

# Press Kit 2024



Ajuntament de  
Barcelona



Barcelona  
Activa

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# About Barcelona Activa

Barcelona Activa is Barcelona's local development agency. Founded in 1987, it is a public commercial company integrated into the Economic and Economic Promotion Area of Barcelona City Council.

In the past year, Barcelona Activa has given support to over **55,000 people** and **7,000 companies**. In 2023, it had a **budget of 59,066,190 euros**.

## Mission

To promote quality employment, entrepreneurial initiative, business competitiveness and diversification of the productive fabric, to achieve a sustainable, inclusive, and fair economic model.

## Vision

To make Barcelona a leading city for working, entrepreneurship and living with social and environmental values.

## Values

We are driven by the spirit of public service and professional and personal ethics, as well as equal opportunities and social progress. We collaborate within the organisation and with others to promote a social and sustainable economy at the service of people.

### CONSULT HERE:



All publications by  
Barcelona Activa



Video of  
Barcelona Activa  
in 2 minutes

# Strategic framework

Barcelona Activa bases its actions on the **Municipal Action Plan** (PAM) which establishes among its priorities the economic diversification of the city, supporting existing and emerging strategic sectors, especially those linked to climate change, while promoting science and research.

Furthermore, economic and productive activity in Barcelona is diversifying its offer in strategic activity sectors, which act as drivers of the economy and generators of innovation and employment. In that regard, Barcelona Activa focuses on boosting the following sectors considered to be strategic:



Visitor economy



Agri-food



Commerce and Market



Health



Technology



Creative industries



Social economy



Research, Transfers and Innovation



Economy for sustainability



Blue economy



Care economy

# 10 priority lines

Priority lines for a more equitable, sustainable, and competitive economy.

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01 Sustainable and inclusive economic development

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02 Diversification of the productive fabric

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03 Quality employment in an inclusive and fair labour

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04 An entrepreneurial, innovative, open and connected ecosystem

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05 Digital, creative and internacional talent

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06 Local cohesion

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07 Data-driven, organisational excellence

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08 An ideal environment for professional development

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09 Promoting equality between men and women

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10 Public-private collaboration

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# What we do

→ **We support people** throughout the job seeking process.

→ [barcelonactiva.cat/treball](https://barcelonactiva.cat/treball)

→ **We help businesses and organisations** to grow, forge links with their ecosystems and become more competitive.

→ [barcelonactiva.cat/empreses](https://barcelonactiva.cat/empreses)

→ **We provide support to entrepreneurs** to turn their business idea into a viable enterprise.

→ [barcelonactiva.cat/emprenedoria](https://barcelonactiva.cat/emprenedoria)

→ **We offer training** for job seekers, entrepreneurs and professionals.

→ [barcelonactiva.cat/formacio](https://barcelonactiva.cat/formacio)



# Barcelona Activa in figures 2023



**55,728**  
people attended to  
(58 % women)



**59.06 M€**  
Barcelona Activa  
budget



## Employment

31,828 people attended to

59 % women

29 % young people under the age of 30



## Entrepreneurship

1,401 projects supported

536 companies created through the  
incorporation service



## Digital talent

16,022 participants on technological  
training courses

1,002 participants receiving  
technology training at the IT Academy



## Companies

7,178 companies attended

18 % of companies attended  
belong to the retail sector

# Network of Barcelona Activa facilities



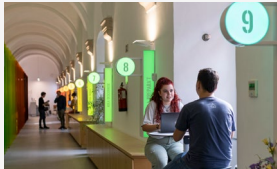
## Headquarters

Located at 22@, it offers an auditorium for 200 people and various facilities.



## Porta22

A 2,000 m2 space with services and resources for career development and employment.



## El Convent

Barcelona Activa's facility for youth.



## InnoBA

A municipal point for socio-economic innovation in Ca n'Andalet.



## Glòries Entrepreneurship Centre

Facilities for the city's entrepreneurs, located in Poblenou.



## Glòries incubator

Our facilities for start-ups and newly-created innovative companies.



## Business Support Office

It brings together a portfolio of permanent value-added services for business growth.



## Cibernàrium 22@

Technology training centre for professionals and companies located in the MediaTIC building. The space offers a wide range of technology courses.



## Cibernàrium Nou Barris

Digital training initiation centre located in the Technology Park.



