



ILLUSTRATION: EVOKE MEDIA

Two Nobel prizes, a crew home from orbit, 180,000 giant tortoises and a Kipchoge record

TRANSPARENCY, AUTHENTICITY, TRACEABILITY

002

Top Stories of the Week

Five major events of the week, told for what went right. Each names the outlets that reported it.

Anne Carson's genre-crossing writing wins the literature Nobel

The Canadian poet and essayist Anne Carson, 76, was awarded the Nobel prize in literature. She is celebrated for works, such as *Autobiography of Red*, that often cross the boundaries between poetry, fiction and scholarship.

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Reported by The Guardian, BBC News and The Conversation

An economics Nobel for taming boom and bust

Two US economists, Robert Hall and Michael Woodford, won the Nobel prize in economics for their work on how to smooth boom-and-bust cycles. Their models help central bankers and finance ministers keep their economies stable.

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Reported by The Guardian, NPR and MIT News

180,000 giant tortoises: a once-endangered population is thriving

A survey of the world's largest free-roaming giant tortoise population counted about 180,000 on Aldabra, an atoll in the Seychelles – the most ever recorded. After decades of recovery, the tortoises now far outnumber the people of the Seychelles.

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Reported by The Guardian and Good News Network

Four astronauts home safely after nearly eight months in orbit

NASA's Crew-12 splashed down in the Pacific off California aboard SpaceX's Crew Dragon. The four – two NASA astronauts, one from the European Space Agency and a Russian cosmonaut – spent nearly eight months on the International Space Station.

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Reported by NASA, NPR and The Guardian

Kipchoge, 41, wins in Melbourne with a course record

Eliud Kipchoge, the Kenyan double Olympic champion, won the Melbourne Marathon on his debut there, breaking the course record by two seconds in his first marathon win in three years. "My body is still peaking," he said.

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Reported by BBC Sport and The Guardian

Good News Around The World – EVOKE Media shines light on!

Ten of Evoke Media's own articles from the week, each built from the reports of the outlets named under it. Each card opens ours.

CARDS ARE ILLUSTRATIONS BY EVOKE MEDIA.



1 ANIMALS

Lulingu, an eastern lowland gorilla rescued as an orphan and released on Mount Tshiaberimu in December 2024, has given birth in Virunga National Park. Her infant is a step towards strengthening the mountain's small, isolated population, which faced a high probability of extinction within 50 years without breeding females.

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Sources: Good News Network · Re:wild

2 COMMUNITY

Around 1,000 Delhi University students removed about 2,000 kg of waste from the Yamuna's bank at Kalindi Kunj. They framed it as more than a one-day cleanup, calling for changes in everyday behaviour and a say for young people in what follows.

[READ ON EVOKE MEDIA →](#)

Sources: The Better India



Good News Around The World – EVOKE Media shines light on!



3 ENVIRONMENT

A biomethane plant in Grottole, southern Italy, has begun turning farm byproducts into a substitute for natural gas, with expected output equal to the gas use of about 3,200 households. It is expected to avoid around 9,000 tons of carbon dioxide a year, in a country that produces little natural gas of its own.

[READ ON EVOKE MEDIA →](#)

