

Barcelona Economic Promotion



2023

Report

Economic Promotion
Management



Ajuntament
de Barcelona

Jordi Valls Riera

Fourth Deputy Mayor

Area of Economy, Finance, Economic Promotion, and Tourism



We are delighted to present the Economic Promotion Report for 2023, which includes the work done by Barcelona City Council to boost the city's economy and commercial sector, and we would like to start by thanking the Economic Promotion team and everyone who works for Barcelona.

If 2022 was the year of economic recovery, 2023 was the year we put the economic impact of the pandemic behind us and returned to pre-pandemic levels, despite economic and geopolitical tensions. Barcelona continues to be an economic driver not only in Catalonia and Spain, but also in Europe, capable of generating jobs and business opportunities, as well as being a hub for innovation and technology, with an entrepreneurial ecosystem that promotes the attraction of foreign talent and the development of local talent.

In 2023, Barcelona achieved the highest social security affiliation rate in its historical series, ending the year with 1,205,238 people in work and an unemployment rate of 6.1%, which puts it on par with the European average in terms of unemployment. We are a city of opportunities and a place to pursue professional endeavours. In 2023, the number of new businesses was the highest in the last five years, a fact that consolidates us as a benchmark for entrepreneurs. This is reflected in indicators such as the Global Entrepreneurship Monitor 2022-2023, which places Barcelona's rate of entrepreneurial activity ahead of countries such as Austria and Japan.

Barcelona City Council's commitment to diversification and economic promotion is clear and evident. In 2023, €128.7 million were earmarked to support entrepreneurial projects, boost trade, manage tourism and promote the city's markets, among other initiatives. Actions that are important and necessary to ensure a first-class productive and commercial sector, linked to science and able to embrace the latest technological innovations, promoting economic development that is also sustainable and inclusive.

I would like to highlight two sectors that were particularly prominent in 2023 and have great potential for the future. The first is deep tech, which, thanks to the highly successful Deep Tech Summit, has positioned Barcelona as a leading city in the implementation of disruptive technology to tackle global challenges. In this regard, a new fund was launched in 2023 to boost the city's deep tech ecosystem. The second is the blue economy, a sector that for the first time had its own space at the Smart City Expo. Barcelona City Council also promoted the BBlue entrepreneurship programme. The new Olympic Port, the Blue Tech Port and the campaign to host the Ocean Decade Conference are examples of the importance of this sector to the city's economy. If Barcelona discovered its beaches in 1992, now is the time to seize the opportunities offered by the sea. The forthcoming celebration of the America's Cup sailing regatta should give a boost to the city's blue economy and allow Barcelona to consolidate its position as the capital of the Mediterranean, always promoting sustainable development.

In short, Barcelona City Council's Economic Promotion Report 2023 shows that, thanks to collective efforts, Barcelona is a city full of economic potential, attractive and capable of creating opportunities for its residents. A city to look up to, an economic powerhouse and a responsible partner for Europe.

Miquel Rodríguez Planas

Manager for Economic Promotion



The last year of a term of office, as is the case for 2023, is always a time for reflection, and we can say with certainty that Barcelona's capacity for resilience and dynamism has been confirmed. We still have a long way to go, but we have every reason to be confident and enthusiastic about our city's situation and position.

I cannot help but highlight some of the many figures you will find in this report: Barcelona ended the year with more than 1.2 million jobs, the highest figure in its historical series, with the lowest unemployment rate since 2007, lower than that of Catalonia and Spain; and the number of new companies created in Barcelona was the highest in the last five years. This is undoubtedly a commendable achievement, all the more so given the unstable international context. No, these are not results that any city can boast.

What's more, Barcelona is not only recovering from the harsh effects of the pandemic, but has also significantly improved its results in many areas. Sectors such as neighbourhood commerce, foreign trade, digital and technology industries, and the visitor economy are just a few examples.

Of course, this qualitative leap involves many factors and many actors. It is certainly no coincidence. The outstanding initiatives taken by this government are a major part of what has led to this exciting situation.

Because we envision the Barcelona of the future, a competitive, equitable and sustainable city, equipped with cutting-edge innovation and technology, as well as the most advanced science and research. For this reason, one of the new developments of the new term in 2023 was the incorporation of the Department of Science and Universities into the Management Office for Economic Promotion. At the same time, we also cherish the traditional, local and everyday aspects of the neighbourhood trade that brings life to our city, the markets that offer the best local products, the neighbourhood restaurants as well as those with three Michelin stars. We do all this with an eye on future generations and the need to preserve our planet, promoting sustainability in all sectors from tourism to food, as well as gender equality and social justice, fighting discrimination and promoting equal opportunities for all.

The results of all this have been recognised by the most important international rankings. I would like to highlight just two of them: Barcelona appears as the ninth most resilient city in the world and the fourth in Europe in the first Resilient Cities Index report, compiled by Economist Impact (part of The Economist group). And the World's Best Cities 2024 ranking by Resonance Consultancy, which looks at the quality and appeal of cities from different perspectives, places Barcelona third in the European ranking, just behind London and Paris.

One term ends and another begins, but there is no interruption in activity, quite the opposite. Projects are multiplying and Barcelona is confident in its ability to move forward, always with the aim of improving the opportunities and quality of life of its residents.

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01.

Economic context

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The macroeconomic context of 2023 was characterised by a slackening of the recovery of global economic activity first seen in 2021, in an environment of tightening monetary policy, high underlying inflation, and significant geopolitical risks. The indicators for the last few months of the year, however, have shown higher-than-expected growth in the United States and several emerging economies, as well as in the Catalan and Spanish economies, which suggest a softer economic slowdown than anticipated.

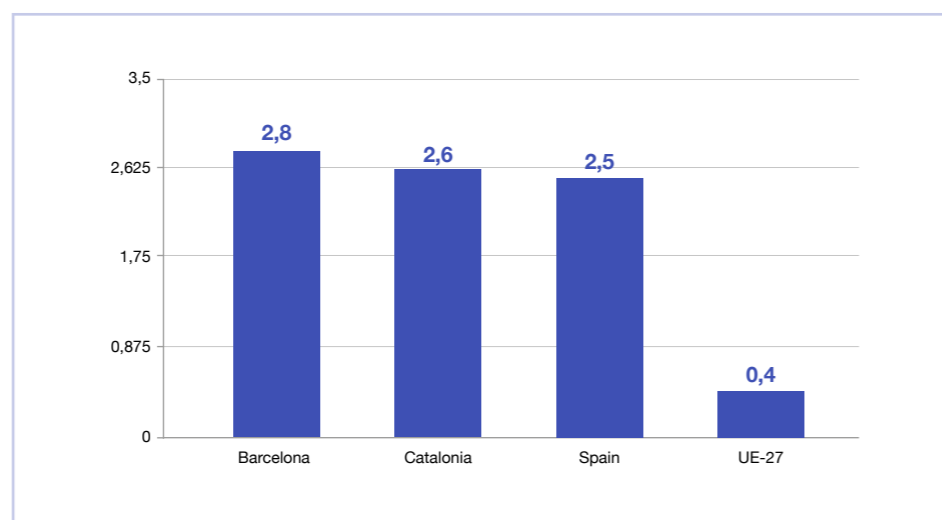
In this complex environment, Barcelona's economy has shown great resilience and it ends 2023 with a positive performance in activity, causing several key indicators to recover or improve pre-pandemic levels – especially the job market, exports, and strategic sectors such as the digital industry and the visitor economy – and confirms the city and its area as an international benchmark and one of the driving forces of the Spanish economy.

01.1 Macroeconomic environment

Barcelona's GDP grows by 2.8% year-on-year in 2023, better result than expected

In 2023, **Barcelona's GDP will reach a year-on-year growth of +2.8%**, which exceeds those of Catalonia (+2.6%) and Spain (+2.5%) and contrasts with the stagnation of the European Union (+0.4%), despite registering a clear slowdown compared to 2022 (+9.4%). Indeed, activity slows down throughout the year, and in the **fourth quarter the year-on-year growth of the city's GDP stands at +2.0%**, a similar evolution to the Spanish economy and less dynamic than in Catalonia (+2.8%). In real terms, Barcelona's GDP has grown by 5.1% compared to the end of 2019.'

Evolució Anual del PIB 2023



Source: Elaboration by the Department of Studies of the Management of Economy and Economic Promotion of Barcelona City Council based on data from Idescat and Eurostat.

The main driver of Barcelona's economic recovery has been services (+2% year-on-year), although they show a clear slowdown compared to the trend in 2022. Within the tertiary sector, the dynamism of branches such as commerce, transport, hotels, and information and communications stands out (+3.5%), with a rate of around 10% for information and communications, and the growth of the public administration and mixed provision services branches has accelerated (+3.1%), while that of financial, real estate and professional activities has stabilised (-0.1%). The other major sectors exhibit more moderate figures, with a **1.0% GDP growth in construction** and a slight increase **(+0.4%) in industry**.

The forecasts for the Catalan economy drawn up at the beginning of 2024 by the Barcelona Chamber of Commerce maintain the growth expectations for Catalan GDP in 2024 at **+1.8%**. Private consumption will be one of the main drivers of economic activity in 2024, and the moderation of inflation could signal a change in monetary policy which, along with the Next Generation EU (NGEU) funds, could stimulate investment, especially during the second half of the year. The factors of uncertainty that will condition the economic situation include a lower contribution from exports and stagnation of investment in the first part of the year.

One of the determining factors of the macroeconomic situation in recent quarters has been the evolution of prices and interest rates. After a period of moderation from July 2022 to June 2023 (when it reached 2%), inflation picked up again and in December the **year-on-year variation rate of the Consumer Price Index (CPI)** in the province of Barcelona stands at **3.2%**, a value similar to that of Catalonia (+3.2%) and Spain (+3.1%). The components with the best performance are housing, water, gas, and other fuels, with an annual price reduction of -5.1%, despite the increase in fuel prices. Meanwhile, the upward trend in groups such as food (+6.9%), transport (+5.7%), and restaurants and hotels (+5.4%) puts underlying inflation in Catalonia at +4.0%, a significant figure but the lowest since early 2022. In the province of Barcelona, the **average annual inflation rate for 2023 was +3.4%**, a much lower figure than the previous year (+7.6%).

Year-on-year change in CPI by territorial area (in %). January 2019-December 2023



Source: INE.

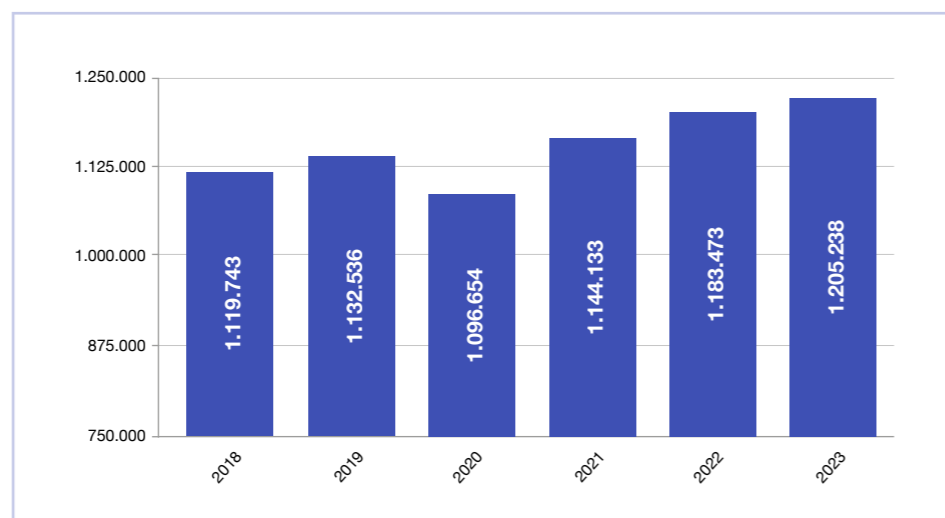
01.2

Barcelona's Economy. Job market

Barcelona ended the year with more than 1.2 million jobs for the first time in the historical series.

The city's job market has recorded positive indicators in a complex economic context. Barcelona closed the year **2023 with 1,205,238 individuals registered** with Social Security – **up by 21,765 and +1.8%** from the previous year – **representing the highest ever recorded end-of-year figure in the historical series.**

Evolution of Social Security affiliation* in Barcelona. 2018-2023

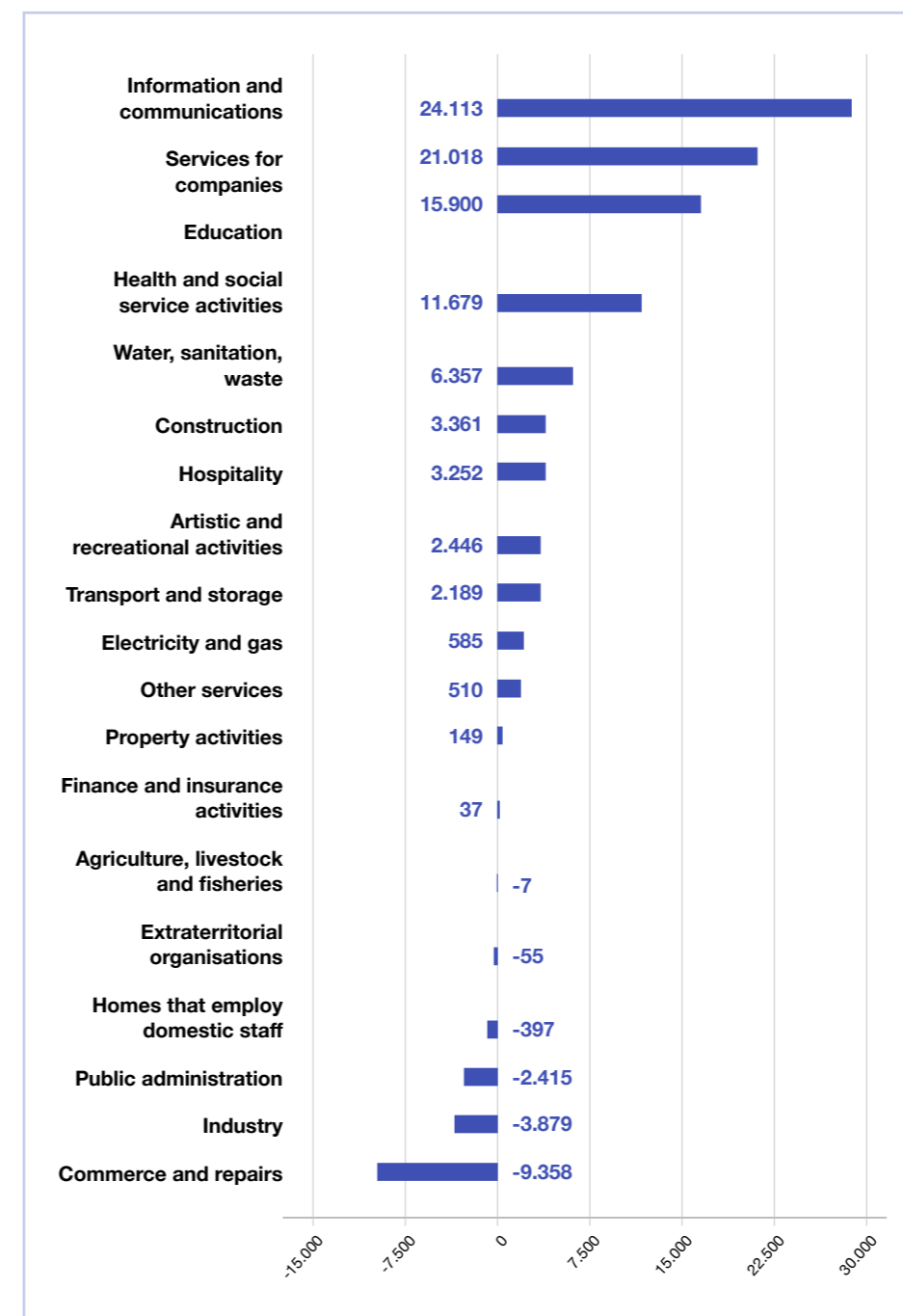


* Social Security system as a whole. Note: the data corresponds to the last day of December of each year.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion based on data from Social Security and the Ministry of Inclusion, Social Security and Migration.

In 2023, most economic sectors in the city saw net job creation compared to 2019, with notable increases in employment in **information and communications (24,113)**, **business services (21,018)**, **education (15,900)**, and **health and social service activities (11,600)**. On the other hand, **commerce (-9,358)**, **industry (-3,879)** and **public administration (-2,415)** experienced a decrease in the number of jobs compared to the pre-pandemic levels.

Variation in Social Security affiliation* by sector in Barcelona. December 2023/2019



* Affiliated to general and self-employed Social Security regimes.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on Social Security data.

During the fourth quarter of 2023, according to the Labour Force Survey, the **unemployment rate** (for ages 16-64) in Barcelona stood at 6.1%, **the lowest figure since 2007**, lower than that of Catalonia (9%) and nearly **6 points lower than that of Spain (11.8%)**. As for registered unemployment, in December 2023, there were **63,525 people** registered, following a slightly poor performance in year-on-year terms, with an **increase of 2,089 people, which represents a 3.4% rise**. All in all, **the city has recorded one of the lowest unemployment figures in the last 15 years**.

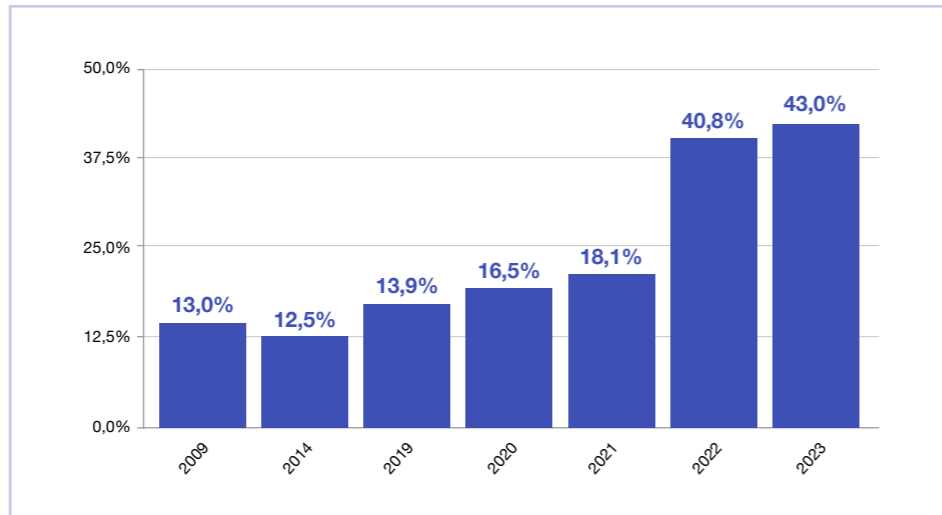
Evolution in the number of people registered as unemployed in Barcelona. 2007-2023



Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on data from the municipal Statistics and Data Dissemination Department.

With regard to the quality of employment, in 2023, the **relative weight of permanent contracts in the city stands at 43.0%** of the total number of contracts signed, meaning that permanent contracts continue to account for over 40% of the total – as has been the case since the implementation of the labour reform – and are at the **highest level in the annual historical series**.

Permanent employment contracts in Barcelona. 2009 - 2023 (% of total)



* Affiliated to general and self-employed Social Security regimes.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on data from the City Council's Statistics and Data Dissemination Department.

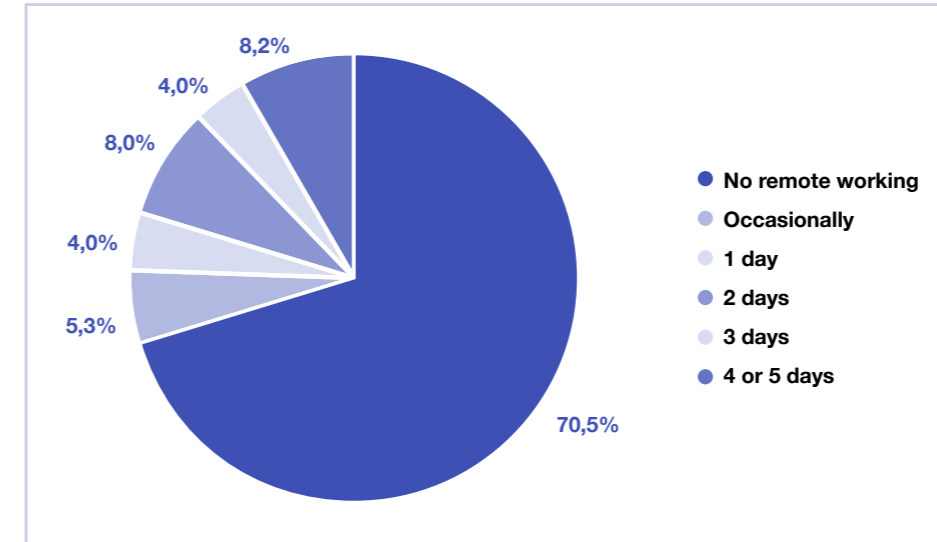
The implementation of the **labour reform** has thus meant a **strong boost in permanent contracts**, although **significant differences between sectors are observed**. **Construction** has positioned itself as the sector with the highest percentage of permanent contracts (**85.1%**), together with **information technology services (84.6%)** and **homes that employ domestic staff (82.9%)**.

On the other hand, some sectors, especially those related to media, public administration, health and social services, and the arts, in which permanent contracts account for less than 20% of total contracts.

According to the Municipal Omnibus survey, **more than 30% of people living in Barcelona work remotely one or more days a week**. Moreover, 8.2% do so 4 or 5 days a week and 8.0% do so 2 days a week. On the other hand, 70.5% do not work remotely any day of the week, a percentage that remains stable with respect to the spring edition. The average number of days that respondents work remotely (2.9 days) is also very similar.

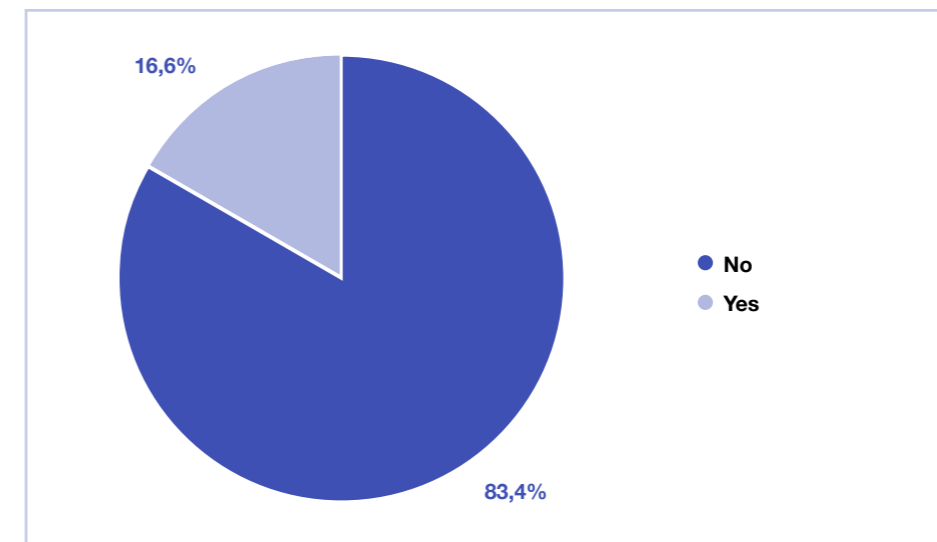
With regard to short-term employment stability, the results of the survey show that **16.6% of salaried employees are worried about the termination or non-renewal of their contract in the next 6 months**, a percentage 3.9 points lower than in the spring edition.

Remote working days per week. October 2023. (% of salaried workers)



Source: Municipal Data Office, Municipal Omnibus Survey of the Management Office for Economy and Economic Promotion, September-October 2023.

Concern about dismissal or non-renewal of existing contract (%). October 2023



Source: Municipal Data Office, Municipal Omnibus Survey of the Management Office for Economy and Economic Promotion, September-October 2023.

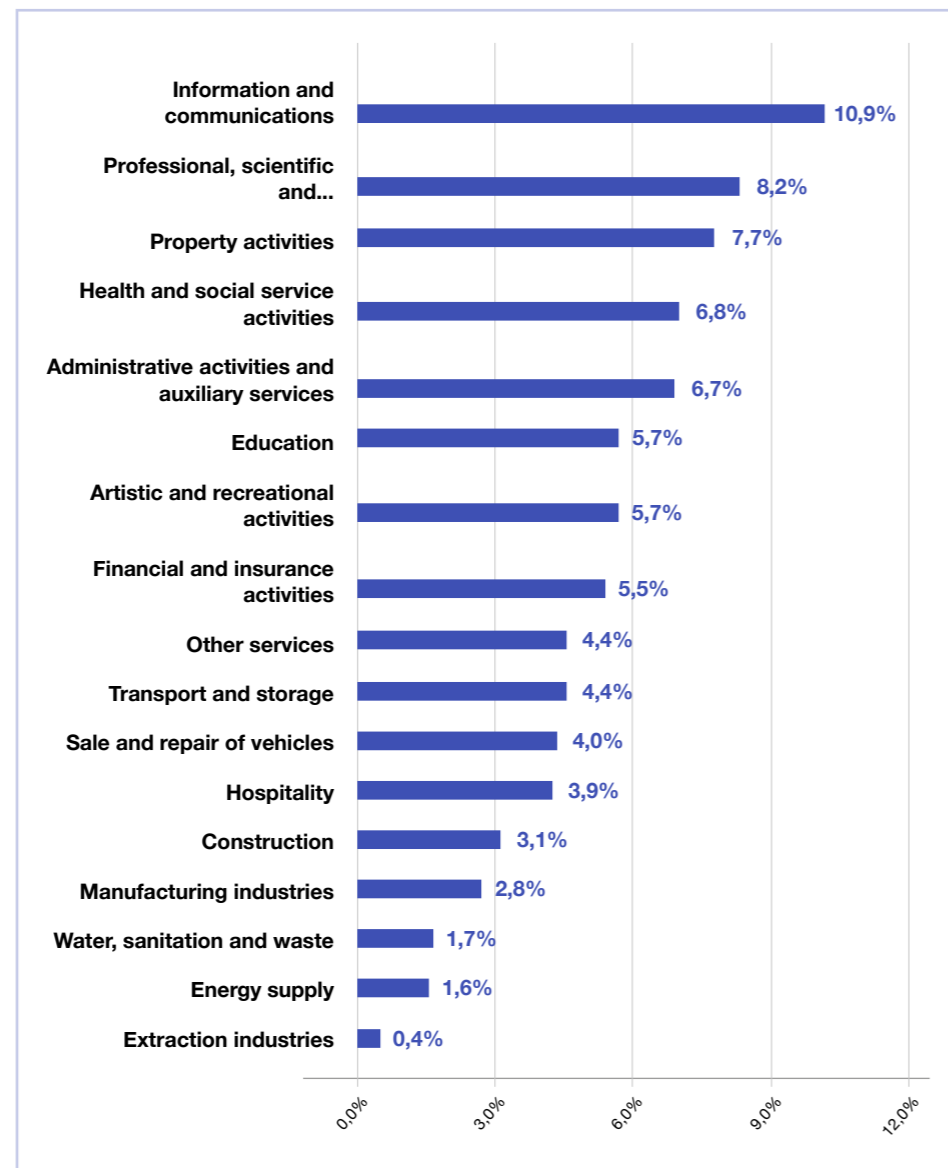
The Barcelona area has a productive fabric of over 440,000 enterprises, 14% of those based in the Spanish State.

Companies

Barcelona has a significant and highly diversified business production base. The most prominent sectors include business services, accounting for 27.6% of the total number of businesses, and commerce, accounting for 15.5% of the total.

In 2022, 13.9% of all active companies in Spain, over 445,000, were located in the Barcelona area and 167,067 (5.2%) in the city. Barcelona is highly specialised in certain sectors. The most represented sectors are information and communications, which accounts for 10.9% of the businesses in the country, professional, scientific, and technical services with 8.2%, real estate activities with 7.7%, and healthcare activities with 6.8%.

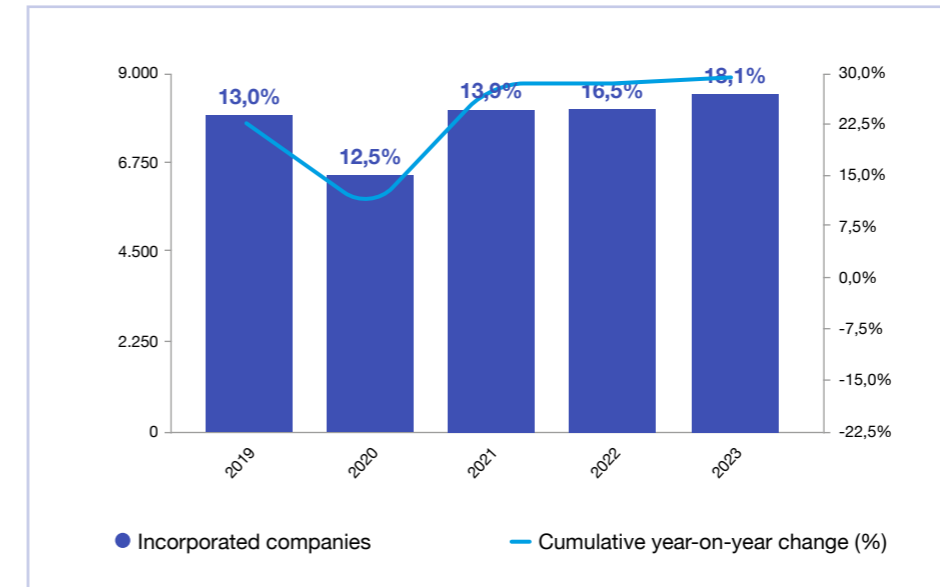
Weight of Barcelona's productive structure within Spain as a whole. 2023



Source: Central Business Directory (DIIRCE).

The incorporation of companies in Barcelona is at the highest levels in the last five years. In 2023 the number of commercial companies set up in Barcelona stood at 8,308, a figure that represents an increase of +7.4% compared to the previous year and a higher number than before the pandemic (+7.9%).

Mercantile companies incorporated in Barcelona . 2019-2023



Note: Months of November and December 2023, according to data from e-Infirma InAtlas.

Source: Barcelona City Council Department of Statistics and Data Dissemination.

Barcelona is a benchmark in entrepreneurship. Thus, according to the *Global Entrepreneurship Monitor for 2022-2023*, the Total early-stage Entrepreneurial Activity Rate (TEA) of Barcelona province's resident population came to 7.3%, one decimal point up on the previous year (7.2%), higher than that of Catalonia (6.9%) and above those of countries such as Austria (6.8%) and Japan (6.4%) and the Spanish State average (6.0%).

Similarly, the female TEA in Barcelona (6.8%) and Catalonia (6.5%) exceeds that of Switzerland (6.3%), Austria (6.1%), Norway (4.5%), and of Spain as a whole (5.9%), and the difference between male and female rates in Barcelona was down to 0.5%.

01.3

Internationalisation and international positioning

Europe's seventh most important airport and a key port in the Euro-Mediterranean region

In 2023 **Barcelona airport recovered its position as Europe's 7th most important** in passenger numbers, with a significant increase compared to 2022, similar to that recorded at other European airports. The number of passengers rose to 49.9 million, 19.9% higher than that for the whole of 2022, although it was still 5.3% below the figure for 2019.

Main European airports by passenger numbers. 2023

City (airport)	Variation 2023/2022 (%)	Passengers 2023
1. Istanbul (IST)	23,2%	79.183.190
2. London Heathrow (LHR)	23,4%	76.029.091
3. Paris Roissy (CDG)	17,3%	67.422.589
4. Amsterdam (AMS)	17,9%	61.889.586
5. Madrid (MAD)	18,9%	60.181.604
6. Frankfurt (FRA)	21,3%	59.355.389
7. Barcelona (BCN)	19,9%	49.883.928
8. London Gatwick (LGW)	24,5%	40.902.076
9. Munich (MUC)	28,0%	40.494.654
10. Antalya (AYT)	18,8%	37.098.432

After closing 2022 with a historical record of freight traffic – **70.9 million tonnes**, representing a year-on-year increase of **6.9%** – in 2023, the Port of Barcelona is experiencing a contraction due to the general slowdown in global trade. Thus, up to November the **container traffic at the Port**

Source: Airport Traffic Report. Airports Council International, ACI.

of Barcelona recorded a value of almost 3 million **TEU (Twenty-foot Equivalent Unit) (-7.5%)**, and the freight movement was **9.2% below the values of 2022**. Part of the decline is due to the decrease in maritime trade with China and the United States, which are two of the main trading partners with Barcelona (with drops of 4.8% and 16.6%, respectively), and to the reduction in hydrocarbon maritime trade, which is 18.3% below 2022 levels. In contrast, maritime transport of cars and parts has experienced very strong growth this year, with an increase of 38.2% compared to the previous year.

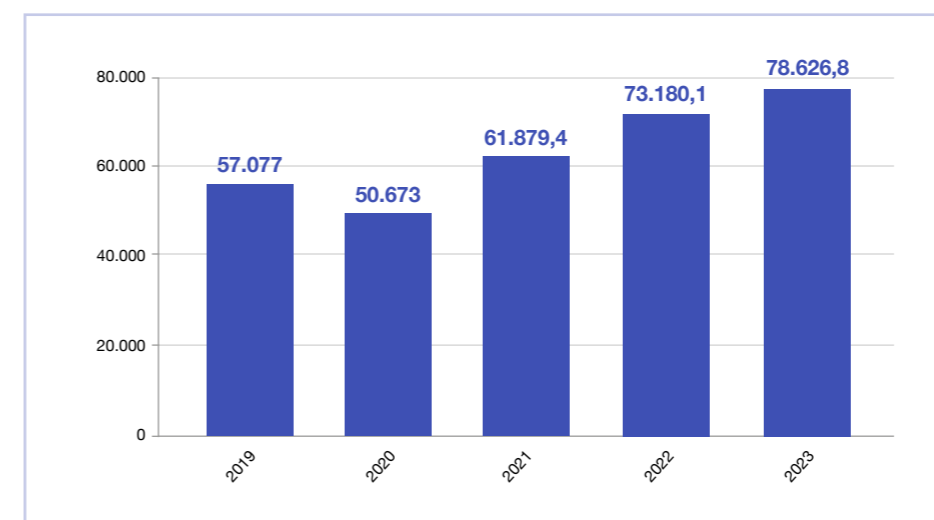
With regard to passenger transport, in 2023 the Port of Barcelona received **3.57 million cruise ship passengers**, a figure that is **13.9% higher than in 2019** and represents a new all-time high. The international situation – with the extension of Covid measures in certain areas of Asia and the conflicts in Ukraine and the Middle East – has strengthened demand in the Western Mediterranean, where Barcelona is a leader.

The Barcelona area sets a new export record in a context of international trade slowdown.

In 2023, **exports from the province of Barcelona** reached a value of **78.68 billion euros**, a figure that is the highest in the historical series, reflects the strength of foreign trade and confirms it as one of the main drivers of economic activity in an environment of major geostrategic risks affecting international trade. Compared to the previous year, sales abroad for the area of Barcelona grew by **+6.6%**, with a performance similar to that of Catalonia (+6.7%), which contrasts with the stagnation of the Spanish State as a whole (-1.0%). The province continues **to lead the national export ranking (20.5% of the total)**.

The number of export companies in the Barcelona province was 42,844 in 2023, representing **31.1% of the total for Spain**.

Evolution of exports from the Barcelona area (M€). 2019-2023



* Provincial data.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy, Resources and Economic Promotion, based on data from the Spanish Ministry of Industry, Commerce and Tourism.

In 2023, **the chemical sector**, excluding pharmaceuticals, **and the automotive sector are the top exporting sectors in the Barcelona area** (20.5% and 15.6%, respectively), followed by pharmaceuticals (10.4%), food (10.1%), **equipment (8.8%), textiles and clothing (6.1%) and machinery (6.0% of the total)**. With respect to the same period in 2022, exports have experienced a strong increase in most sectors, and it is worth highlighting the major growth of automobile exports (+40.6%).

International positioning as a city that adds value

Barcelona enjoyed a good international positioning in the economic and business arenas, as reflected in the rankings for renowned prestige. Thus:

- The **World's Best Cities 2024** ranking by Resonance Consultancy, which evaluates the quality and attractiveness of the city from different perspectives, places Barcelona in **8th position** among the most attractive global cities for visitors, entrepreneurs and residents, and despite losing two positions in the world ranking, it maintains **3rd position in the European ranking**, only behind London and Paris.

Attractive global cities for visitors and entrepreneurs. 2024

City	2023 position	2024 position
London	01.	01.
Paris	02.	02.
New York	03.	03.
Tokyo	04.	04.
Singapore	09.	05.
Dubai	05.	06.
San Francisco	14.	07.
Barcelona	06.	08.
Amsterdam	10.	09.
Seoul	26.	10.

Source: World's Best Cities report, Resonance Consultancy Ltd. 2024.

- Barcelona was positioned **among the 25** most globally competitive cities for the eighth time since 2016, according to the Mori Memorial Foundation's 2023 **Global Power City Index** report, which ranked it 22nd in the world and 11th in Europe, ahead of Brussels, Geneva, San Francisco and Milan, and excelling in the categories of liveability (4th) and cultural interaction and accessibility (13th).
- In 2023, Barcelona was ranked as the **9th most resilient city in the world and the 4th in Europe** in the first edition of the **Resilient Cities Index** report, published by Economist Impact (part of The

Economist group), in a ranking headed by New York, Los Angeles and London, and in which Barcelona was ranked second in mobility in public transport for residents, second in integration of vulnerable people and sixth in cybersecurity readiness for a digital city.

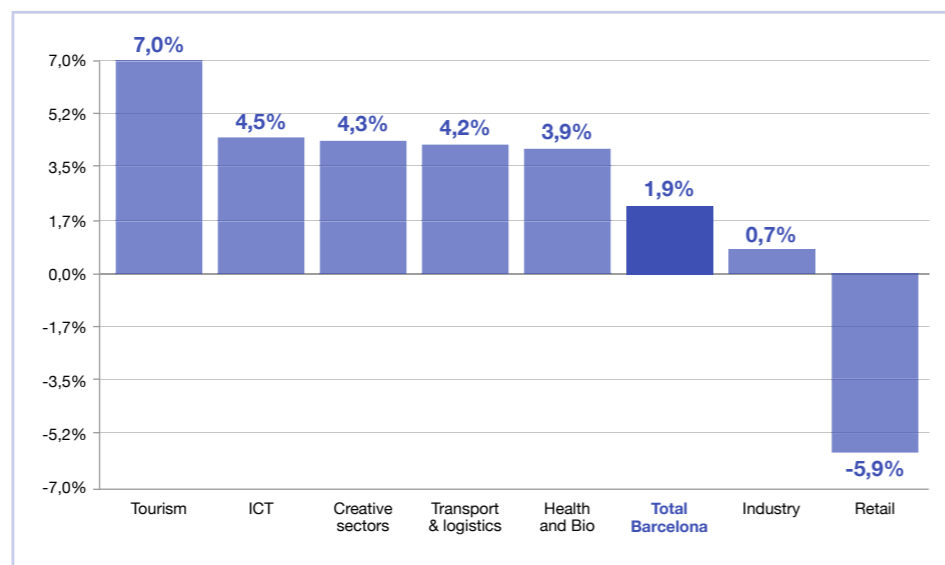
- According to the Startup Heatmap Europe Report 2023, Barcelona remains the third preferred city in Europe to set up a startup for the sixth consecutive year.
- 2022 saw **Barcelona take 1st place in the world's cities ranking in number of delegates**, one place up from the previous edition, and **4th place in organising international conferences**, according to the **International Congress and Convention Association (ICCA)**. In fact, it is the only international destination to have retained its top 5 position for number of meetings over the last 21 years.

01.4

Strategic sectors

Strategic sectors, as defined in the Barcelona Green Deal, have mostly shown a more positive growth in employment than the economy as a whole and have acted as drivers of growth. During 2023, tourism has recorded the most dynamic growth (7%), followed by the digital economy and creative sectors (4.5% and 4.3% respectively), while the health and bio sector has registered a growth rate two points higher than that of the overall economy.

Annual change in jobs* in Barcelona's strategic sectors. Q4 2023/Q4 2022 (%)



Regarding the gender distribution of employed individuals in the strategic sectors, in the fourth quarter of 2023, the sector with the highest female presence was the health and bio sector, where 72.5% of affiliated individuals are women. By contrast, manufacturing industry and ICTs remained predominantly male-dominated sectors where women represented around a third of employees (27.4% and 33.6% respectively). Women made up the majority in commerce (53.8%), with the creative activities and tourism sectors approaching parity (43.2% and 44.9% respectively).

* Affiliated to general and self-employed Social Security regimes.

Note: The decrease in the number of affiliates in the trade sector is due to the change of registered office of a quotation center in Barcelona to another municipality in the metropolitan area.

