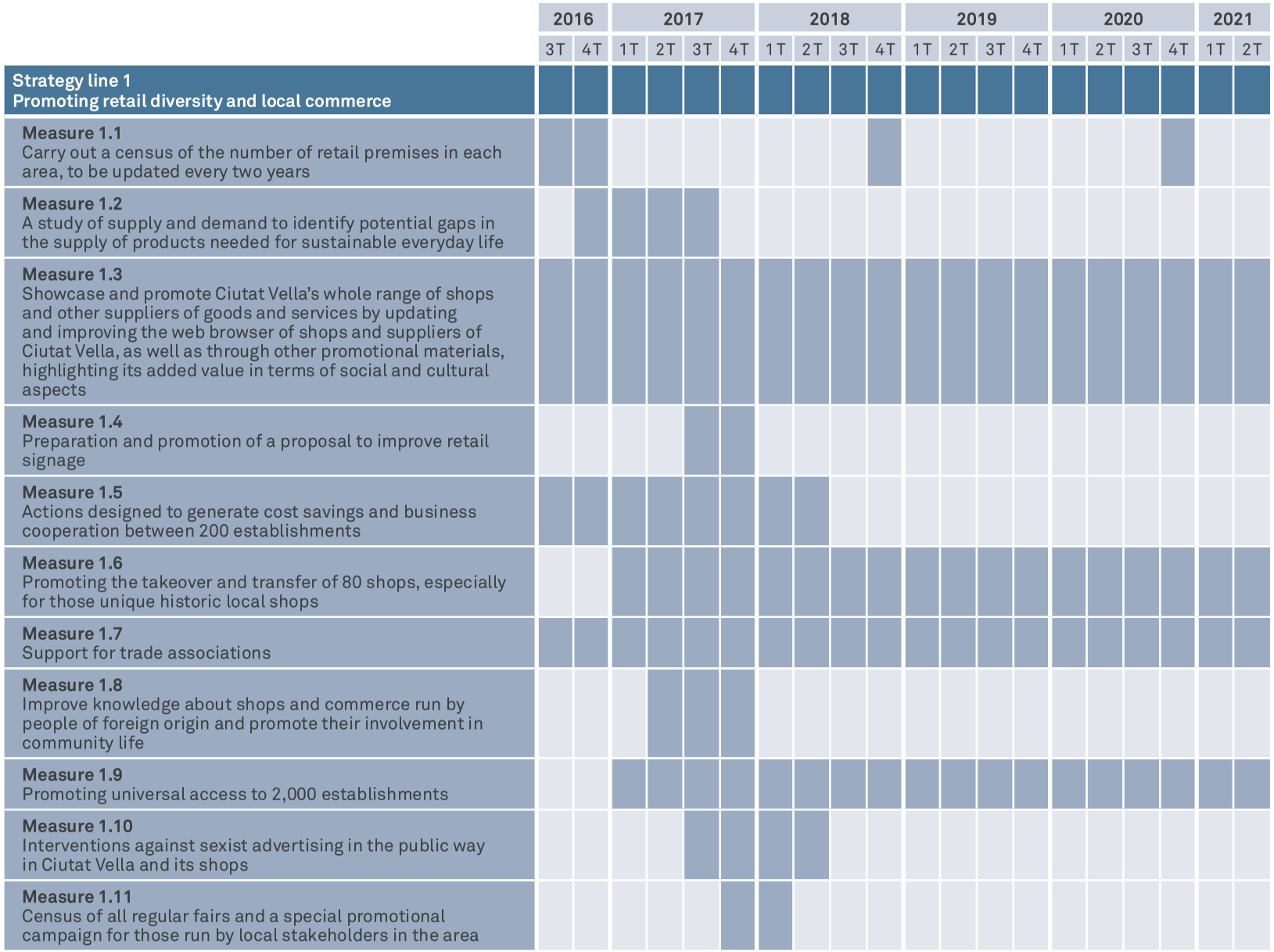
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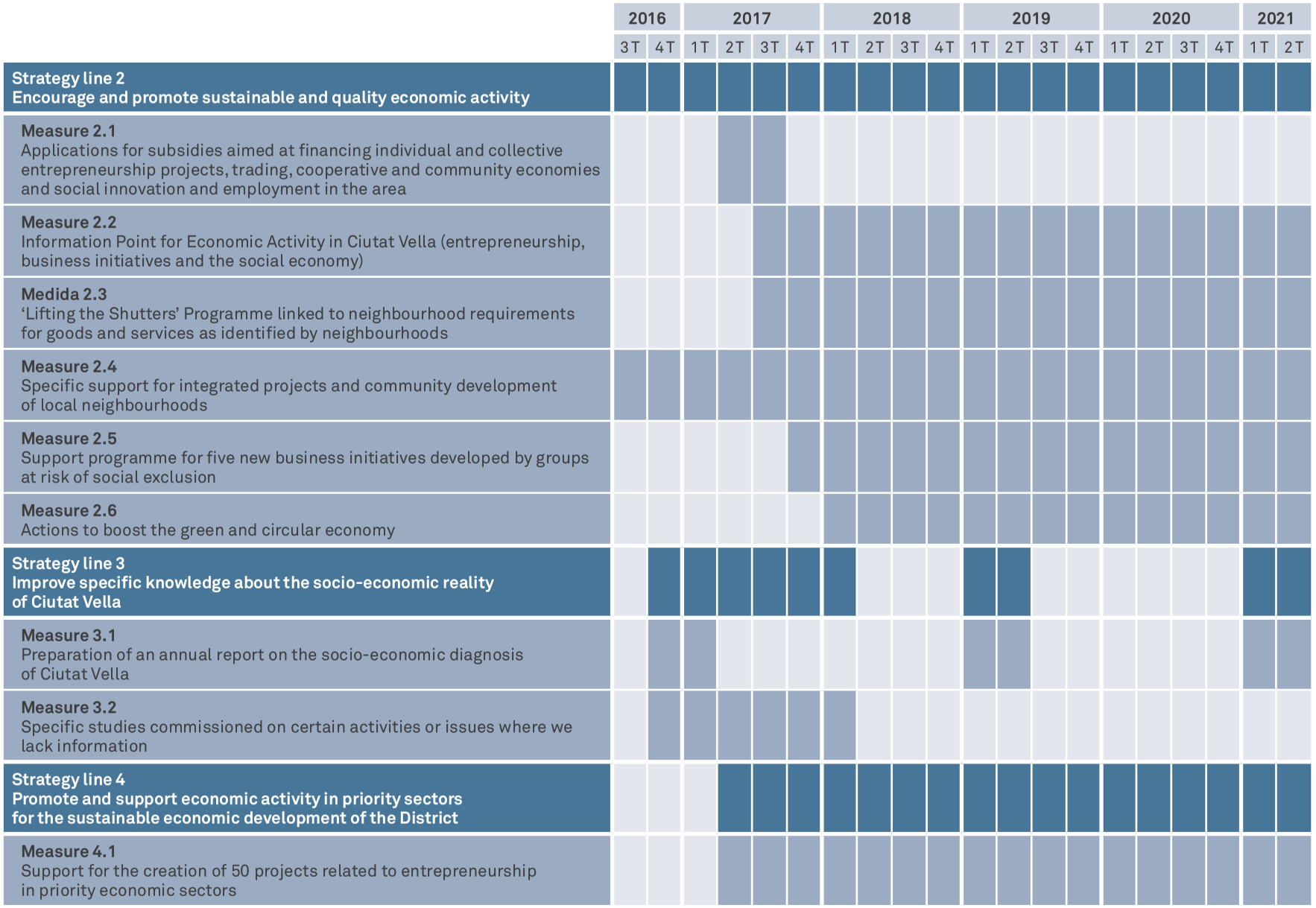
Strategy line 1
Promoting retail diversity and local commerce
Measure 1.1
Carry out a census of the number of retail premises in each area, to be updated every two years
Measure 1.2
A study of supply and demand to identify potential gaps in the supply of products needed for sustainable everyday life
Measure 1.3
Showcase and promote Ciutat Vella's whole range of shops and other suppliers of goods and services by updating and improving the web browser of shops and suppliers of Ciutat Vella, as well as through other promotional materials, highlighting its added value in terms of social and cultural aspects
Measure 1.4
Preparation and promotion of a proposal to improve retail signage
Measure 1.5
Actions designed to generate cost savings and business cooperation between 200 establishments
Measure 1.6
Promoting the takeover and transfer of 80 shops, especially for those unique historic local shops
Measure 1.7
Support for trade associations
Measure 1.8
Improve knowledge about shops and commerce run by people of foreign origin and promote their involvement in community life
Measure 1.9
Promoting universal access to 2,000 establishments
