

Barcelona+B, an initiative aimed at making the city more prosperous, sustainable and inclusive

- *Barcelona+B is an initiative that aims to improve the social and environmental impact of companies and citizens in Barcelona*
- *Led by Barcelona City Council, through Barcelona Activa, Ferrer, EADA Business School and B Lab Spain this project sees Barcelona join the global Cities CAN B (Cuidades+B) movement, which is currently present in 6 countries*
- *Miquel Rodriguez, Commissioner for the 2030 Agenda for Barcelona City Council, Mario Rovirosa, CEO of Ferrer and Raimon Puigjaner, President of B Lab Spain, launched Barcelona+B in an event attended by Annette Richardson, former Senior Advisor to the UN Office for Partnerships, Director of the Master's programmes in Sustainability, Federica Massa-Saluzo, and the Director of Barcelona+B, Elena Damiá*



From left to right, Mario Rovirosa, CEO of Ferrer, Elena Damiá, Director of Barcelona+B, Federuca Massa-Saluzo, Director of the Master's programmes in Sustainability, and Miquel Rodriguez, Commissioner for the 2030 Agenda for Barcelona City Council

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Barcelona, 26th April 2022. – The Sant Pau Modernist Complex was the venue for today's launch of [Barcelona+B](#), an ambitious initiative for social and business transformation, promoted by Barcelona City Council, Ferrer, EADA Business School and B Lab Spain, as its primary partners. In today's world, in which it is vital to be informed and take action against the climate emergency and growing social inequalities, initiatives such as these are becoming increasingly significant in moving society towards greater sustainability and inclusivity.

This initiative, which is the first in Spain, seeks to improve the social and environmental impact of companies and citizens in Barcelona, making them the primary agents of change and positive transformation. The aim of the project is for companies, universities, foundations, public institutions, entrepreneurs and citizens to work together to make Barcelona become a better city, projecting it as a leader in business transformation and in its contribution to achieving the Sustainable Development Goals (SDGs) on a local level.

Barcelona+B is part of the **Cities CAN B** programme (Cidades+B), which is a worldwide movement aimed at mobilising hundreds of thousands of people around the world as well as public and private institutions to improve the cities they live in. Barcelona+B has already partnered up with many organisations that are collaborating in the dissemination and development of this project. These include: Acció, Barcelona Centre de Disseny, B Academics Spain, Barcelona Global, Barcelona Chamber of Commerce, Comunidad B Catalunya, Impact Hub Barcelona, Netmentora and Ship2B Foundation.

During the event, **Miquel Rodriguez**, Commissioner for the 2030 Agenda for Barcelona City Council, **Mario Rovirosa**, CEO of Ferrer and **Federica Massa-Saluzzo**, Strategy Professor and Director of the EADA Masters' programmes in Sustainability, explained how the initiative came about and their full commitment to the project. According to Federica Massa-Saluzzo, *"EADA Business School has reaffirmed its commitment to sustainability, using its resources to become involved in this ambitious project to make Barcelona one of the global capitals of the Sustainable Development Goals."* Mario Rovirosa explained that *"Ferrer's involvement in Barcelona+B is aligned with the company's purpose to create a positive impact in society. It is our responsibility as a company to encourage others to do the same. If we do not act now, within two generations, young people will not understand why companies did nothing to improve their world"*. **Miquel Rodriguez** stated that, *"Barcelona City Council is committed to promoting the 2030 Agenda in the city. Thus, within the framework of the Barcelona Green Deal, we are promoting actions to accompany the transformation of the economy towards sustainability. Initiatives such as Barcelona+B complement municipal action, because achieving sustainability in our economy also requires direct and decisive action by the business community"*.

The launch of Barcelona+B was also attended by **Annette Richardson**, former Senior Advisor to the UN Office for Partnerships, who described the commitment Barcelona is

taking on as it moves towards transformation and sustainability. Annette stands that “We celebrate Barcelona’s membership in the Cities CAN B movement, a critical commitment to transformation and sustainability to advance the Sustainable Development Goals. With eight years left to fulfill these ambitions, it will take an unprecedented efforts by all sectors of society. Together, Barcelona and its stakeholders and partners have to continue inventing, developing and launching countless of new ideas and solutions to leave no one behind. To succeed, they must turn the global goals into local actions and opportunities. To transform dreams into realities, they must build strong alliances and partnerships to provide a better future to their citizens and design an aspirational model for other cities to adopt.”

The event concluded with contributions from **Raimon Puigjaner**, President of B Lab Spain, and **Elena Damiá**, Director of Barcelona+B, who presented the main objectives of the project. “*With this ambitious project we want to change the way in which we interact with our city, because we, its citizens and companies, are the main agents of change and positive transformation. We will all work together to make Barcelona a better city,*” affirmed Raimon Puigjaner. Elena Damiá also explained that “Barcelona+B is to project Barcelona internationally as a city of impact through the transformation of the business model. It is to foster collaboration to generate solutions to our challenges as a city and to stimulate citizen participation to get them involved”.

Barcelona, a new leading city in sustainability

Barcelona has joined the global movement of **Cities CAN B** (Cidades+B), which aims to mobilise and promote collaboration between all the stakeholders in a city (its citizens, companies, government, entrepreneurs, social innovators, academia and civil society organisations) with one objective: to work together to drive cultural change and redefine the way in which each stakeholder views their responsibility and impact on the cities we build and live in. Cities CAN B is already present in six countries and in key cities such as the United Kingdom (Edinburgh), Chile (Santiago), Brazil (Río de Janeiro) and Argentina (Mendoza).

Cities currently face many social and economic challenges. One of the challenges to be addressed to achieve shared wellbeing is for citizens and companies to show willingness to improve the environment and the impact of their actions. This is also one of the main objectives of Barcelona+B, which aims to convert the citizens and organisations of Barcelona into agents of change for the city.

Barcelona+B has programmed a series of activities and initiatives to respond to the main social and environmental challenges the city faces. These include an event on 3rd May at [EADA Business School](#), which will be the starting point to building the prosperous, sustainable and inclusive city it aims to become. Another event “[Introduction to impact campus](#)” will be held on 2nd June: this is a training programme which will measure the social and environmental impact of companies to help them develop a roadmap for improvement.

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About B Corporation

B Corporation is a global movement of people that use the power of companies to find solutions to the social and environmental problems of the 21st century. Unlike profit-driven companies, B Corp organisations meet the highest standards of social and environmental performance, public transparency, accountability, and commitment to creating a positive impact. www.bcorporation.eu

About B Lab Spain

B Lab Spain is a not-for-profit organisation that is transforming the global economy to benefit citizens, communities and the planet. The global B Lab network is driving systemic change towards a new economy by creating standards, policies and tools for companies. It also offers certification to B Corp companies that are leading this transformation towards a new economic paradigm. Since its launch in 2014, over 110 companies, with the support of over 14,500 employees, have joined the B Corp community in Spain which works towards creating a positive impact. www.bcorpSpain.es

For more information

APPLE TREE

Jordi Bou | Raquel Santín

jb@homeatc.com | rs@homeatc.com