

Barcelona Economic Promotion

2022



**Annual
Report**

**Management Office for
the Economy, Resources
and Economic Promotion**



**Ajuntament
de Barcelona**







Laia Bonet Rull

Deputy Mayor

Head of the Area for Economy, Work,
Competitiveness and Tax

We present the 2022 Economic Promotion Report, a document that not only reflects Barcelona City Council's work and commitment to improving the city's economy but which also offers an exhaustive review of how we addressed the challenges that faced us last year.

2022 is defined as the year of the post-pandemic and economic recovery. Barcelona's economy has continued to show its great capacity for resilience at a time still fraught with difficulties, characterised by a slackening of the global economic recovery first seen in 2021, as a consequence of the repercussions of the armed conflict in Ukraine, the energy crisis, increasing inflation and a hardening of monetary policy.

The drop in number and severity of Covid-19 cases has led to a return to normal, with daily life in our city requiring us to work day after day to improve our city residents' socio-economic conditions.

Having received an extraordinary budget to meet the pandemic's economic effects in 2020 and 2021, the Economic Promotion budget saw a 32% increase compared to the pre-pandemic years, reaching €95.150 billion.

This was our budget in 2022 when we focused on implementing the Barcelona Green Deal's most strategic initiatives, through projects such as the transformations of the Olympic Port, the 22@Nord, the Zona Franca and La Marina and Palo Alto, projects that will enable us to make headway towards greater competitiveness based on creating value from talent and technology; more sustainability, by

decarbonising and turning the green economy into an opportunity for Barcelona; and more fairness, by creating quality jobs for everyone and distributing their wealth, with new spaces and facilities for bringing services to city residents.

We also have continued to create and maintain collaboration networks with private economic players and the third sector to improve the city's socio-economic development and the international positioning of the ecosystem of the public and private players making up these networks.

Barcelona has also strengthened its position as a tourist benchmark, offering a great variety of attractions, cultural heritage and gastronomy, as well as an excellent infrastructure of hotels and services for visitors. In addition, the city has consolidated its position as one of the most attractive places for enterprises and entrepreneurs, with a favourable climate for developing business activities and creating new businesses.

In short, Barcelona City Council's 2022 economic report shows how Barcelona continues to be a city with great economic, social and cultural potential, thanks to everyone's efforts and dedication. We continue to face our challenges with energy and commitment, in a backdrop of constant change and global uncertainty, to consolidate ourselves as one of the best cities in the world to live and work in, full of not just challenges and concerns but also, above all, opportunities and future.



Albert Dalmau Miranda

Manager of the Area of Economy,
Resources and Economic Promotion

We start the year looking back at the work done in 2022 and taking stock of a highly complex term of office.

Barcelona is a marvellous city, full of opportunities, enjoying a strong City Council with healthy finances and a solvent economic-promotion team that has been the driving force behind some of the great results now presented by the city in its economic assessment. 2022 was a year of major upheavals, where we saw the effects of global economic instability from the pandemic and health emergency, the impact of the war in Ukraine on the economy and, finally, the effects of inflation.

Even so, and for all the uncertainties, it was also a year of economic recovery where the entire city re-opened, with the economic indicators showing signs of Barcelona's great fortitude in its recovery. A recovery that has been stronger in Barcelona than in Catalonia and Spain overall and in all the other big cities in the State.

This is the result of the shared work, not just from the city's vibrant economic and social sector but also from an economic-promotion team who were capable, through dialogue and public-private collaboration, of raising projects to the order of 100 million euros a year, aimed at supporting sectors such as commerce, the visitor economy, SMEs and self-employed individuals, when we were also supporting employment policies and unemployed individuals, as well as self-employed individuals in the city and new sectors in the social and solidarity economy, not to mention the digital economy, research and innovation.

It is this diversity in the city that is reflected in Barcelona's various economic-promotion teams who have been working, with a vocation for public service, to make Barcelona the best city in the world for economic activity, talent, opportunities and equality, with an economy that is helping to transform our city and meet the social and environmental challenges of our times.

This is an example of teamwork, made up of public servants from Barcelona City Council, the Municipal Institute of Markets, Mercabarna, Barcelona Activa, the Barcelona Tourism Consortium and Barcelona de Serveis Municipals, and it is only fair to put a face to them, given their vocation for public service. This is why the 2022 Report shows, in all humility, our contribution as a team to the city's overall economic recovery and why this assessment requires an expression of congratulations and gratitude to all those people from public and private walks of life who helped to make it possible.

Many thanks to all these people and for continuing to work for Barcelona.

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1 Economic Context

- 1.1 Macro-economic environment
- 1.2 Barcelona's economy. Job market
- 1.3 Internationalisation and international positioning
- 1.4 Strategic sectors

The macro-economic context of 2022 was characterised by a slackening of the recovery of global economic activity first seen in 2021 owing to the repercussions of the armed conflict in Ukraine – in particular, increasing inflation – and the hardening of monetary policies.

It was in this complex setting that Barcelona's economy showed great resilience and ended the year 2022 with a positive performance of activity, with several key indicators recovering or even doing better than their pre-pandemic levels – especially in the job market, the external sector and strategic sectors such as the digital – and confirmed the city and its area as an international benchmark and one of the driving forces behind the Spanish State's economy.

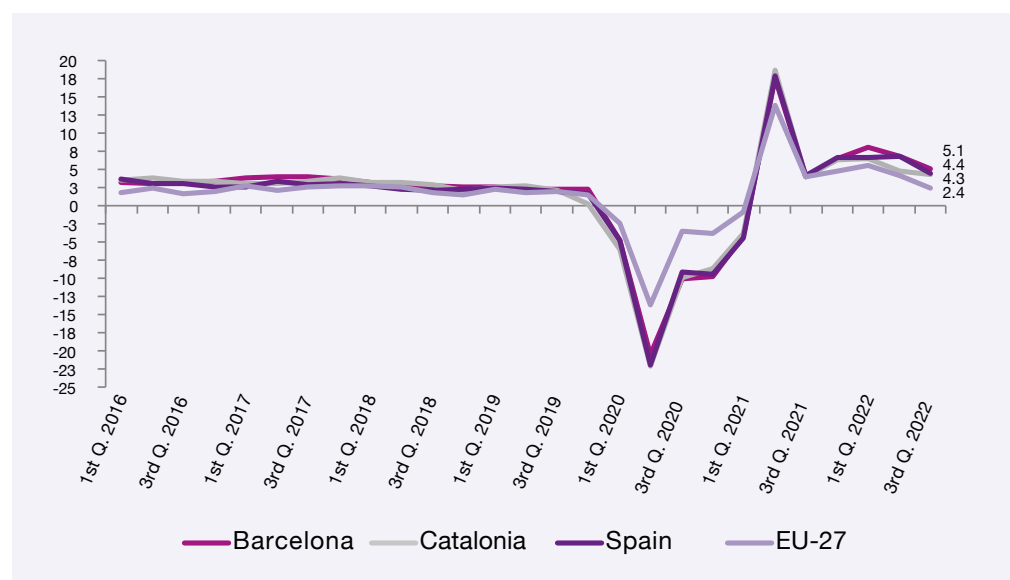
1.1

Macro-economic environment

Barcelona, the driving force behind the economy's growth, with greater dynamism than in the rest of the Spanish State and the European Union.

Barcelona's 5.1% year-on-year growth in Gross Domestic Product in the third quarter of 2022 was higher than the overall Catalan (+4.3%), the Spanish State's (+4.4%) and, above all, the European Union's. (+2.4%). So, despite the complex international context, the job market and external sector continued to support the activity and – with this development – from the second quarter on, the city's GDP achieved, in real terms, its 2019 level of activity.

GDP evolution
Year-on-year quarterly variation (%)



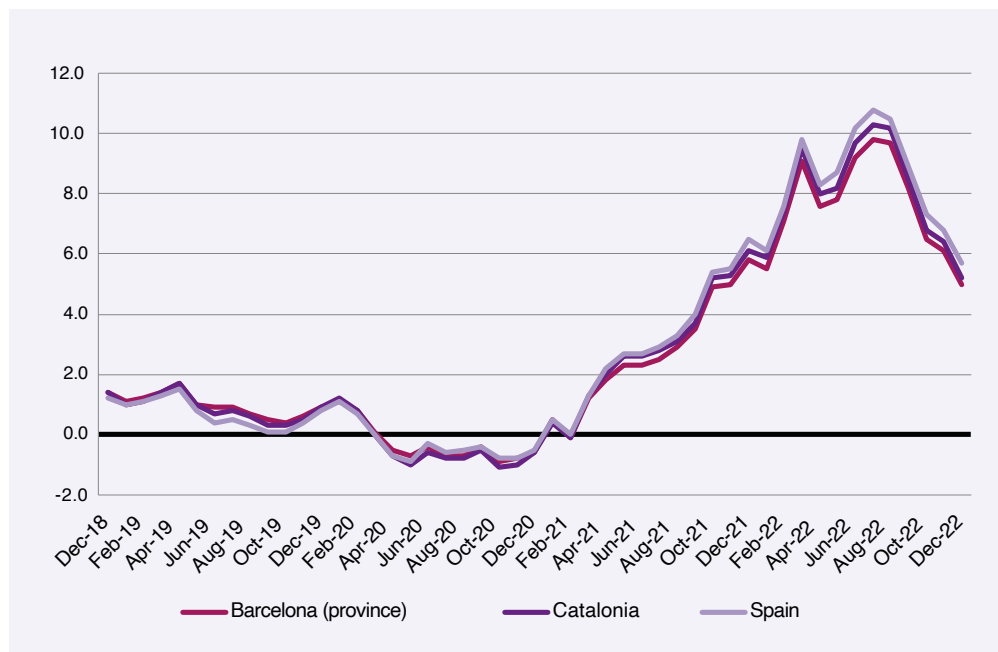
Source: Barcelona City Council's Municipal Data Office, Idescat and Eurostat.

The sector that saw a more intense increase in activity was the services (+5.5%) – the main driving force behind Barcelona's economic recovery, and what stood out here was the dynamism of the branches of Commerce, Transport, Hotel Management, and Information and Communications (+12.9%), whereas the building and industry sectors presented more moderate growth (3.9% and 2.3% respectively).

The forecasts for the Catalan economy made in January 2023 by the Barcelona Chamber of Commerce put expectations of growth in Catalonia's GDP at +1.8%, while the rise in full-time equivalent employment would be at 1.5%. One of the factors of uncertainty determining the year's development was inflation, which was expected to reach an average of 4.3%.

One of the distinctive economic traits of 2022 was the rise in inflation, which – driven by petrol and gas increasing costs and bottlenecks in supply chains – reached its highest rates in 30 years, peaking at 9.8% in July in the province of Barcelona. This indicator then dropped from that month on, with the CPI's variation in the province at the close of 2022 reaching a year-on-year 5%, a slightly lower figure than the whole of Catalonia (5.2%) and the Spanish State (5.7%), whereas the average annual rate of inflation came to 7.6%.

Year-on-year variation of the CPI by area (in %)



Source: Spanish National Institute of Statistics (INE)

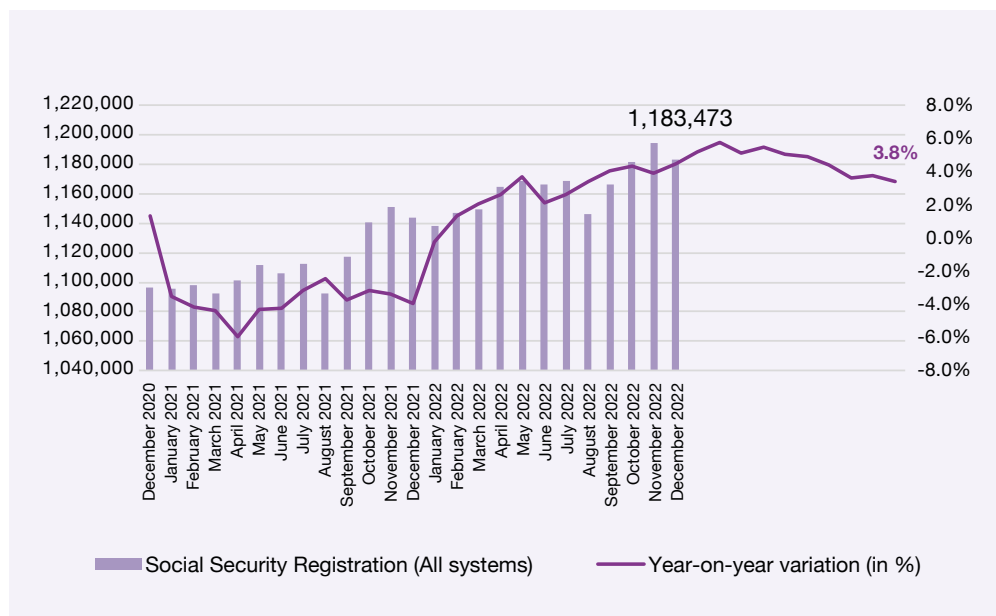
1.2 Barcelona's economy. Job market

Historical high in number of jobs and open-ended employment contracts in 2022, with strong dynamism from the strategic sectors.

Barcelona closed the year 2022 with 1,183,473 individuals registered with Social Security – up by 39,340 and 3.4% from the previous year – representing the highest ever recorded December figure.

2022 saw the strategic sectors driving ahead with job creation in Barcelona.

Evolution of Social Security Registration and year-on-year variation (%) by month in Barcelona. December 2020 – December 2022

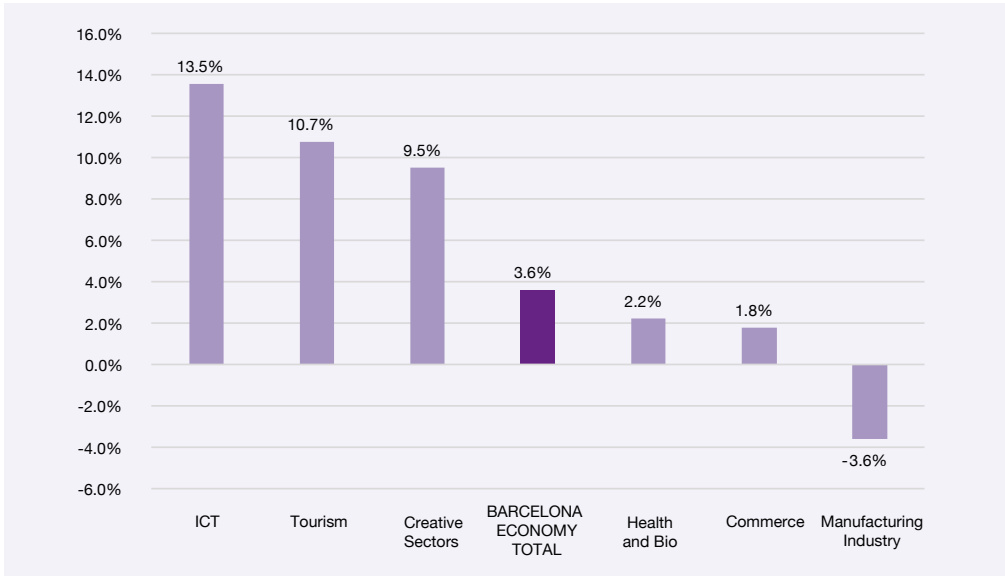


Source: Compiled by the Department of Studies at the Management Office for Economy, Resources and Economic Promotion of Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

Note the strong dynamism in 2022 of ICTs, tourism and the creative sectors with year-on-year variations (+13.5%,+10.7% and +9.5%) clearly above the city's average (+3.6%), whereas the number of jobs in healthcare and bio and commerce at around 2% and those in the manufacturing industry dropped (-3,6%).

As for distribution according to gender of the individuals employed, the strategic sector with the highest proportion of women during the fourth quarter of 2022 was that of healthcare and bio, where 72.6% of those registered with

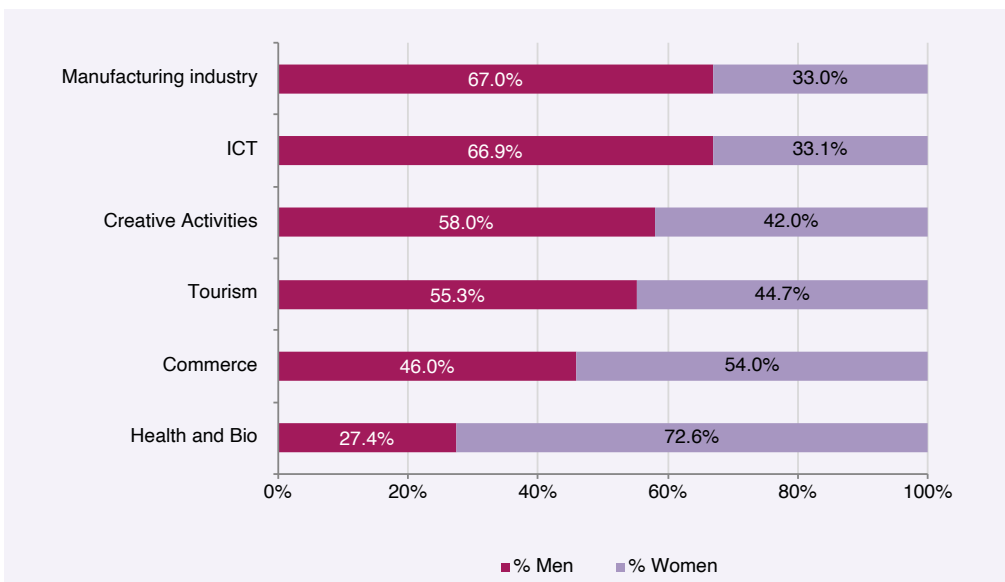
Year-on-year variation in registration* with the Social Security in the strategic sectors in Barcelona. December 2022/2021 (%)



*Registration with General and Self-Employed Social Security systems. Source: Compilation from the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion at Barcelona City Council, based on Social Security data.

social security were women. By contrast, the manufacturing industry and ICTs remained predominantly masculinised sectors where women represented a third of employees (33% and 33.1% respectively). Women made up the majority in commerce (54%), with the creative-activities and tourism sectors approaching equality (42% and 44.7% respectively).

Distribution of employment in strategic sectors by gender in Barcelona. December 2022 (%)

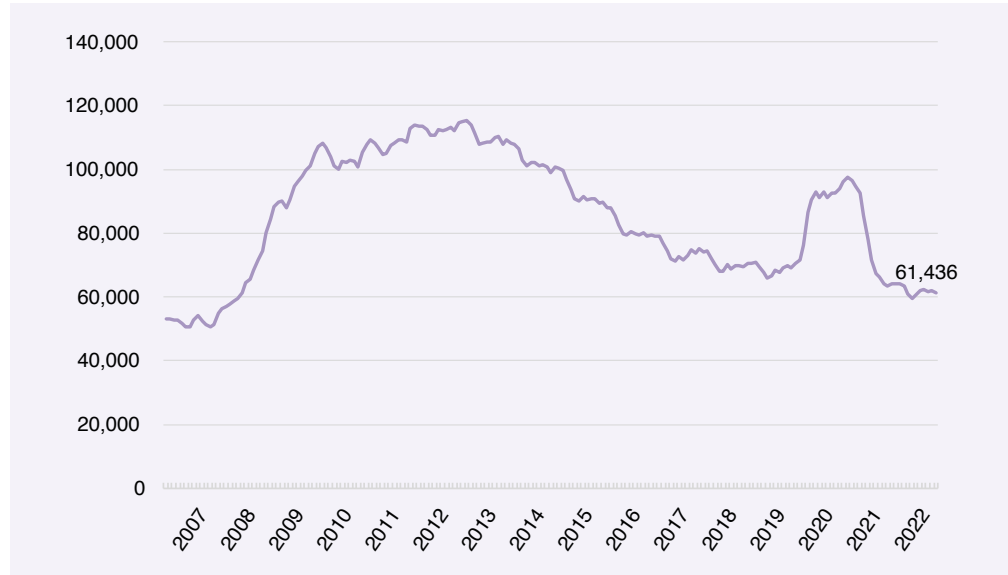


Source: Compilation from the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion at Barcelona City Council, based on Social Security data.

As regards annual variations, 2022 stood out for the intense growth of female employment in ICTs (16.4%) – higher than the male (12.2%) – as well as the two-digit increases reached in tourism and creative activities (12.1% and 10.1%, respectively). Healthcare and bio and commerce showed a similar positive annual variation on average, whereas in the manufacturing industry, the positive development of female employment (2.9%) contrasted with the drop of male.

The fourth quarter of 2022 saw the rate of unemployment (for individuals aged 16 to 64) at 9.1% in Barcelona, below the overall figure for Catalonia (9.9%) and the Spanish State (12.9%). As for unemployment, the number of people out of work recorded in December 2022 was 61,436, the lowest for that month since 2007, down by 1,947 from the previous year, representing a 3.1% drop in year-on-year terms.

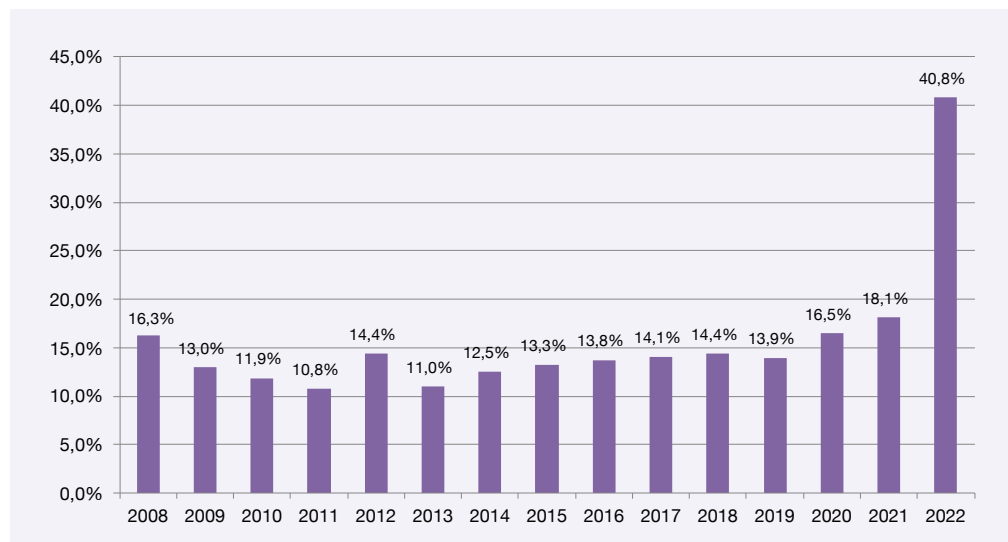
Evolution of registered unemployment in Barcelona. 2007 – 2022



Source: Compilation from the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion at Barcelona City Council, based on data from the Municipal Department of Statistics and Data Dissemination.

As regards quality of jobs, 378,870 open-ended employment contracts were signed in 2022, almost three times the number for the previous year (+153.9%) and with these types of contracts representing 40.8% of all employment contracts, the highest ever recorded figure. Results that ought to relate to the impact of the labour reforms.

Open-ended employment contracts in Barcelona. 2008 – 2022 (% of total)



Source: Compilation from the Department of Studies at the Manager's Office for Economic Policy and Local Development at Barcelona City Council, based on data from the Department of Statistics and Data Dissemination at Barcelona City Council.

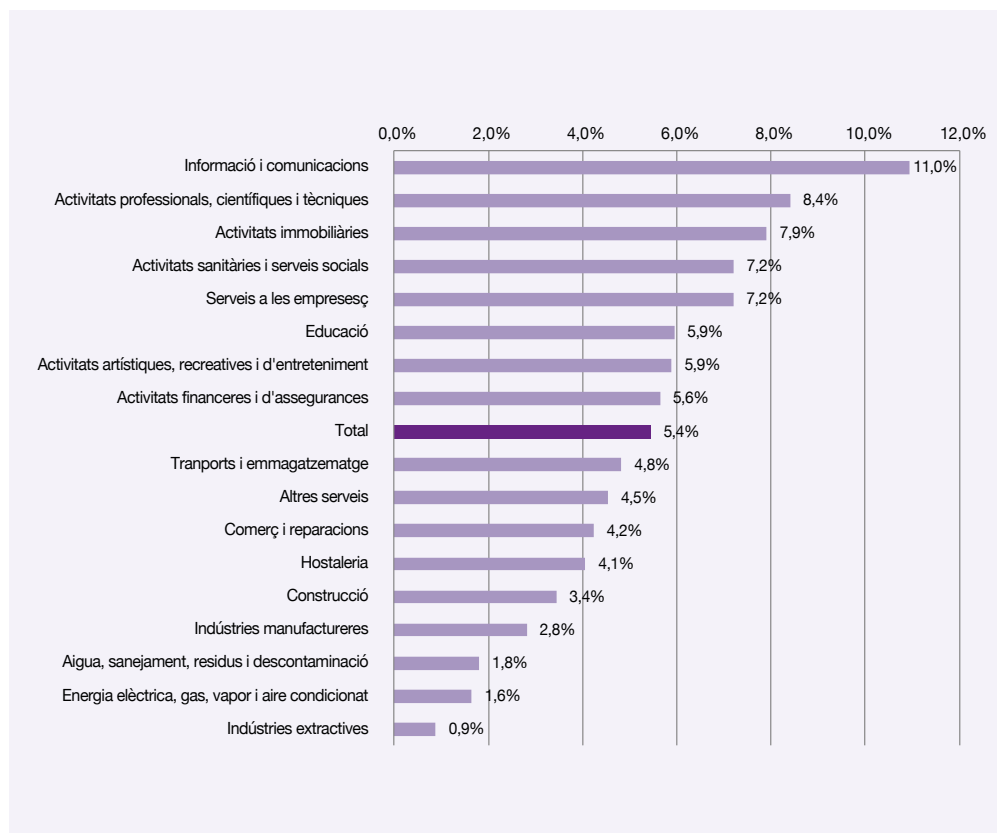
The Barcelona area has a productive fabric of over 480,000 enterprises, 14% of those based in the Spanish State.

Companies

Barcelona has an important entrepreneurial production base. In 2022, then, 14% of all active enterprises in the Spanish State – more than 480,000 – were located in the Barcelona area and 5.4% in the city, concentrating 11% of the information and communication enterprises and 8.4% of the professional, science and technical services based in the Spanish State.

The sectors that showed the most dynamic performance in Barcelona last year were the financial services (7.8%), the information and communication (7.2%), the education (5.4%) and the energy (5.4%).

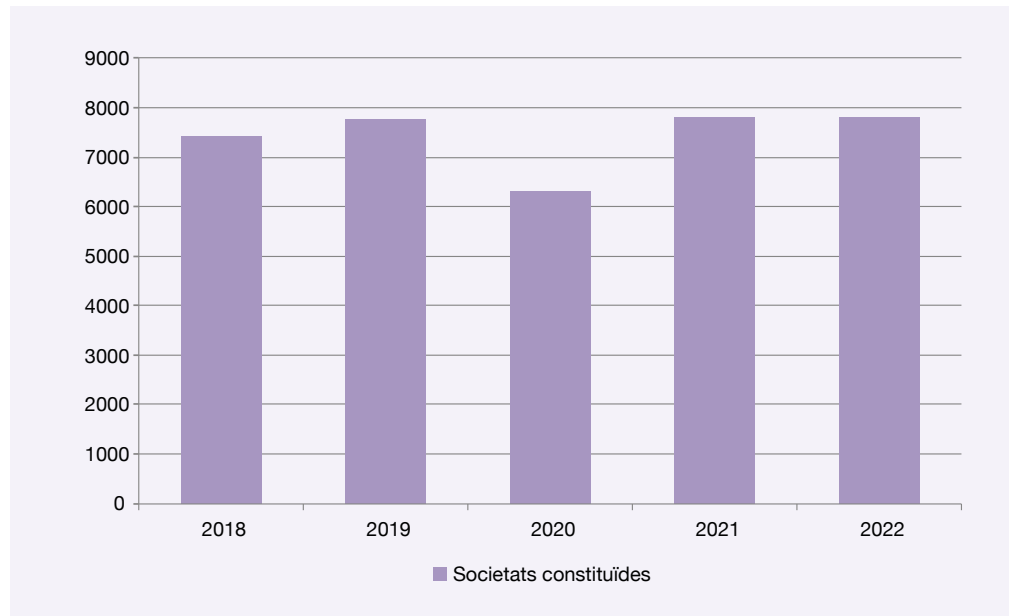
Impact of Barcelona business fabric on Spain per sector (% of total). 2022



Source: DIRCE

The number of trading companies incorporated in Barcelona in 2022 came to 7,735, a figure representing a slight increase (of 0.2%) compared to the previous year and a more favourable development than in the rest of Catalonia and the Spanish State (-1.1% and -2% year on year, respectively). The creation of new enterprises and business activity stabilised after the sharp drop seen in 2020 and the recovery in 2021, and returned to the pre-pandemic level. The most intense months that year regarding the incorporation of new trading companies were March and May, with 891 and 834 new companies created respectively.

Incorporated companies 2018 – 2022



Source: Department of Statistics and Data Dissemination, Barcelona City Council.

Barcelona is a benchmark in entrepreneurship. So, in accordance with the Global Entrepreneurship Monitor for 2021-2022, the Entrepreneurial Activity Rate (EAR) of Barcelona province's resident population came to 7.2%, three decimal points up on the previous year (6.9%), identical to that of Catalonia and above those of countries such as Germany (6.9%), Japan (6.3%), Italy (4.8%) and Norway (3.1%) and the Spanish State average (5.5%).

The female EAR for Barcelona (6.4%) and Catalonia (6.7%) were likewise above those for Germany (5.3%), Sweden (6%) and the whole of Spain (5.6%), with the difference between men's and women's rates down to 0.9 points.

1.3 Internationalisation and international positioning

Europe's seventh most important airport and the Euro-Mediterranean region's benchmark port.

In 2022, Barcelona airport recovered its position as Europe's 7th most important in passenger numbers, having seen a notable increase compared to 2021. The number of passengers rose to 41.6 million, 125% higher than that for the whole of 2021, although it was still 21% below the figure for 2019.

Main European airports by passenger numbers. 2022

| City (airport) | Year-on-year 2022 /2021 (%) | Passengers 2022 |
|--------------------------|-----------------------------------|-------------------|
| 1 Istanbul (IST) | 72.8 | 64,284,215 |
| 2 London Heathrow (LHR) | 217.7 | 61,614,508 |
| 3 Paris Roissy (CDG) | 119.4 | 57,478,888 |
| 4 Amsterdam (AMS) | 105.8 | 52,472,189 |
| 5 Madrid (MAD) | 118.1 | 50,602,864 |
| 6 Frankfurt (FRA) | 97.0 | 48,918,482 |
| 7 Barcelona (BCN) | 125.0 | 41,616,302 |
| 8 London Gatwick (LGW) | 421.4 | 32,849,869 |
| 9 Munich (MUC) | 153.0 | 31,642,738 |
| 10 Antalya (AYT) | 41.8 | 31,222,180 |

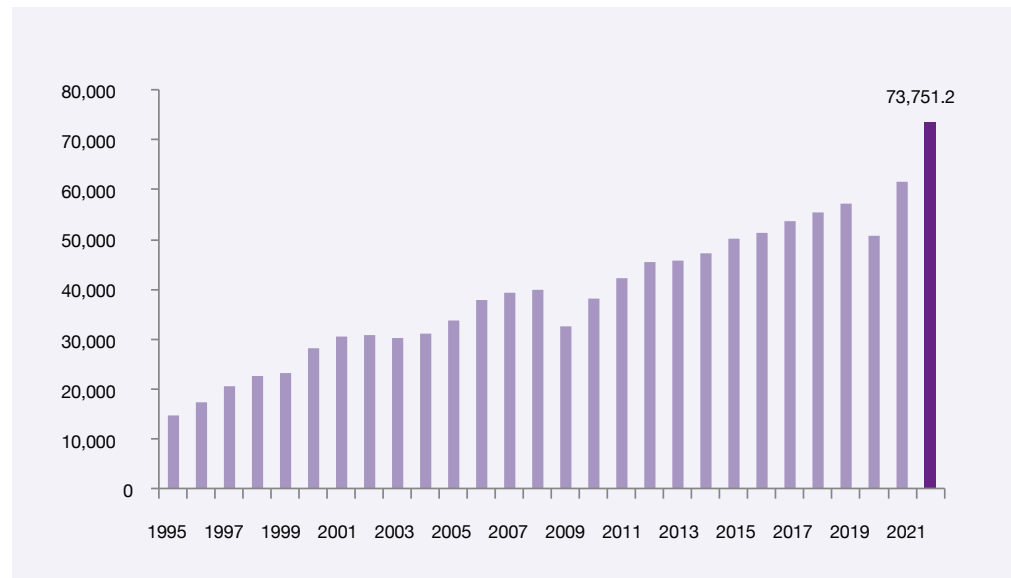
Source: Airport Traffic Report.
Airports Council International, ACI.

Barcelona Port's accumulated container traffic came to 3,522,944 TEUs in 2022, a figure representing the stabilisation of this indicator compared to 2021 (-0.3%), the year in which there was a record high. As for total goods traffic, this saw a 6.5% year-on-year rise, with close to 70 million tonnes transported and an especially intense increase in bulk liquids.

Barcelona closed the year 2022 with a record number of exports and led the Spanish State's ranking.

2022 saw sales abroad from Barcelona province bring in 73,751.2 million euros – the highest amount ever recorded – and a significant year-on-year rise of 19.6%, higher than that for Catalonia (17.9%) but lower than that for the whole of Spain (22.9%). That means it remained the Spanish State's top exporter, having generated a fifth (18.9%) of the country's exports in that period.

Evolution of exports from the Barcelona area. 1995-2022 (in millions of euros)



*Provincial data. Source: Compilation from the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion at Barcelona City Council, based on data from the Spanish Ministry of Industry, Commerce and Tourism.

International positioning as a city that adds value.

Barcelona enjoyed a good international positioning in the economic and business arenas, as reflected in the rankings for renowned prestige. Thus:

Barcelona was positioned – for the second time since 2016 – among the 20 most globally competitive cities, according to the Mori Memorial Foundation's 2022 Global Power City Index report, which ranked it 20th in the world and 10th in Europe, ahead of San Francisco, Milan and Geneva, and outstanding in the categories of liveability (2nd) and cultural interaction and accessibility (13th).

The Resonance Consultancy 2023 World's Best Cities ranking, which assessed the quality and attractive of cities from various perspectives, put Barcelona in 6th place among the world's most attractive cities for visitors, entrepreneurs and residents, up three places from 2021, ahead of Moscow, Singapore and Los Angeles.

Attractive global cities for visitors and entrepreneurs in 2023

| 2021 position | City | 2023 position |
|---------------|------------------|---------------|
| 1 | London | 1 |
| 2 | Paris | 2 |
| 3 | New York | 3 |
| 6 | Tokyo | 4 |
| 5 | Dubai | 5 |
| 9 | Barcelona | 6 |
| 11 | Rome | 7 |
| 10 | Madrid | 8 |
| 7 | Singapore | 9 |
| 16 | Amsterdam | 10 |

Source: World's best cities report, Resonance Consultancy Ltd. 2023.

According to the 2022 Startup Heatmap Europe Report, Barcelona was still the 3rd most popular city, for the fifth year running, for establishing startups.

2021 saw Barcelona take 2nd place in the world's cities ranking in number of delegates and 4th place in organising international conferences, according to the International Congress and Convention Association (ICCA), which also noted that it was the only international destination to have stayed within the top five places, in number of meetings, over the last 20 years.

1.4

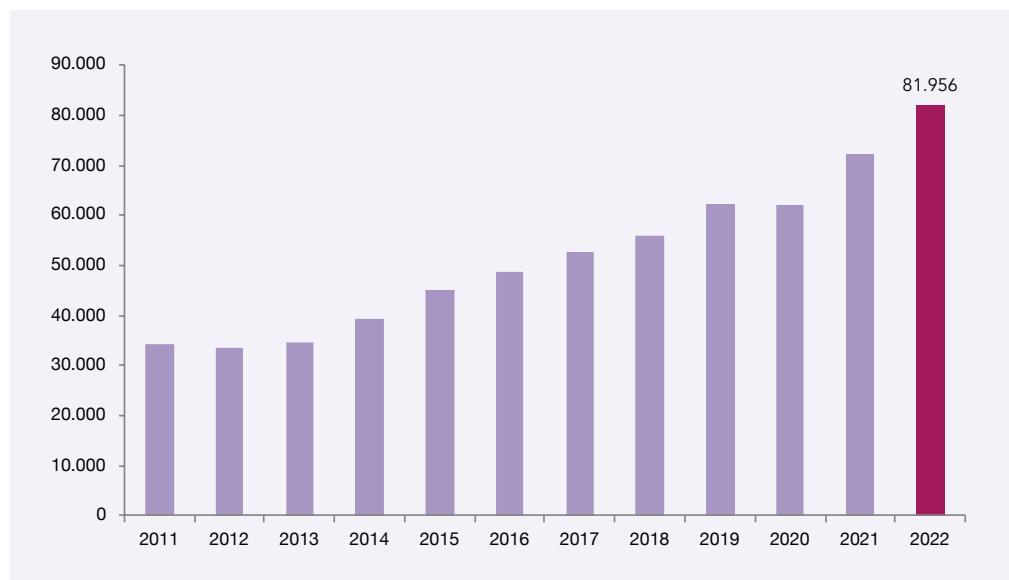
Strategic sectors

The digital ecosystem doubled its number of jobs within ten years.

