

**Building the
Barcelona of
the future**



MEASURES FOR PROMOTING BARCELONA'S ECONOMIC ACTIVITY

**Practical guide for services,
subsidies and training in 2024**



**Ajuntament
de Barcelona**



PHOTO CREDITS:

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Building the Barcelona of the future



Barcelona is a creative, innovative, dynamic and vibrant city, and one of its greatest assets is its productive and commercial fabric, which encompasses a range of sectors such as retail, restaurants, culture, leisure, sports and tourism. That is why at Barcelona City Council we are working to continue promoting sustainable, environmentally and socially responsible economic growth that helps generate quality jobs, and generates not only economic capital, but also social and human capital.

We are aware of the challenges posed by global economic situation, the geopolitical tensions and the climate emergency. For this reason, we have focused our efforts on mitigating the effects of the economic and social crisis, addressing inequalities, supporting our businesses, entrepreneurs and shops, and driving an economic transformation that will allow us to maintain our status as the global Mediterranean and European city that Barcelona has become.

Over the past few years, Barcelona has demonstrated its resilience, along with that of its economic fabric. In 2023 the number of people registered with the Social Security system reached an all-time high, further strengthening our position as an open and export-oriented city, an international benchmark and promoter of citywide projects that will have a positive impact for everyone.

Boosting the economic dynamism of the city is one of our priorities. Therefore, we will formulate public policies aimed at attracting and retaining talent, as well as fostering local development. We will also encourage the development of innovative projects connected with the city's research and knowledge ecosystem, and support entrepreneurs in launching their business ventures, among other initiatives.

The new 2024 edition of the Barcelona Guide to Measures for Promoting Economic Activity is a gateway for accessing resources of every kind, such as training to open new professional paths, subsidies to foster your business and advisory services to help you give shape to new entrepreneurial projects. This guide is designed to facilitate access to the services provided by the City Council to businesses and entrepreneurs in the city, in order to strengthen the economy and continue making progress.

I invite you, through this guide, to engage further with the City Council, to discover the resources we can offer you and to take advantage of them.

Let's work together to help shape the Barcelona we want, a city full of opportunities and optimism with regard to the future.



Jaume Collboni Cuadrado
Mayor of Barcelona

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Who the measure is aimed at

I'd like to start an enterprise

I am a job seeker or wish to improve my professional profile

I'm a retailer, I have a business in a municipal market or I'm in the restaurant and catering industry

I have a tourist or international project

I have a company or I'm self-employed

I have a cooperative or a social and solidarity economy organisation

I have just arrived to work in Barcelona or I intend to work there soon

01 Subsidies, grants and funding



Type of measure	Who it's aimed at	Period
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Crea Feina 2024

Incentives for recruiting unemployed individuals with particular difficulties in accessing the labour market. This year's edition subsidises the hiring of young unemployed people and research staff. Subsidy amounts vary according to the group and the type of contract, with a particular emphasis on encouraging the incorporation of women in different profiles. A total of two million euros has been earmarked for the programme.

barcelonactiva.cat/creafeina

April 2024

Activa Autòno+ 2024

Grants for self-employed professionals to lighten the burden of the expenditure they have to bear during their first year of activity. Subsidies will be calculated on the basis of substantiated expenditure.

barcelonactiva.cat/autonoMES

April 2024



Type of measure	Who it's aimed at	Period
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Barcelona Accelera Funds

Through its development agency Barcelona Activa, the City Council is set to invest 15 million euros in national and international private venture capital funds, the goal being to drive start-ups in established strategic sectors and the Barcelona Green Deal economic agenda.



In 2024

barcelonactiva.cat/empreses

Map of resources to boost digitalisation in the city

Find all the resources available in the city such as grants, training, advice, technological tools, and more for boosting digital skills and strengthening digitalisation in all areas more accessible to the public.



Perma-
nent

ajuntament.barcelona.cat/digital/mapa-recursos-digitals/en



Type of measure	Who it's aimed at	Period
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General call for subsidy applications for district and city projects, activities and services in 2024

The 2024 general call for subsidy applications has a budget of €1,710,000 in grants for projects that promote local commerce and economic promotion in neighbourhoods. Regional or sectorial commercial associations and non-profit commercial entities in the city can apply for the subsidy. A consumer line is included in this call, aimed at consumer organisations in Catalonia.



From 8 to 25 January 2024

barcelona.cat/subvencionscomerc



Enfortim l'Economia Social i Solidària – Strengthening the social and solidarity economy

New edition of the specific call under the Barcelona City Council's subsidies programme for strengthening and reviving the social and solidarity economy (SSE) and developing projects that implement the 2030 BCN SSE Strategy. It will subsidise up to a maximum of 80% of the total cost of each project. The initial estimated budget for the subsidies is €935.000.



From April 2024

barcelona.cat/subvencionsESS

Type of measure

Who it's aimed at

Period

Impulsem el que fas 2024

Call for grants for revitalization of the local economy. They are financed projects that promote employment in neighborhoods, entrepreneurship and the social economy and solidarity, among others. Highlights the method of revitalizing empty premises on the ground floor.



June 2024

barcelonactiva.cat/impulsemelquefas

Subsidies for the digital transformation of local shops, bars and restaurants

To boost the presence of establishments in the digital environment, Barcelona is allocating half a million euros towards funding projects that invest in digital marketing, websites, online shops and digital signage, among other things.



May 2024

barcelona.cat/subvencionscomerc



Type of measure

Who it's aimed at

Period

Subsidies for the Christmas lights campaign

Call for subsidy applications totalling €1.400.000, intended to give support to the Christmas lights initiative launched by the city's retailers associations, and to help promote local commerce during the Christmas period. The grants are aimed at the city's local non-profit retailers associations carrying out their project in Barcelona.



June 2024

barcelona.cat/subvencionscomerc



Grants from the "Pla Endreça" for shops and restaurants

Funding for improvements to elements of commercial and catering establishments with an impact on the public space.



May-June 2024

barcelona.cat/subvencionscomerc

Type of measure

Who it's aimed at

Period

Cooperative loans to promote access to funding for social and solidarity economy (SSE) projects

Collaboration agreement between Barcelona City Council and the Cooperative COOP57 SCCL, aimed at businesses and organisations in the SSE to facilitate funding for new projects and new lines of activity for both new and existing companies.



In 2024

ajuntament.barcelona.cat/economia-social-solidaria/ca/financament/finances-etiques



Impact investment funds for social and solidarity economy (SSE) organisations and companies

Barcelona City Council and the Finances Ètiques Foundation maintain a collaboration agreement to strengthen the equity of social and solidarity economy companies in the municipality. The fund allows for temporary disbursements into the share capital of social companies, or alternatively, it invests through equity loans for a temporary period, setting growth and social impact objectives. During the investment period, the Foundation also provides strategic support.



In 2024

finanzaseticas.net/convocatorias/ayto-barcelona-ii-edicio/

Type of measure

Who it's aimed at

Period

Municipal market remodelling and renovation work

The Barcelona Municipal Institute of Markets (IMMB) is driving ahead with remodelling and renovation work on the markets with an expected investment of 100 million euros during this municipal government's term of office. The remodelling projects in progress are as follows: Mercat de l'Abaceria, Mercat de Montserrat, Mercat d'Horta and Mercat de l'Estrella. The aim is to put the focus on plans for improving and maintaining Barcelona's network of markets, with an annual budget of 4 million euros.



In 2024

mercats.barcelona



Type of measure

Who it's aimed at

Period

Subsidies as a support and reactivation measure for the markets: general expenditure and commercial stimulation measures

The aim of the call, funded with €510,000, is to provide financial support to cover the ordinary operational costs of their facilities as well as the extraordinary expenses arising from commercial stimulation measures.



In 2024

mercats.barcelona

Mercabarna Impulsa

The Mercabarna hiring grants programme is intended to promote the hiring of unemployed individuals such as university and vocational education and training (VET) graduates so they can receive permanent contracts once they have completed their studies.



In 2024, until the grants are used up

mercabarna.es/responsabilitat-social/ajuts-contractacio

Grant to drive the transformation and digitalisation of the city

The measure is aimed at non-profit associations, federations, confederations, and business associations linked to the visitor economy for the region of Destination Barcelona as a whole. It is part of the Sustainable Tourism Plan in destinations funded by the Next Generation EU funds to accelerate strategic innovation projects aimed at driving the transformation and digitalisation of the city of Barcelona.



In 2024

barcelona.cat/turisme/

Type of measure

Who it's aimed at

Period

Grants for young and emerging research projects

Grant scheme for emerging scientific research, aimed at individuals who have recently obtained their doctoral degree and wish to pursue their scientific career in the city. The call for proposals focuses on incorporating master's and doctoral students and includes work-life balance measures.



Call: second half of 2024

barcelona.cat/barcelonaciencia/ca/recerca/subvencions-projectes-de-recerca-jove-i-emergent

Grants for research and innovation projects in collaboration with the La Caixa Foundation

Barcelona City Council, in collaboration with the La Caixa Foundation, spearheads a twice-yearly grant programme for research and innovation projects aimed at addressing the challenges facing the city of Barcelona. This initiative aims to promote collaboration among research centres, third-sector organisations and the city's economic fabric to develop research in areas such as community health, city digitalisation, ageing, quality of life and the climate emergency.



