

An aerial photograph of Barcelona, Spain, showing a dense urban landscape with various buildings, including the Guggenheim Museum's distinctive blue, curved facade. The city extends to the coast where a harbor filled with sailboats is visible. In the background, there are mountains under a blue sky with scattered clouds. Overlaid on the right side of the image is the text 'B:SM' in a large, bold font. The 'B' is red, the colon is red, and the 'S' and 'M' are black.

B:SM



Ajuntament de
Barcelona

B:SM

Barcelona
de Serveis
Municipals

B:SM

BARCELONA'S MAIN PUBLIC COMPANY

We work with the **goal** of improving people's quality of life and generating **positive experiences** to build a **healthy, cutting-edge Barcelona**

Our **values**

COMMITMENT COOPERATION EXCELLENCE

INTEGRITY PROACTIVENESS

Our **vision** is to be a **leading company in the public management** of services with **added value** which we can all be **proud of**



B:SM At a glance



1,800
workers



47,000.000
experiences



440
hectares
of iconic city spaces



500
company providers and
partners - *2,000 workers and
€65 million business turnover*



Certified
company
against Covid-19

B:SM is
committed to the
2030 Agenda and the
UN's Sustainable
Development
Goals



Economic data *

€165 million	business turnover
€10 million	profits
€25 million	investment

*Average data accounts published between financial years 2015 - 2019



16 Activities



2 100%-owned
companies

Other investee companies

Tractament i Selecció de Residus, S.A, and its Group	58,64%
Mercabarna, S.A.	50,69%
Barcelona d'Aparcaments Municipals, S.A.	40,00%
Ecoenergies Barcelona Sud, Zona Franca and Gran Via de l'Hospitalet, S.A	17,55%
Serveis Funeraris de Barcelona, S.A, and its Group	15,00%
GL Events CCIB, S.L	12,00%

We contribute to the city's **new sustainable mobility** policy, adapting our services and creating new experiences to make journeys compatible with a sustainable mobility which is **planned**, more **efficient** and **respectful** towards the surroundings.

Sustainable mobility





BARCELONA'S PERSONAL MOBILITY APP

Smou includes the city's **main mobility services** in a single app. It allows maximum **personalisation** in **sustainable** journey **planning** and intuitively favours the **intermodal** use of transport. Constantly growing to **enhance user experiences**.

- ✓ Management of on-street parking in 11 municipalities in the Metropolitan Area
- ✓ Full information on moped-sharing, car-sharing and bike-sharing services in Barcelona
- ✓ Official app for Bicing and Endolla Barcelona

