

# Barcelona

DATA SHEET 2020

—  
Main economic indicators  
for the Barcelona area



*Indicators*



*Business*

*Entrepreneurship*

*Digital Talent*



Ajuntament de  
Barcelona



Barcelona  
Activa

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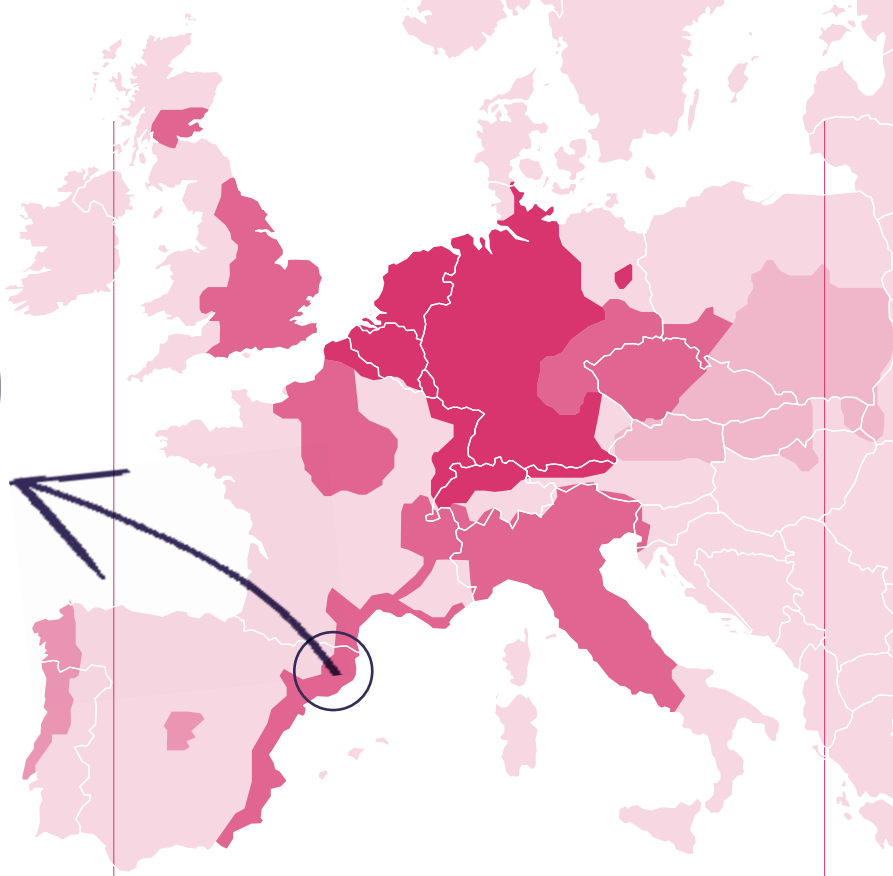
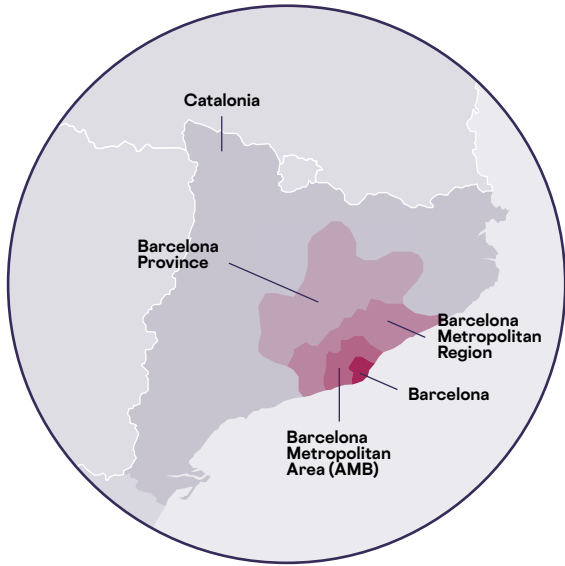
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### European mega-regions

GDP per capita (€)

- < 15,000
- 15,001 - 20,000
- 20,001 - 25,000
- 25,001 - 30,000
- > 30,001

# Privileged location

## Barcelona, at the centre of a mega-region with 27 million inhabitants

- Barcelona, the capital of Catalonia, has a population of over 1,660,000 people and is at the heart of a metropolitan region covering some 2,500 km<sup>2</sup> with almost 5,000,000 inhabitants, representing 63.4% and 10.3% of the Catalan and Spanish population, respectively.

- In relation to consolidated metropolitan agglomerations, the population of the metropolitan region of Barcelona is approximately 25% that of New York, while it is greater than the areas of Berlin, Montreal and Stockholm.

- The cosmopolitan, diverse and intercultural spirit of Barcelona is reflected in the fact that 21.7% of the city's population are foreign nationals - the highest percentage in history - and for the first time ever, this demographic segment has risen above 360,000 residents.

- The current development of metropolitan regions goes beyond their geographical area, creating mega-regions or polycentric agglomerations of cities as natural units of economic influence in a geographical area. Most notable is the Southern European mega-region formed by the Barcelona-Lyon corridor, which encompasses 27.3 million inhabitants and has a production of over €700,000 million, giving it a significant critical mass among the twelve European mega-regions.

- Barcelona has easy access to very dynamic large markets: the EU's common market, which provides access to 510 million people. It also forms part of the Mediterranean corridor, a Trans-European Network for transporting goods that has a direct impact on an area of 250 million inhabitants (50% of the EU's population). Improving this connection would be a strategic opportunity for increasing the market share of the port traffic of goods coming from Asia. It also offers the strategic potential of relations with the 43 member countries of the Union for the Mediterranean, which includes territories in Eastern Europe, Africa and the Middle East.



# Population and surface area

## Population and surface area 2020



	POPULATION JANUARY 2020 (INHABITANTS)	PROPORTION OF SPANISH POPULATION (%)	SURFACE AREA (KM2)	DENSITY (INHABITANTS/KM2)
<b>Barcelona</b>	<b>1,666,530</b>	<b>3.5%</b>	<b>102.2</b>	<b>16,154.6</b>
Metropolitan Region*	4,895,876	10.3%	2,464.4	1,986.6
Catalonia	7,727,029	16.3%	32,108.0	237.3
Spain	47,329,981	100.0%	505,968.4	92.8

\* Data from 1 January 2019. Barcelona regions of Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental.  
Source: Barcelona City Council's Department of Statistics and Data Dissemination, Idescat, INE.

## Population in 20 metropolitan agglomerations around the world 2019



For Barcelona, Idescat data, 1 January 2019.  
Source: Demography World Urban Areas: 15th Annual Edition April 2019.

## Demographic indicators for Barcelona



### Age structure 2020

0-14: **12.3%**      15-64: **66.6%**      65 and over: **21.1%**

### Life expectancy (2017)

**83.9**      Men: **80.7**      Women: **86.7**

### Birth rate (2019)

**7.7‰**

### Fertility rate (2018)

**34.0‰**

### Mortality rate (2019)

**8.8‰**

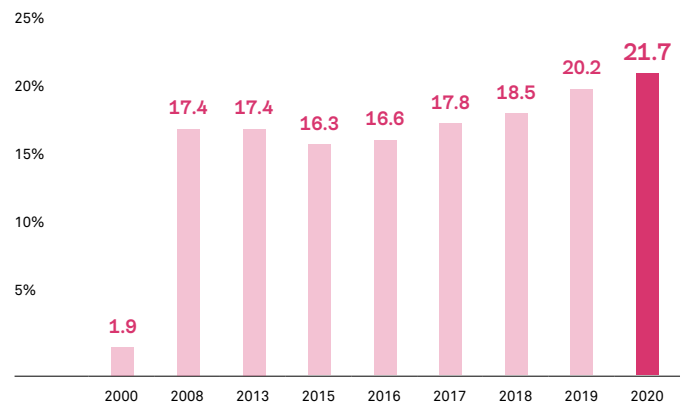
(Births per 1,000 women aged between 15 and 49)

Source: Barcelona City Council's Department of Statistics, Public Health Agency, Barcelona Health Consortium.



# Foreign-resident population

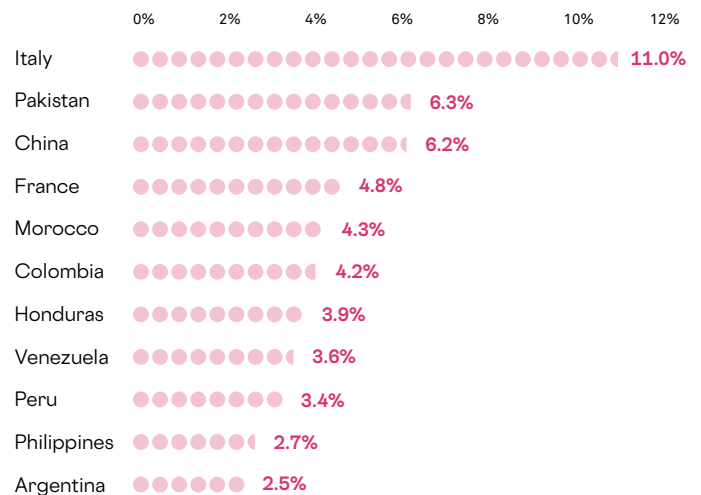
## Percentage of foreign nationals out of total population



NB: data from 1 January of each year.

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

## Population of foreign nationals in Barcelona by country of origin 2020



Source: Department of Statistics and Data Dissemination, Barcelona City Council.

# Accessible and well-connected



## Great potential as a logistics hub for the Mediterranean

- With regard to access and economic infrastructures, within an area of 5 kilometres, the city offers an international airport, the port, the trade fair, Zona Franca and a logistics platform, a combination that offers huge potential as a Mediterranean logistics centre.
- In 2019, a record figure of 52.7 million passengers passed through El Prat airport, an increase of 5.0% on the previous year. This figure means that among the main European airports, the city is listed 6th in the Airport Council International's 2019 ranking, one place higher than the previous year. The dynamism of international passenger traffic at El Prat means that it now makes up almost three-quarters (73.3%) of the total.
- Port activity registered 3.3 million TEUs and 66 million tonnes transported in 2019, which shows a degree of stabilisation (-3.2% and -0.1%, respectively) in year-on-year terms, after the upward trend of previous years.

06

### Mediterranean Corridor

- Mediterranean Corridor
- FERRMED Network
- ▤ Transport by ferry
- ⚓ Ports

Source: FERRMED







# Driving force of a large, diversified economic area

## Barcelona is a dynamic economic driving force with a diversified structure and international recognition

- Barcelona continues to work on strengthening its capacity for attracting companies, employment, talent and foreign investment, with the support of the city's good international positioning.
- In 2018, the City of Barcelona's gross domestic product (GDP) was €46,600 per inhabitant. With regard to the

distribution of gross added value by sector— according to the 2019 estimate - the most notable factor is the weighting of business services (27.5%), commerce and repairs (17.2%), education, healthcare and social services (10.2%), real estate activities (8.2%), construction (8.1%) and the hospitality sector (6.1%).

- In 2019, Catalonia generated a GDP of €250,597 million, representing 20.1% of Spain's total GDP. In the same year, Catalonia's *per capita* GDP exceeded the European Union's GDP by 12%.
- In 2019, the City of Barcelona and Catalonia's GDP grew by +2.3% and +1.9% respectively, in real terms.



## Barcelona has an open economy connected to the world

- Barcelona's attractiveness for foreign investment is confirmed by various prestigious rankings: according to the KPMG *Global Cities Investment Monitor 2019*, Barcelona was listed 7th among the world's main urban areas for attracting *greenfield* foreign investment projects in 2018, two places higher than the previous year. One of the contributing factors for this rise is the city's favourable positioning for attracting R&D projects, a sphere where it is ranked as the 4th global area, with 29 projects, only coming below Paris, Singapore and Bangalore.

- According to the *EY Attractiveness Survey Europe 2019*, Barcelona is the 9th most attractive city for international investors, in a context where the uncertainty associated with Brexit is affecting the volume of foreign investment throughout Europe. Furthermore, Barcelona is the 10th European city for most economic potential and the 3rd in terms of connectivity among large European cities, and it is the 2nd Southern European city with regard to best prospects for 2020-2021, according to *FDi Cities and Regions of the Future 2020/21* report (Financial Times group).

- Productive foreign investment<sup>1</sup> in Catalonia was €3,221.5 million in 2019. Foreign investment from within the European Union makes up nearly four-fifths of foreign investment in Catalonia (78.1% of the total). The United Kingdom, the United States and Germany are the main investors in Catalonia.

- Between 2015 and 2019, Catalonia was the 1st FDI tech destination in Spain, with 241 projects, €2,363.2 million invested and 13,537 jobs created. These figures represent 43.3%, 33.6% and 43.2% of the Spanish total, respectively. Furthermore, according to an ACCIÓ report based on data from FDI Markets (Financial Times group), during the 2014- 2018 period, Catalonia attracted a total of 665 foreign investment projects —with a volume of €16,295 M— creating 63,005 direct jobs, and it is ranked 3rd in the Western European region for job creation.

- Catalonia was home to the headquarters of more than 8,900 foreign companies in 2019. The main countries of origin were France (13.1%), Germany (13.0%) and the United States (12.3%).

- In 2019, exports from the province of Barcelona reached €57,163.2 million, achieving a new record, according to available historical data series. In comparison with the previous year, the Barcelona area's external sales grew by 3.3%, in a context of a global trade slowdown. Between 2009 and 2019, there was uninterrupted growth in exports, with an accumulated increase of 76% in current terms.

- The area of Barcelona continues to lead the exports ranking for Spain, accounting for nearly one-fifth (19.7%) of total sales abroad and 42,022 export companies, which is a fifth of the total for Spain as a whole (20.1%).

<sup>1</sup> Productive investment is considered to be investment that does not take ETVEs into account, which are companies established in Spain that hold securities of foreign companies. The operations of these types of companies involve transfers within the same business group. The existence of ETVEs correspond to fiscal optimisation strategies within the same group.

## Economic activity

### Gross Domestic Product at market prices\* (GDP) 2018 (current prices in millions of €)



	GDP		GDP PER INHABITANT	
	MILLIONS OF EUROS	THOUSANDS OF EUROS	INDEX CATALUNYA-100	
Barcelona (a)	74,978.2	46.6	145.0	
Barcelona Metropolitan Region (2017)	161,179.9	33.6	107.5	

\* Base 2010. Valuation at market prices.  
Source: Catalan Institute of Statistics.

