

# Barcelona Activa

An inclusive model for encouraging  
Entrepreneurship

Smart City Expo

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# 01

## Introduction: some figures about Barcelona

## Some figures about Barcelona

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### The core of a dynamic region

- 1,6 Million inhabitants in the City
- 4,7 Million inhabitants in the Metropolitan Area (6th in Europe)
- 16,3% foreign population

### Capital of Catalonia

- 7,5 Million inhabitants  
(16% of Spanish population)
- 20% of Spanish GDP
- 25% of Spanish Exports
- 22% of foreign investment received by Spain

### A pole of attraction for foreign companies

- 7.086 foreign companies located in Catalonia (197 Japanese)
- 92% in the Barcelona Area



## Barcelona: a city with easy access to Markets

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### **A new world class Airport:**

- 44,1 Million passengers in 2016
- 138 destinations served by 95 airlines
- Only 12 km away from the city



### **Leading Mediterranean Cruise and Cargo Port:**

- 1st port in Spain in turnover volume
- Connected with 350 ports in the world and 450 sea lines
- 1st European Cruise Port (2,7 Million cruise passengers)



### **Europe's 2nd largest trade fair venues**

World's 3rd city hosting International congresses

- Mobile World Congress
- Smart City Expo and World Congress



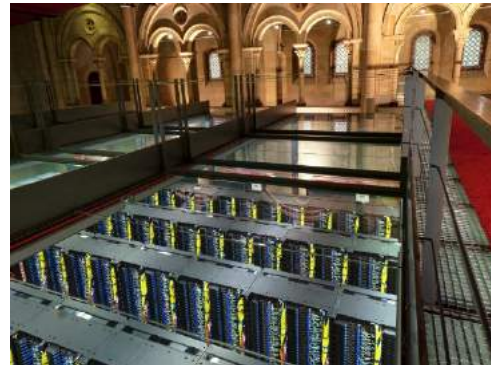
## Barcelona: a City with a plural economy

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72 Billion Euros GDP (40.100 Euros GDP per capita)  
170.197 companies

### Strategic economic Sectors:

- Digital Economy
- Green Economy
- Advanced manufacturing
- Cultural and creative Industries
- Health and quality of life



### A strong presence of Social Economy:

- 7% of the GDP of Barcelona
- 4.718 Social Economy projects and companies
- 8% of the Workforce of Barcelona



## Barcelona: a City with a qualified human capital

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### A qualified Workforce

- 1 Million workers
- 89% of the workforce in the Services
- 53% of the workforce in knowledge intensive sectors

### ..and Talent

- 219.000 university students (9 Universities)
- 2 Business Schools among the 10 best in Europe
- 40 International Schools



## Barcelona: a major Southern European Research hub

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### 10th Best World City in Scientific production

1,6% GDP in R&D Expenditure

15% of Spanish Patent Applications

### Research infrastructures:

- Alba Synchrotron
- Biomedical Research Park
- Eureka Research Park (UAB)
- Barcelona Science Park (UB)
- National Supercomputing Center
- Catalan Institute of Photonic Sciences





