

**Building the
Barcelona of
the future**

MEASURES FOR THE PROMOTION OF ECONOMIC ACTIVITY IN BARCELONA

**Practical guide for services,
subsidies and training in 2022**

**BARCELONA
NEVER STOPS**



**Ajuntament
de Barcelona**



Building the Barcelona of the future



Today's world entails new challenges for many people and for all kinds of businesses in sectors such as commerce, restaurants, sports, culture, leisure activities and tourism, among others. Thus, the Barcelona City Council has been focusing all its efforts on fighting the social and economic crisis, with three major goals: to protect the most vulnerable, to revive the economy and consumption, and to boost the city's transformation with new projects in the medium and long term.

This is what we have been doing through the Economic Response Coordination Centre (CECORE) in an effort to minimise the effects of the crisis, give support to workers, the small economy and businesses, and to help create jobs. At the same time, we have also launched more strategic projects to diversify the economy, attract talent and investments, and provide the city with more added value.

Thanks to the decisive impulse provided by these economic policies, we are succeeding in speeding up the city's economic recovery. Of all the cities in Spain, Barcelona is the one where employment has dropped the most in the last 12 months. We currently have the best levels of employment seen in almost 15 years, demonstrating the strength of our economic fabric. At a time of global uncertainty and complexity due to Covid-19, Barcelona continues to show that we are a region with the capacity to convey certainty and security.

However, we know the path to finally overcoming the pandemic will not be easy and we can only achieve that by pooling our efforts and meeting the highest demands.

We now present you with the new 2022 edition of the Barcelona Guide of Measures for Promoting Economic Activity, a gateway for accessing resources of every kind, such as training to open new professional paths, subsidies to foster your business and guidance to give shape to new entrepreneurial projects. Ultimately, it is a guide that aims to put the focus on people and be a useful tool in strengthening the economy of the city.

I always say that Barcelona is a city full of challenges and opportunities, but, above all, we are a city with a big future. With this guide, I invite you to take advantage of all our resources to build the Barcelona of the future together.



Jaume Collboni
First Deputy Mayor for Economy, Work,
Competitiveness and Tax

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Who the measure is geared towards



I have a company or I'm a self-employed individual



I'd like to become an entrepreneur



I have a tourist or international project



I'm a merchant, shopkeeper or work in the restaurant industry



I have a cooperative or entity that's part of the social and solidarity economy



I am job-hunting or wish to improve my professional profile

01 Subsidies, grants and funding



The Barcelona City Council is mobilising resources intended for the businesses, shops and self-employed individuals that currently need them in the form of grants, subsidies or funding so they can maintain their economic activity, protect jobs and, at the same time, promote their transformation to adapt to the Barcelona of the future.

Type of measure

Who it's geared towards

Time frame

'Crea Feina Plus' 2022

'Crea Feina Plus' [Create Jobs Plus] is a subsidy for companies in the Barcelona metropolitan area who wish to hire unemployed individuals, especially those who have a more difficult time finding work. All full-time work contracts created for individuals who are registered as unemployed and living in the city will receive a grant of €5,000. In the case of people under 30 years of age, over 45 or women, this grant increases to €6,000 for each case. The contract must be for at least six months and be for full-time employment.



First half
of 2022



Subsidy call for district and city projects, activities and services for 2022

For the 2022 subsidy call, we've budgeted a total of €1,650,000 in grants for projects that foment local commerce and the economic promotion of the neighbourhoods. Regional or sectoral commercial associations and not-for-profit commercial entities in the city can apply for the subsidy. A consumer line is included in this call, aimed at consumer organisations in Catalonia.



From
7 to 27
January
2022



Type of measure

Who it's geared towards

Time frame

Enfortim l'economia social i solidària

[We are strengthening the social and solidarity economy]

New specific call from the Barcelona City Council's subsidy programme to strengthen and reactivate the social and solidarity economy (SSE) and develop projects that implement the 2030 BCN SSE Strategy. It will subsidise up to a maximum of 80% of the total cost of each project. The initial estimated budget for these subsidies is €900,000.



From 8 March to 7 April 2022



'A proactive city'

Call for grant applications for projects that promote urban innovation in an open, plural and multidisciplinary manner to find real solutions to the city's most immediate challenges.



The call is expected to be launched around the end of March or beginning of April 2022



Type of measure

Who it's geared towards

Time frame

'Impulsem el que fas' [We promote what you do]

Call for grant applications for reviving the local economy. Up to 80% of the project can be financed. There will be six modalities: invigoration of vacant ground floor commercial properties, employment, socioeconomic innovation and SSE in strategic sectors, responsible and sustainable tourism, sustainable good and responsible consumption, urban last-mile merchandise distribution centres and creative industries.



April 2022



Subsidies for the digital transformation of local shops and restaurants

To improve the presence of establishments in the digital environment, we have earmarked one million euros for the financing of projects that invest in digital marketing, websites, online stores and digital signage, among others.



April-May 2022



Type of measure	Who it's geared towards	Time frame
<p>Subsidies for the Christmas-lighting campaign in the city's public streets and squares and inside shop windows</p> <p>To improve the presence of establishments in the digital environment, we have earmarked one million euros for the financing of projects that invest in digital marketing, websites, online stores and digital signage, among others.</p> <p></p>	<p></p>	<p>June 2022</p>
<p>Subsidy for the installation of approved platforms on pavements for terraces in the city of Barcelona</p> <p>This call is geared towards the owners of restaurant establishments and eateries that had obtained a Covid-19 terrace licence and who obtain a licence to install a terrace on the pavement during 2022, in order to facilitate the change of pavement fixtures to a set-up approved by the Barcelona City Council.</p> <p>Restaurateurs who wish to maintain these terraces on the pavement must have an accessible, approved and safe platform fixture.</p> <p></p>	<p>   </p>	<p>April-May 2022</p>



Type of measure

Who it's geared towards

Time frame

**'Amunt Persianes' [Shutters up]
24-hour Shop Windows**

Grants for €2,000 for individuals and legal entities who own businesses or are proprietors of commercial activities, services, restaurants and leisure activities in ground-level establishments, in order for them to replace so-called 'blind' shutters with other types of shutters that facilitate viewing the shop window from outside when closed.



From 15 April to November 2022 (or until the budget runs out)



Subsidies as a support and market reactivation measure: general expenses and commercial reactivation measures

The aim of the call, funded with €450,000, is to provide financial support to cover the ordinary operational costs of their facilities as well as the extraordinary expenses arising as a result of Covid-19.



First quarter of 2022



Type of measure

Who it's geared towards

Time frame

Barcelona Accelera Funds

The Barcelona City Council, through Barcelona Activa, is launching an open call for venture capital funds to be invested in emerging companies in the city. In addition to the 10 million euros of initial investment, another 10 million euros will be provided for deep tech projects. The city's contribution is multiplied fivefold through these funds, accelerating the trajectories of innovative start-ups in the city in emerging sectors, with a special emphasis on projects led by women.



April 2022



Type of measure	Who it's geared towards	Time frame
MESBarcelona <p>The public and private sectors have come together to back this project, which aims to boost the energy transition. Its purpose is to install solar panels on the rooftop of any building in Barcelona, for free. To do so, the City Council is attracting investors and private capital for the development of clean-electricity-producing facilities (especially solar panels) whose ultimate goal is to provide energy for home consumption and shared consumption, in all kinds of buildings in the city. The owners or homeowners associations of any kind of building in the city can request to participate in the programme. The companies linked to MESBarcelona will then contact them to see if installing solar panels is viable for that building.</p> 	  	Throughout 2022
Cooperative loans for reviving the social and solidarity economy (SSE) <p>The Barcelona City Council has entered into an agreement with the COOP57 Cooperative, which puts lines of credit at the disposal of SSE enterprises and organisations for investments and working capital for new SSE projects and for reactivating existing SSE projects. They may be projects to fund investment or working capital and to take on the liquidity requirements caused by the Covid-19 crisis.</p> 		Throughout 2022



Type of measure

Who it's geared towards

Time frame

Creating impacts through investment funds for social and solidarity economy projects (SSE)

Agreement between the Barcelona City Council and the Foundation for Ethical Financing, Activism and Critical Economy which activates impact-creating investment funds of up to 300,000 euros to assist in the growth of small social and solidarity economy projects. This fund seeks impactful projects to make temporary investments in the share capital of organisations and provide expert advice during the investment period to aid in their consolidation and growth. The investment for each project will be between 10,000 and 30,000 euros.



Throughout 2022

The Foundation will hold one annual call to search for projects



IMMB, remodelling the markets and improvement works

The Barcelona Municipal Institute of Markets (IMMB) maintains its investment drive with market remodelling and improvement work in progress, through an expected investment of 100 million euros during this municipal term of office. Renovation projects under way: L'Abaceria and Sant Andreu markets. Start of the project for the remodelling work on the Mercat d'Horta and Mercat de Montserrat. The aim is to put the focus on plans for improving and maintaining Barcelona's markets, with an annual budget of 4 million euros.



Throughout 2022 and 2023



Type of measure

Who it's geared towards


Time frame

Urban Challenges

In 2022, a new Awards for Urban Challenges call will be launched. An urban challenge is a way of resolving complex needs and problems in the city that require innovative solutions. This is an invitation to creativity that avoids specifically prescribing or requesting solutions. The challenge defines the desired impact without restricting how it is tackled.



Throughout 2022



Do you need guidance?

Through Barcelona Activa, we are putting a personalised helpline at your disposal, so you can clear up any doubts and/or access the financial aid and advice services for workers, organisations and enterprises.

The helpline (+34 900 533 175) is free and available Monday to Friday, from 9 am to 6 pm.

Enquiries are referred to the specialist services or resources best suited to each case.

02 Advice



Barcelona City Council is at your side to help you look for information, selecting the resources best suited to your needs and helping you with the paperwork for financial help or drawing up personalised plans for your business with the help of experts. Our advice services will help you start new projects, consolidate them and ensure they keep evolving.

