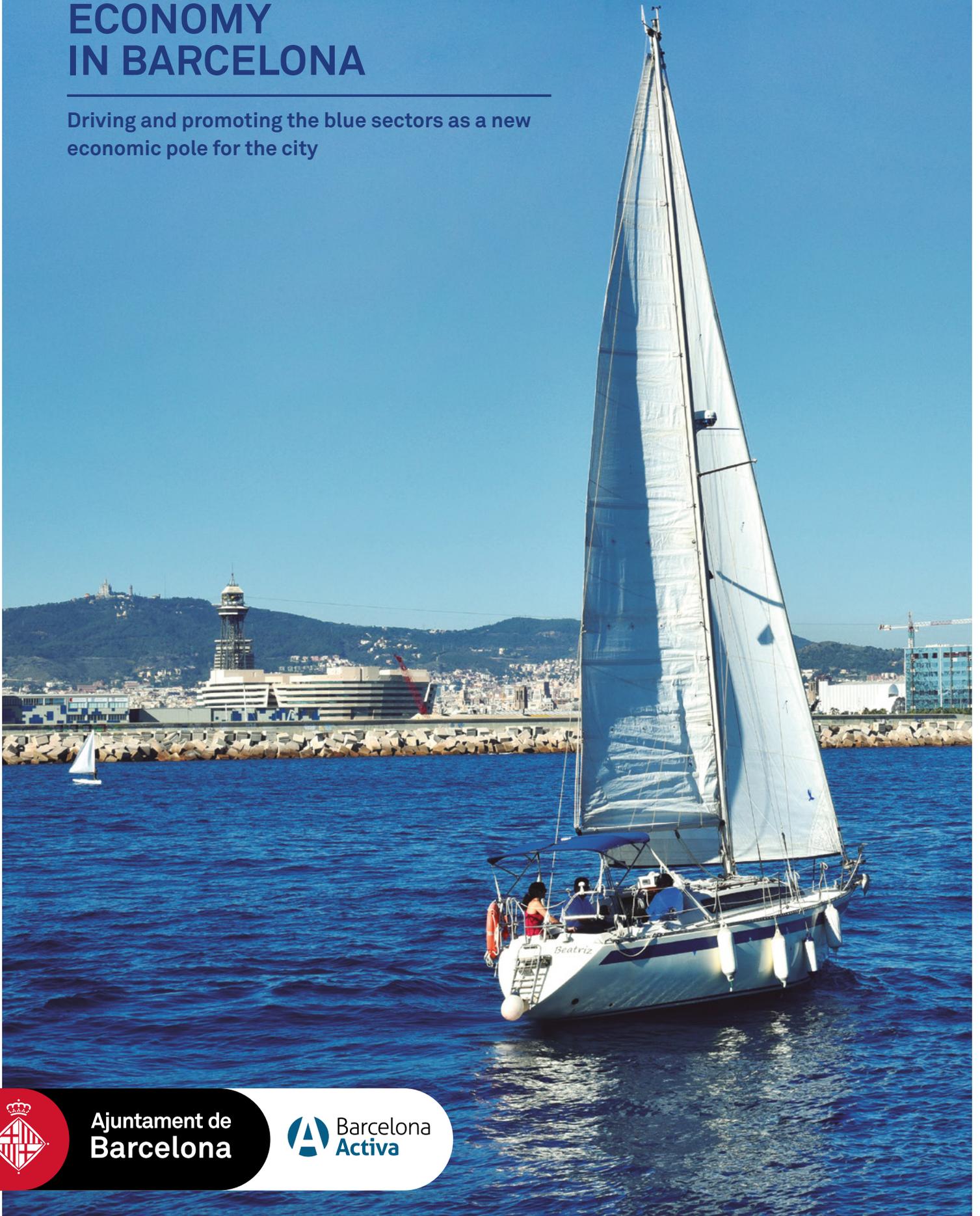

GOVERNMENT MEASURE DRIVING THE BLUE ECONOMY IN BARCELONA

Driving and promoting the blue sectors as a new economic pole for the city



Ajuntament de
Barcelona



–

Government measure
Driving the Blue Economy in Barcelona

Driving and promoting the blue sectors as a new economic pole for the city

October 2021

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The aim of this Government measure is to define the driving strategy of the Blue Economy in Barcelona and to set out a roadmap for its implementation through a series of measures and projects.

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Driving and promoting the blue sectors as a new economic pole for the city

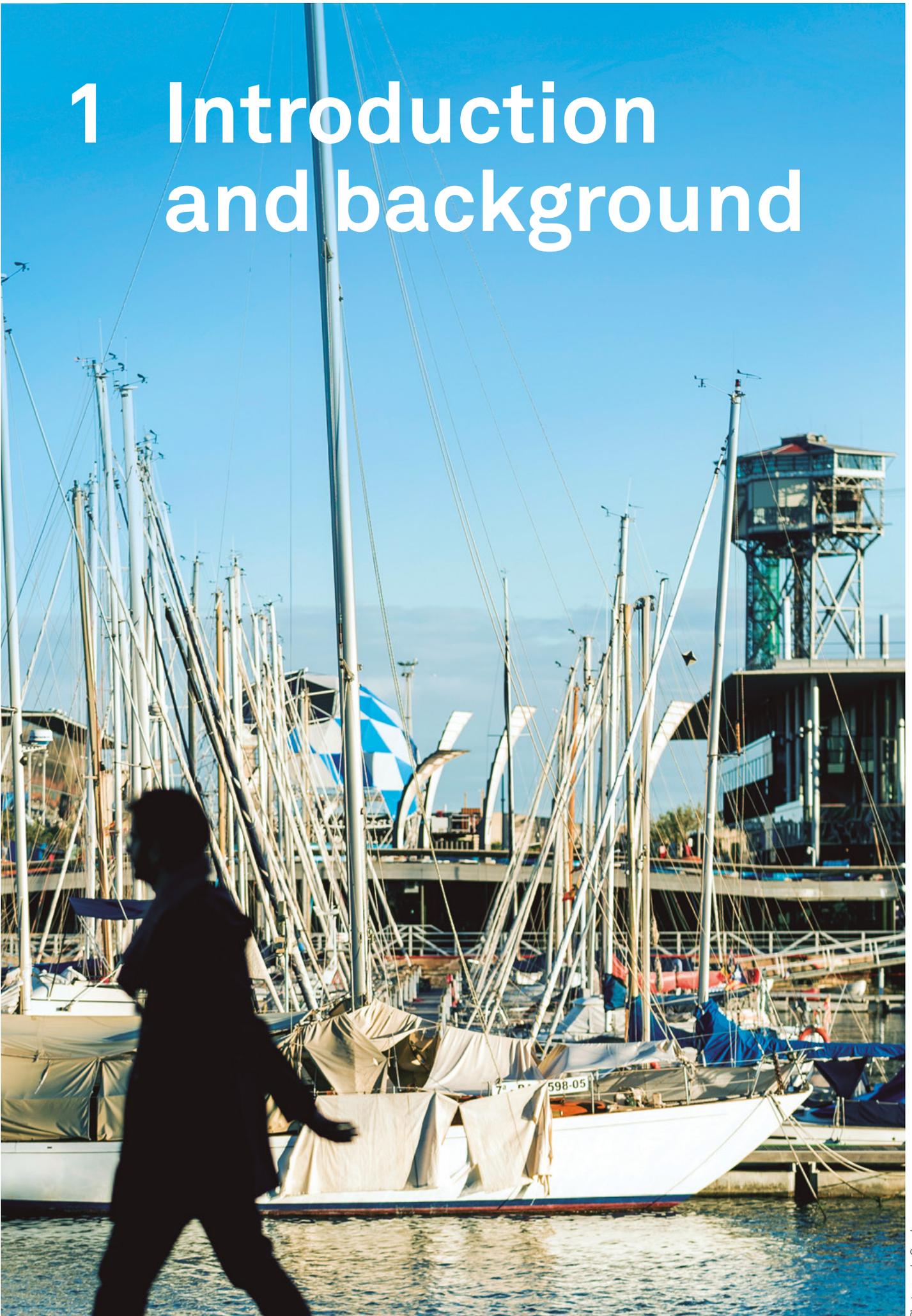
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1 Introduction and background



1 Introduction and background

1.1 WATER AS AN ECONOMIC ENGINE

The oceans represent around **71 % of the Earth's total surface area and are a determining element in the writings of our history and our lives.**¹ In the same manner, the oceans play a key role in regulating the climate and the resilience of the planet against climate change as they capture 30 % of the carbon dioxide present in the atmosphere.² However, **freshwater is essential for the development of terrestrial life, representing approximately 3 % of the planet's water.**¹

The marine and aquatic ecosystems, not only are they an essential element for human life and the development of society, but they are also a **determining factor for the economy and companies, and they represent an incredibly significant economic engine.**

Unfortunately, the acceleration in the use of marine resources and in some land activities, which have taken place in recent decades, have brought about the loss of around **50 % of the marine biodiversity, and the disappearance of 30 % of coral and 35 % of underwater prairies.**³ Furthermore, a large quantity of fishing stocks have been overfished or have collapsed, and each year **between 9 and 11 million tonnes of plastic are dumped in the sea.**

In light of this reality, it is evident that the environmental health of the marine and aquatic ecosystems and economic activities derived from them are inter-related. It should be noted that the **economic activities linked to water also favour social and environmental areas. The economy and caring for the environment are inseparable.**

1.2 TIMELINE OF THE BLUE ECONOMY WITHIN THE INSTITUTIONAL FRAMEWORK

The Blue Economy is a global concept **which has been developed over the last few decades, although it has notably accelerated in the last ten years.** Even in the 1970s, it was evident that pollution severely affected the marine environment and it was necessary to develop international frameworks to address this problem. In this regard, **our city inherits the Convention for the Protection of the Mediterranean Sea** against marine pollution, with the aim of preventing the discharge of waste into the sea. It was signed in 1976 and is known as the Barcelona Convention Action Plan. This agreement was ratified and extended by the European Community and 21 countries of the Mediterranean in 1995, and signed under the United Nations Environmental Programme (UN Environment).

If the economy was comparable to a national economy, it would be the 70th most important in the world

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The development of the potential of the Blue Economy indisputably depends on the environmental health of the ecosystems

¹ Data according to Woods Hole Oceanographic Institution.

² Data according to Oceana.

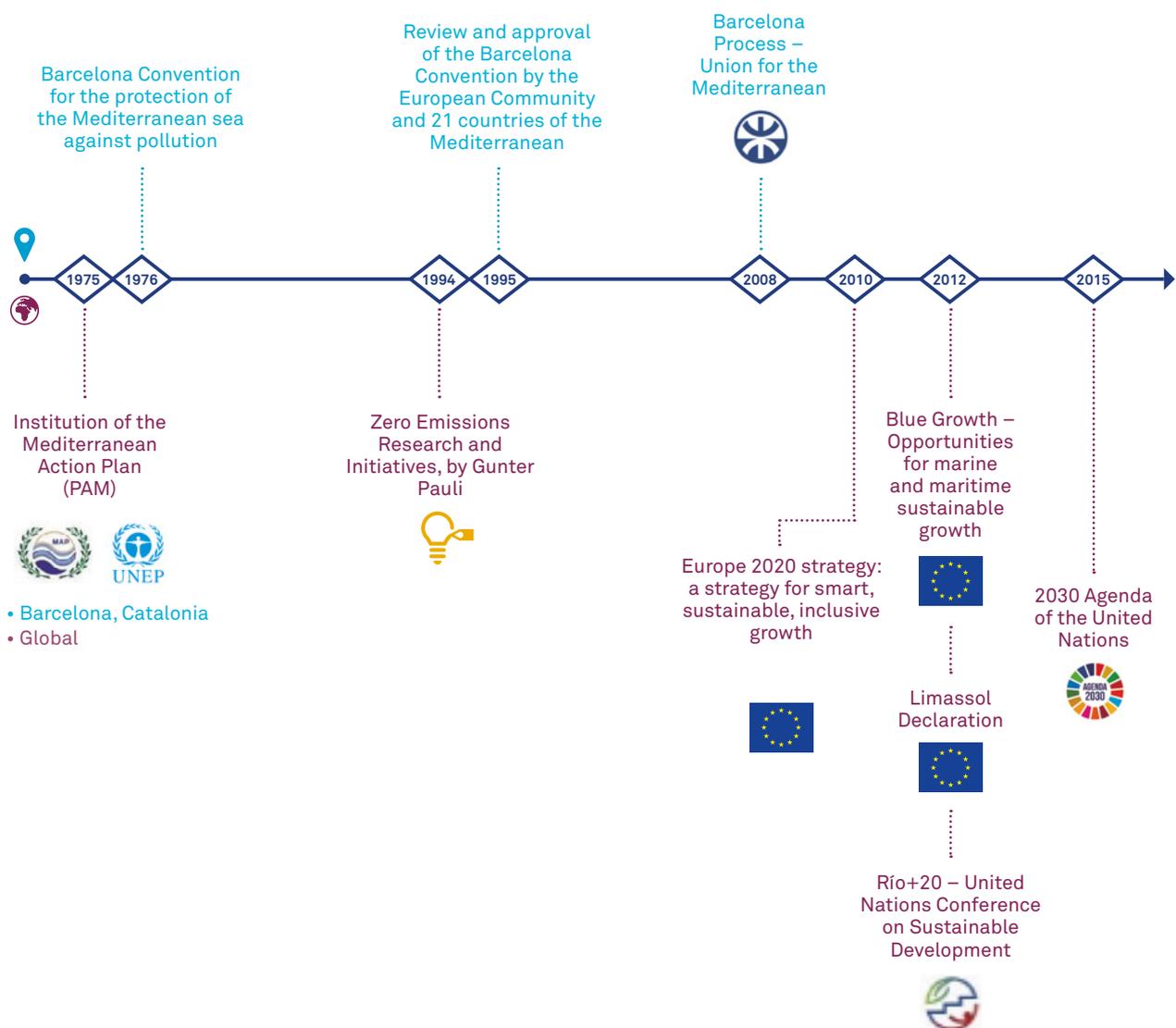
³ Data according to IUCN-Med.

Our city inherits the Barcelona Convention for the Protection of the Mediterranean Sea, signed under the umbrella of the United Nations Environmental Programme

This international vocation and oriented towards the Mediterranean Barcelona to achieve a marine economy that respects the environment has since continued in a number of initiatives. These include **the Union for the Mediterranean, founded at the Paris Summit in 2008** with the aim of reinforcing the Euro-Mediterranean partnership (EuroMed), created in 1995 and known as the Barcelona Process. The aim of the UfM **is to promote the stability and integration of the whole Mediterranean region, and it has its headquarters in our city.**

The use of the Blue Economy concept in the international political arena took strength from the Earth Summit Rio+20, organised by the United Nations in Johannesburg in 2012. In parallel, in the European arena the European Commission (as an economic development of its Integrated Maritime Policy) put the Blue Economy on the agenda **with the reference framework 'Blue Growth: Opportunities for marine and maritime sustainable growth'**, which drove this new concept, noticeably accelerating the development and attracting institutional attention.