Digital Economy.

Barcelona closed the year 2022 with 81,956 registered with Social Security in the ICT sector, a figure representing a year-on-year rise of 13.5%. ICTs had created 47,754 jobs since 2011, a figure representing an accumulated rise of 139.6% more than doubling the sector's employment numbers, making it a driving force for creating jobs.

Jobs* in ICTs in Barcelona



*Registration with general and self-employed Social Security systems. Source: Compilation from the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion at Barcelona City Council, based on Social Security data.

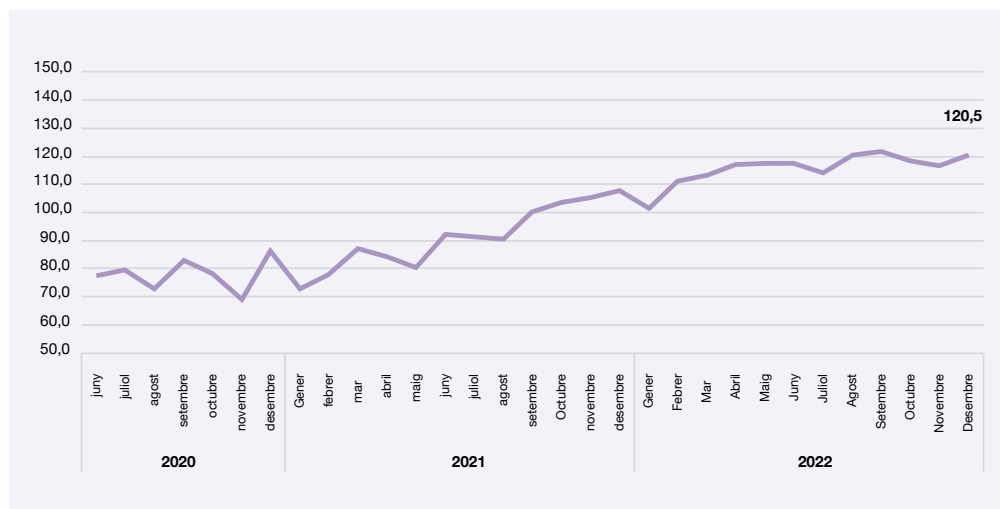
The 2,000 or so startups already in operation have made Barcelona-Catalonia one of Europe's chief ecosystems. More specifically, Barcelona was the EU's fifth largest startup hub and the 9th biggest city among the world's top emerging ecosystems, according to Startup Genome's Global Startup Ecosystem Report 2021.

Dynamic consumer behaviour in 2022.

Commerce.

Consumer spending in the city in December 2022 (estimated on the basis of the value of transactions with Banc BBVA's PoS terminals) was up by more than 20.5% compared to the same month in 2019. All the city's districts saw higher spending levels higher than in the pre-pandemic period, with the districts of Nou Barris (168.2), Horta-Guinardó (145.9) and Gràcia (133.3) recording the highest values. Accumulated spending during the fourth quarter of 2022 was up by over a nominal 12.2% on the same quarter of 2021 and by 18.6% on the same quarter of 2019.

Commercial recovery index in Barcelona Jul. 2020 – Dec. 2022 (2019=100)



Source: Compiled by the Department of Studies of the Management Office of Economy, Resources and Economic Promotion of the Barcelona City Council based on data from the Barcelona City Council (2022): Private Consumption in Barcelona, Municipal Data Office, Barcelona, Version 1.0.

Barcelona remained the leader in international tourism and gained in domestic tourism.

Visitor economy.

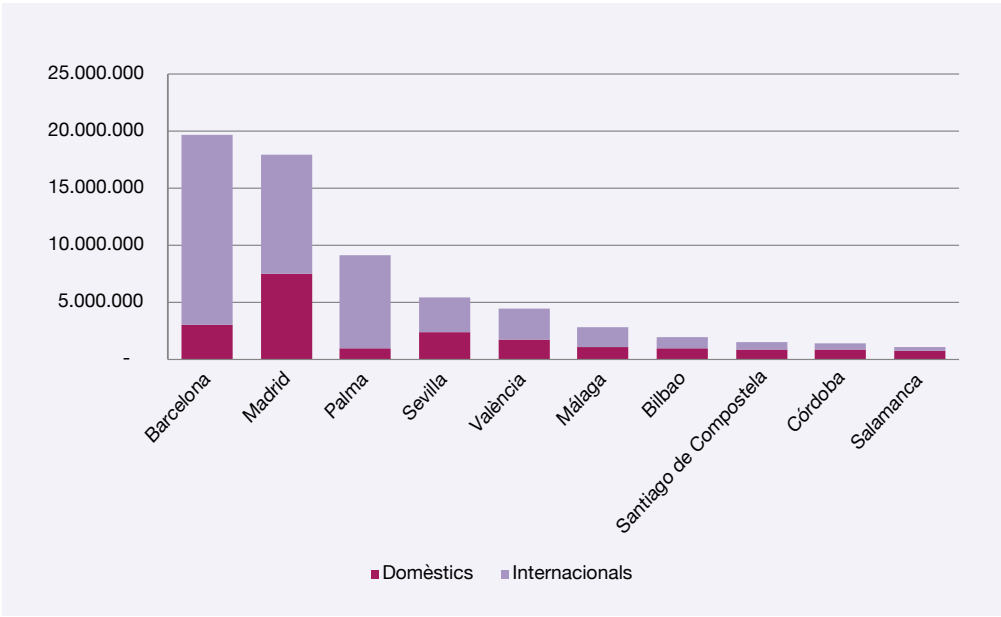
2022 saw the confirmed recovery of the tourism sector and closed with 9.7 million tourists staying in hotels and tourist-use dwellings (HUTs) (-18.8% compared to 2019) with 29.8 million night stays (-9.1% compared to 2019). The dynamic improvement in tourist numbers was due to the rise in average number of night stays, which came to 3.1 in hotels and tourist-use dwellings (HUTs) in 2022 (11.9 % higher than in 2019).

Barcelona headed the number of international-tourist night stays in the Spanish State's main cities in 2022, and remained highly specialised in international tourism compared to other urban environments.

As for main nationalities of tourists spending nights in hotel accommodation in Barcelona in 2022, US and French came top, following by UK, Italian and German. As for main nationalities of tourists since 2019, there was a very significant drop in the number of Chinese, Russian and, especially, Japanese, with the latter down by 83%.

Despite the city's strong specialisation in international tourism (79%), domestic tourism enjoyed a positive boost in 2022, up by 6.8% on the figures for 2019 and the highest ever recorded.

Tourist night stays in hotels in urban destinations 2022



Source: Spanish National Institute of Statistics (INE)

2

Action Framework

2020-2023 MAP+ (Extraordinary Municipal Action Plan) and the Agreement for Barcelona.

This MAP+ and Agreement for Barcelona specify the decision for consolidating the city-transformation process expressed at the start of the municipal term of office under the Government Agreement, putting the emphasis on the strategic challenges which may function as levers of change and have a multiplying effect for the recovery. A transformational city strategy divided into six areas:

- **We are restoring the economy, making it stronger, more resilient and more diversified.** We are committed to strengthening the economic fabric, putting special emphasis on local commerce and innovative sectors, by boosting and internationalising our creative and cultural industry, and to the necessary quality and diversified tourism, by making it more resilient, competitive and powerful and stepping up its capacity for creating quality, sustainable jobs based on talent and innovation.
- **We're stepping up our assistance and resources for social inclusion,** under a strategic initiative helping to boost our socio-healthcare model, especially when attending to the most vulnerable (dependent individuals, people lacking sufficient resources, homeless people), putting care at the centre of political action and strengthening the city's primary social-services care and healthcare-facilities network, with the aim of ensuring the entire population's social rights.



- **We are speeding up the ecological transition against climate change,** with the implementation of a human-scale urban model now in progress. A model that prioritises environmental quality and a healthy environment, activating key levers for change such as clean, sustainable and safe mobility, extending urban greenery, opting for the housing stock's renovation for energy saving and decarbonisation, while promoting the creation and consumption of clean and accessible energy.

- **We are strengthening the educational, cultural, scientific and sports city** to promote the right of city residents to access and take part in, free of discrimination of any kind, its social, community and professional aspects. An inter-cultural city that facilitates the coordination of its association's and professional fabric, with every public facility and programme, to strengthen human rights and access to full citizenship for everyone.
- **We are making a friendlier, safer city from its neighbourhoods and with a metropolitan vision.** A city on a friendly and healthy, fun, diverse and integrationist human scale that is built from positive communal life and civic behaviour, which recycles and improves its dwellings and reinvents and reclaims its public spaces, and which fights against gentrification while combining the local community approach with the metropolitan perspective and vision.
- **We are promoting an open city, with a digitalised Administration** and more local, accessible and easy, with a metropolitan vision for pooling together with leadership one of southern Europe's most important urban and economic agglomerations. An administration that listens and guarantees citizens' basic rights, under a participatory-governance, outstretched-hand, transparent and solvent model. A modern administration with an active international commitment, in line with the 2030 Agenda's sustainable development goals.

Barcelona Green Deal: A new economic agenda for Barcelona.

The economic, urban and social transformation of Barcelona has been progressing at such a rate that the Catalan capital is set to be a competitive, sustainable and equitable city by 2030, with a diversified economy generating high-quality employment and adapting to new challenges, such as the ecological and digital transition.

Aiming to be an economic-reactivation driving force and benchmark, Barcelona has its own plan – the Barcelona Green Deal – which opened a new window that took shape in 2022. This roadmap consists of three strategic areas – competitiveness, fairness and sustainability – bringing together 10 goals and 66 strategic initiatives.

Green Deal's strategic areas: One of the keys to the success of the strategic-formulation process for setting out of the major lines of an economic plan is to have clearly defined areas, which are implemented in specific initiatives. These initiatives aim to revitalise the economic situation, protect small commerce and generally advance towards achieving the goals set out. In short, the areas for making a competitive, sustainable and fair Barcelona are perfectly in line with achieving the aspirational vision we have for Barcelona.

The first strategic area is to achieve a city with an active entrepreneurial ecosystem and a digital focus that attracts talent and is open to the international arena. Barcelona already has a high level of maturity in that regard, but it is important not to stop advancing and consolidating the city's positioning.



The second strategic pillar is for Barcelona to expand its circular economy, attract new hubs of economic activity and generate a tourist economy. Tourism and industry are two of Barcelona's economic cornerstones, and business models need to be transformed to ensure that their growth is not harmful to the city, its residents or its environment.

The third strategic area is to make Barcelona's economy even more social and caring, promote the local economy and guarantee employability employment among residents. While Barcelona is a benchmark these days in social and open economy, it needs to strengthen its mechanisms for helping its citizens.

This is our BCN Green Deal, an open roadmap for all economic and social actors to outline the main strategic lines that have to guide the city's economic future and its municipal momentum.

Economic Response Coordination Centre (CECORE).

CECORE was launched to take on the deep and rapid economic crisis caused by the Covid-19 pandemic and ended up becoming a strong impetus to the local economy's reactivation, as the effects of the pandemic lessened. The 54 measures implemented by Barcelona City Council following the creation of the Economic Reactivation Coordination Centre (CECORE) had an economic impact of 405.3 million euros.

This centre had managed an extraordinary budget of 91 million euros from the start in under 20 months, representing an increase of 37.5% compared to Barcelona City Council's ordinary budgets, dedicated to supporting and promoting the city's productive fabric. The measures adopted by CECORE enjoyed a broad political consensus and were signed up to by many of the city's economic players.

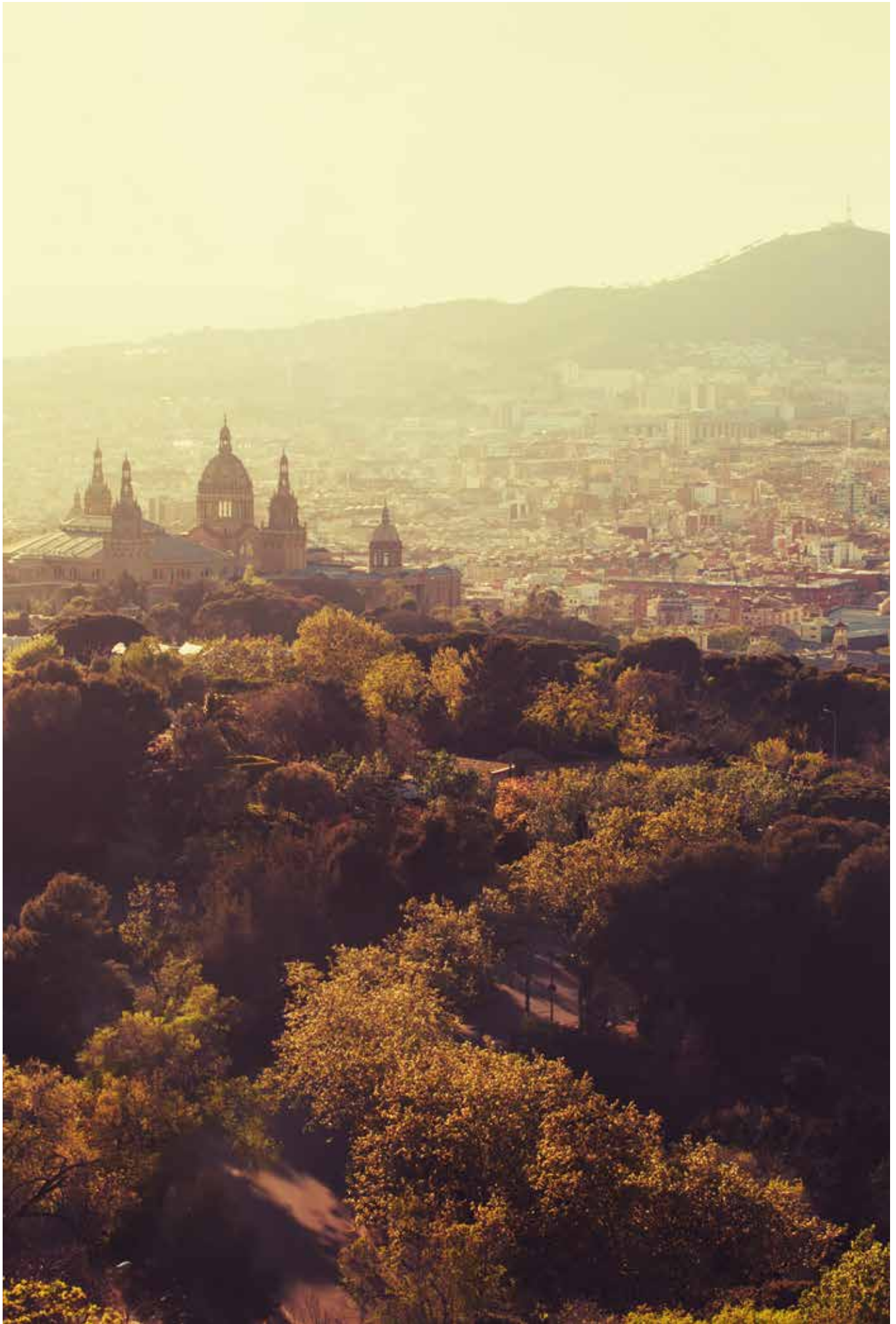
“Barcelona never stops” Action Plan.

The “Barcelona never stops” Action Plan continued developing several economic-promotion tools to make the Catalan capital a competitive, sustainable and fair city, with a diversified economy creating high-quality jobs and adapted to the new challenges, such as ecological and digital transitions.

Measures continued to be implemented for reactivating the economy, such as grants, financial aid, job and business advice, training, regulations and the publication of the new “Guia de Reactivació Econòmica 2022” [Handbook for Reactivating the Economy for 2022], conceived as a practical guide for services, grants and training, a gateway for accessing resources of every kind, such as training sessions for reorientating your professional career, subsidies for boosting businesses and advice for giving shape to an entrepreneurial project.

Ultimately, it is a guide that aims to put the focus on people and provide a useful tool for strengthening the economy of the city.





3

Political Structure



Ada Colau Ballano
Mayor



Jaume Collboni Cuadrado
First Deputy Mayor's Office
Area for Economy, Work,
Competitiveness and Tax



Jordi Martí Grau
Councillor's
Office for
Economy
and Budgets



Montserrat Ballarín España
Councillor for
for Commerce,
Markets,
Consumer
Affairs, Internal
Affairs and Tax



Francesc Xavier Marcé Carol
Councillor's
Office for
Tourism
and Creative
Industries



Pau Solanilla Franco
Commissioner
for City
Promotion



Álvaro Porro González
Commissioner
for Social
Economy, Local
Development
and Food Policy



Raquel Gil Eiroá
Commissioner
for the
Promotion of
Employment
and Policies
against Job
Insecurity

4

Executive Structure

Mayor's Office



Ada Colau Ballano
Mayor

Gemma Arau Ceballos
Management Office for
Territorial and Local Coordination

Anna Terra Sans
Foment de Ciutat, SA



Sara Berbel Sánchez
Municipal Management Office

**Sectoral
Manager's
Offices**



Albert Dalmau Miranda
Management Office for the Economy, Resources and Economic Promotion



M. Sonia Frias Rollón
Management Office for Urban Ecology



Xavier Patón Morales
Management Office for the 2030 Agenda, Digital Transition and Sport



Laia Claverol Torres
Management Office for Social Rights, Global Justice, Feminism and LGBTI



Maria Teresa Casado Cadarso
Manager's Office for Safety and Prevention



Marta Clari Padrós
Management Office for Culture, Education, Science and Community



Jordi Ayala Roqueta
Management Office for Budget and Taxation



Màxim López Manresa
Barcelona Municipal Institute of Markets



Agustí Abelaira Dapena
Management Office for Resources



Fèlix Ortega Sanz
Barcelona Activa



Marta Labata Salvador
Barcelona de Serveis Municipals (BSM)



Sergi Vicente Martínez
Barcelona Information and Communication



Antoni Fernández Pérez
Barcelona Municipal Tax Office



Javier Pascual Gurpegui
Manager's Office for People and Organisational Development

5

Mission, Vision and Values for Economic Promotion

Economic-promotion mission.

The team at the Area of Economic Promotion at Barcelona City Council have the task of promoting and revitalising, in the framework of Barcelona's economic agenda, all the city's economic potential from various sectors/areas: commerce, restaurants and bars, tourism, creative industries, promotion of the city, quality-job creation and entrepreneurship.

By promoting new strategic projects, within the framework of public-private collaboration, with enterprises, institutions and city residents; playing a role facilitating the city's economic relations and at the international level too, positioning Barcelona as a leading city in innovation and technology, and making it attractive for bringing in talent and new investments.

With its gaze invariably fixed on its city residents, seeing to improvements to their quality of life.

Values.

Corporate Values.

- Public-service commitment.
- Friendliness.
- Clarity.
- Realisation.
- Flexibility.

Economic Promotion Team's Values.

- Competitiveness.
- Innovation.
- Inclusion.
- Equal opportunities.
- Social progress.
- Spirit of public service.
- Professional and personal ethics.
- Economy at the service of the people: social and sustainable.
- Cooperation.
- Sustainability.
- Redistribution.
- Positive community life.
- Participation
- Rigour.
- Coherence.
- Excellence.
- Proximity.
- Transparency.

Economic promotion.

Executive structure.



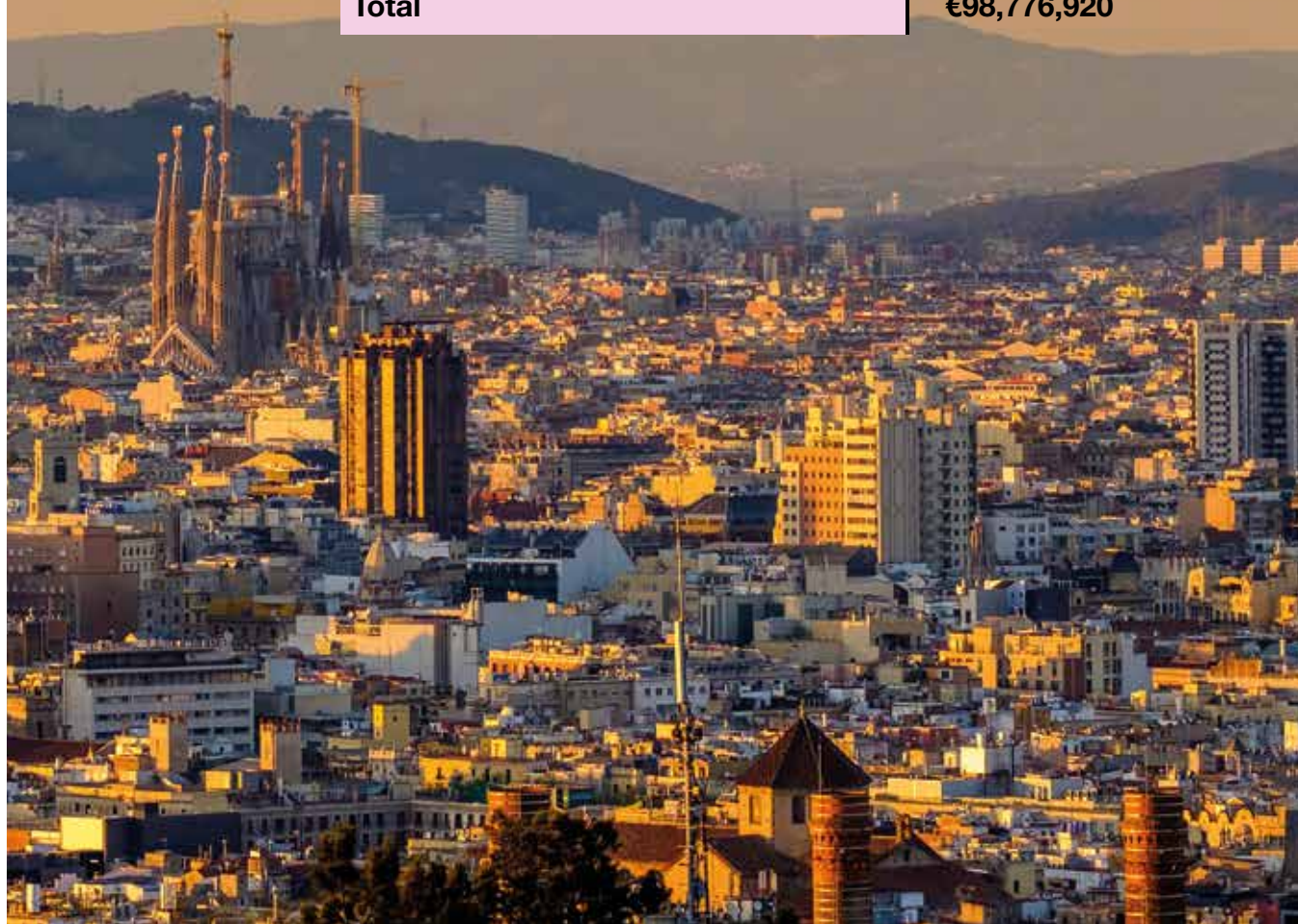


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Budget

Chapters on economy 2 and 4

| | |
|---|--------------------|
| Barcelona Activa | €51,340,267 |
| Economic promotion | €12,139,514 |
| General administration | €1,912,375 |
| Tourism | €11,582,935 |
| Commerce | €8,474,489 |
| Promotion of the cooperative and social economy | €4,002,539 |
| Municipal markets | €4,741,456 |
| Economic promotion of the city | €1,699,288 |
| Digital services and support for promotion | €450,092 |
| Consumer affairs | €97,482 |
| Creative industries promotion | €1,704,702 |
| Neighbourhood plan | €517,302 |
| Integrated information network management | €94,389 |
| Centralised building maintenance | €20,089 |
| Total | €98,776,920 |



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Barcelona Activa

- 7.1 Strengthening entrepreneurship and business competitiveness**
- 7.2 Job access and promotion of quality jobs**
- 7.3 Digital training and skills acquisition**
- 7.4 Proximity and social cohesion**

7.1 Strengthening entrepreneurship and business competitiveness

Mission.

Accompany entrepreneurs in realising their business ideas and help established enterprises to scale up and become more resilient and competitive.

Goals.

1. Promote the competitiveness of Barcelona's business fabric.
2. Contribute towards the creation of quality jobs, value and well-being for the city.
3. Promote Barcelona's entrepreneurial, creative and innovative ecosystem.
4. Accompany sustainable business growth, putting the focus on strategic sectors in particular.
5. Position Barcelona as southern Europe's digital and entrepreneurial capital.

Initiatives.

Creation of the CONNECTIO Platform to promote innovation among enterprises.

CONNECTIO is Barcelona Activa's new open innovation platform.

The aim of this initiative is to ensure that the city's enterprises innovate more and with greater impact and visibility.

It was therefore created as a new permanent city resource, tasked with connecting open-innovation opportunities with the ecosystem's enterprises which can offer solutions, thereby becoming a meeting point for all enterprises and organisations aiming to innovate openly and collaboratively in Barcelona.



Connectio has three main goals:

- Communicate and add connection opportunities based on open innovation in a transparent and effective way.

- Connect suppliers and buyers so that an open-innovation opportunity can become a cooperation project.
- Accompany suppliers and buyers in the process for resolving and formulating innovation opportunities, as well as train them in the area of open innovation.

When launched, the initiative presented four innovation challenges raised by several enterprises and organisations. Three of these challenges were centred on the area of sustainability and one on the social area.

Launch of the first edition of the Blue Up Blue Economy entrepreneurial programme.

Blue-Up is an innovative entrepreneurial programme, launched by Barcelona Activa, which seeks to provide support for the creation and growth of enterprises in blue-economy sectors, sustainable activities relating to the arena of water.

Blue-Up is aimed at emerging enterprises and business ideas directly relating to blue sectors, such as sailing, water sports, naval construction and maintenance, port activities, renewable marine activities, sustainable fishing, the bio-economy, water treatment and blue tourism.

The programme relied on recognised members of the sector, such as Barcelona Port and Costa Cruceros, and other collaborative organisations, such as the UPC, Barcelona Clúster Nàutic, Seastainable Ventures and Aticco.

This first edition saw 11 blue-sector projects speeded up: sailing, sustainable fishing, blue tourism, naval construction and renewable marine energies.

The programme is enshrined in the initiatives set out under the Strategy for Promoting the Blue Economy in Barcelona.

Activa Autòno+

Barcelona Activa offers financial aid to self-employed individuals, under its Activa Autòno+ line of subsidies, to alleviate the burden of expenses they have to bear during the first year of their activity's operations.

This line of financial aid was managed in 2022 under a 1 million-euro budget, benefiting a total of 594 self-employed individuals, with an average grant of roughly 1,650 euros per beneficiary.



270 individuals hired through Crea Feina Plus

Barcelona Activa held a new edition throughout 2022 of its “Crea Feina Plus” recruitment-grants programme for promoting new employment contracts for individuals in a situation of long-term unemployment and/or groups at risk of social exclusion, with the aim of creating jobs in the city.

A total of 270 employment contracts were subsidised in 177 different enterprises, through financial aid totalling 1,752,000 euros.

Barcelona Deep Tech Summit.

The Barcelona Deep Tech Summit is an event whose mission is to promote Barcelona and Catalonia as benchmarks in the area of deep tech entrepreneurship, resulting from a process of scientific research or ground-breaking engineering. Its main goals are to become the meeting point for the entire deep tech ecosystem in Barcelona and Catalonia, to spread science- and technology-based entrepreneurial culture and increase the critical mass of deep tech startups. It also promote the growth and visibility of deep tech startups.

The content offered by Barcelona Deep Tech Summit was as follows:

- Programme of speakers and round tables with new, relevant issues with impact. More 440 attendees and 35 speakers.
- Barcelona Deep Tech Match, an activity for connecting corporations and startups. 15 participating corporations; 28 participating Deep Tech startups.
- Barcelona Seed Deep Tech Investment Forum, an activity for connecting investors and startups: more than 60 participation investors/corporations; 26 applications for participation; 8 participating Deep Tech startups.
- Demo day of the competition for best deep tech startups.
- Pitch from the 5 selected startups, 33 applications for participation, 5 participating Deep Tech startups (finalists).

New Barcelona DeepTech Fund call.

Following the Barcelona Accelera call made during 2020-2021, a new call was launched in 2022 involving municipal investment in national and international venture capital funds seeking to invest in deeptech startups from Barcelona’s metropolitan area.

The budget for this fund is 10,000,000 euros and will remain open until December 2023.



Pla Barcelona Fàcil [Easy Barcelona Plan].

The state of progress of the 27 initiatives making up the Easy Barcelona Government Measure (2021-2025) reached an overall achievement of 38.3%.

There was notable active participation in the design of the Startups Bill, the Crea y Crece Bill and improvements in the Barcelona Empreses website's accessibility and information.

More than 100 support initiatives for enterprises in the Eix Besòs industrial estates.

2022 saw 107 support initiatives carried out for enterprises at the Eix Besòs (Bon Pastor, Verneda Industrial, Torrent de l'Estadella and Monsolís) under the Industrial Estates Revitalisation Plan.

Especially notable were the initiatives linked to talent management, where 30 enterprises were accompanied which had published job or internship offers.

However, 23 enterprises took part in activities carried out at fairs of interest to the industrial sector (Advanced Factories, Mobile World Congress and IOT Solutions World Congress).

Other notable initiatives were the promotion of business cooperation (19 enterprises), support in municipal procedures (8 enterprises) and empty-warehouse localisation service (7 enterprises).

We should also point out the second edition of the circular-economy programmes (5 enterprises), Industry 4.0 (6 enterprises) and digital marketing (6 enterprises), consisting in intensive and in-company advice in these strategic areas for 21st-century industry.

7.2 Access to work and promotion of quality jobs

Mission.

Protect jobs and foster their quality, achieving more and better jobs in Barcelona, with special attention on young people's and women's groups, as well as work by the side of opportunity-generating economic sectors and the employment ecosystem in the city.

Goals.

1. Give professional guidance and offer support for individuals who are unemployed or in a precarious situation.
2. Foster professional qualifications and improve talent.
3. Promote quality jobs and recruitment, especially for groups with the most difficulties, guaranteeing the gender perspective in every initiative.
4. Promote youth guidance, training and employment.
5. Make employability-improvement services and programmes accessible to everyone and especially in neighbourhoods with special difficulties.

Initiatives.

BIZ Barcelona – Employment Fair.

The 2022 BIZ Barcelona – Employment Fair, held on 9 and 10 November, celebrated the third joint edition of two events, a double date with city residents aiming to provide support for the city's talent to identify new job opportunities, discover resources for embarking on projects, boost businesses and generate meeting points between enterprises and individuals looking for a professional change.

As for attendance, the two fairs together saw a total of 10,987 attendees, of whom 5,173 were interested in what both the Employment Fair and Biz Barcelona could offer.

The Employment Fair enjoyed active participation from key organisations in the city's employment ecosystem, such as: the Public Employment Service of Catalonia (SOC), the Department of Youth at Barcelona City Council, the Barcelona Metropolitan Area (AMB), the Barcelona Education Consortium (CEB), UGT – Avalot, CCOO – Acció Jove, the Guilds Council, Barcelona Port, the Catalan Federation of Special Work Centres (FECETC), playing host to the "Si i Millor" Fair.

It enjoyed active participation from 69 organisations.

28 personalised advice points were activated along with close to 100 group initiatives, which notably included demonstrations of professional trades.

As for Biz Barcelona, close to 2000 individuals were given advice on issues relating to entrepreneurship and the business world. 66 organisations from the Biz Community took part. Organisations from the city's entrepreneurial ecosystem that organised activities of every kind there, including talks, workshops and networking spaces.

A new space for young people: The Barcelona Activa Convent.

The Convent de Sant Agustí was officially opened on 20 October 2022 as a new space for the city's youth and open for use by the city's organisations.

Its characteristic features are as follows:

- Informal and local assistance without appointment.
- A totally accessible, easy, multi-channel and immediate service.
- Work areas provided with free-access technology.
- Activities and meeting points with other young people for sharing experiences.

The 1,000 m2 centre is divided into flexible learning spaces, a video-curriculum room, an auditorium and individual assistance spaces.

The opening of the new centre is part of the implementation of the Barcelona Youth Employment Service, which was designed to cover the job placement needs of the city's youth in a comprehensive and personalised way.

This new service – coordinated in collaboration with the city's ecosystem of organisations working with young people – incorporates already established projects such as “Professional Life Project” and “A prop Jove”.

As for Barcelona Activa's overall services aimed at young people, these attended to 15,786 students and 6,996 young job-hunters while a total of 19 organisations used the facility.



Barcelona Agreement for Quality Employment (ABOQ 2021-2030).

2022 saw the completion of the process for defining and approving the new Barcelona Agreement for Quality Employment publicly presented on 19 April and attended by members of the Steering Committee as the highest governing body.

The ABOQ is the new strategic framework for implementing active quality-employment policies in Barcelona over the coming ten years and the result of a consensus between Barcelona Activa, the Public Employment Service of Catalonia (SOC), the main social and economic players, and a group of over 50 civil and Social Third Sector organisations in the city and Barcelona Metropolitan Area.

The ABOQ reached a consensus with the social players to define a series of 10 aspects of quality in employment in the form of a “Decalogue of Quality Employment in Barcelona”.

This Decalogue provides the foundations for devising new active employment policies and implementing them in the framework of public-private collaboration.

The first plan for 2022-2023 focused on important challenges such as reducing long-term employment and educational inequalities, salary gaps, precarious labour conditions and assessments of employment policies.

It is important to highlight the publication of a new public website, the Barcelona Map of Occupational and Training Resources, enshrined in the ABOQ and aimed at becoming a key tool not just in accessing the occupational resources offered by the city but also in supporting the planning of Active Employment Policies (AEPs).

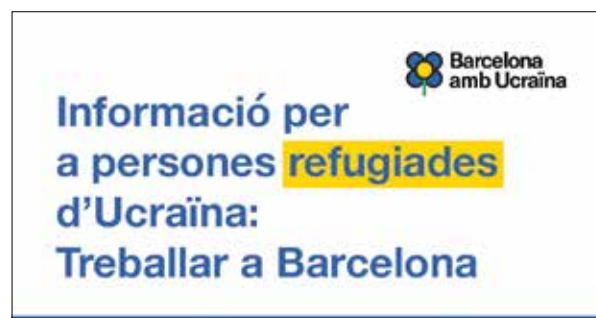
Programme for welcoming and accompanying refugees from Ukraine.

This is an emergency resource activated by Barcelona Activa for accompanying people along the job-hunting process who had come to Barcelona fleeing armed conflict.

The service included 100-hour job-hunting training and preparation initiatives, including training in Catalan and Spanish.

The Information and Guidance Point for Job-Hunting in Ukrainian had attended to 380 people in need of personalised information, since 5 May 2022 (start of the programme).

A total of 425 individuals (78% women) took part in employment information initiatives, job and labour market research.



Professional guidance pathways with counselling support.

Guidance Pathways are a personalised accompaniment service for anyone looking for work and/or change of job requiring and asking for stable support through a benchmark careers advisor.

The pathways have also offered the option, since September 2022, of a complementary counselling service for anyone in need of it.

The service was available in seven of the city's 10 districts in 2022:

- Horta-Guinardó (Ca N'Andalet)
- Nou Barris (Nou Barris Activa)
- Sant Andreu (Sant Andreu Activa)
- Sant Martí (Porta22)
- Ciutat Vella (Convent de Barcelona Activa)
- Les Corts (Cristalleries)
- Sarrià (Vil·la Urània)

The goal is for the service to reach all the city's districts.

It assisted 1,517 individuals (61% women) in 2022, in individual pathways with a benchmark careers advisor.

Enterprise Survey and Employment Intermediation Service.

A new impetus was given in 2022 to relations with enterprises, sectoral players and intermediary organisations, to offer a survey and employment intermediation service to cover the talent needs of enterprises and the economic sectors.

