



Ajuntament de
Barcelona



BARCELONA

THE GLOBAL AMBITION
OF A HUMAN SCALE CITY

Economic strategy
& Blue Economy

14th meeting of the UfM Working Group on Blue Economy

11th October 2023



European Union



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط



The Hashemite
Kingdom of Jordan





Barcelona in figures

1.6 M inhabitants
in the city

4.8 Million inhabitants in
the Metropolitan region

22.4% foreign population

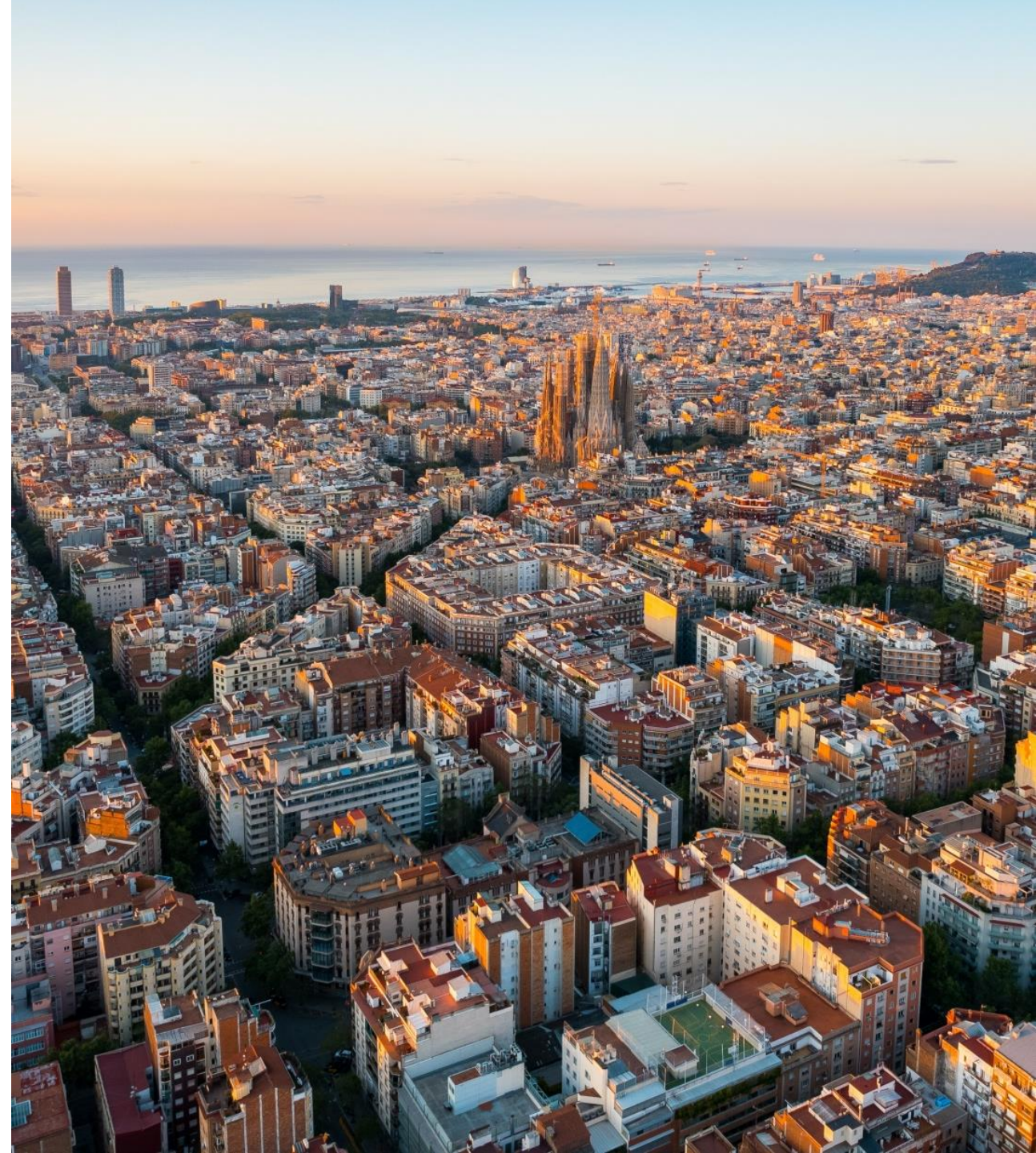
10 M visitors each year

52% of Catalan GDP
(93.8 Billion Euros)

