



MWCapital AWARDS 2024

RULES OF ENTRY



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These Rules regulate participation in the first edition of the **MWCapital AWARDS** (hereinafter, "**MWCapital AWARDS**"), which seek to recognize the best innovative, technology-based projects that contribute to achieving the United Nations' Sustainable Development Goals (SDGs) outlined in the 2030 Agenda, as well as promoting triple impact.

Participation in these awards implies acceptance and compliance with these rules.

The organising entity is Fundació Barcelona Mobile World Capital Foundation, located in Barcelona (08039), Plaza Pau Vila, 1, sector 2-C, Palau de Mar Building, and NIF G-65760431 (hereinafter, "**MWCapital**" or the "**Foundation**", interchangeably) in collaboration with the nonprofit organization [B Lab Spain](#) and the [GSMA Foundry](#).



1. Introduction

[MWCcapital](#) is a public-private foundation that leverages the strategic potential of technological and digital innovation for society. Its vision is to enhance current and future opportunities arising from the transformation and evolution of the economic, scientific, educational and social environment by fostering knowledge, solutions and initiatives to address the challenges by interconnected and global citizens.

Thus, MWCcapital promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. In this regard, the Foundation believes that a humanising technology is achieved through a sustainable digital transformation, which requires a responsible digital transition. In other words, the social and human impact of technology are as relevant as its economic and efficiency benefits.

In this sense, the Foundation works in the following areas:

- **Tech4Good:** By promoting projects that positively impact society.
- **Digital talent:** By positioning Barcelona as a global benchmark in digital knowledge to attract talent.
- **Technology transfer:** By backing the city's ecosystem in creating science-based companies.

Additionally, the Foundation has an observatory to generate and disseminate its own knowledge on various topics related to the impact of digitization on society.

In this sense, MWCcapital's main mission is to enable, sustain, drive and ensure a responsible digital transition applied in specific sectors with an impact on improving people's quality of life. These include medicine and healthcare, education, productive industries, such as mobility and the future of urbanization and the impact of digitalization, among others.

[B Lab Spain](#) is a non-profit foundation that is transforming the global economy to benefit all people, communities and the planet. As a leader in systemic economic change, its worldwide network creates standards, policies and tools for businesses, and certifies companies known as B Corps that are leading this vision. To date, the



Community includes more than 9,100 B Corps in over 101 countries, 162 sectors, and more than 300,000 companies that manage their impact with the B Impact Assessment and the SDG Action Manager. Through the promotion of these activities, B Lab Spain creates a community of companies and entrepreneurs, collaborating with the public sector and the third sector, to foster good business practices and generate a positive impact on society, the environment, customers, suppliers, workers, and ultimately, on all stakeholders related to business activity.

The [GSMA](#) is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

The GSMA Foundry is the innovation arm of the GSMA. It is the go-to place for cross-industry collaboration and business development, supported by leading technology organisations.



2. Objectives

The most recent [Global Risks Report 2024](#) from the World Economic Forum highlights 4 main structural forces undermining global stability: climate change, demographic shifts, technology, and geopolitics. Among the top 10 risks for the next decade, several factors stand out and put the technology sector as a key player. Moreover, the rise of Artificial Intelligence and other disruptive technologies also entails addressing several challenges to fully harness their advantages.

As outlined in the current **Strategic Plan 2023-2027**, and to promote the humanistic use of technology to drive a responsible digital transition, MWCapital's mission is positioning Barcelona as a global reference hub by generating impact for both the economy and society while expanding the legacy of the Mobile World Congress (MWC), which is held annually in Barcelona.

The plan views sustainability as a cross-cutting axis and focuses on people, technology and the planet with the aim of becoming a benchmark for promoting and fostering sustainable digital transformation, which entails a responsible digital transition. Thus, the Foundation puts technology at people's service and uses it as a driver of change capable of generating a positive impact on society. All of it while minimizing potential associated risks. Technology for the people, and people for the planet.

In this sense, the goal of **MWCapital AWARDS** is to **identify technology-based projects, whether national or international**, that show the environmental, social and governance commitment of the entities behind them and that **highlight technology as a lever for sustainability** to drive a responsible digital transition. As a part of it, the goal is also to evaluate its application on a local scale in Barcelona.



