

# BARCELONA IMPULSA

2025-2035

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THE CITY'S  
ECONOMIC AGENDA



Ajuntament de  
Barcelona



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## PROMOTING SHARED PROGRESS TO BUILD THE BARCELONA OF THE FUTURE

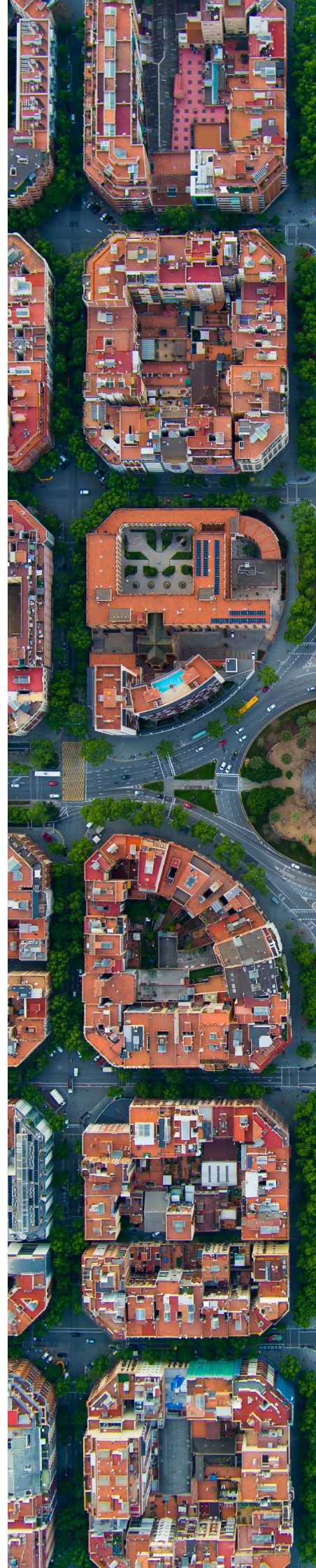
Barcelona is a city in constant growth, expanding on multiple fronts: its population is now over

1.7 million—the highest level since 1991; the number of people registered with Social Security has surpassed 1.2 million for the first time; and its economic output has reached a historic milestone, with GDP topping €100 billion.

This is thanks to the city's vitality and appeal, bringing new businesses and new high-quality jobs. It has achieved historic records for permanent contracts, and employment in the technology sector has risen by 145% in the last ten years, well above the average growth of Barcelona's economy of 22%.

Against this backdrop, Barcelona City Council is working to ensure that this growth is balanced, equitable and shared by everyone. After all, if economic progress does not mean social progress, it is not really progress at all. That is why we make sure that it is funnelled back into social investment. Among the major cities in Spain, we have the lowest unemployment rate (5.6%) and the highest level of social investment: €258 per resident.

We want Barcelona to be a city that is good to live in, with cohesive neighbourhoods and a dynamic economy that leaves no one behind. To achieve this, we have created the document you are now reading: **Barcelona Impulsa**, a roadmap that defines the main objectives and strategic areas that should enable us to continue progressing until 2035, promoting the city's key economic







sectors by outlining the initiatives and actions to be undertaken.

Just like Catalonia as a whole, Barcelona should generate high added value by promoting innovation and diversifying its economic sectors. We share a commitment to the UN's 2030 agenda and its Sustainable Development Goals and align with the world's most advanced cities by promoting sectors such as Industry 4.0, technology and innovation; strengthening traditional industries and local retail; promoting the green and blue economy; and fostering scientific research and knowledge transfer to society and the world of business. These actions should all facilitate better growth and stronger social cohesion while promoting the energy and ecological transition needed to respond to the climate emergency.

Barcelona has made headway thanks to public leadership, especially from the City Council, which has defined and promoted urban transformation projects that have turned into economic transformation projects. As a result, Barcelona is now a major technology capital, with a rising economic profile and strong growth in new industries.

Our city is solidly positioned, but we live in an ever-changing world and face significant challenges. We must continue our efforts to keep Barcelona in a leading position. We need a new impetus.

**Barcelona Impulsa** is a plan of plans to position the city as a leader in innovation, sustainability and equity, to ensure that it keeps growing economically and progressing socially. To do so, we need strong public leadership that defends public-private partnerships and promotes the talent and individual and collective initiative of the social and economic stakeholders as drivers of transformation. We want to generate shared prosperity in order to build the city of the future.

And we'll do so by thinking beyond administrative constraints. After all, the real city is metropolitan Barcelona, the Barcelona of five million people that stretches as far as Vallès, Maresme, Baix Llobregat and Garraf. It is a vast, polycentric metropolis that operates like a huge web of cities that together form one of Europe's main economic hubs.

Barcelona wants to dream and think big again. And we're poised to do it: dreaming about a better future to start building a better Barcelona today that is more prosperous, fairer and more liveable for future generations. **Barcelona Impulsa** will be our guide as we make this dream come true.

**Jaume Collboni Cuadrado**  
*Mayor of Barcelona*



# 1

## FOREWORD





A vertical strip on the left side of the page shows an aerial view of Barcelona, highlighting the dense urban fabric and the city's topography.

## AN ECONOMIC AGENDA FOR THE BARCELONA OF THE FUTURE

We live in a world of rapid, constant change, as one might expect during a major epochal shift. Its resulting **acceleration and impact are forcing Barcelona to constantly check in on itself and make updates in order to keep pace with progress**. Crucially, this progress must be grounded in the principles of social justice, sustainability and economic competitiveness to ensure that Barcelona remains a global leader on all these fronts.

Now well into the 21st century, it is hardly news that we are all connected and that our sphere of action is global in all arenas: economic, ecological, social and political. Things that happen elsewhere in the world affect our future economy, well-being and progress.

**In this sense, we have witnessed profound changes in recent years. The technological revolution** and constant advances, especially the latest in artificial intelligence and big data, are increasingly determining the direction of progress, with all their opportunities and risks. In fact, some may wonder whether this document was written by AI. It was not, but this is precisely the change we are facing. And we have to expect more qualitative leaps in the near future, driven by the quantum revolution.

**We are also experiencing a shifting geopolitical landscape** where traditional alliances are being challenged as polarization increases. It is an uncertain scene in which peace and security are once again at the heart of international relations and national spending. In this context, the EU must regain its strategic autonomy and bolster its integrated political role, with the aim of becoming a place that promotes competitiveness with values, guarantees of rights, freedom and a stronger democracy. And global cities like Barcelona cannot evade this challenge.

**Without question, the current economic context is forcing us to consider other levers for progress and competitiveness.** The economic engines that dominated Barcelona in the 20th century (the port, the airport, the Fira or Zona Franca) must be joined by another fully 21st-century engine: knowledge. Science, innovation and research are now also important drivers, specifically the Barcelona Supercomputing Center, the Biomedical Research Park, the Barcelona Institute of Science and Technology, the ALBA synchrotron and the future Ciutadella Knowledge Hub, among others.



After all, if we are living in a time of change, we should not follow the same old playbook or limit ourselves to the same things we have always done. In this context, cities are emerging as key global actors, able to anticipate events, find endogenous mechanisms of resilience, network to share responses and solutions, and transcend the framework of their authorities, constraints and borders to spearhead change.

**Cities are in the spotlight, both for the challenges we face and for the capacity to overcome them.** Cities generate 75% of greenhouse gas emissions and consume 70% of the world's energy. The vast majority of the world's population lives in cities, and they are also the hotspots of productive capacity: 60% of global GDP is generated in the 300 most dynamic cities on the planet. Cities import the most essential resources (water, food and energy), while they export knowledge and innovation.

**Barcelona is part of this economic wave. Today, Barcelona's GDP has exceeded €100 billion, its GDP growth is 3.8% year-on-year**

and new business creation is extremely dynamic (up 8.1% in the first 11 months of 2024). The airport has the same number of passengers it had in 2019, and the port has more container traffic than it did then. Among major cities in Spain, we have the lowest unemployment rate (5.6% according to the EPA) and the most comprehensive and robust social investment in the country.

Nonetheless, we know that inequalities persist and that we have a long way to go. But Barcelona has never been a complacent city. If Barcelona wants to be a more prosperous, competitive, equitable and sustainable city, it needs to reinvent itself, stay ahead of the times and constantly bring the future into the present. As one of Europe's leading cities, it must assume its responsibility to strengthen democracy and the EU's political role and make the most of all its opportunities.

**With all these goals in mind, we are presenting this Barcelona Impulsa plan, a galvanising exercise that reflects Barcelona's new reality and needs.** This plan furthers the city's priority



economic sectors, outlines the initiatives and measures to be carried out and defines the objectives and main strategic areas that should enable us to keep moving forward.

Barcelona's history is a success story, a success that can be explained by the public and private authorities constantly working together to promote new challenges and new horizons. It is a collective effort for Barcelona to define its new economic promotion roadmap, **which should favour the generation of progress, seen as the bedrock for the creation of quality jobs and as a lever of opportunity and, therefore, social cohesion.** It should be shared progress that leaves no one behind and works for collective interests while also recognising individual initiative, talent and the role of economic stakeholders and workers as engines of impetus and transformation.

To achieve this, it is important to bear in mind certain basic tenets: economic promotion benefits the city, which benefits its citizens and the people who have chosen the city as

a place to live, have fun or develop personally or professionally. Better economic promotion should mean that everyone has better opportunities to develop their individual and collective life plans, and that wealth is better redistributed.

This effort will clearly only be possible with strong public leadership and strong public-private cooperation, which is how the city's major milestones have always been achieved. It also requires institutional commitment, cooperation and social dialogue, especially with the real Barcelona, the city of five million people in the metropolitan area and the towns that make it up, as well as with Catalonia's other institutions with which we share objectives.

After all, we cannot just think about next year or even next term—we have to think about the **upcoming generations.** This is a collective and deeply exciting venture in favour of economic competitiveness and shared progress. This will be the city of the 21st century and this is the strategic document to make it happen.





# 2

## INTRODUCTION







## A STRATEGY FOR THE CITY'S ECONOMIC FUTURE

The Barcelona Impulsa plan outlines the economic promotion roadmap until 2035. The goal is clear: to diversify the economy, create quality jobs and strengthen and enhance the city's positioning in strategic sectors such as technology, healthcare and care work, research, culture and the green and blue economy.

It is an ambitious plan that aims to make the city a benchmark in innovation, sustainability and equity. With a forecast investment of €890 million between 2024 and 2027 and plans to create an estimated 180,000 jobs and transform more than 1,800,000 m<sup>2</sup> of land in the metropolitan area, Barcelona is getting ready to face the major challenges of the future and guarantee opportunities for everyone.

Economic diversification is the backbone of this plan, which will enable the city to be more competitive in the global arena and less vulnerable to the market fluctuations that affect more entrenched sectors. Barcelona cannot rely on a limited number of sectors to sustain its economy, hence the particular focus on sectors with a high growth potential, including healthcare, the blue economy, the creative industries and the care economy. These sectors not only foster quality job creation but also promote a fairer, more inclusive and more resilient city model.

In parallel, the city is also taking a firm stand to promote these strategic sectors along with specialisation and collaboration among companies, academic institutions and public and private stakeholders. This diversified, connected ecosystem not only facilitates knowledge exchange but also accelerates innovation and the creation of added value, essential factors in the city's sustainable growth.

Two important factors are worth highlighting. First, the Barcelona Impulsa plan is a 'plan of plans'. That is, it serves as an umbrella for other sector-specific or more executive plans. Some of them are already under way, while others will be developed and approved in the upcoming months.

Secondly, the Barcelona Impulsa plan encompasses a geographic region that extends beyond the city to include all the potential and opportunities generated by all the infrastructures, human capital and economic sectors in the metropolitan area.

## GUIDING PRINCIPLES

Barcelona Impulsa is inspired by the principles of the *European Pillar of Social Rights*, with the aim of building and bolstering its economic policy in order to fight against inequalities and guarantee its citizens equal opportunities and fair working conditions. To this end, the gender perspective, territorial and social cohesion, equal opportunities, social justice, prosperity, competitiveness, equity and environmental sustainability are the themes that cut across all its actions and initiatives.

### Gender perspective

Promoting gender equality between men and women as a cross-cutting principle by advancing policies to rectify the structural inequalities that affect women and by fostering an inclusive, egalitarian and fair economy.

### Territorial and social cohesion

Developing a balanced economic model across the city's neighbourhoods and districts to combat territorial and socioeconomic inequality, and leveraging the synergies in each area to achieve social and economic progress.

### Equal opportunities

Promoting lifelong vocational training and education, as well as access to decent work, as the keys to ensuring that citizens have genuine opportunities to actively contribute to our city's economic and social progress.

### Social justice

Redistributing wealth in an equitable manner, ensuring universal access to essential services and combating all forms of discrimination and social exclusion as the pillars of a fairer and more supportive society.

### Prosperity

Fostering sustainable economic growth focused on the creation of quality jobs, supporting local SMEs, promoting local commerce and supporting a responsible tourism industry, as well as ensuring access to affordable housing and promoting cultural expression as a driver of development.

### Competitiveness

Positioning Barcelona as a global economic leader by investing in innovative sectors, research, development and improved digital and transport infrastructure.

### Equity

Ensuring fair and equal access for everyone by redistributing wealth, combating inequalities and working towards the social and work inclusion and cohesion of the most vulnerable people in society.

### Environmental sustainability

Promoting an environmentally friendly economy that reduces emissions, protects natural resources and promotes circular and sustainable production and consumption patterns, as well as creating more green areas and encouraging responsible business practices.





## MISSION AND VISION

### Vision

To make Barcelona an economic capital based on talent and knowledge, promoting access to quality jobs for everyone and business competitiveness in all traditional and emerging economic sectors.

### Mission

The Barcelona Impulsa plan is a comprehensive executive roadmap built on the vision of a diversified economy to address current and future challenges.

## LINES OF ACTION

The Barcelona Impulsa plan is built around four key objectives, which target ten strategic sectors:

- **MANAGING** the visitor economy.
- **PROMOTE** local retail.
- **BOOST** strategic sectors such as health-care, technology and digital industries, the care economy, the creative industries, science and innovation, agrifood, the social and solidarity economy, and the blue economy.
- **CREATING** quality employment.



# 3

## THE ECONOMIC AGENDA





This section outlines the strategic initiatives and measures to be undertaken and the economic sectors to be promoted in order to diversify the city's economy.

First, it presents the main economic areas located in the city, which represent the main nodes of municipal initiative related to the strategic sectors with city challenges connected to an actual physical location.

Second, it outlines the cross-cutting policies, aligned with the key challenges identified in the plan, which have either no specific physical location or many of them scattered around the city. These policies are designed to promote a more sustainable, inclusive and competitive economy by fostering innovation, digitalisation and social cohesion.

They reflect a steadfast commitment to balanced growth and collective well-being, and they ensure Barcelona's ability to rise to global challenges and gain a solid foothold as an international benchmark.



## ECONOMIC ACTIVITY AREAS. BARCELONA'S URBAN TRANSFORMATION

The Barcelona Impulsa plan focuses on eight main strategic areas which will become the city's economic engines:

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**Diagonal Health Hub:** Research, knowledge transfer and life sciences.

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**Sants-Montjuïc:** Events, sports, cooperativism and culture.

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**Centre:** Re-urbanisation, science and entrepreneurship.

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**Seafront:** Blue economy and sustainability.

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**22@:** Innovation, entrepreneurship and creativity.

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**Besòs:** Creative, green and circular industry.

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**Zona Franca:** Industry 4.0, food and logistics.

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**La Sagrera:** New focal point and urban development.

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## KEY CHALLENGES IN THE CITY'S ECONOMIC DEVELOPMENT AND THE PROMOTION OF QUALITY EMPLOYMENT

The ten economic sectors and eight geographic economic activity areas will serve as the engines of revitalisation and will be complemented with cross-cutting policies that address the challenges that extend across the entire city.

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**Promotion of quality employment for all**

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**Looking after people**

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**Support for local retail**

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**Knowledge transfer**

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**Talent generation and development**

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**Facilitating entrepreneurship and economic activity**

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**Strategic autonomy**

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**Positioning of the city and global connectivity**

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**Digital transformation**

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**Green transition of businesses**

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**Tourism management**

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## Strategic sectors

The economic agenda focuses on promoting the city's strategic sectors which contribute to generating quality jobs.

**Trade and  
catering**

**Health**

**Care economy**

**Science and  
innovation**

**Visitor  
economy**

**Technology and  
digital industries**

**Creative  
industries**

**Agrifood**

**Blue  
economy**

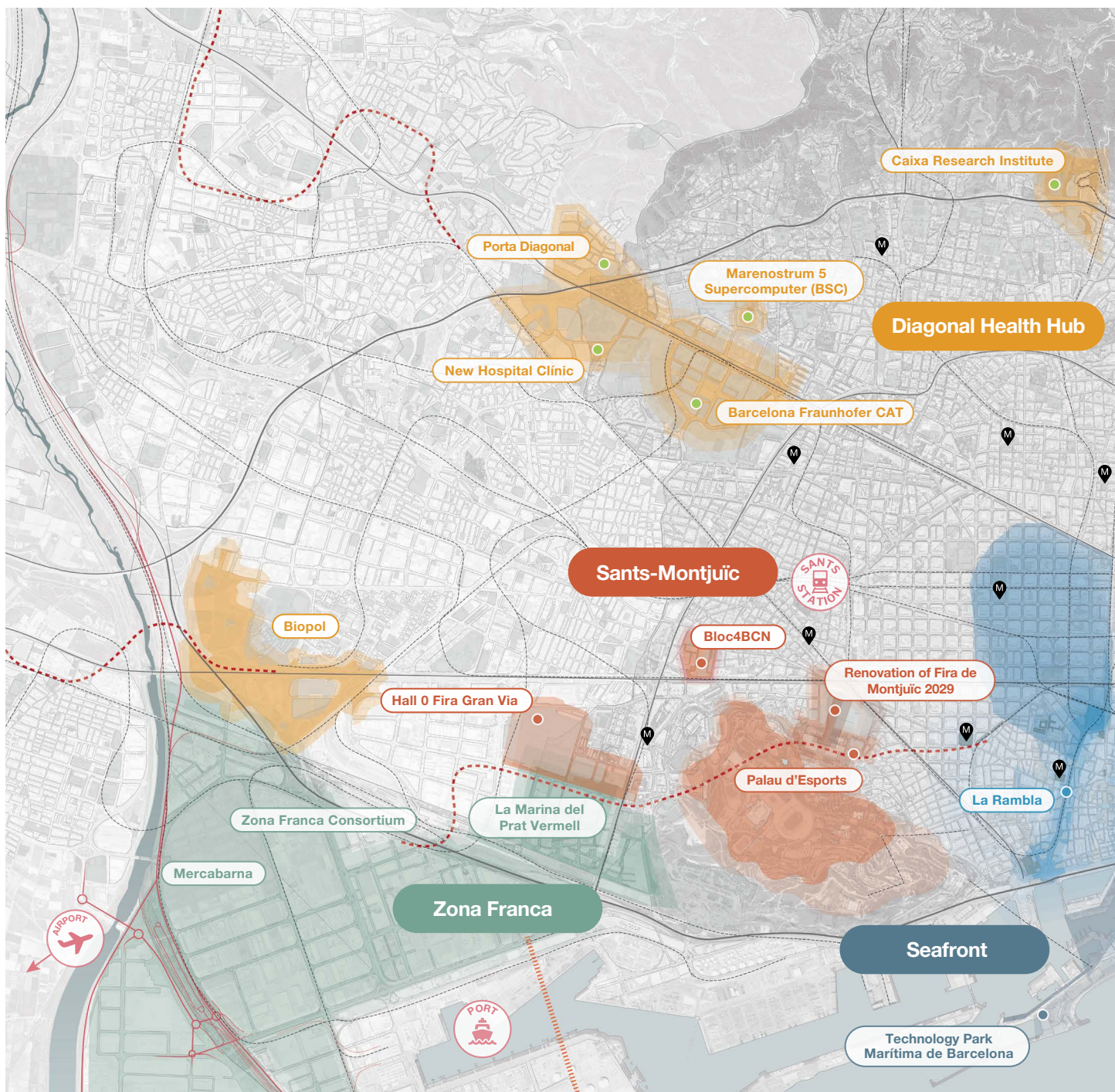
**Social and  
solidarity  
economy**



# 3.1

## ECONOMIC ACTIVITY AREAS.

### BARCELONA'S URBAN TRANSFORMATION



**Diagonal Health Hub**  
Research, knowledge transfer  
and life sciences

**Zona Franca**  
Industry 4.0, food and  
logistics

**Sants-Montjuïc**  
Events, sports, cooperativism  
and culture

**Centre**  
Re-urbanisation, science and  
entrepreneurship



The main economic activity hubs described in this section are in addition and complementary to the important decentralised economic activity that takes place in the city's 73 neighbourhoods, which essentially comprise the most important economic sectors, namely retail, restaurants and the visitor economy in general, which account for around 25% of the city's GVA.