23

Mobility services

400,000+

Users

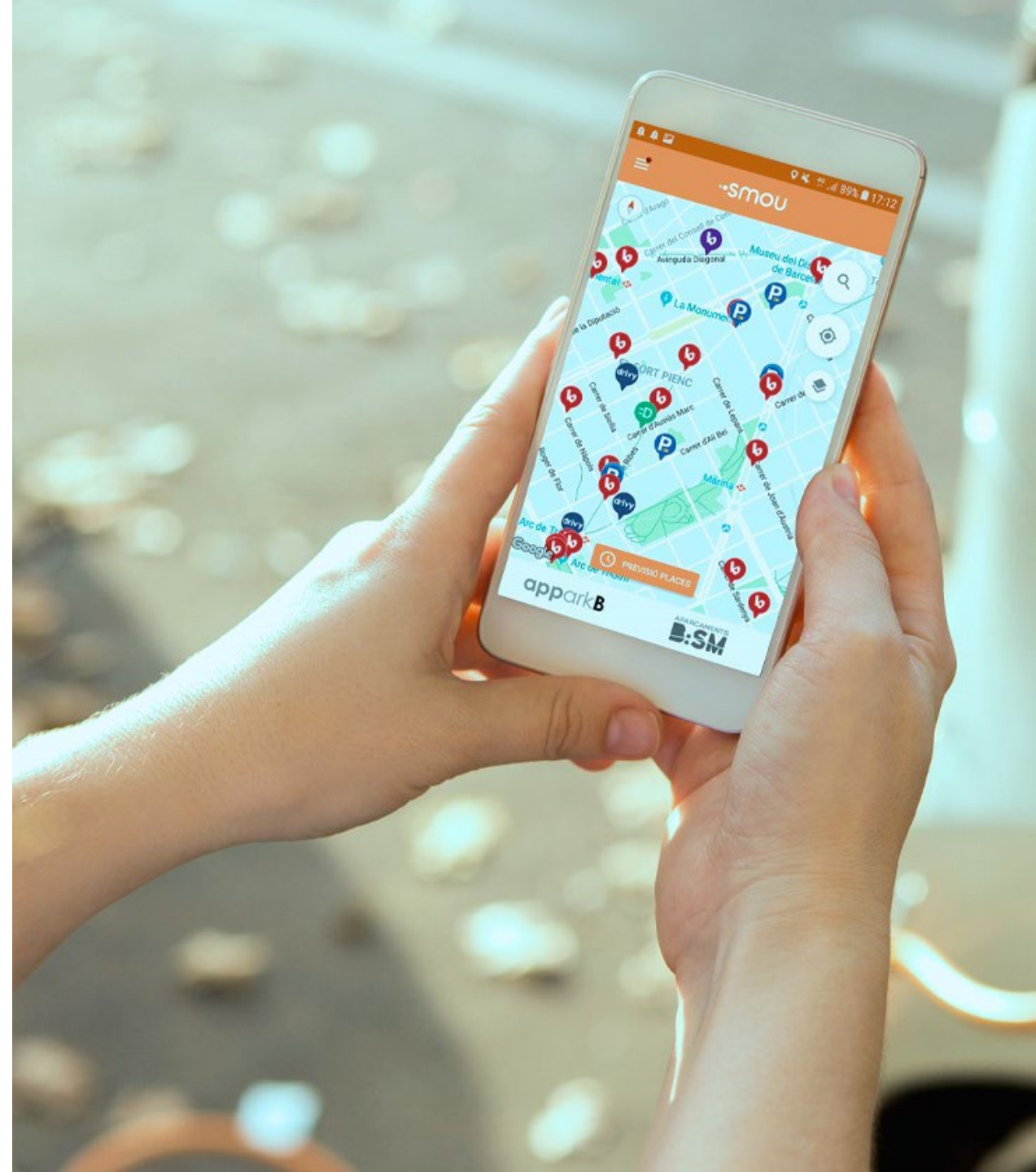
11

Integrated municipalities

3,000,000

Operations a year

Get around easily, get around better.





THE INDIVIDUAL PUBLIC MOBILITY SYSTEM

Bicing is **one of the finest bike-sharing systems in the world** in its offers and quality. We are **pioneers in installing a hybrid system** and introducing improvements to foster **sustainable mobility**.

- ✓ Consolidated as a safe and healthy mobility system.
- ✓ Constant tech innovation.
- ✓ 90% immediate availability for users

125,000+

Subscribers

5,000

Push bikes

2,000

Electric bikes

519

Stations in
Barcelona

Icon for new mobility: integrated, combined, sustainable, electric, connected and shared

MORE ENERGY THAT CONNECTS WITH YOU

Endolla Barcelona is the city's **public network of electric-vehicle charging points**, the largest of its kind in the Spanish state. It guarantees **uniform coverage all around the city**, with points located in public roads and B:SM car parks to **facilitate the transition to new electric and sustainable mobility models**.

- ✓ 52 new charging points in 2020
- ✓ 5.7 points per km²
- ✓ 1 point for every 11 electric vehicles in the city
- ✓ Over 3.5 million euros in public investment

9,500

Users

9,000

Charges a
month

555

Charging points

The public electric charging network





THE METROPOLITAN PARKING APP FOR DUM

Use your **mobile phone to park** in DUM areas in **Barcelona and other municipalities** in the metropolitan area.

