AI Congress Barcelona

20 - 21 - 22 OCT 2026

Auditori L'illa

Un esdeveniment de:

CIDAI Centre of Innovation for Data tech and Artificial Intelligence

Organitzat per:

eurecat

Alineat amb l'Estratègia Catalunya IA 2030:

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UPC Universitat Politècnica de Catalunya Barcelona Tech

IDEAI Intelligent Data Science and Artificial Intelligence Research Center



Pooja Munshi
Experta en dades i IA per al medi ambient, Ex Programa Nacions Unides

KEYNOTE SPEAKER:

IA AL SERVEI DE LA SOSTENIBILITAT AMBIENTAL: EL VALOR D'UNA IA INTENCIONAL



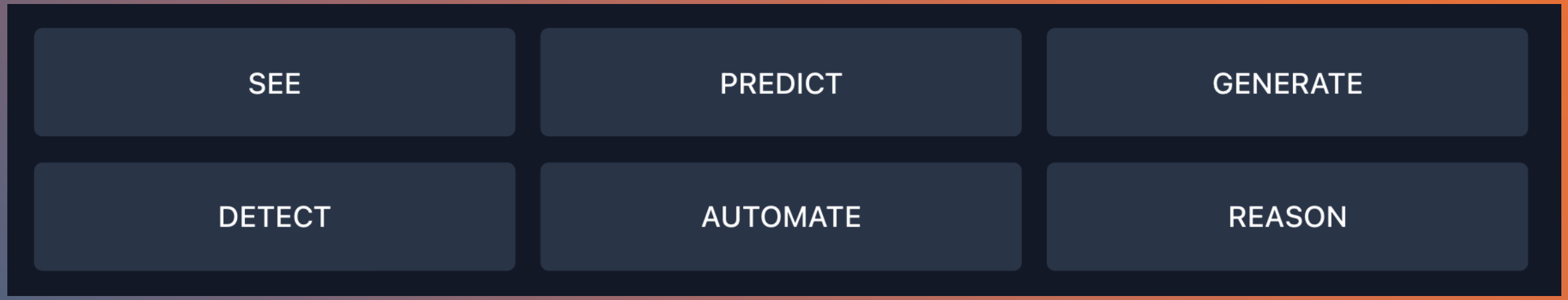
Presenta:

Irene Jubany
Directora Científica Sostenibilitat
Eurecat



Beyond Intelligence to Impact

Pooja Munshi



We are very good at asking: *What can AI do?*

But what *should* we ask it to do?

Capability has expanded enormously. Our responsibility to be intentional about its application must expand with it.

This is where **Intentional AI** comes in.

50%	61%	~⅔
GenAI projects abandoned after proof of concept	Not reporting enterprise-level EBIT impact	Not yet scaling AI enterprise-wide
Gartner, 2026	McKinsey, 2025	McKinsey, 2025

AI adoption is accelerating. Impact isn't keeping pace.

- **The challenge isn't just building AI.**
- **It's building AI that delivers value.**

INTENTIONAL AI



01 — RIGHT-SIZE IT
How much intelligence does this problem actually need?



02 — DESIGN THE LAST MILE
What happens between the intelligence and the human?



03 — BUILD THE ECOSYSTEM
Who and what needs to surround the technology for it to work?

01 — RIGHT-SIZE IT

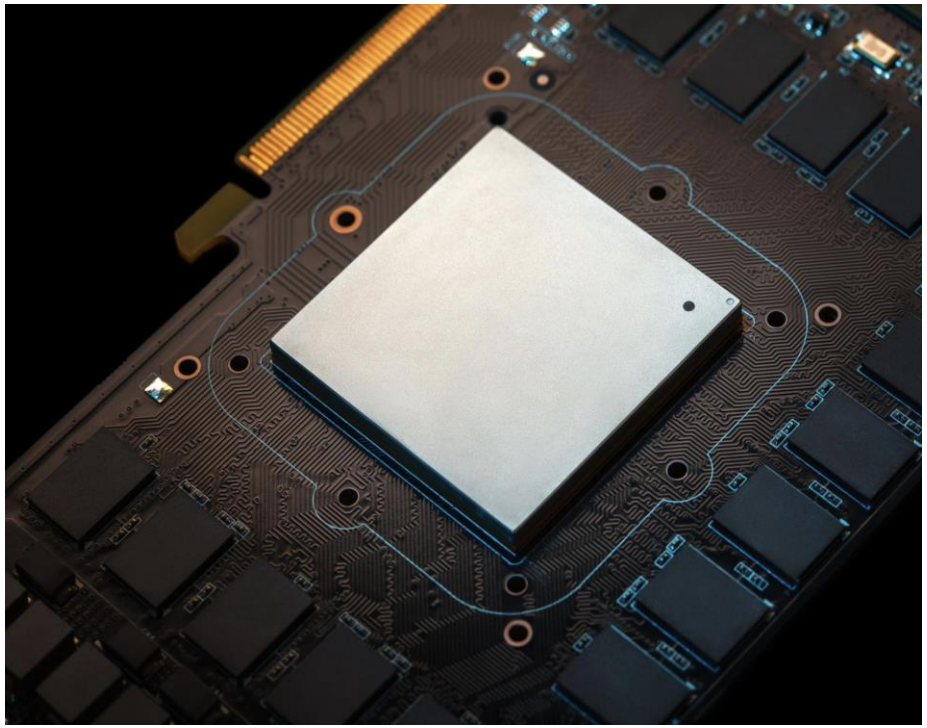
How much intelligence does the problem actually need?

