

Press kit 2021





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About Barcelona Activa

Barcelona Activa is the Barcelona's local economic development agency. Founded in 1987, in its 30 years it has helped to create **29,000 companies** (an average of more than 3 companies per day) with a survival rate exceeding four years in 80% of the cases. In addition, the organisation has helped and assisted more than **600,000 people**.

Today Barcelona Activa has the capacity to **help 12,000 enterprises and incubate 200 businesses per year**. In 2019, the organisation had **a budget of 50 million euros**, of which two thirds went towards boosting employment and socio-economic innovation.

Mission

As a Local Development Agency, our mission is to **contribute to the improvement of people's quality of life by promoting the economic competitiveness of the city and the rebalancing of the territories**, through the promotion of quality employment, boosting entrepreneurship and supporting a plural, diverse and sustainable business fabric, from an economic, social and environmental perspective.

Vision

Our vision is **to make Barcelona an international benchmark city for working, entrepreneurship and living with social and environmental values**.

Find out more

Barcelona Activa's activity is developed around these **4 values**

1

Equal opportunities and social progress



2

Internal and external cooperation



3

A social and sustainable economy at the people's service



4

A spirit of public service, and professional and personal ethics



What do we do?

We assist citizens throughout the job searching process.

barcelonactiva.cat/treball

We support entrepreneurs –collectives, grassroots organisations and individuals– to make their business ideas a reality.

barcelonactiva.cat/empenedoria

We help businesses and organisations grow, connect with the ecosystem, and consolidate through socially responsible models.

barcelonactiva.cat/empreses

We offer training to those looking for work, to entrepreneurs and to professionals.

barcelonactiva.cat/formacio

We do all this in terms of territory, including perspectives of gender and diversity from a vision of a diverse and socially responsible economy.

Strategic framework

To develop all our activity, we take as a reference framework [Barcelona Green Deal](#) economic agenda, the new municipal strategy to recover the city's economy, with the priorities of retaining and training talent, facilitating economic activity and attracting more and better investment; and the [PAM](#), the extraordinary Municipal Action Plan in response to the pandemic, planned for the period 2020-2023.

In addition, Barcelona's economic and productive activity diversifies its offer in **strategic sectors of activity**, both emerging and consolidated, which act as real economic engines, innovation and generators of employment, establishing Barcelona as an international benchmark. In this sense, Barcelona Activa focuses on promoting the following sectors considered strategic:



Digital economy



Blue economy and green economy



Creative and cultural industries



Proximity economy



Health and bio, Sports (Sportstech) and Food (Foodtech)