The eight main economic areas defined describe hubs that concentrate specific economic and

research sectors which serve as catalysts for the sector and maximise its development. The main projects expected to have the greatest impact in the coming years for the economic diversification of the city are highlighted.

These eight economic areas are: **Diagonal Health Hub, Sants-Montjuïc, Centre, Seafront, 22@, Besòs, Zona Franca and La Sagrera.**





## DIAGONAL HEALTH HUB: RESEARCH, KNOWLEDGE TRANSFER AND LIFE SCIENCES

Catalonia is home to 50% of the pharmaceutical industry in Spain and is the top exporter of health sector goods in the country. All of this is concentrated in Barcelona and its metropolitan area, where 94% of the 1,400 companies in the sector in Catalonia are located.

But we want to take this a step further. From Avinguda Diagonal to the Ronda de Dalt ring road, new initiatives to push the sector towards new milestones will be promoted in order to increase the amount of public space on the ring road, open new research and knowledge-transfer institutes (such as the CaixaResearch Institute and the Institut Fraunhofer CAT) and implement the New Clínic project, with more capacity, more research and ultimately better public healthcare for everyone.

### New Clínic

Institutions will work together to transform 290,000 m<sup>2</sup> on the Llobregat side of Avinguda Diagonal **to build a health and science hub with neighborhood spaces and facilities.**

**The aim is to drive the urban development needed to build the campus**, which will include the expansion of Hospital Clínic; the Faculty of Medicine of the University of Barcelona; health-

care, university, science and research facilities; spaces for local residents; and the connection to metro Line 3, which will be extended to reach this area.

**The health and science hub will be at the current location of the University of Barcelona's sports service.**





## Barcelona Fraunhofer CAT

The city of Barcelona will host the first Spanish facility of the Fraunhofer foundation, the largest and most prestigious applied research organisation in Europe, with 76 institutes and research units and an extensive international network of scientists and engineers around the world.

Promoted by the Barcelona Innovation Coast to further solidify and enhance Barcelona's powerful role as a generator of knowledge and innovation, the centre will start working as the new **Fraunhofer CAT (Center for Applied Theragnostics)** life sciences research centre, which will focus on a new approach that combines therapy and diagnosis (theragnostics) as the cornerstone of smart health solutions through research synergies between engineering and biomedical research.

## CaixaResearch Institute

The new **CaixaResearch Institute** will feature a new building for **health research and innovation**, with the aim of becoming a world leader in immunological research, taking advantage of synergies and complementing the work of the current Catalan and Iberian biomedical ecosystem.

Work on the **first module is expected to be completed in 2025** and will employ around 500 researchers, with more than **40 research groups** and **scientific and technical service units**.

As part of the urban redevelopment of the entire area where the new centre will be built, a new public square will be created on the Ronda de Dalt ring road, connecting to the CosmoCaixa Museum and providing additional areas for public use.

## MareNostrum 5 Supercomputer (BSC)

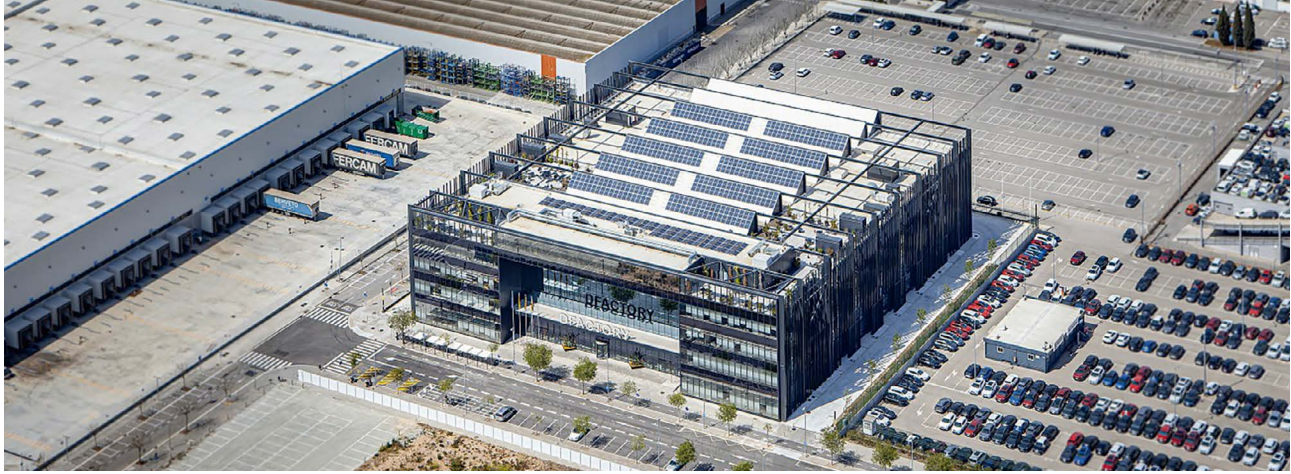
**Inauguration of the new MareNostrum 5 European Supercomputer at the Barcelona Supercomputing Center – National Supercomputing Centre (BSC-CNS).** This is one of the world's most comprehensive and versatile machines available to the scientific community, and the only one with two systems ranked among the twenty most powerful supercomputers in the world.

The launch of the new MareNostrum 5 confirms the BSC as one of the world's leading supercomputing centres, with more than 900 employees.

**The BSC is a centre of excellence in the new knowledge economy that will create hundreds of direct and indirect jobs and train the professionals of today and tomorrow.**







## ZONA FRANCA: INDUSTRY 4.0, FOOD AND LOGISTICS, AND A NEW RESIDENTIAL NEIGHBOURHOOD

Barcelona's Zona Franca is one of the city's main industrial and logistics hubs. Strategically positioned between the port and Barcelona airport, it accounts for 6% of the city's surface area and features an industrial, logistics and customs area.

Barcelona's Zona Franca currently generates over 137,000 jobs and is home to 300 companies in the service, industry and logistics sectors.

### Zona Franca Consortium

Barcelona City Council and the Zona Franca Consortium (CZFB) have reached an agreement to promote social housing through CZFB's transfer of land, with plans for 1,878 affordable rental flats. The homes will be built on a total of 23 plots of land in Marina del Prat Vermell (8) and Casernes de Sant Andreu (15).

CZFB also has projects under way to turn the area into the new District 4.0:

- **The Logistics 4.0 Incubator:** the first incubator in Spain fully dedicated to Industry 4.0 in the logistics sector.
- **DFactory:** a tech platform that currently employs over 500 professionals in sectors such as 3D printing, AI, robotics, sensors, blockchain, IoT, data management, and augmented and virtual reality. It occupies a 17,000 m<sup>2</sup> facility spread over four floors with open, transparent, digital spaces.

### Enlargement of Mercabarna

Mercabarna is launching the bidding process for the first plots in its expansion project, which began in 2021, with a total of more than 20,000 m<sup>2</sup>. This will provide 22% more land for new activi-

ties such as logistics and the transport of fresh goods. The plots will be transformed gradually over the coming years.

### Marina del Prat Vermell

The Marina del Prat Vermell zone in the Sants-Montjuïc district is located between Zona Franca, Fira de Barcelona and the Ciutat de la Justícia. This project focuses on the redevelopment and urban planning of a highly anticipated area measuring a total of 750,000 m<sup>2</sup>, which is strategically located and will be transformed into a well-integrated part of the city that will also include affordable rental housing.

The aim is to convert this industrial area into a lively local neighbourhood where housing, green areas and the generation of economic activity will all play a major role. This will provide the city with a new residential neighbourhood where 28,000 people are expected to live and create between 8,000 and 11,000 jobs. Work is under way on the construction of public housing developments (6,248 homes, 1,019 through municipal initiative), facilities and a large green lung: the Tretze Roses park.

## SANTS-MONTJUÏC: EVENTS, SPORTS, COOPERATIVISM AND CULTURE

Sants-Montjuïc is emerging as a **hub of activity in the fields of connectivity, sports, cooperativism and culture in Barcelona**. This transformation is being driven by key projects such as Nou Montjuïc, which will improve its sport infrastructure and attract international events to the city; Bloc4BCN, a large new cooperative space to support the social and solidarity economy; and the expansion of Fira 2029, reinforcing Barcelona's position as an appealing venue for conferences while showcasing its large-scale cultural facilities for the enjoyment of residents and visitors alike.

### Expansion of Fira 2029

The expansion of Fira de Barcelona in Gran Via will revolve around the new pavilion, Hall Zero, **which will add 60,000 m<sup>2</sup> of exhibition area** and increase its total capacity by 25%. The pavilion, which will feature a conference centre and several meeting rooms, will be connected to the current site by means of a walkway. The project is backed by a **€210 million investment** and is expected to be completed in 2026.

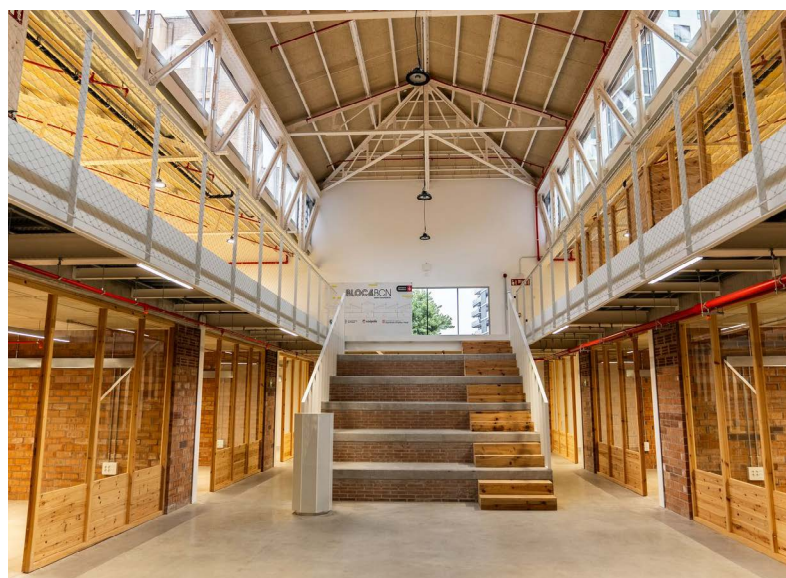
The expansion is part of a **€498 million investment plan** that also includes **updating and refurbishing the Montjuïc site** by 2029. The aim of this development is to establish Barcelona as an international leader in the field of conferences and events to attract more economic activity and professionals to the city.

### Bloc4BCN

**Bloc4BCN** is Barcelona's **new collaborative workspace**: 4,500 m<sup>2</sup> devoted to promoting co-operativism, **the incubation and acceleration of cooperatives** and alliances with other cultural, educational and business stakeholders.

This space, which opened in March 2024, is one of the largest cooperative hubs in Europe. Its activities include providing support and advice, raising awareness and working with other parties to bring talent to the social and solidarity economy to help develop and transform the city from a socioeconomic point of view.

**Bloc4BCN** aims to host up to 60 business projects in **incubation and acceleration programmes**. Other programmes targeted at cooperatives include co-working spaces, workshop areas, training, advice and meeting points with the public.





## CENTRE: RE-URBANISATION, SCIENCE AND ENTREPRENEURSHIP

Barcelona is undertaking a complete renovation of two major roads, La Rambla and Via Laietana, and the works undertaken on Plaça de les Glòries are nearing completion. These projects will breathe new life into iconic areas to promote cultural activities and encourage their use by both residents and visitors.

As for sector-specific hubs, the Ciutadella Knowledge Hub will feature research and education spaces, while the Coastal Plan will improve coastal infrastructures and foster business development and innovation, with a particular focus on the blue economy.

### Ciutadella Knowledge Hub

**The Ciutadella Knowledge Hub is a leading ambitious scientific and urban planning initiative in Europe that will transform Parc de la Ciutadella and its surroundings into a hub of excellence for knowledge, research, innovation and outreach.** The project includes improving green areas, renovating buildings to be used for science and academia and encouraging fields such as precision medicine and biodiversity with the goal of attracting 1,600 researchers. The main initiatives include transforming the Mercat del Peix into a biomedicine and biodiversity research complex, developing a new CSIC bioscience hub, creating the Barcelona Central Library, revitalising a heritage and science area south of the park and implementing a strategic plan for the Barcelona Zoo focusing on animal welfare and the conservation of biodiversity.

### La Rambla

**The project to remodel La Rambla seeks to transform this avenue through new paving and the redistribution of the road to give priority to pedestrians while supporting sustainable tourism and local community life in Ciutat Vella.** The work, which will be carried out while showcasing the area's iconic buildings, aims to revitalise the urban environment by incorporating green and rest areas while promoting local cultural and economic activities. A good example is the renovation of the Boqueria market to modernise its management while retaining its unique personality.

**The aim is to make La Rambla more attractive and welcoming and to celebrate the rich culture and architecture of Ciutat Vella and Barcelona as a whole** by creating a more accessible and inviting environment for both residents and visitors.



## Via Laietana

Via Laietana is being transformed into an avenue that **prioritises pedestrians** and **sustainable mobility**: a greener street, with more space for walking and enjoying local retailers.

The new Via Laietana **will improve connectivity between the Gothic Quarter and the Sant Pere, Santa Caterina and La Ribera neighbourhood**

with more pedestrian crossings. It will also introduce **four large relaxation areas** along the street: the area around the junction with the new **Carrer de Jonqueres**, a large square at **Antoni Maura** connecting the **Cathedral with Mercat de Santa Caterina**, the **Plaça de l'Àngel** and the **Plaça d'Idrissa Diallo**.



## SEAFRONT: BLUE ECONOMY AND SUSTAINABILITY

Barcelona is reconnecting with the sea, not just to enjoy it but also to drive economic growth, research, technology and the city's commitment to sustainability and the fight against climate change. The coastline is a vast public asset, a true privilege that must be preserved, improved and protected for every resident's enjoyment by improving its facilities and connectivity, increasing the amount of greenery and the overall quality of the space and promoting a variety of uses (such as sport, leisure and recreation and economic activities) while ensuring that they can all coexist without conflict. This is the Coastal Plan, a comprehensive vision of Barcelona's close relationship with the sea—a luxury to be treasured.

The city's coastline should be a place that fosters the new sectors of the blue economy, in which Barcelona aims to become a touchstone in the Mediterranean, with space for sports combined with dining, entrepreneurship and innovation (such as the new, transformed Port Olímpic), as well as places for training, marine research and cutting-edge technology transfer, such as the Maritime Technology Park that will be built at the new entrance to the Port of Barcelona.





## Coastal Plan

The Coastal Plan is a **planning tool that aims to organise and manage all urban spaces along the city's coastline**, covering coastal neighbourhoods, harbours, beaches, facilities and open spaces. It aims to connect with the city's coastline (2018-2028) based on a comprehensive and cross-cutting vision that leads to an understanding of its strengths and weaknesses, the threats it faces and the opportunities it offers, and to implement initiatives and projects to make it an increasingly liveable, sustainable and well-established part of the city.

The Coastal Plan has a **ten-year timeframe** and will be rolled out through 63 projects.

## Barcelona Maritime Technology Park

**The Barcelona Maritime Technology Park (PTMB) will be a new facility associated with blue economy training, research, technology transfer, entrepreneurship and innovation, with unique premises unrivalled in the Mediterranean region.** It is outlined in the 2018 Coastal Plan and Barcelona City Council's Blue Economy Strategy and included in the Blue District programme of the Barcelona Port Authority's 2021-2024 Innovation Plan. **The project, which is also a legacy from the 37th America's Cup, is in line with the goals of UNESCO's Ocean Decade.** It is also part of the Spanish government's Recovery, Transformation and Resilience Plan.

With the PTMB, Barcelona is choosing a strategic project with a global commitment that will become a benchmark in the Mediterranean. The facility will be located at the new entrance to the port.

## Port Olímpic

Built in 1991 for the Olympic Games, the port has been relaunched for the America's Cup as a driving force for the blue economy. It is now a more welcoming and friendly space, with a promenade from the Recer breakwater to the Gastronomic Balcony.

## New Mar Bella promenade

This project runs from the Mar Bella Sports Complex to Plaça de Llevant and will complete the Barcelona sea front, connecting the city's coast from end to end. It aims to put people's needs at the heart of urban planning to restore this part of the city for daily use by citizens.

## Barcelona Sea of Science

Barcelona Sea of Science is a joint initiative of Barcelona City Council and the Spanish National Research Council (CSIC) that establishes a space for knowledge transfer, education, awareness, outreach, and citizen participation concerning the seas and oceans. The goal is to bring visibility to the research conducted by the teams at the Institute of Marine Sciences (ICM-CSIC) and ensure that the citizens of Barcelona become active participants, transforming marine research into the city's living heritage, particularly in La Barceloneta neighbourhood. Additionally, by promoting knowledge about the ocean and the ecosystem services it provides, the initiative aims to encourage more people to engage in preserving its health and integrity ("One Health").

## 22@: INNOVATION, ENTREPRENEURSHIP AND CREATIVITY

Barcelona's 22@ district, a groundbreaking urban, economic and social renovation and innovation project, is becoming firmly established and growing with key projects such as Palo Alto, a flagship facility for the creative industries; the Innovation Laboratory-Food Lab for culinary innovation; Urban Tech, a cutting-edge urban technology hub; the future healthcare hub; and the Tram extension, which will improve connectivity and accessibility.

Together with the renovation of the 22@ Nord area, which will add a total of 75 hectares to the technology district, these initiatives aim to continue to attract businesses and creative talent while fostering collaboration between the technology, creative and knowledge industries.



### Plaça de les Glòries Catalanes

**Plaça de les Glòries** is reaching **the completion of its remodelling**, which will turn it into a new hub in the city, with La Clariana park as a **huge green space** and plans for new housing, **facilities and services**. The project greatly improves accessibility and connectivity between the neighbouring neighbourhoods of Clot-Camp de l'Arpa, Poblenou, Sagrada Família and Fort Pienc.

The new metro station and Trambesòs will turn the area into a **central public transport hub** connecting the large green space to major cultural facilities such as the Teatre Nacional de Catalunya, L'Auditori and the Barcelona Disseny Hub, and iconic buildings such as Torre Glòries and Mercat dels Encants.

### Palo Alto Building

**Hub for research, innovation and entrepreneurship in the field of the creative industries.** Spearheaded by Barcelona Activa, it will specialise in the creation and dissemination of audiovisual projects based on new technologies, including immersive experiences, virtual and augmented reality, animation, 3D and all technologies that are included in expanded reality (XR) applied to the areas of culture, communication, video games, leisure, education and new formats adapted to various audiences and formats. **The facility will seek to connect the major technological innovation areas in Barcelona, Spain and Europe** by bringing together businesses and entrepreneurs engaged in the production of cutting-edge digital contents. **As part of this, there will be training, cultural events and creative experiences for all members of the community, fostering the city's talent.**





### FoodLab

**Barcelona City Council, as its owner, will use the 'nau Shield' building in the La Escocesa site to promote the food sector, gastronomy and foodtech in Barcelona** via Barcelona Activa, in partnership with Mercabarna. The launch of this *food lab* will create a new activity and innovation hub in the field of food and gastronomy. **The lab will use cutting-edge technology and promote food tech projects in Barcelona.** The aim of the project is to spearhead the transformation of the 22@Nord area, driving public investment by redeveloping the central building of the La Escocesa site and ensuring that this new urban planning project goes ahead.

### Urban Tech

**The Àvila building will be turned into a new hub that will enable Barcelona to retain its position as an urban and Smart City innovation leader.** Barcelona Urban Tech will be developed through Barcelona Activa and will offer talent attraction and training programmes, support companies in open innovation, create

experimentation laboratories and implement actions to form ties with the local community and ecosystems. It will house **energy-transition projects by working on energy for zero-emission buildings, nanomaterials, urban big data, urban simulations, open-source sensors, smart mobility and citizen co-design, among others.** Likewise, Barcelona Urban Tech in Poblenou will also house digital manufacturing programmes, an urban start-up incubator and a simulator showing what zero-emissions buildings will be like, with clean energy and wood materials, among other features.

### Care Innovation Hub

**The Care Innovation Hub, driven by Barcelona City Council through Barcelona Activa and developed under a public-private partnership, will be a pioneering space in the field of care. Designed to strengthen and revitalise the city's care ecosystem,** the hub focuses on ageing and dependency, addressing one of the main challenges society is facing today.

