



MWCapital AWARDS

2026

RULES OF ENTRY

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These Rules of Entry (the “**Rules**”) govern the second edition of the [MWCapital AWARDS](#), which seek to recognize **the best innovative, technology-based projects that contribute to achieving the United Nations' Sustainable Development Goals (SDGs) outlined in the 2030 Agenda, as well as promoting triple impact (hereinafter, the "MWCapital AWARDS")**.

Participation in these awards implies acceptance and compliance with these rules.

The organising entity is Fundació Barcelona Mobile World Capital Foundation, located in Barcelona (08039), Plaza Pau Vila, 1, sector 2-C, Palau de Mar Building, and NIF G-65760431 (hereinafter, "**MWCapital**" or the "**Foundation**", interchangeably). MWCapital organises the MWCapital AWARDS in collaboration with the nonprofit organization [B Lab Spain](#), the organization [GSMA Foundry](#), and the institutional support of the [State Secretariat for Digitalization and Artificial Intelligence](#) under the Spanish Government (SEDIA).

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1. Introduction

[MWCapital](#) is a public-private foundation that leverages the strategic potential of technological and digital innovation for society. Its vision is to enhance current and future opportunities arising from the transformation and evolution of the economic, scientific, educational and social environment by fostering knowledge, solutions and initiatives to address the challenges by interconnected, global citizens.

Thus, MWCapital promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. In this regard, the Foundation believes that a humanising technology is achieved through a sustainable digital transformation, which requires a responsible digital transition. In other words, the social and human impact of technology is as relevant as its economic and efficiency benefits.

In this sense, the Foundation works in the following areas:

- **Tech4Good:** promoting projects that positively impact society.
- **Digital talent:** positioning Barcelona as a global benchmark in digital knowledge to attract talent.
- **Technology transfer:** supporting the city's ecosystem in creating science-based companies.

Additionally, the Foundation has an observatory to generate and disseminate its own knowledge on various topics related to the impact of digitization on society.

MWCapital's mission is to enable, sustain, drive and ensure a responsible digital transition applied in specific sectors with an impact on improving people's quality of life. These include medicine and healthcare, education, productive industries, such as mobility and the future of urbanization and the impact of digitalization, among others.

[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. To date, the Community includes more than 9,100 B Corps in over 101 countries, 162 sectors, and more than 300,000 companies that manage their impact with the B Impact Assessment and the SDG Action Manager. Through the promotion of these activities, B Lab Spain creates a community of companies and entrepreneurs, collaborating with the public sector and the third sector, to foster good business practices and generate a positive

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impact on society, the environment, customers, suppliers, workers, and ultimately, on all stakeholders related to business activity.

The [GSMA](#) is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

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.

The [State Secretariat for Digitization and Artificial Intelligence](#), under the superior direction of the person who holds the Ministry for Digital Transformation and the Civil Service, will exercise the functions provided in Article 62 of Law 40/2015, of 1 October, of the Legal Regime of the Public Sector in the sphere of its competences, relating to the policy of promoting the digitization of the Spanish society and economy in a way.

To this end, it is responsible for the promotion and regulation of digital services and of the digital economy and society, for dialogue with the professional, industrial and academic sectors and for coordination and cooperation between ministries and other public administrations on these matters, without prejudice to the powers conferred on other ministerial departments.

The present section describes the institutional framework and purposes of the MWCaptial AWARDS and is purely informative, creating no contractual rights or obligations for participants.

2. Objectives

The most recent [Global Risks Report 2025](#) from the World Economic Forum highlights 4 main structural forces undermining global stability: climate change, demographic bifurcation, technological acceleration, and geostrategic shifts. Among the top 10 risks for the next decade, several factors stand out and put the technology sector as a key player. Moreover, the rise of Artificial Intelligence and other disruptive technologies also entails addressing several challenges to fully harness their advantages.