Type of measure

Who it's geared towards

Time frame

Barcelona International Welcome Desk

Support service for international talent who want to come and live in the city or who have recently settled here. It provides information on procedures and administrative things like residency and work permits, access to housing, health-care and education, the steps to create a business, invest or work in Barcelona, and other practical matters for living in the city. Support is provided in person at one of the Barcelona International Welcome Desk offices (MediaTIC building) or by video conference. Appointment required.



Throughout 2022



Office 22@. Information, advice and business and urban-planning procedures point

Business one-stop-shop for enabling economic activity in the district. Located in the MediaTIC building, the office offers information for carrying out a business activity in the 22@ district. Preliminary use-plan reports, activity-starting and ending statements, licence transfers and applications for occupying public roads and squares can be processed there.



Throughout 2022



Type of measure

Who it's geared towards

Time frame

'Amunt Persianes' [Shutters up]

Floor commercial properties office

New office for information on and the coordination of the dynamic strategy 'Shutters up' for ground-floor commercial properties. Here, measures and development actions will be defined, planned and coordinated, and awareness will be raised throughout the city. The office will have information on ground-floor commercial properties and will act as a representative as regards external agents.



First quarter of 2022



'Amunt Persianes' [Shutters up]

Commercial rental properties pool

New pool for the rental of private ground-floor commercial properties, which will be made available for economic projects run by individuals, companies and entities. The pool will be available online and will be launched in collaboration with operators in the real estate industry. This pool will offer incentives to the owners of commercial properties and potential lessees.



Starting in April 2022



Type of measure

Who it's geared towards

Time frame

Barcelona Fashion Forward 2022
We support your fashion brand

The fashion entrepreneur support programme Barcelona Fashion Forward – ‘We support your fashion brand’ aims to drive and back designers and emerging fashion brands, and its objective is to provide support in optimising processes and techniques, incorporating methods to improve their professional evolution and operations in areas such as sales, communication and digitalisation. This is achieved through training, personalised support and the financing of services.

The programme will be managed by experts with solid experience in business management and entrepreneurship, as well as in the fashion industry.



January 2022



CreaMedia

Programme to support the emergence of companies in the creative and cultural industries sector. It focuses on supporting new initiatives in order to transform them into viable companies that can prosper in one of the city's strategic economic sectors.



Until 12 February 2022



Type of measure

Who it's geared towards

Time frame

Observatory for ground-floor commercial properties and activities, commerce, services and restaurants

The Observatory was conceived as an orderly knowledge platform, collecting and providing data for monitoring the evolution of ground-floor commercial properties and activities. It can also help identify opportunities, provide principal and secondary indicators that may be of interest to different groups (internally, commercial sector and entrepreneurs), and inspire the development of initiatives that improve the sustainability of active commercial properties and getting empty ones occupied.

The functions of this observatory are to quantify and openly share the available knowledge on ground-floor commercial properties and activities, monitor the evolution and changes thereof, and provide inspiration for new strategies.



Throughout 2022



Municipal Tax Office (IMH) video-call assistance

In order to save time and avoid unnecessary trips, the Municipal Tax Office has made available an appointment service so that citizens can receive personalised support via video call. With this service, taxpayers can have their needs met through a computer, mobile phone or tablet, at the time and on the date of their appointment, without having to leave their homes.



Throughout 2022



Urban Economic Promotion Areas (APEU)

The Urban Economic Promotion Areas (APEU) were created to promote and modernise urban areas to improve the quality of the urban environment and consolidate the compact, complex, cohesive and environmentally respectful city model. This in turn increases companies' competitiveness, favouring job creation.

In the first phase, information and training will be offered to commercial hubs and players in the economic sector of the city of Barcelona. This will raise awareness of the Urban Economic Promotion Areas and give them the knowledge needed to carry out the constitutive process. It will also provide guidance in the planning of an APEU in order to maximise the chances of success and analyse the viability of implementing an APEU in the areas proposed.



March-
July 2022



Employment rights' defence points

Have you got any queries regarding your workers' rights? This free, personalised help and advice service on employment rights is open to all workers and available face-to-face in three districts and also by phone. Services provided throughout the city.



Throughout
2022



Type of measure

Who it's geared towards

Time frame

Inclusive Employability Services

Employment information and job search support service for people who are in vulnerable situations, whether due to their personal, social, legal or financial situations, in addition to being unemployed.

It is especially intended for trans individuals, women who are victims of domestic violence, prisoners of the criminal justice system who are allowed to work and ex-convicts, members of ethnic minorities, people suffering from drug addiction or alcoholism, people in irregular situations, etc.



Throughout 2022














Professional guidance and job search service

Through Barcelona Activa, citizens now have a team that will provide personalised job search guidance and advisory services, offer training that is perfectly suited to the profile of each person, and help prepare them for the opportunities on the current job market.



Throughout 2022



Type of measure	Who it's geared towards	Time frame
<h3>Employability service for young people</h3> <p>This is the employment information and job hunting support service for the city's youth. Here, young people can find all of the information on training, work resources and tools they need to seek work. The service is provided through the Sant Agustí Convent and different spaces distributed throughout the city, as well as virtually.</p> 		Throughout 2022
<h3>Talent Marketplaces</h3> <p>These are events that provide a direct contact space between enterprises with job offers and job candidates, with participatory dynamics and brief interviews. They are tailor-made for enterprises and also specifically for business sectors.</p> 	  	Throughout 2022
<h3>BizBarcelona and Employment Fair</h3> <p>These two are benchmark events for entrepreneurial initiative and job seeking, and they are held together to foster talent and boost businesses. The entrepreneurial and business ecosystem in the city and the entities and professionals will once again come together in 2022.</p> 	   	September 2022



Type of
measure

Who it's
geared
towards

Time
frame

Safe Travels Seal

Safe Travels is a seal backed by the World Travel & Tourism Council (WTTTC) that recognises safe travel protocols and preventative measures against Covid-19 on a global scale. Thanks to an agreement with the Tourism Consortium of Barcelona, companies associated with the tourism economy that comply with the requirements can apply for the seal to improve their service, give their clients peace of mind and bolster their position.



Throughout
2022



Tourism Observatory in Barcelona

As a result of the collaborative efforts between various institutions, Barcelona now has a platform for statistical information, knowledge and tourism intelligence. It offers studies and up-to-date data on the city and the region that comprises 'Destination Barcelona'. It can provide figures regarding visitor profiles, their economic impact, labour data for the tourism sector and information related to lodging, infrastructures and transport.



Throughout
2022



Type of measure

Who it's geared towards

Time frame

Business Funding Service

This is a service that supports self-employed individuals, companies and entities that need financial resources in the medium and long term. An expert team works with the company to diagnose issues and define the best way forward to obtain the financing necessary. It provides advice and support during the process of applying for and obtaining financial products from public sources, private sources, banks and alternative sources.



Throughout
2022



Business Advice Service

This is a service that provides support in the consolidation and growth of small companies, self-employed individuals, and shops and organisations in the social and solidarity economy, considering the specific needs of each. It provides help in diagnosing issues and defining improvement actions in different areas of business management (sales, economic matters, financing, organisation, logistics, etc.) and in beginning strategic analysis processes.



Throughout
2022



Type of measure

Who it's geared towards

Time frame

Comerç a punt

Business advice in your shop. The Barcelona City Council comes to shops to provide them with guidance, not just on how to re-define their business strategy but also on how to put the business back on its feet, adopt new marketing models and develop new formulas for incentivising demand, always respecting the work pace of each person and at no cost.



January-
November
2022



Barcelona Biosphere Commitment to Sustainable Tourism

This programme distinguishes tourist operators who are committed to responsible management in accordance with certain requirements based on the United Nations' sustainable development goals (SDGs). The companies and entities receive training and guidance to make an improvement plan and obtain the Biosphere Sustainable Lifestyle certification, allowing them to enhance their positioning. It includes training on Covid-19 protocols and access to the Safe Travels Seal, granted by the World Travel & Tourism Council (WTTC).



January-
April
2022



Type of measure

Who it's geared towards

Time frame

'We design trade'

Project to revitalise local trade with the contributions of young talent in the creative industries. Various training centres in creative disciplines come into contact with commercial hubs. Groups of students diagnose issues and propose creative initiatives to reactivate small businesses.

This project makes it easy for small businesses to make contact with creative thinking and strategies, facilitating the commissioning of design professionals for later projects.



Until June 2022



Advice for entrepreneurs

The Entrepreneurship Services at Barcelona Activa provide guidance and support to entrepreneurs who wish to launch a business project, helping them throughout the process and making it possible to turn an idea into a viable company.



Throughout 2022



Type of measure	Who it's geared towards	Time frame
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Entrepreneurship programmes for specific groups and sectors

These entrepreneurship programmes include advisory services and networking for the creation of companies and organisations that serve specific groups of entrepreneurs or sectors of activity. There are specific programmes for projects in the creative, food, sport and tourism industries, as well as for projects with a social impact, and others specialised in start-ups, and so on. Specific programmes for young people and women are offered.



Throughout 2022



Advisory service for the social and solidarity economy

This is a specialist and personalised service for informing and supporting SSE enterprises and organisations: from how to start up a project to how to improve it and obtain funding. Coordinated with the ecosystem's services, operators and players, this service identifies opportunities and detects difficulties, in addition to offering tools and expert support in specific areas.



Throughout 2022



Type of measure

Who it's geared towards

Time frame

Information and guidance regarding the social and solidarity economy

The Welcome and Orientation Point (PAO) is an information and guidance service for citizens who are interested in getting to know the social and solidarity economy better and learning about socioeconomic innovation. It is also the access point for the services and activities in the SSE realm.



Throughout 2022



Digitisation plans for micro-companies and self-employed individuals

Technical support service specialising in implementing improvements in the presence of enterprises on the Internet, and in communication and online marketing strategies, sales channels and the digitisation of enterprises' management processes. The service starts with an initial diagnosis; it then studies the drafting of a digitisation plan and includes support for its implementation and monitoring.



