10 years of 22@: the innovation district
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Executive summary

10 years of 22@

From the year 2000 through 31 December 2010

- Regeneration of approximately 65% of the industrial area in Poblenou.
- 117 plans approved, 78 of which (66.7%) have been promoted by the private sector.
- As a whole, the approved plans deal with 2,830,596 m² of floor space, 136,837 m² of land for facilities, 119,720 m² of land for open spaces and nearly 3,000 subsidized housing units.
- Eight public green zones with a total of 21,898 m² and 6,724 m² more under construction and 25,490 in the project stage.
- Construction of 82,137 m² of aboveground floor space for facilities (examples: Cal’Aranyó / Pompeu Fabra University, Mediacomplex building, Can Jaumandreu, CEIP Llacuna)
- Planning for 70% of the foreseen subsidized housing. 892 housing units built and 521 under construction for a total of 1,413 and 107 more that already have the necessary licenses.
- These 1,520 housing units, plus 521 more with approved management plans, account for 51% of the 4,000 planned under the General Metropolitan Plan.
- Licenses for a total of 1,323,000 m² of floor space, of which 908,000 m² are above ground and 415,000 m² under ground. Of this floor space, 70% will be used for economic activities, 18% for housing and 12 for facilities.
- 5,063 lineal meters of new collectors, 50 conduct built and 3 in the execution stage.
- 12,700 lineal meters of repaved streets, of the total 37 kilometers.
- 10 universities with more than 25,000 students.
- 12 R&D and technology transfer centers.
- 1,502 companies established between 2000 and 2010, not taking into account companies from the retail, hotel, construction, real estate, travel agency and banking sectors.
- 74.2% of the 1,500 companies (1,114) are devoted to activities that are considered @.
Economic Promotion

- 44,600 workers in these 1,502 companies, of which 32,300 carry out activities.
- A total turnover of approximately 6,000 million euros for companies that carry out their business activity in the geographic area of 22@Barcelona.
- 1 in 2 companies (54%) are members or connected to the five clusters in the 22@Barcelona district (ICT, Media, Medical Technology, Energy and Design). On average, 72.5% of all workers at companies are university graduates.
- One in two companies in 22@Barcelona have more than 50% university graduates on staff.
- The MEDIA-TIC building will go into service in 2010, with the aim of becoming a hub for networking and raising awareness in 22@.
- New lines of work like the Higher Education Cluster and the Multilingualism Cluster, linked to the House of Languages.
- The design cluster, led jointly by the Barcelona Design Center (BCD), was recognized by the Ministry of Industry (MITYC) as an AEI (Innovative Business Group) in 2009.
- 22@Barcelona is a Benchmark for both the International Association of Science and Technology Parks (IASP) and The Competitiveness Institute (TCI).
- In the first trimester of 2010, 22@Barcelona guided 90 companies in their move to the district. These companies have occupied a total of 29,423 m2 and have created 16,000 m2 of new business installations.
- In 2010, new companies will move to the district, including National Geographic, Aenor, Marcus Evans, Quantum Solutions, Bassat Ogilvy, CMT and Telefónica.
- Of the companies located in 22@, 53% believe that the general economic panorama will improve over the next year, while 67% believe that their company’s situation will improve in the coming year.
Economic Promotion

02

Introduction

The 22@Barcelona project began as a unique opportunity to recover the productive vocation of the Poblenou neighborhood and to create an important hub of science, technology and culture, making Barcelona one of the main innovation and knowledge-economy platforms in the world.

With this aim, Barcelona is transforming the industrial neighborhood of Poblenou, which was the main driving force behind its economy for more than one hundred years, into a model knowledge space that promotes collaboration and synergies among University, Administration and Enterprise in order to foster the development of a culture of talent and knowledge.