3. Key dates

The entries open on **October 15, 2024 (3PM CET)** and close on **March 18, 2025 (3PM CET)**. Therefore, participation will remain open for 5 months.

Participants must complete their application by registering and submitting the required information through the online entry form provided. MWCapital will not accept any applications submitted past the deadline.

The provision of partial or untruthful information during the presentation of the application will result in exclusion from the Awards.

The winner will be announced at the end of June 2025 during the Awards Ceremony, which the finalists will attend.

MWCapital reserves the right to extend the application submission period and/or modify the deadlines outlined in these Terms without prior notice, if necessary. This will be announced through the usual channels and, in any case, on the [MWCapital AWARDS website](#). Also, MWCapital shall not incur any liability whatsoever if it is forced to cancel the MWCapital AWARDS in the event of force majeure or events beyond its control.

Under no circumstances may the applicants make claims against the organiser, in relation to participation in these awards and any failure to select the presented project.

4. Benefits of applying

The MWCapital AWARDS will recognize fifteen (15) finalist projects in a total of **five (5) organization categories**:

- Companies
- Small and medium enterprises (SMEs) and Startups
- Non-profit and Common Benefit and Interest Societies (SBIC)
- Academia and Research centers



- Public institutions

In this sense, three (3) finalists per category will be chosen from which one (1) per category (i.e., a total of five (5)), will be recognized as winner. Also, it is planned to have an additional winner, who will obtain the “Barcelona Horizon Award”, as described below.

Benefits of applying for all participants

All participating projects will obtain the recognition, visibility and projection derived from the awards dynamization and the Awards Ceremony. In addition, once the call for entries is closed, they will be added to the communication actions carried out by the MWC Capital AWARDS, which includes MWC Capital’s website and its several communication channels.

Benefits of applying for finalists and winners

- **Finalists.** In addition to the benefits highlighted in the previous paragraph and alongside projection in the channels of MWC Capital and its strategic partners, finalists will have **access to five (5) organizational impact measurement workshops provided by the non-profit organization B Lab Spain**: four (4) of them will be focused on diagnosis and one (1) on the organizations’ action plan, which will be analysed in short-term, medium-term and long-term actions. These will serve as a guide for the finalists to complete the B Impact Assessment, a digital tool to measure, manage and improve positive impact in organizations.
- **Winners.** In addition to the benefits highlighted in the previous paragraph, winners will have the opportunity to take part in the several activities taking place at the MWC Barcelona 2026 -held under the umbrella of MWC Capital- and other events promoted by the Foundation.
- **Barcelona Horizon Award.** True to its aim of positioning Barcelona as an enabler of digital talent and a benchmark for responsible digital transition, MWC Capital will choose among the fifteen (15) finalists an additional winner that will be awarded with a financial contribution of up to €50,000 to pilot the chosen project in Barcelona.



Each chosen candidate will receive a recognition diploma, and their travel and accommodation expenses will be covered to facilitate attendance at the Awards Ceremony.

5. Eligibility criteria

The application to these awards is voluntary, free of charge and open to every legal organization without any restriction based on size or geographic location.

The submitted projects must meet the following four (4) requirements:

- Being **technology-based** and **promote a responsible digital transition** towards achieving a more inclusive, equitable and responsible sustainable future.
- **Portray the commitment of the organizations with the incorporation of sustainability through a transversal ESG perspective** (environmental, social and governance).
- Being **implemented or partially implemented** at the time of application. Measurable results must be provided.
- The organizations behind the submission must have been in operation for **more than 12 months** at the time of the entry.

Applications for projects that do not fit these requirements will be rejected automatically.

6. Language of participation

Given the international nature of these awards, submissions can be made in English, Spanish, or Catalan. Applications in other EU languages will not be accepted.



7. How to apply

Applicants are required to complete the online entry form accessible on the MWC Capital AWARDS website: [here](#). They may also submit any supplementary materials they deem pertinent; however, unless otherwise specified, these materials will serve merely as context for the jury and will not be used in the project evaluation.

If a project belongs to several categories of the five (5) described above, participants must choose only one of them for the application.

8. Project selection

All submissions will be equally assessed. The selection process comprises two (2) rounds of evaluation with specific and detailed criteria assigned to each with the following timeline.