In 2024

barcelona.cat/barcelonaciencia/ca/subvencions-projectes-de-recerca-i-innovacio-en-collaboracio-amb-la-fundacio-la-caixa

Subsidies for research and innovation projects



Type of measure

Who it's aimed at


Period

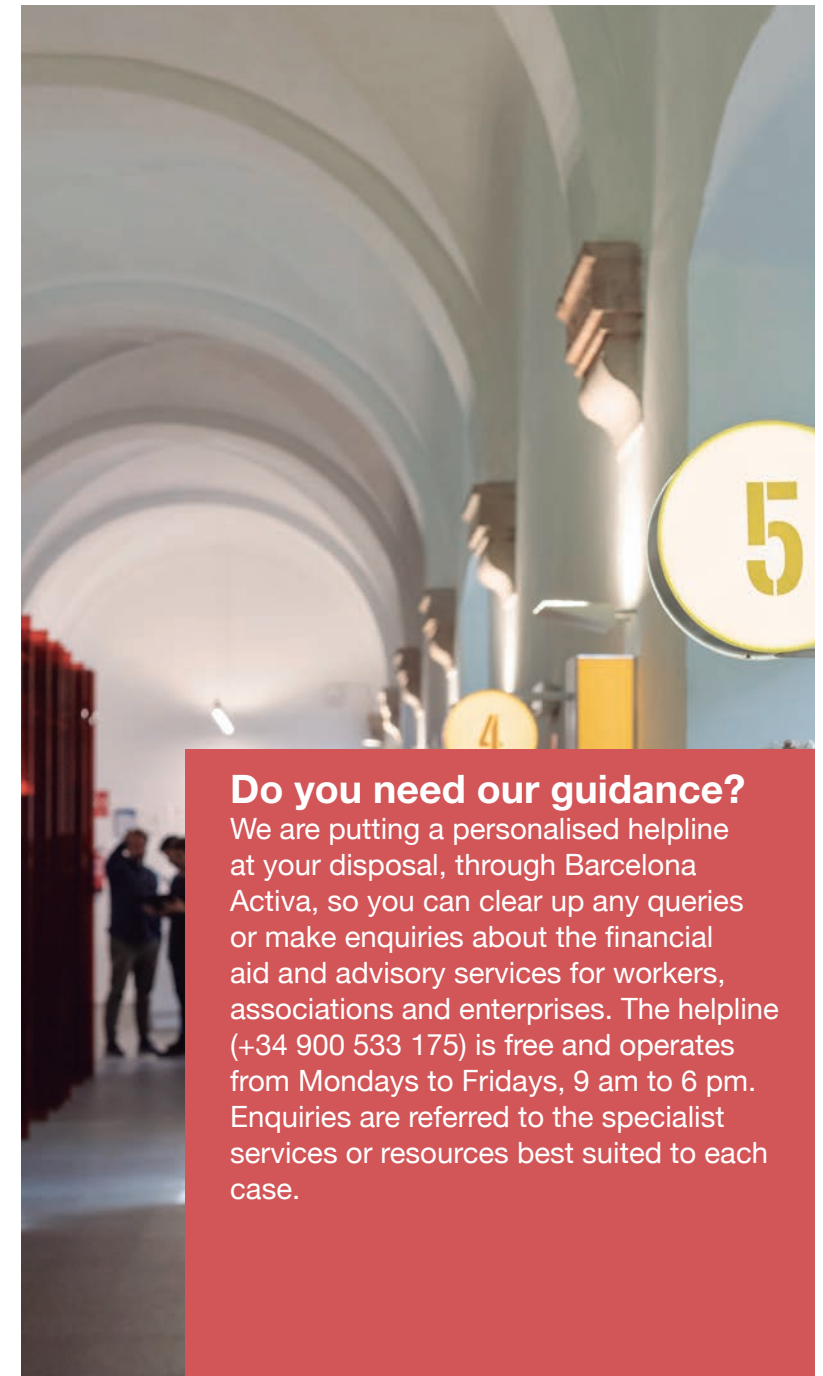
BCN Health Booster

BCN Health Booster is a three-year acceleration programme aimed at startups in the life sciences sector. The participating companies must be startups and spin-offs that have been operation for less than five years, based in Catalonia and requiring access the use of a laboratory. The initiative is promoted by the Barcelona Science Park and Barcelona City Council, with the collaboration of Barcelona Activa and Biocat.



In 2024

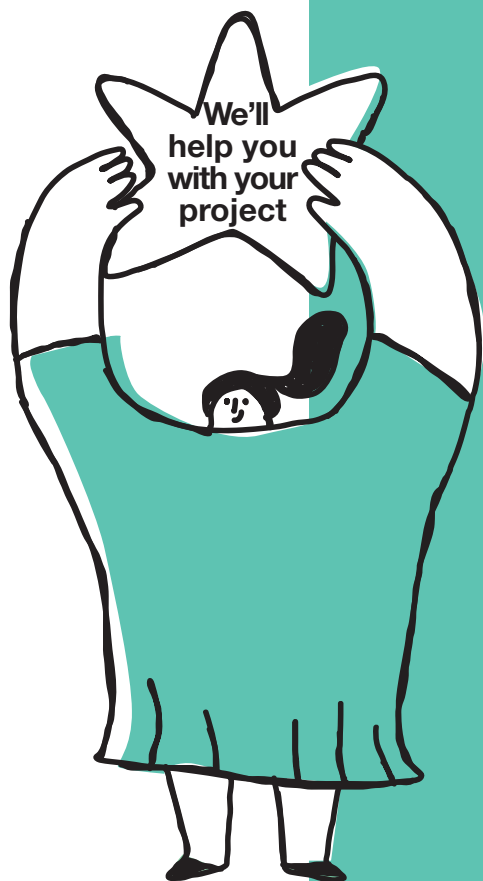
 barcelona.cat/barcelonaciencia/ca/ciencia-la-ciutat/la-ciencia-i-la-ciutadania/bcn-health-booster



Do you need our guidance?

We are putting a personalised helpline at your disposal, through Barcelona Activa, so you can clear up any queries or make enquiries about the financial aid and advisory services for workers, associations and enterprises. The helpline (+34 900 533 175) is free and operates from Mondays to Fridays, 9 am to 6 pm. Enquiries are referred to the specialist services or resources best suited to each case.

02 Advice



Barcelona City Council is at your side, helping you to look for information, selecting the resources best adapted to your needs and supporting when it comes to processing grants or drawing up personalised plans for your business with the help of experts. Our advice services will help you to start, consolidate or continue developing projects.

Type of measure	Who it's aimed at	Period
-----------------	-------------------	--------

Citizen Science Office

The Barcelona Citizen Science Office serves as a multidisciplinary platform for promoting citizen science and collective learning based on experience and best practices. The Office's mission is to support citizen science conducted in Barcelona by advising, accompanying and promoting initiatives that wish to operate in the city and its metropolitan area. Additionally, it aims to foster closer ties between the public and research communities while enhancing connections with emerging civic and cultural organisations.



In 2024

barcelona.cat/barcelonaciencia/en/science-city/science-and-citizenship/citizen-science/citizen-science-office

Business Transfer Service

If you're someone whose time with the enterprise you run has now ended, or an entrepreneur aiming to bring continuity to an already existing enterprise, Barcelona Activa offers an advisory service to connect you and facilitate business continuity.



In 2024

barcelonactiva.cat/empreses/transmisio-empresarial



Type of measure

Who it's aimed at

Period

Barcelona International Welcome Desk

Support service for international talent wanting to come and live in the city or who have recently settled here. It provides information on procedures and processes such as work and residence permits, access to housing, healthcare and education, the steps to creating a business, investing or working in Barcelona, and other practical matters for living in the city. Face-to-face assistance is given at the Barcelona International Welcome Desk offices (MediaTIC building) or by video conference. You need to book an appointment.



In 2024

barcelona.cat/welcomedesk



Barcelona International Welcome

Website aimed at international talent interested in coming to live and work in Barcelona. It includes practical information about the daily aspects of life in the city, a selection of the most important procedures to follow for setting up residence, and a calendar of periodic activities to get to know the city, settle in, and establish contacts.



In 2024

barcelona.cat/internationalwelcome

Type of measure

Who it's aimed at

Period

Office 22@. Information, advice, and business and urban-planning procedures point

Business one-stop-shop for enabling economic activity in the district. Located in the MediaTIC building, the office offers information for carrying out a business activity in the 22@ district. Preliminary use-plan reports, activity-starting and ending statements, licence transfers and applications for occupying public roads and squares can be processed there.



In 2024

barcelonactiva.cat/22barcelona

DigitESSt and DigiTeca

Online self-diagnosis and training tools for social and solidarity economy (SSE) organisations. A series of resources are at their disposal to help with promoting their digitalisation.

DigitESSt is a tool which enables SSE organisations to diagnose the state of their digitalisation. DigiTeca, for its part, is an open and free online training environment for improving the digitalisation of organisations. The training programme consists of eight modules: technology; organisation; feminism; networking; sustainable food; funding; sustainability; marking and communication.



In 2024

digiteest.matchimpulsa.barcelona

matchimpulsa.barcelona



Type of measure

Who it's aimed at

Period

Barcelona Fashion Forward

Support programme for up-and-coming designers and fashion brands. Its aim is to support process and method optimisation, incorporating methodologies for improving their professionalisation, and in the areas of marketing, communication and digitalisation. It offers training sessions, personalised support and service funding.



February 2024

barcelonactiva.cat/BFF



Ground-floor commercial properties and activities, commerce, services and restaurant trade observatory

The observatory is regarded as an ordered knowledge platform, with data for monitoring the progress of ground-floor premises and activities as well as identifying opportunities. It also contains the main and supplementary indicators of interest to the various groups (internal, commercial sector and entrepreneurs) and which inspire the development of initiatives for improving the sustainability of active premises and occupation of vacant premises.



In 2024

barcelona.cat/comerc

Type of measure

Who it's aimed at

Period

Urban Economic Promotion Areas (APEUs)

Urban economic promotion areas (APEU) are created to promote and modernise urban areas with an action plan adapted to general-interest purposes. The goal is to improve the quality of the urban environment, consolidate the compact, unified and environmentally efficient city model, as well as increase business competitiveness.



In 2024

Barcelona City Council has launched training and support sessions for shopping hubs and players involved from the economic sector. It also offers technical and legal advice to organisations interested in continuing to work on developing their APEU project.

ajuntament.barcelona.cat/comerc/ca/arees-de-promocio-economica-urbana-apeu



Type of measure

Who it's aimed at

Period

Employment rights defence points

Free, personal, face-to-face advice and assistance service on employment rights, available to all workers in every district and also by phone. Expanded service covering the whole city to meet all demand.



In 2024

barcelonactiva.cat/dretslaborals

Inclusive Employability Services

Employment-information and job-seeking support service for people in vulnerable situations, whether personal, social, legal or financial.



In 2024

barcelonactiva.cat/treball

Career guidance and job search service

Guidance service providing advice on the training best suited to the profile of each person and to labour market opportunities.



In 2024

barcelonactiva.cat/treball/assessorament



Type of measure

Who it's aimed at

Period

Employability service for young people

Employment-information and job-seeking support service for the city's youth. It offers full information on training, employment resources and the tools needed to find work. The service is offered at the Convent de Barcelona Activa, in Ciutat Vella, and several assistance points spread throughout the city.