## Technology Park

Located in the Nou Barris district, this facility is specifically dedicated to supporting businesses in the technology sector.



## LIDERA

Space for all professional women in Barcelona: workers, managers and entrepreneurs.



Apart from its own facilities, **Barcelona Activa is present in more than 50 locations across the city and its metropolitan area.**

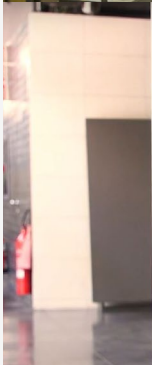


Access  
the map



# Success stories

The experience of users.





# Areas of action

With the aim of promoting quality employment for all, vocational and technological education and training, and supporting entrepreneurship and business growth, we organise our services and activities across various action areas.



**Employment and Local Development**



**Business and Entrepreneurship**



**Training and Digital talent**



# Employment and Local Development



Barcelona Activa provides access to a range of services, programmes, and resources for job guidance, job seeking, and professional development.

We offer job guidance and personalised advice for job seeking and the latest information on the labour market.

And we support individuals throughout their professional journey, providing training and connecting them with companies.



All the information on the **Barcelona Treball** website

## Facilities

### Porta22

A free-access space where you can find a job, plan your professional future, and evolve in the labour market.

### El Convent

Benchmark facility in employment and entrepreneurship for young people.

## Facilities in the area

- Nou Barris Activa
- Sant Andreu Activa
- Sants-Montjuïc Activa

# Employment and Local Development

## Services

Barcelona Activa offers support in job seeking and professional development processes.

### Information, advice and personalised guidance

to help you find a job, orientate your professional career, improve your skills or change jobs.

### Online tools and resources

for job seeking and to help with self-management of professional improvement.

### Technical-professional training

and work experience programmes to respond to all the demands of the labour market, with a special focus on those people who require more support.

### Recruitment events and networking for your sector

to make the reality of the labour market more accessible and promote employment opportunities.

### Job coaching, mentoring

and other methods for empowering people in their professional growth.



### Employment Rights Defense Points

This is a free municipal service, in collaboration with trade unions and local organisations, that provides legal advice on labour issues for workers and employers.



### Barcelona Activa and Local Development

At Barcelona Activa, we advocate for an economic strategy that promotes the local economy by taking into account the diversity of its various districts. We strive to ensure an economy rooted in the city's districts and neighbourhoods, one that has positive economic, social, and environmental impacts that benefit the local community. The **District Development Plans** serve as a roadmap for development at local level, taking into account the unique characteristics and initiatives of each neighbourhood in the city.



# Business and Entrepreneurship



Barcelona Activa supports companies, organisations and self-employed individuals to improve their competitiveness and sustainability, promoting the creation of wealth and quality employment.

It also provides entrepreneurs with various advisory services, support for funding, training activities, support programmes and incubation spaces to bring sustainable, added-value business ideas to life.



Access the  
**Barcelona Activa**  
Companies website

## Facilities

### Business Advice Office (OAE)

A reference point for Barcelona businesses and SMEs, with a portfolio of permanent, added value services for business growth.

#### → Oficina 22@

A one-stop shop for businesses, the self-employed, investors and professionals (from engineering, architecture, business administration, etc.) interested in developing a business activity in the 22@ area.

#### → Barcelona International Welcome Desk

Support service for international talent wanting to come and live in the city or who have recently settled here. It facilitates the onboarding and settling in of foreign workers to help them implement their professional project.

### Technology Park

Located in the Nou Barris district and managed by Barcelona Activa, the Technology Park is specifically aimed at supporting technology companies.

### Glòries Entrepreneurship Initiative Centre

The facility where you can find information, expert advice, training classrooms, multimedia resources, and content to start a business.

### Glòries Business Incubator

For highly innovative, recent start-ups.

### La InnoBAdora+

For socio-economic innovation projects.

# Business and Entrepreneurship

## Services for Business

### Business funding

Diagnosis and identification of financing needs and advice based on the available financial products.

### Advisory services for companies and organisations

A service aimed at SMEs, self-employed individuals, entities and organisations from the social economy sector to grow.

### Company set-up

Information and advice on digital procedures for setting up trading companies or registering individual entrepreneurs.

### Talent management

Support and advice in detecting needs linked to the management, attraction and retention of talent.

### Internationalisation and information on foreign trade procedures

Advice on new markets, foreign trade and international business.