Round 1 – Evaluation of eligible applications

After the closing of the applications, MWC Capital and its strategic partner, the GSMA Foundry, together with an external technical team experienced in sustainability and awards evaluation, will be responsible for assessing the submitted applications to choose the fifteen (15) finalists. This process will take place at the end of March 2025.

B Lab Spain, while not directly involved in the assessment process, will play a crucial role by providing valuable information to the external team and GSMA Foundry about best practices in Environmental, Social, and Governance (ESG) criteria. This input will enable the evaluators to better assess the candidates based on current sustainability standards and practices.

As said, the above will choose three (3) finalists from each one of the five (5) categories amongst all submissions. MWC Capital reserves the right to select more or less than three (3) candidates for each category if deemed appropriate.

Once the decision is made, MWC Capital will contact the finalists to invite them to the Awards Ceremony and guide them on the next steps for the completion of the B



Impact Assessment. Details to obtain this report are developed in section “9. Evaluation criteria”. In this sense, finalists will be required for round 2 between April and May 2025.

Round 2 - Winner selection per category and Barcelona Horizon Award

In this round, an external and independent jury will be responsible for evaluating the chosen finalists and selecting one (1) winner for each of the five (5) categories, together with the applicant that will be chosen from the fifteen (15) finalists and receive the “Barcelona Horizon Award” for the project’s implementation in Barcelona. This process will take place in June 2025.

The jury will be formed by representatives of the MWCcapital board, leading personalities from the technology sector, sustainability, entrepreneurship and the business world (B Lab representatives, European Commission and United Nations members, inspiring entrepreneurs who promote startups, personalities from Non-Profit organizations, etc.).

9. Evaluation criteria

The following are the criteria that will be used in both rounds of the selection process to assess whether the submitted entries meet the requirements described in these Rules of Entry:

Round 1- Evaluation of eligible applications

The maximum score in this phase will reach 100 points, in accordance with the following criteria:

- **Relevance** - Level of knowledge towards the identified challenge and its relevance at a specific level in the context and country where it operates. **(8 points)**



- **Objectives and benefits** - Description of the objectives or improvements as well as benefits expected to be generated. **(8 points)**
- **Evaluation and Impact** - How is the project's performance measured to fight the global challenge and what specific processes does it follow. **(8 points)**
- **ESG Strategy** - The level of implementation of ESG criteria in the project regarding the organization's sustainability strategy. **(8 points)**
- **Ecosystem** - Level of connection and engagement of the project with the ecosystem in which it operates, including the level of connection with the SDGs where the project has impact. **(10 points)**
- **Innovation** - How innovative, disruptive and/or transformative the project is. **(10 points)**
- **Humanising Technology** - The ambition of the project to ensure responsible design, use and governance of the technology. **(10 points)**
- **Feasibility** - Level of viability of the project and its allocated resources, as well as how its sustainability is guaranteed over time. **(6 points)**
- **ESG Results** - Level of demonstrable and tangible outcomes of the project in specific relation to ESG criteria (Environmental, Social, and Governance). **(6 points)**
- **General Scalability** - The project's capacity of replicability. **(6 points)**
- **Scalability in Barcelona** - The project's capacity of replicability with specific scope in Barcelona's particular context. **(10 points)**
- **Sustainability Communication** - How the project communicates and whether it avoids greenwashing and impact washing in its messages. **(10 points)**



Round 2- Evaluation of (at most) the fifteen (15) proposals with the highest scores

Of all the applicants, (at most) the fifteen (15) proposals with the highest score in the first round will be moved to the second round and considered as finalists. However, MWCcapital has chosen the obtaining of the B Impact Assessment, of to the non-profit organization B Lab, as a criterion of relevance in the second round of evaluation, as described below along with other materials:

- 1- **B Impact Assessment report.** To attend 5 (five) organizational impact workshops carried out by the non-profit organization B Lab Spain -four (4) of them focused on diagnosis and one (1) on the organization's action plan- to obtain the final report through the B Impact Assessment tool.

Specific provisions related to the B Impact Assessment tool

The fifteen (15) finalists selected for the second round shall register on www.bcorporation.net and provide certain information to obtain the B Impact Assessment report. MWCcapital will only have access to the final version.

