

(embargoed until Monday 13/10)

PRESS RELEASE

THIS YEAR'S TIME USE WEEK WILL ADDRESS HOW ARTIFICIAL INTELLIGENCE CAN ERADICATE TIME POVERTY

- On October 13, 14 and 15, Barcelona will host Time Use Week 2025 (TUV 2025) which, under the title "The Right to Time in the Era of AI", will explore how technological advances can boost a healthier, fairer, more efficient, and sustainable organisation of time, where the Right to Time is guaranteed for everyone.
- More than 30 people from around the world who are experts in AI, the labour world, care, urban innovation, democracy, the use of time, etc., will participate by sharing their knowledge and experience to promote the debate.
- The closing day of TUV 2025 will take place in the Biz Barcelona venue, to address the potential of AI in working time with workshops and conferences for SMEs, municipalities, and entrepreneurs.
- This year, TUV will be decentralised throughout Catalonia. More than 40 companies and organisations committed to the right to time will organise parallel events on the use of time and implement transformative initiatives to improve schedules within their environment.

13 October 2025.

Time Use Week "The Right to Time in the Era of Artificial Intelligence"

On October 13, 14 and 15, Barcelona will host **Time Use Week 2025**, which this year celebrates its eleventh edition under the title "**The Right to Time in the Era of Artificial Intelligence**".

The current organization of time causes great discomfort in the population who finds it difficult to balance the different times of their lives (paid work time - unpaid work or care time - leisure time, and participation time- rest time). This situation negatively aggravates people's physical and mental health, productivity, and happiness.

Time Use Week is the international event dedicated to the promotion and exchange of knowledge and success stories on time policies, the key tools available to administrations and organizations to reduce inequalities caused by current time poverty and build a society where the Right to Time is guaranteed for everyone.

In this sense, the emergence of AI, and more broadly, technological advances, presents us with a new **horizon of possibilities to address the challenges in improving the organization of time use with a view to the year 2050.**

To address this issue, Time Use Week 2025 proposes 3 key questions:

1. Will technological innovation be the lever to eradicate time poverty and guarantee the Right to Time as a right of citizenship by 2050?
2. What will our day look like in terms of time distribution in 2050? Will we work more or less? How much time will we have "for ourselves"? And for care?
3. What solutions can be proposed by the public administration, civil society, and companies to ensure that the Right to Time is a reality by 2050, taking advantage of technological advances?

These reflections will guide the debates, conversations, and workshops of the central events that will be held on the 13th in the space of the Industrial School of Barcelona and on **the 15th within the framework of the BIZ Barcelona exhibition, where the focus will be on the impact of AI on working time with workshops and conferences for SMEs, municipalities, and entrepreneurs.**

People from all over the world who are experts in AI, the labour world, care, urban innovation, democracy, the use of time, etc., participate by promoting debate, from their different fields of knowledge and experience, to achieve an improvement in the social organization of time. We will also have **testimonies from users of Catalan time policies**, as well as the **main cities and regions of the world that are benchmarks in time policies**: Barcelona, Strasbourg, Milan and Bogotá, currently the World Capital of Time Policies.

Time poverty in Barcelona: 32%

The Omnibus survey of the city of Barcelona published in 2024 has concluded that, as in most cities in Spain, **32% of women and 25% of men suffer from time poverty**, that is, they have on average less than 3 hours a day for personal and leisure activities, after attending to work obligations, care for other people and meet basic needs. Specifically, women spend 2 hours more a day on care tasks than men. As a result, **78% of mothers in Spain claim to be mentally overloaded and 42% suffer from anxiety**, according to the *State of Motherhood in Europe 2024* report, prepared by the organization *Make Mothers Matter (MMM)*. In Europe, up to 20% of the population suffers from time poverty, and the figure exceeds 50% in some Latin American countries.

What do future trends say about the use of time?

Time and care: According to UN forecasts, by 2050 the world population will reach 9,700 million, and 70% will live in cities, which will accentuate ageing, there will be small families in Europe and the **need for specialised care**. Technology, professional services, and **work-life balance policies will be key** to managing this.

Time and work: The world of work will experience an automation of 27% of jobs, according to the OECD. This could favour **shorter working days**, but with risks of instability and precariousness, especially in administrative and service tasks. **The trend is for teleworking and hybrid work to continue to spread** – currently around 30% of workers in the EU work hybrid or telework partially (our country has a lower implementation than the European average) – although its negative effects on mental health and personal life must be avoided and disconnection must be encouraged. As one of the speakers who will participate in the TUW 2025 Ramon López de Mántaras Badia says, we will have to go on a "digital diet".

Time and democratic participation: Digital citizen participation could grow with new platforms. However, to guarantee effective representativeness, it will be necessary to overcome several obstacles such as a lack of internet access, poor digital skills, and low accessibility for elderly people and people with disabilities. If people continue to feel like they don't have time, or that they have time poverty, it will make it difficult to participate online and in person.

Time and health: The trend is for European cities to continue to bet on *chronocities*, cities that put the uses of time at the centre, that are committed to proximity and more sustainable models based on autonomous, electric, and shared public transport. As well as for the design of healthier urban spaces, with measures for noise control, better environmental regulation, and optimal light quality, in line with the construction of cities that promote rest and well-being as pillars of public health.

Time Use Week 2025 will reach all over Catalonia

This year, the TUW will also be decentralised throughout Catalonia with the aim of ensuring that debate, reflection, and experimentation on a new organisation of time uses that is healthier, more equitable, efficient, and sustainable reaches the entire territory.

