



Barcelona Activa Headquarters

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Access

Metro L1 Glòries and L2 Clot
Bus 7 / H12 / 60 / 92 / 192
Rodalies (Local trains) R1 and R2 Clot
Tramvia T4 Ca l'Aranyó
Bicing Glòries

Barcelona Activa

VISION

To make Barcelona an international benchmark city for working, being an entrepreneur and living with social and environmental values.

MISSION

Contributing to the **improvement of the quality of life of people** by promoting the economic competitiveness of the city and the rebalancing of territories, fostering quality employment, boosting entrepreneurship and supporting a plural, diverse and sustainable business fabric, from an **economic, social and environmental perspective**.

VALUES



Equal opportunities and social progress.

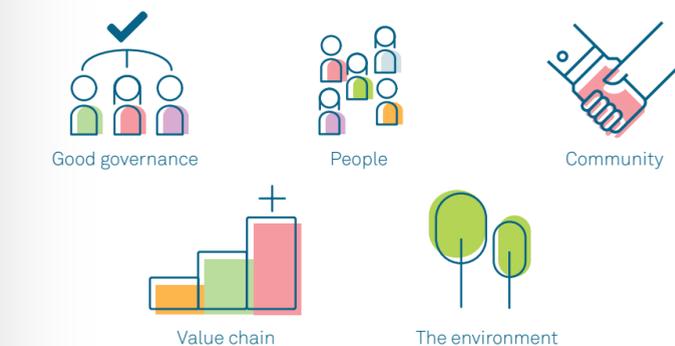
Cooperation within the organisation and with others.

Social and sustainable economy at the service of the people.

A spirit of public services - ethical, professional and personal.

COMMITMENT TOWARDS CSR

Barcelona Activa's commitment towards sustainability is integral to all its actions. The Social Responsibility policy has an Action Plan 2018-2020 as a roadmap for planning and progress in a set of five levers or strategic axes, considered as the main ones for the organisation, which are:



Good governance

People

Community

Value chain

The environment

WHAT DO WE DO?

We support citizens throughout the job search process (barcelonactiva.cat/treball).

We support entrepreneurs to carry out their business idea, either collectively, communally, or individually (barcelonactiva.cat/empredoria).

We help companies and organizations grow, connect with the ecosystem and consolidate with socially responsible models (barcelonactiva.cat/empreses).

We offer training to jobseekers, entrepreneurs and professionals (barcelonactiva.cat/formacio).

And we do all of this focusing on the territory, including the gender perspective and diversity from the vision of a plural economy and from a socially responsible point of view.

2030 AGENDA AND THE SUSTAINABLE DEVELOPMENT GOALS

Barcelona Activa aims to foster an economic activity in line with the 2030 Global Agenda and the Sustainable Development Goals (SDGs).

In this sense, a strategic implementation work has been initiated so as to identify the SDGs most closely linked to the company's activity and thus gradually incorporate metrics and indicators to assess the impact and contribution to the SDGs of the activity carried out by Barcelona Activa.



Barcelona Activa

We are working for the citizens of Barcelona

Activity summary 2019



In 2019, Barcelona Activa attended more than **52,000 people** and more than **6,500 companies** through more than **100 service programmes** deployed in the territory. All this activity is complemented by the implementation of actions to promote progress towards a new model of fairer, more sustainable and cohesive social and economic development.

EMPLOYMENT

Especially suitable services and programmes to increase the employability of people and reduce job insecurity, with special attention to the most vulnerable groups who have more difficulty accessing the labour market.



26,902
people attended

13,724
participants
in labour market actions

57%
women

56%
women

10,632
people attended in the personalised advisory services (55% women).

59
people in a situation of vulnerability contracted through the Advisory Service on the Social Clauses of Responsible Contracting.

926
participants in the new offer of **Online training!** for job search and skills development.

Launch of the new **Map of Employment Resources of Barcelona**, linked to the promotion of employment.



1,314
people hired in programmes for specific groups, a fact that has consolidated the Integral Employment Projects with Hiring.