Throughout 2022



Type of measure	Who it's geared towards	Time frame
<p>Social clauses for responsible public procurement service</p> <p>This service promotes applications of the sub-recruitment clause with social and solidarity economy (SSE) enterprises and the social reserve that Barcelona City Council promotes, reaching €10 million a year and aimed at SSE enterprises (more specifically, special work centres and insertion enterprises).</p>	  	<p>Throughout 2022</p>



Consumption information and advisory service for companies, by the Municipal Consumer Information Office (OMIC)

The Municipal Consumer Information Office (OMIC) provides an information and advisory service for commercial establishments, self-employed individuals, micro-companies, consumer associations and citizens in general. OMIC provides guidance for companies as consumers of basic services or continuous business services: utilities, telephone services, insurance and financial products.



Throughout 2022



Type of measure	Who it's geared towards	Time frame
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Informative sessions and education regarding consumption

The OMIC (Municipal Consumer Information Office) offers commercial hubs, district trade councils and companies informational sessions to make consumer rights public knowledge. In these, they explain the channels used for consumer support in the city, how to make enquiries and file claims, the mediation and arbitration process for issues related to consumption, and answer any questions related to these topics that may arise.



Throughout 2022



Responsible Consumption Space

This is a municipal facility that specialises in the fostering of responsible consumption and aims to promote a more conscientious consumer culture that is committed to making a positive impact on people and on the environment. It participates in trainings organised by other services dedicated to various groups. It also houses the Responsible Consumption Information Point, offering talks, activities, exhibits and spaces for use within its facility.



Throughout 2022 (except August)



Type of measure

Who it's geared towards

Time frame

Futurism

This is a programme that supports the creation of innovative and sustainable companies that meet the emerging needs of the tourist sector in the city and province of Barcelona. Participating projects receive training and a personalised support plan.

The programme is backed by Barcelona Activa, the Barcelona Hotel Guild, Barcelona Provincial Council and the Catalan Association of Specialised Travel Agencies.



Starting from the second quarter of 2022



Boosting the 'Zero Plastic' and 'Green Traders' projects

With the completion of phase 1, the diagnosis of how single-use plastic is used in the municipal markets, the measures to combat this are now being formulated. The IMMB will participate in the Barcelona City Council's 3rd Zero Plastic Round Table. On the other hand, the Green Trade initiative has been launched in all of the municipal markets to foment organic, local products. The Social and Solidarity Economy of the Barcelona City Council, the FEMM and the food guilds are all working collaboratively to execute this project, which is already in its consolidation phase, with 619 establishments already having joined.



Throughout 2022 and 2023





**You can find local food
at green shops**

**Come along
to the market!**

www.mercats.barcelona



03 Training



If we want to be competitive, we need to be up to date! That's why Barcelona City Council has launched a wide range of specialised training lines, designed to address the future with more drive than ever. These are geared towards companies and entrepreneurs. If you are looking for work or you would like to broaden your professional horizons in the ICT sector, don't miss this opportunity!

Type of measure	Who it's geared towards	Time frame
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Technological training for everyone at the Cibernàrium

The Cibernàrium offers training to improve digital technology skills and contribute to tackling the challenges posed by digitalisation. And for people who are just getting started in ICTs, they have basic training available at the Antenes Cibernàrium [Cibernàrium Antennae], located all over the city!



Throughout 2022



IT Academy

Barcelona Activa's IT Academy programme allows individuals to revamp their professional profile in order to move into sectors such as programming and data science, in just twelve weeks! Thanks to its personalised and highly innovative educational self-learning model and to an expert mentoring service that supports you throughout the process, you can get free advanced training in programming. It also includes an advisory service and tools to find work.



Throughout 2022

Type of
measure

Who it's
geared
towards

Time
frame

42Barcelona

Located in Barcelona Activa's Technological Park, 42Barcelona is a programming campus that follows an innovative and free model endorsed around the world that is based on 'learning to learn', which fosters creativity and teamwork and allows individuals to train at their own pace, opening doors to a new job market.



Throughout
2022







Comprehensive projects with hiring (PIC)

Employment action to promote job placements for unemployed individuals, by combining employment-experience, skills-improvement and employment-guidance initiatives. Participants are incorporated into several municipal projects connected to strategic sectors through 6 or 12-month employment contracts.



Throughout
2022



Type of measure	Who it's geared towards	Time frame
<h3>Sectoral Reskilling</h3> <p>Short-term technical and professional training that allows individuals to improve their profiles or refocus their careers on strategic sectors in the city which have a greater demand for workers.</p>  		Until June 2022
<h3>Language Reskilling</h3> <p>Languages are now, more than ever, an essential tool for facing the future. These language reskilling courses are short training modules that give individuals the right to take official language exams. Through them, they can learn new languages to improve their professional profile and better adapt to the demands of the job market.</p>  		Until June 2022
<h3>Trade Schools</h3> <p>At the Trade School for Entertainment and the Creative Industries, young people are already trained in the technical part of creation, as well as in the development of products or services of public usefulness or social interest related to the performing arts, design and digital products. There are specialities in councillorship, floral arts, 3D art, audiovisual production, lighting and sound. In 2022, the Trade School for Entertainment and the Creative Industries and another Trade School for Sustainable Neighbourhoods have been launched. The latter trains young people in forestry work and the environment.</p>  		Until October 2022



Type of measure

Who it's geared towards

Time frame

'(Oh!)pera', newly created micro-operas

Project that aims to support young talent, complementing the training of students in different disciplines among the creative industries of the city and offering learning in a real-world setting. Four miniature operas will be designed, which will be performed at the Liceu Theatre for two days.



School selection during the first quarter of 2022



Urban Economic Promotion Areas (APEU)

The Urban Economic Promotion Areas (APEU) were created to promote and modernise urban areas to improve the quality of the urban environment and consolidate the compact, complex, cohesive and environmentally respectful city model. This in turn increases companies' competitiveness, favouring job creation.

In the first phase, information and training will be offered to commercial hubs and players in the economic sector of the city of Barcelona. This will raise awareness of the Urban Economic Promotion Areas and give them the knowledge needed to carry out the constitutive process. It will also provide guidance in the planning of an APEU in order to maximise the chances of success and analyse the viability of implementing an APEU in the areas proposed.



March-July 2022



Type of measure	Who it's geared towards	Time frame
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Training by need and by profile

Barcelona Activa offers free training to help individuals find a new job, improve their professional profile, become entrepreneurs or grow their business. Individuals will also have access to the technological training offered by the Cibernàrium and the specific courses for young people and women. They can choose between different types of training experiences and different formats: in-person, online and via streaming.



Throughout 2022

Training for shops and eateries

As part of the initiative supporting the digital transformation of shops and restaurants, Barcelona Activa has designed a training catalogue to help the commercial fabric and restaurant sector take the leap into the digital world. With more than 50 courses available, you have no excuse for being left behind!



Throughout 2022

Jo+ programmes for young people

Specific programmes for young people, allowing them to discover new sectors, get trained and find work. There are courses in hospitality and restaurants, facilities and construction, trade and logistics, education in leisure, and social work and healthcare. There is also a specific programme to work at markets and in local shops.



Throughout 2022

'We design trade'



Project to revitalise local trade with the contributions of young talent in the creative industries. Various training centres in creative disciplines come into contact with commercial hubs. Groups of students diagnose issues and propose creative initiatives to reactivate small businesses.

This project makes it easy for small businesses to make contact with creative thinking and strategies, facilitating the commissioning of design professionals for later projects.



Until June 2022



Type of measure	Who it's geared towards	Time frame
Professional opportunities in Barcelona municipal markets and local trade <p>This is a programme promoted by Barcelona Activa, in conjunction with Mercabarna and the Fundació Intermedia and in collaboration with the Barcelona Municipal Institute of Markets, which seeks to respond to the need for generational handover in the markets. The programme is aimed at young people aged 18 to 29, with or without compulsory secondary education (ESO), Baccalaureate or intermediate Vocational Training qualifications, and offers guidance and training to become an assistant in one of three food-trade specialities: butchery, delicatessen or shops selling local, organic products.</p> 		
Informative sessions and education regarding consumption <p>The OMIC (Municipal Consumer Information Office) offers commercial hubs, district trade councils and companies informational sessions to make consumer rights public knowledge. In these, they explain the channels used for consumer support in the city, how to make enquiries and file claims, the mediation and arbitration process for issues related to consumption and answer any questions related to these topics that may arise.</p> 		



Type of measure

Who it's geared towards

Time frame

Responsible Consumption Space

This is a municipal facility that specialises in the fostering of responsible consumption and aims to promote a more conscientious consumer culture that is committed to making a positive impact on people and on the environment. It participates in trainings organised by other services dedicated to various groups. It also houses the Responsible Consumption Information Point, offering talks, activities, exhibits and spaces for use within its facility.



Throughout 2022 (except August)





Free, convenient training, open to everyone

All the training we offer you through Barcelona Activa is free and available to all city residents. It will help you to find a new job, improve your professional profile, start up a business or get your business to grow. It is structured through the Cibernàrium, Barcelona Treball and other services, and enables users to choose, according to their individual needs, between several types of training experiences and formats: face to face, online and via streaming.

Further information:

04 Promoting the city



Barcelona City Council is launching tools that promote the city's economy. To this end, it is carrying out several initiatives aimed at stimulating local economic activity, in line with the recovery of international markets. This guide features some of the services and various promotional campaigns that have been launched.

Type of measure

Who it's geared towards

Time frame

Barcelona Fashion Forward 2022

We support your fashion brand

The fashion entrepreneur support programme Barcelona Fashion Forward – 'We support your fashion brand' aims to drive and back designers and emerging fashion brands, and its objective is to provide support in optimising processes and techniques, incorporating methods to improve their professional evolution and operations in areas such as sales, communication and digitalisation. This is achieved through training, personalised support and the financing of services.

The programme will be managed by experts with solid experience in business management and entrepreneurship, as well as in the fashion industry.



January
2022



BizBarcelona and Employment Fair

These two are benchmark events for entrepreneurial initiative and job seeking, and they are held together to foster talent and boost businesses. The entrepreneurial and business ecosystem in the city and the entities and professionals will once again come together in 2022.



