

## Cepsa partners with OdiseIA to promote sustainability in AI solutions

- **Within this observatory, the energy company will lead the 'Green AI: Artificial Intelligence for Sustainability' working group to enable AI developments that drive the energy transition, monitoring and optimizing the generated carbon footprint**
- **This affiliation is part of Cepsa's 'Green Digital' strategy, which aims to accelerate the company's 'Positive Motion' transformation plan, through solutions that drive the energy transition**

Cepsa has partnered with OdiseIA, the observatory for the social and ethical impact of artificial intelligence, to promote the responsible and sustainable use of AI. The mission of this group, which includes more than 15 Spanish companies, universities and institutions, is to actively work towards promoting the ethical, legitimate, responsible, and socially beneficial use of AI.

Within this search for practical solutions to ensure that AI is developed and applied ethically, driven by OdiseIA, Cepsa will lead a working group, called 'Green AI: Artificial Intelligence for Sustainability'. This group will analyze together with other companies, both the consumption of resources involved in the deployment of artificial intelligence, especially in terms of electric energy and carbon footprint, and the opportunities it offers to enhance efficiency, innovation, and competitiveness of companies, applied to energy consumption.

For David Villaseca, Chief Digital Officer at Cepsa: "Analyzing the implications of developing AI in the energy field is essential to achieve practical and sustainable solutions. With our affiliation to OdiseIA we want to promote the ethical and responsible use of AI and ensure its positive impact on the energy transition."

For Idoia Salazar, president of OdiseIA: "We consider the alliance with Cepsa to be very important in working towards responsible use of AI in the energy sector. With this action we hope to contribute to a more sustainable future, with Artificial Intelligence."

The working group led by Cepsa will establish two lines of study to align AI strategies of companies with their social and environmental responsibility: 'Green in AI' and 'Green by AI'.

The first one will aim to achieve that AI solutions have the lowest possible energy consumption, optimizing the design, training, and execution of models and algorithms, as well as the use of more efficient and sustainable infrastructures and platforms. To achieve this, a framework will be established to measure and report the carbon footprint. While through 'Green by AI' the group will focus on enabling developments that have a direct impact on improving the environment, facilitating the transition to renewable energies, reducing emissions, and intelligently managing and utilizing natural resources.

### **Green digital approach**

This initiative is part of Cepsa's aim to establish partnerships to strengthen its 2030 energy transition strategy 'Positive Motion' 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 from their design phase (Green By Digital), enabling measurement and progress towards carbon neutrality (Green in Digital), as well as promoting decarbonization among its employees and customers, with an enhanced 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 goal of achieving net zero emissions by 2050.

**OdiseIA** is a non-profit Observatory of thought, debate and action, formed in November 2019 by 10 individuals who collectively believed it was necessary to ensure the ethical and responsible use of artificial intelligence. It is currently supported by companies, universities, institutions, and individual people and is involved in various (international) initiatives on the impact of AI on digital rights, vulnerable groups, defense, and collaborates with the government in the implementation of the European AI regulation in Spain.

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