- ✓ Personalised alerts for parking-time expiry
- ✓ Check history of parking operations
- ✓ Occupancy forecast for DUM zones
- ✓ Management of company vehicles too



62,000+

Users

34,000

Daily operations



LAST MILE DELIVERY (DUM)

DUM's function to provide service for all **goods delivery vehicles** needing to park close to their destination for a **maximum of 30 minutes**.

10.5 million

Operations in
2019

10,000

DUM parking
spaces in
Barcelona

NEW URBAN MOBILITY POINTS

Over **40 parking areas** in an ongoing process to convert them into multi-service centres. We back **sustainable mobility policies**, facilitating urban goods distribution and last mile deliveries, easing the pressure on road traffic and offering a **quality personalised experience**.

- ✓ 13,000 spaces for all types of vehicles and fleets
- ✓ Broadband in all car parks
- ✓ Growing number of recharging points for electric vehicles

15,000

Subscribers

19

Car parks serving
medical and health
centres

581

Click&collect
points

*We're including new services with added value for the public,
adapting to the needs around us and our types of user*





ORGANISATION OF PUBLIC SPACE

The AREA manages **regulated on-street parking** (blue and green areas) all around the city of Barcelona, with the mission of organising public space prioritising **sustainable mobility policies**, furthering the commitment to **cut emissions** and improve **air quality** in the city.

- ✓ 4 extensions in 2020
- ✓ 974 new places
- ✓ New pricing in May 2020
- ✓ 17,000,000 operations

49,823

Regulated
places

74,394

Motorcycle
places

9,575

Loading and
unloading places

Making it easier to manage parking through innovative digital systems



MOBILITY WITH PRIVATE BUS AND COACH SERVICES

Barcelona Nord bus station is the **main hub for bus departures and arrivals** in the city, and it is being adapted to become the **future hub for tourism with private bus and coach services**. The Fabra i Puig bus station is an **interchange for Rodalies local trains, the metro system and buses** connecting the city of Barcelona.

- ✓ 1,020,000 passengers
- ✓ 64,200 trips
- ✓ New station website

1 million+
Passengers

64,200
Trips

19
Companies

Over 600 regional, national and international destinations.



FACILITATING MOBILITY AND SAFETY

The municipal tow service helps **improve people's quality of life**, facilitating a fair **distribution of public space** and ensuring a city which is safer, more **organised, efficient and sustainable**.



It frees up more on-street parking places.

It facilitates the execution of works and the holding of public events.



ORGANISED AND REDUCING THE IMPACT OF TOURIST COACHES

The Bus Zone includes parking spaces for the exclusive use of **tourist coaches** near the most iconic spots in Barcelona. These exclusive spaces make it easier to **organise parking and coach stops**, facilitating the work of professionals working in this sector.

Over 12,000 Bus Zone operations in 2019

We offer **experiences** in **iconic city spots**, embracing the main principals of **education, culture, free time, sport, nature and biodiversity** in all business and activities.



Culture, leisure and biodiversity



THE OLYMPIC RING, WHERE EVERYTHING IS POSSIBLE

Barcelona plays host to thousands of **sports, culture and leisure experiences** every year, enhancing its standing for big international tours and major sports events.

