

# BARCELONA GREEN DEAL BOOSTING THE DIGITAL AND GREEN TRANSITION

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# Content

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- 10 Strategic Objectives
- Barcelona Green Deal Map
- From vision to action  $\Rightarrow$  3 projects:
  - **Circular Economy**
  - **Blue Economy Hub @ Olympic Port**
  - **Barcelona Superblock Programme**



# Vision

Positioning Barcelona as an international benchmark city, acclaimed for its competitive, sustainable and fair economy across the city's economic and social cornerstones.

- **Competitiveness:** a city with an active entrepreneurial ecosystem, with a digital focus, which attracts talent and has a globally-facing panorama.
- **Sustainability:** to expand the volume of the circular economy, attract new poles of economic activity and generate a sustainable visitor economy.
- **Equity:** to make Barcelona's economy more social and solidarity-based, to promote the local economy and to guarantee residents' employability.

# Strategic sectors



⇒ **Digital sector**

⇒ **Creative industries**

⇒ **Local economy**

⇒ **Visitor economy**

⇒ **Industry 4.0**

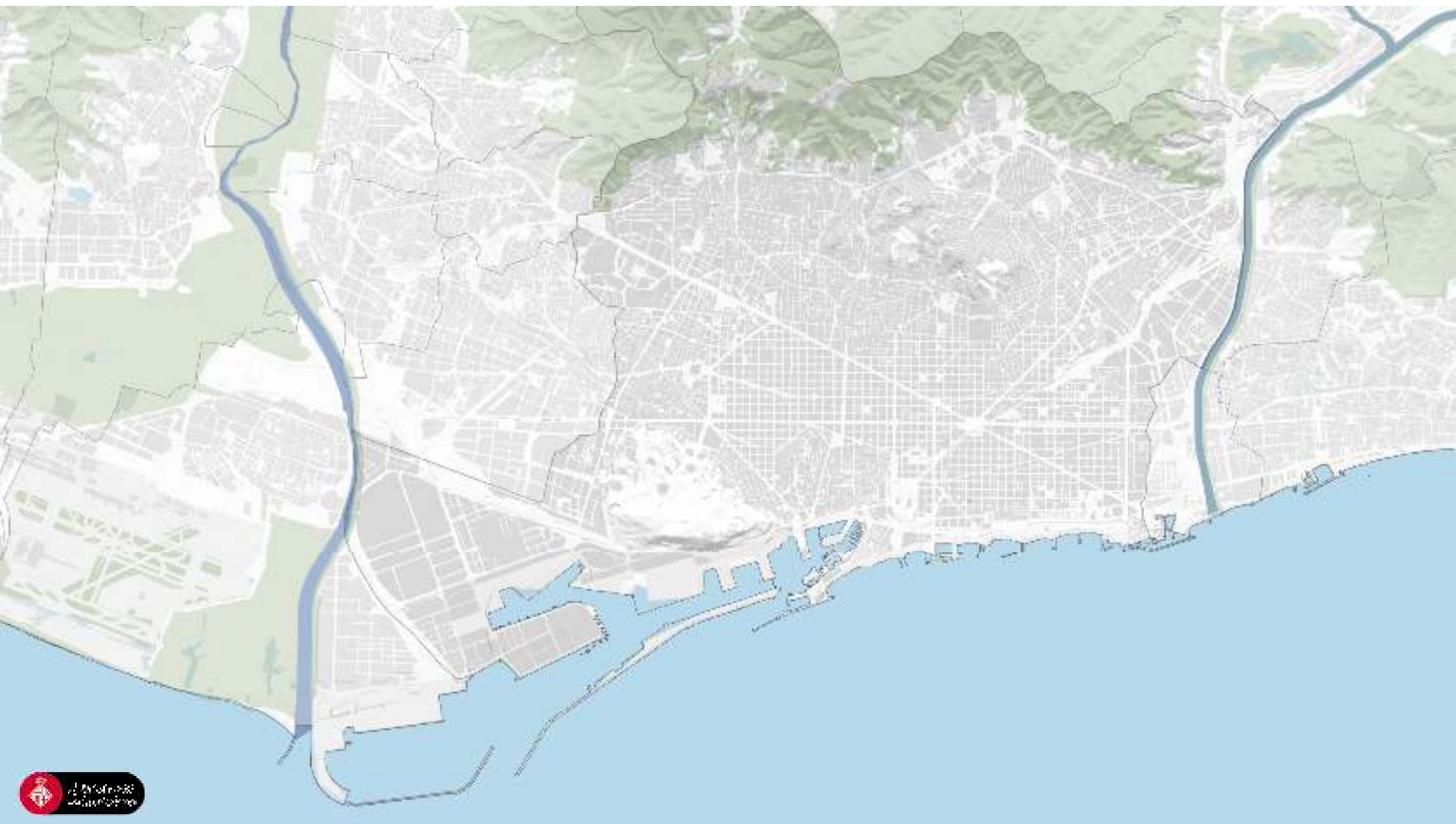
⇒ **Health & Bio-tech**

⇒ **Green and Circular Economy**

# Strategic Objectives

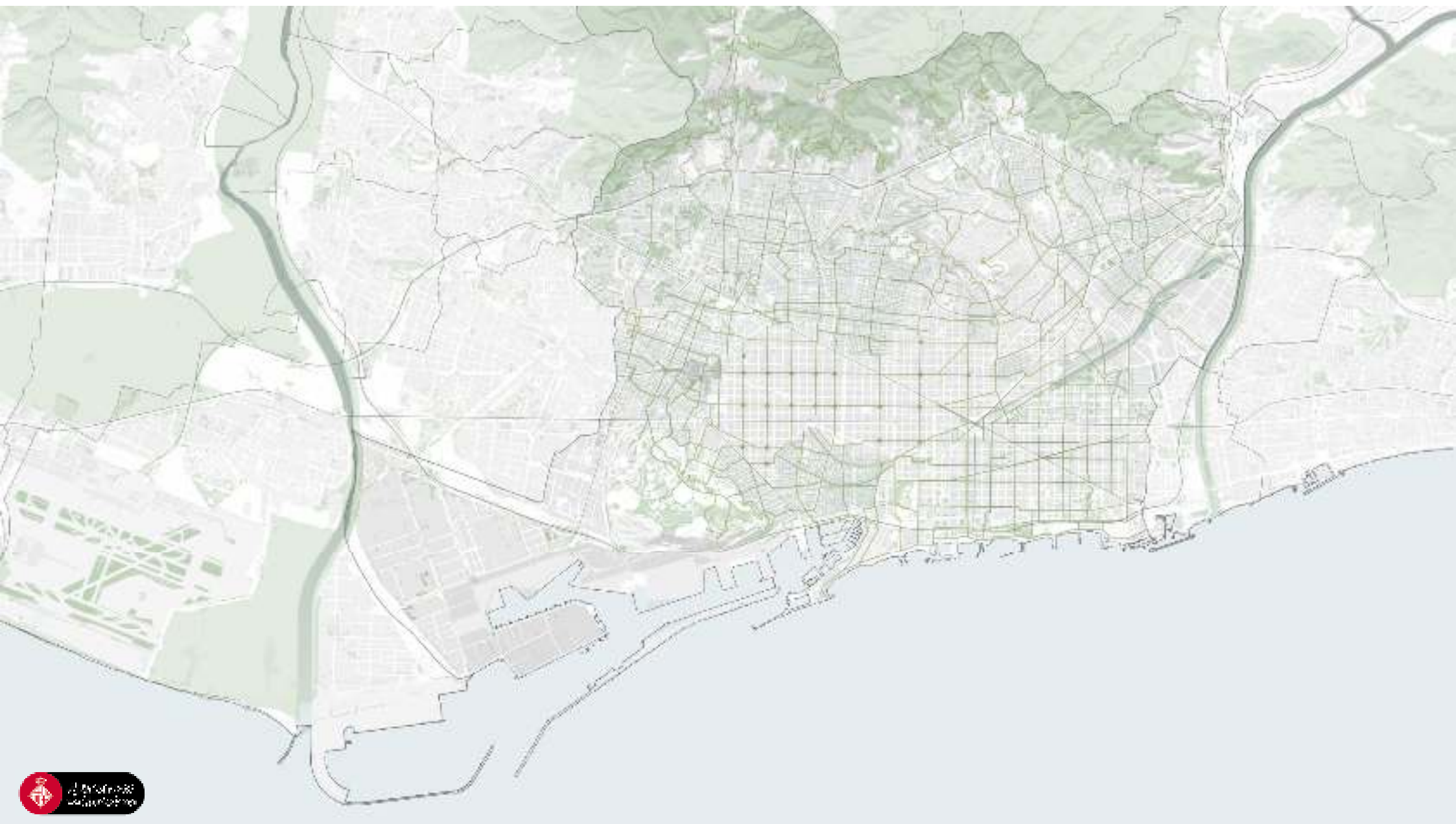




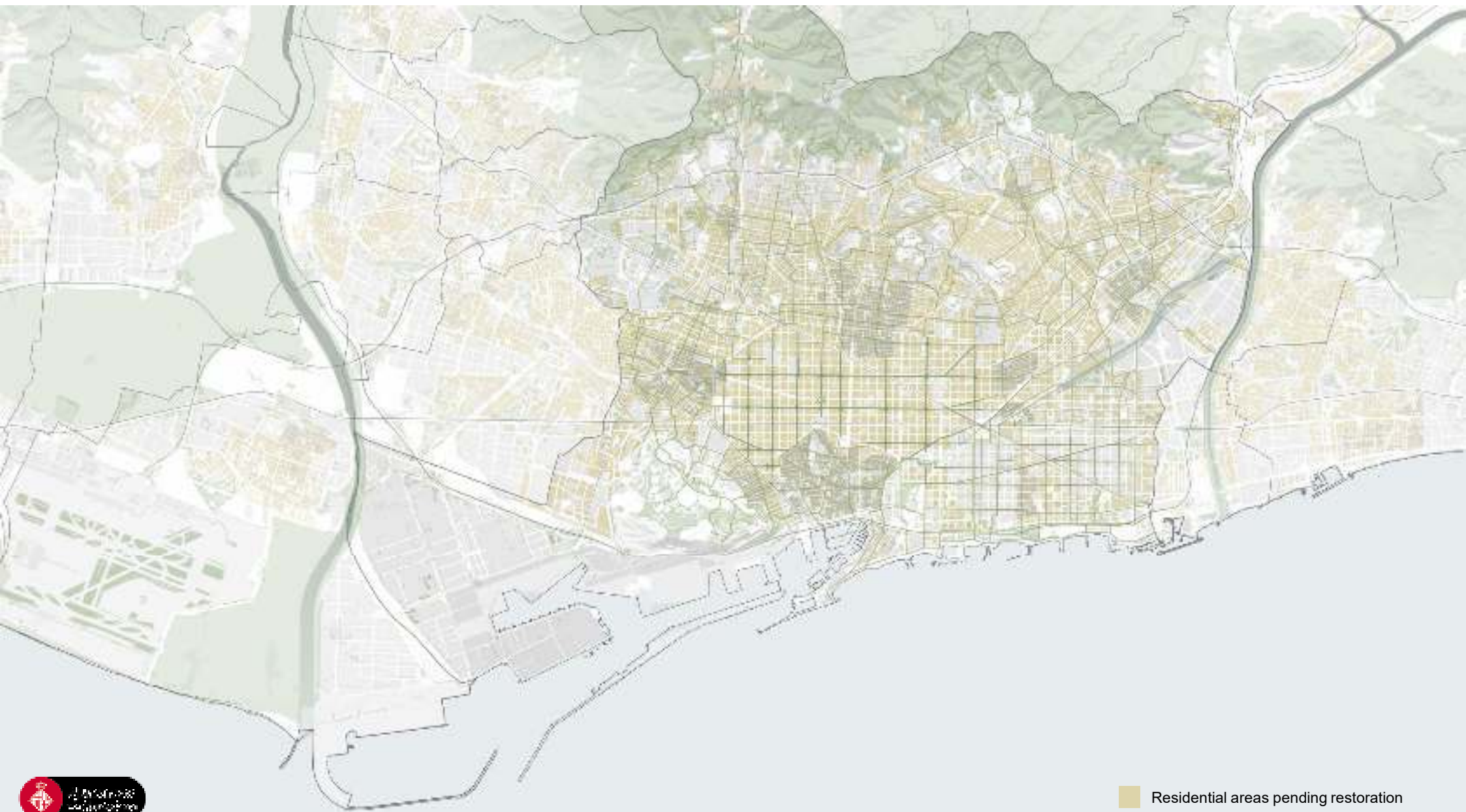


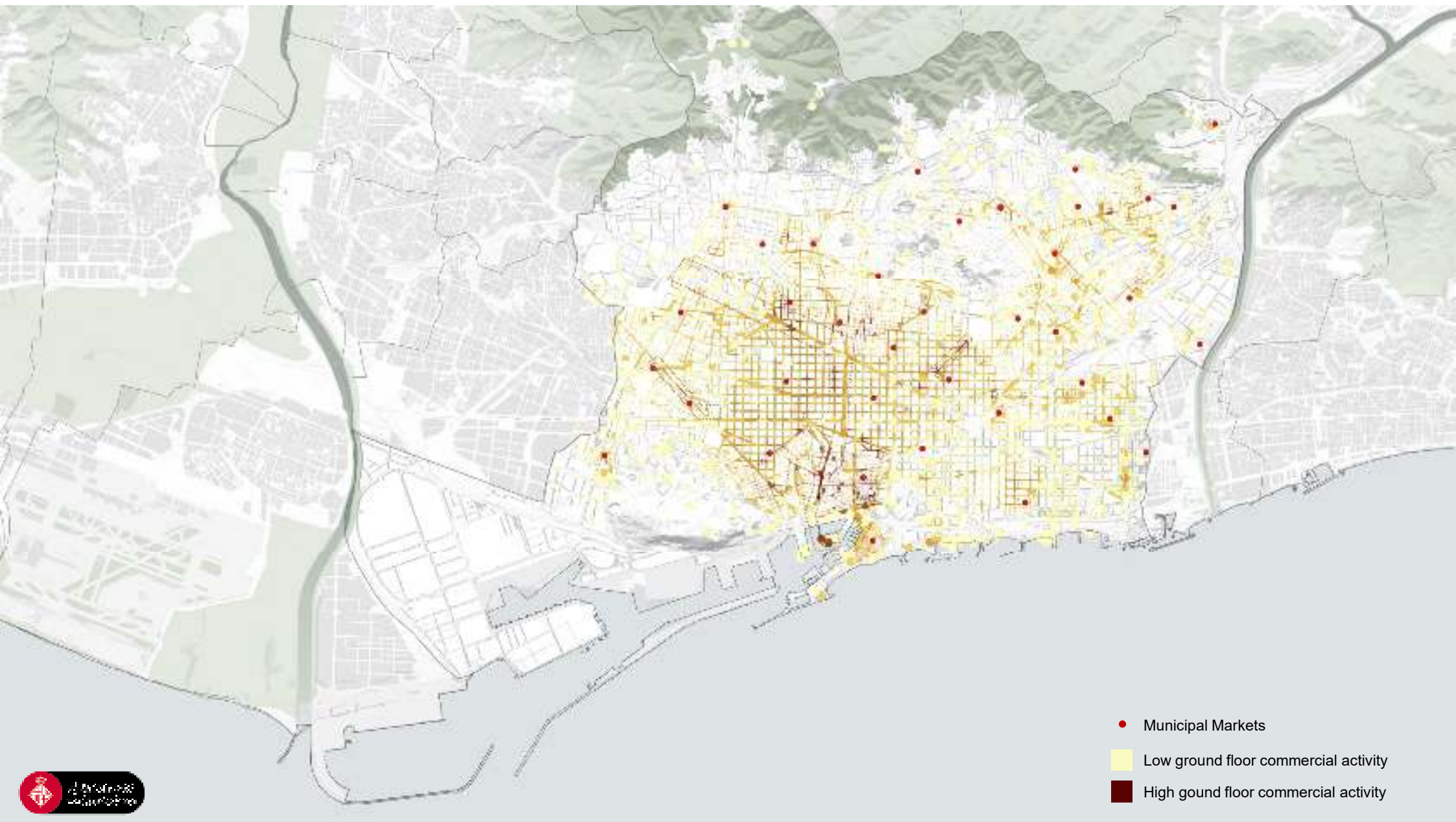




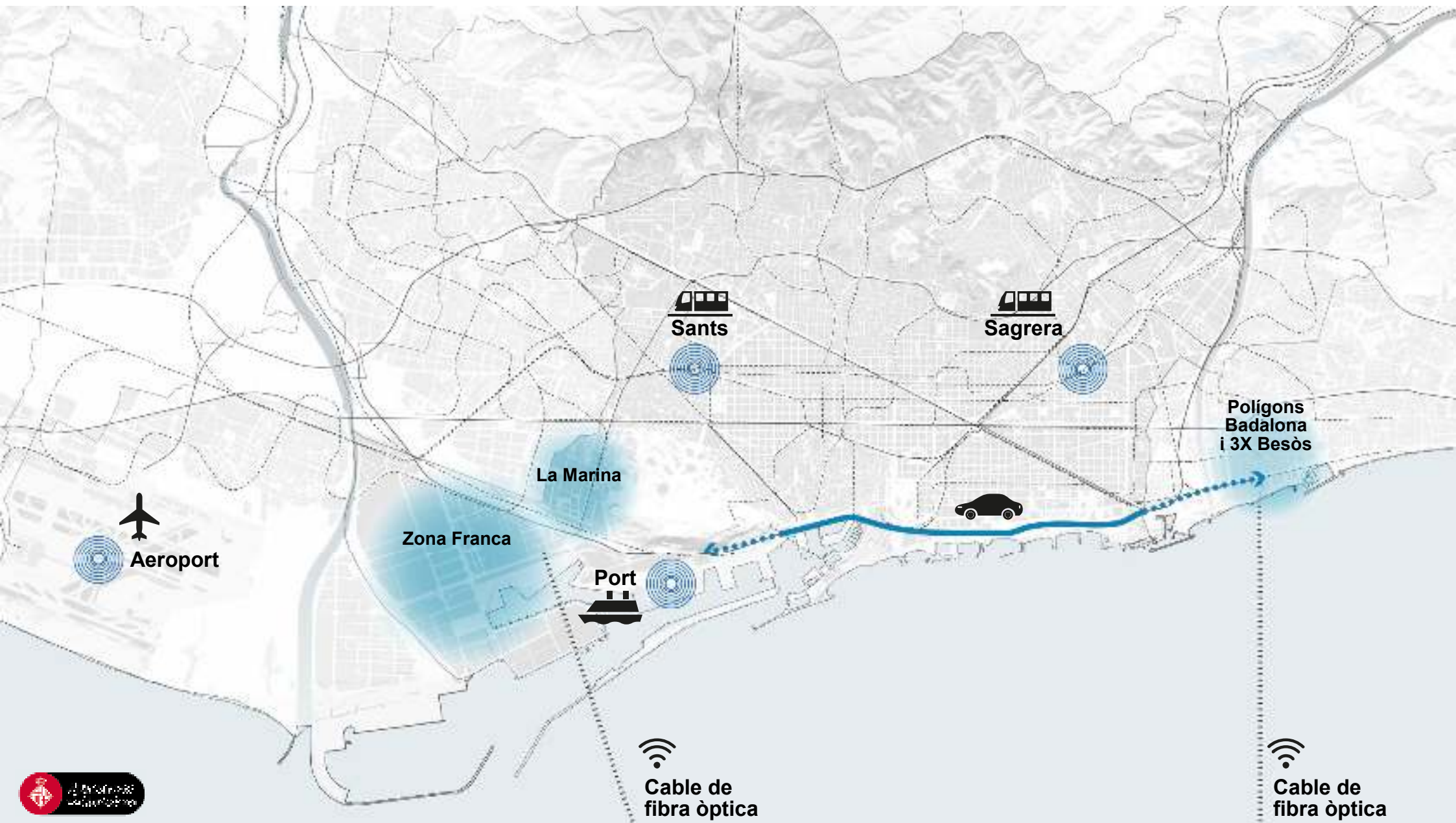




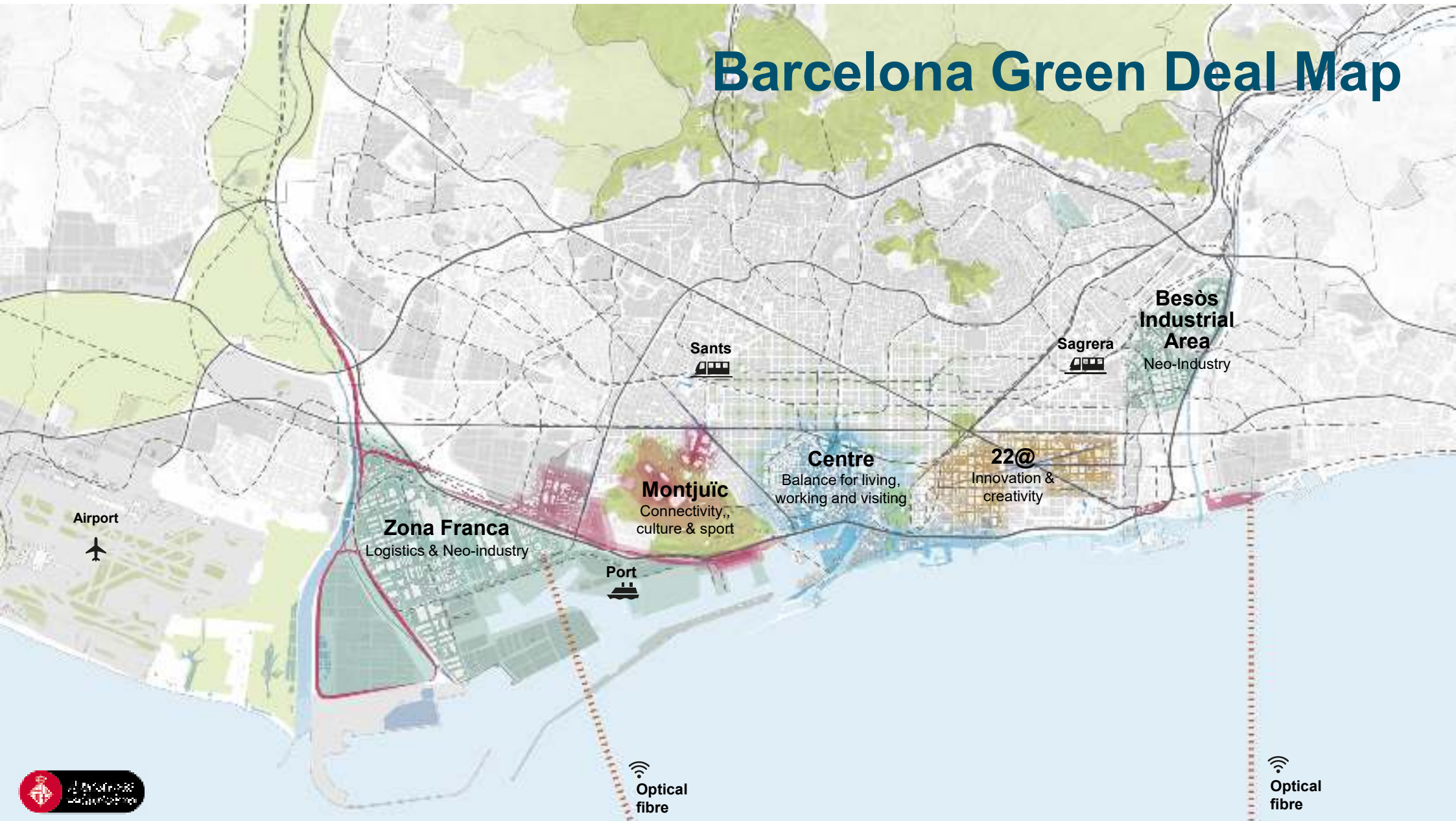








# Barcelona Green Deal Map





# Zona Franca & La Marina

ReAct Projects

Fira Gran Via  
Green Digital Fira

MercaBarna  
MercaBarna Gates

SMEs Park  
Sustainable Industry 4.0



# Eix Besòs

ReAct Projects

Cibernarium

Escola 42

Parc Tecnològic  
Barcelona Activa  
Nou Barris

La Mercedes

Besòs Industrial Area

Strategic Neo-Industry  
Productive Axis

Disseny  
Hub  
