
2030 AGENDA STRATEGY FOR BARCELONA CITY

**GOVERNMENT
MEASURE**

STRATEGY FOR PROMOTING THE 2030 AGENDA IN THE CITY OF BARCELONA. GOVERNMENT MEASURE

CONTENTS AND WRITING

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A. Background

Faced with the urgency of the greatest global challenges, towards the end of 2015, the United Nations outlined 17 Sustainable Development Goals (SDGs) considered essential to preserve the planet and to ensure that all human beings can fulfil their potential in dignity. These SDGs make up the 2030 Agenda, which was unanimously approved by the 193 member states of the United Nations.

The 2030 Agenda is a plan of action to achieve the following 17 Sustainable Development Goals:

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

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2030 Agenda
Strategy for
Barcelona City

Based on the Universal Declaration of Human Rights, ‘the 2030 Agenda acknowledges that eradicating poverty [...] is the greatest global challenge and an indispensable requirement for sustainable development’. At the same time, it sends a signal that nobody is to be left behind and recognises the indivisibility of sustainable development: ‘Sustainable development recognises that eradicating poverty in all its forms and dimensions, combating inequality within and among countries, preserving the planet, creating sustained, inclusive and sustainable economic growth and fostering social inclusion are linked to each other and are interdependent’.¹

The origin of the concept of sustainable development goes back 40 years, to the 1970s, specifically to the United Nations Conference on the Human Environment in 1972,² which discussed the need to outline the ‘rights’ of the ‘human family’ to a healthy and productive environment. Following on from that conference, and after the energy crises of the 1970s,³ the UN tasked the former Prime Minister of Norway, Gro Harlem Brundtland, with chairing the World Commission on Environment and Development, with the aim of drafting ‘a global agenda for change’ that would go beyond offering environmental solutions, which are also necessary, to outline a path for ‘economic growth that is forceful and at the same time socially and environmentally sustainable’. The Commission’s findings can be found in the Brundtland Report, often referred to as ‘Our Common Future’.⁴

It was not until the year 2000, however, during the UN Millennium Summit, that the first action plan came about. This incorporated the Millennium Development Goals (MDGs), which were to be achieved by the year 2015, and aimed to encourage cooperation between the global North and South to boost development. In the year 2012, however, it was noted that the achievement of these MDGs was irregular and encouraged a model

1. https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

2. <http://www.un-documents.net/unche.htm>

3. https://elpais.com/diario/1979/06/28/economia/299368803_850215.html

4. <http://www.un-documents.net/ocf-cf.htm>

of development that gave rise to inequalities and strong negative environmental impact. Anticipating the need to look beyond 2015, the UN therefore put together a team for the Post-2015 Development Agenda, geared towards transforming developed economies and also those in the process of development, in order to reduce inequalities and preserve the planet. It was through this team that the 2030 Agenda and the Sustainable Development Goals came into being.

B. The 2030 Agenda Opportunity

The 17 SDGs are broken down into a total of 169 milestones, which together represent a more inclusive, prosperous, fair and sustainable society. The 2030 Agenda, however, is more than the sum of those goals and milestones. The proof of this lies in the first sentence of the United Nations Declaration,⁵ which refers to the Agenda as a plan of action for people, planet and prosperity.

The need to close the vicious circle of the current development model

The first two decades of the 21st century have shown that we are currently in an age that is much more unstable and uncertain than previous ages when it comes to important factors, such as:

- The economic crisis of the last decade, with its impact on inequalities and the way it has made young people and immigrants even more vulnerable, eroding the middle classes and further polarising the distribution of wealth.
- Climate change, with its environmental, economic, social and migration consequences (with episodes of forced migration) already being felt worldwide.
- The new technological revolution, in the short term, is generating economic tensions between the United States and China, with effects on the global economy. In the long term, we must consider the impact that artificial intelligence may have on the labour market, which could lead to even greater consequences in terms of the inequalities experienced in the last economic crisis.

This context means that we are living in an age of much greater uncertainty than in previous times, which leads to further incertitude as to whether we will be able to leave a better world for future generations.

