

# BARCELONA NEVER STOPS



## Measures to reactivate the economy

Below are details of the measures currently being implemented by Barcelona City Council to regenerate the city's economic and social fabric following the economic crisis caused by Covid-19.

# Financial aid, subsidies and funding



## 1. Increase in grants for the recovery of markets

In order to support and boost our markets, we have increased the 2020 financial aid scheme to help ensure vendors' associations can be financially self-sufficient. Specifically, we have awarded €365,000 to 31 of the city's markets.

[i Further information](#)

## 2. Mercabarna recruitment grants

In order to promote employment and business activity, Mercabarna has launched a €5,700 grant for food or flower companies that hire young people who have just graduated from state schools or unemployed professionals trained at Mercabarna.

Term: until the end of 2021

[i Further information](#)

## 3. Barcelona Accelera, a new boost for start-ups

We have launched a call for applications through Barcelona Activa for the investment of €10 million in six private venture capital funds, the promotion of innovative start-ups in the city and the maintenance of the competitiveness of the digital and entrepreneurial ecosystem against the effects of Covid-19.

[i Further information](#)

## 4. Grants to revitalise trade

The city's general grants for 2021 include €1.6 million specifically for trade. There are three categories, which focus on commercial revitalisation, professional support and digitisation.

Term: from 7 to 27 January 2021

[i Further information](#)

## 5. "It's the neighbourhood's turn", the campaign to promote local commerce in the Eix Besòs area

Through Barcelona Activa, we stimulate consumption in the Eix Besòs area, with 15% off purchases made using with the REC citizen currency in participating shops. This campaign is promoted by Barcelona City Council, the Neighbourhood Plan and the NOVACT association.

Term: from 27 November 2020 to 31 July 2021

[i Further information](#)

## 6. Specific support scheme for non-food markets and those most affected by Covid-19

The City Council has launched financial aid schemes for those markets that have been most affected by the effects of the pandemic. Specifically, we have allocated €250,000 for this purpose, which has risen to 450,000 thanks to actions carried out by the Municipal Institute of Markets of Barcelona.

[i Further information](#)

## 7. Grants worth €5,000 to encourage companies to take on employees

Through Barcelona Activa's "Create a job, Barcelona!" scheme, we have allocated €1.5 million to hiring unemployed people in Barcelona. Companies will be paid €5,000 for each new employee hired under a full-time contract for a minimum of six months.

Term: until 30 June 2021

[i Further information](#)

# Advice



## 8. “Road to Strength”

We have launched a new edition of the “Road to Strength” programme for social and solidarity economy organisations run and led by women or with a commitment to training women for positions of responsibility. Includes training and support.

Term: January to July 2021

[Further information](#)

## 9. Programme to boost social and solidarity economy organisations linked to the textile industry

As part of the “RedrESSing textile” programme, we are promoting a new advice service to draw up a tailored work plan for textile initiatives with a social and solidarity economy approach. Furthermore, we provide a support service for community sewing groups.

[Further information](#)

## 10. Programme to boost organisations that provide care and assistance to people

Through Barcelona Activa, we are strengthening our city’s care sector and fostering cooperation between its players. We provide technical support in the fields of communication and marketing, internal organisation, business model and financial viability.

[Further information](#)

## 11. “3R: review, reinvestment and recovery” programme for social and solidarity economy organisations

We have designed a programme to help social and solidarity economy organisations deal with the effects of Covid-19. We provide them with support in fields such as service design, internal organisation, marketing and digitisation, among others.

Term: until June 2021

[Further information](#)

## 12. “Commerce on the Spot”

We get closer to your business in order to advise you. Through Barcelona Activa, we help you design a new business strategy to put your business on the right path, adopt new marketing models or develop new formulas to increase demand.

Term: service currently in progress, with limited places.

[Further information](#)

# Promotion



## 13. The City of Christmas

The city's traders' associations and the City Council are organising leisure and cultural activities to give trade a boost. In addition, we have lit up 400 sections of streets and 39 markets, and you can win prizes with the "Christmas Scratch Card" by shopping locally.

Term: from 26 November 2020 to 6 January 2021

[Further information](#)

## 14. Investment in the refurbishment and improvement of the municipal markets

We are carrying out refurbishing projects at the Abaceria and Sant Andreu markets through the Municipal Markets Institute. In addition, works on the Horta and Montserrat markets will soon begin, and the market network Digitisation Plan will be deployed.

[Further information](#)

## 15. Boost for the "Zero Plastic" and "Green Traders" projects

Through the Municipal Markets Institute, we have launched a variety of actions to promote sustainability, such as the "Zero Plastic" and "Green Traders" projects. Our aim is to reduce single-use plastic and promote local and ecological products.

[Further information](#)

## 16. "We design trade"

We have promoted the "We design trade" project to involve students from the city's design schools in the definition and development of local trade transformation processes based on innovative ideas.

[Further information](#)

## 17. New Barcelona Activa and job search website

Barcelona Activa has launched a new website to provide easier access to all its services to anyone looking for work or training or wishing to start a new business or give new momentum to an existing one. In addition, it has updated the "Work" page, a space dedicated to providing guidance to people who are looking for work or a career change in relation to all the resources, programmes and services that are best suited to their needs.

[Further information](#)

[Further information](#)

## 18. "Shop locally" campaign

The City Council has launched its new communication campaign with the name "Buy locally. Our shops make our city", to highlight the value that local commerce and the hospitality industry bring to the city.

[Further information](#)

# Training



## 19. Professional opportunities programme in Barcelona's municipal markets and local trade

Together with Barcelona Activa, Mercabarna and the Municipal Markets Institute, we respond to the need for the new generations to take over the markets. The programme is aimed at young people between 18 and 29 years of age, whether or not they have a compulsory secondary education, baccalaureate or intermediate education diploma. We provide guidance and training in various food trade specialisations.

Term: hiring between December and January.

[i Further information](#)

[i Further information](#)

## 20. Training at Mercabarna

Mercabarna provides blended-learning courses in various specialist fields including, among others, charcuterie, butchery, fishmongery, food handling and lorry driving. There are social security discounts for training unemployed people.

Term: from December 2020

[i Further information](#)

## 21. Specialist training for social and solidarity economy initiatives in the textile industry

Under the "RedrESSing textile" programme, we have scheduled a number of specialist training sessions for textile industry initiatives. The sessions focus, among other things, on sustainability and specific technical training in the generation of textile products.

[i Further information](#)

## 22. "UniversitiESS"

We provide students with training and support to help them acquire practical and experience-based training on the key elements to be taken into account in the creation and management of a cooperative in relation to faculty intervention.

Term: until May 2021

[i Further information](#)

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For more details about these actions, as well as more and more up-to-date information on the economic recovery measures promoted by Barcelona City Council, go to the website: