

Barcelona digital talent and digital talent trends

StartEASY· April 26

Barcelona Digital Talent

Digital skills trends

Spain & Barcelona Ecosystem

Digital Talent management trends & good practices

Barcelona Digital Talent

1

We promote digital reskilling & upskilling through private and public alliances

2

We attract and retain international talent for Catalonia/Barcelona

3

Create a digital talent community: We act as a hub for digital opportunities for companies and talent

4

Every year we monitor the digital ecosystems to identify trends, opportunities and provide guidance for decision makers.

- How do we work at Barcelona Digital Talent?

- We have agreements with all the Catalan universities through Government and also private professional training centers to provide the skills needed in the sector.

1

2

3

4

- Studies & Monitors

- We study the ecosystem every month: companies, hiring managers, universities, centers & people.
- Those conclusions lead to actions or new projects.

- Orientation & Mentoring

- A successful reskilling or upskilling must come from within the person and we organize hundreds of workshops around the territory to provide just that.
- We also have more than 50 professional mentors that took newbies under their wing in the digital sector.

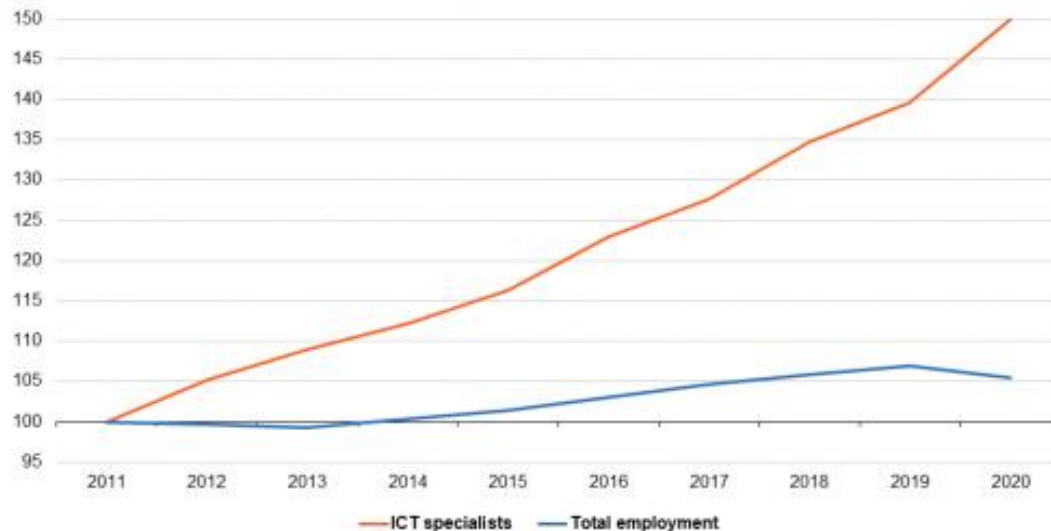
- Connection with companies

- Speedatings
- Hackatons
- Network Events
- We bring the recently reskilled to meet the companies.

Digital skills trends

ICT jobs has grown 9 times faster in EU

Index of the number of persons employed as ICT specialists and total employment, EU, 2011-2020
(2011 = 100)



Note: Data for the EU aggregates are estimated by Eurostat.
Details on the estimation of ICT specialists data are available in Eurobase.
Source: Eurostat (online data codes: isoc_sks_itspt and ifsa_egar)