September
2022



Type of measure

Who it's geared towards

Time frame

Barcelona 2030 Strategy for the Social and Solidarity Economy: Reactivation and strengthening of a life economy in the city

L'estratègia #ESSBCN2030 és l'expressió del treball conjunt i el compromís de l'àmbit i teixit ciutadà de l'ESS per sumar i enfortir l'ESS de la ciutat. El juny de 2021 va esdevenir acord de ciutat, creant un espai de treball conjunt de participació i governança compartida entre l'àmbit de l'ESS, coliderat per l'Associació Economia Social Catalunya (AESCAT) i l'Ajuntament de Barcelona, donant continuïtat i reforç al procés participatiu engegat, i contribuint al desenvolupament socioeconòmic de la ciutat i de la ciutadania.

A partir del full de ruta que marca l'estratègia #ESSBCN2030, l'Ajuntament de Barcelona ha elaborat el Pla d'impuls de l'economia social i solidària 2021-2023, identificant, prioritant i aterrant les accions de més impacte a la política pública municipal. Durant els tres anys de vigència, es preveu destinar-hi entorn d'uns 21,8 milions d'euros.















Throughout 2022



ajuntament.barcelona.cat/economia-social-solidaria/ca/estrategia-essbcn2030



Type of measure	Who it's geared towards	Time frame
<p>Markets network support and promotion programme. Agreement with the Federation of Barcelona Municipal Market Associations (FEMM)</p> <p>Initiative in the markets network through the promotion of the differential values of the city's markets in the fresh, quality, local, organic and short-circuit product distribution network. At the same time, we should also highlight their role as watchdogs for healthy and sustainable food.</p> <p> mercats.barcelona</p>	<p></p>	<p>Throughout 2022 and 2023</p>
<p>Consolidation of BCN MARKET, the online marketplace for the shops and restaurants of Barcelona</p> <p>BCN MARKET is a digital initiative that was created through an agreement between the City Council and Barnacom to promote and sell products and services online. It was created as a solution for consumers in Barcelona so they can buy from trustworthy shops, maintaining the direct relationship between the professional and the client.</p> <p> bcnmarket.barcelona</p>	<p>   </p>	<p>Throughout 2022</p>
<p>Agròpolis Participatory Space</p> <p>Agròpolis is a public community space for dialogue, work and action, formed by civil society, businesses, universities and the public administration, who have a common goal of collaborating to transform Barcelona's food system, taking the principles of food sovereignty and agro-ecology as a starting point.</p> <p> alimentaciosostenible.barcelona/ca/cuidem-el-planeta/agropolis</p>	<p>   </p>	<p>Throughout 2022</p>



Type of
measure

Who it's
geared
towards

Time
frame

Barcelona's tourist-promotion campaigns

The Barcelona Tourist Consortium carries out a series of campaigns to promote tourism in the city. With an important digital component, these target different specific segments with the aim to attract a visitor profile that is from a nearby geographical area, high-value and that shares the attributes of Barcelona. Of particular interest is new content related to the cultural, creative and gastronomic offer and to priority audiences like the LGBTIQ+ group and digital nomads.



Throughout
2022



barcelonaturisme.com

Barcelona MICE Destination Support Programme

Programme to attract and retain conferences and events that help Barcelona consolidate its position as a leader in the business tourism segment. Those that have more than 500 participants, are associated with strategic areas like the digital, scientific or creative realms, incorporate sustainability criteria and encourage returning to the city are given priority. With the support of the Fira de Barcelona [Barcelona Trade Fair] and BSM, the Barcelona Convention Bureau is in charge of managing this line of subsidies and grants.



Throughout
2022



barcelonaconventionbureau.com

Type of measure

Who it's geared towards

Time frame

Check Barcelona, visit the city without queuing

This is a new web app that offers people who visit Barcelona real-time information about how busy attractions are, health protocols, occupancy limits for the different spaces and also gives them the ability to make reservations online. It optimises their visits and improves visitor flow management for the most popular tourist attractions. Backed by the Barcelona City Council and Barcelona Tourism Consortium, along with Eurecat, Tech City and the Fundació Mobile, this is the first European application that integrates different databases to manage the flow of visitors.



Throughout 2022

 checkbarcelona.com



Barcelona International Community Day 2022

BICD is an in-person event that includes a fair of exhibitors and an extensive programme of activities (seminars, workshops, round tables and networking events). It aims to welcome the international community of the city, offering useful information and resources to live, work and do business in Barcelona.



The 2022 edition is expected to be held on Saturday, 22 October

 barcelona.cat/internationalcommunityday

05 Regulatory changes and tax rebates

The crisis caused by the Covid-19 pandemic has forced us to adapt and be imaginative. The Barcelona City Council is firmly committed to ensuring that our city is an easy place for economic activity. This is why it has launched regulatory and administrative changes that simplify things for city residents and economic sectors and speed up and simplify procedures and payment periods.



Rebate of 75% on the amount of the tax on the use of public property for terraces and enclosed outdoor seating areas

In order to meet the needs of the restaurant industry and other establishments that have terraces, mitigating the effects caused by the Covid-19 pandemic, the tax rate for the use of public property for terraces and enclosed outdoor seating areas will be reduced by 75%.



Time frame:

In effect exclusively during the 2022 tax year.



Property tax (IBI) rebates

The Barcelona City Council offers different rebates on this tax: for newly constructed housing, social housing, for large families and for installed systems to thermally or electrically harness the energy from the sun. These will be in effect for the three tax years following the date the installation is legalised.



Time frame:

All year round, but the specific terms for each rebate should be checked.





Tax on increase in urban land value (IIVTNU) rebate

The Barcelona City Council offers different rebates for the tax on the increase in urban land value. Within a period of six months, extendable for another six counting from the day the involved party dies (if during the first six months the interested person presents an extension request), the taxpayer must complete the tax self-assessment and apply the provisional notification or, when applicable, present the declaration.

For people over 65 years of age, the full amount of the tax (capital gains) will be returned to those people over 65 years of age who cede their usual residence to a banking entity in exchange for a lifetime income (reverse mortgage).

This must be requested once the self-assessed tax has been paid, a maximum of one year after the date it was transmitted.



Time frame:

All year round.



Tax on business activities (IAE) rebates

The Barcelona City Council offers different rebates on the tax for business activities.

Rebate for cooperatives

Reduction of the IAE rate for cooperatives, as well as unions, federations and confederations thereof, in the terms established by Law 20/1990, dated 19 December, governing the tax system for cooperatives. This rebate is requested when registering for the tax and is indefinite in nature.

Rate reduction for increasing the number of staff

Rebate on the tax on business activities (IAE) for taxpayers who pay city tax and have increased their average number of staff with indefinite contracts during the tax period immediately prior to requesting the rebate, in comparison to the period before that one.

The application must be sent before **31 May** of the tax year for which the rebate is being requested and it will **only** have effects for that tax year.

Rate reduction for the use of renewable energy

Rebate for taxpayers who install systems for thermally or electrically harnessing the energy from the sun, for two years on their activities subject to the tax.

The rebate should be requested by the interested person within the three months following the date the procedure to legalise the installation was registered with the competent authority at the Generalitat of Catalonia. Once granted, the tax rate will apply for the two tax periods following the application date.



Time frame:

Is specified for each rebate/reduction.



Buildings, installations and works tax (ICIO) rebates

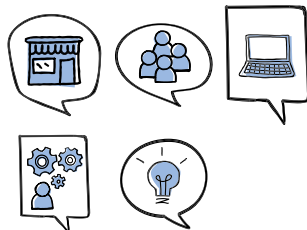
The Barcelona City Council offers different rebates on the buildings, installations and works tax. The buildings, installations and works tax (ICIO) rebate can be requested for those works that intend to construct buildings or make installations that have been declared of special interest or usefulness for the city. This can be because of social, cultural, historical, artistic circumstances, because they foment jobs, or because they incorporate thermal or electric solar energy systems.



Time frame:

The rebate must be requested when applying for the corresponding licence or presenting the prior communication for the works, buildings or installations. Applying for the rebate on the tax self-assessment form is understood as a request for a tax advantage.

Rebate requests that are presented after the licence application or communication, or after the works, buildings or installations are finalised, in the case of the legalisation thereof, are considered late.



Road tax (IVTM) rebates

The Barcelona City Council offers different rebates on the road tax.

Reduction on the tax on road vehicles for owners of vehicles classified as zero emissions or electric

Reduction on the tax rate for road vehicles for the owners of vehicles of all types (except trailers) classified as zero emissions according to the Directorate General of Traffic's vehicle registry.

Reduction on the tax for road vehicles for the owners of vehicles classified as ECO that use gas fuel, with emissions of up to 120 g/km of CO₂

Reduction on the tax rate for road vehicles for the owners of vehicles of all types (except trailers) classified as ECO that use gas fuel, with emissions of up to 120 g/km of CO₂, according to the Directorate General of Traffic's vehicle registry.

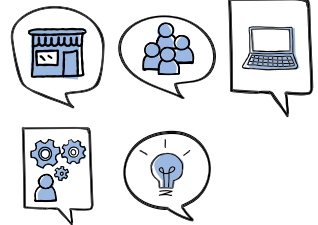
Reduction on the tax on road vehicles for owners of vintage vehicles

Reduction of the entire amount of the tax on road vehicles for those vehicles considered to be vintage, under the regulations for historical vehicles.



Time frame:

Is specified for each rebate/reduction.



