Our Mission

We want to make Barcelona one of the world’s best cities for talent and economic activity.

Our values

**City vision.** We envision Barcelona as a cosmopolitan, inclusive, tolerant, prosperous and responsible city.

**Social responsibility.** At Barcelona Global we believe that cities progress through civil society and business commitment with sustainable development.

**Independent, civic voice.** We aim to faithfully work for those citizens willing to commit to a better city, regardless of their political ideology. We ensure our independence from Government and receive no public financial support.

**Focus on getting things done.** We aim to transform our members’ ideas into tangible, sustainable projects through combined efforts. That’s why we decided that “Fem que passi / Make it happen” is our motto.

**Public-private cooperation.** The cities that prosper are the ones in which government and civil society are aligned. For that reason, we believe in public-private partnerships as management tools for the pursuit of long-term public-interest objectives.

**Cross-sector collaboration.** The richest of our commitment is based on the different backgrounds of our members. Is this cross-sector approach that allows us to focus into city issues with a rich view in a moment when Barcelona has the opportunity to prosper in many areas at once: research, entrepreneurship, tourism, culture and social impact. Actions that cut across all sectors will be key to the success for the city as a whole.
Members

39 CORPORATE PROTECTOR MEMBERS
who each contribute 10,000 euros per year, have a seat on the Management Board and can nominate up to 5 individual members. Thanks to them, Barcelona Global is a financially strong association with a permanent management structure to drive the achievement of its objectives.


72 CORPORATE MEMBERS
who each contribute 2,000 euros per year and represent all sectors of Barcelona’s economy.

10 Research Centres
Barcelona Supercomputing Center (BSC-CNS), Centre Regulació Genòmica (CRG), Institut Català de Nanociència i Nanotecnologia (ICN2), Institut de Recerca Biomèdica de Barcelona (IRB), Institute of Bioengineering of Catalonia (IBEC), Institute of Photonic Sciences (ICFO), Nanonica, Parc de Recerca Biomèdica de Barcelona (PRBB), Vall d’Hebrón Institut d’Oncologia (VHIO) and Vall d’Hebrón Institut de Recerca (VHIR).

11 Academic Institutions
Barcelona Graduate School of Economics (BGSE), Benjamin Franklin International School, ESADE, ICREA, IEESE, ISID, Royal Melbourne Institute of Technology (RMIT Europe), School of Turism and Hospitality Management Sant Ignasi (HTSI), The American School of Barcelona, Universitat Internacional de Catalunya and Universitat Oberta de Catalunya.

5 Start-ups
Antai, Crowdcube Spain, Digital Origin, Hailo and Social Point.

42 Companies

4 Institutions
Associació Catalana d’Empreses Consultores (ACEC), Fundació Mies Van der Rohe, Gran Teatre del Liceu, GSMA (Mobile World Congress).

12 Industries.
Education, associations, food and foodservice, real estate, consulting, fashion, logistics, research, finance, culture, communication and telecommunications, and technology.

Corporate members who get involved at a corporate level

656 members

Individual members who get involved at a personal level

15 INDIVIDUAL PROTECTOR MEMBERS
who each contribute 1,000 euros per year and receive greater visibility in return for their greater economic commitment.

530 INDIVIDUAL MEMBERS
who each contribute 300 euros per year and are the association’s membership base and the source of many of our projects.

70 members who live outside of Spain and take part in Barcelona Global through its International Council.

142 of our members are “Barcelonians by choice”, people born outside Spain who have chosen to live and work in Barcelona and are committed to its development.
What do we do?

1. We mobilise our members to identify challenges and projects for the city in the areas of Entrepreneurship and Competitiveness, Research and Knowledge, Culture, Tourism and Social Impact
   - Barcelona Global Challenges
   - Volunteering
   - International Council
   - Content Generation
   - Hola Barcelona!