Europe's 6th most
populated
Metropolitan Area

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%





Barcelona in rankings

1st European city
with best strategy for
**attracting foreign
investment**

(Fdi Intelligence 2022-23)

3rd preferred
European city to
locate a startup

(Startup Heatmap Europe 2022)

Permanent host city
of **Mobile World
Congress**

5th

European city in
**foreign investment
in technology
projects**

(Fdi Intelligence 2022-23)

7th

Tech City of the
future

(Fdi Intelligence 2022-23)

2024

Host city of the
America's Cup

5th

Most attractive
city for digital nomads

(Fdi Intelligence,2021)

1st urban

tourism destination
in the world to obtain
Platinum Biosphere
certification

City honoured with
the European
**Entrepreneurial
Region Award 2023**

(European Commission)

2026

**World Capital of
Architecture** and
organiser of the UIA
Congress



Created in 1986

to boost employment in the city through the promotion of entrepreneurship today is the leading agency for Barcelona's economic development.

Action areas

- Entrepreneurship
- Companies
- Employment
- Training
- Proximity
- Business and socioeconomic innovation

Since 1987

+650,000
people supported

29,000
companies created





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Barcelona



Barcelona's Blue Economy Strategy

Driving and promoting the blue sectors as a new economic hub for the city

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europa.eu

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#BarcelonaBlueEconomy



Barcelona
Blue
Economy

Barcelona, city by the sea

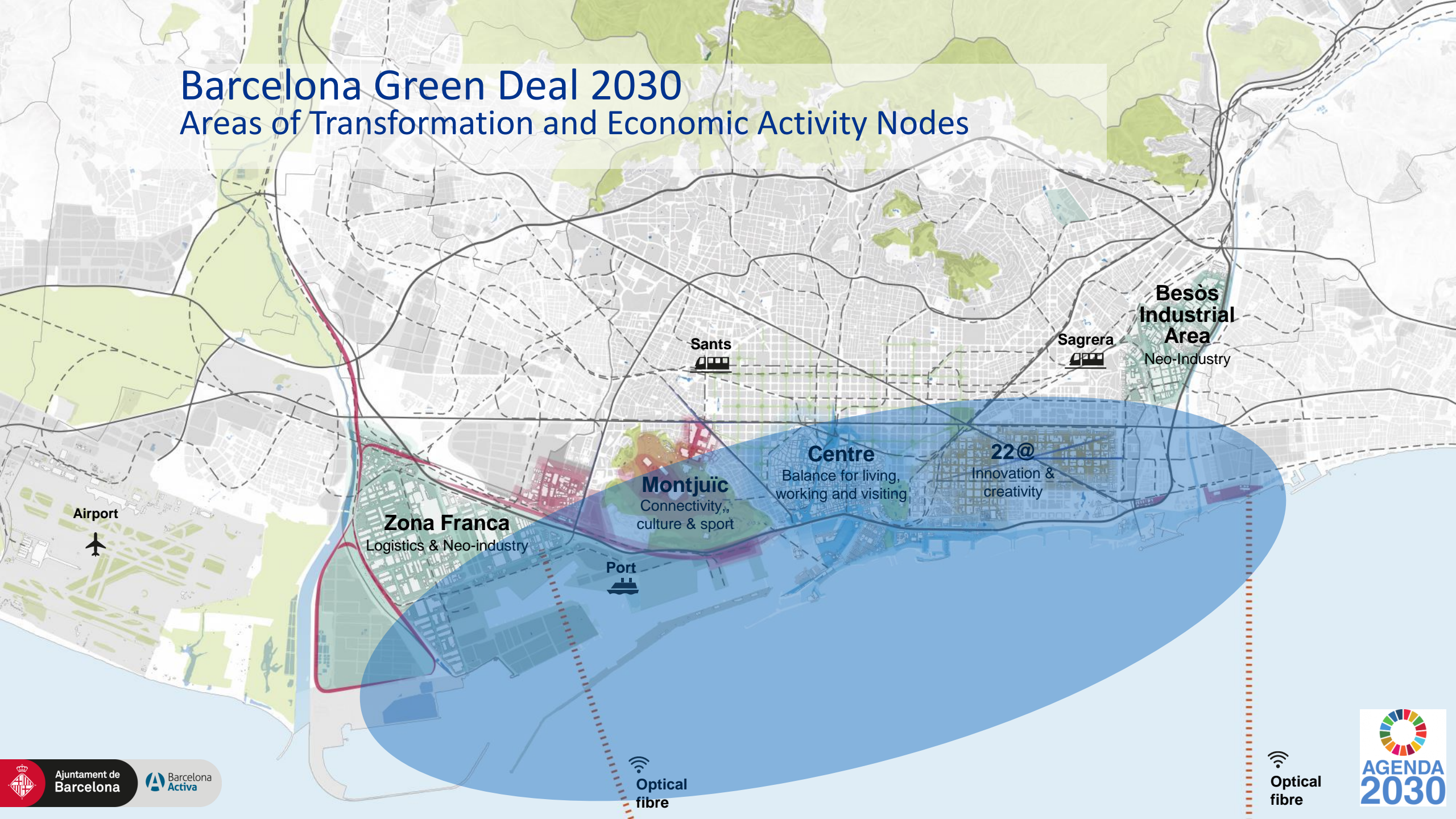


The goal is to turn the strategy for promoting the Blue Economy into the backbone of the whole of the coastal area and its economy, bringing together stakeholders and with a firm commitment to the city.