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As outlined in the current **Strategic Plan 2023-2027**, and to promote the humanistic use of technology to drive a responsible digital transition, MWCcapital's mission is positioning Barcelona as a global reference hub by generating impact for both the economy and society while expanding the legacy of the Mobile World Congress (MWC), which is held annually in Barcelona.

The plan views sustainability as a cross-cutting axis and focuses on people, technology and the planet with the aim of becoming a benchmark for promoting and fostering sustainable digital transformation, which entails a responsible digital transition. Thus, the Foundation puts technology at people's service and uses it as a driver of change capable of generating a positive impact on society. All of it while minimizing potential associated risks. Technology for the people, and people for the planet.

In this sense, the goal of [MWCcapital AWARDS](#) is to **identify technology-based projects, national or international**, that demonstrate an ESG commitment and **highlight technology as a lever for sustainability** to drive a responsible digital transition, including assessing **local applicability in Barcelona**.

3. Key dates

The call for entries will open on **October 21, 2025 (15:00 CET)** and close on **March 18, 2026 (15:00 CET)**. Therefore, participation will remain open approximately five (5) months.

Participants must complete their application by registering and submitting the required information through the online entry form provided. MWCcapital will not accept any applications submitted past the deadline.

The provision of partial or untruthful information during the presentation of the application will result in exclusion from the Awards.

The winners will be announced in June 2026, during the Awards Ceremony, which the finalists will be invited to attend.

MWCcapital reserves the right to extend the application submission period and/or modify the deadlines outlined in these Rules without prior notice, if necessary. This will be announced through the usual channels and, in any case, on the [MWCcapital AWARDS website](#). Also, MWCcapital shall not incur any liability whatsoever if it is forced to cancel the MWCcapital AWARDS in the event of force majeure or events beyond its control.

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Under no circumstances may the applicants make claims against the organiser in relation to their participation or the non-selection of any submitted project.

4. Benefits of applying

The MWCcapital AWARDS will recognize a total of fifteen (15) finalist projects across five (5) organizational categories:

- Companies
- Small and medium enterprises (SMEs), and Startups
- Non-profit, and Common Benefit and Interest Societies (SBIC)
- Academia and Research centers
- Public institutions

From among the finalists in each category, one (1) winning project per category will be selected in the second evaluation round, resulting in a total of five (5) category winners.

In addition, one (1) extra project will be awarded the "Barcelona Horizon Award", as described in the corresponding section below.

MWCcapital reserves the right to designate more than one (1) winner per category or to declare any category void, should it deem such actions appropriate based on the outcome of the evaluation process.

Benefits of applying for all participants

All participating projects may benefit from the recognition, visibility and projection derived from the overall awards dynamization and the Awards Ceremony. In addition, once the call for entries has closed, the projects may be included in subsequent communication actions carried out by the MWCcapital AWARDS, which includes MWCcapital's website or other institutional communication channels, where relevant.

Benefits of applying for finalists and winners

- **Finalists.** In addition to the benefits highlighted in the previous paragraph and alongside projection in the channels of MWCcapital and its strategic partners, finalists

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will have **access to four (4) organizational impact workshops provided by the non-profit organization B Lab Spain.**

Three (3) of these workshops will focus on one of the three ESG impact areas (Environmental, Social and Governance), through the seven Impact Topics defined by B Lab (Purpose and Stakeholder Governance; Fair Work; Justice, Equity, Diversity, & Inclusion; Human Rights; Climate Action; Environmental Stewardship and Circularity; and Government Affairs and Collective Action); one (1) other workshop will address the organizations' action plan, which will be analysed in short-term, medium-term and long-term actions. An introductory and a closing session will be provided.

Each of these programs is valued at €3,000 per participant and will be provided free of charge to the finalists. Their aim is to serve as a guide for the finalists to further measure, manage and improve positive impact in their organizations while exchanging valuable learnings and experiences with other outstanding sustainable projects from around the world.