2. We are committed to initiatives driven by our members and support their success
   - International Policy Sector Hub
   - Barcelona Mobile Campus
   - Impact.Barcelona
   - Leading Barcelona

3. We promote and lead projects that will make Barcelona a magnet for talent and business
   - Barcelona Brand Agency
   - Barcelona Engineering and Economic Studies
   - Benchmark Fiscal
   - Barcelona Obertura

How we select projects

The projects we are committed to and promote must be backed by our members, that is why ALL projects are subjected to vote. For a project to be approved, it must win a majority of the votes and be voted against by no more than 25% of the total number of members. This mechanism ensures that our members are aware of our commitments and can get involved through the “I want to collaborate” option.

Barcelona Engineering and Economic Studies: 273 votes: 268 yes / 5 no
City Talent Index: 247 votes: 243 yes / 4 no
International Policy Hub: 212 votes: 211 yes / 1 no
Ship2B: 170 votes: 164 yes / 6 no
Startupbootcamp IoT&Data: 76 votes: 76 yes / 0 no
Benchmark Fiscal: 126 votes: 122 yes / 4 no
1. We mobilise our members

Our more than 600 members are people who are highly committed to Barcelona and its future. Translated into hours, contacts, projects and economic resources, their commitment is the basis on which Barcelona Global works to transform Barcelona into a magnet for talent and business.

- We organise our members around “Challenges”, which are the lines of action we have set as a priority for our city in the short and medium terms:

**Entrepreneurship and Competitiveness**

We believe Barcelona has great potential as a seedbed and incubator for new global enterprises.

**Research and Knowledge**

We are aware of our research centres’ international prestige and must help them deploy their full potential in Barcelona.

**Tourism**

Barcelona is a global success story in city tourism. We want to promote sustainable tourism growth that has a positive impact on the city and its inhabitants.

**Culture**

We believe in the transformational power of culture in all its dimensions and perceive an opportunity for Barcelona to become a cultural beacon.

**Social impact**

We believe there can be no sustainable development without cohesion, so we all have an obligation to seek formulas that will facilitate inclusive and balanced growth for our economy.

- We promote encounters between our members, and between members and the city, to explore opportunities for collaboration.
- We report, create and share knowledge about Barcelona and its diverse assets.
- We identify, value and welcome talented individuals, as we share the view that talent drives capital more sustainably in the longer-term than capital drives talent.
- We play a part in setting a long-term strategy for the economic and social development of our city.
Working groups

Entrepreneurship

The competitive entrepreneurial ecosystem that has grown up in Barcelona in recent years has reached a critical point where one of two things can happen: either (1) the ecosystem evolves into a global hub, with the necessary critical mass of entrepreneurs, investors, talent and knowledge to become a stable source of employment and opportunities for the city; or (2) the looming challenges remain unresolved and Barcelona misses a great opportunity to join the global league of entrepreneurship hubs. Fortunately, there are grounds for optimism, including the many entrepreneurial and investment success stories to date, the development of Pier01, the role of Barcelona Tech City and the entrepreneurial sensitivity of Barcelona Activa and ACCIÓ (Agency for Business Competitiveness). We must build on them.

Mission: To situate Barcelona as a global entrepreneurship hub.
Objective of Barcelona Global: To set an agenda and prioritise actions and projects to make Barcelona a leading global destination for entrepreneurship, while supporting the existing ecosystem.

Implementers: Josep Lluís Sanfeliu (Ysis Capital), Carles Trenchs (Caixa Capital Risc), Bruno Vilarasaú (Telefónica), Miguel Vicente (Antai), David Madi (Applus), Miquel Martí (Barcelona Tech City) and Daniel Sánchez (Nauta Capital)
Coordinator: Mateu Hernández

Research

Thanks to the Barcelona Global Challenge in Research project, we have identified six factors that would give wings to Barcelona’s bid to become a global hub for boundary-pushing research and knowledge: (1) a tax regime that makes it easier to attract and hire international talent; (2) a system of schooling in English for the children of internationals who come to Barcelona to do research or start a business; (3) a warmer reception from Barcelonians; (4) a deeper appreciation, in Barcelona society and business, of the importance of research and research assets for our economy; (5) a scheme for facilitating access to employment for the partners and spouses of expat researchers; and lastly (6) easier hiring and onboarding procedures for the international talent that research centres, entrepreneurs and companies need.

