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How Moeve is Gaining a Competitive Edge with Sustainable Innovation

A conversation with David Villaseca, Chief Digital Officer, Moeve



In this episode...

In this [Executive Insights podcast](#), [Tom Soderstrom](#), AWS Enterprise Strategist, interviews David Villaseca, Chief Digital Officer of Moeve, exploring the company's bold pivot towards sustainable energy. Villaseca reveals how Moeve's "Positive Motion" strategy, including divesting 70% of oil assets, is driving both environmental impact and business growth. By 2030, Moeve aims to reduce its carbon footprint by 55% and derive over half its EBITDA from renewable sources. Their "Green Digital" approach, leveraging IoT, AI, and data analytics, has yielded impressive returns, with some AI initiatives seeing ROIs exceeding 300%. Join us to hear why [sustainability](#) isn't just ethically sound, but can also be highly profitable, attracting conscious customers and top talent while positioning companies like Moeve as trendsetters in their industries.



BBVA migrates its data platform to the AWS cloud in Europe

In 2023, **BBVA chose Amazon Web Services (AWS) to accelerate its data-driven transformation**. A year later, and the bank's global cloud data platform is a reality. Following a process that involved multiple use cases and numerous teams, BBVA has successfully completed the full migration in Europe and Uruguay to its ADA (Analytics, Data, AI) cloud platform. The project involved the complex task of migrating tens of thousands of processes and thousands of users, all with no service interruptions. Given its success, the BBVA Group is now preparing to expand ADA in 2025 to the other countries in which it operates, including Mexico, Colombia, Peru and Argentina.



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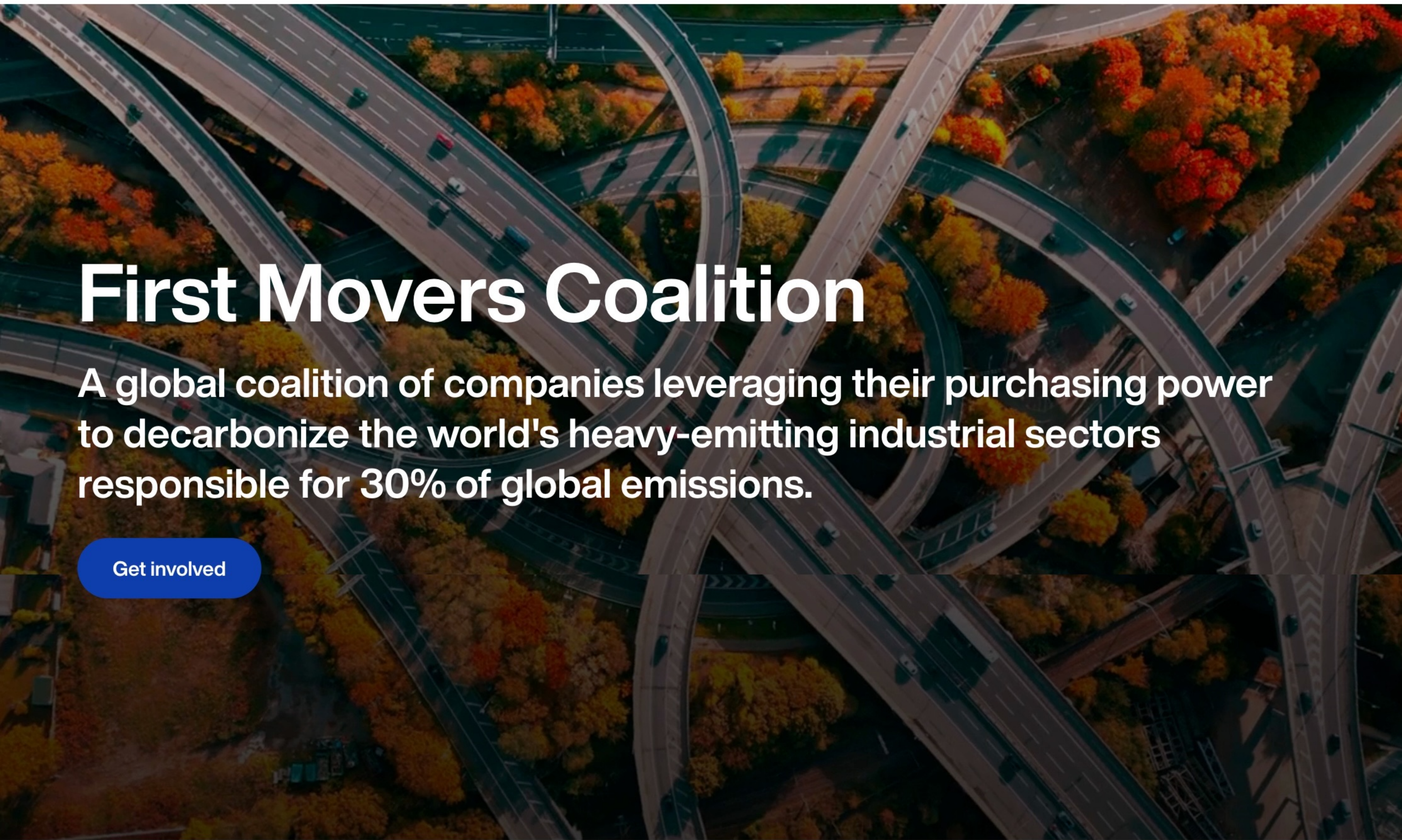
First Movers
Coalition



GOBIERNO
DE ESPAÑA

España, vanguardia de la industria verde





First Movers Coalition

A global coalition of companies leveraging their purchasing power to decarbonize the world's heavy-emitting industrial sectors responsible for 30% of global emissions.