Barcelona

Barcelona  
Activa

La Escocesa  
FoodLab

BIT Habitat

Badalona Industrial Area

MediaTIC  
Cibernarium  
IT Academy  
Oficina 22@

IREC/PRIMA

"Antic Mercat del Peix"  
Research Centres

Tres  
Xemeneies  
Sant Adrià  
de Besòs

Olympic Port  
Blue Economy Hub

Palo Alto  
Creative  
Industries  
incubator

ITER

UPC  
Campus Besòs



# Circular program

We provide individualized advice to SMEs of Besòs Industrial Area helping with their transformation into business models and production processes based on the Circular Economy.

1st edition: 2020-2021: 6 companies receiving the service

2on edition: 2021-2022: 18 companies receiving the service

## Solutions in Circular Economy promoted in the companies:

- ☐ New Packaging
- ☐ Environmental communication
- ☐ Sustainable materials
- ☐ Ecodesign
- ☐ Waste reduction
- ☐ Waste recovery
- ☐ Quantification of the environmental impact of the proposed improvements






# Circular program

[Economia circular - YouTube](#)

1<sup>st</sup> edition (2020-2021)

## Circular economy projects in 6 industrial companies

	Company description	Actions	Impact results
	<p>20 employees Sales: 2M € Main activity: Plastic injection</p>	<p>Study of the environmental behavior of 21 types of products (bottles, cups and shutters)</p> <p>Marketing advice to increase sales of the most sustainable products</p>	<p>waste reduction up to 25%</p>
	<p>251 employees Sales: 55M € Main activity: Plastic injection</p>	<p>Ecodesign new dispenser system . quantification of environmental impact</p> <p>Proposals for the recovery of plastic scrap</p>	<p>1,6 tons reduction of waste and 15,4 tons of Co2 eq/year</p>
	<p>7employees Sales: 1,5M € Main activity: Textile and design</p>	<p>Study of the recyclability potential of new packaging manufactured by JANELS with rice husk and plastic</p>	<p>Carbon footprint reduction of 3360 kg per year</p>



