



MEDITERRANEAN SEA
CIVITAVECCHIA | BARCELONA | CIVITAVECCHIA
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Social Business City Barcelona

An initiative to achieve social transformation

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www.boatcamp2016.org



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An initiative to achieve social transformation

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@SBCbarcelona

Barcelona, world capital

Globally known for sport, culture and technology



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A city that wants to be recognized by its innovative and entrepreneurial attitude, its attractiveness and its will to be sustainable

Barcelona, lights and shadows

A lot of challenges to achieve



EVOLUCIÓ DE LA POBLACIÓ DE BCN PER TRAMS DE RENDA
(El Punt-Avui, 24.12.2014. Font: Ajuntament de BCN)

TRAMS RENDA	2007	2011	2012	2013
Molt baixa	4,1%	13,8%	14,9%	17,8%
Baixa	17,6%	28,6%	24,4%	24,0%
Mitjana-baixa	38,2%	28,5%	31,0%	22,8%
Mijana-alta	20,3%	13,3%	13,1%	21,5%
Alta	12,2%	8,0%	8,8%	3,2%
Molt alta	7,5%	7,8%	7,9%	10,7%
TOTALS	99,9%	100,0%	100,1%	100,0%

48,8%

Youth unemployment

(Source: BCN City Council, 2014)

28,1%

people
under the poverty line

(Source: Annual Statistics of
Barcelona, 2014)

27,5%

children at
risk of exclusion

(Source: UNICEF, 2014)

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Inequality, youth unemployment, people at risk of exclusion and children poverty are also city's realities

Barcelona, world capital to everybody

Showing the world that no challenge will stop us

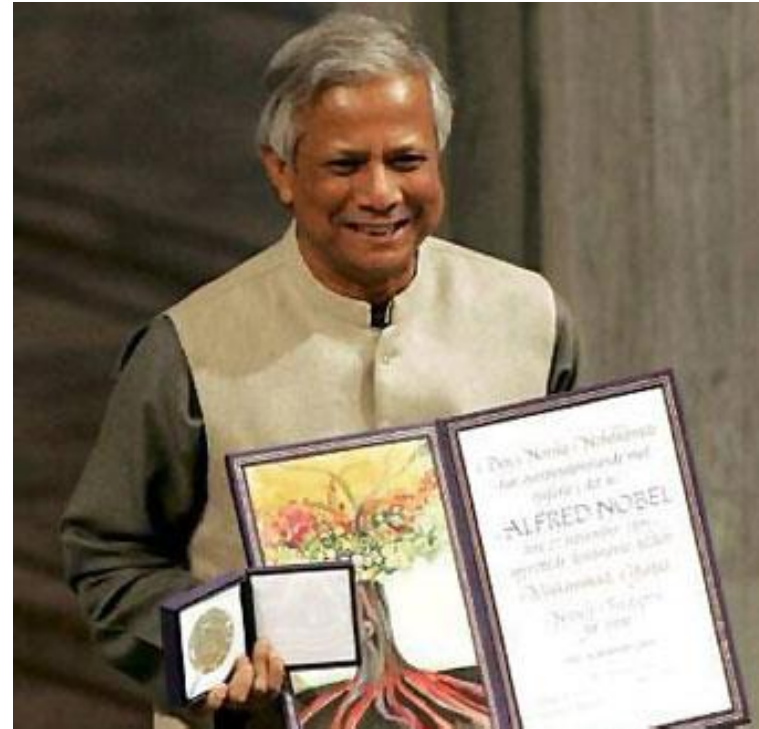


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Now, moreover, we want to put Barcelona in the international sphere as an inclusive, equitable, responsible and socially innovative city

Social Business City Barcelona

The answer to solve social problems



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“Social business is a cause-driven business. In a social business, the investors/owners can gradually recoup the money invested, but cannot take any dividend beyond that point. Purpose of the investment is purely to achieve one or more social objectives through the operation of the company, no personal gain is desired by the investors. The company must cover all costs and make profit, at the same time achieve the social objective”

Social Business City Barcelona

Building a local and international alliance for social transformation



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Next to a highly recognized person by its constant fight against poverty, Prof. Muhammad Yunus, along with the social business network and thanks to civil society and a huge alliance for social transformation, Barcelona is putting social business as a priority in its agenda

SBC Barcelona first challenge and strategic goals



Our first big challenge:

Fighting youth unemployment through social business

Our strategic goals:

1. Supporting and empowering social business in Barcelona, as the main tool to solve social needs
1. Becoming the umbrella for every actor and action fostering social business in the city



“Making money is happiness. Making other people happy is super happiness!”

Prof. Muhammad Yunus

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