### Evolution of Gross Domestic Product (current prices in millions of €)



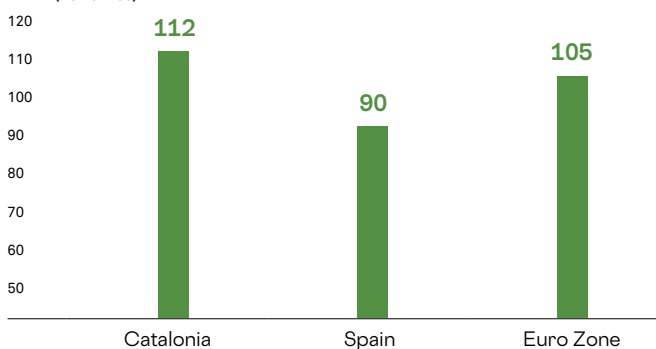
	CATALONIA	SPAIN	(%) CAT/SP
2016	224,751	1,118,743	20.1%
2017	234,651	1,166,319	20.1%
2018	241,687	1,202,193	20.1%
2019	250,597	1,244,757	20.1%

Source: Statistical Institute of Catalonia and INE (National Statistics Institute).

### Harmonised per capita GDP in purchasing power parity 2019



INDEX (EU 28=100)

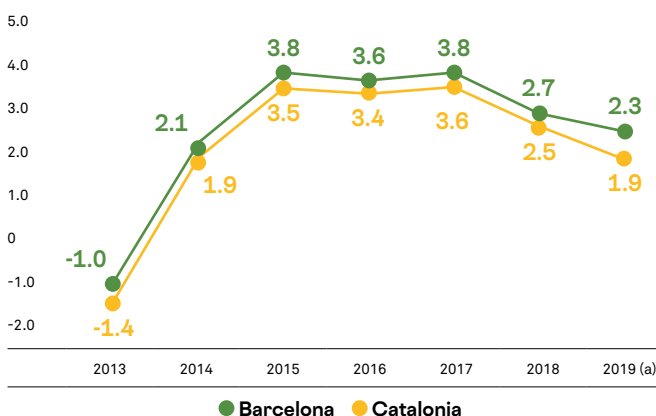


Source: Catalan Institute of Statistics.

### Evolution of GDP in Barcelona at constant prices 2011-2019



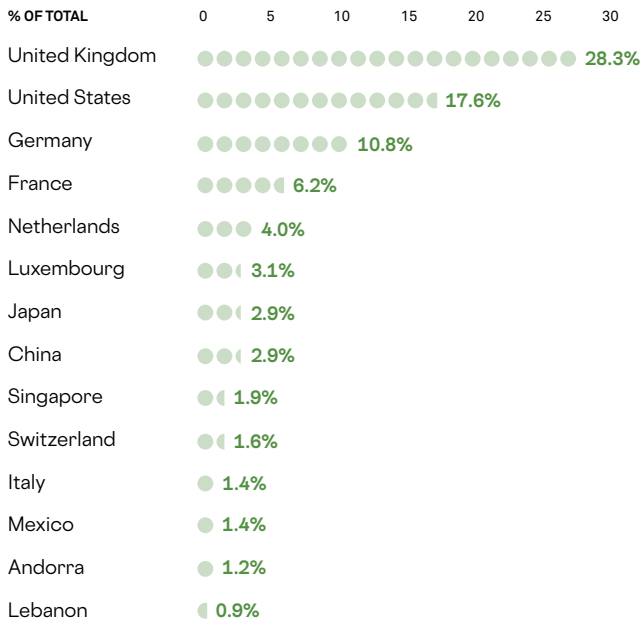
VARIATION RATE FOR VOLUME (%)



Source: Barcelona City Council's Department of Statistics and Data Dissemination, and the Catalan Institute of Statistics.



## Foreign investment in Catalonia by last country of origin 2019



NB: Total gross investment excluding Foreign-Securities Holding Companies (ETVE in Catalan).

Source: DataInVex. Ministry of Industry, Commerce and Tourism.

## Number of foreign companies established in Catalonia



COUNTRY OF ORIGIN	2019	% OF TOTAL
France	1163	13.1
Germany	1157	13.0
United States of America (USA)	1096	12.3
Other	812	9.1
Italy	808	9.1
United Kingdom	779	8.7
Netherlands	622	7.0
Switzerland	421	4.7
Luxembourg	350	3.9
Denmark	291	3.3
Japan	267	3.0
Belgium	250	2.8
Portugal	178	2.0
Sweden	142	1.6
China	115	1.3
Austria	109	1.2
<b>Total</b>	<b>8,908</b>	<b>100</b>

Source: ACCIÓ. Government of Catalonia.



## Main urban areas in the world receiving international investment projects 2018



2017 POSITION	URBAN AREA	2018 POSITION
1	London	1
3	Paris	2
2	Singapore	3
4	Dubai	4
6	New York	5
5	Shanghai	6
<b>9</b>	<b>Barcelona</b>	<b>7</b>
6	Hong Kong	8
23	Düsseldorf	9
16	São Paulo	10
15	Madrid	11
11	Amsterdam	12
14	Tokyo	13
10	Dublin	14
12	Sydney	15
26	Mexico	16
8	Bangalore	17
24	Warsaw	18
17	Frankfurt	19
21	Melbourne	20

Source: Global Cities Investment Monitor 2019, KPMG.

# Exports

## Exports (in millions of €)

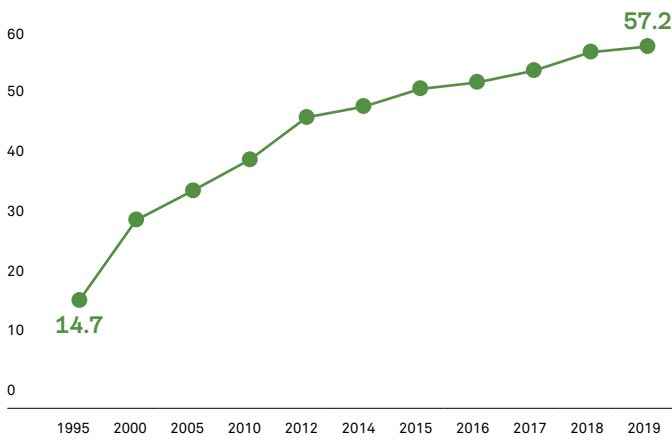
	2018	2019	PERCENTAGE OF SPAIN 2019	YEAR-ON-YEAR VARIATION 2018/2019
<b>Barcelona*</b>	<b>55,335.6</b>	<b>57,163.2</b>	<b>19.7</b>	<b>3.3%</b>
Catalonia	71,200.3	73,878.8	25.5	3.8%
Spain	285,260.5	290,089.1	100.0	1.7%

\* Provincial data.

Source: Ministry of Industry, Commerce and Tourism.

## Evolution of exports in the Province of Barcelona

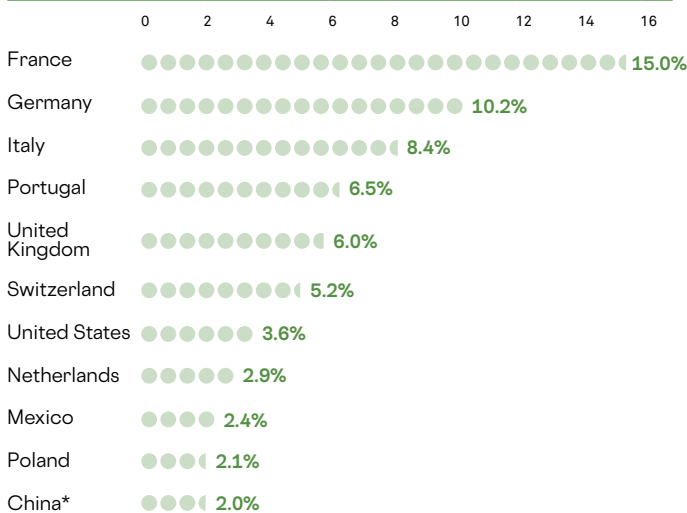
1996- 2019\*(in thousands of millions of €)



\* Provisional data.

Source: Ministry of Industry, Commerce and Tourism.

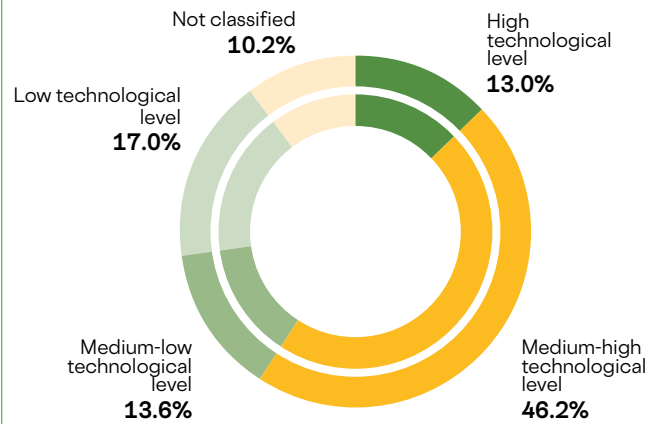
## Barcelona's main export countries 2019 (percentage of total)



\* Includes China, Hong Kong and Macau.

Source: Ministry of Industry, Commerce and Tourism.

## Distribution of exports for the Province of Barcelona by technological content 2019\*



\* Provisional data.

Source: Compiled by the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion, Barcelona City Council, based on data from the Ministry of Industry, Commerce and Tourism.



# Diversified economic activity

## A territory with a powerful industrial base

- In 2019, industry generated 19.3% of Gross Added Value in Catalonia, a weighting that exceeds that of the European Union (18.7%) and, more clearly, of Spain (15.7%), as it is the Spanish autonomous community with the highest industrial development.
- In 2018, Catalonia was ranked as the 4th European region for jobs in manufacturing which involve medium-high to high technological intensity, with 230,000 people working in these activities, exceeding the figures for regions such as Piedmont (Turin), Rhône-Alpes (Lyon) and Darmstadt (Frankfurt). In the same year, Catalonia was also ranked the 4th region in the continent for female employment in these activities.
- Barcelona has a major industrial sector and the metropolitan area - with 18.1% of the working population employed in the industry- is home to more than half (59%) of this employment in Catalonia. Key areas include the chemical and pharmaceutical clusters, automobiles, food production, paper and graphic arts, and waste treatment.
- Barcelona and its area are working to develop industry 4.0, using elements such as the impetus of *Big Data*, the rising number of companies and organisations in initiatives related to 3D printing and the work of Fab Labs to introduce digital manufacturing to schools, companies, entrepreneurs and community projects. In 2019, over 444,400 jobs in the Barcelona Metropolitan Area were in activities potentially associated with industry 4.0, after creating more than 77,500 jobs in these areas since 2011, an accumulated percentage increase of +21.1%.



## Commitment to digital technology and ICTs

- The city, with over 64,700 jobs and more than 3,000 companies with staff working in ICTs, is the central core of the sector, accounting for 58.6% of its employment and 50.5% of its business community in Catalonia. It is estimated that in 2018, the information and communications sector, which encompasses ICTs, generated 8.7% of Barcelona's Gross Added Value.
- According to the *Barcelona Digital Talent 2020* report, the digital sector accounted for 5% of all professionals working in the city and 13% of job offers. 26% of the city's digital professionals are women.
- 31% of Barcelona's digital professionals have come from other cities. Barcelona has more competitive digital salaries than other European cities, accounting for approximately half of the salaries in the digital hubs of London and Amsterdam.
- These digital professionals are distributed among companies in various Barcelona sectors, including information technologies (with two-fifths of the total), the media, business services, manufacturing and finance. Website developers are the professionals who are most in demand in the job market (with an increase of 24% compared to 2018), while cyber security, *cloud* and *big data* are the profiles that present the greatest tension in Barcelona's job market: there are only one or two available professionals for each job offer.
- The new ranking *Top 10 Tech Cities of the Future 2020/21* from the prestigious FDI magazine lists **Barcelona in 8th place in the global classification** among the European technological cities of the future and in 5th place in terms of better prospects for attracting investments in innovation, technology and start-ups, just behind London, Dublin, Paris and Amsterdam. According to this source, Barcelona and Catalonia have the 2nd best strategy in Europe for attracting technological investments.
- Furthermore, according to the *Tech Cities in Motion 2019* report by Savills, Barcelona is the 8th European City and the 21st world city for technology, taking into account the business ecosystem, the technological business ecosystem, well-being, talent, property prices and mobility.

## Towards the transformation of the productive model

- The city of Barcelona is advancing towards a plural, innovative and socially-inclusive economic model, based on sustainability at all its levels: economic, social and environmental. With this goal in mind, and under the leadership of Barcelona Activa, the 2020-2030 strategy for economic promotion prioritises impetus for the following strategic sectors, which form the backbone of the entire municipal policy and the transformation of the productive model: the manufacturing industry, the digital economy, creative sectors, the green and circular economy, health and bio and, as a factor that cuts across them all, the social and solidarity economy.

- The city is progressing towards an economic model that uses resources efficiently and has a capacity for innovation based on boosting the green and circular economy, with a decreasing energy consumption per unit of GDP between 2013 and 2017 and a sustained increase in environmental certificates obtained by the city's various economic stakeholders over the last five years.

- In the fourth quarter of **2019**, the health and bio sector included **95,822 jobs** and **3,132 companies** with employees in Barcelona, representing **8.8%** and **4.1%** of the city's total, respectively. This sector features various different, yet related components: **82.2%** of jobs in the sector are concentrated in healthcare activities, while those linked to health-related social services account for **8.4%** of employment and the pharmaceutical industry is close to **9.4% of the sector**.

- The pharmaceutical and biotechnology industry constitutes a dynamic cluster with a notable capacity for research and innovation. Catalonia is home to 27% of the biotech companies in Spain, leads in investment in biotechnology R&D and has 15 university hospitals, 9 research institutes and 6,000 researchers in this field.

- The social and solidarity economy —with individuals and groups as the centre of activity—, has a major presence in Barcelona, and there are a total of **4,449** companies and organisations in this sector, 4,242 of which are social and solidarity economy organisations and 207 are community economies. In the legal sense, the sector is made up of associations (**52.8%**), cooperatives (**22.3%**), workforce-owned companies (**5.2%**) and community economies (**4.7%**) that offer a significant capacity for social innovation. Between 2016 and 2019, **267 new cooperatives** were set up in Barcelona, and those created during each of these years we double the number set up in 2015 (31). Furthermore, the city has **53 special employment centres** and **13 recruitment companies** which enable the social and labour market inclusion of people with specific needs.

