

Barcelona Strategy to foster entrepreneurship and Business Growth



MEDITERRANEAN WEEK OF ECONOMIC LEADERS
SHAPING THE MEDITERRANEAN FUTURE

Barcelona, 22nd November 2011

Barcelon**a**ctiva



Ajuntament de Barcelona

from Theory to Practice

Theory:

Data and statistics

Barcelona 2011

- A city with 1,615,908 inhabitants
- A metropolitan area of 4,928,852 inhabitants
- 83% of the workforce employed in the services sector*
- 16.7% Unemployment rate*
- 67.3% Employment rate*
- 86% companies employ less than 10 employees
- 50,000 employees ITC sector (6% total employed)
- 13% of jobs in creative sector in the Barcelona area
- 226,787 students in the 8 Universities**
- 12,8 million tourist overnights***

* Data of 3rd term 2011, source: Active Population Survey (E.P.A.)

** 2008 -2009 Academic Year. Source Barcelona City Council

*** Latest available data (2009) . Source Barcelona Tourism Board



Barcelona's Transformation

	2011	80s and 90s
Unemployment rate	16.7 %*	1986: 21%
Industrial employment	11,28%*	1981: 41%
Employment in services	83%*	1981: 52%
Attractive European City	6 th **	1990: 11th
Tourism Economic Weight	10%***	1991: 4%



* Data 3rd term 2011 Active Population Survey (E.P.A.)

** According to Cushman & Wakefield European Cities Monitor 2011

*** Latest available data (2009)

Practice:

The transformation model
and the role of the
entrepreneurship & SME
support

The Barcelona transformation model



The Key Role of the local authority as the closest administration to the Barcelona reality

Big socio economic transformation of the city due to knowledge economy

New Needs → New Opportunities → New Risks

Strong municipal leadership

Political and institutional consensus: shared objectives

Infrastructures to open and connect the city to the world

New Urban planning for the new economy: clustering and innovation district 22@

Talent creation, attraction and retention → Key role of human capital

Social cohesion dimension

Support to the creation of new economic activity

A city to work and live

Barcelona Activa, Local Development Agency of the City Council of Barcelona

To foster the transformation of Barcelona through entrepreneurship, business growth, innovation, human capital, professional opportunities & quality employment.

