

**BARCELONA
NEVER STOPS**

82 MEASURES FOR REACTIVATING THE ECONOMY OF BARCELONA

PRACTICAL GUIDE TO OUR SERVICES



**Ajuntament
de Barcelona**

Shop locally. Our shops make Barcelona.



maiensaturem.barcelona

**BARCELONA
NEVER STOPS**



BARCELONA NEVER STOPS

During the last year, as a consequence of the pandemic, the challenges we face have multiplied in every sense. We have all had to re-adapt our activity and the way we relate to one another, travel, and so on, in an effort to overcome the difficulties of these very complex times.

COVID-19 is also creating new economic and work-related problems for many individuals and businesses, given that it has affected the activity of numerous enterprises in our environment and sectors such as retail, restaurant and catering, culture and leisure.

From the outset Barcelona City Council has wanted to put all our resources at the service of people, determined to help in the fight against the social and economic crisis, with one overarching objective: to save jobs and prevent companies from collapsing. That is our main priority.

Through the Economic Response Coordination Centre (CECORE) we have focused our resources on trying to minimise the effects of the crisis, by supporting workers, the small economy and businesses. At the same time, we have also adopted a more strategic approach, by launching medium- and long-term projects to diversify the economy, create new jobs, attract talent, boost digitisation and provide the city with more added value. This has to be the year we start to overcome the crisis once and for all, thanks to the vac-

ination processes, which should gradually reach the entire population, and the steady resumption of activities. We know that it will not be easy, but it is only by pooling our efforts and meeting the highest demands we will be able to achieve that.

So now we are presenting the new edition of BARCELONA NEVER STOPS, a gateway to accessing the resources at your disposal for tackling the current situation, such as training to redirect your professional career, subsidies for giving a new boost to your business or advice for giving shape to an entrepreneurial project. In short, this guide is aimed at putting people at the centre to speed up the reactivation of the city's economy, giving them top priority.

Barcelona is a city full of challenges and opportunities. Above all, a city with a big future. I invite you to take advantage of all these resources so we can build this future together, because Barcelona never stops.

Jaume Collboni
First Deputy Mayor



INTRODUCTION

The appearance of COVID-19 has posed a challenge for all the world's cities and also stirred the imagination to meet the challenges caused by the pandemic. These are complex times for entrepreneurs, retailers, the self-employed and the general public who continue to be affected by the current global crisis.

Barcelona has always been an open, imaginative and, above all, resilient city; which is why it has a plan to reactivate the economy and do so without leaving anyone behind.

Shock measures will continue in the most immediate stages so businesses can open again and resources extended in the city's economic fabric, following the long-term roadmap in favour of an economic model that will act as a benchmark for innovation, sustainability and quality jobs.

Barcelona City Council has implemented an extraordinary economic reactivation budget of €87 million to support the city's economic and employment sectors so we can get through the current situation together.

These funds are based on eight pillars that originate from the long-term roadmap in favour of a new economic model.

These pillars are giving rise to measures that can be consulted both in this guide and, in a more detailed, extensive and up-to-date version, on the maiensaturem.barcelona website.

To protect jobs and foster high-quality employment.

To maintain the city's business network.

To promote local consumption as a priority

To promote gender equality and reduce inequalities.

To protect and relaunch the city's international reputation.

To make Barcelona a fairer, more resilient and more sustainable city.

A Barcelona open to talent, investment and visitors.

To define transformational solutions with a metropolitan outlook.



Support lines for the city's productive fabric:

SUBSIDIES, GRANTS AND FUNDING PG. 06

ADVICE PG. 10

TRAINING PG. 14

PROMOTION PG. 18

REGULATORY CHANGES PG.22

FINANCIAL AID, SUBSIDIES AND FUNDING

Barcelona City Council has mobilised resources intended for the businesses, shops and self-employed individuals that currently need them in the form of grants, subsidies or funding so they can maintain their economic activity, protect jobs and, at the same time, promote their transformation to adapt to the Barcelona of the future.

REACTIVATING THE ECONOMY

01 SUBSIDIES FOR THE DIGITAL TRANSFORMATION OF LOCAL SHOPS, RESTAURANTS AND CAFÉS.

To improve the presence of shops in the digital environment and also make them more competitive by adapting to the new times, the Barcelona City Council Department of Commerce, Restaurants and Consumer Affairs is allocating €1 million to fund investment projects in digital marketing, websites, online shops and digital signage, among other things. The subsidies will be for 50% of the total amount of the project and must not be in excess €6,000.

Term: 31 March to 13 May 2021.

① <https://ajuntament.barcelona.cat/comerc/ca/serveis-del-comerc/ajuts-i-subvencions>

02 B-CRÈDIT MICRO-LOANS.

Barcelona City Council's development agency Barcelona Activa, working in collaboration with the Catalan Institute of Finances and the Catalan Mutual Guarantee Society, has launched a programme with 1,000 micro-loans of €12,500 each, to support micro-SMEs and self-employed people affected by COVID-19. The micro-loans must be repaid within a period of five years, the first year being a period of grace, and with a variable interest rate (EURIBOR 12 months +1.85%).

① barcelonactiva.cat/bcredits

03 "CREA FEINA +".

This initiative, the purpose of which is to help businesses to resume their activity, provides incentives for recruiting unemployed persons who have special difficulties accessing the labour market. This year's call for subsidy applications continues, with €5,000 for every unemployed person resident in the city hired, and €6,000 for young people, those over the age of 45 and women. The employment contracts must be for full-time work, for at least 6 months and from businesses with their work centre in the metropolitan area, with special attention paid to people under the age of 30 and over the age of 45.

Subsidy application period: from April 2021.

① barcelonactiva.cat/creafeinaplus

04 "LA CIUTAT PROACTIVA" [THE PROACTIVE CITY].

Call for grant applications for urban innovation in the form of financial and technical resources for implementing projects that meet the current urban challenges and which have a real, tangible short-term impact on people's quality of life and on the city.

Term: June 2021.

① bithabitat.barcelona

05 "BARCELONA ACELERA" [BARCELONA ACCELERATES].

Risk capital fund for encouraging investments in entrepreneurial projects. Barcelona City Council will be allocating €50 million, through Barcelona Activa and six local risk capital funds, to fund the city's start-ups. Ten million euros of municipal investment will be multiplied through these funds and thus help to boost the city's innovative start-ups, as well as protect the entrepreneurial and digital ecosystem's competitiveness from the effects of the COVID-19 pandemic. This initiative is aimed at boosting innovative sectors that wish to grow in Barcelona to consolidate it as a digital, entrepreneurial city.

① barcelonactiva.cat/acclera

06 "AMUNT PERSIANES" [SHUTTERS UP]. REVITALISING GROUND-FLOOR PREMISES.

The aim behind this project is to reduce the number of vacant premises in the city while fostering a sustainable occupancy of ground-floor premises as a strategic asset for the city, by diversifying their uses and ensuring there is a balance of activities in the various districts through collaboration between public, private and social players. Seven strategic measures will be deployed, such as purchasing public premises, the Rental Housing Pool and subsidies for setting up business activities. Grants are being provided within the framework of the "Impulsem el que fas" call, so that various professional activities can be set up in the city's vacant ground-floor premises.

Term: April and May 2021.

① barcelonactiva.cat/amuntpersianes

07 SUBSIDIES FOR THE CHRISTMAS LIGHTS CAMPAIGN IN THE CITY'S STREETS AND SQUARES AND INSIDE SHOP WINDOWS.

The grants are aimed at the city's non-profit retailers' associations and are conditional on the projects being carried out in the city of Barcelona.

Term: from second trimester 2021.

① <https://ajuntament.barcelona.cat/comerc/ca/serveis-del-comerc/ajuts-i-subvencions>

08 BOOST TO THE BARCELONA ACTIVA BUSINESS FUNDING SERVICE.

The Business Funding Service has been strengthened, so it can support self-employed persons, businesses and associations that need financial resources to deal with cash-flow problems or mid- and long-term funding. This service provides support during the application procedure for the grants and specific lines of funding for COVID-19.

① barcelonactiva.cat/empreses/financament

09 COOPERATIVE CREDITS FOR REVIVING THE SOCIAL AND SOLIDARITY ECONOMY (SSE).

Agreements with the COOP57 Cooperative and Fiare Ethical Bank, which puts lines of credit at the disposal of SSE enterprises and organisations for investments and working capital for new SSE projects and for reactivating existing SSE projects. They may be projects to fund investment or working capital and to take on the liquidity requirements caused by the COVID-19 crisis.

① <https://ajuntament.barcelona.cat/economia-social-solidaria/es/finances-%C3%A8tiques>

10 GRANTS FOR IMPROVEMENT WORK IN COMMERCIAL ESTABLISHMENTS..

The call includes grants for commercial establishments carrying out work in their shops that is key in shaping Barcelona's urban landscape. It also includes specific sections aimed at protected and unprotected historical premises.