Measure 1.10
Interventions against sexist advertising in the public way in Ciutat Vella and its shops
Measure 1.11
Census of all regular fairs and a special promotional campaign for those run by local stakeholders in the area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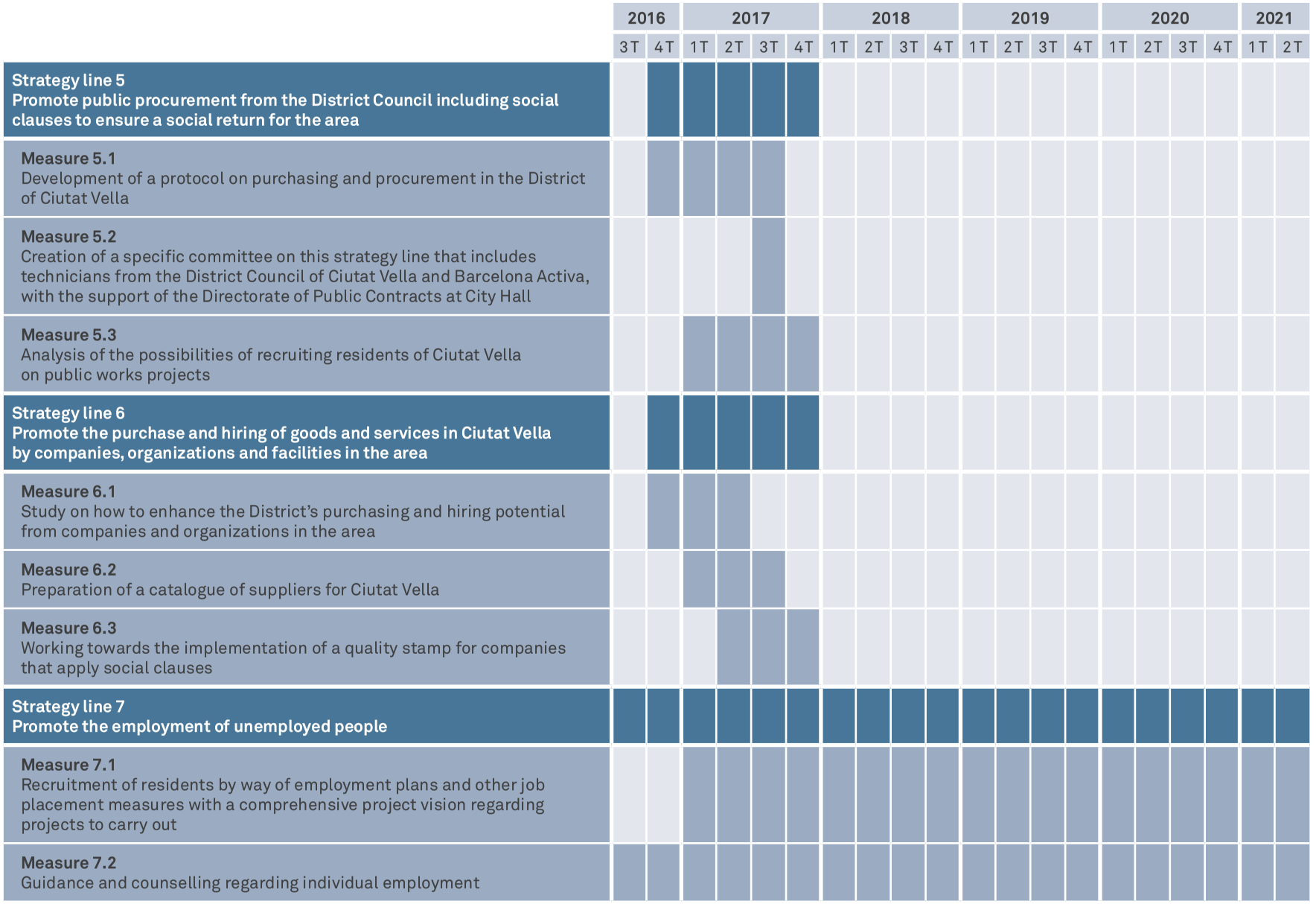
Strategy line 2
Encourage and promote sustainable and quality economic activity
Measure 2.1
Applications for subsidies aimed at financing individual and collective entrepreneurship projects, trading, cooperative and community economies and social innovation and employment in the area
Measure 2.2
Information Point for Economic Activity in Ciutat Vella (entrepreneurship, business initiatives and the social economy)
Medida 2.3
'Lifting the Shutters' Programme linked to neighbourhood requirements for goods and services as identified by neighbourhoods
Measure 2.4
Specific support for integrated projects and community development of local neighbourhoods
Measure 2.5
Support programme for five new business initiatives developed by groups at risk of social exclusion
Measure 2.6
Actions to boost the green and circular economy
Strategy line 3
Improve specific knowledge about the socio-economic reality of Ciutat Vella
Measure 3.1
