

Municipal Institute
of Markets
of Barcelona

Annual Report
2020



Ajuntament
de Barcelona

00. The markets don't stop

01. Markets open

02. Relevant figures and evolution of the year

03. Mission, values and social responsibility

04. Infrastructures, resources and digitalisation

05. Communication and activities

06. Investments and economic management

07. The team

page 04

page 08

page 18

page 32

page 60

page 76

page 94

page 102



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The markets don't stop

2020 was a different year, conditioned by the global pandemic caused by COVID-19. This exceptional circumstance meant that people and all areas of society had to reinvent and adapt to a new reality that had never been experienced before. And commerce was no exception.



Estrella Damm és responsable el consum responsable



Why the markets never stop

In the municipal markets, the arrival of the pandemic further demonstrated the importance of strengthening the connection between the citizens and the markets, searching for new formulas and innovative ways of sales in the face of the lockdown situation.

In this context of crisis, the joint work between the Municipal Institute of Markets of Barcelona (IMMB) and the city's markets, through the Municipal Federation of Markets (FEMM), has been fundamental to advance in this direction, by building a consolidated network, and it has also been an opportunity to establish new synergies of collaboration. This joint work has allowed the Digitalisation Plan for Systems to be promoted, in order to update the way we do things, by introducing new tools and services that will help the whole of the citizenship to be reached, enabling online shopping and the possibility of picking up their purchases outside opening hours. The plan includes a marketplace common to all markets, the installation of lockers to facilitate the picking up of purchases outside opening hours and digital screens to promote products or to know the flows in each market.

But not all the actions in the markets are managed digitally. At a physical level, the facilities continue to move forward by being spaces of local commerce and face to face relations which help to build the neighbourhood. As such, the works of the Abaceria and Sant Andreu markets are advancing to become two completely renovated and efficient buildings, that respond to the needs of both the customers from the neighbourhood as well as the traders.

Beyond these renovations, in 2020 modernisation works, as well as market improvements continued with different actions. In this sense, it is necessary to highlight the construction of new training spaces, for example, the Espai Boqueria (The Boqueria Space) and the multipurpose room of the Mercat de Sant Antoni; the remodeling of the façade of the Mercat de la Mercè or the improvements in facilities and equipment of the markets of Felip II and Galvany. In short, the city's markets have shown, this year more than ever, that they are essential spaces for the provision and socialisation of citizens, who have a spirit of resilience which pushes them to modernise and to always be up to date, providing a good service to continue providing healthy eating and knowledge of their quality and local products, and to all the people of the city.

Montserrat Ballarín Espuña

President of the IMMB

01.



Markets open

2020 was marked by the COVID-19 pandemic. The food markets, as a basic supply service, remained open, with all the conditions of prevention and safety in order to ensure the supply of fresh products for the citizens

The Municipal markets have always been a priority for Barcelona City Council, aware of their importance as an essential service. All the effort made to provide an up-to-date and fully performing market network is the reason why we have been able to respond to the coronavirus crisis. As a basic provision service as the markets, from the moment the state of emergency was declared, a single and clear message was communicated to the public, first with signs on the access doors in the markets and, at the same time, on the websites of the Municipal Institute of Markets of Barcelona (IMMB) and Barcelona City Council, and their respective social networks:

“The Municipal markets are open; we are a basic provision service.”

The IMMB has worked on ensuring the supply of commodities and on applying the measures necessary for both workers as well as for the customers. In this way we have achieved that all the markets have continued to operate normally and we have ensured that everyone, in spite of the lockdown, has had the opportunity to buy in their market and their trusted stall.

In all this work, it is worth highlighting the effort of the traders, the soul of the markets, without whom nothing would have been possible. They have continued to work in front of the public, adapting to the new needs of the customers, such as online sales and home delivery.

This effort has been accompanied by the Administration and has been rewarded with the loyalty of citizens, who have valued municipal markets as the third best service in the city, only behind the firefighters and the libraries.

The actions have taken the form of the development of plans and measures aimed at:

- Maintaining the operation of the markets and their services during the lockdown phase.
- Carrying out a communication plan aimed at the needs of the citizens and the traders.
- Ensuring the continuity, in the contingency phase, of the Institute’s services and the subsequent plan for the restoration of services, such as also the adaptation of the municipal markets and their establishments to the different phases of easing of the restrictions.
- Reactivating the activity in the markets, within the framework of economic recovery measures of the “Barcelona never stops” plan and the government measure “Emergency plan and post-COVID-19 measures for commerce, markets and the restaurants of Barcelona”.



Operational functioning and prevention and safety measures

01. Actions for ensuring the service and good functioning

Remote work

Providing essential staff with equipment in the first instance, and to the entire staff of the IMMB in a second phase.

- 29 emergency equipment and mobile phones for essential service staff in the markets (March-June)
- 43 remote work points to cover the entire staff (October)
- Mobile phones for staff of territorial and essential services

Coordination protocol, information and rapid response

Setting up a direct online communication system between the management team of the IMMB, the directors of the markets and the traders' associations, and the traders, to define and coordinate the actions, distribute information of interest and collect queries and incidents.

Deployment of the structure of human resources of the IMMB

- Onsite and online support
- Guarantee of immediate support

Coordination and resolution of incidents

with Mercabarna and the retailers' associations, in order to guarantee the supply of fresh products. As a minimum usual opening time, it was established to open every morning, Monday to Saturday, and Friday afternoon.

Homes delivery services

There were 24,481 between March and June (13 markets)

Online sales

Monitoring the operation of the online sales platforms working with the markets. Orders multiplied by ten in the first weeks of the state of emergency.

- Redefining logistics with Ulabox (3 markets)
- Expansion of the Manzaning service from 11 to 30 markets and from 150 to 290 establishments, between the months of March and September.
- Preferential care systems for vulnerable people and over 65 years of age.

02. Prevention and safety services and supplies

Providing PPEs to traders

- 7,000 face masks weekly (April-May)
- 11,000 face masks weekly (June-July)
- Gloves and sanitisers

Coordination with traders' associations for disinfection of furniture, high contact surfaces, changing rooms and common areas.

Monitoring rubbish collection and cleaning of containers and compactors, in coordination with the City Council's Cleaning Department.

75 auxiliary staff to control access on Fridays and Saturdays complemented the services and measures of safety and control of accesses and flows that the traders' associations already provided, in order to avoid crowding situations during the peak of the pandemic (March-June). Subsequently, the presence was maintained of one person per market (from July 2020 to 31st January, 2021). Furthermore, apart from the auxiliary staff hired, 35 Barcelona City Council workers were added as volunteers.

Infrastructures of control of accesses

Following the pandemic, the process was accelerated of the already planned installation of sensors and screens for counting people in all the accesses of the markets. By the end of the year, the entire sensor network was deployed and currently we are working on the application for managing the data of market visits. A total of 335 sensors and 134 screens have been installed.



Communication

Special signage in the markets, with indications of accesses and rules of prevention and safety.

Communication of the different services that the markets offer the citizens to avoid having to leave home (home delivery service and online sales), following the slogan #quedat-acasa (“stay at home”). Promotion on social and digital media of all individual service initiatives developed by the traders’ associations of the markets

Collaboration with audiovisual and digital media, and inclusion of information from the markets in the different channels provided, in order to inform the public: municipal websites desdecasa.barcelona and decidim.barcelona, usual services of citizen attention, 010 and barcelona.cat and botiguesobertes.barcelona of the Foundation Barcelona Comerç.

Communication campaign

“Markets Open. By phone, on the website, at the door of your home” in the paper and digital press, and on social media (June)

Campaign to foster local consumption, in collaboration with the Communication Department of Barcelona City Council (July-October).

The tributes paid by the Guardia Urbana (local police) every Saturday, at 12 noon, non-stop from 4th April to the end of lockdown, were very important to traders and their users. They also had a major impact in the media. The initiative of giving out plants in the spring, from the Urban Ecology Area, was also very popular, reaching the traders and their customers between 28th April and 7th May.

BARCELONA

MERCATS OBERTS

Al telèfon, al web, a la porta de casa teva.



Més informació: 010

desdecasa.barcelona

DES DE CASA

Support and reactivation measures in the markets

Within the framework of the “*Barcelona never stops*” plan and the government measure “Emergency plan and post COVID-19 measures for the commerce, markets and restaurants of Barcelona” of the IMMB, the following measures should be highlighted:

A. Deferral and readjustment plan of the fees and specific treatment of the non-food markets.

B. Call for grants for general expenses and commercial recovery measures.

The 31 applicant markets received a subsidy.

C. Collaboration agreement with the Federation of Municipal Markets (FEMM).

In 2020, the FEMM was constituted as an entity that grouped together the administrative associations of the concessions in the municipal markets of the city of Barcelona. The municipal markets are managed in accordance with a public-private model and the agreement with the FEMM involves a collaboration agreement for the joint activation of a series of new projects and common lines of action for the economic boosting and modernisation of the service.

D. Advice and assessment.

Municipal reinforcement of advice and assessment for companies and workers.

E. Support for surveillance and cleaning services.

The IMMB has continued to support a part of the contracting of certain services such as, for example, surveillance and/or cleaning of the markets of Santa Caterina, Sant Antoni, Encants de Sant Antoni, Dominical del Llibre, La Boqueria and La Llibertat.

F. Specific reactivation plans for non-food markets.

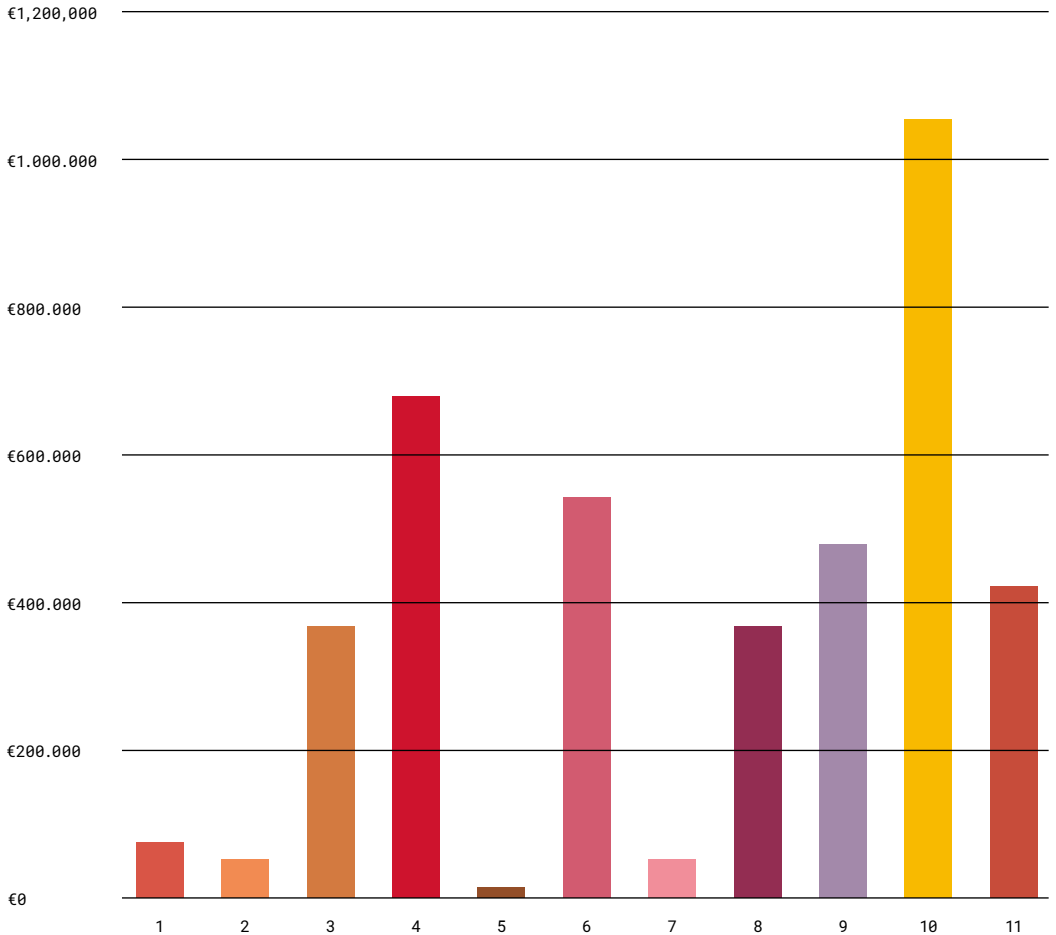
Response to the 713 businesses that have been unable to carry out their activity. Specific support for non-food markets and those most affected by the COVID-19 crisis: La Boqueria, Encants de Sant Antoni, Dominical de Sant Antoni, Encants Fira de Bellcaire.

G. Exemptions, deferrals and rebates of fees which were included in the Mayor’s decree of 2nd July, 2020.

Investment in COVID-19 measures

Total: €4,114,414

- 1 Investment in computer equipment
- 2 Investment in face masks, gloves and sanitiser
- 3 Hiring of auxiliary staff for control of accesses
- 4 Sensors and screens for control of accesses
- 5 Signage of the markets
- 6 Non-recovered payments for cleaning and surveillance services
- 7 Reinforcing the online sales
- 8 Subsidies
- 9 Plans for reactivation of non-food markets
- 10 Tax exemptions in the non-food markets
- 11 Compensation for limitations in the execution of public works and service contracts (59 files suspended - compensation foreseen for 21)



02.



Relevant data and evolution of the year

The markets of Barcelona provide service to a population of 1,664,182. The market network consists of 43 municipal markets (39 food and 4 non-food), distributed in 40 facilities which host 2,104 establishments.

During 2020, despite the context of the health crisis, the markets maintained their service at full capacity. During the months of home lockdown, 85% of the food establishments remained open to supply 38,000 people on average every day.



Establishments, stallholders and commercial area

In recent years, these three parameters have registered an evolution that reflects a process of commercial concentration, which has allowed establishments to have more area and provide customers with other complementary services, leading to an improved offer and greater user satisfaction.

Furthermore, with a view to enhancing public-private collaboration, many municipal markets have consolidated the strategic alliance with supermarkets, with the aim of becoming spaces in which products hygiene and cleaning products, packaged food products and everyday non-food (QNA), can also be purchased, thus allowing a one-stop-shop.

The evolution of the markets of Barcelona in the the last decade has therefore been characterised by the increase in the commercial area of the establishments and the offer of new services to customers, which clearly shows that

the markets are living organisms that are being remodeled constantly in order to be able to satisfy the new needs of society poder satisfacer las nuevas necesidades de la sociedad.

Some markets in the city, such as La Boqueria, Sants, Sarrià, Sant Andreu, Clot, Poblenou, Llibertat, and Abaceria, have been serving the citizens for more than a hundred years.

Throughout this long history, their civic role has been rethought on several occasions, which has led to successive refurbishments of their installations. This character of constant renewal has been a feature of the municipal markets of Barcelona, together with their capillary nature: they are distributed throughout the city in a harmonious way, as such there are no neighbourhoods without their market of reference, operating as the soul and driver of local commerce, promoting both sustainability and social integration.

Number of establishments

Year	Food	Non-food	Total
2015	1,731	776	2,507
2016	1,667	775	2,442
2017	1,557	755	2,312
2018	1,472	719	2,191
2019	1,430	713	2,143
2020	1,410	694	2,104

In 2020, the markets of Barcelona were home to 2,104 establishments, of which 1,410 were of food and the remaining 694 were non-food establishments. The districts with the most food establishments were Ciutat Vella, the most notable market being La Boqueria; Eixample,

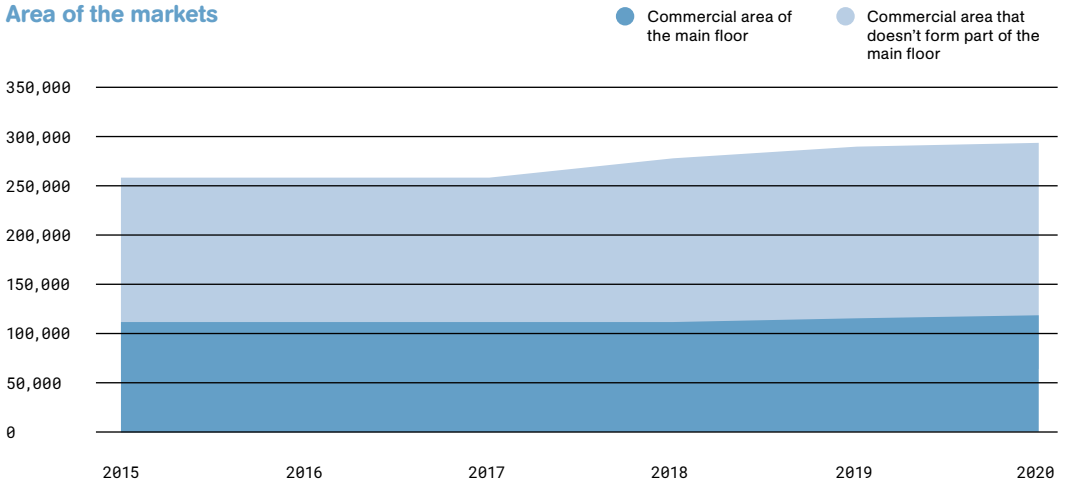
with the markets of Sant Antoni, El Ninot and La Concepción being the most important, and Nou Barris, with seven markets, being the district best equipped with food establishments.

The network of municipal markets is spread throughout the territory of the city of Barcelona, with a total of 43 markets that supply a population of 1,664,182 inhabitants.



02. Relevant figures and evolution of the year

Area of the markets

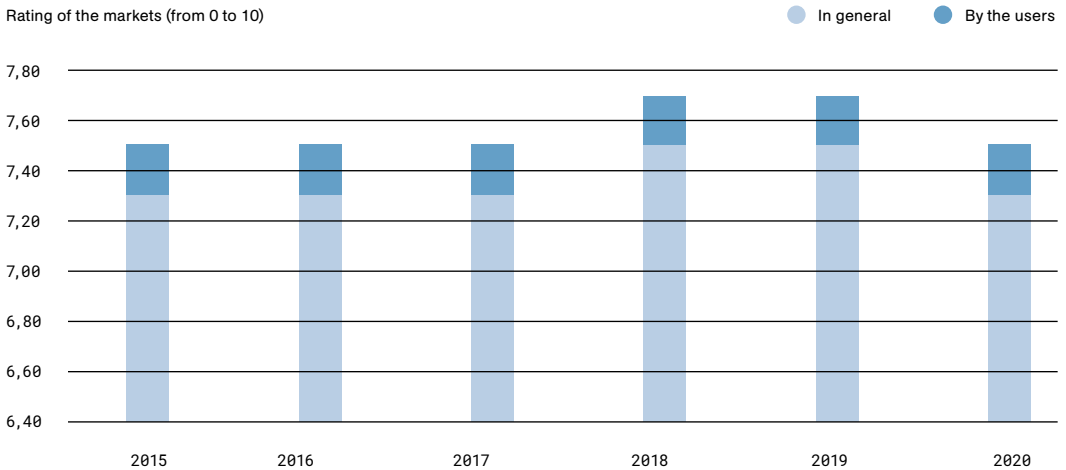


Since 2015, the commercial area of the main floor has gone from 115,340 m² to 124,737 m²

Rating of the markets and factors of satisfaction

The markets are highly rated by the citizenship. Specifically, the number of citizens who have rated the municipal management of the markets with a 10 has doubled, going from 4.6% in 2015 to 8.4% in 2020. At the same time, 44.2% consider that the markets have improved in the last year. This is a very positive figure compared to the assessment of the improvement of other municipal services during the period, which is explained by the essential service role of the markets.