## Barcelona is committed to local, high-quality commerce

- With 15,543 companies and 153,239 jobs, commerce is one of the major sectors in Barcelona's economic structure. At the end of 2019, the sector accounted for 20.2% of companies with employees and 14% of employment in the city. There were 22,010 establishments in the retail sector in 2019, which represents 35.8% of the city's active ground-floor premises.

- Municipal markets, with a surface area of over 288,218 m<sup>2</sup> and 2,143 establishments, are one of the benchmarks of Barcelona's trade model, due to their economic and social significance in the city's neighbourhoods, and they represent the largest network of food markets in continental Europe.

## International reference for urban tourism and the organisation of congresses

- In Barcelona's **hotel tourism sector**, there were **8.5** million visitors and **21.3** million **overnight stays** in 2019, with year-on-year variations of **5.7% in both cases** compared to **2018**. In regard to **tourist-use flats**, they accommodated **3.5 million tourists**, with a total of **11.4 million overnight stays** and year-on-year variations of +13.9% and +4.3%, respectively.

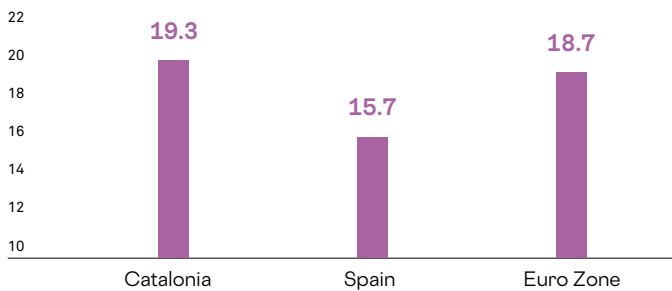
- Various rankings underline how attractive Barcelona is for foreign visitors: *The European Cities Marketing Benchmarking Report 2019* ranks Barcelona in 7th position in Europe for international overnight stays, while Trip Advisor ranked it as the 6th most attractive tourist destination in the world in 2020. Finally, according to Euromonitor International's *Top Cities Destination Ranking* report, in 2019 Barcelona was the 36th most visited city by international tourists, out of 100 cities around the world, and the 8th most-visited among European cities.

- With regard to business tourism, according to the *International Congress and Convention Association (ICCA)*, in **2019** Barcelona was the **4th city worldwide for the number of international congresses organised** and the **1st city for the number of participants in those events**. According to the Barcelona Tourism Observatory, the city hosted **1,743** gatherings in **2019**, with 664,607 delegates attending.

- In 2019, with **3.1** million cruise ship passengers, Barcelona held onto its position as the top base port in Europe and in the Mediterranean for cruise ships, and it is the 4th most important base port in the world.

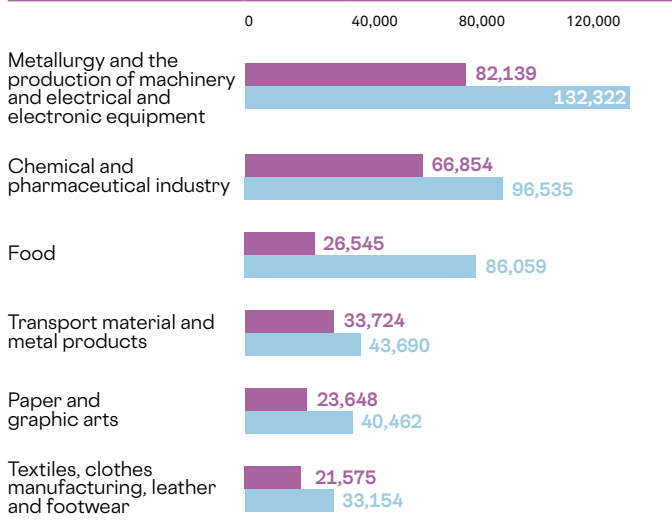
# Manufacturing industry and Industry 4.0

## Weighting of industry in the GVA (%) 2019



Source: Idescat.

## Main industrial segments for jobs\* in Catalonia and the Metropolitan Area 2019

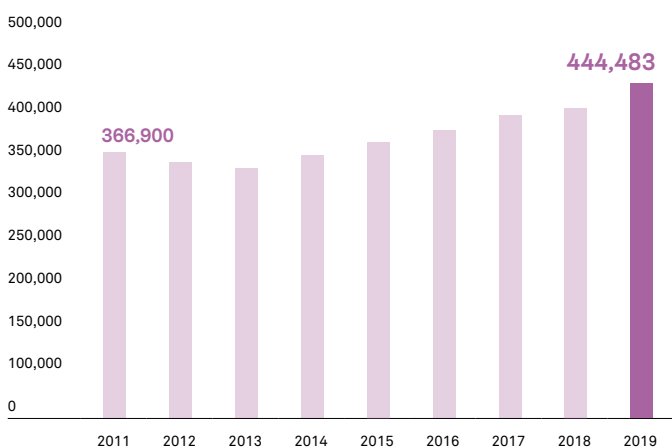


● Metropolitan Region ● Catalonia

\* Those registered with the general Social Security system, including self-employed workers, in the fourth quarter of the year.

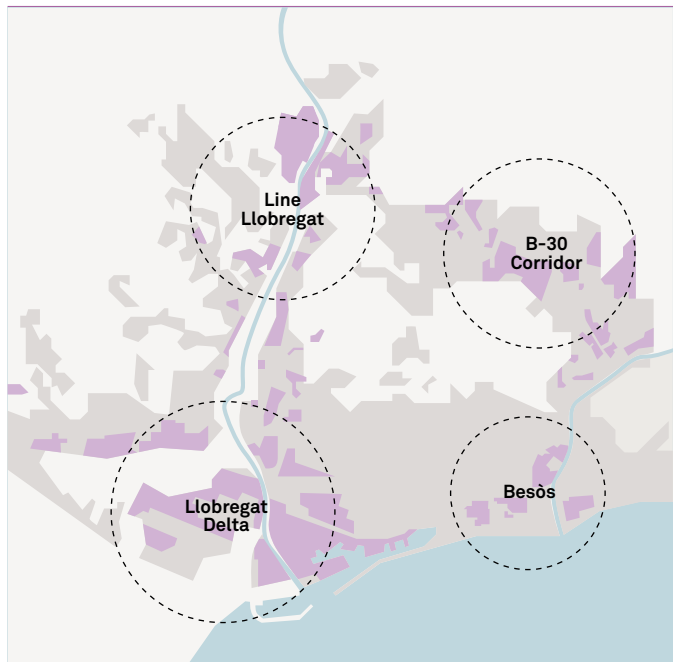
Source: Produced by the Studies Department of the Manager's Office for Economics, Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

## Jobs potentially associated with industry 4.0 in the Barcelona Metropolitan Area



Source: Produced by the Studies Department of the Manager's Office for Economics, Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

## Areas of development in the new industry



Source: AMB.

## People employed in high and medium-high technological manufacturing 2018

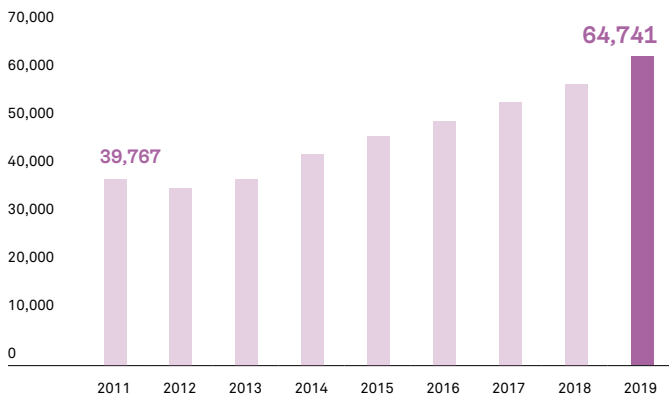


REGION (CITY)	% PEOPLE EMPLOYED / TOTAL	EMPLOYED WOMEN (THOUSANDS)	TOTAL PEOPLE EMPLOYED (THOUSANDS)
Stuttgart (STUTTGART)	19.1	97	426
Lombardy (MILAN)	9.0	107	398
Upper Bavaria (MUNICH)	12.9	82	327
<b>Catalonia (BARCELONA)</b>	<b>6.8</b>	<b>71</b>	<b>230</b>
Istanbul (ISTANBUL)	3.9	44	228
Piedmont (TURIN)	11.1	49	203
Emilia-Romagna (BOLOGNA)	10.2	48	202
Karlsruhe (KARLSRUHE)	13.8	46	202
Bursa, Eskişehir, Bilecik	11.8	29	178
Düsseldorf (DÜSSELDORF)	7.0	41	173
Tübingen (TÜBINGEN)	17.3	41	173
Upper Silesia (KATOWICE)	9.1	57	170
Rhône-Alpes (LYON)	5.9	47	169

Source: Eurostat.

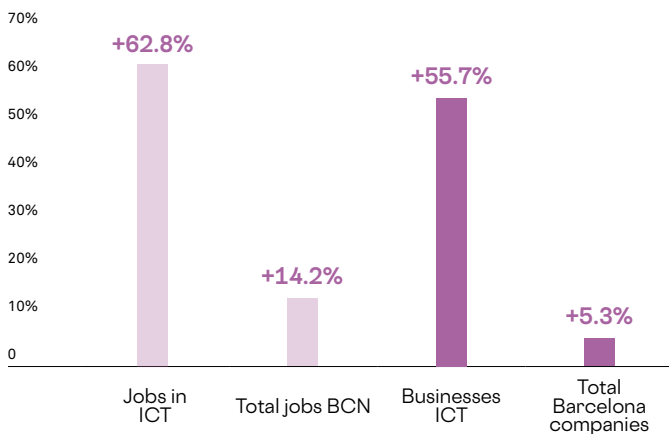
# ICT Sector / Information and Communication

## Jobs\* in ICT activities in Barcelona



\* Those registered with the general Social Security system and self-employed workers.  
Source: Produced by the Studies Department of the Manager's Office for Economics, Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

## 2011-2019 evolution of jobs\* and companies with employees in Barcelona (%)



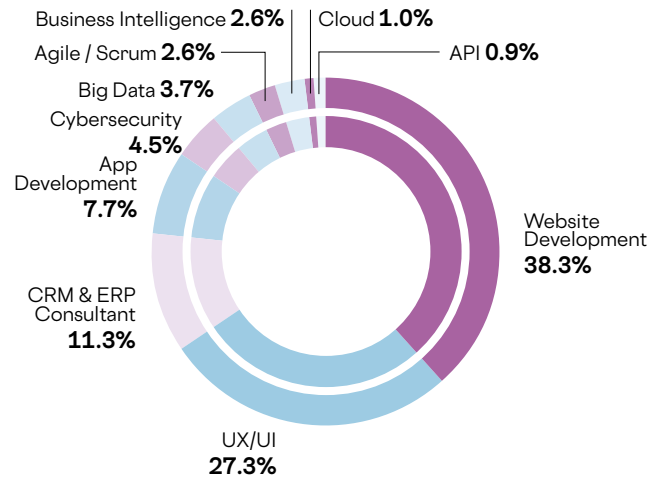
\* Those registered with the general Social Security system and self-employed workers.  
Source: Produced by the Studies Department of the Manager's Office for Economics, Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

## Top 10 Tech Cities of the Future in Europe 2020/21

POSITION	CITY
1	London
2	Paris
3	Dublin
4	Amsterdam
5	Berlin
6	Munich
7	Bucharest
8	Barcelona
9	Belfast
10	Cambridge

Source: FDI.

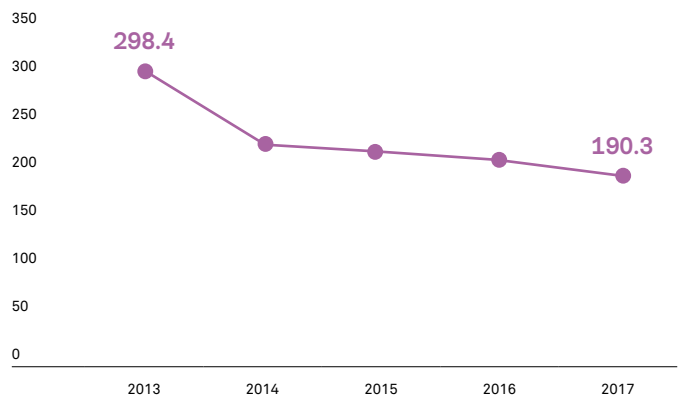
## Percentage of professionals in the most in-demand jobs



Source: Barcelona Digital Talent, Digital Talent Overview 2020.

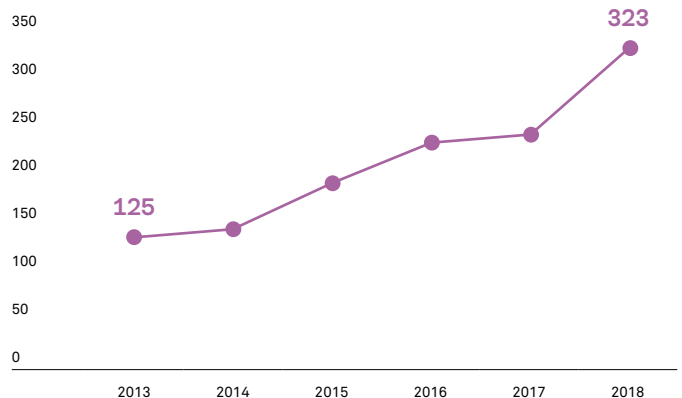
## Green and Circular Economy

### Energy intensity\* (Mwh/Meuro) 2013-2017



\* Energy consumption per unit of GDP.  
Source: Barcelona City Council's Department of Statistics and Data Dissemination, City of Barcelona Statistical Yearbook, 2019.

### Number of environmental certificates\* 2013-2018

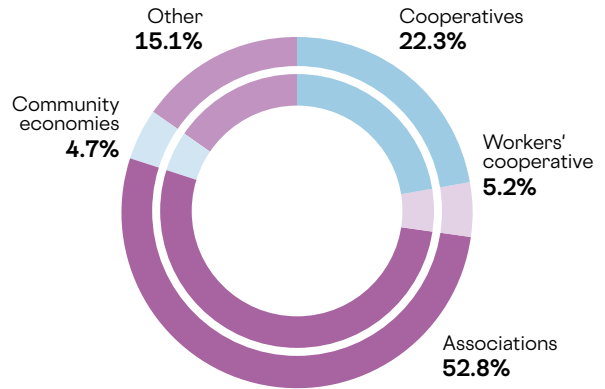


\* Summation of certificates for urban planning, tourism management, ecological products and business and organisational management.  
Source: Barcelona Sustainability Indicators Report, 2018. Culture and Sustainability Strategy. Urbana Ecology, Barcelona City Council.