### Municipal information and procedures

Information and advice for managing municipal procedures when developing economic activity in the city.

### Business landing

Advice for foreign companies setting up in Barcelona (legal establishment options, business incorporation procedures, immigration processes, etc.).

### Location

Assistance in finding premises, the lease signing process, and organising schedules of visits.

### Innovation and prototyping

Support, programmes, resources and activities to facilitate and strategically address the innovation process of companies.



### Grants

Grants to help finance business projects and support hiring:

→ Crea Feina

→ Activa Autòno+

→ Impulsem el que fas



### Support for the Social Economy

At Barcelona Activa, we promote and strengthen entrepreneurial and business initiatives within the field of the social economy. We offer advisory services, mentorship programmes, and incubation spaces.

→ SSE

# Business and Entrepreneurship

## Entrepreneurship

The services, resources and support are adapted to the different needs that the entrepreneur may have throughout the entire entrepreneurial process.



Ideation



Modeling



Planning



Implementation

### Expert advice and support

throughout the entire validation process, the search for funding and the start-up of the project or Social Economy initiative.

### Digital information tools and resources

for working on the entrepreneurial project from wherever you want.

### Meetings and activities

designed so that entrepreneurs can share their concerns and projects with others, both to enrich their projects and to conduct business.

### Training

on entrepreneurship: short courses in different formats to learn about and work on different aspects related to starting up a business.

### Programmes

of support for groups or economic sectors.



**80 % survival rate of the companies incubated**

Barcelona Activa has the highest survival rate for incubated companies, with 80% still active in their fourth year.



# Training and Digital talent



The commitment to digital, young and senior talent is a municipal priority and one of our city's key strengths.

This is why Barcelona Activa offers training in person, online and via streaming for professionals and companies, as well as technological activities at all levels and for all city residents.



All the information  
you need **at the**  
**Training website**

## Training

### For employment

to address the job seeking process with greater guarantees and to develop key professional skills.

### For companies

in areas including funding, business management, equality, marketing, sales, among others.

### For starting a business

or strengthening a project with seminars on legal aspects, procedures, business management, etc.

### Technology

basic, specialised and advanced ICT training for professionals, companies and for all city residents.



# Training and Digital talent

## Promoting digital talent

Barcelona Activa is committed to boosting the technological skills of city residents and companies as a key factor in generating a more competitive Barcelona, better prepared for the challenges of the future and which eliminates any form of digital exclusion.

### Technological training:

#### **BASIC Cibernàrium Antennas**

Short courses to get started and advance in the use of the internet and technology, to improve both professionally and in everyday life.

#### **ESPECIALISED Cibernàrium**

Short and medium-length courses on a variety of subjects aimed at employees, entrepreneurs and job seekers.

#### **ADVANCED IT ACADEMY**

Intensive and mentored long-term training in web programming and data science. Once the training has been completed, Barcelona Activa then supports participants in the job seeking process.

### Promoting scientific and technological vocations

Practical and engaging activities to promote scientific and technological skills and careers with a gender perspective among students, teachers and families.



More than  
**16,000 people** trained  
in digital skills



Further information on the  
**Cibernàrium website**

# Commitment to CSR

Barcelona Activa's commitment to sustainability is evident in all its actions, both internal and external. The organisation's Social Responsibility Policy integrates ethical, social, environmental and economic management, prioritising dialogue with stakeholders in order to jointly create shared long-term value. An annual sustainability report is prepared each year and is available on the corporate website.

Five strategic pillars that guide all our actions:



**Good governance:**  
ethics and transparency



**People:**  
organisational culture



**Community:**  
impact on the region



**Value chain:**  
responsible procurement



**Environment**

Barcelona Activa is a member of various initiatives promoting social responsibility. We are part of the Spanish Network of the United Nations Global Compact and actively contribute to the Sustainable Development Goals (SDGs) established in the 2030 Agenda.



**Pacto Mundial**  
Red Española

**BARCELONA**  
AGENDA 2030



Access the  
**Barcelona Activa**  
CSR website



Access the  
**Annual sustainability**  
report

# Equality and diversity

The gender perspective and the recognition of diversity are a feature of all Barcelona Activa's internal and external actions, forming part of our corporate values: equal opportunities and social progress.

