

By Annetta Benzar

Portfolio Presentation

Copywriter

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Hi, I'm

ANNETTA BENZAR

Author, Interviewer, Copywriter



I'M A WRITER AND BY THAT I MEAN I WEAR A LOT OF HATS

copywriter

author

researcher

grant writer

interviewer

academic

editor

project manager

ghostwriter

blog writer



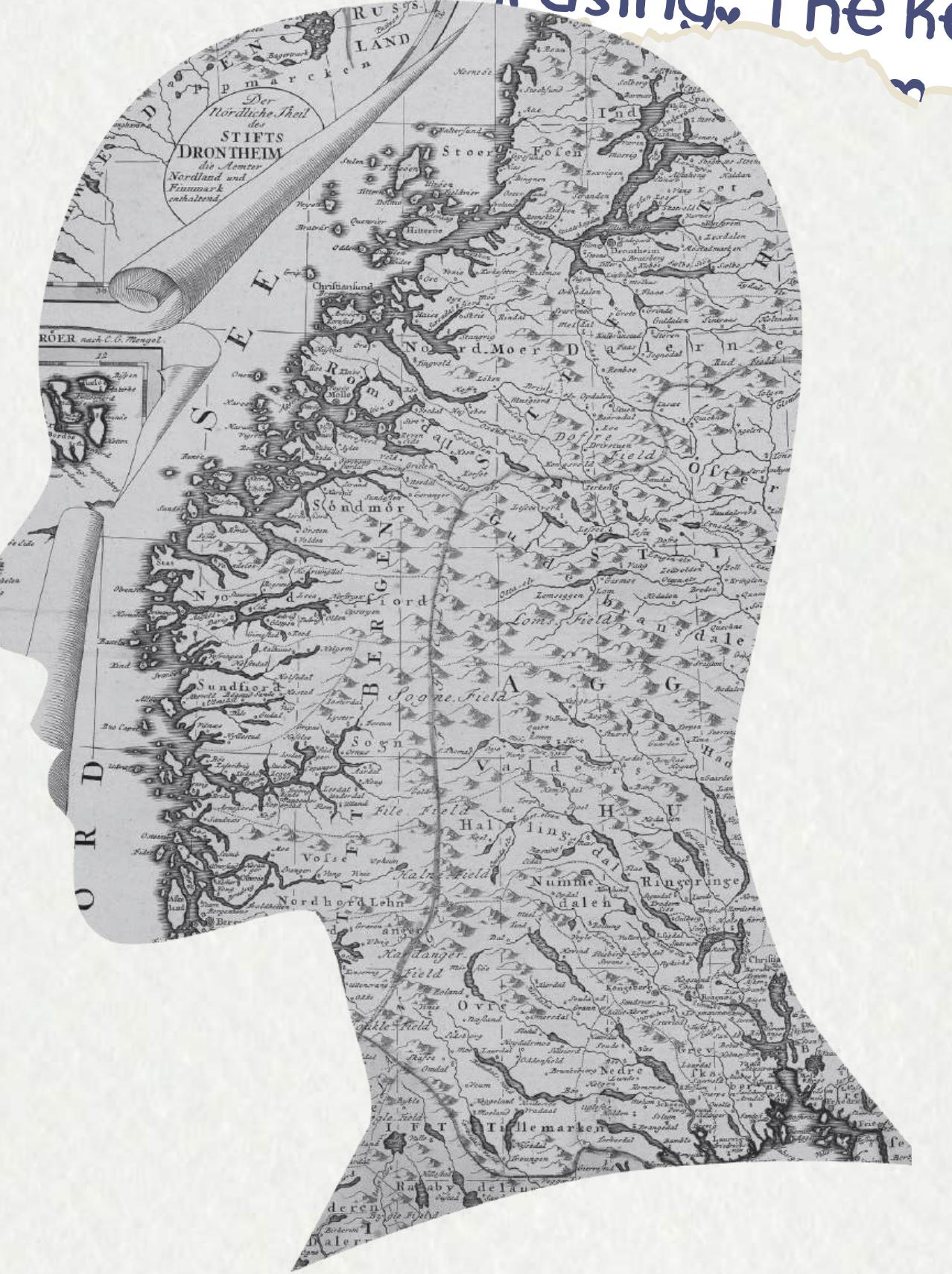
EDUCATION

King's College London,
2017-2018

MA English

European University Cyprus,
2013-2017

BA English Language and
Literature



PODCAST COPY

"Search is evolving, but the question remains—who's looking out for the creators of knowledge? At HyperDart, we're putting them in the driver's seat." – Vikas Sehgal