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Over the last few years, **the events, agreements and strategies referring to the Blue Economy have become increasingly more frequent**, which demonstrates the growing interest in the opportunities and benefits of this economic area.

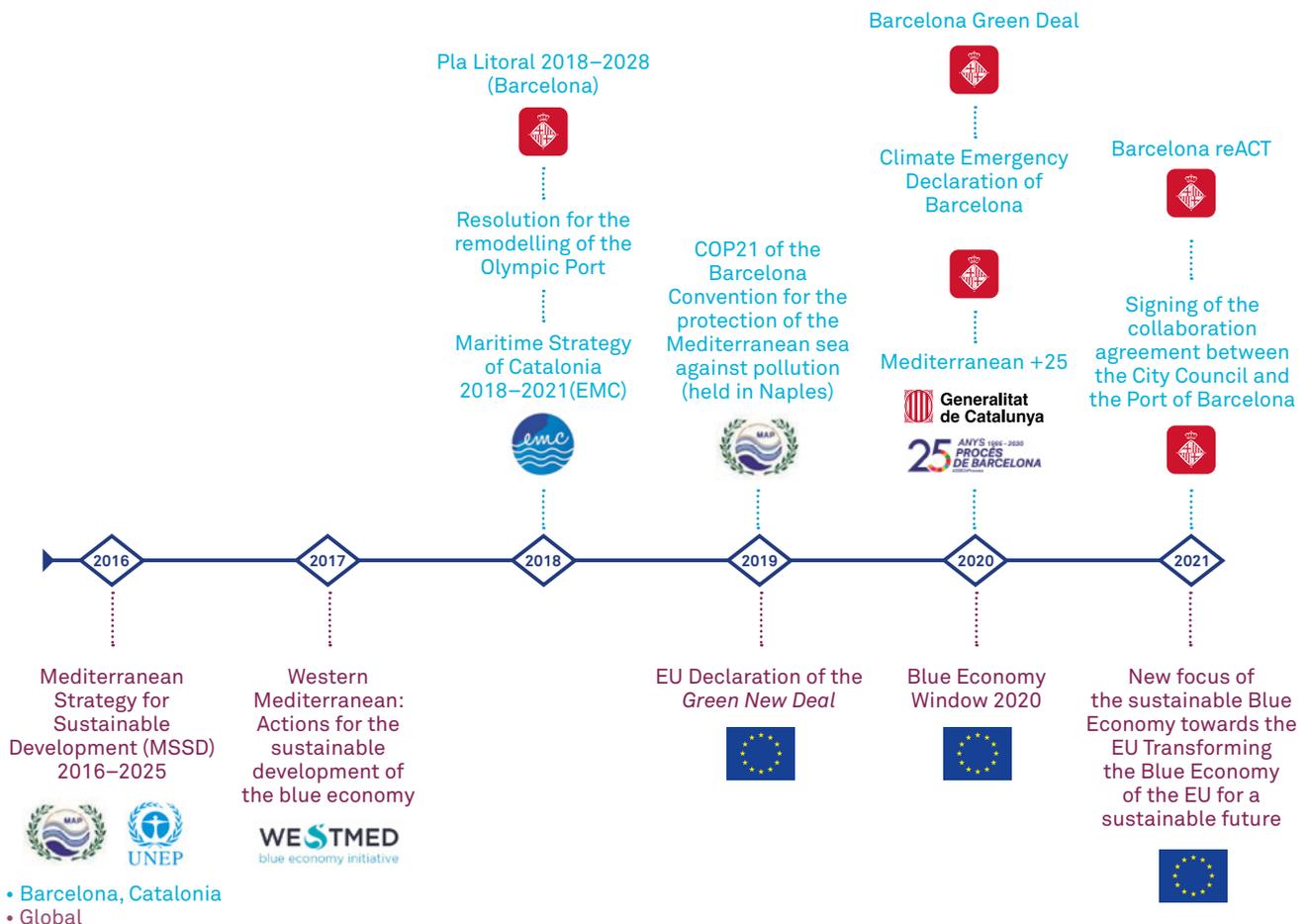
The Mediterranean Strategy for Sustainable Development (MSSD) was presented in 2016 and will be in force until 2025, followed by the **Maritime Strategy of Catalonia 2030**, which highlighted the commitment of the Generalitat of Catalonia to **provide the areas with the necessary elements** to implement an **integrated marine policy adapted to the present day situation of Catalonia**. Furthermore, in 2018 the **Pla Litoral of Barcelona City Council was designed, a roadmap that sets out the need to promote the Blue Economy in the local sphere**.

Afterwards, **in 2019 the 21st meeting of the Contracting Parties of the Convention for the protection of the sea environment and the coastal region** (Barcelona Convention) was held, where, in addition to approving a new protected marine area, **the roadmap was agreed for the future declaration of the Mediterranean as a sulphur emission control area (SECA)**.

Lastly, **now in 2021 the local scenario of Barcelona is focused on promoting the Blue Economy in the city**, placing it on the agenda through Barcelona reACT seminars, and together with a **new focus of the European Union** with regard to this economic scope, this will lay out the path that the blue activity will take over the years to come.

Over the last few years, the events, agreements and strategies referring to the Blue Economy have become increasingly more frequent

The European Commission no longer talks about the opportunities for blue growth, but has placed a focus on the sustainable Blue Economy



1.3 HOW THE STRATEGY FITS INTO THE PLA LITORAL 2018–2028

In 2018, Barcelona City Council, together with the citizens and key agents of the city, designed the strategic plan for the coastal areas of the city



July 2018

As mentioned earlier, in 2018 Barcelona City Council together with the citizens and key agents of the city designed **the strategic plan for the coastal areas of the city, known as the Pla Litoral.**

This roadmap sets out the future of the Barcelona coastline as a coastline completely open to the sea to be enjoyed by the citizens, in which it will become a **public space** with **urban continuity, well-communicated and cohesive**, with uses and activities **linked to the Blue and Social Economy and adapted to the energy transition and climate change.**

The duration of the Pla Litoral is **ten years and has 15 strategies and 61 projects, 15 of which are priorities.** The promotion of the Blue Economy in Barcelona has an impact on several of these projects of reference, which are detailed below:

Pla Litoral

Climate emergency

1. A coastline ready to face climate change
2. A more sustainable management of mobility along the coast

Social and economic sector

3. Definition of the strategy to promote the Blue Economy in the city
4. A coastal nautical training and technology node
5. A commitment to scientific knowledge, with the Barcelona Mar de Ciència
6. A Blue Pavilion to promote sport along the coastline

Management and improvement of the public space

7. A Montjuïc that is well-communicated and accessible for everyone
8. Port Vell Special Plan – Moll de la Fusta
9. Ciutadella – Portes del Mar
10. An Olympic Port that is more integrated with the city
11. A continuous Sant Martí promenade
12. Marine Zoo platform
13. A more maritime Forúm Port

Governance

14. A maritime terrestrial area recovered for the city
15. A pact to come to an agreement on the new vision of the coastline

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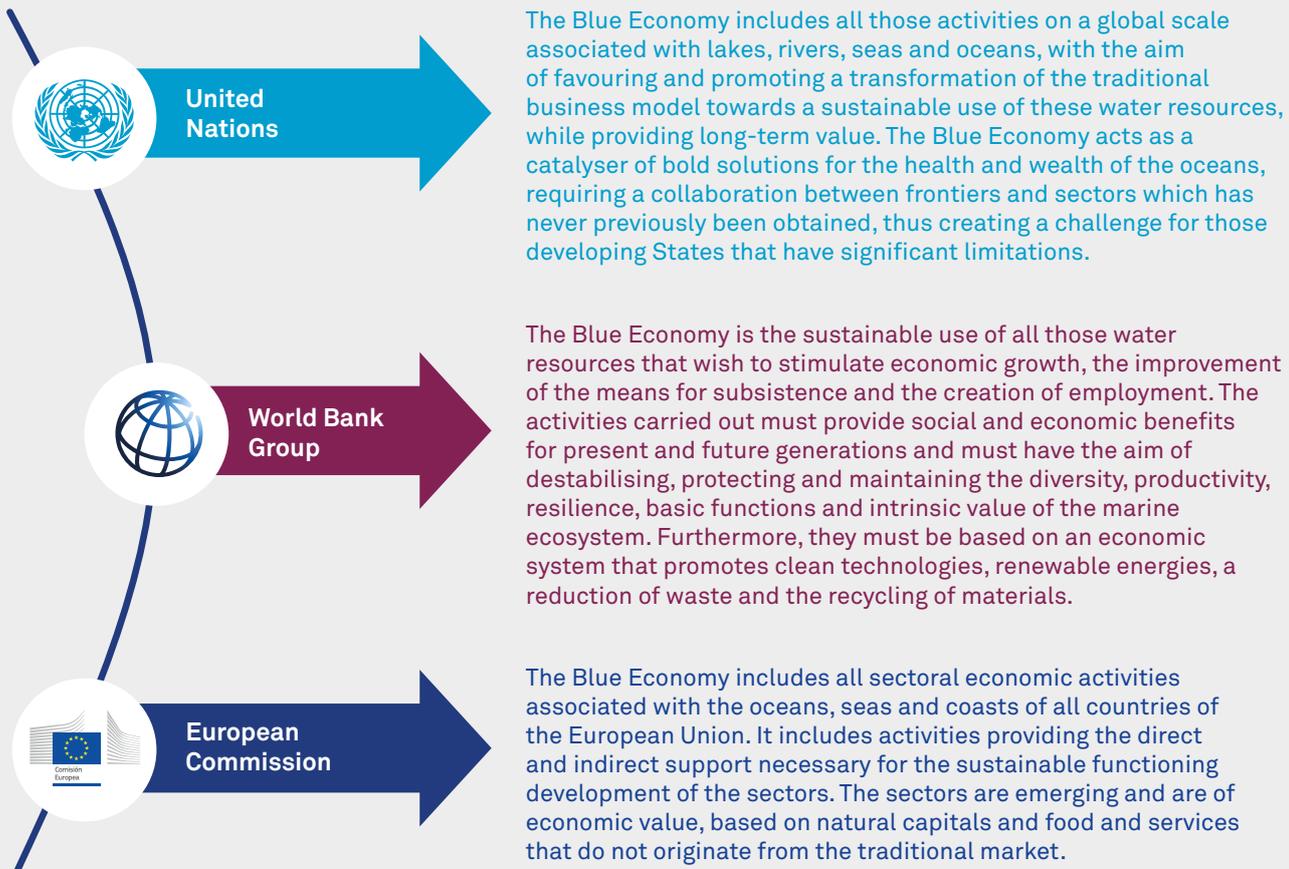
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1.4 A CONCEPT UNDER CONSTRUCTION

Although the Blue Economy is a concept that is becoming more frequently used in political and investment decision-making, **it still does not have a univocal and commonly accepted definition.**

It is for this reason that **large organisations of the world have presented their definitions:**



Diverse definitions of the Blue Economy from around the world.

In general, the Blue Economy can be understood as an **economic sphere that covers all the activities related to aquatic ecosystems**, favouring the social development and good condition of the ecosystems where they take place **so that these natural resources continue to be an engine for the economy, culture and leisure.**

The Blue Economy encompasses multiple sectors, from port activities and fishing to marine biotechnology and marine renewable energies. **It is therefore necessary to address the concept from a global and holistic perspective to efficiently manage the aquatic ecosystems.**

It is necessary to treat the aquatic ecosystem from a global and holistic perspective to efficiently manage the shared water resources

The Blue Economy is closely linked to the achievement of the United Nations Sustainable Development Goals

It is with this in mind that **the Blue Economy is closely linked to the achievement of the United Nations Sustainable Development Goals**, the goals that are focused on protecting and improving the environment, the fight against inequality, economic development, and the commitment to institutional integrity and efficiency.

In specific terms, **the development of the Blue Economy represents a drive towards achieving the following SDGs:**



Sustainable Development Goals (SDGs) with an impact on the Blue Economy.

Without forgetting the directives set out by SDG 17 **'Partnerships for the goals'**.

Furthermore, the correct implementation of the Blue Economy concept would **guarantee a comprehensive and responsible management of the water** through making use of the energetic and material value of the waste water while ensuring the conservation and regeneration of the water resources; this would be done while **ensuring the conservation and the regeneration of the oceans, the seas and their underwater biodiversity.**

The Blue Economy **also offers a renewable energy source that is still underdeveloped in our region, such as offshore wind farms, wave and tidal energy, and ocean thermal energy.** These resources contribute to guaranteeing access to accessible, safe, sustainable and modern energy for the population.

The development of the **Blue Economy offers greater resilience to the manufacturing and business sector**, contributing to the **diversification** of the economy and the **generation of quality employment**, while promoting **innovation and modern and sustainable infrastructures.**

Lastly, the **policies in this economic area aim to considerably reduce the gender gap** which currently exists in some marine-related professions, by actively influencing the attainment of gender equality.

1.5 EUROPEAN FRAMEWORK OF REFERENCE

It should be noted that in May 2021 the European Commission announced a new focus with regard to the European Blue Economy, where it concluded that **it was necessary to transition from 'Blue Growth' to 'the Sustainable Blue Economy'**.

This is a very significant document as it **replaces the roadmap presented in 2012 and establishes the guidelines which lay out the future financing and regulatory mechanisms**. The document is based along the following general lines:

The European commission has presented a **detailed and realistic agenda** so that the Blue Economy plays a leading role in obtaining the objectives of the European Green Deal



May 2021

Putting the Blue into the Green

- This establishes the whole discourse of the Blue Economy and its indicators as the maritime derivative of the European Green Deal, defining **environmental action as the key piece in the economic future of the marine sphere**.
- **It boosts the economic sectors** aimed at reducing pollution and increasing climate resilience, **such as renewable and marine energies or zero emission vessels, and emphasises the role of the Blue Economy in the fight against the loss of biodiversity**.
- It highlights the role of the Blue Economy and the existing potential in terms of **generating employment**.
- **It eliminates** some of the economic activities considered in the previous roadmap, **such as seabed mining, because of its negative environmental impact**.
- **It places the focus** on the **innovative blue sectors**: renewable ocean energy, blue bioeconomy, blue biotechnology and desalinisation.
- **It highlights the need to reduce environmental impact of the more traditional sectors**, such as maritime transport and port activities.
- It emphasises the importance of **research, maritime knowledge, and transfer and dissemination** to guarantee the future of the European Blue Economy.
- It presents a **detailed and realistic agenda so that the Blue Economy can play a leading role in obtaining the objectives of the European Green Deal**.



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Economy in
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The report presented also **highlights the need to have an efficient maritime management plan** as an essential tool to avoid conflicts between political priorities and to reconcile the conservation and regeneration of the marine ecosystem with economic development.

Thus, **the governance of the areas**, not only between public administrations, but also the citizens and the different stakeholders involved, **becomes an essential and strategic element in order to make the most of the opportunities proposed by the concept**.

