

## Cepsa and CEU USP create the "Cepsa - CEU Green Digital" Chair to boost digital talent and address the energy transition

- **The Chair will promote research in artificial intelligence projects for the energy transition as well as training young talent in various technologies, among other areas**
- **This action is part of Cepsa's *Green Digital* strategy, which aims to speed up its *Positive Motion* plan by empowering its professionals and creating value for its customers with digital solutions that drive decarbonization**

Madrid, September 24, 2024. Cepsa and CEU San Pablo Madrid University have created the "Cepsa - CEU *Green Digital*" Chair, which aims to promote research and the development of digitalization projects focused on the energy transition, fostering knowledge and research in these areas among young talent.

The Chair will focus on training young talent in artificial intelligence and other topics such as the Internet of Things (IoT) or cloud platforms, as well as researching the use of these and other disruptive and innovative technologies for decarbonization. During the signing of the agreement for the creation of this Chair, its director, **Ricardo Palomo**, has stated: "Technology is revealed as the ideal instrument and the great hope for achieving decarbonization objectives, and in this sense, Cepsa's commitment to promoting technology transfer and dissemination of advances through educational institutions is also a success when it comes to young university talent."

In the words of **David Villaseca**, Chief Digital Officer at Cepsa: "We are committed to collaborating with the innovation ecosystem, which academic institutions such as CEU San Pablo University are part of, in order to develop new ideas that promote the energy transition. For this sustainable, scalable, and real transformation to take place, we must involve and train young talent, the future of our society".

### **Extensive program of activities**

As part of its commitment to research, training, knowledge flow, and innovation, the company promotes chairs with different universities. The "Cepsa - CEU *Green Digital*" Chair will apply various activities starting this month aimed at promoting the development of digital skills and innovation through educational spaces and programs, courses, scholarship applications, forums, and other initiatives such as hackathons, demo days as well as the *Green Digital Award*, which will be awarded to the best Bachelor's or Master's Thesis on digitalization for the energy transition. Moreover, educational opportunities and transformative experiences will be offered to students, such as the Spain Rumbo al Sur Program, an initiative with a unique educational approach that provides young people with a transformative experience on the ground, and which also contributes to the development of leaders committed to social and environmental values.



This initiative is part of Cepsa's objective to establish partnerships to strengthen its 2030 *Positive Motion* energy transition strategy with a green digital approach. In this area, Cepsa is promoting the democratization of data to serve people and extract its maximum value, thanks to technologies such as the Internet of Things (IoT) and artificial intelligence (AI). Furthermore, it is committed to building digital solutions that are sustainable, starting from their design phase (*Green In Digital*), allowing us to measure and move towards carbon neutrality (*Green in Digital*), as well as promoting decarbonization among its employees and customers, with an improved user experience.

**Cepsa** is a leading international company committed to sustainable mobility and energy with a solid technical experience after more than 90 years of activity. The company also has a world-leading chemicals business with increasingly sustainable operations.

Under its Positive Motion strategic plan for 2030, Cepsa aims to be a leader in sustainable mobility, biofuels, and green hydrogen in Spain and Portugal, and to become a benchmark in the energy transition. The company places customers at the heart of its business and will work with them to help them achieve their decarbonization objectives.

ESG criteria inspire everything Cepsa does as it advances toward its net positive objective. Over the course of this decade, it will reduce Scope 1 and 2 CO<sub>2</sub> emissions by 55% and the carbon intensity index of energy products sold by 15-20% versus 2019, with the objective of achieving net zero emissions by 2050.

**CEU San Pablo University** is one of the four universities with a social initiative and private management from the San Pablo CEU University Foundation. With 90 years of experience, it maintains a solid teaching project that aims for comprehensive training of the student through a rigorous and updated method of both theoretical and practical teaching. Among its main hallmarks, its commitment to educational excellence, research, job placement of its students, and internationalization stand out. It provides numerous undergraduate and dual degree programs, many of them fully or partially taught in English, in collaboration with internationally renowned institutions such as American universities in Boston, Chicago, UCLA, and Fordham.

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