In 2024

barcelonactiva.cat/joves



Talent Marketplaces

Events that provide a space for direct contact between enterprises with job offers and job candidates, with participatory dynamics and brief interviews. They are tailor-made for enterprises and also specifically for business sectors.



In 2024

barcelonactiva.cat/marketplace



Type of measure

Who it's aimed at

Period

Business Advice Service

Guidance service aimed at self-employed workers, social and solidarity economy enterprises, businesses and associations on issues relating to incorporations, funding, talent management, transfers, internationalisation and digital transformation.



In 2024

barcelonactiva.cat/empreses/assessorament

Comerç a punt 2024

Barcelona City Council addresses retail establishments and services to advise them on re-defining their business strategy as well as putting their business back on its feet, adopting new marketing models, or creating and developing formulas for incentivising demand. It provides free support adapted to each person's work pace.



From November 2024

barcelonactiva.cat/comercapunt



Type of measure

Who it's aimed at

Period

Dissenyem comerç

Project to revive local trade with contributions from young talent in the creative industries. Various training centres in creative disciplines come into contact with commercial hubs. Groups of students diagnose issues and propose creative initiatives to revive small businesses.



Until december 2024

This project enables small retailers to learn more about strategies and creative thinking, and jobs for design professionals may subsequently be created.

barcelona.cat/comerc

Barcelona Biosphere Commitment to Sustainable Tourism

Programme that distinguishes tourist operators committed to responsible management under certain requirements based on the United Nations' sustainable development goals (SDGs). Enterprises and organisations receive training and advice on making an improvement plan and obtaining Biosphere Sustainable Lifestyle certification, enabling them to improve their positioning.



Registration open up to 30 April 2024

turismesostenible.barcelona



Type of measure

Who it's aimed at

Period

Barcelona Tourism Observatory

Thanks to collaborative efforts between various institutions, Barcelona has a platform for statistical information, knowledge and tourism intelligence offering studies and up-to-date data on the city and the entire region comprising Destination Barcelona. It can be used to access statistics about visitor profiles, their economic impact, employment data in the tourism sector, and information regarding accommodation, infrastructure, and transport, as well as the latest Online Reputation Report (IRON) for Destination Barcelona and the Sustainability Indicator System (SITS OTB).



In 2024

observatoriturisme.barcelona

Advice for entrepreneurs

Barcelona Activa's entrepreneurship services accompany and support entrepreneurs wishing to start a business project throughout the entire process, enabling them to turn an idea into a feasible enterprise.



In 2024

emprendoria.barcelonactiva.cat/assessorament-emprenadors



Type of measure

Who it's aimed at

Period

Social and Solidarity Economy (SSE) advisory service

Specialised, personal service for providing information to and supporting SSE enterprises and organisations, from how to start a project to how to improve it and obtain funding. Coordinated with the ecosystem's services, operators and players, this service identifies opportunities and detects difficulties, in addition to offering tools and expert support in specific areas.



In 2024

barcelonactiva.cat/empreses/economia-social-i-solidaria



Digitalisation service for SMEs

Service that accompanies small and medium-sized enterprises and self-employed workers in digitalisation processes.



In 2024

barcelonactiva.cat/empreses/assessorament-en-digitalitzacio

Type of measure

Who it's aimed at

Period

Social clauses for responsible public procurement

This service promotes applications of the subcontracting clause with social and solidarity economy (SSE) enterprises and the social reserve that Barcelona City Council promotes, reaching €10 million a year and aimed at SSE enterprises (more specifically, special work centres and insertion enterprises).



In 2024

barcelonactiva.cat/contractaciosocial

OMIC information and advice service for enterprises on consumption

The Municipal Consumer Information Office (OMIC) provides an information and advice service for commercial establishments, self-employed professionals and micro-companies. The OMIC advises enterprises as consumers of basic or ongoing services: utilities, telephone services, insurance and financial products.



In 2024

ajuntament.barcelona.cat/omic/ca/espai-empreses



Type of measure

Who it's aimed at

Period

Consumption information and education sessions

The Municipal Consumer Information Office (OMIC) provides shopping hubs, district trade councils and enterprises with information sessions to explain consumer rights, municipal assistance channels relating to consumption, how inquiries and claims can be made, and mediation and arbitration processes for resolving consumer issues and any related queries that may arise.



In 2024

ajuntament.barcelona.cat/omic/ca/espai-empreses

Responsible Consumption Space

This is a municipal facility specialising in responsible consumption and committed to people and the environment. With that goal in mind, it takes part in city events that promote responsible consumption and sustainable food, offers talks, activities and exhibitions, and puts a Responsible Consumption Information Point at the disposal of the general public.



In 2024 (except August)

barcelona.cat/consumresponsable



Type of measure

Who it's aimed at

Period

Futurism

A programme for supporting the creation of innovative, responsible and sustainable enterprises that meet the new needs of the tourist sector in Barcelona city and province. Participating projects receive training in the fields of entrepreneurship and tourism, under a personalised accompaniment plan.

The programme is promoted by Barcelona Activa - Barcelona City Council, Barcelona Provincial Council, the Catalan Association of Specialist Travel Agencies (ACAVE) and the Barcelona Hotels Guild.



In 2024

 emprenedoria.barcelonactiva.cat/programa-futurisme-turisme-sostenible

CONNECTIO, the open innovation business platform

This tool facilitates contact between companies facing innovation challenges and emerging businesses (start-ups) or SMEs that can offer solutions. In this way, Barcelona Activa fosters and promotes open innovation among companies in the city to increase their impact and visibility.



In 2024

 barcelonactiva.cat/connectio



Type of measure

Who it's aimed at

Period

Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)

(see page 40)

Map of resources to boost digitalisation in the city

(see page 10)

BCN Health Booster

(see page 18)



Barcelona Activa's business funding service

Expert advice for obtaining funding for self-employed workers, enterprises and associations. This service accompanies grant application processes and provides support for obtaining existing financial products, whether public or private.

barcelonactiva.cat/empreses/financament

03 Training



Type of measure	Who it's aimed at	Period
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Tech training at the Cibernàrium
 The Cibernàrium offers training to improve digital tech skills and help meet the challenges that come with digitalisation. Its programme enables enterprises to cover their digital talent needs.



In 2024

barcelonactiva.cat/cibernarium



IT Academy

A programme that enables professional profiles to be reoriented towards sectors such as programming and data science in just 12 weeks, thanks to its self-learning, personalised and highly innovative educational method, and to an expert mentoring service that provides accompaniment throughout the process. It also includes an advisory service and tools to find work.



In 2024

barcelonactiva.cat/itacademy

Type of measure

Who it's aimed at

Period

42 Barcelona

Located in Barcelona Activa's Technological Park, 42 Barcelona is a programming campus that follows an innovative and free model endorsed worldwide and is based on 'meta-learning', which fosters creativity and teamwork and allows individuals to train at their own pace, opening doors to a new labour market.

This is a Telefónica Foundation, Barcelona City Council and Catalan Government initiative.



In 2024

42barcelona.com

Trades Workshops

Training and work programmes for young people whose main aim is to improve professional skills and find work in entertainment and the creative industries, as well as the environment field. It combines a maximum of six months work experience and a six-month employment contract.



From January to December 2024

barcelonactiva.cat/treball

Online training for professionals and enterprises

Barcelona Activa offers training grouped by subject category and adapted to the needs of each person.



In 2024

barcelonactiva.cat/treball/online

barcelonactiva.cat/empreses/online

Type of measure

Who it's aimed at

Period

Virtual and face-to-face classroom for projects in the framework of the Social and Solidarity Economy (SSE)

The Barcelona Activa Virtual and face-to-face classroom has specific courses designed for SSE projects and organisations. These teach how to prepare yourself for setting up a business, improving your skills or strengthening SSE sector enterprises.



In 2024

barcelonactiva.cat/empreses/formacio-economia-social-i-solidaria

Sectoral reskilling

Short-term professional technical training that allows individuals to improve their profiles or reorient their careers towards the city's strategic sectors with higher employability. It offers three formats: online, streaming and F2F.



February-March 2024

barcelonactiva.cat/reskilling



Language reskilling

Language reskilling courses are short training modules that enable participants to learn new languages for improving their professional profile and adapting to labour market demands.



Second semester of 2024

barcelonactiva.cat/reskilling_idiomes

Type of measure	Who it's aimed at	Period
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Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)

The City Council offers tools and accompaniment for retailers who have signed up to the Green Trade programme. The goal is to raise customer awareness and promote sustainable food produce.

Includes:

- Short F2F or online training course lasting 1 hr 30 min
- Personalised advice for 60 retailers
- Virtual accompaniment by periodically sending out useful information



Up to April 2024

ajuntament.barcelona.cat/mercats/ca/content/comerc-verd

Online training for shops, bars and restaurants

Barcelona Activa offers over 50 free online courses to boost shops, bars and restaurants. The training teaches them how to improve management by incorporating digital transformation processes and helps them to use digital tools to make themselves known, boost sales and increase customer loyalty.



In 2024

barcelonactiva.cat/empreses/formacio-i-programes-per-al-comerc

Type of measure	Who it's aimed at	Period
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Programes Jo+: discovering, learning and finding work

Programme that offers young people guidance, activities to learn about occupations and tutoring for them to define their professional goal and establish a personal work plan adapted to that. The plan includes vocational training with internships in sectors such as the hotel and catering industries, facilities and construction.



February 2024

barcelonactiva.cat/treball/jo+

Job opportunities in municipal markets and local shops

Programme led by Barcelona Activa, together with Mercabarna and in collaboration with the Barcelona Institute of Markets (IMMB), offering young people the chance of receiving training and working as sales assistants specialising in food products in city markets and local shops. The programme is aimed at young people aged between 18 and 29, whether or not they hold qualifications from secondary school, baccalaureate studies or vocational training. This year's specialities are butchery, seafood products and vegetarian foods. Additionally, the IMMB is auctioning empty market stalls to help new licence holders access them. The institute's website also lists the food guilds that offer job boards.



February 2024

barcelonactiva.cat/treball/jo+mercats.barcelona

Type of measure

Who it's aimed at


Period

Training with official employment service (SOC) qualification

Long courses (+300 hours), which include internships and a professional skills certificate on completing the training. This is a recognised official qualification that enables those who have it to change their profession and access jobs with a higher market demand.