9 out of top 10 trend jobs are digital



Job landscape

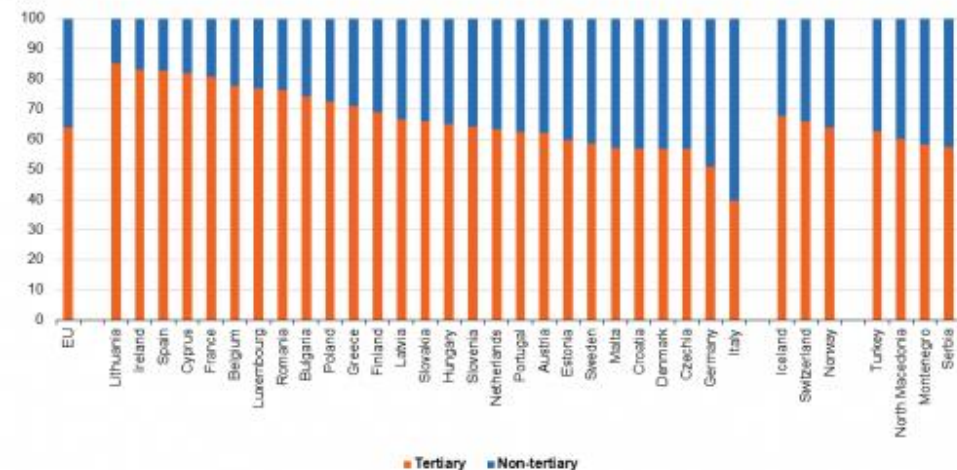
By 2025, new jobs will emerge and others will be displaced by a shift in the division of labour between humans and machines, affecting:



Source: Future of Jobs Report 2020, World Economic Forum.

There are many pathways to become ICT specialist

Distribution of ICT specialists by education attainment level, 2020 (%)



Note: ICT specialists represented in this graph have obtained either a tertiary or a non-tertiary education attainment level in ICT. Cases of non-response have been excluded of the present analysis.
 Details on education attainment level data estimated by Eurostat are available on Eurobase.
 Data for Germany: provisional.
 Source: Eurostat (online data code: isoc_sks_itspe)

- 1) Earn an IT degree
- 2) Enroll a bootcamp
- 3) Learn by doing
- 4) Do online courses
- 5) Be part of in-company reskilling programs

The gender gap in ICT remains as a global challenge

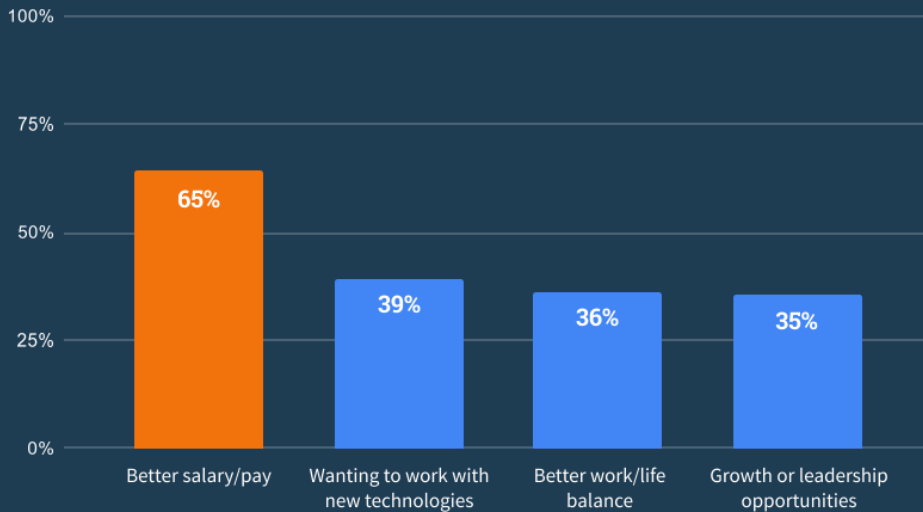
	Distribution by gender			
	Men		Women	
	2011	2020	2011	2020
EU	83.0	81.5	17.0	18.5
Belgium	83.4	82.6	16.6	17.4
Bulgaria	67.9	71.8	32.1	28.2
Czechia	89.4	89.7	10.6	10.3
Denmark	80.5	77.7	19.5	22.3
Germany	83.6	82.5	16.4	17.5
Estonia	76.2	77.9	23.8	22.1
Ireland	75.8	79.3	24.2	20.7
Greece	81.0	73.5	19.0	26.5
Spain	79.8	80.2	20.2	19.8
France	80.3	79.9	19.7	20.1
Croatia (*)	85.8	81.9	14.2	18.1
Italy	85.4	84.3	14.6	15.7
Cyprus	79.3	81.9	20.7	18.1
Latvia	76.0	77.1	24.0	22.9
Lithuania (*)	77.1	76.4	22.9	23.6
Luxembourg	87.3	80.2	12.7	19.8
Hungary	90.5	87.7	9.5	12.3
Malta	83.0	89.0	17.0	11.0
Netherlands	87.1	82.4	12.9	17.6
Austria	86.8	79.7	13.2	20.3
Poland	85.8	85.0	14.2	15.0
Portugal	81.1	78.2	18.9	21.8
Romania	78.3	73.8	21.7	26.2
Slovenia	84.2	82.7	15.8	17.3
Slovakia	82.5	84.2	17.5	15.8
Finland	80.9	76.7	19.1	23.3
Sweden	81.0	78.7	19.0	21.3
Iceland	82.9	79.1	17.1	20.9
Norway	83.4	80.6	16.6	19.4
Switzerland	87.4	83.7	12.6	16.3
Montenegro (*)	81.0	83.6	-	-
North Macedonia	77.0	76.7	23.0	23.3
Serbia (*)	81.5	75.0	18.5	25.0
Turkey	85.7	83.2	14.3	16.8