It is expected a new European Association for a climate neutral, sustainable and productive Blue Economy will be created in 2023

Furthermore, **the European Commission will develop a pan-European ecosystem for innovation, which will promote cooperation between the different coastal regions of Europe** and be committed to a sustainable Blue Economy. In line with the above, the following two initiatives are of significance:

- The **Healthy oceans, seas, coastal and inland waters** mission, which will have the aim of regenerating the marine and sweet water ecosystems, tackling the problem of the loss of biodiversity and pollution, and promoting solutions associated with the Blue Economy to achieve climate neutrality.
- **The new European Association for a climate neutral, sustainable and productive Blue Economy**, scheduled to commence in 2023. This association will be a public initiative co-funded by the EU, national governments and national financing bodies associated with research.

With regard to the necessary investment to maintain the decarbonisation of the maritime economy and promote the emerging and innovative sectors of the Blue Economy, **the European Commission has committed to the following:**

- **Working with the European Investment Bank (EIB)** to join forces to reduce pollution in the European seas, particularly the Mediterranean. Both institutions will contemplate the **means to incentivise private investors and public development banks to join these efforts.**
- **Cooperating with the European Investment Fund** to explore a framework that facilitates the use of **financial instruments under shared management for a sustainable Blue Economy.**
- **Providing personalised support, visibility, access to investments and financial advice to small companies with transformative ideas that have difficulty in obtaining private capital** through the **BlueInvest platform**. In this context, the **EU will mobilise private capital** to provide venture capital for **emerging or start-up blue technology companies.**
- Establishing the **conditions** to provide support to the roll-out of clean energies, such as marine renewable energy, **in a manner that is profitable and which respects the environment** during the upcoming review of the standards on **state aid and the Directive on renewable energy sources.**

Furthermore, the European Commission annually presents the *Blue Economy Report*, which analyses **the scope and measurement of the Blue Economy of the European Union**. The aim of this document is to provide support to those responsible for designing policies related to the Blue Economy and other stakeholders interested in seeking the sustainable development of the oceans and coastal resources.

The European Commission has provided different lines with regard to the investment necessary to promote the sustainable Blue Economy, seeking forms of funding, both public and also private capital

The *Blue Economy Report* thus serves as a **framework of reference for all the coastal regions of Europe, establishing, among other directives, a classification of the sectors that make up the Blue Economy concept.** With regard to this classification, the European Union separates the different blue economic activities into two categories:

- **Established sectors:** these are economic sectors that have traditionally formed part of the maritime economy, such as port or fishing activities. Furthermore, these sectors have a series of complete data and indicators which are accurate and comparable.
- **Emerging sectors:** the emerging sectors are those that are either innovative and relatively recently created, or are sectors with databases and indicators with an impact on development.

The *Blue Economy Report 2021* establishes the reference framework with regard to the scope of the European Blue Economy, defining the different economic sectors and activities of which they form part



Classification of sectors related to the Blue Economy according to the European Commission *Blue Economy Report 2021*

ESTABLISHED SECTORS	EMERGING SECTORS
Live marine resources	Other sources of maritime renewable energy
Inert marine resources	Blue biotechnology
Maritime wind energy	Marine minerals
Port activities	Desalination
Construction and repair of vessels	Maritime defence, security and surveillance
Maritime transport	Research and education
Coastal tourism	Maritime infrastructures



2 The Blue Economy in Barcelona



2 The Blue Economy in Barcelona

2.1 DEFINITION OF THE BLUE ECONOMY IN BARCELONA

Like all new concepts, **the Blue Economy may create a certain amount of confusion regarding its meaning**, especially taking into account that it is an economic sphere that has been evolving in recent years. The Blue Economy concept of 2012 is different to the current one, although its basis is the same.

For this reason, **it is necessary to create a definition that adapts to the local reality**, and which at the same time **is acceptable to the different stakeholders of the city** (administrations, private area, knowledge centres and citizens).

In the case of Barcelona, the Blue Economy is a sphere with an attractive quality in the new Sustainable Economy strategy, which is being created by Barcelona City Council. Since the beginning of the design of the strategy to promote the Blue Economy, it has also focused on the need to guarantee an economic activity that ensures the good environmental status of the ecosystems and favours sustainable social and economic development. Furthermore, it has been established that the main actors of the city's blue ecosystem share this vision, aligning themselves with the new approach presented by the European Union.

Furthermore, **despite Barcelona being bordered by two rivers, the Besòs and the Llobregat, which represent a potential for the Blue Economy**, in its 2020-2025 strategy, Barcelona is prioritising the policies and actions in the Blue Economy linked to the sea, in other words, the sustainable maritime economy. It is therefore committed to 'the Green Sea Economy'.

Barcelona has taken a step forward, defining the framework which will serve to encompass what the Blue Economy in the City should be



The Blue Economy comprises all economic activities related to the aquatic spheres, which are performed in a manner that is compatible with the environmental conservation of the ecosystems and favour sustainable social and economic development.

Barcelona City Council wishes to particularly focus on driving economies linked to the sea, sustainable maritime economies.

2.2 STRATEGIC BLUE SECTORS FOR THE CITY

Barcelona City Council understands that it must promote those sectors that have a greater economic, social and environmental return and a greater impact on the city

Of all the sectors that appear in the roadmap set out by the European Union, **Barcelona City Council understands that there is a need to promote those that have a greater economic, social and environmental return, and which have a greater impact on the city, while at the same time pursuing the strategic values set out by the City Council.**

Therefore, **five established sectors, five emerging sectors and two cross-cutting sectors have been identified as strategic for Barcelona** from the whole Blue Economy sphere, as these are considered basic sectors for creating the knowledge, awareness, innovation and technology necessary to ensure the sustainable development of the Blue Economy.

It must be taken into account that the economic sectors considered in the local Blue Economy strategy do not strictly coincide with those defined by the European Union, given that the scope of the Blue Economy has been adapted and customised to Barcelona's current situation.

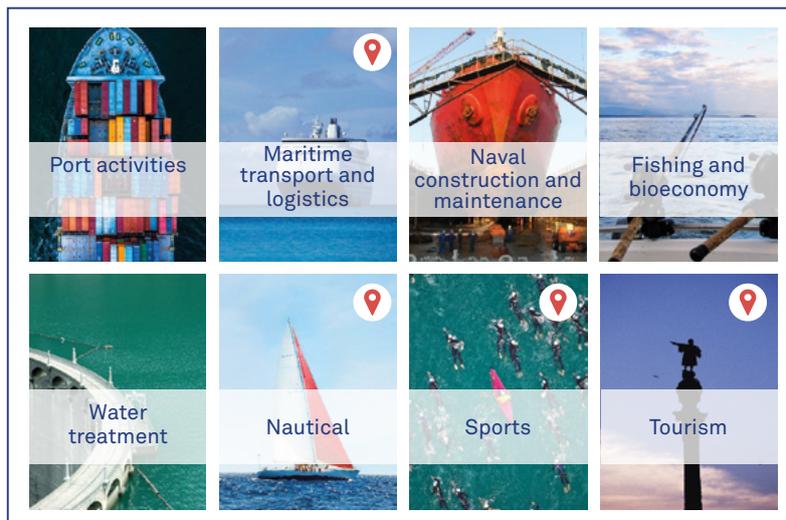
Accordingly, **one of the objectives of creating a strategy in Blue Economy is to set out the common synergies and ideas between the sectors** so that all contribute to the blue and sustainable development of Barcelona's economy.

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Government measure

12 strategic blue economic sectors for Barcelona

ESTABLISHED SECTORS



EMERGING SECTORS



These sectors include the tourism sector in their value chain.

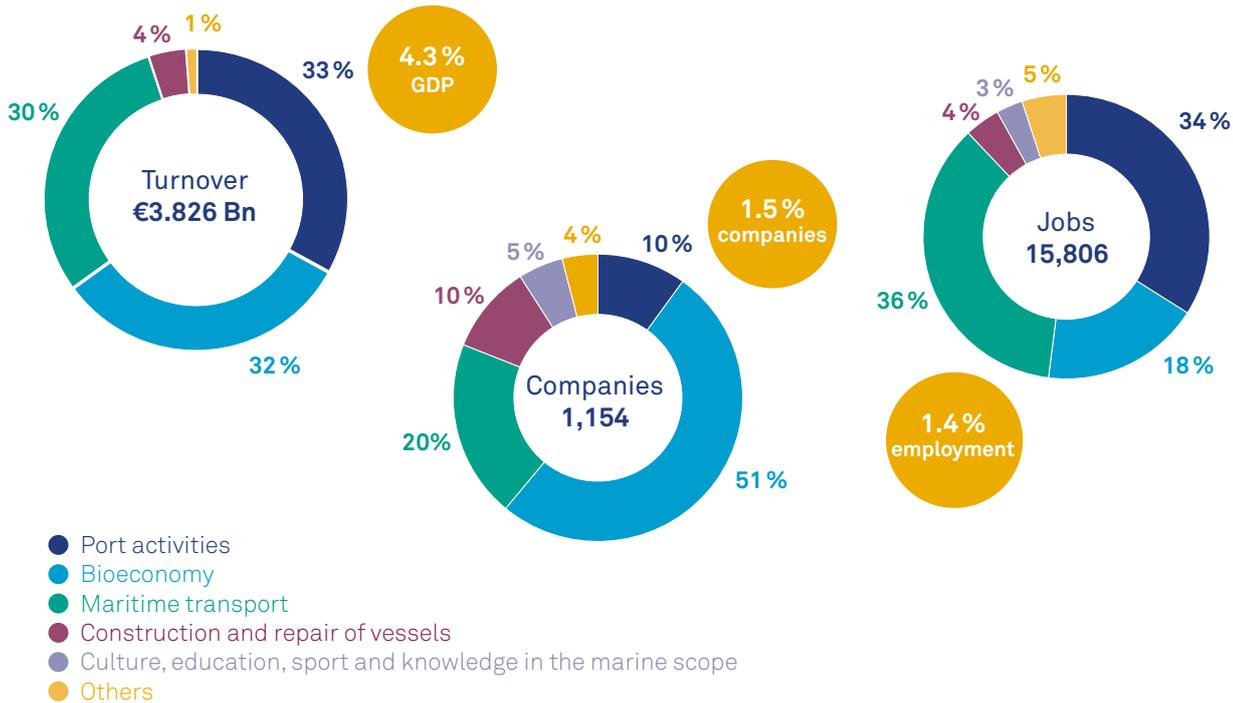
Based on the classifications of the Blue Economy sectors contained in the *Blue Economy Report 2021* by the European Commission, Barcelona City Council has defined the sectors with a greater impact on the city. The bioeconomy includes the whole value chain of those relating to live marine resources.

2.3 THE BLUE ECONOMY AND BARCELONA IN THE FIGURES

The Blue Economy represents 4.3% of the GDP of Barcelona and employs 1.4% of the city. The data show the relevance that this economic sphere has for a city such as Barcelona.

The Blue Economy represents 4.3% of the GDP in Barcelona and employs 1.4% of the city

Specifically, the distribution of economic sectors that make up the Blue Economy in the different economic indicators of the city are the following:



Source: Internal data of Barcelona City Council, 2019, from SABI data and Camerdata 2019.
Note: only direct values are considered.

It can be seen that the sectors with greater weight in terms of turnover are port activities, the bioeconomy (which includes fishing and the wholesale and retail trade in marine products), and maritime transport.

The sectors with the greatest weight in terms of turnover are port activities, fishing and the bioeconomy, maritime transport and logistics

With regard to port activities and maritime transport, Barcelona has a privileged position in the Mediterranean thanks to the activities of the Port of Barcelona, which is the 10th port in Europe in terms of goods shipping. Furthermore, Barcelona is seen as a point of reference with regard to passenger transport routes.

In the area of marine food products, it is worth pointing out that almost all of the turnover, 99.72%, is related to the processing and distribution of these resources and only 0.28% to local fishing, with the Mercabarna Fish Market being the point of reference for this activity. It is worth highlighting the fact that Barcelona remains one of the few cities that still has an active Fishermen's Guild and a tangible local fishing culture.

Barcelona is particularly well positioned in the repair and refit of yachts and super yachts as well as marine research

As for the other sectors, **Barcelona is particularly well positioned in the subsegment for the repair and refit of yachts and super yachts**, thanks to the company Marina Barcelona 92 S.A., which is responsible for 80% of the turnover for the sector and employs 73% of its workforce.

Lastly, although it is not a relevant sector in terms of direct turnover, **Barcelona has an important network of knowledge centres in the marine field**. This network is **formed by university and research centres**, mainly the Institute of Marine Sciences (ICM for its acronym in Catalan), the Polytechnic University of Catalonia, the University of Barcelona and **cultural centres**, such as the Maritime Museum. It is **worth mentioning that the ICM, which forms part of the Spanish National Research Council (CSIC for its acronym in Spanish) is one of the main maritime centres of reference in the area of the Mediterranean and in the south of Europe in terms of scientific production**. Furthermore, it is the first marine research centre to receive the Severo Ochoa Centre of Excellence Award.

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measure



● Coastal tourism

Source: Internal data of Barcelona City Council, 2019. Note: only direct values are considered.

The coastal tourism sector is a relevant sector for the Blue Economy in Barcelona

In parallel with the global calculation of the Blue Economy in Barcelona, **the City Council has made an initial approximation of the economic impact generated by coastal tourism on the city**, in spite of certain difficulties when estimating the specific weight of the tourism arriving in Barcelona due to the fact of there being maritime activities, which also happens in other coastal cities in Europe. **It has estimated the turnover, employment and number of customers in the sector, mainly based on the cruise liner activity, although it should be mentioned that coastal tourism would encompass a much larger range of activities.**

Although one of the objectives behind the Blue Economy is to diversify and increase the resilience of the city's economy, **coastal tourism is considered a significant sector.**

2.4 ASSETS AND ECOSYSTEMS OF REFERENCE OF THE BLUE ECONOMY IN BARCELONA

With 16.67 km of coastline, Barcelona has eleven neighbourhoods and three districts that touch the sea and two rivers on its border, the Besòs and the Llobregat. **Barcelona has a significant advantage of being a metropolis with port infrastructures integrated into the city centre:** the Port of Barcelona, Port Vell, Olympic Port and Port Fòrum all have a privileged location in Barcelona.

Barcelona has a significant advantage of being a metropolis with port infrastructures integrated into the city centre

In economic terms, **the importance of the Port of Barcelona should be noted. It includes Port Vell and the ZAL, a logistics area which includes more than 400 companies,** with these forming the main logistics hub of the Mediterranean, and is especially important in the container shipping area.

Of particular note is the **important role played by Mercabarna and its Fish Market,** where **nearly 210,000 tons of marine products** are handled and traded.

Another significant asset and economic actor in this ecosystem is the **Barcelona Clúster Nàutic**, an entity made up of around 100 companies, brands and entities associated with the **nautical sector of Catalonia.** Furthermore, it is worth highlighting **the existence of a blue ecosystem, with more than 1,000 companies and 15,000 jobs.**

Barcelona has **a variety of assets that favour the international recognition of the city in the area of the Blue Economy,** such as the worldwide leadership of the company MB92 in the repair and refit of yachts and super yachts, the scientific production of the Institute of Marine Sciences, nautical training at the high performance centre Barcelona International Sailing Centre (BISC) and other events with an international projection.

