

The City Branding of Barcelona



Barcelona



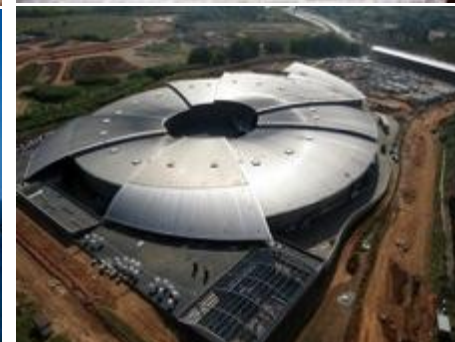
- 1.6 M, inhabitants
 - 4.8 M. metropolitan area
- 101.4 Km²
 - 4.58 Km of beaches
- Spain's second largest city in terms of population
- Capital of Catalonia
- One of the economic engines and the main export area in Spain (19,6 % of total exports from Spain) followed by Madrid (11,4 %) and Valencia 5,2 %).
- 2,000 years of history and cultural heritage



Is Barcelona a successful city and city brand?

- One of the cities with the greatest awareness, image and reputation on a worldwide scale (city brand rankings).
- One of the most popular tourist cities on a global level, with more than 7 million tourists per year (almost 7,5 million in 2012).
- Among the most preferred european cities to do business.
- A city where many students and talented professionals want to come to study, work and live.
- One of the best european cities in terms of quality of life.





Advanced, inspiring, cosmopolitan, open, modern, creative, innovative, vibrant, diverse, human

What's the story?

3 main periods in recent history of the city (metropolitan area)

- From 1987 to the 1992 Summer Olympic Games
- From 1992 to the present day
- The Future



The vision, leadership and courage of the municipal leaders



Pascual Maragall
Major of Barcelona (1982-1997)



1987 Announcement of Barcelona as the
elected city to host the 1992 Summer
Olympic Games



A profound transformation of the city



A profound transformation of the city

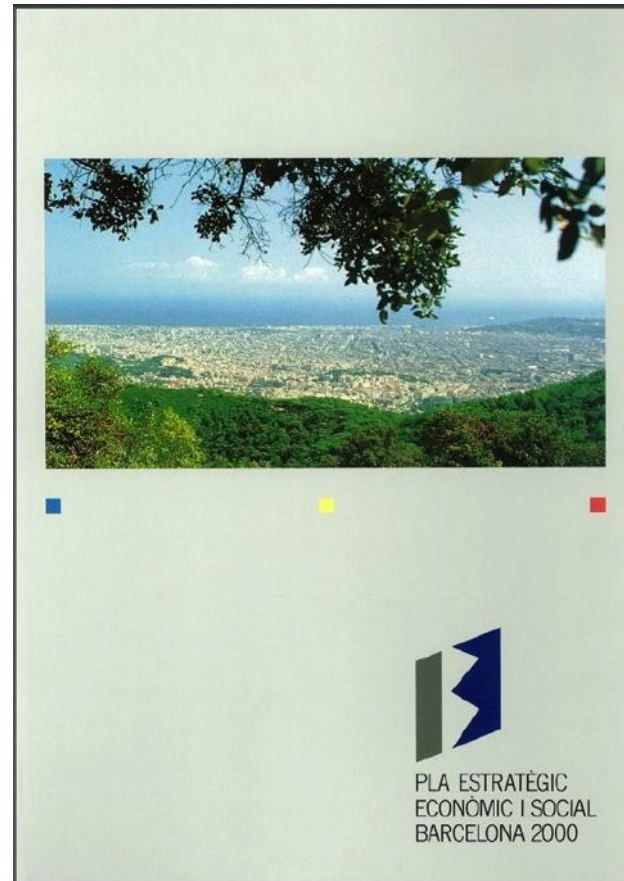
1986 - 1992: the opening of the waterfront