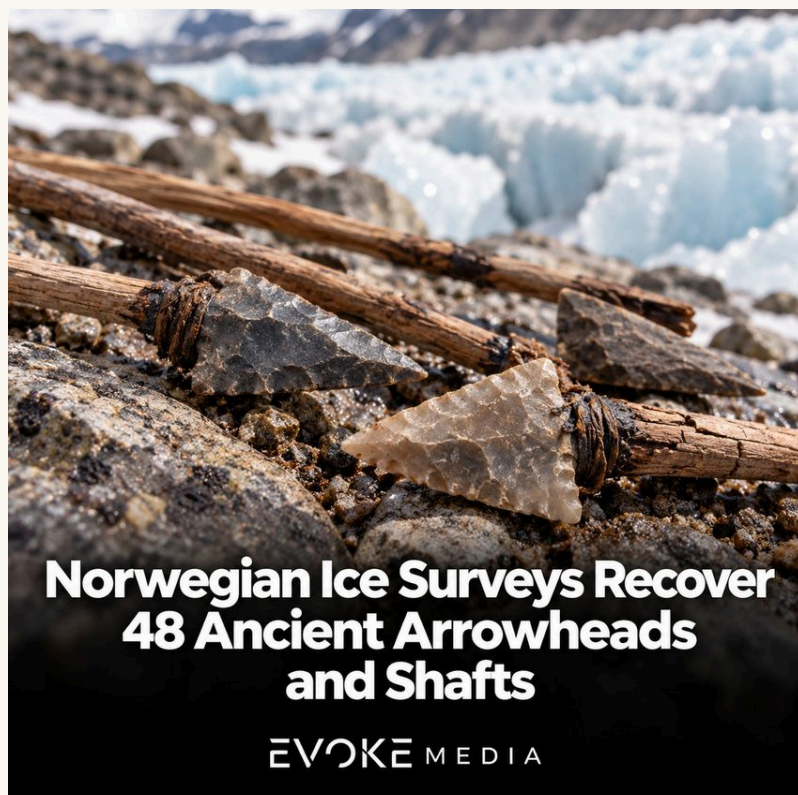
Sources: Good News Network

4 SCIENCE

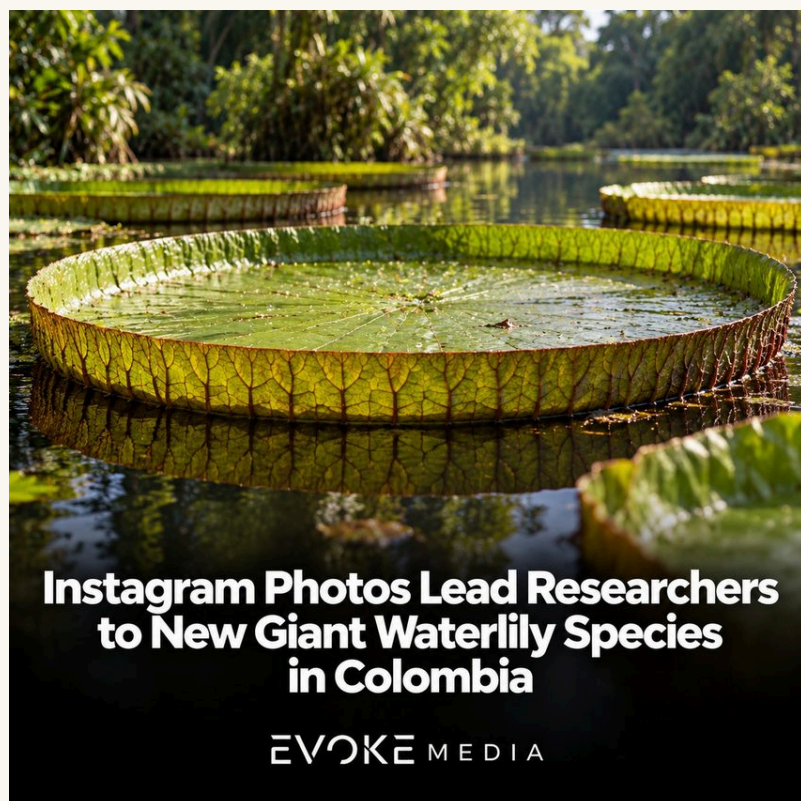
Glacier surveys in Norway's Jotunheimen mountains recovered 48 arrowheads and shafts, some thousands of years old and one with its wooden shaft still intact. The ice keeps out the oxygen that destroys wood, and the 20-year Secrets of the Ice project is now finding more and more Stone Age and Bronze Age objects.

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Sources: Good News Network



Good News Around The World – EVOKE Media shines light on!



5 SCIENCE

Instagram photos of a swimmer in Colombia's Inírida River led researchers to a new species of giant waterlily, with leaves large enough to be seen from space. The species is already critically endangered, and plans are being developed to protect it.