Our city is well positioned in the development and acceleration of emerging companies and in the design of environmental policies relating to the main focal points of the Blue Economy: innovation and sustainability.

Lastly, Barcelona has the **unique advantage of having a solid maritime heritage and history, and a strong sports and leisure culture linked to the sea,** made evident by the numerous cultural institutions, museums and nautical clubs existing on a local scale, or projects such as the recovery of the Consulate of the Sea.



PORT AND LOGISTICS INFRASTRUCTURES

- Port of Barcelona
- ZAL
- Marinas: Port Vell, Olympic Port and Port Fòrum



ECOSYSTEM AND BLUE ECONOMIC ACTIVITY

- 1,200 actors (approx.)
- Turnover of €3.826 Bn
- 15,806 jobs



ECONOMIC TOOLS AND EVENTS

- Mercabarna
- Marina Barcelona 92, SA
- Fishermen's Guild
- International Logistics Exhibition – SIL
- Smart Ports
- International Boat Show
- B4Planet
- Seafood Expo Global



LEADING CENTRES IN MARINE RESEARCH

- Institute of Marine Sciences – CSIC
- University of Barcelona
- Polytechnic University of Catalonia
- Xarxa BlueNetCat



ENTREPRENEURIAL, INNOVATIVE AND DIGITAL CITY

- TOP 3 *Startup Heatmap Europe*
- TOP 4 innovative cities
- 1st Smart City in Spain and 4th in Europe



BLUE MARITIME, SPORTING AND LEISURE CULTURE

- Maritime Museum
- Barcelona Natural Science Museum
- Centre de la Platja
- Aquarium
- Zoo
- Public and private sailing clubs

3 Grounds for the Measure



3 Grounds for the Measure

3.1 BLUE ECONOMY A FOCAL POINT OF THE BARCELONA GREEN DEAL

The Blue Economy is an example of one of the paths towards becoming the city of the Barcelona Green Deal and 2030 Agenda

The commitment to the **Blue Economy is an example of one of the paths towards becoming the city of the Barcelona Green Deal**, making a considerable contribution to economic sustainability and the creation of quality jobs, through innovation and technological transference.



The local drive behind the Blue Economy is also in line with the Barcelona 2030 Agenda, a document that adapts the objectives and milestones of the **Sustainable Development Goals** of the global agenda of the United Nations to the context and needs of the city.

Specifically, the Blue Economy strategy **contributes to meeting 23 of the operational milestones that have been set out by Barcelona City Council for 2030, relating to several SDGs**: Clean Water and Sanitation, Affordable and Clean Energy, Decent Working Economic Growth Industry, Innovation and Infrastructures, Sustainable Cities and Communities, Life Below Water and Gender Equality. **The strategy follows the directives set out by SDG 17 'Partnerships for the goals'**.

Barcelona City Council considers that a **huge commitment by the city for the Blue Economy** would greatly benefit the city in terms of **sustainable economy, driving innovation, promoting a quality job market and the enjoyment of the cultural, heritage and maritime infrastructures** of Barcelona.

This drive, under the guidance of knowledge centres, the blue business and entrepreneur ecosystem and the citizens, reinforces and contributes to the policies and projects already under way, such as the **Barcelona Innovation Coast (BIC), which places innovation at the centre of the drive and recovery of the city and its coastal neighbourhoods** to consolidate Barcelona as the capital of innovation in Southern Europe, as well as the **Climate Plan for the Climate Emergency** of Barcelona City Council, which **establishes objectives with regard to climate while promoting culture for sustainability**.

Furthermore, the drive of the Blue Economy of Barcelona **responds to the drive to strategic sectors**, which are carried out by **Barcelona Activa** and enshrined within the promotion of the sustainable economy, which heads up the local development agency of the city.



The city's commitment to the Blue Economy is a response to different reasons and different areas.

The creation of a local strategy in Blue Economy aims to **implement a variety of actions identified during the design of the Pla Litoral in 2018**, and to act as a starting point for the Sustainable Economy strategy that the city is developing, and to contribute to achieving the **objectives defined to develop a sustainable economy in the city**, specifically around the economic activities linked to the sea.

All the projects and measures presented in this strategy are essential so that Barcelona may make the most of the opportunity of becoming one of the leading cities of reference in the Blue Economy, which will provide a boost to the resilience and sustainable diversification of the local economy.

It should also be taken into account that **the Blue Economy has formed part of the agenda of the European Union since 2018**, viewing this new economic sphere as one of the main areas of sustainable economic development and for achieving the objectives of the European Green Deal. Subsequently, **it is necessary to have a local strategy** that is coherent with those that many of the maritime European cities are designing **in order for the local Blue Economy of Barcelona to fit into the regional and European sphere.**

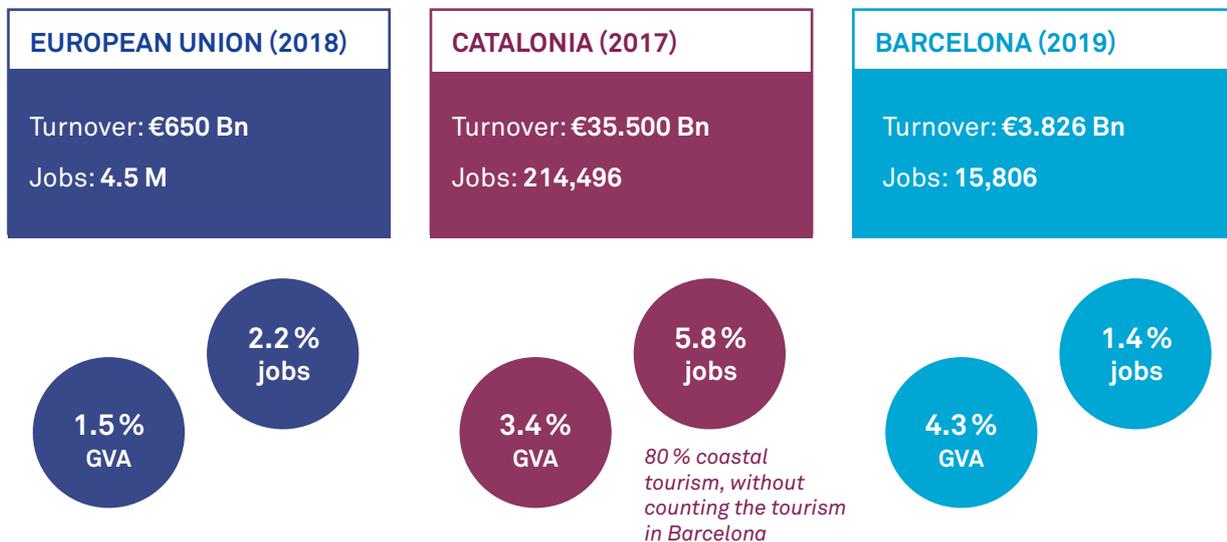
The creation of a local strategy in Blue Economy aims to implement multiple actions identified during the design of the Pla Litoral in 2018

Barcelona cannot miss the opportunity to become one of the main benchmark cities in Blue Economy



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Driving the Blue Economy in Barcelona



Source: Internal data of Barcelona City Council, 2019. Please note that the data are not strictly comparable because of the difference in quantification criteria between the studies.

3.2 ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT OF THE BLUE ECONOMY IN BARCELONA

Overall, the current Blue Economy in the city represents 4.3% of the GDP and 1.4% of jobs

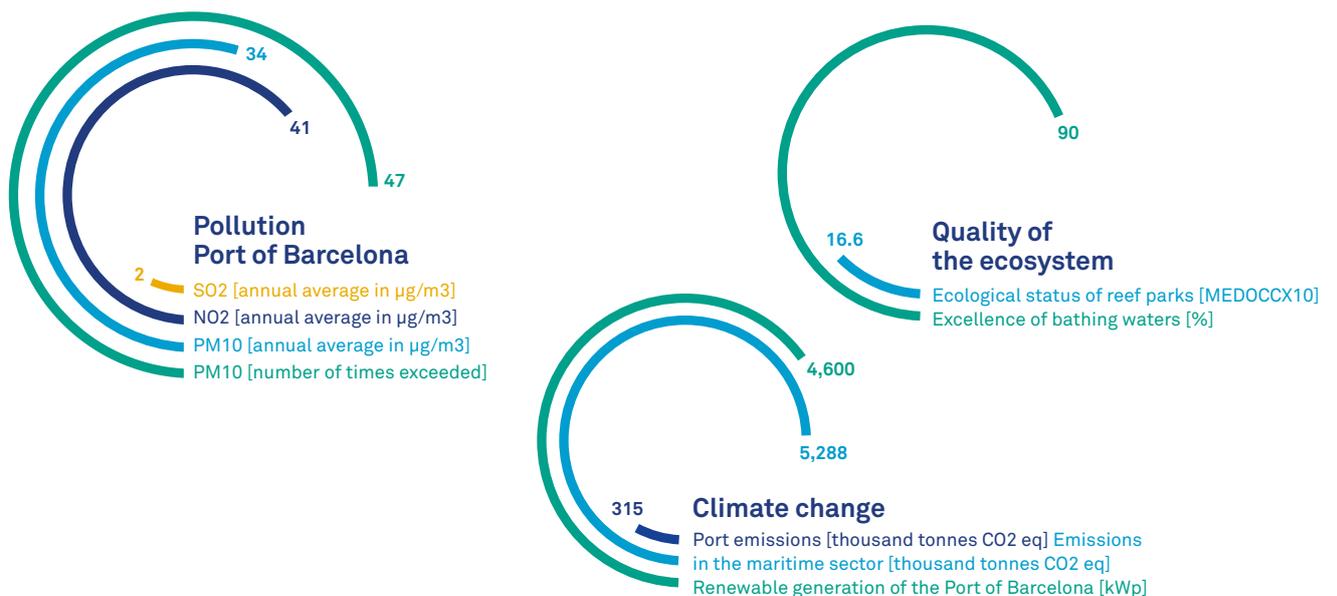
From an economic perspective, the data show the weight that the sea has as an economic engine for the city. **Overall, the current Blue Economy in the city represents 4.3% of the GDP and 1.4% of jobs**, with port activities, maritime transport and the bioeconomy being the ones with the highest turnover. **The vision of the strategy is to provide support to and reinforce the current ecosystem and boost the emerging sectors, creating companies with high added value and quality jobs for the city.**

One of the objectives of driving the local Blue Economy is to support the actors that form part of the maritime activities in their ecological transition

The environmental aspect is the leading actor in the Blue Economy, given that **this concept is born from an understanding that the sea and the water resources can only maintain their active economic role if they are in good ecological condition**. It has been made abundantly clear that a strategy in the Blue Economy that **manages the sea as an asset in a holistic and integrated manner, and therefore has the regeneration and conservation of the marine ecosystem and its biodiversity in its spotlight, is absolutely essential.**

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Government measure



Source: Internal data of Barcelona City Council, 2019.

It is with this in mind that **one of the objectives of driving the local Blue Economy is to support the actors that form part of the least sustainable maritime activities in their ecological transition.**

To this end, the following objectives are established as a **reference**, for the port area: **reduce emissions by 50% compared to 2017 by the year 2030**, and the milestones for the city to maintain **the excellence of the bathing waters at more than 98%** during the high season and an **ecological status of the reef parks below 1.6.**

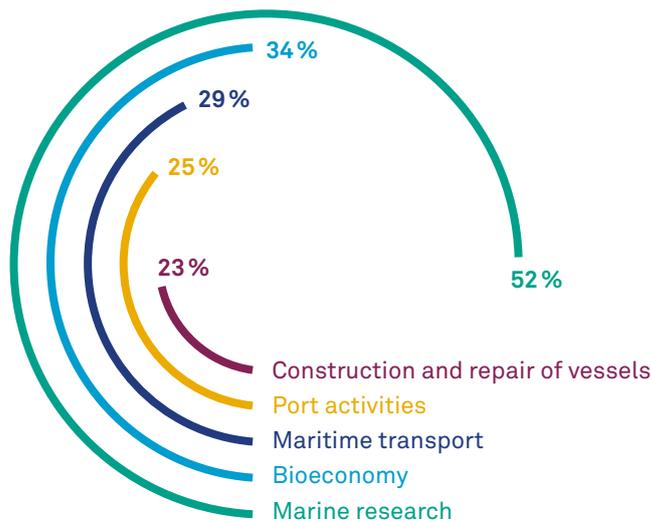
Lastly, from a social and citizen perspective, the local strategy in the Blue Economy will have an impact on two significant focal points.

Firstly, it will **reinforce the connection of the citizens with their coastline**, through activities promoting culture, leisure and maritime sports, **facilitating access between the city and the sea, and bringing nautical activities closer to the citizens**. This way, the history and heritage of the maritime culture of the city will be revalued, adapting the maritime culture to the Barcelona of the present.

Barcelona's strategy in the Blue Economy will aim to reinforce the connection of the citizens with their coastline and to reduce the gender gap currently present in blue activities

Percentage of women in blue professions in Barcelona

Average: 29 %



Source: Internal data of Barcelona City Council, 2019.

Recreation qualifications obtained in Catalonia

Women: 18 %

Source: Government of Catalonia

Maritime studies that involve regular sailing

Women: 10 %

Source: Polytechnic University of Catalonia (UPC).

Naval engineering studies or similar

Women: 20 %

All efforts will be made to reduce the noticeable gender gap which exists in professions within the maritime sphere, especially those that require a physical presence at sea. The aim is to achieve a parity level of reference (40%) and to have a significant impact on other sectors where a feminine presence is much lower.

Furthermore, this **link between the Blue Economy and the citizens through Blue Economy social, collaborative and solidarity activities, as well as others, will be promoted as a tool to boost the local area.**

3.3 WINDOW OF OPPORTUNITY FOR BARCELONA

KIC (Knowledge & Innovation Community) is an independent body of the EU and its objective is to promote knowledge and innovation in Europe through the integration of companies, education and research within the framework of the EIT (European Institute of Innovation and Technology)

The transformation of the **Olympic Port**, the presentation of the **IV Strategic Plan of the Port of Barcelona** and the **horizon of the European KIC** in Blue Economy **form a clear window of opportunity for Barcelona**.

Furthermore, the **evident public-private will to collaborate** by the 'blue actors' of the city, as well as the **clear will of the City Council** to place the Blue Economy on the agenda, create the **necessary traction** to **invigorate the city's ecosystem and set out on the path towards Barcelona's leadership in this economic sphere**.

Factors that create the window of opportunity for Barcelona



Barcelona has the opportunity to take advantage of the economic promotion and European funding mechanisms in the local Blue Economy strategy

In addition, **Barcelona has the opportunity to take advantage of the specific economic promotion and European funding mechanisms in the local Blue Economy strategy**, bearing in mind the alignment of the local strategy for a sustainable economy and Blue Economy with the new focus of the European Union in relation to Sustainable Blue Economy, as well as **the Next Generation EU funds**. The roadmap presented in this document contemplates the use of these extraordinary funds for a variety of projects.