- **Winners.** In addition to the benefits highlighted in the previous paragraph, winners will have the opportunity to take part in the activities taking place at the MWC Barcelona 2027 -held under the umbrella of MWCcapital- and other events promoted by the Foundation.
- **Barcelona Horizon Award.** True to its aim of positioning Barcelona as an enabler of digital talent and a benchmark for responsible digital transition, MWCcapital will choose among the fifteen (15) finalists an additional winner that will be awarded with a financial contribution of up to €50,000 to pilot the project in Barcelona.

The implementation of the project will be formalized through a collaboration agreement with MWCcapital and relevant partner entities, which will provide added value to the initiative. This agreement will specify the terms and conditions of the financial contribution.

Each selected finalist will receive a recognition diploma and each winner a recognition trophy. Travel and accommodation expenses will be covered for one (1) finalist project representative to enable their on-site participation in the Awards Ceremony, which is expected to take place in Barcelona in June 2026.

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5. Eligibility criteria

The application to these awards is voluntary, free of charge and open to every legal organization without any restriction based on size or geographic location.

The submitted projects must meet the following four (4) requirements:

- **The project is technology-based and promotes a responsible digital transition** towards achieving a more inclusive, equitable and sustainable future.
- **The project portrays the commitment of the organizations with the incorporation of sustainability through a transversal ESG perspective** (environmental, social and governance).
- **The project is being implemented or partially implemented** at the time of application. Measurable results must be provided.
- The organizations behind the submission must have been in operation for at least twelve **(12) months** at the time of the entry.

Applications for projects that do not fit these requirements will be rejected automatically.

6. Language of participation

Given the international nature of these awards, submissions can be made in English, Spanish, or Catalan. Applications in other EU or international languages will not be accepted.

Please note that all official communications, the Awards Ceremony, and the impact workshops are expected to be conducted primarily in English.

While MWCapital will make reasonable efforts to accommodate accessibility and language-related needs, applicants are encouraged to prepare their own strategies to ensure participation and understanding (for example, by assigning an English-speaking team member to the application process, using translation tools, or arranging support for key interactions).

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7. How to apply

Applicants are required to complete the online [entry form](#) accessible on the [MWC Capital AWARDS website](#). They may also submit any supplementary materials they deem pertinent; however, unless otherwise specified, these materials will serve merely as context for the jury and will not be used in the project evaluation.

If a project organisation(s) belongs to several categories of the five (5) described above, participants must select only one (1) for the application.

8. Project selection

All submissions will be equally assessed. The selection process comprises two (2) rounds of evaluation with specific and detailed criteria assigned to each with the following timeline.

Round 1 – Evaluation of all eligible applications

After the closing of the applications, MWC Capital and its strategic partner, the GSMA Foundry, together with an external technical team experienced in sustainability and awards evaluation, will be responsible for assessing the submitted applications to choose the fifteen (15) finalists. This process will take place at the end of March 2026.

B Lab Spain will not participate in scoring or decision-making. It may provide non-binding insights on ESG best practices to the external team and GSMA Foundry. This input will enable the evaluators to better assess the candidates based on current sustainability standards and practices.

As stated above, the evaluators will select three (3) finalists in each of the five (5) categories, for a total of fifteen (15) finalists. MWC Capital reserves the right to select more or fewer than three (3) candidates per category if deemed appropriate based on the evaluation process.

Once the decision is made, MWC Capital will contact the finalists to arrange their attendance at the Awards Ceremony and guide them on the next steps regarding the impact workshops imparted by B Lab Spain.

Finalists may be asked to provide additional non-scorable information or materials, such as a short video introducing their project. This material may be used as non-evaluable content during

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the second round of evaluation, as part of the AWARDS Ceremony, or for promotional purposes on the MWCaptial AWARDS website and official media channels.

Round 2 - Winner selection per category and Barcelona Horizon Award

In this round, an external and independent jury will be responsible for evaluating the chosen finalists and selecting one (1) winner for each of the five (5) categories, together with the applicant that will be chosen from the fifteen (15) finalists and receive the “Barcelona Horizon Award” for the project’s implementation in Barcelona. This process will take place from May to June 2026.

