

15th of November 2024

BARCELONA ACTIVA

Barcelona's local economic development agency



Ajuntament de
Barcelona



Agenda

9:30h – 11:00h

- Introduction to Barcelona Activa.
 - Clàudia García, Projects and Institutional Relations Officer.
- Presentation of the Cibernàrium & the IT Academy.
 - Humbert Ruiz, Director of Digital Talent
 - Martí Rodríguez, Head of Tech Talent and Innovation.
- Visit to the Media-TIC Building, Cibernàrium and IT Academy facilities

11:00h – 11:15h From Media-TIC to Almogàvers Incubator

11:15h – 12:15h

- Presentation of LIDERA and visit to the facilities
 - Itziar Blasco, Director of Entrepreneurship
 - Eugènia Valls, Entrepreneurship officer



BARCELONA IN FIGURES

Macroeconomic indicators

Job market

Business & Entrepreneurial activity



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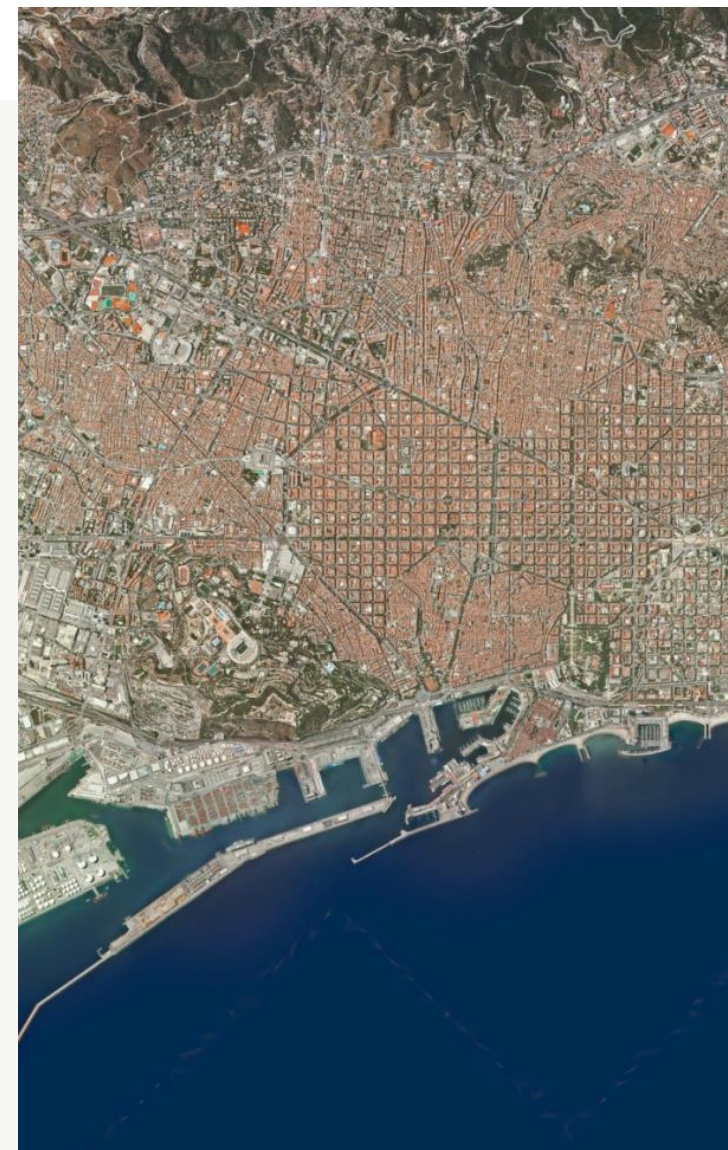
1,7M inhabitants in the city*

3,4 Million inhabitants in the Metropolitan region**

Europe's 6th most populated metropolitan area

25% foreign population

103,5 Billion Euros GDP*
51.200 Euros GDP per capita**



* [Catalan government statistical institute register via Barcelona Metropolitan Area data 2023](#)

