

Barcelona Activa

The economic
development agency
of Barcelona City
Council



Barcelona
Activa



Ajuntament de
Barcelona



Barcelona
Activa



Barcelona in figures

1.6 M inhabitants
in the city

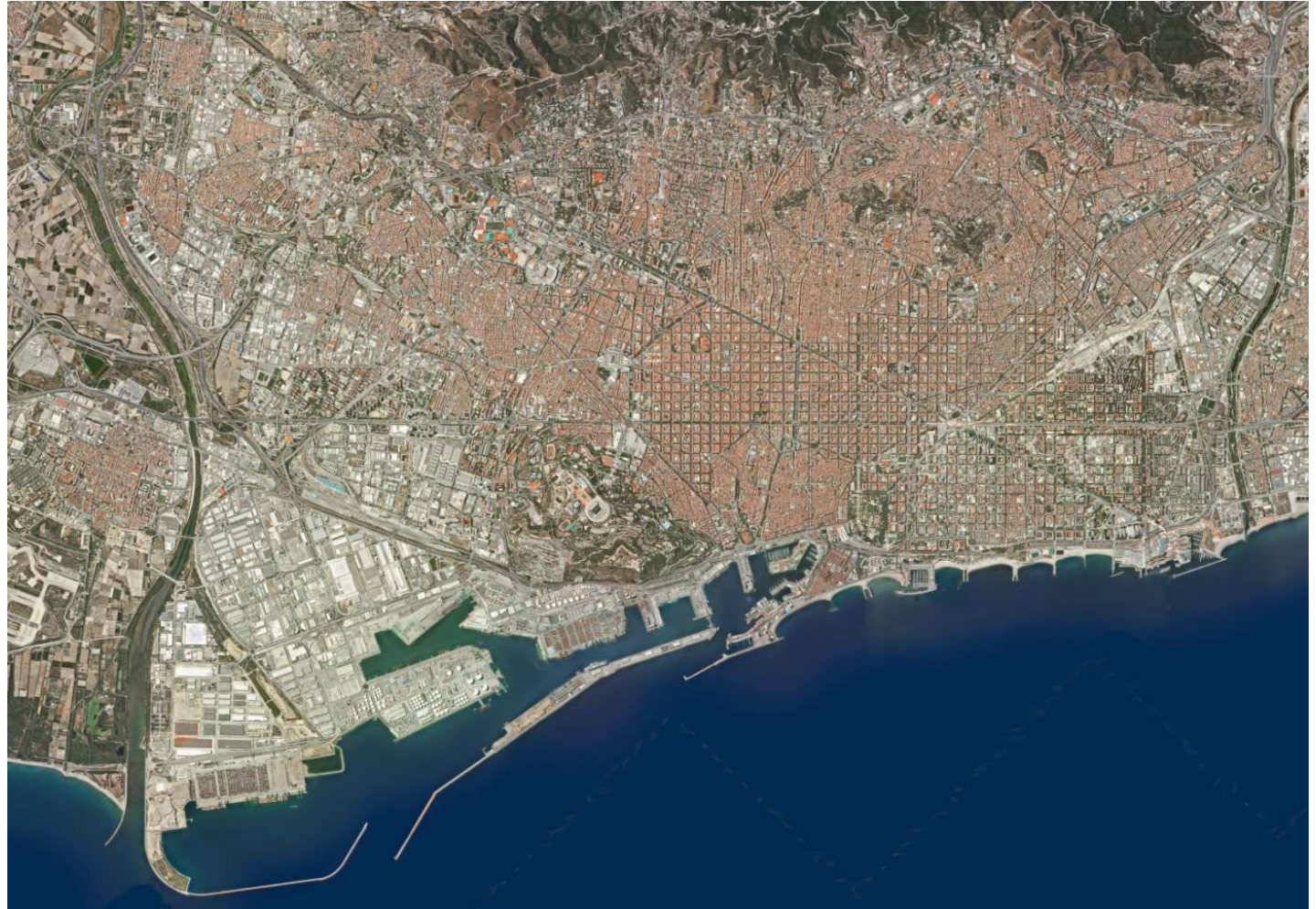
5,4 Million inhabitants in the
Metropolitan region