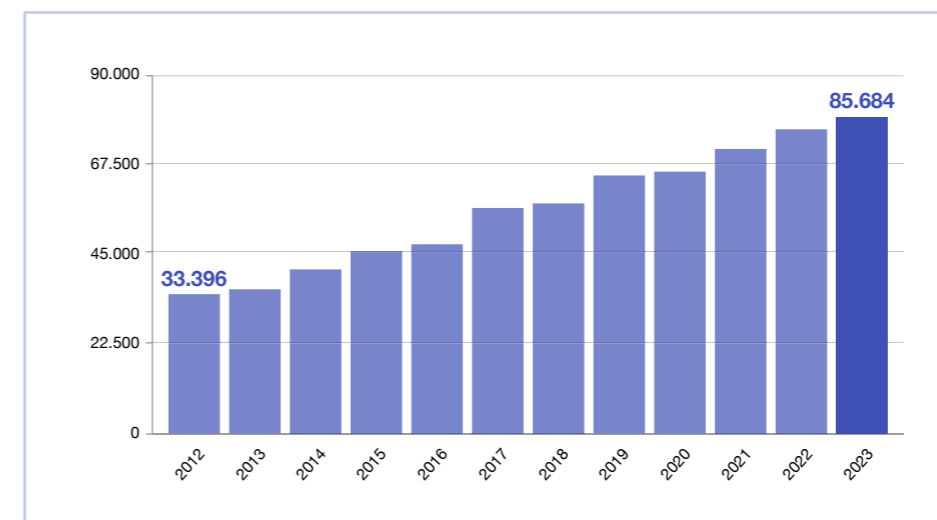
Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on data from the Social Security.

The digital ecosystem is experiencing an all-time high in terms of the number of jobs, with a growing number of women.

Digital economy

Barcelona closed 2023 with **85,684 individuals registered with the Social Security** in the ICT sector, a figure representing a year-on-year rise of **+4.5%** and the highest in the historical series. **ICTs have created 52,288 jobs since 2012**, a figure representing an accumulated rise of **+156.6%**, more than doubling the sector's employment numbers, making it a driving force for creating jobs.

ICT jobs* in Barcelona. 2012-2023



*Social Security affiliation, general and self-employed categories.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on Social Security data.

The 2,100 startups already in operation have made Barcelona-Catalonia one of Europe's chief technology ecosystems. According to the 2023 Global Startup *Ecosystem Report* by Startup Genome, Barcelona is ranked as the **4th city in the top 100 emerging ecosystems in the world**.

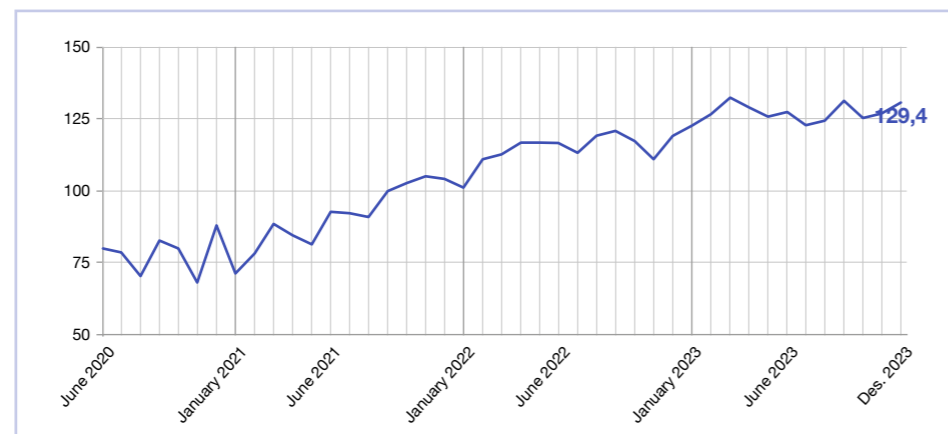
These good results are reinforced thanks to the organisation of congresses and technological projects in the city, such as the **Mobile World Congress**, which in 2023 contributed 461 million euros to the city's economy and created over 9,100 part-time jobs, according to the economic impact report published by the GSMA, the **4YFN**, a business platform for the startup community, and the **Barcelona Deep Tech Summit**, the most significant event in southern Europe in the deep tech sector, that is, in emerging companies dedicated to artificial intelligence, blockchain, robotics, frontier materials, photonics, supercomputing, quantum, and biomedicine.

Consumer spending continues to show an upward trend, with improvement in the city centre's evolution.

Commerce

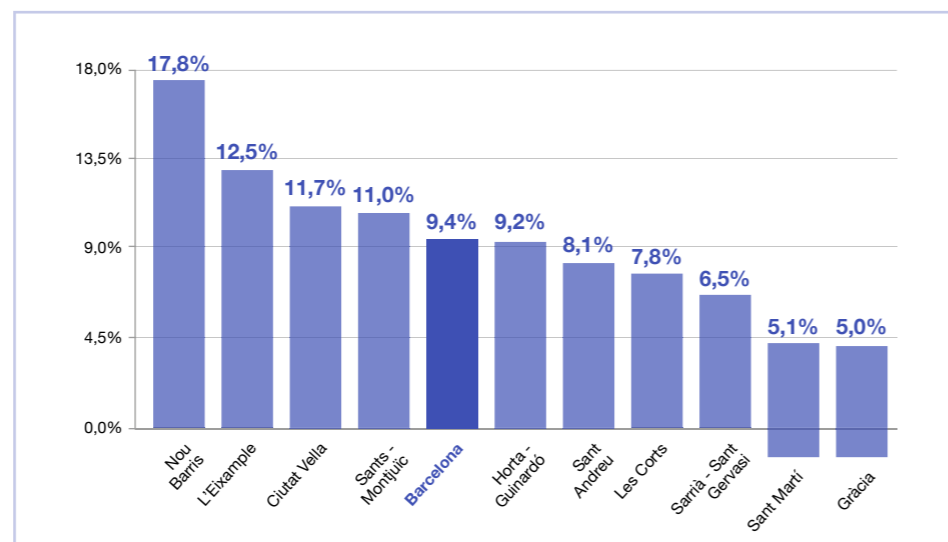
Consumer spending in the city in December 2023 (estimated on the basis of the value of transactions with Banc BBVA's PoS terminals) **stood at 126.8 in nominal terms (based on 2019=100) and 111.2 in real terms. All the city's districts have higher consumer spending levels than in 2019; Nou Barris (184.2) and Horta-Guinardó (158.3) are the ones with the highest values. Les Corts (123.4), Ciutat Vella (119.4) and Eixample (112.7) are the only districts that are below the Barcelona average (126.8). In dynamic terms, all the districts show positive year-on-year variations, and it should be noted that Eixample and Ciutat Vella, which have an index below the average, are, together with Nou Barris (+17.8%), the ones that register the highest year-on-year variation (+12.5% and +11.7%, respectively).**

Evolution of the commercial recovery index in Barcelona. June 2020 - December 2023. (2019=100)



Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on data from the Barcelona City Council (2022): Private Consumption in Barcelona, Municipal Data Office, Barcelona, Version 1.0.

Year-on-year variation of consumer spending by districts. January-September 2023/2022 (%)



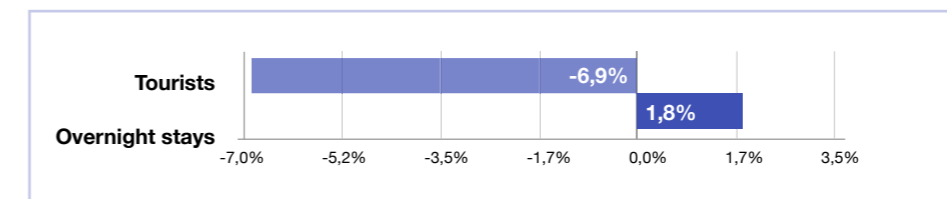
Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for Economy and Economic Promotion, based on data from the Barcelona City Council (2023): Private Consumption in Barcelona, Municipal Data Office, Barcelona, Version 2.1.

Barcelona achieves its highest overnight stays figures in 2023 and surpasses pre-pandemic values, thanks to the lengthening of the average stay.

Visitor economy

The year 2023 ended with **more than 12 million tourists** staying in the city's tourist accommodation, **with more than 35.8 million overnight stays, an increase of 14.1% and 11.9% respectively compared to 2022.** In relation to the pre-pandemic period, although the number of tourists is 6.9% lower than in 2019, **the number of overnight stays already exceeds the figure for 2019**, thanks to the **increase in the average length of stay**, which has risen by 9.3% compared to 2019 and reached **3 nights**.

Variation in the number of tourists and overnight stays. 2019-2023 (in %)



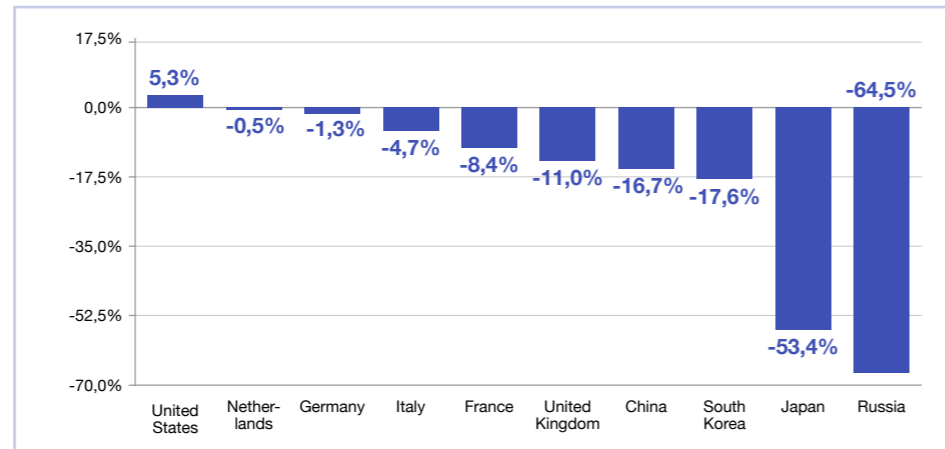
Nota: Turistes a Barcelona que s'han allotjat en un establiment hotel·ler, habitatge d'ús turístic o alberg.

Font: INE i TDS Ajuntament de Barcelona

In 2023, Barcelona headed the list of Spain's major cities for overnight stays by international tourists, and continues to maintain a high specialisation in international tourists compared to other urban environments (**80.8%** of tourists staying in hotels).

In 2023, **The United States was once again the leading international tourism source market for Barcelona, with more than 1 million tourists staying in hotel establishments**, followed by the United Kingdom (616,000), France (603,000), Italy (503,000) and Germany (462,000). **The United States is the main source country with the highest increase compared to 2019 (+5.3%)**, followed by the Netherlands (-0.5%) and Germany (-1.3%), which recorded slight negative variations. China and South Korea showed signs of recovery with rates of 16.7% and 17.6%, respectively, below the 2019 indicators, while Japan still remains 53.4% below the 2019 figure and Russia continues to show declines of more than 60% compared to that year.

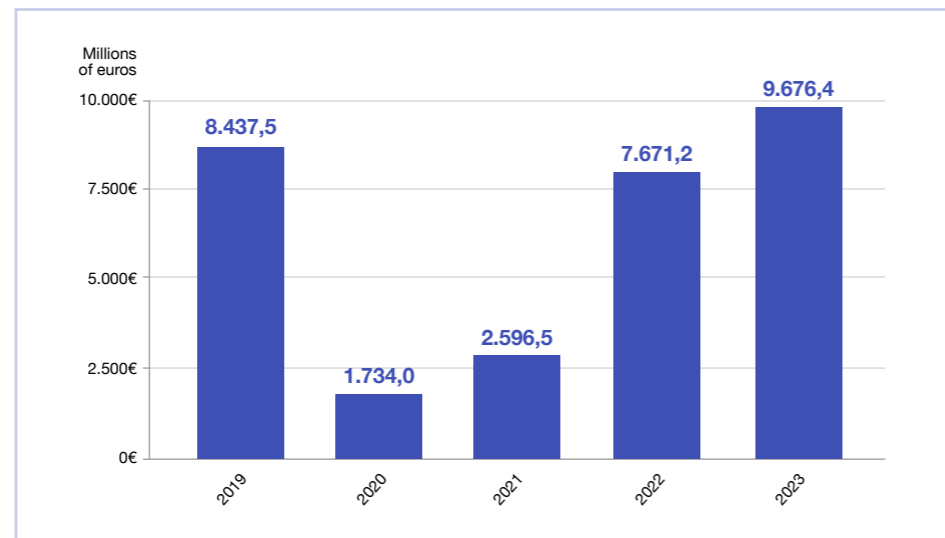
Tourists in hotel establishments.
Variation 2023/2019 by nationality (%)



Source: INE.

According to estimates by the Barcelona Tourism Observatory, excluding arrival transportation, tourists spent **more than 9.6 billion euros in the city during their stay in 2023, 14.7% more than in 2019 and 26.1% more than in 2022.**

Estimated tourist spending during the stay.
(millions of euros)



Note: Barcelona Tourism Observatory estimate based on the survey on tourist profiles and habit

Note: Includes spending during the stay without taking into account arrival transportation. Provisional data.

Source: Barcelona Tourism Observatory: City and Region

02.

Framework of action

2023 was the last year in which the City Council worked under the guidelines of the 2020-2023 Municipal Action Plan (MAP+), an extraordinary action plan that focused on strategic challenges aimed at serving as catalysts for change and facilitating recovery from the Covid-19 pandemic.

However, Barcelona City Council also takes into account major global agreements, such as Agenda 2030, the Sustainable Development Goals (SDGs), plans and roadmaps from various sectors, such as the Barcelona Green Deal, the City's Economic Agenda, as well as other more cross-cutting and/or specific ones that determine the development of various municipal services.

2020-2023 MAP+ (Extraordinary Municipal Action Plan) and the Agreement for Barcelona

The recovery from the crisis caused by the Covid-19 pandemic, along with other crises such as climate and housing, defined the strategic objectives of the **2020-2023 MAP+ and the Agreement for Barcelona, structured on six main pillars:**

- **Restoring the economy, making it stronger, more resilient and more diversified.**
- **Reinforcing assistance and resources for social inclusion.**
- **Accelerating green inclusion to combat the climate crisis.**
- **Making the city stronger in the areas of education, culture, science and sport.**
- **Building a safer and more friendly city, based on its neighbourhoods, with a city-wide perspective.**
- **Promoting an open city, with a digitalised administration.**

2030 Agenda. Sustainable Development Goals (SDGs)

The United Nations 2030 Agenda is the result of a global agreement, which also needs to be applied at the local level. It is based on the 17 Sustainable Development Goals, known as SDGs, which focus on protecting and improving the environment, combating inequalities, economic development and commitment to institutional integrity and effectiveness.

The implementation of the 169 targets of the SDGs in the city gave rise to Barcelona's 2030 Agenda, designed as a roadmap for public policies in the 2020-2030 decade.

Barcelona Green Deal: Economic agenda for Barcelona city

In 2020, the socio-economic situation resulting from the impact of Covid-19 made it necessary to implement urgent actions to withstand, recover from, and propel Barcelona forward, with a future-oriented vision. For that reason, adjustments were made to the previously defined Economic Agenda for Barcelona.

The Barcelona Green Deal set out the roadmap for positioning Barcelona as an international benchmark city, recognised for its **competitive, sustainable and equitable economy**, conditions that are at the heart of the **Barcelona Green Deal's strategic pillars**, the city's economic and social backbone.

To ensure that the Barcelona Green Deal structured and included responses to all the challenges facing Barcelona, under the **3 major strategic pillars mentioned above, 10 strategic objectives were defined, articulated into 66 actions:**

Strategic pillars:

- **First strategic pillar, competitiveness:** ensure that the city has an active entrepreneurial ecosystem with a digital focus that attracts talent and is open to the international arena.
- **Second strategic pillar, sustainability:** achieve an increase in the volume of the circular economy in Barcelona, attracting new economic activity hubs and generating the visitor economy.
- **Third strategic pillar, equity:** achieve a more social and solidarity-based economy in Barcelona, promoting local economy, and guaranteeing employability among residents.

Strategic objectives:

- Become the **digital and technology** capital of Europe.
- Become a leading **hub** for both domestic and international **talent**.
- Protect the stability and safety of the **local economy**.
- Transform the **tourism model** towards value and sustainability.
- Increase Barcelona's **international presence**.
- Be a leading city in the field of **entrepreneurship and innovation**.
- Guarantee **quality** employment and the employability **of citizens**.
- Grow and strengthen Barcelona's community of **social and solidarity economy** companies and initiatives.
- Promote the **green and circular economy** and the **ecological transition**.
- Be a leading city for **new economic activity hubs**.



Beyond marking a clear path for the city, the Economic Agenda also acts as a Plan of Plans, a catalyst for all of the initiatives that are already under way, in order to ensure synergies between programmes. At the time, the Barcelona Green Deal included:

Talent plan: to promote the growth of our citizens' talent and the creation of quality jobs.

Easy Barcelona Plan: to facilitate, simplify, streamline and improve the efficiency of the relationship with the administration when starting a business activity in the city.

Digital plan: to boost the digital transformation of the city's productive fabric and bring about new business models that respond to the needs of new digital consumers and consumers.

International promotion plan: to position the city, its DNA and its values at an international level in strategic sectors.

Sustainable economy plan: to strengthen the social and green economy and position it as a key sector in the transformation of the city's productive fabric.

Creative industries plan: to maintain the growth of a sector that defines the city's DNA and has great potential as it is closely related to new technologies.

During the first half of 2023, the strategic lines of the new mandate began to be defined, and the Management Office for Economic Promotion began the construction of the 2023-2027 mandate strategy, which establishes, among other things, a change in the economic paradigm, leaving behind recovery for normalisation, future objectives, and a reflection on the city's strategic economic sectors, expanding their scope and modifying those already included in the Green Deal.

Other municipal plans and government measures in the area of Economic Promotion:

Department of Studies

Sustainability economy roadmap.

Directorate of Commerce, Restaurants and Consumer Affairs

Government measure for the preservation and promotion of emblematic commercial establishments in Barcelona.

Strategy and Action Plan for the restaurant in Barcelona 2021-2024

Directorate of Social and Solidarity Economy and Sustainable Food Services

Plan to boost the social and solidarity economy 2021-2023. (PIESS 2021-2023), Barcelona 2030 Strategy for the Social and Solidarity Economy #ESSBCN2030 and Barcelona healthy and sustainable food strategy 2030 (EASSB 2030).

Directorate of Tourism

Tourism sustainability plan for destination Barcelona. (PSTBD).

Creation of new awareness measures and content to improve mobility and tourist sustainability (2019-2023).

Department of Science and Universities

Barcelona Science Plan 2020-2023 governance measure and subsequent update: Rebooting the Barcelona Science Plan 2020-2023.

Barcelona Municipal Markets Institute (IMMB)

Strategic Plan of the Municipal Institute of Markets (2015-2025).

General plan of works, improvements and maintenance.

Barcelona Market Digitalisation Plan (within the Strategic Plan for Markets 2015-2025).

Barcelona Activa, local economic development agency

Barcelona, city of talent government measure. Report on the implementation of the 2019-2023 action plan

Promoting the blue economy in Barcelona government measure

Amunt persianes (Opening Shutters) government measure

Easy Barcelona government measure

BcnFemTech 2021-2023 government measure for gender equality in the ICT sector

"Impulsem el 22@" (Boosting 22@) government measure

Barcelona Agreement for Quality Employment

Plan for Fostering Youth Employment





03.

Political structure



Jaume Collboni Cuadrado
Mayor



Jordi Valls Riera
Fourth Deputy Mayor's Office



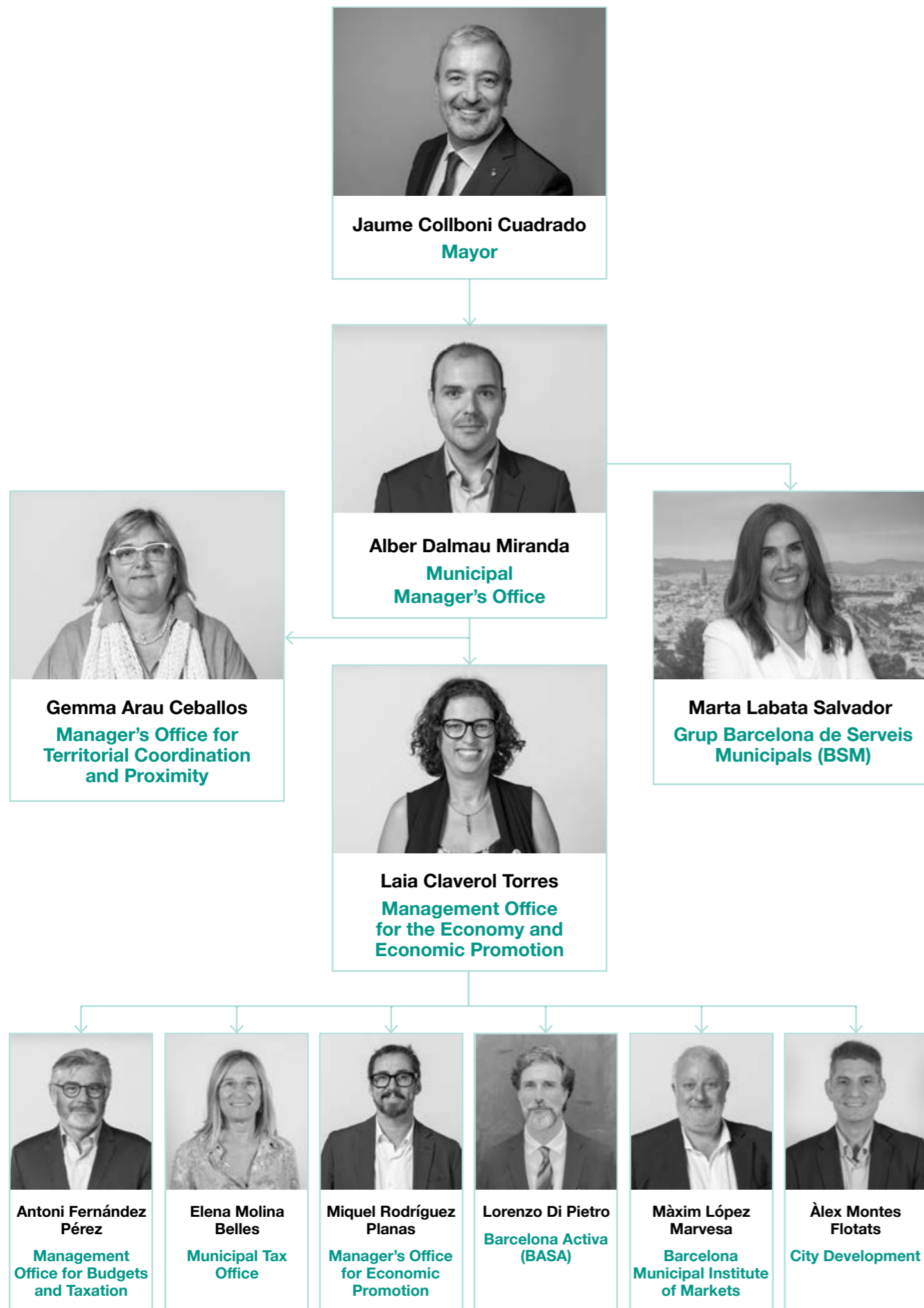
Raquel Gil Eiroá
Councillor for Commerce,
Catering and Markets
Councillor's Office for
Economic Promotion and
Employment



Pau Solanilla Franco
Commissioner for
International Relations and
City Promotion

04.

Estructura executiva



05. Mission and scope of the Economic Promotion area



Mission of the Economic Promotion area

The Economic Promotion team at Barcelona City Council is entrusted with promoting and revitalising, within the framework of the Barcelona Economic Agenda, the entire economic potential of the city from various sectors: commerce, consumption, restoration, tourism, international promotion, social and solidarity economy, sustainable food, science and universities, quality job creation, and entrepreneurship.

The Economic Promotion area promotes new strategic projects within the framework of public-private collaboration with companies, institutions and the public, playing a facilitating role in the city's economic relations. Also on an international scale, Barcelona is positioned as a leading city in innovation and technology, showcasing its appeal for attracting talent and new investments.

Economic Promotion Area





06.

Budget

Economic Promotion area
Summary of the budget implementation
chapters 2 and 4. 2023

Divisions	Definitive amount
Economic promotion	13.575.245
General administration and other	2.656.794
Tourism	23.491.490
Commerce	8.916.666
Promotion of the cooperative and social economy	4.092.539
Municipal markets	4.188.669
International economic promotion	1.815.824
Digital services and support for promotion	633.530
Consumption	52.311
Promotion of creative industries	1.730.500
Neighbourhood Plan	200.000
Integrated information network management	104.623
General administration	53.266
Centralised building maintenance	3.580
Barcelona Activa	67.228.360
TOTAL	128.743.397



07.

Department
of Studies

Mission

The Department of Studies supports the Manager's Office for Economy and Economic Promotion and Barcelona Activa in the area of analysis, indicators and knowledge management for designing and managing municipal policies in the sphere of the economy, employment and strategic sectors. It also monitors current and future trends in economic activity and the labour market to contribute – from this prospective – to the establishment of new strategic lines.

Values

1. Rigour
2. Coherence
3. Capacity to respond
4. Excellence
5. Cooperation

Reference framework

The Department of Studies provides cross-cutting support to different areas of economic promotion, and its task of preparing reports and analyses is aligned with the objectives and subject areas of the Barcelona Green Deal, namely, to become the digital and technological capital, be a leading hub for international talent, transform the tourism model, expand Barcelona's presence internationally, be a leading city in the field entrepreneurship and innovation, guarantee quality employment and the employability of Barcelona's citizens, and be a leading city for new economic activity hubs.

Objectives

- To develop an up-to-date analysis of the economic and employment situation in Barcelona.
- To analyse and monitor economic, social and environmental indicators for the city's international promotion.
- To generate knowledge of the strategic sectors in Barcelona's economy.
- To contribute to the assessment of public policies.
- To make progress in the socio-economic analysis of the city and of the main socio-demographic profiles.
- To provide knowledge of the productive fabric, activity and entrepreneurial climate in the Barcelona area.

Actions taken

- Monitoring the city's economic hubs using a systematic set of economic, business and employment indicators.
- Preparing technical reports which, on the basis of economic, social and environmental indicators, analyse the characteristics and potential of Barcelona's economy and its international position to contribute to the city's promotion.
- Conducting, supervising and monitoring occasional studies on strategic sectors of Barcelona's economy.
- Socio-economic analysis of the area and main socio-demographic profiles.
- Dissemination and analysis of the results of the Business Climate Survey in the Barcelona Metropolitan Area and analysis of Barcelona's productive fabric on micro-area and sectoral levels.



Operations carried out

Analysis of the economic and employment situation in Barcelona

Flaix econòmic Barcelona (Barcelona Economic Newsflash): periodic report analysing the development of Barcelona's economy, job market and strategic sectors based on the main situation indicators and perception surveys.

Other reports analysing the economic and employment situation:

- Monthly briefs and infographics on unemployment and hiring in Barcelona
- Monthly summary of economic indicators
- Quarterly briefs and infographics of the Labour Force Survey (LFS) and registrations with the Social Security
- Analysis of commercial recovery by profile, district and sector in Barcelona.

- Collaboration with the Municipal Omnibus to monitor the employment situation and evaluation of the working conditions of Barcelona's population.

Other actions:

- Participation in the working group on the Barcelona Agreement for Quality Employment indicators.

Analysis of economic, social and environmental indicators for economic promotion of the city

Barcelona Observatory 2023: an initiative promoted by Barcelona City Council and carried out in collaboration with the Chamber of Commerce, the annual report presents Barcelona's international position in relation to the world's leading cities in terms of a set of indicators on economic activity, sustainability, quality of life and social cohesion, the labour market and training, the knowledge society, tourism, and prices and costs.

Barcelona in figures 2023: publication with an extensive collection of economic, social and environmental indicators on the Barcelona area, aimed at international promotion and local players as well.

Economic study on talent attraction: comparison of salaries and the cost of living in Barcelona and other cities in Europe and the rest of the world.

The strategic sectors in Barcelona's economy

- Development and analysis of indicators for the Tourism Observatory.
- Participation representing the City Council in the Tourism Observatory.
- Collaboration with data innovation projects in tourism.
- Infographics monitoring tourist activity.
- Participation in the council working group on the sustainability of cruise tourism.
- Commerce Observatory: Annual case study: analysis of the impact of the Agreement on Opening Hours in the ZGAT major tourist zone, notes on commercial recovery.
- Participation in the working group monitoring the Agreement on Opening Hours in Barcelona.
- Participation in the working group on social and solidarity economy data.
- Participation in the innovation working group on the project A vision for Barcelona future. PPP for cities (IESE).
- Preparation of technical content and infographics on employment indicators in strategic sectors: tourism, logistics and industry 4.0.

- Technical support to the Blue Economy Observatory and participation in the America's Cup Monitoring and Coordination Committee.
- Participation in the presentation of the roadmap for the sustainability economy.
- Participation in the workshop on the impact of the Sports Economy in Barcelona.

Assessment of public policies

Technical coordination of studies and projects in collaboration with the Urban Economy Chair (UB): study of the economic impact of the Commercial Opening Hours Agreement in Barcelona.

Socio-economic analysis of the area and main socio-demographic profiles

- Report on women in Barcelona's labour market.
- Diagnosis of the situation of young people in the labour market.
- Participation in the technical committee studying the impact of the labour reform.
- Collaboration in preparing the census of companies in 22@.

Activity and business climate in the Barcelona area

- Leaflets and case study on the results of the 2023 Business climate survey.
- Survey and report on the impact of the labour reform on the business fabric and the difficulties in filling job positions in the Barcelona metropolitan area.
- Study on the digital health sector in Barcelona.
- Quarterly statistics on the business climate in the Barcelona metropolitan area in 2023.
- Report on Barcelona's productive fabric in 2022.
- Report on the incorporation of commercial companies in 2022.
- The sports economy in figures (2022).
- The sustainable economy in figures (2022).
- The blue economy in figures and infographics on the blue economy in figures (2022).

Other

- Presentations on the economy and the labour market in Barcelona:
 - Regional economics course at the UAB.
 - Study group of students from King Abdulaziz University (Saudi Arabia).
 - Barcelona Activa career guidance day.
- Participation in workshops and working sessions of the Local Economic Development Network of Observatories (XODEL).



Key indicators

Number of reports conducted according to type of activity

- Reports on the economic and employment situation in Barcelona: 68.
- Reports on the analysis of indicators for the city's international promotion: 3.
- Reports on strategic sectors of the Barcelona economy: 24.
- Reports on the assessment of public policies: 1.
- Reports on the socio-economic analysis of the area and socio-demographic profiles: 4.
- Reports on the business climate and activity: 11.
- Periodic comparison of Barcelona's indicators and ranking with over 50 other cities in the rest of Europe and the world.
- 300 participants in the sectoral conferences in which the department has collaborated.

Government measures

- Sustainability economy roadmap. (2023)

Cross-cutting projects

- Technical coordination of studies and projects in collaboration with the Urban Economy Chair.
- Collaboration with Barcelona's Tourism, Trade and Blue Economy Observatories – drawing up and analysing indicators.
- Preparation of technical content for the sectoral conferences organised by Barcelona Activa.
- Collaboration with the Municipal Omnibus in monitoring the perceived quality of employment by Barcelona's population.
- Participation in the America's Cup Monitoring and Coordination Committee.
- Participation in the Cross-departmental Data Coordination Roundtable.
- Participation in the activities of the Local Economic Development Network of Observatories (XODEL).

Extraordinary agreements and subsidies

- Collaboration agreement with the Network of Local Development Observatories (XODEL) promoted and coordinated by Barcelona Provincial Council.
- Collaboration agreement with the Barcelona Chamber of Commerce for the preparation and dissemination of the 2023 Barcelona Observatory Report.
- Collaboration agreement with the Autonomous University of Barcelona to host two interns.
- Collaboration Protocol with the Association of Friends, Local Residents and Retailers of the Rambla and Plaça Catalunya and with the Metròpoli Foundation for the area's innovation and design.



08.

Department of Operational Coordination

Mission

- 8.1. Development of strategic projects.
- 8.2. Participation of the area of Economic Promotion in other municipal projects.
- 8.3. The administrative procedure and budget execution: contracts, subsidies and agreements.
- 8.4. Projection of the action in the area of Economic promotion

08. 1 Development of strategic projects

The Area for Economic Promotion develops various projects that are related to the integral work of the different sectors it encompasses.

The Department of Operational Coordination for Economic Promotion collects information, analyses it, and proposes and implements these mainstreaming projects, which are intended to contribute to the analysis and reflection of new emerging socio-economic scenarios raising and generating new challenges and therefore new ways of addressing them, rethinking new initiatives that have a favourable impact for the city on entrepreneurial and social levels.

Objectives

- Facilitate the inter-relationship between the various economic sectors of the city's entrepreneurial ecosystem.
- Contribute to and participate in the execution and implementation/roll-out of public policies for economic promotion in Barcelona.
- Promote initiatives and measures for accompanying entrepreneurs which facilitate the revitalisation of various economic activities.

Actions taken

Participation in the Cercle d'Economia working sessions

Every year the Cercle d'Economia holds its annual working sessions in Barcelona, which in 2023 were entitled: "Economic, political and social challenges".

Since they are considered of interest to the city, a collaboration agreement was signed, specifying that the Barcelona City Council Area for Economy, Work, Competitiveness and Tax would also participate.

This is an activity where new proposals for addressing emerging economic and social challenges are presented through various working sessions, with a focus on innovation. The debates took into account the recovery context after the pandemic, along with the economic impacts and costs resulting from the war in Ukraine. This involved analysing and evaluating the changes and transformations occurring across various sectors linked to the economy and society.

These working sessions, which were held on 29, 30 and 31 May in Barcelona, were used to discuss topics of great interest in the economic field with the participation of high-level speakers.

On behalf of Barcelona City Council, 37 people were accredited to attend the sessions. In terms of the list of speakers, Mr Pau Solanilla, the city's commissioner for economic promotion, participated in the roundtable discussion on May 29 entitled: "What does Barcelona need to consolidate itself as a technological and entrepreneurial hub at the European level?".

Support for the organisation of major events

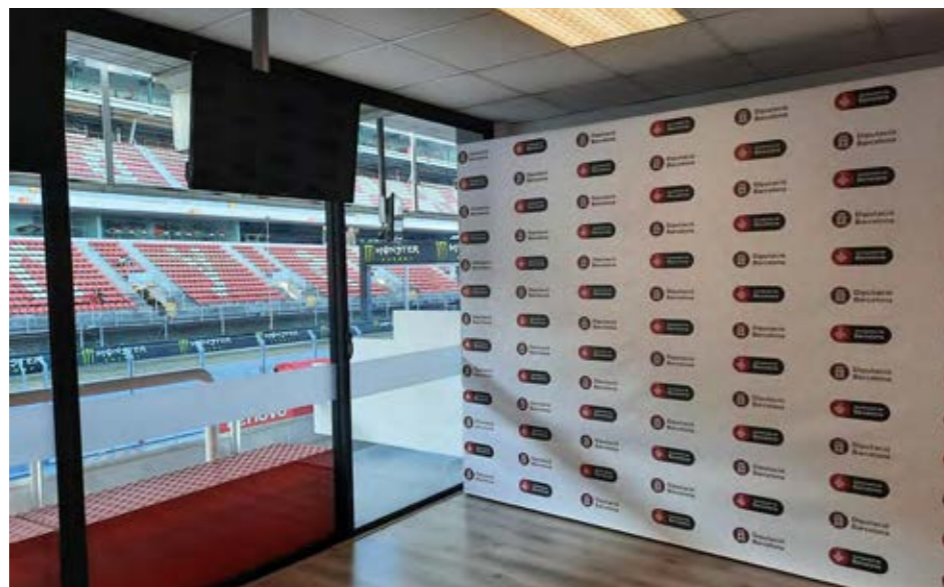
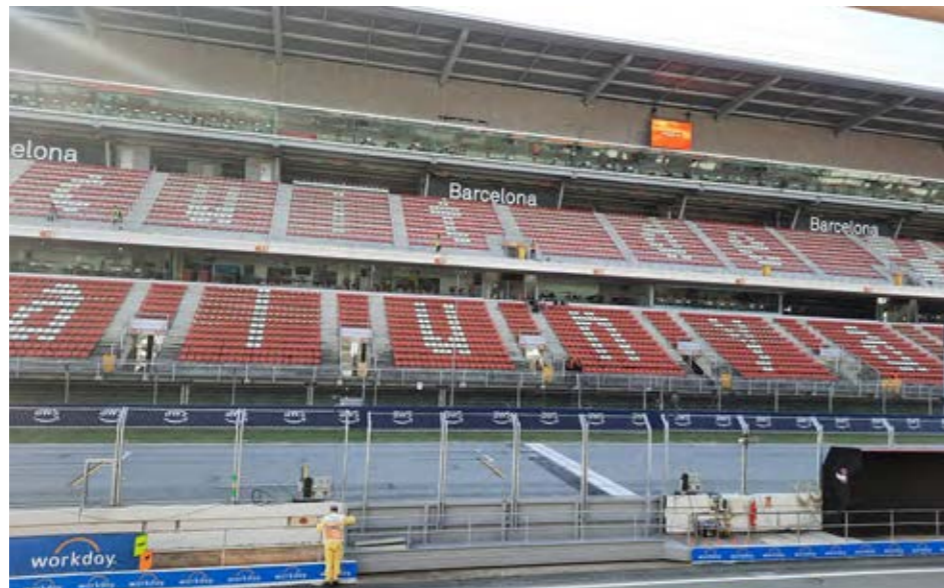
1. MWC 2023

One of the most important aspects of the collaboration agreement between the Global System for Mobile Communications Association (GSMA) and Barcelona City Council for the hosting of the Mobile World Congress (MWC) is the participation of the various municipal sectors and areas involved in economic development projects linked to technological innovation.

For this reason, GSMA provided Barcelona City Council with the necessary invitations to carry out this municipal task. The Department of Operational Coordination, in agreement with the municipal management office and at the request of the Directorates and Departments of the Management Office for Economic Promotion, was responsible for handling these accreditations so that the sectors involved could attend the event.

2. Formula 1 Grand Prix and MotoGP of Catalonia (“Barcelona & Circuits” project)

1. Presentation of the MotoGP at the Born Centre of Culture and Memory. Wednesday 30 February at 6 pm.
2. Coordination and organisation, together with Barcelona Provincial Council and the Circuit Barcelona-Catalunya, of the circuit’s box suite to host institutional invitations during the days of the Grand Prix: WorldSBK (from 5 to 7 May), F1 Grand Prix (from 2 to 4 June), MotoGP Grand Prix (from 1 to 3 September).



3. React 2023 Conferences

The third Barcelona React 2023 conference took place on 28, 29 and 30 March 2023 at the Disseny Hub Barcelona auditorium.

62 speakers participated, along with 342 Premium guests, 87 accredited press members, and 912 people registered for the sessions.

The conference programme included a total of 13 sessions, which took place over the three days of the conference:

3 Inspirational Talk sessions of 30 minutes:

- Wednesday 29 March – The importance of knowledge: the case of Oslo, Science City, by Christine Wergelan, CEO of Oslo Science City.
- Wednesday 29 March – Designing the technology of the future for everyday products, by Martí Romances, co-founder and creative director of Territory Studio.
- Thursday 30 March – Ocean Planet, by Emily Penn, co-founder and director of eXXpedition.

10 themed sessions between 60 minutes and 90 minutes long:

- Barcelona Observatory: 20 years of analysing and promoting the city’s international positioning.
- Cities of the future.
- New forms of leadership arising from digital transformation and innovation.
- Barcelona on the radar of entrepreneurship and digital talent.
- Big events and Barcelona’s international projection.
- Promoting Barcelona as a technological capital, via the European chip and Culture, science and innovation: the commitment to becoming a knowledge city.
- Barcelona, a stage for creative industries.
- The blue economy in Barcelona, placing the sea on the city’s agenda.
- The Barcelona Talent Map.

Finally, a session/meeting was held to encourage interaction among attendees at the conference, the REACT Networking Party.



08. 2

Participation of Economic Promotion in other municipal projects

The Department of Operational Coordination is responsible for Economic Promotion on the different municipal committees

Objective

Participation in different cross-cutting municipal projects with an impact on the organisation and in the city.

Actions taken

Employment plans (Comprehensive projects with hiring opportunities 2023)

Employment plans, also known as comprehensive projects with hiring opportunities, are active employment policies aimed at increasing the employability of beneficiaries by means of a mixed training and work programme.

These initiatives have an immediate impact in that they guarantee the direct hiring of unemployed people with more difficulties finding work and/or who are experiencing or at risk of a situation of social emergency, specifically individuals over the age of 40 and young people below the age of 30 in a situation of long-term unemployment.

The positions in these comprehensive projects with hiring opportunities are filled through direct hiring by Barcelona Activa. Coordination with municipal representatives ensures the selection process and subsequent incorporation of participants.

The positions cover the demands of the entire City Council, and there, the request is made through the Directorates and Departments of the Management Office for Economic Promotion, except for the Municipal Institute of Markets and the Directorate of Commerce, Restaurants and Consumer Affairs, which make the requests directly.

In 2023, six people were requested to join the following departments:

- Department of Studies (1)
- Directorate of International Economic Promotion (1)
- Directorate of Social and Solidarity Economy and Food Policy (2)
- Communications Department (1)
- Department of Operational Coordination (1)

The requests were made according to the needs expressed by each of the directorates and/or departments.

The contracts of the people selected were for six months (from June to December) and the final evaluation of the people assigned to the different departments was very satisfactory.

Working group for a peaceful and safe nightlife

Due to the night-time gatherings involving crowds of participants and the inappropriate use of public spaces, (which in some cases led to alcohol consumption in different areas of the city, especially among young people), the Safety and Prevention Department set up a cross-departmental working group.

This group works to improve harmony in public spaces, based on proposals from city residents, as well as internally with every area having an impact on safety, use of public space, health, young people and economic promotion.

Methodologically, there are two levels of intervention in which the Department of Operational Coordination participates on behalf of the Management Office of the Economic Promotion Area.

- **Government measure “Citizens’ round table for a civil and safe night out”:** This is a space for information and reflection with basic proposals on the desired night-time model.
- **Technical Working Group,** led by the Management Office for Safety and Prevention, with the aim of diagnosing and drawing up the technical proposals for intervention.