This context, with its uncertain present and a pessimistic future, is the product of a current model of society, a model of society wrestling in a vicious circle that generates more and more uncertainty the longer it goes on.

This model proves that economic growth has not gone hand in hand with a fair distribution of wealth, nor has it brought greater opportunities to disadvantaged groups or sufficiently respected the natural environment. To this bankruptcy of the model of society must be added the lack of protection of the rights of the most disadvantaged or vulnerable groups and individuals.

This model is, in environmental terms, generating a climate emergency and proposing emergency measures, but it is not anticipating the economic impact these measures will have or the possibilities for collaboration with other stakeholders that may enable greater impact solutions to be offered, which are also more viable for society as a whole. Proof of this approach to climate change emergency solutions without regard to the social or economic impact can be found in the impact that (along with other effects) the tax hike of energy products has had in France, with the subsequent rise in fuel prices⁶ and the appearance of the Yellow Vest phenomenon.⁷

The current model, in fact, proposes solutions of very limited scope and does not consider the opportunity to generate wealth through a change of model based on partnerships between all society's stakeholders and promoting a socially economic and environmentally sustainable model.

5. https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

6. https://fr.wikipedia.org/wiki/Mouvement_des_Gilets_jaunes#cite_note-13

7. Aronof, K.; Battistoni, A.; Aldana Cohen, D.; Riofrancos, T. (2019). *A Planet to Win. Why we need a Green New Deal*, Verso.

The 2030 Agenda calls for us to foster such partnerships, as SDG 17 states. This appeal is an opportunity to review and strengthen partnerships, to ensure that they are always at the service of citizens and that they offer added value to society. Public-sector partnerships with the private sector are to be understood in the broadest sense, with the private sector, including business networks, entities and citizen movements.

The virtuous circle of the 2030 Agenda

In the face of this outdated and rejected model, as the wave of protest and unrest across many cities around the world demonstrates, a new model needs to be raised and proposed.

The 2030 Agenda warns that sustainability must be understood in three dimensions, inseparable from one another, which are (in this order in the declaration) economic, social and environmental.

This three-pronged approach to sustainability explains the convenience of implementing the 2030 Agenda. For the first time, all states around the world are aware that environmental challenges cannot be met without considering economic and social challenges, and vice versa: solving social inequalities requires economically and environmentally viable solutions that are also sustainable. Finally, the 2030 Agenda proposes a new economic model that is environmentally viable and leaves no-one behind, while guaranteeing wealth generation. This is the power of the 2030 Agenda, the power of wanting to tackle the great challenges we face as a society at the same time.

The 2030 Agenda points us in the direction of a new model, telling us that we need to resolve the climate emergency with an economic model that distributes wealth more fairly and generates social cohesion; a new model that guarantees the generation of wealth and growth, but which also forces us to work in a different way, to look for new solutions and, ultimately, forces us to innovate.

The 2030 Agenda thus proposes a virtuous circle in which the finding of solutions that mitigate climate change generates economic wealth (thanks to the evolution towards a green economy), without leaving anyone behind. In order to achieve this virtuous circle and boost innovation, the 2030 Agenda reminds us that we need to do it through a new model of governance based on partnerships between all stakeholders: public, private, civil society and academia.

The 2030 Agenda has a clear outlook through which it attempts to reverse the threats facing society in general, and Europe in particular. These can be summed up as the threat of climate change, the challenge of digitisation of the economy and the robotisation of the workforce, and the economic uncertainty and growing social inequalities we have suffered since the great recession. Looking at it positively, the 2030 Agenda gives us a glimpse into what our society, and Barcelona in particular, might be like in ten years' time: environmentally green, socially more inclusive and economically prosperous.

The 2030 Agenda and the Sustainable Development Goals are a clear framework of reference and, above all, they have been agreed upon by everyone to try to reduce this uncertainty and instability and look to ensure that we are capable of offering a better world to our children. In short, the 2030 Agenda is the guarantee of the right to a future as a society.

Commitment to the 2030 Agenda

Beyond its virtue and the opportunity that we therefore have to implement it, there is also a moral obligation to adopt the 2030 Agenda, since it means:

- Committing to the needs of citizens and therefore performing the duties we have as a council.
- Working to offer more vital opportunities to the most disadvantaged groups.