## Barcelona: a Digital Startup Hub

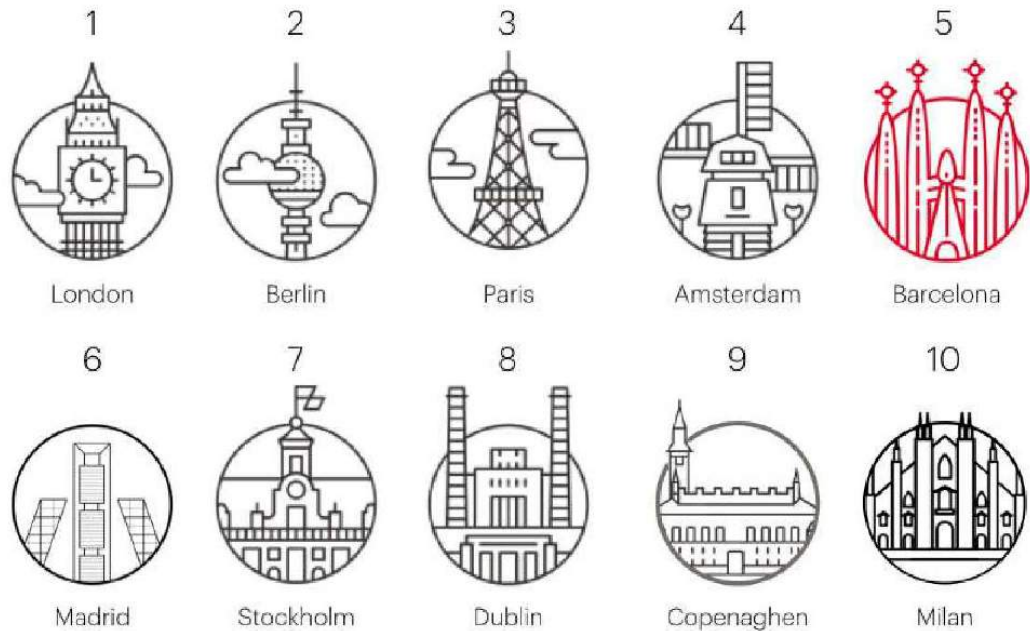


DIGITAL STARTUP ECOSYSTEM OVERVIEW 2016  
SPANISH STARTUP ECOSYSTEM: EUROPEAN TECH HUBS

Around 60 tech hubs in Europe

+1/3 of European startups concentrated in the 10 biggest hubs

Barcelona and Madrid ranked in the European top 10 in Europe by number of startups



## Barcelona Digital Startup Hub

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Digital sector to  
account for 5,2% of  
Spain's GDP in 2016;  
€42,3 billion (+2% YoY)

**2.663**

Startups in Spain in 2016  
+0,94% YoY

3 main hubs



Barcelona: 28,4% of all startups  
Madrid: 27,1%  
Valencia: 5,2%



## Barcelona startup ecosystem overview

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DIGITAL STARTUP ECOSYSTEM OVERVIEW 2016

BARCELONA DIGITAL HUB: OVERVIEW

28,4% of all Spanish Startups

Market  
43% B2B  
23% B2C  
34% B2B2C

Barcelona's startups revenue: 1,3B€



### Sectors

- E-commerce 21% (+7,6% YOY)
- Mobile 10% (-2% YOY)
- Enterprise 10% (-1% YOY)
- Social 9% (nd 2015)
- Tourism 9% (+4,1% YOY)

290 Million Euros invested in digital startups in 2016 (71% of Spain)



Barcelona Activa, an inclusive model for encouraging Entrepreneurship

# 02

## Barcelona Activa

The Local Economic  
Development Agency of  
Barcelona

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## Our Mission

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**To promote economic and local development to ensure a better quality of life for the citizens by designing and implementing entrepreneurship, employment and business support policies**

The aim is to meet citizen's needs in their own neighbourhoods and also from the perspective of the plural economy

Barcelona Activa, created 30 years ago, is connected to the city and its ecosystem: relies on several stakeholders of the city in order to have the most specialised experts for every kind of activity, according to the needs of the targeted groups



## Our Values

**Equal opportunities** and social progress



**Cooperation** both within the organization and with others



**Economy at the service of citizens:** being social and sustainable



**A public service** spirit and personal and professional ethics



## What we do

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We accompany citizens throughout their **job search** process

We support **entrepreneurs** so they can make their business ideas come true whether as a group, community or at an individual level

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We help **companies** and organizations grow, connecting to the ecosystem and helping them consolidate using socially responsible models

We provide job seekers, entrepreneurs and professionals with **Technology training**

We do all this

- At a **local** level
- Taking into account gender and **diversity** perspectives
- From the vision of the **plural** economy



# 03

## Services for encouraging entrepreneurship

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## An Inclusive model

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**Universal:** it is open to everyone, no matter who the entrepreneur is, no matter the sector in which he or she wants to start a company