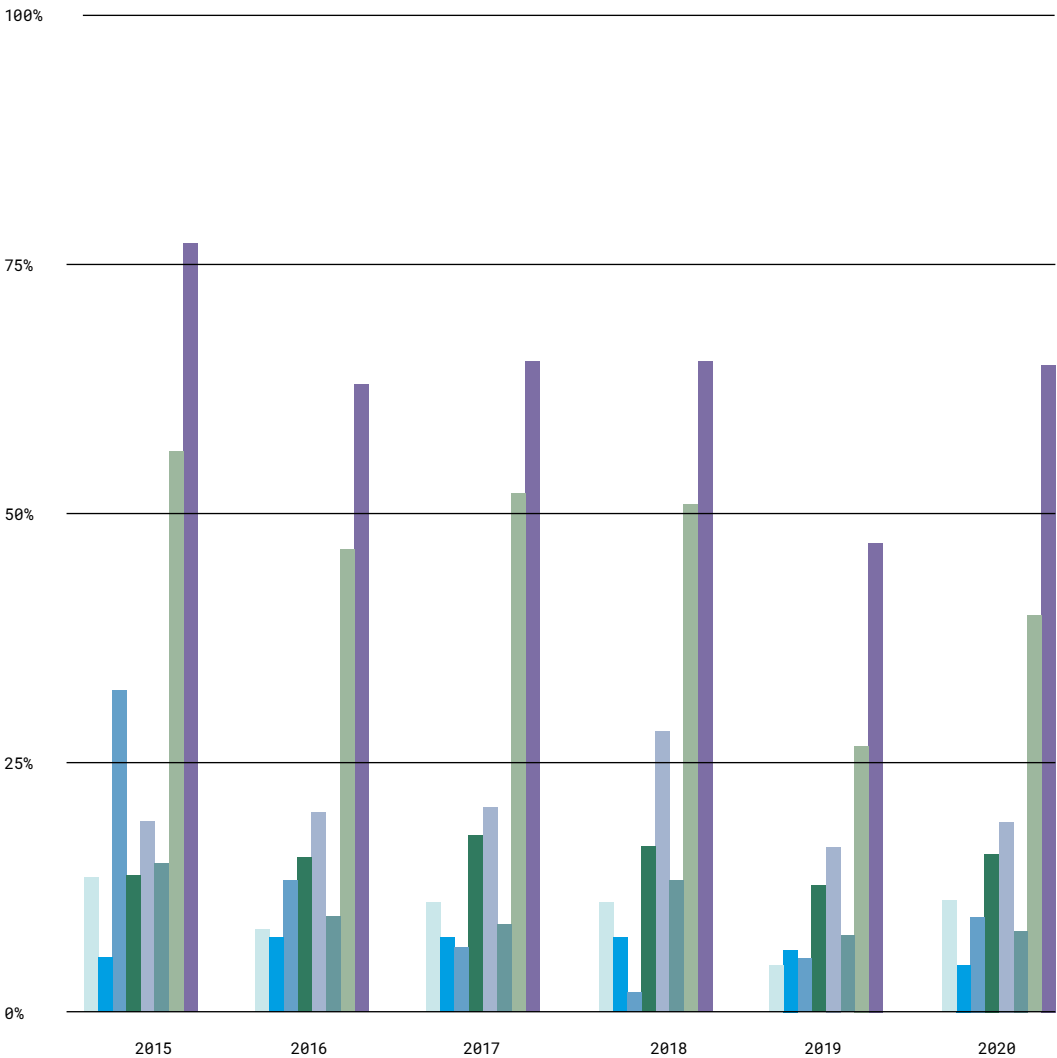
Rating of the markets (from 0 to 10)



- Services
- Proximity
- Other
- Remodelled and clean
- Access to fresh products
- Prices
- Attention and treatment
- Variety/product quality

Market users especially value the variety and quality of the product (more than 69%), a positive appreciation which increased compared with the previous year. The second most valued aspect is attention and the friendly and personalised treatment, which 42.6% highlight.

Rating of the markets

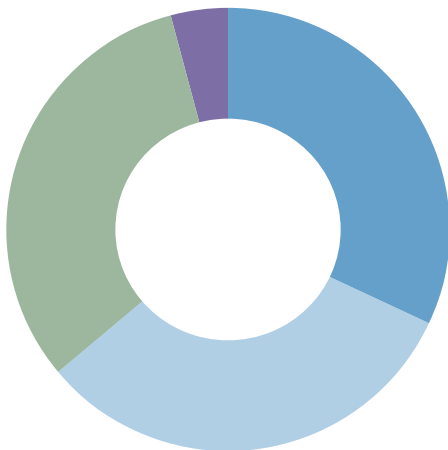


These figures are better understood when compared with data on the purchasing habits of users, which clearly indicate that they prefer markets when buying fresh food compared with other food products, according to data of commerce in the 2020 Municipal Ómnibus survey.

In this sense, it should be mentioned that the markets maintain a market share of 32% in fresh food. While the percentage of the supermarket was reduced in 2020 (38% in 2019) in favour of the neighbourhood local shops (28% in 2019).

Shopping habits of fresh food

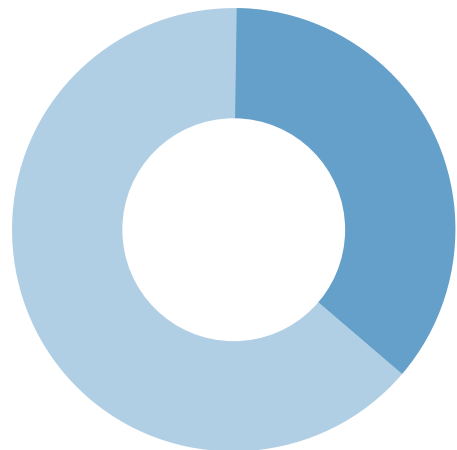
- 32% in the supermarket
- 32% in the municipal market
- 32% in the neighbourhood or specialist shop
- 4% in other establishments



The market share of fresh produce has increased considerably (like the neighbourhood shops), to the detriment of supermarkets, a fact that shows that markets remain a good option, in the face of the fresh food policies that have been promoted by the major supermarkets and hypermarkets and other specialist operators.

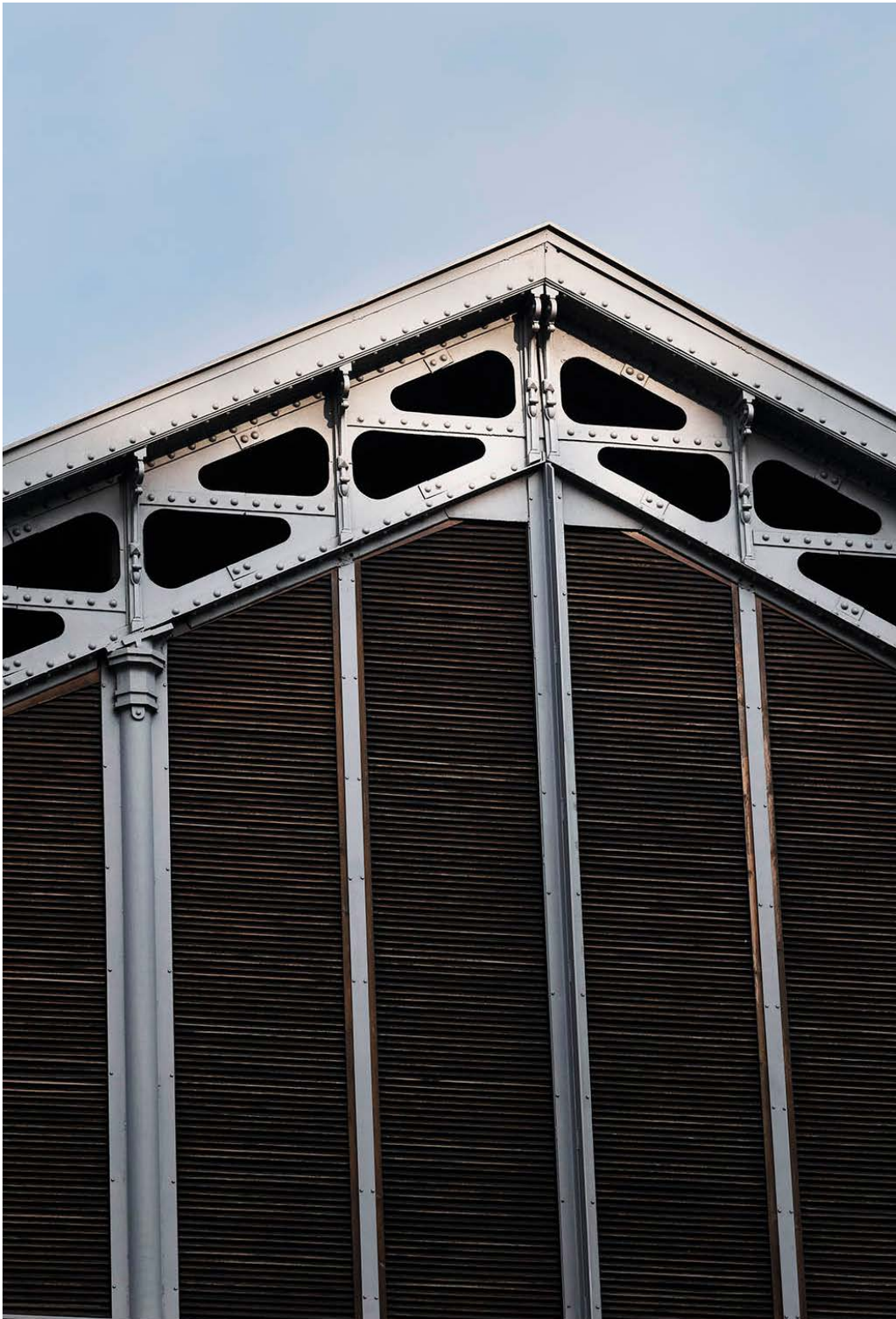
Do you buy in the municipal market?

- YES
- NO



	YES	NO
2018	62.3%	37.7%
2019	62.7%	36.3%
2020	60.9%	39.1%

The main values of the markets are the variety of the offer, especially of fresh products, the personalised attention, specialisation and quality.



02. Relevant figures and evolution of the year

Number of visits (year)

	2015	2016	2017	2018	2019	2020
AnnualTotal	65,348,666	66,815,394	66,818,993	68,075,001	67,495,218	47,720,968
Variation	3.9%	2.2%	0.01%	1.85%	-0.9%	-31.0%

The number of visits to the markets has been maintained, with slight increases in recent years, which demonstrates the high degree of loyalty and high rating by the citizens, especially with regard to the refurbishment and modernization of the markets. The decline in 2020 is explained by the exceptional situation of the pandemic which led to the lockdown of the population and the reduction of the number of trips of the users to go shopping, as well as by the closure or restriction of the capacity of the three non-food markets (Els Encants - Fira de Belcaire, Els Encants de Sant Antoni and the Dominical de Sant Antoni). Special mention should be made of the situation of La Boqueria, where up to 50% of establishments closed during the toughest months of the pandemic

Number of visits (month)

	2015	2016	2017	2018	2019	2020
January	5,008,556	5,280,131	5,512,262	5,363,831	6,115,209	6,002,858
February	4,990,930	5,453,476	5,513,499	5,223,877	5,550,466	5,796,135
March	5,386,483	5,663,137	5,962,531	5,562,963	6,021,078	3,834,921
April	5,360,834	5,986,838	5,425,017	5,045,202	5,467,546	2,286,741
May	5,588,720	6,000,028	5,823,869	5,234,470	5,895,267	3,131,211
June	5,569,882	5,512,628	5,423,255	6,917,219	5,226,988	3,604,046
July	5,559,148	5,141,663	5,287,435	5,761,168	4,422,131	3,727,009
August	3,865,702	4,293,516	4,410,575	5,082,887	4,564,446	2,818,332
September	5,516,539	5,450,026	5,710,410	5,681,328	5,330,466	3,796,881
October	6,380,366	6,046,217	5,626,398	5,947,397	5,933,863	4,226,691
November	5,802,451	5,857,602	5,952,981	5,851,855	5,920,384	4,217,090
December	6,319,055	6,130,132	6,170,761	6,402,804	6,007,375	4,279,053

As a result of the pandemic, in 2020 a significant decrease was recorded in the number of visits, as reflected in the fact that in January and February the highest figures were reached, while in March, one of the months in which historically there had been more visits to the markets, the impact of the health crisis was especially important from the start of the state of emergency.

Furthermore, the impact of the pandemic was more noticeable in the markets in tourist neighbourhoods, such as La Boqueria, Barceloneta and Santa Caterina.

Markets open

Food establishments

From the week of 16th March onwards, after the increase in sales recorded during the week prior to the announcement of the lockdown, 85% of the food establishments remained in service, with more than 3,500 workers, (93%, if the major impact on the Mercat de la Boqueria is not taken into account), which supply food to an average of 38,000 people every day.

Non-food establishments

In compliance with activity restrictions during the period of lockdown, 713 businesses were unable to carry out their activity: els Encants–Fira de Bellcaire, els Encants de Sant Antoni, the Dominical- Sunday Market of Sant Antoni and Les Flors (Flowers) of the Rambla, and the rest of non-food, bars and restaurants concessions in the network of markets.



Online sales / Home delivery services

Online sales and home deliveries were especially relevant services during the months of lockdown. New systems were promoted for contacting and distributing in some of the markets that didn't have them

Online sales

Orders were multiplied by ten during the first weeks of the state of emergency. Lack of time, ease and comfort of online shopping have changed the behavior consumer purchasing in recent years. The reality of e-commerce now includes food and also in markets where, despite the fact that the impact isn't as high as in other sectors, it is a new trend which is becoming more and more popular.

By 2019, 13 markets already offered their products through the platforms of Manzaning, Ulabox and their own. In 2020 orders were multiplied by 10 during the first weeks of the state of emergency. The IMMB has been monitoring the operation and the issue of the sales platforms becoming overwhelmed:

- Redefining the platform and logistics of Ulabox and the expansion from 2 to 3 markets.
- Extension of the Manzaning service from 11 to 30 markets and from 150 to 290 establishments.

Figures for the home delivery service

Regarding centralised orders through the home delivery service; the delivery is contracted by the traders' associations through entities dedicated to the integration and personal promotion of people with special needs or at risk of social exclusion, so that development of this service has a clear social interest. Specifically, the cooperative group Taller Escola Barcelona (TEB), the Les Corts Association for Labour Insertion (ALCIL) of the CHM Group and the Foundation Pare Manel, all collaborate with these services.

- Between March and June 2020, 24,481 home delivery services were carried out.

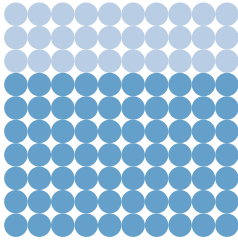
Within the framework of the Digitalisation Plan of the Markets, the IMMB is launching a common marketplace to the entire network of municipal markets.

By way of conclusion, the following figures summarise the rating by the citizens who take advantage of this service offered by the 43 municipal markets of Barcelona:

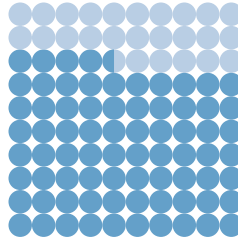


02. Relevant figures and evolution of the year

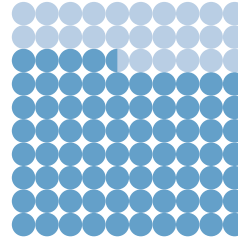
60.9% of the population purchase in the markets.



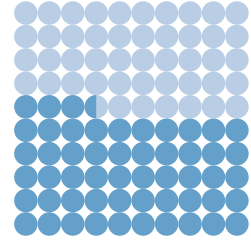
96.6% value the quality of the product as an important criteria when doing the shopping.



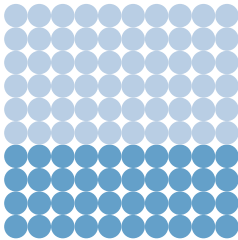
74.4% of the population value the proximity of the product.



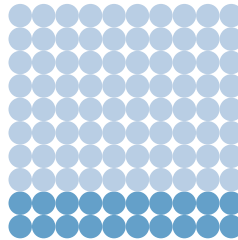
53.6% value the ecological products.



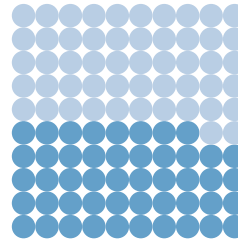
40.1% mention distance as a reason for not doing their shopping there.



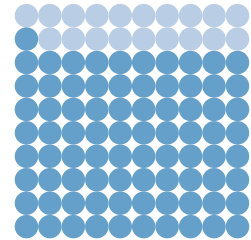
19.9% mention price as a reason for not doing their shopping there.



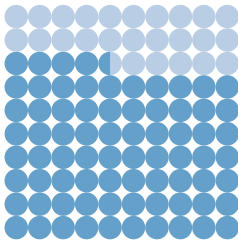
> 48% of the customers are between 35 and 64 years old.



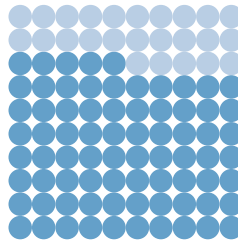
81.2% of the customers are quite or very satisfied.



32% of the market share of fresh products in the city.



7.5 is the average rating of the users.



Population data:

— Institut d'Estadística de Catalunya
<https://www.idescat.cat/emex/?id=080193>

Valuation data and degree of satisfaction with the service of the Markets of Barcelona (Department of Opinion Studies, Municipal Data Office):

— Survey of Municipal Services 2020
<https://dades.ajuntament.barcelona.cat/enquesta-serveis-municipals/>

Data on shopping habits in general and purchasing in the municipal markets:

— Omnibus municipal Survey, June 2020 (1st wave)
— Omnibus municipal Survey, October 2020 (3rd wave)
— Omnibus municipal Survey, December 2020 (4th wave)
<https://bcnroc.ajuntament.barcelona.cat/jspui/handle/11703/99648>

03



Mission, values and social responsibility

The Municipal Institute of Markets of Barcelona (IMMB) is an autonomous body created in 1991 for the direct management and administration of the municipal markets, under the auspices of Barcelona City Council.

The Barcelona market network provides the citizens with quality products; promotes a style of healthy living, social cohesion and the articulation of neighbourhoods, and boosts the economy and employment, within the framework of local commerce. Barcelona bases its model on local commerce, in which markets are integrated with a clear vocation of service to the citizenship, especially in their immediate surroundings, since they fulfil a backbone function of the territory.

The Barcelona Markets strategic plan 2015-2025 defines three major axes that are broken down into 12 goals, 39 measures and in 153 actions. All the measures and actions contained in the plan are structured in these three main lines. In 2020, the new Digitalisation Plan for the Barcelona market network began to be promoted. This comprises a series of projects that respond to the values and goals of the current Strategic Plan and to the new needs of the current and potential customers

Axis 01. Soul

Markets are a benchmark for living in the neighbourhoods of Barcelona and provide an experience not only for shopping, but also of coexistence.

Axis 02. Driver

Markets lead the local commerce, while at the same time projecting the urban market model at the international level. They are a key piece in economic development and in the generation of local employment.

Axis 03. Sustainability

Markets are synonymous with the values associated with social, environmental and cultural sustainability.

Traditional values and new challenges

01. Leadership in the distribution sector of fresh and quality product



Customers can find the best product, and their stalls of reference offer them a personalised attention.

02. Product diversification



Supermarkets sell fresh, quality and well presented produce, but the markets offer greater diversity, especially in the seasonal products.

03. Maintaining the close and personalised attention



Preserving as a treasure the trust of the clients. That they can buy directly in the stalls, online or even by phone, obtaining the same product quality and the amount they need.

04. Flexibilisation of the shopping experience and time saving



Offering the chance to win through the convenience of shopping online and receiving their purchase at home or picking it up at the market even if it is already closed.

05. Reorganisation of the commercial mix and introduction of new operators



Giving the customers the opportunity to buy fresh products, such as fish, and while it is being prepared for them by their trusted trader, they can buy other products: cosmetics, bakery, stationery ... all without leaving the market.

06. Promotion of the culture of sustainable food



Conveying to the customers that their purchase in the market fosters a healthy diet, the consumption of local products, contributing to combating climate change.

Measures and actions 2020-2023

Barcelona's markets maintain the focus aimed at modernising the facilities, services and the offer to the public. New environments demand a reformulation of the way of working which was used as the basis for the elaboration of the current strategic plan. From its major axes and with the vision set on the challenges of the future, the IMMB develops a series actions to meet the goals fixed.

Increase the provision of resources for maintenance within the framework of the specific plans for each market, taking into account their typology and their state of operation.

Consolidating and strengthening the role of the IMMB as a body for carrying out policies in market issues.

Boosting the role of the traders' associations and the Advisory Board on the review and follow-up of the current Strategic Plan. Consolidating the role of the FEMM.

Maintaining the financial balance of the IMMB annually, designing a global system of characterisation. of the markets that allows the IMMB to define, in conjunction with the traders' associations, the action plans of each market for the period 2020-2023, while facilitating the annual agreements with the boards of these associations

Working on the financial support model of the traders' associations in order to boost their economic self-sufficiency and monitoring stable spending operations and maintenance agreements (as in the Encants and Sant Antoni markets) and those arising from refurbishment agreements and of the annual meetings with the boards of the associations.

Advance in the grants and subsidies programme and support for the activities of the traders' associations and in the support programme for the professionalisation of these associations and the traders.

Defining collaboration programmes and obtaining resources between the IMMB and the traders' associations who allow as yet undetected potential to be exploited.

Developing a process improvement plan of current internal procedures that facilitate efficiency and agility in resolving their management and administrative procedures.

Implementing the Network Digitalisation

of markets approved for the modernisation and the improvement of the internal management and services to the stalls and customers.

Redesigning the reporting system of revenues and expenditure between the IMMB and the traders' associations, paying special attention to the expenses of maintenance and energy consumption, as well as monitoring the agreements with the boards of these associations.

