you Oman'," added Marlene.

2,000 copies of 'Those Who Inspire' donated to MoE

Our Correspondent:
Muscat

The authors of Oman: Those Who Inspire donated 2,000 copies of the book to the Ministry of Education (MoE) on Tuesday. H E Dr Hamood Khalifa al Harthi, Undersecretary for Education and Curricula at MoE, was the guest of honour at the occasion.

"We are very happy to receive these books. The people profiled in the book will act as role models for Omanis. It will also motivate and inspire students. We will ensure that students from grades 10 to 12 read this book," H E Harthi said.

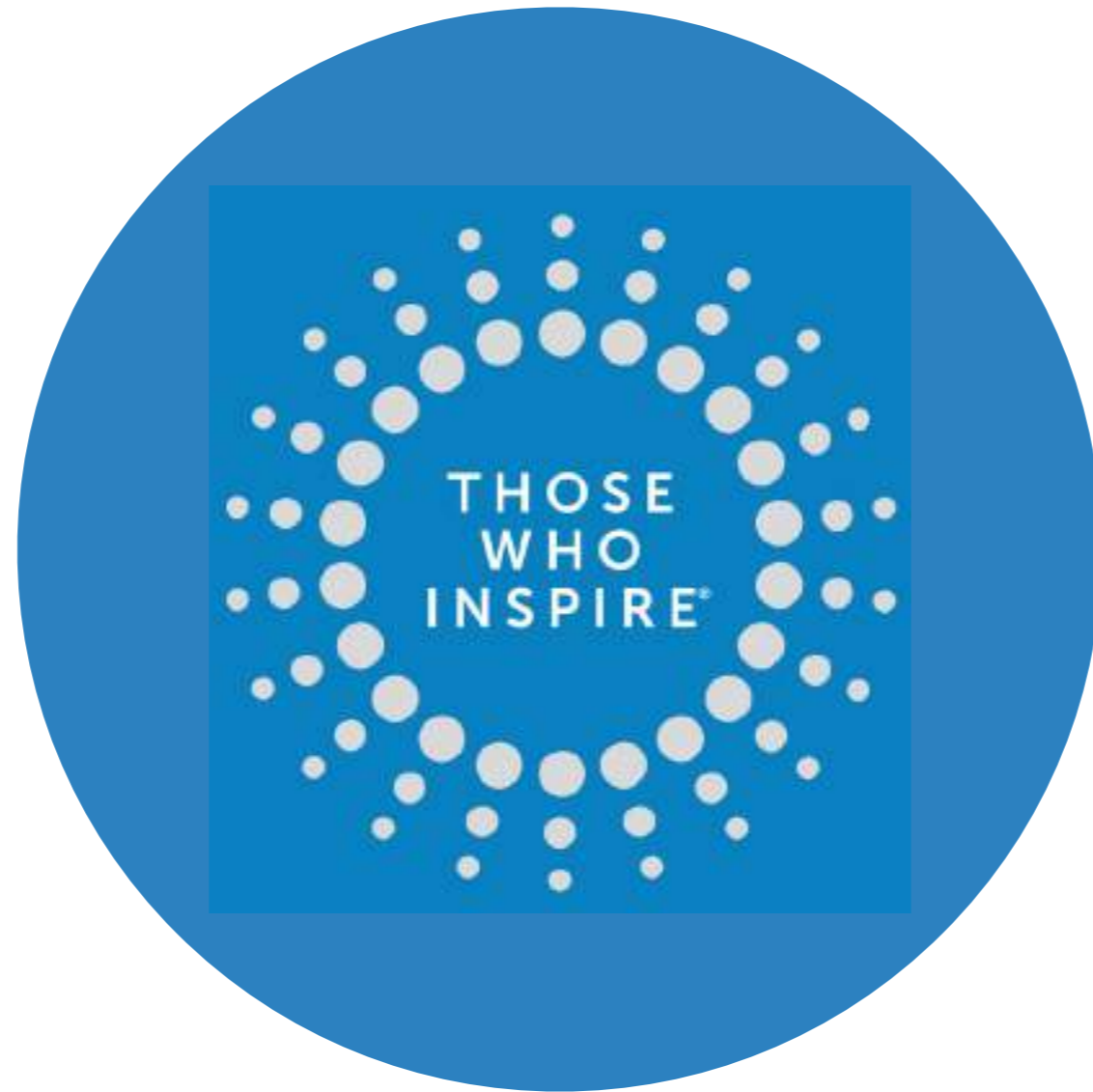
Saleh al Jabri, centre manager of Oman Sail, Aaditya Khimji, director of Ramesh Khimji Group, Maryam al Zaidi, director of the

The authors with dignitaries at the ceremony to donate copies (Muscat Daily)

Omani Society for Fine Arts, Azzam al Kindy, an engineer at Schlumberger Oman and Jumana al Ghassani, a student - who have been profiled in the book - also attended the event.

"It is a proud feeling to be part of a book like this and to convey my message as an inspiration. I think everyone should be open to learning, wherever and whenever aspect of life you are looking at," said Khimji. "I was inspired by many people in my life - young and old. That my story is taken as an inspiration gives me a wonderful feeling," said Kindy. The book is available in English and Arabic at Canavara, Surooj Plaza for RO80 and can be ordered on the Facebook page by the same name.

**We believe in touching the lives of the youth by
sharing local, inspiring stories**



**www.thosewhoinspire.com
[@thosewhoinspire](https://www.instagram.com/thosewhoinspire)**