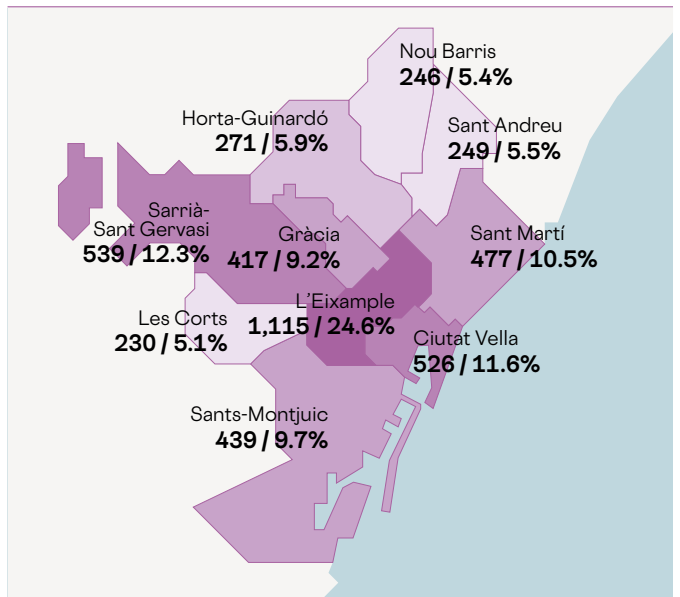
# Social Economy

## Social and Solidarity Economy companies, associations and initiatives, Barcelona 2019



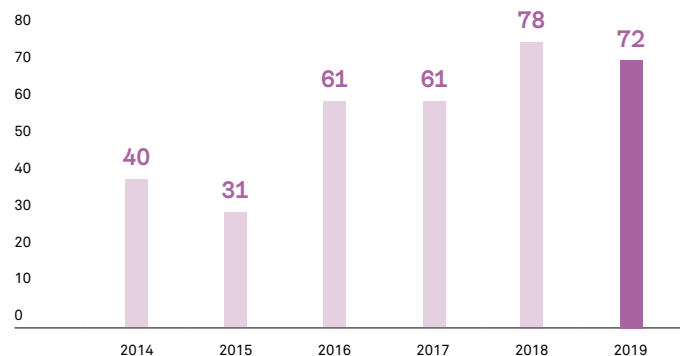
Source: Barcelona City Council (2019), the Social and Solidarity Economy in Barcelona.

## Social and Solidarity Economy companies, associations and initiatives in Barcelona by district 2019 (Number and %)



Source: Barcelona City Council (2019), the Social and Solidarity Economy in Barcelona.

## Number of cooperatives established in Barcelona 2014-2019\*



Source: Barcelona City Council's Cooperative, Social and Solidarity Economy and Food Policy Directorate.



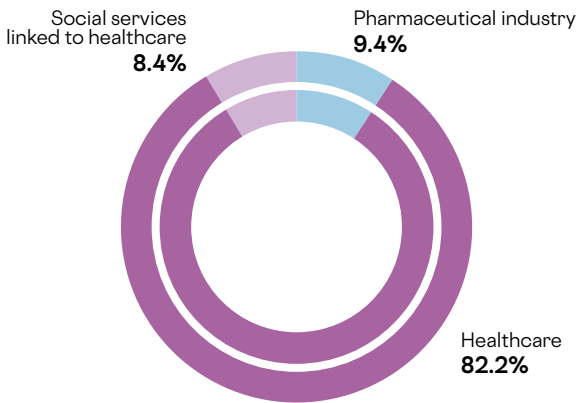
The annual creation of cooperatives between 2016 and 2019 is double the figure for 2015

# Health and Bio

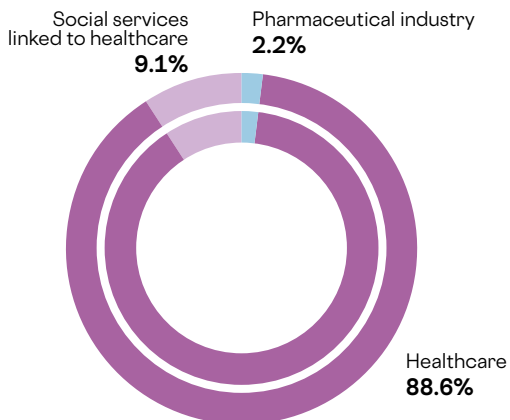
## Distribution of the Health and Bio sector in Barcelona, by segment 2019 (% / Total)



### Jobs



### Companies and salaried employees



\* Those registered with the general Social Security system, including self-employed workers (jobs) and companies that charge Social Security contributions (companies). Source: Produced by the Studies Department of the Manager's Office for Economics, Resources and Economic Promotion City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

# Commerce

## Commerce in Barcelona\* 2019



### Commerce

Number of companies with salaried employees: **15,983**  
Jobs: **152,351**

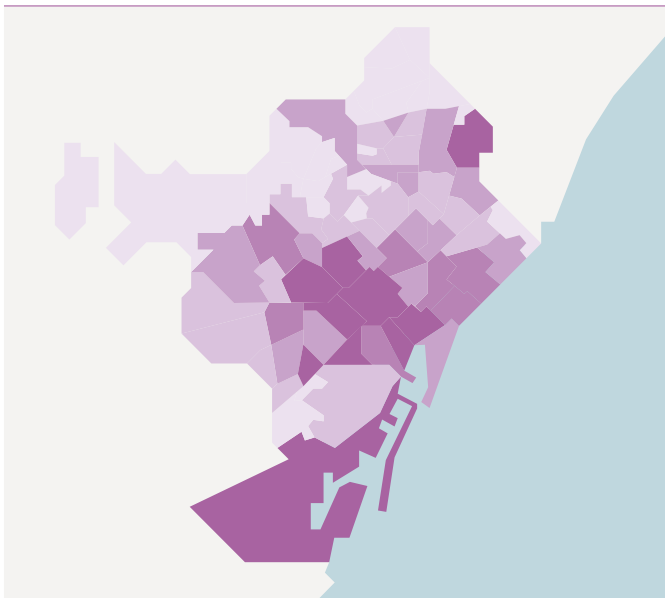
### Municipal markets

Food: **39** Special: **4**  
Number of establishments: **2,143** Total surface area: **288,218m<sup>2</sup>**

\* Data from the 4th quarter.  
Source: Barcelona City Council's Department of Statistics and Data Dissemination and the Municipal Institute of Markets.

## Rate of commercial supply to Barcelona neighbourhoods

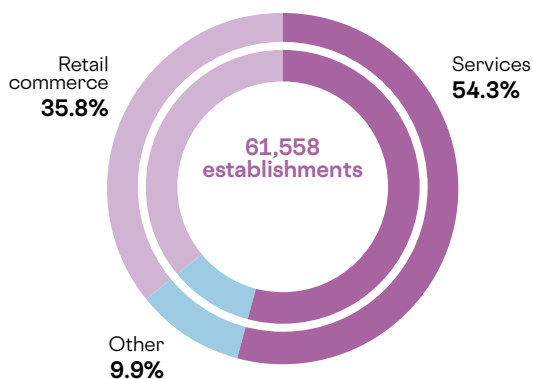
(Nº. establishments / 100 residents)



● >2 (21) ● FROM 2.01 TO 3 (19) ● FROM 3.01 TO 4 (16) ● FROM 4.01 TO 5 (7) ● 5.01 OR MORE (10)

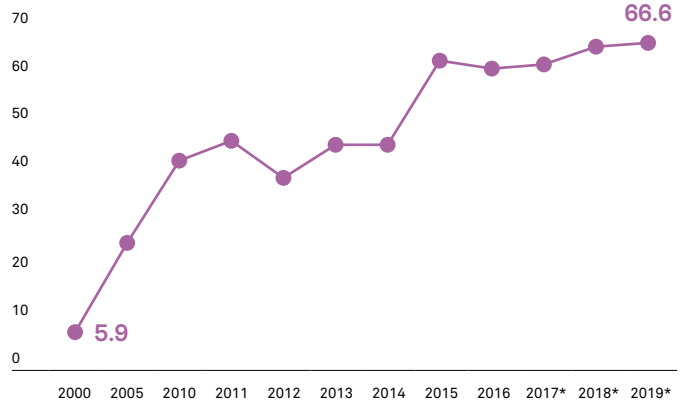
Source: Barcelona City Council. 2019 Commercial Census.

## Ground floor establishments in Barcelona, by activity 2019



Source: Barcelona City Council. 2019 Commercial Census.

## Evolution of online shopping in Barcelona 2000-2019 (% of consumers)



\* From 2017 onwards, data from June.  
Source: Municipal Omnibus Survey. Barcelona City Council's Department of Commerce, Catering and Consumer Affairs.

# Tourism

## Tourists and overnight stays in Barcelona



	2018	2019	VARIATION 2019/18
Tourists staying at hotels	8,044,444	8,503,334	5.7%
Overnight stays at hotels	20,201,537	21,348,430	5.7%
Tourists staying in HUTs*	3,055,364	3,480,060	13.9%
Overnight stays in HUTs	10,962,058	11,433,427	4.3%

\* Tourist flats.  
Source: Department of Statistics and Data Dissemination, Barcelona City Council.

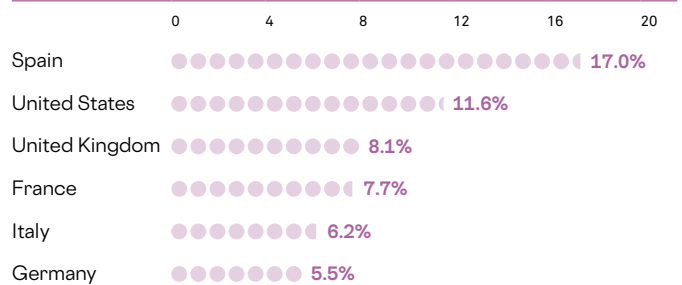
## Indicators for range of hotels on offer



	2018	2019	VARIATION 2019/18
Establishments	648	683	5.4%
Places (beds)	81,377	83,849	3.0%

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

## Country of origin of tourists 2019 (% of total)



Source: Department of Statistics and Data Dissemination, Barcelona City Council.

# Congresses

## Indicators of congress activities 2019



Total meetings <b>1,728</b>	Conventions and incentives <b>1,248</b>
Congresses, conferences and courses <b>480</b>	Total delegates <b>651,335</b>

Source: Barcelona Tourist Consortium and Barcelona City Council's Department of Statistics.

## Main cities in the world for number of delegates in international congresses 2019



CITIES	CONGRESSES	CITIES	DELEGATES
Paris	237	<b>Barcelona</b>	<b>156,754</b>
Lisbon	190	Paris	124,063
Berlin	176	Madrid	91,900
<b>Barcelona</b>	<b>156</b>	Lisbon	91,406
Madrid	154	Vienna	89,009
Vienna	149	Berlin	85,089
Singapore	148	London	76,114

Source: International Congress and Convention Association (ICCA).

## Main European professional trade fairs held in Barcelona 2019



	PARTICIPANTS
ITMA (Textile Technology)	127,000
Mobile World Congress	109,000
Smart City Expo World Congress	29,124
European Society for Medical Oncology (ESMO)	29,000
INFARMA	25,000
4YFN - Four Years From Now	23,000
BB Construmat	20,466
European Association for the Study of Diabetes (EASD)	15,000
IBTM	15,000
International Logistics Exhibition	15,000
Graphispag	14,516
Cisco Live	14,400
34 Annual EAU. European Association of Urology	14,000
United European Gastroenterology (UEGW)	14,000
VM World Europe	14,000
IOT Solutions World Congress	11,484
Piscina & Wellness Barcelona	10,833
Industry	7,584
Valmont Barcelona Bridal Fashion Week	7,364
World Conference on Lung Cancer (WCLC)	7,000

Source: Fira de Barcelona.



# Digital city, creativity, research and innovation

## Barcelona leads Spain's advance towards a knowledge economy

- Barcelona aims to become a leader in the field of technology, in order to improve quality of life in a global context in which mobile technology is a key vector for the growth of the economy as a whole. In this context, the role of Barcelona as Mobile World Capital presents a strategic opportunity to position the city in this field.
- Today, Barcelona offers one of the most dynamic ecosystems for technological entrepreneurs in Europe, and the 2019 *StartUp Heatmap Europe* lists it as the **3rd** most preferred European city for establishing a start-up, behind London and Berlin, while it remains the fifth best hub for start-ups in Europe in 2020, according to the EU-Start-ups classification. It is also the **4th** most innovative city in Europe and the **21st** in the world, in the *Innovation Cities Index 2019* ranking.
- As regards the distribution of investment in start-ups by sector in Barcelona, most notable is the capital invested in the mobile sector (55% of the total), followed by e-commerce (25%) and those of a social nature (10%).

- In **2019** the Barcelona area generated **13.5%** of the applications for utility models and **12.6%** of the patents in Spain as a whole. Catalonia is the region with the highest number of innovative companies in Spain (**25.2%**) and accounts for **27.1%** of Spain's total expenditure on innovative activities.

- Barcelona remains **5th** in Europe and **23rd** in the world for scientific production in **2019**, according to data prepared by the Polytechnic University of Catalonia using the *Science Citation Index*.

- Expenditure on R+D in Catalonia was **1.52%** of its GDP in **2019**, lower than the average for the European Union but higher than that of Spain and regions such as Lombardy and London. There are 52,137 employees dedicated to research and development in Catalonia.

- Creative activities in Barcelona accounted for over 147,309 jobs in 2019, representing 13.4% of employment in the city and half (51.1%) of the creative jobs in Catalonia. It should be pointed out that, according to the latest urban research, there is a strong correlation between a higher percentage of employees in creative industries and a higher level of production per inhabitant.

- The European Commission's *Cultural and Creative Cities Monitor Report 2019* lists Barcelona as the 9th large city with the most creative vibrancy.







## Business innovation and research

### Innovation indicators



	APPLICATION FOR PATENTS		UTILITY-MODEL APPLICATIONS	
	2019	% OF SPAIN	2019	% OF SPAIN
Barcelona*	171	12.6	370	13.5
Catalonia	202	14.9	450	16.4
Spain	1,358	100.0	2,737	100.0

\* Provincial data.  
Source: Spanish Office of Patents and Brands.