Mission: To position Barcelona as a global hub for boundary-pushing research and knowledge through its research centres.
Objective of Barcelona Global: To identify specific projects to be undertaken in order to attract, retain and generate research talent in Barcelona.

Implementers: Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) and Josep Lluís Sanfeliu (Ysis Capital)
2. We are committed to initiatives driven by our members and support their success

We act as a platform through which our members can accelerate projects linked to Barcelona Global’s mission.

- Sharing their projects with all our members.
- Facilitating alliances and creating synergies between projects, our members and the city.
- Communicating each project and its results to the city through our channels.
- Providing logistical and fundraising support.

**International Policy Sector Hub**

We want Barcelona to have a clear strategy for attracting global decision centres in the field of NGOs, think tanks and global foundations.

Promoters: Mark Freeman and Annamie Paul (Institute for Integrated Transitions)

**Barcelona Mobile Campus**

We want to support Mobile World Capital in its efforts to make Barcelona an international benchmark for digital talent training.

Promoter: Aleix Valls (MWC)

**Impact.Barcelona**

We want to know the city challenges that have been envisaged by young university students for Barcelona and support them in their projects, so that their efforts are rewarded.

Promoter: Alexandre Díaz (Impact.Barcelona)

**Leading Barcelona**

We want to help Barcelona’s brightest school graduates leavers acquire a better understanding of business and civil society in the city.

Promoter: Pol Pau Garrido and Marc Perea (BCN Moments)

*Projects approved by the Management Board but not voted by the members yet*
3. We promote and lead projects that will make Barcelona a magnet for talent and economic activity

- Identifying what Barcelona needs in order to become a world-class for entrepreneurship, research, tourism, culture and social impact.
- Performing the analyse of feasibility studies to ensure that the chosen projects are implemented.
- Forging the necessary alliances for projects to succeed.
- Raising the necessary funding for their implementation.
- Driving projects through until their effective management.

**Barcelona Engineering and Economic Studies**

Barcelona Global targets excellence in education to establish Barcelona as the go-to city for talent. In collaboration with Universitat Pompeu Fabra, Universitat Politècnica de Catalunya and a third international university, Barcelona Global is promoting the creation of a new inter-university degree in industrial engineering and economics in Barcelona. With business involvement, a global outlook and a focus on boosting the city’s economic competitiveness, this new degree will be designed to produce excellent professionals in the fields of industrial engineering and economics.

**Implementer: Joaquim Coello**

**Talent Gate***

For Barcelona to become a global research hub it needs an office – of the kind that already exists in cities such as Amsterdam, Zurich and Copenhagen – that will facilitate the hiring and onboarding of international talent and their families. Administrative procedures, taxation, schooling, health care, housing, culture, sport, banking services, insurance and settling into the local community are all key to attracting and retaining international talent. Barcelona Global is studying the feasibility and means of implementing a service of this kind in Barcelona.

**Implementers:** Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) y Josep Lluís Sanfeliu (Ysios Capital)

**Coordinators:** Susana Tintó (Talent Gate) y Arancha Ruiz (Inserció Parelles)

*Projects approved by the Management Board but not voted by the members yet*
Benchmark Fiscal

The city’s main pull factors (research centres, entrepreneurs, companies and business schools) agree that Barcelona will only be able to compete with other cities if it has a tax regime that is attractive to international talent. With the collaboration of six of the city’s top law firms and IESE, Barcelona Global has sponsored a benchmarking study of tax regimes in Barcelona and 8 other cities around the world. The study is intended to raise awareness among opinion leaders and the main political groups of the need to amend national and regional tax law to create a more competitive environment.