** [Municipal Data Office \(Oficina Municipal de Dades\), 2024 according to the municipal register](#)

*** [Municipal Data Office \(Oficina Municipal de Dades\), 2023](#)

BARCELONA IN FIGURES

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- **1,2 Million employees***
- **5,5% unemployment (62.344 people)**** (sept 2024)
 - **55,9% Women**
 - **44,1% Men**
- **55% working in knowledge intensive sectors**



* [Municipal Data Office \(Oficina Municipal de Dades\), 2024 according to the contributors to the Spanish social security system](#)

**Department of Studies of the Management of Economy and Economic Promotion of the Barcelona City Council based on

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MAIN BRANCHES OF ACTIVITY IN BARCELONA***

• Business services	14.8%
• Commerce	10.9%
• ICT Services	8.7%
• Public administration	7.4%
• Health and social services	7.3%
• Education	6.8%
• Hospitality	6.1%
• Financial and insurance	5.5%
• Property activities	4.4%
• Transport and storage	4.2%
• Construction	3.9%
• Energy, water and waste	2.6%
• Arts and recreation	2.1%

- **167,000 enterprises in Barcelona***
- **2.111 startups and 283 scale-ups****
- **6 unicorns****

*The City Council's Department of Statistics of Barcelona based on data by the Spanish National Statistics Institute, January 2023

**Barcelona & Catalonia StartupHub, study developed by ACCIÓ, Agency for Business Competitiveness of the Government of Catalonia 2023

***Barcelona data sheet by the Barcelona Municipal Data Office (Oficina Municipal de Dades), 2023

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Entrepreneurship in Barcelona*

- **Index of entrepreneurial activity in the city: 3,9%**
- **40.875 entrepreneurs living in the city** (estimated. 2022) = 65% of the metropolitan area entrepreneurs and 26% of Catalonia's entrepreneurs
- The volume of **women entrepreneurs** increased by two per cent in 2022 to reach **42%**.

Startup stage in Barcelona**

- Largest ecosystem for startups in Southern Europe
- Second-favourite hub of founders wishing to create a startup in the EU
- Second-largest startup hub with the highest number of founders from local universities in the EU
- Fifth-largest hub in the EU in terms of funding rounds attracted by startups in venture capital in the 2019-2023 period
- 101 Deep Tech start-ups in the city of (292 in Barcelona Metropolitan Area and 340 in Catalonia) ***

* [Source: Municipal Data Office \(Oficina Municipal de Dades\), 2023 on the basis of the Global Entrepreneurship Monitor](#)

** [Barcelona & Catalonia StartupHub, study developed by ACCIÓ, Agency for Business Competitiveness of the Government of Catalonia 2023](#)

