RTVE, Gonvarri Industries and AI applied to cardiac health, among the winners of the European Digital Mindset Awards 2023

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

Málaga, 15 June 2023. – Innovation was the star of the seventh edition of the **European Digital Mindset Awards 2023**, the awards presented at the **DES – Digital Enterprise Show** to recognise companies and organisations that are committed to disruptive technologies in their business model. The awards, which distinguish disruption in customer experience, IT management, digital business models, or sustainable strategies fostered by technology, received more than 250 nominations, confirming the digitisation of the business fabric.

The best in innovation

The European Digital Mindset Awards have recognised RTVE (Radio Televisión Española) with the **Banco Santander Award for the most influential and inspiring publication on digital transformation** for using and testing the possibilities of Artificial Intelligence by colourising black and white images from the corporation's archives to preserve them. Alongside RTVE, finalists in this category were **Arena España**, for its work to understand the impact of digitisation of television for people and its effect on the audience measurement industry; and **El Español** for the report "The five dimensions of the gender gap in the digital sector: from vocations and training to funding".

The Kyndryl Award for Best Digital Marketing Campaign went to **Thing or Two** for designing a multi-channel strategy to help the Waylet platform, which helps you fill up with petrol without getting out of your car, to redefine the transformation of mobile payment in Spain. The finalists in this category were **Labelium Play**, for the project developed together with ghd Spain to elevate the brand strategy through platforms based on innovation and Machine Learning optimisation; and **Fotocasa**, for changing the communication model of companies with the media and television and promoting the immediacy of response with videos in their press releases.

Secuware has won the **VMWare Award for Best Digital Accelerator in the Public Sector** thanks to its DNI WALLET project, which promotes digital acceleration for public administration services. A category in which it competed with the **Agencia Digital de Andalucía** and its project "Digital entrepreneurship from Minerva to the future: creating an ecosystem of digital entrepreneurship in Andalusia", and with the **Polo Nacional de Contenidos Digitales Málaga**, a centre that brings together entrepreneurs, creatives, technologists and investors with the aim of accelerating the growth and innovation of the digital content industry in Spain.

Sustainability also had a place in the seventh edition of the international awards with the **Oracle Award for the Best Digital Project** aimed at achieving the SDGs of the 2030 Agenda. This award went to **Éxxita Be Circular** for its Algoritmo Verde, an innovative project based on the circular economy that aims to generate digital employment

opportunities for people with disabilities. **Minsait** and its READS platform for assessing and accounting for impacts on natural capital, developed in collaboration with Repsol; and **Repsol**, with its Pelltinel solution, which uses advanced technology to detect and analyse microplastics, were the finalists.

The **IBM Award for Best Company in Digital Transformation** has recognised the work of **Gonvarri Industries**, which stimulates the digital transformation of around 10,000 of the company's employees worldwide. **Sanitas**, which has deployed advanced technologies such as Artificial Intelligence, big data analysis and telemedicine to improve the quality and accessibility of healthcare services for its patients; and **Genially**, which has developed an online platform with the aim of creating and sharing animated and interactive content, were the two finalists in this category.

The transformation in the healthcare field that we are experiencing due to the impact of technology has also received recognition in the European Digital Mindset Awards. The **EIT Health Award for Best Data-Driven Health Project** went to **Idoven** for its project that leverages Artificial Intelligence to improve heart health. Alongside it, **Topazium Artificial Intelligence** and its NutriGuard solution, an AI tool to harness the health benefits of food; and **Health Circuit** for using QUERALT Indices, a set of predictive tools based on healthcare administrative data, to anticipate and prevent in-hospital events to improve patient outcomes, increase hospital efficiency and ultimately save lives, were runners-up.