## BESÒS: CREATIVE, GREEN AND CIRCULAR INDUSTRY

Barcelona's Besòs area will become a **significant hub for Industry 4.0 and the circular economy** thanks to key projects such as the Circular Hub, which will foster sustainability and the circular economy; the Diagonal-Besòs Campus, which will advance cutting-edge technology education and research; and the Tres Xemeneies audiovisual hub, which will boost the creative and tech industry. These initiatives will **attract investment and drive innovation and collaboration between industries, positioning the Besòs as a leader in Barcelona's industrial and sustainable transformation.**

### Barcelona Circular Hub

**Barcelona Circular Hub seeks to promote new circular economy business models and support the digital transformation of SMEs.**

The initiative, which is located in the Asunción building in the Bon Pastor neighbourhood (Sant Andreu) and is being carried out through Barcelona Activa, seeks to boost local talent and businesses by attracting international creative talent and companies while boosting a competitive and innovative industry. It will include **start-ups and key twenty-first-century industry companies, as well as offering ongoing training in a business context.** The services and programmes to be provided by the new hub will include an Industry 4.0 innovation and trend observatory, an incubator and accelerator for circular start-ups, and training activities, support and advice in relation to the circular economy.

### Diagonal-Besòs Campus

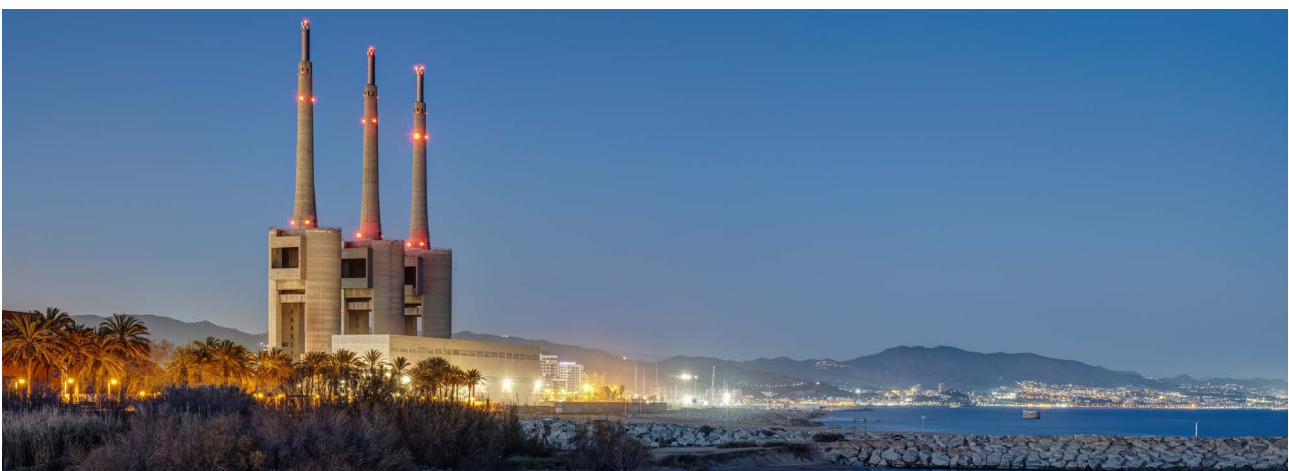
The Diagonal-Besòs Campus brings together the city's business network and academic community to promote **innovation in the green economy and foster the growth of green start-ups.** With more than 40 research groups

specialising in engineering, energy and materials science, this campus is a **hub of excellence in academic training, entrepreneurship and research.**

Its expansion will entail building new facilities with a focus on key areas such as sustainable energy and biomedical engineering, consolidating the campus's position as the epicentre of sustainable energy logistics in the city. In addition to the current buildings used for teaching, research and economic activities by SMEs, start-ups and co-working spaces, the campus features accommodation for students, researchers and teachers, as well as a green park to connect spaces and promote sustainability. With these expansion plans, the Diagonal-Besòs Campus is becoming a **driver of innovation and economic growth in sustainable technologies.**

### Catalunya Media Hub – Tres Xemeneies

This project involves developing the **Tres Xemeneies audiovisual hub in Sant Adrià de Besòs** as part of the Catalunya Media City initiative. The Government of Catalonia has approved a €5.9 million investment for the hub,





which will feature **training, research and creation facilities for the audiovisual and digital fields**. Work on the renovation and enlargement of the Turbines building, which will increase from 22,600 to 35,000 m<sup>2</sup>, will begin in April 2026. The

aim is to turn this facility into a global audiovisual innovation leader, which will boost the industry and foster economic growth and the creation of new jobs in this sector.

## LA SAGRERA: NEW FOCAL POINT AND URBAN DEVELOPMENT

La Sagrera is emerging as Barcelona's last major area for urban development. With an available surface area of over 1 million m<sup>2</sup>, over half of which will be earmarked for economic activity, this area presents a unique opportunity to become a new high-performance economic activity hub. The City Council's aim is to make the area an attractive place to set up businesses and projects, with the ultimate aim of creating quality jobs for everyone.

The experience with 22@ should make it possible to create an urban network that promotes high-performance economic activity, combining business, research and training with housing, with almost 10,000 homes, 43% of which will be social housing. The City Council will drive the urban planning and economic development of this new neighbourhood to give it a key role in the city's emerging economy.

In addition, La Sagrera will become a new gateway to the city, a link to both Europe and the rest of Spain. This will create a new focal point, which will be supported by extensive connectivity to the rest of the city.



## 3.2

# CROSS-CUTTING POLICIES. KEY CHALLENGES IN ECONOMIC DEVELOPMENT AND THE PROMOTION OF QUALITY JOBS

Below we present the cross-cutting policies that will be implemented during the upcoming period and are aligned with the key challenges identified in this plan.

## PROMOTING EMPLOYMENT FOR ALL

At a time when social inequalities have widened, Barcelona is committed to implementing a series of initiatives and measures aimed at promoting citizen well-being, social cohesion and quality jobs.

These initiatives are not only a sign of social commitment but also an investment in the city's future, with the aspiration to create opportunities for everyone and foster an environment of shared prosperity.

The measures to be implemented for the achievement of these goals are outlined below.

### Commitment to quality jobs in Barcelona

#### Strategies for quality jobs

These strategies are structured around the 2021-2030 Barcelona Agreement for Quality Employment (ABOQ) and the 2024-2030 Quality Youth Employment Plan (POJQ), both led and coordinated by Barcelona Activa. These strategies **aim to promote the creation of decent, sustainable jobs for all city residents, with a focus on the employment needs of vulnerable social groups and areas of inequality.**

The Barcelona Agreement serves as the strategic framework for implementing quality employment policies in the city of Barcelona for the next decade, while the POJQ outlines measures designed to improve career guidance, professional qualifications and job creation, and foster entrepreneurship among young people in the city.





## CreaFeina (create employment) programme

**The CreaFeina programme**, promoted by Barcelona City Council through Barcelona Activa, **aims to foster talent and business competitiveness by providing economic support for the hiring of new workers.** Within this initiative, two key programmes stand out: CreaFeina Investiga, focused on hiring scientific and research personnel, with a special priority on hiring PhDs on permanent contracts, and CreaFeina Impacte, which promotes the hiring of professionals into strategic roles within social impact and social economy organisations. In both cases, companies can receive up to €15,000 for each new contract, with varying amounts depending on the target group of the hired person.

Additionally, CreaFeina includes a specific funding line called CreaFeina Inclusiva, designed to support the hiring of people who are unemployed, particularly those in long-term unemployment, at risk of social exclusion or first-time job seekers. In these cases, companies can access grants of up to €8,000 for each new hire.

## Comprehensive Programmes with Recruitment

**Comprehensive Programmes with Recruitment (PIC) help people who are unemployed and face greater difficulties in finding work to enter the labour market, especially those in or at risk of social emergency situations.** Every year, the City Council hires nearly 500 people, who sign contracts lasting between 6 and 12 months and work on projects across more than 30 municipal areas. This is an active employment policy with strong job placement results: 45% of participants find stable employment within six months.

There are several lines of action within the PIC, such as those targeting participants from the city's most vulnerable neighbourhoods, specific groups facing inequality or profiles linked to strategic city projects, like recent editions of the

Endreça plan. A specific line for young people is also included to enable them to gain their first professional experience.



## Employment Fair: Promoting quality jobs

This is an annual event organised by Barcelona Activa and Fira de Barcelona with the involvement of the main stakeholders in the city's employment ecosystem.

Its main aim is to promote quality jobs and help match companies in search of talent with people looking for job opportunities.

The programme includes a wide range of services, activities and resources tailored to take account of the latest trends and technological developments in the job market. In addition to benefiting from personalised career guidance, innovative job search tools and expert advice to enhance their professional profile, attendees have the opportunity to connect with companies offering job openings.

The 2024 edition attracted 9,000 visitors and featured the active participation of over 100 organisations from the world of work.

## LOOKING AFTER PEOPLE

### Promoting the care sector

This initiative takes an integrated and cross-cutting approach that combines economic promotion with social and technological development. Its aim is to **define the principles and initiatives needed to boost the care economy in Barcelona**, with a particular emphasis on promoting quality jobs and fostering social and technological innovation. Within this framework, the Care Innovation Hub stands out as a key project, primarily organised around two strategic lines:

- **Care Hub:** a space dedicated to attracting and developing talent in the care sector to improve professional development in this field. Through guidance, training, skills acquisition, accreditation and job placement, this programme aims to equip professionals with new competences aligned with technological and social innovation.
- **Innovation and Entrepreneurship Line:** an open innovation lab in the care sector that includes a living lab, an exhibition space for technologies and the promotion of open innovation through sectoral challenges. Additionally, it provides support to entrepreneurial projects in the care sector to foster their growth and consolidation.





## SUPPORT FOR LOCAL RETAIL

To meet the challenge of preserving and enhancing a retail model rooted in the values of proximity, sustainability and identity while protecting unique, iconic retailers, Barcelona will implement a series of initiatives aimed at strengthening its retail network. These initiatives focus on modernising the city's markets and commercial establishments, supporting local commerce and carrying out responsible and sustainable consumption initiatives.

### Boosting local retail

The globalisation of the economy has led to the presence of major brands in the world's main cities, and Barcelona is no exception. For this reason, the City Council **will launch initiatives to revitalise local retail in areas where the recovery of local retail businesses is needed.** Through promotional campaigns, digitalisation initiatives in retail and support for the creation of new businesses, the City Council will work to ensure the vitality of Barcelona's local retail network.

### Promoting activities for the Christmas campaign

Barcelona aims to **make the city's Christmas festivities a cultural benchmark for local retail** through cultural and musical activities across all its districts. A unique Christmas lighting model with a personalised design will be developed to promote local retail, working in collaboration with shopping hubs, retail associations and the city's markets.

### Shopping hubs

Shopping hubs play a crucial role in **developing policies that promote and support local retail and ensure that initiatives reach individual establishments.** As key reference points for local retail, these hubs need strengthening. To achieve this, projects integrating retail, tourism and culture will be developed as the hallmarks of these hubs, with municipal support and



promotion needed to maximise their impact. An analysis will be conducted on the density of shops in different neighbourhoods, particularly in areas affected by long-term construction projects or with retail deficits, to help diagnose their potential and define the necessary revitalisation initiatives in conjunction with the respective district authorities.

### Improving accessibility in retail establishments

Physical measures will be implemented to enhance the accessibility of shops and restaurants across the city, **with a particular focus on people with mobility challenges and iconic establishments**. Efforts will also be made to enhance access to local retailers with innovative online tools to enrich the shopping experience and make it more accessible. These initiatives include **installing ramps, lifts and other devices to make it easier to enter the establishments, as well as developing digital platforms that improve virtual accessibility to the goods and services offered by local retailers**.



### Incentives to promote local retail through local purchasing

The City Council will launch various initiatives to encourage local consumption across the city in a coordinated manner. These initiatives will specifically target local retailers and will be implemented in conjunction with second- and third-tier trade and hospitality sector organisations.

These initiatives will also support the sector's digitalisation, while simultaneously gathering data on retail activity and consumer flows.





## Modernising Barcelona's markets

### Transforming and promoting markets as factors of social cohesion

Barcelona's markets provide citizens with quality products and promote a healthy lifestyle, social cohesion and neighbourhood coordination, while boosting the economy and employment within the framework of local retail. All this contributes to Barcelona's model as a city of well-being. Markets act as engines of social, economic, urban and sustainable development while also enhancing Barcelona's residents quality of life.

During this term, 50% of municipal markets are set to undergo full or partial renovation. This includes the construction of new markets such as Abaceria, Montserrat, Horta and Estrella, alongside structural improvements to Hostafrancs and Galvany, among others. As a result, half of the city's markets will undergo a significant transformation.

Additionally, the renovation of the Boqueria market will ensure it keeps its role as a municipal market while preserving its uniqueness and maintaining an array of retailers that guarantee its long-term viability.

Furthermore, various initiatives will be carried out under the Mercats i Barris [Markets and Neighbourhoods] programme, including events such as Mercat de Mercats [Market of Markets], the Tasta'm [Try Me] food event, the Aules de Cuina cooking classrooms and other activities aimed at boosting the local economy and employment through neighbourhood retail.

### Modernisation and strategy for Barcelona's markets

To drive the modernisation of Barcelona's markets, **a stronger unified brand identity will be developed**, blending traditional values with emerging trends to set them apart. Additionally, a new strategic plan for the city's markets will be designed. Its development and implementation will involve shopkeepers' associations, the Federation of Municipal Markets of Barcelona (FEMM) and the Advisory Committee to ensure

that markets continue to serve as key hubs for neighbourhood life and economic vitality.

### Regulation and management of the new local retail model

The existing land-use plans across the city are currently being analysed and monitored to **assess the retail balance and update studies based on revisions agreed upon with important sectors**. Additionally, an ongoing census of retail premises will be kept, to serve

as the foundation of the Barcelona Observatory for Commerce and Restaurants, which will allow for trend analysis and provide quality information for decision-making. Finally, **a new byelaw will be developed to regulate municipal markets**, alongside adjustments to tax regulations and the internal operating regulations for the Boqueria market, in alignment with the Plan for the Future of the Boqueria.

## Promoting sustainability in retail and Mercabarna

### Initiatives to promote sustainability at Mercabarna

Mercabarna is partnering with Barcelona City Council and Ecoenergies to spearhead an **innovative project** aimed at utilising the cold generated during the natural gas gasification process at the Port of Barcelona. This project seeks to enhance energy efficiency, potentially saving up to 30% on energy bills, while also lowering CO<sub>2</sub> emissions and promoting environmental sustainability.

Furthermore, Mercabarna is implementing new sustainable models through awareness programmes to reduce waste production and minimise food waste. These programmes address the use of plastic packaging, improve the logis-

tics of middle-mile delivery and promote local sourcing. **The Strategic Food Use Plan aims to lower food waste by optimising waste management and partnering with the Food Bank.**

Finally, the second phase of the Solar Panel Incentive Plan at Mercabarna involves the installation of photovoltaic panels as part of the MES Barcelona programme. This initiative aims to promote the use of renewable energy at Barcelona's wholesale market to **contribute to environmental sustainability, lower carbon emissions and foster a more eco-friendly and sustainable environment.**

### Promoting green retail and sustainable food

The Green Commerce programme and the Barcelona 2030 Strategy for Healthy and Sustainable Food (EASSB 2030) work in tandem to promote a green economy model and a more sustainable food system in the city.

**The Green Commerce programme focuses on boosting sustainability in local retailers through direct communication with shopkeepers, which includes guidance on the use of organic and local products.** Through awareness campaigns, the programme aims to inform citizens about the importance of consuming sustainable products, while improving establishments' signage to highlight green products. The programme also ensures compliance with established criteria to guarantee the authenticity and quality of the products offered.

Operating at the same time, the **EASSB 2030 is a tool designed to improve the health of people, economies and the planet.** This strategy is being carried out in conjunction with stakeholders from Barcelona's food system and aims to promote cooperation and project coordination. In this context, the Municipal Action Plan for Sustainable Food 2023/2024, 2025/2027 outlines the City Council's initiatives related to sustainable food, focusing on building a fairer and more sustainable food model for the entire city.





The following initiatives are currently being carried out under the EASSB 2030 framework:

- **Promotion and support of sustainable food fairs and events:** fairs focusing on sustainable food are promoted and supported, such as the annual sustainable food festival Terra i Gust, which highlights the value of sustainable food and the consumption of local, organic and seasonal products. Partnership with the Gastronomic Forum helps integrate sustainable food criteria into gastronomy, and support is provided to participate in Biocultura to promote urban food policies and healthy, sustainable eating.
- **Support for Terra Pagesa, the exchange centre for locally sourced food:** promotion of the green economy through collaboration with Terra Pagesa to connect producers and shopkeepers in order to facilitate access to local and organic products. Strengthening the connection between producers and consumers boosts the local economy and promotes more mindful and responsible consumption, contributing to the development of a more sustainable and equitable society.
- **Healthier and More Sustainable School Canteens:** this programme focuses on health and sustainability by developing educational materials, communication and training to promote healthy and sustainable eating habits throughout the educational community.
- **Launch of the Joint Office for Sustainable Food (OCAS):** Barcelona coordinates and participates in working spaces to share strategies, goals and resources designed to transform the food system into a sustainable model. This includes integrating this approach into public

policies and projects as part of the Strategic Food Plan for Catalonia 2021-2026, the Barcelona Healthy and Sustainable Food Strategy 2030 and the Food Charter of the Metropolitan Region.

## KNOWLEDGE TRANSFER

The strategic initiatives designed to address the challenge of knowledge transfer are **aimed at fostering innovation, improving collaboration between the various stakeholders in the knowledge system and ensuring that the results of research and development translate into tangible benefits** for the city's economy and society.

Through these initiatives, Barcelona aims to become a hub for innovative projects that strengthen its socioeconomic network.



## Support Programme for Scientific Infrastructures

The Support Programme for Scientific Infrastructures seeks to maintain and strengthen research competitiveness nationally and internationally. The aim of this programme is to modernise and expand critical infrastructures that support research, while incorporating cutting-edge technologies that facilitate the generation of world-class knowledge.

The programme will be organised into three levels:

- **Modernising infrastructures:** ensuring that high-tech laboratories, data facilities and other key infrastructures receive the upgrades needed to meet current and future demands of scientific research.
- **Fostering competitiveness:** increasing our research centres' ability to attract and retain quality talent through the features of the local infrastructure.
- **Effective financial support:** implementing a resource allocation system that optimises the distribution of funding, with an annual endowment, to ensure that investments are strategic and focused on tangible results. These measures will help to bring scientific infrastructures up to the demands of current and future research by promoting talent retention and optimising the distribution of funding.

## Barcelona Deep Tech Programme

Barcelona City Council has developed the **Barcelona Deep Tech Node** via Barcelona Activa and in conjunction with the main universities based in the city. **This strategic alliance bolsters scientific and technological entrepreneurship in order to facilitate access to the market for start-ups and spin-offs. As a public-private accelerator, it offers support programmes for the creation and growth of science- and tech-based start-ups.**

In 2022, Barcelona City Council and Barcelona Activa also launched the Barcelona Deep Tech Fund, endowed with €10 million to invest in private national or international (EU) venture capital firms. After the call for applications closed, Barcelona City Council committed €9,500,000 to nine such firms.

To complement these initiatives, the **Barcelona Deep Tech Summit serves as an annual meeting point for start-ups, researchers, investors and companies.** The last edition took place in November 2024, with more than 1,300 participants and 80 speakers. The event focuses on thematic areas such as the energy transition, Industry 4.0, health and space technologies.





## Knowledge, Research and Innovation Facilities Programme

This programme is a key initiative designed to address contemporary urban challenges related to research and innovation with a metropolitan perspective. Innovation hubs are dynamic ecosystems where collaboration among various actors fosters interdisciplinarity, knowledge transfer and access to funding. Six focal points for knowledge, research and innovation have been identified in the city of Barcelona: the Ciutadella Knowledge Hub, the Diagonal Health Hub, the Diagonal-Besòs Campus, the Collserola Health Campus, 22@ and La Industrial+. In addition to identifying these hubs, the programme will support the construction of infrastructures that serve the scientific community and knowledge transfer. This will include shared laboratories and unique scientific infrastructure, as well as accommodation for students and researchers.

## TALENT GENERATION AND DEVELOPMENT

Below are the initiatives to be implemented in Barcelona to nurture and develop local talent.

### Cross-cutting programmes to promote talent

#### Young and Emerging Research Programme

The Young and Emerging Research Programme is an initiative designed to **promote the careers of new PhDs and strengthen Barcelona's scientific network**. Aimed at new PhD students, it offers grants for research projects focused on urban challenges and local innovation. In addition to generating **ideas and solutions**, the **programme seeks to connect academic research and its social impact**. In doing so, it helps shape public policies grounded in scientific evidence and facilitates the transfer of knowledge to the productive sector. The programme



also includes measures to promote gender equity in academia by addressing work-life balance needs. This ensures that responsibilities such as caring for family members or maternity/paternity leave are not obstacles to participating in the call for applications. The City Council is committed to promoting equitable career development as a means of fostering a more inclusive research environment in Barcelona.

#### Vocational training

Vocational training is a key component of Barcelona's economic and social development. The city's model reflects its firm commitment to providing quality vocational training based on innovation, inclusion and talent creation. The programmes available are structured around strategic occupational sectors to ensure that the training provided is in line with the real needs of businesses and society as a whole.