Visitor economy

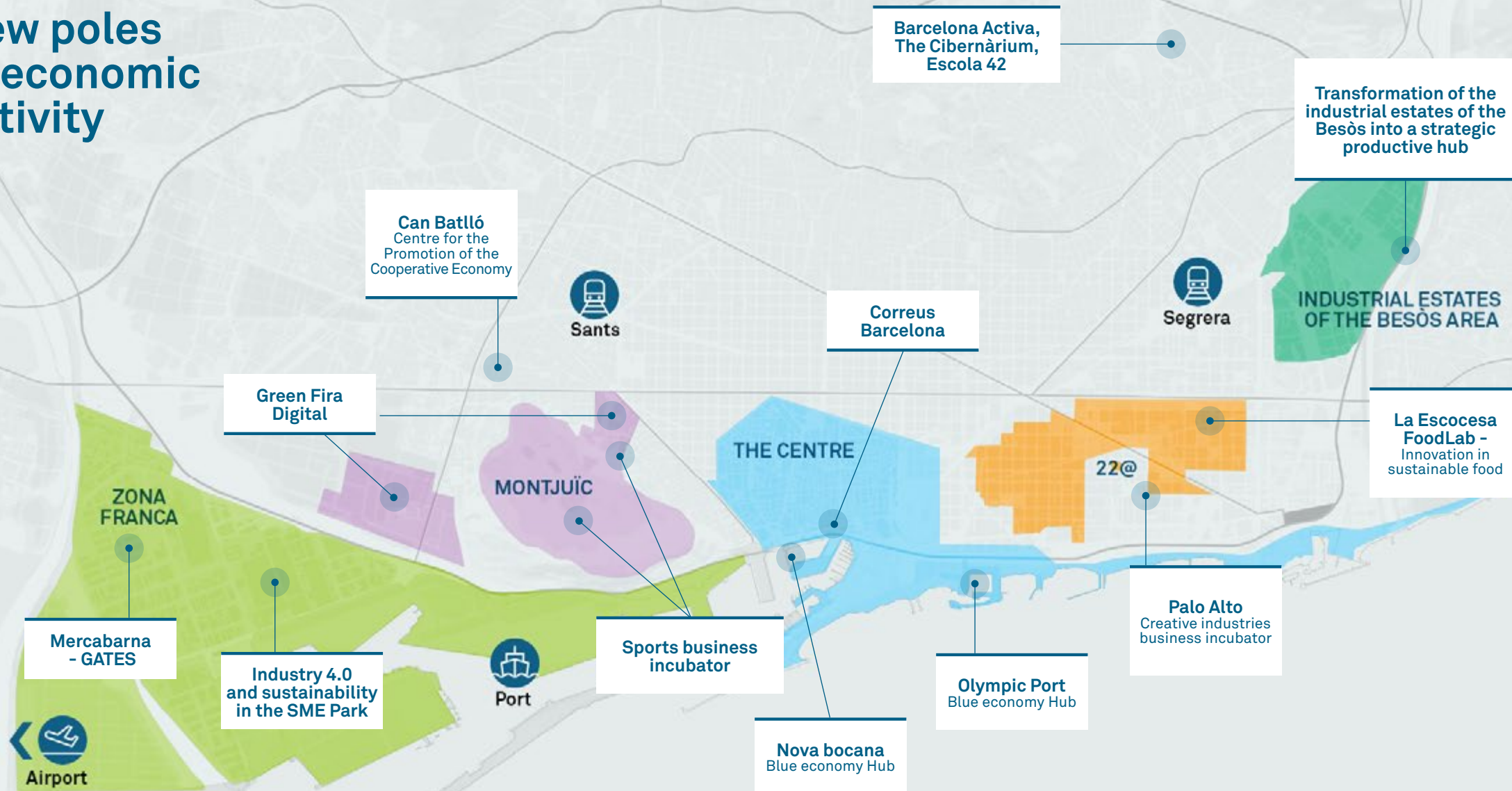


Industry 4.0



Commerce and the hospitality sector

New poles of economic activity



Barcelona Activa 2020 in figures

In 2020, Barcelona Activa assisted a total of **55,506 people**, of which around **58% were women**.

55,506

people assisted (58% women)

€54.4M

raised through the Business Funding Service

Employment

27,390
people assisted

975
people hired in integrated projects with contracting (IPCs)



Entrepreneurship

9,277
people assisted

1,618
new business projects accompanied

243
incubated businesses and projects



Businesses

21,921
businesses assisted

1,302
businesses assisted in the search for financing



Training and innovation

12,158
people trained online

18,424
participants in technological training



Local development

2,945
people assisted in the Employment Rights Defense Points

127
'Impulsem el que fas'
(We boost what you do) projects

2.71 million euros
'Impulsem el que fas'
projects funded



Socio-economic innovation

2,971
people assisted

381
projects and organisations accompanied



Barcelona Activa's network of facilities

As well as its own facilities, **Barcelona Activa** is present in more than 50 points around the city and the metropolitan area.