The key role of the 1992 Olympic Games



The involvement and participation of the civil society



The unique and differentiated Identity of the City ¹¹



Creativity, innovation and boldness



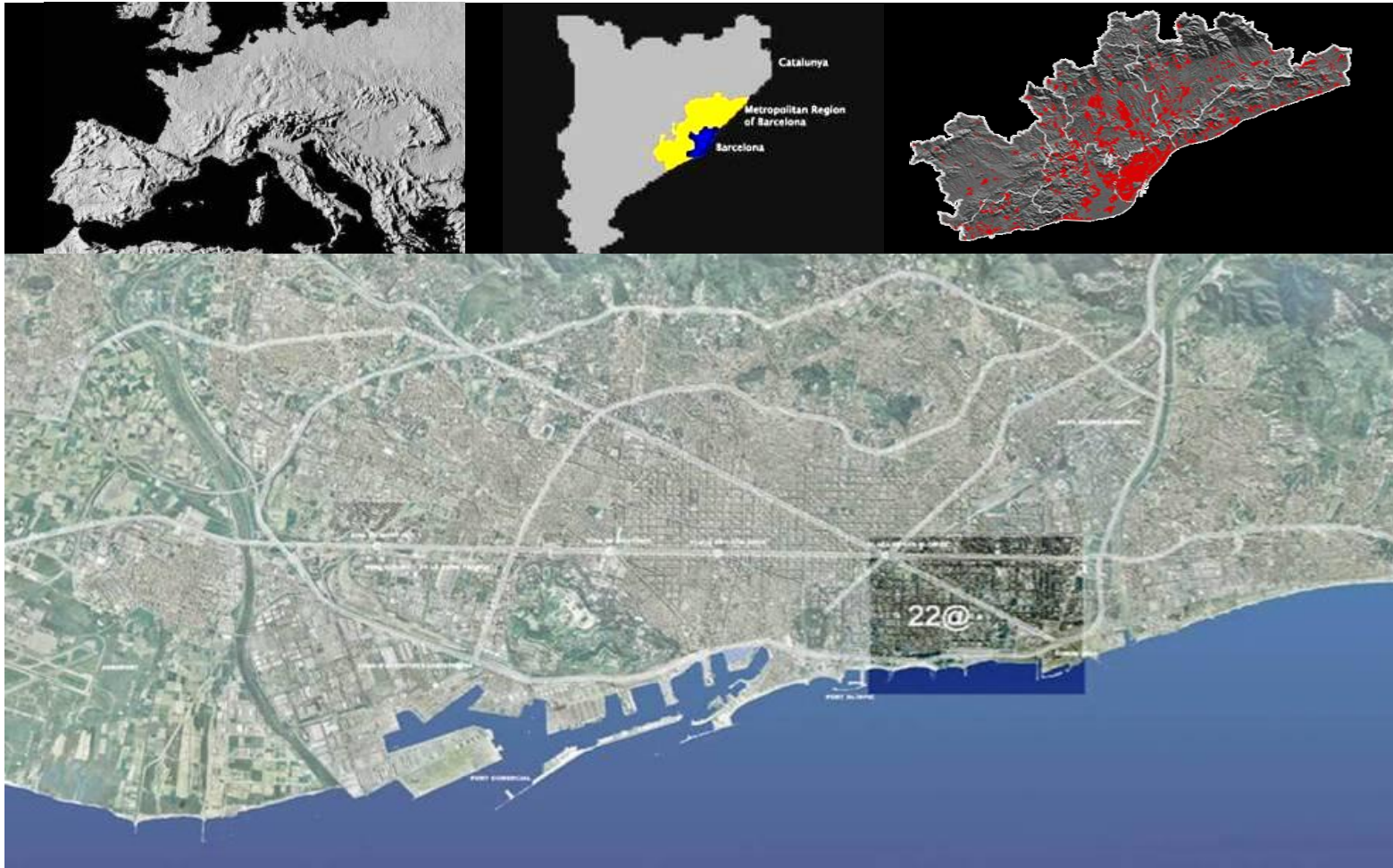
From 1992 to the present day

Continue with success redesigning and reinventing the city



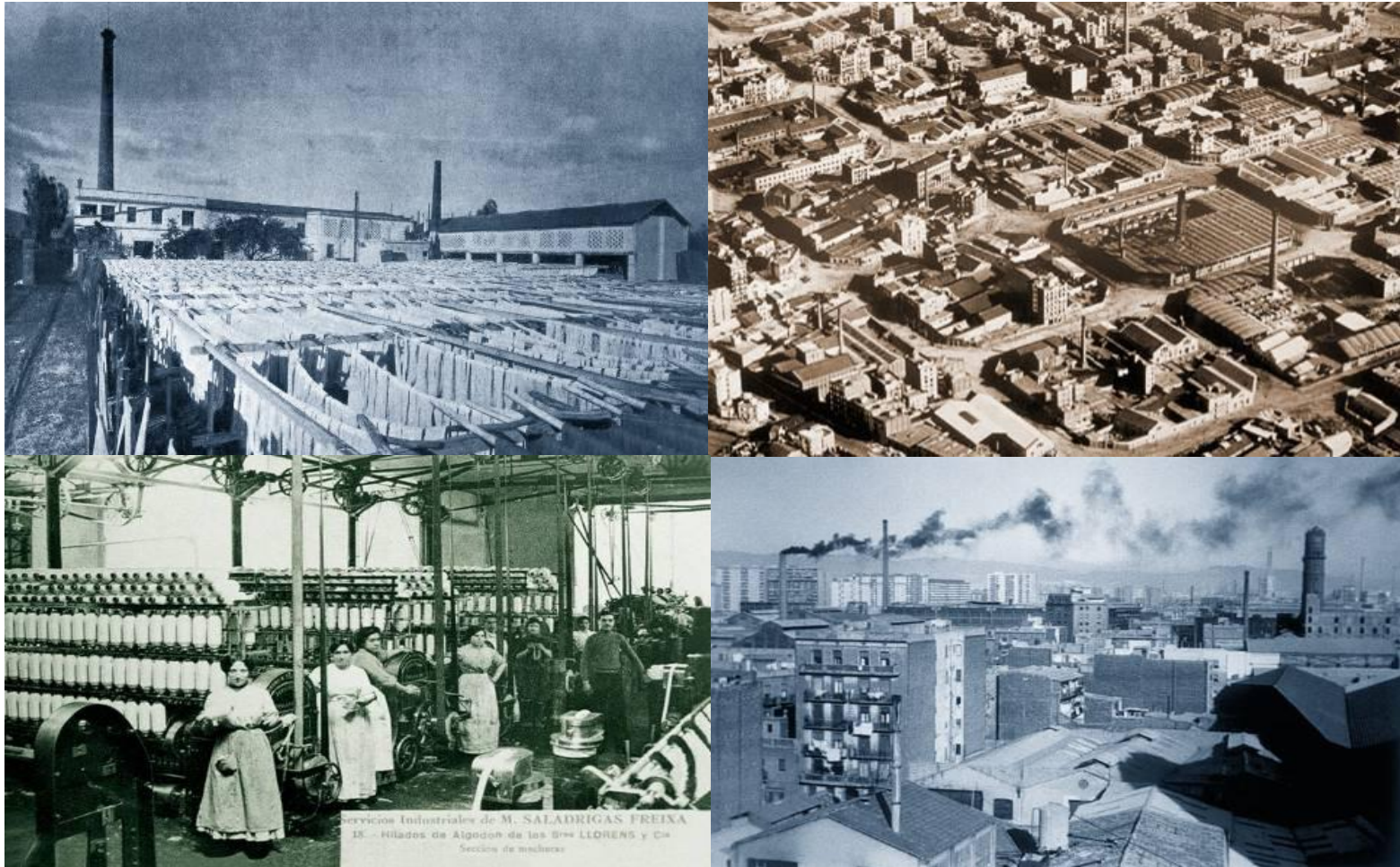
From 1992 to the present day

The 22@Barcelona, the innovation district (The Poble Nou area)



The 22@Barcelona, the innovation district

1860 - 1960: the “Catalan Manchester”



The 22@Barcelona, the innovation district

1960 - 1990: obsolescence and degradation



The 22@Barcelona, the innovation district

1998: the debate about the future of the industrial areas



The 22@Barcelona, the innovation district

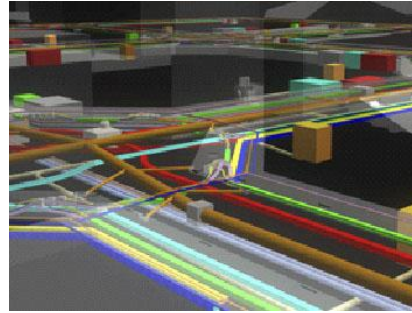
The 22@ Plan, a new model of compact city