Furthermore, Barcelona Activa provides training through an official catalogue of professional certificates and dual vocational training (FPO Dual) across a network of public secondary schools, as well as specialised short courses focusing on sector-specific and language reskilling. These technical vocational training courses are provided to over 4,000 people each year.

#### Marketplaces

Barcelona City Council, through Barcelona Activa, **promotes recruitment and networking ac-**

tivities through online marketplaces that connect companies with vacancies and selected professionals. These initiatives link businesses seeking talent with individuals looking for jobs in diverse sectors such as logistics, the green economy and citizen services.

Sixty-nine recruitment events were organised in 2024, resulting in 680 successful placements.

### More women in science

Several measures are being implemented to encourage women's advancement and recognition in scientific fields. These initiatives range from **mentoring programmes and specific scholarships to gender equality initiatives in research**. The aim is not only to increase women's presence and participation in science but also to create an inclusive environment that values and recognises their contribution to the city's scientific and technological progress. In this way, Barcelona reaffirms its commitment to gender equity and research excellence.

## Sector-specific talent promotion programmes

### High-end Gastronomy Promotion Programme

Through this programme, Barcelona aims to **promote and encourage high-end gastronomy as a hallmark of the city, linking it to the municipal market network and the city's food retailers**. The goal is for the city to become a leader in sustainability, quality and good practices for local restaurants, while preserving and spreading the tradition and innovation of gastronomic knowledge and making haute cuisine accessible to the general public.



### Blue talent promotion programmes

Barcelona is working to identify new opportunities for blue jobs through programmes that ensure a broad range of educational programmes at various levels, tailored to the sector's demand and employment niches. These programmes aim to boost Barcelona's blue economy as a source of economic competitiveness and quality job creation, with a focus on sustainability and technology to support the city's economic and social development.

## Strategy for the Social and Solidarity Economy 2030

This strategy, developed together with the representative body of the social and solidarity economy (SSE) in Barcelona, includes various initiatives to promote this economy in the city by the City Council and specialised services offered by Barcelona Activa. The measures include:

- **Development and implementation of the Plan for Promoting the Social Solidarity Economy 2024-2027 (PIESS 2024-2027):** this strategic document is defined and im-



plemented to guide municipal initiatives aimed at strengthening and promoting the social and solidarity economy in the city, with a focus on fostering social inclusion and creating quality jobs. The goal of this plan is to move towards a fairer and more sustainable economic model for Barcelona.

- **Generation of ecosystems of spaces for the social and solidarity economy:** this competitive tender is an initiative to revitalise SSE hubs in Barcelona. It seeks to enhance and support projects that promote the SSE by providing opportunities for the development of collaborative and sustainable initiatives.
- **Talent attraction and retention to ensure employment in the SSE:** programmes and projects are being implemented to improve working conditions and promote the development of competitive professionals in the sector. A leadership and management school for SSE organisations is also being set up in collaboration with the university community.
- **Promotion of Bloc4BCN, a cooperative space:** Bloc4BCN is a public-cooperative space aimed at promoting and spreading cooperativism and the SSE. It houses Europe's largest cooperative incubator and provides services for the whole city. It is a significant step towards strengthening the cooperative business network and promoting more inclusive and sustainable economic models in the city.

## Vocational School

The Vocational School aims to recognise and enhance the training opportunities related to retail, guilds and the labour market in Barcelona. The guilds considered are confectioners, bakers, fishmongers and meat, charcuterie and poultry butchers. The aim is to ensure the fullest coverage of the labour needs of small and medium-sized businesses by identifying people

in positions that will soon be retiring and using training to ensure their generational replacement.

## FACILITATING ENTREPRENEURSHIP AND ECONOMIC ACTIVITY

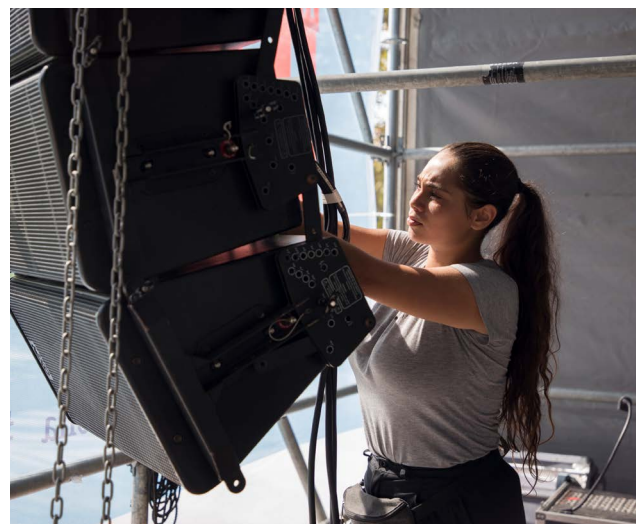
To further establish Barcelona's position as a city that encourages entrepreneurship and economic activity, a number of initiatives are being implemented to facilitate the creation of new businesses and support their growth.

The following are the specific measures that will be introduced to achieve this objective and ensure that Barcelona becomes a more dynamic, inclusive city that is well prepared to face the economic challenges of the future.

### Support programmes for entrepreneurship and economic activity

#### Impulsem el que fas

**This Barcelona Activa grant programme—which translates as 'We promote what you do'—aims to support entrepreneurial projects and local economic activities.** Depending on the type of initiative, it can subsidise the launch of new retailers and market stalls ('Amunt persianes'), initiatives under Barcelona's Strategy for Social and Solidarity Economy 2030, the promotion of quality jobs, the promotion of



healthy and sustainable food and responsible consumption, support for economic activities in high-traffic areas (HTAs) and projects related to caregiving.

### Blue innovation and entrepreneurship programmes

Blue entrepreneurship will be fostered through an **annual edition of B-Blue, focused on supporting sustainable maritime start-ups** guided by city stakeholders such as the Port of Barcelona and private companies. This programme includes business model validation, training, networking and comprehensive services provided by Barcelona Activa (such as financing and talent).

Additionally, blue innovation is being advanced through **support and leadership in both internal innovation projects (such as Connectio) and external initiatives**, as well as through the KIC candidacy on maritime sectors and ecosystems, led by the Universitat Politècnica de Catalunya (UPC). These initiatives aim to revitalise the local and international blue economy ecosystem.

### Incentives for innovative and high-skill companies

In order to boost Barcelona's economic development, it is essential to revise the tax rules in order to provide tax incentives for high value-added companies. These adjustments should promote investment and innovation, thus attracting companies that create high-skill jobs and contribute to the city's sustainable development.

Barcelona is sharpening its global competitiveness with a new tax byelaw to incentivise research and technology transfer. This proposal offers **tax deductions for R&D companies with the goal of fostering the business network and attracting talent**. The measures include maintaining the 95% tax deduction on property taxes (IBI) for research centres and universities, as well as economic activity tax (IAE) rebates for investments in fixed assets and job creation.

Additionally, an IAE rebate is being offered for companies that establish innovation centres or start-ups in the city.

### Entrepreneurship programmes for new economic sectors

Barcelona has launched a series of entrepreneurship programmes designed to encourage the creation and growth of businesses in emerging strategic sectors. These initiatives address the need to diversify the city's economy and drive innovation in key areas for its future development. Below are some of the most prominent programmes:

- **Creamedia**: this programme for the creative and cultural industries is designed to transform new initiatives into viable businesses. It targets sectors such as the visual arts, design, advertising and the cultural industry, including film, video games and new technologies.
- **B-STEP**: this programme aims to support entrepreneurship in the sports sector through the creation, incubation and acceleration of innovative start-ups. Selected projects receive training, mentoring and access to a network of contacts to foster talent and growth opportunities.







- **ProgramESS:** this is a tailored package of social and solidarity economy programmes designed to strengthen SSE businesses and enterprises across different sectors or groups: ‘Construïm en femení’ and ‘Camí de solidesa’ for projects led by women; ‘RevESStim el tèxtil’ for sustainable fashion projects; ‘Reimaginem’ to redirect established social and solidarity economy businesses; and ‘Impulsem les cures’ to strengthen care projects within the social and solidarity economy.
- **B-Blue:** The annual B-Blue programme focuses on supporting sustainable maritime start-ups. This programme includes business model validation, training, networking and comprehensive services provided by Barcelona Activa (such as financing and talent).
- **Socioeconomic innovation support services by Barcelona Activa:** this is a package of services and programmes to support the SSE, cooperativism and socioeconomic innovation offered by Barcelona Activa. It provides specific services to cooperatives, associations, third-sector organisations and businesses committed to environmental, social and good governance impact.

Goals include promoting the diversity of legal forms within the SSE and fostering hybrid spaces that combine the SSE and business with social impact. These services and programmes include training, support and advice, incubation, sector-specific co-ordination, outreach and vocational promotion.

- **Programmes to strengthen and promote retail associations:** The retail sector requires programmes to strengthen its associations by addressing both geographic and sectoral needs. These programmes must be stable and sustainable over time, and should be planned in close coordination with the sector to ensure their efficiency and effectiveness during implementation.

## STRATEGIC AUTONOMY

To address the challenge of technological sovereignty, Barcelona has designed a set of strategic initiatives to consolidate its position as a leader in the development of key technologies.

These initiatives are based on collaboration among the public sector, private sector and academic institutions, with the goal of fostering innovation and research in strategic areas such as semiconductors, quantum communication and artificial intelligence.

Barcelona focuses on enhancing areas where it can exert an influence and make a real difference. With this vision in mind, the proposed measures aim to reduce external dependency in strategic technology sectors, strengthen local production capacity for key technologies and encourage the adoption of emerging technologies.

### Barcelona Investment Fund

This initiative aims to inject €30 million to launch new calls for the selection of venture capital firms to invest in start-ups and growing companies in the city's strategic sectors. By investing in private venture capital funds, it aims to stimulate the growth of Barcelona's business network, increase innovation and competitiveness in key sectors of the local economy, and thereby solidify the city's position as a national and international hub for entrepreneurship and business development.

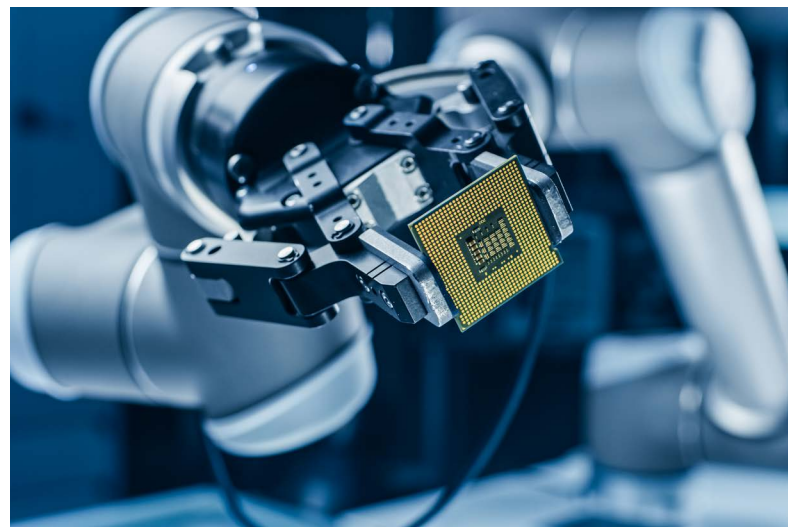
## Deployment of the Barcelona Innovation Coast (BIC)

To boost its productivity, **the city has embraced science and technology as key drivers of a new model—one that fosters a more competitive, forward-looking city with a diversified economy.**

With this aim in mind, the **Barcelona Innovation Coast (BIC)** was born: a public-private platform that brings together the city's leading innovation players, including universities and business schools, research and knowledge transfer centres, business associations, clusters, funding bodies and public institutions. BIC aims to place innovation at the heart of the city's development strategy and position Barcelona as a leading European hub for science and research. By driving knowledge transfer between the scientific ecosystem and the business sector, it serves as a key engine of economic growth for the city.

In this context, **BIC will prioritise work in the following areas over the coming period: Bio-Health, artificial intelligence, quantum technologies, chip design and cybersecurity.**

These areas will be addressed through **Connectio**, an open innovation platform aimed at connecting start-ups, small and medium-sized enterprises (SMEs) and large corporations with





specific innovation opportunities and offering solutions to social, environmental and economic challenges.

### Promoting a semiconductor industry roll-out strategy in Barcelona

Thanks to the Barcelona Supercomputing Center (BSC), Barcelona has become a **leading city in semiconductor design**. Companies such as Openchip, driven by the BSC, as well as Cisco and Intel, have chosen to set up chip design centres in the city. Additionally, Innofab, in partnership with IC2N, aims to become the first clean room dedicated to semiconductor deployment.

This situation is exceptional, but it is essential to continue moving in this direction. Barcelona and its surrounding area must focus on the roll-out of a new knowledge-based industry, where semiconductors are designed near research centres and manufactured locally. This strategy will not only strengthen the city's tech sovereignty but will also contribute to its economic and industrial development.

### Quantum communication

Quantum communication is a **strategic opportunity** for Barcelona, as it is becoming an essential underpinning for the robustness of cybersecurity in Europe. Working with the Institute of Photonic Sciences (ICFO), the city has the potential to become the first quantum bubble, ensuring 100% secure communications.

## Barcelona Investment Office

The Barcelona Investment Office will be an investment attraction service for Barcelona, seeking opportunities for companies to grow or relocate to the city, thereby boosting the local job market. Through a public-private initiative, the goal is to have a 360° approach to attracting companies, including recruitment, support, settling in and ultimately ensuring their integration with welcome services.

## POSITIONING THE CITY AND GLOBAL CONNECTIVITY

The following measures and initiatives will be implemented to strengthen Barcelona's global positioning and improve its connectivity with the world.

These initiatives aim to promote the city as a global business destination by attracting investment, economic activity and talent that will reinforce a more equitable, sustainable and competitive city model.





## Expansion of Josep Tarradellas Barcelona-El Prat Airport

Josep Tarradellas Barcelona-El Prat Airport plays a crucial role in the city's international economic promotion. Its importance goes beyond tourism; it is also key in business, investment, science and entrepreneurship. Barcelona's status as a global city is intrinsically linked to having an airport that is well connected to the world's major economic hubs.

The airport has maintained its competitiveness in recent years. Between 2000 and 2019, the airport's passenger traffic grew 2.7 times, increasing from 19.5 to 52.7 million, surpassing the usual historical trend in the sector, which typically sees global air traffic doubling every 20 years. In 2024, the airport exceeded 55 million passengers, reaching its operational capacity. However, there is still room for growth through operational optimisations and the promotion of lower-demand time slots.

Barcelona's airport is currently a leading gateway for direct flights and holds the top position for this segment in Europe. Thanks to this and to the efforts of the Barcelona Air Routes Development Committee (CDRA), there are now over 58 intercontinental routes to and from Barcelona. This combination of direct and intercontinental flights gives Barcelona the potential to become a hub-and-spoke airport. Under this model, connections between airports are optimised by concentrating traffic in high-capacity terminals and then connecting to smaller airports.

The airport, which will include a new satellite terminal and an extended runway, is essential to increase the number of intercontinental routes available and improve passenger connections. Without this expansion, the ability to increase intercontinental routes will be limited, which would weaken Barcelona's capacity to attract multinational companies looking to establish decision-making and production centres in the city and hire local talent.





## International positioning and promotion of Barcelona as a global benchmark

### Scientific diplomacy and promotion

Barcelona advocates a scientific diplomacy strategy that aims to position the city as an international leader in innovation, research and knowledge. Through lobbying policies, efforts are made to **attract funding** and **unique infrastructures**, as well as **strategic companies** that help boost science and technology in the city. Simultaneously, **international promotion campaigns are conducted** to attract scientific conferences and events and thus reinforce **Barcelona's image as a city of knowledge**.

- **Spain's scientific capital:** both nationally and internationally, Barcelona is solidifying its position as a centre of scientific excellence. Barcelona City Council and the Spanish government have joined forces to increase institutional support and funding for scientific research in the city and to promote high-impact projects that address current social and urban challenges by encouraging innovation and collaboration between the public and private sectors.
- **City and Science Biennial:** the Biennial has become a key event in the city, connecting citizens with scientific knowledge. It fosters debate on current challenges; facilitates collaboration among scientists, businesses and institutions; promotes scientific dissemination; and enhances Barcelona's image as an innovation hub.

- **Hypatia European Science Prize:** Barcelona City Council, in conjunction with Academia Europaea, has created the Hypatia European Science Prize to recognise the scientific careers of outstanding international researchers doing work that impacts society. This award celebrates excellence in scientific research and further consolidates Barcelona as a leading scientific city in Europe.

### International promotion of strategic sectors

Barcelona is implementing an international promotion strategy, targeting segments and markets that match the city's motivations and interests. The aim is to attract visitors who appreciate Barcelona's cultural, gastronomic and leisure offer, while contributing to the local economy. Digital tools are also leveraged to enhance the visitor experience and extend their stay, generating both economic and social returns.

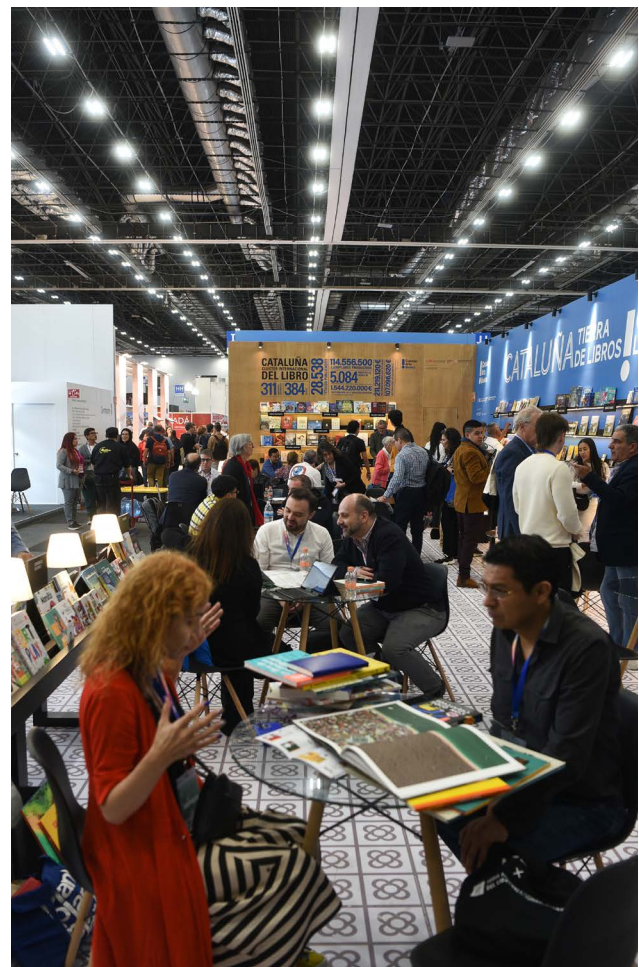
- **European Capital of Local Retail:** with the creation of this programme, Barcelona is vying to become one of the host cities for events and initiatives promoting digitalisation, sustainability and technological innovation in local retail.
- **International campaigns in major global media outlets:** Barcelona will conduct international promotional campaigns in the most prominent media outlets in key markets to strengthen the city's positioning. These campaigns aim to increase the

global visibility of the Barcelona brand and enhance its appeal as a business and cultural destination.

- **Presence at economic fairs in Barcelona:** As part of a key strategy to increase the visibility and recognition of the Barcelona brand internationally, the city will have an active presence with its own stand at the most important trade fairs held in the city, such as ISE, MWC and Smart City. Participation in events such as Alimentaria and Automobile Barcelona will also be considered on the basis of their impact and value. These fairs facilitate commercial networking, showcase innovative products and services, keep the city abreast of the latest trends in each sector and contribute to business growth and expansion.
- **Presence at international economic fairs:** the city will participate in leading international fairs in strategic sectors, such as Web Summit (entrepreneurship), MIPIM (investment in urban projects), MWC Shanghai (technology) and SEMICON West (semiconductors), in conjunction with key players from Barcelona's institutional and business ecosystem.
- **Osaka World Expo:** a Catalonia Week will be held as part of the Osaka World Expo, with Barcelona taking part in international economic promotion activities both within the expo itself and beyond, with sector-specific events and meetings in Kobe and Tokyo.
- **Guadalajara International Book Fair (Mexico):** Barcelona will be the guest of honour at the 2025 Guadalajara International Book Fair (FIL), the most important cultural event in Latin America, which has been held since 1987. The fair brings together 3,000 activities and 750 authors from 50 countries. It is one of the most sig-

nificant cultural gatherings on the continent and will help boost Barcelona's cultural and economic standing both in Latin America and among large emerging Hispanic sectors in the United States.

- **World Capital of Architecture (2026):** Barcelona will be the World Capital of Architecture in 2026, a prestigious event with activities across all districts that aim to shape the future and involve local institutions and citizens. During the summer, the city will host the Congress of the International Union of Architects, three decades after hosting the 19th edition in 1996. The event is expected to leave a lasting legacy in the city.





