

3rd European Deep Dive:

**The Next Economic Paradigm: Climate Urgency,
Governance Evolution, and the Rise of AI: Social Impact
Highlights from and beyond the World Mobile
Congress and Beyond**



3rd EUROPEAN DEEP DIVE



“The Next Economic Paradigm: Climate Urgency, Governance Evolution, and the Rise of AI: Social Impact Highlights from and beyond the World Mobile Congress and Beyond”

9 April 2026, 10-11 AM, online

 **This event will be recorded.**

Please keep this in mind while participating. If you prefer not to appear in the recording and screenshots, you may turn off your camera.

 **Cameras and microphones are enabled.**

Keep your microphone muted unless you're speaking to avoid background noise.

 **Raise your hand if you'd like to speak.**

Use the "Raise Hand" feature in Zoom to request the floor.

 **Use the chat for questions or comments.**

Moderators will be monitoring the chat throughout the session.

 **Help spread the word!**

Share your experience using **#weDoimpact** and tag the project on social media.



Marta Campo, International Relations and EU Projects, Taula del Tercer Sector



Isabel Botey, European Project Manager, Cluster Digital de Catalunya



Joan Marc Claramunt, Artificial Intelligence Consultant, Utopiq.






Timing	Name of Session	Speakers
10:00-10:05	Welcome – DO Impact and the Deep Dive session series	Aneta Quraishy, Senior Expert, DIESIS Network
10:05-10:15	Quick Catalunya Ecosystem Highlight: overview of the local ecosystem and local workshops	Marta Campo, International Relations and EU Projects, Taula del Tercer Sector
10:15-10:45	Q&A Fireside chat: The Next Economic Paradigm: Climate Urgency, Governance Evolution, and the Rise of AI: Social Impact Highlights from and beyond the World Mobile Congress and Beyond	Isabel Botey, European Project Manager, Cluster Digital de Catalunya Joan Marc Claramunt, Artificial Intelligence Consultant, Utopiq
10:45-11:00	Presentation of Utopiq: consultancy and communications agency specialising in the economic paradigm shift based on adaptation to the climate emergency, social and corporate governance changes, and the technological revolution with AI as the flagship of this transformation	Joan Marc Claramunt, Artificial Intelligence Consultant, Utopiq
11:00	Wrap up	Aneta Quraishy, Senior Expert DIESIS Network

Spain (Catalunya) Ecosystem highlight

 doimpact.eu

Fireside Chat

 doimpact.eu

Best Practice Deep Dive

 doimpact.eu



AI & THE EUROPEAN SOCIAL ECONOMY

A pivotal moment for transformative organizations to lead, not just adapt.

DO IMPACXT DEEP DIVE 3

UTOPIO 





WHAT WE WILL COVER TODAY



WHO WE ARE

From Karmina (Barcelona) to Utopiq: 15+ years of experience meets the new paradigm



THE THREE TRANSFORMATIONS

Climate emergency · New governance · Technological revolution



A PIVOTAL MOMENT

Why the social economy is at a historic crossroads with AI



LIGHTS & SHADOWS OF AI

Honest assessment: opportunities, risks, responsibilities



BLOCK 1

WHO IS UTOPIQ?

*15 years of communication expertise
meeting the challenges of the new economic paradigm*



Born in Barcelona. Built for the future.

KARMINA

Communication Agency · Barcelona

15+

years of experience

- Marketing & communications strategy
- Advertising & brand building
- Third sector & social organisations
- Digital & data-driven campaigns



EVOLUTION

UTOPIQ

Consultancy & Communications · 2025

New
paradigm
specialist

- Climate emergency adaptation
- Social & corporate governance
- AI & technological revolution
- Critical, ethical & legal AI use



BLOCK 2

THE THREE TRANSFORMATIONS RESHAPING OUR WORLD

Climate emergency · New governance · Technological revolution




CLIMATE EMERGENCY

- Carbon neutrality deadlines accelerate every decision
- New regulation redefines costs, risks & opportunities
- Organisations that adapt now will lead tomorrow



NEW GOVERNANCE

- EU AI Act, CSRD, GDPR: new compliance landscape
- Social & corporate accountability redefined
- Transparency as a competitive advantage



AI REVOLUTION

- Not just automation: a new cognitive layer
- Every sector, every role, every process transforms
- The social sector has a unique opportunity



BLOCK 3

A PIVOTAL MOMENT IN HISTORY

Why the social economy is at a historic crossroads with AI



TECHNOLOGICAL CHANGE VS. CULTURAL CHANGE

The social economy is at a crossroads — and AI is the turning point.

The analogy of Gutenberg's printing press

THE PRINTING PRESS (1440)

Visible change: More books, faster

Invisible change: Literacy, modern science, institutions

It changed WHO could access knowledge and transformed society.

AI (2024-...)

Visible change: Chatbots, images, automation

Invisible change: Post-Google, multiformat, hypermodality, hyperpersonalisation

An opportunity for inclusion and effectiveness for the third sector.

