



### Barcelona Activa Headquarters

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🌐 [barcelonactiva.cat](http://barcelonactiva.cat)

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### Access

Metro L1 Glòries and L2 Clot  
Bus 7 / H12 / 60 / 92 / 192  
Rodalies (Local trains) R1 and R2 Clot  
Tramvia T4 Ca l'Aranyó  
Bicing Glòries

## Barcelona Activa

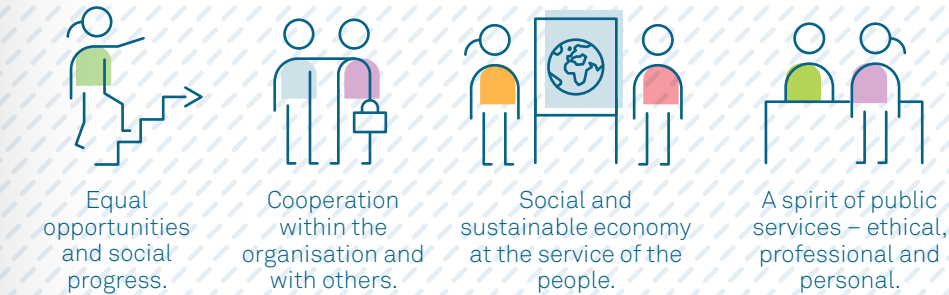
### VISION

To make Barcelona an international benchmark city for working, being an entrepreneur and living with social and environmental values.

### MISSION

Contributing to the **improvement of the quality of life of people** by promoting the economic competitiveness of the city and the rebalancing of territories, fostering quality employment, boosting entrepreneurship and supporting a plural, diverse and sustainable business fabric, from an **economic, social and environmental perspective**.

### VALUES



Equal opportunities and social progress.

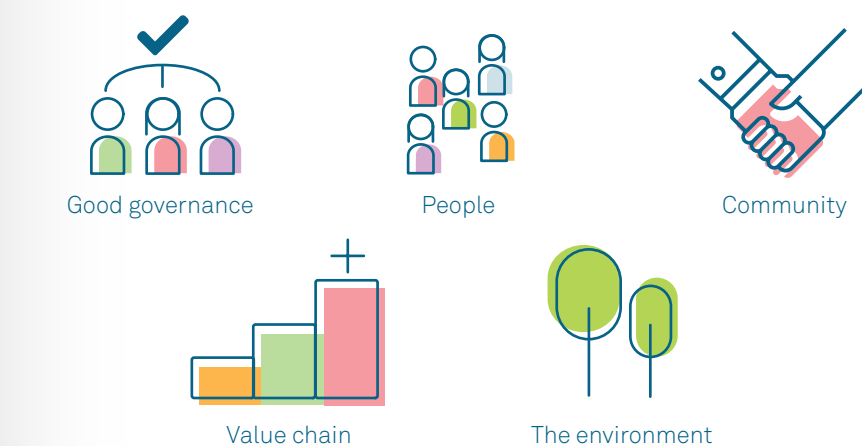
Cooperation within the organisation and with others.

Social and sustainable economy at the service of the people.

A spirit of public services - ethical, professional and personal.

### COMMITMENT TOWARDS CSR

Barcelona Activa's commitment towards sustainability is integral to all its actions. The Social Responsibility policy has an Action Plan 2018-2020 as a roadmap for planning and progress in a set of five levers or strategic axes, considered as the main ones for the organisation, which are:



Good governance

People

Community

Value chain

The environment

### WHAT DO WE DO?

**We support citizens** throughout the job search process ([barcelonactiva.cat/treball](http://barcelonactiva.cat/treball)).

**We support entrepreneurs** to carry out their business idea, either collectively, communally, or individually ([barcelonactiva.cat/empredoria](http://barcelonactiva.cat/empredoria)).

**We help companies and organizations** grow, connect with the ecosystem and consolidate with socially responsible models ([barcelonactiva.cat/empreses](http://barcelonactiva.cat/empreses)).

**We offer training** to jobseekers, entrepreneurs and professionals ([barcelonactiva.cat/formacio](http://barcelonactiva.cat/formacio)).

**And we do all of this focusing on the territory, including the gender perspective and diversity from the vision of a plural economy and from a socially responsible point of view.**

### 2030 AGENDA AND THE SUSTAINABLE DEVELOPMENT GOALS

Barcelona Activa aims to foster an economic activity in line with the 2030 Global Agenda and the Sustainable Development Goals (SDGs).