Preparation of an annual report on the socio-economic diagnosis of Ciutat Vella
Measure 3.2
Specific studies commissioned on certain activities or issues where we lack information
Strategy line 4
Promote and support economic activity in priority sectors for the sustainable economic development of the District
Measure 4.1
Support for the creation of 50 projects related to entrepreneurship in priority economic sectors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Strategy line 5
Promote public procurement from the District Council including social clauses to ensure a social return for the area
Measure 5.1
Development of a protocol on purchasing and procurement in the District of Ciutat Vella
Measure 5.2
Creation of a specific committee on this strategy line that includes technicians from the District Council of Ciutat Vella and Barcelona Activa, with the support of the Directorate of Public Contracts at City Hall
Measure 5.3
Analysis of the possibilities of recruiting residents of Ciutat Vella on public works projects
Strategy line 6
Promote the purchase and hiring of goods and services in Ciutat Vella by companies, organizations and facilities in the area
Measure 6.1
Study on how to enhance the District's purchasing and hiring potential from companies and organizations in the area
Measure 6.2
Preparation of a catalogue of suppliers for Ciutat Vella
Measure 6.3
Working towards the implementation of a quality stamp for companies that apply social clauses
Strategy line 7
Promote the employment of unemployed people
Measure 7.1
Recruitment of residents by way of employment plans and other job placement measures with a comprehensive project vision regarding projects to carry out
Measure 7.2
Guidance and counselling regarding individual employment

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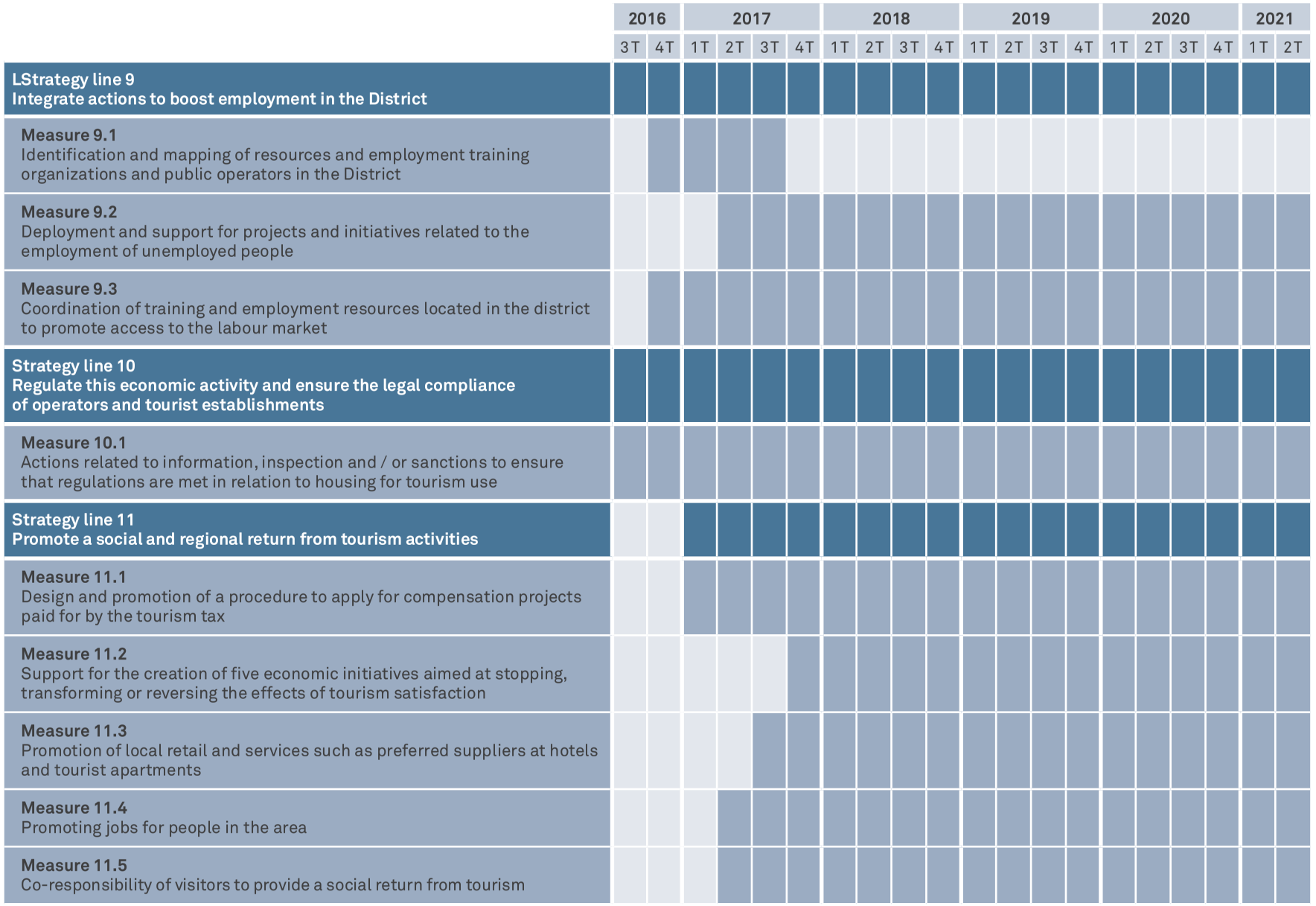
Measure 7.3 Skills development / training of District residents to increase their chances of getting into the labour market																				
Measure 7.4 Specific intervention for collective action for particularly vulnerable groups																				
Measure 7.5 Coordinated actions for prospecting companies in Ciutat Vella																				
Measure 7.6 Promoting family conciliation projects for people involved in employment or training projects																				
Measure 7.7 Actions to reduce dropouts in the education system to increase employability																				
Strategy line 8 **Promoting decent work**																				
