

MUNICIPALITIES

Municipalities of the Metropolitan Area of Barcelona

HEADLINE

Barcelona's mayor, Jordi Hereu, announces the creation of a higher education cluster in Barcelona in 2011.

KEY ECONOMIC AND TECHNICAL DETAILS

- Budget: €90,000, for its promotion between December 2009 and 2010 (co-financed by the Barcelona Chamber of Commerce, Barcelona City Council, the 22@ Consortium and the PEMB)
- Offer of postgraduate qualifications in the AMB: 606
 - o Classification by qualification:
 - 344 official qualifications
 - 262 internal qualifications
 - o Classification by programme orientation:
 - 136 research
 - 416 professional
 - 54 administration

PROJECT DESCRIPTION

Promotion of the higher education cluster of Barcelona emerged from the prospection studies within the framework of the Barcelona Metropolitan Strategic Plan - Vision 2020, in which higher education is identified as one of the potential driving sectors for the economy of the metropolitan area.

This confirmation has been reinforced by the changes in the model of higher education across the whole of Europe, which began with the Bologna Declaration and have given rise to the European Higher Education Area (EHEA). The full implementation of the EHEA in Catalonia has involved, from the 2007-2008 academic year onwards, the launch of an important offering of official master's degrees that, following passing of a verification process, can be taught by both public and private universities.

This has enabled great development of this educational level, as it has allowed the main business schools in the city, which already have great renown and a significant capacity for attracting foreign students, to be added to the offering. Therefore, this level of educational offering may become an economic sector in its own right for the Metropolitan Area of Barcelona.

The members of the cluster are public and private universities, business schools and inter-university postgraduate platforms.

During the course of 2010, the following actions were carried out:

- Reference trip to Australia.
- Joint promotion trip from five universities to China.
- Online guide to master's degrees of global excellence.
- Presentation of the cluster's Strategic Plan to Barcelona City Council's Economic Promotion Committee.

For 2011 the following actions are planned:

- Constitution of the "Barcelona Campus" association, as a structure for the management and promotion of the higher education cluster.
- Implementation of the cluster's strategic plan.

WEBSITE

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PERSON IN CHARGE OF THE PROJECT

Montse Charle, director of Strategic Sectors for Barcelona Activa.