Especially notable were two collaborations in recruitment initiatives, for their number of placements of candidates:

First, the collaboration with the Department of Cleaning and Waste Management Services at Barcelona City Council, for covering the needs of staff at successful tenderer enterprises for municipal waste collection and public-space cleaning services.

Sorigué, Urbaser, FCC Medio Ambiente and Valoriza hired 160 candidates, under a project that became a good collaboration practice within Barcelona City Council for promoting responsible public recruitment.

Second, the notable collaboration with Carrefour within the framework of its Employment Fair, where more than 200 referral candidates from Barcelona Activa were recruited.

This initiative promoted formal collaboration under an agreement consolidating synergies between both organisations.

770 job placements were achieved in 2022, of whom 47% were women and 52% individuals over the age of 40.

Sectoral and language re-skilling.

2022 saw continuity in training initiatives for acquiring and updating expertise and skills relating to the city's strategic sectors generating employment opportunities:

- Food and drink
- Life and health sciences
- Shops and restaurants
- Blue economy
- Sport economy
- Visitor economy and tourism
- Green and circular economy
- Industry 4.0
- Logistics

Courses were carried out with 50 of the city's organisations and the Barcelona Education Consortium throughout 2022. A total of 1,557 individuals (66.2% women) took part.

Online language-training initiatives, however, were also held, within the framework of Language Re-skilling, in collaboration with the Official School of Languages and the Languages Service at the UAB. There were training sessions in three different languages, mainly in English.

Training initiatives were also held for preparing for certification exams, as the programme included multi-level official tests in English.

461 individuals (69.2% women) took part in the 32 initiatives organised in the framework of the Language Re-skilling.

7.3 Digital training and skill building

Mission.

Develop, attract and retain the city's talent and promote digital training and skills acquisition for individuals and enterprises to reduce the digital gap, increase business competitiveness and foster, generate and develop the city residents' digital talent.

Goals.

1. Promote the generation, development and attraction of talent in Barcelona.
2. Contribute to the competitiveness and digital transformation of the city's productive network.
3. Reduce the digital gap in the city, in all its aspects.
4. Contribute to the promotion of science and technology vocations.
5. Position Barcelona as southern Europe's benchmark digital hub.

Initiatives.

The IT Academy, the winner of the DIGITAL SKILLS AWARDS SPAIN 2021.

In 2022, the IT Academy received a Digital Skills Award Spain 2021 from AMETIC – the benchmark employer's organisation in Spain's digital and technology industry – in the "Digital skills for the digital market" category. The award highlighted the importance of offering enterprises and city residents a programming campus such as the IT Academy, capable of contributing competitiveness in organisations through talent trained in the digital profiles that are more in demand from enterprises.



The IT Academy also consolidated itself in 2022 as Barcelona's public bootcamp, exceeding by over 60% the trained-individuals targets set out in the Barcelona Green Deal's economic agenda, with a placement index above 80%, of whom over 40% were women.

Taking stock of the Barcelona, city of talent, Government Measure.

2022 closed with a digital-talent day event enabling an assessment to be made of everything linked to the promotion of digital talent set out in the Barcelona, city of talent, Government Measure.

During that period, Cibernarium provided training for over 60,000 people in digital skills and in the entire talent life cycle: promotion, development and attraction and retention of talent.

An ambitious STEAM Plan was also created in partnership with socio-economic and academic players to promote science and technology vocations; and the scope of action in the area was widened by creating new technology-training spaces.



New Interactive Tool for Digital Skills Self-Assessment.

The Interactive Tool for Digital Skills Self-Assessment developed by Barcelona Activa was presented in the framework of the 3rd Digital Skills Congress.

The tool comes with a self-assessment test based on the digital skills map prepared by the Open University of Catalonia – UOC, where users can find out their skills profile and obtain a personalised training-pathway proposal – based on a catalogue of technology-training sessions from Cibernarium – to make progress in their knowledge and use of technology.

In 2022, it had accumulated over 1,610 records of people who took the test since its publication.

New line of technology dissemination in the area.

One of the Cibernarium's highest-rated face-to-face activities was moved to the area in 2022: the Masterclasses.

These are a complementary product to the regular technology training complementing the Cibernàrium's mission to disseminate new technological trends and raise awareness and promote critical and also more humanistic uses of technology, by favouring digitally responsible and safe city residents in the digital era.

The Antenes Cibernàrium played host to this line in the area, through the Libraries Network, the Nou Barris Cibernàrium and the Plaça Catalunya Antena.

It was a very attractive proposal for disseminating technology, especially for the young working-age public, with over 300 people having taken part in this new format.

7.4

Local and social cohesion

Mission.

Stimulate the economy and social cohesion in the city starting with the neighbourhoods and districts, reducing the number of empty premises and promoting sustainable and quality employment.

Goals.

1. Generate a coordinated intervention framework in each area, taking pre-existing resources into account and determining new interventions based on detecting socio-economic needs and potential.
2. Design and implement new projects and initiatives that revitalise the economy in the districts and neighbourhoods, promote quality employment and help to combat insecurity.
3. Acknowledge and involve the socio-economic players in the areas, by boosting networking and the generation of public-private, social and community synergies.
4. Make Barcelona Activa's services more local, comprehensive and adapted to the needs of individuals and the various socio-economic players in the area.
5. Provide the areas with the resources for implementing initiatives and programmes suitable for their needs and designed from the same area.

Initiatives.

Impulsem el que Fas [We promote what you do].

The 6th edition of the "Impulsem el que fas" call for grant applications allocated 3.7 million euros, the highest budget in its history, to fund 262 innovative and local economic projects, adapted to the neighbourhoods' needs.

The call was divided into six categories:

- Amunt persianes [Shutters up]
- Socio-economic innovation and Social and Solidarity Economy
- Fostering quality jobs
- Responsible and sustainable tourism
- Sustainable food and responsible consumption
- Urban goods distribution centres

This edition set as its priority support for the new economic activity and commerce in the most under-privileged neighbourhoods, representing 40% of the budget appropriation.

As regards area, all the districts had projects that involved them, but over 60% of the subsidised projects were concentrated in the six lowest-income districts.

Amunt Persianes [Shutters up] strategy.

The Amunt Persianes strategy was focused on reducing the number of vacant ground-floor premises in the city, by opening new economic activity, while aiming to prevent the closure of existing shops. The strategy's five measures, coordinated by Barcelona Activa, despite being led by several municipal areas, led in 2022 to the development of:

- Creation of the Ground-Floor Premises Observatory and work carried out on integrating the data of the various available sources.
- New Amunt Persianes Financial Aid:
 - 59 new economic-activity projects in ground-floor premises were funded through “Impulsem el que fas”, with a budget of 1,480,000 euros, and 88 local shops and services received financial aid for implementing initiatives or investments that made their businesses more competitive.
 - Living window displays: A budget of close to 400,000 euros was used for funding replacements for 203 shutters: beneficiary shops were able to replace their blind shutters with other types that allowed their window displays to remain visible outside opening times.
 - Publication of Locals amb Energia [Premises with Energy] grants, valid throughout 2023. These are grants for energy saving and efficiency for ground-floor premises with economic activity, offering up to 3,000 euros for applying measures to promote environmental sustainability.
- Creation of a public portfolio of ground-floor premises: 36 premises were bought under an innovative public purchase procedure in public policy.
- Creation of an intermediation service for establishing economic activity in vacant premises to put owners of ground-floor premises that have been vacant for over 12 months in touch with potential tenants, and, by providing owners with incentives available at the start of 2023, to support leases with terms and conditions that are advantageous to both parties.
- Resources for preventing new premises from becoming vacant: Barcelona Activa's permanent resources for enterprises for the purposes of preventing new vacant premises.



Comerç a punt.

The “Comerç a punt” [Commerce on the spot] programme offers personalised professional advice for local shops and services to strengthen, reactivate or rethink their business.

The advice is given face to face in the shop and/or remotely and it is the actual needs of the establishment that determines the type of such advice.

Advice was given to total of 425 shops from all the city’s districts, with Ciutat Vella, Eixample, Sant Martí and Sant Andreu being the most represented, at 20%, 17%, 15% and 12% of the total respectively.

New local assistance spaces for city residents.

Two new Activa Spaces were launched in 2022, in two districts: Sant Andreu Activa and Les Corts Activa, with the same goal: to bring Barcelona Activa’s resources and services to the residents of these districts and in connection with the area’s organisations relating to economic promotion.

La InnoBAdora.

This is an incubation community for the collaborative growth of Social and Solidarity Economy organisations, which facilitates and promotes the generation of synergies between individuals, groups and enterprises accommodated for social-business consolidation.

It offers social-business advice, specialising in the SSE and training workshops.

It facilitates and promotes, on the community level, the generation of synergies and inter-cooperation between initiatives encouraging the creation of networking activities and debate on social transformation.

La Innobadora moved to Ca n’Andalet – in the Horta Guinardó district – in 2022 and will be launching a new call for projects in 2023.

22 initiatives were incubated at La Innobadora in 2022.

131 business-sessions were held enterprises and 11 workshops/training sessions.

RevESStim el Tèxtil programme

The programme was designed to strengthen the social-business aspects of enterprises, organisations and entrepreneurial projects inside the sustainable textile sector in Barcelona.

2022 The RevESStim incorporated a made-to-measure programme for Entrepreneurship in sustainable textiles.

It offers a 3-month accompaniment (training and advice) for initiatives aimed at starting in the sustainable textile sector with an environmental, social and good-governance impact.



As for the promotion of cooperation within the sector, three different spaces were launched: a group made up of social sewing workshops, a group of entrepreneurs and a group of fashion schools and training centres. It should be noted that some of the organisations from the social sewing workshops group joined forces in 2022, creating an association of organisations, to meet the collective need for larger commissions.

The entrepreneurs group also organised itself to take part in several events (FESC, the Responsible Consumption Fair and the SSE). And, what is more, the RevESStim el Tèxtil programme's 3rd Annual Day Event was held in 2022 with 120 participants.

All together 198 people took part in it.



Employment Rights Defence Point.

Employment Rights Defence Points are a free face-to-face or remote legal advice service, on employment rights, that provide individual assistance as well as group sessions for specific professional groups and individuals and technical organisational bodies.

A total of 3,026 people were attended to, 64% of whom were women, in 2022.



8

Department of Studies

Mission.

The Department of Studies supports the Manager's Office for Economy, Resources and Economic Promotion and Barcelona Activa in the area of analysis, indicators and knowledge management in the design and management of municipal policies in the sphere of the economy, employment and strategic sectors, and monitors current and future trends in economic activity and the labour market to contribute – from this prospective – to the establishment of new strategic lines for implementation.

Government Measures.

- Analysis of indicators for the Sustainability Economy Roadmap.
- Technical collaboration in the implementation of the Easy Barcelona Government Measure.
- Preparation of contents/indicators for the Blue Economy Observatory, one of the products linked to the Blue Economy Government Measure (2021).

Goals.

1. Analyse the economic and employment situation in Barcelona.
2. Analyse economic, social and environmental indicators for the city's international promotion.
3. Analyse the strategic sectors of Barcelona's economy.
4. Assess public policies.
5. Analyse the area's socio-economic data and the main socio-demographic profiles.
6. Analyse the productive fabric, activity and entrepreneurial climate in the Barcelona area.

Initiatives.

- Monitoring the city's economic hubs through a systematic series of economic, business and employment indicators.
- Preparing technical reports which, on the basis of economic, social and environmental indicators, analyse the characteristics and potential of Barcelona's economy and its international position to contribute to the promotion of the city.
- Conducting, supervising and monitoring one-off studies on strategic sectors in Barcelona's economy.
- Monitoring and assessing the measures approved by CECORE and the Manager's Office for Area of Economy, Resources and Economic Promotion.
- Socio-economic analysis of the area and main socio-demographic profiles.
- Dissemination and analysis of the results of the Business Climate Survey in the Barcelona Metropolitan Area and analysis of Barcelona's productive fabric on micro-area and sectoral levels.

Activities carried out.

- 1) Analysis of the economic and employment situation in Barcelona.
- **CECORE Observatory:**
Technical project for preparing and analysing indicators on the economy, job market and enterprises in Barcelona and its areas of reference for monitoring the development of the situation, with a special focus on the strategic sectors. Developed within the framework of the Economic Response Coordination Centre (CECORE).

- **Barcelona Economic Flash:** Periodic report analysing the development of Barcelona's economy, job market and strategic sectors based on the main situation indicators and perception surveys.
- **Other reports analysing the economic and employment situation:**
 - Monthly short news items and computer graphics on unemployment and recruitment in Barcelona.
 - Monthly summary of economic indicators.
 - Quarterly short news items and computer graphics from the Labour Force Survey (LFS) and registrations with the Social Security.
 - Analysis of commercial recovery by profile, district and sector in Barcelona.
 - Collaboration with the Municipal Omnibus to monitor the impact of the Covid-19 crisis on the work conditions of Barcelona's population.

2) Analysis of economic, social and environmental indicators for the city's international promotion:

- **Barcelona Observatory 2022:** An initiative promoted by Barcelona City Council and carried out in collaboration with the Chamber of Commerce, whose annual report presents Barcelona's international positioning in relation to the world's leading cities, in a set of indicators on: economic activity, sustainability, quality of life and social cohesion, the labour market and training, the knowledge society, tourism, and prices and costs.
- **Economic study on attracting talent:** Comparison of salaries and costs of living in Barcelona and other cities in Europe and the rest of the world.

A study was commissioned, as part of the 20th-anniversary celebrations of the Barcelona Observatory Report, to make a thorough comparison of salaries and prices in Barcelona with those of the world's other cities.

- **Barcelona in Figures 2021-2022:** Publication with an extensive collection of economic, social and environmental indicators of Barcelona's area, aimed at international promotions and local players as well.



3) Strategic sectors in Barcelona's economy:

- Preparation and analysis of indicators by the Tourism and Trade Observatories.
- Participation in Barcelona City Council's representation in the Tourism Observatory.
- Collaboration with data innovation projects in Tourism.
- Participation in the Work Group for monitoring the Agreement on Business Hours in Barcelona.
- Computer graphics for tourist-activity monitoring.
- Computer graphics on the strategic sectors' employment indicators: Tourism, Logistics, Industry 4.0.
- Technical support for the Blue Economy Observatory and in defining indicators for monitoring the Economy for Sustainability.
- Participation in the Work Day on the impact of the Sports Economy in Barcelona.
- Collaboration with Barcelona Activa's Talent Map.

4) Assessment of public policies:

- Study of the economic impact of CECORE 2020-2021's economic reactivation measures.
- Technical coordination of studies and projects in collaboration with the (UB) Chair in Urban Economy.

5) Socio-economic analysis of the area and the main socio-demographic profiles:

- Participation in the programme for Barcelona career's guidance day and the 3rd Nou Barris Local Development Conference.
- Report on women in Barcelona's labour market.
- Diagnosis of young people in the labour market for the Employment System of Catalonia (SOC)'s Unique Plans for Young People Plans (Plans Singulares per a Joves) call.
- Collaboration in preparing the census of enterprises in 22@.
- Collaboration for launching a new line of grants for new self-employed individuals.

6) Activity and business climate in the Barcelona area:

- Leaflets and special edition on the results of the 2022 Business Climate Survey.
- Survey and report on the impact of Covid-19 in the business fabric and the implementation of the EU's Next Generation Funds in the Barcelona Metropolitan Area (AMB).
- Quarterly Business Climate Statistics for the AMB in 2022.
- Report on Barcelona's productive fabric in 2021.

Indicators.

- Number of reports conducted according to type of activity:
 1. Reports on the economic and employment situation in Barcelona: 72.
 2. Reports on the analysis of indicators for the city's international promotion: 3.
 3. Reports on strategic sectors of the Barcelona economy: 16.
 4. Reports on the assessment of public policies: 1.
 5. Reports on socio-economic analyses of the area and socio-demographic profiles: 6.
 6. Reports on the business climate and activity: 11

- Periodic comparison of Barcelona's indicators and ranking with over 50 other cities in the rest of Europe and the world.
- 357 participants in the sectoral conferences that the department had collaborated in.



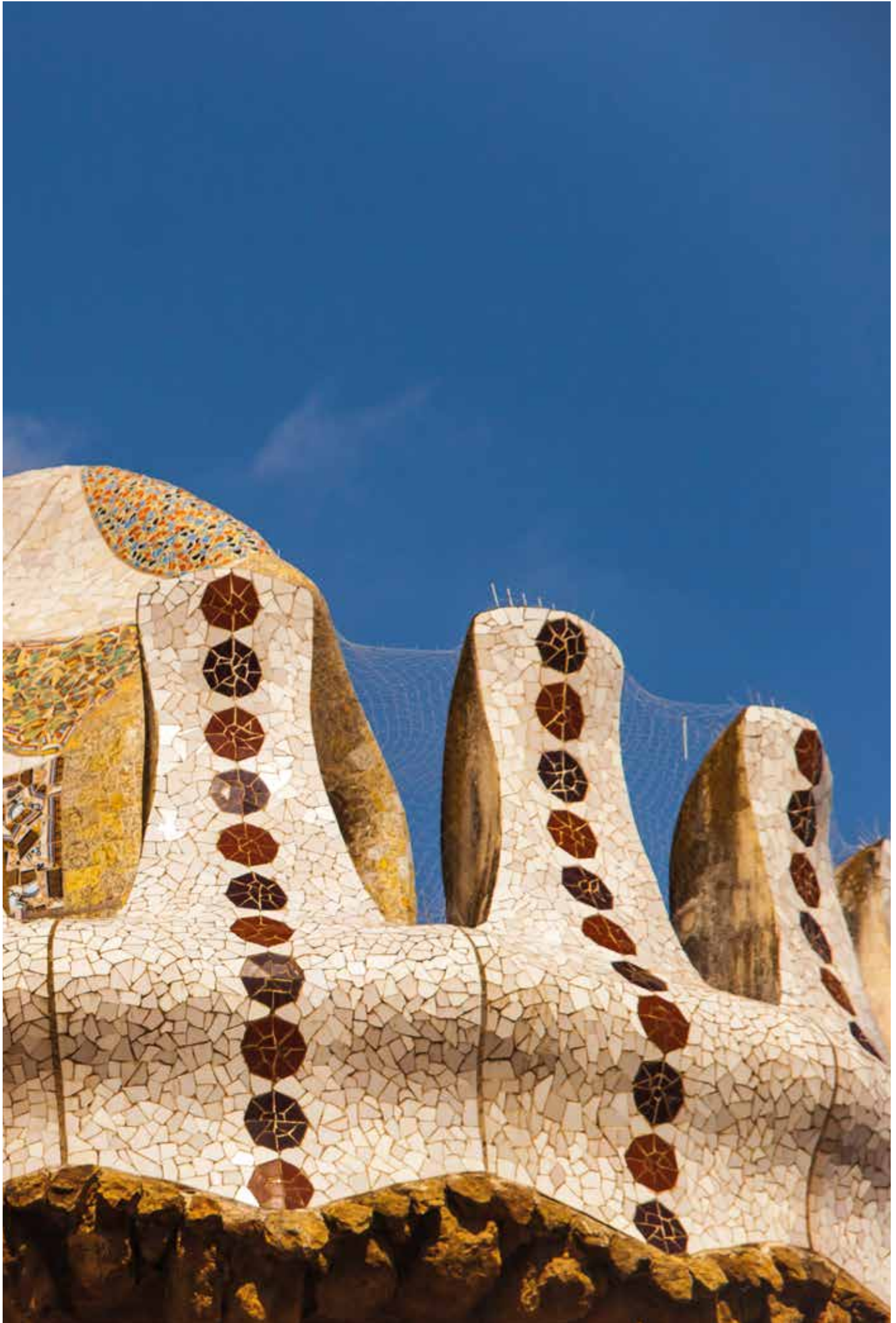
Mainstreaming Projects.

The following projects were carried out on a mainstreaming basis between several areas of economic promotion from our Area and several were worked on through coordination with other sectors/departments/operators at Barcelona City Council:

1. CECORE Observatory.
2. Study on the impact of the CECORE 2020-2021's measures
3. Technical coordination of studies and projects in collaboration with the University of Barcelona's Chair in Urban Economics.
4. Collaboration – through the preparation and analysis of indicators – with Barcelona's Tourism, Trade and Blue Economy Observatories.
5. Diagnosis of young people in the labour market for the Employment System of Catalonia (SOC)'s Unique Plans for Young People Plans call.
6. Preparation of technical content for the sectoral conferences organised by Barcelona Activa.
7. Collaboration with the Municipal Omnibus to monitor the impact of the Covid-19 crisis on the work situation of the Barcelona's population.
8. Technical advice for the Talent Map and impact study on Barcelona Activa's Labour Reform.
9. Collaboration with the Area of Urban Ecology in the "Sustainability Indicators in Barcelona" annual report, and in the Donut Economy's work process.

Extraordinary Agreements and Subsidies.

- Collaboration agreement with the Network of Local Development Observatories (XODEL) promoted and coordinated by Barcelona Provincial Council.
- Collaboration agreement with the Barcelona Chamber of Commerce for the preparation and dissemination of the 2022 Barcelona Observatory Report.
- Collaboration Protocol with the Association of Rambla and Plaça Catalunya Friends, Local Residents and Retailers and the Metròpoli Foundation for the area's innovation and design.



9

Department of Operational Coordination for Economic Promotion

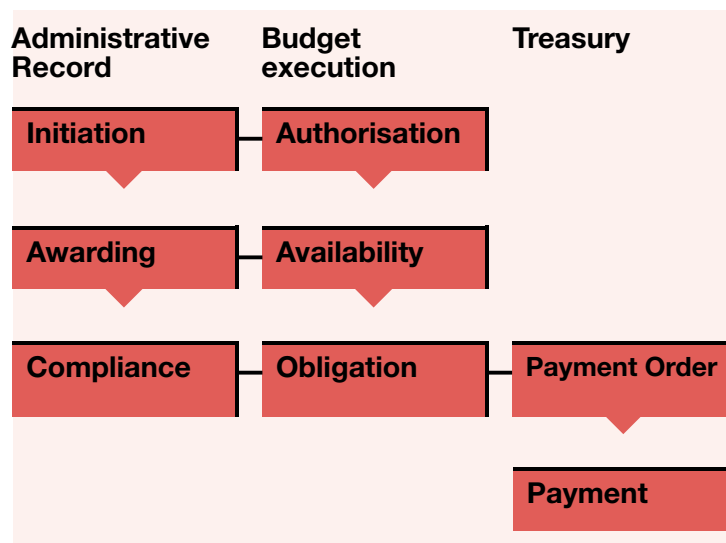
- 9.1. Administrative procedures and budgetary implementations: contracts, subsidies and agreements
- 9.2. Development of strategic projects for economic promotion
- 9.3. Area of Economic Promotion's participation in other municipal projects
- 9.4. Planning the action of the Area of Economic Promotion

The Department of Operational Coordination focuses its action on implementing operational efficiency for the purposes of achieving the area's common goals, guaranteeing that the economic vision is part of all municipal programmes and projects.

9.1

Administrative procedures and budget implementations: contracts, subsidies and agreements

Making a public-policy decision involves creating an administrative dossier and a budget allocation that facilitates the transition from determination to action.



All Departments at the Area of Economic Promotion implement their respective budgets through administrative-procurement procedures, subsidies and agreements.

The Department of Operational Coordination for Economic Promotion works with the Legal Secretariat and the Administration Department to see to the effectiveness and operational efficiency of these processes and procedures to successfully achieve their common goals.

Goals.

- Plan provisions relating to administrative dossiers linked to projects to be implemented from the corresponding budgetary year.
- Monitor the various stages throughout each procedure.
- Optimise resources and speed up procedures.

Initiatives.

- **Monitoring of the Subsidies and Agreements Chart.**

Fortnightly meetings promoted on a mainstreaming basis by the Department of Operational Coordination for Economic Promotion with leading figures from every department at the Area of Economic Promotion, the Legal Secretariat and the Administration Department, to assess the degree of compliance of the various records of hiring and agreement drafting and annually established subsidies.

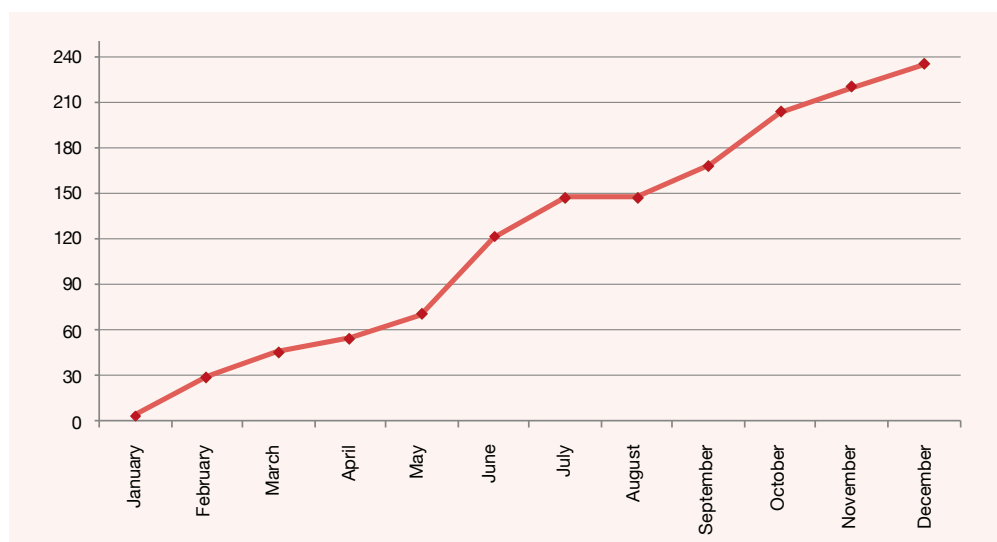
2022 saw the Area of Economic Promotion carry out 235 administrative records corresponding to agreements and subsidies.

And a total of 88 contracts awarded through public competition.

Agreements and subsidies completed in 2022 – development by Departments

| | Base | Commerce, restaurants and catering and consumption | Cope | Ess-Pau | Studies | City promotion | Tourism and creative industries | Accumulated total |
|-----------|------|--|------|---------|---------|----------------|---------------------------------|-------------------|
| January | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 4 |
| February | 5 | 6 | 5 | 3 | 2 | 0 | 8 | 29 |
| March | 8 | 6 | 5 | 4 | 2 | 0 | 21 | 46 |
| April | 11 | 7 | 6 | 5 | 2 | 1 | 23 | 55 |
| May | 13 | 10 | 7 | 6 | 2 | 5 | 27 | 70 |
| June | 26 | 15 | 13 | 11 | 2 | 7 | 47 | 121 |
| July | 33 | 15 | 18 | 11 | 2 | 13 | 55 | 147 |
| August | 33 | 15 | 18 | 11 | 2 | 13 | 55 | 147 |
| September | 40 | 16 | 17 | 17 | 5 | 15 | 58 | 168 |
| October | 55 | 19 | 23 | 23 | 5 | 15 | 63 | 203 |
| November | 59 | 19 | 26 | 31 | 5 | 15 | 65 | 220 |
| December | 69 | 19 | 28 | 33 | 5 | 15 | 66 | 235 |

Evolution of Cases in 2022 by month



9.2 Development of strategic projects for economic promotion

The Area for Economic Promotion implements several projects relating to the overall work of the various sectors making it up.

The Department of Operational Coordination for Economic Promotion collects information, analyses it, and proposes and implements these mainstreaming projects, which are intended to contribute to the analysis and reflection of new emerging socio-economic scenarios raising and generating new challenges and therefore new ways of taking them on, rethinking new initiatives that have a favourable impact for the city on entrepreneurial and social levels.

Goals.

- Facilitate the inter-relationship between the various economic sectors of the city's entrepreneurial ecosystem.
- Contribute and take part in the implementation, landing and deployment of public policies for economic promotion in Barcelona.
- Promote initiatives and measures for accompanying entrepreneurs which facilitate the revitalisation of various economic activities.

Initiatives.

- **Barcelona React Conference 2022.**
The Second Barcelona React Conference (2022), a **face-to-face event open to the city's residents** and to all the players and sectors involved in Barcelona's development, was held on 30 and 31 March and on 1 April 2022 in the Disseny Hub Barcelona (DHUB) building, in two spaces: the Main Auditorium and Hall C, with a registered attendance of 1,406 people, including the public at large, VIPs, members of the press and speakers. The Disseny Hub de Barcelona provided a space where more than 60 local, national and international experts and leaders reflected on the roadmap for our city's post-pandemic economic promotion and aiming for the 2030 Agenda.

The conference was divided into **three areas: individuals, planet and progress**. Analyses were made of initiatives such as re-economising the city centre, promoting strategic sectors, a source of quality jobs, from sports to culture, and fostering the local economy.

Discussions were also held on the crucial role played by innovation and science, the consolidation of the city as an pole of economic attraction and the value of creativity applied to industry.

The programme was divided into 19 sessions overall, which were held over three days, as follows:

- An institutional opening and conclusion, attended by representatives from Barcelona City Council and the Spanish government, followed by a discussion: “The impact of the Ukraine conflict”.
- Three “keynote” sessions, one per day:
 - Day 1: *Barcelona, the path to 2030*, chaired by Jaume Collboni, the Deputy Mayor at Barcelona City Council.
 - Day 2: *Cities as the driving force for economic development*, chaired by Bruce Katz, the founding Director of the Drexel University, followed by a discussion with Xavier Vives and Natalia Olson Urtecho.
 - Day 3: *High-level dialogue: The energy transition, economic necessity and opportunity*, with Teresa Ribera, the Third Deputy Prime Minister of the Spanish State and Spanish Minister for Ecological Transition, Jaume Collboni, the Deputy Mayor at Barcelona City Council and Francesco La Camera, the CEO of IRENA.



- **Economic Promotion Technical Workshop.**

The first internal workshop for workers in the Area of Economy, Resources and Economic Promotion at Barcelona City Council, was held on Tuesday, 22 November at the DHUB Auditorium and Foyer, a day event designed for exchanging and exhibiting work made with various professional teams.

The workshop’s goals were:

1. Promote mutual relations and knowledge between the various technical teams making up the Area of Economic Promotion.
2. Discover some of the projects implemented during that term of office and assessed as good practice owing to their innovative nature and having more than one team taking part.
3. Identify key factors for implementing successful projects and sharing these with the organisation.



A “Timeline” was held where the individuals attending identified various key moments in the Area over the last few years.

A presentation was made of several important projects carried out and shown by people from the various teams that made them possible.

A participatory training course was also held, presented by Maria Batet: How to use Visual Thinking and creativity adapted to our work to identify personal and/or organisational challenges.

The workshop had 172 participants involved at all times in the participation dynamics that gradually developed throughout the morning as well as a presentation of key projects carried out by the Area’s same professionals, experts tasked with projects from each Department.

The projects presented were as follows:

The local economy.

Modernisation of Markets and green commerce
Support through subsidies
Procurement grants and “Impulsem el que fas” Call for Subsidy Applications.
Christmas Campaign
Comerç amb Cara i Ulls [Commerce with Face and Eyes].

Innovation, promotion and raising the profile of the city.

Match impulsa
Tractor projects – Convent de Sant Agustí and Bloc IV-Coopolis
Boosting international talent: Promoting new opportunities
Barcelona International Welcome Desk and Barcelona International
Community Day.
Visitor economy.

Management and knowledge.

Advancing towards knowledge of the strategic sectors.

Food instruction.

Financial training workshops for senior citizens.

Managing reports.



9.3 Area of Economic Promotion's participation in other municipal projects

The Department of Operational Coordination represents the Area of Economic Promotion in several municipal committees.

Goals.

- Participation in several mainstreaming municipal projects with an impact within the organisation and in the city.

Initiatives.

- **Work group for peaceful and safe night-life.**
Led by the Manager's Office for Safety and Prevention, this group works to improve coexistence in public spaces, based on proposals from city residents, as well as internally with every area having an impact on safety, use of public space, health, young people and economic promotion.
- **Participation in the Municipal Network of Innovation Players.**
- **Barcelona City Council – Government of Catalonia Joint Committee.**
Coordination of topics of interest to be addressed in meetings held with the Catalan government and led by the Department of Institutional Relations at Barcelona City Council.
Gathering data from the various areas regarding topics to be addressed and preparing the corresponding reports with priority issues.
- **Deployment of Gender Mainstreaming Unit in the Area of Economic Promotion.**
The Regulations for Gender Equality in Barcelona City Council were approved at the Full City Council Meeting of 21 December 2018.

The Regulations aim to:

- Guarantee and improve effective and real compliance with gender-equality obligations.
- Establish the gender-equality principles required for governing the actions of management and governance bodies at Barcelona City, as well as the municipal services that must be offered and the minimum measures that have to be adopted for incorporating the gender perspective into municipal policies and initiatives.

- Meet its mandate for applying real and effective gender mainstreaming in the very core of Barcelona City Council.

One of the mechanisms for meeting these goals is set out under Article 21 of the Regulation, which establishes the creation of **Gender-Mainstreaming Units**: “Every area and district, as well as independent body, public enterprise and any other entity linked or answerable to Barcelona City Council”.

For the purposes of deploying this new organisational structure with staff appointed to guarantee a mainstreaming integration of the gender perspective into every municipal public sector under the same criteria, Mayoral Decree S1/D/2022-152 was approved on 7 April 2022, approving the application of the organisational structure for the effective implementation of Gender Mainstreaming Units, and came into force on 11 May 2022.

- **Gender Mainstreaming Units.**

These are structures for promoting gender policies, made up of staff appointed as “Gender Mainstreaming Role Models” (GMRs). Training in gender-equality public policies and tasked with guaranteeing the enforcing gender mainstreaming in their area of action and in coordination with the Department of Gender Services and Time Policies and with the rest of the GMUs at Barcelona City Council.

- **Network of Gender Mainstreaming Role Models.**

This is established as a regular coordination and cooperation space between the various Gender Mainstreaming Role Models making up the Gender Mainstreaming Units in the manager’s offices in Areas, Districts, Independent Bodies, Entrepreneurial Public Entities, Municipal Trading Companies and Consortiums.

The Network of Gender Mainstreaming Role Models’ first full meeting was held on 12 December 2022, at the Convent de Sant Agustí. The network was officially constituted that day, with joint work spaces arranged for facilitating the design of the Annual Work Plans for each GMU.

The Area of Economic Promotion has its own Gender Mainstreaming Unit.

- **Municipal Action Map for 2019-2023 (MAP):**



Coordination with the various areas of Economic Promotion and with the Municipal Manager’s Office (October 2022) with the aim of gathering and centralising all information of interest relating to projects and initiatives carried out throughout the Term of Office as regards the following content:

Enterprise, digital economy and employment

Grants, enterprise and entrepreneurship
Reactivation projects
Employment
Social and solidarity economy
Digital economy

Commerce, Markets and Food

Municipal markets
Revitalising commerce
Extension of terraces (including on road surfaces)
Sustainable food systems

Tourism

Beneficiary projects of the tax on overnight stays in tourist accommodation (IETT)
Regulating tourist accommodation – PEUAT
Sustainable tourism biosphere projects

Heritage Purchases

Housing acquisitions
Officially protected ground-floor premises
Unique buildings

Responses to Covid-19

Covid-19 B-Crédit loans
Subsidies to tourism and leisure sectors
Extension of terraces
Bonus Consum

- **Municipal employment plans (Integrated employment projects for 2023).** Integrated Employment Contracts (IECs) are Active Employment Policies aimed at increasing the employability of their beneficiaries through a mixed pathway of training and work. Regular employment is not created under Employment Plans. IECs complement but do not replace structure jobs; which is why they need to be linked to specific projects, separate from usual activity.

Municipal Employment Plans involve an immediate impact initiative in guaranteeing the direct recruitment of unemployed individuals with more difficulties finding work and in or at risk of a social emergency situation, more specifically individuals over the age of 40 and young people below the age of 30 in a situation of long-term unemployment.

These are tools that help individuals who have been unemployed for a long time to reactivate and recycle themselves professionally, recover their self-esteem and gain an experience of value for subsequent job-hunting, by acquiring (or re-using) employment skills. They also enable such individuals to carry out projects of collective interest.

It is here that we at the Area of Economy, Resources and Economic Promotion, working in coordination with Barcelona Activa, were able to manage the following Employment Plan places under a 6-month employment contract held from June/July to December 2022: 6 Economic Promotion Places out of a total of 13 for the entire Area. Contract termination dates: 29 December 2022.

9.4 Planning the action of the Area of Economic Promotion

The Department of Operational Coordination for Economic Promotion carries out coordinated and systematic work to gather information on the various initiatives that are carried out in Barcelona City Council's various areas.