@ activities



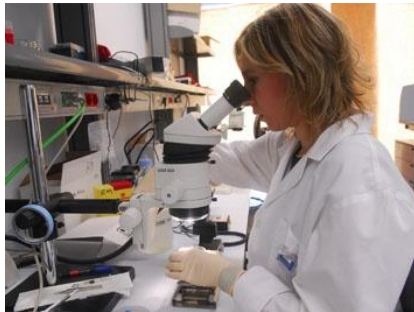
Public spaces



Advanced infrastructures



Industrial heritage



7@ facilities



Social housing



New mobility model



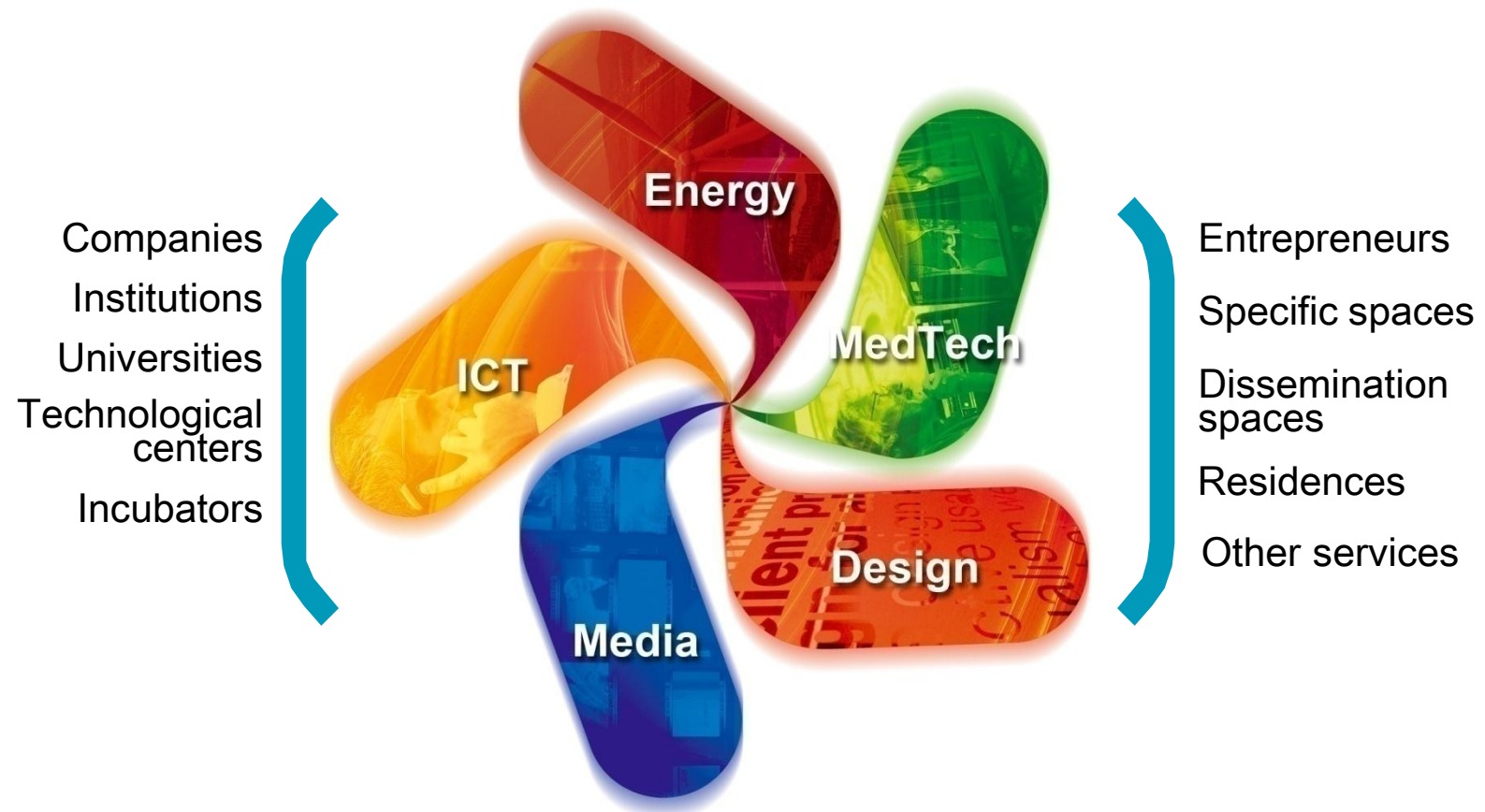
Revitalization public spaces



The 22@Barcelona, the innovation district

Economic innovation

22@Barcelona: Clusters & activities



The 22@Barcelona, the innovation district



The 22@Barcelona, the innovation district



The 22@Barcelona, the innovation district



The 22@Barcelona, the innovation district



The 22@Barcelona, the innovation district



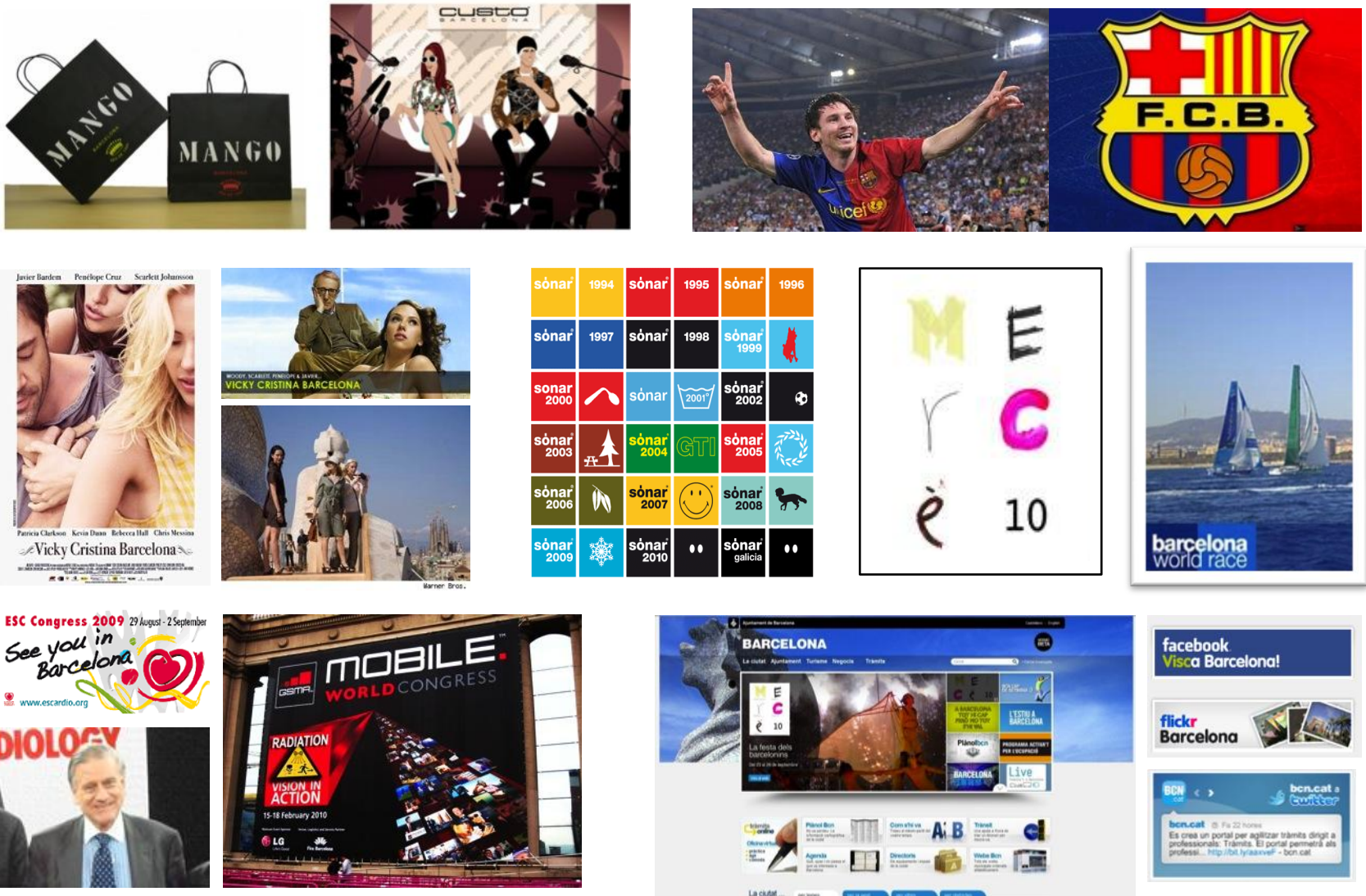
The 22@Barcelona, the innovation district



