

Barcelona Activa

Report on activities 2010

Barcelon**a**ctiva



Ajuntament
de Barcelona

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01 Introduction

Barcelona Activa is Barcelona City Council's local development agency. Its mission is to support the city's transformation into a hub for entrepreneurship, business growth, innovation, professional opportunities and quality of employment.

It designs and implements initiatives to achieve its mission as part of the municipal activities. Depending on the programme, these are co-funded by Barcelona City Council, the authorities operating in its area of activity (such as the regional government of Catalonia, the Spanish government and the European Union), and an extensive list of respected and strategic public and private partners operating in the different sectors and target groups of the institution's activities.

Having been successfully operating for 24 years and viewed as a strategic pioneer in Spain, Barcelona Activa is a **leading national and international agency** that designs and implements innovative policies to support local enterprise and job-creation. It has been **recognised by the highest level institutions** including the European Commission, OECD, United Nations Habitat Programme, European network of cities Eurocities, the European network of business incubation EBN, and the World Bank.

Its programmes and methodologies to promote employment, business creation, growth and innovation have also been transferred to other parts of the world: Cape Town, Monterrey, Santiago de Chile, Buenos Aires, Bogota, Medellin, Quito, Rome, Sarajevo, Andorra, Brazil, Brussels, Tampere as well as cities in Spain such as Bilbao, Mataró and San Sebastian, among others.

Barcelona Activa is a unique organisation noted for its innovative activities not only in designing programmes and activities, but also in **creating favourable environments to facilitate economic activity, boost the jobs market and attract and retain talent** to the city. All of this is done while looking for cooperation opportunities among the different players operating in the territory with a view to maximising the impact and potential of the measures implemented. Through its activities, the agency aims to **contribute to the city's progress and change its economic model** towards one of growth with high levels of competitiveness and productivity through higher value-added activities, while working to tackle the economic crisis, reactivate economic activity and support employment.

2010 was characterised by an **unprecedented strengthening of programmes to support employment and the business community**, with an 18% increase in the total number of users served. Many programmes were expanded and extended. These included the occupational training programme (with **over 6900 people trained**); hiring and work experience programmes (leading to **3286 unemployed people being taken on**); and career guidance programmes (**more than 15,000 unemployed people assisted**). The impact of these employment-related activities is worth highlighting in the context of the current job market, with 60% of participants getting into work. By strengthening the assistance provided to entrepreneurs, **some 2500 new business projects** were supported. Of these, it is estimated that **1700 new companies** were set up and **more than 3200 new jobs** created.

This was the year that saw the culmination of the process of implementing local services across city districts and neighbourhoods, with a Cibernàrium *satellites* in each district of the city, fifteen "*Activa't!*" ("Get Moving towards employment") employment service and guidance centres, **a new business start-up office in the Ciutat Vell district** of Barcelona, many tailor-made employment initiatives to provide special service and implementation to all youth information points and secondary schools, and the Porta22 Centre for Professional Development's academic and professional guidance services. This roll-out of programmes was supplemented in 2010 with the launch of the **job-search website www.bcn.cat/treball** - a wide-ranging online initiative to provide the city with job-search resources, information about improving job skills and competencies, and nearly **7000 real offers of work**.

2010 was also the year when **new initiatives were extended**. These included **Do It In Barcelona** - the programme to attract and retain global entrepreneurial and creative talent. Set up in 2009, it reached its full portfolio of services in 2010 and obtained recognition from the Eurocities network for its level of innovation as a public policy. There was also the **BCN Venture Hub** programme to attract international investors and encourage them to set up in Barcelona; the business acceleration programme **aXelera**; and **BizBarcelona**, the city's leading innovation and entrepreneurship event, the result of bringing together main sector initiatives such as the "Day of the Entrepreneur" and the "HiT" conference.