Carrying out an in-depth reflection on denominations and/or extensions of specialities and tasting and on their instruments of development of regulations, such as the municipal and tax ordinances, the new Regulation of La Boqueria (pending) or the decree regarding the affluence of groups.

Participating actively in policies of sustainability through the relevant role of the markets in:

1. The distribution and promotion of fresh and local produce, within the framework of the programme Green Commerce and the series of programmes and actions on food policy of Barcelona City Council.
2. Campaigns to reduce food waste.
3. Initiatives to advance reduction of the presence of plastics in the markets, especially single use plastics, such as participation in the Plastic Free Working Group.
4. The incorporation of energy saving facilities or renewable energies, in collaboration with Barcelona Energia.

Investing around 100 million euros every four years in major transformations, improvements, network maintenance and digitalisation.



Social and environmental responsibility

The IMMB has eleven years' experience in the development of educational programmes that approach children to a direct, educational experience aimed at conveying the values of buying healthy, fresh and quality products, which contribute its part in training people to be responsible with their environment and with society.



2020 represented an added challenge. The educational programmes had to adapt to the new reality of COVID-19



While the *stay at home* lockdown lasted, from March to May, the programme developed special proposals for the educational centres and families.

The activity doesn't stop

"Let's eat healthily, let's eat at the market" was one educational activity that invited schools to become a team and convey to children and young people the values of maintaining a balanced diet and knowing the difference between markets and other forms of commerce. *The Stay at home lockdown*, sudden changes in the dynamics of schools and therefore the impossibility of visiting the markets, led to the development of activities to continue bringing markets closer to children and young people (nursery, primary and secondary education) of Barcelona. Taking advantage of the material available on the IMMB YouTube channel and activities proposed in the classroom, a pedagogical worksheet was prepared that enabled teachers to work on proposals that children could follow from home.

In family

The months of *stay* basically in the family environment meant that the family took on a major role in the consumption of content. From the educational programme, specific material was designed, open to families, in which, through games, concepts such as proximity, seasonality and health were worked on, and children's imagination and autonomy were enhanced.

- Challenge 1. "The Rainbow"
- Challenge 2. "The orange smoothie"
- Challenge 3. "The Secret Ingredient"
- Challenge 4. "Market stalls"
- Challenge 5. "Everyone's favourite"
- Challenge 6. "The portrait"
- Challenge 7. "The mysterious taste"
- Challenge 8. "Breakfast 'P'"

Visits to the markets

The training actions of the programme “Let’s eat healthily, let’s eat from the market” are based around guided tours of each school in neighbourhood markets.

This initiative promotes experiential learning, so that children and young people can become the protagonists, approaching the reality of markets through experimentation and to the interrelationship with the traders. A contact is established that goes beyond work in the classroom and that connects them with such an important aspect of everyday life as food and the caring of the natural environment.

The proposed activities promoted a playful methodology, differentiated into three key moments:

- Before the visit. Students work in advance in the classroom aspects related to the market: a shopping list, menus, sustainability, etc...
- The visit. Students visit the market with one dynamising person and under the narrative of researchers and journalists.
- Closing. After the visit, an activity is encouraged in the classroom, to work on the metacognition of the students.

The exceptional situation of 2020 affected the 2019-2020 and 2020-2021 academic years. The start of the activity after the 2019 Christmas holidays was cut short due to the arrival of the pandemic. The subsequent activity of the 2019-2020 academic year was replaced by virtual proposals that guaranteed games and experimentation through markets

During that period, more than 4,000 website visits were recorded and the teachers’ interest in carrying out activities with students in a remote way grew.

Finally, in the first term of the 2020-2021 course, work began on planning safe onsite visits, virtual visits and activities adapted to the new situation which were implemented from the second term of the course onwards.

Onsite visits:

- Creation of a safety protocol for the visits in which the schools and students were reminded about what they had to do before visiting the market.
- Proposal to reduce the number of students per group for half the bubble/class group.
- Reduction of the length of the visit to 30-45 minutes.

Virtual tours:

- Design of streaming visits through the Zoom platform. The proposal included the dynamism by an educator in the market while students looked at the pictures and interacted from the class. This option has been available since the second term of the course (January 2021).

“The watchmaker of the markets”

Virtual escape room that aims to bring students closer to the market and encourage the schools and families to visit. This game presents us with an enigma: The disappearance of the market watchmaker and this causes chaos in the city.

Through challenges and clues, students solve the enigma until they find the watchmaker. This game of clues or breakout is intended for schools and can be done before the market visit (onsite or streaming), but can also be played with the family to enjoy the markets of Barcelona. This is a project for the 2020-2021 academic year and was worked on conceptually during 2020 and was available in the last term of the course.

Collaboration with the vocational training cycle centres

The IMMB also works on projects of the vocational training centres. This year, we collaborated with the vocational training Centre for Polytechnic Studies, which in the course 2020-2021 incorporated the methodology of project-based learning (PBL) in the intermediate level cycle of Commercial Activities and in the higher degree on Marketing and Advertising.

In the last term of the year, we accompanied both of the teaching staff and students of the two cycles, which analysed the markets and worked on different commercial dynamisation proposals and communication campaigns, which were presented in a final session of conclusion of projects.

Learning Service (ApS)

Article 16 of Decree 187/2015, of 25 August, of the organisation of the teaching of compulsory secondary education (ESO), establishes the obligation for 3rd and/or 4th year ESO students to carry out community service, which can be developed in different public spheres, among which are the municipal markets. The IMMB, as a driving force, has designed two ApS proposals, one of which was started to be implemented in the 2020-2021 academic year: "In the markets through the main door", dedicated to the elderly, for whom we trained teachers in the first term.

(November 2020) so that they could accompany them during the second term (2021). The entity we are working with is Vincles and the students from the educational centres of the IES Verdaguer and the Montserrat Special Education Centre. Due to the pandemic, we were unable to start the other ApS proposal, "Eat the World," in which the learning service is carried out with immigrants. We hope to implement it in the course 2021-2022 with the reestablishment of the free movement between countries.

Furthermore, we have participated as a providing entity of ApS projects for other organisations, such as the IES Quatre Cantons, which is carrying out an annual ApS project with the Mercat dels Encants of Barcelona.

DESEMBRE

GENER

FEBRER

MARÇ

ABRIL

MAIG

JUNY

JULIOL

AGOST

SETEMBRE

OCTUBRE

NOVEMBRE

Ara
De temporada.
Aquí
De proximitat.
Pel
planeta
Ecològic.

Als mercats, al comerç i als restaurants,
aliments de proximitat, ecològics i de temporada.
alimentaciosostenible.barcelona



Barcelona
Capital Mundial
de l'Alimentació
Sostenible 2021



Ajuntament de
Barcelona

Year of Sustainable Food Capital

During the last quarter of 2020, we worked with the Technical Office of the Sustainable Food Capital in the revision of the pedagogical material for the educational programme so as to adapt the discourse. We also participated in the learning and ApS working groups, promoted by this technical office in order to send the proposals linked to sustainability and with food sovereignty to all the centres of the city.

Quality Seal of the Pedagogical Innovation Council

In 2020, the IMMB maintained the Quality Seal of the Pedagogical Innovation Council (CIP), which accredits the educational potential of the markets as learning spaces for students for the city's schools. This certification was granted in the 2013-2014 academic year and has been renewed periodically. The main aim of the CIP is to improve the educational proposals in the markets, promoting innovation by means of pedagogical methodologies, the social commitment and the creation of new spaces of exchange and knowledge. Currently, the CIP is made up of 159 citizen institutions and organisations, offering more than 5,000 activities through the Programme of School Activities (PAE) in schools in Barcelona and the rest of Catalonia.

As a CIP entity, the IMMB works in two Working groups: "Links for educational action" and "Education in values". The task of "Links for educational action" is to create synergies between different CIP entities when proposing complete itineraries that cover the needs of schools. For its part, the working group "Education in values" is currently continuing to work on gender equity, collecting the different materials that the entities have on the subject of the CIP to order them and make them available to other members of the Board.

Educating Cities

Educating Cities began as a movement in 1990 on the occasion of the First Congress International Educating Cities, which took place in Barcelona, when a group of cities represented by their local governments set the goal of working together on projects and activities to improve the quality of life of their inhabitants, based on their active involvement in the use and evolution of the city, in accordance with the approved Charter of Educating Cities. Subsequently, in 1994, the movement was formalised as the International Association Educating Cities (IAEC) in the 3rd Congress, which took place in Bologna. Each year, the IAEC organises the International Day of the Educating City, which in 2019 took place on 30th November under the heading "Listen to the city to transform it based on culture, education and the community" and included the participation of the IMMB. The Educating City is a new paradigm, a project necessarily shared, involving all the departments of the local corporations, the various administrations and civil society. Cross-cutting and coordination are basic for giving sense to actions that incorporate education as a lifelong process. The IMMB forms part of the technical coordination working group where the actions to be carried out are decided upon, that are required to empower the city within this field.

Institutional cooperation

The IMMB persists in its sustained will in recent years, to share and cooperate with other national and international institutions, which ask us to make known our model of management, or for advice on reform processes or improvement in other markets. During 2020, these actions and visits were limited by the situation of the pandemic. However we can highlight the following:

WEBINAR

"Market cities: how public markets can pump life into regional food economies and forge social cohesion"

Presence of Markets of Barcelona in the conference in Webinar format organised by the American organisation PPS (Project for Public Spaces) in October. One of the participating speakers (Kristie Daniel of the Healthbridge Foundation of Canada) included an audiovisual piece on the renovation of the Mercat de Sant Antoni.

Municipal Markets Conference in Gavà

On Wednesday 26th February the Consumers Union of Catalunya-UCC organised in Gavà the inauguration of the 4th Cycle of Conferences on Responsible Food and Health. The first Conference of talks started in Mercagavà entitled "Municipal markets: Time to move on." It counted on the participation of Genís Arnàs, Head of the IMMB markets service, as a speaker, together with Manel Rodríguez, Project Director of Fica't and Mònica Jardí, trader. The talks were based around the evolution of the management of municipal markets, and what upgrading is necessary in order to better reach consumers.



Solidarity initiatives and corporate responsibility

The markets of Barcelona are a regular space for carrying out solidarity initiatives. As follows, we highlight the special collaborations with the entities and some of the actions that have become a reality thanks to the promotion by the traders. In 2020, the following examples of support took place.



AFANOC: “Posa’t la gorra” (Put on your cap)

In 2020, the markets of Barcelona continued to collaborate, for the twelfth year in a row, in this initiative, promoted by the Association of Family and Friends of Children Oncology of Catalonia (AFANOC). Coinciding with the 20 years of the campaign, in November a simultaneous action took place in 18 municipal markets, which consisted of the sale of caps made thanks to the collaboration of renowned designers. The main aim of this action is to raise money for the fight against childhood cancer. AFANOC works inside and outside hospitals in order to improve the quality of life of children who suffer from long-term illnesses and to mitigate the effects of treatments, which directly influence patients and their families.

Banc dels Aliments: Great Food Collection

On 20th and 21st November, the municipal markets participated in the 12th edition of the Great Food Collection, promoted by the organization Banc dels aliments (The Food bank). The situation caused by COVID-19 meant that the Banc dels aliments had to reconsider the way the campaign was run. Finally, for health safety, it was decided to replace the physical food collection with monetary donations, acquiring tickets worth 3 euros in the establishments which could be exchanged for basic fresh products, such as meat, eggs and fish.

This initiative was already carried out in the form of pilot test in 2018 as a complement to the donation of dry and non-perishable packaged products, faced with the need to also include the collection of fresh products of high protein value, much needed and scarce for their difficult conservation and immediate consumption. In 2020, 20 markets collaborated in the Gran Recapte, the Great Food Collection (La Concepció, El Ninot, El Carmel, Provençals, Sagrada Família, La Mercè, Sarrià, L'Estrella, Sant Andreu, Horta, Les Corts, L'Abaceria, Sant Antoni, El Clot, Lesseps, Sant Gervasi, Les Tres Torres, Felipe II, Sant Martí and Poblenou), with almost 300 establishments taking part. The outbreak of the pandemic led to a 40% increase in demand of food. That is why the Gran Recapte is an essential campaign that this year has taken on an especially relevant role.

Sant Joan de Déu: Magic Line

The Magic Line is a special race in which the participating teams raise funds to finance more than 200 solidarity initiatives. The markets from Barcelona collaborated for the third year in a row. Thus, between 27th January and 2nd February, in the markets of La Concepció, Abaceria, Saints, Ninot and Sagrada Família, groups of the Magic Line offered cakes and coffees to the customers, in exchange for their contributions. As a novelty, this year counted on the collaboration of well-known characters who also offered coffees to the customers who passed by. The teams are usually made up of residents from the neighbourhood, which helps to generate very positive synergies for the market itself.

Other social responsibility and environmental activities

Helping neighbours in need has been a common practice in the markets of the city. 2020 was especially hard for many citizens of Barcelona, who saw how the health crisis of COVID-19 negatively affected their economy. Markets, aware of this problem, carried out or collaborated especially this year in different initiatives such as distributing fresh or prepared food, delivering the shopping to the elderly or people at risk, collaborating in collections of food organised by neighbourhood organisations or in projects such as Radars for the detection of the elderly who are in situation of unwanted loneliness.

Plant me on your balcony

Barcelona City Council, through the Municipal Institutes of Markets, Parks and Gardens and of Urban Landscape, launched a campaign for encouraging the planting of decorative and aromatic plants in the windows and balconies of the city. Between 28th April and 7th May, 80,000 plants were distributed in the markets, to be planted in different spaces of the city.

The distribution was done in stages:

From 28th April onwards: from La Boqueria, La Barceloneta, Santa Caterina, Sant Antoni, La Concepció, Provençals, Sant Gervasi, Les Tres Torres, El Carmel, Horta, La Vall d'Hebron, El Sant Andreu, El Bon Pastor, El Guinardó, Montserrat, La Trinitat, La Mercè, La Llibertat.

From 6th May: from Hostafrancs, La Marina, Sants, L'Estrella, El Ninot, Clot, Lesseps, Sagrada Família, Galvany, Les Corts, Sarrià, Sant Martí, El Poblenou, Besòs, Felip II, Canyelles, Ciutat Meridiana, Fort Pienc, L'Abaceria and La Guineueta.

The initiative had a dual purpose: on the one hand, to support the gardening sector and the flower nurseries, highly affected by the consequences of the health crisis and, on the other, to encourage local shopping in the markets and to highlight their work as an essential sector of provision of the citizens. The initiative gave continuity to the campaign "*Let's give way to green*", which promotes, among other concepts, the importance of having more green in the city and greening the façades with the involvement of the citizenship, for all the benefits involved: well-being, adaptation to climate change, health, leisure, etc. Everyone was encouraged to put the plants on their balcony or window and to share pictures of green at home through the hashtag *#PlantamAlBalcó*. All the images received were included in the communicative material disseminated on 22nd May, coinciding with the International Day for Biological Diversity

Environment and sustainability

As highlighted, one of the three major axes defined in the Strategic Plan 2015-2025, municipal markets are synonymous with values associated with social, environmental and cultural sustainability. The evolution of the quantity of waste shows a progressive reduction in the total number of tons collected, especially in volume of the fraction of the waste.

Evolution of the waste collection (Tn)

	2015	2016	2017	2018	2019	2020
Surplus	8,236.62	7,880.84	7,447.76	6,953.58	6,996.16	5,779.86
Selective waste:	5,223.18	5,065.32	4,976.22	5,044.58	4,727.30	4,005.41
– organic	4,066.26	3,967.68	3,915.12	3,857.26	3,589.12	3,014.19
– paper-cardboard	1,156.92	1,097.64	1,061.10	1,187.32	1,138.18	991.22
Total	13,459.80	12,946.16	12,423.98	11,998.16	11,723.46	9,785.27



Environmental responsibility

The IMMB participates in different initiatives and carries out various actions in favour of the environment, in the framework of the Agenda 2030 Sustainable Development Goals. Among the most notable actions, it is worth highlighting the campaigns to reduce food waste and various reforms to the facilities of municipal markets to make them more sustainable.

First, through selective waste collection, separating paper and cardboard, organic waste and rejection in different containers. In recent years, the volume of organic waste has been declining, which means that traders are increasingly planning better their purchases and have less to throw away. Due to the commercial characteristics of retail, citizens who go to the markets can buy by weight just what they need, thereby reducing the volume of packaging and plastics. In 2019, a study on its use began of single-use plastics by traders and market users. During 2020 the Rezero Foundation carried out the diagnosis of the situation in the markets and possible actions for improvement.

Campaigns to reduce waste

Sustainability is one of the basic axes of the markets of Barcelona. Therefore, reducing waste of the products as much as possible and getting the most out of them, form part of the initiatives to achieve a more sustainable model. In their role as promoters of social cohesion and essential elements in the life of the neighbourhoods, various Barcelona markets have agreed with various social entities, so that every day they give them all the fresh produce that they have not sold. In the field of education, the markets are collaborating with Espigoladors, a non-profit organization which is devoted exclusively to reusing all the fresh products that are not sold or that otherwise would have been thrown away. In other cases, the initiative to minimise food waste comes from the stallholders themselves, at an individual level.

The careful management of food provision, with purchases almost daily, the availability of refrigerated cold rooms and the reduction of surplus food, means that food wastage in the municipal markets is kept to a minimum.

100% renewable energy

Barcelona City Council is committed to the consumption of 100% renewable energy. Barcelona Energia has been the electricity supplier of the municipal market buildings since July 2018.

Although financial savings are not the fundamental reason for the change of supplier, it is worth highlighting that the company provided initial assessment that has made it possible to adjust the power and reduce the cost by between 1 and 2%, which has led to annual savings of between 25,000 and 30,000 euros. The reduction in electricity bills has also meant an economic saving of around 2%, equivalent to about 60,000 euros per year. Thus, the IMMB has also boosted an agreement between the FEMM and Barcelona Energia to disseminate among the stallholders the energy supply by this public operator in their individual consumption. At present, this is already applied to eight municipal markets and will be expanded throughout the network, in which the traders, in addition to consuming 100% renewable energy, receive a reduction in their bills for their private consumption that in most cases is between 10% and 15%.

Reforms of the installations of the markets

The Institute of Municipal Markets always plans the integral refurbishment of the facilities, as well as the updating and maintenance of the installations, from the point in view of improving energy efficiency. The transformation of the network and its state in optimal conditions requires constant updating actions and a whole project process prior to the execution of the works.

Complete transformations of the facilities

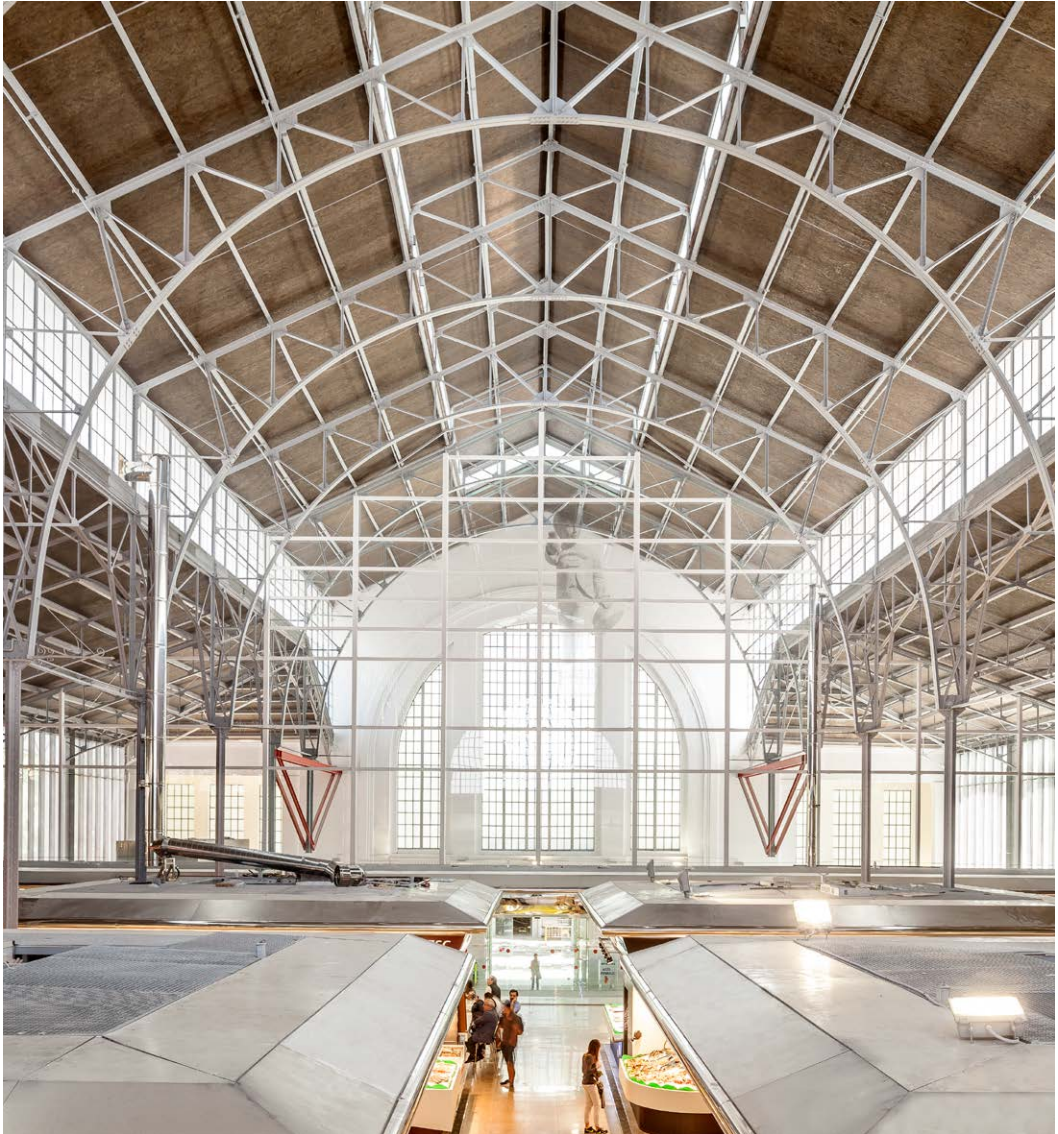
The following improvements in energy efficiency have been introduced:

- Improvement of the thermal insulation of the facility which promotes energy savings.
- Lighting installation with LED technology.
- Installation of high efficiency heating and cooling systems.
- Installation of solar and photovoltaic panels and other energy utilisation systems depending on the possibilities that each transformation project offers.