214
people attended at the beginning of the socio-labour insertion programme for groups situation of vulnerability *Pathways to employment and inclusion.*

3,510,281
visits (+9%) to the website Barcelona Treball.



ENTREPRENEURSHIP

Support for entrepreneurship, expanding the offer with new content and activities, to promote collective entrepreneurship and social impact, and contribute to the creation of quality jobs.



12,545
people attended
through the services and programmes

2,116
new business
projects

58%
women

60%
women

7,403
participants in the information sessions (57% women).

684
participants in the tailor-made programmes for business creation (77% women).

315
companies and projects installed in the incubation and business growth spaces of Barcelona Activa.

284
people participating in the sector programmes (50% women) of the creative industries, energy and sustainability, crafts, food innovation, tourism and the digital economy.



68
companies attended through the **UX Lab**, with a total of **155** participants (37% women).



960
women participating in entrepreneurial activities organised within the framework of the **LIDERA** programme for **female professionals, executives, pre-executives and entrepreneurs.**

LIDERA



4,629
participants in the training activities for start-ups (58% women).

COMPANIES

Services and support programmes for companies and entities in the Cooperative, Social and Solidarity Economy to improve their competitiveness and sustainability, fostering the creation of wealth and quality employment.



6,511
companies
attended

4,863
people
attended

630
companies incorporated through the Company Incorporation Service.

€56.3
million raised through the Business Funding Service.

1,354
people incorporated into companies through the Talent Management Service.

Brexit information point



Launch of a pilot market research programme (Barcelona Discovery Programme) and the creation of the **Brexit Information Point** for British talent and companies with interests in the United Kingdom.

540
Contracts made through the 'Bona Feina, Barcelona' line of subsidies aimed at encouraging the hiring of unemployed people by companies and entities based in the Barcelona metropolitan area.

TRAINING AND INNOVATION

Training and innovation services in the digital economy under the Cibernàrium brand, and training in creation and business management.



16,176
people benefiting from the 4,981 training activities in the fields of business, entrepreneurship and technology

61%
women

12,460
people trained in the field of the digital economy in the Cibernàrium.

2,109
people in basic technological training

9,614
people in specialised technological training

4,025
people trained online.

1,184
participants in the **IT Academy**, in profiles sought by companies.

Consolidation of the online training service with a wide range of online courses on IT skills acquisition, entrepreneurship, enterprise, equality, socio-economic innovation and urban industry.

Celebration of the 20th anniversary of **Cibernàrium** with extraordinary technological training activities for everyone and the "Become a Ciber" campaign.



LOCAL DEVELOPMENT

Proximity actions for boosting the economic activity in districts with socio-economic indicators below the city average.



Subsidies for the socio-economic boosting of the territory (2019 Call)

70
projects
funded

€1.62
million

2,948
people attended at the Nou Barris Activa facility.

1,639
people attended at the 3 Employment Rights Defence Points.

Launch of **La Clota Cotreball** Horta-Guinardó space, to host conventional entrepreneurship and SSE projects that have a positive impact on the socio-economic fabric of the territory.



Consolidation of the **Economic Activity Attention Point (PAE)** of Nou Barris and the opening of the Point of Ciutat Vella. A total of **707** people attended.

247
measures implemented related to the 6 **District Development Plans.**



SOCIO-ECONOMIC INNOVATION

Boosting and strengthening of the Social and Solidarity Economy (SSE): cooperativism, third sector, associations, socio-business initiatives, pro-common collaborative economies, community economies.



1,914
people attended

68%
women

244
young people attended in programmes and activities to promote cooperativism.

114
people attended in programmes aimed at vulnerable groups (50% women).

InnoBADora-Incubation Community hosted **17** projects, facilitating and promoting the generation of synergies between people and companies through the co-production of activities and training.



Consolidation of the advisory service for implementing the social clauses and reservation for the fostering of socially responsible public procurement. **55** consultations were carried out with promoter units and **19** business assessments.