Similarly, projects were initiated that will have a major impact in 2011. These include the new **Almogàvers incubator** for innovative companies; the **Technology Training Centre for Professionals and SMEs housed in the new MediaTIC building**; and the **Young People With a Future** project, which will boost employment among 1700 of the city's unemployed young people, offering them a chance of employment.

The coordinated action under the Agreement for Quality Employment in Barcelona 2008-2011 - jointly with the CCOO and UGT trade unions, business organisations Foment del Treball and Pimec, and Catalonia's regional government - has been key to promoting a range of programmes and services to meet the needs of the city and its citizens. And this has been crucial to building a **new model for managing active employment policies in Barcelona**, under which the city council and regional government jointly design programmes and resources to make effective progress in the areas of employment and business competitiveness.

In this regard, the city council and Catalanian regional government drove forward the signing of a bilateral agreement for implementing active employment policies in the city for the period 2010-2011, backed by 25 million euros of funding. At the same time, Barcelona Activa increased its collaboration efforts with local agents in order to run joint programmes and activities. These included the Education Consortium of Barcelona, the BCN Vocational Training Foundation, the Department for Young People, industry-specific platforms and different professional associations, among others. It also **moved towards a model of public-private cooperation** with the launch of shared programmes such as business creation programmes EcoEmprenedorXXI, BioEmprenedorXXI and the Microsoft Pre-Incubation Programme.

Lastly, 2010 was a key year in the process of restructuring the city council's Economic Promotion Department, under which **Barcelona Activa brought together programmes from other directorates**. These include: International Economic Promotion, Strategic Sectors, Regional Development and Tourism and Communications and Prospecting, in accordance with the mayoral decree of 16 March 2010.

02

Action Plan 2008-2011: priority to support unemployed people and the economic recovery

Part of Barcelona City Council's Municipal Action Programme 2008-2011, the priority for Barcelona Activa's Action Plan 2008-2011 is to make progress in terms of employment and business competitiveness, based on proximity to citizens and local areas, to build a model of sustained growth, generating high-quality employment, welfare and social cohesion. It also prioritises those activities aimed at tackling the challenges of the current economic and social context.

To advance its mission and objectives, the agency has structured its activities during this period around five main areas of activity:

Areas of activity:

1. **Business creation:** facilitating the creation of new entrepreneurial initiatives with the potential for growth and a future, with a special focus on the development of strategic sectors and on entrepreneurship as a motor for inclusion.
2. **Business growth:** generating the conditions which boost the sustainable growth of innovative companies in the city through internationalisation, access to financing, cooperation, and innovation.
3. **Employment:** facilitating occupational training and access to employment, promoting a quality and inclusive labour market.
4. **Human capital:** promoting professional guidance and the attraction and development of human capital, favouring professional progress.
5. **Cibernàrium:** to publicise technological progress and educate citizens, businesses and workers in how to use technology as part of competitiveness and improving skills.

Barcelona Activa has an extensive network of advanced facilities, each specialising in their field of activity:

- **Glòries Entrepreneurship Centre** - a leading city facility for starting up businesses.
- **Glòries Business Incubator** - the incubation environment for growing innovative companies in the city.
- **Barcelona Nord Technology Park** - where business growth activities are carried out as well as technology training and dissemination through Cibernàrium.
- **Porta22 Centre for Professional Development** - the leading metropolitan centre for professional guidance and the development of human capital.
- **Can Jaumandreu** - a space that houses employment-related activities.
- **St Agustí Convent** - a space that also specialises in activities for employment in the area of trade, catering and tourism, and a leader in inclusive entrepreneurship programmes. Since 2010 it has included Crea, the office that drives the creation of businesses in empty premises as part of implementing the Plan of Uses.
- **Ca n'Andalet** - facility that specialises in training and skills-development activities.