## Equality between women and men in the workplace

Barcelona Activa is committed to achieving gender equality and eliminating the inequalities faced by women in the workplace. It offers various programmes and services aimed at the public and the business ecosystem, with objectives that include supporting female entrepreneurs and business leaders, promoting STEAM careers, improving women's skills in ICT, reducing occupational segregation, breaking the glass ceiling, improving job quality, eliminating the sticky floor, easing work-life balance challenges, and addressing the gender pay gap.

## Support and guidance for businesses

Through the Advice Service for Equality and Time Organisation, companies and organisations receive personalised support from expert municipal staff. We also offer online courses on equality plans, protocols to prevent and deal with sexual and gender-based harassment, and measures for better time management and a co-responsible work-life balance.

## Recognition of cultural diversity

Barcelona Activa strives to contribute to the recognition of a diverse and plural society. It has plans, actions and programmes aimed at specific groups with the objective of eliminating discrimination on the grounds of functional diversity, racial, ethnic and cultural origin, age, sexual and gender diversity, new arrivals and people with mental health problems.

## Training

**EQUITEST:** a free and open-access self-assessment test that helps companies identify their strengths and weaknesses in terms of gender equality.

**LGTBI GUIDE** for incorporating sexual and gender diversity in companies, which provides guidance for integrating LGBTI talent into both public and private organisations.

**STUDIES** that analyse the origins and causes of inequalities between women and men in the labour market, offering proposals to eliminate these disparities and enhance the employability of women.

## Commitments

Barcelona Activa is a member of a number of organisations and initiatives that work in the defence of human rights, for gender equality, the elimination of discrimination and the reduction of inequalities, as well as a more egalitarian and sustainable society.



Xarxa de  
Municipis  
LGTBI de  
Catalunya





# Projects to promote female talent

Barcelona Activa offers a wide range of activities aimed at professionals, managers and entrepreneurs who wish to support women who want to grow professionally and empower themselves in favour of equal opportunities.



I WANT TO WORK IN MY DREAM JOB

## Job coaching for women

Expert advice from a coach and for small groups of women so that they can discover their potential, define their professional goals and advance in their careers.

I WANT TO GROW WITHIN MY WORK ENVIRONMENT

## Fes el canvi

Programme aimed at women, offering them training in management strategies and skills and facilitating networking, coaching and mentoring spaces.

## Camí de la solidesa

Training and support for Social Economy organisations composed predominantly of women.

I WANT TO MAKE MY BUSINESS IDEA A REALITY

## INICIA. Support for new projects

Training and individual mentoring to support women who have an entrepreneurial idea or who are starting a project and want to get it off the ground.

## Women Mentoring Programme

Expert advice from mentors who offer guidance to women entrepreneurs.

## Soft skills and digitalisation workshops

Activities to develop digital strategies and work on key skills in the entrepreneurial process.



More information is available on the **LIDERA** website



LIDERA has obtained the **good practice** recognition within the framework of the European Commission's



**954** participants in 2023



FEEDBACK

**8.8** Programmes

**9.5** Personalised assistance



Testimonials from women who have participated in **LIDERA**



# Awards and collaboration with other organisations



The extensive local development efforts and the ongoing outreach by various leaders at Barcelona Activa have extended the agency's recognition beyond municipal boundaries, establishing it as a benchmark in the field of local development. In recent years, this leadership position has resulted in various recognitions and awards for the activities carried out by Barcelona Activa.

## Recent awards

**European Entrepreneurial Region award**  
from the European Committee of the Regions  
for our innovative strategy in promoting entrepreneurship.

**Finalists in the Eurocities awards**  
in recognition of the IT Academy technology training programme.

**Special Honourable Mention from the Alares Foundation**  
for the management of diversity and social and employment inclusion, in the framework of the 4th International Awards in managing human diversity and inclusive employment.

**Roger Kaufman Award**  
in recognition of innovative local development policies.

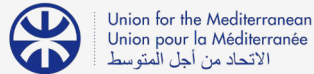
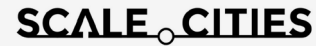
**Award from the Innovation and Development Centre**  
of the Barcelona Official College of Nursing.

**Honourable mention in the X Co-responsible Awards for Social Responsibility**  
for training and awareness-raising actions in Gender Equality and Diversity.

**Second place at the Lifelong Learning Awards**  
of the Lifelong Learning Platform.

# Awards and collaboration with other organisations

## Collaborators



Barcelona Activa participates in international projects and networks to exchange good practices and strengthen the city's position at a global level

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