- Taking a solidarity approach to future generations and working so that they may enjoy better opportunities.
- Taking a solidarity approach to neighbouring populations and to the international community.

Finally, adopting the 2030 Agenda is an act of responsibility, solidarity and social and generational justice.

C. Barcelona's role in the 2030 Agenda

The 2030 Agenda and the local world

In formulating the SDGs, which involved the largest consultation process in history, done on a planetary scale, local councils also had their voices heard, to ensure that the main concerns of cities were taken into account. These concerns were reflected in a lot of the goals, but particularly SDG 11 ('Make cities and human settlements inclusive, safe, resilient and sustainable').

Beyond SDG 11, the local world is essential to adopting the 2030 Agenda, with cities having a fundamental role for various reasons:

1. Currently, 50% of the world's population lives in cities, and all the forecasts say that by the year 2050 this will be 75%, although there are regions of the world, like Latin America, in which this figure is already around 80%.⁸
2. This concentration of the population also means a concentration of resource consumption, with cities being:
 - a. responsible for 70% of the world's energy consumption, and
 - b. responsible for 70% of global CO2 emissions.⁹
3. Cities are also where there is more inequality, extreme poverty, unemployment and the least sustainable behaviour.
4. On the other hand, cities are a melting pot for innovation, wealth generation and creation of opportunities. Proof of this economic importance is that nowadays cities generate 80% of world GDP.¹⁰

This is why urban areas, despite occupying a much smaller proportion of the surface of the planet, are fundamental when it comes to establishing a development model. Any change that allows them to reduce the poverty, inequality and the emissions that generate climate change will have an extraordinary impact on the planet as a whole.

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Government
measure

As well as the above, there is another factor that gives cities even greater value, which is local policies. It is in the urban dimension, in the municipal domain, that policy and projects produce the clearest results. Any attempt to implement the 2030 Agenda must, therefore, involve municipal action. Proof of this is that, according to experts, over 65% of the 2030 Agenda cannot be achieved without the involvement of urban and local stakeholders¹¹. In short, cities are where the success or failure of achieving more sustainable development will be decided.

Barcelona City Council's commitment to a change of model

Barcelona is a city that has been committed for some time to a model that puts sustainable development at the centre of municipal policy.

When it comes to environmental sustainability, municipal action began at the end of the 1990s with the adoption of Agenda 21, which culminated in the approval of the first citizen commitment to sustainability on 9 June 2002.¹² This commitment was renewed in 2012 for a period of ten years, up to the year 2022. As part of this commitment, a whole host of milestones, measures and proposals have been deployed, including the More Sustainable Barcelona network, with more than 1,000 organisations having committed to sustainability.

8. UN World Population Prospects.

9. UN-Habitat (2011). *Cities and Climate Change: Global Report on Human Settlements*.

10. McKinsey Global Institute (2011). *Urban World: Mapping the economic power of cities*.

11. Cities Alliance (2015). *Sustainable Development Goals and Habitat III: Opportunities for a Successful New Urban Agenda*.

12. <http://lameva.barcelona.cat/barcelonasostenible/ca/barcelona-sostenible/tags/page/de-lagenda-21-a-barcelona-sostenible>

As well as environmental awareness, the City Council has also had a vision of social sustainability, with the Citizen Agreement for an Inclusive Barcelona, which is a participatory space encouraging public and private sector collaboration and shared action among the city's institutions and organisations that are working to build a more inclusive Barcelona with a better quality of life for all.¹³

As a first example of Barcelona's commitment to a cross-departmental vision of sustainability, at the end of the last term, the Municipal Council approved the Report on Implementing the 2030 SDGs in Barcelona, presented to the Plenary Session of the Municipal Council on 29 March 2019.¹⁴ This report was the first step towards identifying which plans and programmes address the 17 SDGs.