Participació a la xarxa d’agents d’innovació municipal

The promotion of innovation is one of the organisational priorities of the City Council and is included in point 3.3 of the **People and Organisational Development Strategy** of the Management Office for People and Organisational Development. This proposal also forms part of the **Government measure for promoting urban innovation**, which has as one of its main action lines internal innovation within the City Council.

Therefore, each management office of the organisation has designated a person with a managerial profile to be part of the innovation agents network. In the case of the Management Office for Economic Promotion, this person was the head of the Department of Operational Coordination.

The innovation agents network, in agreement with the municipal management office, defined the functioning and aims of the working group. This was done by debating a series of key questions to lay the foundations of the network.

From the moment the network was set up, the people involved have collaborated internally to promote innovation in a more structured way within the organisation, agreeing on the most immediate goals, establishing mechanisms, and also benefiting from the support and knowledge of BIT Hàbitat.

Barcelona City Council - Government of Catalonia Joint Committee

Coordination with the different areas of Economic Promotion, in order to gather the topics of interest to discuss in the meetings held with the Government of Catalonia.

The priority issues are collected, the corresponding reports are drawn up and incorporated into the final report.

These meetings are led by the Department of Institutional Relations at Barcelona City Council.

Deployment of Gender Mainstreaming Unit in the Area of Economic Promotion

The **Regulations for Gender Equality in Barcelona City Council** were approved at the Full City Council Meeting of 21 December 2018.

Objectives:

- Guarantee and improve effective and real compliance with gender-equality obligations.
- Establish the gender-equality principles required for governing the actions of management and governance bodies at Barcelona City, as well as the municipal services that must be offered and the minimum measures that have to be adopted for incorporating the gender perspective into municipal policies and initiatives.
- Comply with the mandate to apply real and effective gender mainstreaming in Barcelona City Council.

One of the mechanisms for meeting these goals is set out under Article 21 of the Regulation, which establishes the creation of **Gender-Mainstreaming Units** in:

“All areas and districts, as well as independent bodies, public companies and other entities linked to or dependent on Barcelona City Council.”

For the purposes of deploying this new organisational structure with staff appointed to guarantee a mainstreaming integration of the gender perspective into every municipal public sector under the same criteria, *Mayoral Decree S1/D/2022-152 was approved on 7 April 2022,*

approving the application of the organisational structure for the effective implementation of Gender Mainstreaming Units, and came into force on 11 May 2022.

Gender Mainstreaming Units

These are structures for promoting gender policies, made up of staff appointed as “Gender Mainstreaming Role Models” (GMRs). They are trained in gender-equality public policies and tasked with guaranteeing the enforcing gender mainstreaming in their area of action and in coordination with the Department of Gender Services and Time Policies and with the rest of the GMUs at Barcelona City Council.

Network of Gender Mainstreaming Role Models

This is established as a regular coordination and cooperation space between the various Gender Mainstreaming Role Models making up the Gender Mainstreaming Units in the management offices in all areas, districts, independent bodies, public companies, and municipal trading companies and consortiums.

The Department of Operational Coordination represents the Management office for Economic Promotion and channels towards the gender mainstreaming unit issues such as: the need for training on this matter, drafting contractual clauses that address this perspective, and/or drafting budgets with gender equality.

Municipal Action Map for 2029-2023 (MAP)

Coordination with different areas of Economic Promotion and with the municipal management team to collect data and centralise information of interest regarding projects and actions carried out throughout the term of office.

Updating of data collected in relation to the different projects, especially those linked to the new economic agenda for Barcelona.

Joint committee on the urban landscape

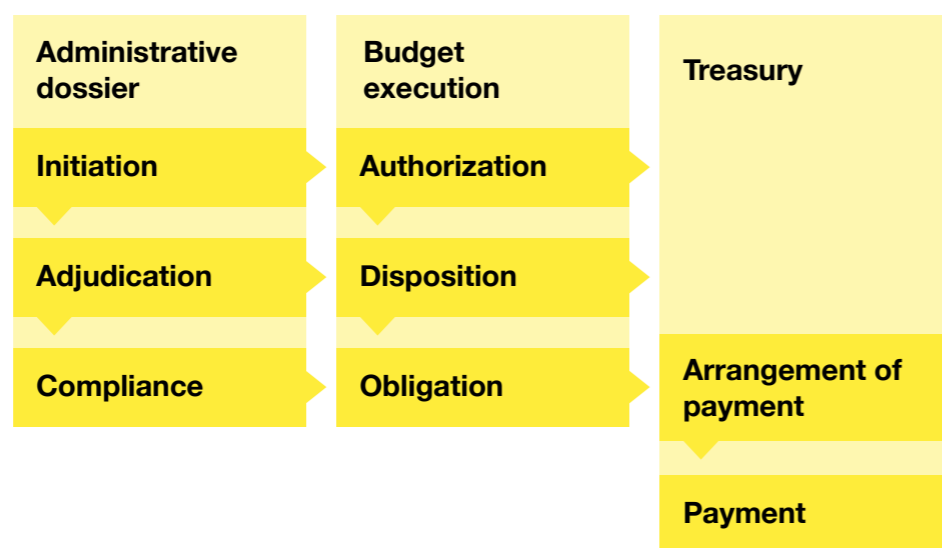
The joint committee is an advisory body attached to the Municipal Institute of Urban Landscape and Quality of Life that includes participation from social and professional sectors. Its purpose is to issue the necessary reports to interpret the byelaw urban landscape uses when doubts arise in its application, such as in cases of new placement of urban furniture and other municipal installations in public spaces. It also deals with advertising licenses and identification on party walls, roofs, or building facades, as well as temporary works or installations occupying public space.

In this regard, the Department of Operational Coordination represents the Area of Economy, Resources and Economic Promotion in all matters related to the actions of this area that may be subject to discussion and/or approval by the committee.

08. 3

Administrative procedures and budget implementations: contracts, subsidies and agreements

The adoption of a governmental measure involves the preparation of an administrative dossier and a budget allocation that facilitates the transition from debate to decision-making and implementation.



All the divisions and departments dedicated to Economic Promotion execute their respective budgets through administrative contracting procedures, subsidies and agreements.

The Department of Operational Coordination for Economic Promotion works with the Legal Secretariat and the Administration Department to see to the effectiveness and operational efficiency of these processes and procedures to successfully achieve their common goals.

Objectives

- Plan provisions relating to administrative dossiers linked to projects to be implemented from the corresponding budgetary year.
- Monitor the various stages throughout each procedure.
- Optimise resources and speed up procedures.

Actions

Monitoring of the subsidies and agreements schedule

Fortnightly cross-departmental meetings organised by the Department of Operational Coordination with the heads of all the directorates and departments of the Economic Promotion Area, the Legal Secretariat and the Administration Department in order to evaluate the degree of compliance of the different procurement dossiers and the drafting of agreements and subsidies established annually.

In 2023, the Economic Promotion area drafted 235 administrative dossiers corresponding to agreements and subsidies.

And a total of 73 new contracts were processed through public tendering, and the management and monitoring of 30 multi-year contracts was carried out.

08. 4

Planning the action of the Area of Economic Promotion

The Department of Operational Coordination carries out coordinated and systematic work to gather information on the various projects and initiatives that are carried out across various areas of Economic Promotion.

The drafting of this document enables all the work carried out throughout the year to be presented to the rest of the organisation and to institutions, entities, enterprises and city residents.

Objectives

- Carry out an inter-departmental coordination process, gathering and processing information that subsequently enables the preparation of documents relating to projects and initiatives performed through the year and/or other communication products.
- Showcase the projects and actions carried out by the Economic Promotion area in the city, through the creation of documents, technical reports, memos, or other communication products.

Actions

Drafting of the Annual Economic Promotion Report

Summary of the key indicators, goals, projects and initiatives of the various departments at the Area of Economic Promotion for the purposes of presenting the annual activities of the various areas it encompasses.

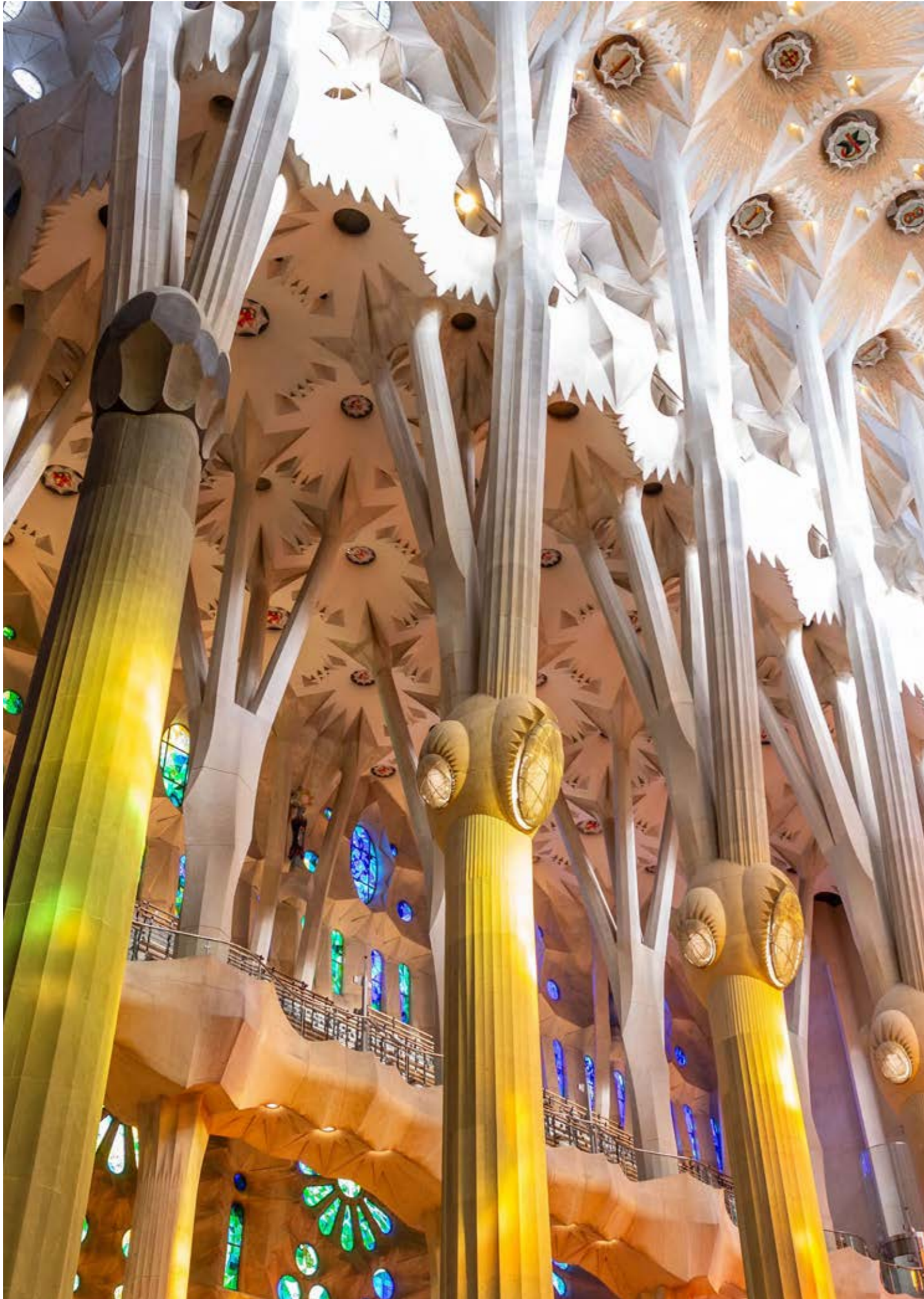


Summary of indicators in the field of Economic Promotion

At the request of the management office and of the First Deputy Mayor's office, the performance indicators and relevant data regarding the various plans, programmes, and projects carried out by the directorates and departments of the Area of Economy, Resources and Economic Promotion are compiled.



Elena Pastor



09.

Directorate of International Economic Promotion

- Overall mission and objectives
- 9.1. Promoting the city
 - 9.2. Promoting the city abroad
 - 9.3. International Talent 360° Plan

Overall mission

The mission of the Directorate of International Economic Promotion is to promote Barcelona's economic relations with other countries and its international positioning as a way of activating the local economy and attracting activities that lead to prosperity and quality employment.

Overall objectives

Its main objectives are as follows:

- To promote Barcelona's international reputation and positioning.
- To promote Barcelona and its strategic sectors to attract productive economic activity.
- To recover Barcelona airport's intercontinental connectivity.
- To attract, welcome, stimulate and retain international talent.
- To facilitate and provide support for establishing investment projects and foreign business

The areas of activity mainly focus on city positioning, reputation, and branding; international economic promotion for investment attraction; and a 360° plan for international talent.

Priority markets:

- Maintain the mature markets in Europe, North America, and Japan as the main sources of our foreign investment, especially Germany, the United Kingdom, France, Switzerland, and the Nordic countries.
- Improve the positioning, because they are still expanding economies (China and Korea), emerging economies where an increase in internationalisation and opportunities is expected (Mexico, India, and Singapore), or economic areas with new opportunities (Sub-Saharan Africa).



09. 1

Positioning, reputation and branding

Mission

The Barcelona brand is an important asset for our economy, and the differentiated positioning of Barcelona is crucial to boost the identity, reputation, and global positioning of the city.

Objectives

- Boost the city brand as a lever for local economic activity and factor of competitiveness in attracting and retaining local and international players, to capitalize strategic sectors.
- Generate favourable perceptions in decision-making processes on the setting up of economic activities.
- Help attract conventions, trade shows and business, cultural and sports events.
- Encourage companies to set up in Barcelona, to place their trust in the area and to promote local development.
- Monitor the perceptions and repercussion of the brand in social media to value the impact of various positive and negative events that affect it.
- New tools for promoting and boosting the Barcelona brand.

Actions

Promoting the Barcelona brand at international forums and in international media

Barcelona is part of the networks of important cities that contribute to solving global problems and at the same time participates in specific international place branding or city branding networks and fairs in order to share good practices and promote Barcelona in international forums.

Boosting the Barcelona brand within the local ecosystem

The identity of the city is made up of very diverse aspects and a large number of public and private players. The City Council works with the local ecosystem to lead the management of this identity and to build the Barcelona brand in most of the activities it carries out both in Barcelona and in international missions.

Tools for the digital promotion and monitoring of the Barcelona brand

The digital world has a significant influence in generating perceptions, with great potential for global reach. Active digital listening and reports on Barcelona's brand resilience continues to be carried out given the significant impacts this media has on the dissemination, perception, and construction of the brand.

New promotional tools for the Barcelona brand

New tools need to keep on being innovated and generated, and existing tools consolidated, to promote the brand throughout the world.

Activities carried out

Promoting the Barcelona brand at international forums and in international media

- **EUROCITIES Economic Development Forum (EDF).** Barcelona participates in the annual forum in the vice presidency of the city brand and international economic relations working group (Helsinki, March 22-24, 2023) to establish the annual working themes.
- **Ibero-American Country Brands Forum.** Pre-forum in Antigua (Guatemala) in June 2023 and the forum in Cusco (Peru) in September 2023. At the initiative of the Ibero-American Council of Country Brands, those responsible for country, region, and city place branding and placemaking strategies from Latin American countries meet to promote the exchange of best practices in this field. Barcelona, together with Andorra, are the only European representatives.

Accelerating the digital promotion and monitoring of the Barcelona brand

- Campaigns in the printed and digital press and on digital platforms to promote the brand in the context of the ISE 2023, the MWC 2023/4YFN, Sonar 2023 and the SCEWC 2023.
- The digital perception of the Barcelona brand continues to be monitored in real-time in the global digital sphere, focusing on strategic sectors

such as deep tech, blue economy, or city cleanliness and safety, and how the most relevant current events influence this perception.

- Fifth wave of the city-brand resilience barometer and the establishment of the survey framework and geographical scope for the coming years. The barometer is a qualitative tool based on responses to an online survey of 1,300 professionals aged 18 to 65 with medium to high education levels and currently active in seven countries across Europe (France, United Kingdom, Germany), America (United States, Chile, Mexico), Asia (China, Japan, Indonesia), and the rest of Spain. A comparative study is carried out with the four previous waves.
- Social positioning of Barcelona as a place to invest, start a business, research, study or visit on Asian digital networks:
- Content management on the Korean blog and primary search engine, Naver.
- Content management on the Chinese platform WeChat.

New promotional tools for the Barcelona brand

The interactive travelling installation “Plaça Barcelona” aims to promote the attraction of business projects, investment and international talent to our city at the following locations:

- Sonar Lisbon (31 March, 1-2 April 2023). The event attracted 20,000 people, 55% of them from Portugal and the rest from mainly European countries. The agenda included institutional presentations on the interaction between Lisbon City Council and various local organisations, as well as several companies and initiatives from Barcelona interacting with those from Portugal, in the entrepreneurial, digital, creative, and audiovisual sectors.
- Sónar Barcelona (15-17 June 2023). Celebration of the 30th anniversary of Sonar in Barcelona with more than 120,000 attendees, 51,000 of whom were at Fira Montjuïc for Sónar by Day from more than 100 countries. “Plaça Barcelona” was installed between the stages of Sónar+D to present local creative and audiovisual talent combined with interactive experiences to showcase Barcelona in a multifaceted and multidimensional way.



Mission

Promote Barcelona's economy and its strategic sectors to attract added value companies to the city that generate high-quality jobs.

Objectives

- Promote Barcelona and its values through positioning and economic diplomacy actions that increase its global relevance and economic appeal.
- Promote Barcelona's strategic sectors and innovation ecosystem internationally to attract productive economic activity while facilitating the growth and internationalisation of these companies.
- Facilitate and provide support for the establishment of foreign investment projects and businesses in the city that generate prosperity and quality job opportunities for all citizens.
- Improve Barcelona airport's intercontinental connectivity to maintain the attractiveness and facilitate access to international markets, resources and talent.

Actions

International economic promotion actions aim to contribute to making Barcelona a global benchmark in strategic markets and sectors and to be well connected with the world to generate well-being and opportunities for all citizens.

Economic diplomacy

Barcelona is a globally important city, but boosting its position requires work in its institutional missions abroad, where networks of trust, exchanges of good practices and dissemination of economic and cooperative values and opportunities are created.

The International Economic Promotion area organises institutional missions to strategic markets that are sources of investment, business and talent to connect the economic fabric.

Promotional initiatives are also carried out with business and institutional delegations visiting the city to strengthen ties and open up opportunities for growth and exchange.

Sectoral promotion and communication

Initiatives are implemented in specific sectoral fairs to contribute to the growth and consolidation of the city's sectors and attract investments and businesses, and local companies are given support to contribute to their growth and internationalisation. Specifically, initiatives are implemented in sectors such as innovation and startups, smart cities, creative industries and design, information and communication technologies, and the real estate and logistics sector, which generates the physical locations for other economic activities.

Work is carried out on communicating business opportunities in Barcelona through social media, with a special focus on Asia.

Support for investments

All promotional actions work to attract foreign investments and businesses and inform economic and institutional agents about the attractive options that Barcelona offers, providing guidance to those who wish to implement their projects in the city.

In the case of strategic projects that, due to their importance or sector, align with the city's objectives and vision, they are offered Barcelona Activa's business landing service, to help with their establishment and implementation as far as possible. Special focus on Asia through the Asian Desk.

Intercontinental connectivity

The Barcelona Air Routes Development Committee, of which Barcelona City Council is a founding member, works to create new international airline routes to Barcelona, recover lost destinations and strengthen existing ones with more frequent flights and less seasonality, not just in sectoral fairs but also by building up contacts with the sector's players in Barcelona and during missions and fairs abroad.

More intercontinental connectivity makes Barcelona more attractive to international investment, business and talent.



Activities carried out

The various economic promotion activities reached 6,203 people in the 32 activities, fairs, and events held in 2023, both abroad and in the city, as well as 3,335 people in the 250 international delegations that visited us. Therefore, a total of 9,538 people.

Economic diplomacy

Abroad:

- Mission to Hong Kong and Shenzhen, China (from 1 to 8 March), to promote economic relations with Asian cities of strategic importance to Barcelona. Hong Kong is the financial capital of Southeast Asia and Shenzhen is China's Silicon Valley. We took part in the opening of the Joan Miró exhibition in Hong Kong and in the World Innovative Cities Cooperation Organization conference in Shenzhen.
- Mission to Tokyo, Japan (14-15 June), to promote Barcelona as an investment destination, with participation in the opening of the exhibition on the Sagrada Família.
- Mission to Guadalajara, Mexico (24-29 November), to consolidate the city's position as a guest city at the 2025 International Book Fair.

- More economic diplomacy events were held, including presentations at foreign business schools (Bocconi) and meetings of city networks (EUROCITIES, CIMAP Ibero-American Council of Country Brands and the Forum of the WICCO World Innovative Cities Cooperation Organization network).



In Barcelona

250 international delegations from 50 countries and with over 3,335 people attending were told about Barcelona's economic side and Barcelona Activa's services and shown the 22@ innovation district.

Sectoral promotion:

- Three high-impact initiatives were held in the Property sector, within the framework of the Barcelona-Catalonia agreement with Incasòl and the Barcelona Metropolitan Area, with booths and talks at the sector's most important fairs: MIPIM in Cannes (from 14 to 17 March), EXPO REAL in Munich (from 4 to 6 October) and The District in Barcelona (from 20 to 22 September).
- In the field of entrepreneurship and the startup ecosystem, two actions were carried out within the framework of the Barcelona-Catalonia Startup Ecosystem agreement with Acció, the SWITCH fair in Singapore with a stand (from 31 October to 2 November), and the WEB SUMMIT fair in Lisbon with a stand (from 13 to 16 November). A prospecting visit was also made to the Slush fair in Helsinki (from 30 November to 1 December).
- In the technological and digital sector, a stand was set up through an internationalisation agreement with Red.es, Acció, and the MWC Foundation, at the MWC Shanghai (from 28 to 30 June) and at the MWC Las Vegas (from 26 to 28 September). We were also present at the Beat Barcelona space of the MWC (from 27 February to 2 March), where offering six guided tours for member of Barcelona's international community.
- In the creative industries sector, a municipal booth was set up at Integrated Systems Europe (ISE, from 31 January to 3 February),

and within the fair, a guided tour was organised for the international community. We also participated in Sónar+D in Lisbon (31 March to 2 April) with the 'Plaça de Barcelona' installation and in Sónar+D Barcelona (15-17 June) with "Plaça de Barcelona" and two guided tours for the international community.

- In the Smart City sector, the municipal stand at the Smart City Expo World Congress (SCEWC, from 7 to 9 November) was visited by international delegations both inside and outside the fair, with a record 58 delegations in one week.



Support for investments:

Together with Barcelona Activa's Business Landing Service, 109 investment projects have been supported of which 23 have landed (21.1%). The most notable is the AstraZeneca's new European R&D centre, but also the institutional headquarters of Giga Connect and the expansion of Big C, a gaming space. It is estimated that 1,235 jobs have been created and that its implementation has had an economic impact of €811 million. The Asian Desk, which offers personalised aftercare and culturally and linguistically sensitive services to Asian companies, celebrated its 17th anniversary.

Intercontinental connectivity:

We took part, in the framework of the Barcelona Air Route Development Committee (CDRA), in the Routes World fair in Istanbul (15 to 17 October), the world air sector's most important international meeting, where work was carried out to improve Barcelona's connectivity with the rest of the world, with a stand and 37 meetings. We also co-organised the second edition of the Barcelona Air Route Meeting Week with Asia, in a digital format. In 2023 Josep Tarradellas Barcelona-El Prat Airport operated 206 destinations (summer), 55 of them non-European, of which five were new connections, and nine more routes saw their frequency improved or seasonality reduced.

Extraordinary agreements and subsidies

Inter-administration cooperation agreements:

- **Barcelona-Catalonia:** agreement to promote Barcelona and its metropolitan area nationally and internationally as a preferred destination for high-impact investments in our territory (in collaboration with the Catalan Land Institute (INCASÒL) and the Metropolitan Area of Barcelona (AMB)).
- **Barcelona-Catalonia Startup Ecosystem:** agreement for the international economic promotion of Barcelona and Catalonia and its local ecosystem of startups, with the aim of attracting investment and business initiatives, promoting the internationalisation of local startups and scale-ups and contributing to the positioning of Barcelona and Catalonia in the world as a global economy and a centre for the creation and growth of startups (in collaboration with the Agency for Business Competitiveness (ACCIÓ)).
- **Promotion, growth and internationalisation of Spanish technology-based companies in leading ecosystems** (in collaboration with Red.es, ACCIÓ, Mobile World Congress Foundation).
- **Air Routes Development Committee:** agreement for the establishment and promotion of new intercontinental air routes for the Josep Tarradellas Barcelona-El Prat Airport (in collaboration with the Spanish airports and air navigation company, AENA, Airports of Catalonia and the Barcelona Chamber of Commerce).
- **World Routes:** agreement for the joint promotion of Barcelona as a priority destination for airline routes, through participation with a stand at World Routes (in collaboration with Airports of Catalonia.)

Subsidy agreements:

- **SciTech DiploHub:** agreement for Barcelona's international economic promotion as a city of science and innovation (in collaboration with SciTech DiploHub).

Mission

Work to position Barcelona as a welcoming and attractive city for international talent and facilitate the arrival and retention of said talent.

Objectives

Help to position Barcelona as an open, welcoming, diverse, benchmark and attractive city for international talent.

Attract people with the training, skills, abilities and expertise in those professional profiles that are not available in the local market in order to improve the competitiveness of local companies.

Welcome, stimulate and help the establishment of international talent, the key to economic and social development.

Actions

All the actions of the International Talent programme involve a 360° plan because they are carried out over the course of the year, cover different profiles of the international community (institutional members and representatives, business leaders, entrepreneurs, students, research staff, etc.) and take into account the different phases: promotion, attraction, reception, landing, stimulation and retention.

- **Promoting and attracting international talent, with a focus on digital talent.**
Initiatives for retaining talented students who have come to Barcelona to read higher studies in the field of technology.
- **Barcelona International Welcome website and social networks.**
This is a web port that offers information and resources to facilitate the reception, stimulation and retention of international talent.

- **Barcelona International Welcome Desk Service.**

Maintaining and monitoring the support service for international talent aiming to live and work in Barcelona or who have just settled here. The service offers practical information, help with paperwork and expert advice online via videoconference or in person at the MediaTic building, in the heart of 22@. Appointments need to be made in advance in both cases.

- **International community stimulation programme and Barcelona International Community Day.**

Throughout the year, a programme of activities has been organised to stimulate and retain Barcelona's international community. The 10th edition of Barcelona International Community Day (BICD) was the highlight.

The Retention programme aimed at the international community in Barcelona has a network of international organisations, ranging from institutions, such as consulates and official foreign trade offices, to foreign chambers of commerce, business and civil-society associations, such as expat clubs. We are in constant contact with these agents and organise activities and participate and collaborate in city events to create loyalty and joint synergies.

- **Creation of Cities for Talent Meeting:** a space for exchange and cooperation with other leading cities in the management of international talent. With the conviction that exchanging best practices and creating a network of collaboration between cities will contribute to improving actions for attracting and retaining international talent, a working session was organised in Barcelona on 27 and 28 October. Twenty-five technical representatives from 18 cities and regions around the world participated: Berlin, Biscay, Brno, Copenhagen, Eindhoven, Emilia-Romagna, Scotland, Estonia, Gothenburg, Helsinki, Hong Kong, Lund, Milan, Munich, Oslo, Turku, and Utrecht.

Activities carried out

In summary, **110 activities were organised throughout the year, with 7,545 individuals** taking part (including Barcelona International Community Day's indicators). These, along with other types of actions taken, are listed and explained in more detail below.

Promoting and attracting international talent, with a focus on digital talent

- Joint organisation with Barcelona Digital Talent of two talent-retaining initiatives aimed at international students at Catalan universities reading higher studies in the field of technology. Both the IT.Nerary Day and the Welcome.IT Day put master's students in contact with companies recruiting digital talent through *speed dating* and *networking* activities and visits to the companies' corporate headquarters. A total of 431 students and 33 enterprises took part in the two initiatives.
- Participation with a stand at the London Going Global Live Fair, one of the main internationalisation fairs for businesses in the British

market. Support was given to people interested in doing business in Barcelona, with explanations on the city's talent-related services.

- Participation with a presentation on attracting international talent at the Economic Development Forum meeting of the Eurocities network and at the Nordic Place Branding Conference.
- Participation in four editions of the Barcelona Job Fair, aimed at the international community and people with foreign language skills.

Barcelona International Welcome website, newsletter and social networks

- Continuous updating of content, both in the news section and in the procedures section.
- Main indicators:
 - An average of 70,000 monthly visits to the website.
 - Drafting and sending of 29 electronic newsletters to a community of more than 12,000 subscribers, with an average opening rate of 44.35%.
 - Instagram: 6,706 followers, an increase of 35% over the previous year.
 - LinkedIn: 4,915 followers, an increase of 48% over the previous year.

Barcelona International Welcome Desk Service

- Maintaining and updating the www.barcelona.cat/welcomedesk service website and updating and incorporating welcome pack materials.
- Dissemination and promotion of the service at different events and activities to make it known among the target public and also among the agents of the international talent ecosystem.

International community stimulation programme and Barcelona International Community Day (BICD)

- Type of activities: large-format talks or day events, information courses or sessions, round tables with experts or testimonies, practical workshops, and animation and networking activities were organised. Most of them were face-to-face, although some were held in an online format (via *streaming*).
- First session of Barcelona International B2B Talks, a new format of business event involving different economic agents from the international talent ecosystem. The first session was held on 1 June and was organised in collaboration with Barcelona's European Chambers of Commerce.
- As for the **BICD**, this edition was the 10th anniversary of the event, with 5,072 people registered from 123 different countries. It took place on 28 October at the Maritime Museum and 64 activities were organised, with the participation of 94 companies and organisations, 80 of which were exhibitors. In these ten years, the BICD has established itself as the major annual meeting point for the international talent ecosystem in Barcelona.



Programme for fostering loyalty among the international community

- A total of 9 “Barcelona Update” sessions, which are work sessions with representatives from embassies, consulates and foreign chambers of commerce.
- Participation in numerous meetings, tribunals and award ceremonies, conferences and presentation of reports and other activities organised by entities of the city's international business and institutional community.

Extraordinary agreements and subsidies

- An agreement has been signed with the Mobile World Capital Foundation for the project “**Barcelona Digital Talent - Work in Barcelona**”, which is designed to address the global trend of a lack of talent with a technological profile. It is in the interest of the city to promote the technological and innovative ecosystem of Barcelona and to attract the best digital professionals. The aim is to put international talent in contact with digital companies located in the city through different actions and to bring to the city those people with digital profiles that cannot be found locally and which are key to the competitiveness and innovation of our companies and organisations.
- A subsidy was awarded to the Bosch i Gimpera Foundation to support the project **Barcelona Centre Universitari (BCU)**, an official reception and support service in finding accommodation and providing assistance to foreign students, professors, and researchers arriving in the city to contribute to promoting Barcelona as an international university hub.



10. Department of Commerce, Restaurants and Consumer Affairs Services

Missió

- 10.1. Economic development tools
- 10.2. Consumer supports services: Municipal Consumer Information Office (OMIC)
- 10.3. Commercial promotion and stimulation
- 10.4. Subsidies

10.1 Economic development tools

Mission

We are working to foster organic growth by creating new tools to establish synergies within the city's commercial and socio-economic fabric in order to promote the economic reactivation of Barcelona's commerce, restaurant trade and services.

Objectives

- Promote and strengthen the city's commercial fabric and restaurant sector.
- Improve the competitiveness of the city's shops, restaurants and bars.
- Promote the economic reactivation of Barcelona's local shops, restaurants and bars and services.
- Promote the digitalisation of the city's shops, restaurants and bars.
- Promote the ecosystem of enterprises and startups through innovative solutions as well as their adoption by the city's commercial fabric.

Actions taken

Observatory of economic activity in ground-floor premises

With the design and conceptualisation of the observatory of ground-floor premises and activities completed, a periodic update of the set of around twenty indicators was carried out. These indicators, extracted from our own surveys and private consumption data, offer a view of the reality of the

commercial and service fabric, with the aim of creating knowledge around ground-floor premises in Barcelona.

The observatory currently organises different studies, surveys of the retail and restaurant sectors and the municipal Omnibus, and provides open data to keep the public and businesses informed of the most important characteristics of this sector, such as the evolution of private consumption with credit cards.

In parallel, work is underway with the OMD (Municipal Data Office) to offer visualisation tools (Viewer), which will integrate new indicators from different sources.

ajuntament.barcelona.cat/comerc/ca/observatori-comerc

Some of the data obtained:

Degree of satisfaction with:

- Retail offer: 7.7
- Opening hours: 8
- Personal assistance: 7.8



On a scale of 0 to 10, citizens gave a score of 7.7 for the city's retail offer, 8 for the opening hours and 7.8 for the personal assistance provided by local retailers in general. These are the conclusions drawn from the Omnibus municipal survey, 1st wave of 2023, which shows a high level of satisfaction among most of Barcelona's residents with the city's commercial fabric.

Commercial services and supply rate:

CV	EIX	S-M	LC	S-SG	GRA	H-G	NB	SA	SM	BCN
5,48	4,98	3,01	3,55	4,16	4,39	2,22	2,47	2,97	3,08	3,59

Barcelona city residents have a very abundant commercial offer within their reach. This density of shops translates into a commercial supply rate of 3.59, i.e. there are on average almost four shops per hundred inhabitants, according to data from the 2022 commercial census. At city level, this indicator ranges from 5.48% in Ciutat Vella (the district with the highest number of shops per inhabitant) to 2.22% in Horta-Guinardó, a fact that reflects the diversity of the urban and commercial model.

Commercial take-up rate:

CV	EIX	S-M	LC	S-SG	GRA	H-G	NB	SA	SM	BCN
83,95	90,62	88,34	90,51	91,23	89,92	86,13	89,19	88,83	90,43	89,14

There is a high density of commercial activity in Barcelona, associated with a high value of the commercial take-up rate. This indicator, which evaluates the proportion of occupied premises out of the total number of premises in the census (active plus vacant), indicates that on average, 89% of ground floor establishments offer retail, service, or other activities, according to data from the 2022 commercial census.

Frequency of internet shopping:

Time	%
Daily	0,90%
Weekly	11,80%
Fortnightly	7,80%
Monthly	28,70%
Every two months	8,80%
Occasionally	41,40%

Census of ground-floor premises

The census records all ground-floor premises intended for economic activity that are found or waiting to be operational. It is an essential tool for diagnosing, systematising indicators, taking decisions and assessing policies on the sector.

This project aims to consolidate a paradigm shift in the preparation of the census of premises of the Barcelona City Council, with different approaches. First, the basis of a continuous census of ground floor premises is currently being developed. This is a tool focused on the analysis of premises used for economic activity. In addition, a series of sample areas are being deployed for the purposes of statistical updates that can shed light on the trends in the city twice a year.

The information collected in this census is available at [BCN Open Data](#) and can be downloaded.

An accessible tool has also been created for the public to ensure access to information, the [Ground Floor Economic Activities Census Viewer](#), as mentioned earlier.

Indicadors: 66.088 locals en planta baixa.

Strategic socio-commercial plan for Avinguda Paral·lel

Actions have been prioritized from among all those included in the strategic lines of the socio-commercial strategic plan for Avinguda Paral·lel, in order to give continuity to the project. The following lines and actions were started in 2023:

- **Promote Paral·lel as a hub for local products and trade.**

In the creation phase:

- Directory of entities in the Paral·lel district.
- Information leaflet on the cultural and commercial agenda.
- Catalogue of services.

- **The Paral·lel area as a destination for culture, creativity and the arts.**

To bring people closer to the cultural organisations and promote stimulating actions:

A project has been developed for the celebration of Sant Jordi 2024 on Avinguda Paral·lel, designed along both pavements on each side of the avenue, with the participation of organisations from Poble Sec and Sant Antoni, to make the avenue a space in which to host the festival of Sant Jordi.

Pilot project for the upkeep and beautification of the shopfronts.

Community project to paint shutters.

- **The visitor economy, as a catalyst and driver of collaboration between local businesses in the Paral·lel area.**

The aim is to provide visitors with the cultural agenda and the web directory of the entire Paral·lel district through the network of tourist agents.

- **Revitalisation of public space: to promote the use of the avenue by the neighbourhoods.**

- **Revitalisation of ground floors and vacant spaces.**

Work has been carried out on a pilot project for the upkeep and beautification of shopfronts with minimal design approach tailored to the needs of each establishment (painting of storefronts/windows, updating signage and communication elements).

Work has been carried out on a community project to paint shutters, with significant artistic interventions linked to the narrative of the Paral·lel district.

10.2

Consumer supports services: Municipal Consumer Information Office (OMIC)

Mission

The Municipal Consumer Information Office (OMIC) is an information and advice service for consumers and establishments, commercial hubs, micro-enterprises and the self-employed, in their consumer relations (purchase of goods and/or hiring of services).

Through information, education and the management of consumer claims and complaints through mediation, the OMIC ensures that the rights of consumers in Barcelona are respected in consumer affairs.

The OMIC also offers companies advice as consumers of basic or ongoing services: utilities, telephony, insurance policies and financial products or services.

Assistance is offered face to face at La Ronda Sant Pau 43, by telephone by calling 010, or online via the [website](#)

There is also an area for consultation and assistance specifically [for companies](#)

Objectives

- Inform, educate and train in consumption. Increase the dissemination and knowledge of the OMIC's services among citizens and companies.
 - Programme informative and educational sessions on consumer relations and the rights of consumers in the districts and for groups of elderly and vulnerable people.
 - Disseminate the services of the OMIC.
 - Celebrate Consumer Rights Day.
- Improve accessibility to OMIC services: digitalisation and electronic administration. (Customer service channels and new appointment system for the OMIC)

- Promote coordination with other municipal inspection services (City Police, Public Health Agency) and the Catalan Consumer Agency.
- Support and collaboration with consumer organisations and associations.

Actions

Consumer information and education

The OMIC's main information channels on consumer affairs are the consultations it receives face-to-face and online through its website, as well as through the 010 telephone service.

Consumer information and education sessions

The other channel for information and, above all, education are the free information sessions carried out at every municipal facility or group that so requests them.

These sessions explain basic consumer rights, prevention tips for safe consumer relations, and specific topics such as basic utilities, transport, banking products, financial contracts, and online purchases through various digital platforms.

During 2023, more than 37 information sessions were held at municipal facilities in different districts with an attendance of 523 people. Consumer associations collaborated in these sessions.

Dissemination of the OMIC's services

Two videos have been published to disseminate the services of the OMIC, aimed at:

[Consumers](#)

[Micro-enterprises, self-employed individuals, shops and shopping hubs](#)



Consumer Rights Day

As part of the celebration of the World Consumer Rights Day, the Barcelona Bar Association (ICAB) hosted the signing ceremony of the collaboration agreement between this institution and Barcelona City Council.

The signing of the agreement, which took place on 13 March at the ICAB headquarters, was carried out by Montserrat Ballarín Espuña, councillor for Trade, Markets, Consumer Affairs, Internal Affairs and Tax of Barcelona City Council, and Jesús Ma. Sánchez García, dean of the Barcelona Bar Association. This was followed by a round table discussion on mediation and arbitration procedures in consumer affairs and consumer law professionals.

This collaboration agreement between the two institutions contributes to improving the specialisation of the advice offered by the OMIC as a public consumer service in Barcelona.

Improving accessibility to OMIC services: digitalisation and electronic administration

OMIC support channels

During 2023, the OMIC offered support to a total of 22,609 people through the following channels:

- Face-to-face 17,2%
- Online 45,2%
- Telephone (including 010) 36,6%

This support can be classified as follows:

- Queries 16.592
- Complaints 6.017

In 43% of complaints, an agreement was reached with the companies through consumer mediation.

Economic sectors more subject to disputes:

- Basic utilities.
- Changes of supplier, by means of telephone calls.
- Banking and financial services.
- Telecommunications.
- Transport (especially air transport).
- Recreation and travel services (bookings and cancellations).
- Online purchases.

New appointment system

Since March 2023, a new system has been implemented for making appointments for face-to-face support at the OMIC office and this service has been integrated into the municipal procedures network.

Therefore, it is now possible to request an appointment at the OMIC through the following channels:

- [Municipal procedures portal](#)
- Telephone support service 010. Every day from 7 am to 11 pm.
- [Municipal procedure kiosks located in municipal facilities](#) (available in 32 municipal facilities)

The appointment system for face-to-face support means:

- Improved citizen support
- Improved office organisation
- Reduction in service costs



Consumer inspection

Consumer inspection: coordination with other municipal inspection services (City Police, Public Health Agency) and the Catalan Consumer Agency

In 2023, in coordination with other municipal inspection services and the Catalan Consumer Agency, the OMIC's inspection service carried out 137 inspections in response to complaints received by the Municipal Office.

The result of 90% of the inspections was that the establishments and companies rectified the infringement within the following 15 days and the case was closed.

The remaining actions were transferred to the Catalan Consumer Agency for the launch of the disciplinary proceedings.

Support and collaboration with consumer associations

Collaboration with consumer associations and organisations is maintained through the subsidies awarded to projects presented to the call for subsidies. The aim of these subsidies is to carry out district and city projects, activities and services and other joint activities, such as holding information sessions in the districts.

Dissemination of public and private consumer services

Durant el 2023, ha continuat la col·laboració amb les associacions i entitats de persones consumidores.

S'ha fet divulgació d'una guia conjunta dels serveis municipals de consum i associacions de persones consumidores.