Seu Central

Barcelona Activa's Headquarters



Porta 22

2,000m2 for employment and professional development



Convent de Sant Agustí

Employment and entrepreneurship facilities in Ciutat Vella



Ca n'Andalet

Training and employment centre in Horta-Guinardó



Centre per a la Iniciativa Emprenedora Glòries

Resources for the city's entrepreneurs



Incubadora Glòries

Resources for new, innovative businesses



Incubadora Almogàvers

Public-private incubator for new, innovative businesses



Incubadora MediaTIC

The space for businesses of high technological impact



Oficina d'Atenció a les Empreses

The point of reference for businesses and SMEs of Barcelona



Parc Tecnològic

Innovation cluster in the north of the city



Nou Barris Activa

The point of reference for economic promotion and employment in the Nou Barris district



Cibernàrium 22@

Centre of technological skills acquisition for professionals and businesses



Cibernàrium Nou Barris

Digital training centre located at the Technological Park



InnoBA

Centre for Socio-economic Innovation of Barcelona

Our spokes-people



Jaume Collboni Cuadrado

President

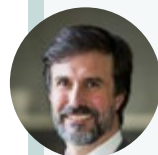
Born in Barcelona in 1969 and a Law graduate from UB, Jaume Collboni has been a member of the UGT National Directorate, spokesperson of PSC for the district of Horta-Guinardó, group coordinator, Coordinator of the Socialist Parliamentary Group in Catalan Parliament, member of the PSC in Catalan Parliament and First Deputy Mayor of Barcelona City Council, Director of the Business, Culture and Innovation Areas. Since 2016, he has been the Vice President of Social and Economic Development for the Metropolitan Area of Barcelona and a firm defender of the idea that the 21st century is the cities' and metropolitan areas' moment.



Félix Ortega

Managing Director

Born in Vic and a Law graduate from UB, holding an MBA in Audiovisual Businesses Management from URL, and a postgraduate degree in Societies and Tax Experts from the *Fundación Universitaria Sant Pau - Abat Oliba*. He has been Director of Economic Promotion, Commerce and Employment in the Prat de Llobregat City Council, where he developed the 2018-2026 strategy of the Action Plan. He has also been manager of Business, Culture and Innovation for Barcelona City Council, as head of coordination of management and administration for the area of the Second Deputy Mayor, coordinating business activity with the *Fira de Barcelona* (Barcelona Trade Fair), Mobile World Capital and the Consortium of the Zona Franca.



Lorenzo di Pietro

Executive Director of Entrepreneurship, Business and Innovation

Lorenzo di Pietro has been the Director of Human Capital and Director of Professional Capability and Employment for Barcelona Activa where, since February 2016, he has been the Executive Director of Entrepreneurship, Business and Innovation. An Economics graduate from Sapienza, Rome, Lorenzo di Pietro has a postgraduate degree in Management and Conflict Resolution from UB, a Master's degree in both Public and Social Policies from UPF, and in Management Development Programme from the IESE.



Paco Ramos Martín

Executive Director of Employment Promotion Strategies

Paco Ramos Martín holds a PhD in Law from UB and in Sociology from UAB, as well as a Master's degree in Public Politics from UPF. He has been studies manager in Barcelona Activa, Management Consultant for the Employment Service of Catalonia and Tutor in the Open University of Catalonia. Currently, as well as being the Employment Policies Consultant for Barcelona Provincial Council, he is also the Executive Director of Employment Promotion Strategies for Barcelona Activa, and author of numerous articles and lectures.



Emília Pallàs Zenke

Executive Director of Local Socio-economic Development

Emilia PallàsZenke is a psychologist and holds a Master's degree in Public and Social Politics from UPF and Johns Hopkins University. She has been Head of the Department for Social Participation in the Social Rights sector of Barcelona City Council, Secretary of the Municipal Council for Social Well-being, and General Deputy Director of Labour Policies for Diversity, of the General Head of Equal Opportunities of the Department for Employment of the Autonomous Government of Catalonia.



Stories of success

The experience of users

Scope of activity

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

Entrepreneurship

Training

Enterprise

Proximity

Employment

Business and socioeconomic innovation

Entrepreneurship

Barcelona Activa provides entrepreneurs with different advisory services, support for financing, training activities, support programmes and incubation spaces to make sustainable businesses with added value a reality.