In this episode of *The CTO Show with Mehmet*, we dive into the world of search engines and innovation with Vikas Sehgal, a second-time founder and technologist with a proven track record. From co-founding the billion-dollar company Nagarro to now disrupting internet search with his new startup, HyperDart, Vikas shares his vision for a future where AI-powered search platforms prioritize fairness and empower knowledge creators.

Podcast Episode

Ep. 2 - Mapping green care with Renata Giedych

Natur-ally

7 Nov 2024 • 10 min 53 sec left



Episode Description

In this second episode, Gauthier is joined by Renata Giedych from the Warsaw University of Life Sciences. Renata led Work Package 2 – Assessing the current status of green care in the GreenME study countries. Together they discuss the importance of identifying green care stakeholders and their involvement in the 3 levels of green care.

Nature in Mind

How Landscapes Shape Mental Health

with Dr. Bruno Marques

Nature in Mind: An Interview with Dr. Bruno Marques

NeuroLandscape Subscribed 97 subscribers

15 views Premiered on 10 Feb 2025

Nature in Mind: An Interview with Dr. Bruno Marques

In this episode of Nature in Mind, we sit down with Dr. Bruno Marques, President of the International Federation of Landscape Architects (IFLA) and Senior Lecturer at Te Herenga Waka—Victoria University of Wellington. Dr. Marques shares his research into the connections between landscape architecture, human health, and Indigenous knowledge systems.

Throughout the interview, we discuss:

- The connection between the urban environment and human well-being
- Indigenous perspectives on landscape, health, and storytelling
- IFLA's global impact and its collaborations with the UN and other organizations
- The launch of IFLA's "WORKS with Nature" project
- His vision for future cities and the value of green spaces for our mental health

Learn more about IFLA's work here: <https://www.ifla.org/>

Read the interview transcript here: <https://neurolandscape.org/2025/02/07...>

Interview Guest:
Dr. Bruno Marques

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ARTICLES

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How AI brings customer service to the next level

Across the country, more organizations are leaning into predictive and prescriptive data

Ever wonder what happens after a customer hears this prompt: “On a scale of 0-to-10, how satisfied were you with your customer service experience?” When customers get a text or email prompt, the number they press provides data — but that data may not give decision-makers any context as to what made the experience amazing or horrific.

Was a “0” due to a negative experience with a call center rep, or just general frustration from someone with too many annoying administrative to-dos on their list? Was a “10” a reflexively polite response, or did something superior happen during the customer service experience? An add-in comment box can add some value, but only if it’s smartly managed and feedback is implemented. And even in the best case scenarios, surveys only provide a small sample that is not representative of all experiences, making it impossible to have a holistic perspective on overall customer satisfaction.

Artificial intelligence (AI) learning allows companies to lean into predictive and prescriptive data: what customers will want — even before they know themselves. And these pivots can occur in real time, across *all* interactions — not just a sample.

7 Best Multiple Face Swap Apps for Realistic and Fast Group Edits

Discover the top multiple face swap apps to streamline your group photo edits. Compare tools like AKOOL and more for high-quality face swapping.

Platform: Web-based with API support

AKOOL's multi-face swap feature streamlines the complex process of swapping faces in group photos, making it an ideal choice for marketers, content creators, and agencies. Using advanced AI, AKOOL enables you to replace multiple faces at once with natural, high-quality results that maintain lighting, expressions, and alignment for a cohesive look.

Users can upload their own images or select from AKOOL's extensive stock, ensuring flexibility and creativity for projects like team photos, ad campaigns, and social media content. The platform automatically detects and aligns each face, saving time without sacrificing quality.

With its intuitive design, AKOOL's multi-face swap is tailored to handle high-volume editing needs, offering a reliable solution for creating polished, professional visuals effortlessly.