In 2024

 barcelonactiva.cat/treball

Entrepreneurship programmes for specific groups and sectors

Programmes for entrepreneurship include accompaniment and networking for the creation of enterprises and organisations aimed at certain groups of entrepreneurs (young people, older people and women) or sectors of activity (creative industries, food, sport, tourism or projects with a social impact).



In 2024

 emprenedoria.barcelonactiva.cat/programes-emprenedors

Escolab

The Escolab programme brings secondary school, baccalaureate and vocational training students closer to research centres through a wide range of scientific outreach activities conducted by the researchers themselves. Every year, training sessions are organised on key current topics (new curriculum, inclusion, improving educational activities, etc.). They are aimed at teachers and researchers who are part of the Escolab community.



In 2024

 escolab.bcn.cat/en

Type of measure

Who it's aimed at

Period

DigitESSt and DigiTeca

(see page 23)

Barcelona Fashion Forward

(see page 24)

Dissenyem comerç

(see page 29)

Information and education sessions on consumption

(see page 33)

Responsible Consumption Space

(see page 33)

Futurism

(see page 34)

Map of resources to boost digitalisation in the city

(see page 10)



Free, convenient training, open to everyone

All the training we offer you through Barcelona Activa is free and available to all city residents. It will help you to find a new job, improve your professional profile, start up a business or get your business to grow. It is organised through the Cibernàrium, Barcelona Treball and other services and enables users to choose, depending on their individual needs, between several types of training experiences and formats: F2F, online and streaming.

barcelonactiva.cat/training

04 Promoting the city



Barcelona is a city that looks to the future and possesses all the attributes for playing a key role in the changes that are coming. The City Council is therefore driving ahead with economic-promotion tools, both local and international, fostering public-private cooperation initiatives and launching campaigns that strengthen the city's full economic potential.

Type of measure

Who it's aimed at

Period

17th Science Festival

This year will mark the 17th edition of the Science Festival, a popular event for scientific outreach that takes place annually in the city. It offers an extensive programme of activities for all audiences (workshops, demonstrations, games, shows, etc.) with the aim of sharing Barcelona's scientific sector knowledge with the public.



7, 8 and 9 June 2024

barcelona.cat/festadelaciencia

The Hypatia European Science Prize

Barcelona City Council, in collaboration with Academia Europaea (Barcelona Knowledge Hub, AE-BKH), awards this prize annually with the aim of helping give science greater visibility, as well as promoting, strengthening and boosting the value of excellence in research and its impact on society in Europe.



Call: second half of 2024

barcelona.cat/barcelonaciencia/en/research/research-city/hypatia-european-science-prize





Type of measure

Who it's aimed at

Period

BizBarcelona and Employment Fair

These two are benchmark events for entrepreneurial initiative and job seeking, and they are held together to foster talent and boost businesses. The city's entrepreneurial and business ecosystem will be meeting institutions and professionals again in 2024.

-  salocupacio.com
-  bizbarcelona.com



23
and 24
October



Comprehensive projects with contracting

Employment initiative to promote job placements for unemployed individuals that combines work experience, skills improvement and career guidance. Participants join various municipal projects connected to strategic sectors.

-  barcelonactiva.cat/treball/pics



In 2024



Type of measure

Who it's aimed at

Period

Barcelona International Community Day 2024

This year will see the eleventh edition of Barcelona International Community Day, an F2F event that includes an exhibitors' fair and an extensive programme of activities (seminars, workshops, roundtables and networking) to welcome the city's international community, offering useful information and resources for living, working and doing business in Barcelona.

-  barcelona.cat/internationalcommunityday



The 2024
edition is
planned
for Satur-
day, 28
Septem-
ber



Presence at trade fairs: ISE, IOT, 4YFN-MWC, SMART CITY EXPO

Barcelona City Council and Barcelona Activa take part in the main trade fairs held in the city, with their own space offering economic information on the city, advice for enterprises and investors, and networking activities, among other things. Spaces are provided at these fairs so that start-ups in the Barcelona Activa orbit and taking part in its accompaniment programmes can be introduced and create new business opportunities.

-  barcelonactiva.cat/empreses/fires



In 2024


Type of measure	Who it's aimed at	Period
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Barcelona Social and Solidarity Economy Strategy for 2030: reviving and strengthening an economy for life in the city

The #ESSBCN2030 SSE strategy is an expression of the joint work and commitment of the SSE area and the SSE community to join forces and strengthen the SSE in the city. It became a city agreement in June 2021, creating a joint working space for participation and shared governance between the SSE area, co-led by the Catalan Social Economy Association (AESCAT) and Barcelona City Council, thereby enhancing and giving continuity to the participatory process underway, and contributing to the socio-economic development of the city and its residents.



In 2024

 ajuntament.barcelona.cat/economia-social-solidaria/ca/estrategia-essbcn2030

Market network support and promotion programme. Agreement with the Barcelona Federation of Municipal Market Associations (FEMM)

Action in the market network to promote the differential values of the city's markets in the distribution network for fresh, quality, local, organic, short-circuit products. At the same time, the role of markets as advocates for healthy and sustainable food is highlighted within the Green Commerce, Zero Plastic, cookery classrooms, and the educational programme of the Barcelona Municipal Institute of Markets (IMMB).



In 2024

 mercats.barcelona

Type of measure	Who it's aimed at	Period
-----------------	-------------------	--------

Healthy and sustainable products in sustainable spaces

€260,000 is allocated to promote the following initiatives:

Green Commerce

This has been deployed across the extensive network of municipal markets in the city (508 establishments affiliated as of November 2023), to promote local, organic, farm-to-table, and artisanal products, working collaboratively with Social and Solidarity Economy of Barcelona City Council, the FEMM (Federation of Municipal Markets), and the food guilds to execute the project. In 2024, the project will receive a new boost with new actions and targeted campaigns for each type of product.

Zero Plastic

Information and advisory actions aimed at reducing single-use plastic packaging.

Cookery classrooms in the markets

There are four permanent kitchens in the markets of Sants, Boqueria, Ninot, and Sant Antoni, and two mobile kitchens that support the project. During the 2022-2023 school year, 4,600 children from 33 schools in the city attended the cookery classrooms. For the coming year, the expected attendance is of 8,500 children from 53 schools.

And the educational projects, with a budget allocation of €51,000, offered support to 7,201 students from 204 schools in the previous school year (2022-23).



In 2024

 mercats.barcelona

Type of measure

Who it's aimed at

Period

2030 City Agreement for Healthy and Sustainable Food

This is a space for participation, public-private cooperation and joint action between city institutions and organisations working to transform the prevailing food system and make it healthier and more sustainable.

Its goal is to give continuity to the process used for drafting the EASSB2030, promoting cooperation, action and coordination of projects to move towards a healthy, sustainable food model.



In 2024

alimentosostenible.barcelona/ca/estrategia-dalimentacio-saludable-i-sostenible-barcelona-2030



Type of measure

Who it's aimed at

Period

Agròpolis participatory space

Agròpolis is a public community space for dialogue, work and action, between civil society, the economic fabric, universities and the municipal public authority, which have the common goal of collaborating to transform Barcelona's food system through the values of food sovereignty and agro-ecology.



In 2024

alimentosostenible.barcelona/ca/cuidem-el-planeta/agropolis

Responsible Consumption and Social and Solidarity Economy Fair

Annual fair organised in a central part of Barcelona to promote responsible consumption and introduce the social and solidarity economy to the city. You will find various booths with social and solidarity economy (SSE) or responsible consumption enterprises, organisations and projects in Barcelona, offering a wide range of crafts, clothes and other textile accessories, culture, books, packaged food, cosmetics, toys and other small-gift products.



Registration: July/September. Fair held: December 2024

barcelona.cat/economiasocial



Type of measure

Who it's aimed at

Period

Campaign to promote shops, markets, bars and restaurants

Every year the City Council launches a campaign every year to position Barcelona as a city for quality local shops, markets, bars and restaurants, thanks to the professionalism of the people working there and the service they offer the public. The campaign is also intended to make these establishments aware that the professionalism of their teams is a key factor in Barcelona becoming a benchmark in this field.



In 2024

 barcelona.cat/comerc



Barcelona's tourism promotion campaigns

The Barcelona Tourist Consortium runs a series of campaigns to promote tourism in the city. Equipped with a considerable digital component, they are aimed at several specific target sectors for the purpose of attracting a local, high-value visitor profile that shares Barcelona's attributes.



In 2024

 barcelonaturisme.com

Type of measure

Who it's aimed at

Period

Barcelona International Welcome Desk

(see page 22)

Barcelona Fashion Forward

(see page 24)

Tourism Observatory

(see page 30)

Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)

(see page 40)



05 Regulatory changes and tax rebates



The Barcelona City Council is firmly committed to ensuring that our city is an easy place for economic activity. This is why it has launched regulatory and administrative changes that simplify things for city residents and economic sectors and speed up and simplify procedures and payment periods.

Rebates on capital gains, tax on increase in urban land value (IIVTNU)

A 95% rebate on the rate is applied in the following cases:

Transfer through inheritance of the primary residence: the rebate is conditional on not transferring the residence within the three years following the date of death of the transferring person. It can be requested by spouses, descendants or adoptees, as well as ascendants or adopters and individuals who, by law, receive a treatment similar to a relationship of kinship to continue using the residence due to having lived with the deceased person during the two years prior to their death.

Transfer through inheritance of premises where the deceased person conducted a habitual, personal and direct professional activity: the rebate is subject to not transferring the premises and to continuing to conduct an economic activity there for five years following the death.

 barcelona.cat/hisenda



Period:

Deadline for paying the capital gains and applying for the rebate: six months from the date of the deceased person's death (extendable for an additional six months)



Flat rate

This is a method of direct debit payment that allows you to pay all the taxes for the year together, choosing the number of monthly instalments you wish to pay.

Only for natural persons.

Legal persons cannot ask for a flat rate.