Term: until 30 November 2021.

① https://ajuntament.barcelona.cat/comerc/ca/noticies/oberta-la-convocatoria-dajuts-per-a-obres-de-millora-en-establiments-comercials_1038247

11 SUBSIDIES FOR ORGANISATIONS PROMOTING THE SOCIAL AND VOCATIONAL INTEGRATION OF YOUNG PEOPLE IN VULNERABLE SITUATIONS.

They are aimed at launching comprehensive intervention projects intended for the social and vocational integration or return to the regulated educational system of young people at risk of exclusion or in a vulnerable situation.

① barcelonactiva.cat

12 MARKET TAX SUPPORT.

Drafting of a Mayoral Decree to adjust the non-food market tax as a result of activity restrictions.

Expected: May 2021.

13 REACTIVATING CONCERTS AND MUSIC FESTIVALS DURING THE SUMMER OF 2021.

Call for subsidy applications for music promoters to enable them to bear the operational costs of concerts to be held in Olympic Ring and Fòrum venues, in order to revive the country's music scene, a key part of our culture. Allocation of technical equipment for events that ensures compliance with every measure and optimises operational resources to the full.

Term: concert proposals to be held between May 20 and September 30 2021.

14 "CONSUMPTION BONUS".

These offer discounts to consumers and are meant to encourage consumption in the city's shops and restaurants.

Term: from the third quarter of 2021.

① barcelona.cat/comerc

15 "CULTURE BONUS".

Created to boost city residents' cultural consumption and help the cultural sector, one of the sectors that has had the most difficulties since the start of the pandemic. These are valid in every cultural venue or establishment in Barcelona that has joined the initiative and they can be used to purchase theatre, cinema and music tickets as well as book vouchers. Reactivem la cultura [We're reactivating culture].

① <https://www.bonuscultura.com/barcelona>

16 MES BARCELONA.

The City Council has created the Barcelona Sustainable Energy Mechanism (MES Barcelona), as a tool for supporting and accelerating the city's energy transition with several private investors. Initially provided with a line of public investment of up to €50 million, it will help to bring about shared investments and attract private funding to boost energy transition projects in the city.

Term: from April 2021.

① barcelona.cat/mesbarcelona

17 SUPPORT FOR THE TOURIST AND LEISURE SECTORS.

Subsidies to make up for the effects of the crisis caused by the pandemic and help businesses in the tourism and leisure sectors meet the cost of maintaining their economic activity. These subsidies will be calculated by means of a barometer based on the latest payment of the Economic Activity Tax (IAE).

Term: from July until September 2021.

① maensaturem.barcelona

Reactivating the economy

18 MERCABARNA-IMPULSA RECRUITMENT GRANTS PROGRAMME.

The Barcelona Metropolitan Area's food and flower sector will be able to access 5,700-euro grants for the purposes of recruiting staff for a period of at least six months. Companies are required to be members of a guild, their recruited employees to be unemployed and to have been trained in Mercabarna or received university or professional-vocation qualifications at public centres within the three-year period before their recruitment.

Deadline: until December 2021.

① <https://www.mercabarna.es/responsabilitat-social/ajuts-contractacio/>

19 SUBSIDIES AS A MEASURE FOR SUPPORTING AND REACTIVATING MARKETS.

This call, aimed at the city's markets, provides financial support to meet both the ordinary expenses involved in managing their facilities and the extraordinary expenses arising from the COVID-19 pandemic. It also promotes other commercial-reactivation initiatives and measures in the markets especially affected in their operations due to their unique character.

Period: May 2021.

① <https://www.mercabarna.es/responsabilitat-social/ajuts-contractacio/>

20 "IMPULSEM EL QUE FAS 2021" [WE PROMOTE WHAT YOU DO] SUBSIDIES.

Through Barcelona Activa, Barcelona City Council has launched a call for grant applications with a €3.2 million budget for reactivating the local economy. The subsidies will fund up to 80% of the costs of the selected projects, up to a maximum of €50,000. There are seven categories: 1) revitalisation of vacant ground-floor premises; 2) social-economic innovation and social and solidarity economy (SSE) in strategic sectors; 3) promoting quality jobs; 4) responsible and sustainable tourism; 5) Barcelona, world capital of sustainable food; 6) last-kilometre urban goods distribution centres, and 7) creative industries.

21 "ENFORTIM L'ECONOMIA SOCIAL I SOLIDÀRIA" [LET'S STRENGTHEN THE SOCIAL AND SOLIDARITY ECONOMY] SUBSIDIES.

This 2021, Barcelona City Council has opened a new edition of its subsidies programme for promoting and reactivating the social and solidarity economy (SSE) and developing projects implementing the 2030 BCN SSE Strategy. It will subsidise up to a maximum of 80% of the total cost of each project.

22 EXTRAORDINARY SUBSIDY TO IMPROVE ECONOMIC ACTIVITY IN THE CITY.

Extraordinary call for subsidies to help make economic activities in Barcelona more competitive, digital, accessible and able to respond to people's new expectations regarding the purchase of products and services which are safe, environmentally sustainable and efficient. These subsidies should provide support for economic activities which have made, or plan to make essential investments for the reactivation or normalisation of their activity.

Term: from June 2021.


① maiesaturem.barcelona

DO YOU NEED OUR GUIDANCE?

We are putting a Barcelona Activa personalised helpline at your disposal, so you can clear up any queries or discuss the financial aid and advice services for workers, organisations and enterprises.

The helpline (900 533 175) is free and available Mondays to Fridays, from 9 am to 6 pm.

Inquiries are referred to the specialist services or resources best suited to each case..



Barcelona City Council is at your side during these difficult times. Which is why we will help you to find information and choose the resources best suited to your needs. We will also help you in processing your grant or subsidy applications or in drawing up – with expert help – personalised future plans for your business. Our advice services will help you to start and consolidate new projects and keep them going.

23 LEGAL ADVICE SERVICE TO HELP BUSINESSES AND THE SELF-EMPLOYED TO DEAL WITH THEIR RENT CHARGES.

This Barcelona Activa service enables us to provide legal advice through the Barcelona Lawyers' Association. It is aimed at self-employed persons and small enterprises that wish to resolve problems arising from the COVID-19 crisis when it comes to dealing with rent payments, if it has not been possible to reach an agreement with the landlord of the property.

① barcelonactiva.cat/empreses/assessorament

24 ADVICE FOR ENTERPRISES, ORGANISATIONS AND THE SELF-EMPLOYED.

Barcelona Activa would like to support you, to get your project growing. Which is why we offer you an advisory service, aimed at self-employed people and social and solidarity economy enterprises and organisations, on issues relating to incorporations, funding, talent management, transfers, internationalisation and digital transformations of your projects, among other issues.

① barcelonactiva.cat/empreses/assessorament

25 PROFESSIONAL GUIDANCE AND JOBSEEKING SERVICE.

Through Barcelona Activa we are putting an advisory team at your disposal, who will advise you on the training best suited to your profile and your labour market opportunities.

① barcelonactiva.cat/treball/assessorament

26 "EMPLOYMENT RIGHTS' DEFENCE POINTS".

You don't know if your employment rights are being respected? This free, personalised help and advice service on employment rights is available to all workers, face-to-face in three districts and also by phone. It covers the whole city and has been expanded to deal with all the demand.

① barcelonactiva.cat/dretslaborals or by phoning 900 533 175.

27 'RETHINKING' BUSINESS REACTIVATION PLANS.

We provide personalised support for small enterprises, start-ups, self-employed individuals, shops and organisations from the social and solidarity economy so they can establish a strategic business plan that enables them to speed up the economic recovery in the post-COVID-19 context.

① barcelonactiva.cat/rethinking

28 "DIGITISATION PLANS FOR MICRO-SMES AND SELF-EMPLOYED INDIVIDUALS".

Technical-support service specialising in implementing improvements in the presence of enterprises in the Internet, and in communication and online mar-

Reactivating the economy

keting strategies, sales channels and the digitisation of enterprises' management processes. The service starts with an initial diagnosis; it then studies the drafting of a digitisation plan and includes support for its implementation and monitoring.

① <https://empreses.barcelonactiva.cat/ca/web/es/assessorament-en-digitalitzacio>

29 ADVICE FOR ENTREPRENEURS.

Fancy starting up a new business? Barcelona Activa's Entrepreneurial Service will provide you with support and help throughout the process. You will have us at your side during these complex times and we will make your project as feasible as possible.

① barcelonactiva.cat/emprendoria

30 MUNICIPAL TAX OFFICE (IMH) VIDEO-CALL ASSISTANCE.

To save tax payers time and unnecessary journeys, the IMH has launched a new personalised video call appointment help and information service. This service will enable citizens' enquiries to be answered via their computer, tablet or mobile and without having to set foot outside their home, by an IMH member of staff at the pre-arranged day and time.