## Deployment and assessment of the New CDRA Strategic Plan

Nearly two years after the implementation of the Air Routes Development Committee (CDRA) Strategic Plan 2024-2025, it is time to enter the final phase and assessment, an essential step before developing a new strategic plan. Efforts have been focused on restoring the last remaining intercontinental connections after the COVID-19 pandemic and opening new strategic markets, as well as increasing flight frequencies and lowering seasonality.

It is now essential to define a future strategy that fits the reality of the airport, with more targeted objectives aimed at strengthening connections with destinations in line with Barcelona's strategic economic sectors.

## Attraction and securing international events with a high impact for the city

By promoting high-impact events, Barcelona aims to **attract initiatives that are consistent with its model and strategic objectives**, in order to strengthen the Meetings, Incentives, Conferences and Exhibitions (MICE) sector and its international legacy. This involves fostering collaboration with international partners to schedule a line-up of events that increases economic opportunities and attracts international conferences. With the consolidation of Integrated Sys-

tems Europe (ISE) and the attraction of sporting events, the goal is not only to boost economic activity, but also to **enhance Barcelona's global positioning as a key destination for major events**.

## Promoting international talent in Barcelona

### Promotion and retention of international talent

**Initiatives to promote Barcelona as an attractive city for international talent** will be carried out through webinars and partnerships with agents such as the international chapters of Barcelona's business schools and major recruiting companies, including the tech centres in the city. Additionally, the *Cities for Talent* network will be enhanced to facilitate the exchange of best practices among cities that are leading the way in attracting and retaining international talent. These initiatives will increase **Barcelona's visibility as a talent destination while fostering collaboration and mutual learning among various actors and cities on an international scale**.

**Meetings will also be held with executives from foreign companies and entrepreneurs or business owners from other countries to**





exchange views and address the challenges of retaining talent. The Goodwill Ambassadors, Glocals and Barcelona Allies programmes will be established to create a group of internationals who will engage and work with the city to promote Barcelona as a talent hub. **Loyalty initiatives will also be carried out with local tech centres to strengthen the ecosystem and solidify their commitment to the region**, thereby enhancing talent development and retention in Barcelona.

### Creation and roll-out of international talent integration and promotion programmes

Barcelona is the only city in Spain and one of the few in southern Europe that has the **resources to welcome and ease the arrival of foreign professionals required by local companies and organisations**, particularly in the STEAM fields. The **Barcelona International Welcome** website provides practical information and resources for individuals relocating to the city, while the **Welcome Desk** service offers personalised assistance, support with essential administrative procedures upon arrival and advice on matters such as taxation, immigration and the job market.

To foster the integration of international talent, the City Council holds the **Barcelona International Community Day**, a major annual event for Barcelona's international community fea-

**turing an exhibition fair and a wide range of activities.** New initiatives will be created for this event to connect newcomers with the city. Additionally, activities aimed at **fostering loyalty and integration within the international community will be held throughout the year**, including workshops, seminars and B2B meetings which will allow participants to connect with locals and unlock their full personal and professional potential.







## DIGITAL TRANSFORMATION

Below are the measures and initiatives—both ongoing and planned—related to the challenge of digital transformation in Barcelona.

By taking a comprehensive approach, Barcelona aims to modernise its infrastructure and services and prepare its population for an increasingly digital future.

### Digitalising economic sectors

#### Driving digitalisation in the visitor economy

The core aim is to **digitalise the tourism economy** through a series of comprehensive strategies. First, a grant programme will be launched to support the digitalisation of the private tourism sector, aiming to encourage business associations to take the lead in **optimising resource coordination** and avoid the fragmentation of financial aid. Close cooperation between the public and private sectors will be fostered, with an emphasis on key areas such as promotion, marketing and tourism management. There are also plans to **digitalise tourism promotion and management in Barcelona through an agreement with the Tourism Board**, integrating a broad perspective of the visitor journey and promoting innovative technologies, such as working with the Ciutat Vella district to analyse tourist flows.

## Promoting and advancing the Digitalisation Plan for the Social and Solidarity Economy

The Digitalisation Plan for the Social and Solidarity Economy (SSE) aims to **promote basic digitalisation across all SSE sectors**, support SSE projects with tech business models and **foster the growth of a tech supply sector within Barcelona's SSE**. These objectives will be implemented primarily through Barcelona Activa's specialised SSE services, in collaboration with universities and other stakeholders to generate knowledge. This plan includes specific grants for digitalisation projects within SSE organisations, awareness sessions on digitalisation and support for the TechBloc4 pilot programme of the Confederation of Cooperatives of Catalonia and Barcelona Activa's DigiSAESS to develop digital technologies tailored to SSE.

### Digitally transforming Barcelona's markets

The digital transformation project for Barcelona's markets continues with the implementation of the Municipal Markets Digitalisation Plan, which aims to **modernise and optimise internal management while enhancing services provided to retailers and customers**. A market web platform is being launched, and **digital communication is being adapted to align with the objectives of the market network's communication and branding plan**.

Additionally, integrated refrigerated lockers are being rolled out, new back-office programmes for internal management are being introduced and a digital image repository has been created. A network of sensors to monitor the equipment and facilities in the markets is also being installed.

### Digitalising Mercabarna

Mercabarna is undergoing significant digitalisation with several key projects. These include the implementation of smart containers to improve waste management, the launch of a web plat-

form for international wholesalers in collaboration with T-Systems and the introduction of a tracking system to ensure product traceability at access points. These initiatives aim to **optimise operations, improve the market's efficiency and competitiveness and promote more sustainable and technologically advanced produce-handling practices.**

### Promoting and supporting digital transformation initiatives

Barcelona City Council, through Barcelona Activa, provides **extensive digital transformation support for businesses, self-employed workers and city residents in general.** Through its digitalisation service for SMEs and self-employed workers, it offers advice and assistance with the application process for the Digital Kit, an initiative designed to promote the implementation of digital solutions that enhance businesses' technological maturity.



## Programmes to promote digital transformation

### Technology training programmes

Barcelona City Council, through Barcelona Activa, has a long history of promoting technology training initiatives such as **Cibernàrium, IT Academy and 42Barcelona.** These programmes aim to **enhance citizens' digital skills, improve their autonomy in the digital environment and foster their personal and professional growth.** Additionally, they help to sharpen business competitiveness in the digital sector.

Specialised training courses are regularly offered to meet the demands of the current job market, covering topics such as programming, artificial intelligence, cybersecurity and other key areas. These programmes are designed for both young people and professionals looking to develop their careers in high-growth tech sectors.

### Barcelona STEAM Plan

This plan, led by Barcelona Activa in conjunction with the Barcelona Education Consortium, aims to **ensure equal opportunities in science, technology, engineering, arts and mathematics.** The result of a public-private collaboration, the plan brings together experts to implement education and training initiatives. It aims to **foster digital talent and equity, empower teachers in scientific and technological methodologies and break gender stereotypes,** all to transform Barcelona's educational and professional ecosystem. In the long term, it hopes to increase participation in STEAM fields, diversify talent and lower gender inequalities. By doing so, Barcelona aspires to become a benchmark in STEAM innovation and education, ensuring that citizens are prepared for the challenges of an ever-changing, tech-driven world.



### Accessible and open public administration

Barcelona is implementing **measures to simplify administrative procedures related to businesses and set up support channels to facilitate this process**. This initiative is part of the **Easy Barcelona Plan** launched in June 2021, which aims to make it easier for city residents, associations, self-employed workers, entrepreneurs and businesses to interact with Barcelona City Council when launching and conducting economic activities in the city.

The plan includes 27 initiatives organised into six lines of action: providing accessible information, streamlining the creation of economic activity, promoting business-friendly regulations, ensuring consistency in activity establishment criteria, expanding the range of services for businesses, and facilitating connections between companies and talent.

Of note is Barcelona's integrated employment service, which works to connect available talent with the needs of the local business network.

### Participation and support in innovation events

Barcelona has become a global tech and digital hub thanks to its involvement in key industry events. The City Council, through Barcelona Activa and other organisations, **partners with and supports major events that drive innovation, entrepreneurship and digital transformation in the city**. These events include the Mobile World Congress (MWC), 4YFN, Talent Arena, IoT Solutions World Congress, TechSpirit Barcelona, ISE, DeepTech Summit, the Digital Skills Congress, Smart City Expo World Congress (SCEWC), BioEurope and Advanced Factories.



## GREENING BUSINESSES

The greening of companies is one of the key challenges to ensure the long-term sustainability of Barcelona's economic network. This process requires **companies to adopt more environmentally friendly practices, lower their carbon emissions, optimise natural resources and integrate circularity into their production models**.

In a global context where environmental sustainability is a crucial factor for competitiveness, the ability of businesses to adapt to this new reality is essential for their long-term success and the city's overall well-being.

To tackle the challenge of the green transition, Barcelona aims to implement initiatives that significantly contribute to this process. These measures address cross-cutting issues such as digitalisation, innovation and sustainability by either directly or indirectly fostering the development of a green economy.

Below are some of the initiatives that will help to drive a greener and more sustainable economic model for the city.

## Economic activity hubs as green transition tools

Two new economic activity hubs are being set up: the Circular Hub, focused on innovation and the circular economy, in collaboration with Mondragón University and Team Labs Barcelona, and the Urban Tech Hub, promoted by IAAC, Barcelona Tech City and COAC, to connect new technologies with urban planning, architecture, mobility and energy. These two hubs will serve as innovation spaces, providing business solutions that support the greening of the economy across industries.

## Improving the sustainability of Barcelona's tourism offer

The Barcelona Commitment to Sustainable Tourism, promoted by Barcelona City Council, the Barcelona Chamber of Commerce, Barcelona Provincial Council and the Barcelona Tourism Board, aims to spread a culture of sustainable tourism among the city's tourism service businesses. This commitment **recognises sustainable management best practices and requires compliance with criteria aligned with the 17 Sustainable Development Goals (SDGs) of the UN's 2030 Agenda**.

Businesses that meet these criteria can earn the **Biosphere certificate** issued by the Responsible Tourism Institute. Barcelona City Council fully subsidises the certification process for local businesses. In 2023, responsible management was recognised in 487 tourism operators in the city and 555 in the wider Barcelona region, bringing the total number of certified entities in Destination Barcelona to 1,043.

## Improving the competitiveness of the retail, markets and restaurant sector

**Sustainability initiatives** in Mercabarna are improving energy efficiency and lowering emissions through projects that optimise cold storage and harness photovoltaic panels. Efforts are also being made to reduce food waste and encourage the use of sustainable products.



The **Green Commerce Programme and the Barcelona 2030 Healthy and Sustainable Food Strategy (EASSB 2030)** promote a sustainable food model, support the consumption of organic and locally sourced products and contribute to a greener economy.

Sustainability is also being encouraged in Barcelona's restaurant sector through the Pioners training courses and the creation of a network of establishments committed to sustainable practices.

In addition, Barcelona is reinforcing its commitment to electric vehicles. Thanks to SEAT, the city and its surrounding region are transforming automotive production lines to manufacture electric vehicles. This transition is set to continue, with Barcelona City Council supporting the sector to ensure that investments materialise and electric vehicles are widely adopted.





## TOURISM MANAGEMENT

In order to move towards a mindful and balanced tourism model, it is essential to implement a series of measures that preserve the quality of life for residents, promote an authentic and sustainable experience for visitors, and ensure the protection of the city's cultural and environmental heritage.

The measures outlined below aim to **minimise the negative impacts of mass tourism and foster harmonious coexistence between tourists and local residents, while promoting tourism that values the uniqueness of Barcelona.**

### Instruments for regulating tourism

#### The new tourist tax

Using the city means contributing to its upkeep. In this regard, various taxes have been established to finance the resources required to keep the city clean, organised and safe. Tourist taxes must follow this same approach. The introduction and increase of the tourist tax and its surcharge have made it possible to increase public services without having to increase other types of taxes.

It is now essential to further adjust this tourist tax, taking into account that the measures in Barcelona should differ from those applied in the rest of Catalonia. This new taxation should distinguish between high and low seasons and exceed the current limits on both the surcharge and the tax itself. The aim is to create a new fiscal framework that will strengthen the Tourism Social Return Fund to finance projects such as the School Climate Plan, manage high-traffic areas and regulate short-term tourist accommodation.





## Planning and regulating tourist accommodations

The future implementation of the Decree-Law on the Urban Planning Regime for Tourist Flats and the review of the current Special Urban Development Plan for Regulating Tourist-accommodation Establishments (PEUAT) are the key focal points that require a review and application of the tourist accommodation model. It is also essential to continue efforts to combat illegal accommodation through municipal inspections. **Actively participating in and promoting the regulation of tourist accommodation is crucial to ensure the sustainable and balanced development of the sector, while preserving local residents' quality of life and enhancing visitors' experiences.**

## Improving knowledge of the visitor economy

In order to prioritise the management of the visitor economy by diversifying and decentralising it across different areas of the city, efforts will be made to **improve our understanding of its dynamics**. This includes conducting in-depth studies on the profile and behaviour of visitors in different parts of the city. Surveys will be conducted on visitors' profiles and habits, as well as on locals' perceptions of tourism activity. Moreover, **studies on the economic, environmental and social impacts of tourism will be drawn up using advanced techniques such**

**as big data analysis and carbon footprint assessment.** These efforts will be complemented by reports and infographics to yield a better understanding of tourism activity in Barcelona.

## Review of economic and compensation measures

As part of the visitor economy, a **review will be conducted of the associated fiscal measures**, particularly those related to **mobility, accommodation and cruise ship activity**, which can generate significant externalities. **Strategic projects with high social returns**, such as the School Climate Plan, will also be defined and funded through the Tourism Social Return Fund. There are also plans to increase surcharges for short-stay cruise ship activity and tourist flats (HUTs), as well as to review fees for coach parking. The additional tax revenue generated will be allocated to citizen compensation programmes.

## Sustainability and development of tourism offerings

### Creation of new tourism options under the Sustainable Tourism Plan

To ensure the city's position as a leader in sustainable urban tourism, the Sustainable Tourism Plan for Destination Barcelona (PSTDB) has been developed, financed through Next Generation funds. This plan **lays the foundations for a more balanced and environmentally respectful**





**approach to tourism management**, while promoting innovative initiatives to enhance the visitor experience and support local economic development.

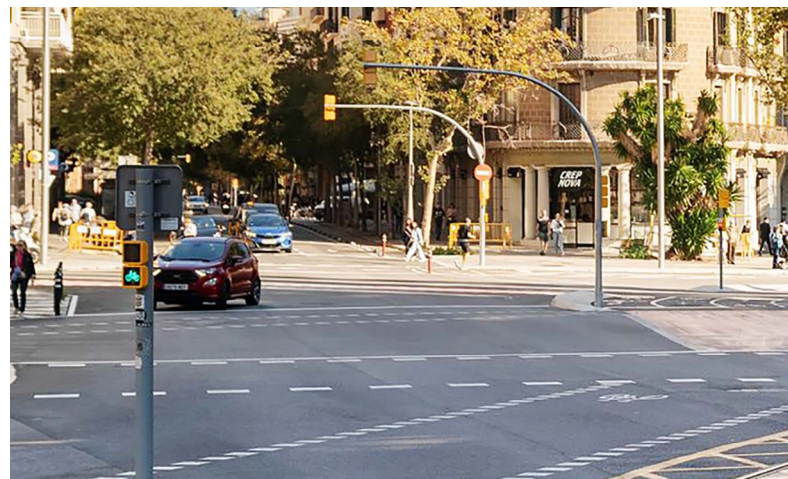
The goal of the PSTDB is to **promote the destination's economic recovery and resilience through decentralisation**, innovative approaches, and new shared cultural narratives around tourism—all aimed at ensuring tourism's social return and the long-term sustainability of the sector.

The plan covers a wide geographic scope, with special attention on key areas such as Besòs, the seafront and Montjuïc, recognising their potential and significance for the city's urban and tourism development. In this regard, the importance of expanding tourism offerings to achieve urban rebalancing has been recognised, with an awareness of the need to create new points of interest that decentralise tourism and contribute to a more equitable and sustainable distribution.

## Mobility and management of public spaces

### Improving the management of tourist mobility

**The system regulating discretionary parking and tourist bus stops will be upgraded.** The new system, Zona Bus 4.0, aims to improve the **management of authorised stop areas** near tourist hotspots and coach parking zones through digitalisation and connectivity. Barcelona Nord will become the **city's main hub for tourist coaches**, in line with the Tourist Mobility Plan and the Station Master Plan, to **address current mobility issues and future challenges in this area.**







## Managing public spaces and high-traffic areas

High-traffic areas (HTAs) are the parts of the city where tourism activity is most concentrated. An action plan will be developed to manage these spaces through cross-cutting, multi-sector urban policies with the goal of creating differentiated strategies based on each area's characteristics, needs and potential. Specific management measures will be implemented for HTAs, with a particular focus on priority areas such as Sagrada Família, Park Güell and La Rambla. An analysis of these spaces will be conducted, followed by the implementation of an **action plan**. The Endreça Plan will continue, maintaining collab-

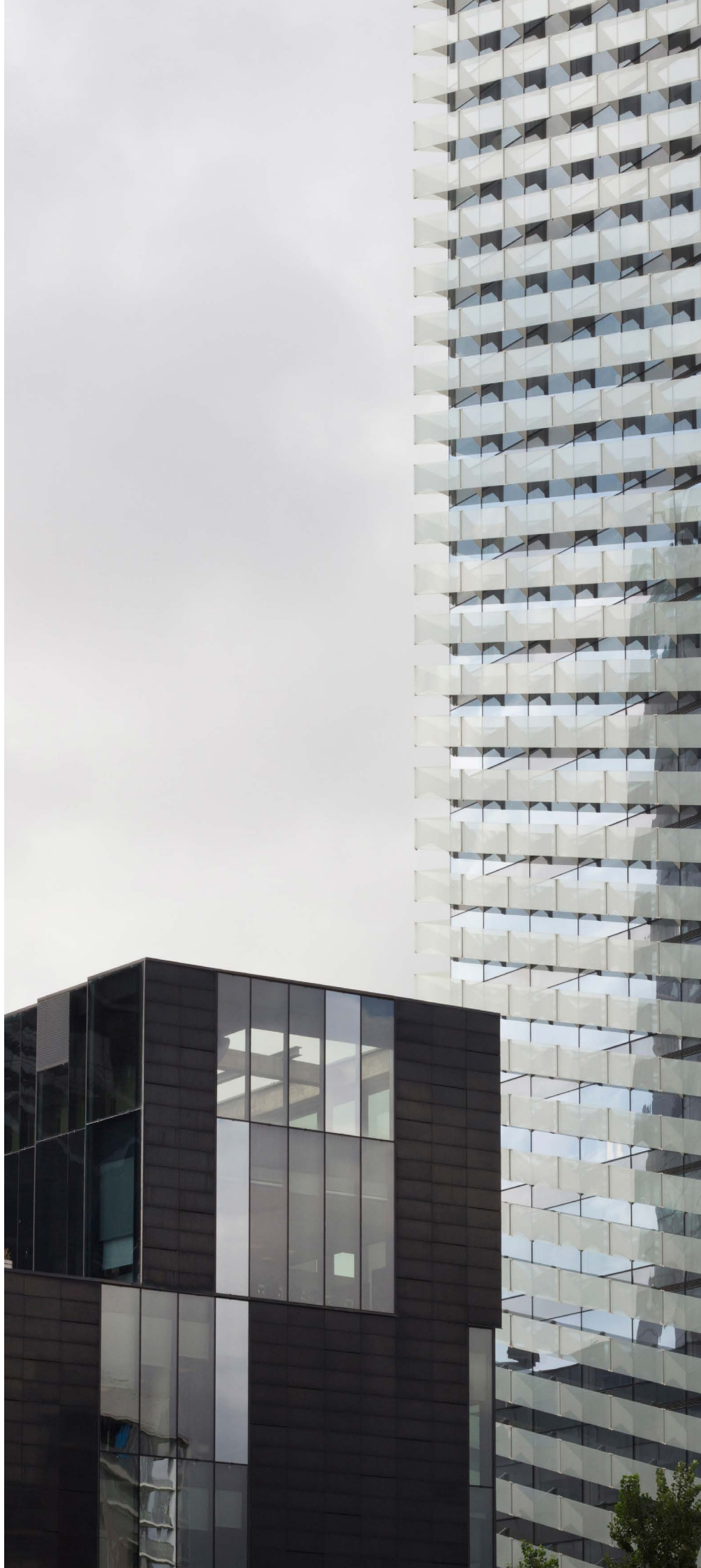
oration with the local community to address cleanliness and maintenance issues. The land-use plan will be reviewed, tourist groups will be regulated and the geographical decentralisation of tourism will be promoted. Additionally, coordination with Barcelona Provincial Council will continue to drive the **Barcelona és molt més** [Barcelona is so much more] programme.