Facilities

- **Centre for Entrepreneurship Glòries**
L'espai on es pot trobar informació, assessorament expert, aules de formació, Multimèdia i continguts per emprendre un negoci.
- **Convent de Sant Agustí**
The benchmark facility in Entrepreneurship and Employment in Ciutat Vella
- **Incubator network**
 - Glòries Incubator
for highly innovative start-ups.
 - Almogàvers Incubator
for start-ups in the environment of public-private institutions.
 - MediaTIC Incubator
for start-ups with a high technological impact.
 - InnoBAAdora
for socio-economic innovation projects.

Services

The services, resources and accompaniment are adapted to the different needs that entrepreneurs may require throughout the entrepreneurial process.



Ideation



Planning



Modelling



Execution

- 1 Expert advice and support**
throughout the process of validation, search for funding and project start-up.
- 2 Digital information tools and resources**
to work on the entrepreneurial project from wherever you want.
- 3 Conferences and activities**
designed so that entrepreneurs can share their difficulties and projects with others, both to enrich their projects and to do business.

- 4 Training**
for entrepreneurship: short courses in different formats to learn about and work on various aspects related to starting up a business.

- 5 Support programmes**
for groups or economic sectors.

UXLab, a personalised service that accompanies companies in the conceptualisation and improvement of the usability, user experience and accessibility of their product/service, whether physical or digital.

80% survival-rate of incubated companies
Barcelona Activa has the highest level of survival for incubated businesses, with an 80% survival rate in the 4th year of life (the overall average is 20%).

Enterprise

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

Resources

- **Business Support Office**
The point of reference for businesses and SMEs of Barcelona which brings together a range of permanent services of added value for business growth.
- **Technology Park**
Situat al districte de Nou Barris i gestionat per Barcelona Activa, el Parc Tecnològic està específicament destinat a ajudar a les empreses tecnològiques.
- **22@ Office**
Business one-stop shop aimed at companies, entrepreneurs, investors or professionals (engineering, architecture, management, etc.) interested in developing a business activity in the 22@ district.

Services

EXPANDED SERVICES DUE TO THE EFFECTS OF COVID-19

- 1 Business funding service**
Diagnosis and definition of investment needs as well as advice based on existing investment products.
Management of support and credit linked to the economic reactivation.
- 2 Advisory services for businesses and entities**
Service designed for the growth of SMEs, self-employed people, entities and Social and Solidarity Economy (SSE) organisations.
Personalised advice for strategic reorientation in the context of Covid-19.
- 3 Incorporation of companies**
Information, advice and telematic processing for the incorporation of companies or the registration of individual entrepreneurs.
- 4 Talent management**
Accompaniment and advice on the detection of needs linked to the management, attraction and retention of talent.
- 5 Internationalisation and information on foreign trade procedures**
Advice on new markets, foreign trade and international business.
- 6 Information and municipal procedures**
Information and advice on how to manage municipal procedures when developing an economic activity in the city.
- 7 Business landing**
Advice for foreign companies landing in Barcelona (legal options for setting up in Barcelona, company incorporation procedures, immigration procedures, etc.).
- 8 Localisation**
Advice on the search for space and the process of signing the rental contract and preparing agendas for visits to spaces.
- 9 Innovation and prototyping**
Accompaniment, programmes, resources and activities to facilitate and strategically address the innovation process of companies.

Employment

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



Spaces

- **Porta 22**
An open access space for finding a job, guidance for the professional future and evolving in the working world.
- **Ca N'Andalet**
Training and employment centre in Horta-Guinardó.
- **Convent de Sant Agustí**
The reference point for employment and entrepreneurship in Ciutat Vella.
- **Nou Barris Activa**
The municipal space for economic promotion and employment in Nou Barris.

Services

Barcelona Activa offers support in the process of job search and professional development.