Maintenance and improvement works:

- Renovation of heating and cooling systems with more efficient technologies.
- Lighting installation with LED technology
- Promoting the incorporation of solar or photovoltaic panels, provided their installation is feasible.

Report on energy improvements in the municipal markets of Barcelona



1. Energy improvements in the heating and cooling installations carried out in the last five years:

- Mercat de la Llibertat
2018 – Replacement of obsolete components from the heating and cooling system.
- Mercat de la Barceloneta
2018 – Ventilation boxes in the machines room to improve its performance.
- Mercat de Sant Martí
2016 – Commissioning of the photovoltaic system.
2018 – New line of air curtains.
2019 – Incorporation of six extractors to the testers.
- Mercat de les Provençals
2016 – Extraction system in the sales room.
2019 – Connection of solar panels with the DHW (Hot Sanitary Water) heater in the toilets.
- Mercat de la Concepció
2018 – Installation of new fan-coils to the heating and cooling system.
- Mercat de Sants
2018 – Improving climate comfort by stratification.
- Mercat de Lesseps
2020 – Reform of the installation of the heating and cooling system.
- Mercat de la Boqueria
2020 – Smoke extraction system.
- Mercat de la Mercè, el Carmel and Santa Caterina
2020 – Drafting of the heating and cooling project.
- Mercat de Hostafrancs
2020 – Energy improvements in the heating and cooling installations (at the project phase).

2. Energy improvements in the lighting installations: 24 markets count on LED lighting.

Since 2014, LED technology has been implemented in the sales rooms of the following markets:

- Hostafrancs
- La Concepció
- La Barceloneta
- Fort Pienc
- Sarrià
- Felip II
- La Trinitat
- Les Corts

In the medium term, actions will be needed in the markets which incorporated LED technology in 2014-2015 in order to update it. Since 2016, the lighting implementation actions have been performed in both sales areas and logistics spaces and in the storerooms of the following markets:

- El Besòs
- La Marina
- Lesseps
- La Mercè
- L'Estrella
- Sants
- Galvany (in the works process)

Furthermore, since 2016, all refurbishment projects of the IMMB have foreseen the implementation of LED technology (these are projects drafted one or two years before the completion of the works). In recent years, the following refurbishments have taken place:

- 2017: Sant Andreu (provisional marquee)
- 2017: Les Tres Torres.

Replacement of the general lighting

- 2018: Abaceria Central (provisional marquee)
- 2018: La Vall d'Hebron
- 2018: La Boqueria.

Replacement of the general lighting

- 2019: Sant Antoni
- 2019: El Bon Pastor

In 2019, the lighting was also replaced by LED in the sales rooms of:

- Sant Gervasi
- Ciutat Meridiana
- El Besòs (new storage area)

During 2020, six executive projects were drafted for the replacement of the lighting with LED:

- El Carmel
- Hostafrancs
- Provençals
- La Sagrada Família
- Santa Caterina
- El Ninot

3. Installations of energy saving or renewable energy in the Barcelona markets:

Geothermal (G) or hydrothermal installations (H) in the following markets (energy saving in the heating and cooling systems):

- Sants (2016) (H)
- Sant Antoni (2018) (G)

Installations that take advantage of ground-water for the toilets:

- Bellcaire (2013)
- Sant Antoni (2018)

Solar panel installations for the domestic hot water supply:

- La Guineueta (2013)
- Bellcaire (2013)
- Provençals (2013)
- El Ninot (2015)
- El Guinardó (2015)
- La Vall d'Hebron (2018)

Installations of photovoltaic panels:

- La Barceloneta (2007)
- Bellcaire (2013)
- El Guinardó (2015)
- Sant Martí (2003)
- El Carmel (2007)
- Provençals (2013)
- El Ninot (2015)
- La Vall d'Hebron (2018)
- Les Tres Torres (in project)
- Sant Gervasi (in project)

Geothermal installations:

- Sant Antoni (2018)

Energy control (monitoring through a Supervisory Control and Data Acquisition system, SCADA):

- Sant Antoni (2018)
- El Ninot (2019)



Green Commerce

Green Commerce is a project of the Municipal Institute of Barcelona Markets (IMMB); the Commissioner for the Social and Solidarity Economy, Local Development and Food Policy of Barcelona City Council, and the Federation of Municipal Markets of Barcelona (FEMM), which aims, among other things, to provide the establishments of the municipal markets with the possibility of differentiating and improving sales by offering local, ecological products from small producers, farmers or from the fish auction market

In 2021, Barcelona is the World Sustainable Food Capital. And one of the actions of this capital is the Green Commerce initiative, which work was begun in 2020. The project is part of the line of work oriented towards the sustainability of the markets, this being one of the three main axes of the Strategic Plan for Municipal Markets of Barcelona 2015-2025. One of its programmes is to “facilitate the distribution and the commercialisation of local products in the municipal markets”. It is a present and future project, with which we aim to improve the competitiveness of the commerce and become prescribers of sustainable food

The main goal of the project

To enable the establishments of the municipal markets to offer green products, in a visible and differentiated way, and improve their competitiveness and sustainability, with the offer of:

- Local products: originally from Catalonia
- Ecological products: with a CCPAE certificate
- Direct products from farmers: short circuit
- Direct fish auction market products: short circuit
- Product of small producer: short circuit
- Own product, with an authorised workshop.

Specific goals

- Increase the visibility of the commerce and products which have these characteristics.
- Improve the accessibility of green commerce.
- Provide information and support services to strengthen the business of the establishments.
- Assess and distinguish the work of the traders, helping them to increase sales and customer.

Establishments that join the project may be distinguished as Green Commerce or Green Commerce Corner.

Commitments of Barcelona City Council and the IMMB

- Facilitate the signage of the establishments and the products at the time of launching the project, initially planned for the second semester of 2021.
- Carry out a specific communication campaign for the project to make it known to the citizens.
- Gradually expand the offer with other considerations, training or communication actions.
- Offer personalised attention to resolve doubts or queries through associations and guilds.
- Evaluate the degree of satisfaction and effectiveness of the actions of the programme with two annual visits.
- Facilitate more and more supply routes of local, ecological and short-circuit products (Mercabarna Wholesalers, Biomarket of Mercabarna, direct contact with the small producers through the CIAP).
- Review compliance with commitments by the stalls, with verification visits.

Commitments with the stalls that join

- Sign a responsible membership statement.
- Make constant and correct use of the specific signs to make it visible that it is a Green Commerce Corner or Green Commerce.
- Contribute opinions on the operation of the project and provide compliance data.

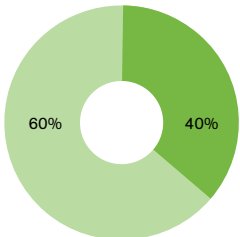
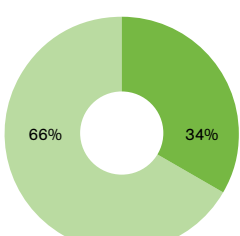
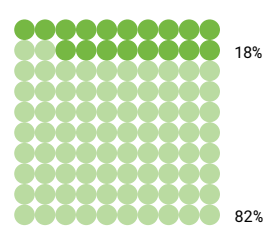
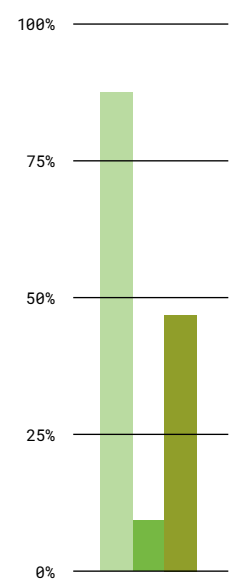
Membership requirements

During 2020, an agreement was reached with traders from different sectors, through meetings with the FEMM and the different associations, on the requirements for the membership of the establishments in the project. Thus, any establishment can be classified within one of two categories (Green Commerce or Green Commerce Corner), according to the number of references or the percentage of products available in the their stall. To be able to assign the categories of Green Commerce Corner or Green Commerce, it is necessary to meet at least one criteria (local products, ecological products, direct from farmers or fish auction market or small producer). The "own elaboration" criteria will be an added value of the establishment but not enough as a single criteria to join. It is foreseen that the programme will be implemented throughout the market network in the autumn of 2021



Reduction of single-use plastics

In the framework of the Barcelona Strategic Markets Plan 2015-2025, the climate emergency and the Zero Waste strategy, we are working on strategies to minimise waste. Starting situation: waste generation in the markets

From the supplier to the store	In the presentation of the product	From the store to home
<p>Types of waste</p> <ul style="list-style-type: none"> — Cardboard boxes — Wooden boxes — Plastic boxes — Plastic (film, foam, etc.) <p>Transport</p> <ul style="list-style-type: none"> ● Direct from the trader ● Through a distributor  <p>Materials</p> <ul style="list-style-type: none"> ● Reusable ● Non reusable 	<p>They are presented as they arrive from the supplier</p> <ul style="list-style-type: none"> — Reusable boxes — Non-reusable materials — Disposable packaging (glass, plastic, cans, paper) and cardboard, etc.) — Non-reusable boxes — Other elements (film, etc) <p>They are handled and exposed with other materials</p> <p><u>Non-reusable</u></p> <ul style="list-style-type: none"> ● Ice and others (compostable paper) ● Plastic (film, porexpan, vacuum, packaging, etc.)  <p><u>Reusable materials</u></p> <ul style="list-style-type: none"> — Plastic materials (trays, boxes, etc...) — Other materials (pots, reusable cutlery, wooden boxes, etc...) 	<p>Non-reusable items</p> <ul style="list-style-type: none"> ● Plastic containers ● Compostable containers ● Others (paper, aluminium...)  <p>Reusable items</p> <ul style="list-style-type: none"> — Shopping trolley or basket — Reusable bags — Lunchbox — Net bag

As a result of the first analyses the increase in the generation of single-use plastics, which has increased exponentially in recent decades, is especially worrying. It is estimated that in 2020, up to 500 million tons of plastic was generated. A large part of this plastic corresponds to single-use products and in packaging: 40% of the world's plastic produced becomes a waste in less than a month. The IMMB wants to make progress in the development of a strategy to reduce single-use plastics in the city's markets. A commitment towards the reduction of plastics in the markets signifies working towards a model of distribution and low emissions consumption, which improves process efficiency and avoids the unnecessary waste of natural resources. Since 2019 and throughout 2020 we have worked with the Rezero Foundation, in a diagnosis of the situation in the markets in relation to the use of plastics by the traders and consumers.

As a result, a first proposal has been developed of actions for its effective reduction, which need to be developed

- Availability of infrastructure for the selective collection of waste
- Reuse of pallets
- Participation in the Banc dels aliments
- Self-composting of the organic fraction
- Incorporation of ice removal systems
- Reuse of cardboard, wood and plastic boxes
- Use of compostable bags for organic waste
- Reduction of packaging
- Use of multi-use gloves
- Use of blackboards to announce offers
- Replacement of porexpan boxes for others of a different material
- Adjustment of purchasing policies from stallholders to sales forecasts
- Always use recycled materials whenever possible
- Minimisation of packaging in products sold by stallholders (distribution of reusable or compostable bags)

Main data from the diagnosis carried out

The goals of the work done are:

1. Analysis of consumption and generation of single-use plastic packaging in the markets.
2. Preparation of a proposal for actions and strategic lines for all the city's markets.

The work is carried out in two different phases: Phase 1. Diagnosis of the current situation regarding the generation of single-use plastics in the markets of Barcelona. Phase 2. Development of an action plan for improvement (2021).

Analysis of the situation in 10 markets:

Mercat de la Boqueria (Ciutat Vella)
Mercat de Sarrià (Sarrià)
Mercat de Sant Martí (Sant Martí)
Mercat de la Concepció (Dreta de l'Eixample)
Mercat de les Corts (Les Corts)
Mercat de l'Abaceria (Gràcia)
Mercat de Sants (Sants)
Mercat d'Horta (Horta)
Mercat del Bon Pastor (Bon Pastor)
Mercat de Trinitat Nova (Nou Barris)

10 questionnaires to the market directors
248 questionnaires to the traders
260 questionnaires to the consumers
Degree of compliance of the regulation in the markets.

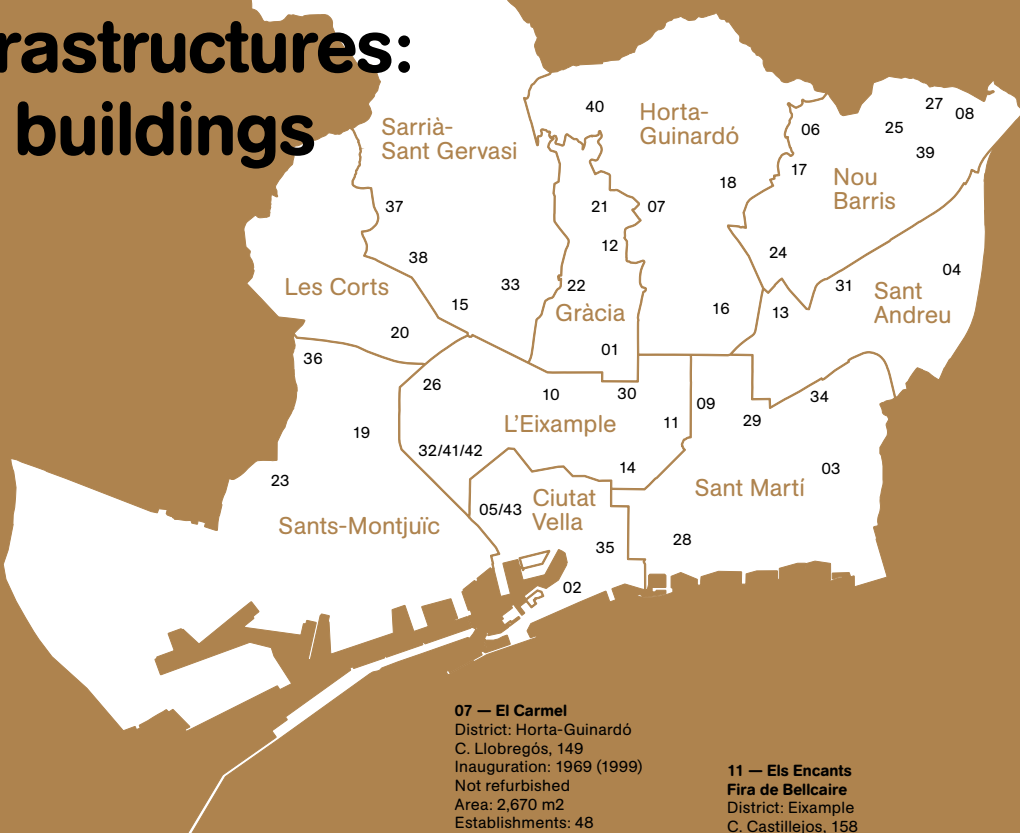
04.



Infrastructures, Resources and Digitalisation

The refurbishments of the markets is conceptualised so that they contribute to maintaining the uniqueness of each neighbourhood. The transformation projects have the complicity of traders and the neighbourhood. The development model preserves the architectural value, while improving the sustainability of the facilities and the modernisation of the logistics and commercial proposal. Since 2020, the physical transformation has been accompanied by the digitalisation process of the entire network.

Infrastructures: 40 buildings



01 — Abaceria Central

District: Gràcia
Travessera de Gràcia, 186
Inauguration: 1892 (2020)
In process of refurbishment
Area: * 1,361 m²
Establishments: ** 42
Services: home delivery,
Online sales (Manzaning)
mercatabaceria.cat

02 — La Barceloneta

District: Ciutat Vella
Pl. Poeta Boscà, 1
Inauguration: 1887 (2007)
Refurbished
Area: 1,486 m²
Establishments: 21+1
supermarket
Services: car parking,
home delivery,
online sales (Manzaning)
mercatdelabaroneta.com

03 — El Besòs

District: Sant Martí
C. Jaume Huguet, 38
Inauguration: 1968 (1999)
In process of improvement
Area: 1,848 m²
Establishments: 31

04 — El Bon Pastor

District: Sant Andreu
C. Sant Adrià, 154
Inauguration: 1961 (2019)
Refurbished
Area: 726 m²
Energy classification: A
Establishments 10+1
supermarket
Services: car parking

05 — La Boqueria

District: Ciutat Vella
La Rambla, 91
Inauguration: 1914 (2002)
Refurbished
Area: 7,138 m²
Establishments: 202
Services: information point,
Boqueria Classroom, car
parking, Online sales
(Manzaning), publications
boqueria.barcelona

06 — Canyelles

District: Nou Barris
C. Antonio Machado, 10
Inauguration: 1887 (1999)
Not refurbished
Area: 1,875 m²
Establishments:
22+1 supermarket
Services: car parking
mercatcanyelles.com

07 — El Carmel

District: Horta-Guinardó
C. Llobregós, 149
Inauguration: 1969 (1999)
Not refurbished
Area: 2,670 m²
Establishments: 48
Services: car parking,
home delivery,
online sales (Manzaning)

08 — Ciutat Meridiana

District: Nou Barris
C. Costabona, 4
Inauguration: 1968 (2001)
Refurbished
Area: 630 m²
Establishments:
7+1 supermarket

09 — El Clot

District: Sant Martí
Pl. Mercat, 26
Inauguration: 1889 (1995)
Refurbished
Area: 1,284 m²
Establishments:
28+1 supermarket
Services: car parking, online
sales, home delivery
mercatdelclot.net

10 — La Concepció

District: Eixample
C. Aragó, 313
Inauguration: 1888 (2009)
Refurbished
Area: 2,910 m²
Establishments:
48+1 supermarket
Services: car parking,
shopping trolleys,
home delivery, online sales
laconcepcio.cat

11 — Els Encants

Fira de Belcaire
District: Eixample
C. Castillejos, 158
Inauguration: 1928 (2013)
Refurbished
Area: 15,000 m²
Establishments: 292
Services: car parking,
information point
encantsbarcelona.com

12 — L'Estrella

District: Gràcia
C. Pi i Margall, 73
Inauguration: 1957 (2007)
Not refurbished
Area: 1,651 m²
Establishments: 50
Services: home delivery
mercatlestrella.com

13 — Felip II

District: Sant Andreu
C. Felip II, 118
Inauguration: 1966 (2002)
Refurbished
Area: 1,822 m²
Establishments:
38+1 supermarket
Services: home delivery

14 — Fort Pienc

District: Eixample
Pl. Fort Pienc, 3
Inauguration: 2004
Refurbished
Area: 1,532 m²
Establishments:
14+1 supermarket
mercatfortpienc.cat

15 — Galvany

District: Sarrià-Sant Gervasi
C. Santaló, 65
Inauguration: 1926 (1999)
In project of refurbishment
Area: 2,201 m2
Establishments: 73
Services: car parking,
home delivery,
online sales (Manzaning)

16 — El Guinardó

District: Horta-Guinardó
C. Teodor Llorente, 10
Inauguration: 1954 (2014)
Refurbished
Area: 1,309 m2
Establishments:
13+1 supermarket

17 — La Guineueta

District: Nou Barris
Pg. Valldaura, 186
Inauguration: 1965 (2013)
Refurbished
Area: 2,945 m2
Establishments:
22+1 supermarket
Services: orders by phone,
cooking classroom
mercatguineueta.com

18 — Horta

District: Horta-Guinardó
C. Tajo, 75
Inauguration: 1951 (1998)
In project of refurbishment
Area: 1,560 m2
Establishments: 50
Services: car parking,
home delivery,
online sales (Manzaning)
mercathorta.com

19 — Hostafrancs

District: Sants-Montjuïc
C. Creu Coberta, 93
Inauguration: 1888 (2003)
Refurbished
Area: 3,040 m2
Establishments:
48+1 supermarket

20 — Les Corts

District: Les Corts
Travessera de les Corts, 215
Inauguration: 1961 (2008)
Refurbished
Area: 664 m2
Establishments:
35+1 supermarket
Services: car parking,
wifi, home delivery
mercatdelescorts.cat

21 — Lesseps

District: Gràcia
C. Verdi, 20
Inauguration: 1972 (1999)
Refurbished
Area: 1,152 m2
Establishments:
27+1 supermarket
Services: home delivery,
online sales (Manzaning)
mercatdelesseps.cat

22 — La Llibertat

District: Gràcia
Pl. Llibertat, 27
Inauguration: 1888 (2009)
Refurbished
Area: 1,728 m2
Establishments:
34+1 supermarket
Services: home delivery

23 — La Marina

District: Sants-Montjuïc
Pg. Zona Franca, 178
Inauguration: 2003
Refurbished
Area: 2,037 m2
Establishments:
22+1 supermarket

24 — La Mercè

District: Nou Barris
Pg. Fabra i Puig, 270
Inauguration: 1961 (1999)
Not refurbished
Area: 1,769 m2
Establishments: 57
Services: information point,
home delivery
mercatdelamerce.cat

25 — Montserrat

District: Nou Barris
Via Favència, 247
Inauguration: 1960 (1997)
In project of refurbishment
Area: 2,376 m2
Establishments: 42
Services: home delivery
mercatmontserrat.com

26 — El Ninot

District: Eixample
C. Mallorca, 133
Inauguration: 1933 (2015)
Refurbished
Area: 5,584 m2
Establishments:
50+1 supermarket
Services: car parking,
home delivery,
online sales (Ulabox),
wifi, Green Point
mercatdelninot.com

27 — Núria

District: Nou Barris
Av. Rasos de Peguera, 186
Inauguration: 1966 (2019)
Not refurbished
Area: 546 m2
Establishments:
1 supermarket

28 — El Poblenou

District: Sant Martí
Pl. Unió, 25
Inauguration: 1889 (2005)
Refurbished
Area: 1,696 m2
Establishments:
24+1 supermarket
Services: home delivery
mercatpoblenou.com

29 — Provençals

District: Sant Martí
C. Menorca, 19
Inauguration: 1974 (2013)
Refurbished
Area: 2,179 m2
Establishments:
32+1 supermarket
Services: car parking,
information point,
online sales (Manzaning)
mercatprovençals.com

30 — La Sagrada Família

District: Eixample
C. Padilla, 225
Inauguration: 1993
Refurbished
Area: 4,341 m2
Establishments: 39
Services: car parking,
wifi, home delivery,
orders by phone,
information point, lockers,
children's park inside
mercatsagradafamilia.com

31 — Sant Andreu

District: Sant Andreu
C. Sant Adrià, 21
Inauguration: 1914 (2020)
In process of refurbishment
Area: 672 m2
Establishments: 17

32 — Sant Antoni

District: Eixample
C. Comte d'Urgell, 1
Inauguration: 1882 (2018)
Refurbished
Area: 5,410 m2
Establishments:
58+1 supermarket
Services: car parking,
home delivery,
information point
mercatdesantantoni.com

33 — Sant Gervasi

District: Sarrià-Sant Gervasi
Pl. Joaquim Folguera, 6
Inauguration: 1968 (2013)
Refurbished
Area: 652 m2
Establishments:
18+1 supermarket
Services: home delivery,
online sales (Manzaning)
mercatdesantgervasi.com

34 — Sant Martí

District: Sant Martí
C. Puigcerdà, 206
Inauguration: 1966 (2003)
Refurbished
Area: 1,166 m2
Establishments:
17+1 supermarket

35 — Santa Caterina

District: Ciutat Vella
Av. Francesc Cambó, 16
Inauguration: 1848 (2005)
Refurbished
Area: 3,781 m2
Establishments:
59+1 supermarket
Services: car parking,
electronic orders,
home delivery, cloakroom
mercatsantacaterina.com

36 — Sants

District: Sants-Montjuïc
Sant Jordi, 6
Inauguration: 1913 (2014)
Refurbished
Area: 1,740 m2
Establishments:
36+1 supermarket
Services: car parking,
home delivery,
cooking classroom
santsmercat.com

37 — Sarrià

District: Sarrià-Sant Gervasi
Pg. Reina Elisenda, 8
Inauguration: 1911 (2007)
Refurbished
Area: 1,170 m2
Establishments:
19+1 supermarket
Services: car parking,
home delivery,
online sales, wifi
mercatsarria.com

38 — Les Tres Torres

District: Sarrià-Sant Gervasi
C. Vergós, 2
Inauguration: 1958 (1998)
Not refurbished
Area: 507 m2
Establishments: 12
Services: car parking, wifi,
online sales (Manzaning)

39 — Trinitat

District: Nou Barris
C. Pedrosa, 21
Inauguration: 1977
Refurbished
Area: 931 m2
Establishments:
13+1 supermarket
Services: car parking, wifi

40 — La Vall d'Hebron

District: Horta-Guinardó
Pg. Vall d'Hebron, 130
Inauguration: 1969 (2019)
Refurbished
Area: 1,040 m2
Establishments: 19+1 super-
market
Services: car parking, home
delivery

41 — Encants de Sant Antoni

District: Ciutat Vella
C. Comte d'Urgell, 1
Refurbished
Area: 3,664 m2
Establishments: 102

42 — Dominical del Llibre (Sunday Book Market)

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

43 — Florists de les Rambles (Florists of the Rambles)

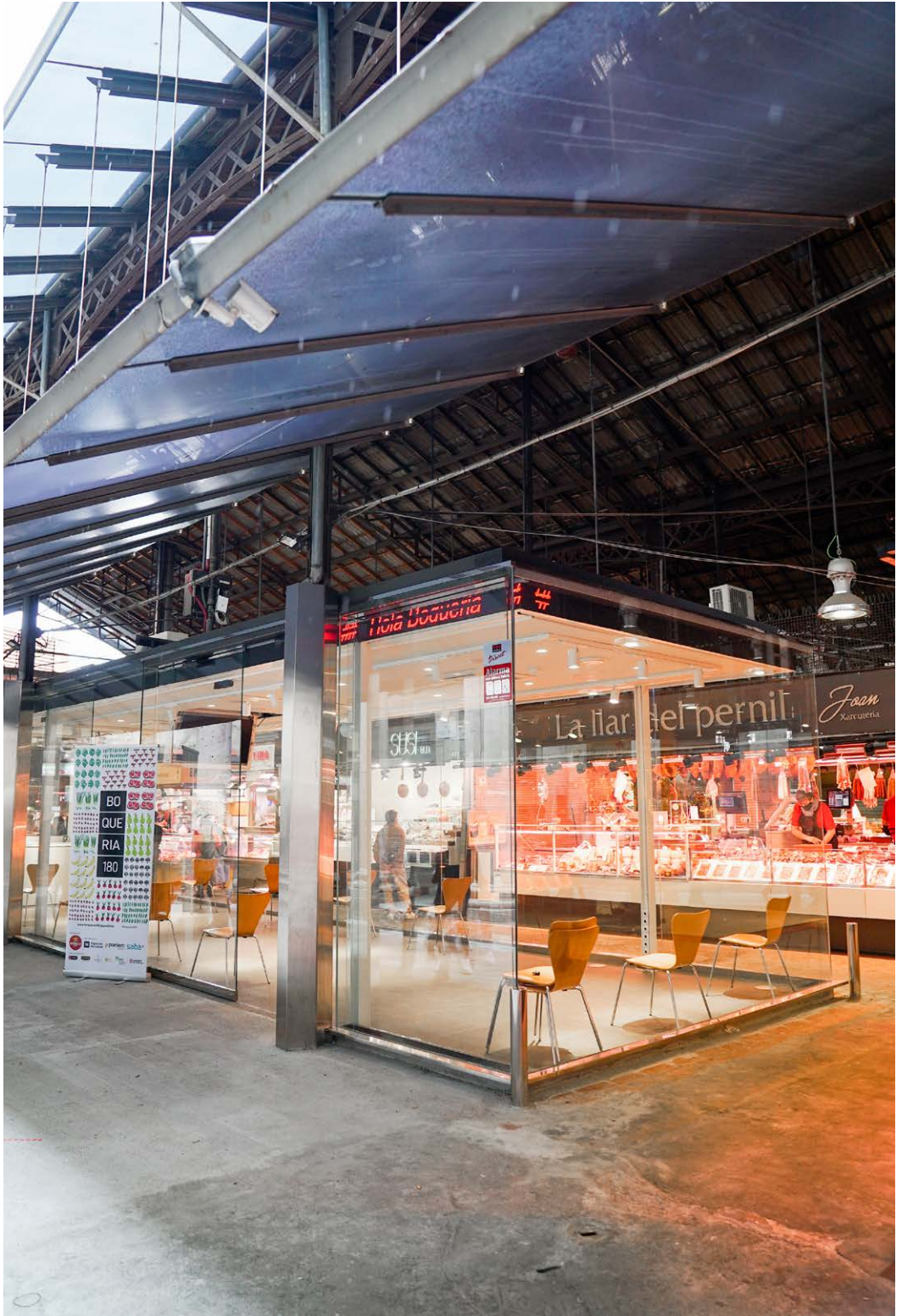
District: Ciutat Vella
La Rambla, 91
Not refurbished
Area: 147 m2
Establishments: 12

* For all the markets, the area of the commercial floor is indicated. For the cases of the Abaceria Central and Sant Andreu, the data corresponds to their provisional location. For the cases of the Encants de Sant Antoni, the Dominical del Llibre and the Florists de les Rambles, the commercial area of the active stalls is indicated. In the case of Núria, the area of the supermarket is indicated, unlike all other cases, because this market has no establishments. ** Establishment: physical space of direct attention of a single titleholder by means of a counter.

Modernisation policy of the markets

The markets are transformed to become a food cluster of fresh and quality product adapted to new consumer habits and new distribution trends. The projects of the digitalisation plan being carried out will foster the improvement of the competitiveness, will provide objective data on the flow of public and on business activity, and will offer tools to traders to expand and diversify the customers.

The constant updating of the markets responds to different goals of the Strategic Markets Plan of Barcelona 2015-2025, based around the transformation of neighbourhoods through the renovation of the markets, the leadership in fresh produce distribution in Barcelona and the maintenance of consumer guidance.



The market development model is based on public-private collaboration, with the following key aspects:

Creation of new services, extension of opening hours, adapted to new shopping habits, distribution and consumption



Reorganisation of the commercial mix and introduction of new operators modernising the complementary offer



Restoration of the architectural value of the buildings



Selective waste collection and environmental commitment



Modernisation of the facilities and improvement of attractiveness



Underground logistics area with internal loading bays



Multi-channel promotion of markets through loyalty tools and marketing campaigns



Car parking and Centres of Urban Microdistribution (CMU)

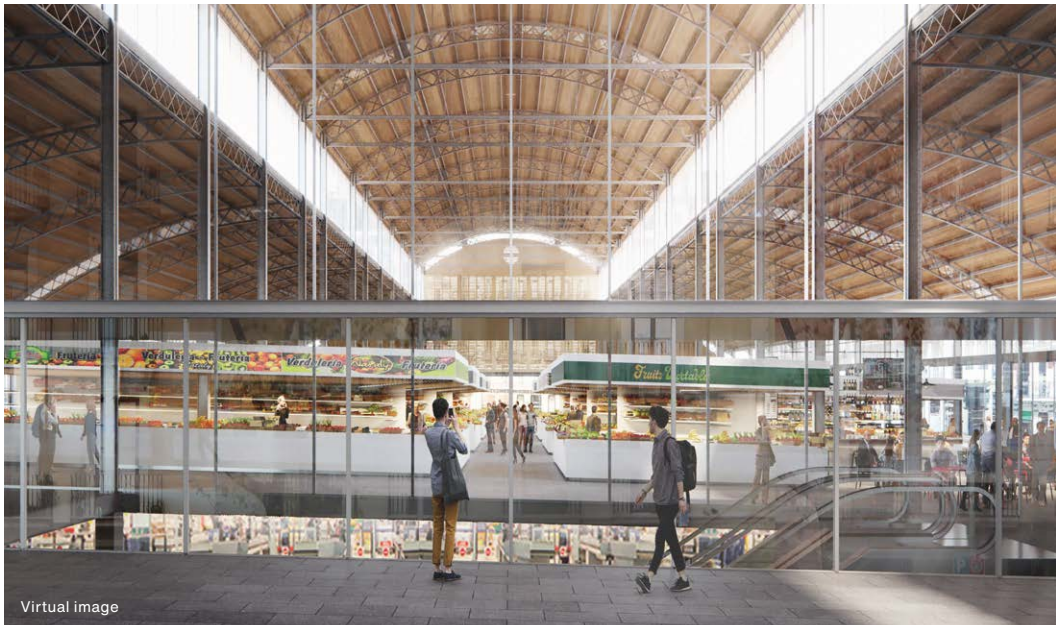


Actions in infrastructures

Investments in rehabilitation and improvement of markets are mostly funded by Barcelona City Council. The operators of the markets and the IMMB also contribute with their own resources.

The IMMB plans the necessary actions to be carried out based on the criteria of opportunity, needs, improving competitiveness and alignment with ongoing public policies. Processes always start by counting on the will of the parties and budget availability.

During 2020, despite the general context of the pandemic, the investment effort has continued following the municipal investment plan roadmap. Broadly speaking, the IMMB invests in the complete refurbishment of the facilities, in major improvements, in the General Plan of Works —which includes improvement and maintenance tasks— and in the Digitalisation Plan. In 2020, 13,053,662 euros was allocated.



Major transformations

Four approved processes are carrying out complete transformations, in the markets of Sant Andreu, Abaceria, Montserrat and Horta, for an amount of 63.1 million euros



Mercat de Sant Andreu

In 2020, the construction process continued with the execution of 4,092,751 euros of the total investment for the project of 13,406,084 euros. The new facility will consist of a main building located in the middle of the Plaça del Mercadal, where the food market will basically develop, and a premises with non-food stalls, which is perceived as a covered passage between Plaça del Mercadal and the street Rubén Darío. The future building will improve the integration with the square thanks to a transparent structure of glass on the perimeter walls of the market that will facilitate the connection between the inside and the outside and the visibility of commercial activity from the outside. The new distribution of the building, of 2,458 m², will locate in the basement the logistics spaces of the market, the installations, store-rooms and a rubbish container connected to the ground floor, which will be reserved for commercial activity. In the annex building, of 650 m² spread over two floors, non-food stalls will be located, the market management and the premises for the traders' association.

Mercat d'Horta

During 2020, we worked with the traders to define the model of market based on their needs and the location of the provisional market that will operate during the works. The project bid for the construction of the provisional market has been tendered and work has begun on the commercial reorganisation of the new market of Horta.

L'Abaceria

During 2020, demolition of the old building was completed and the removal of asbestos from the roof and the drafting of the projects which will define this facility was awarded. The historic building will undergo a complete renovation but its structure will be reserved and protected by the Municipal Architectural Catalogue. The studies carried out foresee incorporating new operators to complement the offer, a new space of cooperative economy and a supermarket. The project also includes the provision of various logistics services. The programme initially foreseen is being redefined partly to respond to demands of neighbourhood organisations and associations, who request storage spaces. The market will also have a new covered outdoor public space of at least 500 m², for the neighbours to use, and an increase in its area is being considered.

Mercat de Montserrat

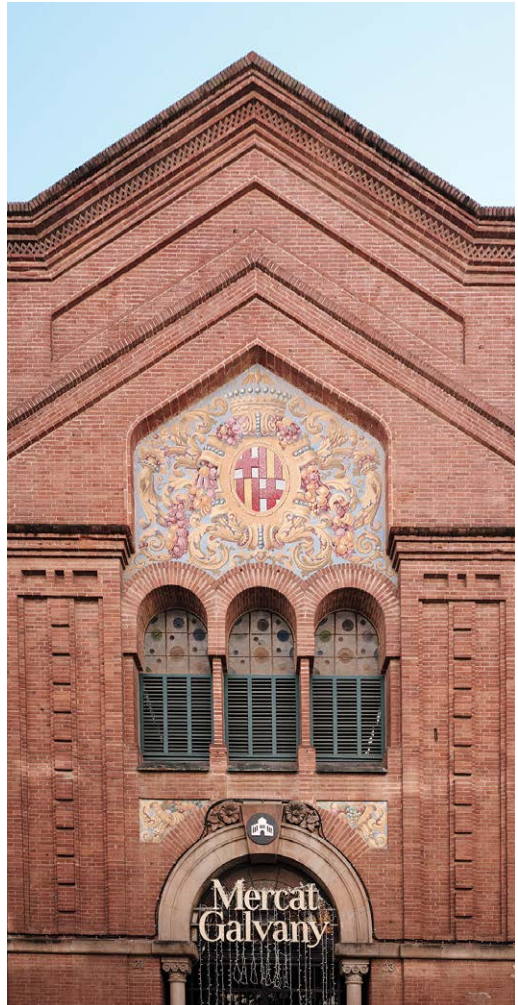
The basic project was drafted at the end of 2020 and its technical approval is being processed. Simultaneously, the work is being carried out in the executive project phase. A new ground floor market is planned that will incorporate a supermarket of about 1,300 m², underground loading and unloading bays, and car parking for traders and customers. In this case, it will not be necessary to build a temporary market, because the new market will be located in a newly constructed building on the current site of Carrer d'Aiguablava, next to the Via Favència. Construction is scheduled to begin at the beginning of 2022. At the same time, the Special Urban Improvement Plan has initially been approved. The process will be completed with the urbanisation of the surrounding areas, which will be carried out by the municipal operator Barcelona Infraestructures Municipals, SA.

Major improvements

Three major improvement processes are underway Besòs, Galvany and Sagrada Familia markets, which will adapt their conditions to remain benchmark facilities in food distribution of their neighbourhoods.

Mercat de Galvany

Given the need to improve the low voltage installation and to increase the power supply for the market and for the traders, the construction of a new transformation centre and renovation of the electrical infrastructure for the whole market has been planned. These actions involve the execution of works outside the market, which are being managed with commercial agreements with Endesa Distribución, which plans the execution of the new transformation centre. The work is mainly planned for 2021. 2020 was used to award and start the works, and also to plan the lighting improvement. This action will represent a step forward in the market installations also from the point of view of sustainability.





Mercat de la Sagrada Família

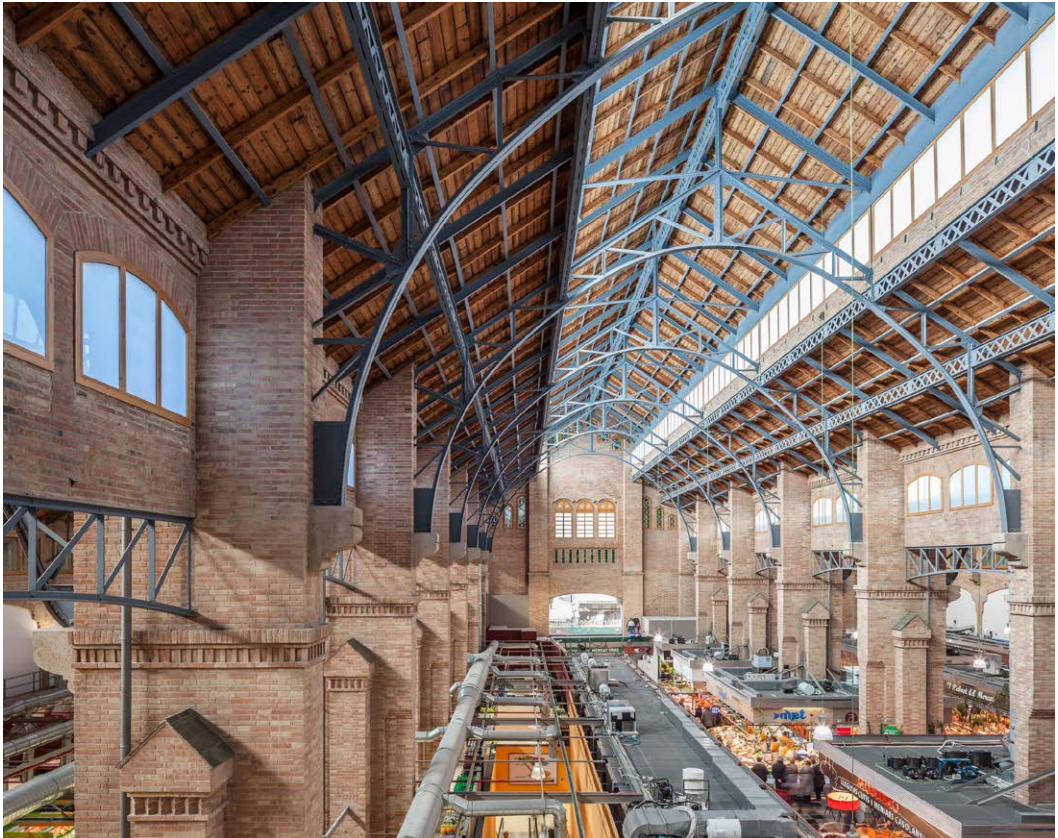
In order to improve the commercial appeal of the market, the commercial rearrangement is in process of the sales room and their adaptation, in accordance with the remodeling requirements of the Sagrada Família Civic Centre and all the facilities in this block. During 2020, the drafting of the projects began which will define the works of all these facilities.