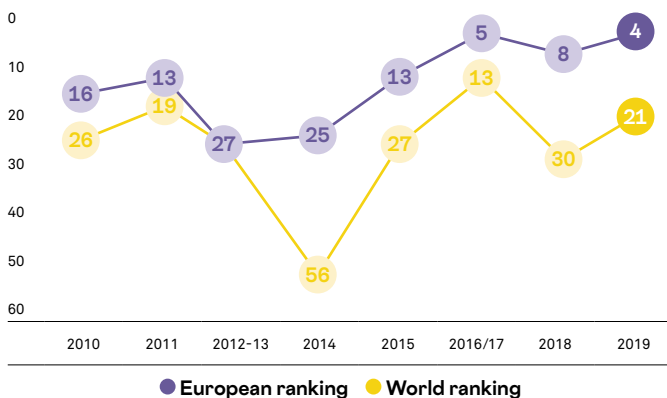
### Companies and innovation



	NUMBER OF INNOVATIVE COMPANIES		TOTAL EXPENDITURE ON INNOVATIVE ACTIVITIES	
	2019	% OF SPAIN	2019 (THOUSANDS OF €)	% OF SPAIN
Catalonia	6,723	25.2	5,246,846	27.1
Spain	26,724	100.0	19,389,865	100.0

Source: INE.

### Barcelona's positioning as an innovative city 2010-2019



Source: 2thinknow Innovation Cities™ Index.

### Index of innovative cities 2019



CITIES	WORLD RANKING 2019	CITIES	EUROPEAN RANKING 2019
New York	1	London	1
Tokyo	2	Paris	2
London	3	Berlin	3
Los Angeles	4	<b>Barcelona</b>	<b>4</b>
Singapore	5	Vienna	5
Paris	6	Munich	6
Chicago	7	Madrid	7
Boston	8	Milan	8
San Francisco - San José	9	Amsterdam	9
Toronto	10	Stockholm	10
Melbourne	11	Moscow	11
Berlin	12	Oslo	12
Dallas-Fort Worth	13	Istanbul	13
Seoul	14	Rome	14
Sydney	15	Hamburg	15
Seattle	16	Copenhagen	16
Houston	17	Dublin	17
Atlanta	18	Manchester	18
Washington DC	19	Helsinki	19
Miami	20	Prague	20
<b>Barcelona</b>	<b>21</b>	Zurich	21
Montreal	22	Frankfurt	22
San Diego	23	Brussels	23
Philadelphia	24	Lyon	24
Vienna	25	Düsseldorf	25
Beijing	26	Athens	26
Munich	27	Budapest	27
Madrid	28	Stuttgart	28
Milan	29	Rotterdam	29
Amsterdam	30	Cologne	30

Source: 2thinknow Innovation Cities™ Index 2019.

# Innovation ecosystem

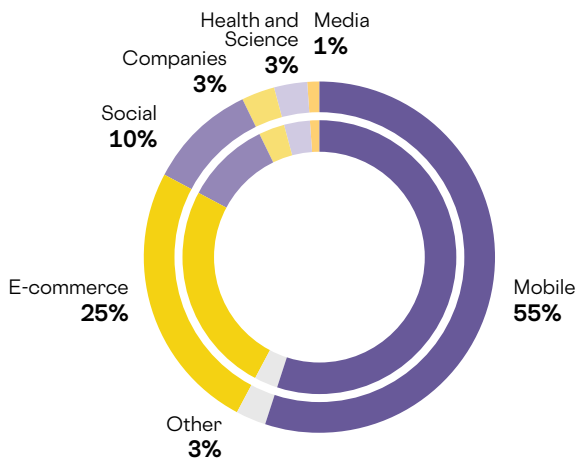
## The top 10 European start-up hubs



2018 RANKING	CITY	2019 RANKING
1	London	1
2	Berlin	2
3	<b>Barcelona</b>	3
4	Paris	4
6	Amsterdam	5
5	Lisbon	6
7	Munich	7
8	Milan	8
---	Tallinn	9
---	Stockholm	10

Source: StartUp Heatmap Europe, 2019 StartUp Heatmap Europe Report.

## Capital invested in start-ups, by sector in Barcelona (%) 2018



Source: Start-up Ecosystem Overview, 2018. Mobile World Capital Barcelona.

## Expenditure on R+D 2018 (% of GDP)



Country/Region	Expenditure on R+D (% of GDP)
Berlin	3.41%
Japan	3.28%
USA	2.82%
China	2.14%
European Union	2.11%
<b>Catalonia*</b>	<b>1.52%</b>
Lombardy	1.34%
Spain*	1.25%
London	1.16%

\* Data for 2019.

Sources: INE, Eurostat and OECD.

## Leading international scientific and technical facilities in Barcelona



Barcelona Supercomputing Centre -  
Centro Nacional de Supercomputación (BSC-CNS)

Maritime Research and Experimentation Wave Flume (CIEM)

Institute of Photonic Sciences (ICFO)

Barcelona Nuclear Magnetic Resonance Laboratory (LRB)

White Room of the Barcelona Microelectronics Institute (IMB-CNM)

ALBA Synchrotron - Cells

National Centre for Genomic Analysis (CNAG)

Source: Ministry of Education and Science, Map of Unique Scientific and Technical facilities.

## Top cities in the world for academic scientific production 2019



CITY	WORLD RANKING 2019	EUROPEAN RANKING 2019	PUBLICATIONS 2019
Beijing	1		115,587
Shanghai	2		56,751
London	3	1	53,592
Nanjing	4		45,264
New York	5		44,485
Boston	6		41,949
Seoul	7		40,017
Guangzhou	8		37,648
Tokyo	9		37,237
Paris	10	2	36,761
Wuhan	11		33,733
Xi'an	12		31,565
Chengdu	13		26,065
Madrid	14	3	25,661
Hangzhou	15		25,015
Moscow	16	4	24,797
Chicago	17		22,891
Philadelphia	18		22,452
Toronto	19		22,383
Baltimore	20		21,887
Melbourne	21		21,846
Houston	22		21,841
<b>Barcelona</b>	<b>23</b>	<b>5</b>	<b>21,833</b>
Cambridge, (USA)	24		21,657
Los Angeles	25		21,542
São Paulo	26		20,617
Rome	27	6	20,484
Milan	28	7	19,538
Hong Kong	29		19,211
Singapore	30		18,073
Berlin	31	8	17,860

\* Data extracted in November 2020.

Source: Polytechnic University of Catalonia-Centre of Land Policy and Valuations, <http://www-cpsv.upc.es/KnowledgeCitiesRanking>.

## Creative industries

### Employment in creative activities\* in Barcelona 2019



	2019	WEIGHT BCN/CATALONIA
Activities linked to heritage	3,437	73.9%
Architecture and Engineering	18,323	37.9%
Graphic art and printing	3,666	18.7%
Cinema, video and music	4,973	60.6%
Design and photography	18,490	54.4%
Publishing	8,254	68.1%
Writers, performing and visual arts, and artisans	8,040	52.6%
Fashion	1,872	12.0%
Radio and television	1,014	21.0%
<b>Traditional creative (cultural) industries</b>	<b>68,069</b>	<b>41.8%</b>
Creative research and development	11,449	48.9%
Advertising	17,825	65.4%
Software, video games and electronic publishing	49,966	66.5%
<b>Non-traditional creative industries</b>	<b>79,240</b>	<b>63.0%</b>
<b>TOTAL creative industries</b>	<b>147,309</b>	<b>51.1%</b>
<b>% Creative Ind. / total in Barcelona</b>	<b>13.4%</b>	
<b>Total</b>	<b>1,103,180</b>	<b>33.0%</b>

NB: Those registered with the general Social Security system, including self-employed workers, in the fourth quarter of the year.

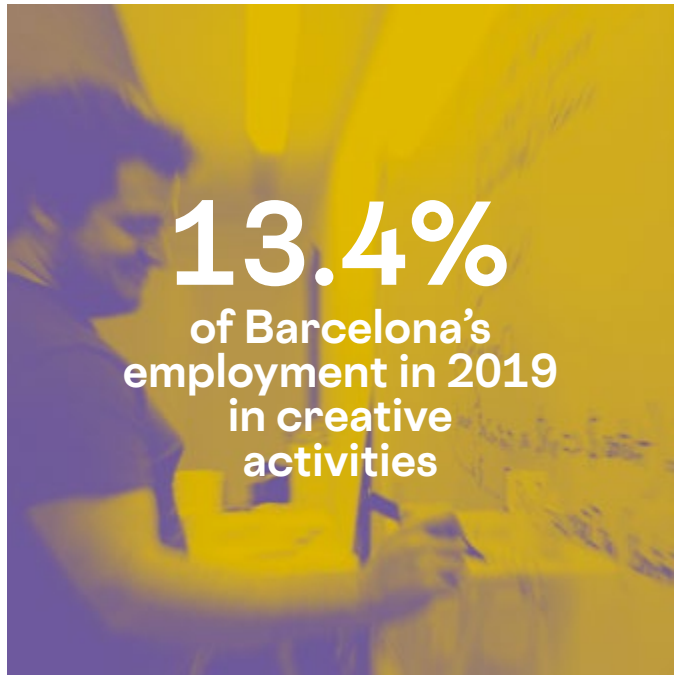
Source: Produced by the Department of Studies in Barcelona City Council's Manager's Office for Economy, Resources and Economic Promotion, based on data from the Government of Catalonia's Employment and Productive Model Observatory.

### Creative and cultural cities of Europe 2019



2019 RANKING	CITY	CREATIVE VIBRANCY INDEX
1	Paris	66.0
2	Munich	41.2
3	London	36.1
4	Milan	35.3
6	Berlin	34.0
5	Vienna	33.4
7	Budapest	32.8
8	Prague	32.7
<b>9</b>	<b>Barcelona</b>	<b>31.2</b>
10	Hamburg	29.1
11	Madrid	27.9
12	Warsaw	27.0
13	Cologne	26.6
14	Rome	26.3
15	Lyon	25.9

Source: Cultural and Creative Cities Monitor 2019, European Commission.





# Centre for generating and attracting talent

## Barcelona's job market has a critical mass and qualified human capital

- There are 1.1 million jobs in the city and **2.6 million** in the Barcelona area. Barcelona's rates of activity (**79.9%**) and employment (**73.1%**) are higher than the Catalan, Spanish and European averages.
- More than half of the jobs in Barcelona (**55.1%**) correspond to high-knowledge activities, and the city is the centre of this economic segment in Catalonia, as **42.7%** of the high-knowledge jobs are to be found here, while Barcelona accounts for **35.1%** of Catalonia's employed population.
- Barcelona has a job market with critical mass in sectors with high added value: In 2018, Catalonia was listed as the 4th European region for the most people working in manufacturing that involves medium-high to high technological intensity, 5th in terms of people working in science and technology - with more than 875,000 jobs in this area— and 7th in intensive cutting-edge knowledge and technology services.
- Barcelona is at the medium-low end of salary levels among the more developed cities and, according to the Union of Swiss Banks, the average net salary was 49.6% of that of New York in 2018.
- According to the Decoding Digital Talent 2019 report, Barcelona is the 5th most attractive global city for working in the digital field, only behind London, New York, Berlin and Amsterdam.
- Catalonia has 12 universities with over **252,000** students, while the Barcelona Metropolitan Area accounts for **87.5%** of enrolled students, in its 8 public and private universities. In the **2017-2018** academic year, the universities in the Barcelona area had over **53,000** people studying masters and PhD courses.
- In **2019**, more than half (**53.6%**) of female workers and **48.4%** of the people working in Catalonia had a university education, figures that are clearly higher than the European and Spanish averages.
- In the area of education, it should be noted that Barcelona is the only city with two teaching institutions among the **10** best business schools in Europe: IESE and ESADE are listed **4th** and **7th** in Europe and **13th** and **24th** in the world, respectively, in *Global MBA 2020*. published by the *Financial Times*.



# Jobs in Barcelona

## Workers registered with Social Security 2019\*



	TOTAL	% OF SPAIN
<b>Barcelona</b>	<b>1,133,542</b>	<b>5.9</b>
Barcelona province	2,621,316	13.6
Catalonia	3,430,796	17.8
Spain	19,261,636	100.0

\* Data from the 4th quarter.

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

## % of workers with university qualifications 2019\*



	WOMEN	TOTAL
<b>Catalonia</b>	<b>53.6%</b>	<b>48.4%</b>
Spain	50.6%	44.8%
European Union	42.2%	37.7%

\* % of the population aged between 25 and 64 with university qualifications.

Source: Eurostat.

## The world's most attractive cities for digital talent for working abroad 2019



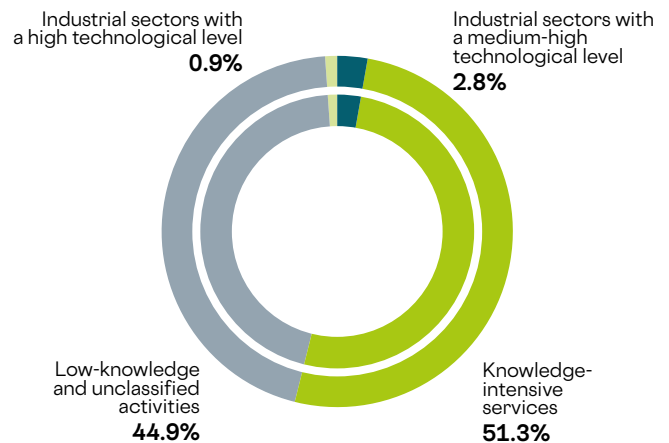
- 1 London
- 2 New York
- 3 Berlin
- 4 Amsterdam
- 5 Barcelona**
- 6 Dubai
- 7 Los Angeles
- 8 Paris
- 9 Sydney
- 10 Abu Dhabi
- 11 Tokyo
- 12 Toronto
- 13 San Francisco
- 14 Zurich
- 15 Singapore

Source: Boston Consulting Group, Decoding Global Talent 2019.

## Employees\* according to knowledge intensity of the activity in Barcelona



4th quarter 2019 (%)

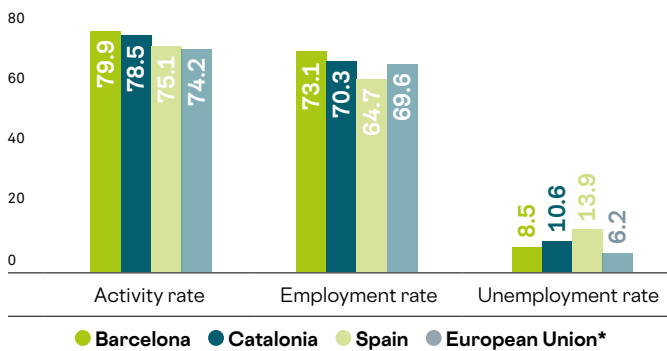


\* Those registered with the general Social Security system. Source: Produced by the Department of Studies in Barcelona City Council's Manager's Office for Economy, Resources and Economic Promotion, based on data from the Government of Catalonia's Employment and Productive Model Observatory.