The Poblenou neighborhood is located in the Sant Martí district, which is at the heart of both Barcelona’s past and its future. This combination is clearly seen in the transformation of the old industrial Poblenou into the new 22@ technology district. This project mixes economic activities (companies and offices) with training (university campuses) and residential areas (re-urbanizing streets and building housing). An initiative that has been christened a compact city and aims to be a benchmark for the Barcelona of the future. Thus, the 22@Barcelona district is committed to a high quality, compact, mixed and sustainable urban model, making the resulting city more balanced, more hybrid, more eco-efficient, economically stronger and more cohesive.

Other projects that have and will change the appearance of the district are the extension of Diagonal Avenue to the Forum zone, the restructuring of Glòries square, the semi-covering of Gran Via and urbanization of the coast, the from the Olympic Village to the Besòs River.

The project applies a city model that is compact and diverse, that instead of employing a model of territorial specialization for –industrial– use is based on mixed use to favor social cohesion and foster more balanced and sustainable urban and economic development. Thus, productive activities co-exist with research, life-long learning and technology transfer centers, housing and retail establishments in a high quality environment, balancing high density with open spaces and facilities.

Through urban planning, the 22@ Barcelona project offers an incentive system to favor the presence of companies that carry out designated activities, which are those that use talent as their main productive resource. These activities have in common their urban nature, their intensive use of space and information and communication technology, and their high percentage of qualified workers.

From the beginning of the project in 2000 through 2005, the 22@Barcelona municipal company carried out an urban regeneration project that created a diverse and balanced environment where the most innovative companies co-exist with research, training and technology transfer centers, as well as with retail establishments, housing and green zones. This favors both social and business dynamism.

After the first stage of urban regeneration, 22@Barcelona began a new phase of intense economic and cultural regeneration: nearly forty projects are being carried out to create areas of European excellence in a number of sectors in which Barcelona can be an international leader, like the audiovisual sector, information and communication technology (ICT), medical technology, energy and design. To do this, the project concentrates companies, public bodies and benchmark science and technology centers from these strategic areas of knowledge in what are commonly known as clusters.
Clusters are one of the most competitive development options and consist mainly in bringing together interested stakeholders (universities, technology and research centers, enterprise, administration, and private and public financial resources) to work together to find synergies in a specific economic sector. 22@Barcelona gives clusters the opportunity to grow in their natural habitat, the city. This way, 22@Barcelona drives the urban modernization and social progress of the district and the city as a whole.

These areas of excellence allow for the creation of a dynamic innovation model based on the "triple helix" concept, which fosters the co-existence of Administration, University and Enterprise so that the synergies generated among these strategic stakeholders can increase the competitiveness of the productive system, collaborating to create, grow and consolidate quality jobs.

22@Barcelona actively participates in economic promotion of the innovation district and in the international projection of its business, science and teaching activities, leading a variety of projects and providing a number of support services for companies.

03  History

The historical center of Poblenou is in the old Taulat neighborhood (which means "small piece of farmland") and occupies the section of the current district closest to the sea and the historical municipality of Sant Martí de Provençals. For centuries this was swampland, with lagoons surrounded by reeds. This landscape is still evoked by the street names Llacuna (lagoon) and Joncar (reed bed).

The abundance of water, open spaces and low prices led the first bleaching meadows to be established in the area in the 18th century. After that came the steam engines, which were later replaced by electric power, and a variety of industries including oils, wines, textiles, metal, gas, machinery, mosaics, graphic arts, paints, plastics, food, etc. At the end of the 19th century, Poblenou was the area with the highest concentration of industrial activity in the country, for which it was known as the "Manchester of Catalonia".

The first urban nucleus was built around Prim Square and the second, known as the la Plata neighborhood, in the Wad-Ras zone (currently Ramon Turró). Throughout the 20th century, Poblenou became an industrial, working-class residential neighborhood, seeing an important influx of people and the creation of significant shantytowns like Somorrostro, Pequín and Transcementiri. Some of these didn’t disappear until well into the second half of the 20th century.