**For new vehicles
(not yet registered):**

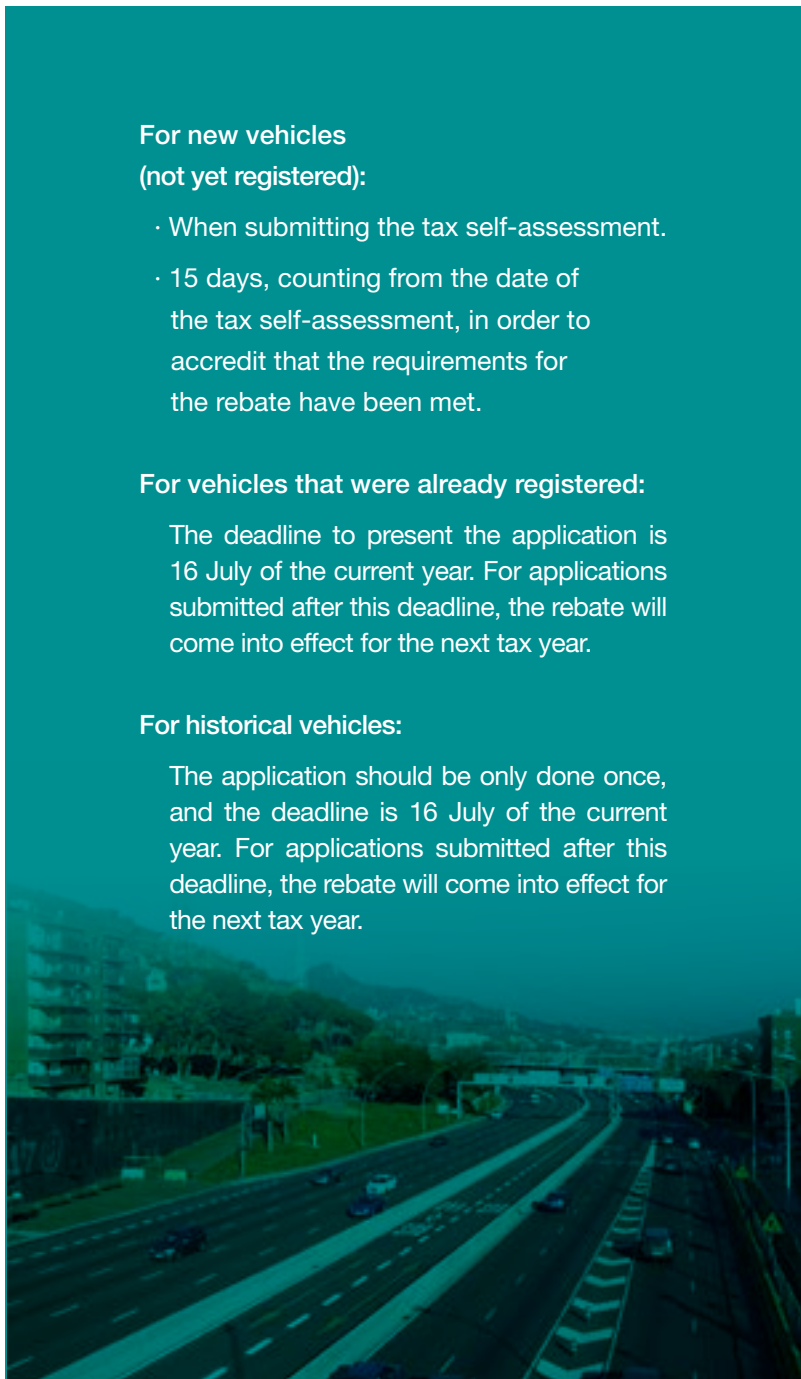
- When submitting the tax self-assessment.
- 15 days, counting from the date of the tax self-assessment, in order to accredit that the requirements for the rebate have been met.

For vehicles that were already registered:

The deadline to present the application is 16 July of the current year. For applications submitted after this deadline, the rebate will come into effect for the next tax year.

For historical vehicles:

The application should be only done once, and the deadline is 16 July of the current year. For applications submitted after this deadline, the rebate will come into effect for the next tax year.



06 Measures for each specific sector



I am job-hunting or wish to improve my professional profile

Subsidies, grants and funding

'Crea Feina Plus' [Create Jobs Plus] 2022

Advice

Municipal Tax Office (IMH) video-call assistance

Employment rights' defence points

Inclusive Employability Services

Professional guidance and job search service

Employability service for young people

Talent Marketplaces

BizBarcelona and Employment Fair

Training

Technological training for everyone at the Cibernàrium

IT Academy

42Barcelona

Comprehensive projects with hiring (PIC)

Sectoral Reskilling

Language Reskilling

Trade Schools

Training by need and by profile

Jo+ programmes for young people

Professional opportunities in Barcelona municipal markets and local trade

Promoting the city

BizBarcelona and Employment Fair

Barcelona International Community Day 2022

Regulatory changes and tax rebates

Property tax (IBI) rebates

Tax on increase in urban land value (IIVTNU) rebate

Road tax (IVTM) rebates

Buildings, installations and works tax (ICIO) rebates



I have a company or I'm a self-employed individual

Subsidies, grants and funding

'Crea Feina Plus' [Create Jobs Plus] 2022

Subsidy call for district and city projects, activities and services for 2022

'A proactive city'

'Impulsem el que fas' [We promote what you do]

Subsidies for the digital transformation of local shops and restaurants

Subsidy for the installation of approved platforms on pavements for terraces in the city of Barcelona

Barcelona Accelera Funds

MESBarcelona

IMMB, remodelling the markets and improvement works

Urban Challenges

Advice

Barcelona International Welcome Desk

Office 22@. Information, advice and business and urban-planning procedures point

'Amunt persianes' [Shutters up]. Ground-floor commercial properties office.

'Amunt persianes' [Shutters up]. Commercial rental properties pool

Barcelona Fashion Forward 2022 – We support your fashion brand

CreaMedia

Observatory for ground-floor commercial properties and activities, commerce, services and restaurants

Urban Economic Promotion Areas (APEU)

Talent Marketplaces

BizBarcelona and Employment Fair

Safe Travels Seal

Business Funding Service

Business Advice Service

Barcelona Biosphere Commitment to Sustainable Tourism

Entrepreneurship programmes for specific groups and sectors

Information and guidance regarding the social and solidarity economy

Digitisation plans for micro-companies and self-employed individuals

Social clauses services (for responsible public procurement)

Consumption information and advisory service for companies, by the Municipal Consumer Information Office (OMIC)

Informative sessions and education regarding consumption
Responsible Consumption Space
Futurism

Training

Technological training for everyone at the Cibernàrium
Urban Economic Promotion Areas (APEU)
Training by need and by profile
Informative sessions and education regarding consumption
Responsible Consumption Space

Promoting the city

Barcelona Fashion Forward 2022 - IWe support your fashion brand
BizBarcelona and Employment Fair
Consolidation of BCN MARKET, the online marketplace for the shops and restaurants of Barcelona
Agròpolis Participatory Space
Barcelona International Community Day 2022

Regulatory changes and tax rebates

Tax on business activities (IAE) rebates
Road tax (IVTM) rebates
Buildings, installations and works tax (ICIO) rebates



I'd like to become an entrepreneur

Subsidies, grants and funding

'Crea Feina Plus' [Create Jobs Plus] 2022
'A proactive city'
'Impulsem el que fas' [We promote what you do]
Subsidies for the digital transformation of local shops and restaurants
Subsidy for the installation of approved platforms on pavements for terraces in the city of Barcelona
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Urban Challenges

Advice

Barcelona International Welcome Desk
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Barcelona Fashion Forward 2022 - We support your fashion brand
CreaMedia
Observatory for ground-floor commercial properties and activities, commerce, services and restaurants

Urban Economic Promotion Areas (APEU)
BizBarcelona and Employment Fair
Business Funding Service
'We design trade'
Advice for entrepreneurs
Entrepreneurship programmes for specific groups and sectors
Advisory service for the social and solidarity economy
Information and guidance regarding the social and solidarity economy
Social clauses services (for responsible public procurement)
Informative sessions and education regarding consumption
Responsible Consumption Space
Futurism

Training

Technological training for everyone at the Cibernàrium
'(Oh!)pera', newly created micro-operas
Urban Economic Promotion Areas (APEU)
Training by need and by profile
'We design trade'
Informative sessions and education regarding consumption
Responsible Consumption Space

Promoting the city

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BizBarcelona and Employment Fair
Consolidation of BCN MARKET, the online marketplace for the shops and restaurants of Barcelona
Agròpolis Participatory Space
Barcelona International Community Day 2022

Regulatory changes and tax rebates

Tax on business activities (IAE) rebates
Road tax (IVTM) rebates
Buildings, installations and works tax (ICIO) rebates



I'm a merchant, shopkeeper or work in the restaurant industry

Subsidies, grants and funding

'Crea Feina Plus' [Create Jobs Plus] 2022
Subsidy call for district and city projects, activities and services for 2022
'A proactive city'
'Impulsem el que fas' [We promote what you do]
Subsidies for the digital transformation of local shops and restaurants

Subsidies for the Christmas-lighting campaign in the city's public streets and squares and inside shop windows
Subsidy for the installation of approved platforms on pavements for terraces in the city of Barcelona
Opening Shutters: 24-hour Shop Windows
Subsidies as a support and market reactivation measure: general expenses and commercial reactivation measures
IMMB, remodelling the markets and improvement works

Advice

Office 22@. Information, advice and business and urban-planning procedures point
'Amunt persianes' [Shutters up]. Ground-floor commercial properties office.
'Amunt persianes' [Shutters up]. Commercial rental properties pool
Observatory for ground-floor commercial properties and activities, commerce, services and restaurants
Urban Economic Promotion Areas (APEU)
Talent Marketplaces
Safe Travels Seal
Comerç a punt
'We design trade'
Entrepreneurship programmes for specific groups and sectors
Consumption information and advisory service for companies, by the Municipal Consumer Information Office (OMIC)
Informative sessions and education regarding consumption
Responsible Consumption Space
Boosting the 'Zero Plastic' and 'Green Traders' projects

Training

Technological training for everyone at the Cibernàrium
Urban Economic Promotion Areas (APEU)
Training by need and by profile
Training for shops and eateries
'We design trade'
Professional opportunities in Barcelona municipal markets and local trade
Informative sessions and education regarding consumption
Responsible Consumption Space

Promoting the city

Markets network support and promotion programme. Agreement with the Federation of Barcelona Municipal Market Associations (FEMM)
Consolidation of BCN MARKET, the online marketplace for the shops and restaurants of Barcelona
Agròpolis Participatory Space

Regulatory changes and tax rebates

Rebate of 75% on the amount of the tax on the use of public property for terraces and enclosed outdoor seating areas
Tax on business activities (IAE) rebates
Road tax (IVTM) rebates
Buildings, installations and works tax (ICIO) rebates