## Participation in the job market

### Participation in the job market 4th quarter 2019 (% of population aged 16-64)



Source: Labour Force Survey and Eurostat.

## Salaries

### Salary levels in cities around the world 2018



GROSS SALARY (NEW YORK - 100)	CITY	NET SALARY (NEW YORK - 100)
129.8	Zurich	153.8
131.5	Geneva	133.1
89.6	Chicago	94.9
101.3	Copenhagen	92.3
86.3	Munich	87.0
79.2	Tokyo	85.3
77.3	Berlin	79.0
68.5	London	76.0
80.9	Montreal	73.5
60.3	Hong Kong	72.4
68.6	Paris	69.4
66.5	Lyon	67.0
73.9	Amsterdam	64.2
65.2	Milan	59.5
58.3	Madrid	50.0
<b>58.4</b>	<b>Barcelona</b>	<b>49.6</b>
30.0	Athens	28.1

Source: UBS, Prices and Earnings 2018.

## University training and attraction

### Training and universities 2017-2018



Total number university students in Catalonia	252,107
Total number university students in the Area of Barcelona	220,592
Masters offered by Universities in the Area of Barcelona	586
Master's and PhD students at Universities in the area of Barcelona	53,031
Foreign students at universities in the Area of Barcelona	24,476

\* Includes bachelor's degree and master's students.

Source: Area of Support for Planning, Analysis and Evaluation in the Area of Universities and Research. Secretary of Universities and Research. The Government of Catalonia's Department of Business and Knowledge and Barcelona City Council's Department of Statistics.

### Best European business schools 2020



EUROPEAN RANKING 2020	BUSINESS SCHOOL	CITY	WORLD RANKING 2020
1	Insead	Fontainebleau	4
2	London Business School	London	7
3	HEC Paris	Paris	9
<b>4</b>	<b>IESE Business School</b>	<b>Barcelona</b>	<b>13</b>
5	University of Cambridge: Judge	Cambridge	19
6	University of Oxford: Saïd	Oxford	21
<b>7</b>	<b>ESADE Business School</b>	<b>Barcelona</b>	<b>24</b>
8	IMD	Lausanne	25
9	SDA Bocconi	Milan	29
10	Warwick Business School	Coventry	43

Source: Global MBA Ranking 2020, Financial Times.

# Entrepreneurial city with competitive costs

## Barcelona has a dynamic and flexible business activity

- The area of Barcelona is home to the headquarters of **477,734** companies, **14%** of those in Spain. They are mainly SMEs and micro-companies, characterised by higher flexibility and a capacity for adapting to complex environments. Almost **40%** of the business headquarters of the province are in the city.
- The entrepreneurial activity rate (TEA) of the resident population (aged 18-64) in the Province of Barcelona was **7.1%** in **2019**, a figure that is above the Spanish average (**6.1%**). The rate for Catalonia (**8.3%**) is also higher than that of Sweden (**8.2%**), Germany (**7.6%**) and Italy (**2.8%**).

## Barcelona has a competitive real estate supply for businesses

- In regard to the **cost of living**, Barcelona is listed **102nd** among the cities analysed by the annual study produced by *Mercer Consulting* in 2020 (which takes New York as a reference value). This means it has more competitive costs in comparison to other cities around the world, after dropping 11 places compared to the previous year.
- In recent years, there has been an upward trend in rental prices for Barcelona's commercial premises, offices and industrial buildings due to the economic situation between 2016 and 2019, the strength of demand and the city's increasing attractiveness in global markets. However, Barcelona has maintained a competitive position in regard to rental prices for industrial land, offices and commercial premises, which makes Barcelona attractive for doing business for both new companies starting up and companies that have already become established.

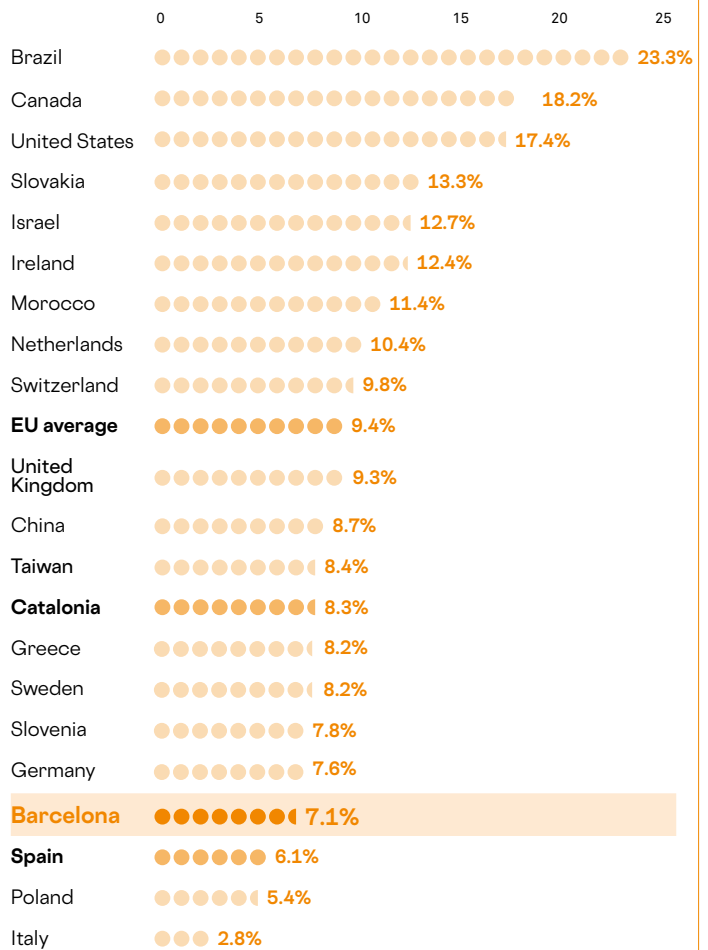




**Catalonia has an entrepreneurial activity rate higher than those of Sweden, Germany and the average for Spain (GEM 2019)**

## Entrepreneurial activity

### Entrepreneurial activity rate in countries around the world 2019 (% of population aged 18-64)



\* Provincial data.  
Source: Global Entrepreneurship Monitor (GEM), Executive brief for Catalonia 2019-20.

## Businesses

### Businesses according to the number of salaried employees January 2020



	BARCELONA*	% OF TOTAL	BARCELONA PROVINCE**	% OF TOTAL
<b>Without salaried employees</b>	112,396	60.5	282,558	59.1
<b>With salaried employees:</b>				
1 - 9 employees	64,548	34.7	172,159	36.0
10 - 199 employees	8,342	4.5	21,877	4.6
Over 199 employees	571	0.3	1,140	0.2
<b>Total businesses</b>	<b>185,857</b>	<b>100.0</b>	<b>477,734</b>	<b>100.0</b>

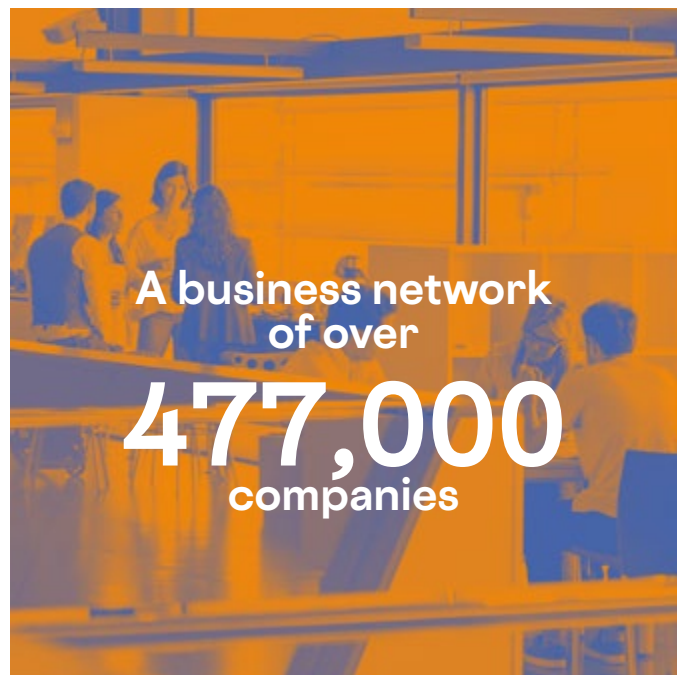
Source: INE, Central Business Directory (DIRCE).

### Company headquarters January 2020



	NUMBER OF COMPANIES	% OF SPAIN
<b>Barcelona</b>	<b>185,857</b>	<b>5.4</b>
Barcelona Province	477,734	14.0
Catalonia	629,876	18.5
Spain	3,404,428	100.0

Source: INE, Central Business Directory (DIRCE).



**A business network of over 477,000 companies**

# Real Estate

## Offices market 2019\*

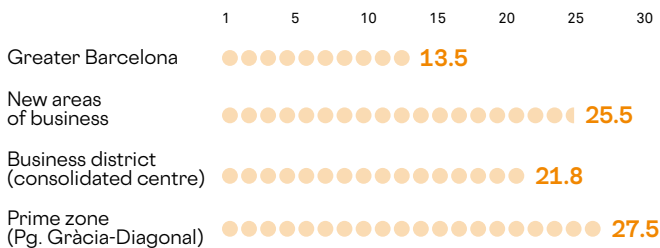


Total office stock	6,617,761m <sup>2</sup>
Available offices offer	265,000 m <sup>2</sup>

**Availability rate** 4.30%

\* Data from the 4th quarter.  
Source: Marketbeat, Cushman and Wakefield.

## Office rental prices (€/m<sup>2</sup>/month) 4th Q. 2019



Source: On point, Jones Lang Lasalle.

## Office rental prices in European cities 2020



CITY	YEAR-ON-YEAR VARIATION 2020/2019 (%)	OFFICE RENTAL 1ST QUARTER 2020 (€/M <sup>2</sup> /YEAR)
London (City)	2.2	1,429
Paris (CBD)	4.9	860
Moscow	0.0	684
Dublin	0.0	646
Luxembourg	2.0	612
Milan	2.6	600
Paris (La Défense)	-1.8	540
Frankfurt	3.8	498
Munich	3.8	492
Amsterdam (South Axis)	0.0	450
Berlin	8.8	444
Hamburg	3.6	348
Düsseldorf	1.8	342
<b>Barcelona</b>	<b>5.8</b>	<b>330</b>
Brussels	0.0	315

Source: Cushman&Wakefield Research, *The DNA of Real Estate*. IT2020.

## Average housing prices in Barcelona 4th quarter 2019



Rental: <b>€1,005.8 /month</b>	Sale of second-hand dwellings: <b>€4,115.0/m<sup>2</sup></b>
Sale of new housing: <b>€4,947.2/m<sup>2</sup></b>	

Source: Barcelona City Council.

# Cost of living

## Cost of living in cities around the world 2020



2019 RANKING	CITY	2020 RANKING
1	Hong Kong	1
7	Ashgabat	2
2	Tokyo	3
5	Zurich	4
3	Singapore	5
9	New York	6
6	Shanghai	7
12	Bern	8
13	Geneva	9
8	Beijing	10
<b>91</b>	<b>Barcelona</b>	<b>120</b>

Source: Cost of Living survey. City Ranking 2020, Mercer Human Resource Consulting.

# Logistics land

## Rental prices for logistics land in European urban areas 2019



CITY	COUNTRY	LOGISTICS LAND RENTAL (€ / M <sup>2</sup> /YEAR)
London (Heathrow)	United Kingdom	191.8
Geneva	Switzerland	159.3
Zurich	Switzerland	123.9
Oslo	Norway	118.4
Helsinki	Finland	111.0
Stockholm (south)	Sweden	108.4
Edinburgh	Scotland	105.2
Dublin	Ireland	100.0
Luxembourg	Luxembourg	96.0
Glasgow	Scotland	92.8
Amsterdam (Schiphol)	Netherlands	90.0
Bristol	United Kingdom	89.7
Birmingham	United Kingdom	86.6
Manchester	United Kingdom	86.6
Munich	Germany	84.0
<b>Barcelona</b>	<b>Spain</b>	<b>81.0</b>
Cardiff	Wales	80.4
Copenhagen	Denmark	80.3
Leeds	United Kingdom	77.3
Gothenburg (Arendal)	Sweden	75.4

Source: Cushman&Wakefield Research, *The DNA of Real Estate*. 2nd quarter 2019 (Europe).