03 Main results 2010

2010 was notable for the challenges arising from the global economic situation and the need to move towards a new paradigm for economic growth. As the **main municipal instrument for supporting unemployed people and promote the economic recovery**, the activities of Barcelona Activa in 2010 were characterised by an **unprecedented roll-out of devices to support employment, training, business and economic activity**. It include the **decisive and coordinated involvement of different stakeholders with the initiatives and ability to make an impact** in the city, as part of the strategic objectives of Barcelona City Council's Municipal Action Programme 2008-2011 and the Agreement on Quality Employment in Barcelona 2008-2011.

2010 Summary of Activities

Total participants	263,735
Participants in Employment	65,836
Unemployed people hired	3,300
Participants in Training	6,906
Rate of insertion in occupational programmes	61%
Participants in Human Capital	73,041
Participants in Technological Education and Training	70,996
Accompanied entrepreneurial projects	2,490
No. of businesses created with municipal support*	1,700
No. of jobs generated by these companies*	3,200
Accompanied businesses Growth	464
Companies installed Incubator and Technology Park	109
Participants in bizbarcelona	11,354

* Estimated

In 2010, the agency served a total of 263,735 users - an increase of 18% over 2009, with over 70 different programmes. Below we provide details of the key features of the municipal agency's activities in 2010.

03.1 EMPLOYMENT

In the face of the economic crisis, Barcelona Activa increased its resources and programmes aimed at supporting and improving employability among unemployed people. The strengthening of municipal employment policies, which began in 2008, was extended to increase coverage and employment opportunities for unemployed people.

In this regard, and within the framework of the Agreement for Employment, the extended service provided to unemployed people is unprecedented, reaching 65,836 participants in 2010 - a 23% increase compared to 2009. The agency's activities in terms of employment was characterised by the following features:

- The opportunities for vocational training for unemployed people increased to 6906 vacancies in industries that have a professional future. This was an unprecedented increase and means that in only 3 years, the number of places offered has tripled. This training activity is certified as getting around 70% of participants into work.
- 3300 unemployed people were hired for projects of collective interest, while developing jobs for the future. 2081 of these were through the Extraordinary Local Employment Plans programme. Four workshops and two

occupational events were completed in emerging sectors, providing professionally training to 247 young people in 2010.

- Channels were strengthened and employment advice programmes expanded. We highlight in particular the "Activa't" (Get moving towards employment) programme for employment, promoted jointly with the Catalan regional government's department for work, which has enabled more than 20,000 unemployed people in the city to receive careers advice. In 2010, specific modules of this programme were launched, tailored to the needs of groups such as the self-employed and unemployed young people, with a strengthening in deployment in the region, with an increase from the initial 5 service points to a total of 15.
- A package of career guidance measures was implemented along with measures to get young people into work - one of the city's key priorities. These measures included the new comprehensive programme of training and job placement for 1700 unemployed young people, with the possibility of offering training contracts, the New Homes for New Jobs programme, with 7 projects for 290 unemployed young people in emerging industries with high potential for job creation. Along with the specific "Activa't-Joves" Youths, get moving) module for young people and the "Pla Jove" (Youth Plan) school-to-work career guidance programme, Barcelona Activa intensified its educational activities for work and promotion of academic success. This resulted in 100% of students in secondary education in Barcelona being in a position to receive academic and professional guidance to determine their professional future in the academic year 2010-2011.
- Employment opportunities and economic development were extended in neighbourhoods of special attention and with higher incidence of unemployment - such as Santa Caterina and Sant Pere, Roquetes, Poble Sec, Torre Baró-Ciutat Meridiana, Trinitat Vella, La Bordeta, El Coll, Besòs-Maresme, Barceloneta and Bon Pastor-Baró de Viver. A total of 1901 unemployed people were served through a wide range of activities designed to meet the specific needs of each neighbourhood, in the context of activities to support employment under the Neighbourhood Development Act ("Llei de Barris").
- More job opportunities by the city council and the network of organisations were made accessible to help unemployed people into work. With regard to this, the job-search website www.bcn.cat/treball was launched with the necessary information and the best content/applications to promote employment among unemployed people in Barcelona. These include a guide to existing employment resources within the city, details of more than 900 professional roles, and more than 6700 real job offers by companies.
- A new management model for active employment policies in Barcelona through a bilateral agreement between Barcelona City Council and the Catalan regional government, which sets out the map of agreed activities to meet the city's specific employment needs and support entrepreneurship for the years 2010 and 2011. This set of agreed activities, which enables a stable supply over a two-year time period, is backed by a 25 million euro budget and is the result of the collaboration and coordination work carried out under the Agreement for Employment, which the regional government joined for the first time in 2008.
- Leading and boosting the city's Socio-Employment Job Placement Network, which is made up of 57 job-placement institutions. Its aim is to promote cooperation, and share best practice and new strategies in order to help people - especially the most vulnerable - into work.