Such information enables all the work carried out throughout the year to be presented to the rest of the organisation and to institutions, entities, enterprises and city residents.

Goals.

- Carry out an inter-departmental coordination process, gathering and processing information that subsequently enables the preparation of documents relating to projects and initiatives performed through the year.
- Bring visibility to the projects and initiatives carried out from the Area of Economic Promotion in the city based on the production of documents, technical and other reports or through other communication productions.

Initiatives.

- **Drafting of the Area of Economic Promotion's Annual Report.**
Summary of the key indicators, goals, projects and initiatives of the various departments at the Area of Economic Promotion for the purposes of presenting the annual activities of the various areas making it up.
- **Summary of the Area of Economic Promotion's indicators.**
This systematically gathers the indicators and data of interest relating to the various plans, programmes and projects carried out by the various sectors.
- **Production of video courses**
Preparation of audio-visual products for promoting and presenting all the activities that were carried out by all the areas making up Barcelona's economic promotion.

- Five video courses were produced:
 - Area of Commerce, Restaurants and Catering and Consumption and Barcelona's Markets.
 - Area of Tourism, Events and Creative Industries.
 - Area of Social and Solidarity Economy and Sustainable Food.
 - Area of City Promotion and Brand Barcelona.
 - Barcelona Activa.



10

City Promotion Department

-
- 10.1 Brand Barcelona**
 - 10.2 Promotion abroad**
 - 10.3 International talent. Plan 360**

10.1 Brand Barcelona

Mission.

Boost the city's identity and reputation by managing Brand Barcelona and its international positioning.

Goals.

1. Boost the city brand as a lever for local economic activity and factor of competitiveness in attracting and gaining the loyalty of local and international players.
2. Promote the management of Brand Barcelona's identity and reputation from Barcelona City Council's leadership and with the participation of the local ecosystem.
3. Monitor the perceptions and repercussion of the brand in social media to value the impact of various positive and negative events that affect it.
4. Create new tools for promoting and boosting brand Barcelona.

Initiatives.

- **Boost brand Barcelona in international forums and media.**
Barcelona is part of the important city networks for helping to resolve global problems and, at the same time, takes part in specific international networks and fairs of the place branding or city brand fair to share practices and boost Barcelona in international forums.
- **Boost brand Barcelona within the local ecosystem.**
The identity of the city is made up of very diverse aspects and a large number of public and private players.
The City Council works with the local ecosystem to lead the management of this identity and building brand Barcelona.
- **Speed up brand Barcelona's digital promotion and monitoring.**
The digital world has a very large influence on the generation of perceptions and enjoys great potential worldwide. This is why work is carried out on monitoring digital perceptions of the brand and how important events influence such perceptions.

Create new tools for promoting brand Barcelona.

New tools need to keep on being innovated and generated, and existing tools consolidated, to promote the brand throughout the world.

Activities carried out.

- **Boost brand Barcelona in international forums and media.**

Initiatives were carried out at international events with 833 attendees.

1. **EUROCITIES:** Large network of 40 European cities where Barcelona is the Vice President of the City Brand and International Economic Relations Work Group.
2. It took part in the meeting of the **City Brand** group in parallel with the Place Marketing Forum in Grenoble (14 and 15 April), an international area branding and marketing strategy forum, co-organised by Grenoble Alpes Metropole, where two promotion initiatives, a presentation and a round table were held.
3. We took part in the Stuttgart Creativity Network (20 and 21 July), with a presentation of the Green Deal with 200 attendees as a public strategy for taking on global city challenges in the workshop: Smart & Sustainable Cities.
4. **Districts Creativity Network** is a network of regions working to implement and share initiatives and good practices to stimulate creativity, crossing several disciplines to promote innovation.
5. It participated in the **City Nation Place** in London (9 and 10 November), the world's chief place branding congress, a framework in which expert and political marketing place managers from around the world planned and adapted their strategies for creating civic pride, attracting investments and talent and reconstructing their economies sustainably and digitally. A talk and round table were held there and it took part as a member of the awards jury.
6. It participated in the **Latin-American County Brands Forum** in Montevideo (CIMAP, 27 and 28 October), where the people in charge of the strategy for place-branding and place-making countries, regions and cities in the Latin America area met up to encourage the exchange of good practices in this area.
7. It also went to **CIMAP's** pre-forum in Santiago, Chile (2 to 5 March).

Boost brand Barcelona within the local ecosystem.

The **Brand Barcelona Day Event** was organised (23 November) in Torre Urquinaona. The event featured a presentation of the Brand Barcelona Resilience Barometer and Escolta Activa's unpublished social-media studies; it promoted discussions and views on the brand's health and on internationalisation from the perspectives of various public and private players (ACCIO, Barcelona Airport, AMEC, Barcelona Design Centre, Barcelona Global/Barcelona & Partners, Barcelona Chamber, Casa Àsia, CDRA, CIDOB, Fira de Barcelona, Foment de Treball Nacional, IESE, PIMEC, Barcelona Port, Scitech Diplohub, Turisme de Barcelona, Tech Barcelona, AMB, Mobile World Capital Foundation, Sonar,

Primavera Sound, FNOB, IEMED, PEMB, Barcelona Circuit – Catalonia) drawing shared conclusions from these.

Speed up brand Barcelona’s digital promotion and monitoring.

Active social listening continued in 2022, with tools that enabled real-time monitoring of mentions of the word “Barcelona” in the global digital sphere and by obtaining fortnightly and monthly reports.

Information-gathering and reports looking to 2023 continued to improve.

The 3rd wave (February-March 2022) and 4th wave (November -December 2022) of the City Brand Resilience Barometer were completed. The barometer measures the repercussions there may be on the resilience and therefore reputation of brand Barcelona from several internal and external positive and negative impacts occurring in the city over the 12 months prior to the survey.

This barometer is a qualitative tool based on responses to an online survey from 1,300 active middle-ranking and senior professionals aged 18 to 65 from seven countries in Europe (including France, United Kingdom and Germany), the Americas (USA, Chile, Mexico), Asia (China, Japan, Indonesia) and the rest of Spain. It is also compared with previous waves.

Create new tools for promoting brand Barcelona.

Implementation of the first creativity, production and content plan for the “Barcelona in the world” interactive travelling installation, to make our city more attractive to international business projects, investment and talent.

The contract for 2023 for managing the installation’s transport, storage and revitalisation was drafted and awarded.

Campaigns were launched in the printed and digital media and on digital platforms to promote the brand in the context of the Mobile World Congress 2022 and 4YFN 2022.



10.2 Promotion abroad

Mission.

Contribute to Barcelona's sustainable and fair growth, by strengthening its competitiveness in strategic sectors and attracting foreign enterprises and investments that create quality jobs with a future.

Goals.

1. Promote Barcelona and its values through positioning and economic-diplomacy initiatives that increase their global importance and economic attractiveness.
2. Promote Barcelona's strategic sectors and innovation ecosystem internationally to attract productive economic activity while facilitating the growth and internationalisation of these enterprises.
3. Facilitate and accompany the establishment of foreign investment and business projects in the city.
4. Improve Barcelona airport's intercontinental connectivity to maintain the attractiveness and facilitate access to international markets, resources and talent.

Initiatives.

• **Economic diplomacy.**

Barcelona is a globally important city, but boosting its position requires work in its institutional missions abroad, where networks of trust, exchanges of good practices and dissemination of economic and cooperative values and opportunities are created.

The Department for City Promotion runs institutional missions to connect Barcelona's economic fabrics with strategic markets and act as potential conveyors of investments, businesses and talent.

However, promotional initiatives are also carried out with business and institutional delegations visiting us to strengthen ties and open up opportunities for growth and exchange.

• **Sectoral promotion.**

Initiatives are implemented in specific sectoral fairs to contribute to the growth and consolidation of the city's sectors and attract investments and businesses, and local enterprises are accompanied to foster their growth and internationalisation.

More specifically, initiatives are carried out in sectors such as innovation and startups, smart cities, creative industries and design, and information and communication technologies and in the property and logistics sector, creating physical locations for the other economic activities.

- **Accompanying investments.**

Work is being carried out in every promotional initiative to attract foreign investments and businesses, presenting economic and institutional players with the city's attractions and providing guidance when implementing their projects.

Any interested individual sharing the city's goals and vision is offered Barcelona Activa's business-landing service for facilitating their arrival and implementing their business as far as possible.

- **Intercontinental connectivity.**

The Barcelona Air Routes Development Committee works to create new international routes to Barcelona, recover lost destinations and strengthen existing ones with more frequent flights, not just in sectoral fairs but also by building up contacts with the sector's players in Barcelona and during missions and fairs abroad.

Activities carried out.

The various city-promotion activities carried out in 2022 reached 5,534 people in 32 activities, events and fairs, in the city and abroad.

- **Economic diplomacy:**

- **Abroad:**

- Mission in Singapore and Bangalore (14 to 22 June) to promote economic relations with Asian cities that are strategic to Barcelona, Singapore, the gateway to the South-East Asian market, and Bangalore, India's technological capital.
- Mission in Seoul (28 August to 2 September) to strengthen economic relations and position Barcelona as an innovation hub in Europe for Korean startups. Barcelona received the "Best Smart City" award from the Korea World Smart City Expo.
- Barcelona-Catalonia Bridge in Mexico City (10 to 12 October), under a programme centred on four areas: talent, design and creative industries, science and technology, and tourism.
It was coordinated with a SciTech DiploHub Innovation Day, a Barcelona Design Exchange Barcelona Mexico Design Hub Barcelona, and a Barcelona tourism promotional event.
- Economic diplomacy events were held including presentations to foreign business schools (Bocconi) and city-network meetings (EUROCITIES and World Innovative Cities Cooperation Organization, WICCO).

- **In Barcelona:**

152 international delegations from 40 countries and with over 2,525 people attending were told about Barcelona's economic side and Barcelona Activa's services and shown the 22@ innovation district. These initiatives enabled us to recover part of the delegation demand we had before the pandemic.



- **Sectoral promotion:**
 - Three high-impact initiatives were held in the Property sector, within the framework of the Barcelona-Catalonia agreement with Incasòl and the Barcelona Metropolitan Area, with booths and talks at the sector's most important fairs: MIPIM in Cannes (15 to 18 March), EXPO REAL in Munich (4 to 6 October) and The District in Barcelona (19 to 21 October).
 - Two initiatives were held in the entrepreneurial and startup ecosystem sectors, within the framework of the new Barcelona-Catalonia Startup Ecosystem agreement with Acció, the WEB SUMMIT fair in Lisbon, with a booth (1 to 4 November) and the NOAH investors conference in Zurich (6 to 7 December).
It also took part in the DEEP Ecosystems conference in Stuttgart (23 to 24 June).
 - It had a booth in the ICT sector, under an internationalisation of enterprises agreement with Red.es, ACCIÓ and the MWC Foundation, and another at the MWC Las Vegas (28 to 30 September). It also took part in the MWC's Beat Barcelona space (28 February to 3 March), where there were three guided tours for players from Barcelona's international community.
 - It took part in the creative industries sector in the municipal booth at the Integrated Systems Europe (ISE, 10 to 13 May) and there were guided tours inside the fair for the international community.
 - It took part in the Smart City sector in the municipal booth at the Smart City Expo World Congress (SCEWC, 15 to 17 November) attending to visits from international delegations within the fair.
- **Accompanying investments:**
116 business and investment projects were accompanied together with Barcelona Activa's Business Landing Service, of which 28 (24%) had landed, some very notable such as the new Toulouse Business School's headquarters, the World Ocean Council's international headquarters and a Centiro development centre.
An estimated 487 jobs were created and 395 million euros invested in the city.
- **Intercontinental connectivity:**
We took part, in the framework of the Barcelona Air Route Development Committee (CDRA), in the Routes World fair in Las Vegas (16 to 17 October), the world air sector's most important international meeting, where work

was carried out to improve Barcelona's connectivity with the rest of the world, with a booth and 38 meetings.

The first edition in Asia of Barcelona Air Route Meeting Week was also held, in digital format.

2022 saw Josep Tarradellas Barcelona-El Prat airport operate 175 destinations in 53 countries, 38 outside Europe, 11 more than in 2021.

Extraordinary Agreements and Subsidies.

- **Agreements with Contribution:**
 - **BARCELOC:** "Barcelona European Logistics Centre", an agreement for ensuring the attraction of industrial and technological investment and business projects interested in having a logistics and distribution centre, as well as logistical-innovation hubs from Barcelona for the south-European market (formerly with ACCIO and Barcelona Port).
 - **Barcelona-Catalonia:** an agreement for promoting offers from Barcelona and its metropolitan area both nationally and internationally as the preferred destination for high-impact investments in our region (formerly with INCASOL and the Barcelona Metropolitan Area).
 - **Barcelona-Catalonia Startup Ecosystem:** an agreement for the international economic promotion of Barcelona and Catalonia and their local startup ecosystem, for the purposes of attracting business investments and initiatives, promoting the internationalisation of local startups and scale-ups and helping to position Barcelona and Catalonia in the world as a global economy and startup creation and growth centre (New collaboration agreement with ACCIÓ).
 - **Promotion, growth and internationalisation of Spanish technology-based enterprises in benchmark ecosystems** (formerly with Red.es, ACCIO, Mobile World Congress Foundation).
 - **Barcelona Air Route Development Committee:** an agreement for establishing and promoting new intercontinental air routes for Josep Tarradellas Barcelona – El Prat airport (formerly with AENA, Aeroports de Catalunya, Barcelona Chamber of Commerce).
 - **World Routes:** an agreement for Barcelona's joint promotion as a priority destination for airlines, through participation in World Routes (formerly with Aeroports de Catalunya).



- **Agreements with subsidies:**
 - **SciTech DiploHub:** an agreement for Barcelona's international economic promotion as a city of science and innovation (formerly with SciTech DiploHub).

10.3 International talent. 360° Plan

Mission.

Promote Barcelona's sustainable and fair growth, by strengthening its competitiveness in strategic sectors and attracting foreign enterprises and investments that create quality jobs with a future.

Goals.

1. Help to position Barcelona as an open, welcoming, diverse, benchmark and attractive city for international talent.
2. Attract people with the necessary training, skills and abilities and experts in these professional profiles who are not found in the local market to improve the competitiveness of local enterprises.
3. welcome, stimulate and establish international talent, the key to economic and social development, and facilitate their landing and loyalty.

Initiatives.

360 Plan.

- All **International Talent Programme's** initiatives involve a **360° plan** given that they are carried out over the course of the year, cover the international community's various profiles (consuls and institutional representatives, executives, business people, entrepreneurs, students, research staff, etc..) and take into account the various stages: attraction, reception or landing, stimulation and loyalty building.
- **Attracting international talent.**
Digital-talent focus: Initiatives for attracting international talent at specialist fairs and for retaining talented students who have come to Barcelona to read higher studies in the field of technology.
- **Barcelona International Welcome website and social media.**
This is a web port that offers information and resources to facilitate the reception, stimulation and loyalty of international talent.
- **Barcelona International Welcome Desk Service.**
Maintaining and monitoring the assistance service for international talent aiming to live and work in Barcelona or who have just settled here.
The service offers practical information, procedures and expert advice,

online, by video-conference or face to face, in the MediaTic building, in the heart of 22@. Appointments need to be made in advance in both cases.

- **International Community Stimulation Programme and Barcelona International Community Day.**

A programme of activities continued throughout the year to stimulate and encourage loyalty among Barcelona's international community.

The 9th edition of Barcelona International Community Day (BICD) was the highlight.



- **Programme for fostering loyalty among the international community:**

Barcelona has a network of international organisations, ranging from institutions, such as consulates and official foreign trade offices, to foreign chambers of commerce, business and civil-society associations, such as expat clubs.

It stays in constant contact with these players and organises activities for participation in and collaboration in city events to build up loyalty and joint synergies.

Activities carried out.

In short, **112 activities** were organised throughout the year, with **7,685 individuals** taking part (including Barcelona International Community Day's indicators).

We'll explain all this and other types of initiatives in greater detail below:

- **Attracting international talent, focus and digital talent.**

- **Participation in the JBCNConf**, an annual conference organised by the Barcelona Java Users Group, which brings together programmers and digital experts.

The local ecosystem was promoted, as was the support offered by the City Council for facilitating the establishment of technology enterprises and talent.

- Joint organisation with Barcelona Digital Talent of two talent-retaining initiatives aimed at international students at Catalan universities reading higher studies in the field of technology.

Both **I'IT.Nerary Day** and **Welcome IT Day** put master's students in contact with enterprises recruiting digital talent through speed-dating and networking activities and visits to their corporate headquarters. A total of 346 students and 37 enterprises took part in the two initiatives.

- Organisation of **welcoming sessions for international students** from several business schools and higher-studies centres. These were initiatives held at schools to explain the City Council's services for international talent, entrepreneurship and job-hunting.
- **Institutional mission in the Indian city of Bangalore**, focused on attracting talent and digital startups, as well as the creative industries sector. The mission included meetings with the Indian Institute of Information & Technology Bangalore (IIITB) and other enterprises from several areas in India's technology and creative-industries sector.
- **Participation with a booth at the London Going Global Live Fair**, one of the British market's main fairs for internationalising enterprises. It was attended by people interested in doing business in Barcelona and provided information on the services offered by the city for talent aiming to move there.
- **Barcelona International Welcome website** and social media.
 - **Updating the website's procedures section** to a format that improves its usability. Incorporating audio-visual content to facilitate understanding of complex but key aspects for landing in the city.
 - **Stimulation in networks themselves** (Instagram, LinkedIn and YouTube) with contents in English and specific for the international community.
 - **Publication of 12 edition information newsletters** (monthly) and newsletters with an activities calendar.
 - **Creation and integration of Barcelona International Community Day's microsite** on the Barcelona International Welcome website.
- **Barcelona International Welcome Desk Service.**



- Maintaining and updating the **www.barcelona.cat/welcomedesk service** website and updating and incorporating welcome pack materials.
- **Dissemination webinars** and promotional events for the service with its detailed presentation aimed at several of the international talent ecosystem's players.
- **Digital publicity campaign** (google adds) for promoting the service, segmented and aimed at 5 European countries and at Barcelona's international community (September – November).

- **International Community Stimulation Programme and Barcelona International Community Day.**
 - Format of the activities carried out: The face-to-face format of the activities was restored, with the digital format kept in some of them.
 - Type of activities: large-format talks or day events, information courses or sessions, round tables with experts or testimonies, practical workshops, and animation and networking activities were organised.
 - As for the **BICD**, this year's edition, held at the Museu Marítim on 22 October, was the edition with the highest ever number of participants: 5,416 registered individuals from 130 countries. 61 activities were held, with 86 enterprises and entities taking part, 73 as exhibitors. It therefore consolidated itself, for a further on, as a meeting point for Barcelona's international-talent ecosystem.
- **Programme for fostering loyalty among the international community.**
 - A total of 11 "Barcelona update" sessions. These were work sessions with representatives of embassies, consulates and foreign chambers of commerce.
 - Participation in numerous meetings, tribunals and award ceremonies, day events and presentation of reports and other activities organised by entities from the city's international business and institutional community.

Extraordinary Agreements and Subsidies.

- An agreement was signed with the Mobile World Capital Foundation for the "**Barcelona Digital Talent – Work in Barcelona**" project for taking on the global trend of scarce talent with technological profiles. The view is that it is in Barcelona's interest to promote its technological and innovative ecosystem and attract the best digital professionals.

The aim is to put international talent in contact with digital enterprises located in Barcelona under various initiatives as well as attract individuals to Barcelona who have digital profiles that cannot be found locally and which are key to the competitiveness and innovation of our enterprises and organisations.
- An agreement was signed with the Bosch i Gimpera Foundation to regulate collaboration within the framework of the **Barcelona University Centre (BCU)** project, an official reception, accommodation-searching and accompaniment service for foreign-national students, lecturers and researchers moving to the city, and to work to promote Barcelona as an international university centre.

Barcelona City Council has been collaborating with the Foundation since its creation in 1997 and represented by the Department of City Promotion since 2020.

11

Department of Commerce, Restaurant and Catering Industry and Consumer Services

- 11.1 Regulatory and administrative changes
- 11.2 Economic-development tools
- 11.3 Consumer help and information services: Municipal
Consumer Information Office
- 11.4 Commercial promotion and stimulation
- 11.5 Subsidies and grants

11.1 Regulatory and administrative changes

Mission.

This year saw work carried out on adapting several regulations to the needs of the commercial and restaurant industries, to strengthen these strategic sectors for the city's economy and speed up their reactivation.

Goals.

1. Incorporate the measures needed for speeding up the economic reactivation, by adapting and making certain regulations and procedures more flexible.
2. Transparency in management and commitment to quality in providing services and their accomplishment

Initiatives.

• Activities carried out.

• Approval of the boundaries for the New Business-Hours Tourist Zone.

Barcelona City Council's request to change the boundaries of the city's commercial opening-times tourist zone was approved under the Decision of the Catalan government's Directorate-General for Commerce of 29 April 2022. That means shops in the new area can open on Sundays and public holidays, from 12 noon to 8 pm, from 15 May to 15 September, first and last dates included.

More specifically, the new business-hours tourist zone includes areas 1 and 2 of the Tourist Accommodation Urban Development Plan (PEUAT).



In force until 31 December 2025, this new regulation was the result of an agreement reached by Barcelona Comerç, Barcelona Oberta, PIMEC Comerç, Foment del Treball, the National Association of Large Distribution Companies (ANGED), the UGT and CCOO last February with Barcelona City Council's approval.

In addition to the regulation provided for in the Business-Hours Tourist Zone (ZGAT), there are ten public holidays when shops throughout the city can open for business. Eight set by the Catalan Government and two by Barcelona City Council.

- **Byelaw regulating street hawking of goods and services in Barcelona.**

It falls to local authorities, under Act 18/2017, of 1 August, on Commerce, Services and Fairs, to issue a municipal byelaw for authorising the sale of goods and provision of services from portable structures or stalls or food trucks in public spaces, of whatever type, and for determining their dates and frequency, the perimeter they operate within, the total number of stalls and their sizes and range of offers, and the conditions for traders to access them.

Representatives of trade associations and organisations were invited to take part in the preparation of the draft byelaw on street sales of goods: Marxants Maresme, PIMEC, Barcelona Oberta, Barcelona Comerç, FEMM, ASOMERCAT, Foment de Treball, CEDAC, the Barcelona-Llevant Federation of Trade Associations, COCAM.

Others taking part in these sessions included representatives from the Councillor's Office for Commerce, Markets, Internal Regulations and Tax and the Commissioner's Office for Social Economy, Local Development and Food Policy.

Meetings were also held internally with legal services and the districts of Nou Barris, Sant Martí and Sants-Montjuïc.

A preliminary public consultation went ahead from 26 July to 12 September 2022 on the draft municipal byelaw regulating the street hawking of goods and services in Barcelona, from Barcelona City Council's web portal (<https://ajuntament.barcelona.cat/transparencia/ca/ordenanca-venda-ambulant>).

Four contributions from associations were presented: one from Joves Agricultors i Ramaders de Catalunya [Young Farmers and Livestock Breeders of Catalonia], one from Slow Food Barcelona Vázquez Montalbán and two from Xarxa de Consum Solidari [Solidarity Consumption Network].

- The next step is the approval of the draft byelaw by the Government Commission and the processing of the file for approval by the OVNS under the directives for drafting municipal rules, approved by the Government Commission through the Decree of 15/04/2015, ending with final approval granted at a Full Municipal Council Meeting.

11.2 Economic development tools

Mission.

Work was carried out in 2022 to encourage organic growth with the creation of new tools that enabled the establishment of synergies within the city's commercial and socio-economic fabric, for the purposes of promoting the economic reactivation of Barcelona's commerce, restaurants and bars and services.

Goals.

1. Promote and strengthen the city's commercial fabric and restaurant sector.
2. Improve the competitiveness of the city's shops, restaurants and bars.
3. Promote the economic reactivation of Barcelona's local shops, restaurants and bars and services.
4. Promote the digitalisation of the city's shops, restaurants and bars.
5. Promote the ecosystem of enterprises and startups through innovative solutions as well as their adoption by the city's commercial fabric.

Initiatives.

- **Activities carried out.**

- **Technical Workshop for Barcelona's Commercial Sector.**

- The technical workshop for the commercial sector included a presentation of the updated "Catalogue of services and programmes for shops, restaurants and bars and consumers for 2022".



This was a document featuring the main resources made available by Barcelona City Council. The new catalogue was presented on 24 May at Barcelona Activa's Auditorium.

Promoted by the Department of Commerce, Restaurant and Catering Industry and Consumer Service through Barcelona Activa, this resources catalogue lists the services and programmes helping to improve the city's businesses, encourage their generational renewal and provide support for taking the leap to the digital world, among other things.

Notable new developments in the area of commerce include:

- Census of economic activities on ground-floor premises.
- "Living window display" grants.
- Urban Economic Promotion Areas (APEUs).
- Grants for digital transformations.
- Further information: <https://cutt.ly/w9tunmE>.

Observatory of Economic Activity on Ground-Floor Premises.

This 2022 saw the design, conceptualisation and development of the Observatory of ground-floor premises and activities, with a batch of 20 indicators for offering a view of the reality of the commercial fabric and services.

It was created with the aim of creating knowledge relating to Barcelona's ground-floor premises, offering useful data and designing new tools for managing information on ground-floor premises.

The Observatory currently coordinates various studies, surveys and pieces of open data to keep city residents informed of the most important features of this sector's economic activity.



Census of ground-floor premises.

The Census of ground-floor premises records all ground-floor premises intended for economic activity that are found or waiting to be operational. It is an essential tool for diagnosing, systematising indicators, taking decisions and assessing policies on the sector.

The aim behind this project was to consolidate a change of paradigm in the preparation of Barcelona City Council's Census of premises, with several focuses: on the one hand, the basis of a continuous census of ground-floor premises was developed, thereby becoming a tool

focusing on the analysis of premises intended for economic activity, and on the other, a series of sample areas were deployed that could ensure a six-monthly statistical update for discovering the city's trends.

- **Socio-commercial strategic plan for Avda Paral·lel.**

This Plan was financed by the Catalan government's Tourism-Promotion Fund based on the proceeds of the Tax on Stays in Tourist Establishments – IEET – (code A4.4.7.19).

As a preliminary stage, the Socio-Commercial Strategic Plan for Avda Paral·lel was updated over the course of 2021, a project that was meant to promote and bring visibility to the local, cultural and commercial fabric connected to the history of the area and adapted to the current needs of the avenue and its environment. Another aim too was to strengthen an overall vision of the area and consolidate its identity.

Its goals were as follows:

- El paral·lel as a central link between neighbourhoods.
- Reduce the border effect by boosting the revitalisation of public space by suggesting. Its goals were as follows:
 - Carry out social and community improvements.
 - Revitalise the ground floors.
 - Update the vision and shared identity of the avenue.
 - Promote and strengthen the area's cultural and artistic identity. Give a place to tradition and history linked to culture and shows.
 - Promote and strengthen local and responsible commerce. Several sectors came together to create links with the environment and area.
 - Create a governance and participation space in the avenue. Highlight and build new relations with an emerging community.

A narrative was constructed with the local community taking part, creating a brand with its own graphic image, the Paral·lel district, a district of commerce, culture and the performing arts. For the purposes of joining up the three neighbourhoods, bringing visibility to the theatre sector and local commerce, stimulate collaboration to revitalise the avenue and respect its history, environment and cultural diversity, by promoting collective social and environmental sustainability.

Some of the Strategic Plan's sections were consensually updated over the course of 2022 with the Department of Creative Industries and the Manager's Office for Culture, as parties to how the governance of the "Paral·lel District" was being shaped.

11.3 Consumer assistance services: Municipal Consumer Information Office

Mission.

The Municipal Consumer Information Office (OMIC) is an information and advice service for consumers and establishments, commercial hubs, micro-enterprises and the self-employed, in their consumer relations (purchase of goods and/or hiring of services). It reports, educates and manages consumer complaints to see to safe and satisfactory consumer relations and guarantee consumer rights.

The OMIC also offers enterprises advice as consumers in basic services and continued dealings: Utilities, telephony, insurance policies and financial products or services.

Goals.

1. Step up information for an informed, reflective, conscientious, critical and satisfactory consumption.
2. Champion consumer rights and promote safe, sustainable, local and neighbourhood relations.
3. Offer municipal consumer-assistance public services (OMIC) that guarantee the rights of individuals and enterprises and the various groups, and promote mediation as a means of resolving consumer-related disputes.



Initiatives.

- **Consumer Information and Education.**

The main channel for consumer information is the assistance to the consultations received by the Municipal Consumer Information Office. Assistance is offered face to face at La Ronda Sant Pau 43, online from <https://ajuntament.barcelona.cat/omic/ca/espai-empreses> and by telephone by calling 010.

- **Initiative 1: Consumer information and education sessions.**

The other channel for information and, above all, education are the free information sessions given to any municipal facility or group that so requests them.

These sessions explain basic consumer rights, protective advice for safe consumer relations and specific issues, such as basic utilities, banking products and financial contracts.

More than 43 information sessions were held at old people's centres over the course of 2022.

- **Initiative 2: Financial-education sessions for senior citizens.**

October saw ten Financial-Educations sessions held for senior citizens in all the city's districts and old people's centres.

These were very positively rated, showing the need for the elderly and the not-so-elderly to have information at hand and know who can help them with queries and possible claims or complaints, and therefore the suitability of continuing with the face-to-face information sessions in old people's facilities.

- **The aim behind these educational sessions was:**

- Convey the concept of consumer and rights in consumer relations.
- The market dynamics of banks, what products they offer us and seeing the advantages and risks that they can entail if full information is not available before any contract is signed or an offer of a product or service is accepted.
- Avoid financial exclusion.
- Introduce municipal consumer services (OMIC) and consumer associations.



The sessions were provided by the OMIC itself and the various consumer associations.

- The average attendance was around 40 people/session (total 400 people).
- **Initiative 3: Practical Consumer Handbook for Senior Citizens.**
The Municipal Consumer Information Office at Barcelona City Council (OMIC), in collaboration with the Barcelona Senior Citizens Advisory Council, published 2,000 copies of the Basic Consumer Guide.

The handbook provided information and recommendations to help senior citizens, those close to them and consumers in general to find out about their consumer rights, with practical tips, contact addresses and telephone numbers as well as safety and prevention tips for satisfactory consumption free of unpleasant surprises.

It could also be consulted online from the OMIC webpage.

- **Initiative 4: OMIC services outreach.**
Two OMIC services-outreach videos were released:
 - One, aimed at consumers: <https://youtu.be/5hn5sPhPeQA>.
 - And the other, aimed at micro-enterprises, self-employed individuals, shops and shopping hubs: <https://youtu.be/BONPdnrjTv4>.
 - OMIC 2022 website indicators: <https://ajuntament.barcelona.cat/omic/ca>
Visits: 116,239; +6.33% (+6,916).
Pages visited: 196,579; +2.32% (+4,458).
One-time visitors: 92,157; +14.79% (+11,877).

- **OMIC Assistance Channels.**

- **Initiative 1: Specific assistance service for individuals affected by the digital gap.**

The face-to-face, appointment-only consumer-assistance service was continued although the OMIC opened a specific (telephone and face-to-face) service in 2022 for individuals affected by the digital gap (senior citizens and vulnerable people).

- Indicators:
 - Total number of people assisted by the OMIC: 22,820 (3,116 cases of digital-gap assistance -13.6% of the total).
 - Face to face: 23% – (8.9 % digital gap).
 - Online: 41%.
 - Telephone (including 010): 36% – (4.6% digital gap).
- Economic sectors more subject to disputes:
 - Basic utilities, above all, electricity owing to changes in rates and delays in issuing bills.
 - The repercussion of wholesale gas prices on the final price of electricity bills.
 - Supplier changes.
 - Banking products and financial services.
 - Recreation and travel services (bookings and cancellations).
 - Online purchases.
 - And, to a lesser extent, the telephone sector and contracts for online training courses.

- **Initiative 2: Direct specific service for dealing with banking neglect.**
The OMIC opened a direct telephone-helpline channel during the first quarter of 2022 to attend to individuals affected by banking neglect (removed cashpoints, reduced face-to-face assistance, compulsory digital-banking procedures etc.) and the digital gap, for senior citizens in particular.



The aim of the service was to provide information and assistance to individuals, especially the elderly, and explain how to make complaints or claims against banks. It was also meant to gather data on cases and degree of incidents among the population relating to banking practices.

- **Conclusion:**
 - Senior citizens are not the only people having incidents with banks.
 - Customer neglect and cash-withdrawal accessibility are not the main problems; they're normally an additional one. The problems are others, the most common perhaps being treatment and availability of clear and unambiguous pre-contractual information.
- **Indicators:**
 - 41% of the people assisted were under the age of 60 and 46% between the ages of 60 and 80.
 - 35.2% of the calls were for claims or complaints about purchased products or commission charges and 22% for treatment from banks (banking neglect, cashpoints and reduced face-to-face assistance times).
- **Support and collaboration with consumer associations.**
 - **Initiative 1: Public and private consumer services outreach.**
Collaboration with consumer associations and organisations continued throughout 2022.
A joint Handbook from the Municipal Consumer Services and consumer associations was disseminated, with the aim of boosting public knowledge of public consumer services and consumer defence organisations (24% of city residents currently know of a public or private consumer organisation), and a boost was given to the dissemination of the joint services guide with the services offered by the OMIC and the Consumer Arbitration Board (JACB) and consumer defence organisations.

Support was given to eight projects submitted by consumer associations to the City Council's general call for subsidy applications, totalling 50,000 euros.



**Qui protegeix
els drets bàsics
de les persones
consumidores?**

CONSELL MUNICIPAL DE CONSUM Barcelona, 2021

11.4 Commercial promotion and stimulation

Mission.

Work is being carried out to make commerce a key part of the city's backbone. This is a dynamic, enterprising and socially cohesive Barcelona that considers commerce a value of quality and economic growth. Based on campaigns and projects aimed at revitalising commerce and restaurants and bars, to convey confidence to the public and reactivate consumption. Maintain the city's commercial fabric, owing to its social importance and the fact it is the cornerstone of the Barcelona model of positive community life.

Goals.

- Promote shopping and consumption through the incorporation of new users into local consumption and commerce.
- Raise awareness among consumers of the responsibility involved in the act of local shopping and consumption.
- Create immediate-information mechanisms for the sectors affected by the Covid-19 economic crisis and thereby give them access to the public resources on offer.
- Promote the transition from traditional commerce and consumption to an e-commerce and e-consumer model, guaranteeing secure, transparent, sustainable and local consumer relations.

Initiatives.

• **Christmas 2022-2023 Campaign.**

Barcelona City Council is working to make the Christmas campaign a unique and outstanding reference, while helping to promote the city's economic, social and cultural fabric.

Several initiative had been planned for the period from 24 November 2022 to 6 January 2023:

- Street lighting: that year saw 4 extra kilometres (104 km in total) lit up including new sections along C/ Balmes, C/ Ronda de Sant Pere, C/ Aragó and Gran Via, as well as initiatives in thoroughfares with long-term public works and other spaces under the Neighbourhood Plan.
- For the third year running, the City Council made a notable increase in its budget for Christmas lighting throughout the city, totalling 2,237,500 euros. The subsidy for street lighting promoted by commercial

associations was also raised, as an exception and for the third year running, being at 75%, with a 800,000-euro budget.



- A decision was taken that year, in view of the energy crisis and in accordance with employers in shops, restaurants and bars, for Christmas lighting to be reduced by 42 hours, from the 259 of previous years to 217.
- The city's Christmas lights switching-on ceremony: This was held on 24 November in the Nou Barris district's Plaça Major, following the "Light Years" show from the La Brutal production company, a comic musical theatre production.
- Christmas Lights brighten up shops. A new edition of this initiative was held jointly with the Barcelona Centre de Disseny, which aimed to revitalise local commerce through innovative shop-window designs from upper-level design-school students.

It was held this year in the districts of Sants-Montjuïc and Eixample, where 10 design schools were invited to create the shop-window decorations for 10 shops in the former district and 12 in the latter.

Taking part in this were the Coreixample Retailers' Association and the United Sants Establishments Retailers' Association.

In addition, city residents were able to take part in a popular vote for choosing the most innovative shop window.