Those finalists not providing the B Impact Assessment report will not be rejected but will not receive the corresponding score.

However, the organizer is not responsible for the data processing activities carried out by B Lab as data controller through the aforementioned portal. Therefore, any claim or request must be addressed to B Lab and will be subject to the privacy policy and terms of use of said organization, which must be read and accepted at www.bcorporation.net.

Registration on the afore mentioned website is independent of participation in these awards and may remain active once these have ended.

- 2- **Project summary video.** To provide a maximum 2-minute audiovisual horizontal piece showcasing the project. It must be submitted with the convenient settings for public viewing in the platform where it is uploaded (Youtube or Vimeo). This material will not be evaluated but will be used by the external jury to know the project in depth.



Once the materials have been delivered, the second round of evaluation will take place as follows by taking into account six (6) criteria: five (5) will be evaluated in order to choose the five (5) winners per category out of the fifteen finalists (15) and an additional one (1) will be used to choose the “Barcelona Horizon Award” winner out of the fifteen (15) finalists. The selection will then go on as it follows:

1) Winner selection by category

The maximum score in this phase will reach up to **50 points**, in accordance with the following criteria:

- 1- Objectives and benefits** - Description of the objectives or improvements as well as benefits expected to be generated. **(15 points)**

- 2- Innovation** - How innovative, disruptive and/or transformative the project is. **(15 points)**

- 3- Humanising Technology** - The ambition of the project to ensure responsible design, use and governance of the technology. **(8 points)**

- 4- Feasibility** - Level of viability of the project and its allocated resources, as well as how its sustainability is guaranteed over time. **(7 points)**

- 5- B Impact Assessment** - MWCapital has chosen to use the B Impact Assessment report issued by the non-profit organization B Lab as a criterion. **(5 points)**

In this sense, only those that have completed at least 90% of the B Impact Assessment will be eligible to receive the full 5 points for this criterion. Those that have completed less than 90% of the BIA will not qualify for these points.

B Lab Spain is not responsible for the final score generated through the B Impact Assessment (BIA). The results provided by the BIA depend exclusively on the answers and information submitted by the participants. B Lab Spain does not independently verify the accuracy, completeness, or honesty of the information provided by the companies using the platform. The participants themselves are solely responsible for the accuracy and



integrity of the data they provide regarding their Environmental, Social, and Governance (ESG) performance.

Users of the B Impact Assessment are expected to provide truthful and accurate information, and B Lab Spain encourages transparency and honesty throughout the assessment process. However, B Lab Spain disclaims any liability for errors, inaccuracies, or misrepresentations that may arise from the data provided by the participants. Beyond the fact that B Lab Spain will not conduct a verification of the information provided in the evaluation, when submitting the final report to the jury, it may make considerations if it finds any striking situation.

2) Barcelona Horizon Award winner selection

In order to select the project that will be recognised with the special prize “Barcelona Horizon Award” to be developed in Barcelona, a specific evaluation will be carried out for all fifteen (15) finalists with an additional criterion that will be added to those mentioned in the previous section:

- **Scalability in Barcelona** - The project’s capacity of replicability with specific scope in Barcelona’s particular context. **(5 points)**



10. Awards Ceremony

Finalists will be invited to participate in the Awards Ceremony that will take place in Barcelona on June 19, 2025, where the winners of each category and the “Barcelona Horizon Award” winner, will be announced. Additionally, the winners will have the opportunity to showcase their projects to a distinguished audience.

11. Intellectual property and notifications

The intellectual and/or industrial property of the projects entered in the awards application belong to the participants who have submitted them. By entering the awards, participants authorize MWCcapital to use the name of the organization and/or name and surname of the natural/legal persons involved, a summary of their candidacy or essential or basic references and the images and biographies provided in any promotional material.

MWCcapital reserves the right to broadcast the different phases, events or milestones that take place during the process of the awards and to communicate the results through any channel (internet, media, television, radio, etc.) with prior knowledge of the participants.

Participants applying to the MWCcapital AWARDS hereby grant MWCcapital the rights to use the images, voice, audio and video, as well as the names and explanations about their projects, in any channel and under any medium or format, for the exclusive purposes of promotion, dissemination and development of the project.

This authorization is made with the right of transfer to third parties, without geographical or temporal limitation and free of charge.