*** [Anàlisi de l'ecosistema d' startupsdeepTECH Catalunya, 2024](#)

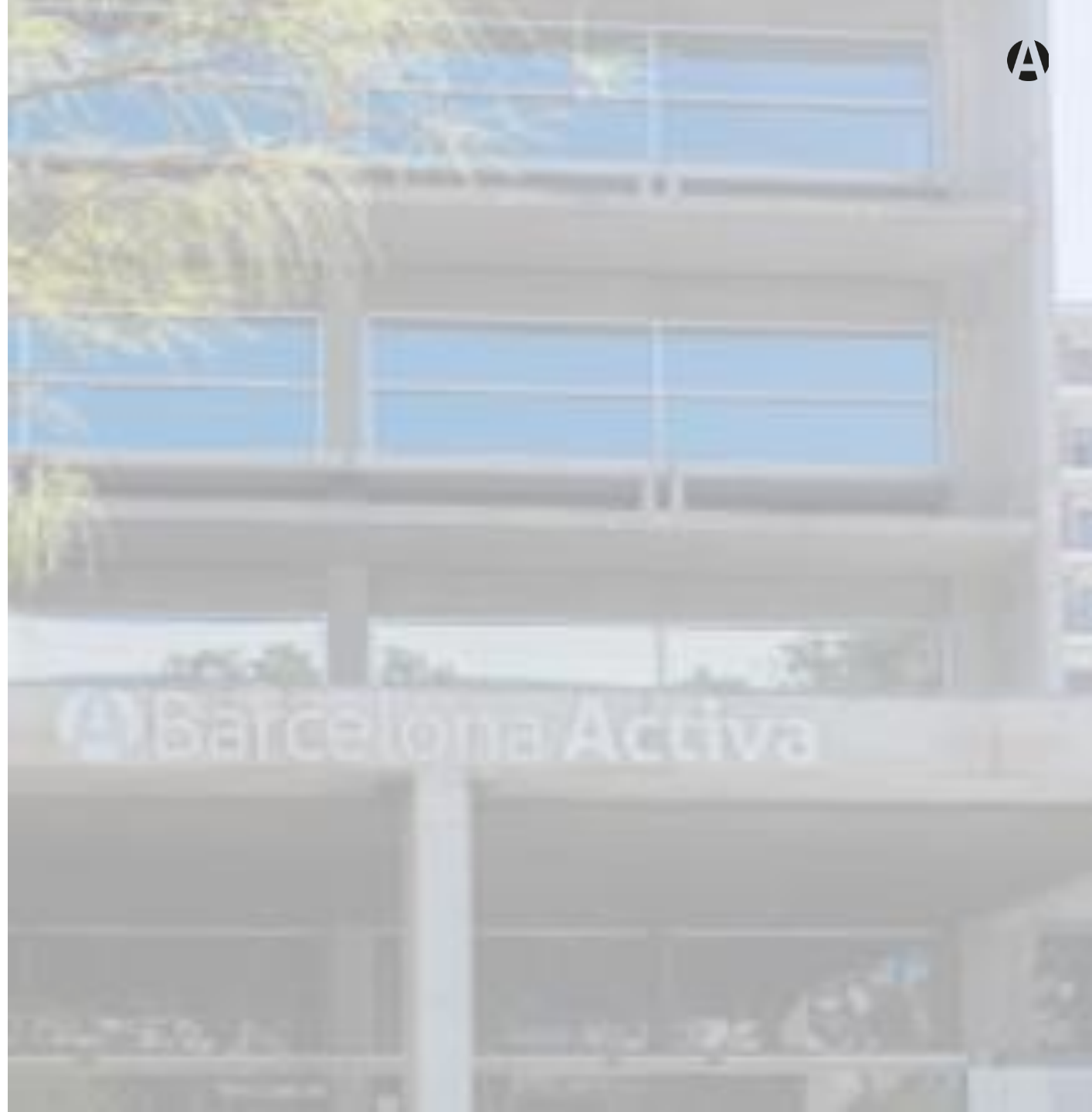


BARCELONA ACTIVA

Misión, visión & values

10 strategic lines & 5 priorities

Services



Barcelona Activa
The city's local
economic
development agency
econòmic local
de la ciutat

→ **Mission**

Promote quality **employment, entrepreneurship, business competitiveness** and the diversification of the productive fabric, in order to achieve a **sustainable, inclusive and fair economic model.**

→ **Vision**

Make Barcelona a city of reference for working, entrepreneurship and living with social and environmental values.

→ **Values**

- Equal opportunities and social progress
- Economy at the service of people: social and sustainable
- Cooperation within the organisation and with others
- Spirit of public service and professional and personal ethics

10 strategic lines

- 01 Sustainable and inclusive economic development**
based on a growth model that generates impact and opportunities for everyone
- 02 Diversification of the productive fabric**
based on the modernization of the consolidated sectors and the boost to the strategic sectors
- 03 Quality employment in an inclusive and fair labor market**
based on social dialogue and consultation with ecosystem actors, with a special focus on gender policies and the promotion of the employment for the young people
- 04 Entrepreneurial, innovative, open and connected ecosystem**
with the ability to attract talent and investments and to position the city internationally
- 05 Digital, creative and international talent**
as a driver of business competitiveness and as an incentive for professional development
- 06 Territorial cohesion**
based on a solid proximity economy that generates professional and business opportunities with impact
- 07 Organizational excellence, based on data**
to ensure efficiency in processes and effectiveness in results
- 08 Ideal environment for professional development**
with employees, providing them with professional guidance according to their professional goals and corporate policies built up on these goals
- 09 Promotion of equality between women and men**
integrate the gender perspective both when implementing policies and in internal company regulations
- 10 Public-private collaboration**
to multiply the impacts of public policies and generate an environment of trust