25% foreign population

7,5 M visitors each year

Europe's 6th most populated
Metropolitan Area

9% unemployment





A city with a diversified economy

• **103.5 Billion Euros GDP***

• **51,200 Euros GDP per capita***

• **1.2 Million employees**

• **55% working in knowledge intensive sectors**

• **9,255 FOREIGN SUBSIDIARIES IN CATALONIA 2023**

MAIN BRANCHES OF ACTIVITY IN BARCELONA

Business services	14.8%
Commerce	10.9%
ICT Services	8.7%
Public administration	7.4%
Health and social services	7.3%
Education	6.8%
Hospitality	6.1%
Financial and insurance	5.5%
Property activities	4.4%
Transport and storage	4.2%
Construction	3.9%
Energy, water and waste	2.6%
Arts and recreation	2.1%

* Source: Municipal Data Office (Oficina Municipal de Dades), 2023





A city for Talent and Technology

A great innovation ecosystem



EXCELLENT HIGHER EDUCATION

- **252,000** students
- **9** universities
- **2** Barcelona Business Schools are among the 10 best in Europe

AN INTERNATIONAL RESEARCH HUB

- **5th** European City in Scientific Production
- **1.6% GDP** in R&D Expenditure
- **50,000** employees

A STARTUP HUB and SCALE-UPS

- **3rd** preferred UE city to locate a startup
- **2,111** startups and 283 scale-ups
- **6** UNICORNS
- **30,000** workers

ATTRACTIVE FOR TALENT

- **5th** most attractive city for Digital Nomads
- **New Startup Law:** Advantages for startups, investors & talent

* Source: Municipal Data Office (Oficina Municipal de Dades), 2023

BARCELONA ACTIVA



Mission

Barcelona Activa seeks to contribute to improving the quality of life of people by promoting the city's economic competitiveness and rebalancing the territory, by promoting quality employment, boosting entrepreneurship, and supporting a plural, diverse and sustainable business fabric, from an economic, social and environmental perspective.

Vision

The organisation's actions are guided by the desire to make the city of Barcelona an international benchmark for work, entrepreneurship, and living with social and environmental values.

Values

Barcelona Activa's activity is developed around these 4 values

1. Equal opportunities and social progress



2. Cooperation within the organisation and others



3. An economy at the service of the people: social and sustainable



4. The spirit of public service and professional and personal ethics





Since 1987

+507,000
people attended

+31,000
companies created



About Barcelona Activa

Created in 1987 to boost employment in the city through the promotion of entrepreneurship, Barcelona Activa today is the leading agency for Barcelona's economic development. Barcelona Activa currently works with more than 50,000 people and 12,000 companies, as well as incubating more than **115** projects.

In 2023, it implemented a budget of 63 million euros, 54% of which was earmarked for promoting employment and 38% in innovation, business and entrepreneurial projects .

About Barcelona Activa

What do we do?

We accompany people in their job search during the whole process.

barcelonactiva.cat/treball

We provide support to entrepreneurs to make their business idea a reality.

barcelonactiva.cat/emprenedoria

We help companies and organisations to boost their activity.

barcelonactiva.cat/empreses

We offer training to people looking for work, entrepreneurs and professionals.

barcelonactiva.cat/formacio

PROXIMITY, INNOVATION AND EQUALITY



Companies

Barcelona Activa supports companies, organisations and self-employed individuals to improve their competitiveness and sustainability, promoting the creation of wealth and quality employment.



barcelonactiva.cat/empreses

Business Support Office (OAE)

The benchmark space for self-employed individuals and SMEs in Barcelona, which brings together a portfolio of permanent value-added services for business consolidation and growth.