The jury will be formed by representatives of the MWCaptial board, leading personalities from the technology sector, sustainability, entrepreneurship and the business world (B Lab representatives, European Commission and United Nations members, inspiring entrepreneurs who promote startups, personalities from Non-Profit organizations, etc.).

Overall, finalists are expected to maintain regular communication between April and June 2026. While the organization will make every reasonable effort to establish contact, finalists who cannot be reached through the contact details provided in their application may be disqualified in cases of prolonged and complete lack of response, if such absence prevents their proper participation in the next phases of the awards.

9. Evaluation criteria

The following are the criteria that will be used in both rounds of the selection process to assess whether the submitted entries meet the requirements described in these Rules:

Round 1- Evaluation of eligible applications

The maximum score in this phase will reach **100 points**, in accordance with the following criteria:

- **Relevance** - Level of knowledge towards the identified challenge and its relevance at a specific level in the context and country where it operates. **(8 points)**
- **Objectives and benefits** - Description of the objectives or improvements as well as benefits expected to be generated. **(10 points)**
- **Evaluation and Impact** - How is the project's performance measured to address the identified challenge and what specific processes does it follow. **(8 points)**

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- **ESG Strategy** - The extent to which ESG criteria are implemented in the project and aligned with the organization's sustainability strategy. **(8 points)**
- **Ecosystem** - Level of connection and engagement of the project with the ecosystem in which it operates, including the level of connection with the SDGs where the project has impact. **(8 points)**
- **Innovation** - How innovative, disruptive and/or transformative the project is. **(10 points)**
- **Humanising Technology** - The ambition of the project to ensure responsible design, use and governance of the technology. **(10 points)**
- **Feasibility** - Level of viability of the project and its allocated resources, as well as how its long term durability is guaranteed over time. **(8 points)**
- **Validated ESG Results** - Level of proven and tangible outcomes of the project in specific relation to ESG criteria (Environmental, Social, and Governance). **(8 points)**
- **General Scalability** - The project's evidence and capacity of successful replicability. **(6 points)**
- **Scalability in Barcelona** - The project's capacity of replicability with specific scope in Barcelona's particular context. **(10 points)**
- **Overall alignment with the AWARDS vision** - How the project communicates its objectives and impact, the overall clarity, completeness, and consistency of the application. **(6 points)**

Round 2- Evaluation of the fifteen (15) projects with the highest scores

Of all the applicants, the fifteen (15) projects with the highest score in the first round will be moved to the second round and considered as finalists.

During round 2, finalists will be invited to:

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1. **Provide a project summary video.** To provide a maximum 2-minute audiovisual horizontal piece showcasing the project. It must be submitted with the convenient settings for public viewing in the platform where it is uploaded (Youtube or Vimeo). The video itself will be non-evaluable material but will be used by the external jury to know the project in depth. Furthermore, this material may be used for promotional purposes during the awards ceremony, on the awards website, and in overall awards communication actions both during and after the current edition of the awards.
2. **Take part in the impact workshops delivered by B Lab Spain.** These workshops are primarily intended as a benefit for finalists. Furthermore, attendance to the sessions and completion of the related B Impact Topics is also expected to help deepen the jury's understanding of each project. In this regard, finalists will be awarded a reduced percentage of the total score (up to 5 out of 50 points), based on their level of engagement. This is meant as a token of appreciation rather than a decisive evaluation factor.

Specific provisions related to the B Impact Assessment tool

The fifteen (15) finalists selected for the second round shall be requested to register on www.bcorporation.net and to provide certain information to adequately follow the workshop sessions. They will also be granted access to the B Impact tool. MWCcapital will not have access to the disaggregated data submitted by each project in the platform. Instead, it will receive a general summary by B Lab Spain at the conclusion of the program.

Finalists who are unable to take part in the workshops or complete the tool will still be eligible to win; however, they may not obtain the associated participation points.