The question is not whether AI will transform the social economy — it is whether the social sector will shape that transformation.



THE 4 GREAT SYSTEMIC CHANGES



POST-GOOGLE ERA

Tool: Perplexity

From 10 links to 1 answer with sources. Conversational search.



MULTIFORMAT

Tool: NotebookLM

One idea = many formats. Ideas 80% > Execution 20%.



HYPERMODALITY

Tool: ChatGPT / Gemini

Voice, image, documents and actions in one flow.



HYPERPERSONALISATION

Tool: Claude / Assistants

Answers adapted to the organisation: tone, documents, coherence.



THE SOCIAL ECONOMY OPPORTUNITY

A unique combination that AI alone cannot replicate

WHAT WE BRING

● Critical thinking & ethical values

Decades of working with people, not data points.

● Deep sector knowledge

Understanding of real social needs beyond metrics.

● Trust & human relationships

Networks built over years, irreplaceable by AI.

● Lived experience & context

Understanding nuance, culture, systemic barriers.



**MAXIMUM
IMPACT**

WHAT AI BRINGS

● Speed & scale

Process in minutes what would take weeks.

● Pattern recognition

Find insights in large datasets beyond human capacity.

● Multiformat communication

Text, image, voice, translation — all at once.

● Personalisation at scale

Tailor messages to diverse audiences efficiently.



AI IS NOT JUST TECHNOLOGICAL — IT IS CULTURAL

The deepest transformation is in how we think, communicate and relate — not in the tools themselves.

"AI does not replace professional judgement. It amplifies it — for better or worse."

"The real question is not whether to use AI, but who gets to decide how it is used."



New ways of communicating

Multimodal, instant, personalised. AI redefines how organisations speak to their communities.



New ways of knowing

From Google to conversational AI. The epistemological shift is more radical than the internet.



New power dynamics

Who owns the data? Who trains the models? Whose values are embedded in the systems?

LIGHTS

OPPORTUNITIES FOR THE SOCIAL SECTOR



Multiplies capacity of small teams with limited resources



Enables multilingual, accessible communication at scale



Accelerates research, reporting and grant writing



Supports data analysis for evidence-based advocacy



SHADOWS

RISKS WE MUST NAVIGATE



Hallucinations & misinformation: AI presents errors confidently



Bias in data: AI reproduces and amplifies existing inequalities



Legal & copyright uncertainty: data provenance matters



Dependency & deskilling: losing critical thinking capacity

Knowing both sides is what makes use responsible — and effective.



4 QUESTIONS BEFORE YOU START USING AI

Adapted from the EU AI Act framework — for the social sector

1 Is there personal or sensitive data involved?

Ensure GDPR compliance. Never input beneficiaries' personal data without explicit consent and a clear legal basis.

3 Does it automate a decision — directly or indirectly?

Any automated decision must be explainable, challengeable and have human oversight at critical points.

2 Could it affect a person's rights?

AI must not autonomously decide access to services, employment or benefits. Human review is non-negotiable.

4 Is there traceability and human review?

Document what AI generated. Review before publishing or acting. Responsibility always remains ours.



WHY THE SOCIAL SECTOR MUST LEAD

If not us — who?

"The social and non-profit sector works daily with the most vulnerable people, with the deepest values of justice, equity and sustainability. If we do not use AI critically, legally and ethically — no one will do it for us."



LEGAL

EU AI Act compliant use

Know which AI applications require human oversight, transparency and documentation under the new regulation.



CRITICAL

Verify, question, decide

AI is a powerful tool. The professional's judgement, ethics and contextual knowledge cannot be automated.



ETHICAL

Values-driven by design

Embed social values at every step. Whose voice is represented? Who benefits? Who might be harmed?



**AI IS A NEW INFRASTRUCTURE
OF KNOWLEDGE.**

THE THIRD SECTOR CAN LEAD A RESPONSIBLE AND INCLUSIVE USE.

Joan Marc Claramunt · AI Consultant, Utopiq

joanmarc@utopiq.io

Thank you very much! Q&A

Follow our Capacity Building Programme!

Purpose:

Deep Dive Sessions are part of the DO Impact Strategy, created to provide SMEs like yours with the tools, knowledge, and resources needed to thrive in today's evolving market. These Deep Dives aim to reinforce topics covered in the DO Impact Learning Journey, get to know digital tools available and generate conversations and networking opportunities.

Activities Include:

- 41 Local/regional training activities
- To accelerate digital transformation and data-driven innovation in SMEs and enabling organizations within the Proximity and Social Economy (PSE) sector.
- Financial support to third parties (SMEs & support orgs)

Who can join?

Small and Medium Enterprises and Organisations in the Proximity and Social Economy (PSE) sector looking to boost your skills and capabilities. Our Digital and Data-driven Programmes are designed to help you accelerate the twin transition to digital and sustainable growth. Social Economy Enabling Organisations are also welcome to join.

Thank you!



doimpact.eu