An intense de-industrialization process began in the 1960s, along with the consequent freeing up of large swaths of land often occupied by new transport companies, workshops and warehouses. With the 1992 Olympic games, a large-scale transformation of the neighborhood began, which the 22@ project breathed new life into, developing on either side of the traditional center of Poblenou.

22 ARROBA BCN, S.A. was created on 10 November 2000, after its constitution and bylaws had been approved in a plenary session of the Municipal City Council (hereinafter City Council) on 21 July 2000. The purpose of this company is to develop and execute all types of urban-planning projects in the industrial and productive areas of the city of Barcelona with urban designation of 22@ or related. This includes planning as well as management, projection and execution; the planning, promotion, design, construction and management of infrastructures, urban services, facilities and public spaces; and national and international promotion of the industrial and productive areas involved, as well as driving business creation and activities linked to information and communication technology.
In order to meet its social goals, 22@ Barcelona can carry out the following activities:

- Draft urban-planning, building and civil works projects on its own or through subcontracting, adjudicate corresponding works, direct and supervise their execution and receive them.
- Draw up planning and urban-management instruments.
- Execute urban planning approved by the City Council through any of the legally established systems and sign collective urban-planning agreements, being the beneficiary of the urban-planning fees that come to be approved.
- Acquire, transmit, establish, modify and revoke all types of real and personal rights to personal and real estate as authorized by current legislation.
- Act as the beneficiary in expropriations.
- Sign agreements with competent bodies that may collaborate, given their competence, in optimizing management.
- Sell, if necessary beforehand, land resulting from the urban redistribution.
- Manage services implanted until they are formally taken over by the corresponding entity.
- Manage adjudication processes for facilities and equipment under the concession regime.
- Receive aid and subsidies and access capital markets through loan or other operations to obtain resources.
- Intervene, participate in, organize, carry out and manage any mercantile activities related to its social aims, from a financial, real estate, mortgage or register perspective on its own behalf or that of others.
- Promote all types of actions destined to raise awareness of the opportunities in the industrial areas of the city of Barcelona and attract and drive the establishment of companies and economic activities.

By Mayoral Decree dated 19 March 2001, the Barcelona City Council entrusted the 22@ Barcelona company with carrying out actions in the area established in the Modification of the General Metropolitan Plan to regenerate the industrial areas of Poblenou, the 22@Barcelona district.

Furthermore, the plenary session of the City Council on 22 March 2002 entrusted 22@ Barcelona with the management and administration of all land and urban exploitation in the 22@ area.
Objectives and actions

The Modification of the General Metropolitan Plan to regenerate the industrial areas of Poblenou, also known as the 22@ Plan, was approved on 27 July 2000. The 22@Barcelona Plan allows for the reinterpretation in current terms of the functioning of the former industrial fabric of Poblenou and the creation of the appropriate conditions and incentives to favor urban regeneration of the area and the establishment of qualified jobs and knowledge-intensive productive activities.

The 22@Barcelona Plan modifies regulatory characteristics in the 22@ industrial zone of Poblenou through a new urbanistic key, 22@, which regulates the use and building density of the new sub-zone, defines a new category of facilities—the 7@ facilities, creates new standards for the total regeneration of the area, establishes the rights and duties of land owners and determines the ways and mechanisms of derived planning to carry out the transformation. The Poblenou Special Infrastructure Plan (PEI), which establishes the specifics of the 22@Barcelona Plan for infrastructure and service networks, was approved on 27 October 2000. On 24 November 2006, the “Modification of the Special Plan to Protect Architectural Heritage in the Sant Martí District – Industrial Heritage of Poblenou” was approved, which applies the redistribution criteria to pre-existing elements in the area. The Special Protection Plan adds 68 new elements and industrial buildings to the 46 that were already protected, making it even clearer that the Poblenou example has its own urban shape, apart from the central example.

