

## CaixaBank and MWCapital commit to maximize the social impact of technology



- *José Ignacio Goirigolzarri, Chairman of CaixaBank, and Francesc Fajula, CEO of Mobile World Capital Barcelona, signed the renewal of collaboration between the two institutions for the period 2024-2027.*
- *The financial entity has been part of the MWCapital board since 2019, demonstrating its commitment to talent, innovation, and digital transformation.*
- *The renewal of the agreement will enable the generation and support of projects prioritizing people and the social component of technology.*

**Barcelona, February 7, 2024.-** CaixaBank and Mobile World Capital Barcelona have renewed their collaboration agreement to promote the digital development of society and enhance talent, innovation and digital transformation with a humanistic vision. The financial institution has been part of the board of Mobile World Capital Barcelona since 2019, and the new agreement, valid from 2024 to 2027, will allow both institutions to continue working together to bring technology closer to the citizens.

**José Ignacio Goirigolzarri**, Chairman of CaixaBank, highlighted that “our institution is firmly committed to being close to people, and for that, technology plays a fundamental role as a driver of social and economic development.” Goirigolzarri emphasized that “we will continue to join forces with MWCapital to develop

innovative initiatives together that bring the opportunities generated by technology to the entire population, combating the digital divide and promoting social inclusion."

**Francesc Fajula**, CEO of Mobile World Capital Barcelona, reaffirmed "the willingness to continue creating projects with a positive impact, that transform society and that help us build a more equitable, fair and sustainable digital future". Fajula added that both MWCcapital and CaixaBank share the goal of supporting people in this digital scenario and promoting talent across the board because "Barcelona is a hub of digital talent, and we must boost the unique ecosystem we have in the city."

The alliance between CaixaBank and MWCcapital is mainly developed through collaboration on projects of interest to both entities within the framework of three specific areas: technology transfer, talent and technology with social impact. In this context, CaixaBank plays an active and influential role as a reference institution in these areas.

### **New challenges with social impact**

The renewal of the agreement responds to a new social and economic reality in our country. CaixaBank and MWCcapital not only advocate for technological development, but do so from a more social perspective, focusing on projects related to "Tech4Good" with the aim of generating a positive impact on society. Additionally, this collaboration will also permeate activities promoted by MWCcapital in the field of knowledge transfer and the promotion of deep-tech to consolidate the ecosystem.

The activities and projects to be developed include the promotion of talent -from supporting the younger generation to the reskilling of professionals already in the workforce-, as evidenced in the recent Jump2Digital, where 7,000 young people discovered the world surrounding digital talent. In addition, as in previous years, CaixaBank and MWCcapital will continue to support people in this new digital environment, combat digital divides, and introduce them to emerging technologies in events such as Tech&Play.

Both institutions will continue to work together to bring technology closer to citizens, united by their social purpose. Under the claim 'Humanizing Technology,' MWCcapital will delve into the challenges posed by the digital for society. CaixaBank, in line with its differentiating attributes -closeness, dialogue and commitment to people and society- will promote social initiatives hand in hand with MWCcapital to showcase how technology can offer opportunities to people at risk of social exclusion, promote professional inclusion or reduce inequalities.

### **CaixaBank, a leader in innovation**

Technology and innovation are key for CaixaBank. With over 11 million users of its digital banking, the largest digital customer base in the Spanish financial sector, the institution works every day to develop new models to respond to the demands and needs of its customers and bring products, services, and financial culture to all citizens.

In this digitalization process, the financial institution, with its own technological subsidiary, CaixaBank Tech, and multidisciplinary teams that bring innovation to all areas of the organization, drives projects based on

new technologies such as cloud computing, artificial intelligence, application development or big data, among others.

Thanks to its digital transformation strategy, CaixaBank has been ranked among the world's best-rated banks for the quality of its digital products and services, with international recognition in innovation, digitization and new technologies.

### **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 the positioning of Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technological 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 through Jump2Digital and Tech&Play.