Cost:

- **Free Plan:** AKOOL provides 25 images or 1.5 minutes of video, 3 custom avatars, and upload quality up to 720p.
- **Pro Plan:** Starting at \$39/month (billed yearly), includes 600 credits, watermark removal, 5 custom avatars, 1080p uploads, unlimited voice cloning, fast processing, and supports up to 5 members.

Platforms: Web-based

FaceSwapper's multiple face swap tool allows users to swap faces with several people in one photo, making it perfect for group images. The tool uses AI to detect and align faces, ensuring that swapped faces blend naturally by preserving lighting, angles, and expressions. This feature is ideal for creating fun, personalized images for casual photos with friends or family.

With an easy three-step process—uploading a group photo, adding individual face photos, and letting the AI process the swap—FaceSwapper provides a user-friendly experience. Users also benefit from six free daily credits, making it accessible for experimenting without a subscription.

Cost:

- **Free Plan:** The Free plan on FaceSwapper.ai provides users with 10 daily credits, allowing access to basic features like image face swapping and AI clothes swapping, all at no cost.
- **Pro Plans:** The Starter plan at \$4.90/month offers 499 credits for image, video, GIF, and clothes swaps, with no ads and email support.

Best Use Case: FaceSwapper is ideal for users needing quick, easy multiple face swaps in group photos, perfect for creating fun, shareable content with friends and family on desktop and mobile.

A few words on climate change, mental health and gender

Posted on 15 December 2024 by Annetta Benzar

A recent publication tackling the intersection of climate change and health, developed by members of the NeuroLandscape team, has been released in the book ***Climate Change and Health Hazards: Addressing Hazards to Human and Environmental Health from a Changing Climate***, edited by Walter Leal Filho, Diogo Guedes Vidal, and Maria Alzira Pimenta Dinis. The chapter, titled “*Climate Change and Mental Health in Bangladesh: A Cultural Variability Perspective*,” written by Nazwa Tahsin, Weronika Z. Gasior, and Agnieszka Olszewska-Guizzo, focuses on Bangladesh, a country often listed among those most at risk of climate threat (Hossain, 2022).

Climate change is not gender neutral

Bengal shoulders a complex gender history. According to various written documentation, the precolonial era recognised a diversity of genders and non-binary identities. However, colonial-era policies adopted a more conservative approach to gender, influenced heavily by conservative Christian doctrine. Instead, the favour was given to a more rigid gender binary system that not only marginalized women and non-binary individuals but affected their livelihood, human rights and overall well-being. Laws such as Section 377 penalised intersex, transgender (*hijra*), and gay (*kothi*) communities, leading to widespread social ostracism, suppression of rights, and even the discontinuation of their documentation (Khan, 2021).

Since its independence, Bangladesh has made notable progress in promoting gender equity and community recognition in terms of economic and educational reform. The country now holds top positions in the South Asia region for various gender indices (WEF, 2021). Nevertheless, traditional gender roles remain deeply rooted in the patriarchal social fabric. Women and girls continue to be disproportionately affected by poverty and climate-related challenges such as land erosion or salinity intrusion. These factors perpetuate child marriages in rural areas, expose young girls to an increased risk of malnutrition, domestic violence, and early pregnancies, all of which contributes significantly to mental health issues.

According to a recent study, adult women in Bangladesh show a higher suicide rate than men (WHO, 2021). Another study revealed women are almost twice as likely to die from mental illnesses such as depression (1.13%) compared to men (0.6%) (BBS, 2021a). This, in turn, creates a cascading effect on the family as a whole. The extended family may be shunned by the community because of their association to a family member with a mental illness (WHO, 2021).

Designing for Well-Being: How the Contemplative Landscape Model Transforms Urban Spaces

Posted on 23 October 2024 by Annetta Benzar

We've all felt the calming effects of spending time in nature, whether it's a stroll through a park or a quiet moment in a garden. But not all natural environments induce the same mental health benefits. Some landscape features, when combined, are more effective than others at promoting well-being, and the [Contemplative Landscape Model \(CLM\)](#) helps us understand why.

What is CLM?

The Contemplative Landscape Model (CLM) was developed in 2016 by Agnieszka Olszewska-Guizzo to guide the design of urban green spaces, especially in cities where space is limited. By combining neuroscience research with landscape design, the CLM identifies the specific features in a natural setting that are most likely to enhance mental health, even through passive exposure. The model offers a framework for urban planners, landscape architects, and decision-makers to create spaces that are both aesthetically pleasing and beneficial for well-being.