MWCcapital is not responsible for the data processing activities carried out by B Lab as data controller through www.bcorporation.net. Therefore, any claim or request must be addressed to B Lab and will be subject to the privacy policy and terms of use of said organization, which must be read and accepted at the aforementioned website. The privacy policy can also be found at: <https://www.bcorporation.net/en-us/privacy-policy>.

Registration on www.bcorporation.net is independent of participation in these awards and may remain active once these have ended.

Once the materials have been delivered, the second round of evaluation will take place as follows by taking into account six (6) criteria: five (5) will be evaluated in order to choose the five (5) winners per category out of the fifteen (15) finalists and an additional one (1) will be used to

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choose the “Barcelona Horizon Award” winner out of the fifteen (15) finalists. The selection will proceed as follows:

1) Winner selection by category

The maximum score in this phase will reach up to **fifty (50) points**, in accordance with the following criteria:

- 1- **Objectives and benefits** - Description of the objectives or improvements as well as benefits expected to be generated. **(15 points)**
- 2- **Innovation** - How innovative, disruptive and/or transformative the project is. **(15 points)**
- 3- **Humanising Technology** - The ambition of the project to ensure responsible design, use and governance of the technology. **(8 points)**
- 4- **Feasibility** - Level of viability of the project and its allocated resources, as well as how its sustainability is guaranteed over time. **(7 points)**
- 5- **Impact Workshops participation and B Impact completion.** - Active engagement in the impact workshops delivered by B Lab will be rewarded up to five (5) points based on the number of sessions attended and impact topics completed.

B Lab Spain does not verify participants’ data and is not responsible for the final score generated through the B Impact platform. The results provided by the platform depend exclusively on the answers and information submitted by the participants. B Lab Spain does not independently verify the accuracy, completeness, or honesty of the information provided by the companies using the platform. Participants are solely responsible for the accuracy and integrity of the data they provide regarding their Environmental, Social and Governance (ESG) performance.

Users of the B Impact platform are expected to provide truthful and accurate information, and B Lab Spain encourages transparency and honesty throughout the assessment process. However, B Lab Spain disclaims any liability for errors, inaccuracies, or misrepresentations that may arise from the data provided by the participants. Beyond the fact that B Lab Spain will not conduct a verification of the

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information provided in the evaluation, when submitting the final report to the jury, it may make considerations if it finds any striking situation.

2) Barcelona Horizon Award winner selection

To select the project that will be recognised with the special prize “Barcelona Horizon Award” to be implemented as a pilot in the city of Barcelona, a specific evaluation will be carried out for all fifteen (15) finalists with an additional criterion that will be added to those mentioned in the previous section:

- **Scalability in Barcelona** - The project’s capacity of replicability with specific scope in Barcelona’s particular context. **(5 points)**

10. Awards Ceremony

Finalists will be invited to participate in the Awards Ceremony that will take place in Barcelona in June 2026, where the winners of each category and the “Barcelona Horizon Award” winner will be announced. Additionally, the winners will have the opportunity to showcase their projects to a distinguished audience.

11. Intellectual property and notifications

All intellectual and/or industrial property rights in the submitted projects remain with the participants. By entering the awards, participants authorize MWCcapital to use the organization’s name, the names and surname of the persons involved, a summary of their application and the images, videos and biographies provided, in any promotional material and communication about the MWCcapital AWARDS.

MWCcapital reserves the right to broadcast the different phases, events or milestones that take place during the process of the awards and to communicate the results through any channel (internet, media, television, radio, etc.).

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Participants applying to the MWCcapital AWARDS hereby grant MWCcapital the rights to use the images, voice, audio and video, as well as the names and explanations about their projects, in any channel and under any medium or format, for the exclusive purposes of promotion, dissemination and development of the project.

This authorization may be sublicensed to third parties, worldwide and for an unlimited term, free of charge, exclusively for the purposes of promoting, disseminating, and developing the AWARDS and the participating projects.