2010 Summary of activities	
Total participants	65,836
% insertion into labour market	61.1%
Unemployed persons assisted	20,439
Unemployed people hired	3,300
Participants in Workshop Schools & Vocational Centres	561
Participants in Employment Plans	2,699
Participants in Occupational Training Courses	40
Participants in Training	6,906
People Working in the Neighbourhoods	1,901

Profile of participants		
Gender	Men	61.3%
	Women	38.7%
Age	<25	14.2%
	25-40	40.1%
	>40	45.7%
Level of Studies	Primary	29.5%
	Secondary	48.9%
	University	21.6%
Origin	Foreign	36.1%
	European Union	4.7%
	Outside the EU	31.4%
	Spain	63.9%

03.2 HUMAN CAPITAL

In 2010 Barcelona Activa built on its strategy for developing human capital in the city. This resulted in an increase in the number of people taking part in the various activities promoted under this initiative. This has resulted in 73,041 interested users receiving academic and professional guidance and working on their professional advancement. The robustness of the model and the advanced methodologies created by the Porta22 Centre for Professional Development enabled the content to be expanded and deepened as well as extended throughout Barcelona.

The following are the main features of the municipal agency's activities to drive the development of human capital in the city:

- Expansion of the "Professional Life Project" academic and vocational guidance programme to all secondary schools in Barcelona during the 2010-2011 academic year. This means that 22,000 students will be given guidance and the best information so that they can decide their professional future. A specific module to publicise and provide training on values in work was included in the programme.
- Roll out of careers advice branches throughout Barcelona, offering citizens - especially young people - the Porta22 Centre for Professional Development's latest career guidance information and methodologies. Since 2010, the University of Barcelona, the College of Surveyors, 10 Young People's Information Centres and 117 secondary schools in the city have all had access to advanced tools to help decide future careers and provide careers advice to users. We will continue rolling out to schools during 2011.
- Strengthening of the professional advancement programme of activities, with 22,499 people taking part in 1137 organised activities - including seminars, conferences and workshops as well as sessions on career opportunities in the commerce, electric mobility, finance, communications, renewable energies and biotechnology industries. Of note in 2010 was the introduction of international negotiation skills-improvement workshops. New specific activities were also started for the professional advancement of foreigners under the "Do It" talent-attraction initiative.
- Expansion of platform to provide career guidance and advancement information through a strong network of 27 multidisciplinary organisations, each specialists in different industries and the employment, economic and business world. The Centre for Professional Development (Porta22)'s platform provides detailed and up-to-date information on more than 900 job profiles and employment opportunities in 24 economic sectors, listed on the website www.bcn.cat/treball.
- The start of collaboration with the province of Rome for the technical transfer of the model developed by Barcelona Activa for career guidance and advancement, and new phases for transferring this model to Spain's Public Employment Service.