Mercat del Besòs

During 2020, the refurbishment works of the storerooms located on the ground floor of the market were completed, as well as an important commercial concentration. The works of the new access from Cristóbal de Moura street and the refurbishment of the logistics area were also awarded and have started, foreseen to end in 2022.

General plan of works, improvements and maintenance

Resources have increased significantly aimed at ensuring the good functioning and state of the market service. 23.5% of the total investment has been allocated for improvements and maintenance of the network. Here we outline the main actions.



Improvements in sustainability

Interventions that contribute to energy savings and the conditioning of green spaces

In 2020, the main actions were:

- Change of lighting for LED technology in the markets of Sants and l'Estrella.
- Drafting of six executive projects of replacement of LED lighting in Carmel, Hostafrancs, Provençals, Sagrada Família, Santa Caterina and El Ninot.
- Improvements to ventilation and steam extraction at the Boqueria Market.
- Renewal of heating and cooling in the market of Lesseps.
- Drafting of renovation projects for new heating and cooling in the markets of Hostafrancs, La Mercè, El Carmel and Santa Caterina.

Improvement and modernisation of the lifts

Modernisation of the lifts or improvement of existing ones. Installation of a new lift in the market of Les Corts

- Approval of new maintenance contracts of elevator equipment that will allow the upgrading of the service lifts and lifts in the markets of Bellcaire, Canyelles, El Clot, La Concepció, La Llibertat, Provençals, Sant Martí and Santa Caterina.

Improvement of the accesses and the façades

Works to improve access to the commercial and logistics areas, and improvements and rehabilitations of the façades

- La Mercè. Completion in November of the new façade and the accesses on Passeig de Fabra i Puig.
- Barceloneta. Drafting of the improvement and conservation project of the façades.
- El Clot. Project and specific diagnosis of the façades.
- L'Estrella. Preliminary design and basic project of reform of the façades.

- Fort Pienc. Executive project of the toilets.
- La Marina. Preliminary draft for improving the rear access to the market from the green area

Maintenance and renovation of infrastructure and other actions

- Bon Pastor. Demolition of provisional market and re-urbanisation.
- Felip II. Partial demolition of the exterior stalls and relocating the paving in the square.
- Bellcaire. Improvements of the offices and the public attention space, non-slip treatments and actions to improve accessibility
- Canyelles. Construction works of the new toilets.
- La Concepció. Drafting of the project for improving the drainage of the roof.
- El Guinardó. Closure of the area of the escalators.
- La Guineueta. Dry well under the storerooms for the hygienic improvement of the market.
- Horta. Execution of the lifelines.
- Hostafrancs. Drainage improvement works of the roof. Project of new storerooms and toilets on the ground floor of the market.
- Les Corts. Replacement of the dock door.
- La Llibertat. Improvements to the storage area of the fishmongers.
- La Marina. Waterproof guttering of the exterior stalls and replacement of the alarm centre.
- Montserrat. Works to improve the cold rooms.
- Sant Martí. New high-speed door for the dock
- Sants. Changes to the paving in the car park and new emergency lighting.

From physical to digital modernisation: Digitalisation plan

Set of projects that respond to the values and goals of the Strategic Plan 2015-2025 and the new needs of our current and potential customers. The information technologies reinforce the whole plan of physical transformation of the market network. The modernisation of the space has taken place accompanied by organisational and service modernisation

Marketplace

Implementation of the Internet as a sales channel in the municipal markets of Barcelona. A specialised operator will be responsible for the integral management of the online eCommerce platform and the app. The linked logistics service will enable the orders to reach the customers.

Collection points (lockers)

The new marketplace service will be completed with the implementation of collection points for dry and refrigerated products in the markets. The network of lockers will give the option to the customers to pick up their orders when it suits them best. An initial pilot test is planned for mid-2021 in 5 markets.

Capacity control of the markets

Having data on municipal market access is essential in order to quantify the impact on their neighbourhoods and the time distribution of the visits, and Covid-19 has added the need to strictly control the maximum capacities. During 2020 sensors were installed in all accesses to the markets that record the number of people entering and leaving. A screen indicates in each case what the maximum capacity is, and the possibility to enter or not.

Sensors in the markets and alarm centre

The installation of sensors of different types (heating and cooling, electric current, etc.) in the markets and connected to an alarm control centre, will allow real-time key data to be made available in order to detect possible anomalies and carry out the suitable actions. All this volume of information (plus that gained from other systems such as capacity data) will be collected in a unified system that will allow the data from all markets to be visualised in an aggregated way.

Incident management tool

A first version of the tool is already up and running that collects the incidents associated with the usual operation of the markets allowing the communication and resolution in an agile way by those directly responsible for maintenance.

Plan for the renewal of the current back office software

The internal software renewal plan consists of three actions:

1. New file management software adapted to the new needs of the Municipal Institute of Markets and the regulations of the Administration and Electronic Registration of Public Administrations.
2. New invoicing system that will allow the presentation and online downloading of receipts to the traders.
3. New energy supply purchasing model that will facilitate the integration of different consumption that will have simulation functionalities to help traders estimate and save on expenses and therefore will contribute to achieving the sustainability goals.

Deployment of telecommunications infrastructure in the markets

In order to provide connectivity to the different monitoring and control devices in the markets which are part of the digitalisation plan, the deployment has begun of an updated telecommunications infrastructure.

E-mailing system

In its commitment to increasing communication, the Institute of Markets will be equipped with an e-mailing system that will facilitate programming and the sending of personalised communications to inform the users about activities, service information, etc.

Image repository

Specific image management software which will allow the images to be documented and classified so that they can be made available to the public.

Network of screens and contents management tool

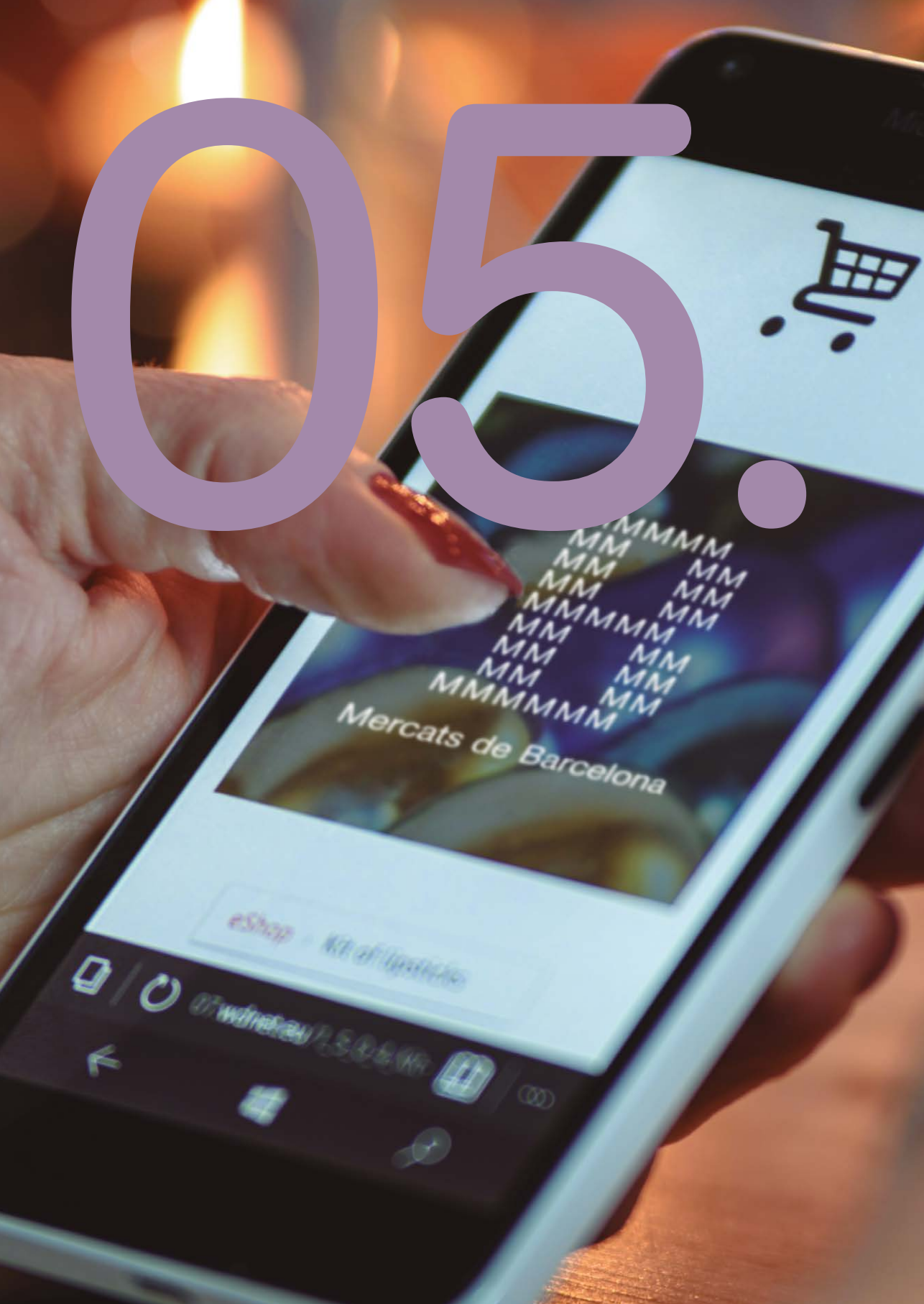
The content management system will consist of the installation of a network of screens and microcomputers distributed in the markets, with a remote control software to be able to spread common content throughout the network or specific to each facility.

New website: mercats.barcelona

New website that will unify, under one city domain, the three aspects of the markets: the municipal management, markets as an agora and as an educating agent. mercats.barcelona aims to be a digital space that allows you to see the markets in all their dimensions, able to accommodate to digital innovations that may emerge in a world with increasingly connected citizens.

The projects defined in the digitalisation plan have an initial calendar for the foreseen implementation 2020-2023.

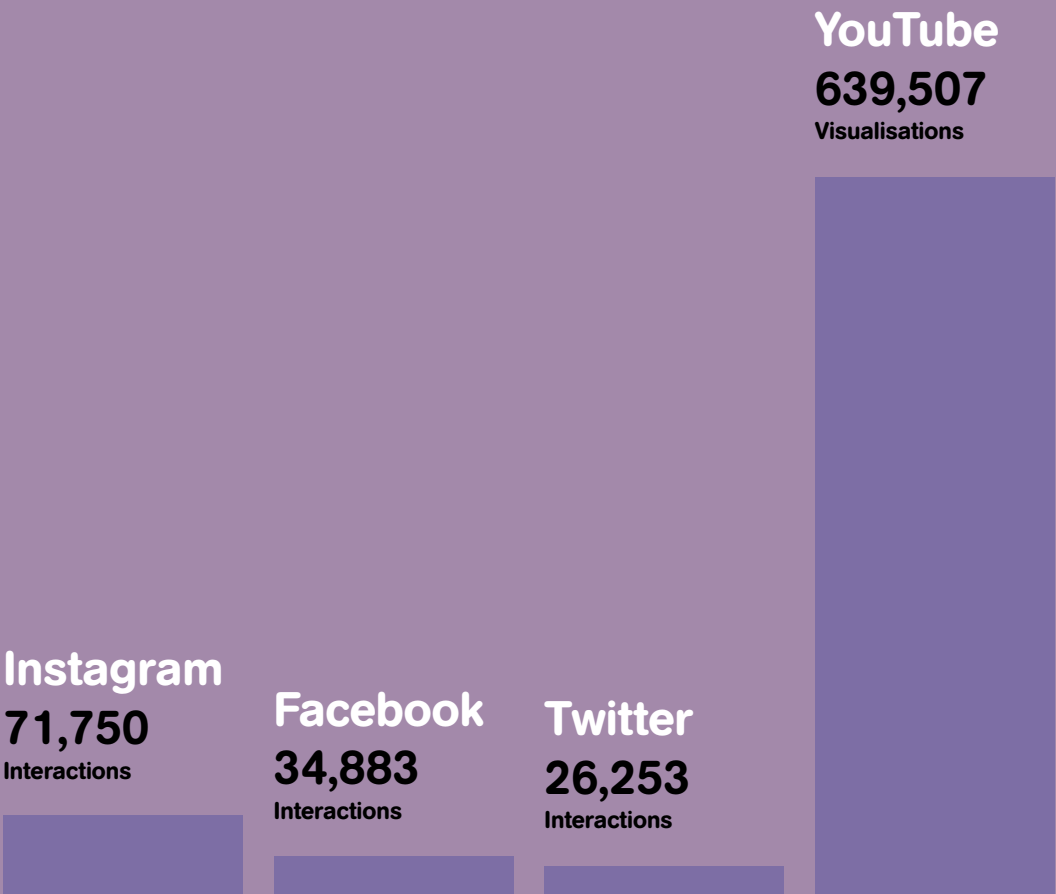
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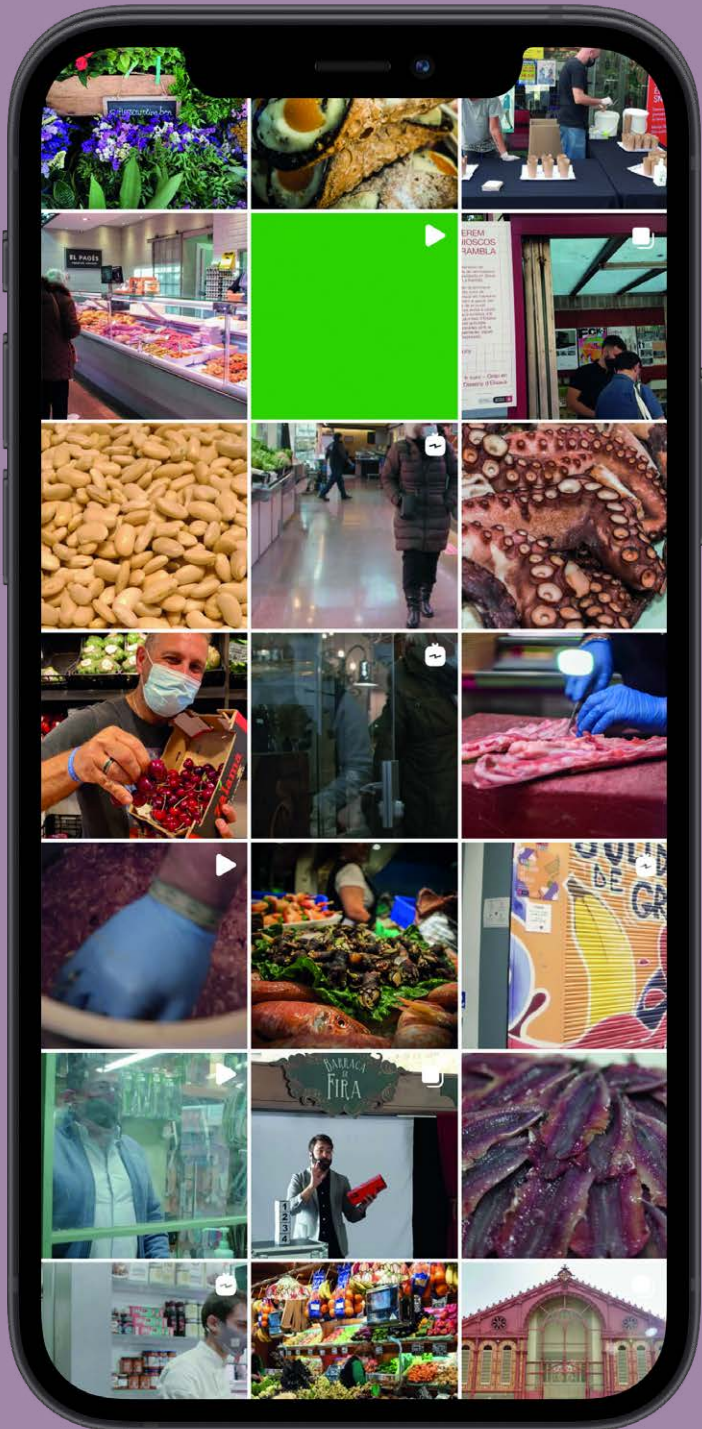


Communication and activities

The Municipal Institute of Markets of Barcelona is renewing its visual identity and is beginning to implement it. In a year marked by the pandemic, the campaigns and activities have been redefined and adapted to health safety protocols, prioritising their virtual format.

The social media have been a basic tool of communication with our users and with the general public. The contents of the information service have especially been the protagonists, during the months of lockdown. Our presence on social media:







Mercats de Barcelona

Corporate identity

The Municipal Institute of Markets of Barcelona is renewing its graphic identity to update it and adapt it to process of physical and digital modernisation of the markets. The new brand is built on the traditional values of the markets, highlighting the idea of diversity and, at the same time, of the network. It is working on the concepts of being a network of local commerce, services, variety, quality, trust, and of a meeting point under the umbrella of the Barcelona brand.



At the end of 2020, an audit process began of all the facilities for the implementation of the new brand. This includes making an inventory of all the elements where it is to be applied and at the same time detecting the communication needs at the points of sale.

Campaigns and special actions

"The municipal markets are open, we are a basic supply service"

The communication for 2020 was mainly about service information. From the first day of lockdown, once the state of emergency was declared on 14th March, a unique and clear message was communicated to the citizens, firstly with posters on the market access doors and in parallel on the IMMB and City Council websites, and in the respective social media:

"The municipal markets are open, we are a basic supply service."

#quedatcasa (Stay at home)

Communication of all services that markets have offered, so that the public do not have to leave home, such as strengthening the home delivery service and online sales. Individual initiatives carried out by the traders' associations of the markets were also promoted on social media.



"Come to Barcelona"

Campaign promoted by Barcelona City Council during the month of February to compensate for the fall in demand, caused by the cancellation of the Mobile World Congress, which finally was unable to be held. This campaign included actions to boost commerce in the markets, such as the tasting organised by the traders of the Mercat de la Concepció.

"Open markets. On the phone, on the web, at the door of your home"

Diffusion campaign in the paper and digital press, and on social media, with a video (QR) and a booklet with the message: "The markets remain open, offering the best fresh products and respecting health measures. To avoid travel, you can place your order online or by phone and we will delivery it to your home ."



Vinyl of the flower kiosks on the Rambla

As a result of the collaboration between the Department of Works and the Department of Communication of the IMMB, a long-awaited intervention by the neighbourhood of Ciutat Vella and other social agents on La Rambla was carried out. It consisted of the dignification of all the backs of the flower kiosks of the Rambla with a special anti-graffiti intervention and vinyl on four kiosks.

“Come down to the Rambla”

In December Barcelona City Council and the Association Friends of the Rambla launched the campaign, “Come down to the Rambla”, with the aim of reuniting the citizens with such an emblematic boulevard, so as to boost the businesses which have been severely affected by the health crisis, especially the Mercat de la Boqueria.



“El mercado responde”

In December, coinciding with the Christmas holidays, the second edition of this initiative was launched, consisting of the collection of questions related to gastronomy and food, such as: how to choose the best fresh foods, how to reuse cooked food, how to preserve food, etc., which the traders answered in a video, broadcast via Facebook and Instagram. This year, the campaign has been expanded with live show cookings and was extended until February 2021, coinciding with the carnival campaign.



Press and publications

Annual report 2019

The IMMB recovers the initiative of the publication of the Annual Report of the Institute's activity with a new format and with the publication on the website of the Spanish and English versions.