- **Stimulation activities in shopping hubs.**
Programme of 9 travelling shows with 100 passes for 10 districts: music, theatre, concerts, story-telling, artistic installation, circuses. A total of 16,615 people took part.
- **Barcelona Christmas in Plaça de Catalunya and Plaça Universitat.**
17 to 30 December. Family activities, music, street arts and shows etc. A total of 24 cultural projects from several artistic disciplines with over 80 sessions and activities and 95 artists on stage.
 - Plaça Catalunya: 50,000 people dropped by the six activity stations, offering mainstreaming activities for everyone, during the Family Christmas matinee.
Some 250,000 people enjoyed the street arts in the setting of the square, featuring 6 companies and 29 artists, during the afternoon and evening periods. Music also played a central role at the festival, with 14 concerts

- performed by 9 music groups and 25 musicians on stage in the square. At the same time, more than 2,000 people filled places every night to see “La torre de Nadal” [the Christmas Tower], a big opera and circus show.
- Plaça Universitat played host to “Solstici”, an OFFF Barcelona installation that contained interpretations of the winter solstice through the prism of digital arts.



- **Sons de ciutat [City Sounds].**

The City Sounds cycle filled the shopping hubs, squares and streets of every neighbourhood in the city with live music, until 4 January. A totally free cultural and commercial event, featuring 113 concerts in 80 locations around the city and 50 music groups. Jazz, indie, classical music, pop, funk, soul, brass bands and electronic music from local bands representing the artistic wealth of our city.



- **Merchandising.**

The following merchandising material was distributed among shops in the city's 10 districts: 400,000 letters to the Kings of the Orient – 400,000 stickers for wrapping up gifts – 14,000 posters of animation activities in shopping hubs

- **Urban Economic Promotion Areas (APEUs).**

The Catalan Parliament approved Act 15/2020 of 22 December on Urban Economic Promotion Areas (APEUs). The aim behind this legislation is create APEUs and thereby modernise, innovate and promote certain urban areas, and to improve the quality of the urban environment through sustainable initiatives; consolidate the compact, complex, unified and

environmentally efficient city model; and increase the competitiveness of enterprises, while encouraging the creation of jobs.

A services contract was awarded this 2022 for “**Training, support and analysis for implementing Urban Economic Promotion Areas (APEUs) in Barcelona**”.

The training was aimed not just at the commercial, tourist, services and industrial sectors but also at technical staff.



This training consisted in holding awareness-raising sessions explaining what being an APEU represented (nature, training and feasibility).

The attendees’ profiles were varied, ranging from facilitators, hub/organisation board members, consultancy experts, Public Administration experts and political representatives of the Local Authority.

- **214 people attended.**

They were subsequently offered complementary training through a course entitled “Claus per a constituir una APEU” [Keys for constituting an APEU], a more specific course for going into further detail by area. Personalised tutorials were also given at the same time and to complement the training.

- **57 people, representatives of shopping hubs, took part.**

October saw the start of a new contract for “Supervising initial drafts of projects of entities, hubs or organisations interested in developing an APEU in their commercial area, from both legal and technical points of view”.

- **There are currently seven hubs interested**

- **Barcelona Commerce Award.**

Following a two-year hiatus owing to Covid-19 preventive measures and restrictions, the Department of Commerce, Restaurant and Catering Industry and Consumer Service organised a new edition, the 23rd, of the Barcelona Commerce Award, in recognition of the contribution made by the city’s commercial fabric.

This edition’s call for entries consisted of six categories and a special mention for the commercial sector’s efforts and resilience during the pandemic.

The winners were:

- Award for innovative commerce: La Bar
- Award for local commerce: Droguería Rovira

- Special mention: Colmado Casa Buendía
- Albert González Award for work contributing to promotion and knowledge of the city's commerce: Barcelona Comerç.
- Special mention: Evaristo Sender
- Award for sustainable commerce: Yes Future Positive Supermarket
- Award for iconic commerce: Granja Viader.
- Jordi Maymó Barcelona Markets Award: Individual initiative: fruiteria Moreno – Collective initiative: Mercat de Sants Sellers' Association.
- Special mention for the commercial sector's efforts and resilience during the pandemic: Individual initiative: Òptica Cottet – Collective initiative: Barcelona Municipal Markets Sellers' Associations.

The winners of the various categories were handed a distinction at a gala ceremony held on 9 November at Les Drassanes Reials de Barcelona.

You can find further information on the event from the following link: <https://cutt.ly/y9wSRO7>.

11 commercial initiatives received awards – 350 people attended the awards ceremony.

- **Communication Initiatives.**

The most important initiatives carried out in the city's shops, restaurants and bars, as well as the public resources offered by the City Council to these sectors, continued to be disseminated through the commerce website and social media in 2022.

A monthly newsletter was sent out with the latest news on the sector and disseminated through specific Twitter and YouTube channels.

- Indicators: commerce website <https://ajuntament.barcelona.cat/comerc/>.
Commerce website visits: 114379
Twitter: 5,257 followers
YouTube: 164 videos in the "Commerce in Barcelona" playlist
Flickr: 22 albums
Monthly digital newsletter: 1,716 subscribers

- **"Amb Cara i Ulls" communication campaign.**

One of the strategic cornerstones within Barcelona City Council's communication initiative is to support and promote local and neighbourhood commerce in the city.

- Campaign's goals:
 - Position Barcelona as a city of local, quality commerce thanks to the professionalism of its retailers and restaurateurs.
 - Improve public knowledge of the existence of a quality, neighbourhood commerce, not just in products but in services too.
 - raise awareness among retailers that their professionalism is a key part of Barcelona's becoming a benchmark in quality local commerce.

The campaign was divided into two waves: From 30 June to 31 July and from 3 to 30 October 2022.

The "Amb Cara i Ulls" publicity campaign for shops, restaurants, bars and markets was proposed to bring about wide coverage in all media and, secondly, to do that in well-known formats and distinct types of communication.

More specifically, the media used were: illuminated advertising panels, banners, buses, FGC and metro railway lines, advertising towers, shop posters, press announcements (general and neighbourhood), digital press, radio programme slots and social media.



- Indicators:
 - 10 placements in general press (attention-grabbing advert format).
 - 19 placements in neighbourhood press (whole-page format).
 - 124 radio programme-slot broadcasts.
 - Very well-known outdoor-advertising initiatives: busos plus (in the two waves), murals at Gràcia and Provença FGC railway stations (in the two waves) and a mural in the corridor of the Diagonal Metro station (2nd wave).
 - More than 7.4 million digital marketing impressions, in display banner format or through social media.
 - More than 1.5 million views of the campaign video through social media.

- **Protecting, promoting and preserving iconic shops.**

One of the main goals was to promote the protection, preservation and promotion of iconic shops as symbols and expressions of Barcelona's identity.

Position Barcelona as a city benchmark that preserves its iconic shops, establishing a roadmap for implementing local policies with and for the city's iconic shops, through legal advice, commercial revitalisation and support.

The Government Measure for Preserving and Promoting Iconic Commercial Establishments in Barcelona continued to be deployed in 2022.



Preservation:

- Keeping information on iconic establishments in BCN.
- Creating tools to enable Barcelona City Council to give better protection to iconic shops seeing changes of ownership or use:
 - Amendment to Act 6/2022 on Catalan cultural heritage, for preserving iconic establishments (BOP No.. 8646-12.4.2022).
The Amendment to Article 21 of the Catalan Cultural Heritage Act makes it compulsory for owners of iconic shops to communicate in advance any changes in their ownership or use. All the city's iconic establishments have been informed of this.
 - Amendment to legislation and rules to enable the City Council to protect activities of special interest carried out in iconic establishments.
 - Constitution of a legislative changes board (17 March 2022) establishing an action strategy regarding the amendment to the Heritage Act.
- Subsidies for the preservation of iconic shops.
2022 IMPUQV call: Subsidies for promoting the protection and improvement of urban landscape.

It provides for increases for iconic shops: 50% subsidy, up to 20,000 euros. It is in progress.

On 4 May 2022: An online information session was held, aimed at iconic establishments, on the IMPUQV call for grant and subsidy applications: 23 participants.

Promotion:

- Continuity in the implementation of programmes dedicated to the promotion of Iconic Establishments (2020 continuity project).
Continuity in producing the Betevé's Va Passar Aquí [It happened here] television programmes.

36 new programmes on iconic establishments were produced following an agreement with Betevé in 2022. This second edition brought the total number to 64.

- Linking design to iconic commerce.
The "Christmas lights brighten up shops" project.
Christmas shop-window designs applied to iconic establishments.

Indicators: Collaboration with Coreixample (3 of the total 12 participating iconic shops. 10 participating design schools).

- Creation of strategies with other cities, benchmarks in commercial-heritage preservation.
2022 saw work carried out on the contract for managing the “International Day on Iconic Shops in European Cities” held in March 2023.
Participating cities: Paris, Lisbon, Rome and Barcelona.
- Publications helping to promote iconic shops. 2022.
Emblemàtics Barcelona Guides. 1800 guides published.
<https://ajuntament.barcelona.cat/barcelonallibres/es/publicacions/emblematics>.
- Incorporation of the iconic shop award category into the 23rd edition of the Barcelona Commerce Award (2022).
Awards given out: Granja Viader (iconic shop award) and Drogueria Rovira (local shop award).
- Honorary iconic-restaurant award at the 3rd edition of the Barcelona Restaurant Awards 2022. Honorary award to Can Culleretes.

- **Reactivating and promoting the Restaurant Sector.**

The main goal is to promote the economic reactivation of the sector having restaurateurs and consumers as the cornerstone.

A 2022 analysis of the reality of restaurants and food in our city, shared with the sector’s key players resulted in a strategy and plan of action for restaurants in Barcelona, such as a roadmap, with areas of action set out jointly with the sector:

- Training in the restaurant sector is key to guaranteeing effectiveness, efficiency and quality.
- Digitalisation enables adaptations to new types of business as well as offers of new options that are more suitable for consumers.
- Sustainability in the sector is key to sustained growth over time, and highly valued by city residents.

- **Main initiatives implemented in 2022: Sustainability and training:**

- **8th Pioneers in sustainable restaurants.**

Eight editions of training courses for sustainably managing restaurants were given 2022 saw 200 professionals from the sector take part. Consolidated training and a meeting point for sharing knowledge and experience.

- **Continued dissemination of the “Take away i Delivery” guide.**

Six key issues were established for its implementation as well as the considerations that had to be taken into account at the same time for delving deeply into “Delivery” and “Take Away”, along with successful practical cases.

- **ESHOB student scholarships.**

Barcelona City Council established its explicit commitment to ESHOB to ensure equal opportunities and social inclusion for students in underprivileged financial situations wishing to access the school’s

training offers. The budget for scholarships was increased by 33% for the 2022-23 academic year (from 15,000 euros to 20,000 euros) to reach more students, up from 8 (previous year) to 11 (this current year).

- **Digitalisation:**

One of the notable initiatives for promoting digital transformations of restaurants and bars was the launch of subsidies for that purpose, in addition to subsidies for digital transformations of shops.

- €950,000 budget for call for grant and subsidy applications.

- **3rd BCN Restaurant Awards 2022.**

These were held in 2022, following a two-year hiatus caused by the pandemic. Five awards were handed out: three main awards, one by category, one for Sustainability and one Honorary Mention.



These awards were created to pay homage and lend recognition and to highlight and thank their recipients, whether establishments or individuals, and the values they represent: sustainability, innovation in the neighbourhood and food quality, being the best values of Barcelona's restaurants and bars.

Winner restaurants of the 2022 award were: Fismuler de Ciutat Vella, in the Food Quality category; Echegaray, in Sant Martí, in the Neighbourhood Integration category; and Casa Petra, in Les Corts, in the Famous or Innovative Premises category

Can Culleretes and Ca l'Isidre, both in Ciutat Vella, received an Honorary Mention for their exceptional contribution to showcasing the city's restaurants over time.

El Racó del Peix (Horta-Guinardó) and Casa Amàlia (Eixample) received the Award for Sustainability, for good practices linked to the principles of sustainability and circular economy of establishments.

- **“Commerce and schools” educational programme.**

The “Commerce and schools” programme promotes knowledge of the city's cultural, social and historical environment through local commerce, with the aim of instilling a critical and responsible consumer culture in people from a very young age.

The programme focused on five educational proposals:

- The 2021-2022 Bookmark Award.
- Guided tours of long-established neighbourhood shops.
- Workshops on consumption and advertising.
- Commerce and schools treasure hunt.
- Geoemblematics project.

Indicators:

Participating schools: 68

Participating students: 6,703

Participating shops: 41



- **Dissenyem Comerç.**

The “Dissenyem comerç” project from the Councillor’s Office for Tourism and Creative Industries, together with the Councillor’s Office for Commerce, Markets, Internal Regulations and Tax and the Disseny Hub Barcelona, aims to promote local neighbourhood shops through the creative industries’ young talent.

The “Dissenyem comerç” project has been transformational and innovative and the proposals that resulted from it in 2022 were in the areas of communication, design and use of new spaces and ground-breaking elements intended to bring neighbourhood commerce to city residents in a more creative and innovative way.

2022 saw it reach a total of four shopping hubs:

- Cor d’Horta Retailers’ Association and BAU-Disseny de Barcelona University Centre.
- Fabra Centre Retailers’ Union and ESDAPC-School of Design and Plastic Arts of Catalonia.
- Born Comerç Association of Crafts people, retailers, entrepreneurs and local residents and the Escola Massana.
- Passeig de Gràcia Barcelona Association and IED Barcelona Centre Superior de Disseny.

11.5 Subsidies and grants

Mission.

The Department of Commerce, Restaurant and Catering Industry and Consumer Service at Barcelona City Council announces subsidies and grants from time to time to foster and strengthen its fabric and promote the economic reactivation of Barcelona's shops, restaurants and services.

Goals.

1. Guarantee the liquidity of the economic activities of the commerce and restaurant sectors.
2. Manage the economic impact and create resilience measures aimed at the economic sectors of commerce and restaurants.
3. The programme is aimed at fostering and strengthening the fabric of commerce and restaurants.

Initiatives.

- **Kit Digital Day Event.**

An information day event was organised on the Kit Digital's grants programme run by the Spanish Ministry of Economic Affairs and Digital Transformation.

These grants were aimed at SMEs and self-employed individuals keen to develop and improve their businesses by accessing a broad catalogue of digital solutions and digitalising players offering various services. The SMEs and self-employed individuals that benefited received a digital voucher with an assigned sum of money, which they could use for hiring services or players listed in the catalogue.



The day event was in digital and face-to-face formats on 16 September, in the Auditorium at Barcelona Activa's Central Headquarters, and aimed especially at the various players of the commercial and services sector, at the city's shopping hubs and guilds and, on an individual basis, at all the city's commercial establishments interested in it.

A brief explanation was offered on the grants-application procedure for enterprises with between 3 and 10 workers, micro-enterprises with between 1 and 2 workers, as well as self-employed individuals.

Indicators:

165 Registered individuals (44 face to face and 121 online).

- The first call, for enterprises with between 10 and 50 workers, at the application-submission stage (period between 15/03/2022 and 15/03/2023).
- The second call, for enterprises with between 3 and 10 workers, at the application-submission stage (period between 02/09/2022 and 02/09/2023).
- Third call, for self-employed individuals and SMEs with between 0 and 3 workers, at the application-submission stage (period between 20/10/2022 and 20/10/2023).

Further information: <https://acortar.link/4WieHq>

- **Grants for improving the external attractiveness of shops through change of shutters:**

Barcelona Activa launched a call for subsidy applications entitled "Amunt persianes – Aparadors vius" [Raise the shutters – Living shop windows], with the aim of improving the external attractiveness of shops and, as a consequence, of shopping streets, through a change of external shutters enabling the shop's interior to be seen from outside with the shutter closed, outside opening times.

Dissemination through the Department of Commerce, Restaurant and Catering Industry and Consumer Service's website and social media.

Justification stage until 31 March 2023.

Further information: <https://cutt.ly/p9woJuF>

- **Subsidies for installing street-terrace restaurants and cafés.**

Help to tackle the economic impact of the crisis and maintain jobs, Barcelona City Council granted an exceptional licence for installing street-terrace restaurants and cafés.

For the purposes of consolidating these elements and continuing to improve the quality of the city's public space, establishments with these types of terraces were mandatorily required to incorporate one of the standard platform models included in Barcelona City Council's Urban Elements Collection.

These subsidies were also aimed at helping the sector in investments for acquiring these new elements.

Work was carried out jointly with the Manager's Office for the Area of Economy, Resources and Economic Promotion.

The amount awarded was 1,600,000 euros.

825 applications were received. 333 out of the 374 eligible applicants were awarded subsidies. The justification stage ends on 31 July 2023 (as stated in the Official Barcelona Province Gazette (BOPB) of 03/01/2023).

- **Grants and subsidies for fostering the protection and improvement of Barcelona's urban landscape.**

As regards work initiatives of heritage interest and restoration of iconic shops, through the Municipal Institute of Urban Landscape and Quality of Life.

These grants and subsidies were aimed at promoting the recovery of heritage, while seeing to environmental sustainability and opting for small shops.

The call included grants and subsidies intended for commercial establishments that were carrying out building work in their premises, and specific sections meant for protected and unprotected historical premises.

It was disseminated through the Department of Commerce, Restaurant and Catering Industry and Consumer Service's website and social media. These grants and subsidies are at the processing and implementation stage of the subsidised initiatives (work).

Further information: <https://cutt.ly/g9wi2>

Extraordinary agreements and subsidies.

- Support for the Escola de Restauració i Hostalatge de Barcelona (ESHOB) Private Foundation's training programme:
Support through extraordinary subsidies for the ESHOB training programme for the 2022-2023 school year.

The contribution was aimed at partly defraying the costs of the enrolment fees for the first and second years of individuals at risk of social exclusion or unemployed.

The project's goal was to guarantee training for professionals within the world of restaurants, catering and hotels.

The costs borne by the City Council in 2022 came to 20,000 euros.

Public calls for subsidy applications.

- **Subsidies for the digital transformation of local shops, bars and restaurants:** This annual call for non-competitive subsidy applications is aimed at commercial and restaurant establishments carrying out digitisation projects. It is part of a broader package of measures launched jointly with Barcelona Activa, which also includes the advice required for creating a digitalisation plan and access to a training catalogue, in addition to 50 online courses and a study conducted with data on the emerging digital skills: the commerce and restaurant sectors.



Management of the administrative process involving the drafting of the call and management of the dossiers.

The amount allocated was 955,000 euros.

511 applications were received and 362 subsidies awarded.

Justification stage until 31 March 2023.

- **Subsidies for local shops:**

The General Call for Subsidy Applications includes a specific category for promoting Barcelona's local shops, aimed at local or sectoral retailers' associations.

Management of the administrative process: drafting the category and managing the dossiers.

The amount allocated was 1,650,000 euros.

264 applications were received, 245 of which were finally approved.

Justification stage until 28 February 2023.

- **Subsidies for the campaign for Christmas lights in the city's public streets and squares:**

Annual call for subsidy applications for Christmas lights in public streets and squares, aimed at non-profit local retailers' associations hiring the installation, maintenance and assembly, and/or dismantling of ornamental displays for Christmas lighting.

The subsidy percentage was 75%, thereby maintaining the exceptional increase applied in 2020, from 50% to 75%.

Management of the administrative process: drafting the category and managing the dossiers.

The credit allocated came to 850,000 euros.

64 applications were received, 52 of which were finally approved.

Justification stage until 31 March 2023.

- **Subsidies in the area of consumption:**

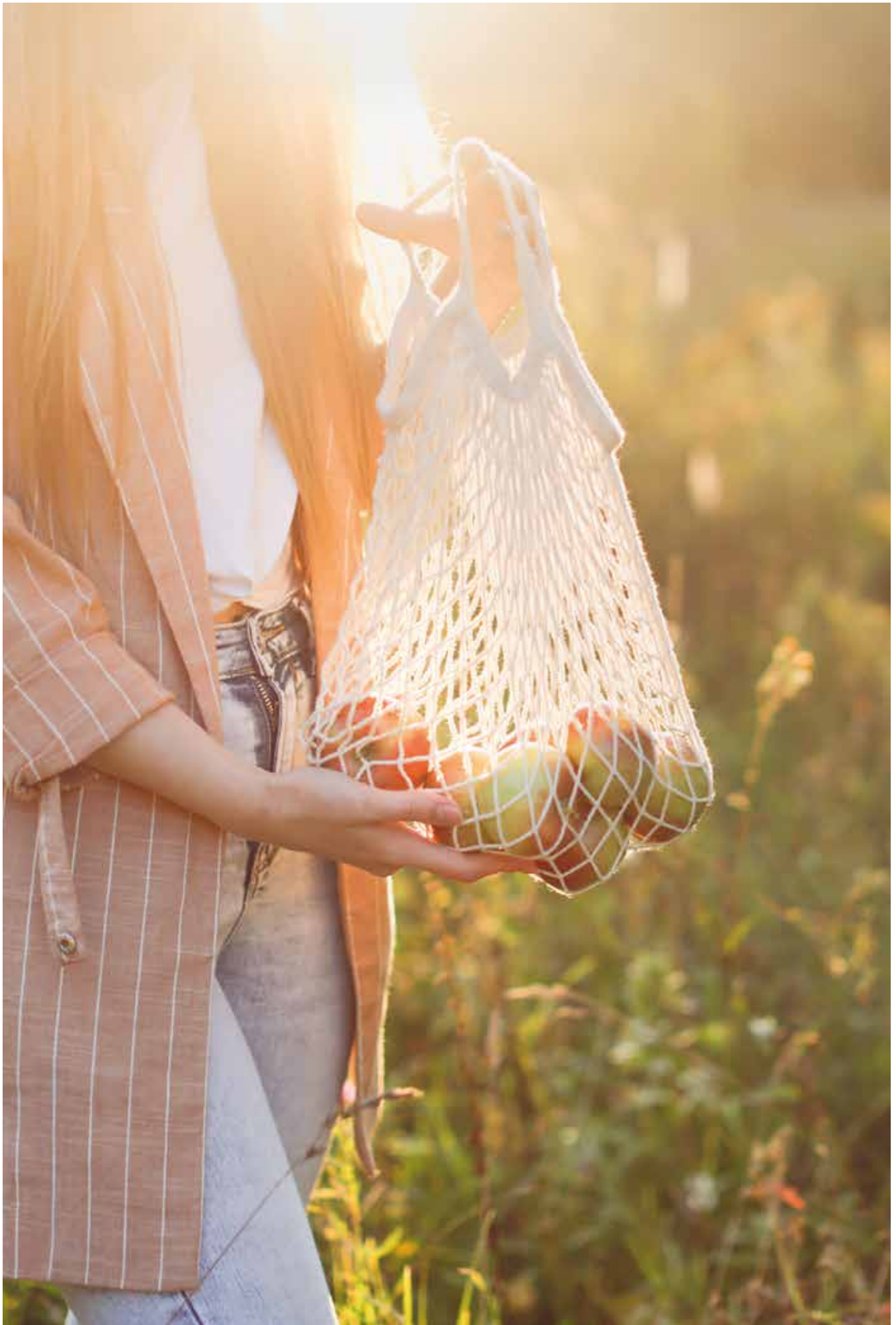
General Call for Subsidy Applications includes a specific category in the area of consumption, dedicated to subsidising projects for broadening and revitalising social bases and for promoting an informed, safe and sustainable consumption which are carried out by consumer-defence associations, whose main goal is to manage claims and mediate in consumption-related disputes.

Management of the administrative process: drafting the category and managing the dossiers.

The credit allocated came to 50,000 euros.

Eight applications were received and approved.

Justification stage until 31 March 2023.



12

Department of Social and Solidarity Economy and Sustainable Food Services

- 12.1 Enfortim ESS [We're strengthening SSEs]-
Municipal credit fund
- 12.2 8th Responsible Consumption and SSE Fair
- 12.3 DigitESSt Programme
- 12.4 Business training, accompaniment and strengthening
- 12.5 BLOC4BCN – benchmark cooperativism centre
- 12.6 Communicating public policies for promoting the
social and solidarity economy
- 12.7 Urban food policies

12.1 Enfortim ESS [We're strengthening SSEs] – Municipal credit fund

Mission.

Activate funding for the consolidation of SSE initiatives in the framework of economic reactivation, strengthening and inter-cooperation and new projects and enterprises: Enfortim ESS and Municipal Credit Fund subsidies

Goals.

- Launch measures for generating new social and solidarity economy initiatives in the city that create jobs and/or maintain pre-existing ones relating to social justice and better employment conditions; and for strengthening and improving already existing social and solidarity economy initiatives.
- Promote measures for transforming trading, financial and associative companies into social and solidarity economy organisations that generate stable and sustainable jobs, as regards retributive justice, without horizontal and vertical gender pay gaps and with better employment conditions.
- Establish measures for improving their coordination and inter-cooperation, generating dynamic hubs that can scale up business activities and get them growing. Inter-cooperation activities directly linked to 2030 BCN SSE Strategy's strategic lines, support levers and city goals and to the city projects and work groups carrying them out.
- Improve conditions for accessing funding by SSE initiatives through joint and collaborative work with the system and ethical banks, building a new funding culture, increasing public knowledge of ethical funding and bringing the ethical-funding system to the SSE arena and to other specific sectors for increasing their use.

Initiatives.

- Call and implement annual specific calls for "Enfortim ESS 2022" subsidy applications
- Implement the Municipal Credit Fund, with the Coop 57 Cooperative and the Finances Ètiques Foundation, to fund new projects and new lines of social and solidarity business-activity lines.
- Working with the Finances Ètiques Foundation to draft the second **Impact Fund** call for strengthening Barcelona's SSE development and implementing the final part of the first call.

- **Activities carried out.**
 - **Holding the annual “Enfortim ESS 2022” call:** publication and opening of the call; process for admitting and assessing projects; provisional and final approval and decision on awarding subsidies to fundable projects; admitting and deciding on reformulations of projects with allocated funding; making transfers to subsidised projects.
 - **Implementing the Municipal Credit Fun to fund new SSE business projects and activity lines:** monitoring of the agreements (with Coop 57 Cooperative and the Finances Ètiques Foundtion), assessing and rating it and the projects and funded organisations; and **drafting the second Impact Fund call to strengthening the development of Barcelona’s SSE and implementing the final part of the first:** shared conceptualisation and drafting work with the Finances Ètiques Foundation.
- **Indicators:**

The “Enfortim l’ESS 2022” Call received 294 applications, 236 accepted for rating and 128 approved and awarded subsidies once the final decision had been made.

A total of €1,099,715.76 was awarded:

- Area A (Strengthening: Creating and consolidating) subsidies awarded to 97 projects totalling €529,100.74.
- Area B (Reactivation: Inter-cooperation) subsidies awarded to 31 projects totalling €570,615.02.

Municipal Credit Fund.

Barcelona City Council and the COOP57 SCCL Cooperative have enjoyed a collaboration agreement since 2017, under which the Municipal Fund for **Promoting Access to Funding for Social and Solidarity (SSE) Projects** was created.

The Fund has been renewed and expanded several times and current boasts €689,000, provided by Barcelona City Council and the Cooperative in equal parts to facilitate funding for new social economic projects and new lines of activity for existing social enterprises.

The Fund enables €3,500,000 line of credit to remain open, provided by the COOP57 SCCL Cooperative, to fund Social Economy investment and cash-flow projects in the city.

Seventy-two operations totalling €2,550,606 in credits and policies were carried out between 1 January and 31 December 2022.

The Municipal Credit Fund project, for access to funding for Social and Solidarity Economy Projects, provided funding for 182 projects, totalling €7,425,264, from 2017 to 31 December 2022.

The loans enabled the creation of new SSE enterprises and activities which led in turn to the creation of 200 jobs.

Impact Investment Funds for Social and Solidarity Economy Organisations and Enterprises.

Barcelona City Council and the Finances Ètiques Foundation have a collaboration agreement enabling support to be given to the creation and development of local enterprises and businesses with a social, economic and environmental impact.

The agreement enables the creation of a fund, of up to €300,000, which makes temporary payments into the share capital of social companies to support their growth and strengthen their own funds.

It also provides for equity loans awarded by the Foundation itself.

This manages the fund on the basis of calls that open up accompaniment pathways aimed at enabling companies to structure and expand their own funds and connect with the municipality's other solidarity economy realities.

2022 saw the opening of the first call for selecting projects.

Four projects were submitted, whose first operation totalling €30,000 was entered into while the others were still under consideration at the end of the year.

Public calls for subsidy applications.

- ENFORTIM ESS 2022
Submission period: from 8 March to 7 April 2022.
294 applications, 236 accepted for appraisal and 128 approved with their subsidies allocated once the final decision had been made.

A total of €1,099,715.76 was awarded:

- Area A (Strengthening: Creating and consolidating) subsidies awarded to 97 projects totalling €529,100.74.
- Area B (Reactivation: Inter-cooperation) subsidies awarded to 31 projects €570,615.02.

Communication initiatives were implemented with the Department of Communication at the Area of Economy, Resources and Economic Promotion and work carried out on a mainstreaming basis in coordination with the Municipal Office for Subsidies, mainly with the Credit and Impact Fund according to the type of activity of the enterprise and its territorialisation (for example, Housing through assigned-use housing cooperativism) and with the corresponding district.

12.2 8. Responsible Consumption and SSE Fair

Mission.

Offer individuals and organisations products, activities and services for inclusion in daily life, made from responsible consumption and the social and solidarity economy.

Use a central event and during a highly active time of year to bring visibility to this way of doing business, as well as the enterprises offering their products.

Goals.

- Invite everyone to discover and carry out effective practices for building the lives they need, through activities for every kind of public (space for children aged 0-3 and 3-10, stimulated by the Responsible Consumption Space, for playing, finding out information and a Workshop space, with activities promoted by organisations and enterprises present at the Fair.
- Offer an extensive range of crafts, clothes and other textile accessories, culture, books, packaged food, cosmetics, toys and other small gift products that will help us to build the lives we need.
- As well as a wide range of SSE products for the Christmas festivities and celebrations, which are a sample of what can be found throughout the year in most sectors and economic activities.
- Give enterprises and organisations a space for explaining their daily activity and being able to offer their products, activities and services made from Responsible Consumption and the Social and Solidarity Economy.
- Bring visibility to revESstim textiles: the RevESstim Textile project featured at the Fair, with a dozen initiatives. Project for accompanying and training individuals and enterprises manufacturing, designing, distributing and selling a broad range of RC and SSE textile products.

Initiatives.

- Organise and run the fair: prepare, assess and implement the various lots of hiring services required for holding the fair.
- Invite and assess SSE candidate organisations and enterprises to take part.

- **Indicators:**

Responsible Consumption Space took part in relating and revitalising the Responsible Consumption and Social and Solidarity Fair (Christmas in PI Catalunya) with an information point, a Public Sphere Space and a Workshop Space. 22 activities were organised (with 651 participants) and 243 consultations attended to, 278 individuals took part in the dynamics of the mural, 2 visits to institute groups and 2 institutional visits were made and more than 1,300 people interacted with the dinamo-bicycle. In all, more than 5,500 people interacted with the resources deployed by the Responsible Consumption Space.

- All together, close 10,000 products were purchased from the 32 booths with items on sale.
- The marquee with sustainable and local food was back, after a two-year hiatus caused by Covid-19 measures, the Fair's only space with unpackaged food for on-site consumption.



12.3 Digitesst Programme

Matchimpulsa Programme.

The MatchImpulsa Programme is a research-action project from the Barcelona UOC Chair in Digital Economy (Càtedra Oberta), launched by the Open University of Catalonia, Barcelona City Council, through the Department of Social and Solidarity Economy and the Department of Gender Services and Time Policies and Barcelona Activa.

General Goal.

Promote conscious consumption and the social market's consolidation, facilitating access to SSE goods, products, services and activities. (Goal 8 of the Social and Solidarity Economy Promotion Plan (PIESS) for 2021-2023).

Goals.

- Perform a self-diagnosis of the state of digitalisation of the city's Social and Solidarity Economy organisations.
- Enable their incorporation into diagnosed organisations in the Hubbik incubator community at the Open University of Catalonia (UOC).
- Offer expert advice to self-diagnosed organisations, through Barcelona Activa's Social and Solidarity Economy Advisory Service (SAESS) at Barcelona City Council.

Initiatives.

Proposed methods for improving the digitalisation of Barcelona's social and solidarity economy enterprises and organisations.

- **Activities carried out.**
 - Offer DigitESSt, an online test enabling organisations to obtain a diagnosis of their state of digitalisation.
 - Offer Digidieta, recommendations in the form of short training videos, which help to improve the digitalisation of organisations based on various pathways. An hour of personalised advice is offered by Barcelona Activa and to be part of the Hubbik incubator at the Open University of Catalonia (UOC).
 - Provide complementary and free online training to improve the state of digitalisation of organisations, under the free-access, eight-module training programme:

- Technology, organisation
 - Feminism
 - Networking
 - Sustainable food
 - Funding
 - Sustainability
 - Marketing and communication.
- **Impact indicators/Results obtained**
- DigitESSt:**
- 30 DigitESSt were completed (in 2 months) and an estimated 270 tests in the process.
 - App with 1,286 users and 10,256 pages were viewed.
 - The Catalan Federation of Work Cooperatives (FCTC) will be using an adapted version of DigitESSt in 2023 (diagnosis of Catalonia's cooperatives expecting 100 responses, 15% out of the entire FCTC social base, until May 2023).
 - 15 interviews were conducted with key players.
 - 10 MatchImpulsa sessions were held + self-diagnosis with 100 participants.
 - A Digitalisation Work Group was created within the framework of the ESSBCN2030 Strategy with 15 organisations.

DigiDieta:

- 15 sessions held.
- 3 Feminist-economy workshops with the Department Gender Services and Time Policies.
- 1 Federation Café.
- E717 viewings of the course by 234 users.
- 1 registered enterprise with 2 complete digiDieta courses.
- 78 MatchVideoteca videos, 392 viewings (in 2 months, an estimated 3,200 in one year).
- 437 viewings of the MatchImpulsa directory in 2 months.
- 65 short training videos divided up into 58 lessons.
- 46 external resources.
- 10 projects as the UOC's practicals centres, with 3 students incorporated in 2022.

The projects were carried out on a mainstreaming basis in collaboration with the Department of Gender Services and Time Policies at the Municipal Manager's Office, the Operational Department for Socio-Economic Innovation at Barcelona Activa and the Department of Communication of the Area of Economy, Resources and Economic Promotion.



12.4 Business training, accompaniment and strengthening

Mission.

Promote and strengthen entrepreneurial initiatives, organisations and enterprises in the area of the city's social and solidarity economy (SSE), incorporating the socio-economic innovation approach.

InnoBA, the city's benchmark SSE centre, cooperates in the launch and consolidation of cooperativism-based, community and transformational projects, through accompaniment and training, for a sustainable and local development. All this for the purposes of presenting the SSE, helping to implement it and ensuring the projects we promote have an impact on the entire economy.

Goal.

Promote the business growth and strengthening of SSE organisations especially in the strategic sectors (Goal 1 of the Social and Solidarity Economy Promotion Plan (PIESS) for 2021-2023)

Initiatives.

Training and accompaniment for Social and Solidarity Economy enterprises and projects.

Barcelona Activa's TRAINING, ACCOMPANIMENT AND MADE-TO-MEASURE PROGRAMMES FOR SOCIAL AND SOLIDARITY ECONOMY ENTERPRISES services have evolved significantly over the course of this term of office, consolidating work lines opened by Barcelona Activa under the Social and Solidarity Economy Promotion Plan.

Note the growth in number of people, projects and enterprises assisted in the various lines of action:

- **Overall participation in services, programmes and activities.**
A total of 13,211 unique individuals were assisted through the services, programmes and initiatives of Barcelona Activa's Department of Socio-Economic Innovation between 2019 and 2022.
- **Enterprises and entrepreneurs assisted by advisory services.**
A total of 1,385 people were assisted by advisory services (SAESS, plans for strategic Sectors, InnoBAadora and diverse entrepreneurship assistance).

- **Enterprises incubated in Innobadora, the incubation community.**
A total of **34 SSE projects and enterprises** were accommodated in InnoBAdora during the 2019-2022 period.
- **Made-to-measure training and programmes.**
A total of **4,903 people** were assisted in social and solidarity economy training initiatives.

Development of the proportion of assisted Social and Solidarity Economy Enterprises out of the total number of enterprises assisted by Barcelona Activa.
Note finally the growing number of Social and Solidarity Economy enterprises and organisations assisted in Barcelona Activa compared to the total number assisted and the proportion of cooperatives assisted out of the total number:

| year | % |
|---------|------|
| 2019 | 9.2 |
| 2020(1) | 8.6 |
| 2021 | 9.4 |
| 2022 | 11.2 |

(1) Impact of the pandemic

Impact indicators – Results obtained

| | 2019 | 2020 | 2021 | 2022 | 2022 |
|--|-------|-------|-------|-------|--------|
| Total number of people assisted through Socio-Economic Innovation and SSE services, initiatives and programmes | 1,914 | 2,971 | 4,079 | 4,540 | 13,211 |
| Individuals given advice entrepreneurship and enterprise + sectors | 456 | 340 | 419 | 447 | 1,385 |
| Total number of people made-to-measure training sessions and programmes | 984 | 1,099 | 1,808 | 1,794 | 4,903 |

12.5 BLOC4BCN – benchmark cooperativism centre

Mission.