The 22@Barcelona, the innovation district



From 1992 to the present day



From 1992 to the present day

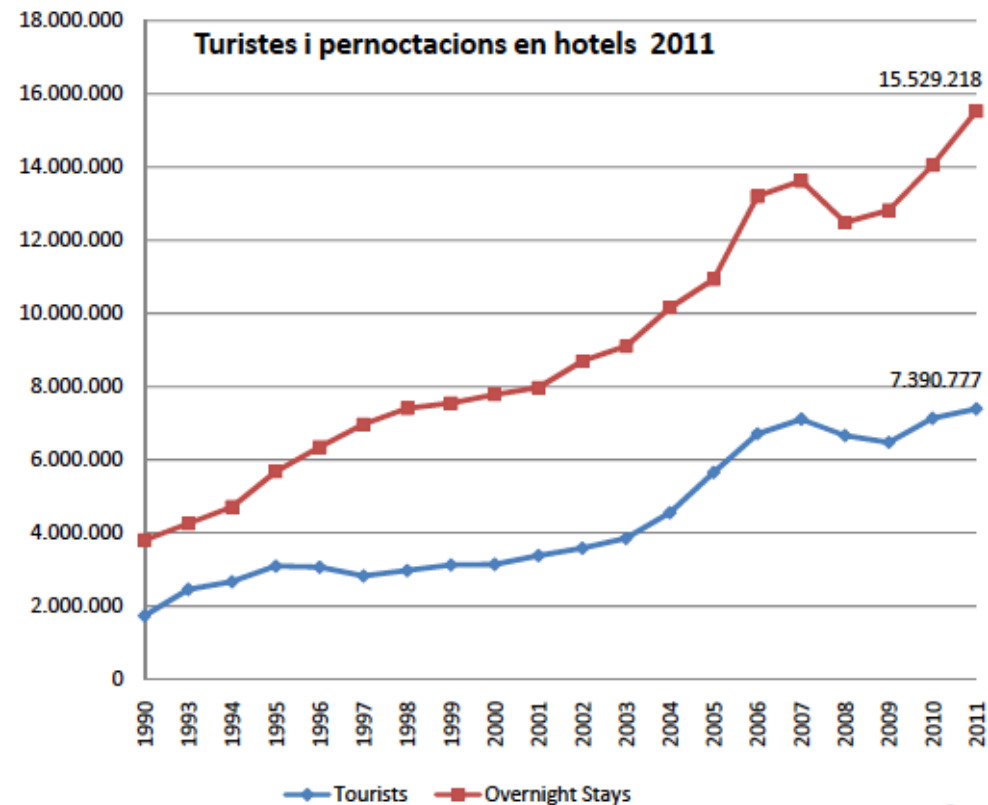


Impact of Tourism in City Economy



Turisme i ciutat | 24 d'abril de 2012

Creixement accelerat



Font: Turisme de Barcelona



Impact of Tourism in City Economy



Turisme i ciutat | 24 d'abril de 2012

Impacte econòmic

- 10% P.I.B.
- 20 milions euros diaris
- 100.000 llocs de treball

Estudi Impacte econòmic 2007-2009
AQR Universitat de Barcelona



Impact of Congress Tourism

42% of tourists that arrived in Barcelona in 2010 did so for professional reasons.

In 2012 the city hosted **2,138 professional meetings** with 616,833 delegates.

Overall estimated economic impact in 2010 of congress, meeting and convention tourism of **1,326 million Euros**.



Impact of International Events in City Economy

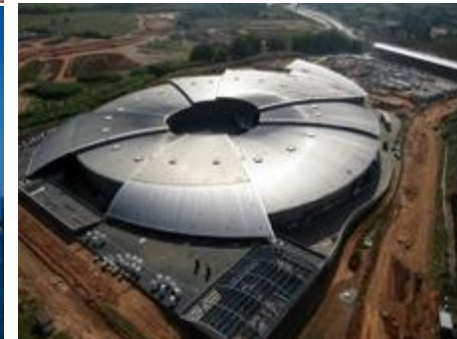


Impact of International Events in City Economy

Impact of GSMA Mobile World Congress 2013

- Barcelona will host the MWC from **2012 to 2018**.
- More than **72,000 visitors** (8% increase from 2012) from more than 200 countries (in 4 days).
- Contributed **more than 320 million Euros** to the local economy (2019 million more than 2012).
- A key pillar to the **Mobile World Capital** positioning of Barcelona.
- Brings **new opportunities for companies and individuals** in the city and region.
- An **excellent 'shop window' for the Barcelona City and Brand** (ex. more than 3,400 accredited journalists, 350,000 social media mentions over the 4 days of the event).





