

Ajuntament de Barcelona

#### Barcelona Activa

## Blue Economy in Barcelona

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

#EconomiaBlavaBarcelona

## Blue Economy: The Sustainable Future of Barcelona







# Government Measure for the Promotion of the Blue Economy in Barcelona - October 2021

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

12

Economic

sectors

8

Lines of

action



15

Lead

projects

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

95% Executed projects

43

measures

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Barcelona Activa Public-private collaboration in a rich, dynamic and growing blue ecosystem



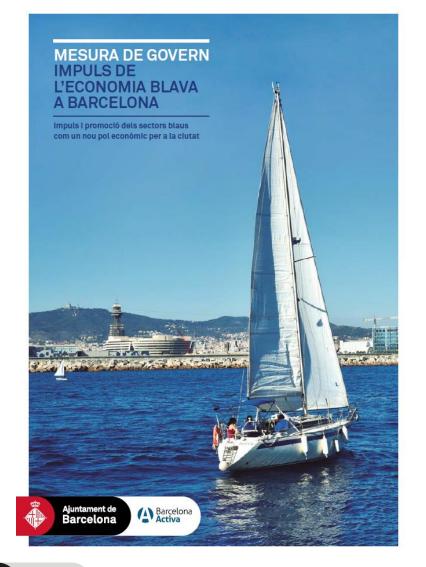
Among others...

Economy



# Government Measure for the Promotion of the Blue Economy in Barcelona - October 2021







#### **Public-private collaboration**

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# New Government Measure for the Promotion of the Blue Economy in Barcelona 2025-2030



### Consolidation of a service portfolio





Reskilling training Detection of job market needs

#### Entrepreneurship support services

#### B-Blue: Blue Entrepreneurship Program



### Financing (Deep Tech Fund)

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### Blue infrastructure

Barcelona Maritime Technology Park



- Blue Tech Port



#### Barcelona Mar de Ciència



#### International positioning

Permanent UNESCO Center (DCC Blue Economy)



Candidacy for the KIC Water, Marine and Maritime Sectors and Ecosystems





Maintaining and expanding public-private collaboration

## Our role in the Green Marine Med Project







Core Partners of the Center of Excellence on Green Shipping Promoters of the Call for Green Shipping Innovation Organizers of the National Stakeholders Event in Spain





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Barcelona Activa https://www.barcelonactiva.cat/en/web/gu est/blueeconomy