An effective blended model to promote Entrepreneurship & SMEs

On line Contents

- On line tools & comprehensive contents to start up and grow

Innovative environments

- Latest technologies
- Personal expert advice

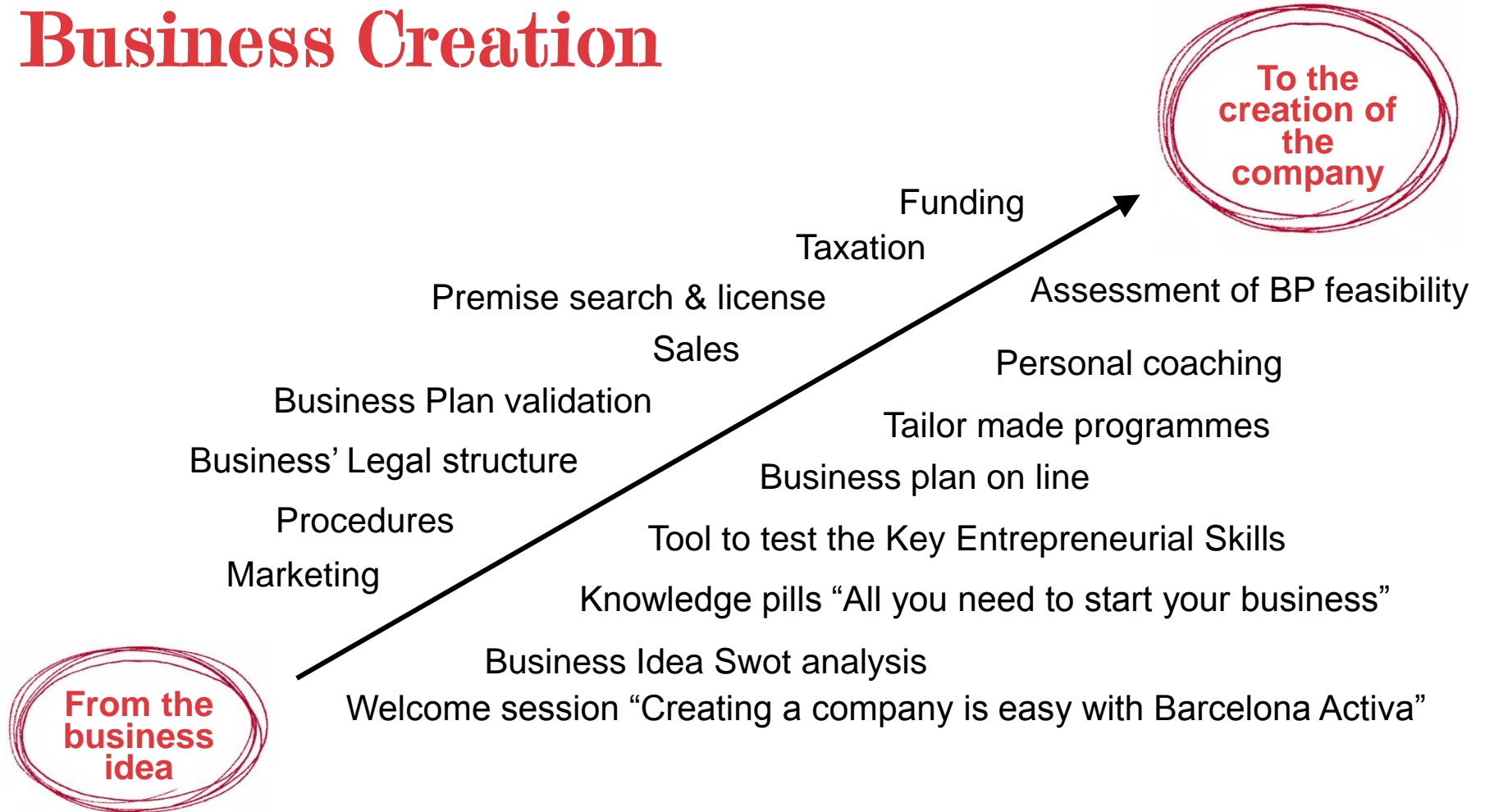


Executive training

- Basic training for entrepreneurs

Results + Impact + Cost Efficiency + users' autonomy

Business Creation



Business Growth



Track since its creation in 1986

- 19,000 Business Projects coached
- An estimate of 10,400 Business created, which have created more than 18,700 jobs
- More than 1.7 million participants in the Agency's programmes
- Collaboration with more than 100 public & private entities

A large critical mass of users (2010)

- 263,735 overall participants in Barcelona Activa activities
- 33,847 participants in activities for business creation
- 2,490 business projects coached
- 109 innovative start-ups based in the Incubator and Tech Park
- 1,041 companies members of Barcelona Activa's business cooperation network (Xarxactiva)
- 464 companies coached in business growth programs
- 73,041 participants in the Professional Development Centre
- 65,836 participants in the employment & training programmes

A clear impact in economic development (2010)

- 69%* business creation rate = 1,700 companies created
- 25,4% of entrepreneurs promoting coached business projects are foreign
- 1.9 employees per created company = 3,200 employments created
- 79,4% business survival rate in the business incubator at 4th year
- € 631,663 average turnover of incubated companies at 4th year
- 9 average of workers per incubated company at 4th year

An international reference in local development

- Grand Jury's Prize of the European Enterprise Awards 2011 (European Commission) for Barcelona Activa 's Entrepreneurship Centre
- Good Practice by the Habitat Programme of the United Nations (2002)
- Eurocities Award (2001 Edition) for its programmes of support to entrepreneurship
- One of the best practices in business incubation by the World Bank in the New Delhi Summit
- Telecities Award for the Space of New Occupations
- EBN Euroleaders Best Tools Awards 2009 for the tool Strategic Growth Plan and Crea Media (Tailor Made Programme to coach the creation of Businesses in the Creative Industries Sector)
- Best Spanish Telepoint for e-incorporation procedures of Express Private Limited Companies (SLNE) awarded by the Spanish Ministry of Industry, Trade and Tourism (3rd Spanish Technical Symposium of the Spanish BIC Network - ANCES)
- Labelled as "City of Science and Innovation" by the Spanish Ministry of Science and Innovation (2010)
- Eurocities Award 2010 in the category innovation for the talent attraction programme "Do It in Barcelona"
- Territoria Europe Award 2011 for LIVE, Logistic platform for the deployment of electric vehicles
- Certificate of European Best Practice of the European Public Sector Awards for the professional guidance programme Get moving towards Employment.
- 3rd Prize of the Educaweb Awards 2011 for the vocational guidance programme for the youth Project of Professional Life

Transferability

- **Urban Community of Maarif (Casablanca):** Technical assistance for the concept building and setting up of the centre for young unemployed entrepreneurs.
- **Cape Town (South Africa):** Technical assistance to a pool of institutions led by the Cape Town City Council for the concept building and setting up an entrepreneurship support scheme in the City of Cape Town
- **Bogotá (Colombia):** Technical assistance for the concept building and setting up of the “Bogotá Emprende” entrepreneurship support Centre, promoted by the Bogotá City Council and the Chamber of Commerce of Bogotá
- **Medellín (Colombia):** Technical assistance for the concept building and setting up of the “Parque del Emprendimiento”
- **Quito (Ecuador):** Technical assistance for the concept building and setting up of the “Knowledge Factory” promoted by CONQUITO (Quito Development Agency) and transfer of business growth methodologies.
- **Monterrey (Mexico):** Technical assistance to the “Instituto Tecnológico de Monterrey” (TEC) for the conceptualization of a virtual incubator for social entrepreneurship. Project financed by the Interamerican Development Bank (IDB).
- **Brazil:** Technical assistance for the transfer of methodologies and tools to support entrepreneurs

When theory meets practice...

Lessons learnt from the
Barcelona model to support
entrepreneurship

- **Metropolitan approach on PPP.**

- Collaboration with multiple agents, **platform**
- **Role of public sector as an enabler**, create the conditions and the momentum.

- **To be able to attract a sufficient critical mass**

- Dissemination of the **entrepreneurial spirit**
- To foster **internet penetration** in the population
- **Universal** model and focus on target groups at the same time

- **To provide rapid responses to the entrepreneurial needs: client-oriented**

- Services **professionalization and standardization** process
- Measure the **impact to improve**

- **To provide services among the entire chain value entrepreneurial process, from the idea, through the start up to the global business.**

- Establish one activity that acts as a channel : the **main entrance**.
- Training **technical** issues and **skills**
- Clearly define the **objectives** of each service.

A, B, C, D, E

of city competitiveness

Airports / Ambition

Brains

Cohesion

Density

Entrepreneurship

Funding

Governance

Housing

Innovation

Justice

Knowledge

Leadership

Mobility

Networks

Openess

Planning

Quality of live

Roots

Scale

Talent

Universities

Vocational training

Xfactor

Youthification

Welfare

Zooming

Brains

Airports /Ambition

Research

Cohesion

Entrepreneurship

Leadership

Openness

Networks

Airports /Ambition

Thank you!

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