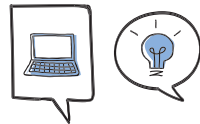
 barcelona.cat/hisenda

FLAT RATE



Period:

Each year, the tax calendar will include information on the period for registering for the flat rate



New terrace tax

The tax rate is configured as a progressive tax in which the charge for each table varies and is higher for larger terraces. There are established brackets, with increments of five tables each, where a coefficient is applied starting at 0.30 and gradually increasing up to 0.80.

 ajuntament.barcelona.cat/norma-portal-juridic

TERRACES



Period:
In 2024



Property tax (IBI) rebates

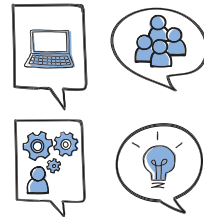
The City Council offers different: for new-build properties and social housing, if this involves a large family and systems are installed for harnessing heat or electricity from the sun's energy, during the three tax periods following the date of the installation's legalisation.

 barcelona.cat/hisenda



Period:

each rebate's specific terms will have to be consulted



Economic activity tax (IAE) rebates

The City Council offers different rebates on the tax for business activities.

Rebates for cooperatives

Cooperatives and cooperative unions, federations and confederations can request an IAE rebate provided they present documentary proof that they are registered in the Cooperatives register and meet the requirements set out in the Tax byelaw and Act 20/1990, of 19 December, on the tax system for cooperatives.

The rebate is for 95% of the amount of the tax levied.

Tax rebates for increased staff numbers

Natural or legal persons who pay municipal tax and have increased their staff by 10% or more are eligible for a rebate. The increase must have involved indefinite contracts and taken place during the tax period immediately prior to that in which the subsidy is requested.

It must be borne in mind that this increase in staff numbers must have occurred in their work centres in the Barcelona municipality.

Rate reduction for use of renewable energy

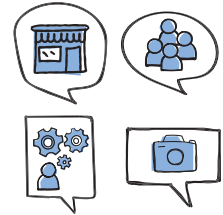
Rebates for natural and legal persons installing systems for harnessing heat or electricity from the sun's energy, for three consecutive years as from the date of application for the installation's legalisation or registration.

 barcelona.cat/hisenda



Period:

specified for each rebate



Tax on mechanically powered vehicles (IVTM) rebates

The City Council offers several rebates on the tax on mechanically powered vehicles.

Rebate on the tax on mechanically powered vehicles for owners of vehicles classed as zero emission or electric vehicles:

Rebate on the tax on mechanically powered vehicles of any kind (except trailers) classed as zero emission vehicles according to the vehicle registry of the Directorate General of Traffic.

Rebate on the tax on mechanically powered vehicles for owners of ECO-classed vehicles that use petrol, with emissions of up to 120 g/km of CO₂:

Rebate on the tax on mechanically powered vehicles for owners of ECO-classified vehicles of any kind (except trailers) that use petrol, with emissions of up to 120 g/km of CO₂, according to the vehicle registry of the Directorate General of Traffic.

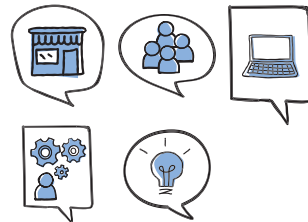
Rebate on the tax on mechanically powered vehicles for owners of vintage vehicles:

Rebate on the entire amount of the tax on mechanically powered vehicles for vehicles considered vintage, under the regulations for vintage vehicles.

 barcelona.cat/hisenda



Period:
specified for each rebate



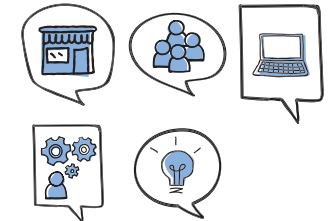
Construction, installation and works tax (ICIO) rebates

Barcelona City Council offers several rebates on the construction, installation and works tax. Rebates on the construction, installation and works tax (ICIO) may be requested for work whose purpose is to construct buildings or put up installations declared to be of special municipal interest or usefulness, because of social, cultural, historical and artistic or work-promoting circumstances or because they incorporate systems for harnessing heat or electricity from solar energy.

 seuelectronica.ajuntament.barcelona.cat/oficinavirtual/ca/tramit/20050000547



Period:
The period needs to be consulted in the corresponding tax byelaw



06 Measures For Each Specific Sector



I am job-hunting or wish to improve my professional profile

Subsidies, grants and funding

Crea Feina 2024 job-creation subsidies

Advice

Employment Rights Defence Points
Inclusive Employability Services
Career Guidance and Job Search Service
Employability Service for Young People
Talent marketplaces
Barcelona International Welcome

Training

Tech training at the Cibernàrium
IT Academy
42 Barcelona
Online training for professionals and enterprises
Sectoral reskilling
Language reskilling
Trades Workshops
Jo+ programs: discover, learn and occupy yourself
Job opportunities in municipal markets and local shops
Training with official employment service (SOC) qualification
Escolab
Map of resources to boost digitalisation in the city

Promoting the city

BizBarcelona and Employment Fair
Comprehensive sectoral and strategic projects

Barcelona International Community Day 2024
Presence at trade fairs: ISE, IOT, 4FYN-MWC, SMART CITY EXPO
Barcelona International Welcome

Regulatory changes and tax rebates

Rebates on capital gains, tax on increase in urban land value (IIVTNU)
Flat rate
Property tax (IBI) rebates
Tax on mechanically powered vehicles (IVTM) rebates
Construction, installation and works tax (ICIO) rebates



I have a company or I'm self-employed

Subsidies, grants and funding

Crea Feina 2024 job-creation subsidies
Activa Autòno+ 2024
Barcelona Accelerate Funds
General call for subsidy applications for district and city projects, activities and services in 2024
Impulsem el que fas 2024 – We promote what you do 2024
Subsidies for the digital transformation of local shops, bars and restaurants
Subsidies as a support and market recovery measure: general expenditure and business recovery measures
Mercabarna Impulsa
Grants from the “Pla Endreça” for shops and restaurants
Map of resources to boost digitalisation in the city
Grant to drive the transformation and digitalisation of the city
Grants for research and innovation projects in collaboration with the La Caixa Foundation
BCN Health Booster

Advice

Business Transfer Service
Barcelona International Welcome Desk
Barcelona International Welcome
Office 22@. Information, advice, and urban-planning and business procedures point
DigitESSt and DigiTeca
Barcelona Fashion Forward 2024 – We'll promote your fashion brand 2024
Ground-floor premises and activities, commerce, services and restaurant trade observatory
Urban Economic Promotion Areas (APEUs)
Talent marketplaces
Business Advice Service
Barcelona Biosphere Commitment to Sustainable Tourism
Social and Solidarity Economy (SSE) Advisory Service
Digitalisation service for SMEs
Social clauses for responsible public procurement
OMIC consumption information and advice service for enterprises

Consumption information and education sessions
Responsible Consumption Space
Futurism
CONNECTIO, the open innovation business platform
BCN Health Booster

Training

Tech training at the Cibernàrium
Online training for professionals and enterprises
Entrepreneurship programmes for specific groups and sectors
Consumption information and education sessions
Responsible Consumption Space
DigitESSt and DigiTeca
Futurism
Barcelona Fashion Forward
Map of resources to boost digitalisation in the city

Promoting the city

BizBarcelona and Employment Fair
Barcelona International Community Day 2024
Barcelona International Welcome
Presence at trade fairs: ISE, IOT, 4FYN-MWC, SMART CITY EXPO
2030 City Agreement for Healthy and Sustainable Food
Agròpolis participatory space
17th Science Festival

Regulatory changes and tax rebates

Rebates on capital gains, tax on increase in urban land value (IIVTNU)
Property tax (IBI) rebates
Economic activity tax (IAE) rebates
Tax on mechanically powered vehicles (IVTM) rebates
Construction, installation and works tax (ICIO) rebates



I'd like to become an entrepreneur

Subsidies, grants and funding

Crea Feina Plus 2024 job-creation subsidies
Activa Autòno+ 2024
Barcelona Accelera Funds
Impulsem el que fas 2024 – We promote what you do 2024
Subsidies for the digital transformation of local shops, bars and restaurants
Grants for research and innovation projects in collaboration with the La Caixa Foundation
Grants for young and emerging research projects
Map of resources to boost digitalisation in the city

Advice

Business Transfer Service
Barcelona International Welcome Desk
Barcelona International Welcome
Office 22@. Information, advice, and urban-planning and business procedures point
Barcelona Fashion Forward 2024 – We'll promote your fashion brand
Ground-floor properties and activities, commerce, services and restaurant trade observatory
Urban Economic Promotion Areas (APEUs)
Dissenyem comerç
Advice for entrepreneurs
Social and Solidarity Economy (SSE) Advisory Service
Social clauses for responsible public procurement
Consumption information and education sessions
Responsible Consumption Space
Futurism
Barcelona International Welcome
DigitESSt and DigiTeca
Citizen Science Office

Training

DigitESSt and DigiTeca
Tech training at the Cibernàrium
Online training for professionals and enterprises
Virtual and face-to-face classroom for projects in the framework of the Social and Solidarity Economy (SSE)
Map of resources to boost digitalisation in the city
Entrepreneurship programmes for specific groups and sectors
Dissenyem comerç
Consumption information and education sessions
Responsible Consumption Space
Futurism
Barcelona Fashion Forward

Promoting the city

BizBarcelona and Employment Fair
Barcelona International Community Day 2024
Presence at trade fairs: ISE, IOT, 4FYN-MWC, SMART CITY EXPO
2030 City Agreement for Healthy and Sustainable Food
Agròpolis participatory space
Barcelona Fashion Forward
Barcelona International Welcome
17th Science Festival

Regulatory changes and tax rebates

Rebates on capital gains, tax on increase in urban land value (IIVTNU)
Flat rate
Property tax (IBI) rebates
Tax on mechanically powered vehicles (IVTM) rebates
Construction, installation and works tax (ICIO) rebates



I'm a retailer, I have a business in a municipal market or I'm in the restaurant and catering industry

Subsidies, grants and funding

Crea Feina 2024 job-creation subsidies
General call for subsidy applications for district and city projects, activities and services in 2024
Impulsem el que fas 2024 – We promote what you do 2024
Subsidies for the digital transformation of local shops, bars and restaurants
Subsidies for the Christmas lights campaign
Municipal market remodelling and renovation work
Subsidies as a support and market recovery measure: general expenditure and business recovery measures
Map of resources to boost digitalisation in the city
Grant to drive the transformation and digitalisation of the city