# Circular program

[Economia circular - YouTube](#)

1<sup>st</sup> edition (2020-2021)

## Circular economy projects in 6 industrial companies

### Company description



42 employees

Sales: 12M €

Main activity: Manufacture of products for hairdressing



7 employees

Sales: 1 M €

Main activity: Manufacture of artisanal ice cream



7 employees

Sales: 0,8 M €

Main activity: Screen Printing (serigraphy)

### Actions

Manufacture with recycled plastic of 4 products (2 bowls, hair comb, palette). Environmental impact study

Paper scrap recovery

Study to improve the packaging to transport and sell ice cream

Analysis and proposal of products on the market and available technologies for buckets reusable, terrines and isothermal bag

Reuse of rags used for cleaning machinery

Finding more sustainable ink alternatives

### Impact results

Carbon footprint reduction of 83.5%

Pilot test of reusable buckets

70% reduction in environmental impact  
6,809.3 kg CO2 eq / year



# Montjuïc

ReAct Projects

Can Batlló

Cooperative  
Economy Promotion  
Centre

Fira Montjuïc

Green Fira Digital

Palau d'Esports

Sports-Tech Hub

Olympic Ring

Sports-Tech incubator

Tres Xemeneies  
del Paral·lel



## Centre

ReAct Projects

Tres Xemeneies  
del Paral·lel

“Correos”  
Building

Pier One

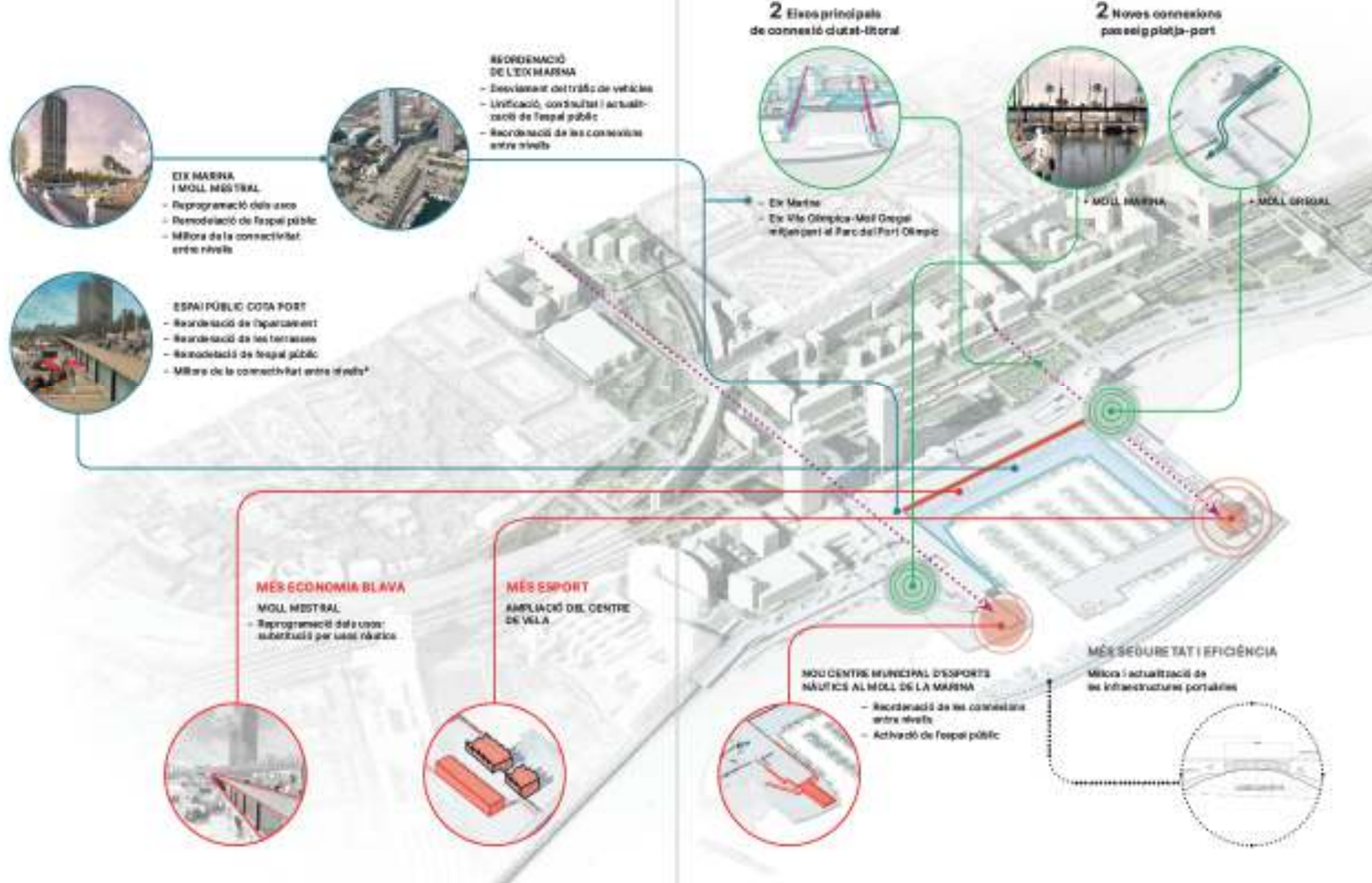
“Antic Mercat del  
Peix” Research  
Centres

