

10. Do it in Barcelona

MUNICIPALITY

Barcelona

HEADLINE

Do it in Barcelona recognised with the Eurocities 2010 Prize as the most innovative city project.

KEY ECONOMIC AND TECHNICAL DETAILS

For 2010:

- 646 participants in sessions on guidance for entrepreneurship or professional self-development in Barcelona.
- 33% of foreign entrepreneurs in the Barcelona Activa companies incubator.
- Over 1,300 participants in information sessions on the programme in Barcelona and in over 21 cities abroad.

PROJECT DESCRIPTION

Do it in Barcelona is a city initiative for attracting talent to Barcelona and retaining it. Launched in late 2009, it aims to become a gateway for the professional progress of the citizens of Barcelona, and of the best international talent. Attracting and retaining talent is one of the strategic pillars of Barcelona's economic agenda.

Thus, Do it in Barcelona offers information of interest and access to useful professional services for entrepreneurs, professionals, researchers and university graduates who are considering moving to Barcelona. The services portfolio is configured into four itineraries for each of the target groups and a transversal itinerary for supporting newcomers to the city (with issues such as housing, paperwork, searching for schools, etc.). The main communication channel for Do it in Barcelona is its website www.doitinbcn.com, which offers all this information in three languages: Catalan, Spanish and English.

Promoted by Barcelona City Council, through its local development agency Barcelona Activa, Do it in Barcelona has Talència and Barcelona Centre Universitari as direct partners in the provision of services in the Research and Studies itineraries respectively. In addition, collaborating actively in the dissemination of the programme, both in the international and the local arenas are: Esade Alumni, IESE, Gild International, Tourism of Barcelona, Fira de Barcelona (trade fair), Hotels Association of Barcelona, AENA and Strategic Metropolitan Plan of Barcelona.

During 2010 progress on the programme was focused on the consolidation of the portfolio of services of the different itineraries and the dissemination of the programme on a local and an international scale.

WEBSITE FOR REFERENCE (of the project or the institution):

www.doitinbcn.com

PERSON IN CHARGE OF THE PROJECT

Mònica Madrigal Bajo, coordinator of Barcelona Activa's Do it in Barcelona programme.