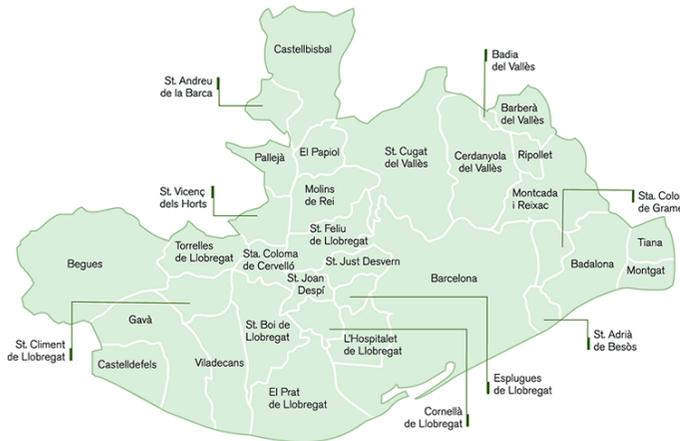


## AREA COVERED



## PROMOTING INSTITUTIONS

Barcelona Metropolitan Area  
Barcelona City Council  
Barcelona Airport  
Barcelona Chamber of Commerce  
Economic Circle  
Barcelona Free Zone Consortium  
Comissió Obrera Nacional de Catalunya Trade Union  
Barcelona Trade Fair  
National Employment Promotion  
Barcelona Port  
Unió General de Treballadors Trade Union  
Barcelona University



## BARCELONA METROPOLITAN STRATEGIC PLAN

**Barcelona Metropolitan Strategic Plan (PEMB) is a private non-profit-making association – promoted by Barcelona City Council and Barcelona Metropolitan Area (AMB).** Some of the most relevant economic-social institutions in the metropolis belong to this: Barcelona Airport, Barcelona Chamber of Commerce, Economic Circle, Comissió Obrera Nacional de Catalunya Trade Union, Free Zone Consortium, Barcelona Trade Fair, National Employment Promotion, Barcelona Port, Unió General de Treballadors Trade Union and Barcelona University.

It is made up of the thirty-six municipalities in the metropolitan area as well as other authorities (Generalitat de Catalunya *Autonomous Community Authority*, Diputació de Barcelona *Provincial Council*, Consell Comarcal del Barcelonès *County Council* and Consell Comarcal del Baix Llobregat *County Council*) and economic, social and cultural bodies.

**The PEMB was set up in 1988 to identify and promote strategies, along with the public and private agents acting in the area, for supporting the economic and social development of Barcelona Metropolitan Area.** This involves both examining and identifying potentials – in either traditional or emerging activities – and also foreseeing problems and anticipating solutions.

Barcelona Metropolitan Strategic Plan is thus an instrument for:

- ✓ Anticipating future challenges
- ✓ Facilitating the changes required to tackle these challenges
- ✓ Promoting the participation of all the agents involved
- ✓ Enabling consensus between diverging interests
- ✓ Prioritising decisions

The working method of the PEMB is mainly based on **consensus, joint leadership and cooperation of all the agents taking part in designing strategies.**

The aims of the PEMB are materialised in the **approval of metropolitan strategic plans.** At the present time the new strategic plan is under way, with a 2025 horizon.

**Ada Colau**, president of Barcelona Metropolitan Area, presides over the Association; **Janet Sanz** is the president of the Executive Committee and **Oriol Estela** is the general coordinator of the PEMB.

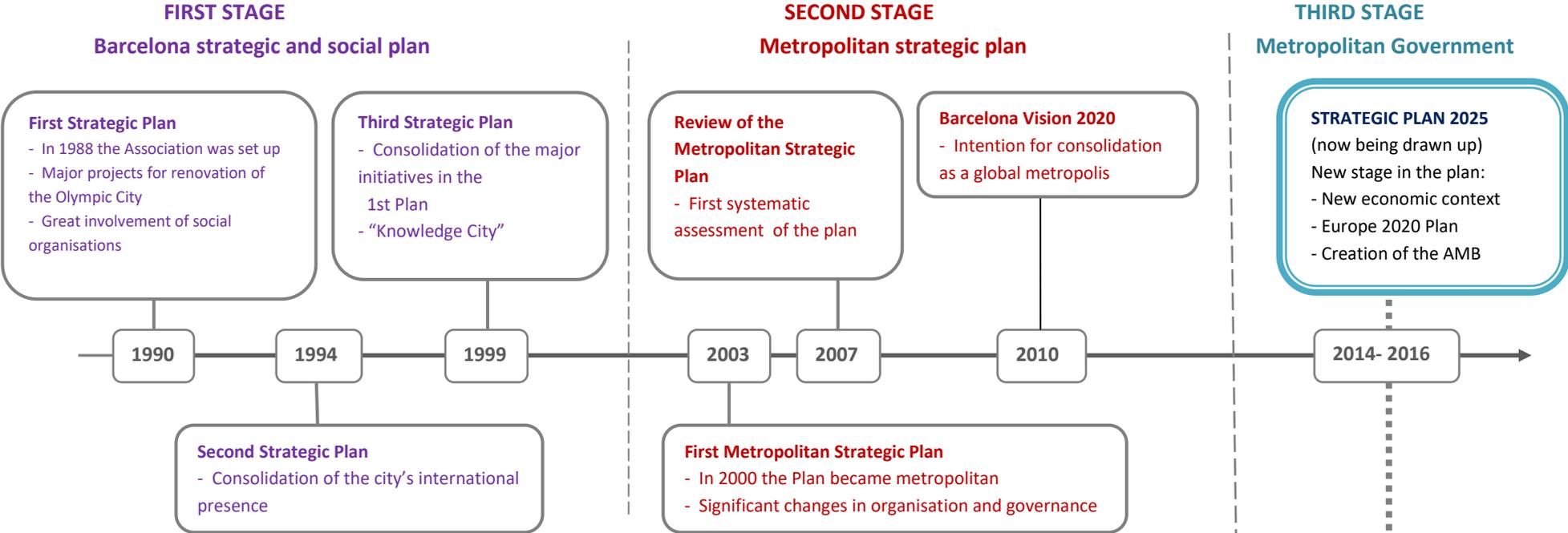
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**PEMB Contact:** Tel. 93 318 70 51

Electronic mail: [plaestrategic@pemb.cat](mailto:plaestrategic@pemb.cat)

Web page: [www.pemb.cat](http://www.pemb.cat)

# STAGES IN BARCELONA METROPOLITAN STRATEGIC PLAN



**NEW METROPOLITAN STRATEGIC PLAN 2025**

Drawing up the new strategic plan is a response to the need to adapt to the changes in the setting seen in the last few years: (a) the effects of the long and serious crisis; (b) the appearance of new growth strategies in the European setting (Europe 2020-RIS3), i (c) new institutional context with the creation of Barcelona Metropolitan Area (AMB). As a starting point for the process of reflection and debate, the **Basis Document** was drafted, covering four sectoral scales (economic, social environmental and international) and with a transversal objective (inclusive growth and employability).

To further and guarantee consistency in the preparation of the new plan, the **Advisory Committee** has been set up, led by **Xavier Vives**, professor at the IESE. This committee, made up of experts of known prestige in different fields, has analysed the Basis Document and found certain points which required in-depth work. That was why around twenty **diagnosis papers** have been commissioned, to be debated at the **workshops** to be held during 2016.

The conclusions of these workshops and of other debates to be held in the future will be included in the definitive version of the metropolitan strategic plan 2025 intended to be presented in **2017**.