BARCELONA ACTIVA REVIEWS ITS DATA MANAGEMENT MODEL WITH THE SUPPORT OF NAIDER

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Barcelona Activa, the public company of Barcelona City Council that promotes employment, entrepreneurship and business competitiveness, has launched with NAIDER the analysis and evolution of its data management model. The work starts this Thursday, 26 November, with a kick-off session at its offices in Barcelona and will run over the next five months.

In 2024 Barcelona Activa served more than 57,000 people and nearly 6,800 companies, and each of these services generates valuable information. Its 2023-2027 Strategic Plan includes data-driven organisational excellence among its strategic lines. The project builds on that commitment: understanding how data are collected, managed and used in the organisation today, and what its teams need to work better with them.

Based on this assessment, NAIDER will propose several scenarios for the evolution of the model. The aim is to give Barcelona Activa clear criteria to consolidate what already works, prioritise improvements and organise the management of its data in the coming years.

The project adds to NAIDER's experience in information and indicator systems for public management, such as the Vitoria-Gasteiz Sustainability Observatory, and strengthens its work in Catalonia.