Measure 8.1 Diagnosis of the degree of job insecurity in Old Town																				
Measure 8.2 Information and personalized advice on workers' rights in sectors that are related to tourism, hospitality and /or nightlife																				
Measure 8.3 Identification, enhancement and promotion of tourism companies, hotels and /or nightlife companies presenting best practices in working conditions																				
Measure 8.4 Incorporation of information campaigns on labour rights and employment training projects in the District																				
Measure 8.5 Preparation of a proposal for commitments to corporate social responsibility in the hotel industry, eateries and leisure companies in terms of social return and creating qualit																				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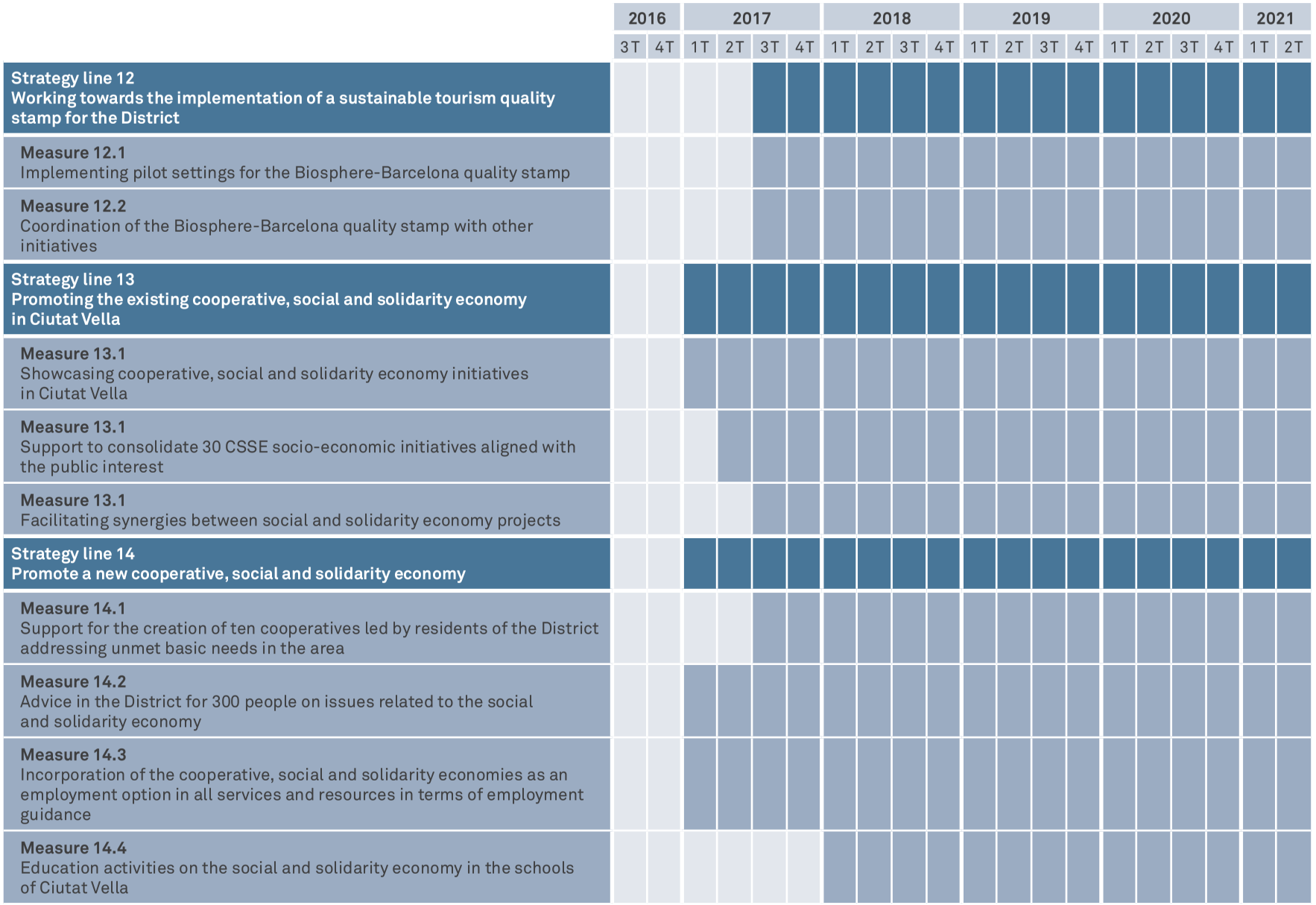
LStrategy line 9
Integrate actions to boost employment in the District
Measure 9.1
Identification and mapping of resources and employment training organizations and public operators in the District
Measure 9.2
Deployment and support for projects and initiatives related to the employment of unemployed people
Measure 9.3
Coordination of training and employment resources located in the district to promote access to the labour market