Likewise, **it should be noted that the investment of private capital in the economy in the recent four monthly periods has increased considerably**, resulting in the proliferation of specific venture capital funds in this area, such as Blue Oceans Partners, Ocean Capital or the Credit Suisse or BNP Paribas funds, to name a few, and an evident interest by several consolidated financial institutions.

This situation will clearly be a boost to the blue business and entrepreneurial ecosystem in Barcelona, which will have more facilities to obtain the initial capital necessary **in order to start up new sustainable, scalable business models based on innovation and technology**.

Benchmark cities



Cities analysed in the comparative analysis carried out by Barcelona City Council. The analysis carried out is not considered exhaustive.

Furthermore, **the current context of interest regarding the Blue Economy highlights the possibility of creating spaces for collaboration and a network of cities**, sharing experiences, success models and knowledge between the different European maritime cities.

Following this line, Barcelona City Council carried out **an analysis of the situation of the different sectors forming the Blue Economy in more of a dozen European Maritime cities**, both Mediterranean and Atlantic, in order to trace this map of initiatives and possible lines of collaboration.

This analysis has revealed that even though the competition to become a leader in Blue Economy in the Mediterranean is strong, there is currently no clear leadership and, therefore, **Barcelona has a clear opportunity to become the city of reference in this economic sphere.**

The current context of interest regarding the Blue Economy highlights the possibility of creating spaces for collaboration and a network of cities

Barcelona must take advantage of the opportunity to become a benchmark city in Blue Economy.

3.4 DIAGNOSIS OF THE CURRENT SITUATION BY THE PUBLIC-PRIVATE ECOSYSTEM OF THE BLUE ECONOMY

Barcelona City Council has consulted with more than 70 actors related to the blue activities, in order to make an accurate diagnosis of the current situation of the Blue Economy and Barcelona

In order to create a **shared strategy with broad support**, a detailed study has been carried out of **the current situation of the Blue Economy in the city**, making a diagnosis which has gathered the opinion of more than **70 public-private actors from different professional sectors related to the local blue activity**.

This process has been carried out following different methodologies through the performance of questionnaires, interviews, a workshop and a **work session within the framework of the ReACT Barcelona seminars, where the Blue Economy was placed on the agenda**.



Questionnaires



Interviews



Workshops



ReACT BCN

Due to its nature, **the Blue Economy concept gathers very diverse actors and agents**, from large companies and public-private infrastructures, to educational and cultural institutions, micro-companies, sports clubs and neighbourhood associations. All aspects have been considered in the design of the participatory diagnosis, **guaranteeing the representation of all sectors that form the Blue Economy in Barcelona and the quadruple helix: public administrations, business sector, private sector, knowledge centres and civil society**.

The information obtained through the **collaborative diagnosis has been key when planning the strategy and the measures to be prioritised**, and also in **performing a detailed analysis of** the strengths, weaknesses, opportunities and risks of **each sector** and, in general, **the opportunities and challenges of the city in the area of the Blue Economy**.

More than 70 people took part in the participatory process.



Some of the actors of Barcelona that took part in the participatory process.

Even though the profile of the actors that have formed part of the participatory process has been heterogeneous and diverse, which has substantially enriched the consultation, there have been a multitude of ideas that have been repeated and have been shown to be present in all sectors. The most repeated phrases of the participatory process have revolved around four fundamental ideas:

Firstly, the fact that **Barcelona has the basis and the assets to become a benchmark city in Blue Economy** has been one of the most repeated phrases during the participatory process, as well as that indicating the potential to strengthen and reinforce the business framework linked to this sphere.

In parallel, it has demonstrated **the need to create a strong ecosystem in the area of training, education and research linked to the Blue Economy**, which covers the training and knowledge requirements of the blue ecosystem, and which places the spotlight on technological innovation and the creation and attraction of talent within the area of the Blue Economy.

It has also highlighted the **importance of designing a strategy which has public-private collaboration at its centre**, defining a series of **efficient governance tools and executives, which guarantees maximum coordination** between the public administration, the business sector, knowledge centres and the citizens.

Lastly, it has been observed that there is a **broad consensus between the participants, who believe that the city should prioritise those lead projects that represent a substantial change in the ecosystem that encompasses the Blue Economy in Barcelona.**

There have been a multitude of ideas that have been repeated and demonstrated to be transversal across all sectors

3.5 BIG CHALLENGES AND OPPORTUNITIES FOR THE CITY

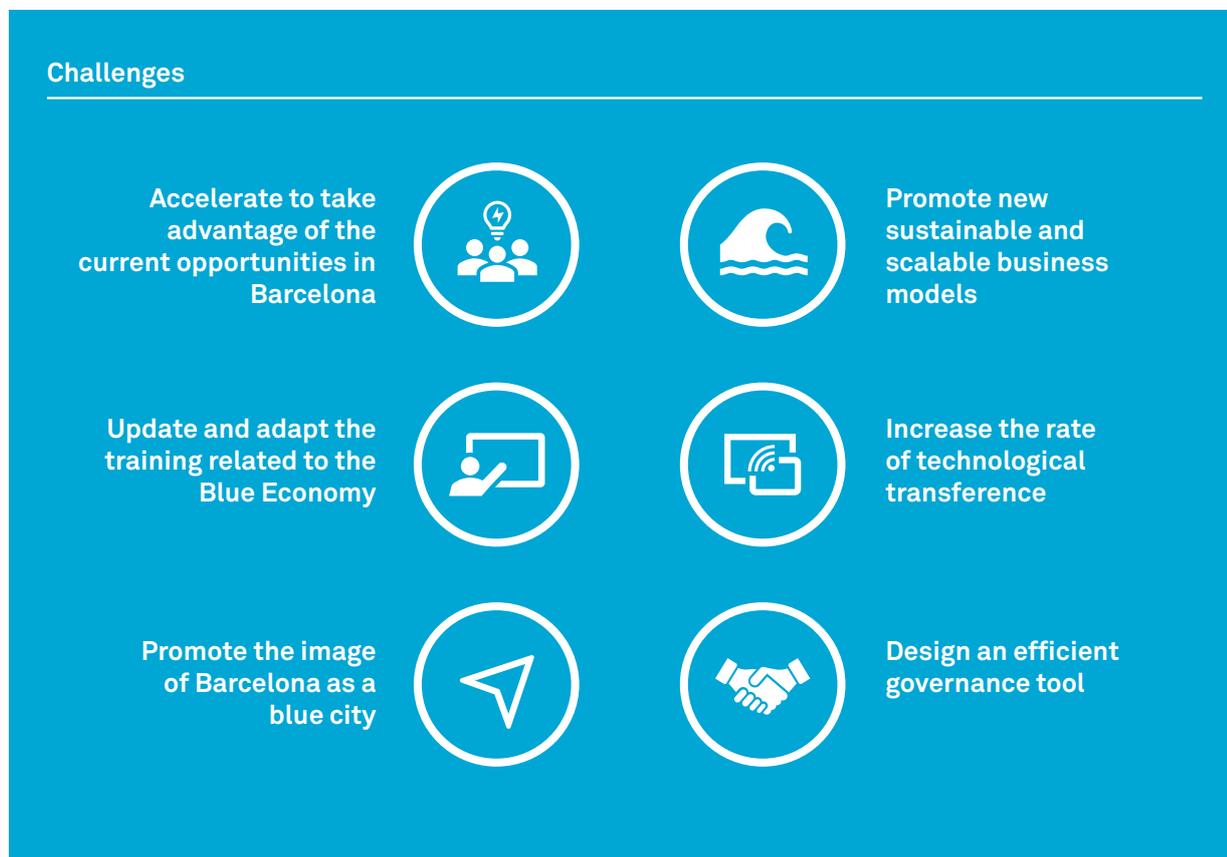
Barcelona enjoys a good position in various sectors that make up the Blue Economy

The consultation carried out of the prior knowledge and the study carried out of the current situation of the Blue Economy in Barcelona **identified the main strengths, challenges and opportunities for the city's economic sphere.**

Strengths of Barcelona

- **Port and infrastructures:** geo-positioning of the city, port of reference with port infrastructures and sailing ports directly integrated into the city.
- **Logistics:** Unique hub in the Mediterranean region in logistics infrastructures.
- **Maritime transport:** leading city in maritime transport and cruise liner sector, with a high potential to consolidate itself as a base city and promote a more sustainable sector.
- **Ship maintenance:** global leaders in the repair & refit subsector for yachts and super yachts.
- **Bioeconomy:** very good positioning in the food distribution sector for marine resources.
- **Sailing and maritime sports:** solid tradition of sports clubs and activities linked to the sea and the beach, and an international benchmark for sailing in Barcelona.
- **Research:** very solid network for marine research, with the internationally acknowledged ICM as its figure head.
- **Maritime culture and tradition:** great maritime and cultural tradition of Barcelona as a city linked to the sea.
- **Committed ecosystem:** alignment of the big local Blue Economy actors with the city's strategy and in the transition towards a sustainable business model.
- **City strategies:** *know how* deriving from success cases of Barcelona in the development of common strategies for the city.

In addition to the previously mentioned strengths, the city is well positioned in the **development and acceleration of emerging companies and in the design of environmental policies**, relating to the main focal points of the Blue Economy: innovation and sustainability. This fact is one of the **distinguishing traits that will propel Barcelona as a cutting-edge city in this economic sphere.**



Barcelona has ahead of itself a **series of complex challenges to tackle to promote the blue ecosystem of the city.** These mainly revolve around the adaptation and updating of blue training, the **search for areas of cooperation between research and the business-industrial sector**, and the **cooperation with other levels of administration in order to prepare an adequate regulatory area** that facilitates the development of innovative initiatives linked to the Blue Economy.

Barcelona has a series of complex challenges to tackle to promote the blue ecosystem of the city

The **development of new sustainable, but scalable, business models** will be one of the biggest challenges faced by the blue ecosystem of Barcelona.

Barcelona has a variety of very significant opportunities relating to the blue activity

Lastly, Barcelona has a **variety of very significant opportunities relating to the blue activity**. It is precisely for this reason that a major challenge for the city has been, and will continue to be, **how to make the different opportunities a reality and prioritise them**.

Opportunities

New Olympic Port as an icon for blue Barcelona



Economic, political and social situation in favour of the sustainable transition

Potential for transformation of the established sectors



Potential to promote the emerging sectors of the Blue Economy

Positive synergies between the Blue Economy and the leading sectors of the city



Seasonal nature of maritime sport, recreation, leisure and tourism

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Government measure

Specifically, the opportunities can be divided into two main focal points. Firstly, **transform the established sectors and promote the blue emerging sectors**, taking advantage of the **economic, political and social system in favour of a sustainable transition**, and the different **projects making up the window of opportunity** for Barcelona, as is the case of the renovation of the Olympic Port.

Secondly, it is necessary to **take advantage of the potential nature of the leading sectors in Barcelona as a competitive advantage vis-à-vis the Blue Economy**, seeking synergies that there may be between the blue ecosystem and other hubs in Barcelona.

4 Government measure



4 Government measure

4.1 STRATEGY TO PROMOTE THE BLUE ECONOMY IN BARCELONA: MISSION, VISION AND MAIN OBJECTIVES

Lastly, prior to the series of measures and projects that will be carried out in order to drive the Blue Economy in Barcelona, **below follows the mission, vision and objectives of the strategy.**



Mission

Develop the potential of the Blue Economy in Barcelona, especially favouring the activities focusing on innovation, sustainability and technology, so that these become a vector for creating jobs, economic and social development in the city and a focal point along its coastline.



Vision

Position Barcelona within the Mediterranean context of Europe and within a period of ten years, as a benchmark city in economic activity and talent relating to the Blue Economy, favouring a social development that is respectful of the environment, which brings the city's economy closer to the Green Deal and the Sustainable Development Goals established in the 2030 Agenda.

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measure

The mission and vision of the strategy show the city's ambition to become a benchmark in blue innovation, technology and sustainable development

The mission and vision of the strategy has been defined by the City Council and shared with the different actors that form part of the process for diagnosing the situation of the Blue Economy in Barcelona.

These two affirmations **show the city's ambition to become a benchmark** in blue innovation, technology and sustainable development, **as well as generate a positive socio-economic benefit for the citizens and local business network.**

All the **measures and projects** that follow **represent the first step on the roadmap for Barcelona in terms of the Blue Economy**, and also send a message about the city's commitment, both to the citizens and the international Community.

Consequently, the above mission and vision can be interpreted as three main objectives:

Firstly, the strategy has the aim of **generating and reinforcing the blue economic activity in Barcelona**. Secondly, this economic activity must be integrated into the city and **speak to the citizens**. And lastly, the strategy must **promote the Blue Economy of Barcelona and make it visible**.

Main objectives

1. Generate and reinforce the economic activity of the city linked to the Blue Economy in the areas of talent, training, employment, entrepreneurship and business development, innovation and knowledge transfer, promoting innovation and ensuring environmental sustainability and, where possible, the environmental regeneration.
2. Provide support to the integration of the blue economic activity into the social framework of the city in all its aspects (cultural, leisure, sports, gastronomy), as well as the city's maritime culture.
3. Promote the Blue Economy of the city and make it visible both locally and internationally, with a structured background that highlights the assets of the city and makes them visible, as well as the opportunities relating to the Blue Economy.



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Driving
the Blue
Economy in
Barcelona

These three objectives will be developed and closely related to the global vision set out by the European Union on the sustainability of the Blue Economy, having an explicit impact on the sustainability objectives established in the Barcelona Green Deal.

It should be noted that in order to achieve the established objectives, **it will be necessary for there to be effective governance and cooperation tools** among the different actors forming part of the blue ecosystem of the city, affecting both the public sector as well as the private and civil.

These three objectives will be developed and closely related to the global vision set out by the European Union on the sustainability of the Blue Economy.

4.2 FOCAL POINTS AND LEAD PROJECTS

Below follows the **projects and measures that will be promoted** from Barcelona City Council and at the hand of the ecosystem of the city to implement the strategy of Barcelona in the Blue Economy. The roadmap has a variety of initiative's classified according to the following glossary:

- **Focal points:** areas in which to act in order to stimulate the Blue Economy and Barcelona. The focal points contain lead projects, key projects and measures.
- **Lead projects:** projects that respond to the multiple focal points and which have the strength to generate traction in blue ecosystem of the city.
- **Key projects:** projects that centre on generating strategies for individual support in order to achieve the success of the focal point and supported by the strength of the measures.
- **Measures:** the promotion of the measures contained in this document serve as a support to generate traction in the different sectors forming the Blue Economy in Barcelona.