The process to transform the industrial areas of Poblenou has been laid out in a series of actions that have been started up over the ten years of the project. These actions, in the middle term, guarantee substantial changes to improve the physical environment, the presence and type of companies and institutions in the area and, as a result, the type of relationships established among the people who co-exist there.

04.1 URBAN PLANNING

Planning

In order to allow the functional programs to better fit the urban environment and to avoid traumatic incidents in current use and functioning, the 22@ Modification of the General Metropolitan Plan does not specify the details of the redistribution but refers to derived planning to specify the redistribution of each area of the transformation.

The Modification establishes, initially, six areas to be developed through public initiative. 22@Barcelona drafted this planning in close collaboration with the Urban Planning department of the Barcelona City Council. The aim is for these six areas to become new urban structure elements and to drive the transformation of the neighborhood, making it possible to implant activities that can play a strategic role in creating new dynamics in the area. The six areas –Llull Pujades East, Perú-Pere IV, Audiovisual Campus, Central Park, Llacuna Axis and Llull Pujades West– have a total surface area of 925,482 m² and account for 47% of the total area to be transformed.
The 22@ Modification of the General Metropolitan Plan likewise establishes that the other areas of planning not included in these six areas may be developed through private or public planning. It foresees different types of plans: plans for blocks, plots —less than 2,000 m², consolidated industrial buildings, buildings of particular interest and façades. The main aim of 22@Barcelona, in this type of actions, is to ensure that the proposed and approved redistributions meet the objectives laid out in the 22@ Plan.

Thus, 22@Barcelona drives transformation of priority areas, guides and assists private initiatives and teams during the drafting process, signs pertinent urban-planning agreements, processes the resulting instruments and drives those strategic areas where public/private collaboration is essential to carrying out the transformation.

The Modification has the following objectives:

a. Preserve the general character of Poblenou as a neighborhood of urban streets (old streets, alleys and example streets).

b. Identify and protect buildings and complexes most significant to the architectural and urban history of the designated area.

The previous 12 cataloged elements went up to a total of 65 elements with some sort of heritage protection and 492 buildings with urban protection; if we add to this the buildings whose formal façade criteria must be preserved, 78% of all street-facing façades have some sort of protection or control mechanism to guarantee either their preservation or their integration with the surrounding façades in old Poblenou.

c. Favor rehabilitation above replacement.

Urban and heritage management

In executing the planning, 22@Barcelona drives, drafts, processes, monitors and manages the urban-management instruments foreseen in the area of action laid out by the planning. In the first years of the 22@ project, a good part of the plans approved were carried out and managed through public initiative, most of which were approved and have either been executed or are in advanced stages of execution. Over the past years the number of developments carried out through private initiative has increased, with planning and management proposals that have been processed and are in the execution stage.

In any case, the drive for executing urban planning has the immediate and necessary consequence of materializing transformation in physical, legal, economic and social orders, generating and imposing expectations, benefits and burdens, rights and obligations. The most specific task of urban management is the need to comply with a number of urban obligations, burdens and duties: collecting fees, compensating those affected, moving activities, relocating residents, demolishing buildings, cleaning land, compulsory and free cession of equipment, free, public-use spaces and subsidized housing, paying the costs of urbanization and providing infrastructure, among others.
Infrastructure

Additionally, the Modification of the General Metropolitan Plan foresees the establishment of new infrastructures in the area that fit the current urban, social, economic and environmental requirements, as well as meeting sustainability criteria and providing service as to the competence regime. A new urban-planning standard is established that is well above the classic model and specifies, through the Poblenou Special Infrastructure Plan, the basic elements and main characteristics that the different infrastructure and service networks must meet.

The Special Infrastructure Plan foresees new urbanization of the area (37 km of streets), determines the urbanization burden and needs of each service and provides an integral solution that takes into account the new role of public spaces and private community spaces as support for infrastructures.