I have a cooperative or entity that's part of the social and solidarity economy

Subsidies, grants and funding

'Crea Feina Plus' [Create Jobs Plus] 2022
Enfortim l'economia social i solidària [We are strengthening the social and solidarity economy]
'A proactive city'
'Impulsem el que fas' [We promote what you do]
Subsidies for the digital transformation of local shops and restaurants
Subsidy for the installation of approved platforms on pavements for terraces in the city of Barcelona
MESBarcelona
Cooperative loans for reviving the social and solidarity economy (SSE)
Creating impacts through investment funds for social and solidarity economy projects (SSE)
Urban Challenges

Advice

Office 22@. Information, advice and business and urban-planning procedures point
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CreaMedia
Observatory for ground-floor commercial properties and activities, commerce, services and restaurants
Urban Economic Promotion Areas (APEU)
BizBarcelona and Employment Fair
Business Funding Service
Business Advice Service
'We design trade'

Advice for entrepreneurs
Entrepreneurship programmes for specific groups and sectors
Advisory service for the social and solidarity economy
Information and guidance regarding the social and solidarity economy
Social clauses services (for responsible public procurement) Responsible Consumption Space

Training

Technological training for everyone at the Cibernàrium
Urban Economic Promotion Areas (APEU)
Training by need and by profile
Training for shops and eateries
'We design trade'
Responsible Consumption Space

Promoting the city

BizBarcelona and Employment Fair
Barcelona 2030 Strategy for the Social and Solidarity Economy: Reactivation and strengthening of a life economy in the city
Consolidation of BCN MARKET, the online marketplace for the shops and restaurants of Barcelona
Agròpolis Participatory Space

Regulatory changes and tax rebates

Tax on business activities (IAE) rebates
Road tax (IVTM) rebates
Buildings, installations and works tax (ICIO) rebates



I have a tourist or international project

Subsidies, grants and funding

'Impulsem el que fas' [We promote what you do]

Advice

Office 22@. Information, advice and business and urban-planning procedures point
Safe Travels Seal
Tourism Observatory in Barcelona
Barcelona Biosphere Commitment to Sustainable Tourism
Futurism

Promoting the city

Barcelona's tourist-promotion campaigns
Barcelona MICE Destination Support Programme
Check Barcelona, visit the city without queuing
Barcelona International Community Day 2022



Impact of the 2021 economic reactivation measures

CREA FEINA PLUS [CREATE JOBS PLUS] 2021

642 hiring grants
€3.75M

COMPREHENSIVE HIRING PLANS

430 have landed a
6-month job contract in
some area of the city

SUPPORT IN LOOKING FOR WORK

Fem Feina Fem Futur
general population: **4,542
people** (59% women)
Fem Feina Fem Futur
youth population: **3,441
people** (49% women)

LANGUAGE RESKILLING

1,228 trained in languages
125 training actions
carried out in English,
French, German, Italian
and Mandarin

TRAINING IN DIGITAL SKILLS

16,199 people have been
trained in digital skills
in Barcelona Activa's
classrooms
4,930 training initiatives
with the participation of
5,915 men and 10,284
women

IMPROVING EMPLOYMENT AND THE EMPLOYABILITY OF PEOPLE

A budget has also been set aside to foment employment and the employability of people living in the city, including groups that have difficulties finding work.

TRAINING TO IMPROVE WORKERS' SKILLS

To face the future with more determination than ever, we have launched a wide range of specialised training lines.

'BONUS CULTURA' VOUCHERS

€2M invested between the 2020 and 2021 editions

188 participating

establishments: theatres, book shops, cinemas, concert halls

296,084 vouchers exchanged

'BONUS CONSUM' VOUCHERS

€4.04M budget

360,000 vouchers sold

1,900 establishments

accepting the 'Bonus Consum' vouchers among the 4,561 members of the BCNMarket Platform

AMUNT PERSIANES [OPENING SHUTTERS]

€16M invested in purchases of ground-floor commercial establishments

50 establishments in the purchase process

40 ground-floor commercial venues mobilised with financial subsidies to accommodate businesses

'B-Crédits' Lines of Financing

€10.5M to support small businesses around the city. Since its inception in October 2020, a total of 839 micro-SMEs and self-employed individuals have accessed this line of financing

REACTIVEM BARCELONA [WE REACTIVATE BARCELONA] FUNDS

€14M

3,000 shops, services, tourist accommodations, restaurants and nightlife venues have benefited from a subsidy to reactivate their activities

STRENGTHENING THE SOCIAL AND SOLIDARITY ECONOMY

€1.2M in calls for subsidies
147 projects subsidised

WE PROMOTE WHAT YOU DO

€3.4M

184 projects subsidised

SUPPORT FOR THE TOURISM AND LEISURE SECTORS

€1M in calls for extra-ordinary subsidies
284 businesses benefiting

REACTIVATION OF MUSIC FESTIVALS

€300,000 in calls for subsidies

52 concerts subsidised

DIGITALISING TRADE

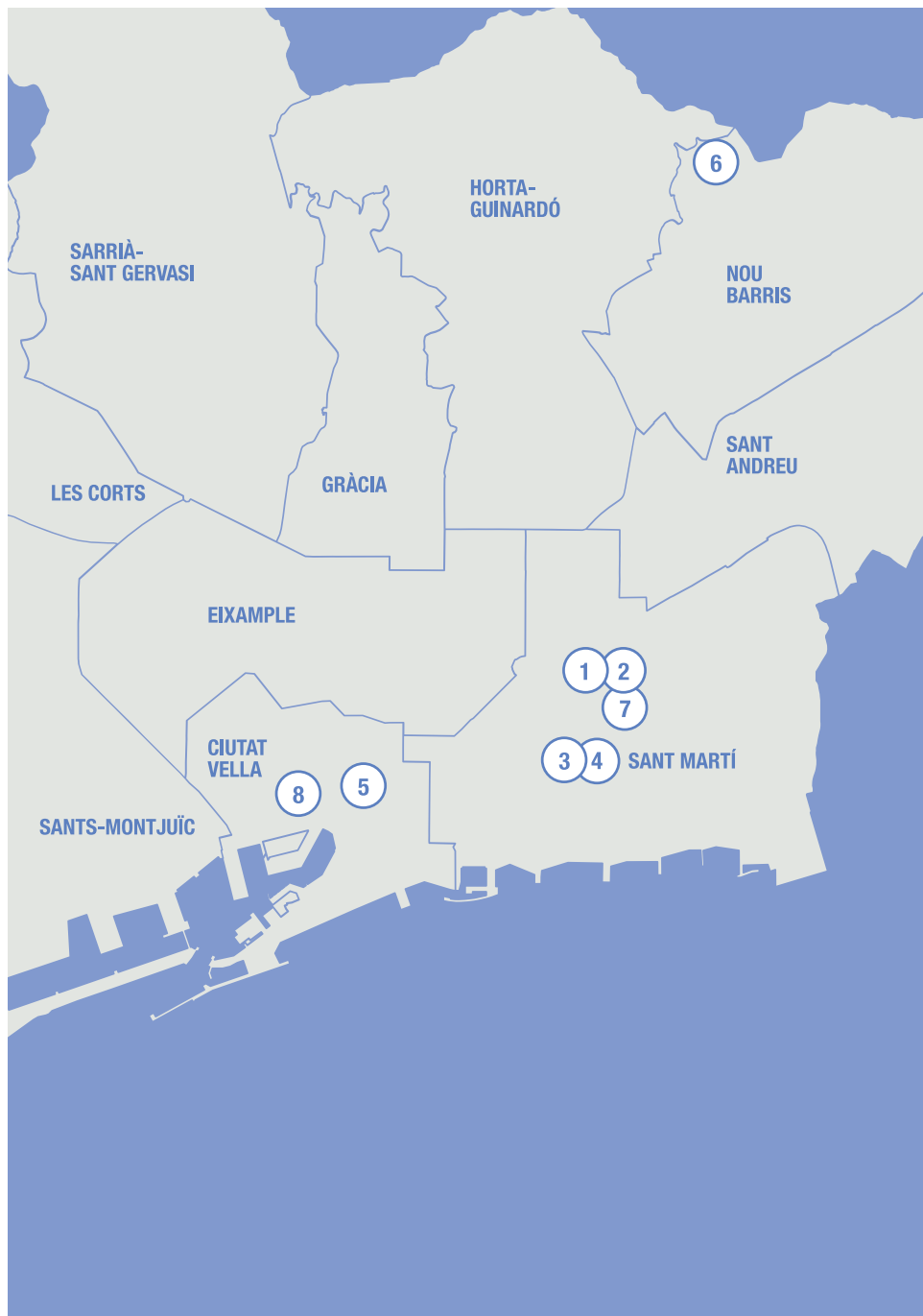
€1.25M for subsidy calls
571 approved

BOOSTING THE ECONOMY AND REVITALISING CONSUMPTION

In order to promote the economic network of the city and reactivate consumption, the City Council has organised key events in the city on different topics.

SUBSIDIES, GRANTS AND FUNDING FOR THE MOST SEVERELY AFFECTED SECTORS

To contribute to the financial well-being of companies, SMEs, shops, self-employed individuals and entities in the city, a wide variety of measures and actions have been launched that aim to support them and ensure the survival of the business fabric of the city.