Source: Eurostat

Beyond salary, other motivations matters

↗ Pulse Survey **Employer Branding**

Why are you looking for, or open to, a new job?

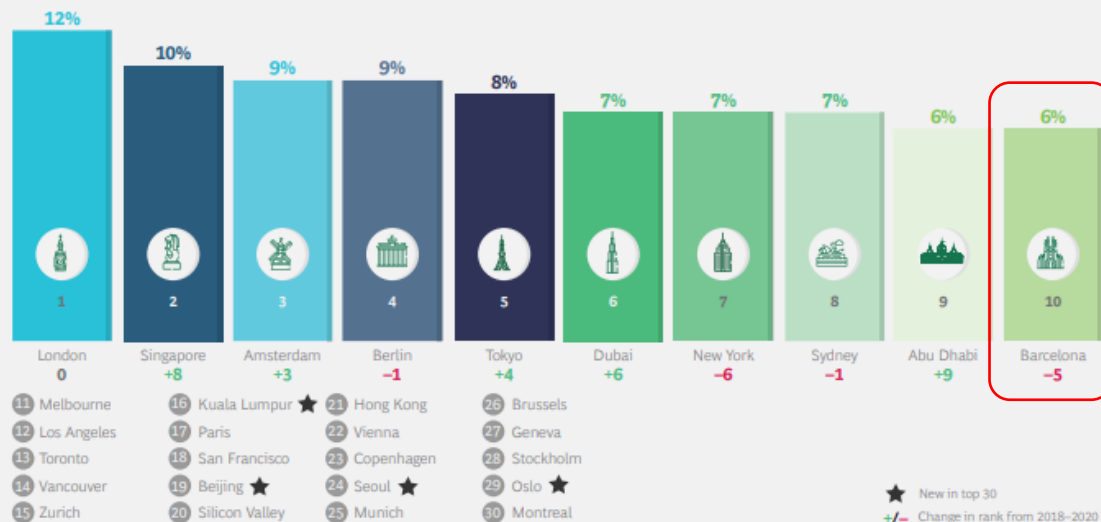


Spain & Barcelona Ecosystem

Barcelona remains top 10 as top attractive cities

Most Attractive Cities for Digital Talent

Ranked by percentage of respondents willing to move to each city

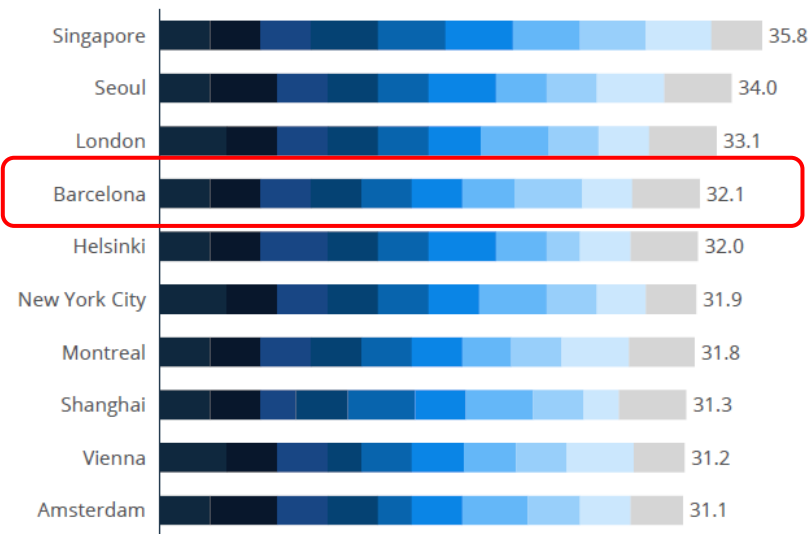


Source: 2020 BCG/The Network proprietary web survey and analysis of 9,864 workers in digital fields.

Barcelona on top of global smart cities

Top smart city governments ranking in 2020

VS¹ LS² BG³ FI⁴ SP⁵ TR⁶ IE⁷ SP⁸ PC⁹ TR¹⁰



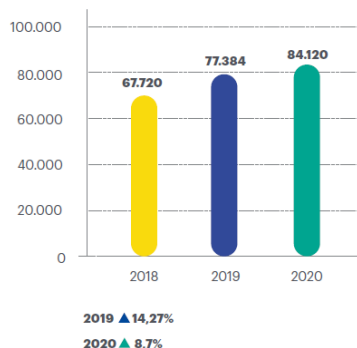
1: Vision 2: Leadership 3: Budget 4: Financial Incentives 5: Support Programs 6: Talent-Readiness 7: Innovation Ec
10: Track Record
Sources: Eden Strategy Institute, IESE, IDC

2 out of 10 vacancies in Barcelona are digital

Digital job offers grows by 6,700 professionals and demand falls by 15%, well below other sectors (43%)

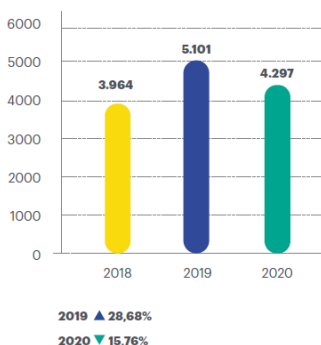
Digital professionals

2018- 2020



Demand for digital professionals and total of professionals in the market

2019- 2020



29%
(+2,5p)

Gender gap is declining in the digital sector

Barcelona leads training in bootcamps

40% of the centers that offer this type of training are located in Barcelona