① <https://seuelectronica.ajuntament.barcelona.cat/oficinavirtual/ca/tramit/20060001218>

31 "OFICINA 22@". INFORMATION, ADVICE AND BUSINESS AND URBAN-PLANNING PROCEDURES POINT.

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

① barcelonactiva.cat/22barcelona

32 "BCN SAFE CITY - SAFE VISIT".

Barcelona has launched an information service on protocols which give priority to people's health and mobility in the city's public spaces, facilities and installations. We offer an online advice service for enterprises linked to the visitor economy to find out the health and safety protocols or measures best suited to their business.

① barcelona.cat/safecity

33 “BARCELONA BIOSPHERE COMMITMENT TO TOURISM SUSTAINABILITY”.

This initiative recognises the tourist operators who opt for responsible management in accordance with requirements based on the United Nations’ Sustainable Development Goals (SDGs) and emphasises the importance of health safety in the face of COVID-19 or any other pandemic, to build up trust among customers. Operators that adopt this commitment will receive training and advice on drawing up an improvement plan that enables them to obtain the label, thereby attracting attract new members of the public and improving their positioning. They will also have the Safe Travels seal available, awarded by the World Travel & Tourism Council (WTTC).

① <http://turismesostenible.barcelona>

34 “REIMAGINEM EL FUTUR3”. A SPACE FOR REVISING, REINVENTING AND REACTIVATING ORGANISATIONS.

To strengthen and foster innovation among organisations and enterprises that have -or are incorporating -social and solidarity economy practices and values, we are revising the effects that the COVID-19 pandemic has had on the various areas and, depending on the results, we are reinventing and redesigning the areas, services or products that have to be transformed to encourage a firm reactivation.

Term: from February to June 2021.

① <https://empreses.barcelonactiva.cat/ca/web/es/3r>

35 ICT OFFICERS.

This service puts experts in using ICTs and e-Government at the disposal of city residents, according to their needs, so that they can support them in their digital skills acquisition and thereby improve the quality of the use they make of ICTs.

① bithabitat.barcelona

36 “COMERC A PUNT 2021”. BUSINESS ADVICE IN YOUR SHOP.

We’ll come over to your shop and give you totally free advice, not just on how to establish a new business strategy but also on how to put your business back on its feet, adopt new marketing models and develop new formulas for incentivising demand, always respecting your work pace.

① barcelonactiva.cat/comercapunt

37 WE’RE RAISING THE SOCIAL AND SOLIDARITY ECONOMY (SSE)

A comprehensive advisory and support service, specialising in SSE organisations, for socio-entrepreneurial strengthening. Coordinated with

the ecosystem’s services, operators and players, it identifies opportunities and detects difficulties, besides offering tools and expert support in specific areas.

① <https://empreses.barcelonactiva.cat/ca/web/es/assessorament-sobre-economia-social-i-solidaria>

38 SUPPORT SERVICE FOR THE DIGITAL TRANSFORMATION OF SMALL RETAIL BUSINESSES AND RESTAURANTS.

This is an initiative that consists of personalised digitisation plans, online training (p. 15) and a call for grant applications (p. 7). Thanks to the support of a specialist technical team, you will be able to plan your business’s entry into the digital world, continue enhancing your digital skills and find out how to apply them to your shop or restaurant.

① <https://empreses.barcelonactiva.cat/ca/web/es/assessorament-en-digitalitzacio>

39 WE’RE MAKING WORK, WE’RE MAKING THE FUTURE.

A personalised support service for individuals in the process of job-hunting or professional improvement. This is an assistance service that offers initial information for guidance and job-hunting; it then refers the person concerned to the most appropriate service according to their needs. There will be a specific service for people under the age of 30 to supplement all the other programmes and services in place.

Term: as on June 2021.

① barcelonactiva.cat/treball

40 CLAIMS AND COMPLAINTS SERVICE FOR ELECTRICITY-SUPPLY CUTS CAUSED BY BREAKDOWNS IN THE GRID.

The Barcelona Municipal Consumer Information Office (OMIC) has launched a service to assist city residents, self-employed individuals and micro-SMEs affected by electricity-supply cuts caused by breakdowns in the grid. In addition, OMIC offers guidance, advice, processing of inquiries, complaints, claims and allegations in the field consumer affairs on telephone and internet-access services, financial services, insurance, utility supplies (water, electricity and gas) and purchasing or repairing productions, among other things.

① <https://ajuntament.barcelona.cat/omic/ca/actualitat/lomic-obre-una-linia-directe-daten-cio-les-afectades-pels-talls-de-llum>

41 **ADVICE ON THE SOCIAL AND SOLIDARITY ECONOMY (SSE).**

This is a specialist and personalised service for informing and supporting SSE enterprises and organisations: from how to start up a project to how to improve it and obtain funding. Coordinated with the ecosystem's services, operators and players, this service identifies opportunities and detects difficulties, besides offering tools and expert support in specific areas.

① <https://empreses.barcelonactiva.cat/ca/web/es/assessorament-sobre-economia-social-i-solidaria>

42 **ADVISORY SERVICE ON BARCELONA ACTIVA'S SOCIAL CLAUSES.**

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

① barcelonactiva.cat/contractaciosocial

43 **BARCELONA SPORTS OFFICE.**

This is a service available that Barcelona City Council makes available to the city's sports sector, through the Barcelona Institute of Sports, to provide free support in managing its projects and activities. It offers a support and advice programme for managing the various procedures that sports sector entities carry out with the public authorities, such as subsidies, grants and participation in administrative invitations to tender. It also has a training programme at its disposal in employment, legal, accounting, communication and environmental-management issues.

① barcelona.cat/esports

44 **PLAN FOR PROMOTING THE CARE SECTOR.**

Aiming to strengthen the sector of organisations providing care services from the social and solidarity economy (SSE) and social, environmental and good-governance impact, we are implementing a specific socio-entrepreneurial advisory service, a training programme for expanding and increasing skills and tools for socio-entrepreneurial strengthening.

① <https://empreses.barcelonactiva.cat/web/es/programa-per-organitzacions-de-cures>

45 **"DIGITAL MATCH IMPULSA".**

This is a programme launched by Barcelona City Council, Barcelona Activa and the Open University of Catalonia (UOC) for the digital acceleration Reactivating the economy

of projects, organisations and enterprises that are working -or wish to work- under environmental-impact, social and good-governance measures. Integrated into the Barcelona UOC Chair in Digital Economy, it works on digitisation as a resource for community creating (platforming) and socio-economic transformation.

Term: from April to December 2021.

① www.dimpulsa.net

46 **TALENT MARKETPLACES.**

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

Term: as of June 2021.

① barcelonactiva.cat/treball

47 **"REEMPRESA" SERVICE FOR BUSINESS REACTIVATION.**

If you're an entrepreneur or you have now finished your professional journey with the enterprise you run, Barcelona Activa is launching an advisory service to connect you and encourage continuity in existing enterprises.

Term: throughout 2021.

① <https://empreses.barcelonactiva.cat/web/es/transmissio-empresarial>

48 **BARCELONA INTERNATIONAL WELCOME.**

This service provides information and resources for facilitating the arrival and installation of international talent in the city. It is enshrined in the strategy for attracting, welcoming and retaining international talent in Barcelona, a city that is open to the world and loves diversity.

① barcelona.cat/internationalwelcome

49 **BARCELONA "INTERNATIONAL COMMUNITY DAY".**

This hybrid event -face to face and online-offers several activities, workshops and seminars so Barcelona's international community can have their say. The 2021 edition is expected to be held in October.

① <https://www.barcelona.cat/internationalwelcome/en/international-community>

TRAINING

**CURSOS ONLINE,
QUAN TU VOLS**



If we want to be competitive, we need to be up to date! That's why Barcelona City Council has launched a wide range of specialist training lines, designed to face the future with even more drive than ever. It is aimed at enterprises and entrepreneurs, however, if you are looking for work in general or you would like to broaden your professional horizons in the ICT sector, you mustn't miss this opportunity!

50 TECHNOLOGICAL TRAINING FOR EVERYONE AT THE CIBERNÀRIUM.

Would you like to discover the world of ICTs? Or maybe you have already but you'd like to improve your digital and technological skills? Whatever your situation, Cibernàrium offers you training so you can take on the challenges that come with digitisation. By anticipating them and innovating, you'll be able to meet the needs of enterprises for digital talent.

① barcelonactiva.cat/cibernarium

51 BARCELONA ACTIVA'S IT ACADEMY.

Fancy learning how to construct a webpage, inside and outside? Fancy finding out what data science is and how to apply it in strategic decision-making? You'll be able to that now with the IT Academy, and in a mere twelve weeks! Thanks to its personalised and highly innovative educational self-learning model and to an expert mentoring service that supports you throughout the process you'll obtain free advanced training in programming. In addition, you will also have advice and tools at your disposal for finding work in the field of ICTs.