The aim was to boost public knowledge of public consumer services and consumer defence organisations (26% of city residents currently know of a public or private consumer organisation), and further efforts were made to disseminate the **joint services guide with the services offered by the OMIC and the Consumer Arbitration Board (JACB) and consumer defence organisations.**

Support for consumer associations projects

In 2023, support was given to eight projects presented by consumer associations to the general call for subsidies of the City Council, with a total amount of €50,000, covering 50% of the project costs.


The following organisations received municipal support:


- Consumers and Users Organisation (OCUC)
- Civic Union of Consumers and Housewives of Catalonia (F.U.C.C. i M. de Casa) (UNAE)
- Association of Consumers and Users in Action of Catalonia (FACUA)
- Coordinating Committee of Health Care Users (CUS)
- Association of Consumers of Audiovisual Media
- AICEC - Association of Bank Depositors (ADICAE)
- Association of Financial Users of Catalonia (ASUFIN). Catalunya (UCC).


The projects focus on the objectives of expanding and revitalising the social base of the entities, promoting informed, safe, and sustainable consumption, and offering the service of managing complaints and mediations in disputes related to consumer affairs, through face-to-face or online assistance (in addition to other channels).

Vois saber quins drets tens com a persona consumidora?

L'Oficina Municipal d'Informació a les Persones Consumidores (OMIC) de l'Ajuntament de Barcelona organitza, periòdicament, **sessions gratuïtes d'informació i educació en consum.**

 Dubtes amb els serveis bàsics, com subministraments, entitats financeres o assegurances; de reparacions; de salut; anul·lacions de vols...

 Consells per comprar en línia i navegar per Internet de forma segura.

 Com pots reclamar i qui et pot ajudar a fer-ho?

Escaneja el **codi QR**, accedeix al calendari actualitzat amb les properes sessions i tria la que més t'interessa.



O visita:
barcelona.cat/omic

VOLS ORGANITZAR UNA SESSIÓ AL TEU EQUIPAMENT?

Si formes part d'una entitat, institució o equipament municipal i t'interessa acollir una sessió en matèria de consum, envia'ns un correu electrònic a consum@bcn.cat.



Hi col·laboren les associacions i entitats de persones consumidores.

Ajuntament de
Barcelona



10.3

Commercial promotion and stimulation

Mission

The challenge for commerce and the restaurant trade is to boost and strengthen the competitiveness of the sector in order to adapt to new purchasing habits (omnichannel), leveraging the potential of the innovation and economic promotion policies available. Special emphasis is placed on training, advice, and financing in the field of digital transformation so the sector can continue showcasing its values and the significant contribution it makes to the economy and the life of the city's neighbourhoods.

Objectives

- Promote shopping and consumption through the inclusion of new users in local consumption and commerce.
- Raise awareness among consumers of the responsibility involved in the act of local shopping and consumption.
- Promote the transition from traditional commerce and consumption to an e-commerce and e-consumer model, guaranteeing secure, transparent, sustainable and local consumer relations.



Elena Pastor

Actions taken

Christmas Campaign 2023

Barcelona City Council works to ensure that the Christmas campaign is a unique and outstanding event, which contributes to boosting the city's economic, social and cultural fabric.

Different actions were scheduled to take place between 23 November 2023 and 6 January 2024:

- **Street lighting:**
 - A total of 104 km were illuminated: 59.28% or 61.65 km of lighting via the Christmas lighting subsidy scheme and 40.72% or 42.34 km through direct procurement by the Directorate of Commerce. The latter included sections of streets such as Gran Via, Balmes, Aragó, Plaça Catalunya, Plaça Urquinaona, Avinguda Paral·lel, Ronda de Sant Pere, Via Laietana and La Rambla, as well as actions on roads with long-term construction works and other areas of the Neighbourhood Plan.
 - In 2023, the Passeig de Sant Joan between Avinguda de Vilanova and Gran Via de les Corts Catalanes was illuminated for the first time. This consolidates the current decoration model designed through the collaboration of the City Council with commerce associations, commercial hubs, and professional design entities.
 - For the third consecutive year, the City Council significantly increased the **investment in Christmas lighting throughout the city, with a total amount of €2,968,395.65.**
 - For the fourth consecutive year, the **subsidy for street lighting** promoted by commercial associations was also raised to 75%, with a budget of **€914,055.21.**
 - In 2023, 222 hours and 30 minutes of Christmas lighting were authorised. However, at the request of the commercial sector, the schedule was increased by 21 hours: the switch-off time was pushed back and the total time amounted to **243 hours and 30 minutes.**
 - Investments were made in **improving the efficiency of LED lights** in 100% of the municipal facilities as well as in practically all those promoted by the associations and commercial hubs.
 - **The ceremony for the switching on of the lights** took place on 23 November at Passeig de Gràcia with Carrer Casp. It was preceded by the show *Astronòmica*, a visual storytelling event that included circus, music, dance and lights with an attendance of approximately 15,000 people.
 - **Christmas Lights illuminate local commerce.** A new edition of this initiative was held jointly with the Barcelona Design Centre, which aimed to revitalise local commerce through innovative shop-window designs from advanced level design-school students.

This year it was held in Ciutat Vella, Nou Barris and Sant Martí. A total of eleven design schools created the decorations for the window displays in ten shops in each district, respectively.

The Born Comerç shopkeepers' association, the Nou Barris shopping district and the Sant Martí shopping district also took part in the event.

In addition, city residents were able to take part in a popular vote the most to choose the most innovative shop window. Centre, which aimed to revitalise local commerce through innovative shop-window designs from advanced level design-school students.



Laura Guerrero

- **Activities to revitalise shopping hubs**

programme of ten travelling and permanent shows with 100 sessions in each of the two districts: concerts, workshops, performances and theatre. A total of 15,563 people took part.



Laura Guerrero

- **Barcelona Christmas Festival in Plaça de Catalunya and Plaça de la Universitat**

16 to 29 December. Family activities, music, street arts and shows... a total of 25 cultural projects from several artistic disciplines with over eighty sessions and activities and a hundred artists on stage.

- **Plaça Catalunya:** Christmas with the family in the morning, 50,000 people took part at the seven activity stations which offered activities linked to paper and its uses and a closing concert every morning.

Some 250,000 people enjoyed the street arts in the open square, featuring six companies and around thirty artists. Music also played a central role at the festival, with 14 concerts performed by 9 music groups and 25 musicians on stage.

There was a performance every evening of the play *Una Taula* by Agrupación Señor Serrano, a show with live music in collaboration with the Taller de Músics.

- **Plaça Universitat** hosted *Analema*, an installation by Sónar and Glassworks, complemented by two live performances by the group Tarta Relena

- **Sounds of the City cycle**

The shopping hubs, squares and streets of every neighbourhood in the city were filled with live music, until 4 January. This was a totally free cultural and commercial event, featuring around a hundred concerts in 75 locations around the city.

It involved 10 musical associations, 37 groups, and 134 musicians. Jazz, indie, classical music, pop, funk, soul, brass bands and electronic music from local bands representing the artistic wealth of our city.

- **Merchandising**

The following merchandising material was distributed among shops in the city's ten districts: 400,000 letters to the Kings of the Orient, 400,000 gift wrapping stickers, 14,000 posters of animation activities in shopping hubs and 9,000 units of 2024 calendars, distributed at the locations where Christmas activities were held.

Urban Economic Promotion Areas (APEU for its initials in Catalan)

The Catalan Parliament approved Act 15/2020 of 22 December on Urban Economic Promotion Areas (APEUs). The aim behind this legislation is create APEUs and thereby modernise, innovate and promote certain urban areas, and to improve the quality of the urban environment through sustainable initiatives; consolidate the compact, complex, unified and environmentally efficient city model; and increase the competitiveness of enterprises, while encouraging the creation of jobs.

In 2022, a contract was started, ending in April 2023, with the aim of providing technical support to those commercial hubs in the city interested in establishing themselves as APEUs, offering support and technical advice to facilitate the implementation of APEUs.

Work has been carried out with seventy commercial hubs: Gaudí Shopping, Passeig de Gràcia association, El Born Comerç, Pelai Centre i Rodalies shopkeeper's association, Sagrada Família shopping hub, Sant Antoni Comerç and Association of Shopkeepers and Businesses of Rambla de Catalunya. This coordinated work has continued with all of them throughout 2023.

At the same time, work has begun on the regulatory implementation of the different municipal ordinances linked to the functioning of APEUs.

The Barcelona Commerce Prize

A new edition was held this year, the 24th edition of the Barcelona Commerce Awards, unified with the 12th edition of the Barcelona Markets Award, to reward the efforts of those who work behind the counter, those responsible for filling the streets of Barcelona with innovative, sustainable and high quality commerce.

As in previous editions, the award ceremony was attended by shopkeepers, representatives of associations and commercial hubs, as well as representatives of the city's municipal markets.

The winners were:

- Local commerce award: Mamá Heladera ice cream shop.
- Innovative commerce award: Mariposa Negra Cocktail Bar...
- Sustainable commerce award: Toni Pons.
- Iconic commercial establishment award: 7 Portes.
- The Albert González Award for promotion, innovation and knowledge of the city's commerce: Remei Márquez López (La Marina shopkeepers' association).
- Jordi Maymó Barcelona Markets Award, for the best individual initiative: Carns Cinta. Best collective initiative: El Carmel Market.

The award ceremony was held on 16 November 2023, at the Royal Shipyards of Barcelona, in the presence of shopkeepers, representatives of associations and commercial hubs, as well as representatives of the city's municipal markets. Representing the municipal government were the Mayor of Barcelona, Jaume Collboni; the First Deputy Mayor, Jordi Valls; and the Councillor for Commerce, Restaurants and Consumer Affairs, Raquel Gil.

The prize-giving ceremony was attended by 400 people.



Iconic commercial establishments

A training course specifically for iconic commercial establishments was held with Barcelona Activa on 21 November, attended by Pròsper Puig, president of the Barcelona Commerce Foundation, among others. It follows the implementation of the government measure for Government Measure for the promotion of iconic commercial establishments, which ends this year.

Digitalisation

In the context of digitalisation, digital transformation subsidies continue to complement the Digital Kit (economic aid programme of the Ministry of Economic Affairs and Digital Transformation).

Digital Kit in figures:

- Barcelona Province as a whole:
 - More than 35,900 vouchers granted
 - Almost 172 million euros awarded
- Catalunya:
 - More than 49,700 vouchers granted
 - Nearly 240 million euros
- Spain:
 - Nearly 300,000 vouchers awarded
 - More than 1.35 billion euros

Meanwhile, participation in the various events held in Barcelona continued:

- Smart City (between 7 and 9 November) .Focused on *digital twin cities* and sustainability. The *Twin cities* project implemented by the Municipal Institute of Information Technology is of interest, aimed

at assessing whether Barcelona complies with the provision of services or facilities of the so-called 15-minute city model.

- BIZ BCN (4 October 2023). A roundtable was organised, bringing together Barcelona establishments that have benefited from the various digital transformation calls for subsidies initiated by the Directorate of Commerce, Restaurants and Consumer Affairs Services since 2018. It was also attended by participants from other projects related to digitalisation and the Directorate of Commerce. These companies explained their experience as pioneering agents in digitalisation to the commercial establishments in Barcelona that attended the event. They shared the real advantages of digitalisation and the main disadvantages.

(Capacity: 50 approx.)

- Presence and visit to the Mobile World Congress

4th BCN Restaurant Awards

On 20 November the 4th BCN Restaurant Awards took place. The ceremony was held at the old Damm factory and was attended by the fourth deputy mayor, Jordi Valls, and the councillor for Economic Promotion, Raquel Gil, as well as numerous representatives of the restaurant sector.

The winning restaurants for 2023 were:

- **Culinary quality prize:** Alapar, in the district of Sants-Montjuïc. The jury valued the fact that it is a type of cuisine that is unique in the city: “an avant-garde and haute cuisine establishment that represents the most cosmopolitan city”.
- **Prize for neighbourhood integration:** Quimet d’Horta, in the district of Horta-Guinardó. It was recognised for its ability to relate to the characteristics of the environment and the area, for “being a nearly century-old establishment, a reference point and the gravitational centre of the neighbourhood”.
- **Renowned or innovative establishment prize:** Roots & Rolls, in the Eixample district. The jury valued the uniqueness of the concept for “its ability to convey joy, creativity and Asian flavours to the premises”. Furthermore, the jury decided to award two additional distinctions:
 - **Honourable mention:** El Cafè del Centre, in the Eixample district, “for its 150 years of history as an iconic establishment in the city with roots in the neighbourhood, highly sensitive in its preservation of the history and tradition of the city”.
 - **Honourable mention:** The restaurateur Pere Chias. The jury recognised him “for his involvement and dedication to the restaurant trade in Barcelona, in his position in the Restaurant Guild, where he has worked for 37 years (nine as president), becoming a staunch advocate of associations”.
- **Sustainability award:** La Forquilla, in the district of Nou Barris. The jury awards the restaurant this distinction “for its DNA linked to the life of the markets of Barcelona and for its commitment to sustainability and corporate responsibility”.



The “Commerce and Schools” educational programme

The “Commerce and schools” programme promotes knowledge of the city’s cultural, social and historical environment through local commerce, with the aim of instilling a critical and responsible consumer culture in people from a very young age.

The programme focused on the following educational proposals:

- The 2022-2023 Bookmark Award.
- Guided tours of long-established neighbourhood shops.
- Virtual visits to unique retail establishments.
- Workshops on responsible consumption.
- “Connect with the neighbourhood” scavenger hunt.
- Geoemblematics activity.

Key indicators: Participating schools: 70, Participating students: 8,621 and Participating shops: 44



Dissenyem Comerç (Designing Commerce)

The “Dissenyem comerç” project was born in 2020 by the Councillor’s Office for Tourism and Creative Industries, together with the Councillor’s Office for Commerce, Markets, Internal Regulations and Tax. The aim of the project is to promote local commerce in collaboration with talented young people from the creative industries.

The ‘Dissenyem comerç’ project has been a transformative and innovative project, which has allowed commercial entities to work with a different approach in the field of communication, design and the use of new spaces or innovative elements that aim to bring local commerce closer to the citizen in a more creative and innovative way.

In 2023, the following projects and presentation events launched:

- Cor d’Horta Shopkeepers’ association: Juguem al Cor d’Horta (let’s play in the heart of Horta)
- Born Comerç Shopkeepers’ association: Born Emblemàtic Sagrera Activa: El comerç hi és sempre (commerce will always exist) Sants-Les Corts shopping hub: Pedalant Sants-Les Corts
- La Rambleta shopkeepers’ association: creation of a new identity

The projects to be presented in 2024 have been finalised:

- Fabra Virrei + Virrei area shopping hub (identity of the new Fabra Virrei shopping hub association), Torrijos shopkeepers’ association + Travessera de Gràcia shopkeepers’ association, identity of the new association Gràcia Central, Eix Poble Nou, new communication/ image campaign and creation of new elements.

New projects to be implemented in 2024 have been identified:

- Passeig de Gràcia Association, Sarrià shopping hub, Network of Diverse Retailers.

La Vuelta

The Vuelta a España (Tour of Spain) started on 26 August in the city of Barcelona. The first stage was a time-trial around a closed circuit in the city centre from 1.30 pm to 8.30 pm.

On 27 August, the second stage ended on the avenue of the Montjuïc Stadium, arriving from Mataró.

Two days before, on 24 August, the team presentation gala was held in Plaça del Mar. It consisted of a series of activities, the presentation of the participating teams, and a musical performance by the group Estopa.

The commercial establishments located along the sections where the route passed put up posters (slogan: Barcelona’s commerce lives La Vuelta) in their shop windows and were responsible for distributing 15,000 fans.

Slogan designed for shops: Barcelona’s commerce lives La Vuelta

Posters: 6,000 units

Merchandising: 15,000 fans

La Vuelta T-shirts: 20 special T-shirts for this year’s edition dedicated to the city of Barcelona, displayed in the shop windows of the Barcelona Open Foundation and the Barcelona Commerce Foundation

Project Picasso and commerce

In 2023, the 60th anniversary of the foundation of the Picasso Museum in Barcelona and the 50th anniversary of the artist’s death were commemorated.

The Directorate of Commerce, Restaurants and Consumer Affairs joined in the celebration by promoting sites connected to Picasso (totems) and through the shopping hubs.

Different points of the city with special relevance to Picasso were identified: places he frequented regularly, which were meeting points in his social circle, workspaces or places of artistic inspiration, and leisure and entertainment spots for the artist.

Participation of five shopping hubs (Born Comerç - Barnacentre - ACIB Barceloneta Creu Coberta - Eix Maragall) with seven different projects.

The activities were carried out during the first quarter of 2023.

Economic investment in the commercial fabric of the districts

2023 Contributions to traders’ associations and district

	Ciutat Vella	Eixample	Sants montjuïc	Les Corts	Sarrià Sant Gervasi	Gràcia	Hortagui nardó	Nou Barris	Sant Andreu	Sant Martí	Total amount	
Grants for organisations (general call)	199.800	355.200	165.300	3.800	60.000	52.800	109.500	60.400	94.429	120.3000	1.221.529	Total subsidies for organisations 10 districts
Subsidies for organisations (lighting call)	82.443,06	268.175,49	186.069,25	12.931,88	27.728,50	70.256,98	97.880,77	57.191,83	34.115,41	77.262,04	914.055,21	Total subsidies for organisations 10 districts
Digitalization subsidies (to individual businesses)*	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	72.802,79	Total granted directly to establishments 10 districts
Transfer / others	83.909	-	50.000	26.000	30.926	63.450	57.000	-	-	-	311.284,56	Total transfer / other 10 districts
Christmas lights contract	333.879	913.130	63.807	4.719	18.876	115.577	120.322	118.411	114.721	64.723	1.868.166	Christmas lights contract quantifiable lots
City christmas activities campaign*	20.812	20.812	20.812	20.812	20.812	20.812	20.812	20.812	20.812	20.812	208.120	Total city Christmas activities campaign 10 districts
Sounds of the city campaign*	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	33.523,98	335.239,80	Total sounds of the city 10 districts
Of. Technical production-security-access*	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	159.116,70	1.591.167,03	Total production and administrative costs for 10 districts
Total DSCRC contributions	986.286,34	1.822.761,16	751.431,72	333.706,35	423.785,97	588.339,90	670.959	522.257,90	529.521,08	548.540,41	7.177.589,51	Total DSCRC contributions

(*) we do not have the amount per district figures. Total subsidy amount divided between 10 districts

Michelin Gala

Representatives of Barcelona's retail and restaurant sector took part in the Michelin gala on 28 November.

The following cooking shows were organised:

Mercats de Mercats	21 October - 12 am.
Show cooking. CREATIVITY Chef: Alejandra Ormeño Restaurant: Aji* Presenter: Magda Minguet	
Mercats de Mercats	22 October - 12 am.
Show cooking. CREATIVITY Chef: Francesc Beltri Restaurant: SLOW&LOW Presenter: Magda Minguet	
Mercat de La Guinaueta	30 October - 10 am.
Show cooking. PRODUCT Chef: Romain Fonell Restaurant: Caelis Presenter: Sergio Gil (President of the BCN Sustainable Restaurants Association.)	
Escola ESHOB. (Palo Alto)	31 October - 10 am.
Show cooking. SUSTAINABILITY Chef: Artur Martínez Restaurant: Aürt Restaurant Presenter: Tana Collado (journalist at TV3).	
Mercat de Sants	6 November - 10 am.
Showcooking. TRADITION Chef: Fran López Restaurant: Xerta Presenter: Sergio Gil (President of the BCN Sustainable Restaurants Association.)	



Josebel A. Tinoco

Strategic pillars of the Department of Commerce, Restaurants and Consumer Affairs Services

This year we have been working on a **2023-26 work plan**. This document sets out the lines of work for the coming years, based on four strategic pillars: competitiveness, sustainability, promotion and knowledge and governance.

The main goals are:

- To promote the competitiveness of the retail and restaurant sector by reinforcing professionalism and economic, social and environmental sustainability.
- Strengthen the retail association network. Make progress on the co-responsibility and participation of the sector as part of the economic and social fabric of the city.
- Continue to make progress in digitalisation; further promote local and proximity shopping to generate wealth and reduce mobility and pollution.
- Innovate in public-private collaboration to achieve socially responsible areas and contribute to the redistribution of wealth.

Communication initiatives

The most important initiatives carried out in the city's shops, restaurants and bars, as well as the public resources offered by the City Council to these sectors, continued to be disseminated through the commerce website and social media in 2023.

A monthly newsletter was sent out with the latest news on the sector and disseminated through specific Twitter and YouTube channels.

Commerce website indicators

- 🌐 Visits to the commerce website: 114,379.
- ✂ X: 5,257 followers
- ▶ YouTube: 164 videos in the "Commerce in Barcelona" playlist
- Flickr: 22 albums
- ✉ Monthly digital newsletter: 1,716 subscribers

“Amb Carai Ulls” (a familiar face) communication campaign

Shops, markets and restaurants have always been and will continue to be a strategic sector for cities, as they are key to economic activity, the shaping of urban space and social integration.

In Barcelona there are 61,000 commercial establishments, according to the last commercial census, of which 9,300 are restaurants/bars and 43 are municipal markets. Shops and restaurants/bars comprise one of Barcelona’s main economic activities, with a 21% share of the total economy. Furthermore, they are the main job-creating sectors in the city.



The city has 44 shopping hubs, which include innovative and modern shops as well as iconic establishments with decades of history behind them. Together, they consolidate Barcelona as a unique Mediterranean city of commerce. Every day they offer consumers personalised attention, a professional service and a diverse, high-quality and local offering. They are spaces that foment social cohesion and community harmony in the city’s neighbourhoods, contributing to their vitality and safety while also allowing for social interaction and breathing life into its public spaces.

With the aim of giving visibility and recognition to the great work of these sectors, the Department of Communication of Economy and Resources, in collaboration with the Directorate for Commerce, Restaurants, and Consumer Affairs, launched an advertising campaign with the following objectives:

- Dignify and exalt the figure of the shopkeeper/stallholder/ restaurateur, highlighting their professionalism, uniqueness, specialisation, excellence, resilience, and ability to drive their business forward (a large number of shopkeepers own their business).
- Incentivise consumption in local shops, markets and restaurants.
- Reinforce the City Council’s commitment to local commerce for what they contribute to the city.
- Reinforce safe, sustainable and local consumer relations.

Among the actions carried out, of note was the launch of the city campaign both online and offline with the slogan “Amb cara i ulls” (a familiar face), aimed at citizens and the retail, market, and restaurant sectors. The campaign involved the participation of “real” shopkeepers, who lent their image to become the protagonists of the campaign.

The campaign had two waves: July and October. It included online advertising investment in major digital newspapers and in print media, as well as organic dissemination on outdoor media (buses, banners, TAM, posters) and through municipal digital channels (websites, social networks, newsletters). For the first time, a collaboration was carried out with *influencers* related to the sectors of the campaign with the aim of attracting young people.

Key indicators

Total cost of the campaign: €225,000 (VAT included)

27 placements in general and local press

91 radio programme-slot broadcasts

Highly visible actions outdoors: buses, murals at FGC stations, etc.

18,451 unique visitors to the website. Despite being primarily a coverage and image campaign, during the campaign period, the website multiplied its number of visitors by 7.5 compared to outside of this period.

More than 8 million digital marketing impressions, in display banner format or through social media. The most prominent media in which display ads were published were: *20 Minutos*, *El País* and *La Vanguardia*. Video publications during the autumn wave performed very well: video preroll (2,778 sessions) and social media video posts (2,296 sessions).

For the first time, a campaign was carried out with four *influencers* from the fashion, restaurant and gastronomy sector (4 TikTok and 2 reels), to reach a younger audience.

10.4

Subsidies

Mission

The Directorate of Commerce, Restaurants and Consumer Affairs Service at Barcelona City Council announces subsidies and grants from time to time to foster and strengthen its fabric and promote the economic reactivation of Barcelona's shops, restaurants and services.

Objectives

- Guarantee the liquidity of the economic activities of the commerce and restaurant sectors.
- Manage the economic impact and create resilience measures aimed at the economic sectors of commerce and restaurants.
- Promote and strengthen the city's commercial fabric and restaurant sector.

Actions taken

These included projects that are carried out in a cross-departmental manner between the different sections of economic promotion area or worked on in coordination with other sectors, departments, or operators of Barcelona City Council.

Call for subsidies for the installation of approved terrace platforms on the pavement

These grants are aimed at restaurants or similar establishments that have had an exceptional pavement terrace licence due to Covid-19, whose terrace installation licence was valid during 2023, and that have not been granted the corresponding subsidy in the previous call.

The amount of the subsidy is determined by the number of tables granted in the licence:

- 2 tables: €3,300
- 3 tables: €4,000
- 4 tables: €4,900
- 5 tables: €5,900
- 6 or more tables: €6,900

The percentage of the maximum and minimum limit that can be subsidised must fall between 30% and 70% of the total cost.

Total Budget: €250,000

Subsidy granted on a non-competitive basis (in order of receipt of applications and until the budget is exhausted).

The deadline for the presentation of applications was from 15 June to 15 September 2023.

More information

138 food and drink establishments received this subsidy to mitigate the expenses of installing platforms on the pavement, in accordance with the provisions of the Terrace byelaw (amendment of December 2021). The total amount granted in 2023 was €476,000..

Public calls for subsidy applications

Subsidy call for district and city projects, activities and services

Local commerce and economic promotion:

- **Revitalisation, communication, training and sustainability actions.** In order to be accepted, the actions must aim to promote activities of public or social interest that revitalise local commerce, promote the local or sectorial retail-association movement, and foster public-private collaboration, self-management, or other forms of collaboration. Also covered is improving the competitiveness of city commerce, as well as generating synergies with other economic or social sectors. Another essential requirement that the actions of this programme must promote good environmental practices and social responsibility and contribute to improving the professional skills of people working in the sector.

Maximum amount per application: €60,000

- **Professional support for managing the organisation's project.** The call understands "professional support for management" as tasks carried out by a commercial, administrative, or communication personnel. In this sense, as specified in the conditions of the call, professional support may be provided by full-time or temporary personnel hired by the organisation or by a third party. Furthermore, local retailers' associations may also present joint projects, with a minimum of two associations.

Maximum amount per application: €30,000

- **Actions in the area of business digitalisation.** The actions involved must aim to improve the level of digital maturity of commercial establishments. For example, applications can be

submitted for actions that promote the commercial establishment's active presence or expansion on the internet, those that foster the active online presence or expansion of the association's portfolio of services or the creation or updating of social media and digital content, among others. Answering the Internet presence survey is a necessary requirement.

Maximum amount per application: €10,000

Subsidy granted on a competitive basis with a budget of €1,650,000. The period for submitting applications was between 9 and 26 January 2023.

More information

210 local or sectorial shopkeepers' associations and non-profit trade entities were able to access these grants within the established areas and thus continue to promote economic development in the city's neighbourhoods. The total amount finally allocated for these grants in 2023 was €1,631,700.

Call for digital transformation subsidies

Grants covering 50% of the cost of the project, with a maximum amount of €3,500, earmarked for investments that facilitate presence in the digital world, adapt to new consumer habits and improve competitiveness:

- **Business strategy:** preparation of business and digital transformation plans and digital marketing and communication plans.
- **Digital communication:** creation of digital content. Management and publication of online content: website and news (blog), social media (community manager), newsletters.
- **Digital marketing:** search engine advertising (SEM, Display, etc.). Search engine positioning (SEO). Advertising on social media (Social Ads). Newsletters. Website and social media analytics.
- **Online and omnichannel sales channels:**
 - Own online sales channel.
 - Online sales channel through existing platforms (marketplaces, apps and others).

Subsidy granted on a non-competitive basis

Total Budget: €1,000,000

More information

250 retail and restaurant establishments in the city were able to benefit from these grants, which have allowed them to advance in the digitalisation processes of their businesses. The total amount awarded was €728,027.91.

Call for subsidies for the Christmas lighting of public streets

The purpose of this call for subsidies is to continue to support the Christmas lighting initiative run by the local retailers' associations in Barcelona. In this way, we continue to help promote local commerce at that time of year by creating a festive atmosphere and improving the city's image.

Retailers' associations and Barcelona City Council are work closely together to promote local commerce in the city through a series of initiatives for the Christmas campaign. The goal is to generate a seasonal atmosphere and promote traditional cultural, recreational and commercial activities for that time of year, creating a festive feel that helps improve the image of the city streets over the Christmas period.

The installation, maintenance, assembly, and dismantling, as well as the design of Christmas lighting on public streets, is largely carried out on the initiative of retailers' associations, which hire an installer for the assembly of the decorative elements.

To carry on giving support to these retail initiatives in Barcelona, the City Council once again offered subsidies for Christmas lights in 2023.

57 local associations of the city, through this collaboration with the City Council, were able to contribute to the lighting of public streets and, therefore, create a Christmas atmosphere that undoubtedly contributes to local commerce. The total amount awarded for these subsidies was €914,055.21.

Consumer affairs

Subsidy aimed at active consumer organisations that are registered in the general section of the Register of Consumer Organisations of Catalonia and that include, as part of their main objective and activity, the management of complaints and mediation in disputes relating to consumer relations, as well as attending to people in person and/or online.

Maximum amount per application: €8,000

Subsidy granted on a competitive basis

Budget: €50,000

The period for submitting applications was between 9 and 26 January 2023.

More information

Extraordinary subsidies

Support for the Escola de Restauració i Hostalatge de Barcelona (ESHOB) Private Foundation's training programme

Support through a direct nominative subsidy for the ESHOB training programme for the 2023-2024 academic year. The contribution was aimed at partly defraying the costs of the enrolment fees for the first and second years of individuals at risk of social exclusion or unemployed. The project's goal was to guarantee training for professionals within the world of restaurants, catering and hotels.

The costs borne by the City Council in 2023 came to €20,000.

11. Directorate of Social and Solidarity Economy and Sustainable Food Services

Mission

- 11.1. Plan to promote the social and solidarity economy 2021-2023 (PIESS 21-23) and city strategy
#ESSBCN2030: Key projects
- 11.2. Funding to companies and organisations in the social and solidarity economy (SSE) in Barcelona
- 11.3. SSE training, support and strengthening for business in Barcelona
- 11.4. Urban food and responsible consumption policies

11.1

Plan to promote the social and solidarity economy 2021-2023 (PIESS 21-23) and city strategy #ESSBCN2030: Key projects

Mission

The Directorate of Social and Solidarity Economy and Sustainable Food Services and the Department of Social and Solidarity Economy work with the overall objective of developing public policy to promote the social and solidarity economy (SSE), consolidating and strengthening its businesses and organisations, fostering inter-cooperation among them, as well as promoting citizen awareness and use of the services, products, and activities offered by the SSE. All of this is carried out through the implementation of the Municipal Plan for the Promotion of SSE (PIESS 21-23), the Strategy for Social and Solidarity Economy in Barcelona 2030 #ESSBCN2030, and the City Agreement for Development and Governance.

Objectives

The City Council and the social and solidarity economy sector in Barcelona, represented by AESCAT (Social Economy Association of Catalonia), co-lead and implement the #ESSBCN2030 Strategy and City Agreement, established in September 2020. It was approved by the Municipal Plenary in June 2021, the result of the joint work of 203 people and 147 entities of the SSE, which generated more than 500 proposals. The strategy evolved into a City Agreement for the Social and Solidarity Economy Strategy in Barcelona 2030. (Agreement #ESSBCN2030).

The #ESSBCN2030 Strategy establishes eight general strategic lines that challenge various economic sectors regarded as key for resolving the city's main problems, with the following goals:

- Increase the importance of the SSE in the city's economy.
- Position SSE as a prestigious part of the city's economy.
- Create and consolidate strategic structures to strengthen the SSE.
- Extend the SSE to neighbourhoods and districts.

- Generate more frameworks for the co-production of public policies with the SSE.
- Contribute to preventing and reducing social inequalities in the city.
- Develop levers that promote the strategy, such as conscious and transformative consumption, or responsible purchasing and public procurement.
- Mainstream the challenges of the digital economy, the feminist economy, migrations, the ecological and energy transition.

In parallel and in line with #ESSBCN2030, the Services Directorate and the SSE Department of the City Council are implementing the Plan to promote the social and solidarity economy in Barcelona. The PIESS 2021-2023 follows and adapts the roadmap set out in the Strategy for the Social and Solidarity Economy in Barcelona 2030, which is divided into 12 objectives and 65 actions. The PIESS 2021-2023 will end on 31 December 2023. It is expected to be evaluated during the first half of 2024.

Actions taken

During 2023, the activities included in the #ESSBCN2030 Strategy were implemented through the execution of its 2023 work plan, through forums for facilitation, governance, and collaboration. It is worth highlighting the six most significant projects, which were also part of the 2023 work plan of the PESS 2021-2023:

Promotion of the #ESSBCN2030 Strategy and catalysation of the City Agreement as a space for participation and governance during its implementation:

During 2023 as part of the City Agreement for the #ESSBCN2030 strategy, the 2023 work plan was implemented through its forums for governance and work. The following stands out, in chronological order:

La Febrerada

La Febrerada, the 1st Barcelona Social and Solidarity Economy Festival and Gathering was held on 10 February 2023. The gathering held across the morning and afternoon, was aimed at generating a meeting space for various initiatives to share challenges and move forward in consolidating the SSE in a coordinated way, and, at the same time, show that this ecosystem is now a reality in the city. The objective of the evening-night party at the Paral·lel 62 theatre was to bring SSE to the target young audience of the city, along with others close to SSE, through a live radio programme by the Carne Cruda collective and concerts by emerging and established artists. Thanks to the success of this double event, a second edition of the Febrerada was organised for 2 February 2024.



ENFORTIM ESS Bc modality for projects linked to the strategy

In the framework of the call for ENFORTIM ESS subsidies for 2023 (in the Bc modality for projects linked to the #ESSBCN2030), the following obtained funding and carried out activities:

- **POTS! portal** Creation of the first [job portal for the social third sector](#), established by the two representative entities of the social third sector of Catalonia: La Confederació and the Table of Third Social Sector Organisations.
- **Comença a licitar!** Development and dissemination of the [Practical guide for companies and organisations in the social and solidarity economy](#). Project coordinated by La Confederació, employers' organisation of the third social sector with the participation of ECOM, DINCAT, ECAS and FEICAT, and carried out by Facto Cooperativa.
- **Futurs (im)Possibles and Forum for the EcoSocial Transition:** The Social Economy Network, together with Coopolis, the Barcelona Cooperative Athenaeum, among others, organised a two-day [forum](#) (in February 2023), as well as other workshops and activities, to strengthen the capacities of communities and the social economy fabric, and to raise awareness among those actors with less knowledge about the urgency of undertaking a just, democratic, and ecofeminist ecological transition.
- **Open data, a tool to give visibility to and strengthen the SEE.** Project developed by the Barcelona Open Data Initiative, in collaboration with the Barcelona Council of Associations and the pensioners union Mayores UDP, with the aim of incorporating the use of open data into the SSE, and specifically into associations, as a means of moving forward in digital transformation.

2023 Assembly

On 24 April, the first **assembly of the entities adhered to the City Agreement** was held. The main goals for 2022 and the first months of 2023 were presented, and the internal operating regulations and the 2023 work plan were approved. A participative process was held to reflect on how to address the five cross-cutting challenges within the framework of

the strategy: Digital SSE, feminist SSE, diverse and plural SSE, energy and ecological transition, and youth empowerment.

Expanded steering committee

On 20 November, a meeting was held of the strategy's expanded steering committee, which included second and third-level SSE organisations and representatives from four municipal groups. An update on the status of the strategy's cross-cutting projects and challenges for 2023 was presented. At the same time, contributions were presented and collected on the process of drawing up the Plan to promote the social and solidarity economy 2024-2027.

Steering Committee

This group has met on several occasions. It is worth highlighting the meetings that took place in March, which served to present the new location of InnoBA at Ca n'Andalet – the Barcelona Activa facility for promoting public SSE policies in the city – and in July, which marked the presentation of the #ESSBCN2030 Strategy to the new municipal government resulting from the municipal elections and its councillor, Raquel Gil Eiroá.

Working groups and city projects

During 2023, the following eight city project working groups (WGs) were active:

- Employment WG
- WG on SSE funding and investment
- BLOC4BCN WG
- Responsible and SEE public procurement WG
- SSE data WG
- Conscious consumption WG
- We are SSE WG
- Digitalisation WG

Bloc4BCN

On November 2023 the refurbishment works of the Bloc4BCN building in Can Batlló (4.500 m²) were completed. Barcelona City Council officialised the authorisation for the use of space by the Bloc4 association for a period of four years to develop the project of the same name (Bloc4BCN). The Council has collaborated with the aforementioned organisation to launch the service, scheduled for the first quarter of 2024.



SSE digitalisation

The digitalisation actions carried out during 2023 consisted of:

- Offering the **DigitESSt**, an online test that allows organisations and companies in the city's SSE to obtain a diagnosis of their digitalisation status and guidance for its evolution.
- Offering the **DigiTeca**, recommendations in the form of training modules and other resources to improve the digitalisation of the SSE entities diagnosed (with the DigitESSt).
- Imparting **complementary and free online training** to improve the digitalisation status of organisations, with the open access training programme consisting of eight modules: technology, financing, organisation, sustainability, networking, feminism, sustainable food, and marketing and communication.
- **Creation of the DataLab** portal as an open data repository for the SSE ecosystem of the city of Barcelona.
- **Foundational document** for the definition of a strategic plan for the digital transformation of the social and solidarity economy and creation of the digitalisation working group within the framework of the #ESSBCN2030 strategy.
- **Specialised advice** through the Social and Solidarity Economy Advisory Service (SAESS) of Barcelona Activa.
- **Funding** through the digitalisation modality of the annual call for "Enfortim l'ESS" subsidies specifically for the SSE.

SSE and responsible consumption fair

The 9th SSE and responsible consumption fair aims to raise awareness of and facilitate responsible consumption and the social and solidarity economy (SSE) by offering quality products, locally sourced and produced under conditions respectful of people and the environment.

The fair, which took place from 15 December to 29 December 2023 in Plaça de Catalunya, was one of the main projects of the PIESS 2021-23 and the #ESSBCN2030, in the area of sectoral work on conscious consumption and social market. The actions carried out were:

- Convening, evaluating, and selecting SSE businesses and organisations, as well as those dedicated to responsible consumption.
- Organising and executing the fair (drafting, evaluating, and awarding the different service contracts required for the holding of the fair).
- The fair was held and consisted of: 8 double booths, 12 individual tents of 3m x 3m, 3 individual food tents of 4m x 4m, 1 market tent for sustainable textiles of 12m x 4m, and 1 geodesic dome.
- A total of 67 companies and organisations took part in the fair: 42 (some shared spaces), plus the project La Zona d'Opcions de Societat Cooperativa Catalana Limitada (SCCL) (10), the project RevESstim of Barcelona Activa's Directorate of Social Economy and Cooperatives (9) and the co-working space La Clota (6).





Projects to give visibility to the promotion of the SSE

Through an agreement, the City Council has supported various projects due to their impact and importance for the visibility of sectorial areas and/or activities useful for businesses and individuals in the city. These included the following:

- **XES 2023 Forum.** This took on the mantle from the FESC Fair of the Solidarity Economy Network, which had ten editions. On 20 and 21 October, two days of events were organised at the Fabra i Coats venue in Sant Andreu, featuring two sessions and six specialised debate tables, with nearly 500 participants over the two days.
- **Business With Social Value 2023** (2 June, Hotel Alimara). The 12th edition was organised by Icària Iniciatives Socials with the dual objective of generating business opportunities for special employment centres and labour insertion companies, and showcasing to institutions, organisations, and commercial enterprises that there is a “new way” of doing business. 224 companies and institutions participated and 117 projects were presented.
- **Catalan Federation of Housing.** During 2023, within the city of Barcelona, and with active participation in municipal spaces for inter-cooperation (both of SSE and housing), the deployment of the Barcelona Declaration continued. The commitment of public administrations to cooperative housing and the tax incentives in the municipal ordinances of 2022. It is worth noting the growth of ten affiliated organisations, mostly housing cooperatives in the city, the response to the eight monthly requests for advice from citizens, administrations, and cooperatives, the completion of six specific training sessions on cooperative housing, and the execution of two agreements with other entities (the Sert architecture school and the Federation of Work Cooperatives), to improve the training offer and generate a catalogue of more than 67 training courses.

Communication of the public policy to promote the SSE

Within the projects of the PESS 2021-23 and #ESSBCN2030, it is important to highlight the public service communication activity aimed at organisations, businesses, and entrepreneurs, as well as the communicative coverage of the activities of SSE businesses and organisations in Barcelona. All of this is aimed at making the proposal of SSE attractive as an employment option and economic opportunity for the public, especially among young people. The activities can be summarised as follows:

- Management of own media: a website, 12 newsletters (with 25,000 subscriptions), X channel, and press releases.
- Podcast channel (edition of two podcasts in February and March 2023).
- 54 short videos and 11 long videos to illustrate public policy actions.
- Communication of the public policy's most important campaigns and events. (“Enfortim ESS”, among others).
- Support for the communication of the most important campaigns and events of the districts, areas, and companies of the Barcelona City Council of interest to citizens, SSE organisations, and businesses.
- Support for the communication of the most important campaigns and events of the SSE sector in Barcelona of interest to citizens, SSE organisations, and businesses.

Key indicators

#ESSBCN2030 strategy

217 member organisations (193 first level organisations, 21 second level networks, federations and associations and 3 third level federations).