It is in this term that the City Council has decided to make a clear commitment to the 2030 Agenda. The Government agreement of 10 July incorporated the 2030 Agenda as one more area of activity for the City Council and so the municipal government team created the third deputy mayor position, responsible, among other things, for implementing the Agenda. In line with this change of priorities, during the Extraordinary Plenary Session on 30 September 2019, all the municipal groups approved a declaration in favour of implementing the 2030 Agenda.

Barcelona's role in the 2030 Agenda.

Bearing in mind the weight of the local world in the 2030 Agenda, as well as the city's tradition of tapping into more advanced commitments to sustainability, it is essential and necessary for Barcelona to interpret the 2030 Agenda locally and adapt it to our context.

Situating the 2030 Agenda within the local context calls on Barcelona's social, economic, cultural and political stakeholders, and above all its City Council, since it is the reference public organisation and has powers and responsibilities in most spheres of social life. This organisation is also characterised by a constant search for effective answers to the city's present and future needs.

In seeking these answers, the 2030 Agenda brings with it specific key benefits. The responsibility that a government measure implies for all city residents means that these benefits must be taken into account.

First of all, it offers an **overview of the issues and actions that must be taken** and incorporates in a balanced way the three main dimensions of development: social, environmental and economic. The priorities may change along the way, but by the year 2030 all sectors will need to have achieved the milestones set.

The second benefit is that the **SDGs are very well known and are being adopted by public administrations around the world**, at all levels. The availability of a shared language and imagery in relation to human development can facilitate the establishment of major agreements on key policies.

Finally, there is the **unusually long time perspective**, which encompasses three municipal terms. This gives the scope to consider, decide and conduct truly transformative projects.

This is why the City Council adopts the 2030 Agenda as a global framework of action, particularly focusing on four areas or dimensions of work:

- **A dimension of political commitment** to address the key issues that will decide Barcelona's ability to continue to create vital opportunities, inclusion and social well-being, in harmony with its environment and without compromising the future of younger generations and of those who are yet to come. We are talking here about employment, housing, energy and mobility, among others.

13. http://www.bcn.cat/barcelonainclusiva/ca/que_es.html

14. <https://bcnroc.ajuntament.barcelona.cat/jsui/bitstream/11703/113685/7/Informe%20Localitzaci%C3%B3%20DS%202030%20a%20Barcelona%20definitiu.pdf>

- **A dimension of modernisation of municipal management and services**, because the fulfilment of the 2030 Agenda is a formidable boost both for the evaluation of municipal action and institutional innovation (new responses to new challenges).
- **A dimension of social involvement** in all areas (business, culture, education, sport, etc.) and at all levels (city, districts, neighbourhoods), which can take various forms (communication, public debate, innovation and social transformation projects, etc.), with the idea of making the SDGs and the 2030 Agenda the goals and agenda of the city of Barcelona.
- Finally, **a dimension of leadership and the city's international projection**, making Barcelona a city that leads the changes the world needs. This is necessarily linked to the municipal commitment, which seeks to provide city councils with the necessary resources to conduct their projects.

On the basis of these four dimensions, the municipal government wants to build a strategy to enable the city to achieve all the goals of the 2030 Agenda.

Beyond the local environment

The UN Declaration approving the 2030 Agenda calls on both states and strategic stakeholders in the signatory countries to implement the action plan represented by the Agenda. In the last year, the Spanish Central Government has promoted the High Commissioner for the 2030 Agenda and has recently tasked the Second Deputy Prime Minister with the responsibility for promoting the 2030 Agenda. At the Catalan level, the Government of the Generalitat has promoted the National Plan for the Implementation of the 2030 Agenda, which aligns all the actions of the Catalan Government with the achievement of this agenda.

D. Objective of the government measure

Given the opportunity represented by the 2030 Agenda for local communities, we believe that it is necessary to define a strategy to fulfil the 2030 Agenda in Barcelona city.

This government measure, then, seeks to break down this strategy and define its structural lines, as well as the mechanisms that will be used to achieve it.