2010 Summary of activities		Profile of users		
Total participants	73,041			
Individual visitors	22,852			
Personalised advising	4,133			
Participants in group actions	20,217			
Participants in Professional Progress Activities	22,499			
Participants in Satellites	10,598			
Occupational files	905			
			Groups	Professional Progress Programme
Gender		Men	47.9%	39.8%
		Women	52.1%	60.2%
Age		<25	84.6%	3.5%
		25-40	10.9%	58.6%
		>40	4.5%	38.3%
Origin		Foreign	8.8%	14.6%
		European Union	1.7%	7.5%
		Outside the UE	7.2%	7.1%
		Spain	91.2%	85.4%
Unemployed			13.9%	63.2%
Level of Studies		Primary	11.9%	2.5%
		Secondary	75.1%	25.8%
		University	13.0%	71.6%

03.3 BUSINESS CREATION

The municipal agency's strategy of activity for 2010 was characterised by significant leadership in promoting the creation of new economic activity, acting on the different aspects that affect such progress - such as promoting advances in administrative simplification, encouraging access to funding and the creation of new companies in sectors that are strategic for Barcelona, as well as the more vulnerable groups of entrepreneurs.

The most notable achievements from Barcelona Activa's activities in 2010 included:

- Mechanisms to promote and support business start-ups were strengthened. This resulted in support being given to 2490 new business projects. Of these, it is estimated that 1700 will be converted into businesses with a potential to generate 3200 jobs in the first year.
- Advances were made in simplifying procedures and processes involved in starting a business, incorporating the electronic processing of individual employers. Over 75% of the economic activities created in the city can now be processed electronically through Barcelona Activa's PAIT centre, resulting in a significant time savings and costs. In 2010, 267 new companies were set up with the legal form "SL" (limited company), "SLNE" (new limited company) or autonomous. 55% of the companies established electronically as "SL" in Catalonia were done so via Barcelona Activa.
- Work was done to help projects and new companies access the financing they need, with agreements being put in place with five banks (Banco Sabadell, BBVA, La Caixa, Caixa Nova and Microbank) and providing support in accessing funding for starting up businesses, with over 4.5 million euros being mobilised.
- New editions and more programmes to promote business start-ups in strategic sectors - such as bio, media and ICT - with the new EcoEmprenedorXXI programme. These were run in collaboration with leading organisations in each sector, such as BioCat, Genoma Spain, Microsoft, Gamesa, La Caixa, the Chamber of Commerce and the Catalan regional government. In all, 86 people were supported in launching new companies through these innovative programmes.
- More initiatives were launched to promote business creation as a potential career path - especially among the unemployed and other more vulnerable groups. In this respect, support was provided for the business projects of 430 people, many of whom are unemployed, and workshops were run to facilitate the generation of business ideas. Meanwhile new editions of entrepreneurship programmes were started for people aged over 40, young and female entrepreneurs, professionals from the construction sector and artisans.
- Work was done to stimulate the economic and commercial recovery in the heart of Barcelona by encouraging the creation of new economic activities in the old city (Ciutat Vella). To that end, the programme "Instal·la't al Barri" (Set up in the neighbourhood) was launched in the new Crea space in the Sant Agustí Convent, with the aim of boosting business to the more than 300 empty premises in the district.
- Progress was made in integrating the entrepreneurship support model, while reinforcing the early stages of new companies with the "Posa't en Marxa" (Get started) programme to help companies get through this critical phase. This programme, in its pilot phase in 2010, supported the launch of 53 new companies.

2010 Summary of Activities	
Total participants	33,847
Projects coached	2,490
Companies created*	1,700
No. of jobs created*	3,200
Financing raised for starting companies	€ 4,7 million
Survival until the 3rd year of companies created	85.1%
Participants in Informational Sessions	9,166
Participants in Training Activities	11,836
Participants in Tailor-made programmes	516
Businesses founded telematically (ICT)	267

* Estimation based on follow-up with the accompanied entrepreneurial projects

Sectors of the activity of the accompanied entrepreneurial projects	
Commerce	21.06%
Culture, tourism and leisure	16.48%
Creative production	14.28%
Services for people	12.26%
Services for companies	10.69%
ICT	6.87%
Construction	4.85%
Industry/Manufacturing	4.09%
Transport and logistics	3.23%
Health and social assistance	2.92%
Environment	2.02%
Life sciences	1.26%