① barcelonactiva.cat/itacademy

52 RAINING FOR THE DIGITAL TRANSFORMATION OF SHOPS AND RESTAURANTS.

As part of the initiative supporting the digital transformation of shops and restaurants, Barcelona Activa has designed a training catalogue to help the commercial fabric and restaurant sector to take the leap into the digital world. With fifty courses available, you have no excuse for being left behind!

① <https://empreses.barcelonactiva.cat/ca/web/es/assessorament-en-digitalitzacio>

53 ONLINE TRAINING FOR PROFESSIONALS AND ENTERPRISES.

Discover training, through Barcelona Activa, grouped by thematic categories and adapted to your pace and needs.

① barcelonactiva.cat/treball/online i barcelonactiva.cat/empreses/online

54 BARCELONA ACTIVA VIRTUAL CLASSROOM.

Thanks to Barcelona Activa we have launched the Virtual Classroom, a training space where educational teams stream their classes online, so you can have your say, make real-time consultations and interact with fluency.

① barcelonactiva.cat/aulavirtual

55 VIRTUAL CLASSROOM FOR PROJECTS WITHIN THE FRAMEWORK OF THE SOCIAL AND SOLIDARITY ECONOMY (SSE).

The Barcelona Activa Virtual Classroom has specific courses designed for SSE projects and organisations: ranging from how to resolve COVID-19-related queries to how to prepare for setting up a business, improving skills or strengthening SSE sector enterprises.

① <https://empreses.barcelonactiva.cat/web/es/formacio-i-programes-per-a-entitats-d-economia-social-i-solidaria>

56 42 BARCELONA.

Located in Barcelona Activa's Technology Park, this training space is much more than a programming campus. Backed up by its successful track record of work placements in more than twenty campuses around the world, it offers an educational, innovative and ground-breaking model that allows you to choose what to study and at what pace; which is why it is open 24 hours a day, 7 days a week. You will acquire digital expertise of the future through technology centred on "learning to learn" which fosters creativity and teamwork, so you can opt for a labour market that is constantly in need of new digital and cross-cutting skills. This is a Telefónica Foundation, Barcelona City Council and Catalan Government initiative. *It's up to you!*

Term: it is expected to officially open in the second half of 2021.

① <https://www.42barcelona.com/>

57 "REVESSTIM". SECTORAL PLAN FOR SUSTAINABLE TEXTILES.

Aimed at strengthening the sustainable textile sector and making it more competitive from a social, environmental and business point of view, this plan offers a specialist advisory service for projects and organisations to broaden training in this field and foster inter-cooperation and the social market.

① <https://empreses.barcelonactiva.cat/web/es/revesstim-el-textil>

58 RESKILLING.

Fancy opting for key jobs in the city's strategic areas? Fancy focusing your professional careers on the industry and energy, health and care, logistic or information and communications sectors? Now you can, as Reskilling offers you a short technical-professional training course that will help you to improve your employability. What's more, you can choose between three different formats: online, streaming and face to face. Think no further: go and sign up for it right now!

① barcelonactiva.cat/treball/reskilling

59 RESKILLING LANGUAGES.

Languages are now, more than ever, an essential tool for facing the future. Fancy learning English so you can work in whatever you like most? Have you thought about broadening your linguistic education to improve your professional profile and adapt to the demands of the labour market in strategic sectors? Reskilling Languages makes it easy for you and, what's more, it's you who decides the format: online or hybrid. *Don't worry, be happy!*

① barcelonactiva.cat/treball/reskilling

60 WORK IN LOCAL SHOPS.

Barcelona Activa has developed a series of unique projects for working in municipal markets and in local shops. Launched in collaboration with Mercabarna and the Barcelona Municipal Markets Institute, they aim to meet the needs of generational change-overs in municipal-market sectors. Take a look, you may find them useful!

Term: until 30 June 2021.

① barcelonactiva.cat/treball/jo+

61 TRAINING AT MERCABARNA.

Take advantage of an opportunity to train in the agri-food sector: from selling local organic produce to food-handling hygiene and driving forklift trucks, or how to be a good butcher's or fishmonger's assistant, among other options. And, if you're unemployed, you'll enjoy a special rate! Ready?

① <https://www.mercabarna.es/cursos>

FREE, CONVENIENT TRAINING, OPEN TO EVERYONE

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

Further information: barcelonactiva.cat/formacio



PROMOTION

Barcelona City Council is launching promotional tools for reactivating the city's economy. Which is why it is carrying out several initiatives aimed at stimulating local economic activity, in line with the recovery of international markets. This guide features some of the services and various promotional campaigns that have been launched.



62 BARCELONA MARKETPLACE.

This platform offers activities, organised experiences and visits to the city. They are ordered by theme and profile, to make it easier for you to find what you're interested in the most: sport, culture, proposals for family activities and so on. Rediscover the city through Turisme de Barcelona and at special prices!

① <https://marketplace.barcelona/>

63 "LI TOCA AL BARRI" CAMPAIGN IN THE BESÒS HUB FOR THE REC CURRENCY.

Organised by Barcelona City Council, the Neighbourhood Plan and the NOVACT association, this campaign promotes the use of the REC citizen currency to stimulate consumption in shops, local services and municipal market stalls. It offers 15% discounts on purchases made with the REC citizen currency in shops that have signed up to the initiative.

Term: until 31 July 2021, or when the discounts end.

① rec.barcelona.com/litocaalbarri

64 "BCN MARKET". THE COMMERCE MARKETPLACE.

Open to everyone and specifically created for the city's local shops and restaurants and cafés, this digital online selling platform is committed to helping the sector with its digital transformation.

Term: as of the second quarter of 2021.

① barcelona.cat/comerc

65 "BARCELONA SHOPS AND RESTAURANTS" OBSERVATORY.

This initiative to disseminate up-to-date information on the city's commercial and economic sectors will be a tool with updated statistical contents. It is aimed at disseminating and transferring knowledge to the sectors' operators and organisations, to citizens and the public authorities. The Visor Comercial interactive tool will display data in an transparent, comprehensive and universally accessible way.

Start: May 2021.

① barcelona.cat/comerc

66 AN INVESTMENT STIMULUS FROM THE BARCELONA MUNICIPAL MARKETS INSTITUTE, WITH MARKET REMODELLING AND IMPROVEMENT WORK IN PROGRESS AND AN EXPECTED INVESTMENT OF €100 MILLION DURING THIS MUNICIPAL TERM OF OFFICE.

Focused on plans for improving and maintaining Barcelona's network of markets, it is provided with an annual budget of €4 million and includes the implementation of the network's digitisation plan, which has a budget of €2.8 million.

① barcelona.cat/mercats

67 PARKING "BONUS CARD".

This personalised card will let you enter and leave the car park of your choice, from the BSM Parking network, as many times as you like for either 15 or 30 consecutive days. All you need to do is choose the car park and book the days you need, at the best price and with a guaranteed place. If you purchase it online using the code bsmle20, you will receive a 20% discount.

① <https://parkingcard.cat/bonus-cards/>

68 BARCELONA "INTERNATIONAL COMMUNITY DAY".

This hybrid event -face to face and online- offers several activities, workshops and seminars so Barcelona's international community can have their say. The 2021 edition is expected to be held in October.

① <http://barcelona.cat/internationalcommunityday>

69 "SHOP LOCALLY. OUR SHOPS MAKE OUR CITY" CAMPAIGN.

To raise the profile of the values that are brought to the city by the local shopping and by restaurants and cafés, the City Council has launched this media campaign to give a boost to this sector which is essential for the city and has been badly hit by the pandemic.

① barcelona.cat/comerc

70 "COME DOWN TO LA RAMBLA" CAMPAIGN.

Culinary, workshop, culture, music and show activities, and plenty more, for Barcelonaians to rediscover, through this iconic site in the city, and help to resume shopping, restaurant and café activities, so greatly weakened by the effects of the pandemic.

Term: the activities will resume as soon as the measures for containing COVID-19 so permit.

① <https://baixalarambla.cat/>

71 "BARCELONA FOR YOU. YOU FOR BARCELONA" CAMPAIGN.

Launched jointly with the Turisme de Barcelona Consortium, it is aimed at revitalising the city centre's shops, restaurants and hotels. This is a digital campaign, with initiatives through Instagram and a 3D animation system.

Term: as of the second quarter of 2021.

① <https://ajuntament.barcelona.cat/comerc/>

72 BARCELONA'S TOURIST-PROMOTION CAMPAIGNS.

Provided with an important digital component, they are aimed at various specific sectors of the market (domestic, European, long distance), depending on the steady possibilities of connectivity. They seek to attract a high-value visitor profile that shares the city's attributes, and highlight new contents, especially those relating to cultural offers and a safe-, smart- and sustainable-city image.

73 “ZERO PLASTIC” PROJECT.