The strategy is based on three main lines:

- Strategic line 1. The 2030 Agenda at the City Council
- Strategic line 2. The 2030 Agenda in the city
- Strategic line 3. Barcelona 2030 international

E. Strategic line 1. The 2030 Agenda at the City Council

As we saw in the previous section, 65% of the 2030 Agenda depends on the involvement of sub-state stakeholders, including city councils, which have a clear role. Barcelona City Council, as a central institution in Barcelona city, must play a key role in promoting the new development model and implementing policies and measures accordingly, enabling companies, social organisations and citizens in general to conduct measures to transform our city, following the logic of the virtuous circle of the 2030 Agenda.

This strategic line focuses on the task conducted by the City Council to adopt the 2030 Agenda. This task is structured around the following measures:

- Adapting the 2030 Agenda to the local context in Barcelona
- Aligning City Council planning with the 2030 Agenda
- Monitoring the adoption of the 2030 Agenda
- Innovating to guarantee that the 2030 Agenda is adopted
- Specifically promoting the 2030 Agenda within the City Council
- Creating working spaces within the City Council to promote and adopt the 2030 Agenda

Measure 1.1. Adapting the 2030 Agenda to the local context in Barcelona

The 2030 Agenda is made up of 17 SDGs. These SDGs outline 169 milestones which, one by one, indicate the vision that must be achieved by the year 2030 in the areas specific to each SDG. Associated with these milestones, the UN has identified 232 indicators. This exhaustive work on the part of the UN must be understood within the framework of a global agreement, in which sometimes the milestones have a generic or cross-cutting definition so that all signatory countries of the 2030 Agenda are recognised. That is why it is necessary to interpret this agenda locally, a process known as localisation.

- a. The Barcelona City Council will thus analyse the 169 targets and those that have a direct link with the local area will be selected, either because there is a linked action on the part of Barcelona City Council due to competencies or due to the council's expansionary activity, or as a direct action of the other agents in the city.
- b. Once the targets have been selected in Barcelona, an exercise adapted to the Barcelona context will be conducted. The spirit of the original targets will be retained, whilst also taking into account the current status of the targets in the city. This activity will allow a Barcelona 2030 Agenda to be drafted, with targets specific to Barcelona, which will give us a collective goal to work towards as a city.

Measure 1.2. Aligning City Council planning with the 2030 Agenda

If the City Council wants to lead the achievement of the 2030 Agenda, it must link all its activity in with the agenda. One of the best ways to do this is to align the main municipal planning instruments with the agenda, namely the Municipal Action Plan (PAM) and the municipal budget.

- a. The 2020-2023 PAM will link each of its measures in with the 2030 Agenda milestones. This linking will allow us to see if the planned actions incorporate the SDGs and in what way. As the 2030 Agenda is an action plan for the next ten years and therefore encompasses three municipal terms (2020-2023, 2023-2027 and 2027-2031), the 2020-2023 PAM does not have to be linked in with 100% of the milestones of the 2030 Agenda, as these links could be expanded upon in subsequent PAMs.
- b. With regard to the municipal budget, the philosophy is the same and so the budget programmes will be aligned with the SDG targets, thus capturing the economic effort made by the City Council to achieve the targets.

- c. Each of the plans and programmes approved by the municipal government, whether sectoral, territorial or cross-cutting, will state the SDG milestone or milestones to which it contributes.

This linking of the PAM and the budget to the 2030 Agenda will be done each time a new version of these documents is drafted. This is every four years for the PAM and annually for the budget.

Measure 1.3. Monitoring the adoption of the 2030 Agenda

The localisation of the milestones will be accompanied by a host of indicators both of municipal activity, context and city result, which must allow the degree of achievement of the 2030 Agenda to be observed. Thanks to this set of indicators, the degree of achievement of the 2030 Agenda in Barcelona city will be evaluated each year. This evaluation will allow us to see what targets Barcelona has yet to achieve, which will indicate to the City Council and the city as a whole in which areas we will need to work harder to achieve all the SDGs.

Measure 1.4. Aligning municipal innovation with the achievement of the 2030 Agenda

Faced with the need to work harder to try to achieve the 2030 Agenda, both at the City Council and in the city as a whole, it will be necessary to reflect and evaluate if we need to start working in a different way to achieve the goals we have set. Innovation is therefore essential for the 2030 Agenda, as it will have to be incorporated into all municipal policies and, at the same time, the 2030 Agenda must be linked in with existing innovation spaces.