Advice

Business Transfer Service
Office 22@. Information, advice, and urban-planning and business procedures point
Ground-floor commercial properties and activities, commerce, services and restaurant trade observatory
Urban Economic Promotion Areas (APEUs)
Comerç a punt 2024
Dissenyem comerç
OMIC consumption information and advice service for enterprises
Consumption information and education sessions
Responsible Consumption Space
Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)

Training

Tech training at the Cibernàrium
Online training for professionals and enterprises
Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)
Online training for shops, bars and restaurants
Job opportunities in municipal markets and local shops
Dissenyem comerç

Consumption information and education sessions
Responsible Consumption Space
Map of resources to boost digitalisation in the city

Promoting the city

2030 City Agreement for Healthy and Sustainable Food
Agròpolis participatory space
Campaign to promote shops, markets, bars and restaurants
Training and accompaniment in commercial strategies for selling sustainable products (local, direct from producers and organic)
Market network support and promotion programme
Agreement with the Barcelona Federation of Municipal Market Associations (FEMM)
Healthy and sustainable products in sustainable spaces

Regulatory changes and tax rebates

Rebates on capital gains, tax on increase in urban land value (IIVTNU)
New terrace tax
Economic activity tax (IAE) rebates
Tax on mechanically powered vehicles (IVTM) rebates
Construction, installation and works tax (ICIO) rebates



I have a social and solidarity economy cooperative or entity

Subsidies, grants and funding

Crea Feina Plus 2024 job-creation subsidies
Enfortim l'economia social i solidària – Strengthening the social and solidarity economy
Impulsem el que fas 2024 – We promote what you do
Subsidies for the digital transformation of local shops, bars and restaurants
Cooperative loans for reviving the social and solidarity economy (SSE)
Impact investment fund for social and solidarity economy (SSE) projects
Map of resources to boost digitalisation in the city
Grant to drive the transformation and digitalisation of the city
General call for subsidy applications for district and city projects, activities and services in 2024

Advice

Office 22@. Information, advice, and urban-planning and business procedures point
DigitESSt and DigiTeca
Ground-floor commercial properties and activities, commerce, services, bars and restaurants observatory
Urban Economic Promotion Areas (APEUs)
Talent marketplaces
Business Advice Service
Dissenyem comerç
Advice for entrepreneurs
Social and Solidarity Economy (SSE) Advisory Service

Social clauses for responsible public procurement
Responsible Consumption Space
Entrepreneurship programmes for specific groups and sectors
Citizen Science Office

Training

Tech training at the Cibernàrium
Online training for professionals and enterprises
Virtual and face-to-face classroom for projects in the social and solidarity economy (SSE) framework
Online training for shops, bars and restaurants
Responsible Consumption Space
DigitESSt and DigiTeca
Entrepreneurship programmes for specific groups and sectors
Map of resources to boost digitalisation in the city

Promoting the city

BizBarcelona and Employment Fair
Presence at trade fairs: ISE, IOT, 4FYN-MWC, SMART CITY EXPO
2030 Barcelona Social and Solidarity Economy Strategy: reviving and strengthening a life economy for the city
2030 City Agreement for Healthy and Sustainable Food
Agròpolis participatory space
Responsible Consumption and Social and Solidarity Economy Fair
Campaign to promote shops, markets, bars and restaurants
Healthy and sustainable products in sustainable spaces.

Regulatory changes and tax rebates

Property tax (IBI) rebates
Economic activity tax (IAE) rebates
Tax on mechanically powered vehicles (IVTM) rebates
Construction, installation and works tax (ICIO) rebates



I have a tourist or international project

Subsidies, grants and funding

Impulsem el que fas 2024 – We promote what you do
Map of resources to boost digitalisation in the city
Grant to drive the transformation and digitalisation of the city

Advice

Barcelona International Welcome Desk
Barcelona Biosphere Commitment to Sustainable Tourism
Office 22@. Information, advice, and urban-planning and business procedures point
Barcelona Tourism Observatory
Futurism

Training

Entrepreneurship programmes for specific groups and sectors
Futurism
Map of resources to boost digitalisation in the city

Promoting the city

Barcelona International Community Day 2024
Barcelona's tourism promotion campaigns
Tourism Observatory
The Hypatia European Science Prize

Regulatory changes and tax rebates

Economic activity tax (IAE) rebates



I have just arrived to work in Barcelona or I intend to work there soon

Subsidies, grants and funding

Map of resources to boost digitalisation in the city

Advice

Barcelona International Welcome Desk
Barcelona International Welcome
Office 22@. Information, advice, and urban-planning and business procedures point

Training

Map of resources to boost digitalisation in the city

Promoting the city

Barcelona International Community Day 2024
Barcelona International Welcome
Presence at trade fairs: ISE, IOT, 4FYN-MWC, SMART CITY EXPO



Impact of the 2023 economic recovery measures

Crea Feina Plus job-creation subsidies

2.7 million euros in recruitment grants
Grants from 2,000 to 8,000 euros depending on the collective and type of employment relationship
469 subsidies awarded
303 beneficiary enterprises

Comprehensive projects with contracts

10 million euros for putting unemployed people into work
644 people hired (52% women)

Sectoral reskilling

Training in strategic sectors that create job opportunities
Over 180 training initiatives attended by 2,700 participants

Training digital talent

More than 16,000 people (60% of them women) have taken part in the different training courses that Barcelona Activa offers through the Cibernàrium antenna network; specialised courses in the 22@ Cibernàrium and advanced training through the IT Academy

IT Academy

New mentoring programme for women who have completed their training and are looking for their first job opportunity in the technology sector
19 female participants and 15 mentors

Digitalisation of SSE companies and organisations: DigitESSt and DigiTeca

Promoting digitalisation, with more guidance and resources
165 organisations
999 views

Barcelona Biosphere Commitment to Sustainable Tourism:

1,043 certified companies in Destination Barcelona (12 counties + the city)

IMPROVING EMPLOYMENT AND PEOPLE'S EMPLOYABILITY

A budget has been set aside to promote employment and the employability of people and groups who face difficulties finding work.

TRAINING TO IMPROVE WORKERS' SKILLS

2023 saw continuity in training initiatives for acquiring and updating expertise and skills relating to the city's strategic sectors that generate employment opportunities.

For district and city projects, activities and services

1.63 million euros to foster economic promotion in the neighbourhoods
210 business associations and entities

Digital transformation

More than 700,000 euros for making progress in the digitalisation of businesses
250 commercial and catering establishments

Christmas lights

More than 900,000 euros for lighting up the streets and boosting trade
57 area associations

"Amunt persianes" [Shutters up]

With a budget of 750,000 euros, 40 projects for new economic activities on ground floor premises have been financed.

Activa Autònom+

1 million euros
Grants of up to 3,000 euros per application
Average grant per beneficiary: 1,440 euros
Grants awarded to 478 self-employed workers (51.46% women)

Enfortim l'economia social i solidària (ESS) [Strengthening the social and solidarity economy (SSE)]

1.1 million euros
118 projects subsidised

Municipal credit fund for access to funding for SSE projects

78 transactions totalling 3.3 million euros have been signed off in loans and policies.

BCNx10 - City Experiences programme

700,000 euros to promote cultural, sporting, and gastronomic projects
20 projects

SUBSIDIES, GRANTS AND FUNDING

To contribute to the financial maintenance of the city's enterprises, SMEs, shops, self-employed workers and other entities, a wide variety of measures and initiatives have been launched with the aim of accompanying and guaranteeing the survival of the city's business network.

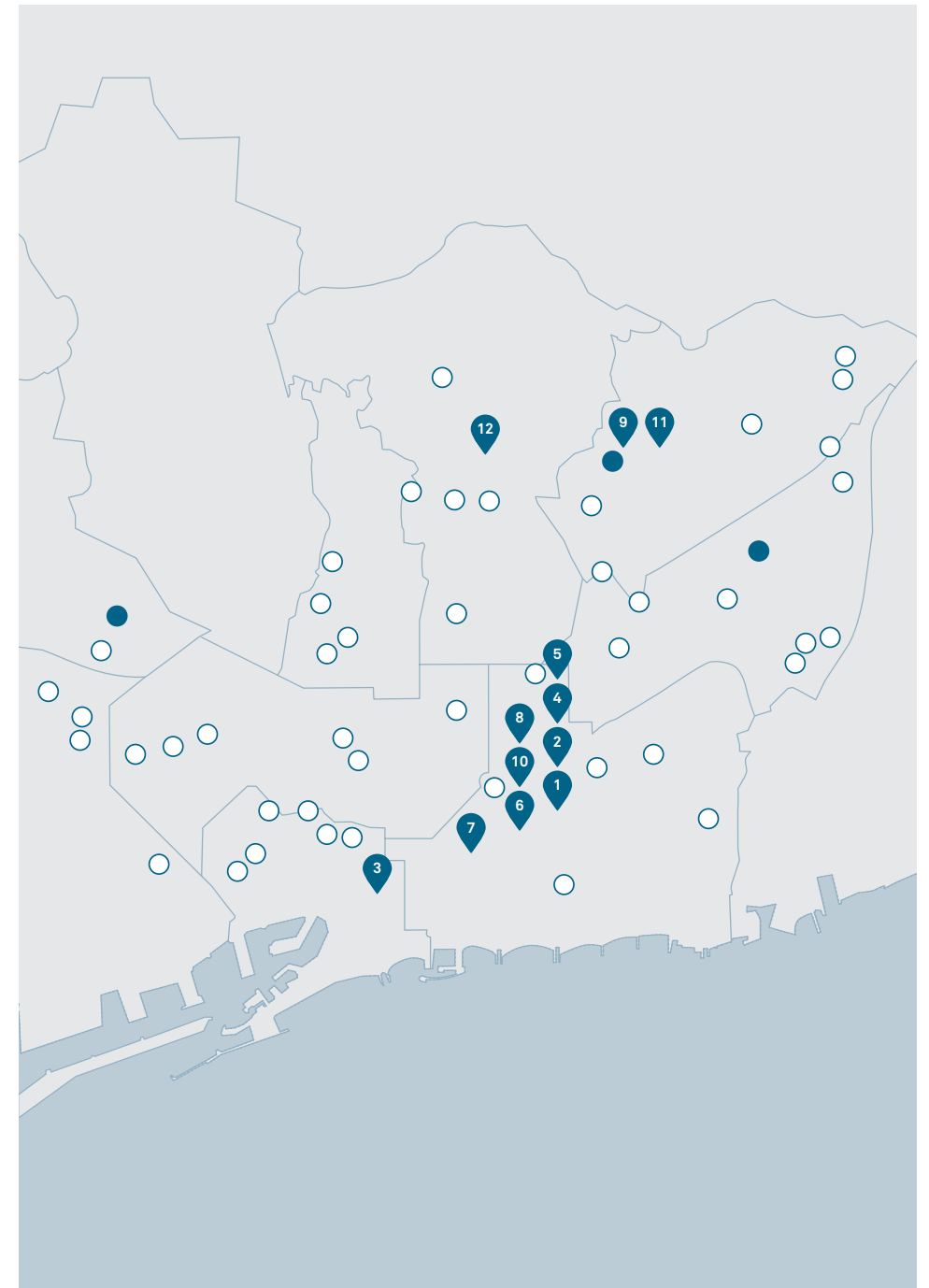
Barcelona Activa's facilities

- 1 Barcelona Activa Headquarters
- 2 Porta22
- 3 El Convent
- 4 Glòries Entrepreneurship Centre
- 5 Glòries incubator
- 6 MediaTIC incubator
- 7 Almogàvers incubator
- 8 Cibernàrium 22@
- 9 Cibernàrium Nou Barris
- 10 Business Support Office
- 11 Technology Park
- 12 InnoBA Ca n'Andalet