Advanced,inspiring, cosmopolitan, open, modern, creative, innovative, vibrant, diverse, human

What does the research say?



Research (2010/2011) showed that:

1. Barcelona **does not have a single image around the world**
2. Barcelona is **‘a tourist destination’**
3. Barcelona is **‘a good place to live’**
4. Barcelona is **‘a vibrant experience’**
5. Barcelona is a city associated to **‘creativity’**
6. Barcelona is ~~‘slightly’~~ associated to **‘a differentiated identity and culture’**
7. **Barcelona is not perceived espontaneously as a city to do business**
8. **Barcelona has an emerging potential to become an ‘innovation hub’**
9. Barcelona counts with an **education offer** with strong potential



New Economic Challenges

‘Consolidate the Barcelona Metropolitan Area as **one of Europe’s most attractive and influencing Regions for global innovative talent and a model for integration and social cohesion**’.



**Pla Estratègic
Metropolitana
de Barcelona**

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plaestrategic@pemb.cat
www.pemb.cat

Institucions membres de la Comissió Delegada del Consell General

Departament d'Economia i Finances de la Generalitat de Catalunya	Entitat Metropolitana del Transport
Ajuntament de Badalona	Aena
Ajuntament de Barcelona	Autoritat Portuària de Barcelona
Ajuntament de Cornellà de Llobregat	Cambra Oficial de Comerç, Indústria i Navegació de Barcelona
Ajuntament del Prat de Llobregat	Cercle d'Economia
Ajuntament de l'Hospitalet de Llobregat	Comissió Obrera Nacional de Catalunya
Ajuntament de Montcada i Reixac	Consorci de la Zona Franca de Barcelona
Ajuntament de Santa Coloma de Gramenet	Diputació de Barcelona
Ajuntament de Palau de Gubert	Fira de Barcelona
Ajuntament del Papiol	Foment del Treball Nacional
Consell Comarcal del Baix Llobregat	Mancomunitat de Municipis de l'Àrea Metropolitana de Barcelona
Consell Comarcal del Barcelonès	Unió General de Treballadors de Catalunya
Entitat Metropolitana del Medi Ambient	Universitat de Barcelona

Institució promotora:
 Ajuntament de Barcelona

**Pla Estratègic
Metropolitana
de Barcelona**



New sources of economic growth

Barcelona Creixement



New City Brand Management Organization

The Barcelona Growth Agency

A **public-private partnership** (PPP) that comprises the City Council and Fira de Barcelona as the General Council, and bodies such as the tourist agency - Turisme de Barcelona - the Chamber of Commerce and the Barcelona Global Association on its Board.

A new Agency created with the objective “**to position Barcelona as the ideal setting for economic and business growth**”.

The **Barcelona Growth Round Table** becomes the agency's Consultative Council.



New City Brand Management Organization

2 main objectives

1. **Boost the Barcelona brand**, so it will be put it at the service of businesses and act as the "driving force" to the city's economic positioning.
2. **Create an environment for business growth**



L'EINA: L'AGÈNCIA BARCELONA GROWTH. UN PARTENARIAT DE FUTUR COMPOSICIÓ, ÒRGANS DE GOVERN I CONSULTIUS

Partenariat públic-privat
Model de corresponsabilitat
Focus en les necessitats
Àmplia participació
Orientació a resultats

AJUNTAMENT DE BCN
FIRA BCN

TURISME DE BARCELONA
CAMBRA DE COMERÇ
BARCELONA GLOBAL
BCN INT. COUNCIL
BCD
ACCIÓ

CONSELL GENERAL

CONSELL
D'ADMINISTRACIÓ

DIRECCIÓ GENERAL

ADVISORY BOARD

L'estructura
del Barcelona
Creixement és
converteix en
Consell Consultiu de
l'agència

EMPRESES
CENTRES DE
RECERCA,
UNIVERSITATS,
ESCOLES DE
NEGOCI



BARCELONA GROWTH ENTRE TOTS

THE BIG OPPORTUNITY

The future is here
We have all the
neccesary assets

POSITION BARCELONA

As the best setting
for economic and
business growth

INTERNATIONAL VOCATION

The game field is
the world

THE BARCELONA BRAND, A VALUABLE ASSET

At the service of
the economic and
business activity

ELS PRINCIPALS RECURSOS DEL BARCELONA GROWTH



Mesura 19 BC

**SEU DE LA MOBILE
WORLD CAPITAL**

**DESENVOLUPAMENT
DEL HUB / LEGACY**



Mesura 4 BC

**OFICINA
D'ATENCIÓ A
L'EMPRESA**



Mesura 9

**DATA RESOURCE
CENTER
&
SHOWROOM**



Mesura 20 BC

FREE ZONE



Mesura 19 BC

**TALENT /
CIBERNÀRIUM**

MOBILE WORLD CAPITAL

La columna vertebral del posicionament econòmic
i empresarial de Barcelona



BARCELONA GROWTH

SEU DE LA BARCELONA MOBILE WORLD CAPITAL

Headquarters de la MW Capital
Oficines GSMA Barcelona

Mobile World HUB

Competence Centers
Equips multipartners de les àrees
Showroom B2B dels actius de la Capital
Espai incubació
Espai partners



Ajuntament de
Barcelona

New City Brand Management Organization

STRATEGIC SECTORS

1. Sports	9. Sustainability
2. Design and Creativity	10. Food and Gastronomy
3. Architecture and Urbanism	11. Logistics and Transportation
4. Medical and Biomedical	12. Education
5. Textile and fashion Industries	13. Tourism, convention and events
6. Cultural, creative and entertainment industries	14. Retail
7. Mobile Technology	15. Automotive
8. 'Smart Cities'	

Sports



**SEMPRE
OLÍMPICS**
20è aniversari 1992 2012





Ajuntament
de Barcelona

Pla Estratègic de l'Esport de Barcelona 2012-2022

20 de juny de 2012



BCN 2013 BCN JO13

BARCELONA 2013 15th FINA WORLD CHAMPIONSHIPS

15th FINA CAMPEONATOS
DEL MUNDO DE NATACIÓN

15^m FINA CAMPIONATS
DEL MÓN DE NATACIÓ

Del 19 de Julio al 4 de Agosto de 2013

HOME
PRENSA
BARCELONA 2013
SEDES
COMPETICIÓN
EL PLANETA AGUA
SPONSORS



**La sincro luce sus fabulosos
bañadores ante 3.000 personas
en la Picornell**

Julio 26, 2012

La selección española de natación
sincronizada protagonizó anoche un



[ver todas las noticias](#)



**Los expertos calculan que en
Londres se podrían batir 3 o 4
récoros mundiales**

Julio 25, 2012

Una de las pocas carreras en la que
se puede batir el récord mundial y en la

**Bienvenidos al planeta
Agua.**

[ver todas las noticias](#)
En el 2013 Barcelona será la sede de
los Campeonatos Mundiales de
Natación, la capital del Planeta Agua, y
deseamos que tú te conviertas en uno
de sus habitantes.