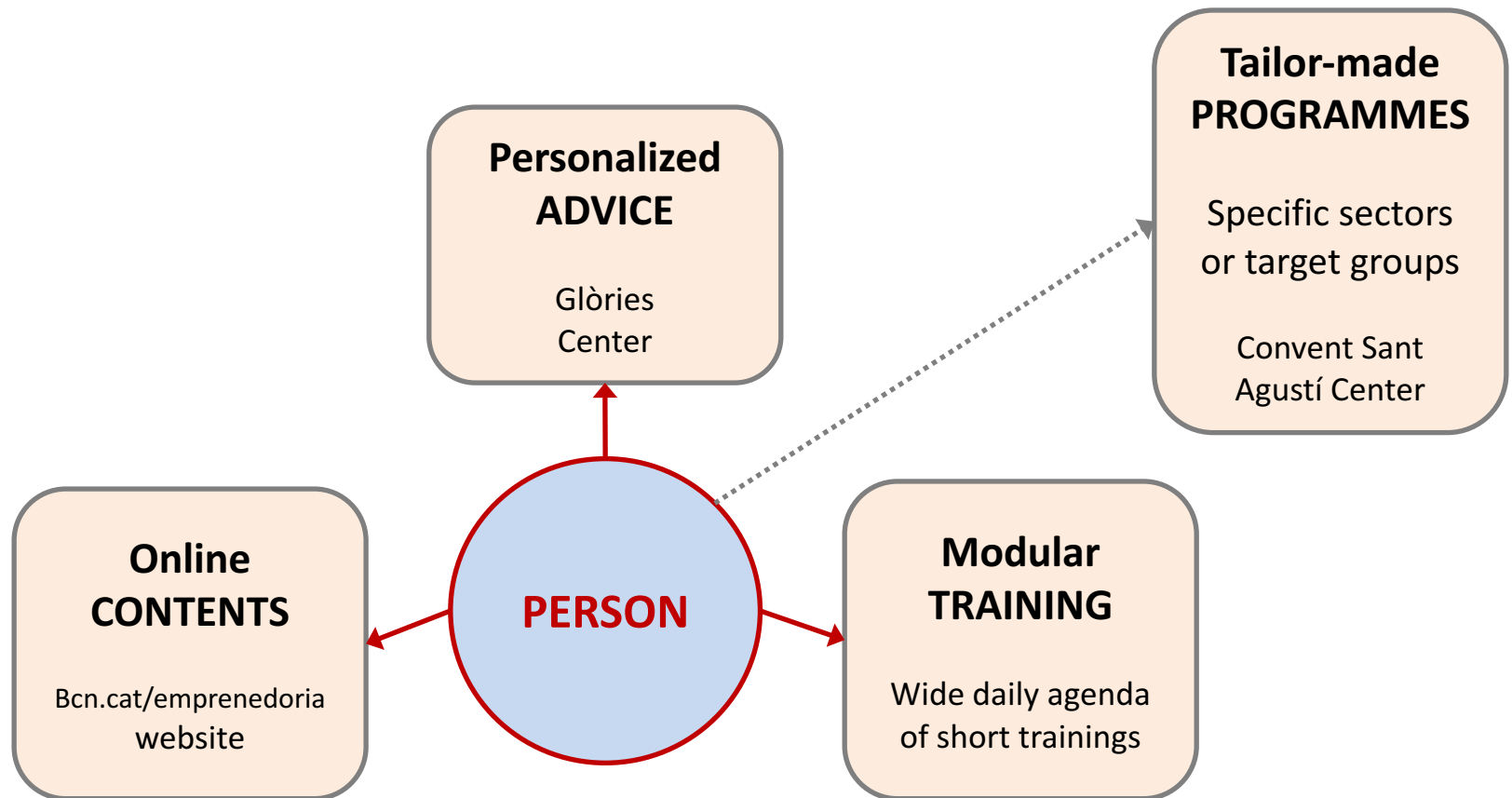
**Blended:** the combination of the on-site and on-line services provides the model with flexibility for those entrepreneurs facing mobility and time restrictions to work on their project

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**Tailor-made programmes:** customized contents designed for those groups that face specific hindrances due to their social/personal circumstances

**Integrated:** it has the ability to refer those who reach out to Barcelona Activa but are not ready to start their own business to other services, such as those offered by the employment or training departments

## An Inclusive model (2)



## Entrepreneurship services: Tailor-made programs

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### Tailor-made Sectorial Programs

- Sustainability and green economy (Cleantech Camp)
- Sustainable Tourism (Futurisme)
- Creative Industries (Creamedia)
- E-commerce
- Social Entrepreneurship
- Commerce
- Handcraft
- Construction

Total participants: 209 (56% F)

### Tailor-made Programs for target groups:

- Young people (<30 years old)
- Senior (>45 years old)

Total participants: 110 (89% F)



## Entrepreneurship services: Main results 2016

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- Total people attended: 14.307
- Trained people: 5.532
- Advised projects: 2.556

### Profile of the promoters

Gender	F	54,2%
	M	45,8%
Age	< 25	4,3%
	25 - 40	52,9%
	> 40	42,8%
Professional situation	Unemployed	35,9%
	Employed	54,6%
	Others	9,6%