# 4

## GOVERNANCE OF THE PLAN



The challenges set out in this plan are addressed to a wide range of stakeholders in the city and highlight the need for constant exchange, review and evaluation of the sectors and actions to be implemented in the greater Barcelona area, especially given their strategic, cross-cutting nature. For all these reasons, a more holistic monitoring model is proposed, consisting of interdependent stakeholders contributing to a more open, network-based management model.

Cooperation and alliances with political, economic and social stakeholders throughout the process are essential to ensure that the ongoing cycle of analysis, planning and evaluation of a large number of initiatives and measures is properly managed. For this reason, the plan proposes a multiple governance model with the main economic players in the territory.

The scope and composition of this monitoring, analysis and evaluation structure will have three distinct levels:

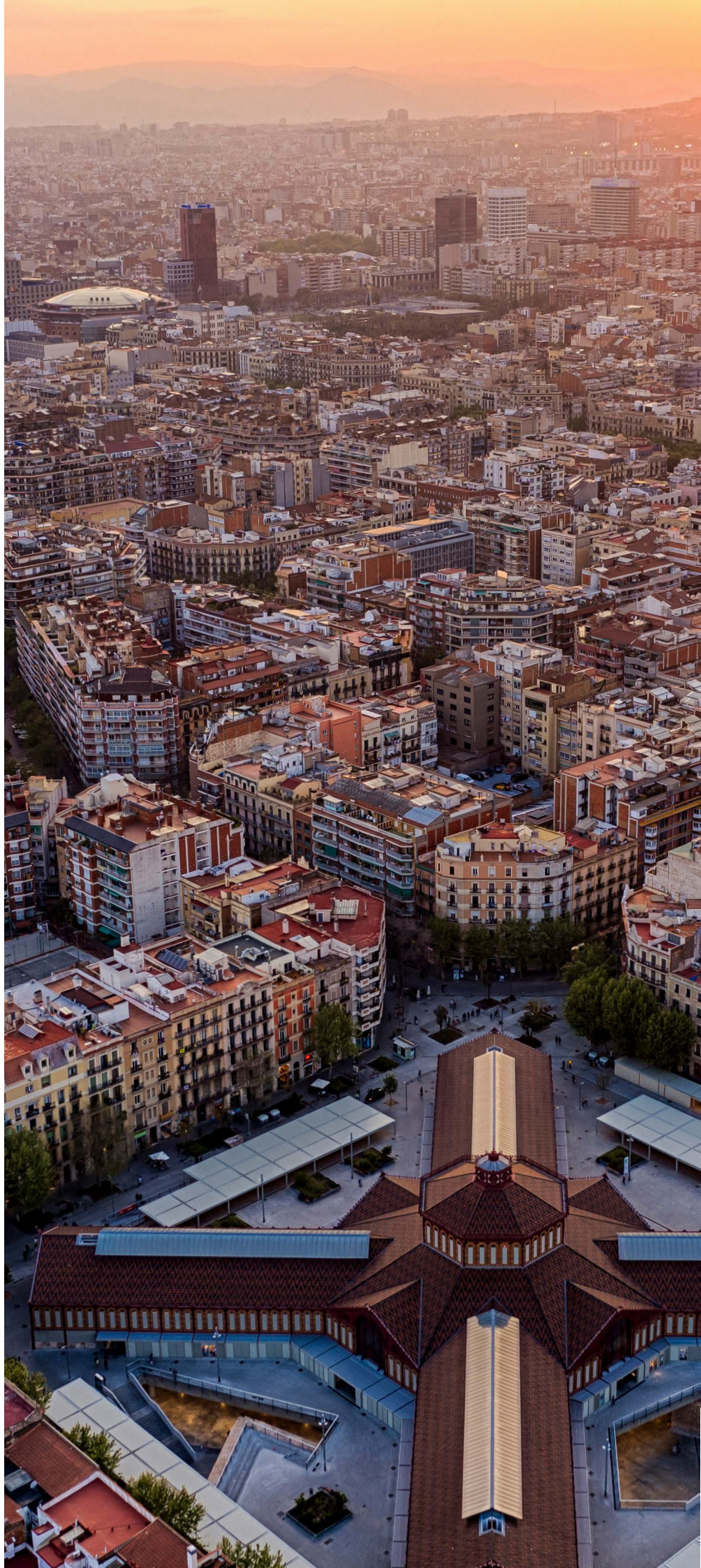
- **Economic and diversification monitoring:** a new Barcelona Impulsa plan Monitoring Council will be set up with representatives of social and economic stakeholders and staff from the sectoral monitoring areas.
- **Multi-sectoral monitoring:** the main areas and sectors of action already have an associated strategic plan or government measure (they are described in this document in the 'Plan of plans' section) and a valid governance and monitoring model. They are:
  - **Tourism:** City and Tourism Council
  - **Science and innovation:** Barcelona Innovation Coast Council
  - **Retail, restaurants and consumption:** Retail Council
  - **The blue economy:** Blue Economy Board
  - **Social and solidarity economy:** ESS-BCN2030 Assembly and the Strategy's Steering Group
- **International promotion and positioning:** International Coordination Board
- **ABOQ:** different spaces of governance
- **Internal governance models:** cross-cutting working groups, made up of municipal departments and directorates, that will promote and actively manage the initiatives and actions of this strategic plan, and follow up on the objectives and action plans derived from it. They will also be responsible for reviewing improvements and iterations identified through economic and diversification monitoring, as well as sectoral follow-up, and applying them accordingly.

The proposed governance models offer an opportunity to mobilise the shared responsibility of key stakeholders with the capacity to drive change, with the aim of building a more diversified and competitive economy, based on knowledge and efficient practices that promote the inclusion of citizens and quality employment.



5

IMPACT







The urban transformations that are currently taking place in the city and its surrounding metropolitan area will create new economic activity areas that are significant not only in terms of their size, but also in terms of the importance of the activities that they will host. In order to assess the potential impact of these areas of activity, an estimate has been made of the direct jobs created by the new economic areas to be developed over the next ten years, up to 2035. This estimate takes into account the approved general plans as well as the transformation areas already under way, with the approximate areas designated for activity.

For each of these areas, a ratio of jobs per square metre has been applied according to the type of activity, based on the following ratios: 20 m<sup>2</sup> for general activities and offices; 35 m<sup>2</sup> for research, education and catering activities; 40 m<sup>2</sup> for retail activities; 80 m<sup>2</sup> for hotel and conference activities; and 150 m<sup>2</sup> for logistics. These estimates result in a total of **180,000 new stable jobs in the metropolitan area**. This means an additional **1,800,000 m<sup>2</sup>** of space for economic activity in the city of Barcelona and its metropolitan area compared to 2021.



# 6

## BUDGET







The Barcelona Impulsa plan aims to reactivate and position Barcelona's economy as a leader in Europe and the world, with a target year of 2035.

To achieve this, **it is essential that the City Council allocates public resources to finance the initiatives that make up this strategy.**

Specifically, **Barcelona City Council plans to allocate a total of €890 million to this plan between 2024 and 2027.**

In addition, the Government of Catalonia has earmarked €4.7 billion for public transport and investments related to the expansion of the airport. The two Catalan government investments and the airport expansion do not have a specific timetable.

### Summary of the total

<b>2024</b>	<b>€246,265,663.40</b>
<b>2025</b>	<b>€215,153,170.32</b>
<b>2026</b>	<b>€211,638,850.41</b>
<b>2027</b>	<b>€216,759,247.98</b>
<b>2024-2027</b>	<b>€889,816,932.12</b>



# 7

## ANNEXES









# ANNEXE 1.

## MACROECONOMIC FIGURES ON THE CITY OF BARCELONA

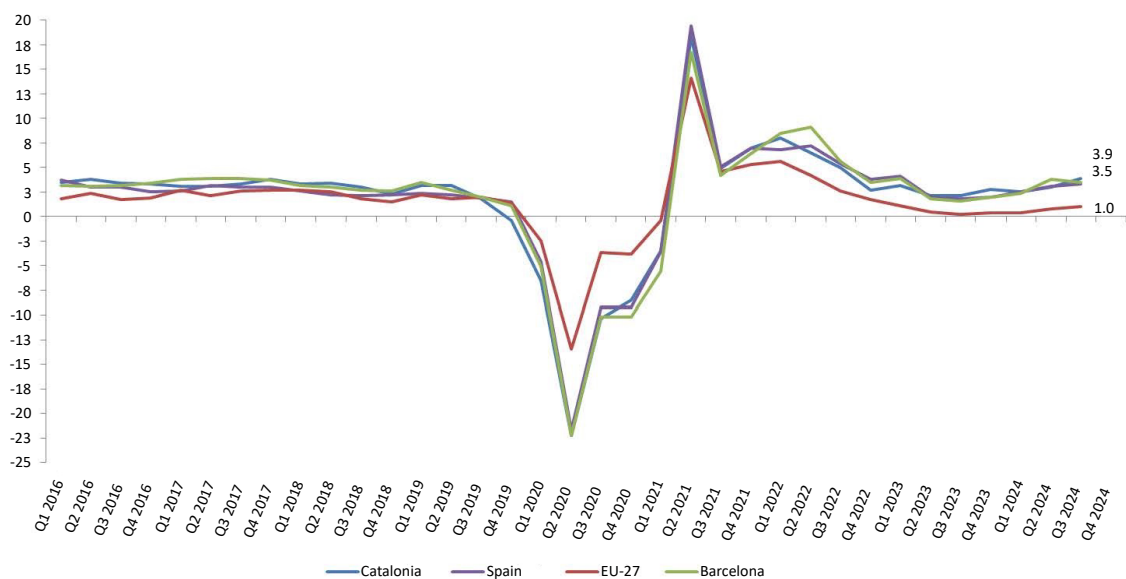
Understanding Barcelona's current position and evolution in recent years, as well as its short- and long-term future projections, is essential in the city's strategic formulation and economic planning process for the coming decade.

These indicators provide a broad overview of Barcelona's current state and can serve as a guide to identify the key areas on which City Council should focus when taking the next steps towards shared progress.

### Graph Barcelona GDP

#### Trend in GDP by geographic areas

Year-on-year quarterly variation. 2016-Q3 2024 (%)



Source: Barcelona City Council's Municipal Data Office, Idescat and Eurostat.

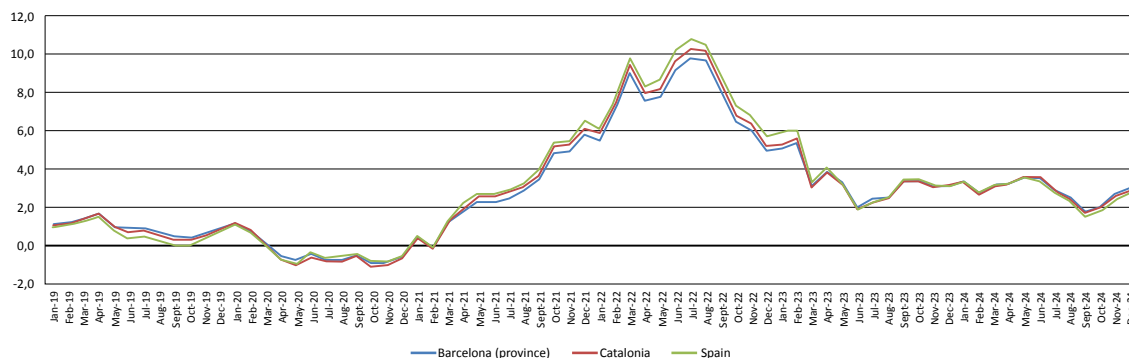
In the third quarter of 2024, **Barcelona's economy continued to rise, with year-on-year GDP growth of 3.5%**, similar to Spain (3.5%) and markedly higher than the European Union (+1.0%). In 2024, activity accelerated compared to the previous year, so that **Barcelona's GDP has experienced three years of higher year-on-year growth than the Eurozone and is now 8.9% higher in real terms than before the pandemic.**

The sector with the highest increase in activity was services (3.9%)—the main driver of Barcelona's economy. Within services, the financial, real estate, professional and technical sectors stood out (5.8%), as well as retail trade, transport, hotels and restaurants, and information and communication (4.3%), while industry and construction also showed positive but more moderate growth (2.9% and 1.9% respectively).

## Graph of CPI

### Year-on-year variation in CPI by geographical area

January 2019 to December 2024 (%)



Source: INE.

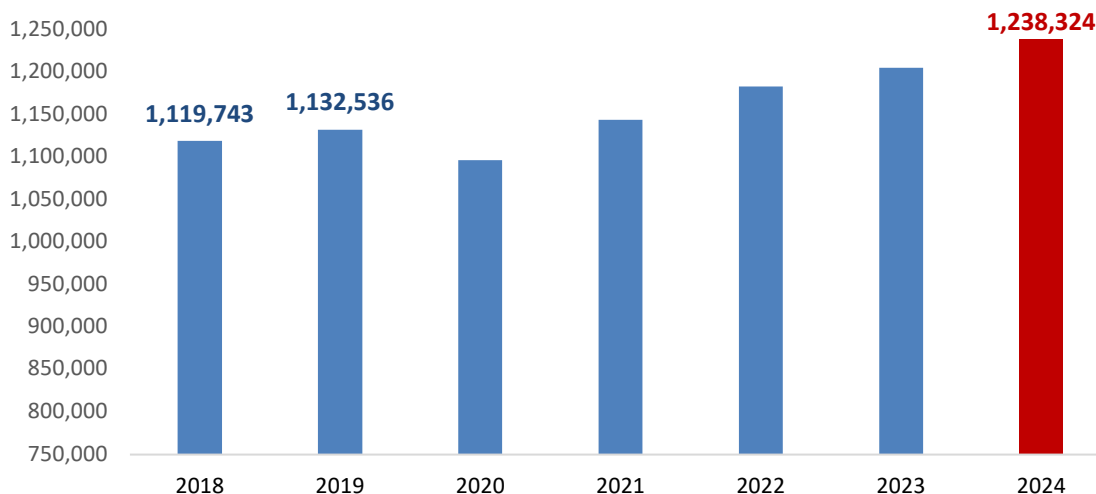
With regard to prices, after remaining above 3% in the first half of the year and falling slightly in the third quarter, inflation picked up again in the fourth quarter, and in December 2024 the CPI variation rate in the province of Barcelona was 3.0%, a rate similar to that of Catalonia (2.9%) and Spain (2.8%). In the same month, underlying inflation in Catalonia reached 2.7%, the second lowest rate since January 2022. With this trend, average annual inflation in the province of Barcelona was 2.9% in 2024, below 3% for the first time since 2021.

The components with the best year-on-year performance in the province were communications, where prices remained stable, clothing and footwear (0.5%) and transport (0.6%), while rising prices were seen in housing, water, electricity, gas and other (6.9%), alcoholic beverages and tobacco (4.7%), restaurants and hotels (4.0%) and recreation and culture (3.8%).

## Graph on Social Security registration

### Trend in Social Security registration\*

2018-2024



\* All schemes. Note: The figures come from the last day of December every year.

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



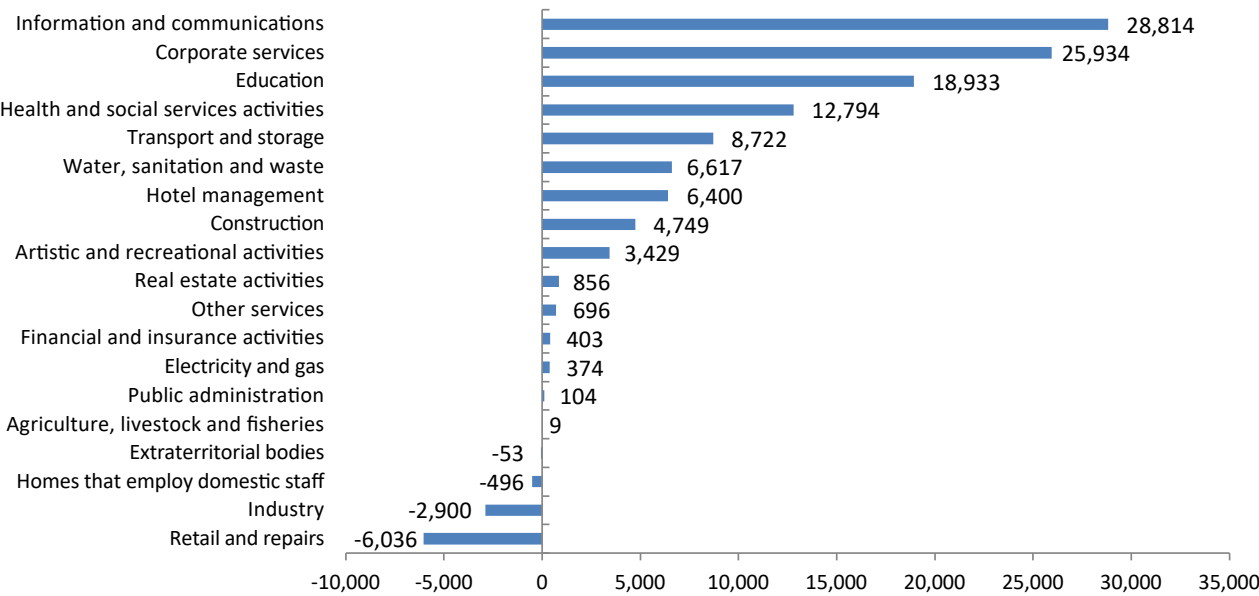
### Jobs

The city’s job market continues to register positive indicators and contribute to stable growth in a complex economic context. Barcelona closed 2024 with 1,238,324 people registered with Social Security—up 33,086 (2.7%) over the previous year—the highest rate in the month of December in the historical series.

With this trend, the city has gained over 100,000 jobs compared to the pre-pandemic figure, an increase of 9.3%. While most sectors of the economy showed net job creation in 2019-2024, it is worth highlighting the increase of almost 29,000 jobs in the information and communication sector, 26,000 in business services, 19,000 in education and 13,000 in health and social services (38.3%, 10.9%, 24.9% and 11.7% respectively).

### Variation in Social Security registration\* by sector in Barcelona (in number)

December 2024/2019



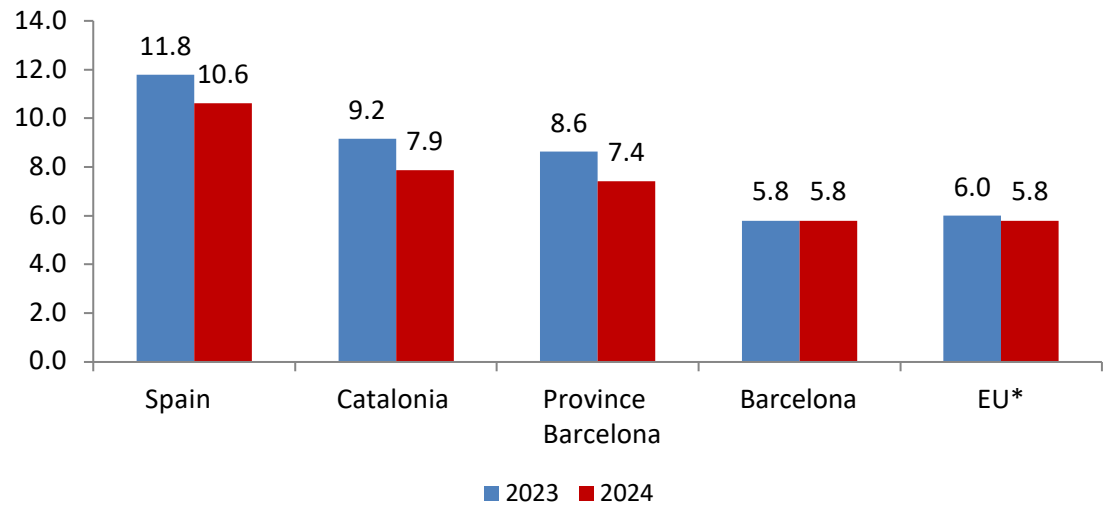
\*Registered with general and self-employed Social Security schemes. Note: The reduction in the number of Social Security registrations in retail is due to the statistical effect of the relocation of the headquarters of three large contribution centres in Barcelona to another municipality in the metropolitan area.

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

Graph on the unemployment rate

Unemployment rate by geographic region

Q4 2024 and 2023 (% of population age 16 and older)



\*Unemployment rate for the third quarter. Source: Labour Force Survey, INE and EUROSTAT.

In the fourth quarter of 2024, the unemployment rate in Barcelona was 5.8%, the lowest since 2007. This is lower than Catalonia (7.9%) and Spain (10.6%), and the same as the European Union (5.8%).