Services

Employment

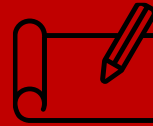


Citizenship (Employability)

Services for guidance and job search

- Information
- Guidance and support
- Training
- Experience
- Insertion
- Connection and events
- Academic and vocational guidance

Entrepreneurship

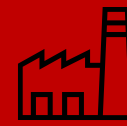


Projects (Viability)

Services for the creation of companies

- Information
- Advice and support
- Training
- Specialized programs
- Accomodation
- Connection and events
- Financial aid

Companies

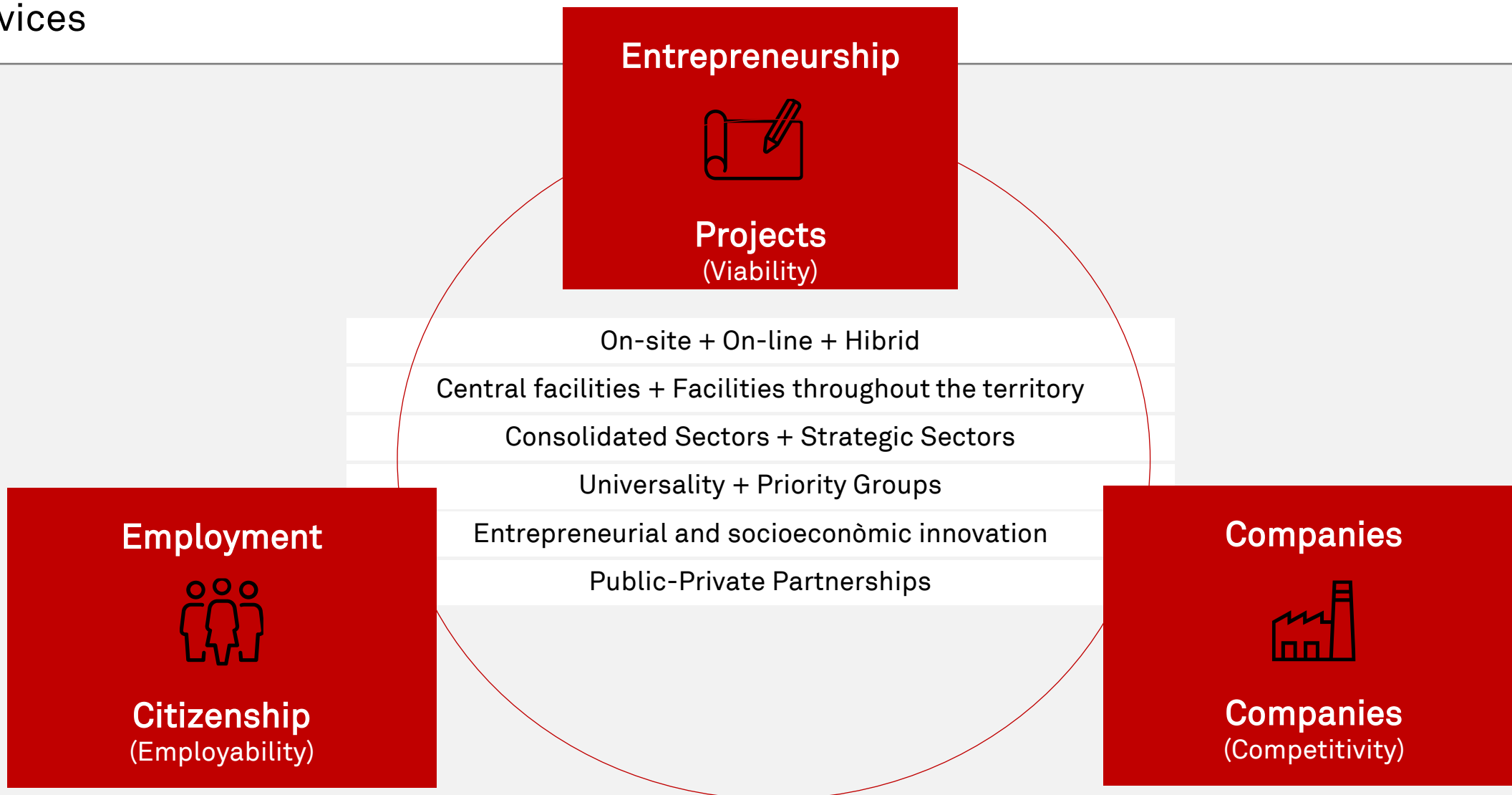


Companies (Competitiveness)

Services for the business competitiveness

- Information
- Advice and support
- Training
- Specialized programs
- Specialized offices
- Digital, creative and international talent
- Connection and events
- Financial aid and financial instruments

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Services



A city-wide facilities network to deliver the services



Headquarters
of Barcelona Activa



Glòries Entrepreneurship Centre
The facility for entrepreneurship in the city



Glòries Incubator
Welcomes start-ups



Porta22
2,000 m² for employment and professional careers



Business Support Office
The place to go for companies and SMEs in Barcelona



MediaTIC Incubator
Hosts companies with a high technological impact



Almogàvers Incubator
Public-private incubator for innovative companies



El Convent
Benchmark facility for youth employment, in the Ciutat Vella district



Cibernàrium 22@
Technological training centre open to everyone, it hosts the IT Academy



Technology Park
Innovation and technological training cluster in the north of the city



Cibernàrium Nou Barris
Digital initiation training centre located in the Technology Park



InnoBA Ca n'Andalet
Municipal centre for socio-economic innovation in Horta-Guinardó



Nou Barris Activa
The benchmark space for economic promotion and employment in Nou Barris



Sant Andreu Activa
The benchmark space for economic promotion and employment in Sant Andreu



Les Corts Activa
The benchmark space for economic promotion and employment in Les Corts