- a. The BIT Habitat Foundation will act as the City Council's joint innovation space, where it will ensure the coordination and coherence of all innovative policies and align them with the 2030 Agenda. Innovation has long been implemented in the City Council in various fields, including social innovation, digital innovation and participatory processes.
- b. The BIT Habitat Foundation will develop a 2030 Agenda innovation line, promoting specific innovative measures to achieve the goals.

Measure 1.5. Specifically promoting the 2030 Agenda within the City Council

In order to advance the 2030 Agenda, the City Council will have to be the first to set an example. To this end, a specific government measure will be developed to improve ordinary municipal management that is aligned with the principles of economic, social and environmental sustainability. In these improvement processes, municipal public procurement and purchasing is a key instrument in driving the transformation towards more a sustainable government. For example, socially, environmentally and economically responsible public procurement, including in terms of external impact, will be decisively advanced.

Measure 1.6. Creating working spaces within the City Council to promote and adopt the 2030 Agenda

To develop these measures, the Council will create two specific bodies: the Commission Promoting the Achievement of the 2030 Agenda and the Academic Advisory Board for the 2030 Agenda.

a. Creation of the Municipal Commission Promoting the Achievement of the 2030 Agenda

In line with the recommendations made in the Report on Localising the 2030 SDGs in Barcelona, presented at the Plenary Session of the Municipal Council on 29 March 2019, the City Council will create the Commission Promoting the Achievement of the 2030 Agenda. This is an internal commission of the City Council, made up of

members of the City Council management team and chaired by the third Deputy Mayor. The mission of this commission is to align municipal policies with the SDGs, measure and analyse the city's development in terms of the SDGs, and promote interdepartmental collaboration in order to achieve them.

b. Formation of the Academic Advisory Board for the 2030 Agenda

Innovating in public policies is complex in itself, but innovating in multiple policies at the same time, with a threefold economic, social and environmental dimension, is even more complex. It is therefore considered appropriate that a 2030 Agenda Academic Advisory Board be formed, consisting of academics of recognised prestige in the economic, social and environmental fields. The Board's mission is to advise the municipal government on defining specific measures to promote the 2030 Agenda in Barcelona city.

F. Strategic line 2. The 2030 Agenda in the city

Once the SDG milestones have been localised, it will be necessary that the people and organisations living and working in Barcelona, and loving this city, work together to achieve them. 'The 2030 Agenda in the city' is precisely this process of promoting the application of the 2030 Agenda by other agents in Barcelona city. This initiative must first be disseminated and made known to the public, starting with City Council workers and associated companies. As well as communication, the city's participation must be encouraged. Spaces for participation/communication with entities/companies will need to be created or reused in order to align their activity with the 2030 Agenda.

Specifically, this strategic line will include the following measures:

- Drafting a 2030 Agenda communication plan
- Drafting a 2030 Agenda municipal involvement plan
- Promoting participatory processes for citizens to submit proposals
- Creating a table for the promotion of the 2030 Agenda in Barcelona
- Promoting a certificate of compliance with the 2030 Agenda by municipal suppliers
- Guaranteeing that the 2030 Agenda will feature in Barcelona City Council's existing participation spaces

Measure 2.1. Drafting a 2030 Agenda communication plan

Promoting the 2030 Agenda in Barcelona city requires a first step, which is to get a broader understanding of it. This requires a communication plan that explains, at city level, what the 2030 Agenda means and what actions we can take, from organisations to people. We will launch a 2030 Agenda communication plan for the entire term.

Measure 2.2. 2030 Agenda municipal involvement plan

On a municipal scale, we are preparing a 2030 Agenda involvement plan for municipal workers. This plan involves two major measures.

- a. On the one hand, a formative one, in which, together with the City Council's Human Resources Area, communication and education content will be defined so that all workers have adequate knowledge of the 2030 Agenda and can actively be involved in it, as well as being able to explain it when they are talking to citizens.
- b. At a municipal scale, internal innovation processes will also be deployed through initiatives that allow workers' knowledge and experience to impact proposals for improving public policies. Of these proposals, those with the highest impact and also the most viability will be collected and promoted within the municipal measure.