More AI ≠ better AI.

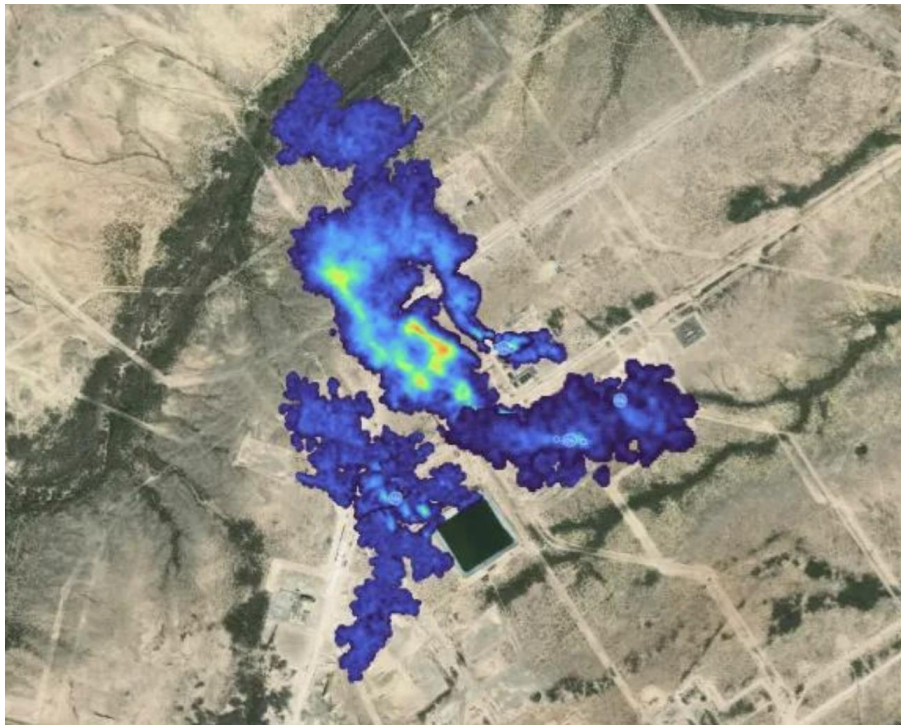
Right technology. Right cost. Right enviimpact.

01 —STORY: Finding methane from space

Powerful AI doesn’t always need massive computing power



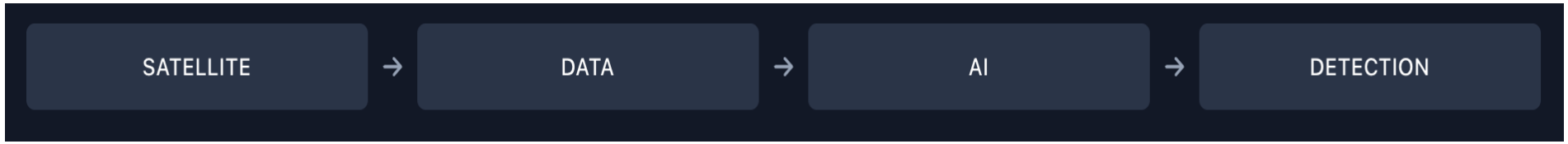
Trained on a single Graphics Chip
Compact, targeted AI architecture