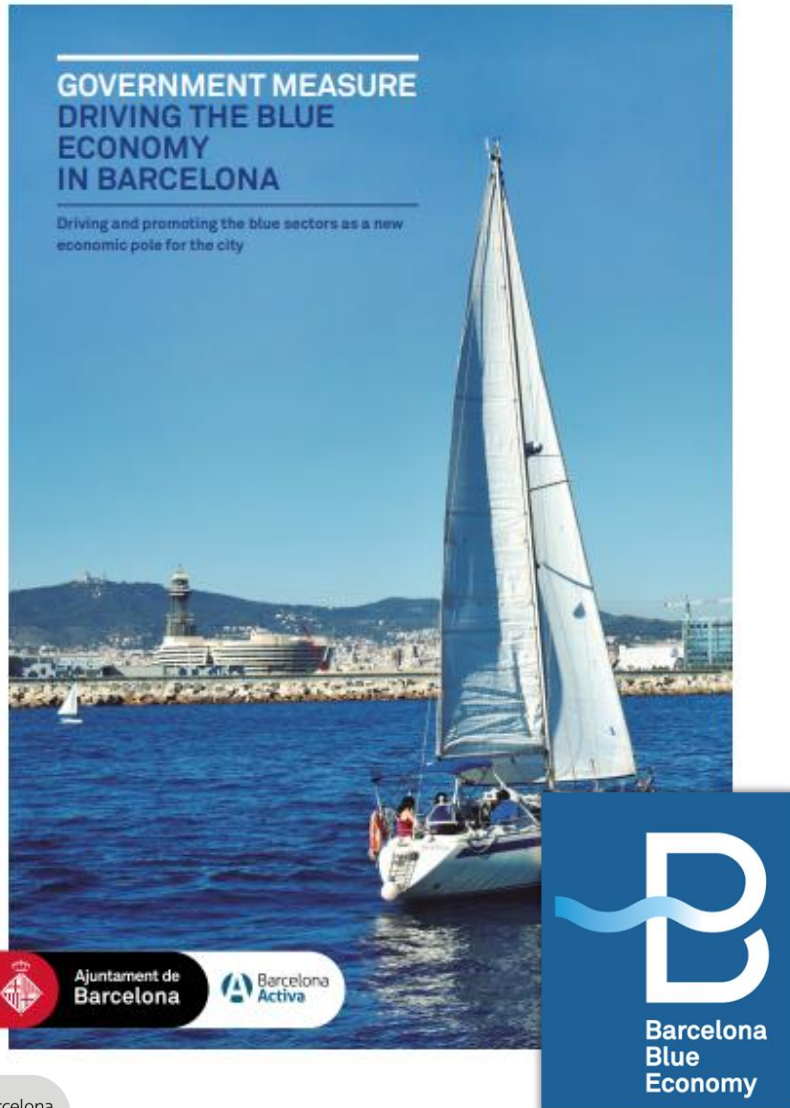


Barcelona Green Deal 2030

Areas of Transformation and Economic Activity Nodes




Blue Economy Strategy, a government measure in October 2021



**GOVERNMENT MEASURE
DRIVING THE BLUE
ECONOMY
IN BARCELONA**

Driving and promoting the blue sectors as a new economic pole for the city

Ajuntament de Barcelona
Barcelona Activa



Barcelona Blue Economy



ara SUBSCRIBIR-SE AJUSTAR

Barcelona invertirà 40,5 milions en fomentar l'economia vinculada al mar

Collboni diu que la transformació ha començat amb la recuperació dels locals d'oci nocturn del Port Marítim, al Port Olímpic

ARA

URBANISME

El pla fins al 2025 inclou 43 propostes per potenciar, amb la participació de 70 entitats, l'activitat vinculada al mar com a motor local, atraient també inversió privada.

BCN impulsarà l'economia blava en 52.000 m² del litoral

Elisenda Pons

POLO EN EL PORT OLÍMPIC

Barcelona destinarà 40,5 mill d'impulsar la economia azul

El Ayuntamiento anuncia también que moviliza cuidados para el impulso y desarrollo de este se



Trabajos en el dique de Recer, para proteger el litoral de nuevas tormentas (Xavier Cisneros / Archivos)

Cataluña

Barcelona invierte 40,5 millones al impulso de la "economía azul"

El Consistorio destina una suma de 40,5 millones euros a empresas dedicadas al mar



Definition of the blue economy for Barcelona

The term 'Blue Economy' refers to those economic activities linked to the marine environment that are conducted in a way that is compatible with the environmental preservation of ecosystems, and that favour sustainable social and economic development.

Above all, Barcelona City Council wants to focus on promoting blue economy initiatives linked to the sea: sustainable maritime economies.