Profile of the promoters of the accompanied entrepreneurial projects		
Gender	Men	52.1%
	Women	47.8%
Age	<25	4.2%
	25-40	64.7%
	>40	31.0%
Employment status	Unemployed	52.1%
	Active	42.2%
	Other	5.6%
Level of studies	Primary	8.2%
	Secondary	32.4%
	University	59.2%
Origin	Foreign	25.4%
	European Union	12.7%
	Outside the UE	12.7%
	Spain	74.6%

Participants in tailor-made programmes	
Microsoft Pre-Incubation Program	9
CreaMedia	46
BioEmprenedorXXI	18
EcoEmprenedorXXI	13
Commerce Sector	34
Construccion Sector	40
Ideas Developed	52
School of Women Entrepreneurs	296
Ideas with Future	8
Total	516

03.4 BUSINESS GROWTH

In 2010 Barcelona Activa went further with its process of consolidating the range of activities for growth and competitiveness of innovative companies in the city. This resulted in 1436 companies being helped, of which 464 were given intensive help in their growth strategies.

On this, progress and very notable landmarks were achieved - such as:

- Expansion of Barcelona Activa's successful incubation model, with the launch of the new Almogàvers incubator. Covering 4870 m², this will come into operation in 2011 and promote the growth of innovative companies in the city. This was the base project for which Barcelona won recognition from the Ministry of Industry, Tourism and Trade's City of Science and Innovation.
- A step-change for Day of the Entrepreneur to BizBarcelona - the international entrepreneurship and innovation event, held at Fira de Barcelona, as a combined "Day of the Entrepreneur", "HiT" conference and "Entrepreneur" conference. It succeeded in attracting more than 11,000 participants and 116 million euros for innovative projects. It had the support and involvement of 157 local, national and international organisations involved in enterprise development and innovation.
- More support for the strategic management of businesses in the city through new initiatives - such as the aXelera for Global Growth programme for accelerating 28 metropolitan companies with high growth potential, which supplemented the range of programmes on offer. These included the Global Growth business growth training programme, run in collaboration with IESE; the "Basic Management Tools" business management training programme, which offered a schedule of 42 highly specialised seminars and workshops; the School of Women Entrepreneurs which in its second edition included the high-level Learning to Growth programme; and the publication of the experts' guide, offering advanced services to businesses.
- More actions to promote international development work, with 279 companies participating in seminars and workshops, and five technology and innovation bridges aimed at powerful, innovative centres like Silicon Valley and New York, with a reverse bridge with companies from Japan and emerging economies such as China, Korea and Brazil. Support was also given to innovative companies from Silicon Valley to set up. This was part of the agreement made in collaboration with the Chamber of Commerce and the incubator Plug&Play, where 12 companies from Barcelona and the metropolitan area have already set up with a view to expanding.
- New mechanisms to facilitate the financing of growing companies, such as the international investors attraction programme, BCN Venture Hub, and the Innoactiva programme to promote access to public funds for R&D and Innovation, which supported the submission of transactions worth 2.3 million euros. Four new highly specialised programmes were promoted regarding investment readiness and investment forums for companies in sectors with high growth potential in the city - such as: digital entertainment, healthcare and mobile applications.

- The BizNetBarcelona 2.0 platform was launched - a leader in the city and metropolitan area for business cooperation. This tool will facilitate and promote the establishment of cooperation and business relationships between companies and the world of research, broadening the existing possibilities on the subject so far. In addition, the business networking programme Xarxactiva reached 1041 member companies with a consolidated schedule that has exceeded 105 multi-format activities, including industry-specific meetings, seminars on market trends and activities with driving companies like Google, Telefonica, Puig, IBM and MediaPro.