Mestral Pier

Olympic Port  
Blue Economy Hub

New Harbour Mouth  
Blue Economy Hub

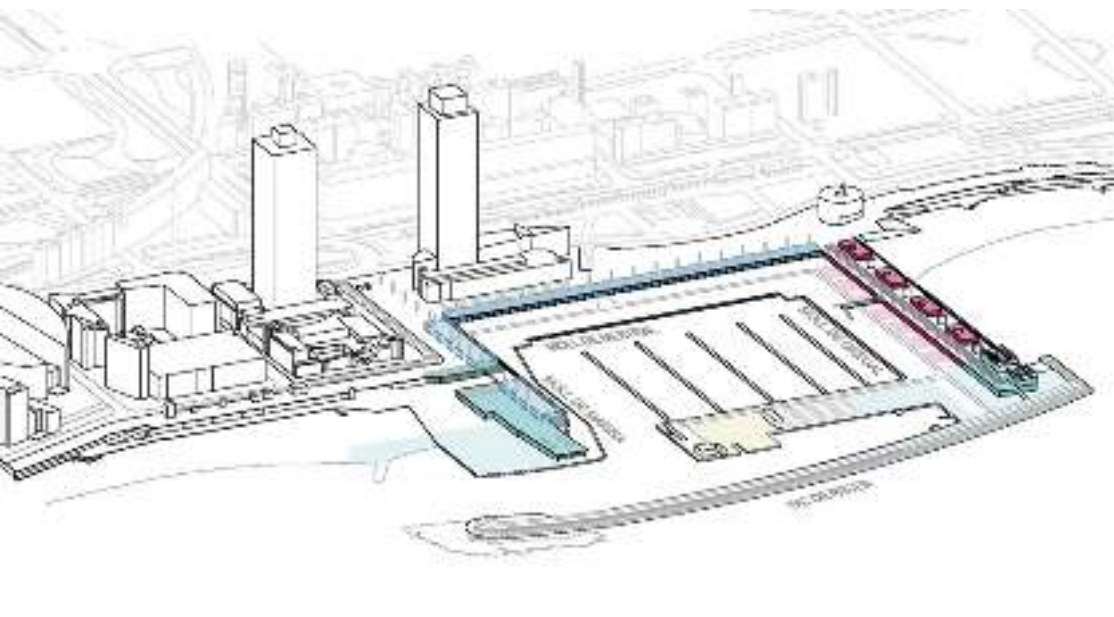
# Olympic Port















**22@**

ReAct Projects

Disseny Hub  
Barcelona

Barcelona Activa

La Escocesa

FoodLab

MediaTIC

Cibernarium  
IT Academy  
Oficina 22@

BIT Habitat

UPC  
Diagonal Besòs

Ciudadella del  
Coneixement  
"Antic Mercat del  
Peix" Research  
Centres

Olympic Port  
Blue Economy Hub

Palo Alto  
Creative Industries  
incubator





The Superblock programme is taking a **step ahead** and becoming the **street transformation model for the entire city**, with the aim of reclaiming for citizens part of the space currently occupied by private vehicles.

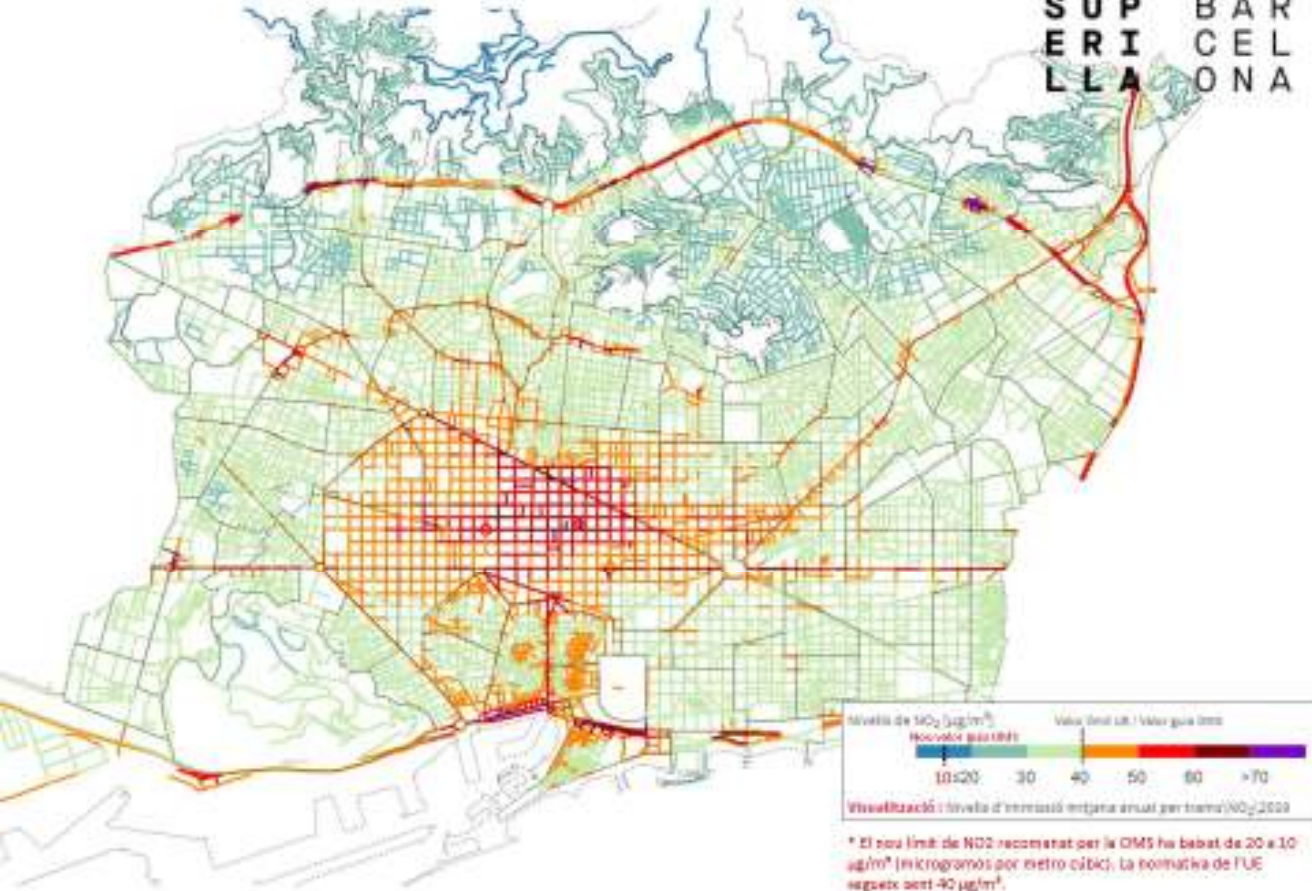
The goal is to create a healthy, greener, fairer and safer public space that promotes social relations and the **local economy**.

