



## Digital twins to book rooms, technological experiences in classrooms or the Madrid City Council, among the winners of the European Digital Mindset Awards 2024

The awards aim to distinguish organisations that incorporate exponential technologies into their business model

Málaga, 14 June 2024. – Artificial intelligence was the star of the **European Digital Mindset Awards 2024**, the awards presented at the [DES – Digital Enterprise Show](#), which recognise the best companies and professionals who are committed to integrating exponential technologies into their business model. The awards received more than 275 nominations of outstanding projects for their inspiring and innovative approach in areas such as customer experience, IT management or sustainability based on digital solutions.

### The best in innovation

The **European Digital Mindset Awards** recognised the leisure park operator, **Parques Reunidos**, with the **IBM Award for Best Digital Transformation Company** for presenting a total transformation programme based on private capital, where it has demonstrated the use of digital technologies to change its operations, processes and business model. Other finalists in this category were the **Andalusian Digital Agency**, for its work in driving the digital revolution, as well as its work in accelerating performance in the region; and **Repsol**, which has created Europe's first Generative AI Competence Centre.

The **Cocktail Award for Best Inspirational Media Work on Digital Transformation or Innovation** went to the agency **Play Off Nations** for using technology and influencer marketing to increase awareness and sales of the Alpin brand's milkshakes in Latin America. The finalists, in this case, were **Velca**, for being the electric motorbike brand with the greatest media impact both in the media and on social networks at a European level; and the **General Council of Computer Engineering** for its study "Impact of technology on adolescence".

**SPMS - Serviços Partilhados do Ministério da Saúde** has won the **Clear Channel Award for the Best Marketing Campaign** thanks to "Call before, save lives", a project that through effective communication has managed to reduce visits to emergency rooms. A category in which it competed with **L'Oréal** and its CeraVe acne campaign, in which the company activated different points of contact with consumers while maintaining "edutainment", a concept that combines education and entertainment, and the brand's values; and with the international technology consultant, **NEORIS**, and its proposal "We Are Neos", the first global communication operation developed entirely with artificial intelligence.

The role of government entities that drive digital transformation has had a place in the eighth edition of the global awards with the **T-Systems Award for Best Digital Accelerator in the Public Sector**. A distinction that went to the **Madrid City Council**, with its comprehensive transformation strategy that addresses the challenges of digitisation, with an emphasis on the citizen. Meanwhile, CEIN (European Business and Innovation Centre of Navarra), whose purpose is to support high-impact technological



entrepreneurs by designing a complete itinerary to follow; and the **Ministry of the Presidency, Justice and Parliamentary Relations**, with the implementation of AI initiatives focused on offering quality services that improve the accessibility and efficiency of justice, have fallen just short of the award.

The **Banco Santander Award for the Best Digital Project Focused on Sustainability** recognised the work of **Espacios Maestros**, which has promoted sustainable education through inclusive experiences and emerging technology. **Let Me Charge**, a company that helps promote the use of electric vehicles, with its comprehensive solution dedicated to this segment of mobility; and **The Sustainability World Cup**, an international gamification initiative designed as a competition to find the best sustainable leaders of tomorrow, were the two finalists in this category.

The entrepreneurial spirit that challenges traditional business models through digital innovation was recognised in the European Digital Mindset Awards. **The Zoho Award for Best Disruptive Startup in Digitalisation went to Hotelverse**, for its pioneering project in the exact booking of rooms through digital twins. **Aima Beyond**, an emerging company that has developed an empathic AI virtual assistant that eliminates technological barriers by adapting technology to humanity; and **OWO**, from Malaga, which has developed a wireless haptic jacket to add the sense of touch to the virtual world, were semi-finalists in the category.

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**[Sobre DES | Digital Enterprise Show](#) (11-13 junio 2024, FYCMA, Málaga):** DES – Digital Enterprise Show es un evento de Nebext – Next Business Exhibitions en colaboración con el Ayuntamiento de Málaga y la Junta de Andalucía. En siete ediciones, se ha convertido en el mayor evento profesional europeo sobre tecnologías exponenciales y uno de los referentes mundiales que ofrece a la alta dirección de las empresas las últimas soluciones y productos para acompañar a las grandes corporaciones, a Pymes y a las Administraciones Públicas europeas hacia la transformación digital. Durante 3 días, combinamos tecnología e innovación con liderazgo digital, soluciones tecnológicas para mejorar la experiencia de cliente y del empleado, optimización de los procesos operacionales y la identificación de nuevos modelos de negocio, servicios y productos de todas las industrias.