Strategy line 10
Regulate this economic activity and ensure the legal compliance of operators and tourist establishments
Measure 10.1
Actions related to information, inspection and / or sanctions to ensure that regulations are met in relation to housing for tourism use
Strategy line 11
Promote a social and regional return from tourism activities
Measure 11.1
Design and promotion of a procedure to apply for compensation projects paid for by the tourism tax
Measure 11.2
Support for the creation of five economic initiatives aimed at stopping, transforming or reversing the effects of tourism satisfaction
Measure 11.3
Promotion of local retail and services such as preferred suppliers at hotels and tourist apartments
Measure 11.4
Promoting jobs for people in the area
Measure 11.5
Co-responsibility of visitors to provide a social return from tourism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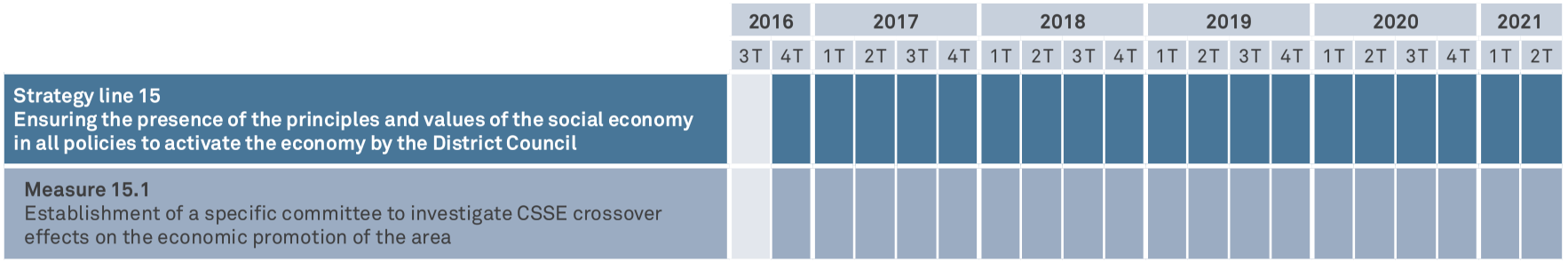
Strategy line 12
Working towards the implementation of a sustainable tourism quality stamp for the District
Measure 12.1
Implementing pilot settings for the Biosphere-Barcelona quality stamp
Measure 12.2
Coordination of the Biosphere-Barcelona quality stamp with other initiatives
Strategy line 13
Promoting the existing cooperative, social and solidarity economy in Ciutat Vella
Measure 13.1
Showcasing cooperative, social and solidarity economy initiatives in Ciutat Vella
Measure 13.1
Support to consolidate 30 CSSE socio-economic initiatives aligned with the public interest
Measure 13.1
Facilitating synergies between social and solidarity economy projects
Strategy line 14
Promote a new cooperative, social and solidarity economy
Measure 14.1
Support for the creation of ten cooperatives led by residents of the District addressing unmet basic needs in the area
Measure 14.2
Advice in the District for 300 people on issues related to the social and solidarity economy
Measure 14.3
Incorporation of the cooperative, social and solidarity economies as an employment option in all services and resources in terms of employment guidance
Measure 14.4
Education activities on the social and solidarity economy in the schools of Ciutat Vella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Strategy line 15
Ensuring the presence of the principles and values of the social economy in all policies to activate the economy by the District Council
Measure 15.1
Establishment of a specific committee to investigate CSSE crossover effects on the economic promotion of the area