

MWCapital and CaixaBank explore the potential of data computing to move towards a sustainable consumption model

- ***Both entities present an experience that calculates the personal carbon footprint and offers alternatives to lead a more environmentally friendly lifestyle at MWC25.***
- ***The proposal is based on a CaixaBank tool, integrated into its app, which has concluded that, among users who used it, 80% are below the 5 tons of CO2 emitted annually on average by each citizen in Spain.***

Barcelona, March 3, 2025. - Mobile World Capital Barcelona (MWCapital) and CaixaBank present the potential of data computing and artificial intelligence in the promotion of a more sustainable consumption model among citizens at MWC25. Through an educational and interactive experience, both entities enable users to make an approximate calculation of their personal carbon footprint and learn what changes they can apply in their daily lives to lead a more environmentally friendly lifestyle.

The tool, through a control panel, evaluates in real time aspects of the participants' daily lives, such as their household consumption, mobility, recycling or type of diet. Once these aspects have been analysed through the lens of sustainability, the experience offers users personalised recommendations to reduce their carbon footprint, based on sustainable technologies and habits.

With this experience, MWCapital and CaixaBank show how technological solutions and personal consumption decisions can help foster more environmentally and socially friendly lifestyles.

Technology for more responsible consumption

The experience, which responds to people's growing interest in reducing their environmental impact, shows how technology can contribute to improving society. In fact, the proposal comes from a feature integrated into CaixaBank's app, which has more than 6,000 users and has helped them reduce their carbon footprint.

According to the bank's data, 80% of the people who have used this tool are below the 5 tons of CO2 emitted annually on average by each citizen in Spain.

In the last year, CO2 emissions in Spain were reduced by 5.5%. The MWCapital and CaixaBank tool at MWC25 shows the potential of technology to influence this reduction in emissions through the promotion of more responsible consumption habits among citizens.

About Mobile World Capital Barcelona

Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology.

MWCapital contributes to position Barcelona as a global reference in the digital field and consolidate the legacy of MWC throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technology projects with social impact and the generation of knowledge. MWCapital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends.

About CaixaBank

CaixaBank is the leading bank in Spain, with assets of more than €630 billion, serves 20.3 million customers and has the largest network of branches and ATMs in the country. CaixaBank also has a strong presence in Portugal, where it controls 100% of BPI.

The entity develops a socially responsible universal banking model with a long-term vision, based on quality, proximity and specialization. Its position as a leading bank enables it to play a key role in contributing to sustainable economic growth and the financial inclusion of vulnerable groups and rural areas.

The bank's value proposition is based on products and services adapted to each customer segment, with a strong innovation component that allows it to offer the best tools and expert advice in decision-making for financial wellbeing.