The CLM focuses on seven key components: Landscape Layers, Landform, Biodiversity, Colour and Light, Compatibility, Archetypal Elements, and Character of Peace and Silence. By considering these components, the CLM provides a systematic way to evaluate and optimize green spaces for their mental health benefits.

Final Thoughts

The Contemplative Landscape Model offers an evidence-based practical way to design and evaluate green spaces that support mental health. By evaluating elements like landforms, biodiversity, the character of peace and silence, and compatibility, cities can create environments that foster well-being and resilience. As seen in Singapore and Sweden, integrating the CLM into Nature-based Solutions projects can improve public health and enhance communal quality of life.

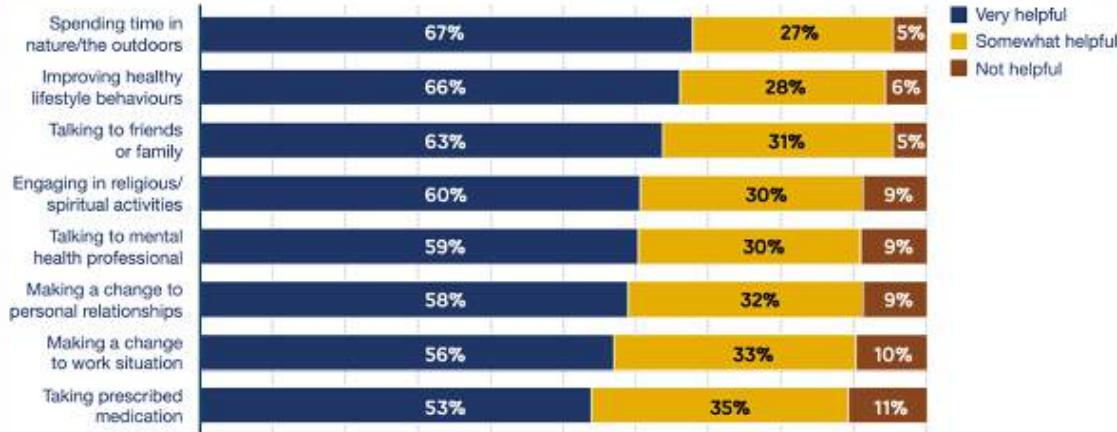
As more public authorities recognise the importance of contemplative landscapes, we can look forward to cities that are not only greener but also healthier for everyone.

Building Back Differently.

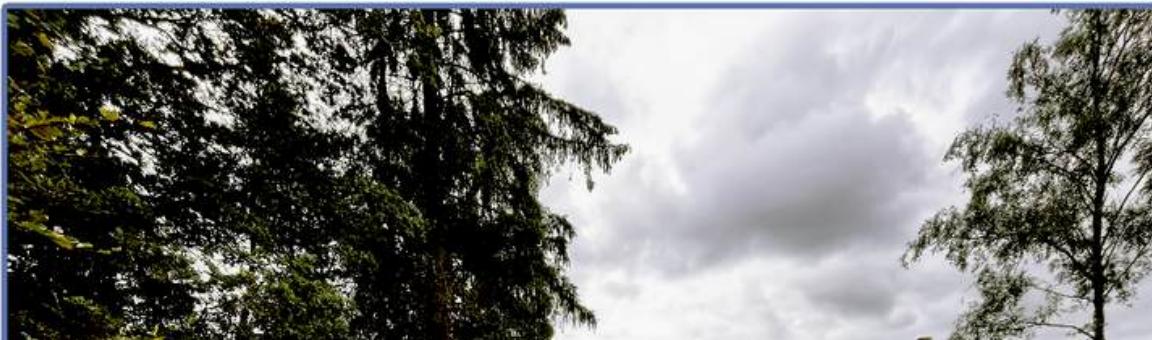
The Role of Contemplative Landscape Model in Urban Health Promotion through Nature-based Solutions



Two prevailing trends in today's world are urbanization and the growing mental health crisis. Approximately 75% of Europe's population resides in urban areas, marked by noise, pollution, overcrowding, and degraded natural ecosystems [1]. City living is associated with a significant, up to 40%, increased risk of mental health disorders [2]. Addressing these challenges requires urgent, interdisciplinary, evidence-based strategies through adequately designed urban NbS. The Contemplative Landscape Model (CLM) is not a single NbS case but a science-driven, health-promoting approach aimed at fostering mentally healthy living environments.