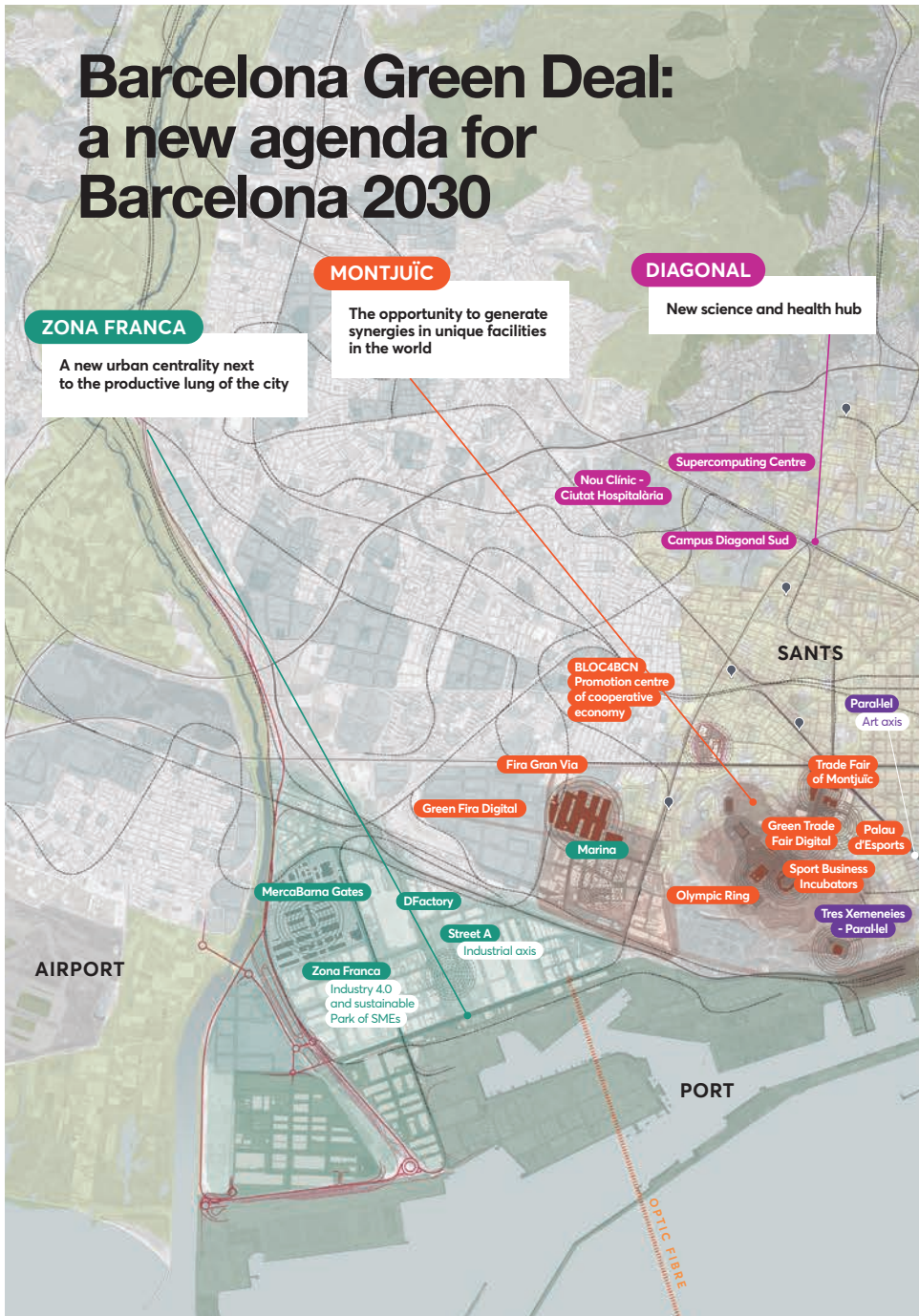
○ Other attention points in the city

Activa spaces in the city

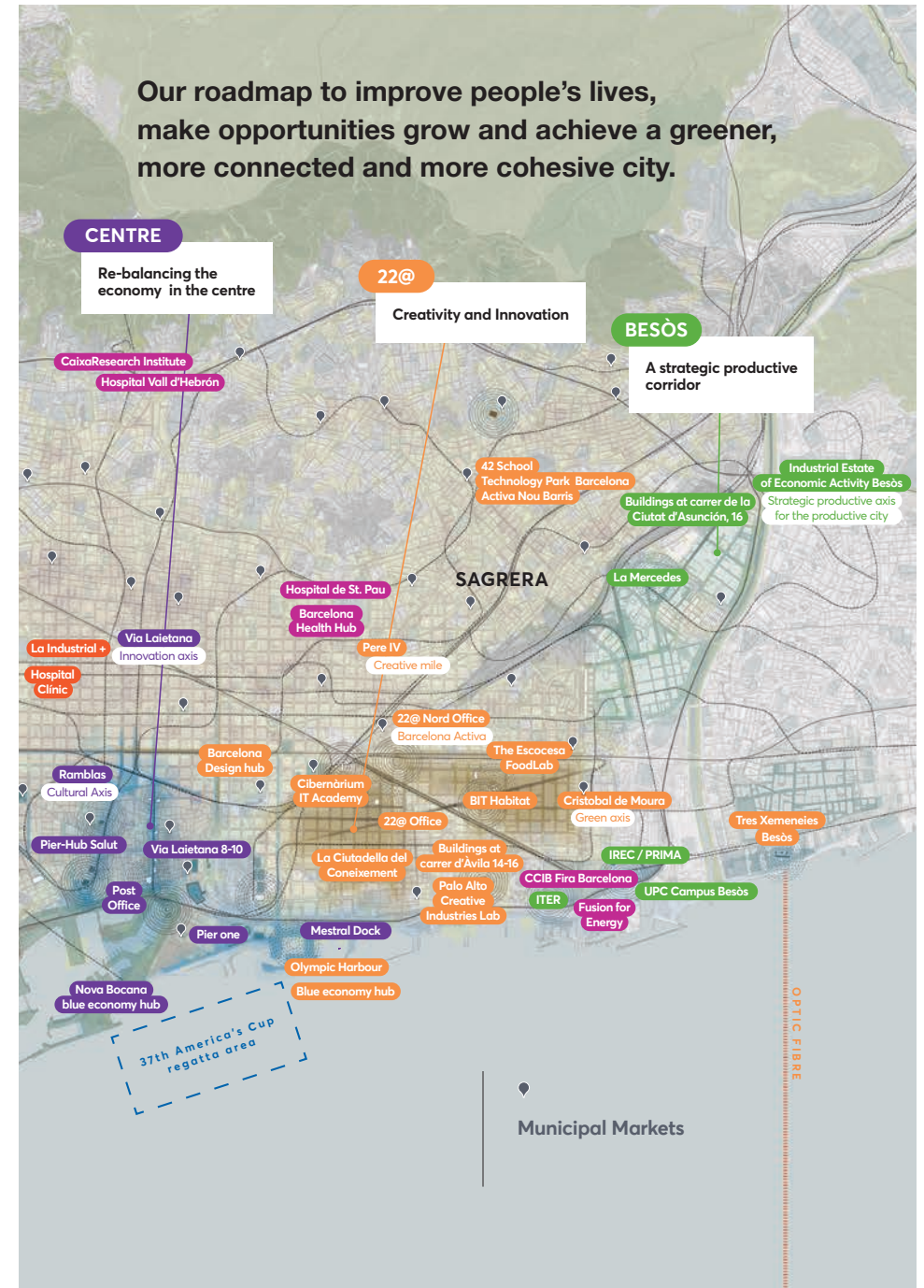
- Nou Barris Activa
- Sant Andreu Activa
- Les Corts Activa



Barcelona Green Deal: a new agenda for Barcelona 2030



Our roadmap to improve people's lives, make opportunities grow and achieve a greener, more connected and more cohesive city.



43 markets, 40 buildings

Markets are transformed to adapt the facilities and services to new needs and consumption habits. The constant physical refurbishments are complemented by projects to digitalise the service, management and communication.