USEFUL ADDRESSES

Barcelona Activa facilities

1

Porta 22 – Services and resources for employment and your professional career

Carrer Llacuna, 156 - 162, 08018 BARCELONA
93 401 98 99
porta22@barcelonactiva.cat

2

Entrepreneurial Initiative Centre

The centre for city entrepreneurs, in Poblenou
Carrer Llacuna, 156 - 162, 08018 BARCELONA
901 55 11 55
emprenedoria@barcelonactiva.cat

3

Business Support Office

The OAE has a portfolio of permanent added value services for business growth
Carrer Roc Boronat, 117 - 127, 08018 BARCELONA
93 320 96 00
oae@barcelonactiva.cat

4

Cibernàrium

Tech skills centre for businesses and professionals at the MediaTIC building
Carrer Roc Boronat, 117 - 127, 08018 BARCELONA
93 401 97 01
cibernarium@barcelonactiva.cat

5

St. Agustí Convent

Reference facility for employment and entrepreneurship in the Ciutat Vella district
De Pons i Clerch, 2, 1r, 08003 Barcelona
93 268 43 93
convent_sant_agusti@barcelonactiva.cat

6

Nou Barris Activa

Reference centre for economic promotion and employment in the Nou Barris district
Carrer Vilalba dels Arcs, 39, 08042 BARCELONA
93 234 61 31
noubarrisactiva@barcelonactiva.cat

7

InnoBA

The centre for Socio-Economic Innovation at Can Jaumandreu
Carrer del Perú, 52, 08018 BARCELONA
93 320 34 04
w28.bcn.cat/innoba /ca/

Check out Barcelona Activa's other facilities at:

barcelonactiva.cat/equipaments

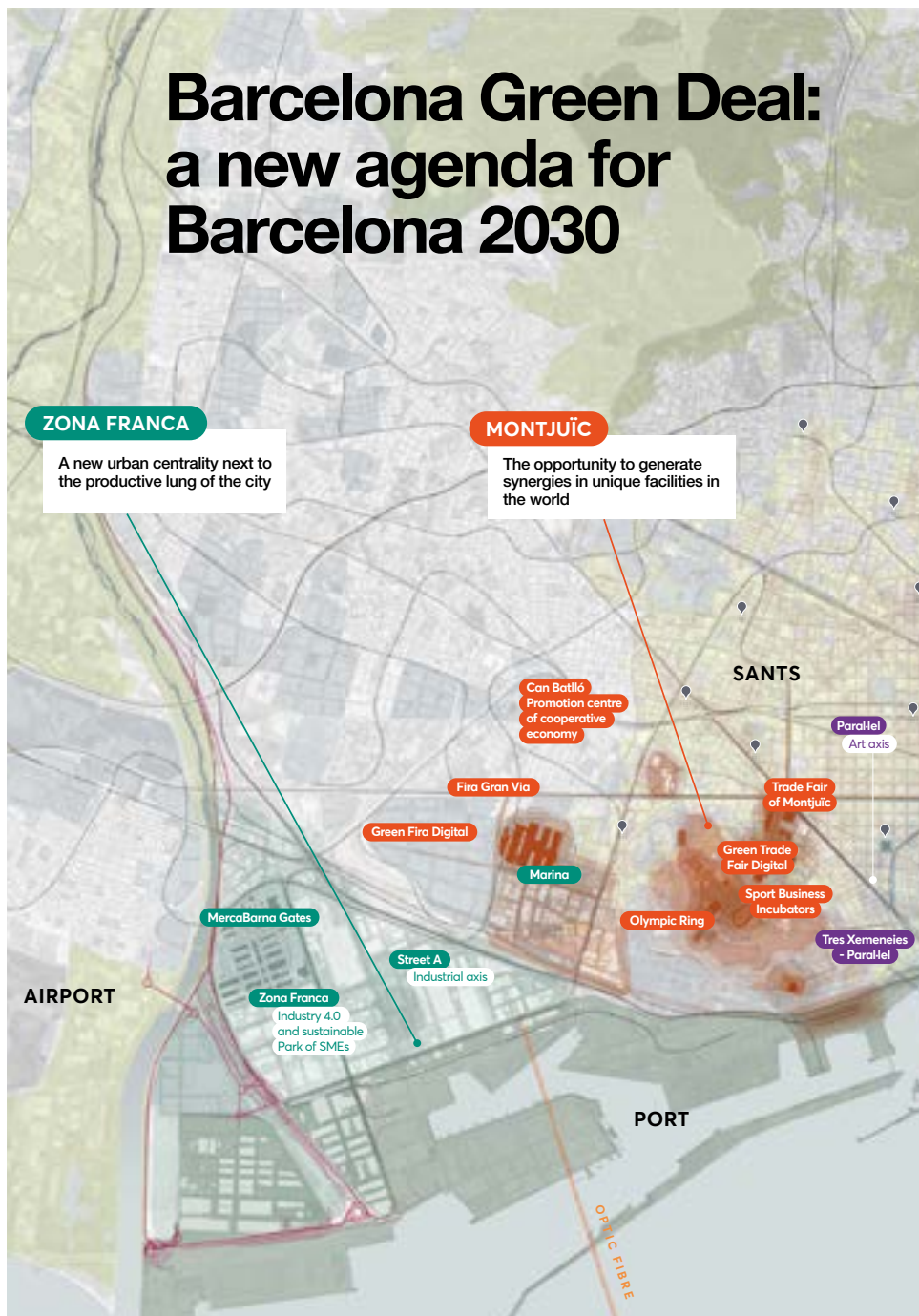
Other

8

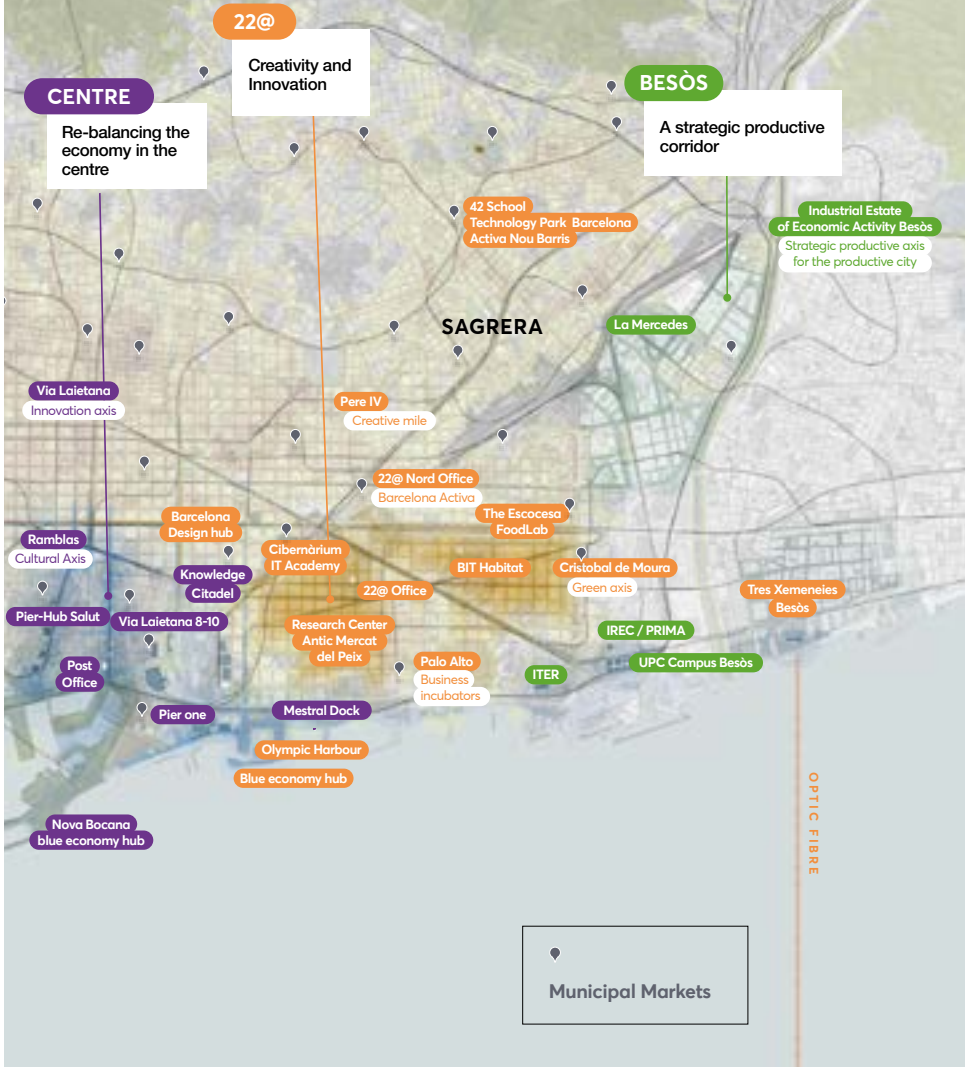
Municipal Consumer Information Office

Ronda de Sant Pau, 43, 45, 08015 Barcelona
93 153 70 10

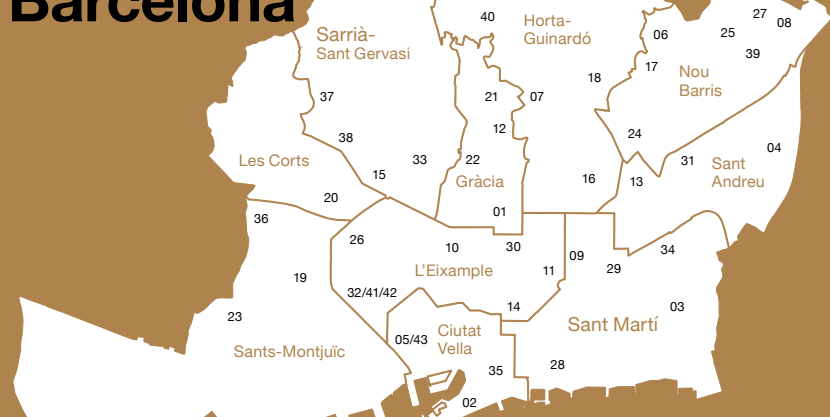
Barcelona Green Deal: a new agenda for Barcelona 2030



Our roadmap to improve people's lives, make opportunities grow and achieve a greener, more connected and more cohesive city.



