



AI-powered tree capturing CO₂ and a criminal record app among winners of the European Digital Mindset Awards 2025

The awards, presented during DES2025, have recognized pharmaceutical company GSK, Telos, Flecher.co, the Provincial Council of Málaga, Biotonomy, and CloneByMe

The goal of the 2025 European Digital Mindset Awards is to honor companies and public administrations that are boosting their competitiveness through the use of exponential technologies

Malaga, June 12, 2025. – Innovation has been the main star of the **European Digital Mindset Awards 2025**, the awards that, within the framework of [DES – Digital Enterprise Show 2025](#), recognize companies and administrations that are becoming benchmarks for increasing their competitiveness through digitization. In this edition, the awards have received more than 300 nominations of projects that are examples of good practices in the incorporation of exponential technologies, the dissemination of their impact or their impact on reducing the carbon footprint.

The most innovative exponential technologies

The **Lenovo Award for Best Digital Transformation Enterprise** went to the pharmaceutical company **GSK**, for leading AI-driven healthcare, with which they have managed to improve processes and results in drug research and development, production and patient care. Other finalists in this category were **Iberdrola**, for being a world leader in the integration of AI in the energy sector; and **Barceló Hotel Group**, the company that focuses its activity on the hotel business by improving customer service with predictive models to find out their satisfaction rate.

The **IBM Award for Best Inspiring Journalistic Work on Digital Transformation** went to **Telos**, the magazine created by Fundación Telefónica, which analyzes the impact of technology and AI on democracy and governance, raising awareness and finding solutions to different challenges. At the gates of the award has been **Fotocasa**, for transforming real estate journalism with AI and Big Data through the concept of SmartPrice, which predicts trends, shapes policies and empowers buyers; and **RTVE** for its pioneering project of advanced AI that arises to make a responsible use, finding new possibilities to offer content to the audience.

The creative and strategic agency, **Flecher.co**, has won the **Disruptores Award for Best Marketing Campaign** thanks to its Roblox campaign, which aims to position the Canary Islands through the connection between Generation Alpha and Z using key influencers in the choice of family vacation destinations. A category in which it has competed with **Deuaens**, and its initiative that turns bus shelters in Madrid into portals with pets thanks to Augmented Reality involving passers-by in an immersive proposal;

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and with **Multiópticas**, which has presented with its viral campaign that highlighted the link between myopia and lack of time outdoors, and which motivated a broad debate on children's eye health.

The role of the administrations that promote digital transformation has had a space in the ninth edition of the awards with the **T-Systems Award for the Best Tech Innovation in the Public Sector**. A distinction that has fallen on the **Provincial Council of Malaga**, for its mobile application SIRAJ2, which will allow the forces and law enforcement agencies to consult from any device the background of a person appearing in the records of SIRAJ (System of Administrative Records Support to the Administration of Justice). **University of Seville**, with a project that addresses the need in many countries to develop highly secure digital identity portfolios for citizens to access digital services; and **Regional Government of Extremadura**, for its Juntaex.es web portal, which seeks to boost rural municipalities in the region through intelligent public services, also came close to winning the award.

The **Orange Empresas Award for the Best Digital Project Oriented Towards ESG** has recognized the work of **Biotonomy** from Malaga, which offers digital services for greener cities through TreeHub, a mobile AI-powered urban tree that purifies the air, generates energy and captures CO₂. **Repsol**, and its advanced technology for decarbonization and sustainability with a comprehensive AI and data approach that accelerates the energy transition; and **Biotify**, a company that provides companies and institutions with solutions to monitor and manage ecosystems, resources and environmental impact with AI and IoT technology, were the two finalists in this category.

Entrepreneurship that challenges traditional business models has defined the **Banco Santander Award for Best Digital Disruptive Startup**, which went to **CloneByMe**. The startup offers SMEs personalized AI-based virtual assistants, using hyper-realistic digital avatars and without the need for technical expertise, in order to improve customer engagement and optimize operations. **Talentoo**, which connects companies with pre-screened candidates through a unique platform that eliminates hiring inefficiencies; and **Play Off Nations**, which redefines Gen Z engagement with immersive campaigns across gaming, social platforms and digital innovation, have come close to earn their distinction.

About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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