<https://ajuntament.barcelona.cat/superilles/en/>

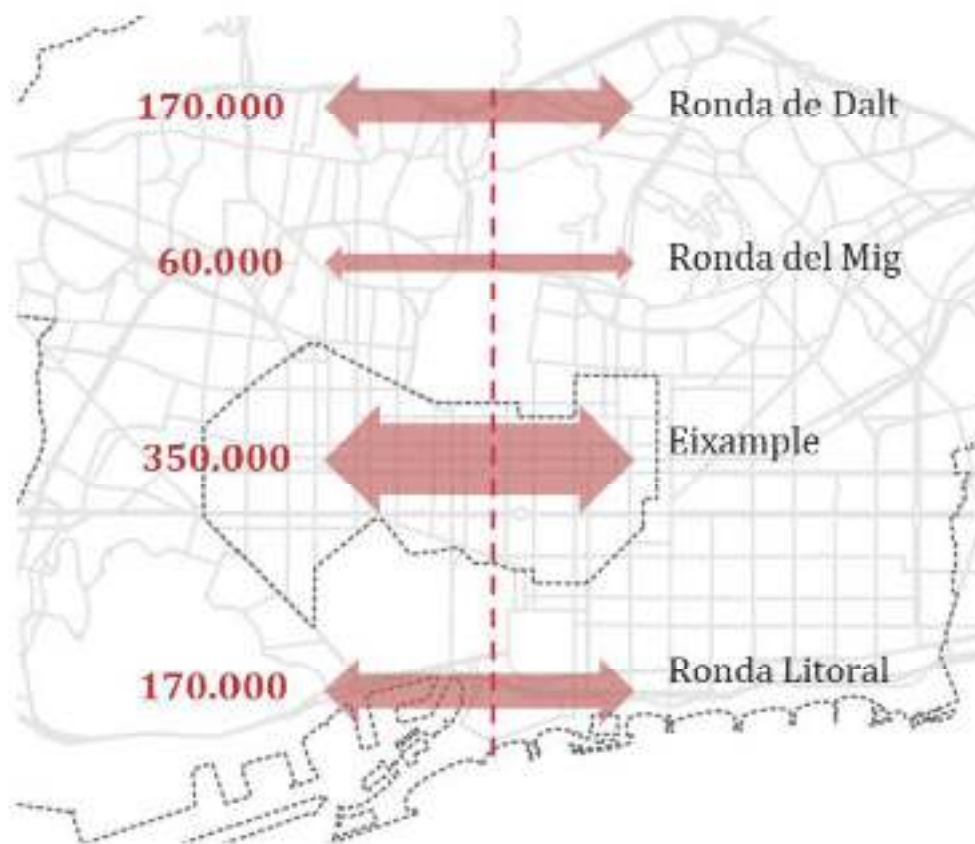
03 MEDI AMBIENT

CONTAMINACIÓ NO2

SUPER  
LLA BARCELONA



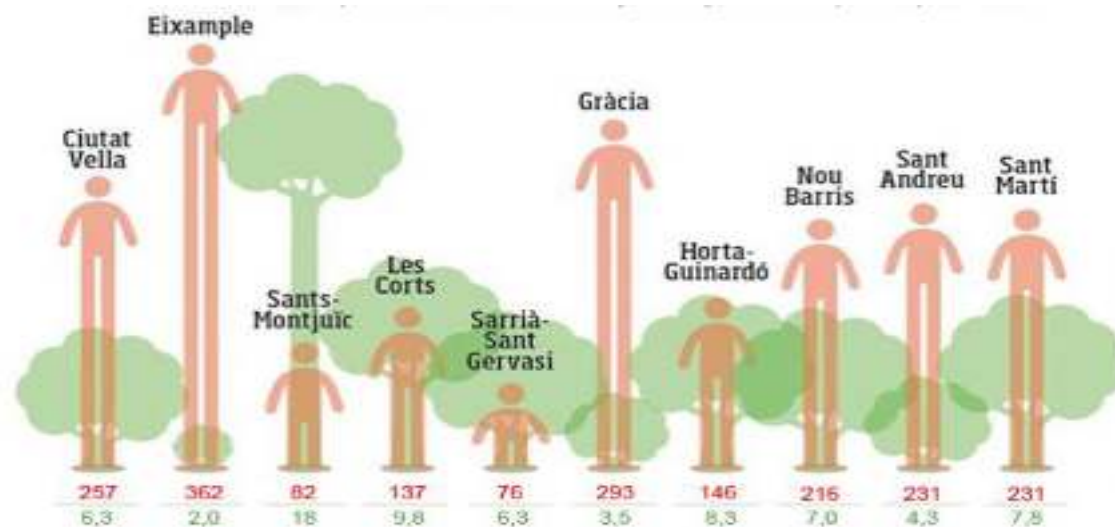
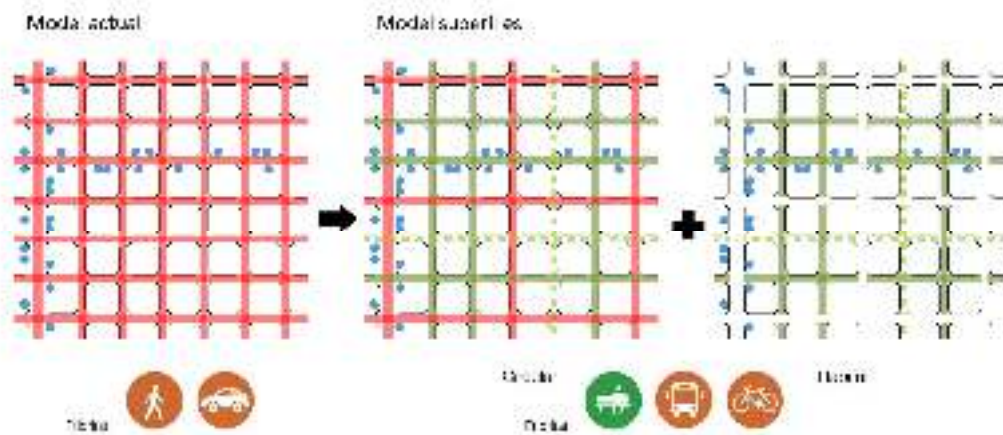




FLUXOS DE TRÁNSIT



CONCENTRACIÓ NO2 ( $\mu\text{g}/\text{m}^3$ )