To promote the 2030 Agenda throughout the city, we need to weave partnerships with all stakeholders. They will therefore need to be given a voice and spaces created for cooperation between stakeholders. The following measures are being implemented:

Measure 2.3. Promoting participatory processes for citizens to submit proposals

During each legislature, a participatory process with citizens will be implemented within the participation processes for PAM approval. Initially, in this term, the participatory process will focus on localising the 2030 Agenda targets.

Measure 2.4. Creating a table for the promotion of the 2030 Agenda in Barcelona

The localisation of the 2030 Agenda in Barcelona is city-wide, not just limited to the City Council. The Agenda will thus need to be promoted among all the city's players. The City Council will thus create a table for the promotion of the 2030 Agenda in Barcelona with the presence of the most representative entities and companies. Spaces for collaboration are to be defined as part of this table to promote specific proposals to be deployed mainly by private and associative players in the city.

Measure 2.5. Promoting a certificate of compliance with the 2030 Agenda by municipal suppliers

Together with professionals from the auditing sector, the City Council will promote an A2030 certification, which will recognise organisations that conduct specific actions and impact on SDGs. This action will allow the creation of SDG clauses in public procurement processes.

Measure 2.6. Guaranteeing that the 2030 Agenda will feature in Barcelona City Council's existing participation spaces

Finally, we are incorporating the 2030 Agenda into participatory spaces already promoted by the City Council, both in terms of content and on an in-person scale.

G. Strategic line 3. Barcelona 2030 international

This strategic line implies, on the one hand, sharing with other cities around the world experiences and knowledge on implementing the 2030 Agenda and, on the other hand, positioning Barcelona's commitment to the 2030 Agenda internationally, with the aim of becoming a leader in implementing the 2030 Agenda at the level of European cities and global metropolises. It will thus be necessary to strengthen the presence of the City Council in national and international spaces of municipal cooperation that work on deploying the 2030 Agenda. This task does not need to be started from scratch, but will take advantage of the work already done in recent years by the Global Justice Department and other departments within Barcelona City Council.

In terms of specific measures, this strategic line will cover the following:

- Creation of a working group of cities to promote the evaluation of the implementation of the 2030 Agenda
- Leadership of local implementation of the 2030 Agenda in multilateral bodies
- Aligning the city's large international events with the 2030 Agenda
- Attracting international events linked to the 2030 Agenda to Barcelona
- International promotion of compliance with the 2030 Agenda in public/private collaboration contracts

Successful implementation of the 2030 Agenda at a local level implies knowledge of previous experiences and, at the same time, a space for the exchange of processes and methodology.

At the same time, as the 2030 Agenda is the main multilateral programme of work, the international action of the City Council must necessarily be linked to facilitating, monitoring and evaluating the implementation of the 2030 Agenda. This is why the City Council will promote, within the framework of the municipal networks in which it participates, recognition of the role of local governments in achieving the SDGs.

Measure 3.1. Creation of a working group of cities to promote the evaluation of the implementation of the 2030 Agenda

With the need to share experiences and good practice, the City Council will work towards creating a working group of cities to promote the evaluation of the implementation of the 2030 Agenda locally, within the organisation United Cities and Local Governments (UCLG).

Measure 3.2. Leadership of local implementation of the 2030 Agenda in multilateral bodies

As part of this strategy, it is worth highlighting the weight of local authorities when it comes to deploying the 2030 Agenda. On an international scale, we will work to spread this idea cross multilateral organisations as follows:

- a. Together with multilateral organisations (the UN, the EU, etc.), efforts will be made to create, within these entities, new working spaces among cities in relation to implementing the 2030 Agenda. These spaces will allow knowledge and good practice to be shared, evaluating the joint implementation of policies by different local administrations and impacting on the decisions these organisations make that may affect implementation of the 2030 Agenda.
- b. On an international scale, work will also be done to incorporate Barcelona's companies into private 2030 Agenda deployment networks, such as the Global Compact or similar, with the ultimate goal of promoting measures in the private sector that have a positive impact on the city as a whole.