- ✓ Trial concert for more than 5,000 spectators with antigen tests
- ✓ Biosphere certificate obtained
- ✓ A sustainable space which promotes sport and culture while maintaining social commitment

46

Events in 2020

141,000

Cultural and sports experiences

15,500

Experiences adapted to Covid

5

Projects to improve the space

Creation of a sports tech hub for innovation and technology in sport

A LARGE URBAN PARK BY THE SEA

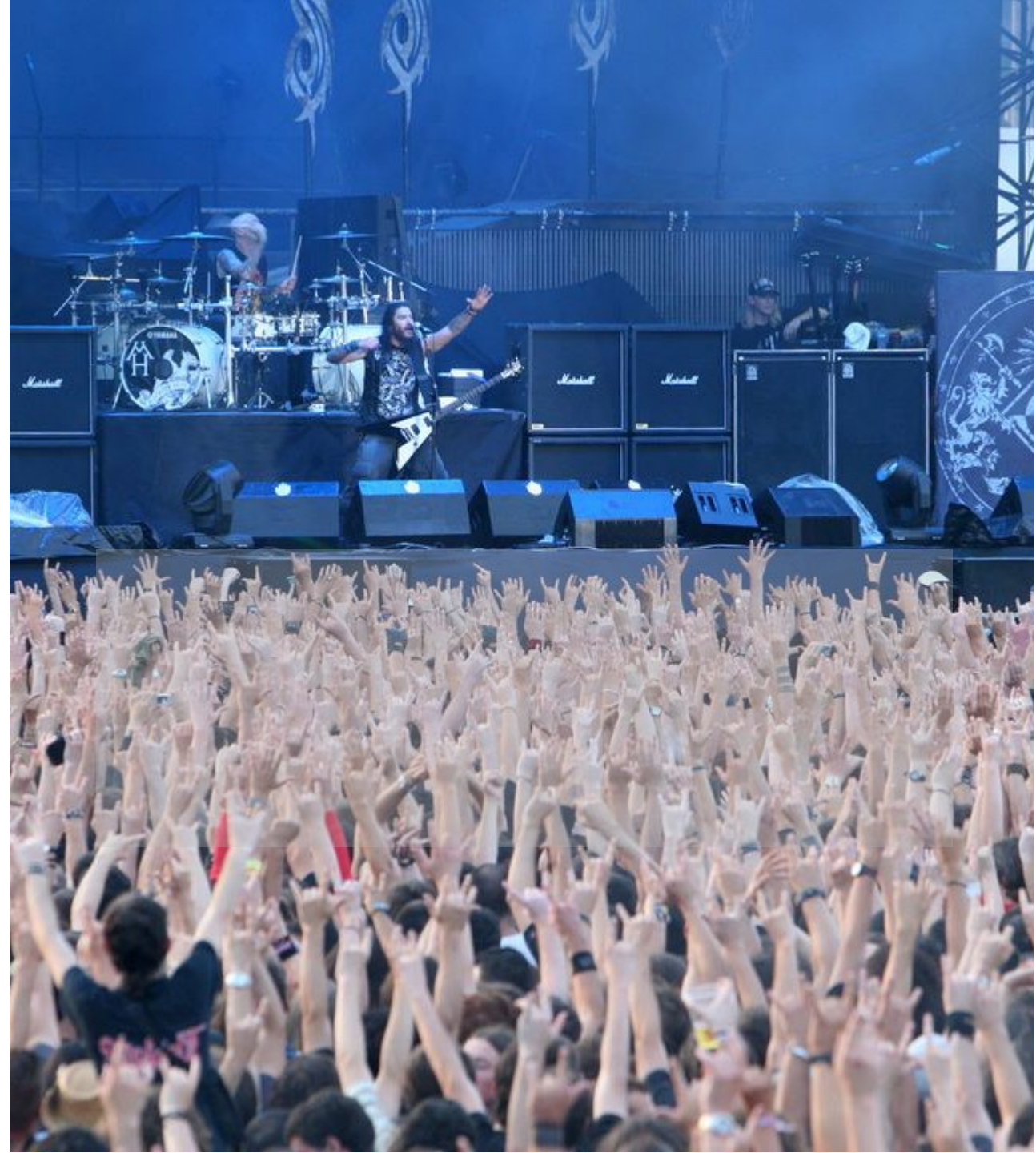
A large complex at the disposal of the public for holding **events** in **all sorts of formats** in a **privileged setting**. The finest conditions for **quality and safety** continue to apply, along with everything needed to turn each event a memorable experience.