In order to guarantee availability of these new services, both on transformed blocks and in pre-existing buildings and consolidated façades, the Special Infrastructure Plan (PEI) establishes the basic criteria of getting ahead of the building development foreseen in the planning. With these premises, the execution program distinguishes two types of actions that have different technical, operational and temporal characteristics: structural actions, which account for 30% of the total and are executed with their own timing, independent of the urban development, at greater speed in line with the current activity in Poblenou, and subordinate actions, whose pace is tied more to the maturation process of the real estate sector.
Promoting clusters and structuring Public/Private Platforms

In 2004, with the aim of fostering and encouraging physical transformation (urban-planning and infrastructure) of the 22@Barcelona district, policies were put in place to promote economic activity focusing on emerging sectors in which Catalonia has the potential to compete on an international level: the Media, Information and Communication Technology (ICT), Medical Technology and Energy sectors. In 2008 a new line of action opened up in a fifth strategic sector, which is important to the country’s economic development, and in particular that of Barcelona: the design sector.

These areas of excellence, also known as clusters, aim to improve companies’ ability to innovate by creating productive environments that bring together companies, institutions, public agencies, universities and R&D&i centers that are benchmarks in each sector. These clusters foster entrepreneurial culture, provide value-added services, tools and infrastructures for competitive development and growth of companies and promote relations with the most cutting-edge business and R&D&i projects in the world.

Each of the 22@ clusters are at a different stage of development, depending on their characteristics and maturity. In 2010, projects started in previous years were continued and new ones were also begun. 22@Barcelona uses the same methodology in each of these cases: establishing a close relationship with a cluster management body that brings together the sector and aims, in collaboration with 22@Barcelona, to drive the competitiveness of companies in the cluster.

At the end of 2007 and the beginning of 2008 strategic plans for the ICT, Media, Energy and Medical Technology clusters were drawn up. In 2008 operative plans were drafted to put the strategic plans in motion and work was also done on the model to be used to govern and manage each cluster.

In 2009, the action plans already initiated for the fashion/textile cluster were followed and an example of a reinforcement initiative was undertaken in the Shared Services cluster, which is a specific subsector in the ICT cluster. As for the design cluster, led in conjunction with the Barcelona Design Center (BCD), 2009 saw the preparation of the strategic plan as well as its recognition by the Ministry of Industry (MITYC) as an AEI (Innovative Business Group).

22@Barcelona has collaborated in the past in creating sectorial technology transfer centers (TTC), which work as a bridge between research (universities) and companies. 22@Barcelona collaborates in the consolidation of these centers, which include the Barcelona Media Innovation Center for the Media sector and the CTIC (Barcelona Digital Foundation) for the ICT sector. In 2009, support was received to create and start up the MedTech Technology Center (in progress, currently, defining a public tender through which the Government of Catalonia will adjudicate its management) and the consolidation of the recently created IREC (Catalan Energy Research Institute). In the Medical Technology cluster work has also been done on the Health Innovation Building, which will be a 7@ facility and act as the nucleus of the sector.

This area will be reinforced with the idea that Public/Private Platforms (PPP), which the Economic Promotion Sector participates in, will take over its coordination. To this end, 3 large families will be established in order to develop synergies:

- Family A: Medical Technology, Agrifood, ICT and connected PPP.
- Family B: Media, Design, Higher Education and connected PPP.
- Family C: Aeronautics, Automotive, Logistics, Energy and connected PPP.

It is important to highlight that, in addition to the work done to drive projects in the mature clusters, 2010 will also see new lines of work like the Higher Education Cluster and a Multilingualism area linked to the House of Languages.

On the other hand, 22@ will transfer its know-how to other areas of the city like Zona Franca (Agrifood Cluster) and Sagrera (planning and integrating this new hub into the city).

The MEDIA-TIC building will also be inaugurated in 2010, with the aim of becoming a hub in 22@ for networking and divulgation activities.