2010 Summary of Activities		Sectors of the accompanied companies	
Total participants	20,015	ICT	35.8%
Accompanied companies	464	Services for companies	17.3%
Companies installed Incubator Glòries	68	Creative production	14.2%
Companies installed BCN Nord Technology Park	41	Life sciences	9.0%
Xarxactiva Members	1,041	Environment	3.8%
Participants in Bizbarcelona	11,354	Commerce	6.6%
Survival of Incubator companies until the 4th year	81.0%	Culture, tourism and leisure	3.1%
Jobs at companies installed	671	Services for people	2.1%
Financing raised for R&D and innovation	43,89 million	Construction	3.3%
Annual average revenue Incubator	283,000	Industry/Manufacturing	3.1%
Annual average revenue Technology Park	1,032,000	Health and social assistance	0.9%
		Transport, logistics and distribution	0.7%

03.5 TECHNOLOGY DIFFUSION AND IT SKILLS ACQUISITION

Picking up the baton of Cibernàrium, with 11 years of experience creating content and providing training about the internet and new technologies to businesses and citizens, Barcelona has adopted a comprehensive strategy with its Digital Literacy and Training Plan 2010-2015, designed as a tool for improving competitiveness and getting the city's active population into work.

Under this plan, the main activities carried out by Barcelona Activa are:

- 70,996 users were served through different activities promoted for technology training and promotion by the Cibernàrium facility and the 11 Cibernàrium satellites rolled out across the city to bring technology training to all districts through the Network of Municipal Libraries.
- Technology training was strengthened by extending the offer to 4025 seminars and workshops, attended by 49,746 participants, 53% of which were unemployed and have improved their technological skills. As a collaborating ACTIC centre, through the Cibernàrium 623 people were tested to have their technological skills certified.
- Cibernàrium was strengthened as a meeting point for reflection and debate on the progress of new technologies, bringing together the community linked to this sector in the city. In this area, five days were held with nearly 1000 attendees, with topics of interest - such as mobile technologies, social networks, digital textbooks, Marketing 2.0 and cloud computing.
- Work was done on the 2011 launch of the Training Centre for professionals and SMEs in the new MediaTIC building, a singular environment that will bring together technology sector companies and institutions. With the support of an Advisory Board made up of public and private organisations and attended by, among others, Microsoft, Google, Telefonica, Bdigital Technology Centre, BioCat, UOC, UPC Faculty of Computing and the Association of Computer Engineers of Catalonia, the Training Centre located within MediaTIC will come into operation in 2011 and will offer 150 different courses to train 16,000 professionals a year.

2010 Summary of Activities		Profile of participants in training		
Total participants	70,996	Gender	Men	48.2%
Participants in Training	49,746		Women	51.8%
Participants in Inicia't	28,728	Age	<25	2.8%
Participants in Creix	12,936		25-40	34.2%
Participants in Antenes	7,677		>40	63.0%
No. of training actions	4,025	origin	Foreign	19.2%
Participants in groups	1,764		European Union	4.7%
Participants in self-help resources	18,492		Outside the UE	14.5%
			Spain	80.8%
		Unemployed		52.9%
		Level of Studies	Primary	28.4%
			Secondary	37.1%
			University	34.4%

03.6 DO IT IN BARCELONA

2010 was the year in which the activities that form part of the "Do It In Barcelona" programme were rolled out. The programme was launched in August 2009 with the aim of attracting and keeping global creative and entrepreneurial talent in Barcelona. It was recognised for its innovation in public policy, by the Eurocities network of innovative cities.

The programme is supported by Talència and Barcelona Centre Universitari as well as other organisations such as ESADE, IESE, AENA, Turisme de Barcelona, Fira de Barcelona and the Strategic Metropolitan Plan for Barcelona. It is aimed at people searching for a place to develop their professional and personal projects: entrepreneurs interested in creating or expanding their business in Barcelona; professionals wishing to develop in high value-added jobs, researchers wishing to develop high-quality research in universities and research centres in the metropolitan area; and university graduates wishing to broaden their masters or postgraduate studies.