Infomercats

IMMB publication aimed at traders with information on the actions of the IMMB, reforms, new trends and products, along with other interesting news. In 2020, issues 64 and 65 were published. The last publication, coinciding with Christmas time, incorporated a change of design and format. Infomercats has become exclusively digital.

Cuina

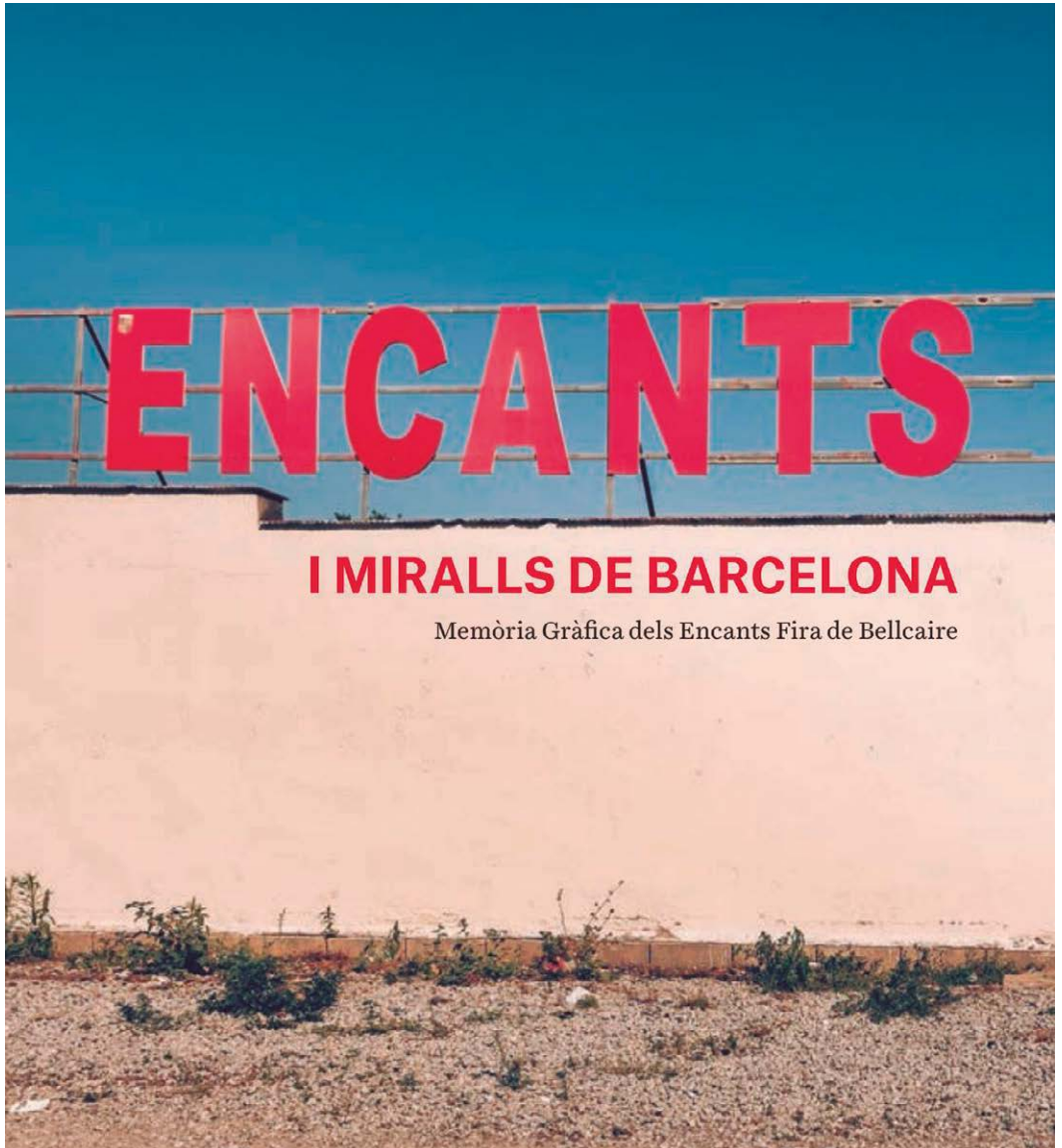
Magazine by the group Som in which the IMMB has a fixed collaboration to reach the public interested in the gastronomic contents. In 2020, in addition to the usual one-page collaborations, three double-page specials were produced, with information on activities, shops and eating tips.

El Culturista

Cultural magazine aimed at family audiences. Municipal markets have been present in the six issues of the magazine, with a double-page spread of illustrated content on healthy and seasonal food.

Encants i miralls de Barcelona (Charms and Mirrors of Barcelona). Graphic report of the Encants Fira de Bellcaire

Book prepared in collaboration with the Department of Publishing Services of Barcelona City Council. This project has been launched by the IMMB with the aim of protecting the memory of one of the most emblematic markets in the city, the Encants Fira de Bellcaire. This publication is a collection of looks, experiences, images and reflections around the most singular market of the city. Because there are so many Charms (Encants) as people who participate in it, either stallholders, customers, passers-by, carriers, opportunists, voyeurs, auctioneers, collectors or fetishists. The backbone of the book are the images that Rafael Vargas has been taking of the Encants, from the past and from the present, over the years. Vargas thus becomes an exceptional chronicler of the last years of the disappeared Encants Vells (Encants Fira de Bellcaire) and of the new Encants space.



Website and blog

During the months of lockdown the website and the blog were the reference news channels with regard to market developments: opening times, home delivery services, telephone number of the stalls, online sales, etc., as well as timely information of the hygienic-sanitary measures that had to be adopted at all times.

We created a new space on the website to consult all this service information at a click. Coordination with the City Council digital channels was also strengthened so that all the news and alerts were posted on the website and spread constantly through the social media to reach the citizens effectively and with up-to-date information

Social media

Facebook

On Facebook, we reached a total of 34,883 interactions in 2020. Facebook Live has continued to be the tool within the platform that has let us capture live how the markets have lived, providing service during the lockdown and subsequently during the easing of lockdown. It has also allowed us to continue offering activities in market classrooms with online presence only, and later, during post-lockdown.

Twitter

On Twitter, through the official channel @MercatsBCN, we disseminate information and generate conversation with the digital gastronomic community. In addition, it is the channel through which we respond to more doubts and questions from the markets service. In 2020, we ended the year with 26,253 interactions.

Instagram

On Instagram, we recorded a total of 71,750 interactions. Currently our community has over 44,700 followers and continues to be the social media that has undergone the most growth.

We have strengthened communication with the use of the stories, short videos that disappear hours after their publication and that have allowed @mercatsbcn followers to share organically the contents that we have posted on this network.

YouTube

On YouTube, we posted a total of 88 videos of very diverse contents: hints, tips, good practices, sustainability, reuse of food; to which information should be added of the health measures to be followed within the markets with Covid-19. The contents more watched continue to be the videos of recipes, hints and tips.

Other channels of digital communication
In order to have a unitary communication we generated and shared specific pieces that we made available to the digital providers so that they could be broadcast on the markets' own channels. Thus we ensured that the instructions were clear and reliable. Special treatment was given to the content for WhatsApp, one of the key channels of communication during lockdown.

Video and television

Filming in the markets

Throughout 2020, we authorised up to 204 films and photographic reports in the markets. Among them, it is worth highlighting, “Gent de Mercats i Comerços”, “Master Chef”, “Joc de cartes”, “El bolo” (TV3), Pàgina 2 (La 2) and the feature film *The Racer* by Daniel Calparsoro. The most requested market continues to be La Boqueria, with 71 shootings.

Master Chef

In July, the Boqueria Market hosted the filming of Episode 9 of the Fifth season of the *MasterChef Celebrity* format. The programme visited the most iconic Market of the city at a time of difficulty in which it was important to make visible that Barcelona was a city of quality gastronomy. This was one of the first actions that Turisme de Barcelona presented in the framework of the Action Plan for the promotion of local tourism.

The plan is structured in four phases, the first of which is aimed at the local and national market, and aims to reactivate the economy based on tourism and regaining confidence.

Gent de Mercats

TV3 documentary series in collaboration with Benecé Productions, directed by the journalist Tana Collados. It brings us closer to the municipal markets and in the shops of Catalonia, through their protagonists. We know the life of the whole ecosystem around neighbourhood markets and shops. In December, two episodes were broadcast of the second season, with the markets of Santa Caterina, El Clot, El Ninot and Sarrià as protagonists.



Activities

2020 was marked by the COVID-19 pandemic, which considerably limited the face-to-face activities. Prior to the declaration of a state of emergency, with the consequent lockdown, which was declared on 13th March (and lasted more than two months), some of the planned actions were able to be carried out but most events were finally turned into digital actions.



Festival Tradicionàrius

Between January and March, the Festival Tradicionàrius of Gràcia was able to offer onsite concerts of traditional song in the four markets of the district.

Carnaval

Even before the pandemic, Carnival was able to be celebrated in the markets between 20th and 26th February. More than fifty activities were carried out, including tastings, workshops and music. The Great Tiberius of Dijous Gras (Fat Thursday) kicked off the Carnival Party. Every year it is done in a different market and in 2020 the protagonist was in the Poblenou Market. The market was filled with live performances and was visited by the ambassador of Carnival 2020, the “Baron of the Fog”, who filled the market with rhythm and debauchery. Neighbours were also offered one popular tasting with botifarra d’ou (egg sausage), omelette and llardons (pork crackling) and a parade with animation and music. The Great Tiberius is the prelude to all activities which take place in the markets of Barcelona during the Carnival weekend. The traditional “Golden Pepper” was awarded to the best decorated establishments. The carnival concludes with Ash Wednesday and with the burial of the sardine, a tradition that still remains in some markets, mourning the sardines.

Week of Markets

An alternative proposal to the International Week of Markets, which took place between 21st and 29th November, 2020. With the videos “Market artists”, it highlighted the task of the traders, who offer the best products and the best advice. You could also enjoy show cookings by renowned chefs, comic improvisations and storytelling for the little ones.

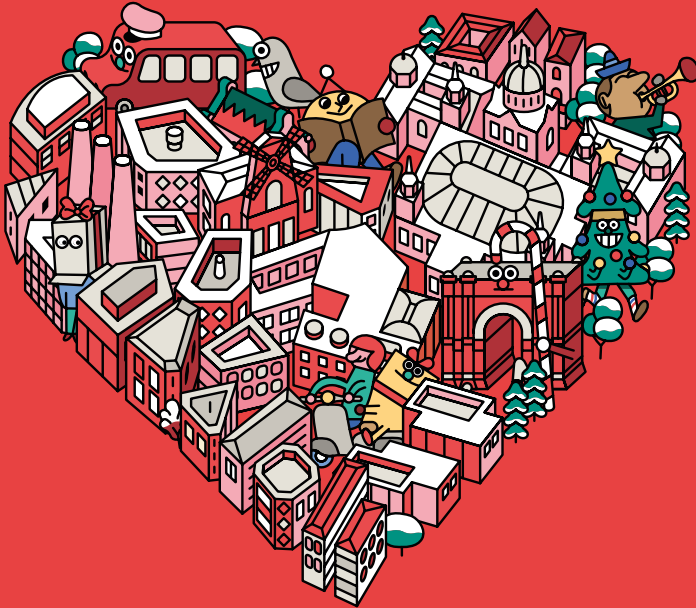
Municipal Markets Congress of Catalonia

The Municipal Markets Congress of Catalonia took place in November, this year in virtual format. The Mercat de la Boqueria participated in a roundtable of the members of “Traditional markets”.

180th anniversary of La Boqueria

La Boqueria is 180 years old and this anniversary has been celebrated with a calendar of activities based around three major axes: food, gastronomy and products. The extensive programme of activities designed before the pandemic had to be adapted to the new situation. As such, there was a whole year of show cookings with renowned chefs, talks with specialists from the world of food and a tour of kitchens around the world, among the most prominent activities. Between the specific actions in the framework of the celebration of the anniversary of La Boqueria, it is worth highlighting Boqueria Black, the inclusion of the market inside the BCNegra 2020 Crime Novel literary festival. The programme adapted to digital actions broadcast through live streaming. On 23rd February, the Boqueria Market was also the setting for Mobile Lunch, the first major encounter prior to the presentation of the Mobile World Congress, which finally could not be held.

EL NADAL DEL
Comerç
i els
Mercats



Barcelona, Christmas city

The Christmas 2020 project signified the challenge to generate, in an exceptional context, a long-term model based on complicity between commerce and culture. The IMMB is integrated into the Christmas office, responsible for conceptualising and producing a whole series of activities that highlight the value that links the Christmas festivities, the city, retail, the markets, the hospitality sector and people.

“For Christmas let’s cook the world in the market”

Project led by the Catalan Aid Commission for Refugees (CCAR), with the aim of using the kitchen as an excuse to integrate newly arrived refugees and publicise their experience. The action consisted of recording of a video of typical recipes from their countries of origin, accompanied by a chef. In this way, they were able to bring us closer to their culture through gastronomy. The videos, which are on the IMMB’s YouTube channel, were boosted on our social media as a social activity and for market promotion for Christmas.

“For Christmas we do great market cuisine”, in collaboration with Grandma’s Cooking Barcelona

Three grandparents cooked live in the classrooms of the markets of La Boqueria (4th December), El Ninot (10th December) and Sants (18th December). The elaboration of typical homemade Christmas recipes was followed through streaming via Instagram.

The activity has the value of empowering the elderly as experts in recuperating traditional Christmas cuisine





**Project of turning on the lights,
and the illumination of all markets
with Christmas phrases**

The act of turning on the lights is the starting point of the Christmas campaign, with the symbolic gesture of starting the illumination of the streets. On this occasion, it was held on 27th November 2020 in front of the façade of El Born Centre of Culture and Memory, in the Ciutat Vella District. This location was chosen due to the need to help the traders of this district, one of the most punished by the restrictions imposed by the pandemic, and also with the aim of attracting citizens to the centre. Many of the main streets inaugurated lights for the first time. The 39 façades of the municipal markets were also lit up.

Tió of the Christmas crib of Mercat de Sant Antoni

Interactive project (mapping) linked to the traditional image of the Christmas crib, but with a modern and fun vision. The activity consisted of a giant Tió which had to be "hit" in order to activate wall mapping. In the foreground an exact reproduction could be displayed in 3D on the wall and, inside, an adaptation of the traditional nativity scene characters, with a creative and minimalist image. Based on the interaction, the wall was falling apart and showing the interior images. Although initially the activity was designed for the public to hit the Tió ("make the Tió defecate"), the measures of prevention of COVID-19 forced it to be replanned. For this reason, sound sensors were included, which activated the projection when the audience sang the song of Tió with a certain volume. The installation functioned for 35 days, from 26th November to 30th December 2020. It connected mainly with the family audience, given that the children were attracted by the Tió and the images that were hidden in the projection. A total of 14,572 people visited it.

Christmas scratch card

In order to encourage consumption in the local shops and municipal markets, the “Christmas Scratch Card” project was carried out, consisting of the distribution of 600,000 cards to the shops and municipal markets of all the districts of the city, so that these were given out to the customers during the Christmas campaign. In total, 20,961 prizes were awarded.

Christmas Festival in Plaça de Catalunya

Plaça de Catalunya is, year after year, the main setting for the Christmas activities and the backbone of the entire campaign. In order to give a new boost to the Christmas festivities in the city and turn it into a focus of attraction for both the citizens of Barcelona as well for the visiting public, the organisation made a commitment for cultural and diverse artistic programming, aimed at a wide audience. 17,000 visitors with prior booking or registered onsite were able to enjoy the festival from 18th to 30th December.

Light installation in the plaça de la Universitat

The lighting project by *Maria Güell i La Invisible*, conceived as a tribute to the citizenship and a memory of the sacrifices experienced during lockdown and the health crisis situation as a result of the COVID-19 pandemic. The facility was inaugurated on 26th November and continued until 30th December.

Sounds of Christmas throughout the city

"Sounds of Christmas" consisted of programming small concerts in the districts of the city, in different balconies and windows of the commercial axes, given that the safety requirements due to COVID-19 did not allow them to be done at street level. The idea was to make a musical gift to the citizenship while shopping in the markets and neighbourhood shops. It counted on the participation of 43 musicians from the Association of Jazz Musicians and Modern Music (AMJM). In total, there were 88 "surprise" concerts between 17th December, 2020 and 5th January 2021.

Christmas magazine

The diffusion of the Christmas campaign counted on a special magazine, prepared by the team of Time Out. The Christmas Magazine contained the Christmas activities promoted by the City Council and by other agents of the city, and was used to be able to explain the detail of the actions and highlight the link of the commercial campaign with the cultural vocation of the activities that were promoted by the shops and markets. Markets were the protagonists of a double-page spread detailing activities and recipes and a map was included with their locations in the city. Of the 75,000 copies distributed, 10,000 were given out in the municipal markets.



Information of investments and economic management

The Institute of Municipal Markets of Barcelona counted on an operating budget of 16,034,621 euros. Of the year 2020, it is worth highlighting constancy of the investment effort and the increase in investment in improvements and maintenance.

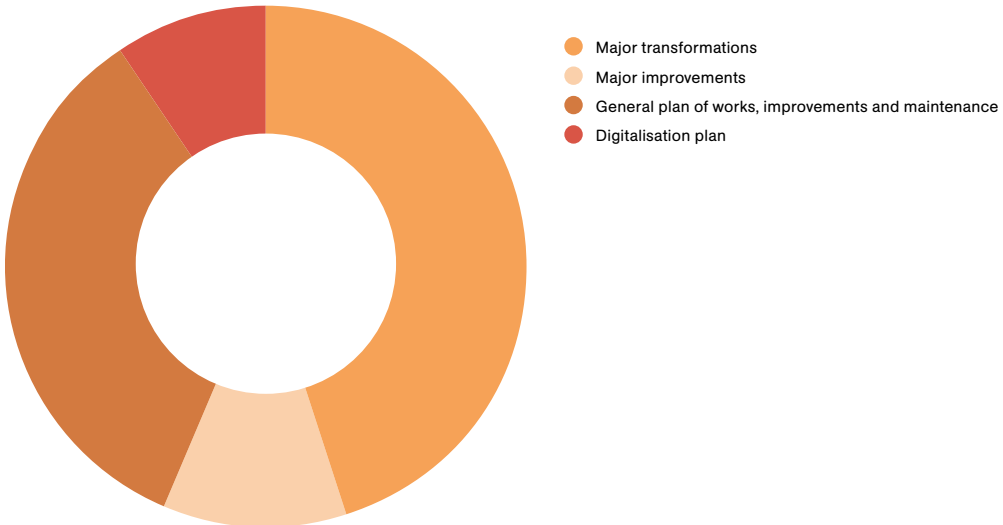
During the period 2020-2023, it is planned to invest a total of 96,020,049 euros in the municipal markets, with 4,500,000 euros of its own investment. Progressively the investments in major refurbishments will give way to the prominence of new projects in the framework of digitalisation and the commercial updating of the markets

€70,625,100 for 7 major project

- Integral transformation of the markets of Sant Andreu, Abaceria, Montserrat and Horta for the amount of €63,086,984.
- Major improvements in the markets of Besòs, Galvany and Sagrada Família for the amount of €7,538,116 million.

€4,509,722 of investment for general improvements and network maintenance in 2020.

€1,171,868 investment in projects of the digitalisation plan for 2020.