Administrations, companies and organisations committed to the Right to Time will organise **parallel events on the use of time** (talks, film forums, workshops for children and adults, reflection on the use of time in metropolitan municipal plenary sessions, etc.) and **will implement transformative initiatives to improve schedules within their environment** (reducing working hours, making schedules more flexible, implementing digital disconnection tools, or bringing forward the prime time hours of local media, etc.)

During the institutional inauguration of Time Use Week 2025, the speakers highlighted:

- **Eva Menor Cantador**, Minister of Equality and Feminism of the Government of Catalonia, recalled that *"We know how important care is, an area that still falls mainly on women and that generates inequalities that we as a society must address. For this reason, we want to promote the Catalan Agenda for Conciliation and Co-responsibility, with the aim of ensuring that all people can reconcile work, personal, and family life. This policy is part of the Catalan government's feminist commitment to move towards a fairer, more equitable, and sustainable society. The Agenda is based on recognising and redistributing care time, promoting co-responsibility between men and women, and guaranteeing public services that facilitate work-life balance"*.
- **Raquel Gil**, Deputy Mayor for Social Rights, Economic Promotion, Labour, Feminisms and Democratic Memory of Barcelona City Council, stated that *"technologies, especially AI, have and will play a central role in time management in the professional environment. Our task is to promote public policies that facilitate digital democratization and the use of AI for people's well-being. That is why we promote projects such as the Barcelona Agreement for Quality Employment (ABOQ), which works in co-responsibility with different actors to reconcile work, family, and personal lives, as well as adequate working hours and the flexibility and work we do with the more than 150 companies in the NUST Network to promote a change in the organisation of working time. Time policies are an instrument to promote equal opportunities, preventing time from acting as an aggravating factor of inequalities that occur due to gender, social class, origin or age."*

- **Javier Silva**, deputy delegate for Life Cycle and Community of the Area of Social Sustainability, Life Cycle and Community of the Barcelona Provincial Council, mentioned that *"As institutions, we have the challenge and responsibility of ensuring that technological transformations are at the service of well-being and social cohesion and the right to time and care. With an eye on this increasingly digitized context, the Barcelona Provincial Council continues to work on the promotion of Local Time Organisation Plans and advancing in the deployment of new measures within the framework of the project 'Towards a new public system of care in the community'. We have in front of us the opportunity to make technological advances a tool that comes to democratize time, care, and build fairer, more sustainable and cohesive communities."*
- **Olga Morales Segura**, CEO of Social Policies and Equality of the Barcelona Metropolitan Area (AMB), said that *"the AMB wants to focus on a reality that continues to mark the structural inequalities of our society: time poverty has a woman's face. Women devote, on average, almost twice as many hours as men to unpaid domestic and care tasks, which limits their participation in employment, training and community life."* In addition, Morales explained that *"from the AMB we promote the Metropolitan Pact for the Right to Time and accompany the municipalities to transform this reality"*. Finally, the CEO of the AMB explained that *"our commitment is to continue promoting policies that reduce women's time poverty and promote a more equitable social organization, where having time is also a way to guarantee equality and well-being"*.
- **Marta Junqué**, director of the Time Use Initiative *"This Time Use Week begins a very timely debate: What will we spend our time on in the future? Right now the majority of the population has a time discomfort, with the continuous feeling of not having time. We must open a horizon of hope where the age of AI allows us to have time for what is essential for life, care, and sleep, and also for what makes us happy. This week's dialogues with experts from around the world will give us tools to ensure that in the digital age we have the right to time."*

THE OFFICIAL OPENING PHOTO WILL BE SENT AT 11.15 AM ON 13/10 BY EMAIL.

- **Website TUW2025:** www.timeuseweek.com
- **Contact for more information:** communication@timeuse.barcelona / info@timeuse.barcelona (Marta Aguilar, TUI communication technician), +34 607 98 14 87 (Marta Junqué, director of the TUI)

ANNEX. Featured speakers at Time Use Week 2025

Program October 13th:

(if you are interested, we can provide you with contacts for interviews):

- **Xosé Carlos Arias Moreira**, Professor of Economic Policy at the University of Vigo.
- **Neema Balolebwami Nelly**, expert in ethical AI, data science, and digital transformation.
- **Marta Galceran Vercher**, leads the research of the Global Observatory on Urban Artificial Intelligence (GOUAI).
- **Ramon Gras Aloma**, co-founder of *Aretian Urban Analytics and Design* and Researcher in Urban Innovation at Harvard University.
- **Ramon López de Mántaras Badia**, research Professor Emeritus at the CSIC Artificial Intelligence Research Institute, which he founded and directed.
- **Natalia Olson-Urtecho**, innovation advisor to President Barack Obama (2010–2017) and member of the Forum on Technological Humanism.
- **Giulio Quaggiotto**, former Director of Strategic Innovation at the United Nations Development Programme (UNDP).
- **Oriel Sullivan**, co-director of the Centre for Research on the Use of Time (CTUR).
- **Nicholas You**, Executive Director of the Guangzhou Institute of Urban Innovation.

Program October 15th:

(if you are interested, we can provide you with the contacts for interviews):

- **Olivia Blanchard**, independent consultant and researcher specialising in the impact of technology on society.
- **Joan Sanchis**, economist and associate professor of Applied Economics at the University of Valencia.

Graphic resources:

- [Time Use Week 2025 Program](#)
- [Time Use Week 2025 poster](#)