Participation from the Barcelona Municipal Markets Institute (IMMB) in the City Council's Third Zero Plastic Board. Follow-up measures are being specified for implementation.

① barcelona.cat/mercats

74 “GREEN COMMERCE”.

Final impetus of the “Green Commerce” project, working jointly with team for Food Policy and Promoting Sustainable Food at Barcelona City Council and with representatives from retailers to foster organic and local produce.

① barcelona.cat/mercats

75 MARKETS NETWORK SUPPORT AND PROMOTION PROGRAMME.

Creating and boosting an agreement with the Barcelona Federation of Municipal Market Associations (FEMM). Initiative in the markets network through the promotion of the differential values of the city's markets in the fresh, quality, local, organic and short-circuit product distribution network. We are also strengthening their role as watchdogs for healthy and sustainable food.

Term: until June 2021.

① <https://ajuntament.barcelona.cat/mercats/ca/noticia/els-43-mercats-municipals-tindran-un-marketplace-comz-per-vendre-els-seus-productes>

76 BCN SPORTS TECH HUB.

Its aim is to make Barcelona an international benchmark in knowledge exchanges, talent, resources and capacities for innovation in the world of technology and sport, to improve the economic competitiveness of the players that sign up to it.

① <https://barcelona.cat/esports>

77 DEVELOPING ECONOMIC AND URBAN PROMOTION AREAS (APEU).

Fostering and promoting activities and initiatives for launching APEUs as public-private collaboration tools for the commerce sector. The aim behind applying APEUs will be to foster and promote urban, industrial, logistics and services areas for promoting their commerce and associations movement.

78 MUNICIPAL EMPLOYMENT PLANS (SECTORAL AND STRATEGIC INTEGRATED EMPLOYMENT PROJECTS (PICS)).

Employment action to promote job placements for unemployment individuals, by combining employment-experience, skills-improvement and employ-

ment-guidances initiatives. Participants are incorporated into several municipal projects connected to strategic sectors through 6-month employment contracts.







REGULATORY CHANGES

This crisis is forcing us all to adapt and be imaginative. The City Council is firmly committed to ensuring Barcelona is an easy city for economic activity. Which is why it has launched regulatory and administrative changes that simplify the groundwork for city residents and economic sectors and speed up and simplify procedures and payment periods.



79 ECONOMIC ACTIVITY TAX (IAE) EXEMPTIONS, ALLOWANCES, SUBSIDIES AND REDUCTIONS.

We have applied Economic Activity Tax allowances to increased workforces and use of renewable energies, among other things.

① see the section entitled “Taxes, rates and public-sector charges” on the Barcelona Municipal Markets Institute’s website: barcelona.cat/hisenda

80 EXTENDED AUTHORISATIONS FOR EXPANDING PUBLIC SPACES INTENDED FOR TERRACES.

To boost economic activity and encourage the neighbourhood’s return to life, local commercial and restaurant establishments have more space at their disposal — temporarily and as an exception. We have extended the provisional authorisation period by one year. They will be valid until 31 December 2021 and are intended to facility these establishments’ economic activity.

① barcelona.cat/comerc

81 TERRACE TAX REDUCTION.

Taking the interpretation of byelaws following the situation resulting from the COVID-19 pandemic, and for the purposes of encouraging the economic feasibility of restaurant and café businesses, we are extending the 75% reduction of the terrace tax until the end of 2021. This measure will lead to €7 million reduction in municipal income.

① https://ajuntament.barcelona.cat/comerc/ca/noticies/obert-el-periodo-dun-mes-per-sol%-25c2%25b7licitar-noves-terrasses-i-ampliacions-extraordinaries_1020211

82 EXPANDING SPACES AND REDUCING THE RATES OF BEACH BARS.

According to the sector, we have reduced rates by 75% for the beach bars that have opened this season and which have enabled the longer to extend.



RECOVERING ACTIVITY

A FUTURE WITH MORE EMPLOYMENT, DIGITAL TALENT AND NEW BUSINESSES

Barcelona is now reaffirming, more than ever, its strategy for the future based on the cornerstones of competitiveness, sustainability and fairness. The economic roadmap continues to aim for growth centred on sustainable development and quality employment policies. Digitisation, talent, sustainability and entrepreneurship are cornerstones that have to be promoted to affirm the city's economic future and for Barcelona to remain a global magnet thanks to the opportunities it offers.

IF YOU ARE JOB-HUNTING OR WISH TO IMPROVE YOUR PROFESSIONAL PROFILE

ADVICE

- Professional-guidance and job-hunting service [Pg. 11](#)
- Employment rights' defence points [Pg. 11](#)
- ICT Officers [Pg. 12](#)
- Fem feina, fem futur [We're making work, we're making the future] [Pg. 12](#)
- Digital Match Impulsa [Pg. 13](#)

TRAINING

- Technological training for everyone at Cibernàrium [Pg. 15](#)
- Barcelona Activa's IT Academy [Pg. 15](#)
- Online training for professionals and enterprises [Pg. 15](#)
- 42 Barcelona, an innovative programming school at the Barcelona Activa Technology Park [Pg. 15](#)
- Reskilling [Pg. 15](#)
- Reskilling Languages [Pg. 16](#)
- Work in local commerce [Pg. 16](#)
- Training at Mercabarna [Pg. 16](#)

IF YOU HAVE AN ENTERPRISE OR YOU ARE SELF-EMPLOYED

FINANCIAL AID

- B-Crèdit Micro-loans [Pg. 7](#)
- Crea feina, Barcelona! [Create work, Barcelona!] [Pg. 7](#)
- A proactive city [Pg. 7](#)
- “Barcelona accelera” [Barcelona accelerates]. Risk capital fund for encouraging investments in entrepreneurial projects [Pg. 7](#)
- “Amunt persianes” [Shutters up]. Revitalising ground-floor premises [Pg. 7](#)
- Subsidies for organisations promoting the social and vocational integration of young people in vulnerable situations [Pg. 8](#)
- Extraordinary subsidy to improve economic activity in the city [Pg. 9](#)

ADVICE

- Legal advice service to help enterprises and the self-employed to deal with their rent charges [Pg. 11](#)
- Advice for enterprises, organisations and the self-employed [Pg. 11](#)
- “Rethinking” business reactivation plans [Pg. 11](#)
- Digitisation plans for micro-SMEs and self-employed individuals [Pg. 11](#)
- “Oficina 22@”. Information, advice and business and urban-planning procedures point [Pg. 11](#)
- Claims and complaints service for electricity-supply cuts caused by breakdowns in the grid [Pg. 12](#)
- Digital Match Impulsa [Pg. 13](#)

TRAINING

- Technological training for everyone at Cibernàrium [Pg. 15](#)
- Online training for professionals and enterprises [Pg. 15](#)
- 42 Barcelona, an innovative programming school at the Barcelona Activa Technology Park [Pg. 15](#)

REGULATORY CHANGES

- Economic Activity Tax (IAE) exemptions, allowances, subsidies and reductions [Pg. 23](#)

IF YOU WANT TO BE AN ENTREPRENEUR

FINANCIAL AID

- La ciudad proactiva [The proactive city]. [Pg. 7](#)
- “Barcelona accelera” [Barcelona accelerates]. Risk capital fund for encouraging investments in entrepreneurial projects [Pg. 7](#)
- “Amunt persianes” [Shutters up]. Revitalising ground-floor premises [Pg. 7](#)
- Extraordinary subsidy to improve economic activity in the city [Pg. 9](#)

ADVICE

- Advice for enterprises, organisations and the self-employed [Pg. 11](#)
- Advice for entrepreneurs [Pg. 11](#)

DISCOVER THE MARKETS OF BARCELONA

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Mercats
de Barcelona



01 — Abaceria Central
District: Gràcia
Travessera de Gràcia, 186
Inauguration: 1892
Surface area: * 1,361m²
Establishments: ** 42
Services: home delivery, online sales (Manzaning)
mercatabaceria.cat

02 — La Barceloneta
District: Ciutat Vella
Pl. Poeta Boscà, 1
Inauguration: 1887
Surface area: 1,486m²
Establishments: 21+1 self-service
Services: car park, home delivery, online sales (Manzaning)
mercatdelabaroneta.com

03 — El Besòs
District: Sant Martí
C/ Jaume Huguet, 38
Inauguration: 1968
Surface area: 1,848m²
Establishments: 31

04 — El Bon Pastor
District: Sant Andreu
C/ Sant Adrià, 154
Inauguration: 1961
Surface area: 726m²
Energy classification: A
Establishments: 10+1 self-service
Services: car park

05 — La Boqueria
District: Ciutat Vella
La Rambla, 91
Inauguration: 1914
Surface area: 7,138m²
Establishments: 202
Services: information point, Aula Boqueria, car park, online sales (Manzaning), publications
boqueria.barcelona

06 — Canyelles
District: Nou Barris
C/ Antonio Machado, 10
Inauguration: 1887
Surface area: 1,875m²
Establishments: 21+1 self-service
Services: car park
mercatcanyelles.com