8 active working groups with multiple activities carried out and with the stable participation of 90 organisations overall, including those associated with the call for “Enfortim l’ESS” subsidies:

- Implementation activities of the three projects funded under Enfortim 2022:
 - **POTS! portal** Job portal for the social third sector.
 - **Comença a licitar!** *Practical guide for companies and organisations in the social and solidarity economy.*
 - **Forum for the EcoSocial Transition** (24 and 25 February 2023).
- Six projects approved at Enfortim 2023 and one in progress (Open data, a tool to give visibility to and strengthen the SEE with two sessions and the [website product](#))
- Febrerada 2023:
 - Over 150 people participated in the meeting held at the Albareda Cultural Centre, at the two plenary session debates and four parallel SSE conversations.
 - Some 700 people participated in the live podcast by Carne Cruda, and over 1,000 attended the concerts, both activities held at the Paral·lel 62 theatre.

Bloc4BCN

As performance indicators for 2023, the completion of three actions can be considered: the completion of the rehabilitation work, the formalisation of the loan of the building, and the development of support and implementation tools through an agreement. The project was carried out on a mainstreaming basis in coordination with the Sants-Montjuïc District, Barcelona d’Infraestructures Municipals, S.A.- BIMSA and Barcelona Activa.

SSE digitalisation

Relevant implementation indicators:

- **DigitESSt:**
 - 165 organisations have used DigitESSt in one year.
 - 8 practical presentations of the DigitEESSt tool.
 - Adaptation of the DigitEESSt tool to the needs of the Catalan Federation of Work Cooperatives and diagnosis of cooperatives in Catalonia. 109 responses during 2023.

- Creation of a working group on digitalisation within the framework of the ESSBCN2030 Strategy with 15 organisations.
- Co-creation day and open session with more than 20 SSE organisations.
- **DigiTeca:**
 - 999 views in total on the DigiTeca MatchImpulsa website.
 - 715 users have viewed the content.
 - 8.3 average number of views per user.
 - Views of the entire content on YouTube.
 - Promotion of new resources in DigiTeca.
 - 78 MatchVideoteca videos.
 - 66 lessons.

SSE and responsible consumption fair

Relevant implementation indicators:

- 118,000 visitors during the three days it was open.
- Overall, in the 32 spaces with items on sale (booths/tents), around 8,700 products were purchased.
- Overall assessment of the people who participated in the fair: 7.53.
- Visitors’ level of satisfaction: 8.34.
- One out of every three visitors to the fair (34.85%) specifically went to see it.
- One out of every three visitors (32.25%) stated that they had made purchases during their visit to the fair.
- 3,272 visitors to the dome and the tent of the Responsible Consumption Space.
- 1,152 participants in the Responsible Consumption Game.
- 786 participants in the workshops.

Government measures

- Plan to promote the social and solidarity economy (PIES 2021-2023).
- Barcelona 2030 Strategy for the Social and Solidarity Economy #ESSBCN2030.

Cross-departmental work

Work has been carried out with Barcelona Activa’s Operational Department of Social and Economic Innovation, with other areas and districts and, especially, with AESCAT (Social Economy Association of Catalonia).

11.2

Funding to companies and organisations in the social and solidarity economy (SSE) in Barcelona

Mission

The mission of the Directorate of Social and Solidarity Economy and Sustainable Food Services and the Department of Social and Solidarity Economy is to develop public policy to promote the social and solidarity economy, the consolidation and strengthening of its companies and organisations, as well as fostering inter-cooperation between these actors. Its strategic objective is to facilitate access to funding and promote the credit culture in the SSE.

Objectives

- Improve conditions for accessing funding by SSE initiatives through joint and collaborative work with the system and ethical banks, building a new funding culture, increasing public knowledge of ethical funding and bringing the ethical-funding system to the SSE arena and to other specific sectors for increasing their use.
- Execute the specific Enfortim l'ESS line of subsidies (eighth edition), through competitive tendering, to activate funding for the promotion of SSE initiatives within the framework of strengthening and inter-cooperation for new projects, organisations, and companies, as well as for the consolidation of existing ones. Broadly speaking, Enfortim ESS aims to fund:
 - Measures to transform commercial, economic companies and associations into social and solidarity economy organisations, especially cooperatives, that generate stable and sustainable employment.
 - Promote measures for improving their coordination and inter-cooperation, generating dynamic hubs that can scale up business activities and get them growing. Inter-cooperation activities directly linked to 2030 BCN SSE Strategy's strategic

lines, support levers and city goals and to the city projects and work groups carrying them out.

Actions taken

Municipal credit fund for access to funding for social and solidarity economy projects

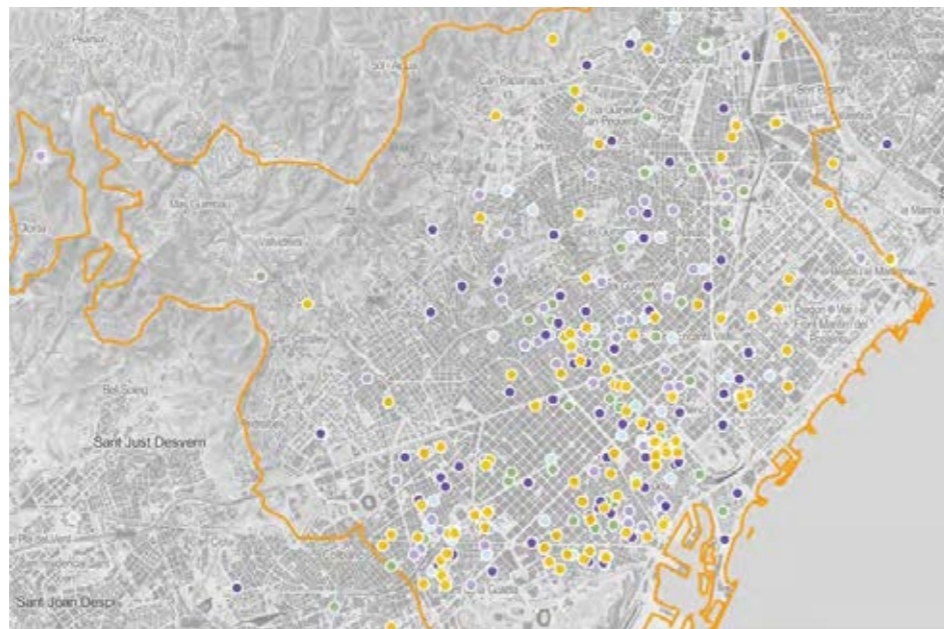
Since 2017, Barcelona City Council and the cooperative Coop57 SCCL have had a partnership agreement through which the municipal fund to promote access to funding for social and solidarity economy (SSE) projects was created. This fund has been renewed and enlarged several times, and currently has €643,024 provided in equal parts by Barcelona City Council and the cooperative to facilitate the funding of new social and solidarity economy projects and new lines of activity in existing social economy companies. This fund makes it possible to keep open a credit line of €3,500,000, provided by the cooperative COOP57 SCCL, to finance investment and cash needs for social economy projects in the city.

Impact investment funds for social and solidarity economy 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, endowed with €300,000, 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.

Enfortim l'ESS 2023

The specific annual call for Enfortim l'ESS 2023 subsidies was announced and executed. This includes the publication and opening of the call, as well as the corresponding advertising and communication campaign; the process of admission and evaluation of projects; the provisional and final approvals and decision on awards for projects eligible for funding; the admission and decision on reformulations of projects with allocated funding, and finally, the transfer of the allocated amount to the subsidised projects.



Key indicators

Municipal credit fund for access to funding for social and solidarity economy projects

In 2023, 78 transactions totalling €3,356,785 were signed off in loans and policies. The Municipal Credit Fund project, for access to funding for social and solidarity economy projects, provided funding for 260 projects, totalling €10,782,049, from 2017 to 31 December 2023.

Impact investment funds for social and solidarity economy organisations and companies

In 2023, the second call for project funding was held. Five financing operations were formalised for an amount of €78,000. In total, since the start of the project in 2022, six operations have been formalised for an amount of €108,000.

Enfortim l'ESS 2023

As part of Enfortim l'ESS 2023, 251 applications were submitted, of which 223 were accepted for appraisal and 118 approved with their subsidies allocated after the final decision. A total of €1,098,772.30 was allocated. These applications are classified by areas:

1. **Strengthening: creation and consolidation.** 90 projects for a total of €521,616.46.
 - 9 projects to support the creation of new cooperatives for an overall amount of €55,388.35.
 - 45 business strengthening projects for an overall amount of €271,251.50.
 - 13 training and/or internship projects for an overall amount of €52,829.31.
 - 23 digitalization support projects for an overall amount of €142,147.30.
2. **Reactivation: inter-cooperation.** 26 projects for a total of €489,655.85.
 - 8 inter-cooperation projects carried out by the leading entities and representatives of the SSE for an overall amount of €128,046.96.
 - 12 support projects, ranging from inter-cooperation to the creation, development, and strengthening of cooperative ecosystems and sectorial, intersectoral, or thematic SSE clusters or hubs, for a total amount of €266,184.95.
 - 6 projects, including inter-cooperation, to support significant inter-cooperation projects and actions for the development of city projects and cross-cutting challenges of #ESSBCN2030, for a total amount of €95,423.94.

- 3. Strategic sectors: housing.** 2 projects to support cooperative housing in land use transfer on private land, for a total of €87,499.99

Government measures

- Plan to promote the social and solidarity economy 2021-2023 (PIESS 2021-2023).
- Barcelona 2030 Strategy for the Social and Solidarity Economy #ESSBCN2030.

Cross-departmental work

Within the framework of the respective agreements, work has been carried out with Cooperative 57 SCCL and the Ethical Finance Foundation (FIARE BANCA ÈTICA).

Work has been carried out with the Subsidies Office of Barcelona City Council, Barcelona Activa's Operational Department of Social and Economic Innovation, the Municipal Institute of Housing and Renovation of Barcelona, the Communication Department of the Economic Area, the Press Department, and the communication managers of the representative organisations in the SSE sector in Barcelona.

11.3 Training, support and strengthening for businesses

Mission

Barcelona Activa's current Directorate of Social Economy and Cooperatives (until 2023 known as the Operational Department of Social and Economic Innovation) and the Social and Solidarity Economy Department of the Directorate of Social and Solidarity Economy Services and Sustainable Food aim to develop public policy to promote the social and solidarity economy, consolidate and strengthen its businesses and organisations, as well as promote inter-cooperation among them.

They also work to promote the awareness and use by the public of the services, products and activities offered by the SSE. All of this through the implementation of the Municipal SSE Promotion Plan and the City Agreement for the Social and Solidarity Economy Strategy for Barcelona 2030 (Strategy #ESSBCN2030).

Objectives

Through the services of Barcelona Activa, the aim is to promote and strengthen entrepreneurial initiatives, organisations, and businesses in the field of social and solidarity economy (SSE) in the city, incorporating the perspective of socioeconomic innovation with the following tools:

- Offering training.
- Providing support with specialised advice.
- Accommodation (physical and non-physical) in the incubation community La InnoBAdora.
- Catalogue of services and resources.
- Dissemination, knowledge and awareness-raising activities.

Actions taken

Barcelona Activa's Directorate of Social Economy and Cooperatives offers various services and programmes to promote and consolidate the social and solidarity economy's socio-entrepreneurial sector.

Some of these more consolidated services and programmes include:

- **Social and solidarity economy advisory service (SAESS).** [More information](#)
- **Sectoral programmes: RevESStim el tèxtil and Enfortim les cures.** More information at the following links: empreses.barcelonactiva.cat/revesstim-el-textil / empreses.barcelonactiva.cat/programa-per-organitzacions-de-cures
- **Training programmes that combine training and support:**
 - **Construïm en femení.** Aimed at entrepreneurial SSE projects led by women. [Further information](#)
 - **Camí a la solidesa.** Aimed at companies in the SEE led mainly by women. [More information](#)
 - **Reimaginem el futur:** aimed at companies in the SSE or with ESG impacts (environmental, social and governance) interested in developing a prototype for a new product or service. [More information](#)
- **Incubation community for SSE projects and businesses:** [La InnoBAdora](#)
- **Training** aimed at companies and entrepreneurial projects in business management, financing, public procurement, etc.
- **Training programme in SSE aimed at young people:** [#TransformESS](#)
- **Cycle of activities around the challenges of the SSE:** [DiesInnoBA](#).
- **Social clauses service** with advice and training for SSE businesses.

Key indicators

Overall participation in services, programmes and activities

During **2023**, a total of **4,007 people** attended the services, programmes and actions of the Directorate of Socio-economic Innovation, with a total of **7,231 participations**.

Of these 4,007 people, **2,438 were women (61%), 1,489 men, 12 non-binary** and the rest did not identify.

Companies and entrepreneurs assisted by advisory services

In 2023, a total of **489 people** were assisted by advisory services (SAESS, plans for strategic sectors, InnoBAdora and diverse entrepreneurship assistance), with a total of **2,080 advisory sessions**.

A total of **414 initiatives** received advice (200 companies and 214 projects).

Companies incubated in InnoBAdora, the incubation community

Durant el 2023 han estat allotjades **21 empreses** a la InnoBAdora. Des del seus inicis, al desembre de 2018, fins a desembre de 2023 han estat un total de 47 les empreses allotjades.

En conjunt, 556 organitzacions i empreses úniques han passat pels serveis de la direcció.

Customised training and programmes

In 2023, a total of **1,339 people** benefited from training actions in the social and solidarity economy, dissemination actions and customised programmes. Of these **987 were women (74%), 344 men and 8 non-binary**.

Impact indicators – Results obtained

	2019	2020	2021	2022	2023
Total number of people benefiting from socioeconomic innovation and SSE services, actions and programmes	1.914	2.971	4.079	4.540	4.007
PEOPLE ADVISED IN ENTREPRENEURSHIP AND BUSINESS + SECTORS	456	340	419	447	489
Total number of people receiving customised training and programmes	984	1.099	1.808	1.794	1.339

With regard to the TransformESS programme, 1,659 students took part.

Government (continuity) measures

Plan to promote the social and solidarity economy (PIES 2021-2023).

Barcelona 2030 Strategy for the Social and Solidarity Economy #ESSBCN2030.

Cross-departmental work

The Barcelona Activa and Social and Solidarity Economy Services and Sustainable Food Directorates (Department of Social and Solidarity Economy) have worked together.

11.4

Urban food and responsible consumption policies

Mission

The programme aims to promote the transformation of the city's food system in a way that respects and benefits people, local areas and the planet, in accordance with the commitments undertaken by the city with the signing of the Milan Urban Food Policy Pact, the C40 Good Food Declaration, the 2030 Agenda, the Metropolitan Region Food Charter and the Barcelona Healthy and Sustainable Food Strategy for 2030.

Barcelona healthy and sustainable food strategy 2030 (EASSB 2030)

After being declared the World Capital of Sustainable Food in 2021, in 2022 work was carried out on the process of drawing up the EASSB 2030, which resulted in a document agreed and participated in by the agents involved, which was approved by the Full City Council on 25 November 2022.

It involved the participation of individuals from organisations representing the field of sustainable food (public administrations, the private sector, academia and research, citizens and their organisations, and the media), from sectors such as health, the environment, social justice, culture, the economy, as well as from different parts of the food chain (from farm to fork). It also involved the participation of the public.

9 strategic goals, 54 lines of work and 265 actions were identified in the process. These actions are in line with the 2030 Agenda, Climate Emergency Declaration, Social and Solidarity Economy Strategy, Barcelona Green Deal, 2030 Urban Agriculture Strategy (EAU2030) and the Barcelona City Council 2021-2027 Zero Waste Plan. [More information](#)

The following **work areas for 2023** emerged from this reference framework:

- Forums for governance, participation and inter-cooperation: the City Agreement, the Municipal Action Plan for Sustainable Food 2023-2024 and the Agròpolis forum for participation and inter-cooperation.
- The regulation on public food procurement: The technical instruction for public food procurement (ITCPA) of Barcelona City Council.
- The financing of initiatives through the call for subsidies 'Impulsem el que fas' (Let's promote what you do). Modalities 5 AS (solidarity food) and CR (responsible consumption) and the mainstreaming of eco-social criteria in the different modalities of municipal subsidies.
- The space for inter-administrative relations: The Joint Office of Sustainable Food (OCAS), together with the Government of Catalonia and the Metropolitan Strategic Plan of Barcelona (PEMB), participation in the spaces of the Food Charter of the metropolitan region (CARM), and collaboration with the Network of Municipalities for Agroecology.
- The development of projects to promote sustainable food in the following areas:
 - Commercialisation: Green Commerce programme and collaboration with Terra Pagesa.
 - Education, awareness-raising and reinforcement of demand in educational projects and working groups.
- Events: The Terra i Gust festival and participation in other events such as the Gastronomic Forum.
- Participation in international networks and especially in the Milan Urban Food Policy Pact, by the Steering Committee.
- Promotion of responsible consumption: Responsible Consumption Space.
- Communication initiatives



Objectives

The objectives of the Urban Food Policy section are:

- Promote healthy and sustainable diets that are accessible to all city residents.
- Promote the commercialisation and distribution of local, organic and/or short supply chain food.
- Promote an agro-ecological transition in Barcelona.
- Ensure the deployment of the Healthy and Sustainable Food Strategy 2030.
- Mainstream sustainable food in municipal programmes and policies.

Main actions taken

- **Creation of the EASSB2030 governance forum. The EASSB 2030 City Agreement** is a forum for regular participation to promote cooperation, action and the articulation of initiatives to promote sustainable food. It is made up of an assembly, a steering committee and working groups, and offers two levels of association: membership and commitment. [More information](#)
- **Work has been carried out to draw up the Municipal action plan for healthy and sustainable food (PAAS) 2023-2024:** cross-departmental document that incorporates the actions linked to the EASSB 2030 of all the areas, districts and other bodies of the City Council.
- **Boost to the Agròpolis participatory space**, the community public forum, led by Barcelona City Council, that promotes dialogue and collaboration among various organisations and the municipal administration whose common goal is to transform Barcelona's food system through the values of food sovereignty and agroecology. Read more at:
 - www.alimentaciosostenible.barcelona/ca/que-fem/agropolis
 - [Watch video](#)
- In March 2023, the [technical instruction on public food procurement](#), an instrument that serves to guide for all the public procurement of food by Barcelona City Council in a transversal and comprehensive manner. The objective is to ensure the presence of local, seasonal, organic, and healthy foods, the reduction of food waste, as well as other environmental and social criteria. It also highlights the importance of training.

Advisory services, information and training are offered on the inclusion of criteria in public food procurement specifications and in the search for tools to facilitate the verification of compliance with the criteria in the contract execution phase.
- **Participation in the assessment of the technical monitoring of the projects**, together with the Barcelona Activa team (BASA) of

all the projects subsidised in **modality 5 related to sustainable food and responsible consumption of the call for subsidies "Impulsem el que fas"**. This call aims to support social and/or business projects or initiatives (committed to labour rights, local economy, sustainability, and climate) that contribute to advancing towards a more responsible consumption model and, especially, ensuring healthy, fair, and sustainable food in the city.

The most important areas that have been subsidised are: the commercialisation and distribution of sustainable food, food education and awareness and the promotion of responsible consumption.

- We have participated in the **working group for cross-cutting eco-social, environmental, and responsible consumption criteria for the different modalities of municipal subsidies** as outlined in the Barcelona Strategic Subsidies Plan for 2021-2023. This group includes the Central Subsidies Office and two subsidy management bodies, as well as representatives of each cross-cutting criterion. Gender and intercultural perspectives have also been taken into account in the work. Likewise, a specific support guide for organisations and another for evaluation teams has been drawn up.
- The creation of a **Joint Office for Sustainable Food (OCAS)** has been promoted, made up of the Government of Catalonia, Barcelona City Council, the Metropolitan Strategic Plan (PEMB), and the Public Company for the Promotion of Catalan Products (PRODECA). The aim is to align and coordinate public policies for promoting sustainable food within the competencies of these administrations to transform the food system towards more sustainable models.

The **most important work areas** are:

 - Joint projects in which the competences of one administration and the other intersect.
 - Providing a vision of sustainable food in different areas.
 - Supporting the dynamisation of governance spaces.
 - Bringing the citizens of the city closer to the rural world and food production.
- In the **area of commercialisation** we work together with the Barcelona Municipal Institute of Markets (IMMB) and the Barcelona Federation of Municipal Markets (FEMM) to implement the programme Green Commerce with the following objectives:
 - Promote and raise the profile of local, farm, market, and organic products in the city's 38 food markets.
 - Work with market retailers so they can become promoters of sustainable food among the city's residents. More specifically, the following actions were carried out:
 - A **commercial and communication** multi-channel campaign at city level to **promote local and organic products**.
 - **Support** for retailers in commercial strategies focusing on highlighting and promote the most sustainable products.

- **Giving visibility** to “Green Commerce” products by monitoring the proper use of signposting in the stalls.
- **Verification** of compliance with the criteria for participation.

Read more at

- www.alimentaciosostenible.barcelona/ca/que-fem/comerc-verd
- [Watch video](#)

- **In the field of education, awareness-raising and strengthening of the demand for products, the most prominent programme has been the Healthier and more sustainable school canteens (MEMSS) initiative.** Its aim is to promote changes in the school dinner model in primary and secondary schools in the city of Barcelona, to make it healthier and more sustainable.

The lines of work include: Health and sustainability, management model (which addresses structural aspects of food procurement and kitchen management), and education/training/participation (in which communication and training with the whole educational community is addressed).

The main actions in 2023 were:

- **Informative meetings** and project follow-up meetings with the participating schools.
- **Training sessions for teachers,** canteen staff, kitchen managers and families.
- **Monographic sessions on topics of interest:** the seasonality and planning of menus, technical sheets, organic and local suppliers/products, calculation of the food budget and the school dinner committee and educational projects.
- **Support and advice for schools,** based on the diagnosis and action plan they propose.
- **Individual meetings with the schools** to better understand their own situation, to review the action plan and to answer questions.
- **1st annual MEMSS conference.** It was held on 25 April 2023 with schools that form part of the programme and other centres interested in the transformation of school dinners.
- Participation in a **pilot twinning project between producers and schools.** In collaboration with the Department of Climate Action, Food and Rural Agenda of the Government of Catalonia and OCAS.

[Watch video](#)

Other emblematic educational projects being worked on include:

- **The “Eat Smart” micro-network.**
- **Food education working group:** a space for coordination and joint work among the various municipal services that promote educational projects linked to sustainable food.

- **Terra i Gust** is the sustainable food and restaurants festival that takes place as part of the Mercè festival.

It aims to promote sustainable food and encourage the consumption of local, organic and seasonal products. It also aims to bring restaurants committed to sustainable gastronomy closer to the public and to publicise the network of producers and organisations in the city that work and promote sustainable food, especially those linked to the Agròpolis participatory forum.

Fourteen stands were set up in the sustainable restaurants area, four stands of local and neighbourhood producers, five stands of sustainable beverages and a terrace area for the consumption of products.

A programme of activities linked to the theme of sustainable food and agroecology and the entities of the city’s agroecological sector was organised, involving entities from the city’s agroecological sector, with the following spaces: show cooking, workshops, play area, and product display.

[Watch video](#)

- **Other events related to sustainable food: Gastronomic Forum and Biocultura**

- **Gastronomic Forum.** We participated in the event in order to give visibility to the various local and organic food production options that can potentially supply the sustainable and local restaurant sector, promoting the defence of local agrifood biodiversity and the preservation of the rural and marine environment.

It consisted of **two dynamic spaces. A first space, with a selection of local producers and products from the metropolitan area,** ranging from urban producers, small workshops, and local farms to natural wines and sustainable fish, which have brought their products closer to restaurateurs interested in sustainable and locally-rooted gastronomy. **A second space, dedicated to showcooking and spaces for reflection (Cook & Chat):** restaurateurs engaged with the public, discussing local ingredients with the producers themselves, debating the present and future of sustainable gastronomy and biodiversity.

[Watch video](#)

- **Biocultura and other events**

The collaboration at Biocultura seeks to promote discussion on organic food in our environment and showcase municipal initiatives that are promoted through the Healthy and Sustainable Food Strategy 2030 in this area.

In this context, a technical professional conference was organized entitled **Promoting organic food in Catalonia,** aimed at professionals.

We collaborated with and supported other events throughout the year, organised by other stakeholders, which notably included: **Petit Mercat de Mercats and Mercat de Mercats,**

and we specifically co-organised the programme of activities for the 9th Social and Solidarity Economy and Responsible Consumption Fair.

- **International networks and sustainable food.** We participated in the most important international networks that promote sustainable food policies. Specifically, during the year 2023 we participated in the following events:
 - **Milan Urban Food Policy Pact:** Barcelona is now a member of the Steering Committee.
 - **Webinar** to present the 2022 annual report and the **new Steering Committee** and in relation to the research on multi-level governance of the CLEVERFOOD project.
 - **C40 food group.** We participated in four seminars/webinars on sustainable food. We also took part in the Food Waste Study through a visit by professionals to Milan. The indicators for drawing up the Good Food Declaration report have been communicated.
 - **Eurocities.** A working space for cities to strengthen joint political positions on aspects relevant to the European scope (European Directive on Public Procurement, among others).
 - **European CULTIVATE project.** Participation in coordination meetings between CULTIVATE members (University of Barcelona, Metropolitan Strategic Plan (PEMB), Espigoladors). Information on local policies that regulate or affect food-sharing initiatives was provided to the researchers of the programme.

- **Responsible Consumption Space**

This municipal facility specialises in the fostering of responsible consumption and aims to promote a more conscientious consumer culture that is committed to making a positive impact on people and on the environment. The three pillars of responsible consumption focus on responsible purchasing.

The following action were taken in 2023:

- Organisation of the informational space and workshops at the **Terra i Gust** sustainable food fair during the Mercè festival.
- The theme and promotion of the **Responsible Consumption and Social and Solidarity Economy Fair**.
- 17 activities were carried out, with the attendance of 718 people, organised with the contact and collaboration of 56 organisations.
- Organisation of 8 information points.
- 6 training sessions were imparted to secondary schools on the Conscious Consumption capsule, with the participation of 110 students.
- 8 spaces were loaned out to 19 involved entities with the participation of 110 people.



- **Communication initiatives**

The aim of the communication actions is to disseminate awareness of the principles, values and practices of healthy and sustainable eating among different audiences. At the same time, they aim to contribute to generating changes in economic and business practices towards healthy and sustainable eating, as well as to highlight the projects and initiatives developed by agents working in the field of healthy and sustainable eating and agroecology.

These objectives are achieved through the following actions:

- Generating activity on social media and links to the [website](#)
- Increasing the number of followers on Instagram, visits to the website and the community, as well as increasing loyalty among the public.
- Coordinating with municipal communication lines and channels.

The main actions in 2023 were:

- **Campaign to promote local and organic products.** *By being aware of what we eat, we can change the world* It was launched to raise awareness about the importance of promoting healthy and sustainable eating, based on the consumption of local and organic products. It also aims to position markets, through the Green Commerce project, as the place to find these products.
- **Terra i Gust Campaign** (communication of the Terra i Gust event). Sustainable food festival in the framework of the La Mercè festivities in September 2023. Actions were deployed both online and offline, as well as in the press, as part of La Mercè's communication campaign.
- **Campaign to encourage more signatories to join the City Agreement for the Barcelona 2030 Healthy and Sustainable Food Strategy.** Through the Instagram channel, using the videos recorded at the meeting of the City Agreement in March 2023, for those organisations already adhered to the agreement.



Key indicators

- **The EASSB 2030 City Agreement** has 80 member organisations and around 30 commitments as of the end of 2023. The first assembly of the **City Agreement** was held in **March 2023**. A total of 85 people took part, of which 53 were women (63%) and 32 men (37%).
- Some 18 municipal bodies took part in the work to draw up the **Municipal action plan for healthy and sustainable food 2023-2024**. (The plan foresees a total of 70 actions.)
- At the **Agròpolis participatory forum**, 7 working days were held with a total of 121 participants and 3 inter-cooperation projects. And there are 105 organizations affiliated with the space.
- 7 presentations were made to different agents of the City Council on the **technical instruction for public food procurement**. Several working documents have been prepared: a frequently asked questions document, a glossary, a standard specifications document for food tenders, and a document outlining preliminary aspects to consider when drafting a technical food specification. In addition, advice has been provided on certain specific tender specifications.
- In the 2023 edition of the **call for “Impulsem el que fas” subsidies, modality 5 for sustainable food and responsible consumption**, the allocated amount came to a total of 500,000 euros. 77 projects were submitted, and subsidies were awarded to 29 of them.
- In the work of **including eco-social criteria** into various municipal calls for subsidies, seven calls were reviewed, two informative sessions for entities regarding the 2024 subsidy call were held, as well as two training sessions for municipal staff.
- During 2023 **the Joint Office for Sustainable Food (OCAS)** was set up and 29 projects were launched, with varying degrees of progress depending on the project.

Other spheres:

- **Marketing of the Green Commerce initiative:** by the end of 2023 there will be 530 member shops. In the framework of the communication campaign, 10,000 reusable containers and 15,000 mesh bags were distributed among the 290 participating establishments.
- **Training and support for shopkeepers:** 150 establishments benefited. 10 training and digital marketing capsules were sent to 255 establishments. Two virtual training sessions were held with the participation of 15 establishments. Regarding the verification actions for compliance with the criteria, 50% of the affiliated shops were visited (the other half were visited in 2022).
- **Education, awareness-raising and strengthening of the demand for products. the second edition of the MEMSS programme** was implemented during the 2022-2023 academic year. 31 schools took part. The programme and the role of the different agents involved was reviewed and updated, and the dissemination and synergies with other agents was enhanced. The annual conference was attended by 97 people from 44 different schools.
- **Terra i Gust sustainable food festival** (2023 edition). 18,584 dishes and 25,364 drinks were served. 31 activities were carried out with 2,906 participants.
- **Gastronomic Forum** At the stand there were eight Cook and Chat sessions and four showcooking sessions. Thirty-two producers and processors took part.
- **BioCultura.** In this edition, a technical conference on organic production was organised with three round tables and a networking space for the participants, a total of 140. However, the potential online impact reached 52,953 people from Catalan, Spanish, and international audiences. The main offline activity, a printed guide, generated a potential impact of 20,000 visitors. Three news items were written for the media.
- In the framework of the **Milan Urban Food Policy Pact**, work was carried out on the preliminary aspects required to be part of a pilot project to identify indicators to measure the reduction of the climate impact of sustainable food initiatives and incorporate criteria into the Milan Urban Food Policy Pact regarding this issue.
- We participated in the **annual Eurocities meeting** in Bordeaux: presentation of the work carried out in Barcelona on food justice. Participation in a conference with representatives of the European Commission on: “Bringing urban food polices to the table”.
- The activity of the **Responsible Consumption Space** in 2023 took place at the **Terra i Gust** festival, where 18 actions (workshops, games and information points) were programmed with the participation of 2,245 people and the collaboration of 10 organisations.

More than 5,100 people took part in the activities organised as part of the **9th Responsible Consumption and Social and Solidarity Economy Fair**. 2,458 people used the reading area and sphere game, and 829 people interacted with the information stand. In addition, 786 people took part in the 25 scheduled workshops, offered in large part by the organisations at the fair.

As part of the programme of activities for the whole year, 17 activities were held, attended by 718 people, organised with the contact and collaboration of 56 organisations.

8 information points were set up at different events.

6 training sessions were imparted to secondary schools on the **Conscious Consumption** capsule, with the participation of 110 students.

Moreover, 8 spaces were loaned out to 19 involved entities with the participation of 110 people.

- **The communication actions resulted in the following impact data from campaigns and digital channels:**

Visits to the [website](#) increased exponentially in two moments of the year, which correspond to the deployment of the **campaign to promote organic and local produce titled “By being aware of what we eat, we can change the world”** in February and March, and the **Terra i Gust** campaign in September.

Data from the Instagram channel indicates that the posts have been seen 872,600 times: organic content (20,071) and advertisements (860,099). The level of interactions reached 3,300, and the total number of followers amounted to 7,200.

Although a lot of visibility to the content of @limentaciososteniblebcn was provided through adverts, it was difficult to generate loyalty among the public. This is because we were targeting two very different types of audiences: citizens in general and organisations that want to engage with the administration on this issue. Actions are planned to focus on each target, and improvements will be sought in the format of the posts to make them more attractive.

Governance measures and other areas of action

- All the actions taken have been implemented globally within the **framework of the Healthy and Sustainable Food Strategy Barcelona 2030 (EASSB2030)**.
- The actions related to the **technical instruction for public food procurement** are also part of the Citizen Commitment to Sustainability.
- **The incorporation of eco-social criteria** in different calls for municipal subsidies is also contextualised in **the Barcelona Strategic Subsidy Plan**, the Social and Solidarity Economy Strategy 2030 and the Citizen Commitment to Sustainability.
- The work of the **Joint Office for Sustainable Food (OCAS)** also incorporates the **Strategic Food Plan for Catalonia (PEAC)** and the **Metropolitan Region Food Charter (CARM)**.

Cross-departmental work

- **The technical instruction for public food procurement** has been promoted in collaboration with the Procurement Directorate, the City Council’s More Sustainable Urban Services and Public Space Maintenance programme, Food Justice and Barcelona Activa (BASA). It has received contributions from the services managing the main municipal food contracts, such as the Municipal Institute of Social Services (IMSS) and the Municipal Institute of Education (IMEB), among others.
- In the **inclusion of eco-social criteria**, work has been carried out with the Climate Change Office (Urban Services and Public Space Maintenance), the Interculturality Directorate, the Directorate of Gender Services and Time Policies and the Central Subsidies Office.
- At the behest of the **OCAS**, projects are implemented with a cross-departmental approach involving the four administrations that make it possible, which are: the Department of Climate Action, Food and Rural Agenda (DACC), Barcelona City Council, the Barcelona Metropolitan Strategic Plan (PEMB), and the public company Public Company for the Promotion of Catalan Products (PRODECA).
- **The Green Commerce** programme is developed jointly by the Barcelona Municipal Institute of Markets (IMMB), Barcelona City Council’s Urban Food Policy Section and the Barcelona Federation of Municipal Markets (FEMM). Programme led by the Barcelona Public Health Agency (ASPB) and Barcelona City Council (PAU Section), with the support of the Barcelona Education Consortium.
- The **Terra i Gust** festival is organised in coordination with the Barcelona Institute of Culture (ICUB) (La Mercè Festival). Coordination actions have also been carried out with the Ciutat Vella district (given the location of the space), the Directorate for Commerce, Restaurants, and Consumer Affairs (to identify local restaurateurs) and with the Agròpolis participatory forum for the

programming of activities by the organisations. Work has also been carried out with the Associa't festival (Torre Jussana).

- Participation in the **Gastronomic Forum** event was co-organised together with the Metropolitan Area of Barcelona (AMB) and Mercabarna, as well as with the collaboration of the Joint Office for Sustainable Food (OCAS), and the content was created in collaboration with Slowfood Barcelona.
- Participation in **Biocultura** was co-organised with OCAS.
- Through the **Responsible Consumption Space** we participate in the working group on conscious consumption of the SSE and the Barcelona Network of environmental education facilities.

List of agreements and extraordinary subsidies and name of the project

- **Terra Pagesa Foundation and Government of Catalonia**
Collaboration agreement with **Barcelona City Council, the Terra Pagesa Foundation and the Catalan government for implementing the CIAP-Terra Pagesa project's "scalability"** project through the opening of a logistics centre in the biomarket space.
Amount allocated in 2023: €75,000
- **Network of Municipalities for Agroecology**
Collaboration agreement between **Barcelona City Council and the Network of Municipalities for Agroecology** for the project "Strengthening multilevel articulation of the food-climate nexus from the municipal perspective: The Barcelona Challenge for Good Food and Climate 2022-2023."
Amount allocated in 2023: €29,300
- **Joint Office for Sustainable Food**
Collaboration agreement between **Barcelona City Council, the administration of the Government of Catalonia through the Department of Climate Action, Food and Rural Agenda, the Metropolitan Strategic Plan of Barcelona Association and PRODECA SA** for the project of the Technical Office for Sustainable Food and economic addendum 2023-2025.
Amount allocated in 2023: €17,303
- **Can Calopa**
Project title: Shared and committed vineyards.
Purpose of the subsidy (implemented through a collaboration agreement with the **cooperative L'Olivera SCCL**): development of the agro-social project of Can Calopa de Dalt and the link with a healthier and more sustainable food model, and the production of wine from the DO Vinyes de Barcelona through the socio-labour integration of people in vulnerable situations.
Amount 2023: €108,000.