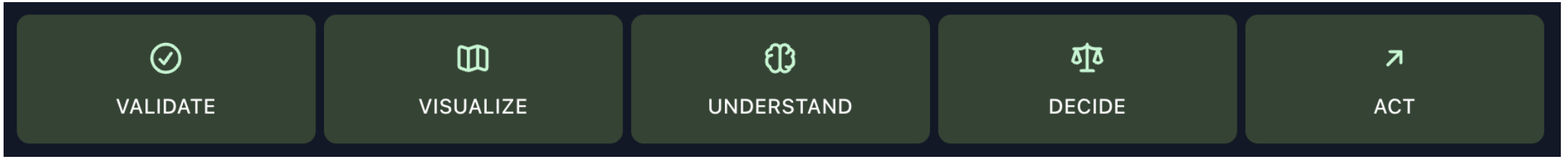
Planetary-scale monitoring
Identifying methane emission events from satellite monitoring

02 — DESIGN THE LAST MILE

The model has done it’s job.



Now what?

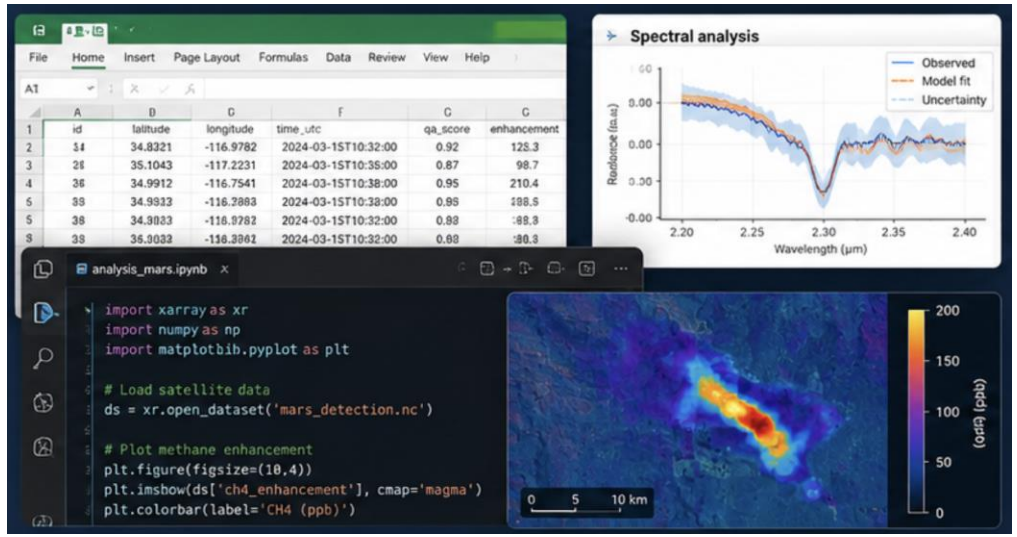


AI creates output. People & actions contribute to the outcome.

02 —STORY : What does a decision-maker actually need to see?

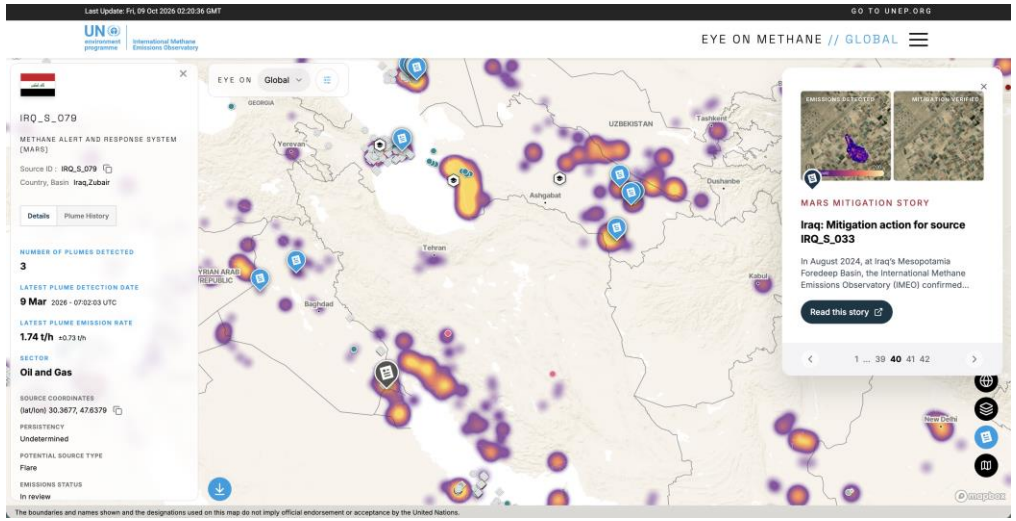
The scientist – Is this detection scientifically valid?