Discover the Markets of Barcelona



01 — L'Àbaceria
 District: Gràcia
 Pg. de Sant Joan 168
 Inauguration: 1892 (2020)
 In process of refurbishment
 Area: 1,361 m²
 Establishments: ** 42
 Services: home delivery,
 Online sales (Manzaning)
mercatabaceria.cat

02 — La Barceloneta
 District: Ciutat Vella
 Pl. Poeta Bosca, 1
 Inauguration: 1887 (2007)
 Refurbished
 Area: 1,486 m²
 Establishments: 21+1 supermarket
 Services: car parking,
 home delivery,
 online sales (Manzaning)
mercatdelabarceloneta.com

03 — El Besòs
 District: Sant Martí
 C. Jaume Huguet, 38
 Inauguration: 1968 (1999)
 In process of improvement
 Area: 1,848 m²
 Establishments: 31

04 — El Bon Pastor
 District: Sant Andreu
 C. Sant Adrià, 154
 Inauguration: 1961 (2019)
 Refurbished
 Area: 726 m²
 Energy classification: A
 Establishments 10+1 supermarket
 Services: car parking

05 — La Boqueria
 District: Ciutat Vella
 La Rambla, 91
 Inauguration: 1914 (2002)
 Refurbished
 Area: 7,138 m²
 Establishments: 202
 Services: information point,
 Boqueria Classroom, car
 parking, Online sales
 (Manzaning), publications
boqueria.barcelona

06 — Canyelles
 District: Nou Barris
 C. Antonio Machado, 10
 Inauguration: 1887 (1999)
 Not refurbished
 Area: 1,875 m²
 Establishments: 22+1 supermarket
 Services: car parking
mercatcanyelles.com

07 — El Carmel
 District: Horta-Guinardó
 C. Llobregós, 149
 Inauguration: 1969 (1999)
 Not refurbished
 Area: 2,670 m²
 Establishments: 48
 Services: car parking,
 home delivery,
 online sales (Manzaning)

08 — Ciutat Meridiana
 District: Nou Barris
 C. Costabona, 4
 Inauguration: 1968 (2001)
 Refurbished
 Area: 630 m²
 Establishments: 7+1 supermarket

09 — El Clot
 District: Sant Martí
 Pl. Mercat, 26
 Inauguration: 1889 (1995)
 Refurbished
 Area: 1,284 m²
 Establishments: 28+1 supermarket
 Services: car parking, online
 sales, home delivery
mercatdelclot.net

10 — La Concepció
 District: Eixample
 C. Aragó, 313
 Inauguration: 1888 (2009)
 Refurbished
 Area: 2,910 m²
 Establishments: 48+1 supermarket
 Services: car parking,
 shopping trolleys,
 home delivery, online sales
laconcepcio.cat

**11 — Els Encants
 Fira de Bellesaire**
 District: Eixample
 C. Castillejos, 158
 Inauguration: 1928 (2013)
 Refurbished
 Area: 15,000 m²
 Establishments: 292
 Services: car parking,
 information point
encantsbarcelona.com

12 — L'Estrella
 District: Gràcia
 C. Pi i Margall, 73
 Inauguration: 1957 (2007)
 Not refurbished
 Area: 1,651 m²
 Establishments: 50
 Services: home delivery
mercatlestrella.com

13 — Felip II
 District: Sant Andreu
 C. Felip II, 118
 Inauguration: 1966 (2002)
 Refurbished
 Area: 1,822 m²
 Establishments: 38+1 supermarket
 Services: home delivery

14 — Fort Pienc
 District: Eixample
 Pl. Fort Pienc, 3
 Inauguration: 2004
 Refurbished
 Area: 1,532 m²
 Establishments: 14+1 supermarket
mercatfortpienc.cat

15 — Galvany

District: Sarrià-Sant Gervasi
C. Santalo, 65
Inauguration: 1926 (1999)
In project of refurbishment
Area: 2,201 m²
Establishments: 73
Services: car parking,
home delivery,
online sales (Manzaning)

16 — El Guinardó

District: Horta-Guinardó
C. Teodor Llorente, 10
Inauguration: 1954 (2014)
Refurbished
Area: 1,309 m²
Establishments: 13+1 supermarket

17 — La Guineueta

District: Nou Barris
Pg. Valldaura, 186
Inauguration: 1965 (2013)
Refurbished
Area: 2,945 m²
Establishments: 22+1 supermarket
Services: orders by phone,
cooking classroom
mercatguineueta.com

18 — Horta

District: Horta-Guinardó
C. Tajo, 75
Inauguration: 1951 (1998)
In project of refurbishment
Area: 1,560 m²
Establishments: 50
Services: car parking,
home delivery,
online sales (Manzaning)
mercahorta.com

19 — Hostafrancs

District: Sants-Montjuïc
C. Creu Coberta, 93
Inauguration: 1888 (2003)
Refurbished
Area: 3,040 m²
Establishments: 48+1 supermarket

20 — Les Corts

District: Les Corts
Travessera de les Corts, 215
Inauguration: 1961 (2008)
Refurbished
Area: 664 m²
Establishments: 35+1 supermarket
Services: car parking,
wifi, home delivery
mercatdelescorts.cat

21 — Lesseps

District: Gràcia
C. Verdi, 200
Inauguration: 1972 (1999)
Refurbished
Area: 1,152 m²
Establishments: 27+1 supermarket
Services: home delivery,
online sales (Manzaning)
mercatdelesseps.cat

22 — La Libertat

District: Gràcia
Pl. Libertat, 27
Inauguration: 1888 (2009)
Refurbished
Area: 1,728 m²
Establishments: 34+1 supermarket
Services: home delivery

23 — La Marina

District: Sants-Montjuïc
Pg. Zona Franca, 178
Inauguration: 2003
Refurbished
Area: 2,037 m²
Establishments: 22+1 supermarket

24 — La Mercè

District: Nou Barris
Pg. Fabra i Puig, 270
Inauguration: 1961 (1999)
Not refurbished
Area: 1,769 m²
Establishments: 57
Services: information point,
home delivery
mercatdelamerce.cat

25 — Montserrat

District: Nou Barris
Via Favència, 247
Inauguration: 1960 (1997)
In project of refurbishment
Area: 2,376 m²
Establishments: 42
Services: home delivery
mercatmonserrat.com

26 — El Ninot

District: Eixample
C. Mallorca, 133
Inauguration: 1963 (2015)
Refurbished
Area: 5,584 m²
Establishments: 50+1 supermarket
Services: car parking,
home delivery,
online sales (Ulabox),
wifi, Green Point
mercatdelinot.com

27 — Núria

District: Nou Barris
Av. Rasos de Peguera, 186
Inauguration: 1966 (2019)
Not refurbished
Area: 546 m²
Establishments: 1 supermarket

28 — El Poblenou

District: Sant Martí
Pl. Unió, 25
Inauguration: 1889 (2005)
Refurbished
Area: 1,696 m²
Establishments: 24+1 supermarket
Services: home delivery
mercatpoblenou.com

29 — Provençals

District: Sant Martí
C. Menorca, 19
Inauguration: 1974 (2013)
Refurbished
Area: 2,179 m²
Establishments: 32+1 supermarket
Services: car parking,
information point,
online sales (Manzaning)
mercatprovençals.com

30 — La Sagrada Família

District: Eixample
C. Padilla, 225
Inauguration: 1993
Refurbished
Area: 4,341 m²
Establishments: 39
Services: car parking,
wifi, home delivery,
orders by phone,
information point, lockers,
children's park inside
mercatsagradafamilia.com

31 — Sant Andreu

District: Sant Andreu
C. Sant Adrià, 21
Inauguration: 1914 (2020)
In process of refurbishment
Area: 672 m²
Establishments: 17

32 — Sant Antoni

District: Eixample
C. Comte d'Urgell, 1
Inauguration: 1882 (2018)
Refurbished
Area: 5,410 m²
Establishments: 58+1 supermarket
Services: car parking,
home delivery,
information point
mercatdesantantoni.com

33 — Sant Gervasi

District: Sarrià-Sant Gervasi
Pl. Joaquim Folguera, 6
Inauguration: 1968 (2013)
Refurbished
Area: 652 m²
Establishments: 18+1 supermarket
Services: home delivery,
online sales (Manzaning)
mercatdesantgervasi.com

34 — Sant Martí

District: Sant Martí
C. Puigcerdà, 206
Inauguration: 1966 (2003)
Refurbished
Area: 1,166 m²
Establishments: 17+1 supermarket

35 — Santa Caterina

District: Ciutat Vella
Av. Francesc Cambó, 16
Inauguration: 1848 (2005)
Refurbished
Area: 3,781 m²
Establishments: 59+1 supermarket
Services: car parking,
electronic orders,
home delivery, cloakroom
mercatsantacaterina.com

36 — Sants

District: Sants-Montjuïc
Sant Jordi, 6
Inauguration: 1913 (2014)
Refurbished
Area: 1,740 m²
Establishments: 36+1 supermarket
Services: car parking,
home delivery, cooking classroom
santsmercat.com

37 — Sarrià

District: Sarrià-Sant Gervasi
Pg. Reina Elisenda, 8
Inauguration: 1911 (2007)
Refurbished
Area: 1,170 m²
Establishments: 19+1 supermarket
Services: car parking,
home delivery, online sales, wifi
mercatsarria.com

38 — Les Tres Torres

District: Sarrià-Sant Gervasi
C. Vergós, 2
Inauguration: 1958 (1998)
Not refurbished
Area: 507 m²
Establishments: 12
Services: car parking, wifi,
online sales (Manzaning)

39 — Trinitat

District: Nou Barris
C. Pedrosa, 21
Inauguration: 1977
Refurbished
Area: 931 m²
Establishments: 13+1 supermarket
Services: car parking, wifi

40 — La Vall d'Hebron

District: Horta-Guinardó
Pg. Vall d'Hebron, 130
Inauguration: 1969 (2019)
Refurbished
Area: 1,040 m²
Establishments: 19+1 supermarket
Services: car parking, home
delivery

41 — Encants de Sant Antoni

District: Ciutat Vella
C. Comte d'Urgell, 1
Refurbished
Area: 3,664 m²
Establishments: 102

42 — Dominical del Llibre

(Sunday Book Market)
District: Ciutat Vella
C. Comte d'Urgell, 1
Refurbished
Area: 1,059 m²
Establishments: 77
dominicaldesantantoni.com

43 — Floristes de les Rambles

(Florists of the Rambles)
District: Ciutat Vella
La Rambla, 91
Not refurbished
Area: 147 m²
Establishments: 12

* For all the markets, the area of the commercial floor is indicated. For the case of the Abaceria Central, the data corresponds to their provisional location. For the cases of the Encants de Sant Antoni, the Dominical del Llibre and the Floristes de les Rambles, the commercial area of the active stalls is indicated. In the case of Núria, the area of the supermarket is indicated, unlike all other cases, because this market has no establishments. ** Establishment: physical space of direct attention of a single titleholder by means of a counter.



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