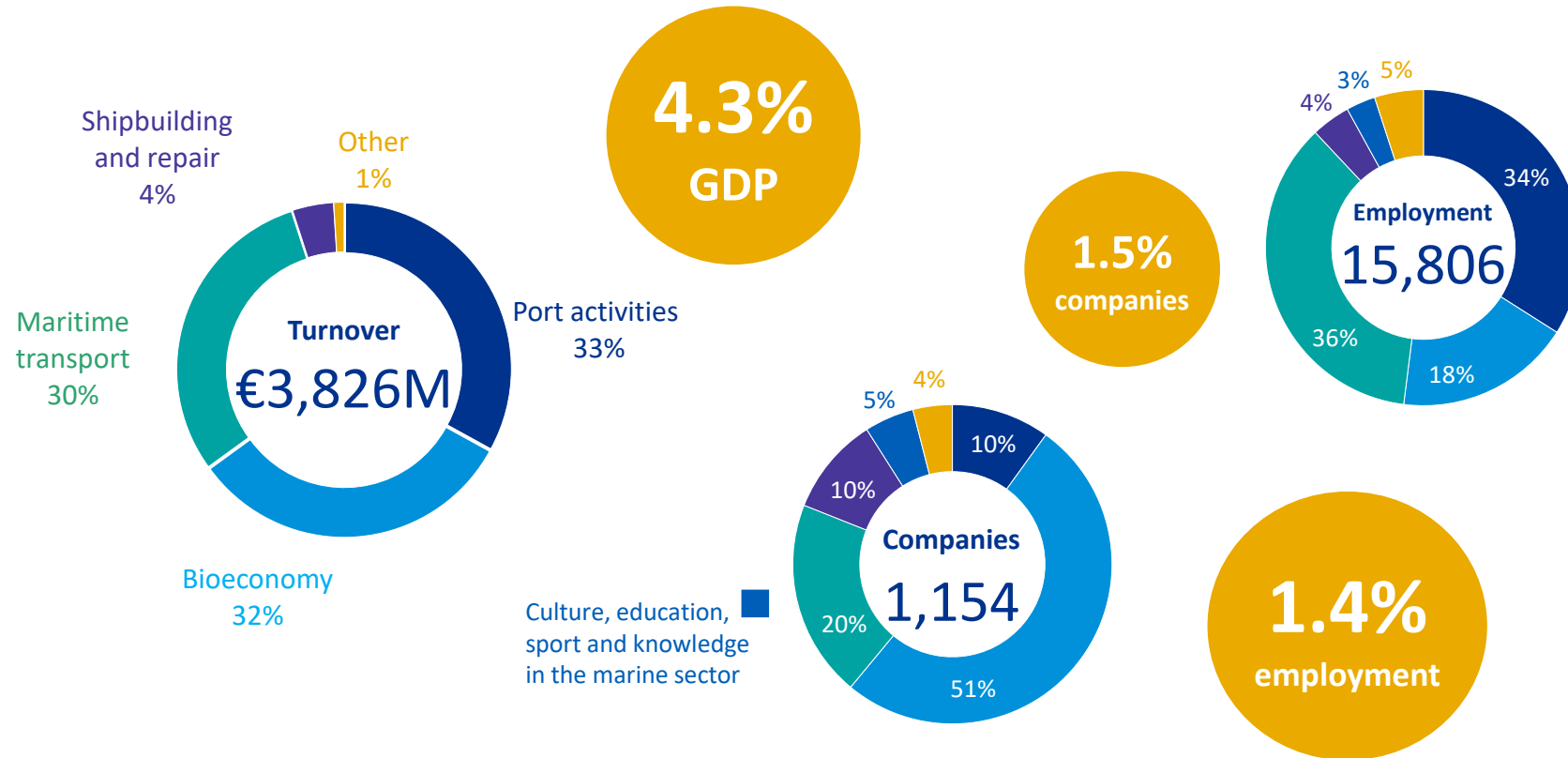


12 strategic sectors within the blue economy

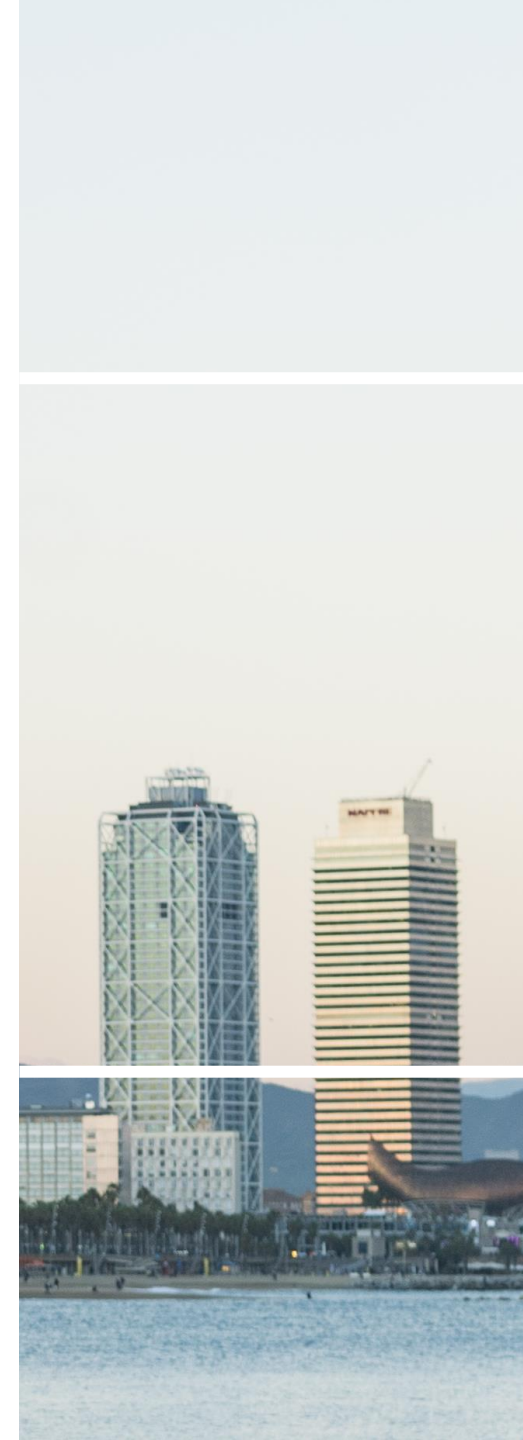


The Blue Economy in Barcelona

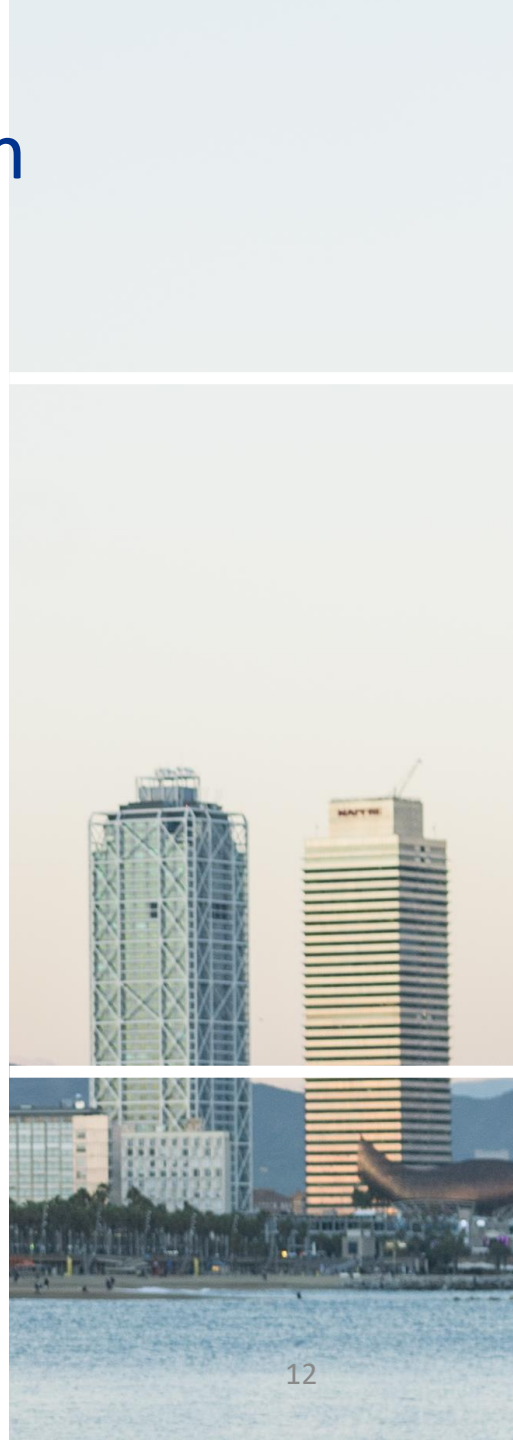
12 strategic sectors within the blue economy



Source: Internal data of Barcelona City Council, 2019. Based on SABI and Camerdata data, 2019. NB: only direct values are taken into account.