The BLOC4BCN – Cooperative Space facility is tasked with “Contributing to Barcelona’s socio-economic transformation and promoting cooperativism and the social economy at the Catalan level, by fostering an economy that puts people and their needs at the centre and becoming a benchmark international centre”.

General Goal.

Promote resources, facilities and tools that are strategic for the SSE (Goal 3 of the Social and Solidarity Economy Promotion Plan (PIESS) for 2021-2023).

Goals.

- **Renovation and equipping of the building.**

The facility, with 4500 m², has the capacity for accommodating as many as 60 business projects, at incubation or growth stages, with co-working spaces, workshop spaces, training, advice and meeting points, and other specific support services for entrepreneurship and the growth of the social and solidarity economy.

Bloc4bcn – cooperative space will also Barcelona Activa’s active local Sants-Montjuïc base at its disposal.
- **Bloc4BCN – Cooperative Space impetus including the cooperative cultural centre in Barcelona:**
 1. Create and consolidate for SSE enterprises and organisations.
 2. Create jobs within cooperativism and the Social and Solidarity Economy.
 3. Encourage sectoral and area inter-cooperation between projects.
 4. Facilitate the SSE’s networking with community economies.
 5. Detect strategic economic sectors and design the SSE’s growth processes.
 6. Innovate and internationalise cooperativism.
 7. Manage a benchmark inter-cooperation project and process incubation space in Catalonia.
 8. Train, education and contribute to the generation of knowledge and practices that can be shared and/or reproduced.
 9. Become a benchmark space for Barcelona’s residents and Social and Solidarity fabric.
 10. Generate an institutional space for Catalan cooperativism.

Initiatives.

- Monitoring the performance of work, the facility project and its budget.
- **BLOC4BCN impetus.**
Cooperative Space, including the Ateneu Cooperatiu de Barcelona:
 - Work with manager proto-group and definition of the management model.
 - Processing the assigned use of the building and the activity agreement with the 4 BCN Blog Association.
- **Activities carried out.**
Intense work for defining every aspect in the process for renovating the space, establishing its activities and assigning the use of the space.
Public presentation of 1 July 2022, with close to a hundred people from Barcelona's SSE and cooperativism and from Sants-Montjuic's cooperative and community fabric as well as the top officials of the public institutions involved (Mayor of Barcelona and Catalan Minister for Enterprise and Work).
- **Indicators.**
 - Monitoring of work carried out and re-scheduling owing to the discovery of archaeological remains.
 - Constitution of the Bloc 4 Association and definition of the management model.
 - Processing of the assigned-use case and the activity agreement for 2023.
 - Agreement with the Catalan government for participation in the activity governance and funding space.
 - Having been presented and communicated in 2022, the space's potential is already known by the public (enterprises and people) and potential users of the space.

The project was carried out on a mainstreaming basis in coordination with the Sants-Montjuic District, Barcelona d'Infraestructures Municipals, S.A.-BIMSA and Barcelona Activa.



12.6 Communication of public policies for promoting the social and solidarity economy

General Goal.

Make the proposed SSE attractive as an employment and economic option for the population, especially among young people (Goal 7 of the Social and Solidarity Economy Promotion Plan (PIESS) for 2021-2023)

- Maintain, strengthen and increase the positive impact on the target public (SSE enterprises and organisations and individuals).
- Complement with new communication (podcast) channels.
- cover public-service activities, intensely and with several types of products and channels, which are aimed at organisations, enterprises and entrepreneurs.
- Cover the activities of enterprises and organisations in the area of Barcelona's SSE, intensely and with several types of products and channels.

Goals.

Maintain, strengthen and increase the positive impact on the target public (SSE enterprises and organisations and individuals).

Initiatives.

- **Managing own media:** website, newsletters, twitter and press releases.
- **New podcast channel** (four edited and published between September and December 2022).
- Communication of the public policies' most important campaigns and events:
 - Specific ENFORTIM ESS subsidies for 2022.
 - Presentation of 4 BCN Blog (1 July 2022).
 - Preparation, with communication managers from the area of the SSE, of the 1st Barcelona SSE Gathering and Festival (the Febrerada, 10 February 2023).
 - 8th Responsible Consumption and Social and Solidarity Economy Fair.
- **Indicators.**
 - The barcelona.cat/economia social website (<https://barcelona.cat/economia>) received 63,972 unique visitors (5,531 a month on average) in 2022.
 - The Twitter profile @AltresEconomies (<https://t.me/AltresEconomies>) had 7,067 followers on 8/2/2023.

- The monthly bulletin had 22,250 subscriptions on 8/2/2023, one of the City Council's highest numbers (the 2nd highest after the central newsletter), thanks to its close relationship with users of Barcelona Activa's SSE services.
- Four podcasts have been produced and released since the release of the first in September 2022.

Work on these projects has been on a mainstreaming basis in coordination with the Department of Communication at the Area of Economy, Resources and Economic Promotion and ISE-Barcelona Activa.



12.7 Urban food policies

Mission.

The programme aims to promote the transformation of the food system in a way that respects and benefits people, the areas and the planet, in accordance with the commitments undertaken by the city with the signing of the Milan Urban Food Policy Pact, the C40 Good Food Declaration, the Metropolitan Region Food Charter and the Barcelona Healthy and Sustainable Food Strategy for 2030.

Values.

Sustainable and healthy diets.

Social and economic equality.

Impetus to local, seasonal and organic production and supply.

Fight against the climate emergency.

Fight against food waste.

Reference framework.

The impetus to the Urban Food Policies in the city meet the strategic goals for bringing growth to and strengthening the social and solidarity economy's fabric and for promoting the green and circular economy and ecological transition.

More specifically, through the following initiatives:

- **Initiative 32:** Sustainable Food Capital. In 2015, Barcelona co-signed the Milan Pact along with 200 other cities from around the world, promoted by the FAO, where we undertake to work for new sustainable, health and fair agri-food models around the world.
Barcelona was the World Capital of Sustainable Food in 2021, playing host to the Milan Pact world summit, thereby representing an opportunity to set the framework for the agenda of cities within this area, and an impetus to urban food policies at both municipal and metropolitan levels. And, more specifically:
 - The need to deal with the health problems arising from the development of diets and food.
 - Rethink our agri-food model, which is responsible for between 20% and 30% of the emissions that cause climate change.

- Make the most of an economic activity, especially for the agri-food sector and for the local commerce and restaurant sectors, given the increasing public demand for local and organic products.
- **Initiative 48:** Funding for SSE enterprises.
Developing support programmes for funding social and solidarity economy enterprises, especially in the line of “Impulsem el que Fas” subsidies, subsidies of up to 80% for funding individual or group projects that promote the economy in neighbourhoods, in its Sustainable Food and Responsible Consumption category.
- **Initiative 53:** Promoting local commerce.
- **Initiative 57:** Sustainable commerce.

Government Measures.

- The Barcelona Healthy and Sustainable Food Strategy for 2030 has been worked on and approved.

Goals.

1. Promote healthy and sustainable diets that are accessible to all city residents.
2. Promote the marketing and distribution of local, organic and/or short-circuit food.
3. Promote an agro-ecological transition in Barcelona.
4. Design a Barcelona Food Strategy aimed at 2030.
5. Mainstream Sustainable Food in Municipal Programmes and Policies.

Initiatives.

- **Governance strategy and spaces.**
 - Process for drafting the Barcelona Healthy and Sustainable Food Strategy for 2030 (EASSB 2030).
Being the World Capital of Sustainable Food in 2021 enabled Barcelona to lay the foundations for developing the process for drafting the EASSB 2030, which had been launched by the Commissioner for Social Economy, Local Development and Food Policy at Barcelona City Council, in collaboration with the Barcelona Metropolitan Strategic Plan (PEMB). The process, which began in January 2022 and finished in November of that same year, with a document agreed to by the players involved, is the result of a participatory process that included the involvement of individuals from representative quintuple food helix organisations (public authorities, the private sector, the academic and research world, city residents and their organisation, the mass media), with representation from the various sectors involved (healthcare, environment, social justice, culture, economy) and from several stages of the food chain (from field to plate) and with residents taking part.
 - A total of 1,053 people took part in the process for drafting the EASSB2030 (76.9% of whom were women).
 - 23 work sessions were organised with 198 people and 112 organisations linked to the food system taking part.

- Note that 25 farmers and 16 academics took part in the work sessions throughout the drafting process.
 - The online citizen consultation collected 834 contributions.
 - An inter-administrative meeting was held with representatives from the Catalan government, the Barcelona Metropolitan Area and Catalonia's 4 Provincial Councils taking part.
- 9 strategic goals, 54 work lines and 265 initiatives were identified in the process.

Finally, wherever deemed relevant, initiatives were lined up with

- 2030 Agenda.
 - Climate Emergency Declaration.
 - Social and Solidarity Economy Strategy.
 - Barcelona Green Deal.
 - Urban Agricultural Strategy for 2030 (EAU2030).
 - Barcelona City Council's Zero Waste Plan for 2021-2027.
- **City Agreement for the Barcelona Healthy and Sustainable Food Strategy for 2030.**

A governance structure was created to provide continuity and strengthen the goals and lines of action identified in the EASSB2030: **The City Agreement for the EASSB2030.**

The City Agreement for the EASSB2030 is a communal and public-private space for participation and cooperation as well as joint action between the city's institutions and organisations space working to transform the food system and make it healthier and more sustainable.

The levels of connection with the City Agreement will be:

- **Adherence:** This is a basic level of connection and means that an organisation is in line with the EASSB2030's vision and goal. It implies being party to an agreement that provides useful information for the action, promotes the generation of collective knowledge and identifies important issues and projects where work can be carried out under the City Agreement. It does not allow membership of the Agreement's Core Group.
- **The Commitment:** This is a declaration of intentions that shows all city residents the aspirations of an organisation for actively promoting sustainable food through specific initiatives over the coming two years. It provides social positioning to the leadership of the sustainable food campaign in Barcelona as well as greater visibility and the possibility of participation in the sustainable food awards. It allows membership of the Agreement's Core Group.

It was approved at the Full Barcelona City Council Meeting of 25 November, together with the document of the Strategy.

- **Municipal Action Plan for 2023-2024.**
The Municipal Action Plan for 2023-2024 aims to bring together all the initiatives and programmes launched by the City Council's Areas, following the strategic goals set out in the Barcelona Healthy and Sustainable Food Strategy for 2030.

Work began towards the end of 2022 on the definition of its structure and identification of the players involved.

Interviews with the Areas were to be conducted at the start of 2023 to verify the information and the Plan drafted, monitored and assessed.

- **Agròpolis Participatory Space.**

The Agròpolis participatory space is a public-community space which brings together organisations working for a healthy, fair and sustainable food system in Barcelona, based on food sovereignty and agroecology.

There are 93 organisations affiliated to the space and 15 work sessions on several issues were held in 2022 (promoting agro-ecological products in municipal markets, Inter-cooperation session on shared logistics, work sessions on community composting and so on) with a total of 243 participants.

Two Inter-cooperation projects were also launched among several organisations, subsidised under the Sustainable Food and Responsible Consumption category of the “Impulsem el que Fas” subsidies as well as technical advice and accompaniment.

- **Funding.**

- **“Impulsem el que Fas” call for subsidy applications.**

Category: Sustainable Food and Responsible Consumption.

The 2022 call included Sustainable Food and Responsible Consumption category 5, with a 500,000-euro budget.

Eighty projects were submitted and the total amount of money applied for came to €2,212,855.34.

Subsidies were finally awarded to 31 projects from different organisations.

- **Promotion, advice and support projects.**

- **Green Commerce.**

Developed jointly between the Barcelona Municipal Institute of Markets (IMMB), the Commissioner for Social and Solidarity Economy and Sustainable Food at Barcelona City Council and the Barcelona Federation of Municipal Markets (FEMM), the Green Commerce project aims to promote and bring visibility to local, farmer’s, market and organic products in the city’s 38 food markets.

570 shops were members at the end of 2022.

Work was carried out in several areas in 2022:

- Training and accompaniment for retailers in commercial strategies focusing on highlighting and promote the most sustainable products. Five group training sessions were held, an onsite personalised-advice pilot-test was started in 60 stalls divided between five markets and another pilot test was launched for periodic postings of brief online video training sessions.
- Bring visibility to “Green Commerce” products by monitoring the proper use of signposting in the stalls.
- Verification of compliance with the criteria for participation. Close to half of the member shops were visited (the other half to be visited in 2023), and following the verification process, most of the shops continued on the programme.

- **Healthier and More Sustainable School Dinners.**

The Healthier and More Sustainable School Dinners project was carried out in the 2021-2022 school year, with 41 schools taking part. The project aimed to promote more balance, more sustainable and healthier children's food in dining halls.

It was worked on in five stages: dissemination and involvement of the educational community; analysis of the initial situation; design and planning of the initiatives; implementation of the initiatives and assessment of the changes implemented.

57.8% of the schools were state and 42.2% private or state-assisted during the 2021-22 school year. The total number of students at the participating schools came to 23,286, of whom 16,300 used the dinner hall service.

Notable conclusions included the importance of introducing fresher, local and seasonal food, knowing the implications of managing the food budget and that this came to more than €1.50 per meal per day.

- **Education and Sustainable Food Work Group.**

After the year of World Capital of Sustainable Food 2021 had ended, the city's schools became more interested in making progress in an educational project that was more sensitive to the challenges of the climate emergency and food crisis, within the framework of the SDGs, thereby enabling the creation and development of a work group made up of several educational city programmes: Urban Food Policies Section, Barcelona Public Health Agency, Barcelona Education Consortium, More Sustainable Schools, IMMB and Global Justice educational programme, with the aim of generating a shared vision of the desired future for food education and food at schools, for the purposes of profiling lines of action for facilitating, at schools, a pathway with educational continuity for developing their projects relating to sustainable food.

Two meetings were held in 2022 identifying the need for introducing key aspects of food and the food system into the curriculum, to help to create healthy and sustainable habits for the environment.

- **Educational resources and materials on Sustainable Food.**

Progress was made in the deployment of the following educational resources on sustainable food in 2022:

- Leaflet on sustainability: Contents were worked on dealing with fresh, varied and seasonal projects increased vegetable protein, organic and short-circuit food and food wastage and waste, for applying the Healthier and More Sustainable School Dinners project.
- Documents relating to children and teenagers within a post-capital city framework: Escoltem el que han dit! [We're listening to what they've said] Contribution from children and teenagers to the Barcelona Healthy and Sustainable Food Strategy for 2030. The document contains guidance for delving deeply in the teaching-learning process aimed at promoting sustainable food.
- Educational resources catalogue for healthy, safe and sustainable food: This is a catalogue intended for teaching and managerial teams at schools, above all schools on the Healthier and More Sustainable School Dinners programme. It contains: activities, visits and workshops, sustainable food school programmes, notable educational resource (guides and educational materials), experiences (initiatives, practical cases and good practices promoted by schools), guides, documentaries and other general resources.

- **Other resources commenced during Barcelona's World Capital year:** "Menja Actua Impacta" [Eat, Act, Impact] exhibition: This is an exhibition on sustainable and healthy food, set in an area measuring 1,500 m² , with a programme of events, talks, courses and workshops.

Barcelona City Council's Urban Food Policies Section and Education Consortium supported its dissemination and enabled the involvement of 45 schools, of which 95 groups took part, consisting of a total of 2,108 children and teenagers and 203 teachers.

- **Events for launching and promoting Healthy and Sustainable Food.**
 - The 2nd edition of the **Sustainable Food Festival: Land and Taste was held in 2022.**
The event took place within the framework of the La Mercè Festivities, in collaboration with the Barcelona Institute of Culture (ICUB), on 23, 24 and 25 September, with the aim of giving Barcelona's residents a taste of sustainable food and gastronomy and bringing visibility to not just the restaurants that opt for this line but also small sustainable producers as well as the city's organisations working to this end.
The event featured its own La Mercè space, in the Ronda de Sant Antoni, held next to a space with a programme of music.
Taking part in it were 14 local and sustainable restaurateurs, 7 craft beverage producers, and 4 local and sustainable producers.
18,286 restaurant tokens, corresponding to 9,143 tapas, and 9,245 beverage tokens were purchased by city residents.
26 activities were held, with 1,443 people taking part, which included talks, workshops, showcooking sessions, games, a recital, an awards ceremony and an information point on Agròpolis .
 - January saw the opening of an exhibition entitled **Per una Alimentació Sostenible. Actuem.** [For a sustainable food system. Let's act!] in the Districts of Gràcia, Ciutat Vella and Eixample.
 - It collaborated, from 7 to 9 November, in the **Gastronomic Forum's Fair.** The Gastronomy event grouping several operators from the restaurant sector and world of sustainable food. The Section helped to enrich the vision of sustainable food. In 2022 with a joint booth with the AMB featuring a programme of activities, showcooking demonstrations and discussions, as well as a local and neighbourhood producers' exhibition devised and produced by slowfood, we took part in the awarding of prizes to restaurants linked to sustainable food in its 2nd edition.
Fira de Barcelona was an organising player with a joint booth with the AMB and Barcelona City Council. Slowfood Barcelona was responsible for the organisation of the contents.
 - In December it took part in the organisation of the 8th Responsible Consumption and Social and Solidarity Economy, run by the Department of Social and Solidarity Economy.

It collaborated with and supported other events throughout the year, organised by other players, which notably included: Mostra Qualla Barcelona (Catalan craft and local cheese fair), Alimentària@Hostelco Fair, Innofood programme awards, petit Mercat de Mercats and Mercat de Mercats, Biocultura, 48 Agriculture and Urban Greenery, Mercabarna Summer University, Soups of the World, Arrels Festival and Christmas Festival.

- **Work Plan for the Right to Healthy and Sustainable Food.**

Work began in 2022 for defining a proposed work plan for with the Municipal Institute of Social Services (IMSS) for incorporating sustainable food criteria into their various initiatives and programmes, including collaboration such as: advice on specifications and subsidies, training and accompaniment (tools and resources) and purse cards.

- **AgroVallbona.**

This is a project intended as an urban agro-ecological and sustainable-food hub in Barcelona. Its aim is to find unique solutions that ensure a well defined personality for the space in agricultural land and, at the same time, provide it with the services needed for socio-economic and educational structuring to enable Vallbona's to make comprehensive progress.

This mainstreamed and coordinated initiative was carried out with the Nou Barris District, the Neighbourhood Plan, the El Besos Consortium, the Urban Ecological Area and the Commissioner for Social and Solidarity Economy, Local Development and Food Policy.

It took part in 2022 in the internal work group for defining the project.

- **Alimentem Collserola.**

The Alimentem Collserola project. The aim behind the promotion of the Agroecological Transition in Collserola is to foster fairer and more sustainable local food systems and the reactivation of agricultural activity in the area of influence of the Collserola mountain range's Nature Park.

The most outstanding activity in 2022 was the approval of and publicity for the first edition of the Collserola Agricultural Contract, which was intended as an innovative tool for supporting farmers and bringing visibility to their role beyond production, highlighting their socio-environmental contributions.

A total of 75,000 euros was allocated, an important part of which was contributed by Barcelona City Council.

- **Responsible Consumption.**

- **Responsible Consumption Space.**

The Responsible Consumption Space is a municipal facility specialising in the promotion of responsible consumption and aimed at spreading a more conscious consumption committed to making a positive impact on people and environment.

Our focus is on the last of the three cornerstones of responsible consumption: buy discerningly.

2022 saw:

- 27 activities co-organised with other players, which 565 individuals and 106 organisations took part in. There was participation, among other things, in events such as Mercat de Mercats, the Children's Fair, the Soups of the World Festival, the Mobile World Congress and 48 Urban Agriculture and activities cycles were created which notably included the Can Calopa Diàlegs a l'Era Cycle and the AmbSumaCura Cycle.
- Viewings of 3 own exhibitions.
- 9 assigned-use spaces, with 138 people taking part.
- 10 mobile information points, with interaction from 422 people.
- 9 training activities in institutes, with 172 students taking part.

- More than 100 networking initiatives, not just internal preparation but external too.
- 7 initiatives supporting other projects from the Service Department.

In addition, and such as central events:

- Organising Information and Workshops space at the Sustainable Food **Land and Taste Fair** during the La Mercè Festival, with a programme of over 11 activities with close to a 1,000 people taking part, and which provided information to nearly 400 people between its own and the organisation's information points.

- **Can Calopa.**

The Can Calopa de Dalt activity, run by the Olivera Cooperative, boosted in particular the educational angle with the promotion and performance of activities intended for schools as well as those relating to the property itself and Sustainable Food.

Note Olivera's participation in the Can Calopa Diàlegs a l'Era, together with the Responsible Consumption Space and the Barcelona Metropolitan Strategic Plan (PEMB), and presence in the RC and SSE Fair promoted by the Department of SSE and SF Services.

- **Definition of La Model's SSE Spaces.**

A final space was established in 2022 intended for the Social Economy and Responsible Consumption Commercial Space, together with the drafting and Urban Planning team.

- **Mainstreaming eco-social criteria in the various categories of municipal subsidies.**

The Section worked with Urban Ecology to strengthen the incorporation of sustainability, eco-social, greening and responsible consumption criteria into municipal calls for grant and subsidy applications to meet the need for public resources to be used in line with municipal policies.

It has a support guide for organisations and another for evaluation teams.

Joint work has been carried out, since the end of 2021, with the Gender Equality and Interculturality departments to adopt mainstreaming in the three criteria.

This work had its profile raised in 2022 under the Barcelona Strategic Subsidies Plan for 2021-2023, and the activation, under this plan, of a mainstream-criteria work group, made up by the Central Subsidies Office and at least two subsidy-managing bodies, as well as representatives of each mainstreaming criteria.

The initiatives carried out this year were:

- 3 information sessions for organisations (2 for the 2022 call and 1 for the 2023), with over 100 participants.
- 2 information-training sessions for technical evaluating teams, with 118 participants.
- Preparation of a joint guide for organisations on how to incorporate criteria into projects.
- The group's internal coordination work, defining a work plan, among other things, providing for work in other calls.

- **Communication Initiatives.**

- **Communication presentation and support for projects and events:** Qualla Barcelona, Impulsem el Que Fas, Foodback, Agrohackató, Supermercat Cooperatiu Foodcoop, Segell Ecolocal, Mercats de Mercats, Mercabarna Summer University, Can Calopa Dialogues, Land and Taste Festival, Benvinguts a Pagès, Soups of the World Festival, 8th Milan Pact Forum, World Food Day, Gastronòmic, Barcelona Forum, Public Food Instruction and City Agreement for the Healthy and Sustainable Strategy for 2030.
- **2030 Strategy Participatory Process Campaign:** “CANVIEM COM MENGEM” [We’re changing how we eat]: Communication campaign aimed at introducing the participatory process open to city residents for making contributions to the Sustainable Food Strategy for 2030 during May 2022. Online and offline initiatives: talks, press, videos. Materials: https://drive.google.com/drive/folders/1DL_6ArhoJSehn4DQ4vYL8yFhXy08RZS1
- **LAND AND TASTE campaign.** Communication of the “Land and Taste” event Sustainable Food Festival in the Framework of the La Mercè Festivities in September 2022. Online and offline and press initiatives framed within the communication of the La Mercè festival. Materials <https://drive.google.com/drive/folders/1rr8F3rr4muuSo-z-e7fpByXnJBMv5PMm>
- **Presentation Event and Campaign for the City Agreement for the Barcelona Healthy and Sustainable Food Strategy for 2030.** Public and press presentation of the final document for the EASSSB2030 and the City Agreement. Event in the City Hall’s Saló de Cent room, with guests from the Catalan food sector and press and own mass-media communication coverage. Materials: https://drive.google.com/drive/folders/1DL_6ArhoJSehn4DQ4vYL8yFhXy08RZS1
- Data on the impact of digital campaigns and channels:

| | J | F | M | A | M | J | J | A | S | O | N | D |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| R* | 7024 | 2298 | 3173 | 2414 | 178000 | 2313 | 2871 | 2210 | 798000 | 4724 | 3001 | 5204 |
| % | 0.822% | 0.550% | 0.829% | 0.782% | 0.812% | 0.797% | 0.626% | 0.629% | 0.946% | 0.951% | 0.624% | 0.601% |
| WV | 3,344 | 2,577 | 3,292 | 2,499 | 2,672 | 2,057 | 1,754 | 1,343 | 14,235 | 3,452 | 2,957 | 2,201 |

- **Instagram.**

Followers: 6,888. The number of followers per month went up by 6% (see table above).

*Reach value (R = number of users who have seen the content) and engagement (E = percentage of interactions).

There was a logical drop compared to the previous year, on the other hand, given the great importance enjoyed by the city from its World Capital status in 2021.

The campaigns had considerable scope, above all the one for Land and Taste Sustainable Food Festival.

- **Website.**

There was a monthly average of 3,500 visits in 2022 (WV = website visits, see table above), with a total of 42,383 visits from different or repeated users.

There were 33,434 one-off visitors (different users). With a monthly average of 2,786 one-off visitors. This means that 78.9% of monthly traffic were one-off visits (individuals who did not repeat their visits).

Most visited pages:

- Home | Sustainable Food.
- Seasons Menu.
- Agròpolis.
- Food wastage and reuse.
- The sustainable food test.
- Sustainable Food Citizen Week.
- Sustainable Food Strategy.
- Land and taste (9,775 in September).

Some news items, such as those on the Strategy and the Instruction for Public Food Procurement, also received a notable number of visits.

The main source of the traffic came from browsers and direct.

- **Regulations.**

- **Technical Instruction for Public Food Procurement.**

The Technical Instruction for Public Food Procurement, promoted in collaboration with the Department for Procurement, the Area of Urban Ecology Area and other municipal players, is a pioneering tool that will be used for guiding all Barcelona City Council's public procurement of food on a mainstreaming and comprehensive basis.

This update included new criteria, among other environmental developments, to encourage the procurement of local and seasonal food, invariably in line with the mandatory EU regulatory framework as well as the area's productive capacity, and used for taking on the climate emergency.

The criteria incorporated on a mainstreaming bases are as follows: increased vegetable-protein food and reduced animal protein, reduced added sugars and ultra-processed products, consolidated and expanded range of organic food, consolidated and expanded range of seasonal and fresh food, incorporated range of differentiated-quality short-circuit food, consolidated presence of basic and manufactured fair-trade food, improved environmental quality of fleet of vehicles, reduced CO2 emissions associated with transport, reduced food waste, impetus to training for the players involved in applying health and sustainability criteria, and incorporated special-work, job-placement and social and solidarity economy centres.

This instruction was worked on and drafted in 2022 and approved by the Government Commission on 1 December.

It has a technical secretariat, within the framework of the monitoring of its implementation, for training and advising on the drafting of the specifications for the various promotional units.

- **Proposed Farmers' Markets regulation.**

Work was carried out this year on a proposed specific regulation for the city's Farmers' Markets in the framework of the efforts being made for having a Regulatory Byelaw on Street Hawking approved.

Extraordinary Agreements and Subsidies

- **Terra Pagesa Foundation and Catalan government**
Collaboration agreement with Barcelona City Council, the Terra Pagesa Foundation and the Catalan government for implementing the CIAP-Terra Pagesa project's "scalability" project through the opening of a logistics centre in the biomarket space.
- **Gasol and ASPB Foundation**
Long-term collaboration agreement between Barcelona City Council, the Barcelona Public Health Agency and the Gasol Foundation for the "Promoting healthy habits for preventing child obesity in schools" project. This is the second year of implementation finished on 30 August.
- **Red de Ciudades por la Agroecología [Cities for Agroecology Network]**
Collaboration agreement between Barcelona City Council and the Red de ciudades por la agroecología for the "Fortalecimiento de la articulación multinivel del nexo alimentación y clima des de la perspectiva municipal" project: The Barcelona Challenge for Good Food and Climate 2022-2023.
- **Universitat Pompeu Fabra**
Collaboration agreement between Barcelona City Council and the Universitat Pompeu Fabra (UPF) for the Diari de Barcelona (Reinventing to rebuild) and sustainable food project.



Collaboration in the drafting of the Healthy and Sustainable Food Strategy for 2030

| | |
|--|--|
| Well-being and Development Association (ABD) | Biomarket |
| AECOC Association of manufacturers and distributors | Caprabo |
| Barcelona City and Province | Càritas |
| Guild Association of Fruit and Vegetable Wholesalers (AGEM) | Carlos González (Catalan Institute of Oncology) |
| Barcelona Public Health Agency (ASPB) | Carme Gasull (journalist) |
| Catalonia Public Health Agency (ASPC) | Catalan Organic Agricultural Production Council (CCPAE) |
| Agropolis | Healthcare Analysis and Programmes Centre (CAPS) |
| Barcelona City Council | Agrifood Economy and Development Research Centre (CREDA) |
| Councillor's Office for Commerce, Markets, Internal Regulations and Tax | Cèrcols, SCCL |
| Councillor's Office for Education | CETT: Barcelona School of Tourism, Hospitality and Gastronomy |
| Councillor's Office for Climate Emergency and Ecological Transition | Claudia Rocío Magaña (University of Barcelona) |
| Councillor's Office for Health, Ageing and Care | Clúster Foodservice de Catalunya |
| Commissioner for Social Economy, Local Development and | Catalan Association of Dieticians-Nutritionists (CoDiNuCat) |
| Food Policy | Collserola Pagesa |
| Area of Social Rights, Global Justice, Feminism and LGBTI Affairs | Barcelona Education Consortium – Area of Innovation, Programmes and Training |
| Area of Culture, Education, Science and Community | Molsa Cooperative |
| Barcelona Activa | Agro-ecological consumption cooperatives |
| More Sustainable Schools | DESOS Opció Solidària platform |
| Barcelona Municipal Institute of Markets | Bio Eco newspaper |
| Municipal Institute of Social Services | Barcelona Provincial Council |
| Department of Commerce, Restaurant and Catering Industry and Consumer Services | Dovella School Services |
| Department of Social and Solidarity Economy and Sustainable Food Services | Ecologists in Action |
| Area of Ecology, Urban Planning, Infrastructures and Mobility | Elena Carrillo (Ramón Llull University) |
| Manager's Office for Environmental and Urban Services | Enric Tello (University of Barcelona) |
| Barcelona Metropolitan Area (AMB) | Esquerra Republicana de Catalunya |
| AnimaNaturalis | Expogestió |
| Ana Moragues (University of Barcelona) | Catalan Federation of Agricultural Cooperatives (FCAC) |
| Association of Rural Initiatives of Catalonia (ARCA) | Barcelona Federation of Municipal Markets(FEMM) |
| Arran de Terra Cooperative | Formació i Treball |
| Young Farmers' Agricultural Association (ASAJA) | Fridays for Future |
| Federated Student Family Associations of Catalonia (aFFaC, ex-FAPAC) | Alicia Foundation |
| ASOBIO | Áurea Foundation |
| ATTA Permacultura | Banc dels Aliments Foundation |
| BioCultura | Hospital de la Santa Creu i Sant Pau Healthcare Management Foundation |
| | Espigoladors Foundation |
| | Gasol Foundation |
| | Roure Foundation |

| | |
|--|---|
| Fundesplai | Mercabarna |
| Gastronomic Forum | Montse Tafalla (University of Barcelona) |
| Government of Catalonia | Nutrició Sense Fronteres |
| Catalan Institute of Health (ICS) | Oxfam Intermón |
| Prodeca | Pàlcam Educació |
| Catalan Food Safety Agency | Baix Llobregat Agricultural Park |
| GRAIN | Collserola Nature Park |
| Barcelona Provincial Fruit and Vegetable Retailers Guild | Barcelona Metropolitan Strategic Plan (PEMB) |
| Barcelona Butchers Guild | PIMEC Agrifood |
| Bonpreu Group | PIMEC trade union, Commerce section |
| Lluerna Group | Pont Alimentari |
| Health Warriors | Restaurant Xavier Pellicer |
| Herbolario Navarro | <i>Cuina</i> and <i>Arrels</i> magazines |
| Hortec | Rezero |
| Barcelona Institute of Regional and Metropolitan Studies (IERMB) | Ruralitzem |
| Joan Rieradevall (Autonomous University of Barcelona) | Slow Food Barcelona |
| Juanjo Cáceres (University of Barcelona) | Societat Catalana de Pediatria |
| Justícia Alimentària [Food Justice] | Susana Toboso (Autonomous University of Barcelona) |
| LaCoordi | Torribera Mediterranean Centre |
| Leitat | Unió de Pagesos [Farmers' Union] |
| Lif3 Economy for Life | Vegetalia |
| L'Ortiga Cooperative | Veritas |
| Mar Calvet Nogués (University of Vic) | Veus de Sobirania Alimentària a Ciutat |
| Marta Llobet (University of Barcelona) | Vida Sana |
| Gregal Soup Kitchen | Catalan Agro-Ecological Network of School Dinners (XAMEC) |
| | Climate Justice Network |



13

Department of Tourism, Events and Creative Industries

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- 13.1 Development and economic reactivation
 - 13.2 New imaginaries and tourist contents
 - 13.3 Tourist management
 - 13.4 Sustainability I Tourism
 - 13.5 Participation, Innovation I Knowledge

13.1 Development and economic reactivation

Mission.

The tourist sector is steadily recovering from the impact of the Covid-19 pandemic. Measures were maintained in 2022 for reactivating and supporting the sector and 40 million euros were raised from the Next Generation Fund.

Goals.

- Achieve Next Generation Funds for Barcelona to stimulate post-Covid recovery and the transformation of the tourist model.
- Offer support to a strategic sector for the city's economy.
- Maintain Barcelona's international profile and capacity to attract.
- Encourage the implementation of new business projects in the area of tourism which opt for sustainability and innovation.

Initiatives.

- Drafting of the Plan de Sostenibilidad Turística en Destinos [Plan for Tourist Sustainability in Destinations], Barcelona's application for the EU's Next Generation Fund, which obtained more than 40 million euros for a series of 20 projects to be implemented over the coming years.

The projects were geared to developing new, de-concentrated tourist offers, improving the sector's digitalisation and innovation, several initiatives relating to sustainable tourist mobility and transformational interventions in spaces such as Montjuïc, Collserola, the Coastal area and banks of the River Besòs and Rec Comptal.

- Attracting international events to the city: initiatives were held to attract top-class sports events to Barcelona, such as the 2024 America's Cup, the final of the World Padel Tour and the ICSIO International Jumping Competition held in 2022, as well as other events that helped to position Barcelona internationally, such as the Turespaña Convention, the city's inclusion in the Eurovision "preparties" and the 50 Best Bars gala awards ceremony, which decided to abandon London for the first time and choose Barcelona as its host city.
- Deployment of the Barcelona MICE Destination Support Programme, a €3-million fund for attracting and retaining conferences and events

in the city that are aligned with strategic economic sectors and allow synergies to be established with Barcelona's economic fabric. A programme managed by the Barcelona Convention Bureau, Turisme de Barcelona and in collaboration with BSM and Fira de Barcelona.

- Support initiatives for revitalising the centre: the impact of the Covid-19 pandemic was especially critical for the commercial fabric of neighbourhoods in the city's centre, hence the deployment of measures for supporting initiatives aimed at reactivating them, such as the Artistic Shop Windows project, an art installations tour in traditional commercial establishments and the holding of a commemorative activities agenda for the 200th anniversary of Passeig de Gràcia.



- Support measures for the tourist sector: nine initiatives for supporting the sector were continued or launched in 2022, such as the Reactivation Festivities and Terraces Week, organised by the Barcelona Hotel Guild; the Barcelona Obertura programme, which put the city on the international map of classical music; the Barcelona Pride; activities promoting the city's offers to travel agencies, organised by ACAVE; and the launch of the BCN Cocktail Experience to bring the world of cocktails to the city's residents.