The City Council, with the intention of making Barcelona a benchmark for the 2030 Agenda, will work on two lines of action to ensure that the 2030 Agenda features in all international events in the city.

Measure 3.3. Aligning the city's large international events with the 2030 Agenda

Work will be done to bring the city's major international events in line with the 2030 Agenda, both in terms of content and organisation, and to ensure that these events make the city a benchmark in the implementation of the SDGs, at the same time linking any knowledge generation with the 2030 Agenda. This action should be understood as part of the 2030 Agenda awareness process. This is why we will link the principles that govern this agenda to the main events in the city: Mobile Congress, Marathon, Primavera Sound, Sónar, Grec, La Mercè, Smart City Expo World Congress, etc. This linking of the 2030 Agenda principles with the events implies that the latter will have to participate in the dialogue surrounding the 2030 Agenda, but, above all, they will have to change some internal processes in order to guarantee compliance with the environmental, economic and social sustainability requirements of applying the 2030 Agenda.

Measure 3.4. Attracting international events on the 2030 Agenda to Barcelona

The City Council will work to attract international events linked to the 2030 Agenda to Barcelona city. We need to make Barcelona a benchmark city not just in applying the 2030 Agenda, but also as a space for reflecting on how to achieve the agenda.

Finally, the City Council firmly believes that the 2030 Agenda can only be made effective and viable with the participation of all stakeholders involved in the local world. That is why we are pushing the second strategic line, the 2030 Agenda in the city. This is not, however, something that we can achieve alone; it must be done on an international scale. Although we act locally, the solution must be global. As far as the City Council's effort to promote better public/private partnerships through certification of compliance with the 2030 Agenda is concerned, we believe this ought to be an international mission and that good practice in public/private relationships should be spread to other cities and regions around the world. This is why we are deploying the following measure.

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Government
measure

Measure 3.5. International promotion of compliance with the 2030 Agenda in public/private collaboration contracts

The City Council, together with research centres and international and multilateral organisations, will promote the deployment of good practice and methodologies for public/private partnerships that meet the criteria of the 2030 Agenda and have a positive impact on the SDGs. We will work to define responsible public procurement processes and evaluate, among others, criteria such as respect for human rights in the global supply chain of public suppliers.

Barcelona has all the elements to be a benchmark in implementing the 2030 Agenda, because Barcelona's people have an entrepreneurial spirit, a commitment to social justice and a respect for our environment that will be key when it comes to achieving a better future, which is precisely what the 2030 Agenda represents. If we want to guarantee this future, we need to deploy the 2030 Agenda.

H. Time frame

Strategic line 1. The 2030 Agenda at the City Council

- 1.1. Agenda localisation
- 1.2. PAM and budget alignment
- 1.3. Evaluation (Monitoring achievement)
- 1.4. Aligning municipal innovation with the Agenda
- 1.5. Promoting the 2030 Agenda within the City Council
- 1.6. Cross-cutting commission promoting the achievement of the 2030 Agenda
- 1.7. Academic Advisory Board for the 2030 Agenda

Strategic line 2. The 2030 Agenda in the city

- 2.1. 2030 Agenda communication plan
- 2.2. Linking in key city events with the 2030 Agenda
- 2.3. Drafting a 2030 Agenda municipal involvement plan
- 2.4. Participatory processes
- 2.5. Table for the promotion of the 2030 Agenda in Barcelona
- 2.6. 2030 Agenda compliance certificate
- 2.7. Presence of 2030 Agenda in the City Council's existing participation spaces

Strategic line 2. Barcelona 2030 International

- 3.1. Working group of cities for implementation of the 2030 Agenda
- 3.2. Leading local implementation of the 2030 Agenda in multilateral organisation
- 3.3. Aligning the city's large international events with the 2030 Agenda
- 3.4. Attracting international events linked to the 2030 Agenda to Barcelona
- 3.5. International promotion of the 2030 Agenda in public/private contracts

- Corresponds to quarter or year in which this measure is achieved
- Corresponds to quarter or year in which this measure is started

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