What is Barcelona Global?

We are a private, independent and non-profit association made up of 208 of the city’s leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and more than 750 professionals. **Our mission is to make Barcelona one of the world’s best cities for talent and economic activity.**

More than 130 of our individual members live and work outside of Spain, forming the **Barcelona Global International Council**. More than 150 of our individual members are **“Barcelonians by choice”**, talented people who have chosen Barcelona as "home" to live and work.
Why
Barcelona Global?

In a world where talent moves capital and cities are the engine of progress, Barcelona has the opportunity to become a global reference.

In a public-private collaboration scheme, relying on its urbanism, resources and infrastructure, we advocate for a city project based on entrepreneurship, research, culture, tourism and social inclusion.

Our motto:
Make it happen!
How do we work?

Independently
With no other ties that the interest in Barcelona and its future.

Without public subsidies
To ensure our independence from governments and political parties.

With transversality
Boosting projects from the social and economic transversality of our members.

In private-public collaboration
Counting on the experience and knowledge of our members.

Innovatively
Developing creative solutions to respond to the city’s challenges.

With rigor
Using studies and data to feed our action plans.

Effectively
Defining projects with specific and ambitious goals.

Looking to the world
Learning from the study of the best international practices.

How are we organized?

The **Executive Commission**, made up of 16 members together with our Honorary Presidents, defines the priorities of the association on a monthly basis together with the **President**. The agenda is then implemented by a team of 7 professionals with proven experience in city, project development, engagement with the members, communication and production.

The **Supervisory Board** ensures that the activities and management of the association are appropriate to its mission, approves the major decisions and meets twice a year.
What do we focus on?

1. Platform of strategic thinking: based on the challenges that the city presents, we propose practical and feasible solutions.

   **Barcelona Global Summits**, where we discuss the city’s strategic agenda in topics such as tourism, urban planning and positioning in certain sectors such as health or culture.

   **Barcelona Global Challenges**, where we bring together our members to select key city projects in areas such as higher education, public-private collaboration, finance, global mobile capital or accessible housing.

   **Generation of knowledge** based on perception surveys such as the International Talent Monitor, the International Council Perception Survey, or the Scale Up Monitor.

2. Platform for action: we select executive projects that we develop with the support of our partners.

   **Promotion projects** where, through the collaboration of key players, we promote new partnerships associated with the promotion of culture, science, tourism, or entrepreneurship.

   **Lobbying projects** where we promote changes to encourage, the improvement of the Barcelona brand or the attraction of talent and economic activity.

3. Platform for mobilization and creation of a community:

   We promote relationship and mobilization activities using intensively technology for more than 950 highly committed members that are willing to dedicate time, resources and contacts to Barcelona Global’s projects.

   We inform, through a bi-monthly newsletter, what is happening in Barcelona in terms of talent, economic activity, culture, science, infrastructure and the city.

   We give voice to our members through our relationship with the mainstream media. Almost 100 articles have been published in La Vanguardia by members of the International Council and 70 interviews in El Periódico of our “Barcelonians by choice”.

   We connect our members through events that allow them to interact and learn about new realities in Barcelona.

   We engage our members in projects where their input is key to open the city to international talent (Hola Barcelona!) or to act as volunteers in community projects.
What have we achieved so far?
To become the reference civil platform in Barcelona and for Barcelona

1. Barcelona International Reputation

**Barcelona in the rankings**: an online tool developed in collaboration with Ideograma, which allows consulting and analyzing the international presence of Barcelona in more than 60 global rankings prepared by prestigious consultancies and by the main international organizations.

**Barcelona London Day**: Barcelona Global presented in London, between June 12th and 13th, the Barcelona of investment, architecture and design, quality tourism, culture and science, together with 53 business, cultural, science and prestigious professionals. Altogether, more than 300 investors, opinion leaders, media and specialized agents in each of the sectors attended to the 5 tracks.

2. Attraction, retention and creation of talent

**Benchmark fiscal**: tax amendments proposals aimed at improving the city’s capacity to attract international and local expatriated talent and promote Barcelona as a global hub for entrepreneurship.

**Emparejados**: To facilitate the attraction of high-level scientific talent through the work insertion program for researcher’s partners.

**Programa Hola Barcelona!**: Program to attract, integrate and engage international residents who have decided to live and work in Barcelona.

- **Hola Barcelona! Cocktail**: a unique event that, with the support of the Barcelona City Council welcomes more than 1,600 people to the city, including more than 1,000 international guests from 60 different countries.

**Barcelona Global International Press Desk**: we work with the international press, organizing press trips, to transmit stories of interest about the Barcelona that works and that has the capacity to attract talent.