Dynamic ecosystem in the process of consolidation





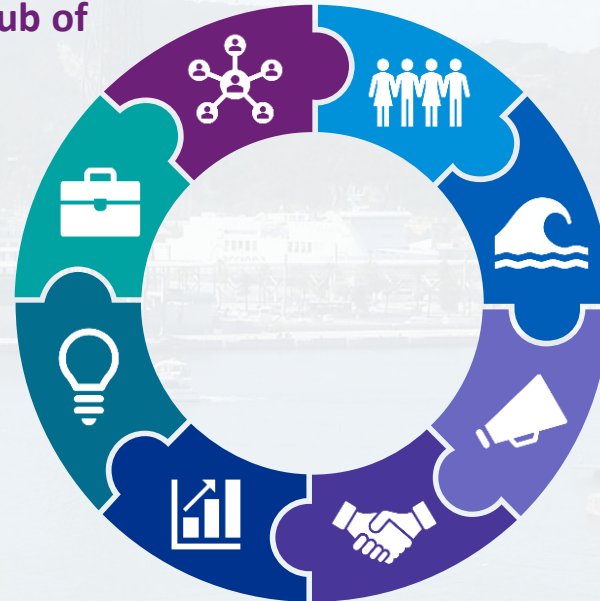
Roadmap: 8 lines of action, 15 projects, 43 measures

1. Blue Economy Hub: new hub of economic activity

2. Blue employment and training

3. Innovation and transference in the Blue Economy

4. Development of Blue Economy sectors



5. Connecting the Blue Economy with the city and citizens

6. Conservation and regeneration of the marine ecosystem

7. Local and international promotion, background and positioning

8. Public-private governance

12
economic sectors

8
lines of action

15
key projects

43
measures

95%
Projects done or ongoing in 1'5 year

Implementation status: +95% in 1.5 years!

12 sectors

8 axis

15 projects

43 measures



1. Blue Economy Hub: new hub of economic activity

-  1. New Olympic Port
-  2. Blue Economy Entrepreneurship Programme

2. Blue Employment and Training

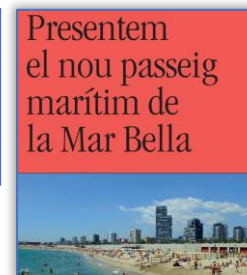
-  3. Study of new employment opportunities
-  4. Reskilling in the Blue Economy

3. Innovation and transference



-  5. Nautical training and technology nexus
-  6. InnovaBlue

4. Development of sectors



-  7. Protocol with the Port of Barcelona
-  8. Support for investment funds



5. Connection with the city and citizens

-  9. Barcelona Mar de Ciència
-  10. Blue Pavilion

6. Conservation and regeneration of the marine ecosystem

-  11. Barcelona water clean-up plan
-  12. Sant Martí seafront promenade project

7. Local and international promotion, background and positioning

-  13. Blue Economy Observatory
-  14. Celebration of an international event

8. Public-private governance

-  15. Blue Economy public-private table



Barcelona, base mundial del World Ocean Council



La copa del América ya está en Barcelona



New Olympic Port

A new sustainable port



Blue Economy hub

Promoting sailing and sea sports with new spaces

Public space for contact with the sea

America's Cup venue (women & youth)