The most notable activities in 2010 under the "Do It In Barcelona" programme were as follows:

- Progress was made on configuring the programme's portfolio of services. Among these, content was adapted for starting up businesses and providing career guidance in English and, in some cases, Chinese and Arabic. A guide was also put together to help with settling in the city, with information on immigration procedures, housing, schools, and so on.
- A specific business creation training module in English was designed for foreigners, attended by 378 participants. Specific English-language, professional development training activities were also designed and attended by 232 people.
- 13 business start-up spaces were created for newly-arrived entrepreneurs, professionals and investors looking to remain temporarily in Barcelona. These aim to provide information about the market, as well as find space for permanently establishing in Barcelona.

03.7 INSTITUTIONAL COOPERATION

There was intense activity in 2010 in the areas of institutional cooperation for exchanging good practices, identifying agents to carry out joint projects, and the international positioning of Barcelona:

- 161 institutional visits were hosted. Of these, 42% were international - with 1770 delegates.
- Three technical projects were run to transfer the entrepreneurship and entrepreneurial growth promotion model in Monterrey, Rome and Cape Town.
- Six European projects actively participated: Creative Metropole, for the exchange of policies to support the creative industries; Clusnet, for the exchange of policies to support clusters; Med Ked, for the development of an action plan to support entrepreneurs in the Mediterranean area; Emma, to strengthen entrepreneurship among women in the Mediterranean area; Erasmus, for exchange among European entrepreneurs and SMEs; and Open Cities, for the development of pilot open innovation management projects in the public sector.
- Participation in 40 cooperation networks across various fields of economic promotion. Also, in 2010, 80 new collaboration agreements were put in place with public and private organisations which are added to the more than 160 institutions and companies with which Barcelona Activa cooperates to drive employment, business and innovation in Barcelona.

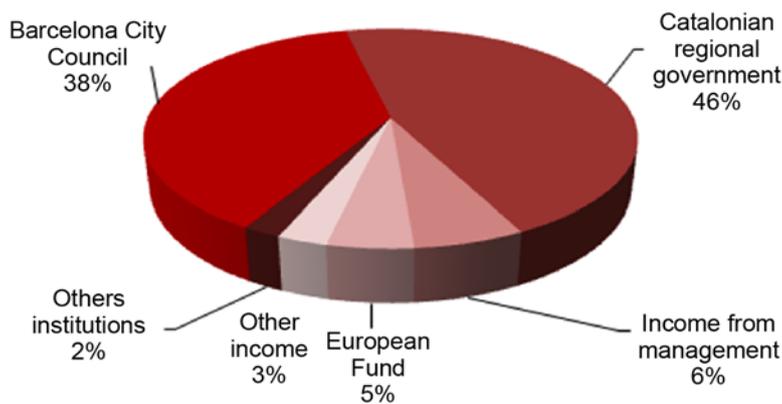
04 Financial Management

Key features of 2010 were the inclusion of part of the activity of the company 22@ and the city council's Economic Promotion Department as well as the bilateral agreement signed between Barcelona City Council and the Employment Service of Catalonia (SOC) for implementing active employment policies in the city over the period 2010-2011.

During 2010 Barcelona Activa transacted a total current income of 42.8 million euros (excluding equity income). 38% of revenue comes from the contribution made by Barcelona City Council; 46% from the Catalan regional government; 6% from own revenues - mainly from managing space for companies setting up business, sponsorship and income from the transfer of methodologies to other institutions and regions; 5% from European funds such as ERDF and the European Social Fund; 2% from other institutions and authorities such as the Department of Public Administration; and 3% other income.

It should be noted, in line with the city's strategy for social reserve and purchase in order to drive high-quality jobs and help disadvantaged groups get into work. In 2010, Barcelona Activa agreed contracts for services by placement companies and special work centres worth more than 238,228.42 euros.

Distribution of income 2010



Distribution of expenses 2010