Quantitative results: Services and programs

2023 global data

- ✓ Services delivered to **55.728 people**
Gender. 58% women, 42% men
 - Education levels. **University:** 47%; high school 43%; basic 10%
 - Age. 58% older than 45 ; 42% between 30 and 44 years; 26% younger than 30 years
- ✓ Service delivered to **7.178 companies**
 - 18% trade sector; 13% services to companies; 12% the hotel industry, 10% the industry sector and 8% the ICT sector
 - 44% of the companies were limited companies and 37% self-employed workers
- ✓ Services delivered to **1.401 entrepreneurial projects**
 - A 62% of the projects were led by women
 - 536 new companies founded.

35,16M € raised
with the funding
service

114 Companies incubated
in any of the incubators of
Barcelona Activa and the
Technological Park

Impact results

✓ Support the labour insertion of the population of Barcelona

- **1.045** people inserted in the labour market through our service of Talent Management (Business Support Office)
- 123 facing exclusion risk inserted in the labour market.

✓ Support to start-ups

- **334 start-ups** supported in 2023.
- 40% of the start-ups of the Barcelona Metropolitan area supported by Barcelona Activa
- **€10M in 6 Venture Capital Funds** that have invested in 125 companies, 62 of which are located in the Metropolitan Area of Barcelona: more than 3,000 jobs created or maintained
- **956 jobs created** by the companies incubated in the Barcelona Activa incubators and Technology Park

✓ Digital talent to match companies needs

- The 83% of the people trained in the IT Academy (a specific digital training facility) found a job in the digital sector

✓ Support of long-term employment

- 469 unemployed people hired thanks to the Crea Feina Plus subsidy program.
The 89% of the contracts are permanent

✓ Ease the bureaucratic procedures via the Barcelona Fàcil plan

- **17.208** bureaucratic procedures supported by the Barcelona Activa (which means the 88% of the total of licences issued in the city)

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