

EN



Catalonia  
International

Connect  
Project  
Empower

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# Who are we?



Catalonia International is a public-private consortium whose objective is to connect Catalonia in the international sphere and facilitate the exchange of people, ideas and projects. Catalonia International (2024) is the heir to DIPLOCAT (2012), the Patronat Catalunya Món (2007) and the Patronat Català Pro Europa (1982), a pioneering entity in Catalonia's relations with the EU.

The Consortium Catalonia International has 38 members, and this broad, diverse, plural composition makes it a suitable instrument to work with all sectors in Catalan civil society that seek to participate in major international debates. These actors provide their expertise and knowledge to build a fairer, more peaceful, democratic and sustainable society.

# How are we organised?



The institution's plurality is reflected in the participation of representatives from Catalonia International's different members in its governing and management bodies.

## → The Governing Council

Supreme governing body.

## → The Presidency

The Presidency of the Consortium is held by the President of the Government of Catalonia.

## → The Executive Council

Standing body in charge of administration, management and initiative.

## → The Directorate-General

In charge of carrying out the decisions of the Governing Council, the Presidency and the Executive Council and promoting and managing the institution's activities.

The Governing Council may decide to create an **Advisory Council** made up of individuals who are renowned international experts.



**Catalonia  
International**

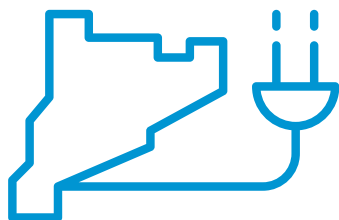
# What do we do?

Catalonia International connects the country's public and private institutions and actors with the public abroad to spread ideas, culture, assets and values. The goal is to engage in a continuous dialogue with the rest of the world in order to create opportunities, make connections and strengthen mutual trust.

As a sub-state actor, Catalonia wants to play a prominent role in the global sphere. In the throes of the digital age, non-state governments, companies, universities, cities and local entities, social movements and citizens themselves are playing an increasingly important role in the global governance of an interconnected world. Everyone is capable of connecting with other citizens from around the world, and Catalonia International works to facilitate and promote these connections. Thus, it backs all Catalan society actors who wish to play in the international arena helping them to achieve their goals creating, whenever possible, meeting and collaboration points among them.

Catalonia International's activities include exchanges of best practices, digital projection initiatives, academic debates, workshops and seminars, visitor programmes and press contacts. Catalonia International also works to strengthen the international relations capacities of Catalonia's citizens, organisations and public administrations by awarding scholarships and organising training courses, while also encouraging them to be active in the leading global governance initiatives.





# Connect

## To listen and to be heard

A key part – if not the most important part – of international projection is the capacity to listen to the public to whom we want to share a vision of the world. As the outcome of listening, we often have to adapt the way we interact with the world in order to reach the most influential actors. Catalonia has to seek recognition by providing added value to shared problems and working with other international actors to generate a story and shared strategy to deal with supra-national challenges. This will enable Catalonia to position itself on the front lines and be heard in a global world.

Catalonia has to identify where it can export knowledge and experience in the fields where it is or aims to be on the cutting-edge, and to learn from other successful models to become more competitive in the fields where it is not.

We listen to what international public opinion is saying about Catalonia and what issues are being discussed the most around the world in order to generate a constructive dialogue.

We provide incentives to study and analyse international models of best practices, while also promoting knowledge abroad of the most pioneering sectors in Catalonia

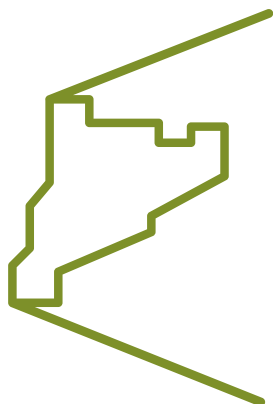
We position Catalonia in global debates and help member organisations and civil society take part in and contribute to them.



New Priorities

1) Reputational Security

- Soft Power not just an "extra" for the richest countries
- Reputation is part of security
- ANY relevance helps
- Good better than rich or strong
- Cultural relevance is good
- ETHICAL relevance best
- Be part of the team



# Project

## Promote Catalonia worldwide

It is important to recall that generating a positive public image and opinion abroad has direct repercussions on multiple levels, from attracting companies and investments to university student exchanges, not to mention boosting tourism and attracting major cultural and sporting events.

Nowadays, information moves and reaches everyone with hardly any constraints or borders. One of Catalonia International's objectives is to project the values, people and institutions of Catalonia to the world, while forging bonds and trusting relationships with citizens and institutions in other countries. In a globalised world

like ours, the combination of technological changes and the advent of the social media is an added opportunity for communication among citizens and social and political stakeholders.