Participants represent and warrant that they hold all necessary rights and consents (including image and privacy rights where applicable) to grant the above authorization.

12. Limitation of liability

MWCcapital may reject or withdraw any entry in case of breach of these Rules or potential conflict of interest. If an applicant withdraws or is withdrawn from the awards during time of the selection period, MWCcapital may choose a new applicant to replace him/her but shall not be obligated to do so.

Except as expressly provided herein regarding finalists' travel and lodging to attend the Awards Ceremony, MWCcapital will not be assume or reimburse any costs incurred expenses in connection with the application or participation.

By applying, participants:

- Respond for the authorship and originality of the submitted entries, as well as for the copyright and other intellectual or industrial property rights on any material, product and/or computer programs or software and/or any other element used in the entry, regardless of its format or medium.
- Guarantee not infringing any third-party rights, whether industrial, intellectual, image, data protection or of any other type.
- Acknowledge that they are holders, or legitimate assignees, of the full ownership of the supports of any kind, including, by way of example and without limitation, the documentation and any analogy, magnetic and/or digital media or materials in which the object of the project is materialized and fixed, as a whole or in part.

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- Guarantee that they are the owners of the intellectual and/or industrial property rights related to the entries submitted to the present awards and of all creations, databases, tools, methodologies, processes, technologies, know-how, software and products in general.
- Undertake to comply, at all times, with all applicable regulations of their activity and, in particular, with the entries they submit to the awards and with its potential implementation, including, but not limited to, the applicable regulations on intellectual property, data protection, child and teenager protection, labour and taxation.

Submitting false, incomplete, or misleading information may lead to disqualification and, where applicable, revocation of awards and return of benefits.

The results of the evaluations in each round are final and binding. MWCcapital and, in its case, the collaborating entities are exempt from any liability, sanction, claim or demand or civil, commercial, criminal and administrative processes, including indemnities of any kind or nature, as well as from any expense (expressly including legal and court representation fees).

The jury's decisions in both rounds are final and not subject to appeal.

13. Data protection

Personal data provided in connection with the MWCcapital AWARDS will be processed by MWCcapital, as data controller, for the purposes of managing applications, communicating with participants, organizing the MWCcapital AWARDS, and, where applicable, publicizing finalists and winners. The legal basis for the processing is the performance of the relationship arising from these Rules and MWCcapital's legitimate interests in promoting the MWCcapital AWARDS. No automated decisions with legal effects will be taken.

For further information, please refer to MWCcapital's [Privacy Policy](#).

Participants may exercise their rights of access, rectification, erasure, restriction, objection, and data portability by writing to Plaça Pau Vila 1, Sector 2-C, 08039 Barcelona, or lop@mobileworldcapital.com. Where necessary, MWCcapital may request additional information to verify the applicant's identity.

Participants may also lodge a complaint with the Spanish Data Protection Agency.

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14. Clause nullity and inquiries

If any section of these Rules is declared totally or partially null or ineffective, such will only affect this provision or part of it that is null or ineffective, subsisting in all the rest of the Rules and having this provision or the part of it that is affected by not being included, except that, in case of being essential for these Rules, it would have to integrally affect them.

In any case not addressed by these Rules, MWCcapital, as the organiser of the awards, will be consulted to provide a resolution. Their decision, which will adhere strictly to the established Rules, will be communicated in writing to the concerned participant.

To make inquiries or resolve any questions related to the purpose of the awards or how to apply, interested parties may contact the organizer through the following email address: awards@mobileworldcapital.com

15. Choice of law

The MWCcapital AWARDS shall be governed by the substantive and procedural law of the Kingdom of Spain.

The courts of Barcelona (Spain) shall have exclusive jurisdiction over any dispute or litigation arising from or relating to the MWCcapital AWARDS.

16. Language of the Rules

These Rules are available in three languages: Spanish, Catalan and English. In case of discrepancy, the Spanish version shall prevail.

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