12. Limitation of liability

MWCapital reserves the right to reject any entry or withdraw a place in the awards if an applicant is in breach of these Rules or in the event of a potential conflict of interest. If an applicant withdraws or is withdrawn from the awards during time of the selection period, MWCapital may choose a new applicant to replace him/her, but shall not be obligated to do so.

Except as provided herein in relation to incurred travel and lodging expenses of finalists due to their participation in the Awards Ceremony, MWCapital shall not be responsible for or reimburse any incurred expenses for the submission of materials or information pursuant to the awards, including evaluation, response, follow-up, negotiation or any other incurred expenses in order to meet the requirements and in conjunction with the implementation of the proposal.

By applying to the MWCapital AWARDS, the participants:

- Respond for the authorship and originality of the submitted entries, as well as for the copyright and other intellectual or industrial property rights on any material, product and/or computer programs or software and/or any other element used in the entry, regardless of its format or medium.
- Guarantee not infringing any third-party rights, whether industrial, intellectual, image, data protection or of any other type.
- Acknowledge that they are holders, or legitimate assignees, of the full ownership of the supports of any kind, including, by way of example and without limitation, the documentation and any analogy, magnetic and/or digital media or materials in which the object of the project is materialized and fixed, as a whole or in part.
- Guarantee that they are the owners of the intellectual and/or industrial property rights related to the entries submitted to the present awards and of all creations, databases, tools, methodologies, processes, technologies, know-how, software and products in general.



- Undertake to comply, at all times, with all applicable regulations of their activity and, in particular, with the entries they submit to the awards and with its potential implementation in educational centres, including, but not limited to, the applicable regulations on intellectual property, data protection, child and teenager protection, labour and taxation.

The results of the evaluations in each round are final and binding. MWCcapital and, in its case, the collaborating entities are exempt from any liability, sanction, claim or demand or civil, commercial, criminal and administrative processes, including indemnities of any kind or nature, as well as from any expense (expressly including the fees of the collaborating entities). The decisions taken by the jury members during the two (2) rounds of evaluation are final and MWCcapital will not discuss the outcome.

13. Data protection

All personal data submitted by the participants for the MWCcapital AWARDS, including any updates, will be handled by MWCcapital under the terms of this clause.

MWCcapital will use the data only when absolutely necessary. In all instances, the data will be protected in accordance with applicable Data Protection regulations and will not be subject to automated processing.

If third-party personal data is provided, the provider assures MWCcapital that the individuals have been informed beforehand about the contents of this clause. The provider will be personally responsible to MWCcapital for any damages resulting from non-compliance.

Participants will be able to exercise at any time, in the terms established by the current legislation, their rights of access, rectification, suppression of data, request to limit its treatment or to oppose to it, as well as to request the portability of their data, by addressing in written form to Plaça Pau Vila, number 1, Sector 2-C, 08039, Barcelona, or to lopd@mobileworldcapital.com, clearly indicating the right they wish to exercise and enclosing the National Identity Card or similar identification document that proves the corresponding identity. Likewise, a complaint may be filed with the Spanish Data Protection Agency.



14. Clause nullity and inquiries

If any section of these Rules of Entry is declared totally or partially null or ineffective, such will only affect this provision or part of it that is null or ineffective, subsisting in all the rest of the Rules of Entry and having this provision or the part of it that is affected by not being included, except that, in case of being essential for these Rules of Entry, it would have to integrally affect them.

In any case not addressed by these Rules of Entry, MWCcapital, as the organiser of the awards, will be consulted to provide a resolution. Their decision, which will adhere strictly to the established Rules of Entry, will be communicated in writing to the concerned participant.

To make inquiries or resolve any questions related to the purpose of the awards or how to apply, interested parties may contact the organizer through the following email address: awards@mobileworldcapital.com

15. Choice of law

The MWCcapital AWARDS shall be governed by the substantive and procedural law of the Kingdom of Spain.

By participating, participants irrevocably agree that the courts located in Barcelona shall have personal jurisdiction over any dispute or litigation arising from or relating to the MWCcapital AWARDS.



16. Language of the Rules of Entry

These Rules may be consulted in three languages: Spanish, Catalan and English. However, the Spanish version shall prevail in the event of any dispute.