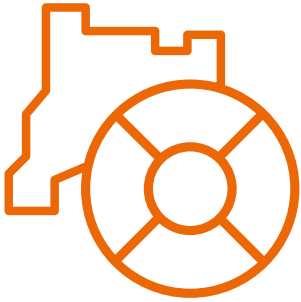
We assist organisations that want to be present on the international scene and help them find spaces of mutual cooperation by organising joint activities in different fields.

We provide direct, firsthand knowledge of Catalonia's values and assets among those who show an interest in them or may convey them to their sphere of influence.

We ensure that the image of Catalonia conveyed in the foreign media is as accurate as possible, and we keep in contact with international correspondents and journalists.







# Empower

## Foster training and knowledge

International projection of Catalonia is everyone's job, and both the staff of the Catalan public administrations and civil society as a whole must be trained in order to do it well.

An array of actors has become involved in the international scene. Beyond the political world, sub-state governments, sports clubs, universities, labour unions, town halls, cultural organisations, companies and others are the real actors in a country's international outreach. Catalan society's training in international

relations must be promoted in order to raise awareness and improve the capacity for internationalisation.

We offer grants and scholarships aimed at civil society with the goal of improving their training and maximising their capacity to contribute to the country's internationalisation.

We offer training courses on topics of special interest with the goal of improving the capacity of the organisations belonging to the consortium as actors that project Catalonia abroad.

We promote training in and knowledge of the social networks as a crucial tool of internationalisation, with the goal of increasing their use by civil society and the organisations belonging to the consortium.



# Who are the members?

## → Public institutions and associative entities in the local sphere

- Government of Catalonia
- Barcelona City Council
- Tarragona City Council
- Girona City Council
- Lleida City Council
- Vielha e Mijaran City Council
- Barcelona Provincial Council
- Tarragona Provincial Council
- Girona Provincial Council
- Lleida Provincial Council
- General Council of Aran
- Catalan Association of Municipalities and Counties (ACM)
- Federation of Municipalities of Catalonia (FMC)

## → Universities, business schools and university research institutes

- University of Barcelona (UB)
- Autonomous University of Barcelona (UAB)
- Technical University of Catalonia (UPC)
- Pompeu Fabra University (UPF)
- University of Lleida (UdL)
- University of Girona (UdG)
- Rovira i Virgili University (URV)
- Ramon Llull University (URL)
- Open University of Catalonia (UOC)
- University of Vic - Central University of Catalonia (UVic-UCC)
- International University of Catalonia (UIC)
- Abat Oliba CEU University (UAO CEU)
- Barcelona Institute of International Studies (IBEI)
- EADA Business School
- Barcelona School of Economics (BSE)

## → Entities from the economic, business, trade union and social sectors

- General Council of the Official Chambers of Commerce, Industry and Navigation of Catalonia
- Entrepreneurs association Foment del Treball Nacional
- Association of Micro-, Small and Medium-Sized Enterprises of Catalonia (PIMEC)
- Confederation of Cooperatives of Catalonia
- Multi-Sector Business Association (AMEC)
- Private Foundation of Entrepreneurs (FemCAT)
- Trade union Unió General de Treballadors (UGT)
- Trade union Comissions Obreres (CCOO)
- Third Sector Platform of Catalonia
- Football Club Barcelona

# About Catalonia

Catalonia is a Mediterranean land and a crossroads of cultures and influences. Catalan is its native language, which coexists harmoniously with Castilian and Aranese along with hundreds of other languages spoken every day. Innovative and cosmopolitan by nature, Catalonia is an open, welcoming land used to embracing large migration waves throughout history, and more recently also many tourists (18.2M in 2023).

With its capital, Barcelona, a cutting-edge city that has become a global benchmark, Catalonia has carved a niche for itself as a region of industry and services, and it is one of the most important economic, scientific and technological engine in southern Europe. According to the fDi Magazine (Financial Times) February 2024 ranking, Catalonia is the fourth largest region of the future in Europe, after Ile de France, West Midlands and North Rhine-Westphalia, thanks to its economic potential, lifestyle, profitability, connectivity and business growth ecosystem.



**Area:** 32.107 km<sup>2</sup>

Switzerland

**Catalonia**

Belgium



**GDP (2023):** 292.474 million EUR

Finland

**Catalonia**

Romania



**Population:** 8 million

Switzerland

**Catalonia**

Denmark



**Language:** 10 million active speakers

Greek

**Catalan**

Hebrew