- ✓ Consolidated and versatile as one of the city's main leisure spaces
- ✓ Social commitment with local people
- ✓ Connected to the city centre

60
Events

70,200
Experiences

Integration of the park with its surroundings, generating synergies and adding vitality to the neighbourhood to help towards social return.





A HERITAGE PARK FOR EVERYONE

This is one of Gaudí's iconic works and one of the most visited places in Barcelona, admired for its **architectural heritage and its natural values**. The park is in the process of **transforming its management** model to reflect the new concept of **sustainable tourism**

- ✓ UNESCO World Heritage Site.
- ✓ New model to regulate access
- ✓ Better management of access for local people
- ✓ Biosphere certificate obtained

590,000+

Users

18

Concerts

1,400

People on guided
tours

12

Regulated
hectares

A green space with free access for all citizens

BUILDING A LARGE CITIZEN PORT

The Olympic Port is being reborn as a **new space** that is part of everyday city life, a public facility providing **contact with the sea and for people to live, enjoy and work in.**

Pillars:

- ✓ City space
- ✓ Blue economy Economy
- ✓ Nautical focus
- ✓ Gastronomy

With criteria on:

- ✓ Public management
- ✓ Sustainability

10,000 m²

Regained for
use by citizens

523

New mooring
contracts

21

Blue economy
premises

A 6-year project with an investment of €40 million.





AN OPEN WINDOW ON NATURE

Located in privileged surroundings in the city, the Zoo has become a **leading centre in the conservation of biodiversity and animal welfare**, with **education**, awareness about **nature** and research as the structural focus points for its new model.

- ✓ New Sabana-Sahel biome: better animal welfare and an important teaching resource
- ✓ Leading centre in the conservation of native fauna
- ✓ Over 1 million euros in grants since 2009

97

European
conservation
programmes

637

Children on
summer and
Christmas
activity

15,700

Families with
membership

Conservation - Research - Education - Raising Awareness



THE MAGIC OF BARCELONA

Located in the Collserola Natural Park, this is a **leading family leisure space** in a centenarian setting. The park has managed to adapt and holds a charming appeal for the public, setting an **example in solidarity projects, education and the environment**

- ✓ New mobility: Cuca de Ilum (Firefly)
- ✓ 120th anniversary of the park
- ✓ New app: Improved experience and safety at the park.