Technology Park

Facilities intended to promote the growth of technology-based companies and foster innovation and technological training.

22@ Office

A one-stop shop for businesses, the self-employed, investors and professionals (from engineering, architecture, business administration, etc.) interested in developing a business activity in the 22@ area.

Welcome Desk

Service for international talent that wants to live or has just settled in Barcelona, so that they can develop their full potential.

Services

1. Business funding

Diagnosis and definition of funding needs and advice on the basis of existing financial products.

2. Consultancy for companies and organisations

Service aimed at helping SMEs, self-employed individuals, entities and organisations of the Social and Solidarity Economy (SSE) to grow. Special focus on digitalization and sustainability

3. Company set-up

Information, advice and digital procedures for setting up trading companies or registering individual entrepreneurs.

4. Talent management

Support and advice in detecting needs linked to the management, attraction and retention of talent.

5. Internationalisation and information on foreign trade procedures

Advice on new markets, foreign trade and international business.

6. Information and municipal procedures

Information and advice for managing municipal procedures when developing an economic activity in the city.

7. Business landing

Advice for foreign companies landing in Barcelona (legal possibilities for setting up, incorporation procedures, etc.).

8. Location

Advice on finding space to set up a business, whether local or international, in Barcelona.

9. Innovation and prototyping

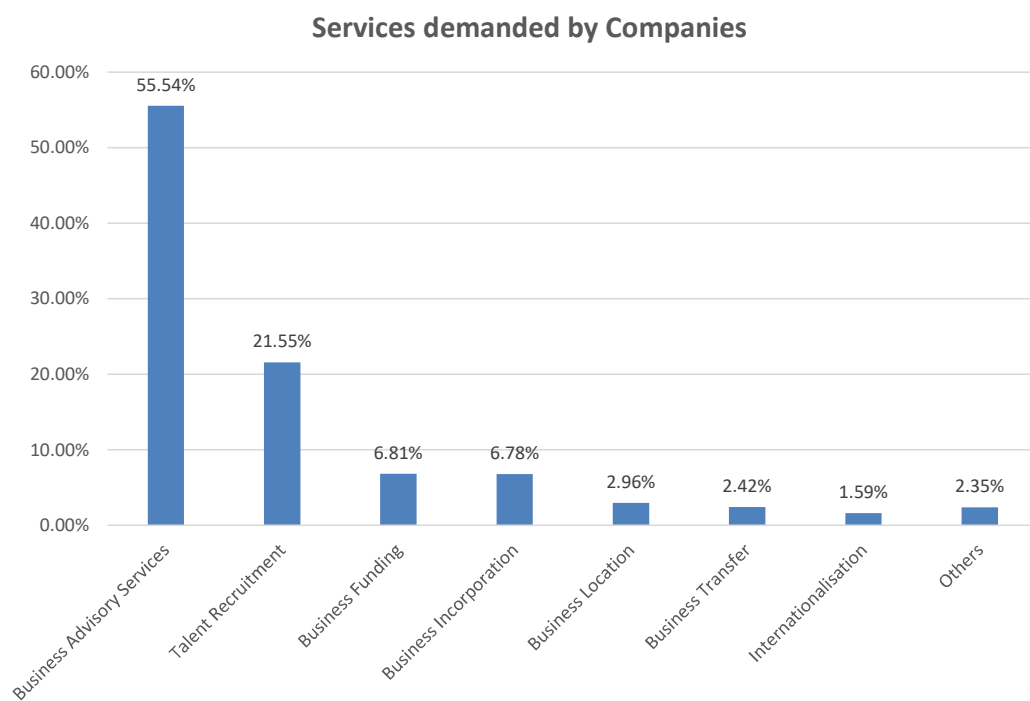
Support, programmes, resources and activities to facilitate and strategically address the innovation process of companies.

BUSINESS PROGRAMMES AND GRANTS

to respond to the needs of specific groups or sectors.