Organisations adhered to the City Agreement for the Barcelona healthy and sustainable food strategy 2030

- **A Granel SCCL**
- **ABD – Welfare and Development Association**
- **Barcelona Public Health Agency (ASPB)**
- **Alfabetización Alimentaria**
- **Alternativa 3**
- **Arran de terra**
- **Arrels. El món que torna / Abacus**
- **ASOBIO Spanish Association of Producers and Distributors of Organic Products**
- **Replantem Association**
- **Slow Food Barcelona Vázquez Montalbán Association**
- **Welfare and Development Association**
- **Blauhaus audiovisual Association**
- **Cap a Mar Association**
- **Manjaretti Cultural and Gastronomic Association**
- **Mercabarna Farmers Association**
- **Rosa Sensat Teachers Association**
- **Guild Association of Barcelona and Province Fruit and Vegetable Wholesale Businesses**
- **Group for Experimentation in Naturism and Sustainability Association**
- **Barcelona Metropolitan Strategic Plan Association - PEMB**
- **Somlaclau Association**
- **Vida Sana Association**
- **Biocop Productos Biológicos, S.A.**
- **BonPreu S.A.U.**
- **Caprabo S.A.U.**
- **Barcelona Diocese Charity**
- **Catalan Association of Dieticians-Nutritionists (CoDiNuCat)**
- **Come Comida**
- **Baix Llobregat Agricultural Park Consortium**
- **Rebost Molsa SCCL Cooperative**
- **CREDA**
- **CUINA / Abacus SCCL**
- **Department of Health**
- **E.I. Es Im-perfect Food S.L.**
- **Ecoveritas S.A.**
- **FORK (F.O.R.K Food Design for Opportunities, Research and Knowledge)**
- **Banc de Recursos Foundation**
- **Barcelona Food Bank Foundation**
- **Catalana de l'Esplai Foundation**
- **Espigoladors Foundation**
- **Formació i Treball Foundation**
- **Waste Prevention and Responsible Consumption (Rezero) Foundation**
- **Elisava Escola Universitària Private Foundation**
- **Solidaritat UB Foundation**
- **Terra Pagesa Foundation**
- **Social Àurea Foundation**
- **Gasol Foundation**

- Global Research on Wellbeing (GRoW) research group Faculty of Health Sciences, Blanquerna – Universitat Ramon Llull
- Barcelona Beef, Charcuterie and Poultry Butchers' Guild
- Grup Lluerna, S.L.
- Hospital de la Santa Creu i Sant Pau
- Catalan Institute of Human Rights
- Metròpoli Institute
- Justícia Alimentària [Food Justice]
- La Platjeta
- LaCoordi – Coordinator for Fair Trade and Ethical Finance of Catalonia
- Leitat Technological Center (Acondicionamiento Tarrasense)
- LIF3 Economy for Life
- Menjar d'hort SCCL
- Mercados de abastecimientos de Barcelona S.A. (MERCABARNA)
- Mers RSE S.L.
- Midsona Iberia SLU
- Nutrition Without Borders
- Joint Office for Sustainable Food
- Open Brains SCP
- Pepe Navarro, SL
- PIMEC/PIMEComerç
- Aprofitem els Aliments platform
- Restauranding
- Ruralitzem
- Solucions Socials Sostenibles, SCCL
- Supermercat Cooperatiu i Participatiu BCN SCCL (FOODCOOP BCN)
- Te lo sirvo verde
- Tectum Garden, SL
- The Honest Food Collective
- Torribera Mediterranean Centre
- University of Barcelona (UB)
- University of Barcelona (UB)
- Catalan Agroecological Network of School Dinners (XAMEC)
- Solidarity Consumption Network

Organisations committed to the City Agreement for the Barcelona healthy and sustainable food strategy 2030

- ABD – Welfare and Development Association
- Arran de Terra
- Barcelona Public Health Agency (ASPB)
- Catalonia Public Health Agency (ASPCAT)
- Mercabarna Farmers Association
- Food Bank
- Caprabo
- Catalan Association of Dieticians-Nutritionists (CoDiNuCat)
- Ecoveritas
- FEMM
- Àurea Foundation
- Banc de Recursos Foundation
- Formació i Treball Foundation
- Global Research on Wellbeing (GRoW) research group
- Barcelona Municipal Institute of Markets
- Metròpoli Institute
- Leitat Technological Center
- Mercabarna
- Joint Office for Sustainable Food
- Barcelona Metropolitan Strategic Plan (PEMB)
- Replantem
- Rezero
- Ruralitzem – Voices for Food Sovereignty
- SlowFood
- Catalan Paediatric Society
- Tectum Garden
- Solidarity Consumption Network

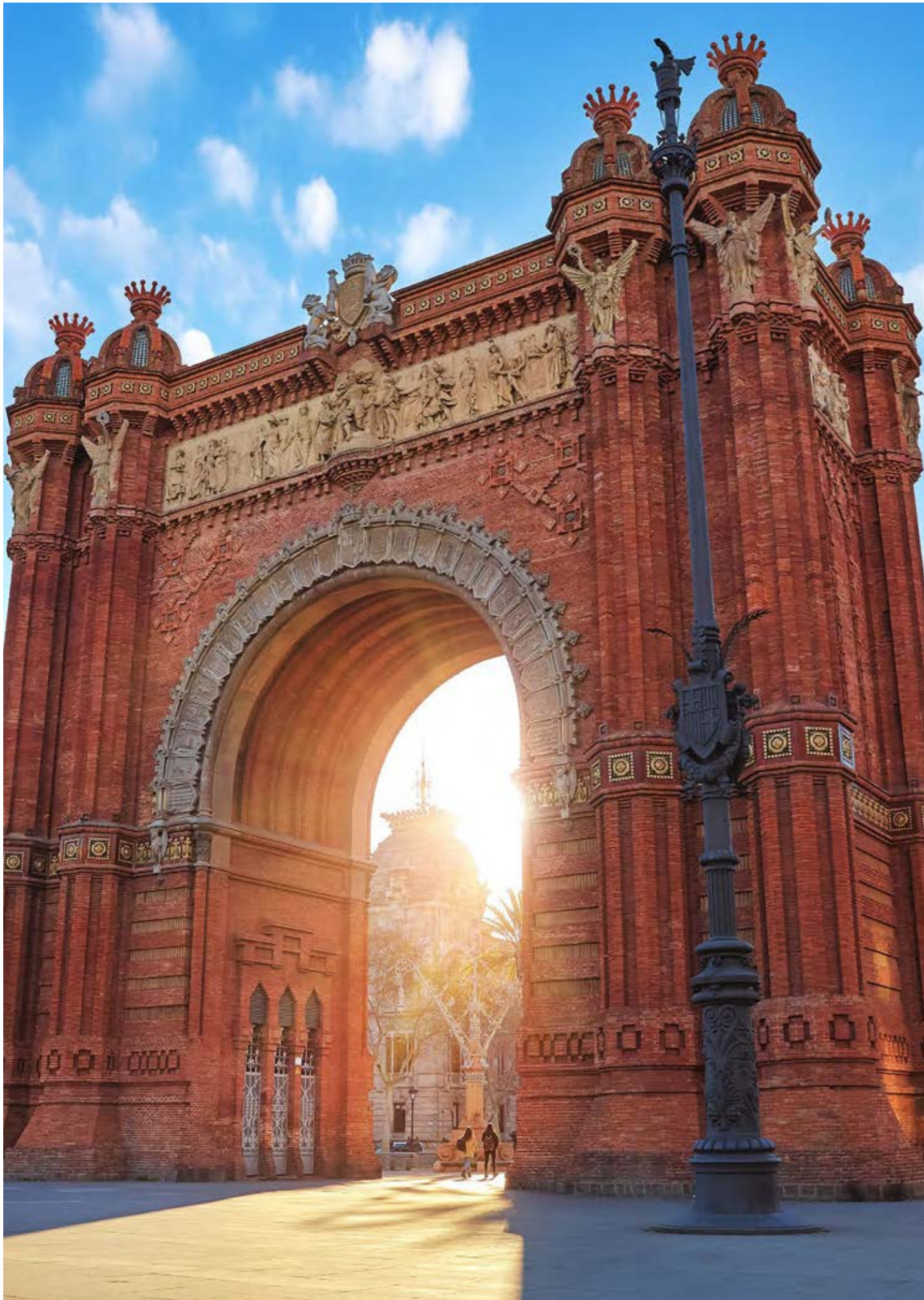
Organisations adhered to the Agròpolis participatory forum

- AbonoKm0
- Public Health Agency of Catalonia
- Agrònia
- AKASHA Hub Barcelona
- AMB
- Antigona – Participatory processes
- ARAG-UAB (Agriculture, Livestock and Food in Globalisation)
- Artisana
- Bioritme Association
- Blauhaus Audiovisual Association
- Catalan Association of Cranioencephalic Trauma and Brain Injuries (TraCE)
- Manjaretti Cultural and Gastronomic Association
- Green City Lab Association
- Group for Experimentation in Naturism and Sustainability Association
- Oikocredit Catalunya Association
- Som Valor Social Association
- Vida Sana Association
- Aúna Eco-Social

- Aurora del Camp
- Barcelona + Sostenible [More Sustainable Barcelona]
- Barcelona Sustainable Restaurants
- Barrinar cap a la Sostenibilitat
- Biocontrol Technologies
- BIUFOOD
- Blauhaus Audiovisual
- Boldletters
- Catering Tsuru
- Choco
- Coberta Balcells 41
- Eixarcolant Collective
- Parc Natural de la Serra de Collserola Consortium
- D.O. Gracia
- DESOS Opció Solidària platform
- Dimmons (UOC)
- Ecolectia
- Ecologists in Action
- Economat Social
- El globus vermell
- Espai Puntal
- Fab Lab Barcelona
- Food Tech 3.0 @ Fab Lab Barcelona
- Formació i treball
- Agroterritori Foundation
- Els Tres Turons Foundation
- Espigoladors Foundation
- Ferrer Sustainability Foundation
- Sustainable Restaurants Foundation
- Gatblau Restaurant
- Gotic Ferments
- GRAIN - Food Sovereignty

- Magazine
- Green City Lab
- Green Leka Can Valldaura
- Hacking Ecology
- Huertos in the Sky
- Metròpoli Institute
- Justícia Alimentària [Food Justice]
- Keras Buti
- La Calaixera/Cal Romesco
- La Catalitzadora – Ecosocial transformation in Collserola
- La cuina que canta
- L'Aresta, SCCL
- Las Acacias Permacultura
- Les biològiques
- Les Mercedes Barcelona
- Living Lab de Salut d'IrsiCaixa
- Local Food Explorer
- L'Olivera-Can Calopa
- L'Ortiga
- Menjador Ca la Rosa, SCCL
- Menjar d'hort SCCL
- Naked Innovations
- Nomdonalagana, SCCL
- Novact
- DESC Observatory
- Open Brains
- Organa Espirulina
- Permacultura ATTA
- Vértices platform
- REnvas
- Replantem
- Re-pot market
- Rudas Resistencia Alimentaria Bar-Café
- Ruralitzem, Remenat i Regenerades
- Setem Catalunya

- SialSIG, SCCL
- Slow Food Barcelona
- Solucions Socials Sostenibles, SCCL
- SPC – Journalists' Union of Catalonia, Communication Professionals' Union
- Tarpuna, SCCL
- Teb Barcelona, SCCL
- Tectum Garden, SL
- University of Barcelona (UB)
- Xamec (Catalan Agroecological Network of School Dinners)
- Solidarity Consumption Network
- Zero Waste Bcn



12.

Directorate of Tourism

Mission, global objectives and tourism sustainability plan for destination Barcelona (PSTBD)

- 12.1. Tourism management
- 12.2. Development of the tourism sector
- 12.3. Sustainable tourism
- 12.4. Participation, innovation and knowledge
- 12.5. Creative industries

List of agreements and extraordinary subsidies

Mission, global objectives and tourism sustainability plan for destination Barcelona (PSTBD)

Overall mission

Tourism businesses require regulatory and managerial measures that increase their social return and minimise any possible negative externalities. For that reason, the mission of the Directorate of Tourism is to promote the participation of the multiple stakeholders that make up the tourism sector, the analysis, knowledge and innovation related to it, and to improve tourism governance and management. It also aims to stimulate a tourism model from an economic, social and environmental perspective, in line with the Sustainable Development Goals of the 2030 Agenda.

Overall objectives

In 2023, European funding was obtained from the Next Generation funds in order to boost the economic recovery and resilience of the destination through **decentralisation, the creation of new imaginaries** and innovation to guarantee the social return of tourism and the **sustainability** of the sector.

Measures have also been taken that encourage greater harmony between visitors and residents.

Moreover, the objectives of the Directorate of Tourism are aligned within the general framework of the Green Deal: to expand Barcelona's presence internationally, to promote the development of new business projects in the tourism sector that focus on sustainability and innovation, and to offer support to a strategic sector for the city's economy.

Knowledge of tourism activity and its impact is being fostered and disseminated, the range of stakeholders participating in the debate on tourism widened, innovation and digitalisation of the tourism sector promoted, and a contribution made towards developing technological solutions adapted to the needs of promotion and managing tourism.

Sustainability practices are spreading among businesses involved in tourism activity, with enhanced promotion of those entities and establishments meeting sustainability standards, sustainability being one of the cornerstones of promoting tourism in Barcelona, and the accessibility and inclusivity of Barcelona's tourism offer is increasing

Tourism sustainability plan for destination Barcelona (PDSTDB)

Barcelona's strategy for Next Generation EU (NGEU) funds represents the city's response to the Covid-19 crisis, as well as the opportunity that the recovery plan offers to work on building the Europe of the future.

Barcelona is planning a comprehensive change to enable it to become a more resilient city in the face of future crises by opting for ecological and energy transitions, digital transition and social cohesion.

For that reason, and taking into account the considerable scope for action and management, we have dedicated a specific section to the Tourism sustainability plan for destination Barcelona (PDSTDB), financed by the NGEU funds.

Presentation

On 8 February 2023, the presentation ceremony of the **Tourism sustainability plan for destination Barcelona** took place in the auditorium of the Miró Foundation. The projects to be implemented using **Next Generation Funds** were explained to tourism-sector stakeholders. This involves 19 projects in total that will receive funding of almost 41 million euros, in **6 major areas**:

- Actions to improve the coastline.
- Actions to revitalise Collserola Natural Park and the Rec Comtal irrigation channel.
- Improvements in accessibility to Montjuïc and refurbishment of the castle.
- Projects to improve the integration of tourist mobility in the city by enhancing the role of the Estació del Nord bus station and improving the Zona Bus.
- Several actions to expand and decentralise the tourist offer.
- Innovation projects to take a leap in the digitalisation of the sector.

More information



Approval

On 22 June 2023, the Spanish Ministry of Industry, Trade and Tourism, through the Catalan Government, granted Barcelona City Council a subsidy of €40,848,876.08 as a beneficiary of the 2022 extraordinary call for proposals of the Tourism Sustainability Plans for Destinations programme, which includes the PSTD, **Tourism sustainability plan for destination Barcelona** project.

Between March and December 2023, the Government Commission approved the management assignments of 13 projects and agreements, and 19 projects to receive funding from the Next Generation Fund, to various entities such as the Barcelona Tourism Consortium, the Besòs Consortium, Barcelona Municipal Infrastructures, S.A. (BIMSA), the Barcelona Institute of Culture (ICUB), Parks and Gardens, Barcelona Municipal Services, S.A. (B:SM), and Barcelona Water Cycle (BCASA).

Objectives and projects

The **objective** of Barcelona's PSTD is to promote the economic recovery and resilience of the destination through **decentralisation, the creation of new imaginaries and innovation** to guarantee the **social return** of tourism and the **sustainability** of the sector. For this reason, six main objectives have been set:

- Consolidate the **sustainability of the tourism model** and its alignment and coherence with the **city model** and with the **life of citizens**, raising the awareness among the stakeholders of the **visitor economy**.
- Encourage the **geographical decentralisation** of tourism activity by focusing on **polycentrism**, through the dissemination of **new imaginaries**.
- Promote the creation of **new content based on culture, creativity and the distinctive values** of Barcelona as a destination.
- Encourage **sustainable tourism mobility** compatible with the city's tourism and mobility model.
- Drive processes to improve **energy efficiency** and the **mitigation of climate change** in tourism activity.
- Boost the **comprehensive digitalisation** of tourism activity and promotion.

In order to achieve these objectives, the projects that are being carried out are structured around four pillars: **culture and heritage, sustainability, innovation and sustainable mobility**:

- **Montjuïc castle:** remodelling of the parade ground and the Guard Corps.
- **Geological Garden:** urban development of Carrer Menéndez Pelayo in the Les Corts district.
- **Work and the City Visitor Centre, Fabra i Coats industrial building.**
- **Urban Art Laboratory in the Nou Barris district.**
- **Chapel of Sant Miquel in Pedralbes Royal Monastery**
- **Improvement of the beaches and bathing area at the Forum.**
- **Environmental restoration of Parc de la Ciutadella.**
- **Environmental restoration of the Laberint d'Horta park.**
- **Collserola fountains.**
- **Rec Comtal:** Pedestrian and cycling route, biodiversity shelter. Cases de l'Aigua exhibition venue.

- **Digital portal of the city's municipal museums.**
- **Public services and tourism agency.**
- **Subsidies for visitor economy associations.**
- **Digitalisation of the tourism management and promotion of the destination.**
- **Mechanical stairs on Montjuïc.**
- **Zona Bus 4.0.**
- **Improvement and remodelling of Barcelona Nord Bus Station.**

[Veure PDF](#)



12.1 Tourism management

Objectives

Tourism businesses require regulatory and managerial measures that increase their social return and minimise any possible negative externalities. The main goals are:

- Raise awareness among visitors and citizens about civic responsibility issues that have an impact on the city.
- Redefine tourist mobility, make it more efficient and reduce its impact in the city centre
- Launch measures to minimise the impact of visitors on the area and others that promote a more harmonious relationship between visitors and residents.
- Preserve the residential fabric.
- Encourage the distribution of tourist accommodation across the city as a whole.

Actions taken

Tourism Management Board (TGT)

This is an interdepartmental coordination body aimed at coordinating, promoting, and monitoring the actions corresponding to each of the municipal areas, districts, and operators in tourism matters. The purpose is to jointly address measures and actions planned in the various areas of tourism management.

The integration of tourism in the city requires specific management of the different areas. Consequently, coordinated action is necessary to ensure a comprehensive and coherent city-wide strategy, according to the guidelines defined in the governance measure **Creation of new imaginaries and content to improve tourism mobility and sustainability 2019-2023.**

In 2023, the TGT proposed two lines of work for 2024:

1. Creation of a working group for high tourist traffic areas (EGA).
2. Creation of a data working group to plan tourism management resources.

Summer drought campaign (from 12 June to 31 August 2023)

The Directorate of Tourism, as the body responsible for managing tourism in the city and in coordination with the Climate Action and Urban Ecology areas, launched a civic responsibility campaign aimed at visitors to ensure appropriate water use, in light of the severe drought episodes expected for the summer.

[Watch PDF](#)



Tourist mobility

The Directorate of Tourism in coordination with operators such as Barcelona de Serveis Municipals, S.A. (B:SM), Transports Metropolitans de Barcelona (TMB), la Directorate of Mobility and Barcelona Metropolitan Area (AMB), promoted tourist-mobility re-arrangement measures which reduced coach traffic and parking in the city centre.

- Rearrangement of the **Zona Bus** stops around the Sagrada Família.
- Measures at Estació del Nord bus station.
- Transport and Mobility Committee for major events made up of various operators in the city and the metropolitan area involved in these issues: Mobile World Congress (MWC), Integrated Systems Europe (ISE), Incentives Business Travel and Meetings (IBTM).
- Rearrangement of future tourist bus routes.

Guided tourism on public streets

The decree for the Ciutat Vella district on restrictions on the mobility of guided tourist groups was extended. [Watch PDF](#)

Tourist accommodation

The campaign against illegal tourist accommodation with inspections and fines continued.

Measures to promote tourist-resident harmony

During the summer of 2023, the **#LiveLoveCareBCN** campaign was relaunched and disseminated in collaboration with the Hotel Guild, Apartur, and other tourist stakeholders in the city, to convey to visitors a message of welcome and return to the city and inviting them to enjoy it with respect. Leaflets were also reprinted and distributed in new languages with tips on safety and civic responsibility.



Cruise Sustainability Council (CSC) Working Group

This initiative was carried out between the Port of Barcelona and Barcelona City Council. We participated in working groups with CSC members to address the sustainable reinforcement of cruise tourism in Barcelona, coordinating tasks and ensuring results.

Currently, there are three working groups: **environmental quality, mobility and economic and social.**

Economic and social return fund

Regarding the tax on stays at tourist establishments (IEET), in 2023, €22,585,145.67 was collected, which was allocated to 67 projects linked to management, promotion, innovation, return and training in the field of tourism, together with a contribution of 4.5 million euros for the activity of the Barcelona Tourism Consortium.

The implementation of a municipal surcharge on this tax also allowed for additional income of €21,644,273.26, which will be allocated to the ordinary expenses of the City Council and to specific projects that improve the quality of life of citizens.

Districts

More than 5 million euros from the tourist tax have been invested in the districts and in promoting the city. The €5,454,997.95 from the tax on stays in tourist establishments (IEET) is earmarked for 39 tourism development projects around Barcelona and the promotion of cultural activities which are important for the international projection of the city. In this new package of projects, the districts have received more than 1.6 million euros to promote measures for the creation of new imaginaries, improve tourism products and management, diversify tourism in the city and reduce the impact on areas with high tourist traffic.

- **Sants-Montjuïc:** subsidy for the **“Viu el teu Montjuïc, el parc de la cultura 2023”**, a festival with a full programme of activities. Continuity has also been granted to the Tourist Sector Board and funding will also go to an online catalogue of local providers, managed by the district and Barcelona Activa, for hotels in the area.
- **Les Corts:** initiatives such as New Icons, a fashion show featuring signature creations; creation of inclusive routes to discover the district; signage of emblematic spaces with informational signposts equipped with a QR code, and financing of an exhibition about the monument to repatriated overseas citizens located in the cemetery, among others.
- **Gràcia:** continuation and extension of the Squares Plan 2023. There is also a plan in place to expand the conflict management service with two more locations during the months of highest public space usage, and diversification proposals have been collected for new points of interest.
- **Nou Barris:** A panoramic bus was set up during the local neighbourhood festival to showcase the natural heritage and environment. Other initiatives have included enhancing the presence of living statues in the Main Square, a programme of children’s activities in the Central park, and a commercial revitalization campaign. Support was also given to the Desvarío Flamenco festival, the L’Estiu festival, the Pati! and the Urban Art Laboratory.

- **Sant Martí:** Culture in public spaces programme, which is deployed in the Besòs i Maresme neighbourhood as part of the Neighbourhood Plan.
- **Ciutat Vella:** transformation of one of the flower stalls on the Rambla into a health booth. Pilot project to promote networking among hotels in the district, social entities, local businesses, and cultural facilities.
- **Sant Andreu:** structural consolidation project for the Segadors Chapel, listed as a national heritage site, and studies for the subsequent rehabilitation of the building.
- **Horta-Guinardó:** Several projects, such as promoting a network of routes and activities to revitalize the natural spaces of the hillside neighbourhoods from the Can Soler Nature Centre. Part of the money is also earmarked for the anti-aircraft defences on Turó de la Rovira.
- **Sarrià - Sant Gervasi:** resources to help people with cognitive and visual disabilities to enjoy guided tours of the Modernist Route on Avinguda del Tibidabo. Creation in Collserola of a route with natural art installations and permanent open-air sculptures.
- **L'Eixample:** continuation of the guided tour programme, in different languages, at **La Model prison**. Promotion and revitalization tools for the Sant Tomàs Fair, the Three Kings Fair on Gran Via, and the Christmas Fair at Sagrada Família square, as well as promotion of the Sagrada Família Mile Race.
- **La Rambla,** a new model of urban tourism.

The IEET funds also promote measures for the creation of new imaginaries, improve tourism products and management, diversify tourism in the city and reduce the impact on areas with high tourist traffic. The projects financed in 2023 included the **Grec Festival, La Mercè, the New Year's Eve celebration, the Llum BCN festival, the 25th anniversary of Articket, the Dissenyem Comerç and Òpera i Comerç programmes, Aparadors Artístics and the celebration of the 200th anniversary of Passeig de Gràcia**, with a programme of standout activities such as the International Jazz Day, the mapping of Casa Batlló and the 3X3 International Basketball Championship.



Key indicators

- €22,585,145.67 raised from the tourist tax in 2023.
- €21,644,273.26 in revenue from the surcharge on the IEET in 2023.
- 39 tourism development projects in the districts financed with €5,454,997.95 from the IEET.
- Expansion of four space in the Marina Bus Zone.



Laura Guerrero

Objectives

The tourism sector has finally recovered from the impact of Covid-19. During 2023, measures were implemented to promote the economic development of the sector, maintaining economic progress and public-private collaboration as core values.

The objectives are aligned within the general framework of the Green Deal:

- Increase Barcelona's international presence.
- Encourage the implementation of new business projects in the area of tourism which opt for sustainability and innovation.
- Offer support to a strategic sector for the city's economy.
- Diversify and decentralise the city's range of tourist offers.
- Promote tourism that is more closely linked to culture, sport and sectors such as gastronomy, design, creativity and events.
- Stimulate economic development and opportunities for public-private partnerships.

Actions taken

Barcelona MICE Destination Support Programme

In 2021, the MICE (Meetings, Incentives, Conferences, and Exhibitions) programme was created to promote and support the attraction and retention of conferences and events in Barcelona.

The programme is managed by the Barcelona Convention Bureau and has a technical committee coordinated by the Barcelona Convention Bureau, which is responsible for assessing the different proposals.

The committee is made up of the Directorate of the Barcelona Tourism Consortium, the Directorate of the Barcelona Convention Bureau, a representative from the Directorate of Tourism of Barcelona City Council, the Directorate of International Economic Promotion of Barcelona City Council, Fira de Barcelona, Barcelona Municipal Services, and the Barcelona Hotels Guild.

During 2023, the committee approved support for more than 40 events.

Support for the tourism sector

Initiatives are proposed in these areas to further develop policies aimed at improving tourism management in the city and increasing its social return for citizens, as well as for the strategic promotion of the desired tourism model for the city.

Additionally, support is provided to the tourism sector with various contributions aimed at initiatives such as the Terrace Week, "Gaudim de la Cultura", or the 2nd edition of the "Routes around the Iconic Hotels of Barcelona", organised by the Barcelona Hotels Guild; the Barcelona Obertura i Clàssica programme at the beach; the celebration of Pride Barcelona; activities promoting the city's offer to travel agencies organised by the Corporate Association of Specialist Travel Agents (ACAVE), notably the ACAVE Forum, which in 2023 held its 23rd edition.

Promoting entrepreneurship in the tourism sector with projects to stimulate and support the creation of businesses

- **Futurisme:** in 2023, pending confirmation of the programme's acceptance to participate in a European initiative, it was agreed with the promoting parties (Barcelona City Council, Barcelona Activa, ACAVE, Barcelona Provincial Council, and the Barcelona Hotels Guild) to carry out a mentoring programme within the framework of Futurisme. This first edition of the **Futurisme mentoring programme** is aimed at companies in the tourism sector with more than nine months of activity and lasts six months. New companies take part and each company is assigned two mentors with complementary profiles and extensive professional

experience in the tourism sector. The other participating companies are: GuideMe City 2.0, Roger Gatnau Navarro, Hotel Tr3s's SL, Barcelona Art of Travel, Aethnic, Cityflow, CARAM CARAM SCP, Silvestre studio, SL, Freelance 4 events, Som Experiències and HOSSTINN (Hotel Hero SL).

- In 2023, the **FuTurisme 2022** award was also presented to the BEDER project and the FuTurisme 2023 award for the achievement of the SDG-Agenda 2030 to ITINERER, each of which received €10,000 to continue growing and consolidating their project, along with six months of personalised mentoring from Barcelona Activa.
- **Impulsem el que fas (IQF):** Barcelona Activa launched the 7th edition of calls for subsidies to finance projects that promote the economy of neighbourhoods, with a specific category on responsible and sustainable tourism in the city. Thirty-three projects were evaluated in modality 4, of which a total of 8 projects were financed with a total of €200,000. The definitive award was published in November.
- **Promotion of the presence in the visitor economy in different sectorial spaces** promoted by Barcelona Activa, such as BASA sectorial sessions on tourism/Market Place (linked to MICE tourism - LGTB tourism of the future; Job Fair).

Tourism marketing strategy

Presentation and implementation of the Destination Barcelona tourism marketing strategy jointly with Barcelona Provincial Council and the Barcelona Tourism Consortium.

Segmented promotion in strategic areas

- Destination Barcelona stand at the **B-Travel** tourism fair shared with Barcelona Provincial Council, dedicated to showcasing the image of the “BCNx10 - City Experiences” programme and the main events held in Barcelona, such as the America’s Cup, La Vuelta, or the Year of Domènech i Montaner.
- **Christmas 2023 campaign “A Christmas season open to the world”:** The Barcelona Tourism Consortium’s international campaign, with the slogan “Barcelona, a Christmas season open to the world”, was aimed mainly at the North American and British markets. Also for the fiftieth consecutive year, the Barcelona Christmas Tour was launched in conjunction with TMB, with the inaugural tour on the night of the switching on of the Christmas lights. In addition, a programme of cultural and commercial Christmas activities was organised in Plaça Catalunya and Plaça Universitat.



BCNx10 - City Experiences

Promotion and dissemination through the Barcelona Tourism Consortium of 20 socio-cultural projects distributed among the 10 districts of the city and financed with 700,000 euros from the tax on tourist stays (IEET). This programme is aligned with the government measure to create new imaginaries and content to improve tourist mobility and sustainability.



Gaudir Més Register

Programme for Barcelona's residents to access the city's cultural and tourist heritage. During 2023, 89,477 new registrations were recorded, reaching the current figure of: 300,398.

In 2023, a total of 456 communications related to Gaudir Més were handled through the online support system with an average response time of six days.

Key indicators

- 300,398 users on the Gaudir Més register.
- 20 neighbourhood projects and events aimed at the BCNx10 - City Experiences programme.
- 148 Christmas Tour tourist bus excursions, with a total of 9,151 users.
- 42,163 followers interacting with the BCNx10 brand, 1,210,341 views of the programme on social media and 7 million hits in the written and digital press.
- 8 projects funded with €200,000 as part of the Impulsem el que fas programme.
- 9 companies receiving support as part of the Futurisme mentoring programme.

Totes les accions de promoció turística s'han fet de manera coordinada amb el Consorci de Turisme de Barcelona.

12.3

Sustainable tourism

Objectives

- Extend sustainability practices among the business fabric dedicated to tourist activity.
- Improve the promotion of organisations and establishments that meet sustainability standards.
- Place sustainability among the cornerstones of Barcelona's tourism promotion.
- Increase the accessibility and inclusiveness of Barcelona's range of tourist offers.

Actions taken

Barcelona Biosphere Commitment to Sustainable Tourism

Project started in 2019 to extend the culture of sustainable tourism to tourism businesses and services in Barcelona, through the fulfilment of a series of requirements.

The commitment is based on the methodology of working around the 17 Sustainable Development Goals of the United Nations 2030 Agenda. It addresses both the desire of tourism operators to promote more responsible tourism and the wishes of visitors to travel while preserving the environment to the fullest extent. Barcelona City Council subsidises the total cost of this process for companies in the city and those belonging to the Barcelona Tourism Consortium through the IEET.

A total of 403 companies have received the Biosphere certification for sustainable tourism, which accredits them as organisations that **support environmentally friendly management, culture and a social and economic return for the city and the counties of Barcelona. Almost 40% of the certified organisations are tourist accommodation establishments.**

Biosphere Platinum Destination

Project led by Barcelona City Council, with the collaboration of the Barcelona Tourism Consortium and the Chamber of Commerce.

Destination Barcelona is the only Biosphere Platinum certified destination in the world.

The Barcelona Biosphere commitment to tourism sustainability bases its methodology on working around the **17 Sustainable Development Goals of the United Nations 2030 Agenda.**

Barcelona has renewed the Biosphere Platinum Destination certification (awarded by the Institute of Responsible Tourism) obtained in 2022, when the city of Barcelona and the three brands of the province – Costa Barcelona, Paisatges Barcelona, and Pirineus Barcelona— became the first destinations in the world to receive it. This certification acknowledges not only the public administration's commitment to ensuring that businesses make sustainable efforts but also that it assumes them as its own and executes the good practices it promotes.



Awarding of Biosphere DHUB certification

Barcelona City Council, in collaboration with the Barcelona Chamber of Commerce and the Barcelona Tourism Consortium, through the Barcelona Biosphere commitment to sustainable tourism, awards **Biosphere Sustainable** certifications with the aim of recognising those tourism operators that are committed to responsible and respectful management of the environment, culture, working conditions and social and economic return.



Business With Social Value – Barcelona Sustainable Tourism Awards (BST)

The *Business With Social & Sustainable Value*, in its 12th edition, aims to help companies and institutions in heavily promoting the incorporation of sustainable practices into their value chain, as suppliers and social and/or sustainable enterprises.

The event was used as an opportunity to grant the BST Awards (7th edition), which aim to promote good practices within the tourism industry and recognise the effort and dedication of companies in the field of environmental, social, cultural sustainability, and accessibility.

This project was subsidised by the Directorate of Tourism and the Directorate of Social and Solidarity Economy Services.



Conference on circular economy applied to tourism in Barcelona

Organised by the Barcelona Tourism Consortium with the support of the City Council. This conference is aimed at companies that are members of the Biosphere Commitment to promote the principles and fundamental experiences of the circular economy to guide the business transition towards the reduction of resource consumption, the sustainable use of products and the maximum recovery of waste.

Accessibility course for tourist establishments

Barcelona City Council and Barcelona Tourism, with the support of the Spanish National Organization of the Blind (ONCE), the Catalan Association for the Promotion of Deaf People (ACAPPS), the Catalan Federation of Intellectual Disability (DINCAT), the Federation of Deaf People of Catalonia (FESOCA), and Mental Health Catalonia (FSMCAT), organised the fourth edition of the course on **accessible tourism and attention to people with disabilities and other diverse needs on 15 and 16 November**. The training course, organised at the Hotel Ilnou Poble Nou, was aimed at professionals in the tourism sector who are interested in improving attention to people with disabilities and learning about good practices and tools for accessible tourism.

The main objective of this training is to improve the attention offered to people with disabilities in the city's tourist establishments and attractions. It also aims to raise awareness about the concept of accessible tourism and best practices in this area, as well as provide tools for self-diagnosing the accessibility of establishments, managing maintenance and implementing improvement actions.

It was organised by the Directorate of Tourism, the Municipal Institute for People with Disabilities and the Barcelona Tourism Consortium.



Sustainability indicators

A committee made up of the Barcelona Tourism Observatory, the School of Hotel Management and Tourism (CETT) and the University of Barcelona carried out a process of selecting, refining and transforming the indicators with the aim of establishing the new system of tourism sustainability indicators (SITS-OTB), made up of 30 indicators linked to the three pillars of tourism sustainability, which correspond to 21 themes and address the 17 SDGs. The results of the set of 30 indicators are updated periodically.

Social return strategy in Ciutat Vella

The district of Ciutat Vella, Barcelona Activa, and the Directorate of Tourism worked to define a strategy of social return among the hotel sector, cultural facilities, and the commercial fabric of the area, with the aim of promoting the local economy through sustainable tourism in the Ciutat Vella district.

This initiative is promoted by the Ciutat Vella district, together with Barcelona Activa and the Directorate of Tourism.

Key indicators

The final figure of entities that have successfully completed the Barcelona Biosphere Commitment to Sustainable Tourism and have therefore received Biosphere certification is **487**: 100 new and 387 renewed.

In the case of COUNTIES, there are **556 entities**: 64 new and 492 renewed.

In total, DESTINATION BARCELONA has **1,043** certified entities.

Destination Barcelona, with 283 points, leads the ranking with the highest number of certified sustainable tourism establishments according to the new European Union indicator, Environmental Labels and Schemes.

4th edition of the course on **accessible tourism and attention to people with disabilities: 60 participants**.

Conference on circular economy applied to tourism with the participation of 75 companies from the sector.

12.4

Participation, innovation and knowledge

Objectives

- Promote knowledge on tourist activities and their impact and disseminate it.
- Expand the number of stakeholders taking part in the discussions on tourist activities. Promote the innovation and digitalisation of the tourist sector.
- Contribute to the development of technological solutions adapted to the needs of tourism promotion and management.

Actions taken

Participation

City and Tourism Council

Over the course of 2023, this participatory body, created in 2016 and comprising all the sectors involved in tourism activity in Barcelona, has carried out its activity in a stable manner. Following the municipal elections, the presidency changed, and is currently held by the Fourth Deputy Mayor's Office, which is the area that encompasses Economy, Finance, Economic Promotion and Tourism.

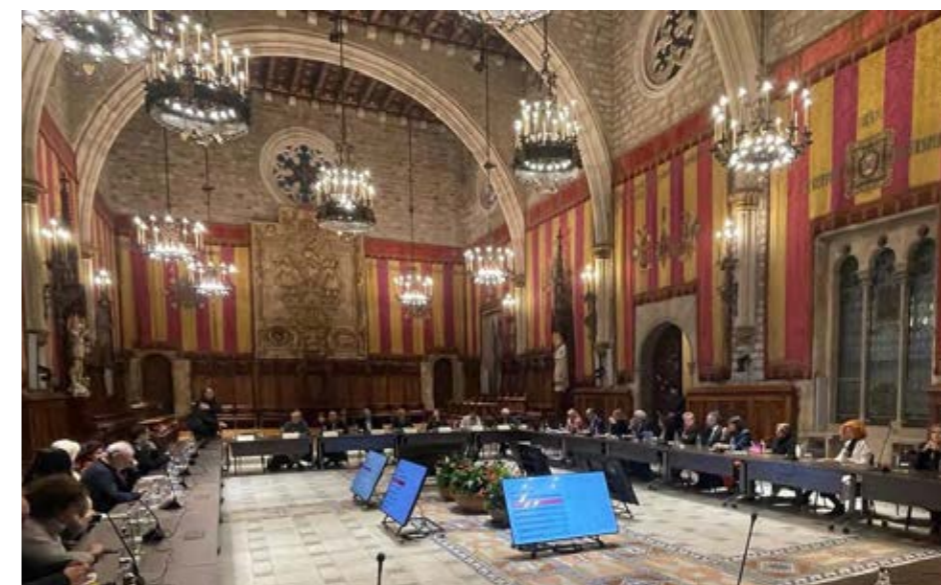
During the year, two plenary sessions were held (one just before the start of the electoral calendar and the other to close the year), along with two standing committees and ten meetings of various active working groups, which analysed issues such as heritage, culture, and landscape; sustainability and tourism; and priorities and characteristics of the tourism model.

Likewise, the City and Tourism Council hosted several presentations of general interest, for example, on the Sustainable Tourism Plan for destinations-NGE Fund, Local Tourism, or the America's Cup.

Three monographic sessions were held to discuss and debate the following topics: presentation of the report "Barcelona's tourism carrying capacity",

preparations for the celebration of the America's Cup 2024, and the presentation of the report "Transforming tourism from a local perspective: how do we approach the debate in Catalonia?"

The council was also presented as a good practice in academic sessions and was part of the Pathfinders project by Destinations International on innovative actions.



Participation at the World Travel Market in London (7 November 2023).

This is one of the most important international tourism fairs. **Barcelona's tourism management model** was presented at the event.

Innovation

Tourism Data System: The City Council collaborates with this electronic platform managed by the Technology Centre of Catalonia (EURECAT) for accommodation (hotels, tourist-use flats and hostels) and tourist destinations that enables the analysis of the main variables linked to occupancy (places on offer, overnight stays, occupancy rate for rooms, occupancy rate for places on offer, issuing markets, booking forecasts, prices, etc.), in order to quickly facilitate decision-making.

Smart Destinations: participation in the Smart Tourism Destinations project. This is an initiative of the European Commission to support EU cities in facilitating access to tourism and hospitality products and services through technological innovation.

Smart Tourism Destinations Network (DTI Network): obtaining certification as a DTI destination. Barcelona has also been awarded the Smart Tourism Destination seal. This means that is now part of the group of destinations in the implementation of the DTI model, led by Segittur. The DTI certification was obtained after analysing up to 97 requirements and 261 specific indicators to assess the level of maturity of the tourist destination.

The Directorate of Tourism participated in the 5th Meeting of managers of the Smart Tourist Destinations network in Gijón (May 2023).



Sensors to analyse the flow of people in real time, the winning proposal of the challenge to move towards sustainable tourism in the Eixample district. This project has been promoted by Agenda 2030 and endorsed by the Digital Future Society and Barcelona City Council for its use of technology to measure, in real time, the concentration of people in public spaces.

Pilot study of visitor flows in the city of Barcelona by the Eurecat Foundation. Conducting of a study of visitor flows in the city of Barcelona, using GPS mobility data.

Participation in the 11th edition of the Forum TurisTIC 2023, on artificial intelligence applied to tourism. **The Forum TurisTIC generates synergies between these sectors, acting as a catalyst and creating new business opportunities.** It is an arena in which the latest technological solutions, innovations, trends, and research initiatives are presented. **The Forum TurisTIC analyses how new technologies reinforce the tourism sector and increase its productivity and competitiveness in a constantly changing and evolving environment .**



Participation in the 5th edition of the CETT Smart Tourism Congress ‘When AI meets Tourism’, within the framework of the CETT-UB Chair of Tourism, Hospitality and Gastronomy, the first tourism chair in the city of Barcelona. From the outset, its main objective has been to promote, research and transfer knowledge in its areas of action: tourism, hospitality and gastronomy.

Coneixement

The Barcelona Tourism Observatory is a platform for statistical information, knowledge and tourism intelligence for destination Barcelona, promoted by the City Council, the Provincial Council, the Chamber of Commerce and the Barcelona Tourism Consortium, which in 2023 published:

- More than one publication per week: over 60 publications in 2023.
- Monitoring of tourist activity: 12 analysis articles + dashboard of indicators.
- Tourist profile and habits: 12 analysis articles and monthly reports + 4 analysis articles and annual area reports.
- Tourist activity perspectives: 12 analysis articles and monthly reports + 1 analysis article and indicator file.
- Source markets: 4 analysis articles and quarterly reports.
- 2022 report on tourism activity: 4 analysis articles and capsules + 1 annual report.
- Profile monographic: 4 analysis articles and interactive reports [Tourists motivated by the performing arts, sustainability, gastronomy and sport].
- System of sustainable tourism indicators of the Barcelona Tourism Observatory: 2 analysis articles + dashboard of indicators.
- INSTO Network: 2 speeches at the annual meeting + 1 speech at the technical sessions.
- Salaries in the tourism sector: 1 analysis article and report.
- MICE tourism: 2 analysis articles.



ASPECTES BENEFICIOSOS DEL TURISME EVOLUCIÓ

%	2021	2022	2023	Barri Turístic	Barri no Turístic
Activitat econòmica (en general) / Aporta riquesa	66,5	69,8	72,5	73,2	72,4
Llocs de feina	8,2	5,6	6,3	6,5	6,2
Hostaleria i restauració	6,5	6,7	5,7	5,5	5,8
Cultura	3,0	6,6	5,1	4,9	5,2
Publicitat de la ciutat	5,5	3,9	4,4	4,4	4,5
Comerços	5,0	3,4	2,6	3,3	2,5
Ambient / Aporta vida i encant a la ciutat	14	16	10	0,8	1,1
Transports i infraestructures	0,7	0,6	0,6	0,9	0,6
Altres	0,7	0,8	0,2	0,0	0,3
Tots	1,1	0,5	0,6	0,0	0,7
Ns / Nc	14	0,7	0,8	0,6	0,9
n	(840)	(785)	(1291)	(517)	(774)

Presentation of the online reputation report (IRON): on 15 December, Viviental Value and the Barcelona Tourism Observatory presented the report on the results of the online tourism reputation monitor (iRON®) for the city of Barcelona for 2023. The objective is to quantify and analyse the aggregated score for accommodations, restaurants, and tourist attractions in the destination. This is based on ratings published by users on selected major online tourism platforms.

[Watch PDF](#)

Preparation of the Limits of Acceptable Change (LAC) study for tourism in Barcelona and presentation of results. Study commissioned by the Directorate of Tourism and carried out by the University of Girona on the tourist capacity of the city of Barcelona. It contains a detailed quantification of visitors and their geographical distribution, as well as a review of environmental, social, and economic impacts.

[More information](#)



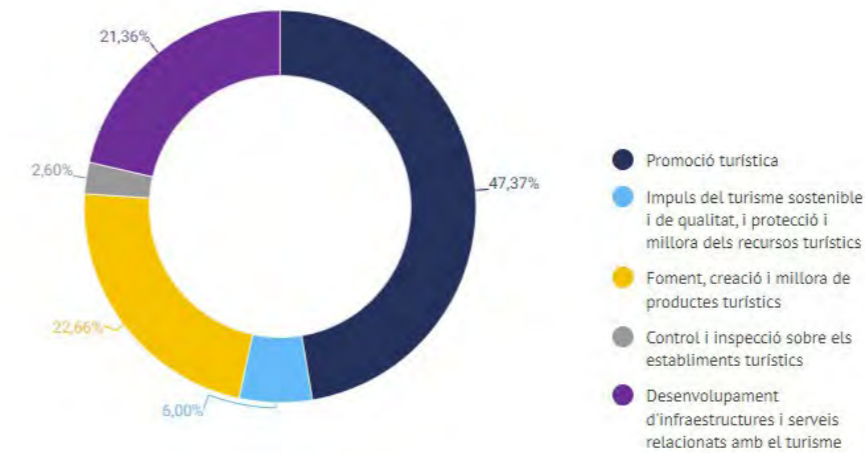
Participation in the [Visitmob](#) study. Analysis of the mobility of the visiting population in the city of Barcelona and its impact on the quality of life of the resident population, in the post-Covid context. Study commissioned as part of the Barcelona Science Plan.

Destination BCN Zero Emissions, climate impacts, and decarbonisation of tourist mobility in Barcelona. In the framework of the project, which has been funded by [City Council's Climate Plan](#), through the Climate Subsidies 2022. The [Destination Barcelona Zero Emissions report was drawn up](#), analysing the climate impact of travel and the modal shift to propose measures aimed at reducing the carbon footprint of tourism mobility at this destination.

Directorate of [Tourism website](#): publications of reports by the Department of Data and Studies, such as the monthly infographics on tourism activity or the annual reports, which collect the main indicators of tourism activity in Barcelona by month or year. We have also updated the document on Tax on stays in tourism establishments (IEET), which includes data on collection, income and expenditure from the IEET and the surcharge applied by Barcelona City Council.

Resum de projectes finançats amb fons IEET (2012 - novembre 2023)

Distribució per objectiu



Key indicators

- Barcelona received 15.6 million tourists in 2023, with an economic impact from direct spending of 12.418 billion euros.
- The website of the City Council's Directorate of Tourism recorded 44,031 visits and 73,237 views in 2023.
- More than 60 publications by the Barcelona Tourism Observatory.