6 respected firms
4 professional profiles: executives, international consultants, investors, researchers.
8 global cities:
800 interviews for an opinion study on Barcelona.

An initiative of:
Gonzalo Rodés (ISP Inversiones y Servicios Publicitarios)
Coordinated by:
Albert Collado (Garrigues)

Barcelona Obertura

Barcelona Global has coordinated the efforts of the city’s four main musical institutions to put Barcelona’s musical offering on the world stage under a common brand, spotlighting the key moments of each season in a joint programme and helping the institutions to work together.

8 specialised international journalists.
22 appearances in the local and international press.

Inspired by: Maria Reig (Reig Capital)
President: Ramon Agenjo (Fundació Damm)
Coordinator: Víctor Medem
Image design: Tilman Solé and Pablo Juncadella (Mucho)

With the collaboration of:

With the support of:

Barcelona Brand Agency

Barcelona has an internationally recognised and respected brand. Aware of the importance of the city’s international reputation and the associated risks, Barcelona Global, in collaboration with Barcelona City Council, helps to protect the Barcelona brand and coordinate the brand actors at a professional level through public-private cooperation.

Implementer: Marian Puig
(Fundació Puig)
Activities with members

Meetings

Working sessions

Excellence in Higher Education (June 2015)

Barcelona offers a broad range of quality higher education but still has a long way to go. Over the course of three sessions, the participants debated how to foster excellence in higher education in Barcelona and how to put our universities at the top of the world rankings.

Conclusion: promote a new inter-university degree in industrial engineering and economics in Barcelona, in collaboration with the UPF, the UPC and a third international university.

Promoter: Joaquim Coello
69 participants

Mobile World Capital (March 2016)

Barcelona has been home to MWC since 2005 and in 2011 was chosen as the mobile world capital. Over the course of three sessions, the participants discussed how best to leverage this opportunity and promote projects that will make Barcelona a world leader in the mobile phone industry.

Conclusion: develop the Barcelona Mobile Campus

Promoter: Pilar de Torres
Implementer: Aleix Valls (MWC)
60 participants

Project Day

At Barcelona Global we want our members to share in the progress of all our projects. For that purpose, we organise information sessions that give members a work space in which to identify specific proposals and actions.

Welcome Breakfasts

At Barcelona Global we welcome new members at breakfasts held once a month, at which we explain our mission and projects. The breakfasts are also a space for members to share their professional profile, their vision of Barcelona and their way of contributing to the city.
Volunteering

Schools and Business

We want to bring the world of business and the day-to-day activities of entrepreneurs and business owners to the attention of Catalan secondary school students through talks and meetings aimed at promoting values such as entrepreneurship and the culture of work.

The programme is intended to have a positive, stimulating impact by helping students visualise what people do in business.

25 volunteers and 63 classes during school year 2015-16

Promoter: Joaquim Boixareu

FemCAT

Startupbootcamp IoT&Data

We aim to promote entrepreneurship as a stimulus to innovation and a key factor for the development of Barcelona’s economy and business sector in the areas of Internet of Things, Mobile technology and Smart Cities.

Promoter: Ángel García

Ship2B Social Entrepreneurship

Our goal is to turn Barcelona into a social entrepreneurship hub by supporting social entrepreneurs and creating an ecosystem that fosters the creation of companies associated with social initiatives.

Promoter: Xavier Pont

Barcelona Global International Council

Barcelona arouses interest internationally.

To respond to that interest, we have surrounded ourselves with top professionals living in the world’s leading cities who have ties with Barcelona and a commitment to its future.