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Government
measure



Focal points

1 **Blue Economy Hub: new pole of economic activity**

2 **Blue employment and training**

3 **Innovation and transference in the Blue Economy**

4 **Development of Blue Economy sectors**



5 **Connecting the Blue Economy with the city and citizens**

6 **Conservation and regeneration of the marine ecosystem**

7 **Local and international promotion, background and positioning**

8 **Public-private governance**



FOCAL POINT 1. BLUE ECONOMY HUB: NEW POLE OF ECONOMIC ACTIVITY

1 New Olympic Port

LEAD PROJECT

2 Blue Economy entrepreneurship programme

KEY PROJECT



FOCAL POINT 2. BLUE EMPLOYMENT AND TRAINING

3 Study of new jobs related to the Blue Economy

KEY PROJECT

4 Training in reskilling in the Blue Economy

KEY PROJECT



FOCAL POINT 3. INNOVATION AND TRANSFERENCE IN THE BLUE ECONOMY

5 Nautical training and technology node

LEAD PROJECT

6 InnovaBlue (collaborative innovation programme)

KEY PROJECT



FOCAL POINT 4. DEVELOPMENT OF BLUE ECONOMY SECTORS

7 Collaboration protocol with the Port of Barcelona (APB)

KEY PROJECT

8 Support to investment funds in the Blue Economy and sustainability

KEY PROJECT



FOCAL POINT 5. CONNECTING THE BLUE ECONOMY WITH THE CITY AND CITIZENS

9 Barcelona Mar de Ciència

KEY PROJECT

10 Blue Pavilion

KEY PROJECT



FOCAL POINT 6. CONSERVATION AND REGENERATION OF THE MARINE ECOSYSTEM

11 Barcelona water clean-up plan

KEY PROJECT

12 Sant Martí promenade project

KEY PROJECT



FOCAL POINT 7. LOCAL AND INTERNATIONAL PROMOTION, BACKGROUND AND POSITIONING

13 Blue Economy Observatory

KEY PROJECT

14 Celebration of an international Blue Economy event

KEY PROJECT



FOCAL POINT 8. PUBLIC-PRIVATE GOVERNANCE

15 Blue Economy public-private table

KEY PROJECT

Focal point 1.

Blue Economy Hub: new pole of economic activity

CONTENT OF THE FOCAL POINT

Lead project New Olympic Port

Key project Blue Economy entrepreneurship programme

Measures Promote new spaces for the development of Blue Economy businesses

Provide a consultancy and support point to attend to the business needs of the SMEs and companies in the Blue Economy

Design incubation and acceleration programmes for emerging companies linked to the Blue Economy

Organise actions to recognise and give visibility to the initiatives of the Blue Economy

Collaborate with lead companies linked to the Blue Economy to identify the failings in the respective value chains and promote transformations in key areas of sustainability

Design a programme for SMEs which provides assessment in the transformation of their business model towards a sustainable model that respects the marine ecosystem



LEAD PROJECT

→ New Olympic Port

Actions:

Since 3 April 2020, Barcelona City Council, through Barcelona de Serveis Municipals (BSM), has carried out the management of the New Olympic Port. In this new stage, the Olympic Port aims to become a new space that better fits in with the city.

- **Pole for the Blue Economy**

First area of reference in the city (2,965 m²) for emerging companies in the Blue Economy sector, becoming a pole for innovation, the generation of new economic activity and quality employment (more than 200 new places), linked to the sea and to its environmental sustainability. The investment will be €4.5 million and the project will be completed in 2023.

- **Promoting sailing and sea sports with new areas**

The project, under the guidance of the Municipal Sports Institute, includes a new centre for new sea sports (3,263 m²), the renovation of the current municipal sailing centre (2,443 m²) and the renovation of the water surface to adapt it to the current needs of recreational sailing and professionals, with policies that incentivise dissemination, training and enjoyment for everyone.

- **Public space for contact with the sea**

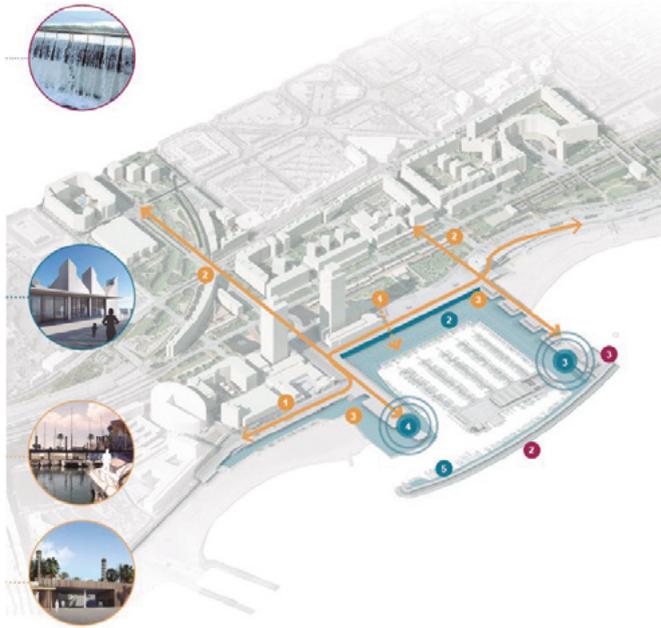
The port will become as space open to citizens they can enjoy, where they can work, do sport and experience the sea, and recover 13,000 m² of quality citizen space where they can work, practise sport, walk or carry out cultural activities, essentially becoming a meeting point. The permeability of the port is improved with the neighbourhood, generating continuity between this and a city, eliminating barriers and unevenness. The gastronomy areas of the north-easterly dyke (8,565 m²) will be renovated, and the premises and store-rooms of Dic de Recer and the marina will be renovated and their functionality improved (7,467 m²).

2,595m²
—
Maritime and recreational
activities

7,254m²
—
Blue Economy, nautical
and circular

- **Benchmark in sustainability**

Environmental benchmark in all its aspects: minimising the impact on the marine environment, with the creation of reef parks to regenerate the seabed in the Dic de Recer works, using more environmentally friendly materials and construction, taking advantage of renewable energies, especially solar (5,484 m² of panels), decreasing the generation of waste, and providing more green areas and shade to make it more habitable.



Scheduled completion:
2026



Forecast budget:
€40 M



Candidate for:
NGEU

KEY PROJECT

→ Blue Economy entrepreneurship programme

Barcelona City Council, through Barcelona Activa, will create an entrepreneurship programme to develop a benchmark programme of excellence for the creation of the companies in the Blue Economy sphere, thus becoming a pole of attraction of the economy for the city of Barcelona. The activities carried out during the programme will range from assistance in the startup of the companies to personal tutoring sessions and specialised workshops with experts, providing support in the improvement of the soft skills of the participants and bringing the newly created companies closer to the business reality of the sector. An annual programme is planned which will assist between twelve and fifteen companies a year.

All those projects and measures whose principal object is to promote and provide support to the blue business and entrepreneurial ecosystem of the city

MEASURES

1.1 Promote new spaces for the development of Blue Economy businesses

Appropriate spaces will be identified in the city and port which have potential for housing Blue Economy companies, boosting their transformation.

The new Olympic Port is the area of reference, with a pole of the Blue Economy at Moll de Mestral, of 2,965 m² to house new innovative companies or units of large companies, which offer products or services aimed at the sustainability of the seas and oceans.

The spaces will be flexible and multipurpose and made available for innovation and technology, and there will also be coworking spaces, training and networking areas for the emerging Blue Economy ecosystem.

1.2 Provide a consultancy and support point to attend to the business needs of the SMEs and companies of the Blue Economy

A benchmark team in Blue Economy will be created to start an assessment service which will:

- Provide business assessment.
- Become an information point to take advantage of the State and European economic and financing promotion mechanisms in the area of Blue Economy.
- Help search for spaces where to establish, taking into account the needs of the blue activity.

1.3 Design incubation and acceleration programmes for emerging companies linked to the Blue Economy

Incubation and Acceleration programmes will be designed for emerging companies in the Blue Economy area, which will search for the most disruptive, transformative and scalable sustainable business models.

Support actions are planned for entrepreneurs and the creation of companies, as well as the creation of incubators for specific sectors, and also actions to encourage innovation and collaboration within the blue ecosystem.

1.4 Organise actions to recognise and give visibility to the initiatives of the Blue Economy

Various actions will be carried out to recognise those companies that contribute value to the blue ecosystem of the city, from a best practices point of view in terms of sustainability as well as in innovation and technology.

1.5 Collaborate with lead companies linked to the Blue Economy to identify the failings in the respective value chain and promote transformations in key areas of sustainability

A study will be carried out of lead companies in the city in the more consolidated sectors of the Blue Economy, with the aim of identifying the potential for economic growth and job creation. The innovation and sustainability vectors will be the levers for these initiatives promoting the economy at the hand of the companies and the ecosystem.

1.6 Design a programme for SMEs which provides assessment in the transformation of their business model towards a sustainable model that respects the marine ecosystem

Specialised support will be granted to those SMEs and companies that wish to set out on a path of transformation for their business model, including sustainability and looking after marine ecosystems.

Focal point 2.

Blue employment and training

CONTENT OF THE FOCAL POINT

Key projects	Study of new jobs related to the Blue Economy
	Training in reskilling in the Blue Economy
Measures	Ongoing identification of new jobs related to the Blue Economy and the inclusion of the gender perspective in blue employment in Barcelona
	Design of a map of blue training and recycling offers
	Codesign of reskilling programmes or vocational training courses linked to the Blue Economy with leading companies and business associations in the sector
	Support to initiatives offering specialised and cutting edge training or upskilling in the different sectors that make up the Blue Economy in Barcelona
	Actions to bring together the supply and demand of jobs in the main blue sectors



KEY PROJECTS

→ Study of new jobs related to the Blue Economy

Barcelona City Council, through Barcelona Activa, has performed and submitted an analysis of the new jobs proposed by the Blue Economy in the city, identifying the opportunities in terms of quality job creation and the upskilling and reskilling requirements of workers.

→ Training in reskilling in the Blue Economy

Barcelona City Council, through Barcelona Activa, carries out specialised training in sectoral reskilling for the Blue Economy. This specialised and short training programme will help the attendees find work in a specific sector and help them develop the professional potential and acquire the knowledge and skills most sought after in the Blue Economy. The reskilling training is carried out by the agents of the training and employment ecosystem of the city, such as, for example, Sailing Institute.

Barcelona is particularly well positioned in the reskilling sector thanks to the company Marina Barcelona 92 SA, which is responsible for generating 73% of the employment in this sector.

MEASURES

2.1 Ongoing identification of new jobs related to the Blue Economy and the inclusion of the gender perspective in blue employment in Barcelona

With the aim of increasing employment in the blue sectors of the city, the agents of the blue training and employment ecosystem will monitor the situation which identify the new blue jobs. This will generate a variety of content and resources allowing for a vocational and/professional re-orientation of the talent of the city towards these sectors.

Actions of an informative nature will also be carried out to raise awareness of these new blue job opportunities.

Furthermore, there will be work on identifying the most appropriate policies to reduce the noticeable gender gap present in the majority of occupations related to the sea.

All projects and measures whose main objective is to develop cutting-edge training in the Blue Economy sphere and promote the generation of quality blue employment

2.2 Design of a map of blue training and recycling offers

A detailed study will be carried out of the blue training offer in the city in order to promote the adaptation between this and the market demand. A tool will be available to the citizens that provides an understanding of the different training and specialisation options proposed by the Blue Economy.

This will be carried out through networking and collaborating with the different trading entities of the city, such as universities and academic research and investigation centres, and the other agents of the blue training and employment ecosystem.

2.3 Codesign of reskilling programmes or vocational training courses linked to the Blue Economy with leading companies and business associations in the sector

The aim of this measure is to improve the job placement model, to adjust the training to the requirements and needs of the professional world, and to design training and collaboration agreements that promote quality employment in this area. Opportunities for improvement will be explored with regard to the training offer of the city in collaboration with the leading companies and business associations of the different sectors that make up the Blue Economy.

Along this line, this will be carried out through networking, following the example of the Training and Employment Working Group of the Governing Board for the Promotion of the Port Community of Barcelona, and will also reinforce the training entities existing in the city which contribute to this objective, such as the Barcelona Sailing Institute (INB for its acronym in Catalan) and the European-Intermodal Transport School.

2.4 Support to initiatives that are offering specialised and cutting edge training or upskilling in the different sectors that make up the Blue Economy in Barcelona

Support will be provided to the improvement and expansion plans of the training institutions linked to the Blue Economy, as well as the creation of specialised centres or courses in the different blue strategic sectors and subsectors of the city. The objective of this measure is to promote the international positioning of Barcelona with regard to the training scenario for the Blue Economy.

2.5 Actions to bring together the supply and demand of jobs in the main blue sectors

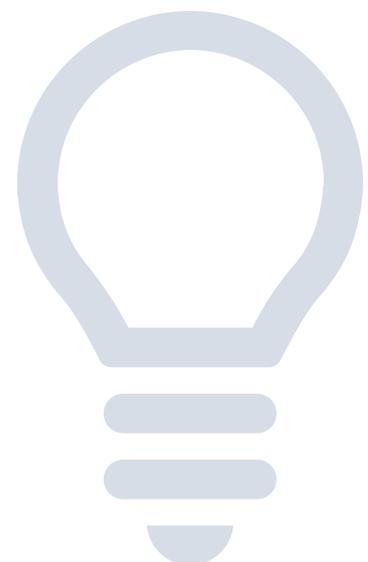
Performance of actions to bring together the supply and demand of jobs in the blue sectors, facilitating the encounter between job offers and professional profiles through sectoral job marketplaces. This will reinforce the cooperation with the already existing initiatives aimed at promoting employment channelled through the economic entities and agents of the districts along the coastline.

Focal point 3.

Innovation and transference in the Blue Economy

CONTENT OF THE FOCAL POINT

Lead project	Nautical training and technology node
Key project	InnovaBlue (collaborative innovation programme)
Measures	<p>Promote research and science, as well as the promotion of areas of connection between the world of knowledge and businesses within the Blue Economy sphere</p> <hr/> <p>Support and promote projects in the area of sustainable vessels</p> <hr/> <p>Include marine biotechnology as a strategic niche in the Barcelona economy</p> <hr/> <p>Promote projects linked to marine energies and to the mitigation of and adaptation to climate change</p>



LEAD PROJECT

→ Nautical training and technology node

Actions:

- **Training and technology node**

Campus for advanced training, professional skills acquisition, research, the development of technologies, innovation, technological transfer, the promotion of entrepreneurialism and sustainable employment in the Blue Economy sphere, as well as specific areas for the development of collaborative projects.

- **New municipal facilities**

This includes multiple physical areas, including a new municipal indoor facility of approximately 12,000 m² which will house part of the Nautical Faculty of the UPC and spaces for the incubation and promotion of entrepreneurialism, innovation and blue employment.

- **Innovation and positioning**

The nautical training and technological node of the new inlet will contribute to the innovation and positioning of the city's business network.

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Government
measure

20,000m²
—
Training and technology
campus

12,000m²
—
New municipal facilities



To be determined



To be determined



Candidate for:
NGEU

KEY PROJECT

→ InnovaBlue (collaborative innovation programme)

Barcelona City Council, in partnership with the UPC, Marina Barcelona 92, the Port of Barcelona and BCN Clúster Nàutic, and others, will create an environment for innovation and collaborative transfer with regard to the Blue Economy. Its aim is to become the point of reference for technological knowledge in this area, and to have an impact on different areas (industrial, commercial and sports sailing, port activities and fishing, aquaculture and other fish and fishing technologies, marine biotechnology, marine and coastal engineering, etc.).