# Compact city with social cohesion

## Barcelona, committed to reducing inequalities

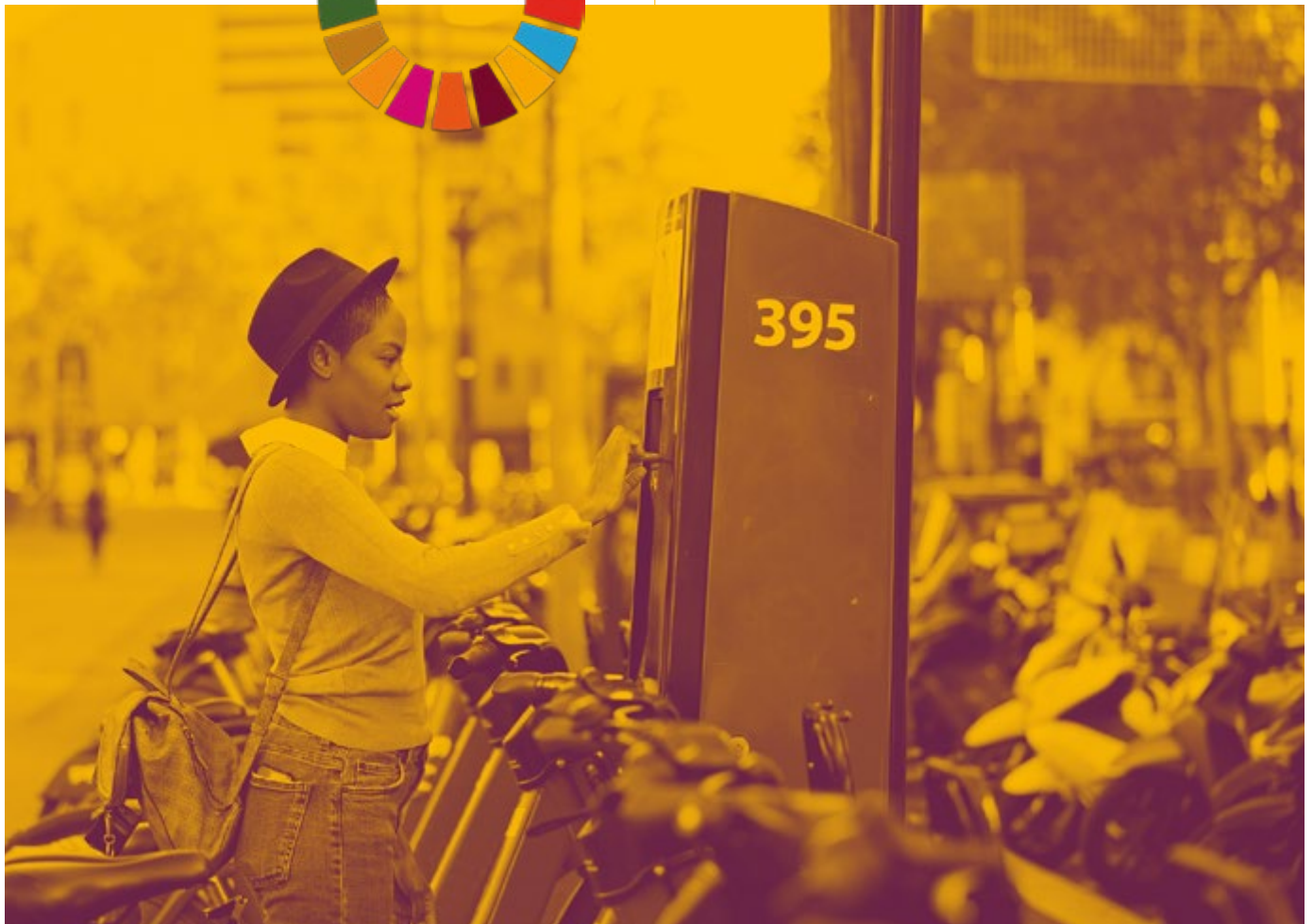
- During the 2019- 2023 term of office, Barcelona City Council's official commitment to sustainable development goals is demonstrated by both the municipal government's structure —with the creation of a Deputy Mayor's Office and Commissioner for the 2030 Agenda— and the alignment of municipal policies with the 2030 Agenda —starting with the action plan for this term of office— and the fostering of alliances with civil society and economic sectors that reinvest in order to improve the quality of people's lives, improve social cohesion and create a city that is more environmentally-friendly.

- In 2017, Barcelona had an estimated *per capita* Disposable Household Income of €20,800. The period of crisis widened territorial inequalities, and the value of *per capita* disposable household income per district ranges between a rate<sup>2</sup> of **182.8** for Sarrià- Sant Gervasi and **55.0** for Nou Barris.

- Following the unfavourable evolution of living conditions and rising inequality in recent years, the poverty risk or social exclusion rate (AROPE) for Catalonia was **18.8%** in **2018**, which is below the rate for Spain (**25.3 %**) and the EU-28 (**21.4%**).

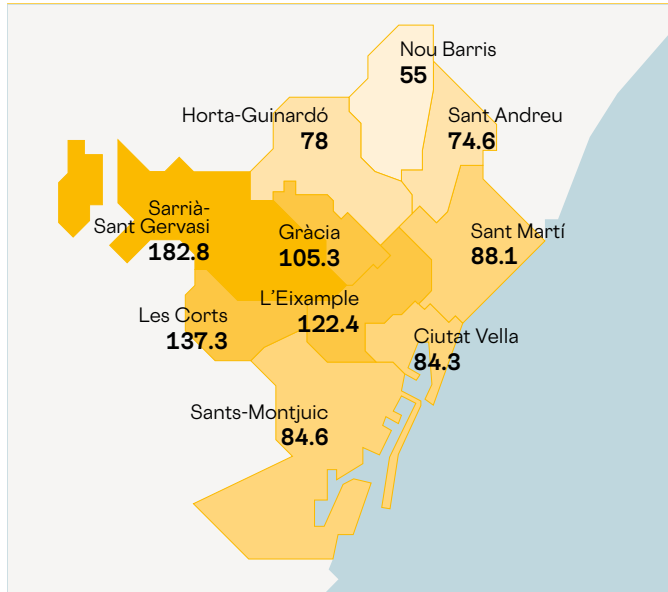
- 60% of foreign nationals residing in the city are concentrated in Ciutat Vella, the Eixample, Sant Martí and Sants-Montjuïc, but they represent more than 14% of the resident population in all the city's districts.

<sup>2</sup> The index values are calculated in relation to the city's average value, set at 100, and they are obtained by combining the different weightings of five variables that are indicative of the population's level of income.



# Family income

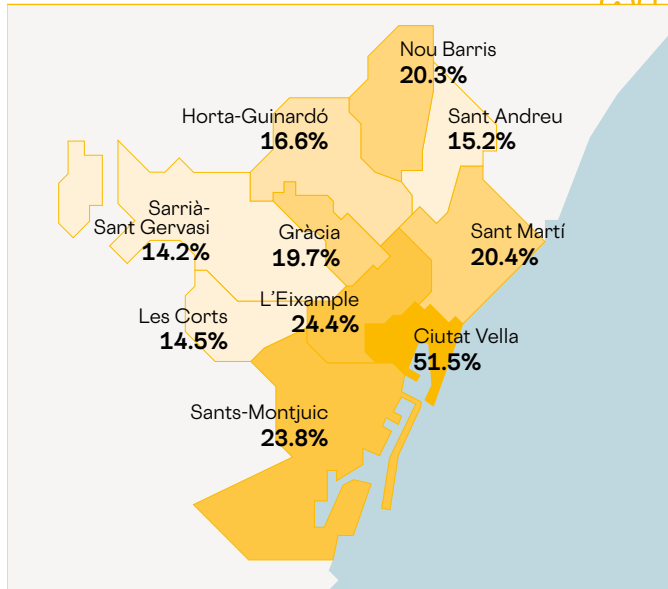
**Per capita Disposable Household Income in the districts of Barcelona 2017**  
(Index. 100 average for Barcelona)



Source: Department of Statistics and Data Dissemination, Barcelona City Council.

# Foreign-resident population by district

**Foreign-resident population in Barcelona districts 2020 (%/total)**



Source: Department of Statistics and Data Dissemination, Barcelona City Council.



**A municipal strategy aligned with the 2030 Agenda Sustainable Development Goals**

# Poverty and social exclusion

**Population at risk of poverty or social exclusion in European regions 2019**



COUNTRY	REGION (PRINCIPAL CITY)	AROPE RATE (%)
Czech Republic	Prague (Prague)	7.9
Slovakia	Bratislavský kraj (Bratislava)*	7.9
Finland	Helsinki-Uusimaa (Helsinki)	10.1
Romania	Bucuresti - Ilfov (Bucharest)	14.0
Sweden	Stockholm (Stockholm)	14.8
Italy	Lombardy (Milan)*	15.7
Germany	Bavaria (Munich)**	16.1
Norway	Oslo og Akershus (Oslo)	16.2
Poland	Wojewodztwo Mazowieckie (Warsaw)	16.8
Denmark	Hovedstaden (Copenhagen)	17.5
Netherlands	Netherlands - West (Amsterdam)	17.7
Portugal	Lisbon Metropolitan Area	17.8
<b>Spain</b>	<b>Catalonia (Barcelona)</b>	<b>18.8</b>
Spain	Community of Madrid (Madrid)	19.0
Ireland	Ireland - east and centre (Dublin)*	19.4
Switzerland	Espace Mittelland (Bern)	21.0
<b>EU-28 average (e)</b>		<b>21.4</b>
Bulgaria	Bulgaria - south-west (Sofia)	22.6
Germany	Berlin (Berlin)**	24.1
Greece	Attica (Athens)	24.8
<b>Spain</b>		<b>25.3</b>
Austria	Vienna (Vienna)*	27.5
Italy	Laci (Rome)*	27.5
Belgium	Brussels	37.8

\* Data from 2018. \*\* Data from 2017.

NB: The 'At Risk of Poverty or Social Exclusion' rate (AROPE) indicates the percentage of the population that is, at a minimum, in one of the following circumstances: at risk of poverty, severe material deprivation or living in households with very low labour intensity. Source: Eurostat.

# Quality of life and sustainability

## Barcelona, international benchmark for quality of life

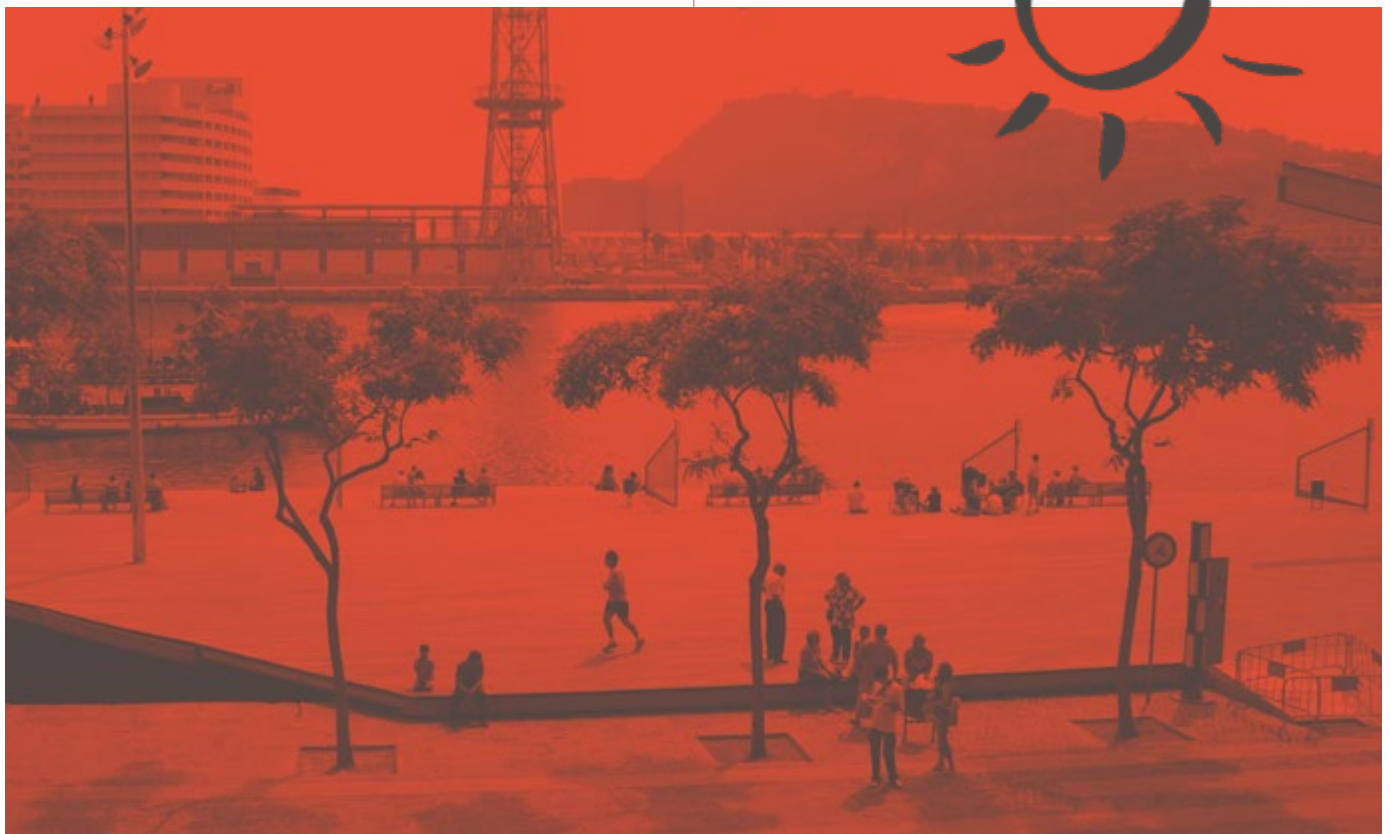
- In regard to the environment, as a compact, Mediterranean city, Barcelona favours sustainable mobility - which accounts for 85% of its internal journeys - and the city stands out in prestigious rankings such as the *Sustainable Cities Mobility Index 2020*, where it is listed as the 18th city in the world and the 9th in Europe for developing a mobility ecosystem in the city. Furthermore, in 2019, Barcelona had over 200 km of cycle lanes.

- It should be noted that Barcelona is currently the leading European city in regard to saving water. Domestic water consumption per inhabitant and day was **107.5 litres in 2019**, which is **8.9%** lower than in 2006. Barcelona also presents a relatively low volume of CO<sub>2</sub> equivalent emissions per inhabitant, compared to other cities around the world. Barcelona is the 22nd city in the world and the 18th in Europe, according to the 2018 Arcadis global sustainability cities index.

- Barcelona is listed **4th** out of the 50 cities around the world evaluated in the *Ranking of Sports Cities 2021*, produced by the Burson Cohn and Wolfe agency. The city has moved up three places compared to 2020, and has retained its position among the top ten sports cities since the first edition was published (2012), a record shared only by other Olympic cities such as London and Tokyo.

- Barcelona is the fifth city in the world for tolerance and inclusion, first for the number of holiday days, and it is placed in an intermediate position (13th) for social, well-being and physical fitness expenditure, according to the *Cities for the Best Work-Life Balance 2020* ranking, while in the general work-life balance ranking, it comes 35th, in circumstances that were conditioned by the significant impact of the Covid-19 pandemic.

- The city has an extensive and high-quality offer in culture and education. The city has 40 public libraries. Furthermore, Barcelona has nine UNESCO World Heritage Sites: seven buildings designed by Gaudí, the Palau de la Música and Hospital de Sant Pau.







## Quality of life

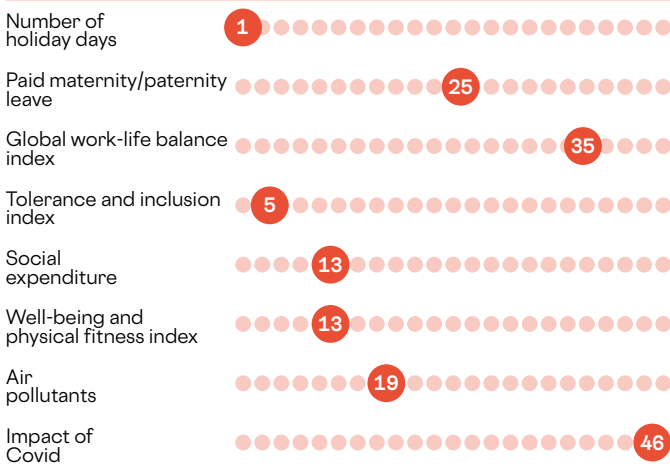
### Ranking of the most sporting cities in the world 2021



RANKING	CITY
1	New York
2	London
3	Los Angeles
<b>4</b>	<b>Barcelona</b>
5	Paris
6	Lausanne
7	Manchester
8	Munich
9	Tokyo
10	Madrid

Source: Burson Cohn&Wolfe, *Ranking of Sports Cities 2021*.