In this sense, a strategic implementation work has been initiated so as to identify the SDGs most closely linked to the company's activity and thus gradually incorporate metrics and indicators to assess the impact and contribution to the SDGs of the activity carried out by Barcelona Activa.



## Barcelona Activa

# We are working for the citizens of Barcelona

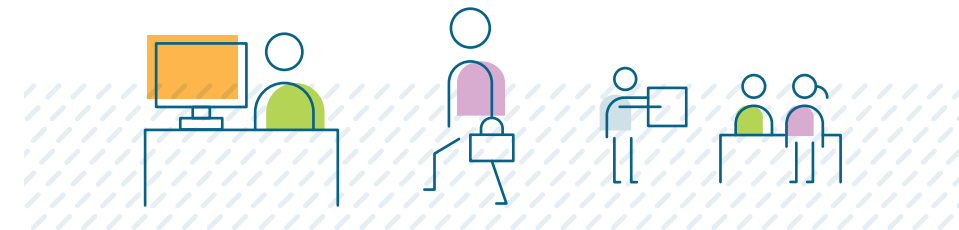
## Activity summary 2019



In 2019, Barcelona Activa attended more than **52,000 people** and more than **6,500 companies** through more than **100 service programmes** deployed in the territory. All this activity is complemented by the implementation of actions to promote progress towards a new model of fairer, more sustainable and cohesive social and economic development.

## EMPLOYMENT

Especially suitable services and programmes to increase the employability of people and reduce job insecurity, with special attention to the most vulnerable groups who have more difficulty accessing the labour market.



**26,902**  
people attended

**13,724**  
participants  
in labour market actions

**57%**  
women

**56%**  
women

**10,632**  
people attended in the personalised advisory services (55% women).

**59**  
people in a situation of vulnerability contracted through the Advisory Service on the Social Clauses of Responsible Contracting.

**926**  
participants in the new offer of **Online training!** for job search and skills development.

Launch of the new **Map of Employment Resources of Barcelona**, linked to the promotion of employment.



**1,314**  
people hired in programmes for specific groups, a fact that has consolidated the Integral Employment Projects with Hiring.

**17,000**  
visitors in the second edition of the **Youth Employment Fair**.

**214**  
people attended at the beginning of the socio-labour insertion programme for groups situation of vulnerability *Pathways to employment and inclusion.*

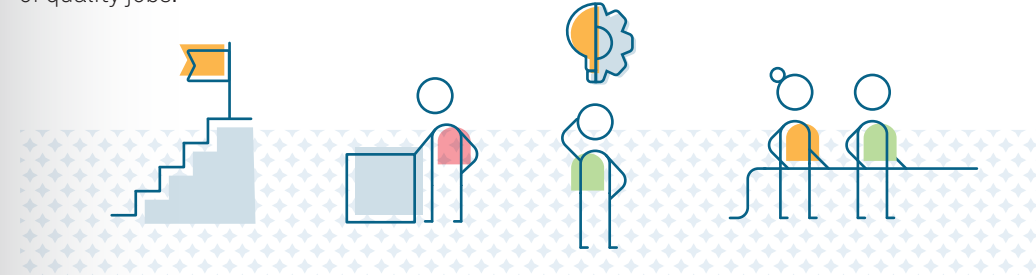
**7,287**  
young people under 30 years old through the different services and programmes.

**3,510,281**  
visits (+9%) to the website Barcelona Treball.



## ENTREPRENEURSHIP

Support for entrepreneurship, expanding the offer with new content and activities, to promote collective entrepreneurship and social impact, and contribute to the creation of quality jobs.



**12,545**  
people attended through the services and programmes

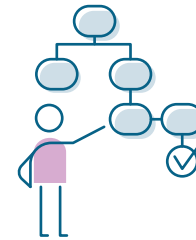
**58%**  
women

**7,403**  
participants in the information sessions (57% women).

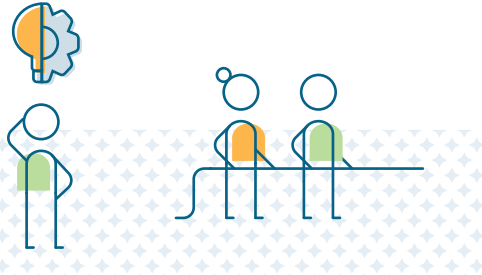
**315**  
companies and projects installed in the incubation and business growth spaces of Barcelona Activa.