- 1 Information, advice and personalised guidance**
to find a job, orientate a professional career, improve skills or make a change in employment.
- 2 Online tools and resources**
for job search and to facilitate self-management in professional improvement.
- 3 Technical-professional training and work experience programmes**
to respond to all the demands of the labour market, paying special attention to those people who require more support.
- 4 Recruitment activities and sectorial networking**
to bring closer the reality of the labour market and favour labour insertion.
- 5 Job coaching, mentoring**
and other methodologies to promote the empowerment of people in their professional growth.



Information Service for Employment

One-stop service in person or online for guidance and job search.

Scope of activity

Training

The commitment to talent (digital, young, senior, female and international) is a municipal priority and a key strength of our city. For this reason, Barcelona Activa offers face-to-face, online and streaming training for professionals and companies, as well as technological activities at all levels and for all citizens.

Services

- 1 Technological training**
Basic, specialised and advanced ICT training activities for professionals, companies and all citizens.
- 2 Training for employment**
to face the job search process with more guarantees and develop key professional skills.
- 3 Training for companies**
in areas such as financing, business management, equality, marketing and sales, among others.
- 4 Training to start up**
or strengthen a project with seminars on legal aspects, procedures, business management, etc.

Formació per perfils:

Young people

Learn a new profession, train in the most in-demand sectors and improve your professional profile with our courses for young people.

- Discover what you like, train and find a job
- Combine training and contracting with the *Casas de Oficios* (Trade-skills Houses)
- Specialise in sectors of the future
- Learn web development and programming

Women

Be the professional you dream of with programmes and short-term activities that will help you develop your career and grow professionally.

- Make your idea or project grow with the INICIA programme
- Get training to boost your SSE project with Construïm en femení
- Work on your entrepreneurial skills with short-term activities
- Develop skills such as leadership, communication and creativity



Driving digital talent

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

TECHNOLOGY TRAINING FOR EVERYONE AND AT VARIOUS AND AT VARIOUS LEVELS

> BASIC

Antenes Cibernàrium

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

> SPECIALISED

Cibernàrium

Short and medium-length courses on a variety of subjects aimed at workers, entrepreneurs and jobseekers.

> ADVANCED

IT Academy

Intensive and mentored long-term training in Web Programming and Data Science. At the end of the training, Barcelona Activa accompanies students in the job search process.

42 Barcelona

New programming campus located in the Technology Park, led by Fundació Telefónica, the Generalitat de Catalunya and Barcelona Activa, with a pioneering and disruptive pedagogical model based on peer-to-peer learning, gamification and self-learning.



TECHNOLOGICAL SUPPORT AND TRAINING FOR BUSINESSES

Digitalisation plans

Expert support to micro-enterprises and self-employed people to improve the degree of digitalisation of their businesses: internet presence, marketing, online sales, management processes, etc.

Grants and training for the digitalisation of commerce and the hospitality sector

Online courses and grants for the digital transformation of local commerce and the hospitality sector.



Talent Marketplace

A meeting point for job supply and demand, through networking and recruitment dynamics. The aim of the marketplace is to connect talent from Barcelona Activa's training programmes and services with the city's business fabric.

Scope of activity

Proximity

Barcelona Activa works to promote economic activity within the districts and neighbourhoods of the city, which would have an economic, social and environmental impact. It is to be led by the territory's citizens, actors or stakeholders involved, and would contribute to the territorial balance.

1 Promotion of Proximity Services (Commerce, culture and care)

We promote projects to support economic reactivation:

- Trade on the verge of reactivation
- Points of Attention to Economic Activity
- Strategy for the revitalisation of ground floor premises in Barcelona
- REC, the citizen's currency in the Besòs Axis

2 Funding for the local economy

We are increasing funding for *Impulsem el que fas* (We boost what you do) aid for projects that promote the economy in neighbourhoods.

3 Quality employment

We promote quality employment through the **Points for the Defence of Labour Rights**, a free municipal service aimed at both citizens and companies.

4 Neighbourhood plans

We promote economic promotion actions and services adapted to the realities of the neighbourhoods, such as the *Xarxa de Resposta Socioeconòmica* (**The Socio-economic Response Network - XARSE**).