This department will be in charge of promoting innovation in the clusters and public/private platforms. This way it will continue with projects started like Synergys (for connecting the scientific community with the business fabric of the clusters), Sophisticated Demand (to foster Innovative Public Purchasing) and Urban Lab (which allows companies and entrepreneurs to use 22@ as a platform for pilot projects).
Landing and business guidance

In 2008, with the strategic aim of reinforcing support provided for companies that want to move to the 22@ district, a new initiative was created, 22@PLUS. This initiative was further developed in 2009 and 2010 and is directed at companies studying the possibility of moving into the district. 22@PLUS is composed of a catalog of services that present all of 22@’s value-added elements: technology and knowledge infrastructures, business cooperation networks, cluster strategies, access to public and private funding, access to talent, access to the market, facilities and innovative spaces for companies and entrepreneurs, and business landing and take-off platforms. This service includes Business One Door, through which a company wishing to move into the district receives guidance throughout the process, the necessary information to join a cluster if relevant, and access to the services and tools 22@Barcelona offers.

In 2010, the program of events held jointly with the 22@Network association of companies in 22@ will continue. This association aims to facilitate the integration of companies and institutions that move to the district, as well as their employees, and deepen their relations with other companies in the area, the Poblenou neighborhood and its rich fabric of associations.

The 22@Update Breakfasts will also continue to be held with the 22@Network in order to share current topics and connect companies located in the 22@ district.

In order to make sure that real estate supply fits the needs of companies in the district, commercialization tasks will be coordinated with real estate developers and consultants.
05.1 URBAN PLANNING ACTIVITY

As of 31 December 2009, renovation has begun on approximately 65% of the Poblenou industrial areas through 117 approved plans, of which 78 (66.7%) were promoted by the private sector. The plans establish the location of land for private use ceded by the municipality for subsidized housing, facilities and green zones, the characteristics of new buildings and the urban parameters that, after the corresponding urban-planning management processes, will allow for the development of building projects and commercialization of the resulting real estate products.

The total approved plans account for 2,830,596 m² of floor space. This is more than 136,837 m² of land for facilities, 119,720 m² of land for open spaces and nearly 3,000 housing units with some sort of public subsidy.

Facilities and green zones

As of the fourth quarter of 2009, eight public green zones have been executed, which total 21,898 m²; 6,724 m² more are under construction and 25,490 in the project stage. Regarding facilities, as of 31 December 2009 82,137 m² of aboveground floor space had been built. At the beginning of 2010, 16,000 m² more were finished, corresponding to the MediaTIC building. Finished facilities of note include: Ca l’Aranyó / Pompeu Fabra University, the Mediacomplex building, Can Jaumandreu and CEIP Llacuna.

Housing

Regarding subsidized housing, so far the 22@ plan has developed planning for 70% of the foreseen subsidized housing units. 892 units have already been built and 521 are currently underway, for a total of 1,413. Furthermore, 107 more have the necessary licenses and construction will begin shortly. These 1,520 housing units, plus the 521 with approved management plans, make up 51% of the total 4,000 foreseen in the Modification of the General Metropolitan Plan.

Building

As of the end of 2009, licenses had been granted for a total of 1,323,000 m² of floor space, 908,000 m² of which are aboveground and 415,000 m² underground. 70% of this floor space is to be used for economic activities, 18% for housing and 12% for facilities.
Economic Promotion

MANAGEMENT

From the beginning of 22@ through 31 December 2009, 87 management instruments have been approved definitively for 621,000 m² of land. This accounts for 47% of that foreseen by the MPGM22@, a total of 1,319,379 m². The total managed floor space as of 31 December 2009 was 1,903,100 m² (including HS and 7@ facilities).

Moreover, 63 urban-content agreements have been managed: 13 for housing façades and consolidated industrial buildings (arts. 8 and 9 MPGM22@), 1 block plan, 5 plot plans measuring more than 2,000 m² (art.17.3), and the rest establishing collaborations with operators, promoters and urban-planning bodies to facilitate management, adjudicate land for housing and to execute urbanization and create infrastructures.