**68**  
companies attended through the **UX Lab**, with a total of **155** participants (37% women).



**4,629**  
participants in the training activities for start-ups (58% women).



**2,116**  
new business projects

**60%**  
women

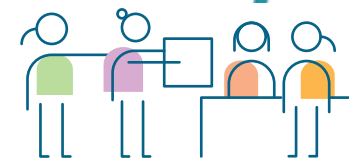
**684**  
participants in the tailor-made programmes for business creation (77% women).

**284**  
people participating in the sector programmes (50% women) of the creative industries, energy and sustainability, crafts, food innovation, tourism and the digital economy.



**960**  
women participating in entrepreneurial activities organised within the framework of the **LIDERA** programme for **female professionals, executives, pre-executives and entrepreneurs.**

**LIDERA**



## COMPANIES

Services and support programmes for companies and entities in the Cooperative, Social and Solidarity Economy to improve their competitiveness and sustainability, fostering the creation of wealth and quality employment.



**6,511**  
companies attended

**4,863**  
people attended

**630**  
companies incorporated through the Company Incorporation Service.

**€56.3 million** raised through the Business Funding Service.

**1,354**  
people incorporated into companies through the Talent Management Service.

## Brexit information point



Launch of a pilot market research programme (Barcelona Discovery Programme) and the creation of the **Brexit Information Point** for British talent and companies with interests in the United Kingdom.

**540**  
Contracts made through the 'Bona Feina, Barcelona' line of subsidies aimed at encouraging the hiring of unemployed people by companies and entities based in the Barcelona metropolitan area.

## TRAINING AND INNOVATION

Training and innovation services in the digital economy under the Cibernàrium brand, and training in creation and business management.



**16,176**  
people benefiting from the 4,981 training activities in the fields of business, entrepreneurship and technology

**61%**  
women

**12,460**  
people trained in the field of the digital economy in the Cibernàrium.

**2,109**  
people in basic technological training

**9,614**  
people in specialised technological training

**4,025**  
people trained online.

**1,184**  
participants in the **IT Academy**, in profiles sought by companies.

Consolidation of the online training service with a wide range of online courses on IT skills acquisition, entrepreneurship, enterprise, equality, socio-economic innovation and urban industry.

Celebration of the 20th anniversary of **Cibernàrium** with extraordinary technological training activities for everyone and the "Become a Ciber" campaign.



## LOCAL DEVELOPMENT

Proximity actions for boosting the economic activity in districts with socio-economic indicators below the city average.



Subsidies for the socio-economic boosting of the territory (2019 Call)

**70**  
projects funded

**€1.62**  
million

**2,948**  
people attended at the Nou Barris Activa facility.

**1,639**  
people attended at the 3 Employment Rights Defence Points.

Launch of **La Clota Cotreball** Horta-Guinardó space, to host conventional entrepreneurship and SSE projects that have a positive impact on the socio-economic fabric of the territory.



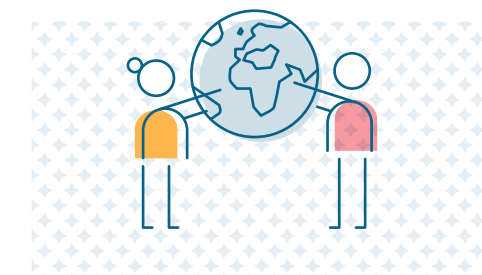
Consolidation of the **Economic Activity Attention Point (PAE)** of Nou Barris and the opening of the Point of Ciutat Vella. A total of **707** people attended.

**247**  
measures implemented related to the 6 **District Development Plans**.



## SOCIO-ECONOMIC INNOVATION

Boosting and strengthening of the Social and Solidarity Economy (SSE): cooperativism, third sector, associations, socio-business initiatives, pro-common collaborative economies, community economies.



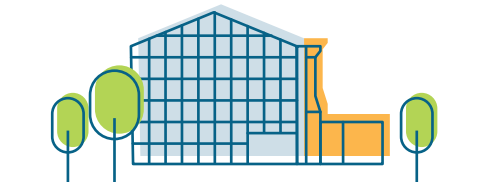
**1,914**  
people attended

**68%**  
women

**244**  
young people attended in programmes and activities to promote cooperativism.

**114**  
people attended in programmes aimed at vulnerable groups (50% women).

**InnoBADora-Incubation Community** hosted **17 projects**, facilitating and promoting the generation of synergies between people and companies through the co-production of activities and training.



Consolidation of the advisory service for implementing the social clauses and reservation for the fostering of socially responsible public procurement. **55 consultations** were carried out with promoter units and **19 business assessments**.