5 Sustainable economy of proximity

We are committed to new circular economy initiatives:

- Ciutat Vella pooled resource bank
- Nau Vila Besòs



District Economic Revitalisation Plans 2021-2023

Economic Development Plans (for the 6 districts below the average) and **Economic Reactivation Measures** (for the 4 districts above the average).



Access to Barcelona Activa spaces in the territory and new governance

Creation of **Economic Promotion Units** in 5 districts and reorganisation of spaces to get closer to citizens in a territorial way.

Business and socio-economic innovation

At Barcelona Activa we promote innovation, a key factor for economic competitiveness, the generation of quality employment and the incorporation of new, more digital, environmental and social perspectives.

Beyond innovation within companies, we promote a model of open and collaborative innovation that connects and values the assets of the entire ecosystem of the city and fosters public-private partnerships and collaboration between private agents

At the same time, we encourage innovation from a socio-economic point of view to promote and strengthen entrepreneurial initiatives, entities and companies in the field of the Social and Solidarity Economy (SSE) in the city.

Services / Business Innovation

1 To increase innovation within companies

- **Training in innovation for SMEs**, prioritising strategic sectors.
- **Diagnosis and advice** on innovation and prototyping (Business Support Office-OAE).
- **Access to the market and financing**, through public procurement, alliances, corporate venturing, etc.
- **Aid** for innovation.

2 To generate new market-connected innovation projects

- **Interaction with the ecosystem** facilitating meeting and exchange spaces.
- **Own or third-party collaborative innovation projects** (challenges, hackatons, etc.).
- **Network experimentation and testing spaces** (pilot tests, test beds, etc.).

3 To promote entrepreneurial innovation and position the city

- **Connection** between innovation headquarters and with local and international networks.
- **Participation in trade fairs, events and business innovation awards** (Biz Barcelona, Bnew, Smart City Expo, Innodiàlegs, etc.).
- **Dissemination** of the different public and private initiatives.

Services / Socio-economic Innovation

1 Information and guidance

for citizens interested in learning more about the Social and Solidarity Economy and socio-economic innovation. It includes the CoAgenda, which includes SSE and socio-economic innovation activities in the city.

2 Accompaniment and advice on the Social and Solidarity Economy (SSE)

for entrepreneurial initiatives or organisations already in operation. Also, with specialised advice in the sectors of care and sustainable textiles.

3 Access to funding

- Support and training to ensure access to specific grants such as *Enfortim l'ESS* (We strengthen the SSE).
- Promotion of credit culture to improve access to specific funding for SSE initiatives

4 Training

aimed at people who want to become entrepreneurs in the SSE and SSE organisations that want to consolidate themselves, with new formats and trends. **Re imaginem el futur** (Let's reimagine the future) pilot programme to accompany organisations in the process of reinvention at the present time.

5 SSE programmes for specific SSE groups and sectors

Actions aimed at strengthening specific economic sectors or promoting SSE values and practices with specific groups: women, people in situations of social vulnerability and young people:

- **RevESStim el Tèxtil** (Programme for initiatives in the textile sector)
- **Programme for care organisations**
- **La Comunicadora** (Programme for the promotion of the collaborative economy)
- **Camí de la Solidesa** (Programme for the accompaniment of SSE organisations)
- **Construïm en femení** (training programme for SSE projects aimed at women)
- **TransformESS** (programme for the promotion of the SSE and cooperativism)

Facilities

→ InnoBA

It is the reference space for socio-economic innovation. It aims to explore new ideas, organisations, services, products and models that solve needs, and to generate new relationships, collaborations and social and economic changes.



Commitment towards CSR

Barcelona Activa's commitment to sustainability is present in all its actions, both internal and external.

Our Social Responsibility Policy integrates ethical, social, environmental and economic management, prioritising dialogue with stakeholders to jointly create shared value in the long term.