Mission

Creative industries had been part of the Councillor's Office for Tourism until the change in mandate. Its mission focuses on promoting entrepreneurship and the social and international dimension of this sector in Barcelona. It is also responsible for promoting the Barcelona Design Hub (DHUB) as a leading facility for the creative industries.

It is now part of the Councillor's Office for Creative Industries.

Objectives

- Promote the creation of the Creative Barcelona Board, made up of the main representative associations, enterprises and figures in the world of design and creative industry in Barcelona.
- Consolidate the DHUB, as a space that integrates the various manifestations of design and the creative industries to facilitate discussions, research and presentations of new projects and content on the local and international scale.
- Establishing the necessary links with schools and universities to generate joint training and research initiatives.
- Undertake programmes and projects for the international promotion of the city's creative industries.

Actions taken

Funding of various projects through extraordinary subsidies:

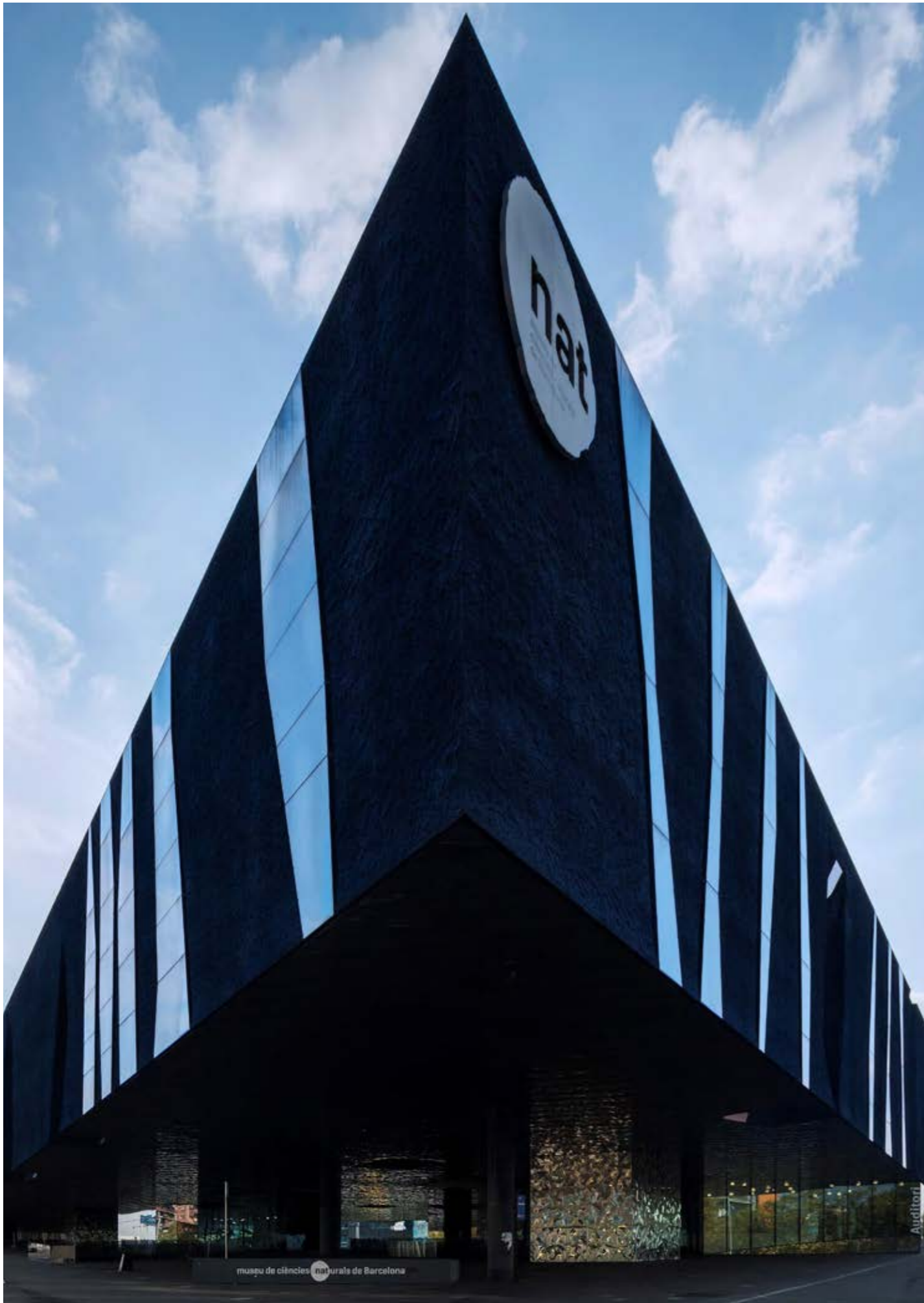
- Catalan Film Academy, residencies for screenwriters.
- ADVANCED MUSIC S.L., Sónar.
- APECAT.
- ARQUINFAD, Barcelona International Architecture Film Festival.
- BARCELONA EVENTS SL, Cruïlla.
- BCD, International promotion in Miami.
- BCD, membership fee.
- Cadena Ser, Ondas Awards.
- Audiovisual Cluster, Promotion of university-industry talent, and ISE 2023 fair.
- Catalan Graphic Design Professional Association, research and excellence in graphic design.
- Coordination Department, MIRA Festival - Trade fair funds.
- DEVICAT, support for the development of video games in Catalan.
- FAD, Fostering Arts and Design, the best design in the world.
- Orfeó Català – Palau de la Música Catalana Foundation, Barcelona Obertura.
- Game Lab, Game Lab 2023.
- GameBCN (GAME CONSULTING S.L.), GameBCN 8.
- Informació i Comunicació de Barcelona, S.A., spm (BETEVÉ), “Va passar aquí” TV programme.
- OFFF Events SL, Digital Impact.
- Palau Martorell, Exhibition by Francesc Fàbregas.
- Planeta MED SL, Doc.
- POBLENOU Urban District, Poblenou Urban Market.

The management of creative industries has been carried out in a cross-departmental manner with Barcelona Activa and in collaboration with ICUB.

List of agreements and extraordinary subsidies (entity and name of the project)

- ACAVE. Promoting Barcelona to travel agencies in Spain.
- ACEGAL, Pride 2023.
- Friends of the Rambla, Rambles a Turisme.
- AVE network of cities. Membership fee.
- Association of Sustainable Creative Design, Shops ephemeral creativity.
- Délice Association, membership fee.
- Barna Centre, shop window project.
- Barcelona Tourism Consortium, promotional activities.
- Barcelona Tourism Consortium, actions prior to the America's Cup.
- Barcelona Tourism Consortium, work plan on sustainable and responsible destination (IEET).
- Barcelona Tourism Consortium, contribution to Barcelona Tourist Consortium
- Barcelona Tourism Consortium, Barcelona Christmas Festival, €300.000.
- Barcelona Tourism Consortium, conceptualisation of the strategic tourism promotion campaign.
- Barcelona Tourism Consortium, America's Cup.
- Barcelona Tourism Consortium, VAT actions prior to the America's Cup.
- Barcelona Tourism Consortium, mobility for ISE Fair 2023.
- Barcelona Tourism Consortium, mobility for ISE Fair 2024.
- Barcelona Tourism Consortium, Christmas 2023.

- Barcelona Tourism Consortium, Christmas + Btravel + Michelin Gala.
- Barcelona Tourism Consortium, sustainability and participation.
- Barcelona Provincial Council (DIBA) and Barcelona Tourism Consortium, Destination Barcelona.
- CETT Hotel and Tourism Studies, Addenda 2023 of the CETT-UB Chair of Tourism, Hospitality and Gastronomy.
- BCN promotion Foundation, 200 year celebration of Passeig de Gràcia
- EURECAT Foundation, ICT and Tourism Eurecat project.
- Hotel Guild, Bringing hotel service closer to Barcelona residents; BTHUB promotion and communication campaign for good water consumption practices.
- Icària Iniciatives Socials SAL, Business With Social & Sustainable Value.
- IQS (formerly Xavier Foundation), sustainability and innovation: keys to responsible tourism.
- Menuditas, BCN Eurovision.



13.

Department of Science and Universities

Mission and objective

- 13.1. City and Science Biennial
- 13.2. Science Festival
- 13.3. Hypatia Award
- 13.4. Barcelona Citizen Science Office
- 13.5. Escolab

List of agreements and extraordinary subsidies and public calls for subsidies applications

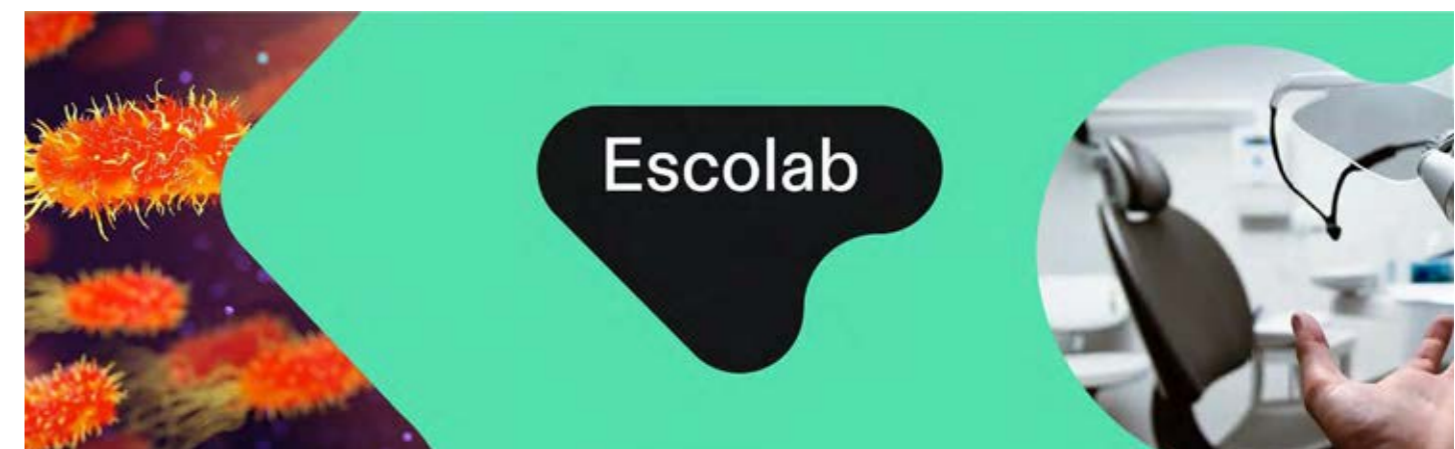
Department of Science and Universities

Mission

Barcelona Science and Universities is the Barcelona City Council initiative that develops policies to support research, knowledge and academic and scientific development.

Objective

The aim of the Department of Science and Universities is to promote the process of transferring the knowledge generated in the university and research sphere to the business world and society in general.



13.1

City and Science Biennial

The **City and Science Biennial** began its journey in 2019 as a major event, focused on high-level outreach, a space for citizens to engage with the field of knowledge, thanks to a wide range of activities open to everyone to reflect on scientific knowledge and the challenges of our time.

Objectives

- Organise an event to bring science closer to citizens focused on high-level outreach, with significant impact both locally and internationally.
- Contribute to reflection on scientific and citizen challenges and the impact of the changes caused by advances in research and knowledge
- Consolidate the Biennial as one of the most important scientific culture events held in the city.

Actions taken

The third edition of the City and Science Biennial was held between 21 and 26 February 2023, consolidating it as a benchmark event for reflection, debate and dissemination of science in the city. This year, as the main novelty, the Biennial was held for the first time in both Barcelona and Madrid, in collaboration with the Círculo de Bellas Artes and the Spanish Foundation for Science and Technology (FECYT).

In this edition, with over 14,000 attendees and a hundred scheduled activities between Barcelona and Madrid, the event explored a science that connects humans, nature, and technology, advocating the idea of living and coexisting. It also reflected on the opportunities for a more sustainable way of life. As in previous editions, the programme also included various activities organised by different civic centres, libraries, museums, and other facilities, under the umbrella of +Biennial.

Key indicators

- More than 14,500 attendees (11,100 in Barcelona and 3,500 in Madrid)
- 260 participants (200 in Barcelona and 60 in Madrid)
- Of the 200 participants in Barcelona, 52% were women and 48% men.
- 120 activities (73 in Barcelona and 47 in Madrid)
- 27 spaces (24 in Barcelona and 3 in Madrid)
- 42 collaborating organisations (31 in Barcelona and 11 in Madrid)

Government measures

The City and Science Biennial is one of the key actions envisaged by the **Barcelona Science Plan 2020-2023 governance measure** and the subsequent **update**, following a participatory process. Specifically, it is related to the third pillar: Science and culture for and with citizens. Goal 10: Reinforce the activities for the dissemination and communication of science to generate critical thinking skills, knowledge and scientific vocation in all age groups.

Cross-departmental work

Coordinated by the Department of Science and Universities, work has been carried out with other institutions, both local and national, and has also actively collaborated with other municipal areas. More specifically:

At a local level: Barcelona Centre for Contemporary Culture, scientific institutions, universities, museums and cultural facilities.

At the national level: Círculo de Bellas Artes, FECYT - Spanish Ministry of Science and Innovation, Spanish Ministry of Culture and Sport.

With other municipal areas of Barcelona City Council: Ciutat Vella district, ICUB, Barcelona Libraries Consortium.



Júlia Arnau

13.2

Science Festival

This is a popular scientific dissemination event that takes place over a weekend in Barcelona. It involves the local scientific sector (research centres, universities, hospitals and other science dissemination organisations and companies), offering activities for the public in various formats (workshops, demonstrations, games, itineraries, shows, etc.).

[More information](#)

Objectives

- Transfer knowledge from the local scientific sector to the public.
- Promote scientific culture.
- Encourage scientific vocations.
- Give visibility to women in science.

Actions taken

This year the [Science Festival was held on 10 and 11 June at Barcelona's Rambla Prim](#) (between Carrer de Llull and Plaça de Llevant) and the Barcelona Natural Sciences Museum.

Key indicators

- Duration of 2 days.
- Approximately 16,000 attendees.
- 177 activities
- 427 participants 219 women (51%) and 208 men (49%).
- More than 150 organisations, institutions and companies involved in scientific dissemination.



Government measures

The Science Festival is one of the key actions envisaged by the [Barcelona Science Plan 2020-2023 governance measure](#) and the subsequent [update](#), following a participatory process. Specifically, it corresponds to the third pillar: Science and culture for and with citizens. Goal 10: Reinforce the activities for the dissemination and communication of science to generate critical thinking skills, knowledge and scientific vocation in all age groups.

Cross-departmental work

Work was carried out in collaboration with various agents, in addition to all the institutions and science dissemination companies that made the Science Festival possible:

- Sant Martí District. Barcelona City Council.
- Guàrdia Urbana (Barcelona city police) Barcelona City Council.
- Municipal Institute of Parks and Gardens
- Barcelona Natural Science Museum.
- Barcelona Education Consortium
- Parc de Salut Mar. Fòrum Centre.
- Diagonal Mar Shopping Centre.
- Maresme neighbourhood Residents Association
- El Besòs Residents Associations

13.3

Hypatia Award

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 at a European level.

The prize has a financial endowment of €30,000, which is presented at an institutional event in which the winner delivers a lecture related to their research career.

The prize is awarded every three years and alternates each year between the three main areas of knowledge:

1. Science and technology
2. Life and health sciences
3. Humanities and social sciences

[More information](#)

Objectives

- Recognise the best career and trajectory of an individual in the scientific and research field, developed at the highest international level, with influence in different fields of knowledge and a positive impact on human well-being.
- Give a boost to the city of Barcelona as European capital of science through support for scientific knowledge and research in different areas.

Actions taken

In 2023, the fourth edition of the Hypatia Award was announced, which will be presented in 2024.

Key indicators

- Drafting and approval of new terms and conditions and the fourth call for applications.
- 5 applications received.
- 1 award recipient, whose name will be made public in 2024.

Government measures

The [Government Measure of the Barcelona Science Plan 2020-2023](#) and its subsequent [update](#), following a participatory process, included as its first pillar the objective of “consolidating the Hypatia Award and advancing towards its recognition within the framework of the EU”.

Cross-departmental work

The prize is awarded by Barcelona City Council, in collaboration with the Barcelona Knowledge Hub of the Academia Europaea (BKH-AE).

This collaboration is the result of an agreement signed between Barcelona City Council and the Catalan Foundation for Research and Innovation, where the Academia Europaea is based.



13.4

Barcelona Citizen Science Office

The **Citizen Science Office** (OCC), created in 2012, is a support platform for participatory research projects and for promoting and connecting research and society. The OCC promotes a community of practice based on shared interests and mutual learning, with 20 active projects.

The actions organised included the Citizen Science Day conference and the cross-cutting programmes Citizen Science in Neighbourhoods and Citizen Science in Schools.

Objectives

- Connect science and society through active participation in research projects on urban issues.
- Support citizen science conducted in Barcelona by advising, accompanying and promoting initiatives that wish to operate in the city and its metropolitan area.
- Create a community of practice to share experiences and develop cross-cutting programmes that bring citizen science to educational, civic and cultural centres.



Actions taken

In 2023, **Citizen Science Day** was organised as part of the City and Science Biennial, with the participation of representatives from various projects and international experts.

- **Citizen science in neighbourhoods** deploys projects in different neighbourhoods of the city in which groups of residents or collectives participate in research on local challenges or issues; civic centres and libraries act as meeting places.

This year, the first actions were taken for the development of a new project in Trinitat Vella, focused on rising temperatures and their effects on people's well-being, based on the identification of research groups from different centres and universities, as well as the identification of groups at higher risk of vulnerability to climate change.

- **Citizen science in schools** aims to raise awareness among teachers and students about the importance of active participation and critical thinking in the face of specific challenges, consequently enabling them to undertake actions to promote awareness and education within their immediate environment.

This offer is coordinated with the Barcelona Education Consortium, which comprises, over the course of half the year, training on the scientific method of sampling, the use of mobile and web applications for data collection, and finally, the analysis and communication of results. The sixth edition was completed in 2023 (academic year 2022-2023) and citizen science has been consolidated as a multidisciplinary educational tool.

Key indicators

Community of practice

- 20 active research projects
- 5 projects completed during 2023

Citizen science day

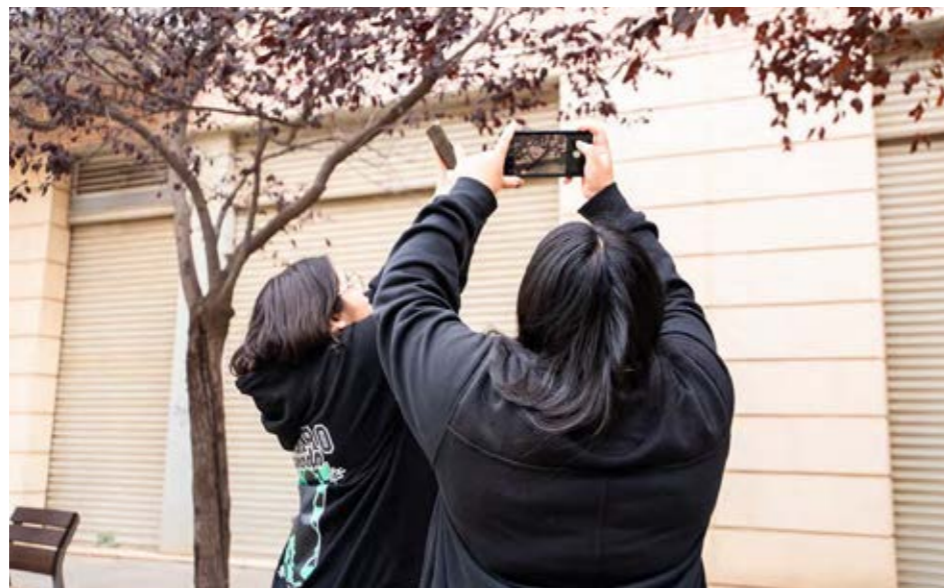
- 13 participating experts (46% women)
- 96 attendees

Citizen science in schools (academic year 2022-2023)

- 9 projects (60% female researchers)
- 33 class groups from 23 schools (from 50 applications received)
- 650 students
- 32 teachers (63% women)

Citizen science in neighbourhoods (Trinitat Vella pilot)

- Identification of the map of actors: 19 scientific agents, 4 social and civic agents, 3 municipal agents.
- Scientific seminar: 23 participants from 17 research groups.
- First action (UAB Metròpoli Institute): 11 women (Centre de Vida Comunitària women's group)



Government measures

The Citizens Science Office is one of the key actions envisaged by the [Barcelona Science Plan 2020-2023 governance measure](#) and the subsequent [update](#), following a participatory process. Specifically, it corresponds to the third pillar: Science and culture for and with citizens. Goal 11: Promote scientific reflection with citizens

Cross-departmental work

The office, coordinated by the Department of Science and Universities, has worked from a cross-departmental perspective since its beginnings. More specifically:

- The community of practice brings together projects led, among others, by the University of Barcelona (UB), the Autonomous University of Barcelona (UAB), the Centre for Ecological Research and Forestry Applications (CREAF), the Centre for Advanced Studies of Blanes (CEAB), the Institute of Marine Sciences (ICM), ISGlobal, the Barcelona Museum of Natural Sciences, Bitlab Cultural, Science for Change, or the Meteorological Service of Catalonia.
- The schools programme is carried out in collaboration with the Barcelona Education Consortium.
- The neighbourhood programme is made possible thanks to the participation of cultural centres and various local community groups and organisations.
- International connections:
 - The OCC regularly collaborates in various European projects as a leading professional structure. In 2023, its participation in the CitiMeasure project, led by Eurocities, came to an end.
 - The office is a member of the European Citizen Science Association (ECSA), the European Science Engagement Association (EUSEA) and the ECSITE European Network of Science Centres and Museums.



This is an educational programme, launched in the 2006-2007 academic year, with the aim of bringing the science conducted in research centres to secondary school, high school, and vocational training students through free activities in various formats.

[More information](#)

Objectives

- Bring students from educational centres closer to research centres.
- Encourage scientific vocations.
- Promote STEAM programmes.
- Advise and train research staff to improve the activities offered at educational centres.
- Facilitate meetings between teachers and researchers to generate new ideas and facilitate the creation of joint projects.

Actions taken

(Data for the 2022-2023 academic year)

- Management of the programme during the 2022-23 academic year.
- New edition of Brain Awareness Week.
- Presentation of the programme and the new developments for the academic year at the Scientific Communication and Culture Days of the Gutenberg Campus-Cosmocaixa Science Museum.
- Information and awareness seminar on inclusion in educational activities at research centres, with the participation of the Barcelona Education Consortium (CEB), the Municipal Institute for People with Disabilities (IMPD), and the Barcelona Science Park (PCB).



Key indicators

- 43 research centres.
- 148 educational centres.
- 130 activities.
- 264 sessions booked.
- 5,636 participating students:
- Brain Awareness Week: 17 activities and 26 sessions, with more than 300 students

Government measures

Escolab is one of the actions envisaged by the [Barcelona Science Plan 2020-2023 governance measure](#) and the subsequent [update](#), following a participatory process. Specifically, objective 9 focuses on reinforcing the educational scientific programmes and the range of scientific activities throughout the educational cycle, prioritising the perspectives of gender, functional diversity, and geographical equity.

Cross-departmental work

Some actions have been carried out in collaboration with the following entities, in addition to all the research centres and educational institutions participating in the Escolab program:

- Barcelona Education Consortium
- Municipal Institute for People with Disabilities.
- Barcelona Science Park.
- 43 research centres participating in the Escolab project.

List of agreements and extraordinary subsidies (entity and name of the project)

With a financial contribution

- Barcelona Supercomputing Center – Centro Nacional de Supercomputación (BSC-CNS) Extraordinary subsidy. Project: Science, Technology and Society (CTS).
- Catalan Foundation for Research and Innovation (FCRI). Multiannual agreement. Project: Academia Europaea – Barcelona Knowledge Hub.
- BCN Health Booster. Multiannual agreement. Eleven innovative business projects.
- Institute of Catalan Studies. Agreement: Addenda. Project: Rehabilitation of the Rodoreda Garden at the Casa de Convalescència building, headquarters of the IEC.
- BarcelonaBeta Brain Research Center Foundation. Agreement: ALFAcognició 2023 Programme.
- Barcelona Institute of Science and Technology (BIST) Foundation. Agreement: Project: Women leaders in science and technology project.
- Círculo de Bellas Artes de Madrid. Agreement: CBA Agreement - Coordination and organisation of the 3rd Science Biennial.
- Instituto de Salud Global Barcelona Private Foundation. Municipal contribution as a member of the Board of Trustees.
- Menéndez Pelayo International University Consortium. Municipal contribution. .

With no financial contribution Multiannual agreements

Framework agreements on projects that promote the relationship between the university and research community and the city with:

- Autonomous University of Barcelona
- University of Barcelona (UB)
- Open University of Catalonia (UOC)
- Pompeu Fabra University.
- Polytechnic University of Barcelona.

Carrying out scientific dissemination activities for the public within the framework of the BCN Science plan 2020-2023.

- Institute of Catalan Studies.
- Víctor Grífols i Lucas Private Foundation.



Projectes de Recerca i Innovació 2023

La convocatòria

Ambit d'actuació

- Salut comunitària
- Sostenibilitat i canvi climàtic

Inversió

2.000.000 €
150.000 € / projecte
Durada dels projectes
18 mesos

Dades de la convocatòria

51 projectes presentats
51% Salut comunitària
49% Sostenibilitat i canvi climàtic
93 entitats peticionàries

Projectes subvencionats

14 projectes seleccionats
34 entitats subvencionades
7 Universitats líders
7 Centres de Recerca líders

Fundació 'la Caixa'

Temàtiques

Endometriosis, educació i salut
Sostenibilitat urbana i comerç de proximitat a Barcelona
De l'Euro al Joule; transició energètica
Robots i assistència social a la gent gran
Urbanisme i salut mental de les persones grans
Pobresa nutricional i salut
Diagnòstic d'ETS amb nanotecnologia òptica
Ciutats actives i saludables
Barcelona, Metròpolis d'Acollida Climàtica
Repartiment de paquets amb vehicles autònoms
Salut mental, medicació, drets i ciutadania
Impacte de la contaminació ambiental a la salut cerebral
Exposició humana del cautxú dels pneumàtics
Millora de la biodiversitat del sòl de Barcelona



Public calls for subsidy applications On a competitive bid basis.

General call for subsidy applications 2023: Programme - Y) Science and Universities

- Ya) Scientific and academic congresses and events in the city.
- Yb) Scientific education, scientific culture and dissemination of research.
- Yc) Art and science
- Yd) Support for participatory research activities.

Amount awarded: €400,000 Category a) has a maximum amount of €15,000 per project and the remaining categories €10,000 per project.

Key indicators: 82 applications were submitted, of which 69 were approved.

Research and Innovation 2023 call for subsidies:

Call for subsidies to carry out research and innovation projects – promoted by Barcelona City Council in collaboration with the “la Caixa” Foundation – by means of a competitive tender. Purpose: to support scientific research in the city; generate innovative ideas, responses, and scientific evidence on urban challenges; increase collaboration between research centres and entities within the city’s social fabric; promote open access and dissemination of research results to citizens; and facilitate knowledge transfer to society and the city’s economic fabric.

Amount awarded: €2,000,000 (with a maximum of €150,000 per project)

Modalities

- A) Community health
- B) Sustainability and climate change

Key indicators: 51 applications were submitted, of which 14 were approved.

14.

Department of Communication of Economy and Resources

Mission

- 14.1. Participation in MWC 23: BEAT Barcelona
- 14.2. Presence at ISE 2023
- 14.3. Campaigns to position Barcelona as an innovative city
- 14.4. Publication of a Guide on measures for promoting Barcelona’s economic activity
- 14.5. Monograph in La Vanguardia: Towards the Barcelona of 2023. Progress of the Barcelona Green Deal projects.

Overall mission

The Department of Communication of the Area of Economy, Finance, Economic Promotion and Tourism defines communication strategies and manages campaigns and dissemination activities for the economic promotion of the city. These efforts are aligned with the objectives of each area to promote the creation of an innovative business ecosystem, boost the international reputation and positioning of Barcelona and its economic sectors, and develop a tourism model that benefits citizens.

14.1

Participation in MWC 23: BEAT Barcelona

Mission

The Mobile World Congress (MWC) Barcelona is one of the most important events in the mobile technology industry on an international scale. Its importance for the city of Barcelona is manifold: economic, international visibility, business opportunities and the promotion of innovation and technology.

Objectives

The main objective of the Beat Barcelona space is to bring the spirit of the city to the MWC.

Beat Barcelona aims to establish itself as an offering to the MWC Barcelona attendees, allowing them to discover both the attributes that the city offers as an innovation hub and also to experience what it is like to live in Barcelona year-round, all within the context of the fair.

To attract the tech ecosystem, the Beat Barcelona showcases the city through experience, culture, technology, creativity, architecture, and gastronomy.

Actions taken

The Barcelona City Council, Mobile World Capital and GSMA set aside, for the second year, a specific space at the MWC 2023: the Beat Barcelona from 27 February to 2 March 2023. An open-air space covering 2,765 m², with different areas recreating the Barcelona coastline, featuring a sustainable design by the Institute for Advanced Architecture of Catalonia (IAAC).

Beat Barcelona featured various activity and networking areas with technological experiences, along with a musical lineup curated by Sónar, Cruïlla, and MIRA.



With the slogan “The place to B”, Beat Barcelona was conceived as the MWC’s official afterwork space to connect with trends, innovation and Barcelona’s business sector in a more relaxed environment, bringing the rhythm of the city to the heart of MWC Barcelona 2023.

The Barcelona City Council’s space offered more than twenty activities from the directorates of City Promotion, the Municipal Institute of Information Technology, Commerce, the Barcelona Sports Institute and BSM.

Key indicators

The second edition of Beat Barcelona consolidated the official networking space of the MWC and the 4YFN. In 2023, the MWC had a total of 88,500 attendees. The Beat Barcelona space was attended by 9,000 people. In terms of the audience, throughout the day there was a significant concentration of national and international congress attendees, with peaks of international attendance at lunchtime. During the afternoon’s recreational activities, the audience was mostly national and from the 4YFN. As for the talks in the Agora of the Beat Barcelona space, the ones that attracted the largest audiences were the proposals from International Economic Promotion, Barcelona Municipal Services (B:SM), Barcelona Sports Institute (IBE), and the Municipal Institute of Information Technology.



14.2

Presence at Integrated Systems Europe (ISE) 2023

Mission

Barcelona is promoting a city model that puts people at the centre of technological development, so that new cultural industries foster communication between different sectors of society.

Objectives

Barcelona City Council supports new companies and startups in the city by accompanying them at the world's largest audiovisual sector fair, **Integrated Systems Europe**, through its own stand and specific programming.

ISE 2023 brought together in Barcelona the world's audiovisual community, boosting the international exposure of the business ecosystem, which is rich in content creation and the application of audiovisual solutions.

Barcelona City Council, through the **Councillor's Office for Creative Industries and Barcelona Activa** together with the **Audiovisual Cluster of Catalonia**, were present at the sector's leading trade fair. They presented, from the city's stand, strategic municipal projects and offered their support to the local business and academic sector in its international promotion.

Actions taken

The stand at the ISE 2023 fair, which was open from 31 January to 3 February 2023, featured five companies selected by Barcelona Activa. Inside the stand there was an agora or central square, a space with a large screen and stools where talks were programmed throughout the day. In addition, a central circular screen was set up where visitors experienced a 360° immersion into various locations in Barcelona (the seafront promenade in front of the Hospital del Mar, Park Güell, and Sant Felip Neri). It simulated a virtual reality and was very successful.



Also, a staff member at the stand recorded visitors and asked them questions so that when these people entered the central circular screen, they could be seen explaining the answers they had given about Barcelona. The result was a complete immersive experience.

Key indicators

A total of 58,107 visitors from 155 countries attended ISE 2023, of which more than 15,000 were first-time visitors. The cumulative total number of visitors between 31 January and 3 February was 126,243, with record attendances on Tuesday and Wednesday. 15% of the attendees were CEOs and 39.5% were directors. These were visitors with decision-making powers, with 29.1% recommending specific products and technologies and 42.8% being directly responsible for the final purchasing decision. Furthermore, 24.1% of the attendees had a purchasing budget ranging from €1,000,000 to €1,500,000.



14.3

Campaigns to position Barcelona as an innovative city

Mission

Barcelona is an innovative city, and we want to experience this innovation by appealing to people, with technology serving people and following a model that will always be sustainable. We want to showcase, through various campaigns, the different aspects of the city regarding innovation, the business world, and technology.

Objectives

Barcelona positions itself globally as a benchmark in digital talent, entrepreneurship, urban innovation, investment attraction, digital emergence, sustainability, and technological humanism, among other aspects. The city understands that technology can address social and environmental challenges. Barcelona serves as an inspiration to shape the future, it innovates to provide support and growth, it is a city that leads.

Barcelona fosters an innovative environment, hosting events that create an economic, relational, and technological network, which we want to highlight, such as the ISE and MWC23.

To raise awareness among citizens about these major international events, an annual campaign focused on innovation was launched, with a common slogan “Barcelona with you,” which culminated in two of the city’s most important events: the ISE and the MWC. **The general objectives of the two campaigns are:**

- Strengthen Barcelona’s image both nationally and internationally as a model city for the 21st century.
- Enhance Barcelona’s reputation among key economic, business, entrepreneurial, innovation, science and research, technology, cultural and artistic, urban planning and architecture, and

sustainability stakeholders by leveraging the city’s unique qualities: innovation, technology, talent, initiative, connection, soul, contrasts, and commitment.

- Put technology at the service of citizens.
- Attract talent, investment and strengthen the Barcelona brand.
- Bring the spirit of the city to conference and festival attendees.
- Convey to the public the importance of these events for the city, which consolidate Barcelona as a technological benchmark in southern Europe.

The city is also a pioneer in digital innovation and boasts a top-level digital and technological ecosystem. However, it is essential for citizens and the business and entrepreneurial community to continue to embrace innovation to avoid falling behind and to reaffirm the city’s global leadership in the digital transition.

To achieve the set goals and strengthen Barcelona’s positioning as a digital capital and city of talent and digital opportunities, a **dissemination and promotion campaign was launched, targeting both the general public and the specific audience within the field of digital and technological innovation. The campaign aimed to:**

- Enhance Barcelona’s image and prestige as a pioneering city in digital innovation, both nationally and internationally, among its citizens.
- Reaffirm Barcelona’s global leadership in the digital transition with an open, equitable, social, and democratic approach.
- Strengthen Barcelona’s positioning as a digital capital and city of talent and digital opportunities, and reinforce the city’s innovative and entrepreneurial ecosystems with high added value to address social challenges and promote circular economy models.



Actions taken

The campaign **Barcelona with you** carried out visible and qualitative external actions that reinforced the launch of the brand to generate debate and spread the concept virally. To ensure the message was received by all target audiences, both local and international, various supporting initiatives were launched.

- The first wave of the “**Barcelona with you**” campaign was launched with the slogan “**Barcelona with ISE**” (from Monday 23 January to Friday 3 February). A campaign was launched in different media: digital, outdoor and press.
- The second wave of the “**Barcelona with you, Barcelona with MWC**” campaign (from Thursday 16 February to Sunday 5 March) also included various media: digital, outdoor, and press.
- With regard to promoting Barcelona as a digital city (from 14 November to 10 December 2023), a 360° online and offline city campaign was launched under the slogan “**Connecta't**” aimed at citizens and the city’s technological, digital and innovative sector in particular (SMEs, companies, organisations, startups, etc.). The campaign included five variations tailored to each of the chosen target audiences: young people, entrepreneurs, digital talent, seniors, and small retailers/SMEs.
- The campaign included investment in online advertising (display, SEO, SMM) and print media as well as organic dissemination through outdoor advertising (buses, banners, TAM, posters) and through municipal digital channels (websites, social networks, newsletters).



Indicadors destacables

- With regard to the **Barcelona with ISE**, Barcelona with you campaign, with a total campaign budget of €141,229, press actions achieved 10.25% coverage (135,446 individuals of the total target audience). Outdoor actions were estimated at three million passengers at the airport in 2023, 900,000 passengers at

the airport metro in 2023, 500,000 passengers at Sants Estació and 185,000 passengers at the Fira metro. Digital actions accounted for more than 7 million impressions.

- Meanwhile, the **Barcelona with MWC, Barcelona with you** campaign had a budget of €221,102. It is worth noting that the digital actions surpassed 12 million impressions. Press actions achieved the same level of coverage as in the first wave: just over 10%. And outdoor actions did not vary much from those of the first wave, although the actions on the digital screens on Madrid’s Gran Vía are also worth mentioning.
- Finally, the effect of the **Barcelona, digital city** campaign was very evident in the increased traffic to the destination website barcelona.cat/digital, which quadrupled compared to usual, reaching 18,674 visits during the campaign period from 14 November to 10 December 2023, with an average of 691 visits per day. Of the total number of visits, it is worth highlighting that 15,000 came from clicks on advertisements, both on web banners and social media posts.
- The interest of visitors was also notable, as reflected in the average duration of the sessions, which was 52 seconds, well over the 30 seconds that is considered the optimal average stay time on municipal websites.
- In terms of digital advertising, 11.5 million impressions were served with IP targeting Barcelona, of which 2.7 million were display banners; 8.1 million were social media posts, and 700,000 impressions came from SEO (Google Performance Max).



14.4

Publication of a Guide on measures for promoting Barcelona's economic activity

Mission

Through the measures included in the Guide on measures for promoting Barcelona's economic activity, the aim is to promote projects that help diversify the economy, attract talent and investment and provide the city with more and better added value.

Objectives

Barcelona City Council, through the Guide on measures for promoting Barcelona's economic activity, wants to address three main objectives:

- Protect the most vulnerable.
- Boost the economy and consumption.
- Promote the transformation of the city with new medium and long-term projects.

The publication aims to support workers, small businesses, and companies, thus contributing to job creation.

Actions taken

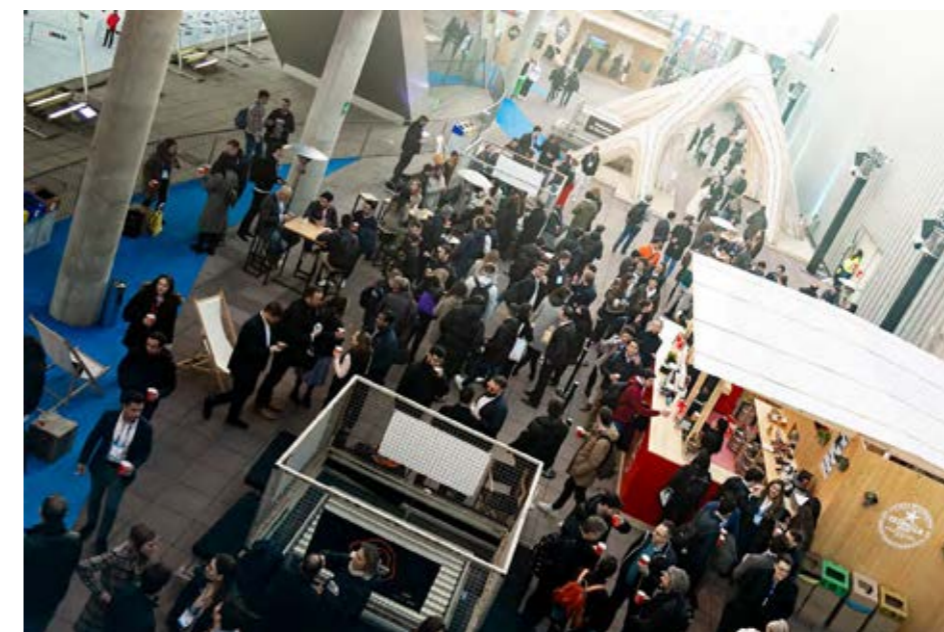
Drafting of a guide in both print and digital versions, available in three languages: Catalan, Spanish, and English.

The guide includes resources of all kinds: training to redirect career paths, subsidies to boost businesses, advisory services to shape entrepreneurial projects, etc. Ultimately, it is a guide that puts people at the centre and aims to serve as a useful tool for strengthening the city's economy and businesses.

Key indicators

In March 2023, nearly 50,000 copies were distributed, primarily to businesses in the city, business associations, chambers of commerce, consulates, professional associations, etc.

The campaign also included digital dissemination, with specific messages for each target group. The guide was also translated on the area's website with sections for each target.



14.5

Monograph in La Vanguardia: Towards the Barcelona of 2030. Progress of the Barcelona Green Deal projects

Mission

Enhance Barcelona's image and prestige as a city of transformative actions, creator of new spaces, and innovative ecosystems in key sectors of the city's economy.

Objectives

Barcelona, with over 1.6 million inhabitants, it is the capital of Catalonia and the heart of a metropolitan area that covers nearly 2,500 km2 and has a population of 5 million. It boasts a strong global brand and a good reputation that attracts foreign investment and scientific, artistic, and entrepreneurial talent.

The Barcelona Green Deal is addressing Barcelona's past and future challenges, with the aim of transforming the city to make it more competitive, sustainable and equitable by 2030. It brings to the entire city an approach that combines an economic strategy with appropriate management tools to carry out a profound transformation, especially its economic dynamics. The Barcelona Green Deal aims to extend this philosophy to other areas of the city, in order to have an impact on the neighbourhoods and their economic dynamics.

With the aim of disseminating the economic strategy of the Barcelona City Council, a specific monograph was commissioned in the most widely circulated generalist media in Barcelona (240,000 copies).