Barcelona and Madrid account for around 74% of the bootcamp training activity in Spain. The vast majority of bootcamps in Barcelona are newly created. **82.35%** have been set up in the last 5 years.

Supply of bootcamps with face-to-face or hybrid training offered by cities in Spain
2020



40.5%
Barcelona



33.3%
Madrid



7.1%
Bilbao

Covid-19 slows down the attraction of international talent

During 2020, 1,733 professionals from outskirts Barcelona were attracted, well below the 4,082 incorporated in 2019. 29.3% of digital professionals come from abroad

City of origin of ICT professionals from outskirts Barcelona

2020



10,79%
London



9,35%
Madrid



2,69%
Buenos Aires



2,46%
Sao Paulo



2,15%
Valencia



1,80%
Paris



1,72%
Mexico DF



1,55%
Sevilla



1,02%
Dublín



0,91%
Amsterdam



0,75%
Caracas



0,72%
Varsòvia



64,47%
Others

Digital Talent management trends

10 Digital talent management trends

Hybrid Liquid work

Startup culture

Employee experience

Ecosystem – link (BDT)

Reskilling & upskilling

Staff on demand

Diversity

IT communities

Purpose driven

People Analytics



Best practice: BCN INCLUSIVE TALENT

BCN INCLUSIVE TALENT: a program to bring opportunities



Technology Matters

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@MWCcapital



Pavel **Pratyush**
Head of Engineering
ManoMano Spain