

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

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



In the photo, the experience of MWCapital and CaixaBank at MWC

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

The tool, through a dashboard, evaluates in real-time aspects of participants' daily lives such as home consumption, mobility, recycling, and dietary habits. Once these areas are analysed through the lens of sustainability, the experience provides users with personalised recommendations to reduce their carbon footprint based on sustainable technologies and habits.

With this experience, MWCcapital and CaixaBank demonstrate how technological solutions and personal consumption decisions can help foster more environmentally and socially responsible lifestyles.

Technology for more responsible consumption

The experience, which responds to the growing public interest in reducing environmental impact, illustrates how technology can contribute to improving society. In fact, the proposal originates 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 entity's data, 80% of the people who have used this tool within the app fall below the 5 tonnes of CO₂ annually emitted on average by each citizen in Spain.

Over the past year, CO₂ emissions in Spain have decreased by 5.5%. The MWCcapital and CaixaBank tool at MWC25 demonstrates the potential of technology in influencing this reduction by fostering 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. MWCcapital contributes to positioning Barcelona as a global benchmark in the digital field and to consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent and the development of innovative technological projects with a social impact. MWCcapital hosts the MWC in Barcelona, is the founder of 4YFN and connects the international community of developers with the Talent Arena project.

About CaixaBank

CaixaBank is the leading bank in Spain, with assets of more than €630,000 million, serves 20.3 million customers and has the largest network of branches and ATMs in the country. In addition, CaixaBank has a strong presence in Portugal, where it controls 100% of BPI.

The bank develops a socially responsible universal banking model with a long-term vision, based on quality, proximity and specialisation. Its position as a leading bank allows 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 well-being.

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