



GSMA
Foundry



AWARDS

Technologies for a sustainable future



01 Positioning

02 The awards



01 Positioning

Mobile World Capital Barcelona

Mobile World Capital Barcelona is an initiative that drives **the digital development** of society. After 12 years, it has established itself as a key promoter of digital transformation, placing people at the center of the debate, and becoming a global reference in technology transfer, fostering digital talent, and ensuring technology with impact.

Every year, it hosts the renowned Mobile World Congress Barcelona (MWC), and we are the founders of 4 Years From Now (4YFN), the business platform for the startup community present at all MWC events worldwide.



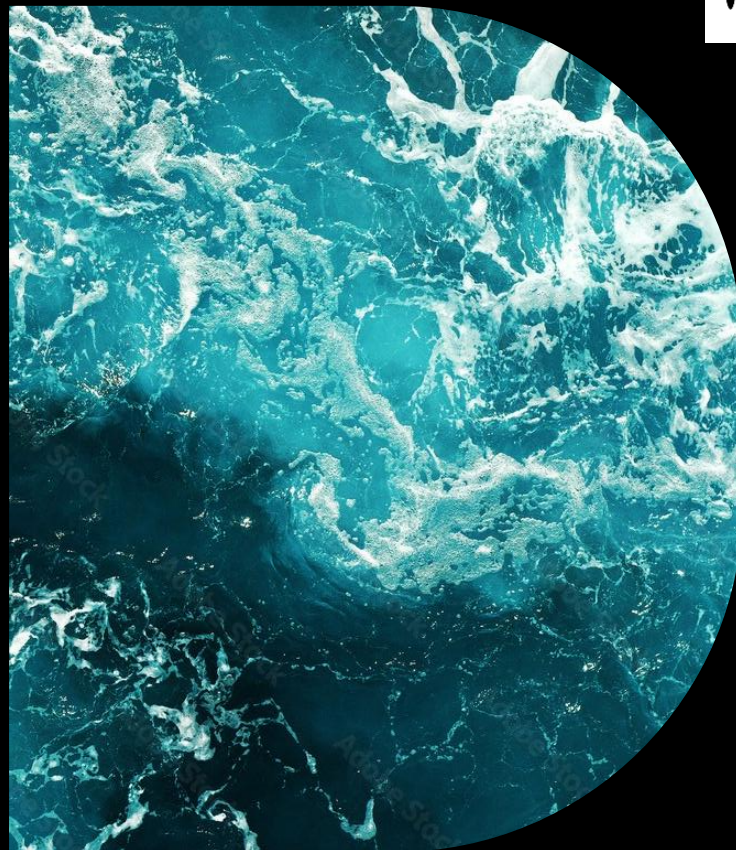


01 Positioning

Concept

Mobile World Capital Barcelona is launching international awards to recognize and reward the best innovative projects in responsible digital transition that contribute to the achievement of the United Nations' 2030 Agenda Sustainable Development Goals (SDGs) and the generation of positive impact.

The letter D, originally from "awarDs," symbolize Development, Direction, Digitalization and Dynamism. It represents technology Driving change toward a sustainable future, celebrating innovative projects.





01 Positioning

Making a real impact

To champion the SDGs and drive global progress, MWC Capital recognizes the need to celebrate groundbreaking technology initiatives that embody **triple impact**—economic, social, and environmental. The **2030 Agenda** is our compass, guiding us to tackle pressing global challenges like poverty, inequality, and climate change. By honoring innovations that align with these standards, we solidify our commitment to transformative, sustainable solutions and underscore our role in creating a resilient future for all.





Objectives

02 The awards

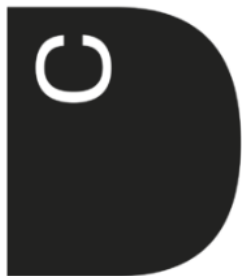
- Highlight **technology as a lever for sustainability**. A call to action, encouraging the use of technology to tackle pressing issues such as poverty, inequality, climate change, and digital inclusion. **Technology for the people and people for the planet.**
- Identify and recognize technology projects demonstrating **organizations' social, environmental, and good governance commitments.**
- Inclusivity. Acknowledge different types of organizations and entities that invest in **projects in the field of sustainability** to shape a sustainable digital future.
- Establish **Barcelona as a global benchmark for building a sustainable future**: more inclusive, more equitable, and more responsible, through the humanistic use of technology. Explore the local application of projects in Barcelona.





02 The awards

5 Categories by type of organization



1. Companies



2. SMEs and Startups



3. Non-profit and
Benefit and Common
Interest Societies (SBIC)



4. Academia and
Research centers



5. Public institutions



02 The awards

What we're looking for

- **International technology projects** demonstrating **social, environmental and good governance** commitments through the **humanistic use of technology**.
- Contributing through technology to one or more SDGs. Promote technology as an ally for the SDGs.
- Promoting a responsible, inclusive, equitable and healthy use of technologies
- Integrating ESG criteria and creating shared value.



How can I know if my project is eligible?

- The organization presenting the project must have been in operation for more than 12 months at the time of the entry.
- The project is partially or fully implemented at the time of submission and has measurable results.
- The project values technology as a lever to achieve a sustainable future: more inclusive, equitable and responsible.
- The project demonstrates the organization's commitment to ESG by integrating sustainability through a transversal perspective: it is aligned with the organization's sustainability strategy.

To learn more about all eligibility criteria, we recommend consulting our [Rules of Entry](#).



Benefits of applying

ALL PARTICIPANTS	FINALISTS	WINNERS	SPECIAL PRIZE
<p>All received projects</p> <p>Recognition, visibility and projection derived from the awards dynamization and the Awards Ceremony.</p>	<p>15 Finalists – 3 per category</p> <ul style="list-style-type: none"> • Free access to tailored impact workshops by B Lab, on measuring and amplifying the sustainability impact. 4 sessions focused on diagnosis and 1 on a specific action plan. • Invitation to attend the Awards Ceremony. 	<p>5 winners -1 per category</p> <ul style="list-style-type: none"> • Invitation to showcase the project in MWC26, offering exposure and networking opportunities. • Presentation of the project at the Awards Ceremony. 	<p>BARCELONA HORIZON AWARD</p> <p>1 of the 15 finalists, the one with the highest potential of impact in BCN, will receive 50.000€ to implement a pilot project in Barcelona.</p> <p>Aligned with our belief that cities play a crucial role in driving innovations that contribute to the SDGs.</p>



Strategic partners



Global scale-up and promotion Partner & member of the Jury

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. GSMA members rapidly develop real-world solutions to industry challenges, nurture new ideas through initial commercial trials and scale proven solutions at a regional and global level – driving forward innovation in our industry.



Sustainability Advisory Partner & member of the Jury

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.