[READ ON EVOKE MEDIA →](#)

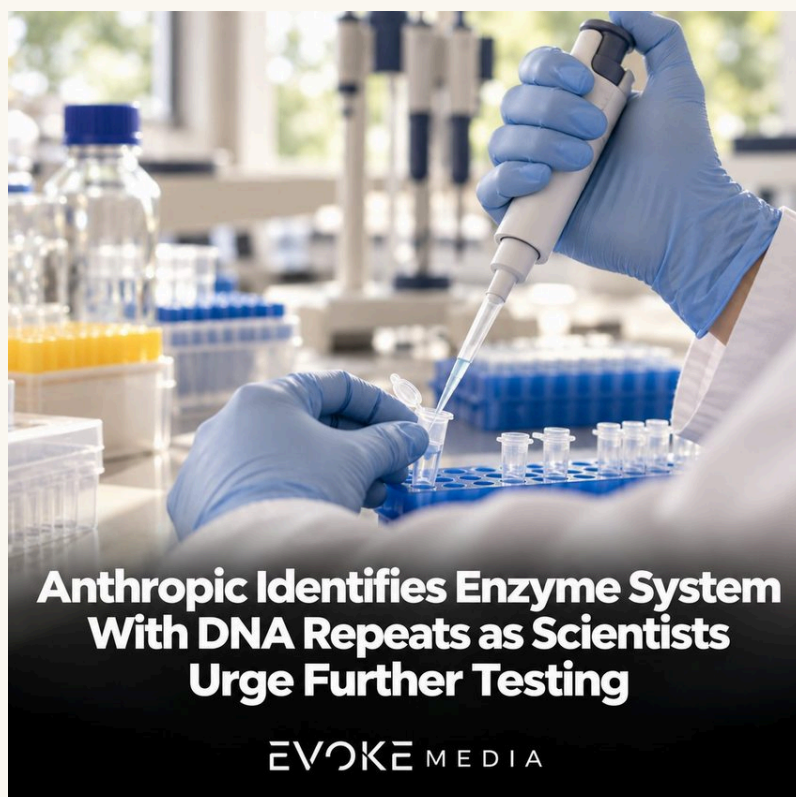
Sources: The Guardian · Mongabay

6 SCIENCE

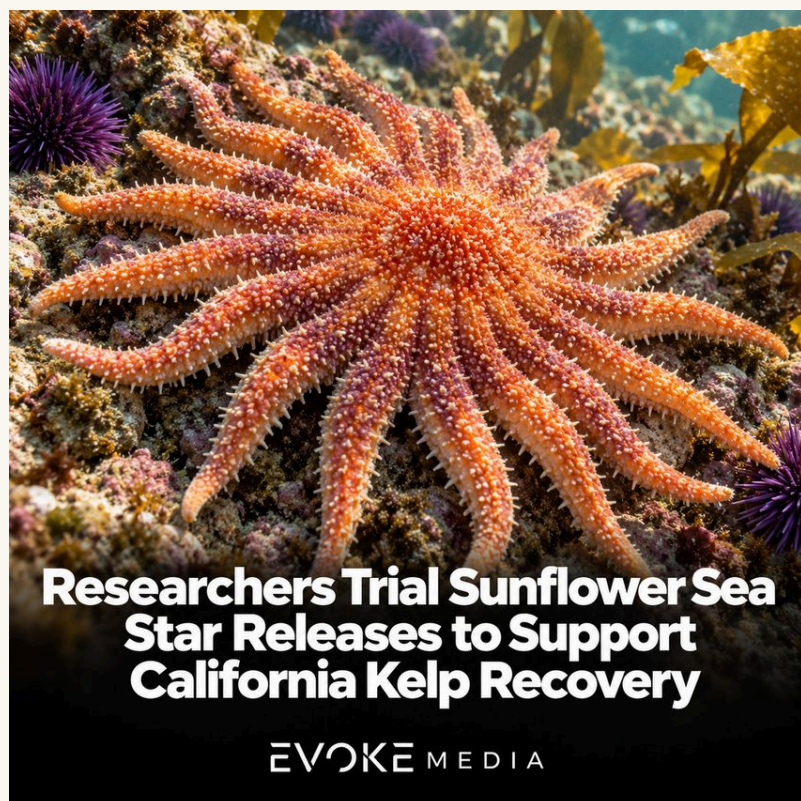
Anthropic says its AI, Claude, helped identify an unusual enzyme system linked to repeating DNA sequences, which human scientists have since tested in the laboratory. Its repeats resemble CRISPR's, though its function is still unknown and independent researchers call the results preliminary.