[Más información](#)



**Cuatro embajadores de
Barcelona 2013 y Gemma
Mengual coincidirán en Londres
2012**

Julio 24, 2012

Cuatro embajadores de Barcelona



**¿TE GUSTA PINTAR?
DALE COLOR A XOP**

[ver todas las noticias](#)











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GLOBAL X GAMES

THE BEST STAGE

BARCELONA

Close Video





GAMES

BARCELONA

HOST CITY 2013/14/15

**Congratulations! Together we have managed
to bring the X Games to Barcelona!**

**Felicitats! Entre tots hem aconseguit
que els X Games vinguin a Barcelona!**

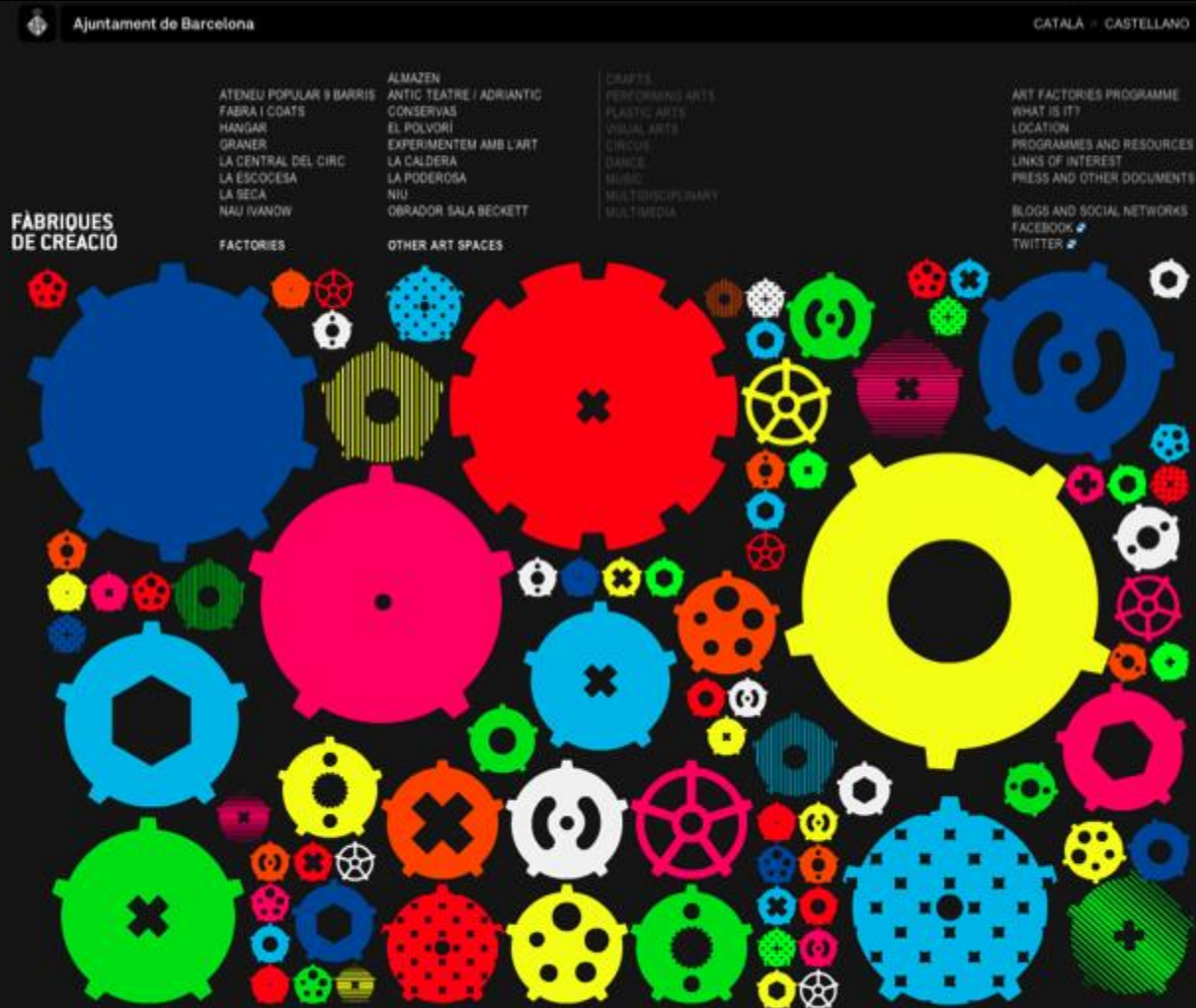
**Felicitades! Entre todos hemos conseguido
que los X Games vengan a Barcelona!**

Design and Creativity





The “Art Factories Program” (Fàbriques de Creació)



Urbanism and Architecture





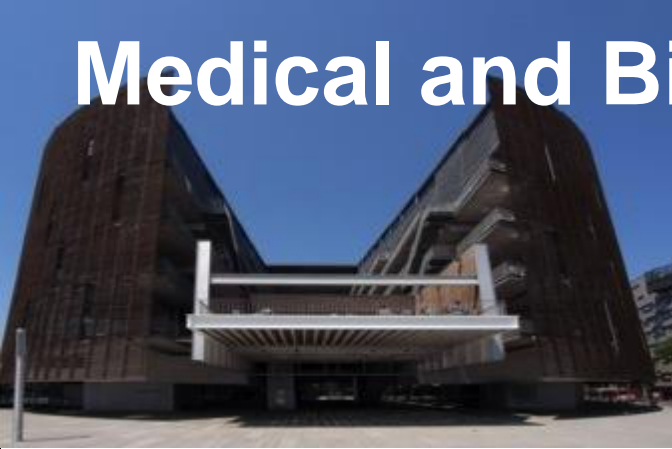








Medical and Biomedical sector



CLÍNICA
BARCELONA
Hospital Universitari







Cultural, Creative and Entertainment Industries





Mobile Technology (Barcelona Mobile World Capital)