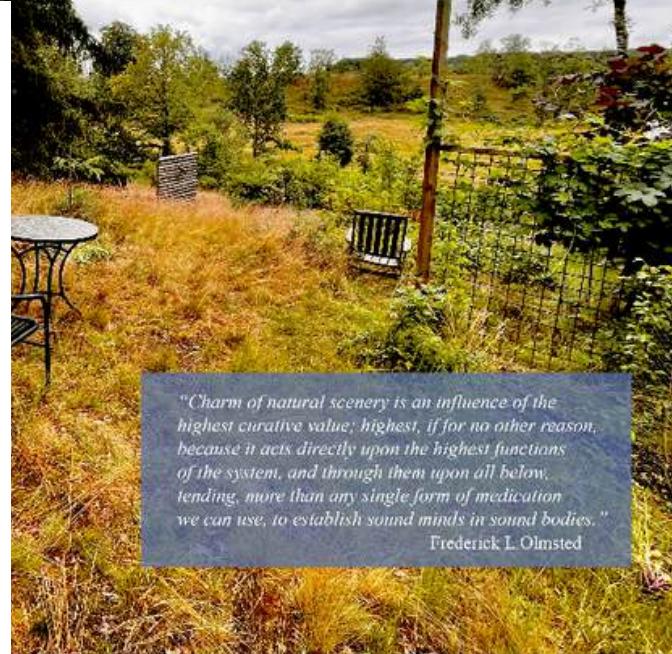


Reported helpfulness of actions taken to alleviate anxiety or depression, global results, source: Wellcome Global Monitor 2020:Mental health.



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"Charm of natural scenery is an influence of the highest curative value; highest, if for no other reason, because it acts directly upon the highest functions of the system, and through them upon all below, tending, more than any single form of medication we can use, to establish sound minds in sound bodies."
Frederick L Olmsted



Two prevailing trends in today's world are urbanization and the growing mental health crisis. Approximately 75% of Europe's population resides in urban areas, marked by noise, pollution, overcrowding, and degraded natural ecosystems [1]. City living is associated with a significant, up to 40%, increased risk of mental health disorders [2]. Addressing these challenges requires urgent, interdisciplinary, evidence-based strategies through adequately designed urban NbS. The Contemplative Landscape Model (CLM) is not a single NbS case but a science-driven, health-promoting approach aimed at fostering mentally healthy living environments.

Global and European case-examples. Singapore and Sweden were pioneers in integrating CLM into their NbS health promotion efforts. Due to its adaptability and alignment with the New European Bauhaus principles, CLM can be readily implemented across numerous EU member states.



Site visit and CLM evaluation for Nature-based Rehabilitation program, July 2024, Skåne, Sweden.

Singapore In this tropical city-state CLM was rolled out to create the network of public Therapeutic Gardens, and mental-health promoting urban spaces across the country. It is a part of a new *City in Nature* vision for Singapore [3].

Sweden The country incorporated the CLM as part of its Nature-based Rehabilitation program [4]. It serves to select the high quality rural properties in which people with stress-related exhaustion syndrome can rest and recover, as part of the public healthcare scheme.

INTERVIEWS

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Nature in Mind: Interview with Dr. Bruno Marques