2 economic missions:

Roles:
• Act as ambassadors for the city
• Detect business opportunities for Barcelona and new practices that could be applied in the city
• Offer their views on the city’s key indicators
The members of the International Council, from their perspectives at their home cities and professional experience, help us to detect the challenges facing our city. Through fortnightly articles in La Vanguardia newspaper, they offer recommendations for Barcelona and give examples of good practices in other cities.

48 articles written by


The international talent that has chosen to live and work in Barcelona can offer us a different perspective on the city. That is why every two weeks we interview one of them, so that they can tell us about their experience, the aspects of Barcelona they value the most, the things the city needs to improve and how we can get them more involved in the city.

142 Barcelona by Choice
19 interviews

Christian Stamkkoetter (Font Vella & Lanjarón), Moises Saman (Magnum Agency), Urbano di Gropello (Invest for Children), Virgil Simons (The Prostate Net), Mark Freeman (Institute for Integrated Transitions), Farida Hussain (Elefante Trunk), Dave Darch (Collaborative Forum & This Way Up), Stijn Teeuwen (Lucas Fox), Tony Anagor (LifestyleDMC), Jürgen Salenbacher (executive coach), Bill Knauer (Benjamin Franklin International School), Mac Parish (Crowdcube España), Timo Buetefisch (Cooltra), Henrik Sprengel (Grupo HS3), Rose Chong (Deutsche Bank), Boaz Kogan (Royal Melbourne Institute of Technology), Florian Muek (expert in rhetoric), Cecilia Tham (Makers of Barcelona), Karen Swenson (poet).
Content creation

**International Talent Monitor**

One of Barcelona Global’s great challenges, from the outset, has been knowing what the international professionals who live and work in Barcelona think about the city and identifying the obstacles that must be removed for it to be easier to attract them – and even easier to retain them. Through the International Talent Monitor we communicate directly with international talents and take steps to increase their sense of belonging to the city and get them more involved. The findings help us to improve and avoid complacency.

3 editions:
- International Talent Monitor 2013
- International Talent Monitor 2015
- International Talent Monitor 2017*

*OnGoing

678 participants
67 partners
284 questions
78 nationalities

Call to action:
- A competitive tax regime to attract investment and talent
- A support programme to welcome international talent
- English as an official language in Barcelona
- A school system that welcomes international families and meets their need for an education in English for their children

**Perception Survey**

At Barcelona Global we benefit from the more detached view of the International Council members, who tell us how they perceive the city in terms of business-friendliness, talent, quality of life and brand, and help us to understand the image Barcelona conveys to the rest of the world. The survey consists of 24 questions, all of them relating to Barcelona Global’s objectives.

6th edition
58 respondents

**City Talent Index**

Everis, with the support of Barcelona Global, has created an index combining 64 major quantitative indicators associated with a city’s talent and compares Barcelona’s scores with those of 25 top European cities to know where the city really stands. Barcelona is not ranking on we should envision and that is the reason why Barcelona Global is committing itself to make Barcelona a better city for talent.

**Barcelona’s place in the ranking**

3. Professional development
4. Postgraduate education
17. R&D investment
8. Quality of life

1. Copenhagen
2. London
3. Paris
4. Helsinki
5. Stockholm

**Barcelona Global UPDATE**

To keep our members up-to-date with what’s going on in the city, every two weeks we select thirty news stories which we send out in a newsletter, along with news about the activities of our members.

82 Global Updates
784 addressees
Hola Barcelona!

Reaching out to internationals who have decided to live and work in Barcelona, drawing them in and getting them involved has been one of Barcelona Global’s objectives from the outset. To do that, we support the following activities.

**Hola Barcelona! Pack**

Barcelona has a wide range of services, activities and facilities, which Barcelona Global wants to make known and available to the international talent living in our city. Hola Barcelona! Pack is a package of discounts and benefits designed for the association’s international members, including culture, sport, leisure, institutions, transport and the media, in the following institutions:

**Hola Barcelona! Cocktail**

Barcelona attracts millions of tourists but has not been so good at welcoming the foreign nationals who have decided to live and work in our city. Four years ago, Barcelona Global decided to break the ice: each September, with the collaboration of the City Council, we hold a welcome event, which is attended by more than 1000 people, including 700 internationals of 60 nationalities.