40,050 m²

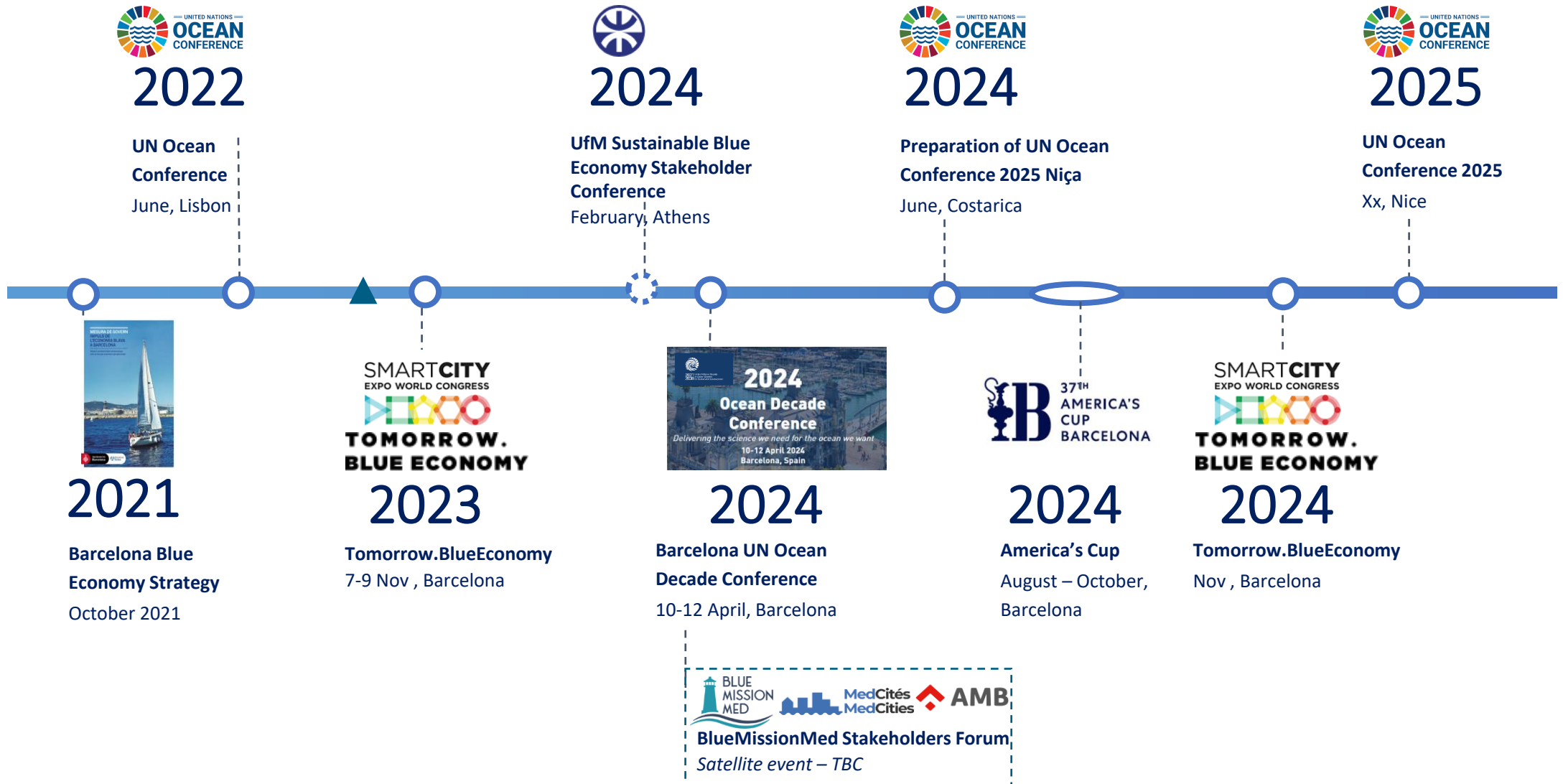
Shelter Dike, Gregal
and Mestral docks

8,121 m²

The blue economy
and sport

Some near future international events

BARCELONA





Barcelona
Blue
Economy





Rumb cap a un
futur sostenible



#BlueEconomyBarcelona

Thank You!

www.barcelonactiva.cat/blueeconomy