

Barcelona, a city embracing Sustainable Solutions



Access to talent

+ 122,185

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

+ 33%

of digital professionals
come from abroad
(+12.1% from London)

+ 16,000

Employees in Blue Economy
+ 1,200 companies
working in Blue Economy

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
soonicons identified

3rd

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.