Actions taken

Contract with *La Vanguardia* for a monographic supplement dedicated to explaining to citizens the Barcelona Green Deal roadmap and the strategies developed to generate quality employment in the city.

With this aim, the 36-page full-colour monograph, published in March, included an overview of the city's main economic indicators, as well as an explanation of the main projects and their evolution to achieve the objectives set out in Barcelona 2030:

- Main infrastructures
- Strategic areas
- Urban spaces
- Major events that will take place in the city (America's Cup, MWC, ISE)
- Economic sectors
- Innovation hubs



Indicators

The monograph was published on 23 March 2023 in Catalan, Spanish and English. In Catalan and Spanish it was published in *La Vanguardia* (total: 240.000 copies).

In addition, 1,300 copies of the monograph were printed in English.



15.

Barcelona Municipal Markets Institute (IMMB)

Barcelona's markets

Mission

Barcelona's network of markets provides citizens with quality products, promotes a healthy lifestyle, social cohesion and neighbourhood coordination, while boosting the economy and employment within the framework of local commerce.

Objectives

- Maintain the investor impetus in major facility transformations and ongoing improvements to infrastructures and maintenance of the entire network of markets boosting the facilities' sustainability, accessibility and comfortability attributes.
- Maintain local and personalised assistance and diversification of products, such as leadership in the fresh- and quality-product distribution sector.
- Speed up the shopping experience and save time.
- Promote the culture of sustainable consumption and food within the framework of the 2030 Agenda's sustainable development goals.
- Strengthen the inter-relationship between markets and neighbourhood life.

Actions taken

To achieve its set goals, the Institute of Markets invests in the ongoing improvement of facilities and launched new projects that contribute to the service's modernisation and meet customer needs.

The actions carried out are included in the Institute of Markets' Strategic Plan for 2015-2025 and are planned in line with the available budget.



Edu Boyer

Integral transformations and major improvements

Objectives

Maintain the investor impetus in major facility transformations, overseeing the preservation of architectural values, while improving the comfort, logistics and sustainability of the facilities and modernising the service and commercial offers.

Operations carried out

- Demolition of the temporary market in Sant Andreu and urban development of the surrounding area.
- Completion and opening of the Horta temporary market.
- Start of work on the new Abaceria market.
- Completion of the final project for the temporary Estrella market.
- Continuation of work on the new Montserrat market.
- Major actions in the Besòs, Boqueria, Carmel, Clot, Concepció, Felip II, Galvany, Marina, Mercè, Sagrada Família, Sant Gervasi, Sant Martí and Tres Torres markets.
- 31 transformed markets and 9 markets in the process of transformation or major improvement.

General plan of works, improvements and maintenance

Objectives

Constant improvement in sustainability, accessibility, safety and health and promotion of commercial activity. To achieve this objective, continuous investments have been made in renovating the markets' facilities.

Operations carried out

Main actions in 2023:

- Renovation of elevators at the Hostafrancs, Lesseps, Mercè, Sagrada Família, and Sant Gervasi markets.
- Installation of LED technology in the Hostafrancs, Trinitat, Lesseps, Barceloneta, Mercè, Sagrada Família, Santa Caterina and Encants-Fira de Bellcaire markets.
- Photovoltaic panels: completed at Sant Gervasi and Tres Torres, in the technical approval phase at Sants and Sant Antoni markets.
- Arrangement of interior walls in the Les Corts, Sant Gervasi, Tres Torres, Besòs, Guineueta, Horta (provisional), Barceloneta, Provençals, Clot, Sant Antoni, Vall d'Hebron, Santa Caterina, Hostafrancs, Marina and Sants markets.



Digitalisation Plan

Objectives

Modernise the organisation and service of the markets, complementary to the modernisation of the space itself. Information technologies strengthen the network of market's physical transformation plan.

Response to the strategic areas:

- Markets, neighbourhood meeting places.
- Proximity and trust.

- Quality and diversity.
- Sustainable Food.
- Make the shopping experience more flexible and save time.
- Leadership in the distribution of fresh, healthy and sustainable food.

Operations carried out

- Completion of the rollout of the telecommunications network.
- Marketplace: evaluation of the different platforms and pilot test with the final version of the programme.
- Refrigeration units for collecting purchases: deployment and integration with Marketplace.
- Information screens: completion of the deployment and communication project with a content manager. New video wall installed at the Encants market.
- Image repository in progress.
- Renewal of the back-office software in progress.
- Online control panel in development.
- Sensor network and alarm centre: in the modelling and pilot test phase.

Cross-cutting projects

Projects have been proposed to implement measures aimed at promoting sustainable management of markets, promoting the sale of locally sourced products, as well as reducing single-use plastics. Environmental values are part of one of the main pillars of the strategic plan and are cross-cutting in the action plan of the Barcelona Municipal Markets Institute.

Green Commerce Project

Objectives

The Green Commerce project aims to make it easier for municipal market establishments to stand out and increase the sales of ecological and local products, as well as those from small-scale producers, farmers or fishermen.

The establishments that adhere to the project are recognized with the Green Commerce or Green Commerce Corner seal. The aim is to provide establishments in municipal markets with the opportunity to differentiate themselves and improve their sales through an offer of local, organic, small-producer, farmer and auction-market products.

Operations carried out

In 2023, different actions were carried out within the framework of this project:

- Verification process to ensure compliance with the requirements to be part of the programme.

- Campaign aimed at businesses offering produce direct from the auction or the farm and/or organic goods.
- Meetings with guilds from various sectors to assess the progress of the project.
- Follow-up visits and advice to members.
- Creation of a specific WhatsApp channel for communication with Green Commerce members.

Indicators

In 2023, compliance with the requirements for joining this project was verified with shopkeepers from various sectors. As a result of this, taking into account the cessation of activity of some establishments and the incorporation of new ones, as well as the abandonment of the programme by some establishments, the following establishments have become consolidated as members:

Categories	Membership	Percentage
Fruit	100	19%
Fish	116	25%
Meat	258	47%
Legumes	25	5%
Herbalist's	6	2%
Total	508*	100%

* Out of 1,105 possible establishments

The project is implemented jointly by the Directorate for Social and Solidarity Economy and Food Policy at Barcelona City Council and the Barcelona Federation of Municipal Markets (FEMM).



Zero Plastic Project

Objectives

To move forward with the development of a strategy to effectively reduce the use of single-use plastic, as part of the Barcelona Plastic Zero Commitment.

In July 2022, Law 7/2022, of 8 April, on waste and contaminated land for a circular economy, was published. Subsequently, in December, Royal Decree 1055/2022, of 27 December, on packaging and packaging waste was announced. Both texts allow for compliance with European directives on the use of packaging, including single-use plastics, which are widely used in municipal markets.

Operations carried out

As one of the most significant aspects of the aforementioned regulations, it is important to highlight that, with their entry into force, citizens can bring their own bags and containers for the shopkeeper to use in their purchases, including fresh produce. Nevertheless, the responsibility for the food safety of these containers falls on the buyer, and the shopkeeper is exempt from it.

This regulation has played a crucial role in promoting reuse as the best alternative to single-use packaging in the fresh food retail sector, thereby encouraging buying in bulk, a characteristic of municipal markets.

In 2022 and 2023, the company Social Engineering, the company Social Engineering, which serves as the technical secretariat of the project, implemented the action plan defined in collaboration with the involved stakeholders, particularly with the support of FEMM (Barcelona Federation of Municipal Markets) and shopkeepers' associations. Some of the most important actions that have already been carried out include:

- The design and implementation of a training plan aimed at shopkeepers.
- Search for suppliers of alternative packaging to single-use plastic.
- The design of a guide with the clauses established in Royal Decree 1055/2022, of 27 December, on packaging and packaging waste.
- The design of information capsules for citizens, which have been displayed on the 100 information screens of the 40 municipal markets.

Activities, communication, and educational programme

Activities at the markets

In 2023, the city's residents enjoyed approximately 550 activities held at municipal markets, proposed by shopkeepers' associations, organisations, and institutions. This offering represented an increase of over 30% compared to the previous year.

Communication and brand presence

Promoting recreational and food activities along with healthy and sustainable food is central to the Barcelona Municipal Markets Institute's communicative tasks.

- **“Tasta’m” cycle:** seasonal-produce tasting sessions. During 2023, four activities were conducted outside the Hostafrancs, Santa Caterina, Provençals, and Carmel markets.
- **Market of Markets:** annual market festival. It was held from 20 to 22 October, for the first time in Plaça de Catalunya, with more than 100,000 visitors. In addition, this year the aim was to give special importance to haute cuisine, through the programme “Your market has a star”. In this context, cooking shows were held at the festival's pavilion with renowned Michelin-starred chefs: brothers Sergio and Javier Torres from the restaurant Cocina Hermanos Torres, Oriol Castro from Disfrutar, Alejandra Ormeño from l'Ají, Raül Balam from Moments, Francesc Beltri and Nicolás de la Vega from Slow&Low and chef Rafa de Bedoya from l'Aleia.
- **Your market has a star:** Barcelona was chosen to host the Michelin Guide gala in 2023, held at the Barcelona International Convention Centre (CCIB) on 28 November, with a prior presentation at a press conference held on 18 October at Sants market. As part of the gala promotion, and under the umbrella of the campaign “Your Market Has a Star,” several cooking shows were conducted with renowned Michelin-starred chefs during the months of October and November.
- **Activities in the market's cooking classrooms,** featuring a schedule of cooking shows, workshops, presentations, and talks, serving an educational purpose and promoting healthy eating and seasonal produce.
- **Corporate identity:** signposting municipal markets with the new IMMB brand.
- **Participation in city fairs and events:** Seafood, Art Libris, International Community Day, Smart City Expo, El Culturista Festival and Children's Festival.
- **Gastronomic activities:** in 2023 the “Tasts de nit” evening tastings were held at the Sant Gervasi, Carmel, Provençals and Ninot markets.
- **Presence on the radio:** El Vermut de Lluçia Ferrer, on Ràdio Flaixbac, at the Santa Caterina, Concepció and Sant Andreu markets.
- **Digital campaigns:** “Els mercats et cuiden” (The markets look after you) and “El mercat respon” (The market responds).

- Participation in the **“Amb cara i ulls” (a familiar face) campaign** for promoting local commerce.
- **Inauguration party of the temporary Horta market,** and celebration of the anniversaries of the Encants-Fira de Bellcaire and Sants markets.
- In 2023, the markets were the setting for almost 300 **films and photographic reports**, such as Joc de Cartes, La Recepta Perduda and Ahora o Nunca, among others.
- **Presence in publications** related to gastronomy and healthy and sustainable food.
- **Christmas at the markets:** promotional and dynamic activities for children, including Father Christmas, “tiós” and Three Kings. Participation in the City Sounds concert series and family activities in different markets.
- **Mercats TV:** a channel providing information on products and services from the markets as well as other activities and initiatives in the city, which is broadcast on 100 TV screens installed in the 39 market buildings and on 2 video walls at the Boqueria and Encants-Fira de Bellcaire.



Educational programme

During the 2022-2023 academic year, more than 7,000 pupils visited Barcelona's markets.

Main activities:

- **“Mengem sa, mengem de mercat” (Eat healthily, eat from the market):** programme adapted to different educational levels, including infant school (P4 and P5), first and second cycles of primary school (from 1st to 6th grade), secondary school (1st and 2nd grade of compulsory secondary education) and baccalaureate.
- **Service-learning activities** aimed at students in 3rd and 4th grade of compulsory secondary education and baccalaureate: “Als mercats per la porta gran” and “Menja’t el món”.

- Educational project **“A more sustainable market”**, aimed at primary school pupils.
- **“The School Cooks at the Market”** programme. Developed by the Barcelona Federation of Municipal Markets (FEMM) in collaboration with the IMMB, and aimed at schoolchildren aged 6 to 12, it connects the district’s schools with the different cooking classes at the Sants, Ninot, Sant Antoni and Boqueria markets.

In 2023, the educational project of the Barcelona Municipal Markets Institute maintained the quality seal of the Educational Innovation Council (CIP), accrediting the educational potential of markets as learning spaces for students in the city’s schools. This accreditation was awarded in 2013-2014 and has been renewed periodically.



Awards and Distinctions

- **Commerce and Markets Awards:** 24th edition of the Barcelona Commerce Award. The gala includes the presentation of the Jordi Maymó Barcelona Markets Award, which this year celebrated its 12th edition and recognises the best individual and collective initiatives. The prize for the best individual initiative went to Carns Cinta (Concepció) and Carmel market was recognised as the best collective initiative.
- **Award for the project “Women who have made history in Barcelona”:** The project “Women who have made history in Barcelona”, by Betevé and Mercats de Barcelona, was awarded the prize for the best transmedia content at the Local Media Awards 2023, in recognition of the creativity, talent and trajectory of local media.
- **Recognition for Sant Andreu market:** the Sant Andreu market was recognised at the 4th Barcelona Architecture Exhibition for its renovation, carried out by Blanca Noguera Pujol-Xicoy, an architect from the Directorate of Public Services (AMB).
- **Josep Mercader Award to the Boqueria:** the Boqueria Shopkeepers’ Association received the Josep Mercader 2023

Award in the Commerce category at the Gastronomic Forum Barcelona. The award aimed to highlight the ability of the winner in keeping a traditional shop alive in the heart of the city centre and exporting the model of Barcelona’s markets around the world.

Extraordinary agreements and subsidies

NGEU Fund (Next Generation Europe)

In 2022, the Spanish Ministry of Industry, Trade, and Tourism approved the Economic Revitalisation Project for Markets and Local Shops (PIMES) in Barcelona city. This includes 10 actions by the Barcelona Municipal Markets Institute for a total amount of €7,788,344, of which 60% of the cost is subsidised.

Some pending projects were completed in 2023, such as the temporary market in Horta which opened in November, and the year also saw the start of the accountability process with the Ministry.

Public calls for subsidy applications

Subsidy applications campaign 2023

Call for grants aimed at the city’s markets, providing both financial support to meet the ordinary management expenses of their facilities and also the promotion of other actions and measures for commercial revitalization aimed at consolidating the market as an essential element of the social fabric of neighbourhoods from a commercial and economic perspective. At the same time, it enables the launch of a home delivery service for those markets interested in offering this service in collaboration with a social integration company.

Budget: €460,000

Applications were received from 41 organisations. All were served, with the awarding of grants ranging from €2,220 to €23,094.





16. Barcelona Activa, local economic development agency

Entrepreneurship and business competitiveness
Employment: career guidance and job search services
Overall indicators, government measures, calls for grant
applications and special grants and agreements

Barcelona Activa, local economic development agency

As part of Barcelona City Council's work to promote and boost the city's economy, the municipal agency Barcelona Activa also plays a key role through its portfolio of services and programmes to promote employment and entrepreneurship and provide business support. At the same time, Barcelona Activa is firmly committed to promoting strategic sectors and innovation as the main drivers of growth in the city.

Barcelona Activa's mission

Promote quality employment, entrepreneurship, business competitiveness, and diversification of the productive fabric to achieve a sustainable, inclusive, and fair economic model.

Strategic lines of action

- **Sustainable and inclusive economic development** Based on a growth model that creates impact and opportunities for all.
- **Diversification of the productive fabric** Based on modernising consolidated sectors and promoting strategic sectors.
- **Quality employment in an inclusive and fair labour market** Based on dialogue between employers and employees and collaboration with stakeholders in the ecosystem, with a special focus on gender policies and promoting youth employment.
- **An entrepreneurial, innovative, open and connected ecosystem** With the ability to attract talent and investments, and to position the city on the international stage.
- **Digital, creative and international talent** As a driver of business competitiveness and as an incentive for professional development.
- **Local cohesion** Based on a solid local economy that creates impactful professional and business opportunities.

- **Data-driven organisational excellence** To guarantee efficient processes and effective results.
- **An ideal environment for professional development** With people and their professional goals at the core of corporate policies.
- **Promoting equality between men and women** Integrating the gender perspective in all internal and external initiatives.
- **Public-private collaboration** To multiply the impact of public policies and create an environment of trust.



Entrepreneurship and business competitiveness

Initiatives carried out

Barcelona Deep Tech Summit

On 28 and 29 November 2023, the second edition of the Barcelona Deep Tech Summit, organised by Barcelona City Council through Barcelona Activa, was held at Barcelona's Palau de Congressos. It is an international event that brings together the entire Deep Tech ecosystem, serving as a meeting point between companies, universities, investors, institutions, and experts with disruptive solutions to challenges as crucial as climate change, the energy transition, connectivity, the new industrial era, and biomedicine.

The aim of this event is to promote science-based entrepreneurship and connect it to the market, both with corporations and investor communities.

At the 2023 edition, there were 1,300 attendees and 50 exhibiting startups. The winning company of the Barcelona Deep Tech Awards was Nimble Diagnostics.

Barcelona Deep Tech Fund

At the end of 2022, a new programme for investments in venture capital entities (VCEs), both local and international, was launched with a budget of 10 million euros aimed at boosting the deep tech ecosystem in the Barcelona area. The municipal government is calling for the city's contribution to companies in this sector to be doubled, and the VCEs must be endorsed by a stakeholder in the ecosystem.

As of 31 December 2023 (the deadline for the programme), the City Council had invested in two VCEs:

- Grow Seed Fund I (municipal investment of €500,000)
- N Ventures 1 Incubation (€500,000)

And it is in the process of investing in seven more:

- SC Net Zero Ventures (€1,500,000)
- Sabadell Asabys Health (€1,500,000)
- JME Ventures (€1,500,000)
- Enzo Ventures (€500,000)
- CRB Digital Health (€1,000,000)
- INVIVO VENTURES (€1,500,000)
- ABAC Capital (€1,000,000)



Boosting the blue economy sector

In 2023, Barcelona continued to promote the blue economy as a strategic sector in the city.

The 2nd edition of the BBlue entrepreneurship programme was held. The programme is aligned with Barcelona City Council's strategy to promote blue economy business initiatives that can drive sustainable maritime activity in the city, create new jobs and enhance business competitiveness. In this second edition, which took place from June to October, a total of 30 applications were received. Of these, 15 projects were selected for the Bootcamp, of which 12 successfully completed the programme.

In terms of **employment**, the updated study on professional profiles of the Barcelona Port Community and the Barcelona Vocational Training Foundation was published, training courses were offered, and blue economy networking spaces were organised.

With regard to the promotion of the sector, a top-level international event, the first edition of **Tomorrow Blue Economy**, was held as part of the Smart City Expo World Congress. Furthermore, the city has won the bid for the **UN Ocean Decade 2024**, which demonstrates a strong commitment and positioning towards the blue economy and marine sustainability. With the **37th America's Cup** coming up and the participating teams already settled in the city, work is actively underway on the projects the competition will leave as a legacy. Meanwhile, the World Ocean Council (WOC) has strengthened its presence with the establishment of its offices at Barcelona's World Trade Center.

Regarding the creation of blue spaces, with the aim of consolidating a new blue activity hub for innovation and maritime technological development in the city, progress has been made in the transformation of the new **Port Olímpic**, led by BSM, while the Port of Barcelona's **Blue Tech Port** is now open at Tech Barcelona's Pier01spaces.



Connectio: Barcelona Activa's open innovation business platform

In 2023, Barcelona Activa's Connectio platform has unleashed its potential as an open innovation business platform, with a total of 36 partner companies and organisations and an ecosystem of more than 100 organisations. Since its launch in November 2022, a total of 18 challenges have been published, 9 of which have been defined and supported within the framework of the services offered by the initiative, resulting in a total of 44 potential proposals/solutions. Additionally, 9 challenges from partner organisations have been added, with Connectio acting as a channel for communication and promotion.

Connectio has participated in the main innovation fairs and events such as ISE, IoT, 4YFN, Advanced Factories and Smart City Expo, among others, allowing it to reach nearly 1,000 people.

The first collaborations between the companies that have launched challenges and the selected startups/SMEs



Barcelona Welcome Desk

The Barcelona International Welcome Desk is the office for attracting and landing international talent in the city. The office is located in the MediaTIC building in the 22@ district and is aimed at attracting, welcoming, retaining, and boosting international talent wanting to come and live in the city or who have recently settled here. The office offers information, advice and assistance in carrying out the necessary paperwork on arrival in the city. This is the first office of its kind in Spain.

The year 2023 was a year of growth for the Barcelona International Welcome Desk in terms of the number of requests received, which grew by 48% compared to 2022. The service assisted 1,354 people (1,155 of whom contacted the service for the first time and the rest of whom were individuals who were already being assisted from the previous year), of 97 different nationalities, and took on a total of 4,611 cases.

Another highlight of 2023 was the deployment of a fast track for the arrival of professionals and families of the Barcelona 2024 America's Cup teams, which will take place between August and October 2024. The Welcome Desk has published a welcome guide and is supporting the various teams with the procedures for their arrival in the city at an individual level. In total, they have helped with 518 different procedures.



Driving new hubs of economic activity

During 2023, projects were launched with the aim of creating new hubs for innovation, talent attraction, and investment at three industrial buildings in the Besòs and 22@ areas, thus contributing to the diversification of Barcelona's economy.

Palo Alto building: a hub for creative industries.

- Hub for research, innovation and entrepreneurship in the field of creative industries
- Led by: Palo Alto BCN XRLAB joint venture.

Besòs building: Barcelona Circular Hub.

Aimed at promoting new circular economy business models and supporting the digital transformation of SMEs.

- Led by: Mondragón Corporation, one of the most prominent groups in the social economy with an international presence.

Àvila building: Urban innovation hub.

- The Àvila industrial building will be turned into a new hub so that Barcelona can continue to be a leader in urban and smart city innovation.
- Led by: IAAC (Institute for Advanced Architecture of Catalonia).

Promoting the entrepreneurial ecosystem at 4YFN

As it has done every year since its first edition, Barcelona Activa participated in the 2023 edition of the leading startup fair, 4YFN, with its own stand, a delegation of 32 startups, and contributions to the official programme content.

The delegation of 32 startups consisted of companies incubated in one of the three Barcelona Activa incubators (Glòries, MediaTIC or Almogàvers), the Technology Business Centre (Technology Park), or participating in a support programme (Pre-incubation, Pre-acceleration, B-Step, etc.).

Digital talent: launch of the talent map

In March 2023, Barcelona Activa launched [the Barcelona talent map](#), an interactive map to analyse the creation, development, attraction and retention of talent in the city. The map offers a visual summary of the patterns, trends and evolution of Barcelona's talent registered on LinkedIn. The professional network facilitates access to and processing of up to two million professional records within Barcelona and the metropolitan area. Among other information, the map shows that, in terms of talent attraction and retention, overall Barcelona is a city that attracts more talent than it loses. Barcelona and Madrid are constantly interacting in terms of talent. By volume, Madrid is the city with the highest exchange of professionals with Barcelona. With regard to professional mobility, the sectors with the greatest flow of talent are the digital economy, business services and the social economy.

The map was launched during the third edition of the Barcelona REACT 2023 conference. The initiative reflects the [Barcelona, city of talent](#) government measure and strategy, and positions Barcelona Activa as an agency dedicated to the creation, development, attraction and retention of talent in Barcelona.



Training for the city's digital talent: IT Academy

During the 2019-2023 period, 2,747 people received training at the IT Academy. Of them, 40% were women in 2023, thus surpassing the sector average (28% in 2022 in Barcelona, according to the [Digital Talent Overview 2023](#) published by Mobile World Capital). The socio-demographic profile of those receiving training was very diverse: 67% were in the 30 to 49 age range; nearly half had a university education (48%), and 44% were unemployed.

The cumulative job placement rate of individuals who completed the training stood at 84% as of 31 December 2023, and has continuously remained above 80% for the last six years.

It's also worth highlighting the launch of a mentoring programme for women who have completed training at the IT ACADEMY and are seeking their first job opportunity in the technology sector. This is an intensive support programme during the job search process, which accelerates their job placement.

This programme was carried out in collaboration with NTT DATA and DECATHLON, which have provided mentors linked to their organisations. The NTT DATA edition had 8 female participants and 8 mentors. In the case of the Decathlon edition, 11 women and 7 mentors participated.



Agreement between Barcelona Activa and the Education Consortium to create Barcelona's New Technology Institute at the Media TIC building

With the common goal of collaborating and establishing synergies to increase opportunities in training, talent attraction, and the promotion of vocational training in Barcelona, an agreement was signed in 2023 between the Education Consortium of Barcelona and Barcelona Activa. This has allowed for the creation, in this building, of two new projects, one of which has been operational since September 2023 and another that is scheduled to be implemented in the first half of 2024.

The former is the Barcelona Institute of Information and Communication Technologies (ITICB), a new centre that brings together vocational training and continuing education in the digital field starting from this academic year, with a total of 629 places. This institute has collaborated with the Cibernàrium located in the same building, where vocational training students complement their digital training with courses from the Barcelona Activa digital training and education centre.

The other initiative is the Vocational Training Business Office, a space for interaction between students, schools, and companies to support dual vocational training (programmes that offer both academic instruction and work experience) and collaboration between companies and the vocational training education system. It will also work to facilitate internship placements for teaching staff and support in the certification of skills.



Employment: career guidance and job search services

Initiatives carried out

Barcelona Agreement for Quality Employment (ABOQ 2021-2030)

The [Barcelona Agreement for Quality Employment 2021-2030](#) continued in 2023, its second year of implementation.

This agreement represents the strategic framework upon which to build and consolidate employment policies in Barcelona, with an emphasis on tackling job insecurity and situations of inequality and vulnerability among workers.

The agreement was created jointly by Barcelona Activa, Barcelona City Council, the Catalan Unemployment Service (SOC), leading social and economic stakeholders, and more than 50 civil society organisations and third sector organisations, both in the city and the metropolitan area. One of the agreements reached within the framework of the ABOQ was the approval of a list of 10 Pillars of Quality Employment, which incorporates willingness to work together on key aspects such as job stability, the minimum wage and non-discrimination in access to employment.

Among other significant projects, 2023 was the year for rolling out and consolidating the ABOQ participation boards. Within the framework of these boards, a set of working groups were set up with representatives of the main social, economic and third social sector stakeholders in the city and the participation of experts in the proposed areas of work. Over 260 professionals took part. A participatory process was also carried out to develop and agree upon a set of quality employment indicators in Barcelona, linked to the dimensions of the 10 Pillars of Quality Employment. This will allow for monitoring the evolution of employment quality in Barcelona throughout the implementation of the ABOQ.



Comprehensive projects with hiring opportunities

During 2023, various comprehensive projects with hiring opportunities (PIC) have been deployed with the goal of increasing the employability of participants through initiatives that combine hiring, training, as well as support in the job search process once the programme is completed. These initiatives have an immediate impact, as they involve directly hiring the unemployed people facing the greatest difficulties finding work and experiencing, or at risk of experiencing, a situation of social emergency. It provides them with a major boost in returning to the regular job market after participating in the programme.

Throughout 2023, a total of 644 people were hired in various PICs, with over €9,000,000 allocated for the implementation of these projects. A total of 150 projects have been carried out in collaboration with 32 municipal

organisations (districts, management offices, municipal institutes and consortiums), and people with 36 different professional profiles have been hired.

With regard to the profile of the 644 people participating in the 2023 PICs, 52% are women, 78% are over 40 years of age (of whom 28% are over 55), 7% are people with disabilities and 79% are of Spanish nationality.



Barcelona Activa, new information point for certifying skills

Barcelona Activa has become a new information and guidance point for certifying professional skills, integrated into the Vocational Training and Qualification System (FPCAT), thus adding to the 200 authorised centres throughout Catalonia.

This service helps people obtain official certification that improves their employability through the demonstration and recognition of skills acquired through non-officially recognised training and/or professional experience. Skills certification is, therefore, a process that promotes fairer access to the labour market for people who are in the process of finding a job or seeking career guidance or access to higher quality professional opportunities.

During this certification process, Barcelona Activa helps people to identify the skills that they can certify in order to expand their job opportunities and to make decisions regarding possible training plans. The service can be requested by appointment online or in person at Porta22 or at any of the Barcelona Activa employment service points throughout the city.

Career guidance service for young people

The Barcelona Activa Youth Employment Service makes it possible to connect young people with Barcelona Activa's services and the city's resources. There are 11 points around the city, distributed across Barcelona Activa's own spaces, InfoJove points and Espai Jove youth centres.

The service is coordinated with various City Council departments and other city stakeholders: the services offered through the City Council's Department of Youth and Social Services, the Municipal Institute of Education of Barcelona (IMEB), the Barcelona Vocational Training Foundation, the Education Consortium of Barcelona, the Social Services Consortium, the Government of Catalonia's Directorate General for Youth, and the SOC (Catalan Unemployment Service).

This year marked the first anniversary of El Convent, the city's flagship leading professional guidance and labour market access facility for young people.

Within the framework of the service, 6,011 young people have been assisted, 46% of them women and 20% under 20 years of age.

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Training: Sectoral reskilling

Throughout 2023, Barcelona Activa continued to roll out the **Sectoral Reskilling** Programme, offering specialised professional training initiatives in key economic sectors of the city that create employment opportunities: food, life and health sciences, business, the blue economy, sports economy, visitor economy and hospitality, green and circular economy, industry 4.0, and logistics.

This training aims to improve employability by facilitating a career change or professional development opportunities for employed and unemployed individuals, providing them with the technical knowledge and skills most demanded by companies today. More than 180 training initiatives have been rolled out in various formats, offering the possibility of online training with 24-hour access, live virtual classrooms (streaming), hybrid format, and also onsite training, depending on the content of the activity, with 2,710 places available. A total of 1,542 different individuals participated in these courses.



Employment Rights Defence Point

The Employment Rights Defence Points assisted 3,542 people during 2023, the highest number since they were created in 2017. This service is offered throughout the city, with a mixed model of in-person assistance in local facilities in the 10 districts, along with telephone support.

The profile of the average person receiving assistance is that of a Spanish (61%) woman (65%) who has completed some level of secondary education (50%). With regard to the reasons for the consultation, one third are queries about labour rights in general, 18% about social security and 13% about dismissals.

Regarding their employment situation, 71% of the people assisted are salaried employees, 18% are unemployed, and 10% are in the process of being dismissed.

Job Fair - Biz Barcelona 2023 edition

The Job Fair and BIZ Barcelona, which seek to strengthen and diversify the local economy and promote better employability, were held at together in 2023, attracting, nearly 13,000 people interested in learning about ideas, resources, and options to boost local businesses and access professional opportunities.

Meanwhile, the Job Fair has become an established annual event thanks to the high turnout– over 7,000 visitors and 13,000 people participating in various advisory and skills acquisition activities– and also the growing involvement of the city's employment ecosystem, with over 80 organisations present. This year 109 activities led by a total of 162 speakers were offered, and 2,200 people received personalised advice.



Overall indicators, government measures, calls for grant applications and special grants and agreements

This section provides a summary of data on Barcelona Activa's work in 2023.

Key indicators

All indicators are associated with the initiatives described.

Overall indicators

- Assistance has been given to:
 - 31,828 people through employment programmes and services
 - 7,178 companies (2.8% increase compared to 2022).
 - 8,900 entrepreneurs.
 - 16,213 people receiving technology training.
- Support has been given to 1,401 entrepreneurial projects (an 8.7% increase compared to 2022).

Government measures

- [Barcelona, City of Talent government measure. Report on the implementation of the 2019-2023 action plan](#)
- [Barcelona agreement for quality employment 2021-2030](#)
- [Government measure to boost the blue economy in Barcelona](#)
- [Government measure Barcelona Fàcil](#)
- [Government measure BcnFem Tech 2021-2023 for gender equity in the ICT sector](#)
- [Government measure We promote the 22@](#)
- [Employment promotion plan for youth employment](#)
- [Government Measure Up blinds](#)

Calls for grant applications

2023 Autòno+ grants

In the 2023 edition of the Autòno+ programme, a total of 478 grants were awarded to new self-employed workers. This programme, led by Barcelona City Council through Barcelona Activa, offers grants of up to a maximum of €3,000 with the aim of alleviating the expenses that the self-employed have to pay during the first year of business activity.

With nearly €700,000 in total, the average grant payment was €1,440. A total of 51.4% of the grants went to self-employed women, and 15.4% to young people. Of all the beneficiaries, 53.3% have completed some level higher education. Almost half of the grant recipients live in the Eixample (19.3%), Sant Martí (15.6%) and Sants-Montjuïc (12.8%). Transport (15.9%), business services (15.9%) and shopkeeping (10.8%) were the business sectors with the most self-employed professionals who benefited from the measure.

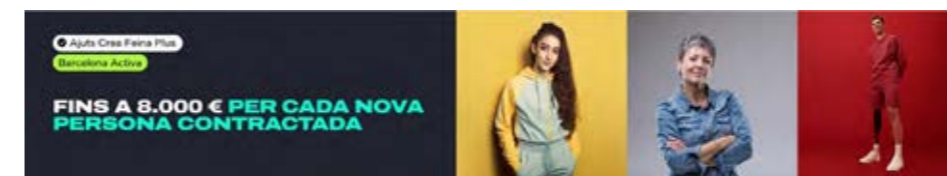


Crea Feina Plus 2023

The Crea Feina Plus programme aims to promote the hiring of unemployed individuals in Barcelona, including those from specific groups facing particular difficulties in finding employment, such as young people, women, long-term unemployed individuals, and/or those at risk of social exclusion. The programme concluded the 2023 edition with the hiring of 469 unemployed people by 303 companies in the city.

Of the grants, 57% were allocated to facilitate the hiring of women; 44% to young people under 30; 32% to individuals over 45; 61% to people with basic education; and 35% to long-term unemployed individuals. Of the contracts subsidised, 89% were permanent.

The sectors with the highest number of contracts were hospitality/tourism/leisure, commerce and business services. 80% of the contracts were made in SMEs, small and medium-sized enterprises with less than 50 employees. A total of €2,700,000 was allocated to the 2023 edition of Crea Feina.



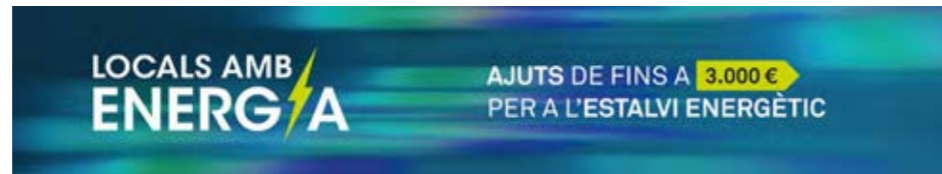
Locals amb Energia (Premises with Energy) grants

Budget earmarked for 2023: €2,000,000

Grants: maximum €3,000 per site.

725 establishments

Grants to help ground-floor businesses save energy. The average amount per grant was €2,758. The main expenses involved the replacement of air-conditioning units, the installation of automatic doors and LED technology.



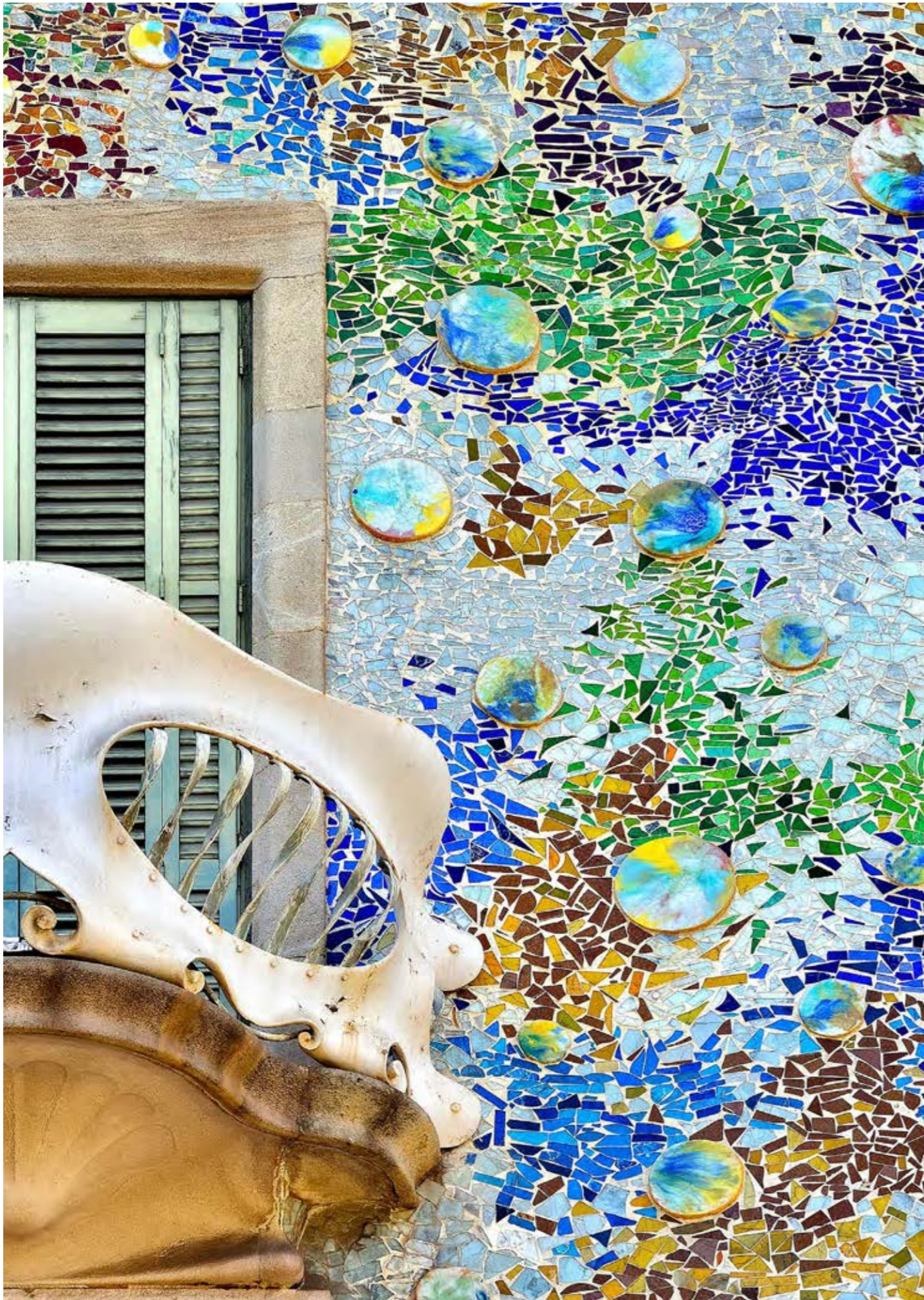
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In this 7th edition, €2,500,000 was allocated to these initiatives led by individuals, companies and third sector organisations that address local needs by integrating local potential. A total of 679 applications were evaluated, and 156 projects received funding. This year stood out for the diversity of both the sectors and the locations of the projects submitted. Geographically, 30% of projects covered the whole city, and the districts that attracted the most projects were Ciutat Vella (20%), followed by Sant Martí (10%), Sants (9%) and Eixample (8%).

Special grants and agreements for specific projects

- Generación Code SLU, for the “Learning programming and computational thinking in Barcelona” project.
- Barcelona Maritime Cluster Association, to promote the blue economy.
- Barcelona Time Use Initiative for a Healthy Society Association, for the project to promote time use policies in institutional agendas and the organisation of Time Use Week 2022 and 2023.
- Meditecnologia-Medical Association, project linked to the plan to support funding for the health sector.
- Polytechnic University of Catalonia, project for the production of podcasts on science and technology.
- Deusto University, for the Inspira Steam project.
- Zona Franca Consortium, for the BNEW Barcelona New Economy Week 2023 project.
- WOC (World Ocean Council), to locate the WOC project in Barcelona and promote the blue economy in the city.

- Barcelona Super Computing Center, to promote the “Som investigadors” (We are researchers) programme to foster scientific and technological careers.
- Pompeu Fabra University, for the Makers in Classrooms project.
- B-LAB Foundation, to promote the Barcelona +B project.
- Mobile World Capital Foundation, to support the Barcelona Digital Talent Alliance.
- Polytechnic University of Catalonia, for the ESA BIC 2022-2024 project.
- Barcelona Science Park Foundation, for the BCN Health Booster project.
- Women Online Association, for the Women Start up Challenge.
- Proofs of concept as part of the Deep Tech Node: Polytechnic University of Catalonia (N2B2 and CP4C projects); University of Barcelona (Hyperreactivity project); Autonomous University of Barcelona (Neuroresolving and Resischip projects).
- Technological Circle of Catalonia (CTecno), 2023 Barometer of the Technology Sector in Catalonia.
- Secretariado Gitano Foundation, for the project “Pathway approach to labour market integration and social inclusion for the Roma population in Barcelona – Access Programme”.
- Catalan Association of Enterprises for Gays and Lesbians (ACEGAL), to support the 2021-2023 action plan.
- Tech Barcelona Association, to support Spirit Barcelona.
- Barcelona Health Hub Association, for the Health Revolution Congress project.
- 22@Network Association, to support 22@.
- SHIP2B Foundation: Impact Forum.
- Doing more good SL, for the Sportbiz Europe congress.
- European School of Short Sea Shipping AEIE, for the “Format al port” (Learn at the Port) project.
- Besòs Businesses Association, to support companies in the Besòs industrial estates in Barcelona.
- Pompeu Fabra University, for the Barcelona-UPF Chair in local economic policy.
- Barcelona Vocational Training Foundation, for projects in the field of employment.
- PIMEC: Projects and services to support the economy and employment.



17.

Public-private collaboration

Public-private collaboration has become consolidated within the municipal area of economic promotion as an instrument to achieve improvement in the city's socioeconomic development.

The importance of institutional leadership of local governments has been established as driving forces, managers, coordinators, suppliers and regulators of local economic-development policies.

Below is a list of the various organisations, associations, corporations and administrations with which collaboration has been established to carry out joint initiatives and projects with Barcelona City Council's Area for Economic Promotion.