General Activity Indicators



Business Advisory Service is the most requested by companies. This service includes consulting on different areas, among which advice on digitalization strategy stands out, which represented half of the service requests received during 2023.

Talent recruitment and business funding are also highly requested services.

General Activity Indicators

In 2023
7.224 companies used our services

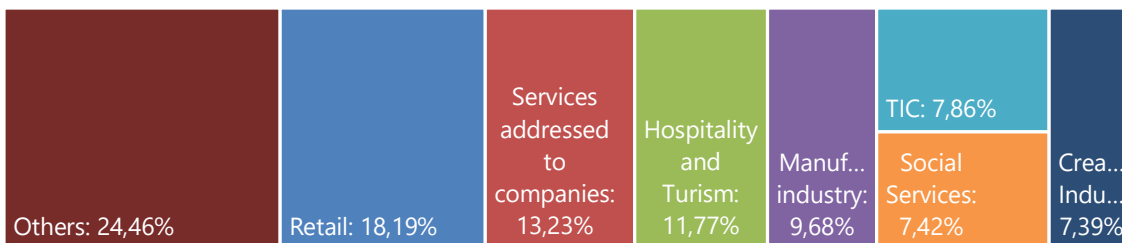
Legal Form



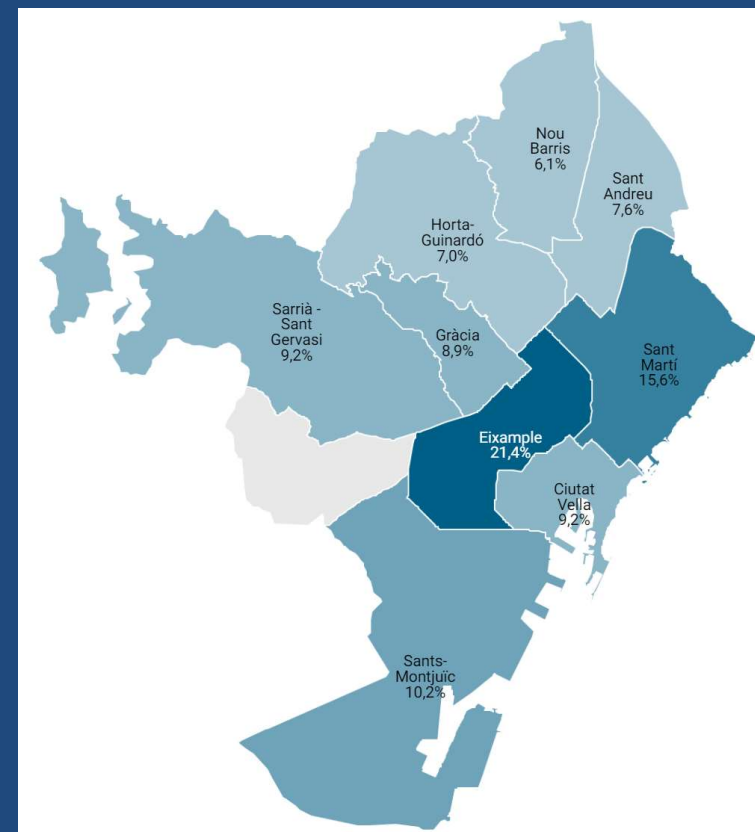
Size of Companies



Industry



Distribution in Barcelona



Proximity

Barcelona Activa promotes local economic activity based in the city's districts and neighbourhoods that has an economic, social and environmental impact, that is led by city residents, stakeholders or actors involved in the region and that contributes to regional rebalancing.

1. Promotion of local services (Commerce, culture and care)

We promote projects that support economic reactivation:

- Comerç a punt business reactivation
- Economic Activity Information Points
- Strategy for revitalising Barcelona's ground floor premises

2. Funding for the local economy

We increase the funding for grants We promote your work on projects that boost the economy in the various neighbourhoods.

3. Quality employment

We promote quality employment through the Labour Rights Defence Points, a free municipal service aimed at both city residents and companies.