07 — El Carmel
District: Horta-Guinardó
C/ Llobregós, 149
Inauguration: 1969
Surface area: 2,670m²
Establishments: 48
Services: car park, home delivery, online sales (Manzaning)

08 — Ciutat Meridiana
District: Nou Barris
C/ Costabona, 4
Inauguration: 1968
Surface area: 630m²
Establishments: 7+1 self-service

09 — El Clot
District: Sant Martí
Pl. Mercat, 26
Inauguration: 1889
Surface area: 1,284m²
Establishments: 28+1 self-service
Services: car park, home delivery, online sales
mercatdelclot.net

10 — La Concepció
District: Eixample
C/ Aragó, 313
Inauguration: 1888
Surface area: 2,910m²
Establishments: 48+1 self-service
Services: car park, shopping trolleys, home delivery, online sales
laconcepcio.cat

11 — Els Encants
Fira de Belcaire
District: Eixample
C/ Castillejos, 158
Inauguration: 1928
Surface area: 15,000m²
Establishments: 292
Services: car park, information point
encantsbarcelona.com

12 — L'Estrella
District: Gràcia
C/ Pii Margall, 73
Inauguration: 1957
Surface area: 1,651m²
Establishments: 50
Services: home delivery
mercatlestrella.com

13 — Felip II
District: Sant Andreu
C/ Felip II, 118
Inauguration: 1966
Surface area: 1,822m²
Establishments: 38+1 self-service
Services: home delivery

14 — Fort Pienc
District: Eixample
Pl. Fort Pienc, 3
Inauguration: 2004
Surface area: 1,532m²
Establishments: 14+1 self-service
mercatfortpienc.cat

15 — Galvany

District: Sarrià-Sant Gervasi
C/ Santaló, 65
Inauguration: 1926
Surface area: 2,201m2
Establishments: 73
Services: car park,
home delivery, online sales
(Manzaning)

16 — El Guinardó

District: Horta-Guinardó
C/ Teodor Llorente, 10
Inauguration: 1954
Surface area: 1,309m2
Establishments: 13+1
self-service

17 — La Guineueta

District: Nou Barris
Pg. Valldaura, 186
Inauguration: 1965
Surface area: 2,945m2
Establishments: 22+1
self-service
Services: phone orders,
cooking classroom
mercatguineueta.com

18 — Horta

District: Horta-Guinardó
C/ Tajo, 75
Inauguration: 1951
Surface area: 1,560m2
Establishments: 50
Services: car park,
home delivery, online sales
(Manzaning)
mercathorta.com

19 — Hostafrancs

District: Sant's-Montjuïc
C/ Creu Coberta, 93
Inauguration: 1888 (2003)
Surface area: 3,040m2
Establishments: 48+1
self-service

20 — Les Corts

District: Les Corts
Travessera de les Corts, 215
Inauguration: 1961 (2008)
Surface area: 664m2
Establishments: 35+1
self-service
Services: car park, home
delivery, WiFi
mercatdelescorts.cat

21 — Lesseps

District: Gràcia
C/ Verdi, 200
Inauguration: 1972
Surface area: 1,152m2
Establishments: 27+1
self-service
Services: home delivery,
online sales (Manzaning)
mercatdelesseps.cat

22 — La Llibertat

District: Gràcia
Pl. Llibertat, 27
Inauguration: 1888
Surface area: 1,728m2
Establishments: 34+1
self-service
Services: home delivery

23 — La Marina

District: Sant's-Montjuïc
Pg. Zona Franca, 178
Inauguration: 2003
Surface area: 2,037m2
Establishments: 22+1
self-service

24 — La Mercè

District: Nou Barris
Pg. Fabra i Puig, 270
Inauguration: 1961
Surface area: 1,769m2
Establishments: 57
Services: information point,
home delivery
mercatdelamerce.cat

25 — Montserrat

District: Nou Barris
Via Favència, 247
Inauguration: 1960
Surface area: 2,376m2
Establishments: 42
Services: home delivery
mercatmontserrat.com

26 — El Ninot

District: Eixample
C/ Mallorca, 133
Inauguration: 1933
Surface area: 5,584m2
Establishments: 50+1
self-service
Services: car park, home
delivery, online sales (Ulabox),
WiFi, Green Point
mercatdelninot.com

27 — Núria

District: Nou Barris
Av. Rasos de Peguera, 186
Inauguration: 1966
Surface area: 536m2
Establishments:
1 self-service

28 — El Poblenou

District: Sant Martí
Pl. Unió, 25
Inauguration: 1889
Surface area: 1,696m2
Establishments: 24+1
self-service
Services: home delivery
mercatpoblenou.com

29 — Provençals

District: Sant Martí
C/ Menorca, 19
Inauguration: 1974
Surface area: 2,179m2
Establishments: 32+1
self-service
Services: car park, information
point, online sales (Manzaning)
mercatprovençals.com

30 — La Sagrada Família

District: Eixample
C/ Padilla, 225
Inauguration: 1993
Surface area: 4,341m2
Establishments: 39
Services: car park, WiFi,
home delivery, phone orders,
information point, lockers,
indoor children's play area
mercatsagradafamilia.com

31 — Sant Andreu

District: Sant Andreu
C/ Sant Adrià, 21
Inauguration: 1914
Surface area: 672m2
Establishments: 17

32 — Sant Antoni

District: Eixample
C/ Comte d'Urgell, 1
Inauguration: 1882
Surface area: 5,410m2
Establishments: 58+1
self-service
Services: car park,
home delivery,
information point
mercatdesantantoni.com

33 — Sant Gervasi

District: Sarrià-Sant Gervasi
Pl. Joaquim Valls, 6
Inauguration: 1968
Surface area: 652m2
Establishments: 18+1
self-service
Services: home delivery,
online sales (Manzaning)
mercatdesantgervasi.com

34 — Sant Martí

District: Sant Martí
C/ Puigcerdà, 206
Inauguration: 1966
Surface area: 1,166m2
Establishments: 17+1
self-service

35 — Santa Caterina

District: Ciutat Vella
Av. Francesc Cambó, 16
Inauguration: 1848
Surface area: 3,781m2
Establishments: 59+1
self-service
Services: car park, e-orders,
home delivery, lockers
mercatsantacaterina.com

36 — Saints

District: Sant's-Montjuïc
C/ Sant Jordi, 6
Inauguration: 1913
Surface area: 1,740m2
Establishments: 36+1
self-service
Services: car park,
home delivery, cooking
classroom
santsmercat.com

37 — Sarrià

District: Sarrià-Sant Gervasi
Pg. Reina Elisenda, 8
Inauguration: 1911
Surface area: 1,170m2
Establishments: 19+1
self-service
Services: car park,
home delivery, online sales,
WiFi
mercatsarria.com

38 — Les Tres Torres

District: Sarrià-Sant Gervasi
C/ Vergós, 2
Inauguration: 1958
Surface area: 507m2
Establishments: 12
Services: car park,
home delivery, online sales
(Manzaning)

39 — Trinitat

District: Nou Barris
C/ Pedrosa, 21
Inauguration: 1977
Surface area: 931m2
Establishments: 13+1
self-service
Services: car park, WiFi

40 — La Vall d'Hebron

District: Horta-Guinardó
Pg. Vall d'Hebron, 130
Inauguration: 1969
Surface area: 1,040m2
Establishments: 19+
self-service
Services: car park, home
delivery

41 — Encants de Sant Antoni

District: Ciutat Vella
C/ Comte d'Urgell, 1
Surface area: 3,664m2
Establishments: 102

42 — Dominical del Llibre

District: Ciutat Vella
C/ Comte d'Urgell, 1
Surface area: 1,059m2
Establishments: 77
dominicaldesantantoni.com

43 — Floristes

de les Rambles
District: Ciutat Vella
La Rambla, 91
Surface area: 147m2
Establishments: 12

*For all markets, only the retail surface area of active stalls is shown. In the case of Abaceria Central and Sant Andreu, the data correspond to their temporary location. In the case of Núria, and in contrast to all the other markets, the surface area of the self-service store is shown, because there are no establishments.

**Establishment: physical space for one owner to serve customers directly from a counter.

NEIGHBOURHOOD COMMERCE MAKES THE CITY

Barcelona has been consolidating a commercial and municipal markets model based on the values of proximity, responsibility and sustainability. More than 61,000 shops and 43 municipal markets are revitalising the city's streets. Grouped together in shopping hubs, associations and guilds, they are all working together to maintain excellence in offers and services. Supporting this sector is key to bringing life back to the city.