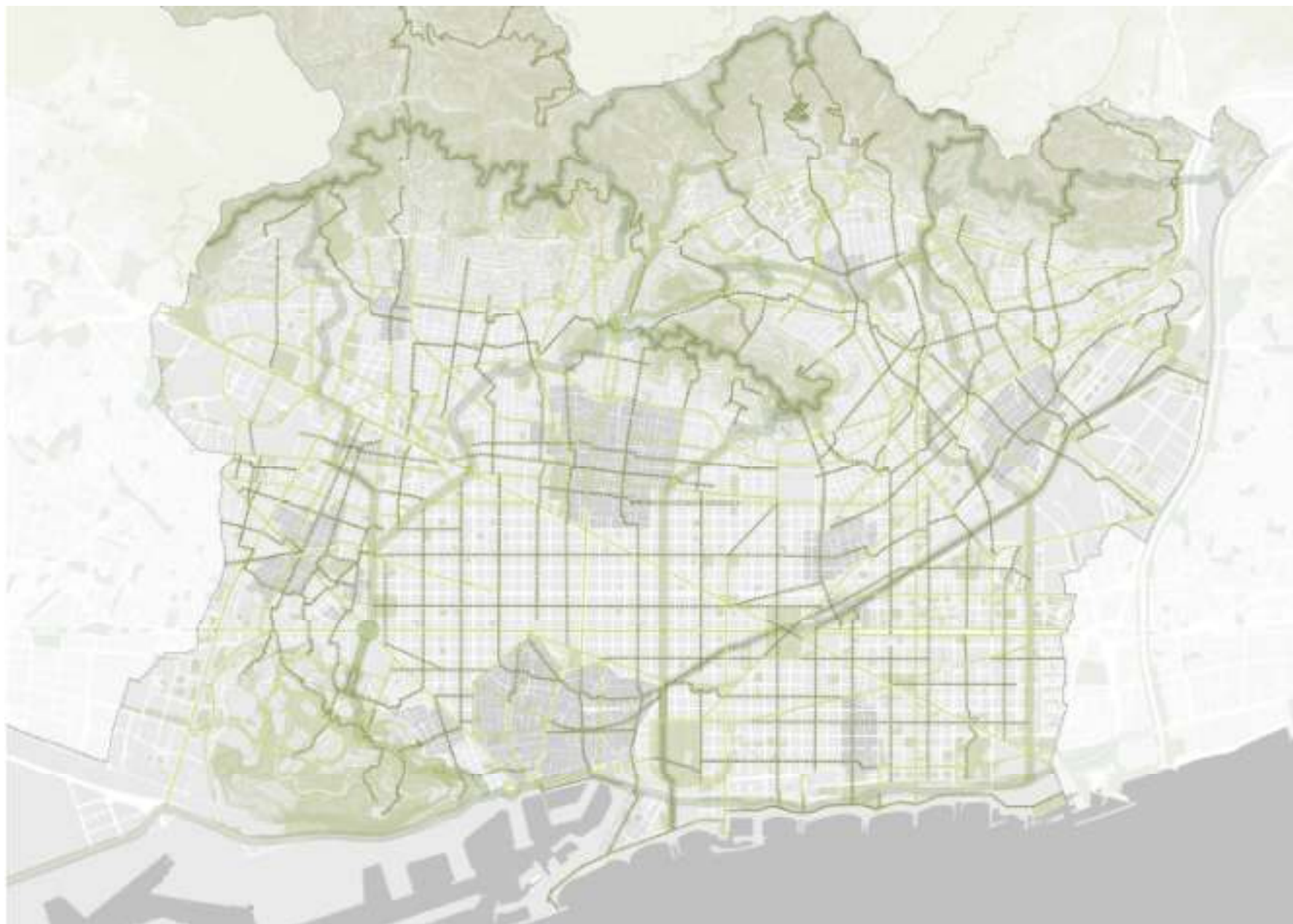
Fons: <https://ajuntament.barcelona.cat/estadistica>







- 21 **green axis** (33 km): one out of 3 streets
- 21 **squares** (3,9 ha).
- Increase in 33,4 ha of **pedestrian area**.
- 6,6 ha **urban green**
- **Green area in less than 200m** to all Barcelonians



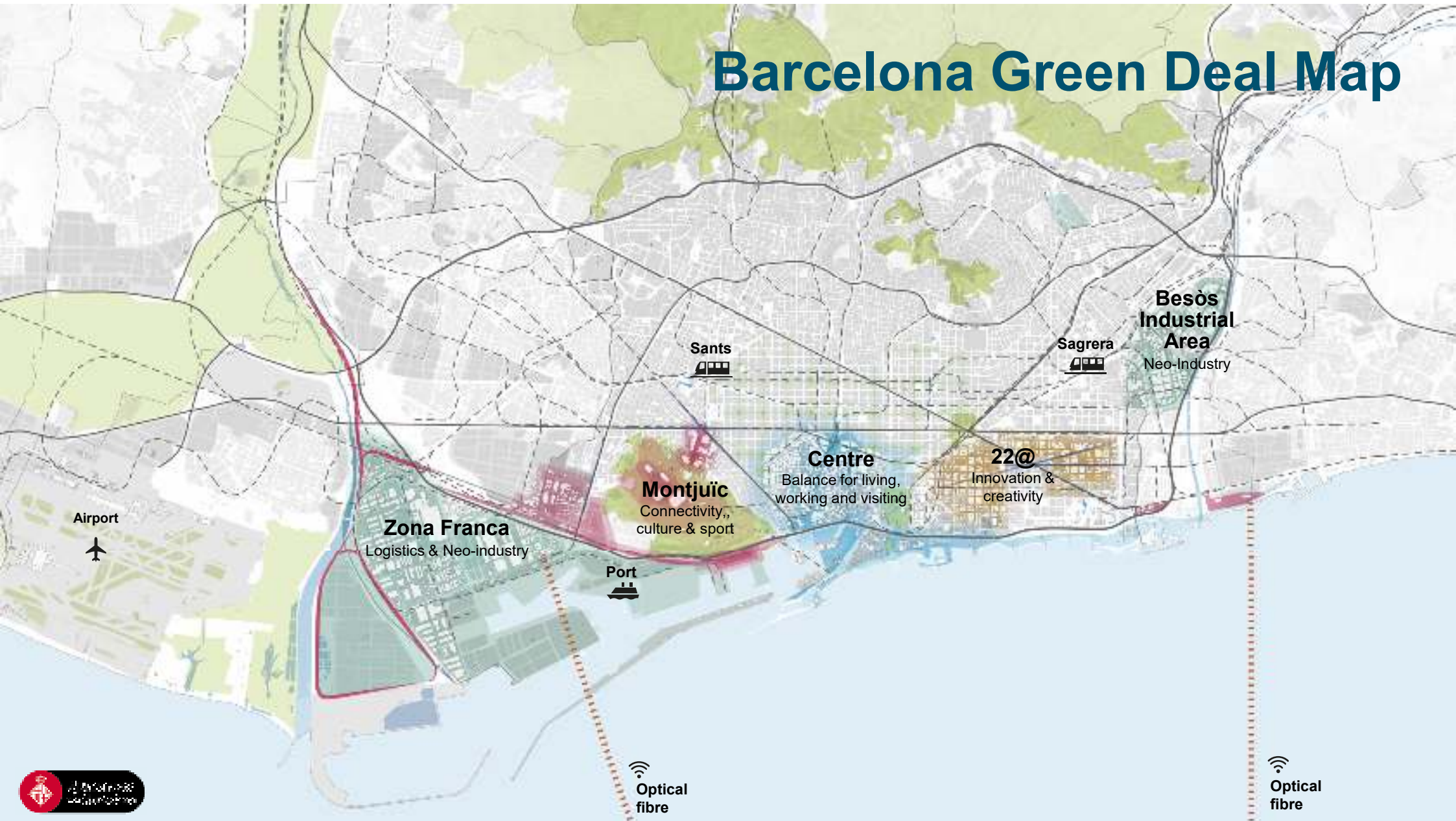
**183,6 km**  
New Green Axis  
on streets







# Barcelona Green Deal Map





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