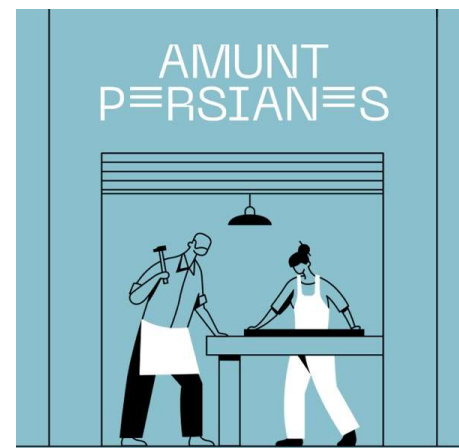
4. Neighbourhood plans

We encourage economic promotion actions and services adapted to the realities of the neighbourhoods, including Socio-economic Response Network (XARSE).

5. Sustainable local economy

We are committed to new circular economy initiatives:

- Ciutat Vella pooled resource bank.
- Vila Besòs warehouse



Strategy to boost economic activity in Barcelona's ground floor premises in order to reduce the number of empty spaces in the city and promote sustainable employment.



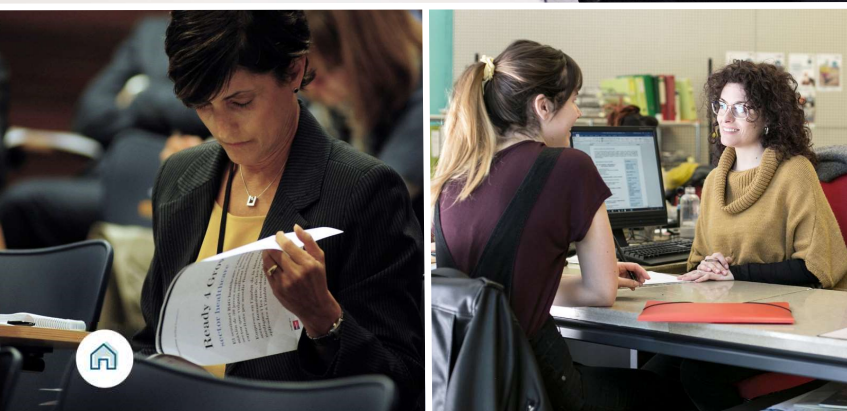
50 PREMISES ACQUIRED

District economic reactivation plans 2021-2023

Economic Development Plans (for the 6 below-average districts) and Roadmaps for the economic reactivation (for the 4 above-average districts).

Projects to promote female talent

Barcelona Activa offers a wide range of activities aimed at professionals, managers and entrepreneurs who wish to support women who want to grow professionally and empower themselves in favour of equal opportunities.



Commitment to social responsibility, equality and diversity



I WANT TO WORK IN MY DREAM PROFESSION

Job coaching for women

Expert advice from a coach and for small groups of women so that they can discover their potential, define their professional goals and advance in their careers.

Skills enhancement for women

Intensive courses for developing key professional skills, such as leadership, communication and creativity.

I WANT TO GROW WITHIN MY WORK ENVIRONMENT

PD3-Make the change

Programme aimed at women, offering them training in management strategies and skills and facilitating networking, coaching and mentoring spaces.

Camí de la solidesa

Training and support for SSE organizations made up predominantly of women.

I WANT TO TURN MY BUSINESS IDEA INTO REALITY

INICIA. Support for new projects

Training and individual mentoring to support women who have an entrepreneurial idea or who are starting a project and want to get it off the ground.

Women Mentoring Programme

Expert advice from mentors who offer guidance to women entrepreneurs.

Your company on the network

Training and support to digitalize women-led companies

Activities to develop digital strategies and work on key skills in the entrepreneurial process.



LIDERA has obtained the practice recognition in the framework of the European Commission's URBACT programme.



+2,000 participants each year



Ratings
8.8
Programmes

9.5
Personalised
Support

Thank you very much!

barcelonactiva.cat



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