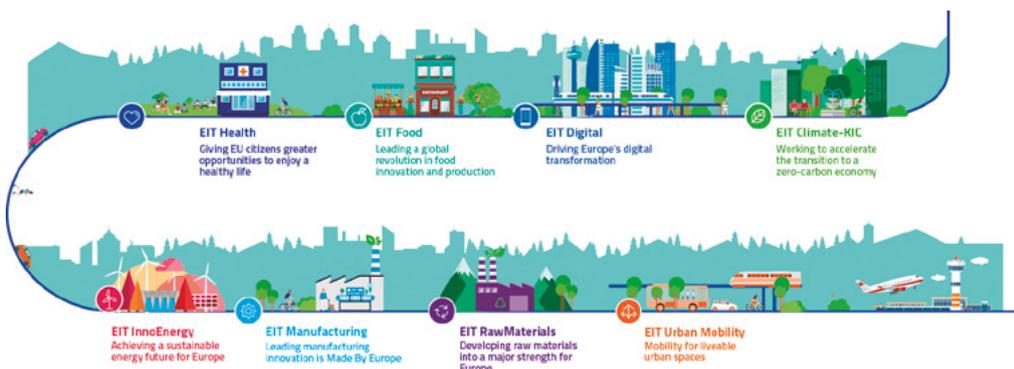
InnovaBlue, aligned with the Barcelona Innovation Coast – BIC project, has a series of objectives, which revolve around increasing the blue competitiveness of Barcelona, increasing the technology and knowledge transfer in this area and promoting the relationship between the different agents of the ecosystem. In other words, the initiative hopes to become a point of excellence in research, with a view to covering the blue business needs in relation to innovation, as well as promoting the emerging sectors of the Blue Economy.

InnovaBlue hopes to be the seed of a future candidature of Barcelona for a potential KIC in the Blue Economy, scheduled for 2025, and have the opportunity of becoming a benchmark in innovation. The KIC is an independent body of the European Union, and its objective is to promote knowledge and innovation around the continent as a response to the different challenges facing society in the 21st century. The KIC provides support to the formation of partnerships between lead companies, research institutions and universities as a means of developing innovative communities.

Projects and measures whose main objective is to increase the blue competitiveness of Barcelona and the technology and knowledge transfer within the Blue Economy sphere

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Driving the Blue Economy in Barcelona



MEASURES

3.1 Promote research and science, as well as the promotion areas of connection between the wall of knowledge and businesses within the Blue Economy sphere

Promote the scientific and technological collaboration between the knowledge centres and the business world. Evaluate the different instruments, such as university professorships, industrial doctorates, business classrooms or other nexus areas, between research and knowledge and the industrial business network. Promote the application and transfer of new emerging technologies to the Blue Economy sectors, as well as identify and promote new business and innovation projects in this area.

3.2 Support and promote projects in the area of sustainable vessels

The objective of this measure is to stimulate the proliferation of pilot tests in the area of small and medium-sized zero emissions vessels with sustainable motorised sailing or propulsion systems, as well as other maritime traffic vessels or fishing vessels, and initiatives that link sailing and maritime transport with the Circular Economy. This will promote the cooperation between the different actors involved in the sector, both from the research and knowledge aspect as well as the industrial-business aspect, to create public-private collaboration projects that allow these initiatives to become a reality.

3.3 Include marine biotechnology as a strategic niche in the Barcelona economy

Barcelona is a city of great capacity and knowledge linked to biotechnology, with a much greater exploitation potential in relation to marine biotechnology. This will promote the relationship of the biotech ecosystem with the Blue Economy ecosystem to become a driving force behind new projects, taking advantage of the Barcelona brand in the area of biotech applied to life sciences and drawing attention to opportunities and potential that Barcelona offers in the blue biotechnology sphere.

3.4 Promote projects linked to marine energies and to the mitigation of and adaptation to climate change

Marine energy is a new niche in the market, which presents opportunities and potential for growth in the Blue Economy. This measure will promote and provide support to business projects in this blue sector.

Furthermore, other technologies applied to the measurement and mitigation of climate change in the marine area and the reduction of noise pollution are also new business opportunities which should be promoted. The objective of this measure is to determine the adequate tools to promote these new niches.

Focal point 4.

Development of Blue Economy sectors

CONTENT OF THE FOCAL POINT

Key projects

Collaboration protocol with the Port of Barcelona (Port Authority of Barcelona – APB)

Support to investment funds in the Blue Economy and sustainability

Measures

Provide support to sustainable and Blue Economy projects promoted by the Port Authority of Barcelona

Facilitate access to funding for companies in sectors linked to the Blue Economy

Provide support to sectoral or business projects related to water and sustainability

Promotion of a more sustainable and regenerative tourism, leisure and recreation

Modernisation of infrastructures and the promotion of talent in the fishing sector and fish distribution

Promote the economic activity linked to maritime and coastal sports practices



KEY PROJECTS

→ Collaboration protocol with the Port of Barcelona (Port Authority of Barcelona – APB)

All projects and measures whose main objective is to support the business projects and initiatives that are aligned with the city's strategy regarding the Blue Economy and, in particular, those that include transformations under sustainable terms

Barcelona City Council will collaborate with the Port Authority of Barcelona to promote the Blue Economy and will actively provide support to the actions carried out with a view to achieving the SMART (sustainable, multi-modal, agile, resilient and transparent) transformation of the Port of Barcelona, as presented in the 4th Strategic Plan of the Port.

The future vision of the Port of Barcelona is:

- Become a leader of the commercial ports along the Mediterranean.
- Economic, social and environmental sustainability: becoming the logistics hub of reference in the Mediterranean and committing to innovation, decarbonisation, diversification of its activities and the Blue Economy.
- Digitalisation: increased efficiency and resilience of the port activity
- Increased port-city connection: integrating the Port with the urban and metropolitan area.

→ Support to investment funds in the Blue Economy and sustainability

Provide support to private financing initiatives or the creation or attraction of venture capital which have the Blue Economy and sustainability as an investment priority.

MEASURES

4.1 Provide support to sustainable and Blue Economy projects promoted by the Port Authority of Barcelona

Actively collaborate with the APB in all projects and actions that are in line with sustainably transforming the port's activities and connecting the Port to the city, especially those actions focused on promoting the Blue Economy and transforming new spaces in order to house companies within this sphere, particularly in the sectors of maritime transport, port logistics, and the repair and refit of vessels.

4.2 Facilitate access to funding for companies in sectors linked to the Blue Economy

Facilitate access to financing to promote the development of businesses of the different sectors of the Blue Economy, either through an active strategy of seeking and disseminating available State or European funding, or as a means of supporting the private financing initiatives in the creation or attraction of venture capital which have the Blue Economy as an investment priority.

4.3 Provide support to sectoral or business projects related to water and sustainability

Active support will be provided to those projects that seek to obtain a comprehensive, holistic and sustainable management of the water, promoting those initiatives that contemplate actions in favour of mitigating and adapting to climate change and its effects, as well as fulfilling the 2030 Agenda.

4.4 Promotion of a more sustainable and regenerative tourism, leisure and recreation

The aim of this measure is to promote leisure, culture and tourism links to the Barcelona sea, which minimises the environmental impact and favours the improvement of the ecological transition. Thus, those initiatives that are more respectful of the marine ecosystem will be promoted, and also those with the potential for regeneration.

4.5 Modernisation of infrastructures and the promotion of talent in the fishing sector and fish distribution

There will be active collaboration with the most significant actors in the value chain to:

- Modernise the infrastructures of the sector and incorporate sustainability and the potential for regeneration of the marine ecosystems as vectors. Projects will be contemplated such as the generation of renewable energy with shared consumption, sustainable vessels and the redistribution of the market.
- Actions aimed at increasing the opening of these spaces and the connection with the citizenship and visitors.
- Promote talent with initiatives that attract and generate talent to act as a lever for change in the sector, with actions to jointly design new training to incorporate a younger group into the sector, and design active policies to reduce the gender gap.

4.6 Promote the economic activity linked to maritime and coastal sports practices

Under the guidance of the Municipal Institute of Sports (IBE), the Oceanic Navigation Foundation of Barcelona (FNOB) and sports sailing clubs and entities, it will promote the growth of the economic activity around sports or practices linked to the coast and the sea, in such a manner that in addition to promoting the maritime culture linked to sports practices and sailing, the sector is developed in terms of economics and employment.

Focal point 5.

Connecting the Blue Economy with the city and citizens

CONTENT OF THE FOCAL POINT

Key projects

‘Barcelona Mar de Ciència’

Blue Pavilion

Measures

Promotion of maritime heritage, maritime culture and citizen knowledge of the sea

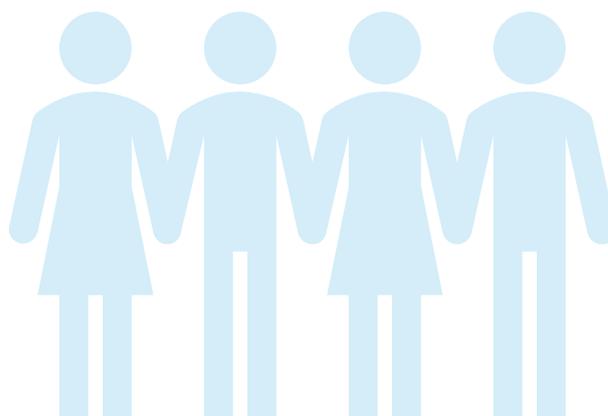
Design of initiatives to introduce maritime knowledge and culture into schools

Facilitate and organise access to the practice of sports linked to the sea

Promotion of local and sustainable consumption, and 0 km local cuisine

Inclusion of Blue Economy actions into community development plans or the district development plans of coastal neighbourhoods

Promotion of the Social and Inclusive Economy



KEY PROJECTS

→ 'Barcelona Mar de Ciència'

'Barcelona Mar de Ciència' is a joint initiative of Barcelona City Council and the Spanish National Research Council, which seeks to bring marine research and technology closer to the whole of society. This is a marine science and technology initiative for the people and with the people: a initiative that reflects through science, is inclusive with all of society and transformative with regard to the Sustainable Development Goals.

→ Blue Pavilion

The Barcelona Institute of Sports, in partnership with the sports entities and agents linked to the Barcelona coastline, will set into motion this project in order to reorganise the sporting activity along the seafront, this being understood as a large natural public space, of quality, for coexistence and leisure for citizens and visitors. The so-called Blue Pavilion will have multiple sporting activities relating to the sea, beach and physical activities.

MEASURES

5.1 Promotion of maritime heritage, maritime culture and citizen knowledge of the sea

The maritime and nautical culture of the Barcelona citizens will be promoted, as well as that of visitors, through the following actions:

- Promote the organisation or participation in events, trade fairs, cultural activities or exhibitions within the Blue Economy sphere:
- Reinforce initiatives in line with increasing citizen knowledge, taking into account the gastronomic or nautical activities, including informative seminars or museum projects, both public and private. Some examples can be found in the activities linked to the Barcelona Maritime Museum or the Aquarium.

5.2 Design of initiatives to introduce maritime knowledge and culture into schools

It will collaborate with the local educational sphere to incorporate activities that are in line with increasing knowledge about the sea and professions, raising awareness of the importance of biodiversity and caring for the marine ecosystem, and the practice of nautical or coastal sports for primary and secondary schools of the city, with a special emphasis on the coastal districts, adapting the offer in accordance with the reality of the different centres.

All projects and measures whose main objective is to promote, re-cover and conserve the maritime and nautical culture and heritage of the city, and increase the connection between the coastal neighbourhoods and the citizens with this reality

5.3 Facilitate and organise access to the practice of sports linked to the sea

The purpose of this measure is to increase the citizens' connection with the sea through sport and nautical practices in an educational, safe and sustainable manner that is respectful of the environment. It will be implemented by municipal institutions such as the Municipal Sailing Centre of the Oceanic Navigation Foundation of Barcelona (FNOB) and promoting public-private collaborative projects with the agents, sports clubs, sports ports, coastal and maritime sports centres, as well as looking after the needs of the space required for these practices.

5.4 Promotion of local and sustainable consumption, and 0 km local cuisine

The aim of this measure is to encourage local and sustainable consumption, promoting the synergies between local fishing, wholesale distributors, retailers and the markets of Barcelona, and also favouring direct sales.

Synergies will be established with the Green Commerce project at the municipal markets, which distinguishes those traders with a minimum presence of local product (sourced in the Mediterranean) or direct from the harbour market (short-circuit), and it also helps to promote informative actions regarding sustainable fishing aimed at citizens. It will promote collaboration with sustainable catering networks and others promoted by sustainable fishing entities such as Restaurants Sostenibles, Guia Slow Food, Cap a Mar and Proa a la Mar to increase and raise awareness of the consumption of 0 km locally sourced fish in the city's restaurants.

5.5 Inclusion of Blue Economy actions into community development plans or the district development plans of coastal neighbourhoods

The aim is to seek an increase in the interrelationship between the blue economy activity and its immediate surroundings, ensuring that Blue Economy actions are included in the development plans of the coastal neighbourhoods of the city, making the citizenship form part of this new concept and guaranteeing the participation of the coastal districts in the promotion of the Blue Economy and Barcelona. It may include actions such as the development of training practices for businesses, business visits, employment initiatives and other initiatives to develop the community in the coastal neighbourhoods. In this vein, the creation of new initiatives will be promoted and those citizen initiatives already existing in the city will be reinforced.

5.6 Promotion of the Social and Inclusive Economy linked to the local Blue Economy

The aim of this measure is to incentivise and provide support to the initiatives that are based on the cornerstones of the Social and Inclusive Economy linked to the Blue Economy within the framework of the Plan to Promote the Social and Inclusive Economy 2021-2023 of Barcelona City Council.

Focal point 6.

Conservation and regeneration of the marine ecosystem

CONTENT OF THE FOCAL POINT

Key projects

Barcelona water clean-up plan (PDISBA)

Sant Martí promenade project

Measures

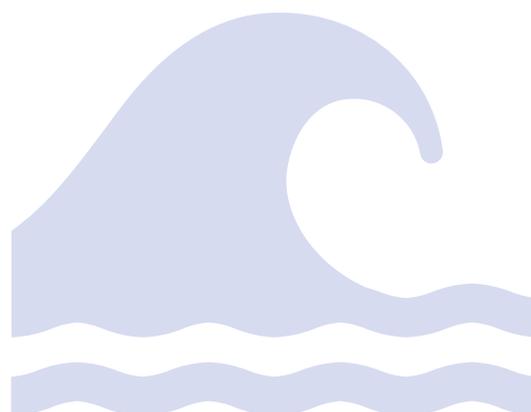
Actions to adapt to and mitigate climate change in the coastal area

Provide support to actions for treating and processing the city's waters

Extension and improvement of the reef parks in order to increase their biodiversity

Involvement of the Port, marinas and sports ports in caring for the local marine ecosystem

Promotion and support for initiatives that link the different sectors of the Blue Economy with a reduction in waste being dumped into the sea, on beaches and along coastal areas, and the introduction of Circular Economy practices



KEY PROJECTS

→ Barcelona water clean-up plan (PDISBA)

Barcelona City Council has put into practice the Barcelona water clean-up plan (PDISBA), a plan for the city capable of providing a response to the challenges of the future required by society. This is the first sewer and drainage plan that takes into account the adaptation to climate change, protecting the environment and sustainable maintenance.