[READ ON EVOKE MEDIA →](#)

Sources: The Verge · Anthropic



Good News Around The World – EVOKE Media shines light on!



7 ENVIRONMENT

Researchers off Monterey are briefly releasing lab-raised sunflower sea stars onto the seabed, a first for California, to see how they move and how kelp-eating sea urchins respond. The species lost more than 90% of its Pacific population after a marine heatwave, and the team hopes to bring it back to Monterey Bay for good within the next few years.

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Sources: The Guardian

8 COMMUNITY

Pedal Forward, a nonprofit started by 17-year-old Jonathan Thai in Alpharetta, Georgia, has taught more than 350 children to ride and given away 400 bicycles and 500 helmets. It has raised more than \$30,000 and expanded to Tennessee and New York, for families to whom a bike can mean getting to school, shops and work.

[READ ON EVOKE MEDIA →](#)

Sources: Good News Network · Points of Light



Good News Around The World – EVOKE Media shines light on!



9 TECHNOLOGY

Researchers from MIT, Microsoft and others have built an open-source machine-learning tool that corrects existing forecasting models, doubling their accuracy two to six weeks ahead. Longer warning could help farmers, energy operators and emergency responders prepare for extreme weather such as floods and cold spells.

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Sources: MIT News · The Verge

10 ENVIRONMENT

Integrated pest management finds where pests get in and treats only there, instead of spraying a whole home, though it can cost more at first. It can mean less runoff into waterways and less harm to pollinators.

[READ ON EVOKE MEDIA →](#)

Sources: Happy Eco News

Every one of the ten is an Evoke Media article, written from the reports of the outlets named with it.

[READ MORE AT EVOKEMEDIA.IO ↗](#)



The Week in AI

Five AI developments from around the world this week.

Google releases Gemini 4 Argon

Google launched Gemini 4 Argon, its first major model since Gemini 3, saying it competes with the industry's best on coding, cybersecurity and science. It is rolling out to paying subscribers, and Google already uses it to find and patch security flaws.

[READ ON EVOKE MEDIA →](#)

Reported by The Verge and Ars Technica

Microsoft's president calls for global AI safety rules

Brad Smith said AI is less regulated than milk, and called for global rules, including "emergency brakes" and a duty to tell victims when a rogue AI agent breaches their systems. He said the UK is best placed to lead them.

[READ ON EVOKE MEDIA →](#)

Reported by BBC News and The Guardian

Researchers use AI to design proteins that cut up other proteins

Using AI design tools, researchers kept the catalytic core of two types of protein-digesting enzyme and replaced the rest, making enzymes that could be tuned to cut specific proteins. They showed them working on proteins associated with neurological diseases.

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Reported by Ars Technica

[MORE AI NEWS ON EVOKE MEDIA →](#)

Nvidia funds UK AI safety research with \$250m of computing

Nvidia is donating \$250m worth of computing power over five years to AI safety and security research across the UK, including labs at Edinburgh, Cambridge, Oxford, UCL and Imperial. The UK's AI minister called it a vote of confidence in British research.

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Reported by The Guardian

A 16-year-old in West Bengal uses AI against crop fires

Sk Reezaal Arafat's student-led project, SATARK, uses satellite, crop and weather data to predict where farmers in Medinipur are likely to burn crop waste, so they can be offered alternatives before the fires start. It has pilot backing from local officials.

[READ ON EVOKE MEDIA →](#)

Reported by The Better India

Learn AI: Three Tips to Try

Three things to try this week, whichever assistant you use.

