

Iberdrola to measure the carbon footprint of the Mad Cool music festival

- The event is expected to attract around 60,000 people per day between 6 and 10 July.
- The company plans to raise awareness and take reduction and compensation measures in future editions thanks to GreeMko's technology.

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Iberdrola, through its PERSEO Start-ups programme, is taking another step towards sustainability at Mad Cool, one of the leading European music festivals held in Madrid, on its path towards decarbonisation. This project will be implemented by the Spanish start-up GreeMko, Green Management Technology, which has a software solution that helps companies on their way to sustainability and carbon neutrality.

Both companies will measure the carbon footprint of the event and raise awareness among attendees about the impact of their travel, in order to take measures to reduce and offset emissions in future editions of Mad Cool. It is estimated that the event, which will be held between 6 and 10 July and of which Iberdrola is a sustainable partner, will be attended by more than 60,000 people per day.

Among other things, the carbon footprint associated with the consumption of fuel, electricity and refrigerant gases, as well as the travel of attendees and employees, will be calculated. This will allow the organisation to consult all the data in real time and develop a strategy for reducing and offsetting emissions at future events. Measuring is the first step to becoming carbon neutral.

QR codes will be located at strategic locations throughout the event for attendees to complete a mobility survey to instantly calculate the impact of their journeys to the event. In addition, sunflower-shaped solar panels will be located inside the venue, one next to the "The Loop Powered by Iberdrola" stage, contributing 100% clean energy to the energy needed to hold the event.

15 years innovating with start-ups

Since its creation in 2008, PERSEO has invested more than 100 million euros in start-ups that develop innovative technologies and business models, focusing on those that improve the sustainability of the energy sector through further electrification and decarbonisation of the economy.

The programme has focused its activities on analysing business opportunities and technological collaboration with start-ups and emerging companies around the world, analysing 300 companies each year and creating an ecosystem of almost 7,000 entrepreneurial companies. This investment instrument currently holds a portfolio of eight companies.

Through PERSEO, Iberdrola carries out more than 25 real tests of technologies per year, which serve as a first step towards establishing a commercial relationship or partnership with start-ups. In addition, in the last two years the group has launched a total of fourteen challenges in which 700 start-ups have participated.

Comprometidos



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Beyond the financial contribution, PERSEO's support to these companies has been key in defining their product and business, offering them its knowledge and access to Iberdrola's market. On the other hand, the work carried out with the start-ups has served Iberdrola as a technological antenna to find out where their sector is heading.

Competitive and sustainable energy and environmental balance

Iberdrola has redoubled its efforts to preserve healthy ecosystems as key elements for sustainable growth. In this regard, the group - an international leader in the fight against climate change and a world leader in renewable energies - has set itself the goal of achieving zero net loss of biodiversity by 2030 by focusing, whenever possible, on a positive net impact in new infrastructure developments.

As part of this commitment, Iberdrola has announced the planting of more than 20 million trees by 2030. This important commitment, through its Tree Programme, will mean the absorption of more than six million tonnes of carbon dioxide in 30 years and will occupy the surface area of 25,000 football pitches. This absorption of CO₂ would neutralise the emissions of a car driving around the Earth 116 times.

Iberdrola's Tree Programme is aligned with the Sustainable Development Goals (SDG 15) of the United Nations and the 2030 Agenda. It is part of Iberdrola's commitment to the preservation of ecosystems and biodiversity, as well as to decarbonisation to combat climate change.

Nota de prensa