Raw datasets | Excel spreadsheets | Code and scripts | Spectral analysis
Uncertainty estimates | Instrument characteristics | Methodology



The decision-maker – what do I need to do with this information?

Where is it? | How significant is it? | Who might be responsible? | Has it happened before? | What should I investigate?



Same underlying data.
Different information experience.

Design for the decision, not just the data.

03— Build the ecosystem

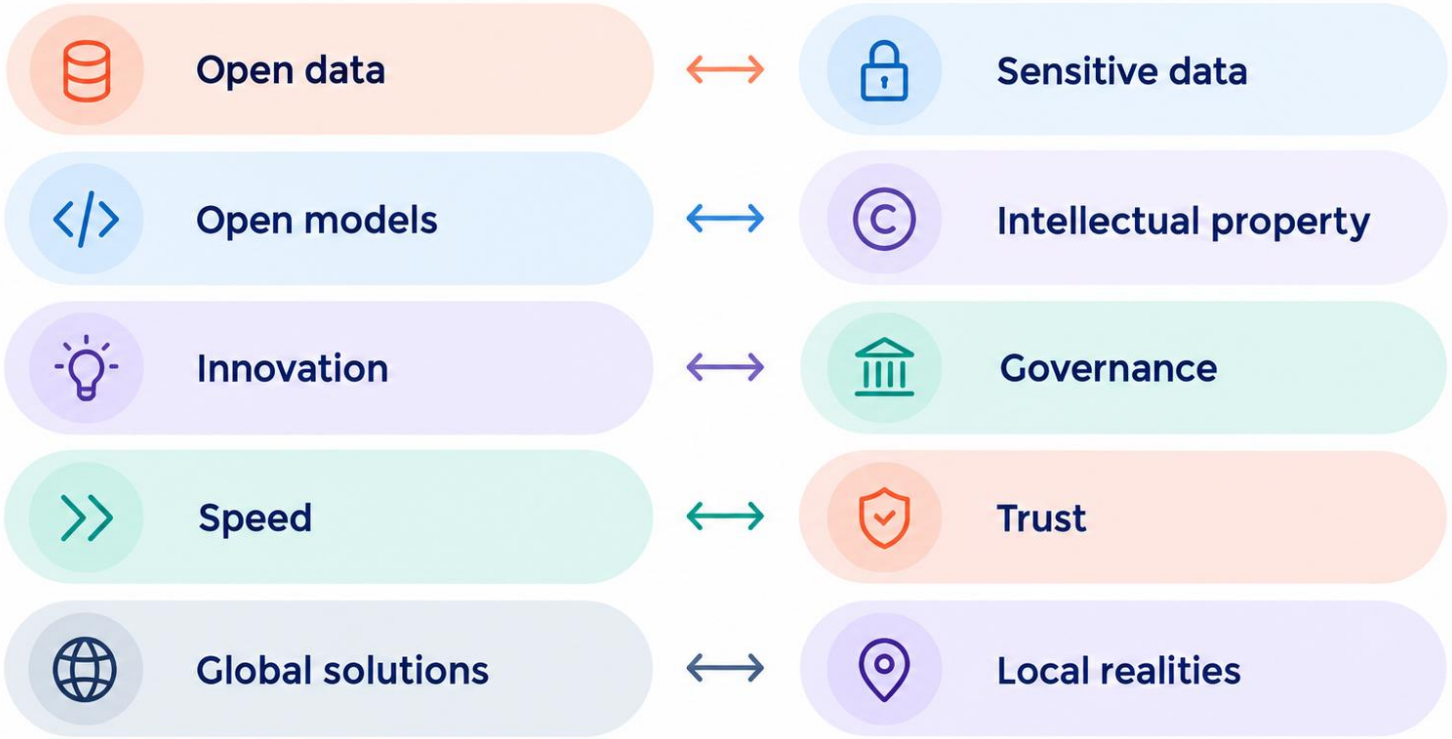
AI doesn’t scale on technology alone.

03— STORY: BUILD THE ECOSYSTEM



A shared ecosystem turns intelligence into action.

03 —STORY: THE ECOSYSTEM REALITY



Navigating trade-offs.
Challenge isn’t choosing one side. It’s designing for both.

INTENTIONAL AI



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What happens between the intelligence and the human?



03 — BUILD THE ECOSYSTEM
Who and what needs to surround the technology for it to work?

It begins with listening

To the problem.
To the people.
To the data. To the evidence.
To the world we affect.

Intentional AI.

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