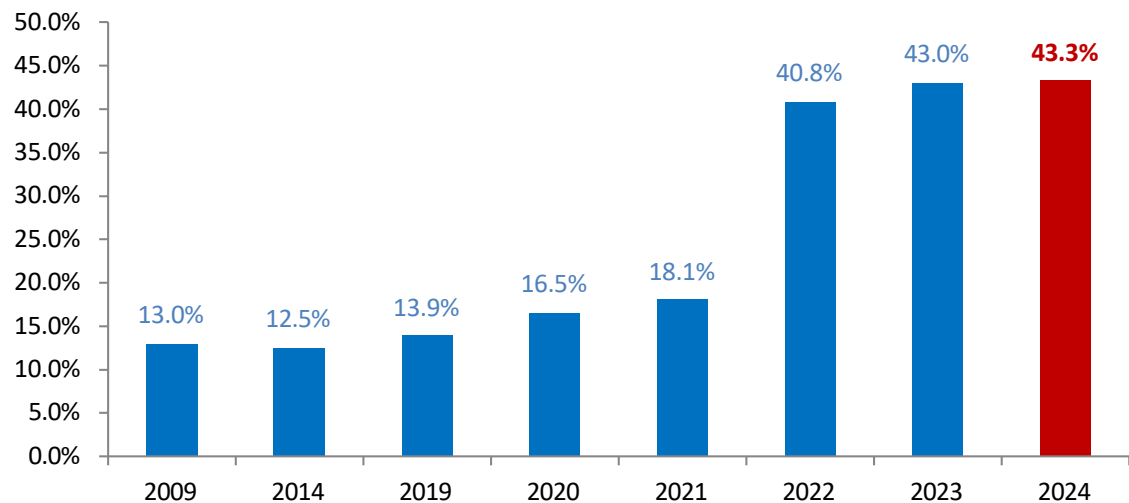
Registered unemployment in Barcelona stood at 63,491 people in December 2024, after the first

year-on-year decrease (0.1%), and remained at a similar level to the average in 2008. The typical profile of an unemployed person in the city of Barcelona is a woman aged 45 or over with a general education who has been unemployed for more than 12 months.

Graph on permanent employment contracts

Permanent employment contracts in Barcelona

2009-2024 (% of total)



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

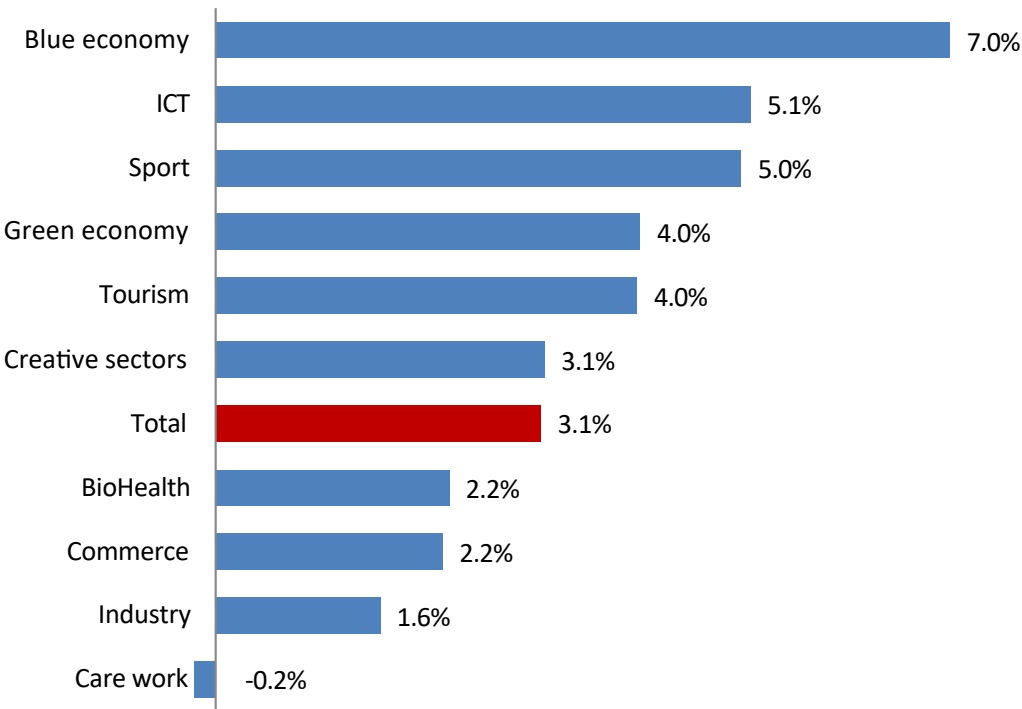


In terms of job quality, the relative share of permanent contracts in the city in 2024 was 43.3% of all contracts signed, which means that permanent contracts continued to account for over 40% of the total, as has been the case since the implementation of the labour reform, and are at the highest level in the annual historical series.

**Graph of the year-on-year variation in Social Security registrations in the strategic sectors in Barcelona**

The strategic sectors continue to drive job creation in Barcelona. A notable feature in 2024 was the dynamic behaviour of jobs in the blue economy, ICT, the sports economy, the green economy and the visitor economy, with a year-on-year increase in jobs (7%, 5.1%, 5%, 4% and 4% respectively) above the city average (3.1%). The same was true for the creative industries (3.1%), retail and BioHealth (2.2% year on year) and industry (1.6%), while care work fell slightly (0.2%).

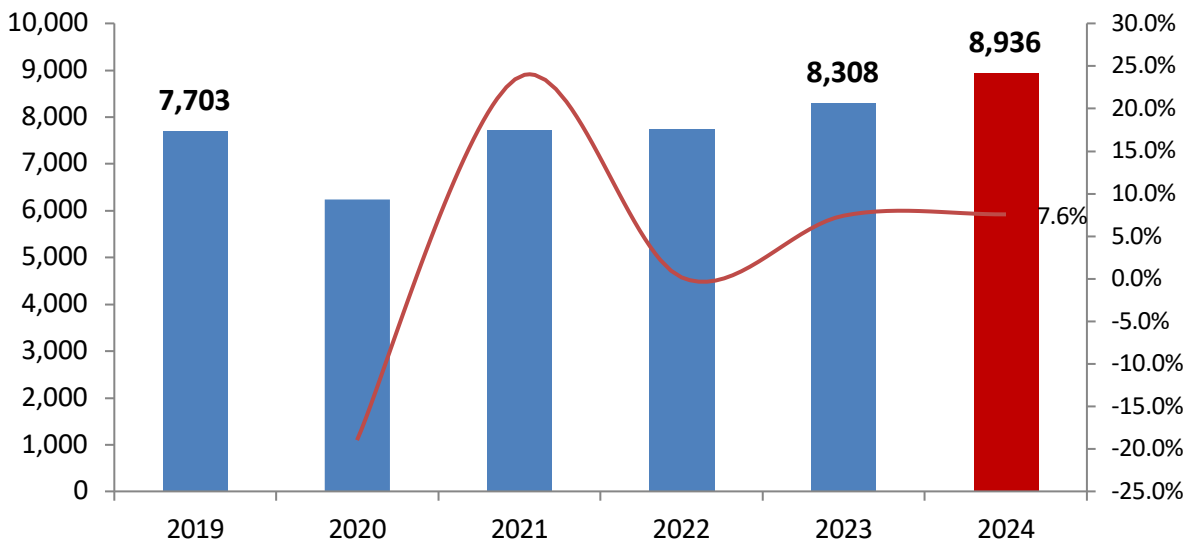
**Annual variation in jobs\* in strategic sectors in Barcelona.**  
**Q4 2024/Q4 2023 (%)**



\*Social Security registration, general and self-employed schemes.  
Source: Compiled by the Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion, based on data from Idescat.

Graph on trading companies incorporated

Trading companies incorporated in Barcelona  
2019-2024



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

New companies continue to be incorporated. In 2024, 8,936 commercial companies were incorporated in Barcelona, a year-on-year increase of 7.6% and a figure well above the pre-pandemic level (16.0%). The pace of company creation accelerated in the last part of the year, with the cumulative figure for the fourth quarter representing a year-on-year increase of 13.0%.

In the cumulative figures from January to November, most of the strategic sectors recorded significant increases, especially ICT (18.6%),

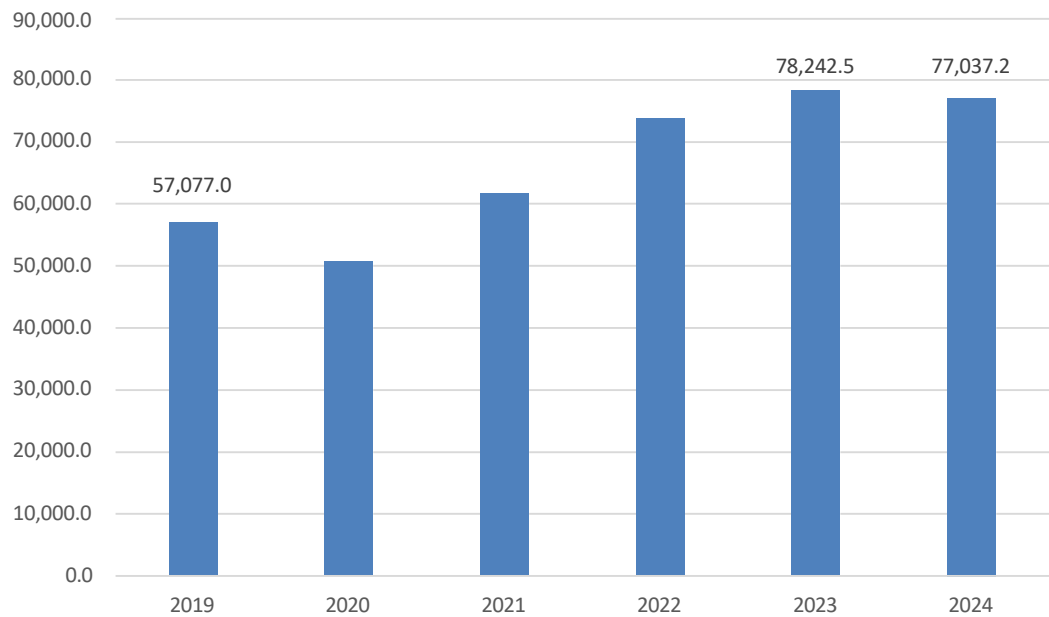
sports (11.7%), tourism (10.3%) and agrifood (8.8%). Meanwhile, retail trade recorded a decrease in the number of new enterprises compared to the previous year (5.6%).

What also stands out in the cumulative total for the year is the increased pace of new enterprise creation in the high tech and/or knowledge intensive sectors, which is almost double the growth of the city's economy as a whole (15.4% compared to 8.1%).



Graph on exports

Trend in exports from the Barcelona area (in millions of euros).  
2019-2024



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

In 2024, exports from the province of Barcelona reached €77.0372 billion, a moderate year-on-year decrease of 1.5%. This was less favourable than the trend in Catalonia (-0.3%) and Spain as a whole (+0.1%) and reflects the impact of today’s geostrategic risks on international trade.

However, the export rate is the second best annual rate in the historical series—after the peak reached in 2023 (€78.2425 billion)—and is 35% higher than the pre-pandemic rates. Barcelona continues to lead Spain’s export ranking, with a fifth (20%) of sales abroad and 31.9% of exporting companies in the country.

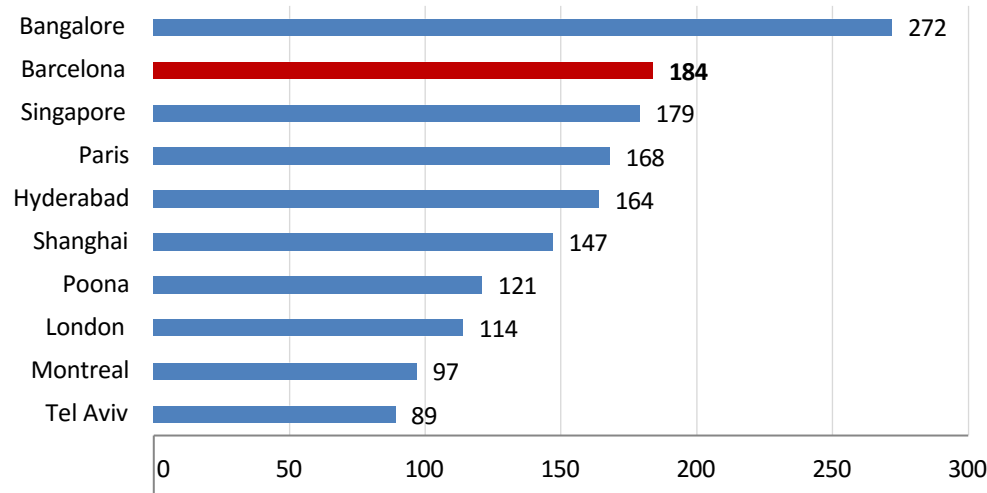
Barcelona’s rankings

In 2024, Barcelona maintained its strong international economic position and was once again ranked among the top 20 cities in terms of glob-

al competitiveness, according to the prestigious Global Power City Index 2024 by the Mori Memorial Foundation. Ranked 19th in the world and 9th in Europe, it stood out in the categories of liveability (4th) and cultural interaction and accessibility (11th). The city is also highly attractive to visitors, entrepreneurs and residents, ranking 8th globally and 5th in Europe in Resonance Consultancy’s World’s Best Cities 2025.

This attractiveness can be clearly seen in investment, where Barcelona ranks 2nd in the world as the area receiving the most foreign investment projects in R&D in 2018-2023, and in 2024 it was again the European city with the best strategy for attracting foreign direct investment (FDI). The city ranks 6th in Europe in terms of scientific output, according to internationally renowned indices.

# The ten most attractive metropolitan areas for international investment in R&D 2018-2023 (projects)



Source: Global Cities Investment Monitor 2024, OpinionWay – Paris Île de France Capitale économique.

Barcelona is a solid hub for the digital economy, with its ecosystem ranked 8th in Europe for tech investment between 2015 and 2024, attracting more than €6 billion, according to the State of European Tech 2024 (Atomico). Similarly, according to Startup Genome’s Global Startup

Ecosystem Report 2024, Barcelona is the 2nd emerging ecosystem in the world, up two positions from the previous year, and the 9th most innovative European city (2thinknow).

# Capital invested in the 20 main tech ecosystems in Europe 2005-2024 (in billions of euros)

		2005-2014	2015-2024
1	London	8.9	103.1
2	Berlin	4.1	41.7
3	Paris	2.6	32.5
4	Stockholm	1.9	25
5	Munich	0.5	12.1
6	Amsterdam	1.1	10.4
7	Dublin	0.7	7
8	Barcelona	1	6.3
9	Copenhagen	0.4	5.2
10	Cambridge	0.5	5.1
11	Madrid	0.5	5
12	Milan	0.2	5
13	Helsinki	0.4	4.9
14	Oslo	0.3	4.7
15	Zurich	0.1	4.3

Source: State of European Tech 2024, Atomico.



Barcelona is an attractive city for global talent. In 2024, Barcelona was ranked the 8th most attractive city in the world for working abroad (according to the Boston Consulting Group), climbing one position in the ranking over the previous year.

### The world's most attractive cities for working abroad

2020 ranking	City	2023 ranking
1	London	1
2	Amsterdam	2
3	Dubai	3
5	Abu Dhabi	4
8	New York	5
4	Berlin	6
7	Singapore	7
<b>9</b>	<b>Barcelona</b>	<b>8</b>
6	Tokyo	9
10	Sydney	10
14	Toronto	11
12	Los Angeles	12
11	Paris	13
13	Melbourne	14
-	Austin	15
-	Auckland	16

Source: Boston Consulting Group, Decoding Global Talent 2024.

In areas associated with quality of life, it is noteworthy that in 2024 Barcelona was also ranked 12th in the world for sustainable urban mobility by the University of Berkeley and Oliver Wyman Forum's Urban Mobility Readiness Index 2024 report, climbing nine places compared to 2023. Also in 2024, Barcelona was ranked 8th among European maritime cities, according to the Leading Maritime Cities of the World 2024 report by Menon Economics and DNV. This was the first time the city ranked among the world's top 30, having climbed seven places since 2022. In 2023, the city joined the ranks of the ten most resilient cities in the world, coming in at 9th,

particularly for its public transport offer and the integration of vulnerable people. According to the European Commission's Cultural and Creative Cities Monitor 2023, Barcelona ranked 13th among the most intensely creative cities in Europe, standing out in terms of facilitation, where it topped the list, although it is also a leader in human capital and training.

### Cities in the world with the most sustainable urban mobility systems 2024

City	Sustainable mobility ranking
Helsinki	1
Oslo	2
Amsterdam	3
Copenhagen	4
Stockholm	5
Munich	6
Vienna	7
Zurich	8
Paris	9
Hong Kong	10
Berlin	11
<b>Barcelona</b>	<b>12</b>
Madrid	13
Seoul	14
Shanghai	15
Auckland	16

Source: Urban City Readiness Index 2024, University of Berkeley and Oliver Wyman Forum.

## ANNEXE 2.

# STRATEGIC SECTORS FOR DIVERSIFYING BARCELONA'S ECONOMY

One of the aims of the Barcelona Impulsa plan is to diversify the city's economy by expanding the opportunities for talent to develop in a variety of fields, in an effort to create the most polycentric, polysectoral economy possible.

Beyond Barcelona's traditional sectors, such as retail, hospitality and tourism, new and fast-growing sectors are emerging and contributing to a more solid and stable economic system.

The aim of this section is to present the main data on each of these sectors in order to understand their importance and why they have been chosen, in terms of their impact on our economy, their role in our society, their potential for growth and their influence in building the Barcelona of the future.

The different sectors cannot be considered in isolation, but as part of an interconnected ecosystem that promotes the flow of knowledge, the development of economic opportunities and the transformation of the city. The new economic agenda establishes a revised operating framework that broadens the scope by combining both consolidated and emerging sectors.

### 1. RETAIL AND RESTAURANTS<sup>1</sup>

Local neighbourhood retail that contributes to the economic prosperity of neighbourhoods, promotes the competitiveness of small traders and ensures the variety and quality of goods available to consumers.

**The retail, market and restaurant sector is one of the city's main economic drivers.**

**In 2024, the retail sector accounted for 11.9% of total employment in the city, with a total of 146,852 jobs, while restaurants generated 73,755 jobs, 6.1% of the total.** Wholesale trade accounts for 7.7% of GDP, retail trade for 4.4%, and restaurants, services and accommodation for 5.9%.

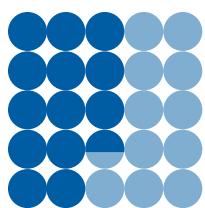
The city has 43 markets, 39 of which sell food and the other four sell other items. In Barcelona, 61% of the population shops in these markets, choosing the freshness and quality they offer. These markets, with their 1,892 stalls, 64.5% of which sell food, attract more than 70 million visits every year. These figures make Barcelona the European city with the largest network of food markets. **Shops and markets not only serve the local community; they also bring life and vitality to the area and are an essential part of the identity and personality of the city, making it unique and inimitable.**

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1. Source: Barcelona Municipal Institute of Markets and Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion.



## Markets, driving the consumption of local goods:



**60.7%**  
of the population of  
Barcelona shops at  
markets

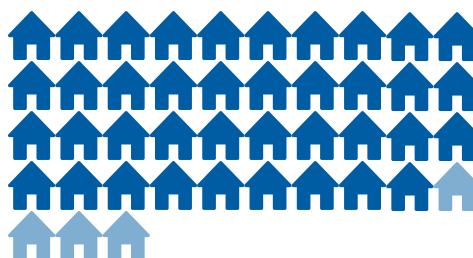
**1,892** establishments  
(2024)

**43 markets**

39 selling food

4 selling other goods

**>70 MILLION VISITS**  
per year (2023)



### Barcelona's retail network<sup>1</sup>

**Markets are a cornerstone of the city's economy, with a commercial area measuring 126,034 m<sup>2</sup>.** With 14,790 companies, representing 8.9% of Barcelona's business network, the importance and diversity of the sector is evident. The city also has more than 68,000 ground-floor establishments involved in economic activities.

**In the last decade, the number of consumers in the city who shop online has doubled, a change that reflects the increasing use of e-commerce by Barcelona's residents.** This trend demonstrates Barcelona's ability to combine the convenience of technology with the richness of its retail heritage.

### Barcelona, a restaurant leader<sup>1</sup>

Barcelona stands out as a **pioneering and leading city in the field of restaurants.** With more than **10,000 bars and restaurants**, it boasts a broad, diverse range of dining options. Plus, **26 of its restaurants have been awarded 37 Michelin stars**, which makes it the city with the most stars in all of Spain and the third in Europe. In fact, four of the world's top ten chefs have a restaurant in Barcelona. Moreover, the award for the best restaurant in world was just given to Barcelona's Disfrutar, according to the World's 50 Best 2024 ranking. Importantly, **17.6% of ground-floor premises are occupied by the restaurant sector**, which reflects its importance in the city's urban and cultural life. This **rich, varied food scene contributes significantly to Barcelona's appeal and identity as a globally renowned culinary destination.**

<sup>1</sup>. Source: Barcelona Municipal Institute of Markets and Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion.