**Barcelona City of Talent**: we have launched an Instagram profile aimed at explaining to the world the Barcelona of the talent that has been born or has decided to live in it.

**International Council**: we currently have more than 130 professionals committed to Barcelona in more than 60 cities around the world. We involve them in the elaboration of the “Perception Survey” and we publish their proposals for the city every two weeks in La Vanguardia.

**Barcelona in the rankings**: an online tool developed in collaboration with Ideograma, which allows consulting and analyzing the international presence of Barcelona in more than 60 global rankings prepared by prestigious consultancies and by the main international organizations.

**Barcelona London Day**: Barcelona Global presented in London, between June 12th and 13th, the Barcelona of investment, architecture and design, quality tourism, culture and science, together with 53 business, cultural, science and prestigious professionals. Altogether, more than 300 investors, opinion leaders, media and specialized agents in each of the sectors attended to the 5 tracks.
• **Hola Barcelona! Pack**: a set of discounts and special entry passes designed for the international members of the association, which includes culture, sports, leisure, institutions, etc.

• **Hola Barcelona! Dinners**: the members of Barcelona Global open their homes to host dinners with international residents and locals, thus weaving a stronger social fabric.

• **Hola Barcelona! Events**: activities to share and discover emblematic spaces and initiatives of Barcelona.

**Fundación BEST (Barcelona Engineering Science & Technology)**: dedicated to the financing of interuniversity degrees of international excellence. In September 2018, the new degree “Bachelor’s Degree in Industrial Technologies and Economic Analysis”, jointly imparted by the UPC and the UPF, has been launched.

**Barcelona Global International Talent Monitor**: Biennial survey aimed at knowing the state of opinion about the international talent of the city that lives in it.

**Scale Up Monitor**: study based on a survey among the scale-up ecosystem, to analyze and propose a set of measures to improve Barcelona’s status as a global hub for entrepreneurship.

**Work in Barcelona**: creation of a landing page in collaboration with various private companies, to be a reference page showing companies in Barcelona that are actively looking for international talent. The page will contribute to position Barcelona as a city where to work and give visibility and traffic to open positions in the digital area through the implementation of online marketing campaigns.

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### 3 Tourism and culture

**Barcelona Obertura**: an international promotion platform of Barcelona as a classical music reference city, driven by the main institutions of the city: el Gran Teatre del Liceu, L’Auditori and the Palau de la Música Catalana. The result of this initiative is the Barcelona Obertura Spring Festival, the first classical music festival held during March 2019, which offered an international program of great concerts in several emblematic places of the city.

**1st Barcelona Global Summit Innovation in Urban Tourism**: measures to improve the relationship between the city and tourism: support for culture through the tourist tax, decentralization and deseasonalization measures, development of the BIDs (Business Improvement Districts) through the reform of the Ley de Haciendas Locales, and recovery of the cultural co-capital project in Barcelona.

### 4 Urbanism and housing

**The challenge of housing in Barcelona**: proposals for a necessary solution: a concrete and feasible proposal with realistic and detailed measures on the creation of the concept of affordable housing aimed at generating the necessary housing stock to improve access to it in the Metropolitan Region of Barcelona through public-private collaboration.

**And we keep going**...
To become a member of Barcelona Global also means being part of the Barcelona Global Community, which allows you to be in contact with other members thanks to our App.

• Do networking with the members of Barcelona Global.

• Share interests, events, professional travels and job offers.

• Be part of our projects and attend events.

• Enjoy our Hola Pack, the program of benefits in culture, science, transport, institutions and others that will help you explore Barcelona.
What is our budget?

**2019 INCOME**

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<tr>
<th>Source</th>
<th>Amount (in thousands of euros)</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Corporate members fees</td>
<td>846</td>
<td>49.8%</td>
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<tr>
<td>Individual members fees</td>
<td>144</td>
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<tr>
<td>Other income (sponsorships and donations)</td>
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<tr>
<td><strong>Total Income</strong></td>
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**2019 EXPENSES**

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<thead>
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<th>Category</th>
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<td>Human Resources</td>
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<tr>
<td>Administration</td>
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<tr>
<td>Communications</td>
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<tr>
<td>Own events</td>
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<tr>
<td>Projects</td>
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<tr>
<td>Miscellaneous</td>
<td>37.2</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>1,641</td>
</tr>
</tbody>
</table>
Assembly. Highest governing body, comprising all members. Meets annually in June.

Supervisory Board. Meets twice a year.
Executive Committee. Meets monthly

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Honorary Presidents

Executive team

Individual protector members
Corporate Members
Corporate Protector Members
Make it happen!