INFRASTRUCTURE

Quantitatively, as of 31 December 2009, a little more than 39% of the PEI has been executed, with more than 12,700 lineal meters of resurfaced streets, out of a total of 37 km, and all infrastructures transformed, including 5,063 lineal meters of new collectors, 50 conducts built and 3 under construction.

District heating and cooling network

Currently there is one plant, managed by Districlima S.A., which uses steam from the urban waste incineration plant to produce heat and cooling.

Main figures

<table>
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<tr>
<th>Description</th>
<th>Value</th>
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<td>Number of buildings contracted</td>
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<td>Contracted cooling power (MW)</td>
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<td>Network length (km)</td>
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05.2 ECONOMIC AND SOCIAL ACTIVITY

Regeneration of the district has led to the establishment of 10 universities with a total of more than 25,000 students, 12 R&D and technology transfer centers, and the current census of businesses in the 22@Barcelona area shows a continued growth since 2000.

This census, which has been carried out for years, excludes individuals (freelance workers) and companies in the retail, hotel, construction, real estate, travel and banking sectors. Taking this into account, as of 31 December 2009 the number of companies that have moved to 22@Barcelona since 2000 was 1,502, 4.2% more than the 2008 census. Thus, despite being in the middle of the worst recession in the past 70 years, 22@Barcelona continues to grow in number of companies, a fact that also has a direct influence on the economic activity of retail establishments, hotels and offices in the area.

Of the new companies that moved to the district in 2009, 50.7% provide business services, 21.9% are devoted to the manufacturing industry, and 9.6% to personal services and other social activities.

Some examples of companies and institution that have moved to 22@ over the past 15 months include the Official Nurses Association, Voxel Group, Amphos 21 Consulting, Agència EFE, Neo Advertising, Lunatus, Agència Catalana de Consum, Tecnogeo, Esabe Informàtica Distribuida, Knowledge Innovation Market Barcelona, Madaus, ADP Employer Service Iberia, etc.

The number of companies in 22@Barcelona grew by 4.2% in 2009 and the number of workers, 5.6%

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The pace of economic regeneration in the district is clear: despite the current economic panorama, the establishment rate is clearly positive. Thus, between 2000 and 2003, 489 companies moved into 22@Barcelona; from 2004 to 2006 there were 552 new arrivals, and from 2007 to 2009 461 new companies moved in.
Economic Promotion

Evolution of companies located in 22@ from 2000
(2009 Census = 1,502 companies)*

Regarding the number of workers, current data from the business census shows that the number of jobs in the 22@Barcelona area has increased to 44,600.

The increase in salaried workers in the district is the result of both the increased number of companies and growing staff at those already present.

Companies that carry out strategic or knowledge-intensive activities employ 32,300 workers (72.4%) and those whose main activity is not considered @ employ 12,300 workers (27.6%).

In 2009, half of all companies (51%) saw no change in the number of people they employed, 24% decreased the number of employees and 21% increased. Large companies and those devoted to ICT are those that –proportionally- created the most new jobs.

The weight of knowledge- and technology-intensive companies is important: 74.2% of the 1,500 companies (1,114) carry out @ activities, which reaffirms the importance of the new economy in the district.

In fact, a good part of the companies that have left over the last years belonged to the manufacturing industry, while the new economy has attracted more companies and workers and has allowed 22@Barcelona to grow and create quality jobs in the city. To compare: in Catalonia as a whole, @ activities account for 58% of the total.

22@Barcelona companies - @ activities
(1,502 companies – 2009 Census)*

Other activities 25.8% 388 companies
@Activity 74.8% 1,114 companies
The study of companies that carry out their activity in the 22@Barcelona area estimates a total turnover of approximately 6,000 euros, 300 million more than in 2008 or 5.4% more than the previous census.

8.1% of companies based in 22@Barcelona have a turnover of more than 15 million euros; 12.2% from 3 to 15 million euros; 20.3% from 600,000 to 3 million euros; and nearly 60% less than 600,000 euros.