Barcelona Smart City (smart cities)



Sustainability





Food and Gastronomy

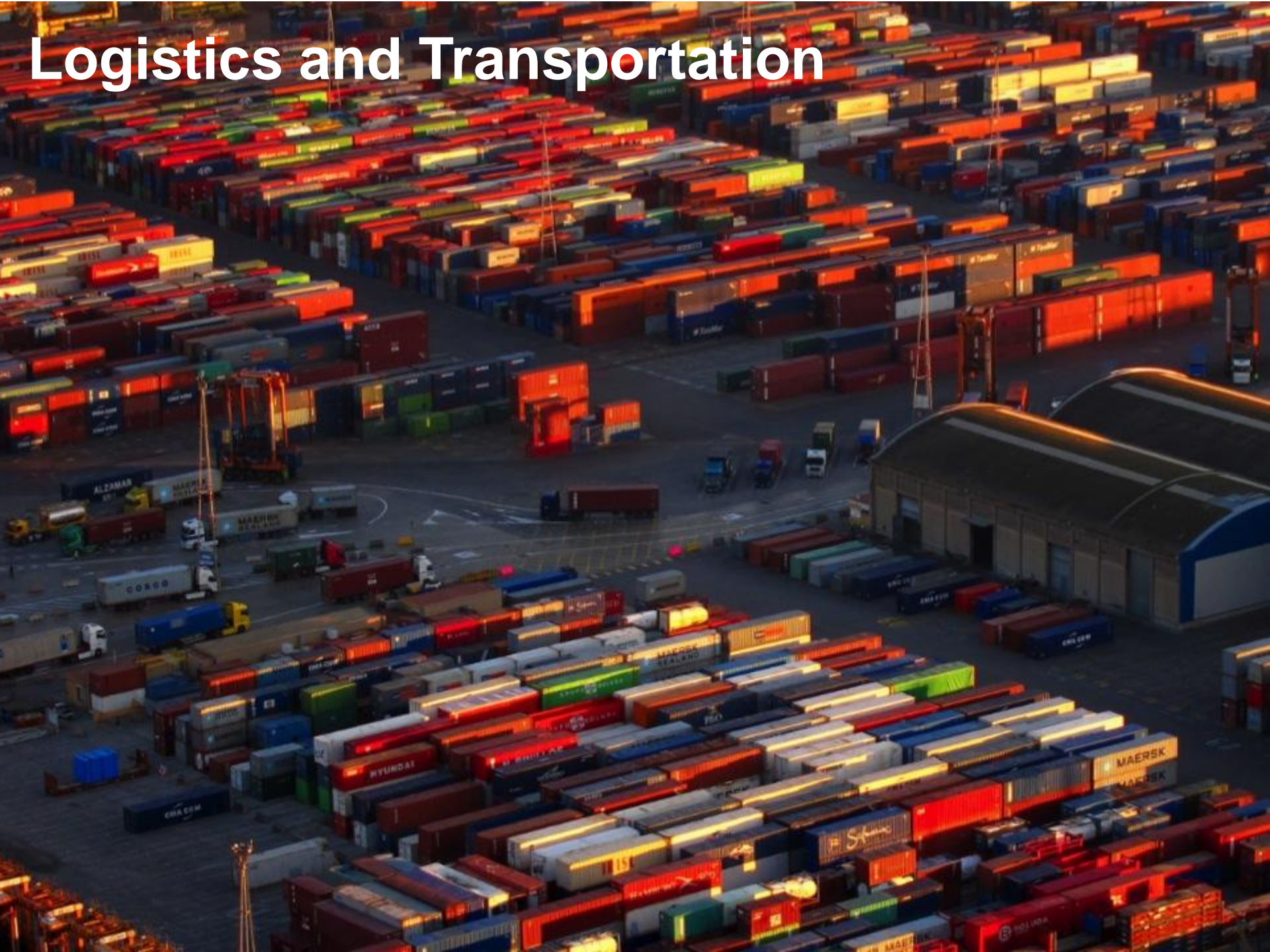


Alimentaria 2012

Salón Internacional de la Alimentación y Bebidas
International Food and Drinks Exhibition
26 - 29 Marzo/March - Barcelona • Fira de Barcelona - Gran Via



Logistics and Transportation



Barcelona Campus (Education)



Tourism, Convention and Events



Tourism, Convention and Events



Alimentaria 2012
Salón Internacional de la Alimentación y Bebidas
International Food and Drinks Exhibition
26 - 29 Marzo / March - Barcelona • Fira de Barcelona - Gran Via



New tourism challenges



Turisme i ciutat | 24 d'abril de 2012

Polítiques de turisme, antecedents



Pla Estratègic de Turisme
de la Ciutat de Barcelona

- **Model turístic de Barcelona: reptes**
 - ✓ Desconcentració territorial
 - ✓ Nova governança del turisme
 - ✓ Generació de complicitats
 - ✓ Lideratge i millora competitiva
- **Sistema de Turisme Responsable. Biosphere**



Retail / Shopping



Automotive
(electric mobility)



CityID Scan

San Antoni i Poble Sec

Barceloneta

Born i St Pere

Gaixample

Gòtic / Ciutat Vella

Gràcia

Milla Comercial

Poble Nou i 22@

Raval

Sants

Ups BCN - Sarrià

Nou Barris



El Born i St Pere

DANS LE NOIR ?

BARCELONA



DANS LE NOIR ?