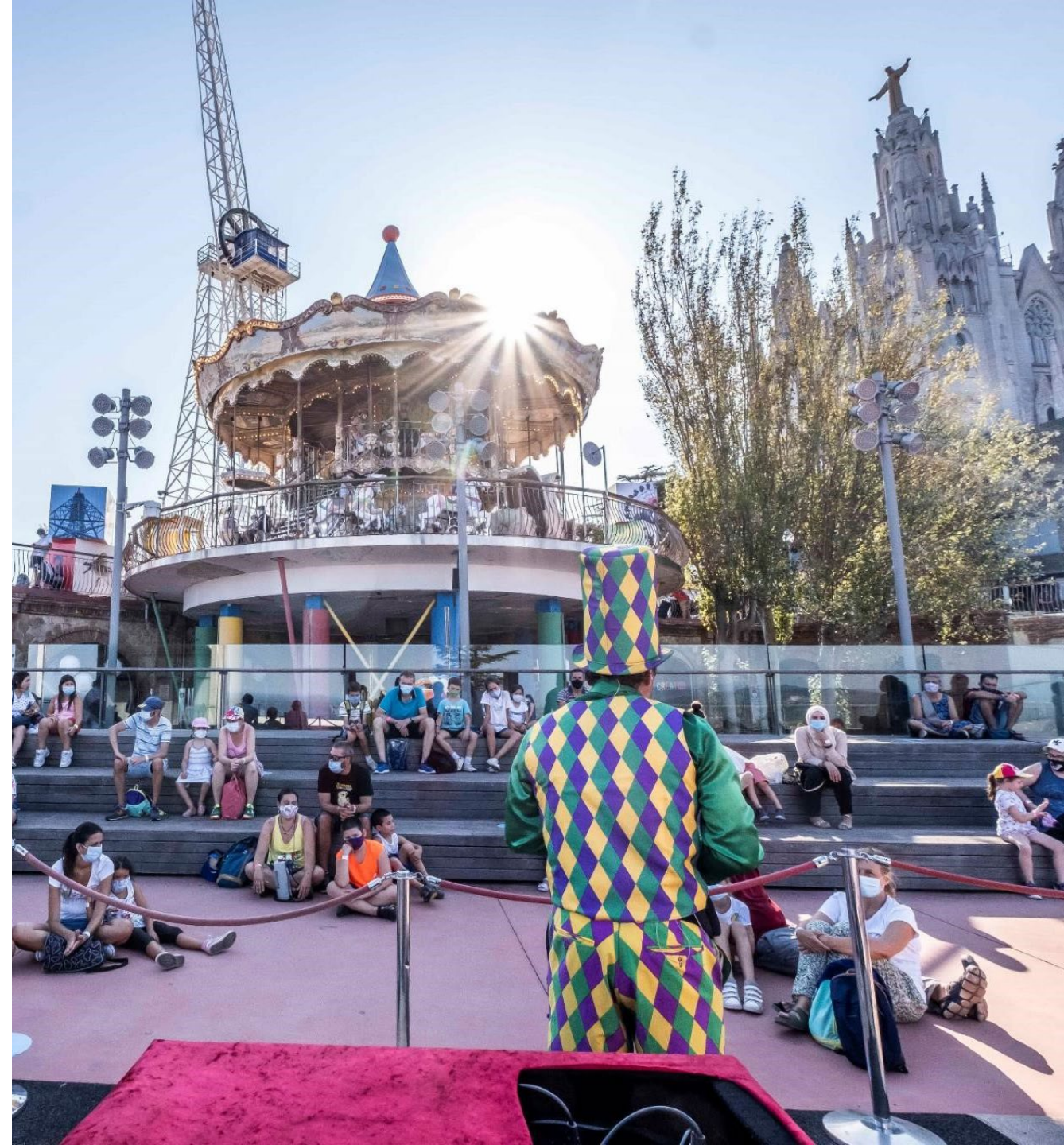
110,801

Experiences in
2020

18,323

Families with
Tibiclub
membership

Four strategic areas: visitor experience, education, solidarity and environmental and economic sustainability



Care of people and public space



TOWARDS BETTER COEXISTENCE

Civic Officers have the goal of **promoting civic behaviour** and **preventing conflict**, facilitating correct use of space and striving for public **awareness** and **civic behaviour** and attitudes.



*294,432 actions relating
to uncivil behaviour*

*Essential in the public
management of Covid-19*

Parc Montjuïc



A PRIVILEGED SPACE

This represents one of Barcelona's most characteristic hilltops. The space combined a variety of aspects such as **leisure, business activity, culture, sport and nature**. Worth noting is its value as a **natural space**, as it constitutes the main urban park in the city after Collserola.

450 hectares of natural space

THE HISTORY OF THE CITY

Cementiris de Barcelona manages the **city's nine funeral complexes** and strives to improve **personal assistance** for users and to offer **quality funeral services** when transferring the deceased to our spaces, and at the same time **to disseminate the culture and history** found within these sites.

- ✓ Extension of the Muslim section
- ✓ Coordination with the funeral sector during the crisis
- ✓ New financial framework: € 60 million in investment

*Montjuïc - Poblenou - Sant Andreu - Les Corts -
Collserola - Horta - Sants - Sarrià - Sant Gervasi*



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