Ask for options, then choose

One answer is a guess. Ask for three different versions and pick the best, or combine them. You stay the editor.

TRY

Give me three headlines for this story: one plain, one warm, one short. Each under ten words.

Show it an example

Describing the style you want is hard; showing it is easy. Paste a sample of your own writing and ask it to follow that voice.

TRY

Here is a paragraph I wrote. Write the next one in the same voice and at the same length.

Ask it to check its own work

Before you use an answer, ask the assistant to read it again and look for mistakes. It often catches its own slips.

TRY

Read your answer again. List anything that could be wrong or missing, then give me a corrected version.

FROM EVOKE

Inside the EVOKE Ecosystem

Announcements from EVOKE's own businesses, written by the company — not news reporting.

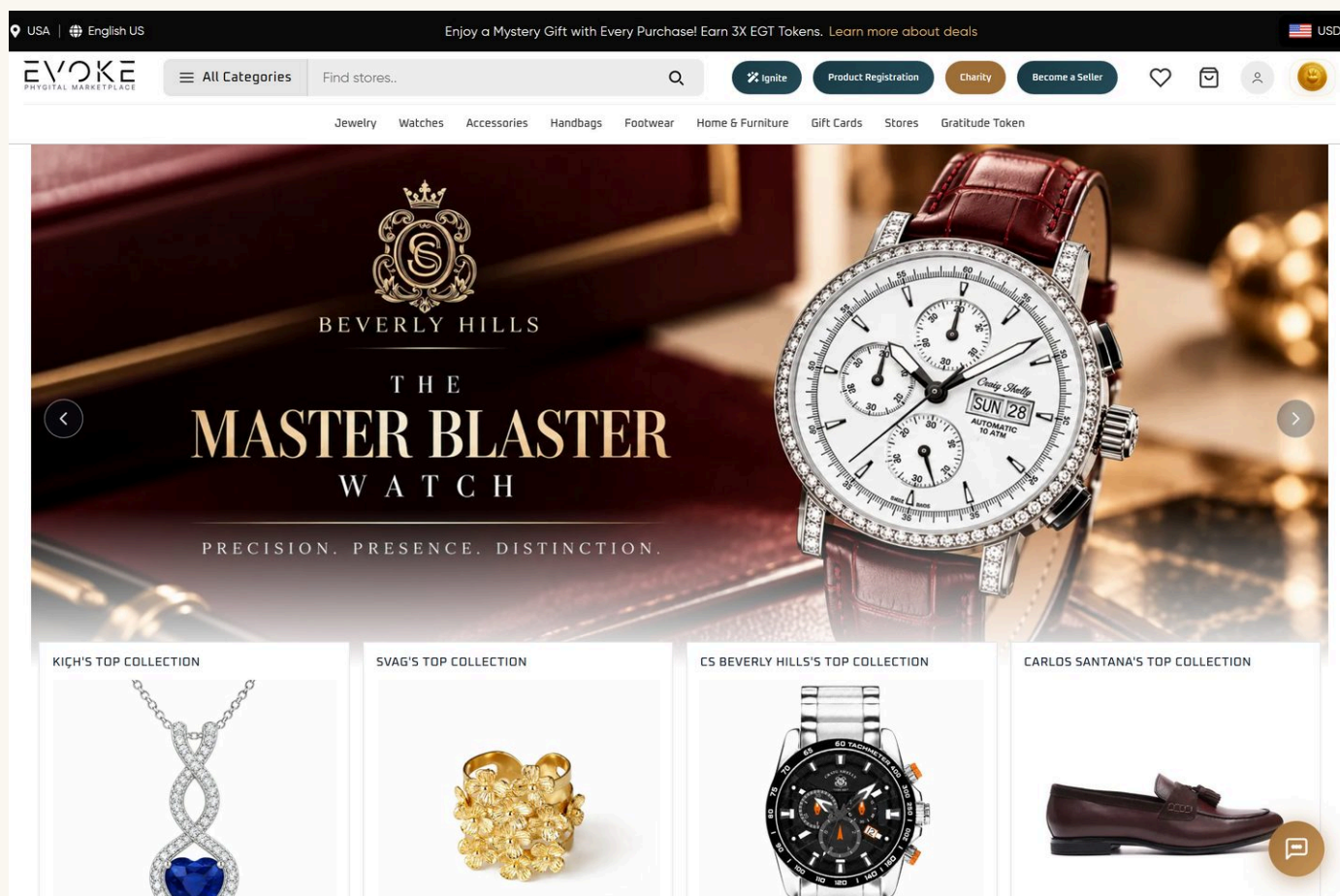


IMAGE: EVOKE MARKETPLACE

The EVOKE Phygital Marketplace

One of EVOKE Immersive Technologies' featured projects, the EVOKE Phygital Marketplace is a commerce ecosystem that connects online shopping with real-world brand experiences. It gives customers one place to discover products, explore virtual stores, earn rewards and engage with curated sellers.

- Online Marketplace
- Seller Platform
- Charity integration
- Virtual Stores
- EGT Rewards
- Product registration

EVOKEGRID.COM

EVOKE Tech Spotlight

Announcements from EVOKE's own businesses, written by the company — not news reporting.

The EVOKE CMO Agent: from strategy to execution, faster

THE PROBLEM

Marketing teams need faster ways to turn business goals into campaign ideas, content plans, promotional messaging and strategy ready to put into action, while keeping their brand's direction consistent.

WHAT IT DOES

The EVOKE CMO Agent is an AI-powered marketing campaign platform that helps teams plan campaigns, generate content ideas and refine brand messaging. It supports campaign planning, content direction, brand positioning, promotional messaging and growth strategy for ecommerce, events, launches and digital campaigns.