5 strategic axes on which we develop all our actions:



Good Governance:
ethics and transparency



People: organisational culture



Community:
impact on the territory



Value chain:
responsible hiring



Environment

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



Pacto Mundial
Red Española

BARCELONA
AGENDA 2030



BARCELONA
SOSTENIBLE



ffh
fundació
factor humà



Equality and diversity

The transversality of gender and diversity is present in all of Barcelona Activa's internal and external actions and is one of our priority areas of intervention.



1 Equality between women and men in the workplace

Barcelona Activa, committed to gender mainstreaming to achieve gender equality and eliminate the inequalities suffered by women in the world of work, offers various programmes and services to combat occupational segregation, the sticky floor, the glass ceiling, difficulties in reconciliation and the gender pay gap.

2 Advice and support for companies

Through the Advisory Service for Equality and Organisation of Time, companies and organisations receive personalised support from expert municipal staff. Online courses are also offered on equality plans, protocols to prevent and deal with sexual and gender-based harassment, and measures for the better organisation of time and co-responsible work-life balance.

3 Specialised training

Barcelona Activa carries out different training actions aimed at both citizens and companies with the aim of identifying, analysing and eliminating gender inequalities and discrimination in the working environment and in economic development, rooted in sexist stereotypes and prejudices towards differences.

4 Recognition of diversity

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

5 Resources

EQUITEST: free and open self-assessment test that helps companies to identify strengths and weaknesses in gender equality.

LGTBI GUIDE for the incorporation of sexual and gender diversity in companies, which provides guidance for integrating LGBTI talent in companies.

STUDIES that analyse the different problems faced by women and make proposals to improve their situation in the workplace.

6 Commitments

Barcelona Activa is adhered to different entities and initiatives that work in favour of the defence of Human Rights, gender equality, the elimination of discrimination and the reduction of inequalities, and a more egalitarian and sustainable society.



Xarxa de
Municipis
LGTBI de
Catalunya



Projects to promote female talent

Barcelona Activa offers a wide range of projects aimed at professionals, managers and entrepreneurs that seek to accompany women who want to grow professionally and empower them in favour of equal opportunities.



I WANT TO WORK IN MY DREAM PROFESSION

Career coaching for women

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

Skills improvement for women

Intensive courses to develop key skills in the professional field, such as leadership, communication or creativity.

I WANT TO GROW IN MY WORK ENVIRONMENT

PD3-Make the change

Programme aimed at women, which offers them training in management strategies and skills and facilitates networking, coaching and mentoring spaces.

Camí de la Solidesa (The way towards solidity)

Training and support for SSE organisations made up mainly of women.

I WANT TO MAKE MY BUSINESS IDEA A REALITY

INICIA. Support for new projects

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

Women Mentoring Programme

Expert advice from mentors who offer guidance to women entrepreneurs.

Your company on the web

Training and support to digitise companies led by women.

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



LIDERA has obtained the consideration of good practice in the framework of the URBACT programme of the European Commission.



+2,000
participants
per year

EVALUATIONS

8.8 for programmes

9.5 for Personalised support

Recognition and collaborations with other entities

The intense work of local development, as well as a permanent external openness in the part of the different leaders of Barcelona Activa, has boosted the agency's recognition beyond the municipal limits and, today, as a primary reference point in the field of local development. In recent years, this point of reference has translated into different forms of recognition and awards for the activity developed by Barcelona Activa.



Latest recognitions

Premi Roger Kaufman, in recognition of innovative local development policies.

Special honorary mention from the Alares Foundation for good diversity management and social and labour inclusion, within the framework of the Fourth International Awards for Managing Human Diversity and Labour Inclusiveness in Business.

Second place at the Lifelong Learning Awards.

Award from Barcelona's Official College of Nurses' Centre, for Nursing Development and Innovation.

Honourable Mention at the X Corresponsables Awards in Social Responsibility for training and awareness-raising awareness-raising in Gender Equality and Diversity.

[Distinguished good practices](#) from the organisms dedicated to promoting the Sustainable Development Goals and to combatting the effects of COVID-19.

Collaborations



Barcelona Activa participates in **projects and international networks** to exchange good practices and position Barcelona at a global level.