FINANCIAL AID

- Subsidies for the digital transformation of local shops and restaurants and cafés Pg. 7
- B-Crèdit Micro-loans Pg. 7
- Crea feina, Barcelona! [Create work, Barcelona!] Pg. 7
- “Barcelona accelera” [Barcelona accelerates]. Risk capital fund for encouraging investments in entrepreneurial projects Pg. 7
- “Amunt persianes” [Shutters up]. Revitalising ground-floor premises Pg. 7
- Subsidies for the Christmas-lighting campaign in the city's public streets and squares and inside shop windows Pg. 8
- Grants for improvement work in commercial establishments Pg. 8
- Mercabarna recruitment grants programme Pg. 9
- Consumption bonus Pg. 8
- Bonus Cultura Pg. 8
- Market-tax support Pg. 9
- Mercabarna-Impulsa recruitment grants programme Pg. 9
- Extraordinary subsidy to improve economic activity in the city Pg. 9

ADVICE

- Legal advice service to help enterprises and the self-employed to deal with their rent charges Pg. 11
- Advice for enterprises, organisations and the self-employed Pg. 11
- ‘Rethinking’ business reactivation plans Pg. 11
- Digitisation plans for micro-SME and self-employed individuals Pg. 11

IF YOU ARE A RETAILER OR STALLHOLDER

- “Comerç a punt 2021”. Business advice in your shop Pg. 12
- Support service for the digital transformation of small retail businesses and restaurants Pg. 12
- Claims and complaints service for electricity-supply cuts caused by breakdowns in the grid Pg. 12

TRAINING

- Technological training for everyone at Cibernàrium Pg. 15
- Training for the digital transformation of shops Pg. 15

PROMOTION

- “BCN Market”. The commerce marketplace Pg. 19
- “Barcelona Shops and Restaurants” Observatory Pg. 19
- “Shop locally. Our shops make our city” campaign Pág. 20
- “Come down to La Rambla” campaign Pg. 19
- “Barcelona for you. You for Barcelona” campaign Pg. 19

REGULATORY CHANGES

- Economic Activity Tax (IAE) exemptions, allowances, subsidies and reductions Pg. 23

LET'S CONTINUE ENJOYING OUR RESTAURANTS AND CAFÉ

When restaurants light their hobs and bars put out their tables, the city bustles with life once more. Barcelona has strong, quality, sustainable and environmentally committed restaurants and cafés.

Of course, Barcelona's restaurant and café sector is much more than that. It stands for the promotion of organic and local produce; the contribution to create safer, more dynamic and more attractive neighbourhoods, and it showcases an important part of our culture for our visitors.

FINANCIAL AID

- Subsidies for the digital transformation of local shops and restaurants and cafés [Pg. 7](#)
- B-Crédit Micro-loans [Pg. 7](#)
- Crea feina, Barcelona! [Create work, Barcelona!] [Pg. 7](#)
- "Barcelona accelera" [Barcelona accelerates]. Risk capital fund for encouraging investments in entrepreneurial projects [Pg. 7](#)
- Grants for improvement work in commercial establishments [Pg. 8](#)
- Consumption bonus [Pg. 8](#)
- Extraordinary subsidy to improve economic activity in the city [Pg. 9](#)

ADVICE

- Legal advice service to help enterprises and the self-employed to deal with their rent charges [Pg. 11](#)
- Advice for enterprises, organisations and the self-employed [Pg. 11](#)
- "Rethinking" business reactivation plans [Pg. 11](#)
- Digitisation plans for micro-SME and self-employed individuals [Pg. 11](#)
- Support service for the digital transformation of small retail businesses and restaurants [Pg. 12](#)
- Claims and complaints service for electricity-supply cuts caused by breakdowns in the grid [Pg. 12](#)

IF YOU ARE IN THE RESTAURANT SECTOR

TRAINING

- Technological training for everyone at Cibernàrium [Pg. 15](#)
- Training for the digital transformation of shops [Pg. 15](#)

PROMOTION

- "BCN Market". The commerce marketplace [Pg. 19](#)
- "Barcelona Shops and Restaurants" Observatory [Pg. 19](#)
- "Come down to La Rambla" campaign [Pg. 19](#)
- "Barcelona for you. You for Barcelona" campaign [Pg. 19](#)
- Green commerce [Pg. 20](#)
- Markets network support and promotion programme [Pg. 20](#)

REGULATORY CHANGES

- Economic Activity Tax (IAE) exemptions, allowances, subsidies and reductions [Pg. 23](#)
- Extended authorisations for expanding public spaces intended for terraces [Pg. 23](#)
- Terrace tax reduction [Pg. 23](#)

SOCIAL AND SOLIDARITY ECONOMY, NOW MORE THAN EVER!

Barcelona has numerous democratic and solidarity economic initiatives which respect people and areas. They generate services, activities, consumption and funding and are also committed to reversing the climate emergency.

Which is why Barcelona City Council is working in collaboration with Barcelona Activa to foster and launch socio-economic initiatives from the city's social and solidarity economy (SSE). It offers them training and support throughout the creation process and takes part in their economic feasibility.

FINANCIAL AID

- B-Crédit Micro-loans Pg. 7
- A proactive city Pg. 7
- "Amunt persianes" [Shutters up]. Revitalising ground-floor premises Pg. 7
- "Enfortim l'economia social i solidària" [We're strengthening the social and solidarity economy] subsidies Pg. 7
- Cooperative loans for reviving the social and solidarity economy (SSE) Pg. 8
- Subsidies for organisations promoting the social and vocational integration of young people in vulnerable situations Pg. 8
- Extraordinary subsidy to improve economic activity in the city Pg. 9

ADVICE

- Legal advice service to help enterprises and the self-employed to deal with their rent charges Pg. 11
- Advice for enterprises, organisations and the self-employed Pg. 11
- 'Rethinking' business reactivation plans Pg. 11
- Digitisation plans for micro-SMEs and self-employed individuals Pg. 11
- "Reimaginem el Futur3". A space for revising, reinventing and reactivating organisations Pg. 12

IF YOU SUPPORT COOPERATIVES OR BELONG TO AN SSE ORGANISATION

- Aixequem l'economia social i solidària [We're raising the social and solidarity economy] Pg. 12
- Claims and complaints service for electricity-supply cuts caused by breakdowns in the grid Pg. 12
- Advice on the social and solidarity economy (SSE) Pg. 13
- Advisory Service on Barcelona Activa's social clauses Pg. 13
- Plan for promoting the care sector Pg. 13

TRAINING

- Technological training for everyone at Cibernàrium Pg. 15
- Virtual Classroom for projects within the framework of social and solidarity economy (SSE) Pg. 15
- "RevESstim". Sectoral plan for sustainable textiles Pg. 15

REGULATORY CHANGES

- Economic Activity Tax (IAE) exemptions, allowances, subsidies and reductions Pg. 23

HOW CAN I JOIN THE SOCIAL AND SOLIDARITY ECONOMY (SSE)?

Barcelona is a city where the social and solidarity economy is present in practically every sector: from housing and food to energy, finances, culture and assistance for people. Over 4,700 socio-economic initiatives in the city are inspired by SSE values.

The social and solidarity economy website: barcelona.cat/economia-social-solidaria provides you with resources, services, organisations, workshops and activities for immersing yourself in this world and discovering all the possibilities it offers you.

LET'S REDISCOVER OUR CITY

Barcelona is full of places to discover and venues to visit, as well as museums, heritage, outdoor activities and plenty more. It is high time, having spent months observing the city from our balconies, that we brought life its streets back, made the most of Barcelona and got back together with the widest range of activities to satisfy every interest. The city is ready to get back together with its citizens.

FINANCIAL AID

- Bonus Cultura Pg. 8

ADVICE

- Digital Match impulsa Pg. 13

PROMOTION

- Barcelona Marketplace Pág. 19
- "Come down to La Rambla" campaign Pg. 19
- "Barcelona for you. You for Barcelona" campaign" Pg. 19

A NEW BOOST TO ECONOMIC PROMOTION AND QUALITY TOURISM

Barcelona, a global city, takes on the challenge of reactivating its post-COVID-19 economy with a commitment to create a city model that looks after its citizens and works to bring about a sustainable economic recovery.

The city aims to remain one of the international players for enterprise, investment and talent. Which is why we are reviving an international economic promotion with a future vision that can promote what Barcelona has always been: a connected, innovated, diverse, sustainable and safe city.