- Promoting entrepreneurship in the area of tourism: with projects for stimulating and accompanying the creation of enterprises such as Futurisme, in collaboration with Barcelona Activa, ACAVE and the Barcelona Hotel Guild; and “Impulsem el que Fas”, which had a specific category for responsible and sustainable Tourism initiatives in the area.
- **Impact indicators/Results obtained.**
 - 40,848,876 euros from Next Generation Funds for funding 20 projects.
 - 1,500 participants in the BCN Eurovision PreParty. 37,000 online spectators from 10 countries.
 - More than 150 establishments signed up to the BCN Cocktail Experience.
 - 47,482 people attended Hotel Terrace Week.
- **Mainstreaming Projects.**

10 management organisations involved took part in and coordinated the application for Next Generation Funds: B:SM, ICUB, Consorci de Turisme, Consorci del Besòs, Consorci de Collserola, BCASA, Parcs i Jardins, TMB and the Nou Barris and Les Corts districts.

Extraordinary Agreements and Subsidies.

- Collaboration agreement between Barcelona City Council, the Spanish Ministry of Finance, the Spanish Ministry of Culture and Sport, the Barcelona Promoció Foundation and the Passeig de Gràcia Association for the joint development of a project for Passeig de Gràcia’s 200th anniversary, an exceptional event of public interest.
- Subsidy awarded to the Barcelona Hotel Guild for a project for Running reactivation activities and campaigns for the hotel sector in Barcelona.
- Subsidy awarded to the Catalan Association of Specialist Travel Agencies (ACAVE) for a project for Promoting Barcelona to Spain’s travel agencies.
- Subsidy awarded to the Catalan Association of Enterprises for Gays and Lesbians (ACEGAL) for the 2022 BCN PRIDE project.
- Subsidy awarded to the Orfeó Català Foundation under an agreement.
 - Palau de la Música Catalana for carrying out the Barcelona Obertura Festival 2022 project.
- Subsidy awarded to Comercial Escolà S.L. for carrying out the World’s 50 Best Bars Awards project.
- Sponsorship contract with Menuditas Fabrica de Ideas y Entretenimiento S.L. For the Barcelona Eurovision Party event.

The 2,000 startups already in operation have made Barcelona-Catalonia one of Europe’s chief ecosystems. More specifically, Barcelona is the EU’s fifth largest startup hub and takes 9th place among the world’s top 100 emerging ecosystems, according to the Startup Genome’s Global Startup Ecosystem Report 2021.

13.2 New imaginaries and tourist contents

Mission.

Barcelona is committed to diversifying its range of attractions, pursuing a more aspirational tourism, linked to culture, creativity and gastronomy.

Goals.

- Diversify and decentralise the city's range of tourist offers.
- Promote tourism more closely linked to culture and sectors such as gastronomy, design, creativity and events.
- Encourage the return of tourist activity to the entire city.
- Stimulate economic reactivation and opportunities for collaboration.

Initiatives.

- **Presentation and implementation of the Destination Barcelona Tourism Marketing Strategy:** drafted jointly with Barcelona Provincial Council, the Barcelona Tourism Consortium and the Barcelona Chamber of Commerce. The result of an elaborate process of study and participation, the document set out the areas for tourism promotion in coordination with the entire region, and based on eight priority attributes: culture, identity, well-being, citizenship, intelligence, entrepreneurship, globality and capitality.
- **Tourism promotion divided into strategic thematic areas,** to attract a higher-quality visitor profile less connected to the traditional heritage offers and interest in large icons. Hence the Barcelona Tourism Consortium's promotion of campaigns such as:
 - **Barcelona Science Destination.** A campaign coordinated with over 20 professional, training facilities and players from the city's science arena to position the city internationally as a tourist destination with attractions linked to medical, scientific and technological research.
 - **The gastronomic revolution continues in Barcelona.** National and international promotional campaign that was aimed at relaunching Destination Barcelona as a benchmark in gastronomic excellence and at revitalising the visitor economy and restaurant sector by highlighting values such as innovation, talent, creativity, sustainability and local and seasonal production.



- **Barcelona, a Christmas setting.** A campaign aimed at local national and international markets for positioning the city as a winter destination, linked to Christmas traditions, street art and music festivals and shopping. The Christmas Lights Tour tourist bus route was resumed in December for the third year in a row, in collaboration with TMB, which offered daily excursions for enjoying the city's Christmas lights.
- Destination Barcelona stand at the BTravel tourism fair, shared with Barcelona Provincial Council and dedicated to the promotion of gastronomy and enotourism routes.



- **Participation in several Destination BCN promotional missions** organised by Turisme de Barcelona or the City Promotion Department: BCN On The Road USA, BCN On The Road Israel, BCN Back to Europe (France, Germany, England), economic-promotion trip to South Korea, promotional mission to Mexico and Miami linked to Barcelona's positioning in the LGBTIQ+ tourism conference held in Milan.
- **Barcelona International District.** Design and launch of a new programme that allocated 700,000 euros raised tourism taxes to fund socio-cultural projects with deep roots in neighbourhoods and which had planning potential for becoming new features in the city's range of tourist offers.
- **Consolidation of the Gaudir Més register** as a programme for Barcelona's residents to access the city's cultural and tourist heritage. The number of users reached 190,000 in 2022 and improvements were made to the registration process, integrating the systems of the Virtual Procedures Office of the City Council and Citizen Help and Information Offices. A new website-identification space was also established at Park Güell, enabling personalised entry and speeding up access to the park for registered members.

Impact indicators/Results obtained.

- BCN Science Destination: 36 million impressions, 209,000 clicks on the website (+319% above target), more than 20 players involved.
- Gastronomic Revolution Campaign: more than 100 million impressions.
- 138 Christmas Lights Tour tourist bus excursions, with a total of 6,327 users.
- 700,000 euros for neighbourhood projects and events that opt for the new Barcelona International District programme.
- 190,000 users on the Gaudir Més register.

All tourist-promotion initiatives are carried out in coordination with the Barcelona Tourism Consortium.

Extraordinary Agreements and Subsidies.

- Management order for the **Barcelona Tourism Consortium** to carry out initiatives for the Destination's sustainable coordination and management and for Barcelona's social participation and international representation.
- Collaboration agreement with Barcelona City Council, **Barcelona Provincial Council**, and the **Barcelona Tourism Consortium** for carrying out a joint project aimed at promoting Sustainable and Responsible tourism in Destination Barcelona and managing the Tourism Observatory in Barcelona: City and Region 2022.

13.3 Tourist management

Mission.

Tourist activities require regulatory and managerial measures that increase their social return and minimise any possible negative externalities

Goals.

- Redefine tourist mobility, make it more efficient and reduce its impact in the city centre.
- Increase the return of tourist activities and minimise their negative externalities.
- Preserve the residential fabric and encourage the distribution of tourist accommodation throughout the city.
- Launch measures that encourage positive community life between visitors and residents.

Initiatives.

- A good practices agreement for guiding groups along public roads was reached with two professional guide associations: Aguiat and APIT. It provided for measures such as limiting the size of groups, use of radio-guide systems and planning itineraries that minimise nuisance to daily life. At the same time, a decree was approved in Ciutat Vella regulating the tourist-guide work above all in spaces with the highest tourist pressure.



- **Tourist mobility:** the Department of Tourism promoted tourist-mobility re-arrangement measures, in coordination with operators such as B:SM, TMB, the Department of Mobility and the Barcelona Metropolitan Area, which reduced coach traffic and parking in the city centre.
- **Approved change to tourist-bus service routes** to help to present visitors with spaces in the city traditionally less linked to tourism. Areas such as the surroundings of Glòries, Sant Antoni and Poble Nou became increasingly important in routes while efforts were made to reduce pressure in spaces such as Plaça de Catalunya.
Work was also carried out to prevent overlapping lines and stops, especially in areas with large numbers of tourists, and in improving intermodality with public transport.
- **Application of parking fees for tourist coaches** picking up or letting off passengers near points of high tourist interest. Proceeds from these fees were used for launching measures encouraging sustainable mobility. A new system for regulating and arranging coach parking in the Magic Fountain's surroundings was put into operation in 2022, requiring prior bookings for places and the payment of a fee.
- Initiatives for **transforming Estació del Nord**, to strengthen its role as a Barcelona tourist-mobility hub, which concentrated a good part of coach arrival and departure flows, taking pressure off the city centre. Several spaces were renovated to improve the experiences of users and operator enterprises and a new Barcelona Turisme tourist-information and product-sales point was opened.



Estació del Nord
(TdB office)

- **Restriction of “bicitaxi” traffic** in areas of the city with larger tourist pressure to guarantee various uses of public space and reduce neighbourhood nuisance.
- **Re-launch of the campaign against illegal tourist accommodation.** Given the gradual revival of tourist activity, the campaign was relaunched in the summer of 2022 to warn people visiting the city not to stay in unlicensed tourist flats, and inspection and disciplinary activities were once again intensified.

Campaign against illegal Tourist Accommodation (HUTs)



- **Measures for fostering positive community life:** the #LiveLoveCareBCN campaign was also launched in the summer of 2022, promoted in collaboration with the Hotel Guild, Apartur and the city's other tourist agents, to convey a message of welcome and hospitality from the city and to invite them to enjoy it with respect. Three-page leaflets were also republished and distributed in nine languages with advice on safety and civic behaviour.
- **Constitution of a Study Board on regulating cruise ships and their tourist and environment impact,** the result of an agreement with the City Council-Catalan Government Joint Committee, and with all the players involved.
- **Funding:** In 2022, a further year of post-Covid recovery, the City Council received 10,271,656 euros from the proceeds of the tourist tax, which enabled it to fund 22 projects linked to management, promotion, innovation, return and training in the area of tourism, together with a contribution of 4.5 million euros for the Barcelona Tourism Consortium's activity. The establishment of a municipal surcharge on this tax enabled the authority to obtain an additional income of 33,379,407 euros.



Three-page leaflet with safety advice

Impact indicators/Results obtained.

- 65 new regulated-parking places for coaches in the Magic Fountain's surroundings.
- More than 41,000 coach arrivals and departures at Estació del Nord during the summer of 2022.
- 8,100 cases of disciplinary proceedings and 7,400 orders to cease activities since the Shock Plan against Illegal Tourist Accommodation came into force in 2016.
- 15,000 three-page leaflets distributed with advice on safety and positive community life for visitors.
- 10,271,656 euros raised from the tourist tax in 2022.

13.4 Sustainability and tourism

Mission.

Stimulate a sustainable tourism model from the economic, social and environmental perspectives, in line with the 2030 agenda's strategic goals.

Goals.

- Extend sustainability practices among the business fabric dedicated to tourist activity.
- Improve the promotion of organisations and establishments that meet sustainability standards.
- Put sustainability among the cornerstones of Barcelona's tourism promotion.
- Increase the accessibility and inclusiveness of Barcelona's range of tourist offers.

Initiatives.

- Biosphere Platinum Destination + Awarding of Biosphere certificates to enterprises committed to tourist sustainability.
Barcelona has become the first destination in the world to receive Biosphere Platinum certification for its practices to promote tourist sustainability. Certificates and distinctions were awarded in 2022 to over 844 of the Destination's organisations and enterprises managing in a way that was friendly to the environment, culture and social and economic return, within the framework of the implementation of the "Barcelona Biosphere Commitment to Sustainable Tourism" programme, shared with Barcelona Provincial Council, the Barcelona Chamber of Commerce and the Barcelona Tourism Consortium.
- Sustainable Tourism Month.



Market Event

Several events were held in Barcelona for promoting sustainable and responsible tourism there, launched in collaboration with the Barcelona Tourism Consortium and Barcelona Provincial Council. One of the more notable events was the 2nd Mediterranean Sustainable Tourism Convention 2022, which brought together 60 international speakers.



- **Business With Social Value + Barcelona Sustainable Tourism Awards.** 11th edition of an event providing knowledge of the products and services of Special Work Centres and Labour Insertion Companies to institutions, bodies and trading companies, to generate synergies and opportunities. Social & Sustainable Tourism activities were also held within the framework of this event to facilitate networking in tourist companies with environmental, social, economic, cultural and accessibility-promoting practices; and the 6th edition of the Barcelona Sustainable Tourism awards ceremony was held in 2022.



- **Course for improving the accessibility of tourist establishments.**
The Department of Tourism, working together with Turisme de Barcelona and in collaboration with the Municipal Institute for People with Disabilities and ECOM, ran the 3rd edition of the Training Day Event for Accessible Tourism and assisting clients with other different needs, had 66 establishments taking part that were interested in improving the assistance received by people with disabilities visiting establishments and points of tourist interest.
- **1st Foro de Turismo Sostenible Hosteltur – Green & Human.**
Organised by the Grup Hosteltur, the I Foro de Turismo Sostenible Hosteltur – Green & Human was held with municipal support, an event that brought together well-known speakers from the tourist sector and other industries to share knowledge and examples of good practices on how the new tourist model depends on the sector's sustainable transformation.

Impact Indicators.

- 844 tourist enterprises received Biosphere certification for their commitment to sustainability.
- More than 350 participants in the Business With Social Value's networking sessions.
- 66 tourist establishments signed up to training to improve their assistance to people with disabilities.

Extraordinary Agreements and Subsidies.

- Management order for the **Barcelona Tourism Consortium** to carry out initiatives for the Destination's sustainable coordination and management and for Barcelona's social participation and international representation.
- Collaboration agreement with Barcelona City Council, Barcelona Provincial Council and the Barcelona Tourism Consortium for carrying out a joint project aimed at promoting Sustainable and Responsible tourism in Destination Barcelona and managing the Tourism Observatory in Barcelona: City and Region 2022.
- Collaboration agreement between Barcelona City Council, Barcelona Provincial Council and the Instituto de Turismo Responsable to carry out the Application of the sustainable and responsible biosphere system in Destination Barcelona project.
- Subsidy awarded to Icària Social Initiatives for carrying out the Business with social and sustainable value 2022 project.
- Subsidy awarded to Ideas y Publicidad de Baleares S.L. (Hosteltur Group) for carrying out the 1st Àgora Hosteltur de turismo sostenible Green & Human project.

13.5 Participation, innovation and knowledge

Mission.

We are encouraging participation from the numerous players making up tourist activities: studies, knowledge and dissemination as well as innovation for better tourism governance and management.

Goals.

- Promote knowledge on tourist activities and their impact and disseminate it.
- Expand the number of players taking part in the discussions on tourist activities.
- Promote the tourist sector's innovation and digitalisation.
- Contribute to the development of technological solutions adapted to the needs of tourism promotion and management.

Initiatives.

Participation:

Tourism and City Council.

Created in 2016 and integrating all the sectors involved in Barcelona's tourist activities, this body completed its first membership renovation process in 2022, through an electoral process in which a total of the city's 28 organisations and representatives of the commercial, restaurant, cultural, sports, tourist-entrepreneurial, social, associations and local residents sectors had taken part.

Two full council sessions were held over the year, as well as two permanent committees and eight meetings of the various work groups which analysed issues such as heritage, culture and landscape; sustainability and tourism; tourism model priorities; and preparatory meetings for the work plan for the CTiC's second term. Some of its members also took part in planned tours of the city's facilities, such as Park Güell and Prat airport.

The Council also took part in projects and day events such as:

- DMOcrazy: to explore and develop models for public commitment and participatory governance of tourist destinations, with involvement from Grup NAO and DNA Cities Alliance, and 14 European cities, which held a monthly session and a meeting in Copenhagen in May 2022.



- Pathfinders Programme: project for finding positive responses to global challenges, launched by Destinations International, with monthly sessions and 10 cities taking part, such as Geneva, Malmö and Budapest.

And organised presentations such as:

- UB: Master in Urban Tourism (10/01).
- Learning Lab USA Miles partnership (11/05).
- International Cooperation Projects BCN City Council Middle East Tourism Management (12/05).
- Geography Department, Hebrew University of Jerusalem (16/05).
- Technische Universität Berlin (05/07).
- Queen's University, Canada (30/09).
- Surrey: Indicators for Advancing Regenerative Tourism (13/10).

Impact indicators/Results obtained.

- 28 of the city's organisations participating in the Tourism and City Council's electoral process.

Innovation:

Alimara Award for the CheckBCN webapp.

The CheckBarcelona project received the CETT Alimara Award in the Through Digitalization category. Launched jointly with Turisme de Barcelona and in collaboration with Eurecat, it's Europe's first webapp to integrate the various tourist attractions and experiences into one app, enabling real-time consultations of service and influx-volume information, to help with managing tourist flows.

The 37th CETT Alimara Awards ceremony rewarded projects that had contributed an innovative vision in the area of experiences, digitalisation, sustainability and research applied to the tourist, hotel and food sectors.

Tourism Data System (TDS).

The City Council has been collaborating on this electronic platform for accommodation (hotels, HUTs and hostels) and tourist destinations enabling analyses of the main variables linked to occupancy (places on offer, overnight



stays, occupancy rate for rooms, occupancy rate for places on offer, issuing markets, booking forecasts, prices, etc.) to speed up the decision-making process.

Destinos Turísticos Inteligentes [Smart Tourist Destinations] City Network (Red DTI).

Barcelona is part of this network of cities, institutions and enterprises working to boost the application of technological solutions and digital resources, to improve tourism management and governance, and which saw in 2022 the number of members making it up from all Spain's regional communities grow to 620.

Impact indicators/Results obtained.

- 620 destinations make up the Red de Destinos Turísticos Inteligentes [Smart Tourist Destinations Network].

Dissemination, Training and Knowledge:

The Department of Tourism gave support to numerous initiatives to stimulate research, training, knowledge and reflective discussions on the visitor economy.

- CETT-UB Chair of Tourism, Hospitality and Gastronomy, aimed at improving excellence, competitiveness and sustainability in tourism, through research, development and innovation (R&D&I) projects and training activities as well as initiatives for disseminating and conveying knowledge, especially in the area of urban tourism.
- 4th CETT Smart Tourism Congress Barcelona, which created a meeting space for dealing with the smart management of tourism and digitalisation in tourist enterprises.
- 10th TurisTIC Forum, which dealt with the issues of innovation, digitalisation and technical applications in the area of tourism, with discussions and speeches on the potential of social media, augmented reality and the metaverse.
- PIMEC Turisme day events for dealing with the sector's challenges, improving its competitiveness, especially for small and medium-size enterprises, and scenarios of possible public-private collaboration.



- “Volvemos. Todo un país de turismo” day events organised for discussing post-Covid recovery scenarios, especially in the areas of responsible tourism, nature and cultural and heritage tourism.
- Support for the Chair of Tourism, Sustainability and Innovation (TSI) launched by IQS, which organises the Repensem el turisme a través del talent [We’re rethinking tourism through talent] programme.

Studies coordinated by various organisations, such as the Barcelona Institute of Economic, Exceltur and the University of Girona were commissioned or collaborated on, so that deeper examination could be made into some of the issues considered of general interest or capable of contributing to decision-making from the public sphere.

The Department of Tourism website, www.barcelona.cat/turisme, which gave city residents access to the main strategic lines of the city’s tourist policy as well as updated studies and data on the tourism sector, information on the activity of the Tourism and City Council, and other publications or projects connected to this area.

The City Council is an integral part of the Barcelona Tourism Observatory, Destination Barcelona's statistical-information, knowledge and tourist-intelligence platform, which published the following in 2022:

- Tourist activity perspectives: 25 reports.
- Annual tourist profiles: 3 reports.
- Monthly tourist profiles: 12 reports.
- Annual tourist-activity report: 4 reports (3 parts + final report).
- SITS-OTB sustainability indicators: 1 report.
- Profile special editions: 4 reports.
- Tourist-activity monitoring: 1 interactive report (with 12 updates).
- Analysis of tourist-sector salaries: 1 report.

Impact indicators/Results obtained.

- More than 50 statistical reports and studies published on the Barcelona Tourism Observatory's website.

Extraordinary Agreements and Subsidies.

- Management order for the Barcelona Tourism Consortium to carry out initiatives for the Destination's sustainable coordination and management and for Barcelona's social participation and international representation.
- Collaboration agreement between Barcelona City Council, Hotel and Tourism Studies CETT, SA and the Gaspar Espuña CTT Foundation for carrying out the CETT-UB Chair of Tourism, Hospitality and Gastronomy project, aimed at improving excellence, competitiveness and sustainability in tourism, through research, development and innovation (R&D&I) projects and training activities as well as initiatives for disseminating and conveying knowledge, especially in the area of urban tourism.
- Subsidy awarded to the Sarrià Institute of Chemistry, CETS, a Private Foundation for implementing the "Repensar el turisme a través del talent" project.
- Subsidy awarded to the EURECAT Foundation for implementing the Tourist Innovation project.
- Subsidy awarded to PIMEC for carrying out the Bases for a Sectoral Tourism – SMEs Agreement project, the driving force for transformation and innovation: from tourism to the visitor economy.

Creative industries

Mission.

Boost business promotion and the social and international aspects of Barcelona's creative industries. As well as promote the DHUB as a benchmark facility for the creative industries.

Goals.

1. Promote the creation of the Creative Barcelona Board, made up of the main representative associations, enterprises and figures in the world of design and creative industry in Barcelona.
2. Develop the DHUB, as a space that integrates the various manifestations of design and the creative industries to facilitate discussions, research and presentations of new projects and content on the local and international scale.
3. Establish the necessary links with schools and universities to generate joint dynamics in training and research.
4. Map the city's creative industries while establishing new promotion and development focuses.
5. run regular programmes and projects for promoting the city's creative industries internationally.

Initiatives.

- **Strategic area 1:**

Developing Creative Industry governance:

- **Initiative 1.1: Barcelona Creativa Board**

This relation and interconnection space was created during this term of office and deployed, made up of some seventy representatives from the various linked sectors.



Activities carried out: Two full board sessions and four committees were held in 2022 and three work groups created which began the preparation for several projects.

- Maps group and strategy: 3 meetings. Goal: to find needs and opportunities for the creative industries sector with a metropolitan approach.
 - Fashion group: 5 meetings. Goal: to give Barcelona a new position that brings about its perception and recognition as a fashion benchmark, both in the citizen and international arena and helps to revitalise and boost the city's economy.
 - Intersections group: 4 meetings. Goal: to find meeting spaces between the creative sectors and other areas of economic activity
- **Initiative 1.2: Map of creative industries in Barcelona.**

This is a snapshot of the economic and business ecosystem of creative industries in Barcelona in 2023. This is one of the elements provided for in the government measure for the creative industries.

The mapping was used as the basis for the creation of the Barcelona Creative Council, insofar as it provided a definition of the sector's main segments, assessing their specific impact
 - **Strategic area 2: Supporting and promoting "Sectoral Multipliers".**
 - **Initiative 2.1. Disseny Hub Barcelona X Cruïlla X El Estafador.**

Barcelona Events Musicals S.L. developed the Cruïlla Project. Disseny Hub Barcelona encouraged illustrators to take part in the 2022 edition of the Cruïlla Festival, which was based in Parc del Fòrum, in collaboration with the El Estafador collective.
 - **Activities carried out:**
 - Special issue of Cruïlla and promotion in social media: 2 special issues of "El Estafador" dedicated to Cruïlla, pre- and post-festival respectively, which included cartoons from several illustrators relating to the Festival. More specifically, the "Ganes de festí" Special and the "Ressaca post-Cruïlla" Special.
 - Group mural: several illustrators from the El Estafadors collective created a Group Mural inside the Festival's grounds and during its dates; anyone attending the festival was able to enjoy the live creation process.
 - DibuJam Sessions: live sketch sessions throughout the festival, on the music groups performing at it and on their experiences. It became another of the Cruïlla's shows on offer.
 - **Impact indicators/Results obtained.**
 - 18 illustrators worked on the group mural and illustrations live.
 - 72,000 people attended the 2022 Cruïlla Festival
 - **Initiative 2.2. Sustainable Challenge.**

The Sustainable Challenge is an annual project, promoted by the Design Promotion Department (Disseny Hub Barcelona) and organised by Moda-FAD, the British Council and Design Manchester, with the support of the British Embassy in Spain.

Adopting the slogan "Moda per la diversitat de cossos" [Fashion for body diversity], the fourth edition of the project (2022) saw some 30 students of various disciplines, hailing from design schools based in Spain and the United Kingdom, receiving advice from experts from both countries as they worked in mixed and heterogeneous groups, developing fashion



designs and concepts while providing for diversity, where clothing items would adapt to all bodies rather than the other way around. Fashion was therefore promoted as a tool for facilitating social inclusion.

- Activities carried out
 - Creation Marathon, on 10,11 and 12 November 2022.
 - Fashion Show Catwalk, 12 November 2022, face to face at the Disseny Hub Barcelona.
 - Summary video: <https://www.youtube.com/watch?v=hKUQuSuT6bQ>.
- Impact indicators/Results obtained
 - 94 students signed up from 25 schools.
 - 30 participants, 15 from the UK and 15 from Spain.
 - 160 people attended the Fashion Show.
 - 14 news items published with a potential audience of over 2 million and an estimated economic value of 103,000 euros.

- **Initiative 2.3: Best Design of 2022 exhibition.**
 The Best Design of the Year is an annual exhibition organised by FAD which features the runner-up works and winners of the awards for the various disciplines of design, architecture and the arts, organised by FAD associations: the FAD Awards for Architecture and Interior Design (ARQUIN-FAD); the ADG Laus Awards for Graphic Design and Visual Communication (ADG-FAD); the ADI Awards for Industrial and Design and Design Culture (ADI-FAD); the FAD Art Awards (A-FAD); and the Habitàcola Awards for students of architecture and design (ARQUIN-FAD).
 That edition could be visited under four itineraries featuring the values of the New Bauhaus: Beauty, Innovation, Sustainability and Inclusiveness. A family visit was also prepared. FAD (Fostering the Arts and Design).
- **Activities carried out.**
 - Best Design of the Year exhibition on at the Disseny Hub Barcelona, from 03/06/2022 to 28/08/2022.
- **Impact indicators/Results obtained.**
 - The Best Design of the Year exhibition received 31,011 visits.
- **Initiative 2.4: Barcelona in Valencia, the Design Capital: exhibition and day event**
 Valencia was the World Design Capital in 2022. Barcelona was represented there, celebrating the ties between the two cities through design and planning a series of activities organised jointly as part of the WDCV 2022: the “Best Design of the Year” exhibition and the “El pecat i el disseny” [Sin and design] day event. The activities highlighted the relationships between the respective creative and productive fabrics and did so through the best design, helping to meet the current social, economic and environmental challenges.
 Aiming to promote the most responsible aspects of design as a facilitator of change and Valencia – Barcelona connections, the exhibition incorporated the winning works of the ADCV Awards’ Impacto Positivo Prize into this itinerary. A discussion day event was also held, entitled “El pecat i el disseny: Confessions i reflexions València – Barcelona entorn de la pràctica professional [Sin and Design. Valencia–Barcelona confessions and reflections revolving around professional practice] reconsidered the possibilities of design as a tool to change and improve people’s lives.
- **Activities carried out.**
 - The Best Design of the Year exhibition, on at La Nau, from 24 November 2022 to 12 February 2023. <https://www.youtube.com/watch?v=3AG2NiAOMC4>.
 - “El pecat i el disseny” Day Event, held at La Nau, on 24 November 2022.
- **Impact indicators/Results obtained.**
 - The Best Design of the Year exhibition received 2,178 visits (on 15/01/2022).
 - The day event was attended by 100 people.
- **Initiative 2.5. Festivals and sectoral events**
 Working in collaboration with the ICUB and other municipal bodies, the Department of Tourism and Creative Industries gives support to events that stimulate the musical, audiovisual and performing-arts industry, having been especially hit over the last few years by the impact of the Covid-19 crisis.

- **Activities carried out.**

- 2022 Sónar Dia Festival and 2022 Sónar +D.

2022 edition central themes

- An extensive look at the Web3, ranging from digital economies and decentralisation to cryptoart, creative markets and new ways of organising the internet.
- Artificial Intelligence (AI), exploring the implications of these new technologies in art and society.
- A broad debate on Acoustic Ecology, exploring the importance of sound in the relationships between the Earth, nature and humanity and how this becomes a new and ground-breaking source of information when it comes to research and innovation.
- Ecology and Fiction, an exploration in several formats straddling the line between folklore and speculative thought, enabling us to imagine what the future offers us, based on fiction set in cities or the natural world.
- Barcelona DOCs 2022. International Documentary Film Festival.

A festival that celebrated its 25th anniversary in 2022, bringing Barcelona the main annual premieres of documentaries from around the world, with a programme followed by 91,514 spectators in 2021, during which 48 films were screened.

The programme also included a Market for professionals, with an activities programme aimed at:

- Finding international funding and distribution: Public Pitch and Speed Meetings.
- For developing DocsBarcelona Campus projects.
- For professional training and skills acquisition: workshops, lectures and round tables.

- Fonograma. Jornades professionals sobre música enregistrada [Professional conference on recorded music].

The 1st edition of this APECAT-promoted event was held from 24 to 26 November. Its aim was to offer a space for reflection on the role of record producers in the face of the digitalisation challenge and new technologies in the music industry, which have drastically changed consumer habits regarding recorded music.

Offering a programme of round tables and lectures, the conference brought this figure to the public and a debate was held on issues having an impact on the sector, such as the metaverse, the role of the mass media and intellectual property and copy rights.

- Residència de guions [Script residency].

Support for the Catalan Film Academy's project for promoting a script-development lab for feature films of fiction.

Barcelona has the public and private infrastructures needed for generating successful audio-visual products, and this residency, which was set up in 2022 and continued up to the middle of 2023, represents an optimum formula for achieving this, given that it speeds up the creative process and connects authors and the industry to a network of reliable contacts that will steadily strengthen the Catalan audio-visual fabric.

- Tria teatre i emociona't.

Support for a campaign launched by ADETCA and which aimed in particular to promote audience attendance at the theatre productions playing in Barcelona, intended for city residents and visitors hailing from local markets, to stimulate theatre consumption and attempt to reactivate the performing arts sector in the wake of Covid-19.

- Impact indicators/Results obtained

- Barcelona DOCs 2022: An accumulated total of 1,677,249 spectators over 24 editions, with 840 projects presented and 100 short films in the doc-u section, 1,000 people having attended workshops and 14,000 the lectures and master classes.



- **Strategic area 3: Promoting and applying the creative industries' transformational talent.**

- **Initiative 3.1. Dissenyem Comerç.**

Dissenyem comerç [We design commerce] is a project for revitalising local commerce with contributions from the creative industries' young talent. Various training centres in creative disciplines come into contact with commercial hubs. Groups of students diagnose issues and propose creative initiatives to revive small businesses.

- **Activities carried out.**

4 schools and 4 shopping centres took part in 2022, generating participatory-design processes adapted to each need.

- **Impact indicators/Results obtained.**

In 2022:

- 4 participating schools.
- 24 students and 8 tutor-teachers.
- 4 commercial hubs in 4 of the city's districts.
- 21 revitalisation proposals (some are being studied for implementation).



- **Initiative 3.2 Òh!pera, newly created micro-operas.**

This is a project aimed at promoting young talent while complementing the training of students of various disciplines in the city's creative industries and providing them with learning in a real environment.

Four small-format operas were designed during the 2021-22 academic year (25 minutes in duration with 6 performers) playing at the Liceu in July 2022. Taking part in the project were five design schools, students from several disciplines, composers, performers, stage directors, dancers and professionals from several areas of design.

- **Activities carried out.**

2021-22 school year:

- Work sessions at schools: from January to June.
- Press conferences: January and June.
- Music and stage rehearsals: June.
- Opera performances: July.

- **Impact indicators/Results obtained.**

During the 2021-22 school year:

- 5 participating schools.
- 30 students.
- 13 tutor teachers.

This project is being implemented in conjunction with the Gran Teatre del Liceu de Barcelona and the ICUB.

- **Initiative 3.3. Les Pop Up del Disseny.**

Three new exhibition spaces, located in the Disseny Hub Barcelona's lobbies, intended for the installation of temporary, small-format exhibitions: The aim is to highlight and bring visibility to the local creative industries' talent, offering spaces for projects relating to fashion, graphic design, property design, photography, illustrating, gastronomy and food design, audiovisuals, gaming, etc., arising from Barcelona's Design Schools, which coexist with proposals from active professionals and design associations such as FAD and the BCD.



- **Activities carried out.**

- Exhibitions held:
 - “Sustainable Challenge '21”, ModaFAD.
 - “ADG, 60 YEARS”, ADG-FAD.
 - “Catalonia Eco-Design Awards”, Waste Agency of Catalonia.
 - “ADCE Awards Travelling Exhibition”, ADC.
 - “Fornas. The Image of Catalonia in the 60s”, Museu del Disseny.

“Kobenhavn – Barcelona”, Mies Van Der Rohe.
 “Manifestations”, MATERFAD.
 “Salvapantalles Fantasma”, Creation and Museums project, Museu del Disseny and Hangar.
 “Tot Cor”, Pepa Reverter.
 “Enric Majoral. La joia expandida” [Enric Majoral. Expanded Jewellery], Museu del Disseny.
 “Enjoia’t”, A-FAD.
 “Els Possibles”, COSICOSA.
 “Reposabraços”, TMB + Elisava + BCD.

- **Impact indicators/Results obtained.**
 - “Sustainable Challenge ’21”, ModaFAD: 1,514 visits.
 - “ADG, 60 YEARS”, ADG-FAD: 1,908 visits.
 - “Catalonia Eco-Design Awards”, Waste Agency of Catalonia: 383 visits
 - “ADCE Awards Travelling Exhibition”, ADCE: 1,641 visits.
 - “Fornas. The Image of Catalonia in the 60s”, Museu del Disseny: 10,742 visits.
 - “Kobenhavn – Barcelona”, Mies Van Der Rohe: 5,756 visits.
 - “Manifestations”, MaterFAD: 12,102 visits.
 - “Salvapantalles Fantasma”, Creation and Museums project, Museu del Disseny and Hangar: 3,265 visits.
 - “Tot Cor”, Pepa Reverter: 1,344 visits.
 - “Enric Majoral. La joia expandida” [Enric Majoral. Expanded Jewellery], Museu del Disseny: 7,511 visits.
 - “Enjoia’t”, AFAD: 2,316 visits.
 - “Els Possibles”, COSICOSA: exhibition still on.
 - “Reposabraços”, TMB + Elisava + BCD: exhibition still on.
 - Museu del Disseny and other organisations relating to the Disseny Hub Barcelona.

- **Strategic area 4: Design Promotion and Development.**
- **Initiative 4.1. Barcelona Design Week 2022.**
 BDW aims to bring design to the city’s residents, celebrate and enjoy the city’s creativity in its neighbourhoods and mobilise the sector to bring visibility to Barcelona’s designs on an international level, highlighting its economic, cultural and social importance.

- **Activities carried out.**
 The 17th edition of the BDW was held from 2 to 22 June, with the slogan Wayfindings: Orientacions per a crear nous presents. More than 132 activities were held, including lectures, workshops, exhibitions, installations, Food Design Week and Design Districts.

- **Impact indicators/Results obtained.**
 - + 74,000 attendees.
 - + 600,000 potential campaign impacts.
 - + €143,000 campaign valuation.
 - + 326,000 impressions.
 - + 242,000 reach in Social Media.
 - + 117,000 monthly website visits.
 - 17 newsletters in each language (Catalan, Spanish and English) = 51 overall.
 - 22,213 users access the web page.
 - 34,108 opened sessions.
 - 117,661 web pages browsed by users.

- **Initiative 4.2: DHUB shop.**
 Museum-shop benchmarking study.

- **Activities carried out.**

- Information gathering and systematisation.
- Interviews with professionals from the sector.
- Comparative-chart preparation.

- **Initiative 4.3: DHUB's Annexe building.**

The Disseny Hub Barcelona has an Annexe building, located opposite the cafeteria, next to the Jardins d'Elisava, which is meant to provide a specialist area for creative industries and digital technology for holding meetings, workshops and/or exhibitions.

The DHUB also aims to arrange several elements that were needed for the cafeteria.

- **Activities carried out.**

- BSM hired two planning teams (one for the facade and the other for the inside) and a Project manager team.
- The executive projects were completed in June and others under review in the Sant Martí District for issuing the CTP (Project's Technical Certification) in June. The ICUB gave the project its (public) administrative approval in August.
- The DHUB commissioned a technical planner in the autumn of 2022 to arrange several elements mentioned regarding the cafeteria.

- **Initiative 4.3: Barcelona Fashion Forward, 3rd Edition.**

This is a programme for promoting and accompanying fashion brands and up-and-coming fashion designers, specialising in designing, producing and marketing finished textile products for women, men and children as well as footwear and accessories, for projects that incorporate creativity, sustainability and innovation.



- **Activities carried out.**

- December 2021 to February 2022: launch of the call and selection of 10 participants.
- March to July 2022: Stage 1
- Group training sessions at the Disseny Hub Barcelona, 60 hours for 10 participants (Strategic marketing; Product, operations and supplies; Price and supply chain; Fashion marketing; E-commerce, digital marketing)

and social networks; Communication strategy; Finance; Fashion Law; Guided tour of the “Dressing the Body. Silhouettes and Silhouettes and fashion (1550-2015)” exhibition on at the Museu del Disseny).