Get involved

100+

Active members

\$19 billion

Annual clean demand in 2030

26M tonnes

Annual emission reductions in 2030

Maarten Wetselaar (Moeve): "The Green Agenda is the best path to a more competitive and energy-independent Europe"

- **In January, Moeve became the first company in its sector in Spain to join the First Movers Coalition—an initiative that the Spanish government has now also officially joined**
- **Today's event in Madrid brought together the Spanish Prime Minister as well as several members of his Cabinet and representatives from Spain's business community**
- **The CEO of Moeve emphasized that the company's goal is "not just to be a first mover, but a fast first mover," as it embarks on one of the largest and most disruptive business transformations in Europe**

At the ceremony marking the Spanish government's membership in the First Movers Coalition (FMC)—a global public-private partnership led by the World Economic Forum that aims to accelerate decarbonization in key industrial sectors—Maarten Wetselaar, the CEO of Moeve, stated that "despite the global perception of stagnation and setbacks in the energy transition, the reality is that we are seeing significant advances in many areas." He noted that investments in renewable energy in Europe rose 63% in the first half of this year compared to last year and emphasized Europe's role in driving the green transformation: "The European Green Agenda is the best path forward if we want greater energy independence and a more competitive, sustainable future."

The event, held under the slogan "Spain, the Vanguard of Green Industry," featured a lineup of participants including Prime Minister Pedro Sánchez; Third Deputy Prime Minister and Minister for Ecological Transition and the Demographic Challenge, Sara Aagesen; and Minister of Economy, Trade, and Business, Carlos Cuerpo. Other notable attendees included World Economic Forum President Børge Brende; Moeve CEO Maarten Wetselaar; GSK Spain CEO Cristina Henríquez de Luna; Director of Cleantech for Iberia Bianca Dragomir; and economist Mariana Mazzucato. Prominent Spanish politicians and business

leaders also attended the event, including Minister of Industry and Tourism, Jordi Hereu; Minister of Health, Mónica García; Redeia President Beatriz Corredor; Endesa CEO José Bogas; and Enagás CEO Arturo Gonzalo.

Moeve's CEO highlighted Spain's pivotal role in the European energy transition: "Spain is poised to be one of the main drivers of this transformation. It has everything working in its favor—resources, talent, and determination. The European engine of the energy transition is in Southern Europe, in the Iberian Peninsula."

On the company's own ambitions, Wetselaar added: "We're embarking on one of the largest and most disruptive business transformations in Europe. Our objective is to generate more than 50% of our profits from sustainable sources by 2030. And we want to move fast: our goal isn't just to be a first mover, but a fast first mover." The company joined the First Movers Coalition last January, becoming one of the first in its sector worldwide to do so, and the first in its sector in Spain.

"It's time to act, collaborate, accelerate, and support one another. Together, we can make the energy transition unstoppable and swift," Wetselaar concluded, urging joint action and public-private collaboration.

A high-level institutional and business event

Following remarks from the institutional and business representatives, the Government of Spain and the World Economic Forum formally signed a letter of intent. The event concluded with a speech from Spanish Prime Minister Pedro Sánchez, who reaffirmed Spain's commitment to industrial decarbonization and green reindustrialization, emphasizing the country's leadership in driving the European energy transition.

The First Movers Coalition, launched during COP26, focuses on heavy-emitting sectors such as aviation, maritime and road transport, and steel, where breakthrough technologies like renewable fuels are essential for decarbonization. The coalition represents the private sector's drive to develop emerging technologies, aiming to foster demand and supply for zero-emission solutions in these sectors by 2030.

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Moeve is a global company comprising over 11,000 employees, committed to sustainable energy and mobility, with the ambition to drive Europe's energy transition and accelerate decarbonisation both within the company and for its customers.

After leading the energy sector as Cepsa for more than 90 years, the company launched its new brand, Moeve, in October 2024. This new identity reflects the acceleration of its transformation to lead in the production of sustainable energy powered by green molecules, including green hydrogen and second-generation biofuels, as well as sustainable chemical products. It is also developing an extensive network of ultrafast electric chargers in Spain and Portugal to boost sustainable mobility.

Through its 2030 *Positive Motion* strategic plan, Moeve is working to transform mobility and energy to create a better world, ensuring today's energy supply while focusing on sustainable energy solutions for the future.