→ Sant Martí promenade project

The project proposes to transform the current car park into a linear park along the seafront, which will extend as far as the Forúm, allowing the continuity of bicycles and pedestrians along the coastline, to improve the resilience of the coast against the effects of climate change and to reactivate a new model of connecting the city to its coastline.

All projects and measures whose main objective is to increase the resilience of the marine environment and mitigate the consequences of climate change

MEASURES

6.1 Actions to adapt to and mitigate climate change in the coastal area

Promote and provide support to those Blue Economy initiatives or projects that favour the adaptation to and mitigation of climate change linked to the coasts, in order to increase the resilience of the Barcelona coastline against the consequences of the climate emergency, as well as all those actions aimed at improving the resilience of the Besòs and Llobregat rivers.

6.2 Provide support to actions for treating and processing the city's waters

The quality of the water that reaches the sea also affects the quality of the marine environment along the Barcelona coastline. Support will be provided to actions to overcome the challenges considered in the Barcelona Master Plan for treating and processing all the city's water, and a safe environment will be promoted taking into account the effects of climate change. It promotes the protection of the environment and the good state of the water bodies and will plan their sustainable maintenance, with special consideration to the effects of the processing of the waters from the Besòs and Llobregat rivers.

The Barcelona water clean-up plan (PDISBA) is the first significant project of its kind.

6.3 Extension and improvement of the reef parks in order to increase their biodiversity

The objective of this measure is to make the submerged dyke of the Olympic Port more environmentally friendly, improving the integration of the works into the ecosystem. This will disseminate the improvement of the ecosystem and raise awareness regarding the sustainable uses of the coastline and the need to conserve the marine biodiversity.

6.4 Involvement of the Port, marinas and sports ports in caring for the local marine ecosystem

It will be ensured that the different projects, both public and private, linked to developing the different sectors of the Blue Economy have the lowest possible environmental impact by applying the best technologies and practices available, and reinforcing the marine regeneration initiatives, as well as measures to promote pollution and zero emissions strategies.

6.5 Promotion and support for initiatives that link the different sectors of the Blue Economy with a reduction in waste being dumped into the sea, on beaches and along coastal areas, and the introduction of Circular Economy practices

The objective of this measure is for the different sectors of the Blue Economy, such as fishing, recreational sailing, transport and coastal tourism, to promote activities linked to reducing waste and the introduction of the Circular Economy.

These measures must make the achievement of a zero waste strategy possible, commencing with the redesign of products and services to facilitate the best management of the waste, the reduction of the waste generated, its reuse and, when this is not possible, its selective collection and incorporation into the chain of products.

Some examples in this direction include the activity of the Centre de la Platja with actions for raising citizens' awareness or actions enshrined within the European initiative *Let's Clean Up Europe!*, to raise a citizen's awareness about the scope of the problem of uncontrolled tipping and to promote the changing habits and behaviour through organising voluntary cleaning actions in the natural spaces linked to the Blue Economy, paying particular consideration to Barcelona and also the Besòs and Llobregat rivers.

Focal point 7.

Local and international promotion, background and positioning

CONTENT OF THE FOCAL POINT

Key projects

Blue Economy Observatory

Celebration of an international Blue Economy Event in Barcelona

Measures

Organisation and attraction of events with an international projection

Search and integrate into leading international networks

Connection of the Blue Economy with the Barcelona brand and the cutting-edge sectors of the city, as well as the benchmark events and trade fairs of Barcelona

Attract leading organisations, structures and businesses in the Blue Economy

Highlight and communicate, locally and internationally, Barcelona's strategy in the Blue Economy



KEY PROJECTS

→ Blue Economy Observatory

All projects and measures whose main objective is to position Barcelona as one of the leaders in Blue Economy and generate a communicative image of the city related to the strategy

The Observatory will define a panel of indicators to explain and define the local situation of the economic sectors that make up the Blue Economy and how these contribute to the environmental sustainability and social development, while ensuring coordination and coherence with other Blue Economy observatories in other regions.

It will also allow the economic, social and environmental impacts of the Blue Economy on Barcelona to be assessed and monitored. The data and indicators obtained by the Blue Economy Observatory will serve as a basis for proposing new public policies based on solid and regularly comparable data.

→ Celebration of an international Blue Economy Event in Barcelona

Barcelona City Council, together with the actors of the Blue Economy ecosystem, will study the viability of organising an international event of an economic and business nature associated with the Blue Economy which:

1. Raises awareness of the assets, actors and projects in Barcelona.
2. Becomes an international meeting point for the Blue Ecosystem, where innovation, large companies, startups and financing relating to the Blue Economy may gather.

MEASURES

7.1 Organisation and attraction of events with an international projection

It will actively work to organise and attract large events in Blue Economy in relation to the four main spheres:

- Business
- Technology, innovation and research linked to the Blue Economy
- Environment
- Nautical sports and sea sports

The purpose of this measure is to provide support to the blue ecosystem of the city in terms of visibility, generating meeting points as a way to exchange innovative knowledge and ideas relating to the Blue Economy, while demonstrating the range of blue assets, actors and projects in Barcelona.

7.2 Search and integrate into leading international networks

It will find and identify the strategic networks for the city for the purposes of expanding the social, political and economic relevance of Barcelona in the international activities linked to the Blue Economy, and it will evaluate the possibility of heading new collaborative networks that position Barcelona as a leading city.

The search will take into account the following areas:

- Global networks in Blue Economy
- Economic-business networks
- Sectoral networks of strategic value for Barcelona
- Knowledge and innovation networks
- Networks for the sustainability of the Blue Economy
- Networks of maritime cities

7.3 Connection of the Blue Economy with the Barcelona brand and the cutting-edge sectors of the city, as well as the benchmark events and trade fairs of Barcelona

The purpose of this measure is to boost the synergies between the leading sectors and those with a greater impact for Barcelona, such as the technology, innovation, design and creative industries or gastronomy with the Blue Economy ecosystem, in order to stimulate the activity of the city and to commit to those lead sectors with potential. It will be necessary to act as a nexus between the different sectors, creating spaces for collaboration and designing economic promotion programmes together.

Furthermore, it will prioritise the inclusion of the local blue ecosystem into the events of reference already held by Barcelona, introducing the concept of the Blue Economy in a cross-cutting manner.

7.4 Attract leading organisations, structures and businesses in the Blue Economy

Barcelona City Council will collaborate with the blue ecosystem and other institutions of the city with the aim of attracting leading organisations, structures, companies and investments in Blue Economy that add to the dimension and critical mass of the sector and contribute to its positioning.

7.5 Highlight and communicate, locally and internationally, Barcelona's strategy in the Blue Economy

The purpose of this measure is to actively raise awareness of the blue activity of the city and its impact, as well as the opportunities posed by this new economic sphere in Barcelona, and investments in projects that are being carried out in the city, both for the citizens and the investor. This objective will be tackled through different lines of action:

- Communication companies that raise awareness among the citizens regarding the concept of the Blue Economy and its impact on the city.
- Specific communication campaigns at key moments, such as the presentation of a lead project in the Blue Economy or a significant event.
- Communication and dissemination of initiatives that highlight the efforts and projects aimed at reducing the environmental impact of the maritime activities in its surroundings, and in favour of maritime sustainability and the regeneration of this ecosystem.
- Initiatives that highlight the idea that Barcelona is a maritime city and which debunks the belief that sailing is an elitist practice.
- Common agreements with the different actors integrating the Blue Economy into the city.
- Specific website that contains the active projects and their impact.
- Institutional presence at trade fairs and leading global events in Blue Economy.

Focal point 8.

Public-private governance

CONTENT OF THE FOCAL POINT

Key project	Blue Economy public-private table
Measures	Municipal coordination
	Sectoral governance
	Inter-institutional coordination
	Creation of specific governance bodies
	Support to blue company associationism
	Support to social, environmental and cultural entities within the scope of the Blue Economy



KEY PROJECT

→ Blue Economy public-private table

All projects and measures whose main objective is to develop a shared coordination between all the public private institutions and convert Barcelona into a leading international city in this field

The Blue Economy Table will become the public-private governance body of the sectoral sphere, representing the main sectors that make up the Blue Economy, and it will have the aim of co-designing the strategy of this city and promoting its implementation, while it is being converted into a space for consultation, debate and new proposals regarding everything related to the strategy of the city in relation to the Blue Economy. To ensure the success of the Table, the objectives are completed and a follow-up is performed of this with regular meetings being held during the year with the members representing the main sectors.

MEASURES

8.1 Municipal Coordination

Barcelona City Council will create a Municipal Executive Committee on the Blue Economy, formed by entities of the institution that have an impact on the Blue Economy strategy of Barcelona.

8.2 Sectoral governance

This will promote the creation of effective governance channels among the different sectors making up the scope of the Blue Economy and the Administration, with the aim of creating a joint view and promoting the synergies between the different blue actors of the city.

8.3 Inter-institutional coordination

This will promote the coordination between the public institutions beyond the municipal scope, establishing spaces for bilateral collaboration with those levels of government that have a significant role in the Blue Economy of the city, province and Catalonia to ensure coordination, alignment and alliances in the implementation and projection of this scope.

This inter-institutional coordination may be at multiple levels, such as the coordination of the Generalitat of Catalonia for the alignment with the Maritime Strategy of Catalonia, in which the Generalitat highlights the desire to establish a comprehensive marine policy adapted to the current situation of Catalonia, the coordination between the city of Barcelona and other metropolitan cities, or of the Catalan or Mediterranean coast, to maximise the alliances of coordination between El Prat Council and the Port of Barcelona.

8.4 Creation of specific governance bodies

This will promote the creation or reinforce those specific governance bodies that are necessary for the correct implementation of the strategy.

8.5 Support to blue company associationism

The aim of this measure is to provide support to those business associations that agglutinate in the blue ecosystem of the city, provided that their objectives, mission and vision, as well as the specific projects, are in line with the sustainable economic strategy of the Blue Economy of Barcelona City Council. Work has already been carried out on some specific projects with Barcelona Clúster Nàutic and the Fishermen's Guild, to mention a few.

8.6 Support to social, environmental and cultural entities within the scope of the Blue Economy

This will provide support to those social, environmental and cultural entities linked to the sea and the sustainable management of water resources provided that their objectives, mission and vision, as well as the specific projects, are in line with the sustainable economic strategy of the Blue Economy of Barcelona City Council.

5 Budget provision and schedule



5 Budget provision and schedule

5.1 BUDGET PROVISION

This government measure aims to position Barcelona within the Mediterranean context of Europe, within the next ten years, as a benchmark city in the economic activity and talent relating to the Blue Economy, favouring a social development that is respectful of the environment and which brings the city's economy closer to the Green Deal and the Sustainable Development Goals established in the 2030 Agenda.

The mission of this Government Measure is to **develop the potential of the Blue Economy in Barcelona**, especially favouring the activities focusing on **innovation, sustainability and technology**, so that these become a **vector for creating jobs, economic and social development in the city, and a focal point along its coastline**.

The budget provision for this Government Measure involves different public and private actors of the city, which individually or collaboratively lead and co-finance the promotion of specific projects included in this Government Measure.

Specifically, **Barcelona City Council, like any other actor in the strategy, forecasts an estimated investment of around €40.5 million between 2020-2025 for the execution of the actions specified in the following table** and which include some of the lead projects of the strategy.

Barcelona City Council forecasts an estimated investment of around €40.5 million between 2020 and 2025 for the execution of the actions specified in the table



BREAKDOWN OF THE CONTRIBUTION OF BARCELONA CITY COUNCIL 2020-2025

New Olympic Port	€40,000,000
Financed by the NGEU	€4,500,000
Promotion of projects linked to the strategy	€500,000
Total municipal contribution	€40,500,000
Financed by the NGEU	€4,500,000

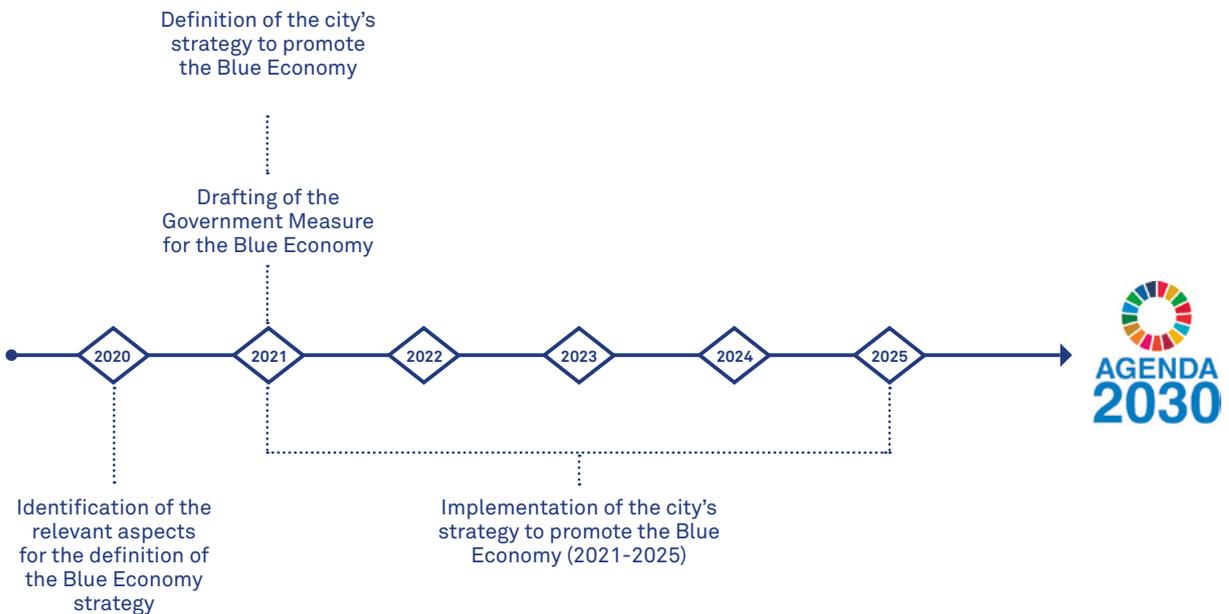
5.2 SCHEDULE

Barcelona has been working on the Blue Economy strategies 2018

This Government Measure is the result of the initiatives and projects initiated and worked on throughout recent years in the city of Barcelona. **The Blue Economy appears for the first time in the agenda in 2018 with the Pla Litoral, and since then the commitment has been adding projects, actions and initiatives that are coherent with the strategy defined by the city.**

Below follows the planning for the execution of the actions in 2020-2025, without forgetting that the city's strategy aims to comply with the **2030 Agenda on Sustainable Development of the United Nations.**

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Government
measure



The European funds received from the Next Generation EU (NGEU) represent an opportunity for the development and promotion of the Blue Economy in Barcelona. The City's Blue Economy strategy and this Government Measure have an impact on the four major cornerstones of the Spanish recovery, transformation and resilience plan: the ecological transition, the digital transformation, social cohesion and gender equality.