- Personalised mentors, 19.5 hours for each participant – 10 in total.
- July 2022: Selection of the 4 winner projects (finally 5 owing to a tie in the last place, as Stage 2’s services were divided between the last two brands).
- October 2022 to March 2023: Stage 2: coordination of services for the four winning projects.
- Communication showroom, with XXL Comunicació..
- Sales showroom, with White Line Showroom.
- Digital Marketing agency, with XXL Online.
- End-consumer marketing, with La Roca Village and Shops Barcelona.
- Impact indicators/Results obtained.
- Call: 32 enterprises submitted.
- Selection of 10 participating enterprises for Stage 1.
- Selection of 4 participating enterprises for Stage 2.
- Goal: to bring professionalism to and consolidate the brands.



• **Initiative 4.5: BARQ International Architecture Film Festival Barcelona.**

This is the only international and competitive architecture film festival in the Spanish State. It brings together high documentaries of high cinematographic quality from around the world, never before shown in our country and of interest to all audience types. The winning documentary films in the Official Competition Section of the “BARQ Festival received cash prizes and an award.

The second edition of BARQ took place between 10 and 15 May 2022. Organised by Nihao Films and promoted by ArquinFAD, COAC and the Mies van der Rohe Foundation, it was supported by Disseny Hub Barcelona and other institutions.

• **Activities carried out.**

- The Disseny Hub Barcelona’s auditorium played host to the opening and closing galas (10/5/22 and 15/5/22 respectively).
- The festival had passes for films and fringe activities in other locations in the city (Cinemes Girona, Miró Foundation etc.)

• **Impact indicators/Results obtained.**

- Barq had a total of 20,744 spectators and viewers and over 60 appearances in Spain’s media.
- The galas held at the Disseny Hub Barcelona were attended by 389 people.

- **Initiative 4.6: FFLASH HUB.**

This was the first international training and networking gathering aimed at film-festival professionals. It filled a gap in the area of film festivals: training-space needs; experience exchanges and networking for growth and strengthening. It was intended for established or future professionals from Spain, other Mediterranean countries and Latin America.



- **Activities carried out.**

The Disseny Hub Barcelona played host to the gathering, from 21 to 23 September 2022.

- **Impact indicators/Results obtained.**

- 160 accredited attendees, representing 66 festivals.
- 43 speakers, moderators and presenters

- **Initiative 4.7: Volta, urban creativity cycle**



This was a project designed to bring urban art to Barcelona's residents to make it more accessible and improve the institution's porousness to its environment. The aim was to highlight the heritage value of urban artistic interventions and dignify the professions creating them (designers, artists, creators etc.)

- **Activities carried out.**

- Three urban-art interventions in the Disseny Hub Barcelona Activa's surroundings.
- Guided tour of the three works by the artists.
- Open workshops with several urban-art techniques.
- Discussion day event.

- **Impact indicators/Results obtained.**
 - 180 people attending the activities face to face.
- **Strategic area 5: Impetus to the creative economy.**
- **Initiative 5.1. Poblenou Urban District (PUD).**

PUD is a private non-profit association made up of Poblenou's cultural- and creative-sector professionals, enterprises and organisations. Its aim is to position Poblenou as Barcelona's creative and cultural district and boost and promote the district's creative, cultural and commercial community.



- **Activities carried out.**

The PUD2022 Programme included the following subprojects/events:

 - OFF-LLUM BCN 22: alternative route for the Llum BCN event, putting the focus on experimental light art and local proposals for creation and innovation spaces for Poblenou's creative community. (February 2022).
 - Poblenou Open Day: where the Poblenou Urban District's creative community invited the public to discover creative district through a programme of several cultural events and routes connected to art, creativity and gastronomy. (May 2022).
 - Windows Art Circuit: (WAC) circuit that offers the public a live experience of the full creation process of mural on unconventional media, reclaiming streets and recovering unused spaces as areas of high cultural value. (May 2022).
 - Urban Talks: Travelling cycle of talks generating an open discussion on culture and creativity relating to the urban environment, art, heritage, the economy, technology and sustainability, among other things. (May and October '22).
 - Map: production of a six-monthly map-guide showing the locations of all the spaces making up the Poblenou Urban District. (May and November '22).
 - AR-DE Aliança Galleries: activities programme for activating and making alliances between galleries, museums and showrooms, inside and outside the district. (June and October '22).
 - Associates Networking: Annual gathering with the members' community where the association plans various activities for associates to relate with one another and promote synergies. (September 2022).
 - UDAF Urban District Art Festival/Urban Talks: multidisciplinary contemporary-culture festival, the result of a consolidation of the various initiatives launched by PUD, with the aim of creating a benchmark event in Poblenou and the city in the area of creativity and contemporary culture. (October '22).
 - Poblenou Open Night: one of the night-time cultural events that have been held for the last ten years in the city, members of Poblenou Urban District open to the public and offer an extensive programme of cultural activities. (November '22).

- MUC Music Urban Circuit: this is a music circuit for the Poblenou Urban District community's stages, concert halls and unique spaces. It is the result of an open call for musicians and groups. (November '22).
- **Impact indicators/Results obtained.**
 - OFF-LLUM BCN 22: 15,000 attendees, 9 participating spaces (February '22).
 - Poblenou Open Day: 20,000 attendees, 70 participating spaces (May 2022).
 - Windows Art Circuit: 8,000 attendees, 13 participating spaces (May 2022).
 - Urban Talks: 50 face to face + 84 online (May '22).
 - Mapa: 60,000 copies distributed (May '22), 30,000 copies distributed (November '22).
 - AR-DE Aliança Galeries: 11 participating spaces (June '22), 10 participating spaces (October '22).
 - Associates Networking: 120 associated member attendees (September '22).
 - UDAF Urban District Art Festival/Urban Talks: 50 face to face + 243 online (October 2022).
 - Poblenou Open Night: 20,000 attendees, 57 participating spaces (November 2022).
 - MUC Music Urban Circuit: 1,500 attendees, 2 participating spaces (November '22).
- **Initiative 5.2: Impetus to the video-game sector.**
The video-game sector is identified as a strategic area with growth potential where Barcelona is well positioned, hence the support given to initiatives promoted by the sector for stimulating talent, professional development and the business fabric.
- **Activities carried out.**
 - GameBCN. Support for the 7th edition of this incubation programme for video-game-developing enterprises, offering training, mentoring, production and accompaniment in international fairs.
 - DEVICAT gatherings: Support for the association of video-game developers and publishers for holding monthly gatherings that offer networking and training opportunities for individuals and enterprises connected to this area. The first awards-ceremony gala for video-games in Catalonia was also held in the framework of this project, accommodated in the DHUB as the big epicentre of the creative industries.
- **Impact indicators/Results obtained.**
 - Game BCN. 42 projects incubated in all the editions, with over 4.5 million of business volume generated.
 - DEVICAT gatherings: 10 gatherings in 2022 with over 1,400 people attending and 32 enterprises and studios taking part in networking sessions.

- **Initiative 5.3: Stimulating Audiovisual Talent.**

Audiovisual Talent Week (14-18 November 2022): organised by the Audiovisual Cluster of Catalonia, it consists of a series of activities aimed at connecting new emerging audiovisual talent at universities and training centres in Catalonia with the cultural and creative industries.



- **Activities carried out.**

- University-Industry Audiovisual Pitching: meeting space between professionals and emerging talent trained at Catalan universities for developing their audio-visual projects.
- Talent Pact: a programme for young professionals from the audiovisual sector and emerging groups from the live arts (music, theatre, dance, circus) that facilitates their professional development through the audio-visual pieces linked to artistic projects.
- “Meet the Experts” conferences: meetings with professionals from several specialist areas in the AV sector.
- New Professionals Market: young pre-selected candidates have a meeting with the sector’s enterprises.
- Open Talent: accompanying projects presented at the Pitching.

- **Impact indicators/Results obtained.**

- AV Pitching: 50 projects presented.

- **Initiative 5.4.: Integrated Systems Europe (ISE): participation in the Fair.**

Integrated Systems Europe (ISE) is the major international event where the audiovisual world showcases its activity and stages its developments and applications.

- **Activities carried out.**

- Presence of an institutional booth at the event, which was held from 10 to 13 May 2022, to promote it as a showcase for the city’s enterprises relating to this sector, in collaboration with the Clúster Audiovisual de Catalunya.
- It also provided support for the ISE’s organisation of two large-scale audio-visual projection shows in the city’s outside spaces.

- **Impact indicators/Results obtained.**

- 43,691 individuals from 151 countries attended the ISE Fair.

- **Strategic area 6: International Line.**

- **Initiative 6.1. Participation in the FuoriSalone in Milan.**

An International Mission was sent to Milan, from 5 to 10 June, to present “Inspired in Barcelona: A gathering place” as part of Milan Design Week 2022. This was a proposal for promoting Barcelona’s design sector, enterprises in consolidated and emerging markets and new talent.

The exhibition was held in the Brera neighbourhood, one of the main areas in the city playing host to the Milan FuoriSalone’s activities. The Mission was coordinated by the Operational Department for Promoting Design at the Disseny Hub Barcelona.



- **Activities carried out.**

- Institutional events at the FuoriSalone.
- Visit to the Milan Furniture Fair.
- Visit to the Acció office in Milan.
- Visit to the European Institute of Design in Milan (IED has an office in Barcelona).
- Meeting with Barcelona and Catalonia designer brands.
- Presentation of the MARSET company’s collection.
- Visit to the ROCA space and presentation of the 2022 collection.
- Dinner with design professionals.

- **Initiative 6.2. Barcelona Catalonia Bridge in Mexico City.**

The Barcelona Catalonia Bridge was an International Economic Promotion initiative for attracting international investment and talent held in strategic markets for the city. SciTech DiploHub organised a Catalan science and technology ecosystem mission at the same time, with 20 representatives from universities and research centres (UPC, UOC, Rovira i Virgili, Vic, UB, the Catalan Biomedical Research Institute, ALBA (synchrotron), the Genome Regulation Centre, the Sant Pau Biomedical Research Institute and the Financial Studies Institute).

- **Activities carried out.**

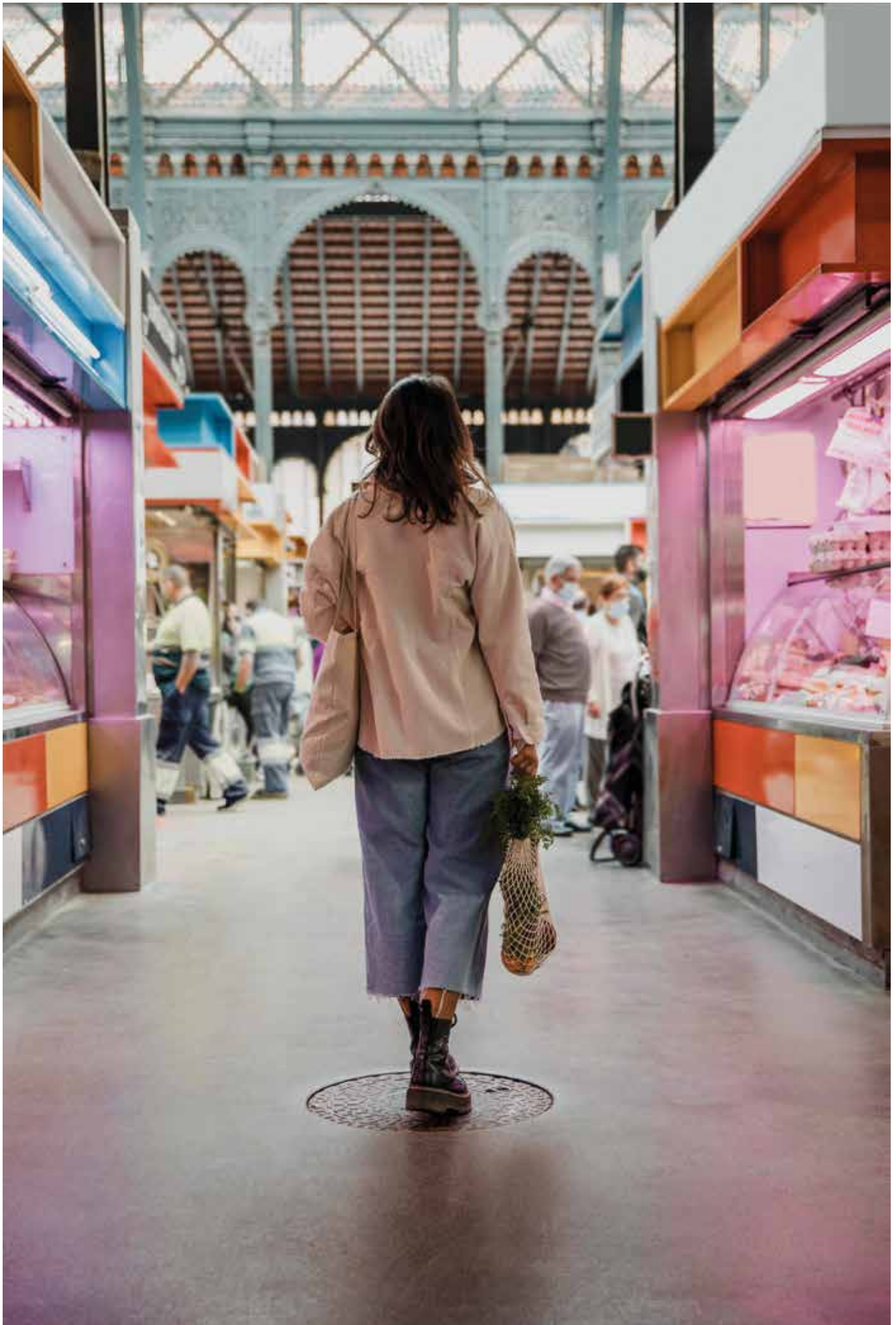
- Pau Solanilla, the Commissioner for the Promotion of the City, gave a talk at Mexico City’s Tecnológico de Monterrey campus, entitled “A city’s global ambition on the human scale: Planning the Barcelona Model for 2030”, before an audience of 150 people and signed an agreement for strengthening relations between that academic institution and our city in talent- and investment-related activities.
- Institutional meeting with the government of Mexico City during which good practices and collaboration projects for the future were exchanged with Diana Alarcón, the General Coordinator of Advisers and International Affairs, and Fadlala Akabani, the Secretary for Economic Development.

- The “Design Exchange Barcelona – Mexico” event, which was co-organised by the Barcelona Centre de Disseny, enabled two chefs, Miguel Sánchez Navarro and Cesc Duran, and a food designer, Alexa Trilla, to experiment with their creativity, while fusing Mexican and Catalan cuisine.
- Turisme de Barcelona organised an event to explain Barcelona’s new premium range of offers before 80 tour-operator representatives and influencers, to attract visitors who are respectful towards their destinations.
- Meeting with Aeroméxico to explore the resumption of direct flights between Mexico City and Barcelona.
- The Mexico-based Catalan Business Club, which brings together the majority of Catalan executives and enterprises with an office in Mexico as well as Mexican professionals interested in the Catalan economy, was able to air its concerns and opinions.
- The Barcelona Innovation Day programme organised by SciTech DiploHub and the Secretariat for Education, Science, Technology and Innovation at the government of Mexico City helped to strengthen international scientific and technological cooperation. Over 200 people attended. Barcelona City Council took part in a round table entitled “Entrepreneurial ecosystems: the new wave of innovation.”



- Impact indicators/Results obtained.
 - Establishment of a framework of confidence with Mexico City for increasing investments.
 - Exchange of talent and cooperation in both directions.
 - Extraordinary Agreements and Subsidies:
 - Collaboration agreement with Barcelona City Council and the OFF Events, SL organisation for carrying out the “Digital Impact” Project aimed at promoting and incentivising the creative industries sector.
 - Collaboration agreement between Barcelona City Council and the Col•legi de Disseny Gràfic de Catalunya for running the “Investigate AB Project” on research and excellence in Graphic Design.
 - Subsidy awarded to BAU, Centre Universitari de Disseny S.L. for running the “Dissenyem Comerç-Horta Hub” Project.
 - Subsidy awarded to the Instituto Europeo di Design SL (IED Barcelona, Centre Superior de Disseny), for running the “Dissenyem Comerç-IED Passeig de Gràcia Shopping Hub” Project.
 - Subsidy awarded to Game Consulting, S.L., for running the 7th edition Game BCN project.
 - Subsidy awarded to the Catalan Audiovisual Cluster Association, for running the “Audiovisual Pitching and Talent Agreement, University-Industry 2022” project.

- Subsidy awarded to ARQ-INFAD, for running the “BARQ” Barcelona International Architecture Film Festival project.
- Subsidy awarded to the Association of Video-Game Developers and Publishers in Catalonia (DEVICAT), for running the “Support for deploying the Catalan video-game industry as a strategic sector” project.
- Subsidy awarded to the Catalan Theatre Companies Association (AETCA), for running the “Tria teatre i emociona’t” project.
- Subsidy awarded to SOCIEDAD ESPAÑOLA DE RADIODIFUSIÓN SLU, for running the “2022 Edition of the Ondas Awards” project.
- Subsidy awarded to the Poblenou Urban District Association, for running the “2022 Poblenou Urban District programme” project.
- Subsidy awarded to Planeta Med S.L.U, for running the “Docs Barcelona 2022: International Documentary Film Festival” project.
- Subsidy awarded to Advanced Music S.L., for running the “2022 Sónar Dia Festival and 2022 Sónar +D” project.
- Subsidy awarded to Barcelona Events Musicals, S.L., for running the “Participation of Illustrators in the Cruïlla by El Estafador Festival” project.
- Subsidy awarded to the Catalan Film Arts and Sciences Academy, for running the “Catalan Film Academy’s Script Residency” project.
- Subsidy awarded under an agreement to the Catalan Film and Video Festivals Coordinating Committee, for running the FFLASH-HUB, Film Festivals Learning and Sharing Hub Project.
- Subsidy awarded to the BCD Foundation for Promoting Industrial Design for running the “Barcelona Design Week, Promoting Design” project and the “2022 BCD Barcelona-Madrid-Valencia design schools” project.
- Subsidy awarded to the Foment de les Arts i del Disseny association, for running the “2022 FAD Activities Programme, for promoting design” project.
- Subsidy awarded to the Association of Catalan Phonographic and Videographic Producers and Publishers (APECAT,) for running the “FONOGRAMA” project.
- Subsidy awarded to the Barcelona Music LAB Foundation, for running the “Barcelona Music Lab” project.



14

**Barcelona
Municipal Institute
of Markets**

Barcelona Markets.

Mission.

Mercats de Barcelona's network provides citizens with quality products, promotes a healthy lifestyle, social cohesion and neighbourhood coordination, while boosting the economy and employment within the framework of local commerce.

Goals.

1. Maintain the investor impetus in major facility transformations and ongoing improvements to infrastructures and maintenance of the entire network of markets boosting the facilities' sustainability, accessibility and comfortability attributes.
2. Maintain local and personalised assistance and diversification of products, such as leadership in the fresh- and quality-product distribution sector.
3. Speed up the shopping experience and save time.
4. Promote the culture of sustainable consumption and food within the framework of the 2030 Agenda's sustainable development goals.
5. Strengthen the inter-relationship between markets and neighbourhood life.



Initiatives.

To achieve its set goals, the Institute of Markets invests in the ongoing improvement of facilities and launched new projects that contribute to the service's modernisation and meet customer needs.

The initiatives carried out are enshrined in the Institute of Markets' Strategic Plan for 2015-2025 and planned in accordance with budgetary availability.

Comprehensive Transformations and Big Improvements.

The markets' development model sees to the preservation of architectural values, while improving the comfort, logistics and sustainability of the facilities and modernising the service and commercial offers.

Initiatives in 2022:

- Start of the activity at the Mercat de Sant Andreu.
- Remodelling process of the Mercat de l'Abaceria, Mercat de Montserrat,

Mercat d'Horta and Mercat de l'Estrella in progress. Including the provisional Mercat d'Horta and Mercat de l'Estrella.

- Important initiatives in progress at the Mercat de Besòs, Mercat de Boqueria, Mercat de Carmel, Mercat de Clot, Mercat de Galvany and Mercat de Santa Caterina.

28 transformed markets and 10 markets in the process of transformation or major improvement.

General Work, Improvement and Maintenance Plan.

Constant investment in renovation initiatives on the markets' facilities for improving their sustainability, accessibility and health and safety aspect, while boosting commercial activity.



Main initiatives in 2022 to be continued in 2023:

- One-off interventions in the Mercat de Canyelles, Mercat de Concepció, Mercat de Hostafrancs, Mercat de Sant Gervasi and Mercat de Tres Torres markets.
- Contract for renovating lifts in several of the network's markets: Mercat de Hostafrancs, Mercat de Lesseps, Mercat de Mercè, Mercat de Sagrada Família and Mercat de Sant Gervasi.
- Photovoltaic panels: Mercat de Sant Gervasi and Mercat de Tres Torres.
- Improvements to the air-conditioning in several of the networks's markets: Mercat de Hostafrancs, Mercat de Mercè, Mercat de Carmel and Mercat de Santa Caterina.
- Painting and locksmithing contract awarded to be performed in several of the Network's markets in 2023.

Digitalisation plan: from Physical Transformation to Digital Transformation.

Information technologies strengthen the network of market's physical transformation plan. The space's modernisation is accompanied by a modernisation of the organisation and service.

Response to the strategic areas:

- Markets, neighbourhood forums
- Proximity and trust
- Quality and diversity
- Sustainable food

- Speeding up the shopping experience and saving time
- Leadership in the distribution of fresh, healthy and sustainable food.

Projects under development:

- Network of overhead cameras and screens for counting people: installed at all municipal market entrances. 63,061,875 visits counted in 2022.
- Incident-management software: covering incidents throughout the network of markets which are directly resolved by the enterprises in charge.

Managed-incidents data:

- 2,442 incidents were opened in 2022.
- 2,442 opened
- 2,017 resolved
- In progress: 425
- Deployment of the telecommunications network: in progress.
- Renewal of the backoffice software: in progress.
- Online command centre: at the development stage
- Sensors network and central alarm: in pilot test.
- Marketplace: in progress.
- Collection-point network (lockers): Lockers installed in 14 markets and 4 BSM market car parks.
- New website: published.
- Digital screens and content management: 71 screens installed in 31 markets plus new Mercat de la Boqueria video-wall installed.
- Emailing tool: in operation.
- Image repository: in progress.
- Sensors network and central alarm: in the analysis stage (pilot technology test).

Mainstreaming Projects.

Green Commerce Project.



The Green Commerce project aims to make it easier for municipal market establishments to stand out and increase the sales of ecological and local products, as well as those from small-scale producers, farmers or fishermen. The project's work team is made up of the Barcelona Municipal Institute of Markets (IMMB), the Commissioner for Social and Solidarity Economy, Local

Development and Food Policy at Barcelona City Council and the Barcelona Federation of Municipal Markets (FEMM).

Verification audits were held and training sessions given in 2022. The projects were consolidated achieving figures;

| Categories | Membership | Percentage |
|--------------|-------------|-------------|
| Fruit | 106 | 18.60% |
| Fish | 143 | 25.09% |
| Meat | 282 | 49.47% |
| Legumes | 27 | 4.74% |
| Herbalist's | 12 | 12% |
| Total | 570* | 100% |

*On 1,105 possible establishments

Zero Plastic project.

The first of the Barcelona Zero Plastic Commitment agreements involves the reduction or elimination of single-use plastics and, above all, the promotion of a change of culture in the single-use objects accompanying it, by avoiding the replacement of single-use plastics with other single-use materials.

The Protocol for Reuse was presented in November 2021, in the context of European Week for Waste Prevention, a key driving factor for fostering reuse and the fight against single-use plastics in commercial establishments. The agreement was promoted by the Catalan Waste Agency and signed up to by the Catalan Food Safety Agency, the Catalan Consumer Agency, the Directorate-Generate of Agri-Food Enterprises, Quality and Gastronomy, the Directorate-General of Commerce, the Barcelona Public Health Agency, the Barcelona Metropolitan Area and the IMMB itself, which played a notable role there.

A diagnosis was made of single-use plastic waste in Barcelona's markets in 2021 and a plan for improvement initiatives. Notable initiatives in 2022 included:

- The design and provision of a training plan for retailers.
- Search for suppliers of alternative packaging to single-use plastic.
- The design of a handbook containing the key points of the Royal Decree 1055/2022 on packages and packaging waste.

Activities, Communication and Educational Programme.

Activities at the markets.

Markets returned to normal both commercially and socially in 2022. It had been a year where proposals from the very associations, neighbourhood organisations or institutions in particular grew. City residents were able to take part in a range of offers with over 400 activities.

Communication and brand presence

Promoting recreational and food activities along with healthy and sustainable food is central to the IMMB's communicative tasks.

- Corporate identity: signposting municipal markets with the new IMMB brand.
- Digital campaigns: “Els mercats et cuiden” [Markets look after you] and “El mercat respon” [The market responds].
- Participation in the “Amb cara i ulls” campaign for promoting local commerce.
- Mercat de Mercats: annual markets festival. It consolidated its new location in Plaça de les Glòries, from 21 to 23 October.



- “Tasta’m” cycle: seasonal-produce tasting sessions.
- Markets provided the settings to over 400 filming shoots and photo-reports in 2022: Masterchef, Joc de Cartes, Gent de Mercats and the series Smiley, to name a few.
- Presence on the radio: el Vermut de Lluçia Ferrer –FLAIXBAC and Julia en la Onda
 - **Onda Cero.**
 - Presence in publications relating to gastronomic culture and healthy and sustainable food.
 - Participation in city fairs and events: Sea food, Art Libris, International Community Day, Smart City Expo, El Culturista Festival and Children’s Festival.
 - Nadal als mercats [Christmas at the markets]: opening with a full festive day at the Mercat de Sant Antoni, participation in a Sons de Ciutat [City Sounds] concert cycle and family activities at several markets.



Educational programme.

The 2021-2022 school year saw a steady resumption of face-to-face school activities inside markets.

School visits to Barcelona's markets were made by a total of 6,996 students.

Overall Budget.

Total investment in 2022: 22,074,716 euros, of which 12,740,941 euros was allocated to comprehensive transformations and major improvements, 8,137,160 euros to the general work, improvement and maintenance plan and 1,196,615 to the markets' digitalisation plan.

Awards and Extraordinary Funding Sources.

- 23rd edition of the Barcelona Commerce Awards: Award given to a greengrocer's at Mercat del Carmel for best individual initiative in a market for committing to show its products through digital channels, and for best collective initiative at the Mercat de Sants Retailers' Association for promoting neighbourhood-market relations.
- 2022 saw the Spanish Ministry of Industry, Commerce and Tourism give its approval to the economic revitalisation project for Barcelona's local markets and shops with Next Generation funds.

This project included several IMMB, Department of Commerce, BSM and Mercabarna initiatives, 10 of which involved Municipal Markets, with a budget of 7,788,344 euros, 60% of which was subsidised.



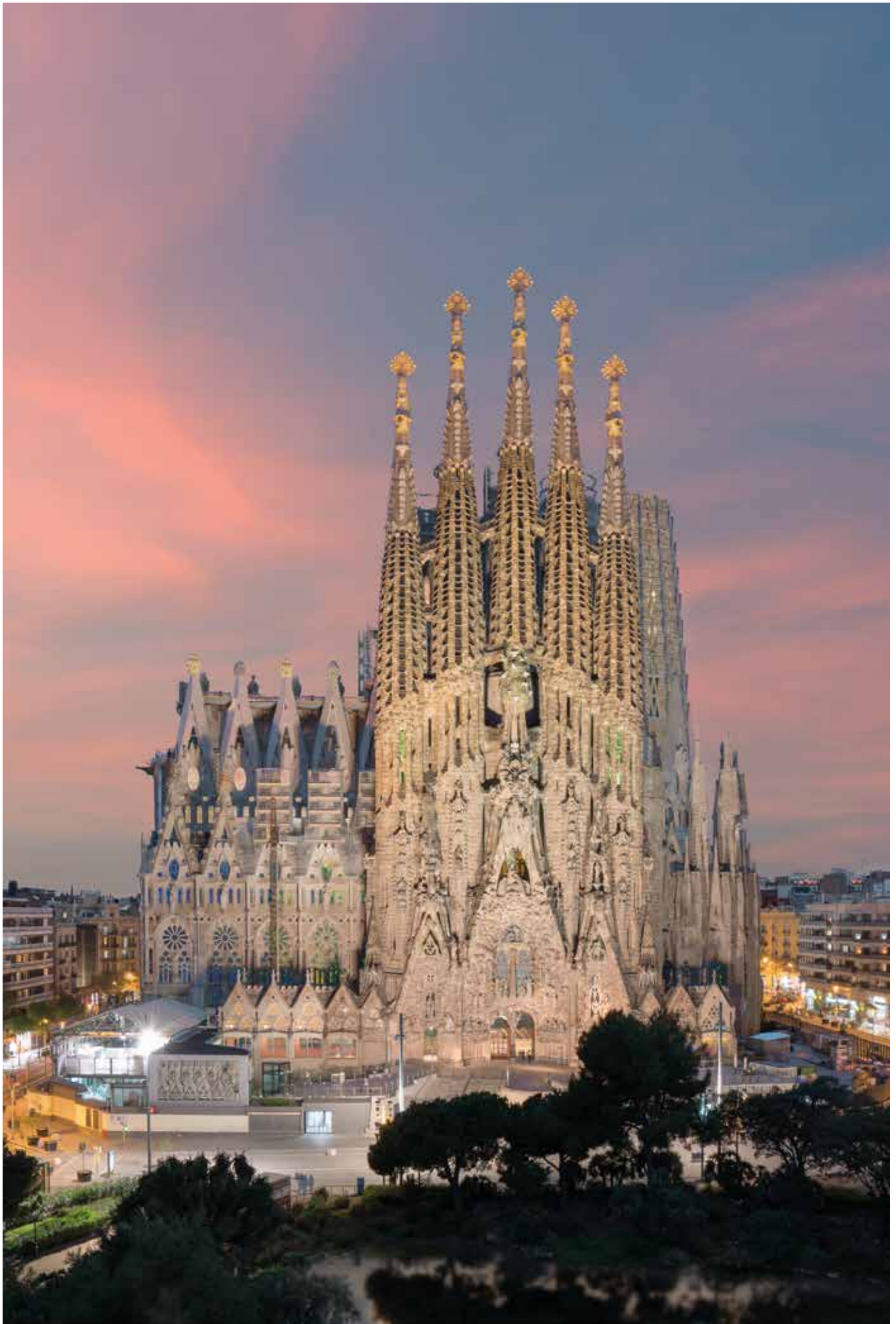
Public Calls for Subsidy Applications.

Call for subsidy applications for 2022.

Call for grant and subsidy applications aimed at the city's markets, which provided financial support, on the one hand, to deal with the ordinary management expenses of their facilities and which, on the other hand, launched other commercially revitalising initiatives and measures, enabling the market to consolidate itself as an essential feature of the neighbourhoods' social driving force from a commercial and economic-activity perspective. At the same time, it enabled a home-service line to be started for markets keen to embark on this service with a social-integration enterprise.

Budget: 428,081 euros

Applications were received from 39 organisations. They were all assisted, with awards ranging from 1,896 to 22,231 euros.



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Public-Private Collaboration

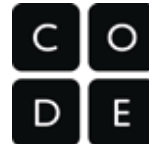
The municipal Area of Economic Promotion consolidated public-private collaboration as a tool for achieving an improvement in the city's socio-economic development.

It established the importance of institutional leadership of local governments as driving forces, managers, coordinators, suppliers and regulators of local economic-development policies.

And, at the same time, the constitution of the local authority's networks of relations with private economic players and the third sector enabled the generation of economy-of-scale products and projects, international promotion and the positioning of the ecosystem of public and private players making them up.

The various organisations, associations, corporations and authorities are included below with the ones where collaboration was established for joint implementations of initiatives and projects with the Area of Economic Promotion at Barcelona City Council.







16 Glossary

Glossary

- ACAIVE:** Corporate Association of Specialist Travel Agents
- ACEGAL:** Catalan Association of Enterprises for Gays and Lesbians
- ADEUCA:** Catalan Association of Theatre Enterprises
- ADCV:** Autonomous Community of Valencia Designers' Association
- AENA:** Aeropuertos Españoles y Navegación Aérea [Spanish Airports and Air Navigation]
- AESCAT:** Catalan Social Economy Association
- AGUICAT:** Catalan Tourist Guides' Association
- AMB:** Barcelona Metropolitan Area
- AMEC:** Association of Internationalised Industrial Enterprises
- AMETIC:** Association of Electronics, Information Technologies, Telecommunications and Digital Contents Enterprises.
- ANGED:** National Association of Large Distribution Enterprises
- APARTUR:** Asociación de Apartamentos Turísticos de Barcelona [Barcelona Tourist Apartments Association]
- APECAT:** Association of Catalan Phonographic and Videographic Producers and Publishers
- APIT:** Professional Association of Tourist Guides of Catalonia
- APEU:** Urban Economic Promotion Areas
- ASOMERCAT:** Association of Catalan Markets
- BAU:** University Design Centre in Barcelona
- BCASA:** Barcelona Cicle de l' Aigua, SA.
- BIMSA:** Barcelona d'Infraestructures Municipals, S.A.
- BCD:** Barcelona Design Centre
- BCU:** Barcelona University Centre
- BOPB:** Barcelona Province Official Gazette
- BSM:S.A.:** Barcelona Serveis Municipals, S.A.
- CEB:** Barcelona Education Consortium
- CEDAC:** Consejo de Empresas Distribuidoras de Alimentación en Cataluña [Council of Food-Distributor Enterprises in Catalonia]
- CDRA:** Air Route Development Committee
- CIDOB:** Barcelona International Studies and Documents Centre
- CECORE:** Economic Response Coordination Centre
- CETT:** University Centre for Tourism, Hotel Management and Gastronomy
- CETS:** European Charter for Sustainable Tourism
- CIMAP:** Consejo Iberoamericano de Marcas Pais [Ibero-American Country Brands Council]
- CTIC:** Centro Tecnológico de la Información y la Comunicación [Information and Communication Technology Centre]
- COAC:** Catalan Architects' Association
- COCAM:** Catalan Confederation of Dealers' Associations
- DEVICAT:** Association of Videogame Developers and Publishers in Catalonia
- ECOM:** Federation of People with Physical Disabilities
- ESHOB:** Barcelona School of Catering
- EPA:** Labour Force Survey
- ESDAPC:** School of Design and Plastic Arts of Catalonia
- SSE:** Social and Solidarity Economy

EURECAT: Technology Centre of Catalonia
EXCELTOUR: Alianza para la Excelencia Turística [Alliance for Tourism Excellence]
FAD: Foment de les Arts i el Disseny [Promoting Arts and Design]
FAO: UN Food and Agriculture Organization
FECETC: Catalan Federation of Work Centres
FGC: Ferrocarrils de la Generalitat de Catalunya [Catalan government railway line]
FEMM: Federation of Municipal Markets
FESC: Catalan Solidarity Economy Fair
FNOB: Navegació Oceànica Barcelona Foundation
ICUB: Barcelona Institute of Culture
IED: European Institute of Design
IEET: Tax on Stays in Tourist Establishments
IEMed: European Institute of the Mediterranean
IESE: Instituto de Estudios Superiores de la Empresa [Institute of Business Studies]
IMMB: Barcelona Municipal Institute of Markets
IMSS: Municipal Institute of Social Services
INCASOL: Catalan Land Institute
IQS: Sarrià Institute of Chemistry
IRENA: International Renewable Energy Agency
JACB: Barcelona Consumer Arbitration Board
UN: The United Nations Organisation
OMIC: Municipal Consumer Information Office
PAM: Municipal Action Plan
PAO: Active Employment Policies
PEMB: Barcelona Metropolitan Strategic Plan
PEUAT: Special Urban Development Plan for Tourist Accommodation
PIC: Comprehensive Procurement Plan
PIMEC: Small and Medium-Sized Enterprises of Catalonia
PUD: Poblenou Urban District Association
REG: Gender Equality Regulation
SAESS: Social and Solidarity Economy Advisory Service
SOC: Catalan Unemployment Office
TMB: Transports Metropolitans de Barcelona
UAB: Autonomous University of Barcelona
UB: University of Barcelona
UOC: Open University of Catalonia
UPC: Polytechnic University of Catalonia
UPF: Pompeu Fabra University
UTG: Gender Mainstreaming Units
XODEL: Local Development Observatory Network
ZGAT: Large Tourist Influx Area

