

CITIES on the FRONTLINE

Coronavirus Speaker Series: Sharing Knowledge to Respond with Resilience



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#16: Digital and Green Recovery

Thursday, 25 June 2020

8.30 AM EST – 12.30PM GMT - 8.30 PM Singapore time

“The ‘Barcelona Deal’: towards an inclusive, digital and green transition”

Ms Laia Bonet Rull, Deputy Mayor of Barcelona for the 2030 Agenda, Digital Transition and International Relations

Mr Miquel Rodríguez Planas, Commissioner for the 2030 Agenda, Barcelona City Council

The COVID-19 crisis in Barcelona

1. Impact

- 15,218 cumulative cases, as of 23rd June
- 3,437 deaths
- Tourism: all international conferences cancelled or postponed, 65% decrease in airport's operations (flights)
- From January, 19,626 more unemployed citizens – 28.21%
- 300 MEUR decrease in municipal revenue

2. Re-defining the city government's priorities:

- Addressing the social emergency
- Reactivating our local economy
- Creating an urban model more resilient and adapted to the 'new normal'

The 'Barcelona Deal': a city-wide agreement for recovery

- An opportunity for course correction: tourism, sustainability, mobility, digitalisation.
- A city-wide, multi-stakeholder process
 - General 'Barcelona Deal' Group
 - Thematic working groups: economy, urban space, social rights, and culture, science, education and international.

Diversifying our local economy

- ‘City break’ – the ‘urban factor’ in tourism attraction, which results in a high economic dependency on tourism in Barcelona.
- Sustainable tourism for the ‘new normal’:
 - Internal tourism – culture, sports, wine tourism, gastronomic tourism.
 - Joint strategies with the region.
 - Tourism as driver for social and cultural development
- A more resilient economy that contributes to a sustainable city: towards a digital and green economy

Digital Transition

1. Addressing the digital divide
2. Promoting urban innovation
3. Boosting the digital economy
 - Urban innovation agency (BIT Habitat)
 - Municipal Fab labs and digital skills acquisition
 - Digital Economy
 - Digital infrastructure: digitalization of municipal services, big data, IoT, 5G, AI, Blockchain
 - Digital rights

Addressing the digital divide

- Access to internet and digital services as part of dignified living conditions and equal opportunities
- Enhancing available information on Barcelona's digital divide
- What we need to work on with other administrations:
 - Digital bonus
 - Availability of digital devices for students
 - Skills acquisition programmes
 - Women's access to STEAM

Digitalising local retail

- 500,000 euros for digital transformation of local retail and restaurants (66% increase from last year)
- Technical support for SMEs to produce their own Digitalization plan, for companies in the Barcelona metropolitan area and up to 10 employees.
- City-wide report on digital skills needed in local retail
- 52 online courses on digital tools for employees. Second wave of courses tailored to detected needs
- Online local marketplace (foreseen September)

Promoting local innovation

- Strengthening urban resilience and sustainability, and boosting the economic activity
- 500,000 EUR
- Technical and financial support to projects including results tracking and measurement methods
- Open innovation methodology

On the long term

On top of giving solutions to an immediate recovery from the Covid-19 situation, but as part of being better prepared for future pandemics, Barcelona has a vision on the long term:

To become a globally sustainable city

Globally sustainable:

- Environment
- Economic
- Social



How to become a globally sustainable city?

Through 3 pillars:

2030 Agenda



Green New Deal



Public-Private Partnerships



Implementing the 2030 Agenda

- **Localization** of the 2030 Agenda for Barcelona (77% of the targets)
- **Evaluating** the Barcelona's 2030 Agenda (Priorities)
- **Engaging** the City (Academic Advisory Board & 2030 Agenda boost table)
- **Implementing** Innovative solutions (2030 Innovation Challenges)
- **Supervising** the achievement of the 2030 Agenda (permanent evaluation)



Barcelona Green Deal

Barcelona has got a new economic plan for the next decade to regain the city's ambition and exploit its full potential, prioritizing the retention and training of talent, facilitating economic activity and attracting more and better investment. The goal is to create **103,000 quality jobs in the digital and green sector.**

Competitiveness

'Easy Barcelona' plan, which cuts red tape for businesses,
'Zero Tax' plan, which does away with the tax for starting an economic activity during the first year

Equity

'Barcelona agreement on quality employment' to improve labor insertion and employability with trade unions and socio-economic stakeholders

Sustainability

'Barcelona, Get Sustainable' to improve the energy efficiency of housing and facilities and generate jobs



Barcelona, Get Sustainable Fund

- **Goal:** To boost the production of local renewable energy & to improve the refurbishment of buildings to reduce energy consumption.
- **How:** a Public-Private fund, where the Public amount will be of **50 M€**.
- **Private investors** will bring more than 50 M€.
- The **fund will contract companies** who will invest in Photovoltaic Panels & in retrofitting buildings.
- The **energy savings** will payback the investment without need of investment by the owners (tertiary and residential owners)

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