2020 investments and future forecast: summary of concepts

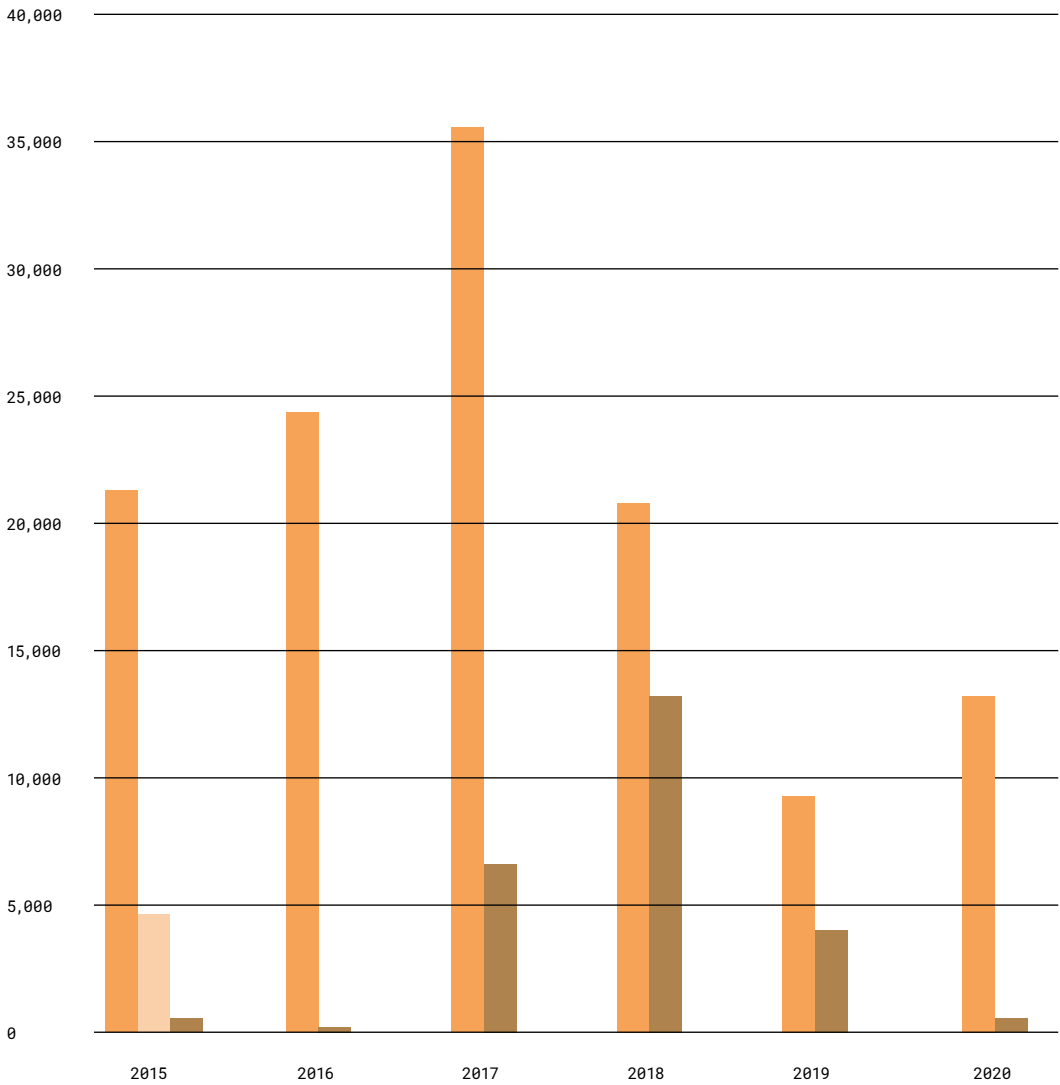
	2020	FCST. 2021	FCST. 2022	FCST. 2023	Total
Major transformations	€5,913,956	€7,775,000	€25,099,909	€24,298,119	€63,086,984
Major improvements	€1,458,116	€3,080,000	€3,000,000		€7,538,116
Plan of Works, improvements and maintenance	€4,509,722	€3,800,000	€7,885,859	€6,427,500	€22,623,082
Digitalisation plan	€1,171,868	€1,000,000	€600,000		€2,771,868
Total	€13,053,662	€15,655,000	€33,585,768	€30,725,619	€96,020,049

The investments in rehabilitation and improvement of the markets are mostly financed by Barcelona City Council. The market operators and the IMMB itself also contribute, to a lesser degree, with their own resources, as can be seen in the following table:

	2015	2016	2017	2018	2019	2020	Totals	%
Municipal financing	19,244	22,476	33,389	18,963	7,343	12,873	114,288	80%
External financing	530	80	5,421	12,250	2,806	455	21,542	15%
Financing from the IMMB	890	768	717	665	517		3,557	2%
Total investment of the IMMB	20,664	23,324	39,527	31,878	10,666	13,328	139,387	97%
Municipal financing and other operators	3,371						3,371	3%
Total investment of the City Council	24,035	23,324	39,527	31,878	10,666		129,430	100%

Investor financing 2015-2020 (in thousands of euros)

- Municipal funding IMMB
- Municipal funding, other operators
- External funding



Presented below is the evolution of the balance sheet with respect to 2019

Balance	2019	2020	Variation	Structure %
Non-current assets	€ 221,509	€ 222,504	€ 996	0.9%
Fixed assets	€ 184,101	€ 192,109	€ 8,008	1.2%
Long-term debtors	€ 37,408	€ 30,395	€ -7,013	0.2%
Current assets	€ 22,348,681	€ 24,262,605	€ 1,913,924	99.1%
Short-term debtors	€ 20,297,235	€ 20,942,270	€ 645,035	135.4%
Financial assets (deposits, advances)	€ 2,676	2,676	€ 0	0.0%
Treasury	€ 2,048,770	3,317,659	€ 1,268,889	21.5%
Total assets	€ 22,570,190	€ 24,485,109	€ 1,914,920	100.0%
Net worth	€ 8,568,332	€ 6,191,480	€ -2,376,851	25.3%
Current liabilities	€ 14,001,858	€ 18,293,629	€ 4,291,771	74.7%
Financial liabilities (investments, deposits)	€ 290,555	€ 260,526	€ -30,029	1.7%
Creditors for management operations	€ 7,615,034	€ 10,948,424	€ 3,333,390	70.8%
Outstanding charges	€ 2,510,517	€ 3,195,650	€ 685,133	20.7%
Public administrations	€ 188,554	€ 191,677	€ 3,123	1.2%
Adjustments by accrual	€ 3,397,199	€ 3,697,352	€ 300,153	23.9%
Total equity and liabilities	€ 22,570,190	€ 24,485,109	€ 1,914,920	100.0%

Regarding the economic result of the patrimony, the revenues and the expenses of the ordinary management of the last two years (2019 and 2020) were the following:

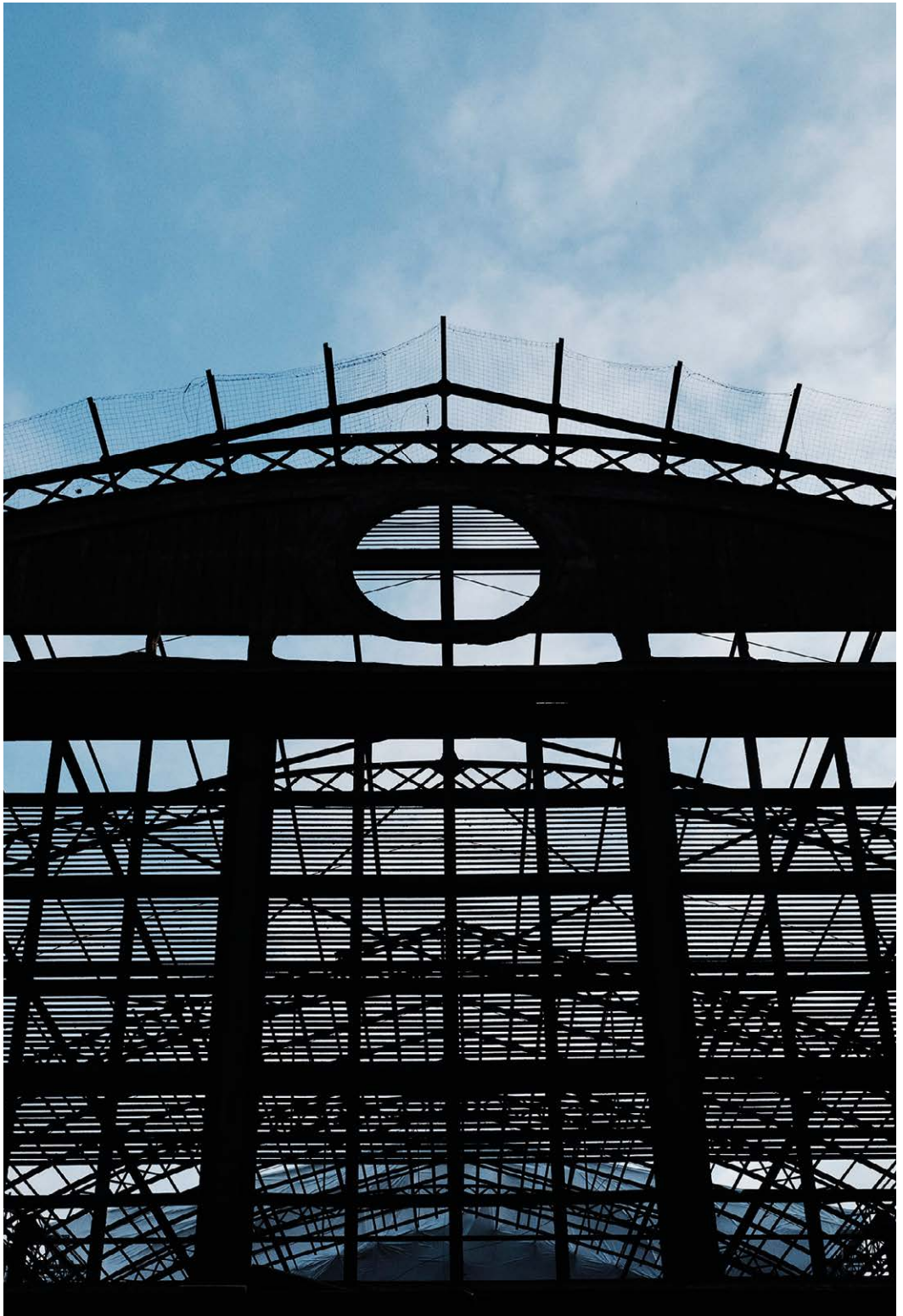
Statement of patrimonial economic results	2019	2020	Variation	Structure %
Tax revenues	€ 13,017,401	€ 11,771,741	€ -1,245,660	83.7%
Transfers and subsidies received	€ 2,657,659	€ 2,261,318	€ -396,341	16.1%
Other ordinary management revenues	€ 192,194	€ 22,802	€ -169,393	0.2%
Ordinary management revenues	€ 15,867,254	€ 14,055,861	€ 1,811,393	100.0%
Staff costs	€ 4,243,031	€ 4,290,746	€ 47,715	27.1%
Other ordinary management expenses	€ 10,094,861	€ 10,810,279	€ 715,418	64.5%
Transfers and subsidies awarded	€ 1,288,650	€ 894,004	€ -394,646	8.2%
Depreciation of fixed assets	€ 27,629	€ 39,593	€ 11,964	0.2%
Ordinary management expenses	€ 15,654,171	€ 16,034,621	€ 380,451	100.0%
Result of ordinary management	€ 213,083	€ -1,978,761	€ -2,191,844	
Other non-ordinary items	€ 32,560	€ 2,988	€ -29,572	
Result of financial operations	€ -68,882	€ 401,079	€ -332,197	
Result of the year	€ 176,761	€ -2,376,852	€ -2,553,613	

Annual results

	2015	2016	2017	2018	2019	2020
	€ 542,939	€ 214,691	€ 791,562	€ 2,204,556	€ 176,761	€ -2,376,852

In 2020, the Institute adjusted its income and expenses to the needs caused by Covid-19, causing a negative result of 2.5 million euros. This has been possible due to the state's sus-

pension of the rule of spending and financial balance, which has allowed this deficit to be financed with the positive results from previous years.



07

CARRER
GRAN
DE SANT ANDREU

Institut
Mozart
de Barcelona
Dinastia
de Cervantes



The team

The Municipal Institute of Markets of Barcelona is structured around the political leadership, made up of the Councillor's Office for markets, chaired by the Governing Board, and an executive management, led by the Managing Director. Based on the Management Department, the departments of the IMMB are organised, where the staff is assigned.

Governing Board

The Governing Board is the highest body member of the IMMB and is made up of:

Eleven representatives from Barcelona City Council, appointed by the Mayor's office, of whom at least five must be councillors in representation of all the political groups of the corporation, at the proposal of these.

Five members appointed by the Mayor's office including renowned traders, stallholders from the municipal markets of Barcelona, at the suggestion of the various business organisations with presence in the sector.

A member appointed by the Mayor's office in representation of the consumers and users organisations based in Barcelona, and at their proposal. A member appointed by the mayor in representation of trade union organisations with a presence in Barcelona, and at their proposal.

At the same time, the following are also members of the Governing Board without the right to vote

- The managing director of the IMMB
- The auditor
- The secretary

The following are also included in the Board:

- A representative from consumers and users organisations
- A representative from the workers' union organisations



Presidency

Montserrat Ballarín España
(PSC)



Vice-presidency

Jordi Martí Grau
(BeC)



Management

Màxim López Manresa

Intervention/Control

Antonio Muñoz Juncosa

Secretary

Manel Armengol Jornet

Members on behalf of the City Council

- Jordi Castellana Gamisans (ERC)
- Neus Munté Fernández (JxCat)
- Francisco Sierra López (Cs)
- Josep Bou Vila (PP)
- Eva Parera Escrichs (BxCanvi)
- Álvaro Porro González
(Commissioner of the Social
and Solidarity Economy)
- Manel Vázquez Asencio
(Director of Commerce)
- Albert Dalmau Miranda
(Manager of the Area of Economy)
- Francisco Povedano Hinojosa
(Chief of Cabinet of the Councillor of
Commerce, Markets, Consumption,
Internal Affairs and the Tax Office)

Members on behalf of the traders

- Àlex Goñi Febrer (PIMEComerç)
- Constantino Mora Boj (La Llibertat)
- Salvador Capdevila Nogué
(La Boqueria)
- Artur Àngel Góngora (Sarrià)
- Maria Masclans Vales
(Sant Antoni)

**Member on behalf of the consumers
and users organisations**

Katy Rus Rodríguez
(Unió de Consumidors de Catalunya)

**Members on behalf of the Trade
Union Organisations**

- Toni Díaz Lucena (UGT)
 - Carme Figuerola Fossas (CCOO)
 - Elisabet Ribera Farràs (CEDAC)
-

Management team

The Governing Board is responsible for approving, at the proposal of the presidency, the organisational structure of the IMMB in the managerial scope and the functions assigned to each unit. As of 31st December, 2020, it had the following composition:

Management

Màxim López Manresa

Department of General Administration

Xavier Olivella Echevarne

— Legal Department

Manel Armengol Jornet

— Administration Department

Margarita Muñoz Guillén

Department of Markets and Strategic Projects

Pere Xavier Sirvent Mir

— Department of Markets

Genís Arnàs Páez

Department of Works and Maintenance

Joan Manel Llopis Manlleu

Department of Organisation, Marketing and Systems

Pilar Roca Viola

— Department of Communication

Elena Navarro Delgado

— Department of Cross-cutting projects

Òscar Martín Pérez

Advisory Board

Its functions are:

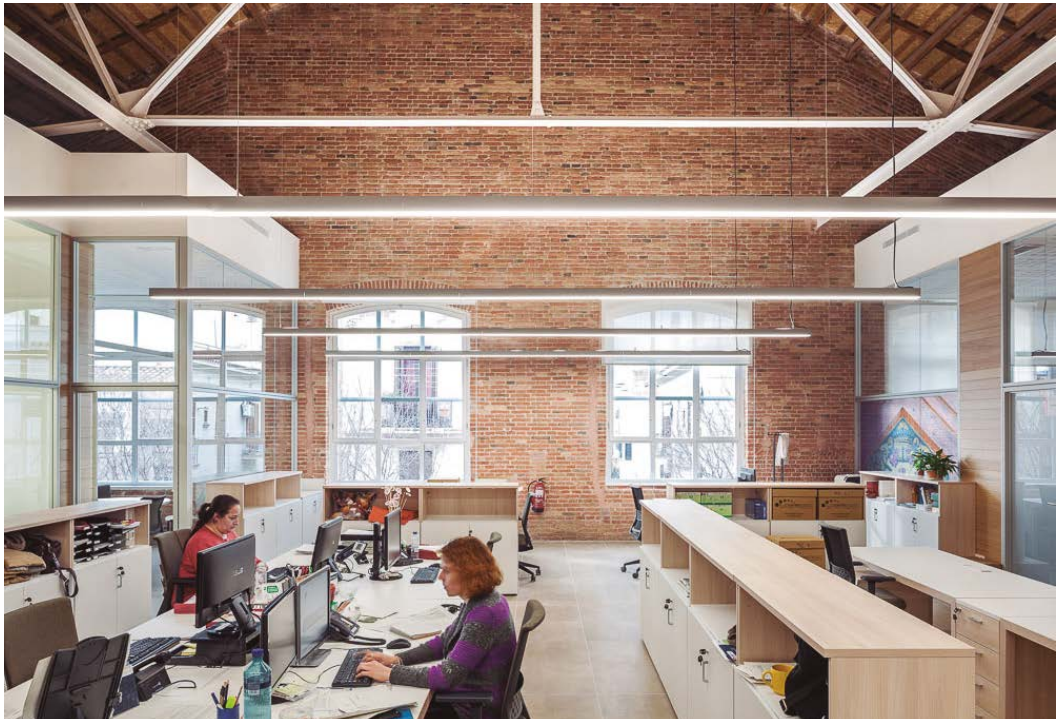
- Review and monitor the Strategic Plan of Markets 2015/2025.
- Meet every two months.
- Evaluate the boosting of new initiatives of the market network and act as a bridge and communication channel with the other presidents of the markets.
- Represent concerns and challenges of the sector.

Members of the Advisory Board

- Artur Àngel Góngora
- Vicenç Bailón Pons
- Salvador Capdevila Nogué
- Eduard Escofet Martí
- Àlex Goñi Febrer
- Francesc Leyva Cumelles
- Maria Masclans Vales
- Constantino Mora Boj
- Fuensanta García Duarte
- Isabel Ampolla Noy

Attending on behalf of the IMMB:

- Màxim López Manresa
- Genís Arnàs Páez



Characteristics of the staff

As of 31st December 2020, the IMMB was made up of a total of 69 people.

Women

	14	16	18	20	22	24	26	28	30
A1				4		1			
A2				3	2	1	2		
C1			3	2	15				
C2	1		6						

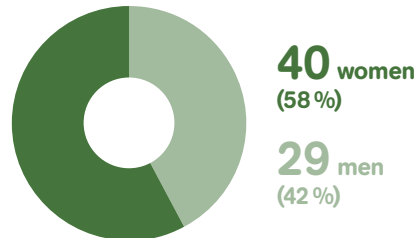
Men

	14	16	18	20	22	24	26	28	30
A1					3		1	2	1
A2						1	1		
C1			1	2	13			1	
C2	1	1	1						

The female staff is higher but the circumstance is maintained of lower female presence, the higher the professional level. Thus, if we take the total percentage as a reference within the professional group, it is observed that, from level 24, the percentage of women is lower. 44% of the workforce of the IMMB is made up of career civil servants, with a greater presence of women than men. There are also more women on an interim basis and profiles less abundant are the temporary ones. Among the civil servants and senior managers, the male presence is hegemonic. In general, we

can say that the staff of the IMMB is over 20 years old in 63.76% of cases, while only 10.14% of its members have a seniority of less than 5 years. The average age of women is 51, while for men it is 54. Analysing the workspace, there are 35 people in the central services of the IMMB and 34 in areas and markets. The percentage of women in central services is 62.8%, while in the territory it is 52.9%. In the composition of the Governing Board and the management team, just over 25% are women and 75%, men

	Women		Men	
Career civil servants	23	32%	8	26%
Structural interim civil servants	8	12%	3	5%
Replacement interim civil servants			1	1%
Fixed labour contracts	10	14%	13	19%
Temporary			1	1%
Management civil servants	0		2	3%
Senior management	0		1	1%



Equality Plan

The IMMB forms part of the Plan for Equal Opportunities between women and men of Barcelona City Council.

On 20th December, 2019, the III Plan of equal opportunities between women and men of the Barcelona City Council 2020-2023 was approved by agreement of the Plenary.

The aim was to constitute a mechanism aimed at ensuring the internal functioning based on equal opportunities, and fostering behaviours and ways of doing things based on mutual respect...

based on mutual respect between women and men in all areas of the City Council. The IMMB is working on its own plan in the framework of the Municipal Plan, starting with the diagnosis phase, to be able to advance in the methodolo-

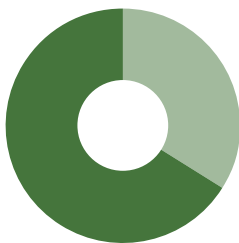
gical proposals.

During 2020, the data was updated of the internal situation of the staff with respect to gender.

Information was also collected on the presence and representation of women titleholders of the establishments in the markets and members of the traders' associations.

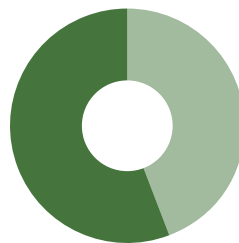
The IMMB also participated in the working groups of Barcelona City Council for the drafting of the Governance Measures of facilities and gender and of the feminist economy.

Presidency of the markets



14 women
27 men

Representation in the boards of the traders' associations



109 women
137 men

Municipal Institute of Markets of Barcelona
www.mercats.barcelona

Texts and edition

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Photographs

- Edu Bayer (page 4)
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- Photographic collection of the IMMB (pages 11, 13, 28, 92 and 94)
- Marc Torra - Fragments (pages 37, 102 and 107)
- Marc Torra - Fragments for Ànima Arquitectura + Ondara Arquitectura (pages 20 and 72)
- Fizkes (page 45)
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Revision of contents

Gabriel Genescà

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