u cocina a

Romain



SANT PERE MES ALT. 72



El Born i St Pere



AMPLE SALE
p to 70% discount

MY SECRET
NEIGHBOURHOOD

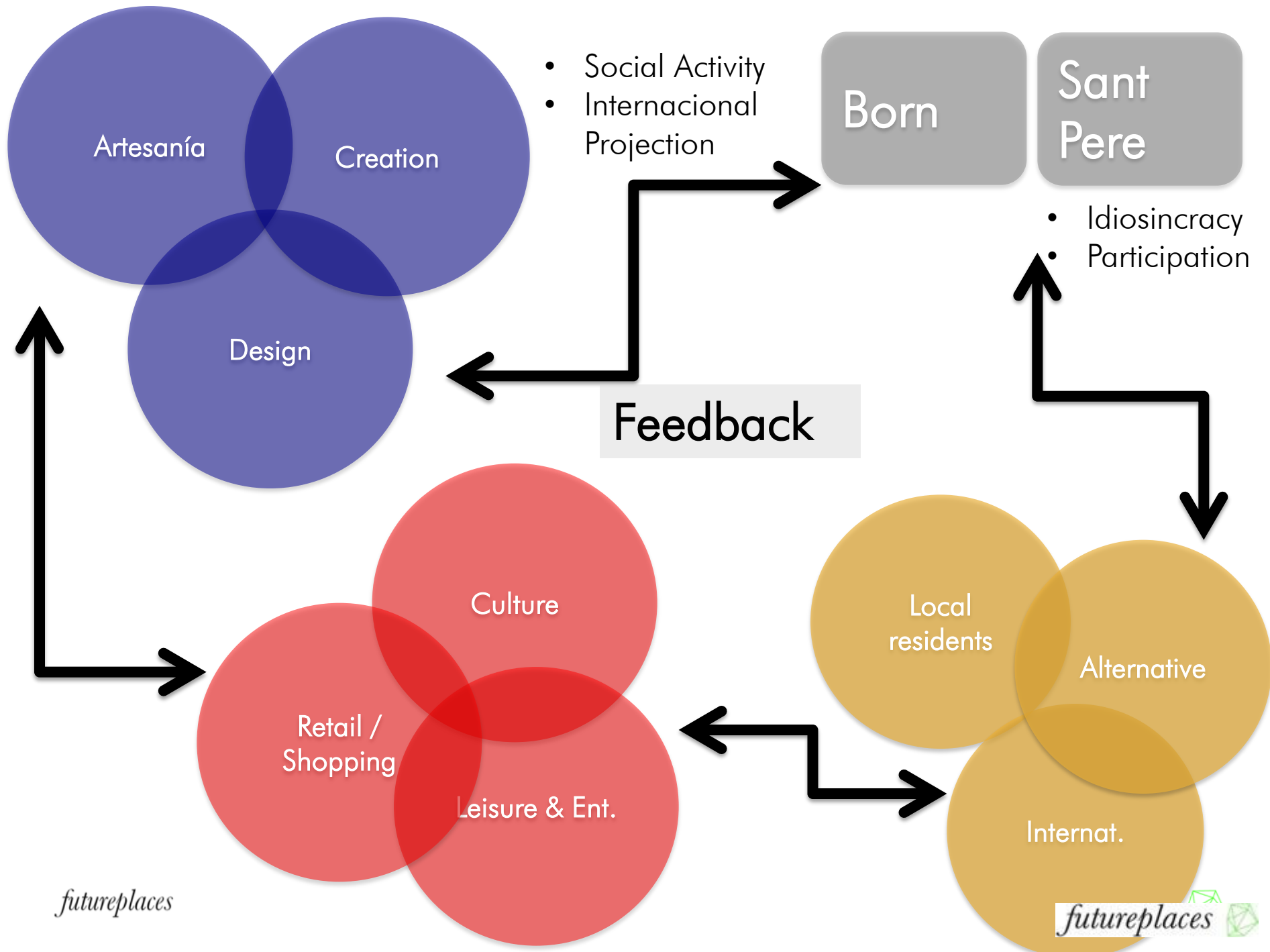


2, 3, 4 & 5th June
c/ del Corretger 5 (barne) // 11h - 21h //
(Sunday until 20h)

CARRER
DE
L' ARGENTER



NO AL CONTROL
AS TRANSNACIONALES
RE LA AGRICULTURA
ALIMENTACIÓN



Proud



Opportunities and recommendations for Russian Cities



Opportunities and recommendations for Russian Cities

1. **Opportunity for ‘differentiation’ for all cities and regions** (big, medium, small) based on your unique identity and strengths.
2. Understand who your **target markets and segments** are.
3. A clear **understanding** of where the city and the city brand (image) stands and how it was formed.
4. Understand the **‘city differentiated identity, its key attributes and values, and its main competitive advantages’**
5. Create **a shared vision** of the future (what city do we want to live in / how do we want to be perceived – brand) and set a **clear, unique, differentiated ‘value proposition’** you want to offer to your target audiences and markets.
6. **Shared leadership, commitment and involvement** to realise the brand (all city stakeholders).



Opportunities and recommendations for Russian Cities

7. Establish a **clear strategy and plan to realise the vision and the value proposition** ('on brand' actions that demonstrate the city's brand instead of just communications).
8. **Transform the place according to the vision** (ex. livable, safe, smart, open, connected, vibrant, attractive, cohesive, sustainable, ...).
9. Always a reason: **improve quality of life of the citizens.**
10. **Focus and coordination** (place and brand management)
11. **Creativity, will and determination**
12. **Build / change your image / reputation takes time.**
13. **Be consistent but flexible.**
14. **Monitor and evaluate.**



futureplaces

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Tel. 34 93 180 38 79
www.futureplaces.com



**Thank You
very much**



The Branding of Barcelona

The success story of Barcelona

The Barcelona Brand

- Identity
- Engagement
- Commercialization

Stakeholder Engagement

Opportunities for Russian Cities

Two keys

- Search for your (brand) identity
- Stakeholders Engagement



Impact of Exports

- Barcelona area was the main export area in Spain (19,6 % of total exports from Spain) followed by Madrid (11,4 %) and Valencia 5,2 %).
- Exports in 2011 were **42.036 million** Euros (10% increase over 2010).
- 58,3 % of exports were formed from medium – high technological content products and services.
- Chemical and pharmaceutical, industrial equipment and machinery, and automotive were the main export sectors.
- Main markets are the Europe and the EU (mainly France, Germany, Italy and Portugal) but emerging economies such as Chile, Brazil, China or Korea are increasing in importance.
- Imports were 56.576 million Euros, which show the high degree of openness and internationalization of Barcelona and Catalan economy.



Impact of International Events in City Economy

Impact of GSMA Mobile World Congress 2013

- Barcelona will host the MWC from **2012 to 2018**.
- MWC 2013 edition more than **72,000 visitors** (8% increase from 2012) from more than 200 countries (in 4 days), including executives from the world's largest and most influential mobile operators, software companies, equipment providers, internet companies and media and entertainment organizations (ex. Nokia, Telefónica, Vodafone, Samsung, ZTE, Huawei, LG, Intel, Sony, Ericsson, etc.) as well as government delegations from across the globe.
- Contributed **more than 320 million Euros** to the local economy (2019 million more than 2012).
- A key pillar to the **Mobile World Capital** positioning of Barcelona.
- Brings **new opportunities for companies and individuals** in the city and region.













LA MARCA BARCELONA

UN ACTIU DE VALOR AL SERVEI DE
L'ACTIVITAT ECONÒMICA I EMPRESARIAL