FINANCIAL AID

- Support for the tourist and night-life sector [Pg. 8](#)
- Reactivating music festivals for the summer of 2021 [Pg. 8](#)
- Extraordinary subsidy to improve economic activity in the city [Pg. 9](#)

ADVICE

- BCN Safe City – Safe Visit [Pg. 11](#)
- Barcelona Biosphere Commitment to Tourism Sustainability [Pg. 12](#)

PROMOTION

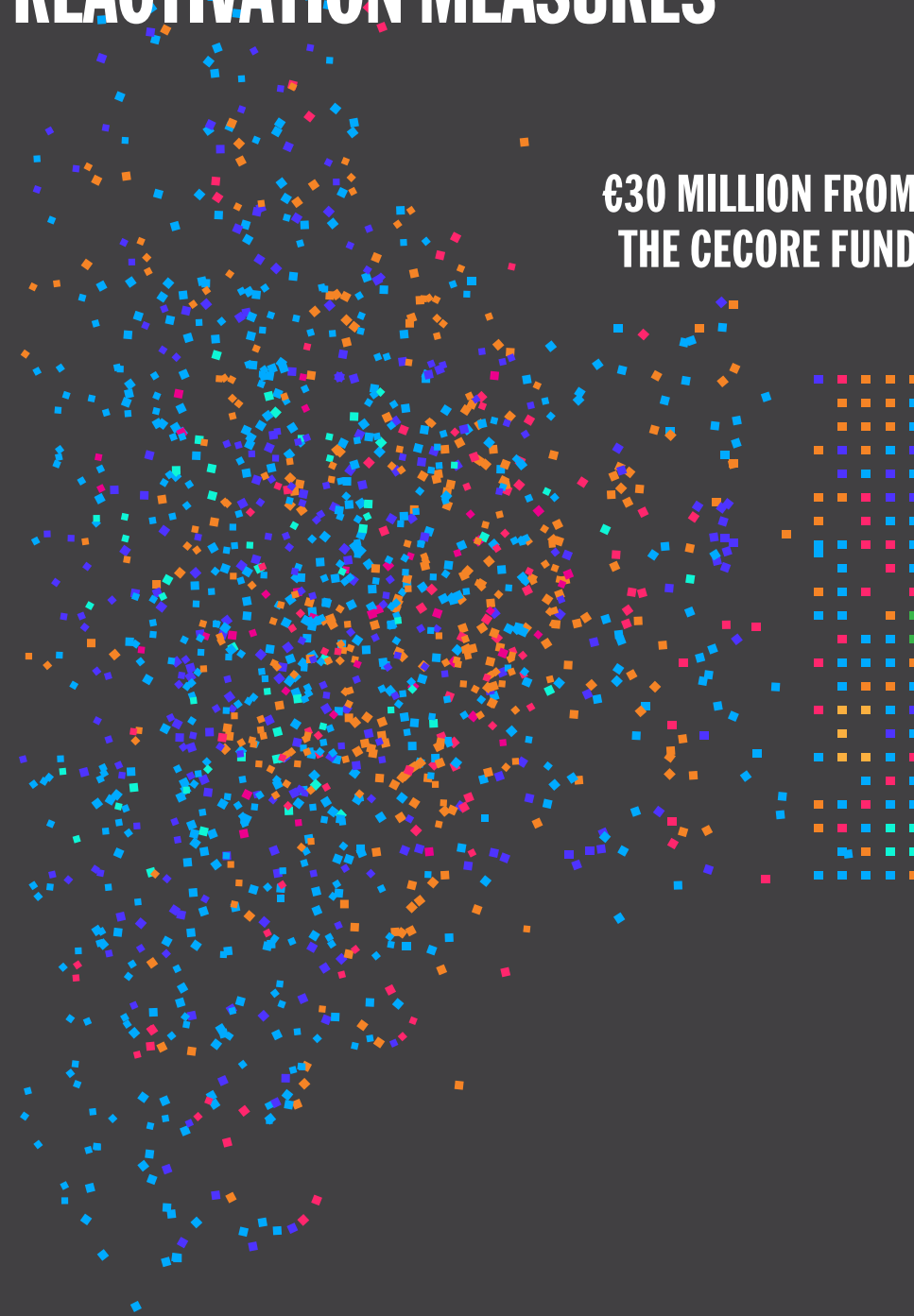
- Barcelona International Welcome [Pg. 19](#)
- Barcelona “International Community Day” [Pg. 19](#)
- “Barcelona International Community” Platform [Pg. 19](#)
- Barcelona’s tourist-promotion campaigns [Pg. 20](#)



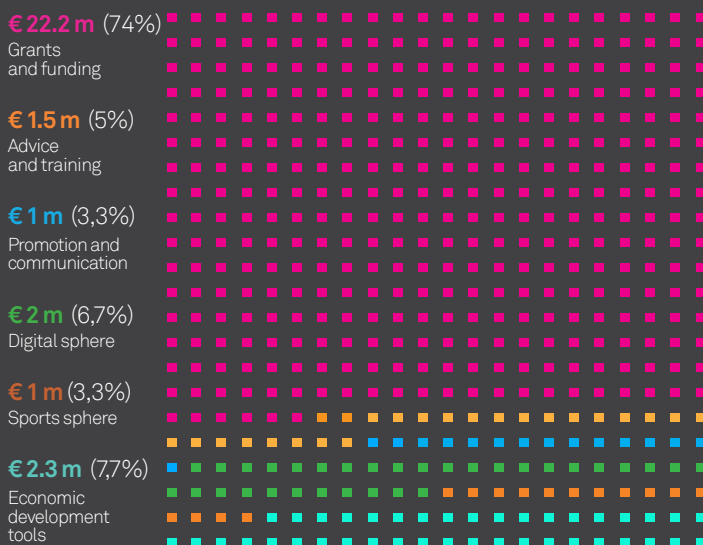


IMPACT OF THE 2020 ECONOMIC REACTIVATION MEASURES

**€30 MILLION FROM
THE CECORE FUND**



BREAKDOWN OF THE FUND



16.600 people have benefited from the grants for self-employed workers, with a total of **€ 5 m** for the survival of businesses.

211 grants for recruitment (**63 %** women) and **206** new direct contracts (**57 %** women) through the comprehensive employment plans.

127 business projects to boost the economy have been funded, with a total investment of **+€ 2.7 m**.

€23.4 m of savings in businesses through changes to fiscal measures.

+90.000 Bonus Cultura vouchers issued in 2020, with **+175** establishments signing up for the scheme.

1.058 business reactivation plans for micro-businesses, self-employed workers, organisations in the social and solidarity economy, **start-ups** and shops.

650 businesses and self-employed workers trained and advised under the business plans.

220 digitisation plans for micro-businesses and self-employed workers, and **+4.250** training sessions.

€ 10 M to invest in **6** venture capital funds to boost the **start-up** ecosystem.

3.000 authorised applications for alterations to outdoor dining areas, and **75 %** reduction in the municipal rates applicable to outdoor dining areas.

201 companies have received legal assistance to obtain flexible rent conditions for commercial premises.

MAP OF USEFUL ADDRESSES

**BARCELONA ACTIVA
FACILITIES**



Barcelona Activa facilities

1. Porta22

Services and resources for employment and professional careers

Carrer de la Llacuna, 156-162, 08018 Barcelona
934 019 899

porta22@barcelonactiva.cat

2. Entrepreneurial Initiative Centre

The city's facility for entrepreneurs, located in Poblenou

Carrer de la Llacuna, 156-162, 08018 Barcelona
901 551 155

emprenedoria@barcelonactiva.cat

3. Business Support Office

The OAE has a portfolio of permanent added-value services for business growth

Carrer de Roc Boronat, 117-127, 08018 Barcelona
933 209 600

oea@barcelonactiva.cat

4. Cibernàrium

Technical skills centre for professionals and enterprises, located in the MediaTIC building

Carrer de Roc Boronat, 117-127, 08018 Barcelona
934 019 701

cibernarium@barcelonactiva.cat

5. Convent de Sant Agustí

Benchmark employment and entrepreneurship facility in the Ciutat Vella district

Plaça de Pons i Clerch, 2, 1r, 08003 Barcelona
932 684 393

convent_sant_agusti@barcelonactiva.cat

6. InnoBA

The Socio-Economic Innovation Centre at Can Jaumandreu

Carrer del Perú, 52, 08018 Barcelona
933 203 404

<http://w28.bcn.cat/innoba/en/>

7. Nou Barris Activa

Benchmark centre for economic promotion and employment, in the Nou Barris district

Carrer de Vilalba dels Arcs, 39, 08042 BarcelonaA
932 346 131

noubarrisactiva@barcelonactiva.cat

Check out Barcelona Activa's other facilities at:
barcelonactiva.cat/equipaments

Other

8. Municipal Consumer Information Office (OMIC)

Ronda de Sant Pau, 43, 45, 08015 Barcelona
931 537 010

<https://ajuntament.barcelona.cat/omic/en/>

BARCELONA NEVER STOPS

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This is a product developed by the Manager's Office for Economy, Resources and Economic Promotion through the Economic Response Coordination Centre (CECORE)



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Logistic partner:



An aerial photograph of Barcelona, Spain, taken during the golden hour of sunset. The sun is low on the horizon, creating a warm, orange glow over the city. The sky is filled with soft, wispy clouds. The city's skyline is visible in the background, with numerous skyscrapers and buildings. The foreground shows a dense urban landscape with various types of buildings, including residential blocks and commercial structures. The overall atmosphere is peaceful and scenic.

BARCELONA NEVER STOPS

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