



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



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  
Lead  
projects

43  
measures

95%  
Executed projects

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



Districte de  
Sant Martí

Districte de  
Sants-Montjuïc

Districte de  
Ciutat Vella



Among others...






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



## Main achievements

### Creation of a service portfolio

-  5.000 h of training + 2 studies on new jobs and training
-  23 projects accelerated under B-Blue entrepreneurship program
-  9,5 M€ investment in venture capital

### Blue infrastructure and international positioning

-  New Olympic Port
-  Tomorrow.BlueEconomy
- 37th edition of the America's Cup
- UN Ocean Decade Conference (UNESCO)

### Public-private collaboration

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

## Consolidation of a service portfolio

### Employment and training



Reskilling training  
Detection of job market needs

### Entrepreneurship support services

B-Blue: Blue Entrepreneurship Program



### Financing (Deep Tech Fund)

## 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





Barcelona  
Economia  
Blava

Rumb cap a un  
futur sostenible

#EconomiaBlavaBarcelona

Thank you!

<https://www.barcelonactiva.cat/en/web/guest/blueeconomy>



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