01 Abaceria

District: Gràcia
Pg. Sant Joan, 168
Inauguration: 1892
Complete refurbishment
Provisional location: 2020
Area: 1,361 m²
Establishments: 52
Services: home delivery, refrigerated lockers, multipurpose space, car parking
mercatabaceria.cat

02 Barceloneta

District: Ciutat Vella
Pl. Poeta Boscà, 1
Inauguration: 1887 (2007)
Refurbished
Area: 1,486 m²
Establishments: 28+1 supermarket
Services: home delivery, Green Point, car parking

03 Besòs

District: Sant Martí
C. Jaume Huguet, 38
Inauguration: 1968
Specific improvements: 1999
Partially refurbished: 2022
Area: 1,942 m²
Establishments: 30
Services: home delivery, car parking

04 Bon Pastor

District: Sant Andreu
C. Sant Adrià, 154
Inauguration: 1961 (2019)
Refurbished
Area: 726 m²
Energy classification: A
Establishments: 8+1 supermarket
Services: information point, Green Point, car parking

05 Boqueria

District: Ciutat Vella
La Rambla, 91
Inauguration: 1914
Refurbished 2021
Area: 7,138 m²
Establishments: 169
Services: information point, home delivery, refrigerated lockers, kitchen classroom, multipurpose space, car parking
boqueria.barcelona

06 Canyelles

District: Nou Barris
C. Antonio Machado, 10
Inauguration: 1887
Partially refurbished 1999
Area: 1,875 m²
Establishments: 18+1 supermarket
Services: home delivery, car parking

07 Carmel

District: Horta-Guinardó
C. Llobregós, 149
Inauguration: 1969
Specific improvements: 1999
Area: 2,670 m²
Establishments: 45
Services: information point, home delivery, car parking

08 Ciutat Meridiana

District: Nou Barris
C. Costabona, 4
Inauguration: 1968
Refurbished: 2001
Area: 630 m²
Establishments: 5+1 supermarket

09 Clot

District: Sant Martí
Pl. Mercat, 26
Inauguration: 1889
Refurbished: 1995
Area: 1,284 m²
Establishments: 29+1 supermarket
Services: information point, home delivery, car parking
mercatdelclot.net

10 Concepció

District: Eixample
C. Aragó, 313
Inauguration: 1888
Refurbished: 1998
Area: 2,910 m²
Establishments: 50+1 supermarket
Services: information point, home delivery, refrigerated lockers, Green Point, car parking
laconcepcio.cat

11 Encants

Fira de Bellcaire

District: Eixample
C. Castillejos, 158
Inauguration: 1928
Refurbished 2013
Area: 15,000 m²
Establishments: 293
Services: information point, multipurpose space, car parking

12 Estrella

District: Gràcia
C. Pi i Margall, 73
Inauguration: 1957
Partially refurbished: 2007
In process of complete refurbishment
Area: 1,651 m²
Establishments: 41
Services: home delivery, Green Point, car parking

13 Felip II

District: Sant Andreu
C. Felip II, 118
Inauguration: 1966 (2002)
Refurbished
Area: 1,822 m²
Establishments: 43+1 supermarket
Services: information point, home delivery, refrigerated lockers, Green Point

14 Fort Pienc

District: Eixample
Pl. Fort Pienc, 3
Inauguration: 2004
Area: 1,532 m²
Establishments: 13+1 supermarket

15 Galvany

District: Sarrià-Sant Gervasi
C. Santaló, 65
Inauguration: 1926
Partially refurbished: 1999
In project of refurbishment
Area: 2,201 m²
Establishments: 83
Services: information point, home delivery, refrigerated lockers, Green Point, car parking

16 Guinardó

District: Horta-Guinardó
C. Teodor Llorente, 10
Inauguration: 1954
Refurbished: 2014
Area: 1,309 m²
Establishments: 14+1
supermarket
Services: refrigerated
lockers, car parking

17 Guineueta

District: Nou Barris
Pg. Valldaura, 186
Inauguration: 1965
Refurbished: 2013
Area: 2,945 m²
Establishments: 29+2
supermarkets
Services: information point,
home delivery, cookery
classroom, Green Point

18 Horta

District: Horta-Guinardó
C. Lisboa, 34
Inauguration: 1951
Partially refurbished: 1998
In process of complete
refurbishment
Area: 1,014 m²
Establishments: 28
Services: information point,
home delivery, car parking
mercathorta.com

19 Hostafrancs

District: Sants-Montjuïc
C. Creu Coberta, 93
Inauguration: 1888
Partial refurbishments: 1980s
and 90s
Area: 3,040 m²
Establishments: 84+2
supermarkets
Services: Green Point

20 Les Corts

District: Les Corts
Travessera de les Corts, 215
Inauguration: 1961
Refurbished: 2008
Area: 1,007 m²
Establishments: 38+1
supermarket
Services: home delivery,
Green Point, car parking
mercatdelescorts.cat

21 Lesseps

District: Gràcia
C. Verdi, 200
Inauguration: 1972
Partially refurbished: 1999
Area: 1,152 m²
Establishments: 27+1
supermarket
Services: home delivery,
refrigerated lockers
mercatdelesseps.cat

22 Llibertat

District: Gràcia
Pl. Llibertat, 27
Inauguration: 1888
Refurbished: 2009
Area: 1,728 m²
Establishments: 38+1
supermarket
Services: home delivery,
refrigerated lockers,
multipurpose space,
car parking

23 Marina

District: Sants-Montjuïc
Pg. Zona Franca, 178
Inauguration: 2003
Area: 2,037 m²
Establishments: 24+1
supermarket
Services: information
point, Green Point

24 Mercè

District: Nou Barris
Pg. Fabra i Puig, 270
Inauguration: 1961
Partially refurbished:
1999 and 2017
In project of refurbishment
Area: 1,769 m²
Establishments: 51
Services: information point,
home delivery, car parking
mercatdelamerce.cat

25 Montserrat

District: Nou Barris
Via Favència, 247
Inauguration: 1960
Specific improvements:
1980s and 90s
In process of complete
refurbishment
Area: 2,376 m²
Establishments: 38
Services: information
point, home delivery
mercatmontserrat.com

26 Ninot

District: Eixample
C. Mallorca, 133
Inauguration: 1933
Refurbished: 2015
Area: 5,584 m²
Establishments: 81+1
supermarket
Services: home delivery,
refrigerated lockers, cookery
classroom, multipurpose
space, Green Point, car parking
mercatdelninot.com

27 Núria

District: Nou Barris
Av. Rasos de Peguera, 186
Inauguration: 1966
Transformed into supermarket:
2019
Area: 546 m²
Establishments: 1 supermarket

28 Poblenou

District: Sant Martí
Pl. Unió, 25
Inauguration: 1889
Partially refurbished: 2005
Area: 1,696 m²
Establishments: 24+1
supermarket
Services: Green Point

29 Provençals

District: Sant Martí
C. Menorca, 19
Inauguration: 1974
Refurbished: 2013
Area: 2,179 m²
Establishments: 36+1
supermarket
Services: information
point, home delivery,
refrigerated lockers,
Green Point, car parking
mercatprovençals.com

30 Sagrada Família

District: Eixample
C. Padilla, 225
Inauguration: 1993
Specific improvements:
From 2000 onwards
In process of partial
refurbishment
Area: 4,341 m²
Establishments: 40+1
supermarket
Services: refrigerated lockers,
multipurpose space,
car parking

31 Sant Andreu

District: Sant Andreu
Pl. Mercadal, 41
Inauguration: 1914
Refurbished: 2022
Area: 1,610 m²
Establishments: 25
Services: information point,
refrigerated lockers, kitchen
classroom, multipurpose space

32 Sant Antoni

District: Eixample
C. Comte d'Urgell, 1
Inauguration: 1882
Refurbished: 2018
Area: 5,410 m²
Establishments: 55+1
supermarket
Services: information point,
home delivery, refrigerated
lockers, kitchen classroom,
multipurpose space,
Green Point, car parking
mercatdesantantoni.com

33 Sant Gervasi

District: Sarrià-Sant Gervasi
Pl. Joaquim Folguera, 6
Inauguration: 1968
Partially refurbished: 2013
Area: 606 m²
Establishments: 18+1
supermarket
Services: information point,
home delivery, Green Point,
car parking
mercatdesantgervasi.com

34 Sant Martí

District: Sant Martí
C. Puigcerdà, 206
Inauguration: 1966
Partially refurbished:
2003
Area: 1,166 m²
Establishments: 28+1
supermarket
Services: Green Point

35 Santa Caterina

District: Ciutat Vella
Av. Francesc Cambó, 16
Inauguration: 1848
Refurbished: 2005
Area: 3,781 m²
Establishments: 57+1
supermarket
Services: information point,
home delivery, multipurpose
space, Green Point, car parking
mercatsantacaterina.com

36 Sants

District: Sants-Montjuïc
C. Sant Jordi, 6
Inauguration: 1913
Refurbished: 2014
Area: 1,740 m²
Establishments: 51+1
supermarket
Services: information point,
home delivery, refrigerated
lockers, cookery classroom,
multipurpose space, car
parking
santsmercat.com

37 Sarrià

District: Sarrià-Sant Gervasi
Pg. Reina Elisenda, 8
Inauguration: 1911
Partially refurbished: 2007
Area: 1,170 m²
Establishments: 25+1
supermarket
Services: information point,
home delivery, refrigerated
lockers, car parking

38 Tres Torres

District: Sarrià-Sant Gervasi
C. Vergós, 2
Inauguration: 1958
Specific improvements: 1998
Area: 507 m²
Establishments: 16
Services: home delivery,
car parking

39 Trinitat

District: Nou Barris
C. Pedrosa, 21
Inauguration: 1977
Refurbished: 2001
Area: 931 m²
Establishments: 12+1
supermarket
Services: Green Point,
car parking

40 Vall d'Hebron-Taxonera

District: Horta-Guinardó
Pg. Vall d'Hebron, 130
Inauguration: 1969
Refurbished: 2019
Area: 1,040 m²
Establishments: 21+1
supermarket
Services: information point,
home delivery, Green Point,
car parking

41 Encants de Sant Antoni

District: Eixample
C. Comte d'Urgell, 1
Refurbished 2018
Area: 3,664 m²
Establishments: 98

42 Dominical del Llibre

District: Eixample
C. Comte d'Urgell, 1
Refurbished: 2018
Area: 1,059 m²
Establishments: 77
dominicaldesantantoni.com

43 Florists of les Rambles

District: Ciutat Vella
La Rambla, 91
Partial refurbishments:
1990s
Area: 147 m²
Establishments: 8

· For all markets, the area of the commercial floor is indicated. In the case of the Abaceria, the data correspond to its provisional location. For the cases of Els Encants de Sant Antoni, the Dominical del Llibre and the Florists of the Rambles, the commercial area of the active stalls is indicated. In the case of Núria, the supermarket area is indicated, unlike all the other cases, because this market has no establishments.

· Establishment: physical space with direct attention from a single owner through a counter.

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