Posted on 7 February 2025 by Annetta Benzar

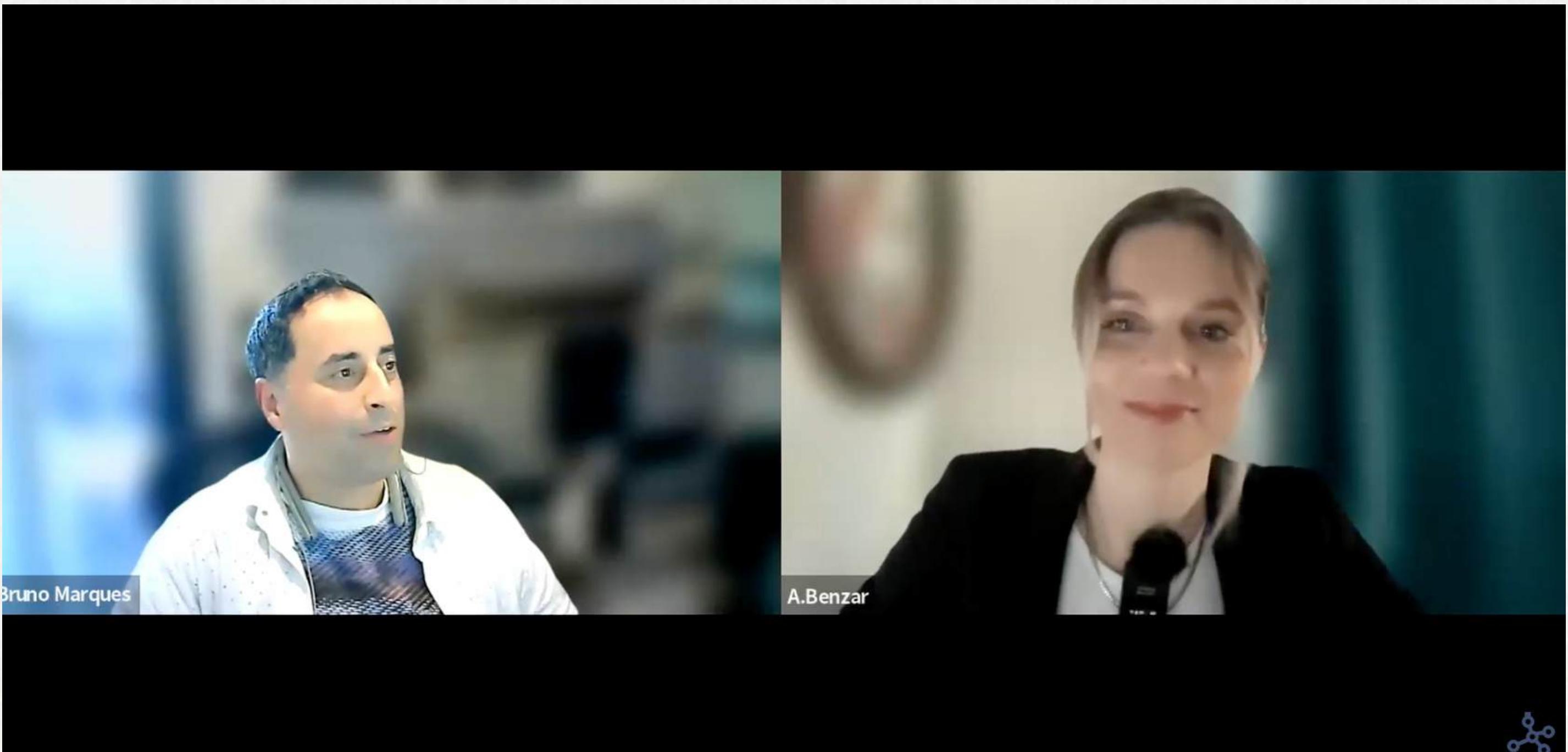
Dr Bruno Marques is a landscape architect and educator. He completed his Landscape Architecture studies at the University of Lisbon (Portugal) and Berlin Technical University (Germany), followed by his PhD studies at the University of Otago (New Zealand). Bruno has practised in Germany, Estonia, the United Kingdom and New Zealand, having an extensive portfolio of projects. During the past ten years at Victoria University of Wellington in New Zealand, he has developed a comprehensive research agenda to embrace the formulation of frameworks on landscape rehabilitation, cultural landscapes, place-making and Indigenous community health and well-being. He is currently the Associate Dean for the Faculty of Architecture and Design Innovation and the President of the International Federation of Landscape Architects (IFLA).

Annetta Benzar: As president of IFLA, how have you seen the organization shape the global landscape of architecture, especially during your tenure?

Dr. Bruno Marques: Well, over the last two years, since I started in 2022, one of my main goals was always to focus on building partnerships with the UN agencies, and we have been quite successful with that. We have UNESCO, which we have worked with since the 1960s because we have a joint scientific committee under UNESCO that is managed by ICOMOS and IFLA on cultural landscapes, but more recently, we have been very active with UN-Habitat, the UN Environments Program, the UN Development Program, and WHO with their urban health component. We've been fostering all those relationships to make sure that they understand what we can offer in those discussions.