EVOKEGRID.COM/CASE-STUDIES ↗



ILLUSTRATION: EVOKE IMMERSIVE TECHNOLOGIES

FROM EVOKE

New on EVOKE Marketplace

Announcements from EVOKE's own businesses, written by the company — not news reporting.

The newest arrivals on EVOKE Marketplace.

NEW ARRIVALS



KIÇH · NEW

TruAmore Opulent EXOTIC Oceanic Rings

An oval
centrepiece of
vivid teal-blue
gemstones, set
off by warm
golden accents.



KIÇH · NEW

TruAmore Radiant EXOTIC Lagoon Rings

A floral
centrepiece of
vivid teal-blue
gemstones,
secured with
warm golden
accents.



BRACCIALINI ·
NEW

Ariel Suede Blue Tote Bag

Velvety suede
with leather
handles, a
gold-tone ball
clasp and a
removable
zipped pouch.



BRACCIALINI ·
NEW

Ariel Cream Backpack

Soft micro-
grain leather
with suede side
panels and a
gold-tone ball
clasp.

New on EVOKE Marketplace, continued

Announcements from EVOKE's own businesses, written by the company — not news reporting.



CS BEVERLY HILLS
• NEW

Fleur Blue Diamond Cascade Necklace

A pear-shaped blue diamond suspended beneath an intricate fleur-inspired setting.



CS BEVERLY HILLS
• NEW

Fleur Blue Diamond Cascade Earrings

Pear-shaped blue diamonds beneath fleur-inspired settings, with diamond detailing.



SVAG • NEW

Regal Panther Tassel Necklace

A sculpted panther head in a gold-tone finish, with a flowing tassel beneath it.



SVAG • NEW

Emerald Seaside Charm Bracelet

Shells, starfish and seaside charms with emerald-toned accents, in gold tone.



CERAGEM • NEW

CERAGEM S4 Smart Thermal Massage Lounger

Spinal scanning and heated therapy in a compact, foldable, furniture-style lounger.



A VEER • NEW

Santorini Fisherman Sandal Black

A structured black leather fisherman sandal with an open, breathable design and a buckled strap.

EVOKEMARKETPLACE.COM/NEW-ARRIVALS ↗

EVOKE MEDIA

A new issue every week.

Read every issue at the address below. The news sections name every outlet they draw on, and our page on each story links to their reports; the pages marked From EVOKE come from EVOKE's own businesses.

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