**Hola Barcelona! Dinners**

The task of integrate Barcelona’s international community has been taken up by our members, who open up their homes and host dinner gatherings to connect internationals with locals and help them build a social network. Since 2014 a total of 70 dinners have been held, with 762 participants, 58% of whom were from outside Spain.

**Barcelona on the Global Map**

Each Christmas, taking advantage of the fact that many of the members of our International Council are back in Barcelona for the holiday season, we organise a seminar to debate major issues of concern to the city and explore synergies among the different areas of the association. This session ends with a gathering with the rest of our members.

**Other activities**

Rendering account

We are proud to report that our accounts demonstrate not only our transparency but also our solvency and our capacity to achieve very ambitious goals on a tight budget.

INCOME

2015

646,1
TOTAL INCOME

2016

582,7
TOTAL INCOME

Corporate members fees

Individual members fees

Other income

EXPENSES

Human resources

Administration

Communications

Own events

External Services

Project Budget

Miscellaneous

2015

2016

168,3
210,4

105,1
103,8

48,4
48,9

63
67

45,5
42

46,6
75

11,3
11,3

Total Expenses

488,2
157,9

Reserves

Total Expenses

558,4
24,3

Reserves
Governing bodies

Assembly: highest governing body, comprising all members. Meets annually in July.

Management Board: meets every four months.
Executive Committee
Meets monthly

Gonzalo Rodés
ISF Inversiones y Servicios Publicitarios
Chairman

Pedro Fontana
Unicaja Hotels
Vicepresident

Pau Guardans
Mura Private Equity
Vicepresident

Lluis Seguí
CEO

Mateu Hernandez
CEG

Enric Picanyol
Cruccuscassas González Pereira
Secretary

Jordi Cami
PRBB

Luis Conde
Amrop

Ignasi Ferrer
Ship2B

Michael Goldenberg
Value Retail

Isaac Marcht
PlayGround

Andreu Mas-Colell
Barcelona Institute of Science and Technology

Jaume Oló
Banc Sabadell

Herbert Padrol
IplusF

José María Piera
SCFF

Josep Lluís Sanfeliu
Yasos Capital

Cecilia Thom
MOB

Lluis Tome
ICFO

Honorary Presidents

Maria Reig
Reig Capital Group

Joaquim Coello
Naval Engineer

Emilie Cuatrecasas
Cuatrecasas González Pereira

Marian Puig
Fundació Puig

Communication Committee

Silvia Alínez
Román y Asociados

Mahala Alzamora
Mahala Comunicación
y RR.PP.

Paco Caro
Equipo Singular

Mateu Llinás
ManiFesta

Roser Tiana
Interprofit

Marcí Ribera
Atrevia

Team

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CEO

Poppy Grijalbal
Networking & Engagement Director

Laura Díaz Reig
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laura.diaz@barcelonaglobal.org | valeria.andrade@barcelonaglobal.org

Individual protector members

Mahala Alzamora
Mahala Comunicaciones
y RR.PP.

Luis Bach
Tous

Albert Calzada
Serra Machinery

Luis Alfonso
de Borbón
Borrà

Michael de Marco
K&L Gates

Xavier Freixes
Tyrus Capital

Leila Hayat
Chase Bank

Amador Hernández
eDreams ODGEO

Daniel Huguet
Villa Luxury

Virginie Molnier
M&B Avocats

Christian Stammkoeper
Danois

Karen Swanson
Poet

Yolanda Triviño
Valkinsa Hub Space

Jordi Valls
Suez

Cristina Ventura
Lane Crawford

Joyce Group

Individual protector members
Corporate protector members

Corporate members
Make it happen!