We have many alliances with architects, planners, and public health practitioners, and we're also building up on those and reigniting some of those connections that, unfortunately, with the pandemic, got a little deteriorated. But we're also building new ones with the public health, the ISUH, the International Society for Urban Health, the International Association for Horticultural Producers, with our more specialized organizations around education in terms of the European Council of Landscape Architecture Schools, the Council of Educators in North America. We've been trying to make those connections stronger with the World Green Infrastructure Network and the Urban Biodiversity and Design Network. We try to align our mission with what they do. I think that's been quite helpful because it lets us understand where the pressure points are at the global level, particularly across the United Nations, and how we can help in those issues. By working alongside our sister organizations, we have a much stronger voice as well. I'm of the opinion that we can't do this alone, we know that has failed miserably in the past. We need to break those silos, and by working together, I think that's where interesting solutions come along.

We have been quite active in building our partnerships. I think this year has been quite successful. Even if you look into the different COPs, the COP16 for biodiversity, the COP29 for climate change, and the COP16 for desertification, that is just happening in Riyadh. So, we have many activities and sessions that are collaborative with other organizations, and I think that's been quite instrumental in IFLA's elevating its profile as well.



Bruno Marques

A.Benzar



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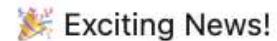
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Our poster, "Building Back Differently: The Role of CLM in Public Health Promotion Through Nature-Based Solutions", is now available on ResearchGate!



This poster highlights how the **#ContemplativeLandscapeModel** (CLM) can be used as a framework and for leveraging the restorative potential of nature and a tool in designing environments that promote mental and physical health. CLM demonstrates how evidence-based design principles can shape innovative nature-based solutions for public health. Through continued collaboration, research, and innovation, the CLM can become a foundational tool for preventive health strategies in national health policies, helping to promote healthier, happier, and more resilient communities across the globe.

💡 Read the full publication here:
<https://lnkd.in/dKZ23z7A>

We would love to hear your feedback below 🌟

Thank you to the teams behind **GreenInCities** and **GreenME Project** for their continued support in our research.

#naturebasedsolutions #publichealth #CLM #research #urbandesign #mental

Building Back Differently.

The Role of Contemplative Landscape Model in Urban Health Promotion through Nature-based Solutions



CLM in depth: not just green...



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Our favorite **#money** quotes from the Voices of **#ICUH2024**:

- ➡️ "There's a lot of money circulating, it's just not equitably distributed."
- ➡️ "We need to reframe the discourse and see the spending as an **#investment** and not a **#cost**."



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🕒 Starting the year right catching up on the work of our fellow researchers in the nature-based solutions world 😊

Here is a thought-provoking lecture by Prof. **Simon Bell** on the underrated role of urban blue spaces in supporting health and well-being and his work with the Blue Health project (<https://bluehealth2020.eu>). The EU-funded project surveyed over 18,000 people across Europe to uncover population-level relationships between blue spaces and health.

Key takeaway: Small, strategic nature-based solutions near urban water bodies can have a significant impact on community health and well-being. It's not about large-scale infrastructure projects (though there is a time and place for these too!), but smart, community-centered interventions.

What are your thoughts on integrating blue spaces in urban planning? 🤔

#urbanplanning #bluehealth #sustainability #naturebasedsolutions #urbande

<https://lnkd.in/dth4JraP>



Simon Bell | Nejvertintas mėlynųjų zonų vaidmuo užtikrinant sveikatą ir gerovę | #31
youtube.com

WACKIEST SNACK ON THE PLANET

Mamee Monster is Malaysia's most beloved homegrown snack! All thanks to its famous big blue Monster, the face and the hero behind every wacky snack-o-vention. Monster believes only one thing: nothing makes the belly happier, when the snack packs a punch, crunch and whopping fun!



STAY WACKY!

