

# Barcelona, a city embracing Sustainable Solutions



## Access to talent

**+ 100,900**

digital professionals  
Barcelona's cost-effective tech talent sets it apart and enhances competitiveness in Europe

Highly competitive tax regime designed specifically to attract qualified talent from abroad and enhance ease of business locally

**+ 32.4%**

of digital professionals come from a board (+11.5% from London)

**9th**

most attractive city in the world for talent



## Vibrant Start-Up Scene

**+ 2,102**

start-ups, with nearly 100 dedicated to climate tech

**7**

unicorns and 12 Barcelona-based soonicoms identified

**3<sup>rd</sup>**

most preferred EU hub for start-up founders



## Driving green innovation

Companies such as SEAT (Volkswagen Group) with its electric vehicle manufacturing hubs and HP with their Global Digital Manufacturing centres are examples of the greening of traditional industry.

Barcelona further contributes to this green transition by hosting a hydrogen lab and a pilot plant dedicated to the production of green hydrogen.



## A leading smart mobility city

**+ 75%**

of mobility for journeys within the city is sustainable

Barcelona holds one of the top global positions as a smart city and is a pioneer in adopting new technologies aimed at making the city more energy efficient, connected, data-rich and sustainable.

Barcelona hosts the EIT Urban Mobility, which aims to become the largest European initiative transforming urban mobility.



## City Green Deal

**A city aligned with  
2030**

Agenda Sustainable Development Goals

The Barcelona Green Deal sets out the urban economic agenda designed to strengthen the city through competitiveness, sustainability and equity, and able to adapt to challenges such as the ecological and digital transitions.