Nearly 7 in 10 companies (68%) that have work centers located in the 22@Barcelona district are “micro-companies”, employing no more than 10 workers. The vast majority of these micro-companies (9 out of 10) have all their workers in 22@Barcelona.

**Turnover of companies headquarter in 22@Barcelona**
(2009 census = 1,502 companies)*

- More than 15 million €: 8.1%
- From 3 to 15 million €: 12.2%
- From 600,000 to 3 million €: 20.3%
- Up to 600,000 €: 59.5%
In terms of activity carried out by companies, 1 in 2 (54%) are members of or connected to one of the five 22@Barcelona clusters (ICT, Media, Medical Technology, Energy and Design).

Companies in 22@ that carry out activity in one of the 5 clusters

(Census sample = 603 companies)
Economic Promotion

- 26% of companies carry out ICT activities.
- 24% of companies carry out Design activities.
- 11% of companies are devoted to Media activities.
- 5% of companies carry out activities related to Medical Technology.
- 4.5% of companies carry out activities in the Energy sector.

On the other hand, 1 in 4 companies carries out Research and Development activities. ICT and Medical Technology are the two strategic sectors where this activity has a greater weight (4 in 10).

Regarding exports, 23.5% of companies in the 22@Barcelona district export goods or services abroad. Among small and medium companies this figure reaches 38%. By cluster, companies devoted to Medical Technology export the most, 4 in 10 (29%), followed by Design (31%).

The data collected in this study shows that human capital is one of the District’s differential aspects due to the workers’ high level of education.

On average, 72.5% of workers in @ companies in the district are university graduates. In fact, one in two companies located in 22@Barcelona have more than 50% university graduates on staff.

We must take into account that in Catalonia as a whole, according to the results of the Survey of the Active Population (EPA), only 37% of the working population has completed higher education.
Economic Promotion

On the other hand, 45.5% of salaried workers are women, 2.5% below the figure for Catalonia as a whole, and foreign workers make up an average of 14%, while more than 50% of companies have no foreign workers on salary.

In the survey on business climate given to companies located in 22@, 53% said that the general economic situation will improve over the next year, while 67% believe that their company’s situation will improve in the coming year. In fact, only 13% of companies surveyed believe that the general economic situation will be worse a year from now.

In 2009, 71% of those surveyed classified the economic situation as bad or very bad however 58% said the current situation of their company was good or very good, with only 15.8% classifying it as bad or very bad.

In the first trimester of 2010, 22@Barcelona guided 90 companies in their move to the district. These companies have occupied a total of 29,423 m² and have created 16,000 m² of new business installations.

The future of 22@Barcelona is guaranteed with the new incorporation of companies like Geographic, Aenor, Marcus Evans, Quantum Solutions, Bassat Ogilvy, CMT, and Telefónica in 2010.

06 22@ as a benchmark

22@Barcelona today is a benchmark of urban, economic and social transformation for cities like Rio de Janeiro, Boston, Istanbul and Cape Town. This model is studied and followed by Science and Technology Parks around the world.

The experience of the Innovation District has been used as a model in other districts of the city, which are taking advantage of the accumulated know-how. On a territorial level, the 22@ Economic Promotion team is already working to drive the economy of la Sagrera and to transform the economy of Zona Franca, among others.

The Urban-Cluster Model used in 22@ has laid the foundation for dialog on territory, economy and society, creating its own model that puts universities, companies and the administration at the heart of an economic transformation that goes beyond the borders of the 22@ innovation district. Work is currently being done on clusters like Agrifood with Mercabarna and Higher Education with Universities and Business Schools from around the city.

22@Barcelona is a Benchmark for both the International Association of Science and Technology Parks (IASP) and The Competitiveness Institute (TCI) due to the number of companies (more than 1,500) and number of jobs (nearly 45,000).