MAMEE MONSTER NOODLE SNACK

Not a chip. Not a crisp. Not a cracker. It's a noodle snack you can't slurp, but crunch! The added seasoning that comes with every flavour is the 'oh-mamee' you just can't resist!



burgundy chrome nails 🌸

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Milena • 2024-11-8

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 **nailsxbymilena** I do love me a nude 😊

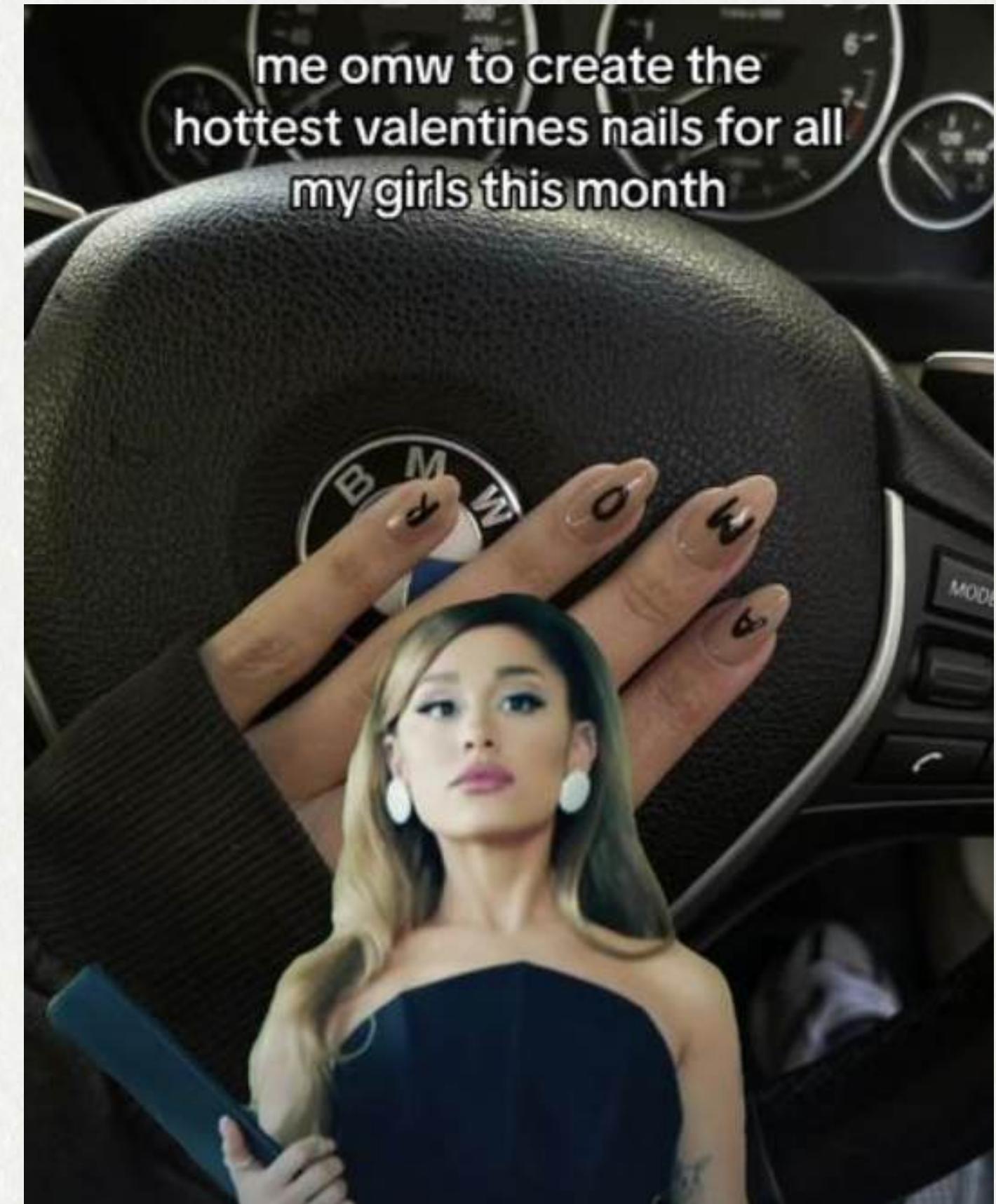
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5w



**My super power is
making girls say
"omg I love my toes"**



me omw to create the
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LET'S *York* TOGETHER

 <https://www.linkedin.com/in/annetta-benzar-13645710a/>

 +357 99142099

 annettabenzar@gmail.com