### Cities with the best work-life balance 2020



Source: KISI, *Cities for the Best Work-Life Balance 2020*.

## Climate

### Climate indicators for Barcelona 2019



Average annual temperature <b>18.4 °C</b>	Extreme maximum temperature <b>35.4 °C</b>
Annual hours of sunshine <b>2,954.3</b>	Lowest minimum temperature <b>3.4 °C</b>

Source: Barcelona City Council's Department of Statistics and Data Dissemination, *City of Barcelona Statistical Yearbook, 2020*.

## Energy and environment

### Indicators for green areas in Barcelona 2019



Urban parks (green areas for public use) <b>583.6 ha.</b>	Urban greenery (green spaces inside the urban area) <b>1,165.0 ha.</b>
Urban green space per capita <b>7.1 m<sup>2</sup>/resident</b>	Woodland green areas <b>1,688.7 ha.</b>

Urban green space and woodland per capita  
**17.5 m<sup>2</sup>/resident**

Source: Barcelona City Council's Department of Statistics and Data Dissemination, *City of Barcelona Statistical Yearbook, 2020*.

### Beaches 2018



Occupation <b>3,844,029</b>	Length <b>4.8 km</b>
Number <b>10</b>	

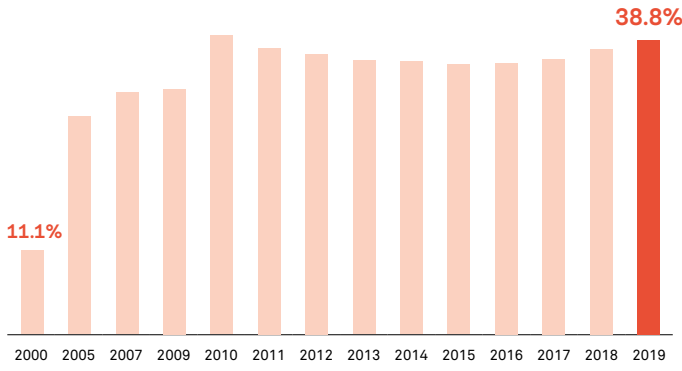
Source: Barcelona City Council's Department of Statistics and Data Dissemination, *City of Barcelona Statistical Yearbook, 2019*.

### Water consumption (Litres/inhabitant and day)



Source: Department of Statistics and Data Dissemination, Barcelona City Council.

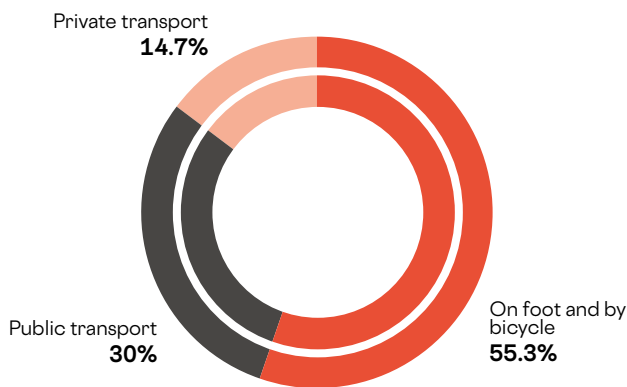
## Evolution of selective waste collection in Barcelona (% of total)



Source: Barcelona City Council's Department of Statistics and Data Dissemination, *City of Barcelona Statistical Yearbook, 2019*.

## Sustainable mobility

### Modes of transport for travelling inside Barcelona 2018 (% of total)



Source: Working Day Mobility Survey 2018. Metropolitan Transport Authority (ATM).

### Cycle lanes and users 2018-2019



	2018	2019
Cycle lanes	195.2km	210.8 Km
Bicing users	102,323	111,911

Source: Director of Mobility Services, Barcelona City Council.

## Cultural and educational offer

### Cultural and educational offer 2019



Public libraries (number and users in millions)  
**40 / 6.7**

Museums, collections, exhibition centres and places of architectural interest (number and users in millions)  
**71 / 26.8**

Performing arts, music and cinema audiences (millions)  
**9.5**

Public sports facilities (number and members in thousands)  
**1,912 / 192.9**

Pre-school, primary and secondary schools  
**885**

Source: Barcelona Institute of Culture and Barcelona City Council's Department of Statistics.

### Performing arts, music and cinema audiences 2019



Performing arts, music and cinema audiences	9,522,659
Performing arts	2,543,028
Music, large venues	1,160,661
Cinema	5,818,970

### World heritage sites in Barcelona



- Palau de la Música Catalana
- Sant Pau Hospital
- Parc Güell
- Palau Güell
- Casa Milà
- Casa Vicens
- The Nativity façade and the crypt of the Sagrada Família
- Casa Batlló
- Crypt of the Colònia Güell

Source: UNESCO.







# International positioning as a city that adds value

- In an international and European context, Barcelona continues to be an advanced, competitive city with a good reputation, which in addition to its traditional assets - high quality of life, culture, health, attractiveness for tourists, etc.— also has a growing potential for attracting investments and talent, particularly in the area of technological companies and the digital economy.
- Barcelona is a centre of attraction for economic activity that generates trust in the area of international investment, and it was listed **7th** among the main urban areas around the world for attracting foreign investment projects, according to KPMG (*Global Cities Investment Monitor 2019*). Its global competitiveness should also be noted —it is listed as the 21st world city in the Mori Foundation's prestigious *Global Power City Index 2020*—, which means that for the fifth year running, it is among **the 25 most competitive cities in the world**.
- In the area of entrepreneurship and knowledge, the city has made notable advances as a hub for technological innovation and attracting talent in digital entrepreneurship, positioning Barcelona as the **4th** European city for innovation (*Innovation Cities index 2019*) and **3rd** for attracting start-ups (*Start-up Heatmap Europe*); it is the 5th most attractive city in the world for digital talent and the 8th among European technological cities of the future. The city's remarkable positioning in academic scientific production should also be noted.
- As regards tourism, the ICCA rankings of international congresses and delegates for business tourism, the Euromonitor International ranking on the number of international visitors and the ranking of cruise-ship passengers in European and global ports, all give Barcelona a leading position. Its 1st position in the world for the number of delegates and 4th place for the number of international congresses organised in 2019, according to the *International Congress and Convention Association* are especially noteworthy, as the city has been among the top 5 of this organisation's ranking for 20 years running.
- Barcelona's image as a city for developing life projects has helped it to be considered **an attractive place for working; it is the 7th most preferred city for international workers**, according to the *Expatriate City Ranking 2019*, as well as for investing and developing new business ideas. Furthermore, the city is perceived as an innovative metropolis, linked to its creativity and the areas of culture, fashion, architecture, art and modernity and sport.



#### Top 10 Tech Cities of the future 2020/2021



- 8th** technological city of the future
- 5th** city with the best investment prospects for innovation, technology and start-ups
- 2nd** best strategy for attracting technological investments

#### Innovation Cities Index 2019



- 4th** European city in innovation
- 21st** city in the world in innovation

#### Top 30: Europe's biggest Start-up Hubs 2020



- 5th** biggest start-up hub in Europe

#### Decoding Digital Talent 2019



- 5th** most attractive city to work in for digital talent

#### Decoding Global Talent 2018



- 4th** most attractive city to work in for global talent

## Ranking of Sports Cities 2021



**4th** most sporting city in the world

## Cities for the Best Work-Life Balance 2020



**35th** city in the world for work-life balance

**5th** city in the world for tolerance and inclusion

## Global Power City Index 2020



**9th** European city for global competitiveness

**21st** in the world for global competitiveness

## Global Cities Investment Monitor 2019



**7th** in the world for foreign investment projects in 2018

## FDI European Cities and Regions of the future 2020/2021



### Catalonia

**1st** Southern European region with the best prospects for the future

### Barcelona

**2nd** Southern European city with the best prospects for the future

## Top ten start-up hubs in Europe 2019



**3rd** favourite European city for establishing a start-up

## Cultural and Creative Cities Index 2019



**9th** cultural and creative city in Europe

## Urban Mobility Readiness Index 2020



**18th** in the world for mobility preparedness

## Main Cities for International Congresses and Delegates 2019



**4th** city in the world for organising international meetings

**1st** city in the world for number of participants in international meetings

## International Tourists 2019



**8th** city in Europe

**36th** city in the world

## Best Cities for Expats 2019



**7th** best city for international professionals

## Popular Destinations 2020



**9th** city among the 25 main tourist destinations around the world

## World-wide cost of living survey 2020



**102nd** city in the world for the cost of living

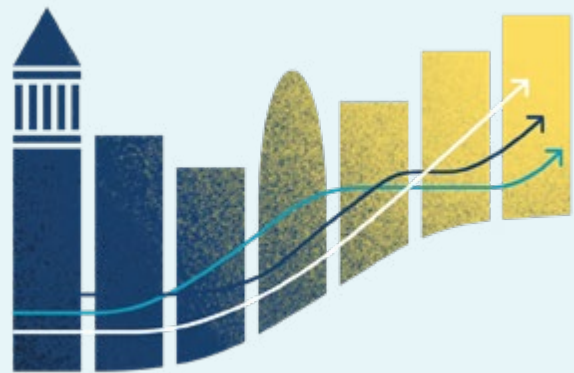
# Barcelona Green Deal

## The economic agenda of a resilient, fair and sustainable Barcelona

**Competitiveness, sustainability and equity** are the strategic cornerstones for the development of Barcelona's economic agenda. At the end of 2019, the indicators showed competitive, sustainable figures and a social situation that indicated notably good **growth prospects**.

The Covid-19 crisis has accelerated a **transformation that cities** had already started undergoing in recent years. **Cities are becoming the central figures of global development** and the driving forces for social, cultural, economic, technological, health and environmental change, in order to provide a response to the great challenges facing humanity and the planet established in the UN's 2030 Agenda.

The **urban transformation of cities is undoubtedly a form of competitive leverage**. Cities behave like living organisms; they evolve and transform themselves in order to adapt to their surroundings. Today, Barcelona is a global city immersed in processes of urban transformation linked to economic competitiveness, social equity and public health. **Being a connected city, with a metropolitan dimension and having a coordinated urban-planning agenda** are key factors in the task of rethinking the social and territorial project we wish to carry out.



The impetus provided by **large-scale projects for the new Barcelona** will make it possible, during the deployment of the present Green Deal (2030), to complete or reform three major urban hubs, definitively promote public metropolitan rail transport, re-economise the city centre, plan a new 22@ in Nou Barris, create new centres of economic activity, coordinate synergies and plan new strategies for facilities that are unique in the world, such as Montjuïc and La Fira de Barcelona, and to energise new industrial hubs, generating new urban centres.

**Barcelona's economic ecosystem** is diverse and it has a wide range of productive sectors and specific areas, but six **strategic sectors** stand out, either because of their weighting in terms of their impact on the city's economy, or because of their value in regard to international reputation and positioning.

These **strategic sectors** are vital for various reasons, such as future technological development, their impact on **culture and identity**, their differential value, the attractiveness of the city, as well as the possibility of synergies within the reach of Barcelona's economic fabric. They are as follows:

- > The digital sector
- > The creative sector
- > The local economy
- > The visitor economy
- > Industry 4.0
- > Health and Bio

These sectors have to be strengthened through **sectoral promotion** policies and **specific short and medium-term measures** to be developed as part of the strategic formulation and economic planning of the coming decade.

The **global pandemic** and the economic crisis it has caused have had a very serious negative impact that has changed Barcelona's economic forecasts and increased levels of uncertainty. The **economic evolution** is seen as a **V-shaped asymmetric** recovery, with a first impact stage, where there is a very quick destruction and deceleration of the economy, and then activating the economic network and promoting measures for its revitalisation will make a progressive acceleration of the economy possible, until the pre-crisis levels are reached.

BARCELONA NEVER STOPS

A PRACTICAL GUIDE TO SERVICES

**55 MEASURES TO REACTIVATE THE ECONOMY**

[barcelona.cat/reactivacioeconomica](http://barcelona.cat/reactivacioeconomica)



The **Barcelona Green Deal** constructs a robust strategy, beyond the economic agenda, in order to respond to the city's **present and future challenges**. Sustainable growth, climate change, identity and culture, digital and international leadership are just some of the present challenges.

The Covid-19 crisis has created a new challenge, both with regard to public health and the economy, and it demands an effective response. Barcelona City Council created the Economic Response Coordination Centre (**CECORE**) with the aim of establishing a coordination mechanism for developing a specific action plan which defines the measures and actions required for Barcelona's economic recovery.

In order to tackle the challenges posed by the economic agenda, we must consider the activation of Barcelona's forms of **competitive leverage**, in line with future trends, in order to design a plan that is in accordance with the main changes in **society, the environment, technology** and the economy of the future.

In order to ensure a **holistic vision** and to consider responses to all the challenges and obstacles, the strategic lines are based on 10 strategic objectives that contain specific measures, with a time frame, a budget, a responsible City Council body and a series of key goals to achieve. These actions respond to different points in time on the economic recovery curve, and are geared towards ensuring an economic evolution that is in line with the **Green Deal's vision**.

Beyond marking a clear path for the city, the Economic Agenda also acts as a **Plan of Plans**, a catalyst for all of the initiatives that are already under way, in order to ensure synergies, acting as an umbrella for other economic plans in the city, integrating actions and providing an alignment framework for all of the actions undertaken, so that effectiveness is guaranteed and the synergies among programmes are maximised.

## Vision

To position Barcelona as an international benchmark for all the city's main social and economic lines of action, establishing a socio-economic pact among all institutions, companies, organisations and the general public.

## Mission

The Economic Agenda's mission is to construct a comprehensive, long-term executive road map that is open to public debate while providing a series of objectives and a set of specific actions for achieving them. The mission coordinates the city's 5 aspirations: A city that is international, sustainable, responsible, feminised and a creator of green employment.

## Main areas and strategic goals

The construction of a comprehensive road map is achieved by establishing 3 Strategic Lines featuring 10 Goals that contain over 60 specific actions, which lead to tangible results for Barcelona's economic growth.

The Green Deal's 3 strategic lines: competitiveness, sustainability and equity, correspond to the key factors of the economic agenda that were mentioned at the start, in order to transform Barcelona.

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