### Impact indicators:

- Companies created: 1.800
- Jobs created: 3.000

### Sectorial classification of the projects

Retail and Commerce	19,8%
Culture and Tourism	19,1%
Personal Services	14%
Creative production	13,1%
Business Services	10%
Manufacturing	7,1%
TIC	6,7%
Health & Social Services	3,9%
Construction	3,4%
Environment	1,2%
Life Sciences	1%
Logistics & Transports	0,6%

## Entrepreneurship services: Notable facts of 2016

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### **Business School for professional and entrepreneurs Women**

For the past three decades, Barcelona Activa has boosted the incorporation of women in the world of business, through its Women's Entrepreneurship School. It has now widened its offer of programmes and it has incorporated the profile of professional and management women.

New contents:

- Women Mentoring Programme
- “FinanWoman” (access to funding)

Total participants: 498



### **Specialised assessment point in Social Economy**

In 2016, Barcelona Activa created a new assessment point specialized in advice projects in the field of Social Economy, to help in the creation and growth of these business projects.



# 04

## Incubation model and network

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## Incubators network: The facilities

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- **Glòries Incubator**

For innovative companies with high growth potential

- **MediaTIC Incubator**

For companies intensive in technology

- **Almogàvers Business Factory**

Community with preincubation and coworking spaces

- **ESA BIC Incubator**

For companies intensive in space technology

- 163 incubated companies
- 565 workers
- Total turnover: 21 million Euros
- Investment raised: 31 million Euros



## Incubators network: The services

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The fundamental and differential value of our incubators is the that we offer the incubated companies, which include the following aims:

- To build and carry out the growth plan
- To achieve professionalised promoter teams
- To provide support in their management and projection

### Added value portfolio of services:

- Business stress test
- Coaching and advice
- Specialised assessment
- Product testing service/UXLab
- Knowledge capsules
- Business strengthening programme
- Mentoring programme

The “survival rate” at 4<sup>th</sup> year is about 84% for those companies incubated by Barcelona Activa





## Complementary services and resources for companies

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### Business Support Office (OAE)

- Information and Municipal Procedures Service
- IT Incorporation of Companies Service
- Fundraising Service
- Workers Recruitment Service
- Business Transfer Service
- Business Advice Service
- Business Internationalization Service
- Landing Service
- Business Location Service

### Barcelona Activa Technology Park

- 54 technological companies installed
  - 23% with own patent
  - 42% Exporting their products or services
- 450 workers
- Total turnover: 30 Million
- Investment raised: 13 Million Euros





# 05

## **Some successful example of companies helped by Barcelona Activa**

## Successful companies: InnoQuant (Big Data)

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It has developed algorithms of *Machine Learning* that are integrated in their MOCA platform, a tool of mobile engagement that allows companies to understand the behaviour of the users of mobiles



### **Achievements:**

- Top 100 company at Startup Competition of South Summit 2015
- GLOMO award at MWC 2016: Best Mobile Cloud Service
- It has offices in Barcelona, Madrid and San Francisco

### **Barcelona Activa Values:**

Created by a woman entrepreneur with a technological profile

Hosted at Glòries incubator from 2010 to 2013

## Successful companies: WeSmart Park (Mobility)

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It is a collaborative programme designed to share parking places.

It allows free parking places to be detected and reserved, in real time, in hotels, office buildings, neighbourhood communities, etc., at reduced prices



### **Achievements:**

- Award for the best mobility app at the Smart City Expo Congress
- It manages more than 1,200 places between Barcelona and Madrid
- It is expanding its activity in the USA

### **Barcelona Activa Values:**

Reduction of environmental impact

Participant at the “Cleantech Camp” programme of Barcelona Activa for business creation

## Successful companies: L'Estoc (Social Impact)

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Production and sales of furniture of their own design, based on recycled materials and disused furniture, employing people with mental disabilities.



### **Achievements:**

Since its creation it has employed more than 14 people with disabilities. In this way, according to SROI it has managed to generate 5.41 Euros of social return for each Euro invested.

### **Barcelona Activa Values:**

Economically sustainable project with high social impact that, at the same time, boosts the circular economy

It used the technical advice of Barcelona Activa during its creation and strategic planning stages



Ajuntament  
de Barcelona

**Gràcies!**  
**ありがとう**



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