## 2. HEALTH<sup>1</sup>

From ensuring equal access to disease prevention and treatment to encouraging biotech companies to set up in Barcelona, positioning the city as a benchmark in the sector both nationally and internationally.

### **Health is a leading industrial sector for Barcelona.**

Catalonia has one of the best public healthcare systems in the world. This is confirmed by all the WHO reports published in prestigious journals in the sector, such as *The Lancet*. This solid foundation of public service and infrastructures has allowed public and private research and entrepreneurship to flourish.

The life sciences ecosystem accounts for 7.6% of Catalonia's GDP, with a total turnover of €44.757 billion for the sector in 2023, including healthcare services, reflecting the significant economic impact and leadership capacity of this sector. The sector generated 108,269 jobs in the city of Barcelona in 2024, accounting for 8.9% of the total. Catalonia is home to 93 research organisations and has 46 drug manufacturing plants. Plus, 50% of the leading multinationals in the sector are present in Catalonia.

A national and international leader in the health sector:

**€44.757B**

in turnover in the life sciences sector in Catalonia (2023)



**5,368**

clinical trials under way in Catalonia



**>100,000 JOBS**  
in the city of Barcelona



**5th**

in Europe in the number of scientific publications



1. Source: Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion and BIOCAT, BioRegion Report 2024.



**Catalonia is a pioneer in the health sector.**

It has 5,368 active clinical trials, ranking 8th in the world and 5th in Europe. Catalonia **ranks second in Spain as the region that exports the most health and bio goods**, a sector that accounts for more than 40% of the country's total and 9% of Catalonia's exports.

Between 2020 and 2024, the sector attracted a total of €2.106 billion in foreign direct investment (FDI), leading to the creation of 5,819 new jobs, an increase of 25% and 24% respectively compared to the previous period (2019-2023). Another

record was set in 2024, with an investment of almost €550 million and almost 1,700 new jobs, again driven by the multinational AstraZeneca.

(Scalable) healthcare start-ups in Catalonia managed to attract €347 million of investment in 2024, the second highest figure in history, 80% of which is venture capital.

Furthermore, 75% of the venture capital secured by this sector includes international participation, proving Barcelona's attractiveness as a hotspot for investment in innovation.

Generator of foreign investment:

**€2.106B**

of foreign direct investment in the BioRegion (2020-2024)



**€347M**

of investment raised by (scalable) start-ups in the sector in 2024 (80% venture capital)



**5,829**

jobs created by foreign direct investment in the BioRegion (2020-2024)



**55%**

year-on-year increase in the investment raised by (scalable) start-ups in the sector (2024/2023)



### 3. CARE ECONOMY<sup>1</sup>

Driving forward the care economy by promoting the creation of quality jobs and equipping it with the necessary tools of competitiveness that promote technological and social innovation, so that the business network can meet the growing demand and future challenges of an ageing society in a fair, egalitarian and quality way.

Care is one of the most essential and, unfortunately, invisible human activities. It is needed 24 hours a day, 365 days a year, and all of us have needed it or will need it at some point. And this work tends to fall unfairly on women's shoulders. **Barcelona City Council is steadfast in its commitment to prioritising care, while promoting rights and social cohesion.** Of all the big cities in Spain, Barcelona boasts the highest social investment and has shown the most ambition and public innovation (homes for the elderly, advanced remote care, community programmes such as Radars and Vincles, and many more).

The care economy is recognised as a priority sector in Barcelona, accounting for 2.2% of the city's Gross Added Value (GAV) in 2023. **The population over 65 in the Barcelona metropolitan area is expected to increase by 36% between 2018 and 2038. This trend suggests the need to expand and transform services for the elderly, including healthcare, home care and adapted infrastructure.**

**A particularly vulnerable profession:** Barcelona was ranked 2nd in the world for integrating vulnerable people in 2023, reflecting its commitment to the care economy and supporting citizens (Resilient Cities Index

2023, *The Economist Impact*). With 474 silver companies, 391 residences, 46 start-ups and 460 foundations and associations, the Barcelona metropolitan area leads Europe in the development of a sector dedicated to the well-being of its elderly citizens.

The increasing demand for care services expected in the coming years highlights the opportunity to promote a business network that harnesses technology and innovation to facilitate the work of caregivers and provide scalable, agile and high-quality services.

The care economy in the city of Barcelona has a number of characteristics that make it particularly vulnerable. **Of the total jobs it creates, 16,329 are in the Special System for Domestic Workers, a particularly precarious sector.** One of the most striking features of this occupation is its gender breakdown. It is a **predominantly female sector, with women occupying more than 75% of the jobs. This gender asymmetry leads to a lack of diversification and potential imbalances.**

Another critical point is the level of salaries in the sector. The average salary of workers in Barcelona's care economy is more than 40% below the city average. The current situation of the care economy in Barcelona highlights the need to rethink and restructure current work and remuneration models. More investment, recognition and regulation are needed to ensure the dignity and sustainability of the sector, which is essential for the resilience and well-being of both the city and its inhabitants.

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1. Source: Department of Studies at the Management Office for the Economy and Economic Promotion, Silver Economy Report, Caring for dependent elderly people, Barcelona City Council.



## 4. SCIENCE AND INNOVATION<sup>1</sup>

Promoting research and innovation as drivers of competitiveness and economic sustainability, and facilitating knowledge transfer between public and private stakeholders to achieve innovative solutions to global and local challenges.

**Barcelona is the science and technology capital of Spain and southern Europe, and one of the leading cities in the EU. In 2023, the city ranked 6th in Europe and 20th in the world in terms of scientific output,** according to data compiled by the Polytechnic University of Catalonia based on the Science Citation Index. In fact, it produced more publications than such important cities as Cambridge (USA), Berlin and Oxford.

Barcelona is also the **second city in the world for attracting greenfield foreign investment projects in research and development centres.** It ranks 2nd in the world in terms of FDI received, only behind Bangalore, and 1st in Europe, with a total of 184 innovation projects attracted over the five-year period 2018-2023. Two thirds of these are from European companies (Global Cities Investment Monitor 2024).

### Research ecosystem:

With six science centres and three universities ranked among the top 400 in the world, Barcelona stands out for its academic and innovative excellence. **The city has six science and technology parks and eight hospitals and research institutes dedicated to pushing the boundaries of knowledge and medicine.** Catalonia has 91 scientific research centres, and Barcelona is home to more than ten internationally renowned scientific and technical facilities, such as the ALBA synchrotron,

MareNostrum, Mini Tauro and Pirineus (CSUC). This infrastructure is complemented by 59,000 highly qualified professionals and more than 1,400 research companies, making **Barcelona a magnet for global talent with more than 40,000 researchers.**

The Barcelona Science Park is the largest in Spain, with more than 100,000 m<sup>2</sup> dedicated to innovation. It also ranks second in clinical trials per million inhabitants, underlining its key role in the advancement of medicine. Barcelona has become a very attractive city for start-ups and for attracting investment. This combination of infrastructure, talent and dynamism puts it on the map as a leader in the research and innovation sector.

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1. Source: Fast Track Program Life Sciences Hub, 2020 BioRegion Report, Barcelona 2023 | Barcelona Dades.

## 5. VISITOR ECONOMY

Barcelona aims to promote a sustainable visitor economy that respects the environment and promotes the development of other economic sectors and the well-being of its inhabitants, in order to guarantee tourism management that is in line with the urban model and a quality experience that is integrated into local life.

**With 15.6 million tourists in 2024 and almost 37 million overnight stays** by tourists in tourist accommodation (an increase of 2.8% over 2023), **Barcelona continues to be one of the world's leading urban destinations**. It is worth noting that 83% of these tourists are international, and visitor loyalty is remarkable: 48.5% return to the city. Each tourist spends an average of €91.70 per day, and the average length of stay has increased from 2.7 to 3 nights per person, a sign of the city's attractiveness and diversity.

In 2024, according to the Tourism Observatory's preliminary estimate, the **economic impact of direct spending declared by tourists in the city of Barcelona was €10.317 billion, exceeding €10 billion for the first time**. This is **6.6% more than in 2023** and 22.2% more than in 2019.

**The city of Barcelona is a global touchstone in the visitor economy, as evidenced by the main rankings**. Several rankings highlight Barcelona's attractiveness to international visitors: **the World Best Cities 2025 ranking (Resonance Consultancy) ranks Barcelona as the 8th most attractive city in the world and 5th in Europe for tourists and entrepreneurs**. It also has the leading cruise ship port in the Mediterranean and Europe, and the 4th in the world, and **has received international awards such as the Biosphere Platinum certification for be-**

**ing a pioneer in sustainable urban tourism. It is also a leading city in attracting conferences, conventions and events of all kinds.**

In 2024, the sector employed **157,025 people**, the highest figure in the historical series and a significant 13.3% of total employment, demonstrating its importance to the local labour market. The sector also makes a significant contribution to the city's economy, accounting for 13.9% of GDP.

### Key data for the sector:<sup>1</sup>

In 2025, the expected revenue from the tax on accommodation in tourist establishments (IET) and related surcharges is expected to **exceed €100 million**. This figure highlights not only Barcelona's ability to attract tourists, but also its **efficiency in generating revenue that can be used to improve the city's infrastructure and services**. **Taxes related to tourist activity are the third largest source of income for Barcelona City Council.**

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1. Source: Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion, and Barcelona Tourism Observatory.



## 6. TECHNOLOGY AND DIGITAL INDUSTRIES

Technifying strategic sectors, increasing competitiveness and promoting innovation in order to stimulate economic growth and sustainable development by creating business opportunities and improving services.

### Main assets of the tech sector:<sup>1</sup>

**Today, Barcelona is the science and technology capital of Spain and southern Europe.**

Catalonia has 160 tech centres, 76% of which are located in the city of Barcelona. They provide 34,869 jobs, 22% more than last year, and have an economic impact of more than €2.8 billion per year (Tech Hubs Overview report spearheaded by Mobile World Capital Barcelona). And the trend is growing: The number of tech hubs in Barcelona has doubled since 2018, according to the MWC Foundation. According to Atomico's State of European Tech 2024, Barcelona is the 8th leading European city for attracting international tech investment between 2015 and 2024. It was also named the 2nd most promising emerging ecosystem in the world in 2024 by the Global Startup Ecosystem Report. And, of course, it is home to the Supercomputing Center, Mobile World Congress and ISE.

All in all, the tech sector accounts for 9.1% of the gross value added of the city of Barcelona, with **90,418 jobs** at the end of 2024. This means that **57,022 jobs have been created in this sector since 2012**, an increase of **170.7%**.

In terms of cybersecurity specifically, **between 2021 and 2027, €1.6 billion will be invested in cybersecurity and the installation of cybersecurity infrastructure and tools as part of the Digital Europe programme. In 2022, the**

**average number of cyberattacks increased by 50% compared to 2021.** Faced with this type of measure, Barcelona must demonstrate its resilience and be prepared for any threat through collaboration between the public and private sectors.

Technological innovation point:

### 8th EUROPEAN CITY

**in the amount of tech investment raised, 2015-2024 (Atomico)**



### OVER 3,000

**ICT companies in 2024**



### 32.4%

**of employees ICT are women in 2024**



Source: Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion

**The opening of southern Europe's largest eS-ports centre in Barcelona was announced in 2023.**

**In the same year, Barcelona's business and technology network included more than 3,000 ICT companies, with an average salary of €47,439 per year.** These companies represent 4.4% of the city's businesses, making it the 13th digital city in the world.

1. Source: Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion, and Mobile World Capital.

However, this high employment rate does not contradict the city's fundamental values, such as equal opportunities and gender equality. On the contrary, Barcelona is one of the European cities with the highest percentage of women in ICT.

**In the past five years, the number of women in the city's technology sector has doubled, and women hold around a third of all ICT jobs.**

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## 7. CREATIVE INDUSTRIES

Encouraging creativity and innovation as drivers of economic development by promoting sectors such as art, culture, design and fashion, which contribute to the city's international reputation and generate jobs and wealth. **The creative industries are central to the city of Barcelona.**

Culture is an **essential tool for building a free, critical citizenry** and promoting progress. Barcelona has its own cultural model, with a rich creative network and local cultural institutions, organisations and companies, and is able to attract creative industries and creatives from all over the world, making it a benchmark in sectors as diverse as publishing, performing arts, audiovisual and video games.

### **The creative industries, from Barcelona to the world:**

In 2024, 188,397 people in Barcelona worked in companies related to the creative industries, representing 15.6% of jobs in the city. **Between 2021 and 2024, the number of jobs increased by 17.8%**, confirming the upswing in the sector, as the number of jobs increased by 9.1% more than the economy as a whole.

### **More than half (54.2%) of creative jobs in Catalonia are located in Barcelona<sup>1</sup>**

**Catalonia is the region with the highest number of innovative companies in Spain. There are four districts in Barcelona** that stand out for their specialisation in creative industries: **Eixample, Gràcia, Sant Martí and Ciutat Vella.**

**The undeniable creative nature of the city of Barcelona and its people is reflected in the global rankings.** For example, the European Commission's Cultural and Creative Cities Monitor 2023 ranked Barcelona as the 13th most creative city in Europe, with outstanding results in human capital and education (1st), local and international connections (2nd) and openness, tolerance and trust (5th). It hosts **prestigious international events** such as the **World Capital of Architecture 2026**, and organises the **UIA Congress 2026 and the European art biennial Manifesta 2024**. These fairs, festivals and major events have an estimated impact of €5.1 billion in Barcelona.

In addition, **Catalonia reached the category of strong innovator in the European Commission's Regional Innovation Scoreboard 2023.**

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1. Source: Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion



## 8. AGRIFOOD

Ensuring food safety, promoting sustainable production, distribution and marketing practices, and preserving food quality play an essential role in the local and national economy, driving rural development and contributing to economic growth.

### The agrifood sector is a leading industry in Catalonia:<sup>1</sup>

The agrifood sector is one of the **driving forces of the Catalan economy**. It contributes 19.7% of Catalonia's GDP and is one of the **most dynamic export sectors**. For the fourth year in a row, Catalonia is the leading Spanish exporter of food and beverages, accounting for 21% of total exports.

Catalonia's logistics network can serve **400 million consumers** in less than **48 hours**, and its geostrategic location provides efficient international connections with Asia and the Americas and optimised distribution to **Europe and Africa**.

Barcelona has 39 municipal food markets and four specialised markets, which receive more than 70 million visitors a year. **Agrifood exports account for 15.6% of Catalonia's total exports**.

A national and international leader in the agrifood sector:

**37**

**Michelin stars in Barcelona in 2024**



**22.5%**

**of food technology start-ups in Spain**



**21%**

**of exports from Spain**



**10%**

**of the total agrifood offerings in the city are organic**



**Barcelona is a hub of food talent.** In 2024, the city's restaurants were awarded 37 prestigious Michelin stars. **Catalonia is the autonomous community that generates the most food technology start-ups, with 22.5% of Spain's total.** In particular, Catalonia's agrifood sector

ranks 12th in the EU in terms of export volume and accounts for 21% of Spain's total exports.

**Organic food occupies a prominent place in the agrifood sector. Specifically, the supply of organic food in Barcelona accounts for 10% of the total.**

1. Source: Prodeca, promoter of Catalan food – Catalonia, where food is culture, 2020.

## Mercabarna.<sup>1</sup>

A cornerstone of the city's economy and the epicentre of the agrifood sector in Barcelona and Catalonia. **Mercabarna is the heart of this**

**sector**, with 7,500 jobs and 23,000 users per day. **The amount of food that enters and leaves Mercabarna every day clearly justifies its role as a leading player in the local economy.**

## 9. BLUE ECONOMY<sup>2</sup>

Encourage sustainable development of the maritime and coastal sectors and promote the conservation of marine ecosystems, oceanographic research and the creation of quality jobs in sectors such as port logistics, fisheries, maritime tourism, blue biotechnology and renewable energies.

**The blue economy is gaining ground as a key new economic sector in the city of Barcelona. With over 51,000 jobs—up 4.6% in 2023, more than twice the city's overall employment growth—this sector shows strong growth potential and makes a significant contribution to the local economy, accounting for 4.3% of total jobs and generating over €11 million in turnover, or 5% of the city's total. These indicators spotlight the importance and potential of this sector, which not only fosters economic development but also promotes environmental sustainability and conservation.**

The blue economy: driving job and business creation and attracting visitors:

>1,600

businesses in the sector



51,238

jobs in Barcelona



>5 MILLION

beach users



### The city's positioning in the world

**Barcelona occupies a prominent position in the world when it comes to the blue economy. It is the leading Spanish port in terms of the value of its goods and has 1,200 hectares dedicated to the blue economy, making it a key logistics hub in southern Europe. The Port of Barcelona is one of the most sustainable ports in the Mediterranean; it is working to become a hub for zero emission fuel production and has been a pioneer in supplying and promoting the use of liquefied natural gas (LNG) as a transition to carbon neutral fuels. It has become the leading LNG supplier in Spain—with 40% of the total—and is one of the leaders in Europe.**

1. Source: MERCABARNA, Mercabarna in figures 2023.

2. Source: Barcelona City Council – Port of Barcelona – University of Barcelona Sustainable Blue Economy Chair, Blue Economy Observatory of Barcelona.



According to the Leading Maritime Cities of the World 2024, published by A Menon Economics and DNV, **Barcelona is ranked 27th in the world and 8th in Europe among the most advanced maritime cities, moving up seven places in the global ranking**, demonstrating its emerging position in this field.

Barcelona is a benchmark and is widely recognised around the world in areas closely related

to the blue economy, such as **innovation, talent attraction, tech entrepreneurship and sport**. The city also stands out in the field of blue tourism; in 2023, **47.6% of tourists who visited Barcelona were blue tourists, attracted by the sea and interacting with it during their visit**.

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## 10. SOCIAL AND SOLIDARITY ECONOMY

Promoting an economic model based on cooperation and citizen participation, and driving initiatives such as cooperatives, social companies and other forms of organisation that prioritise equity, inclusion and social and environmental sustainability.

Strategic sector:

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**10%**  
of Spain's GDP



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**>25.7%**  
of Barcelona's citizens  
participate in the social  
and solidarity economy  
(2022)



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**12.5%**  
of jobs in Spain



**The social and solidarity economy (SSE), which has a cooperative and ethical business model that promotes a change in the socio-economic model based on sustainable and fair development, accounts for 12.5% of employment in Spain, demonstrating its importance in creating job opportunities.** In addition, SSE has demonstrated its economic success and its ability to both generate and better distribute wealth. The SSE accounts for 10% of Spain's GDP, with 9,880 economic and social actors and entities, including 1,122 cooperatives.

The SSE has become prominent thanks to a significant increase in citizen participation of 25.7% (2022). **To support this growth, Barcelona has developed a Social and Solidarity Economy Strategy until 2030, which sets out a clear path towards economic sustainability and equity.**

## Barcelona's SSE ecosystem<sup>1</sup>

**The social and solidarity economy, which puts people and groups at the centre of its activities, has a significant presence in Barcelona, growing by 10% in five years,** from 4,280 organisations in 2018 to 4,713 in 2023. In absolute terms, associations, cooperatives and foundations have grown the most (239, 149 and 48 more respectively). In percentage terms, job placement companies saw the highest growth at 46.2% (with six new companies), followed by ethical finance at 37.5% (three new organizations), cooperatives at 15.1%, and associations at 10.2%. Meanwhile, the number of mutuals decreased (due to the absorption of two mutuals), as did the number of workers' cooperatives and agricultural producers' associations.

Barcelona is internationally known as a dynamic city with a strong and diverse SSE network, and this recognition was recently reinforced with the completion of the **renovation of Bloc4BCN, Barcelona's cooperative space**, which started providing services in February 2024. All this has been accompanied by an increase in the presence of SSE in the city (both in terms of the number of organisations and turnover). In the light of this dynamic reality, the City Covenant for the Barcelona Social and Solidarity Economy Strategy for 2030, with 212 signatories, has been created and is jointly led by Barcelona City Council and the Catalan Association of Social Economy (AESCAT), in order to create a roadmap and shared governance to promote the SSE over the next ten years.

**The districts of Eixample, Ciutat Vella and Sant Martí stand out for their high concentration of SSE enterprises.** Since 2016, 402

new cooperatives have been created, bringing the total to 1,122, representing 24.4% of the total in Catalonia. In 2016, the number of cooperatives created in the city doubled (from 26 to 56 new cooperatives per year), a pace that remained stable until 2020. This pace is now recovering and is approaching the number of new cooperatives created between 2016 and 2019. In addition, the city has 53 special work centres and 19 job placement companies, demonstrating **Barcelona's commitment to inclusion and support for alternative business models.**

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1. Source: Directorate of Social and Solidarity Economy Services and Department of Studies at Barcelona City Council's Management Office for the Economy and Economic Promotion









# BARCELONA IMPULSA

2025–2035

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THE CITY'S  
ECONOMIC AGENDA

[barcelona.cat/economia-ocupacio](https://barcelona.cat/economia-ocupacio)