

20 February – World Day of Social Justice

Major Barcelona companies join forces to tackle early school leaving

- Together they form Board 2030, through which they promote projects that generate real impact in the city and deliver solutions to key social and environmental challenges.
- Their first joint initiative focuses on tackling early school leaving, which stands at 12.8% among young people aged between 16 and 18.
- In the 2025–2026 academic year, 20 classrooms of Basic Vocational Training and Integration Programmes (PFI) in public schools in Barcelona have been sponsored, supporting a total of 272 young people.

Barcelona, 20 February 2026. Spain has a 25% **youth unemployment rate**,¹ the highest in the European Union. In addition, **12.8% of young people aged between 18 and 24 do not complete compulsory secondary education or continue their studies**². Early school leaving has significant individual and social consequences, as leaving education prematurely leads to higher unemployment rates, lower economic security and greater risks of social exclusion.

Against this backdrop, and coinciding with the **World Day of Social Justice**, around twenty companies from Barcelona and its metropolitan area have joined forces to launch **Board 2030**, an ecosystem of committed businesses whose aim is to make Barcelona a fairer, more sustainable and more inclusive city.

Some of the companies and organisations that form part of Board 2030 include: B Lab Spain, CBRE, Consorci Zona Franca, Cushman & Wakefield, EADA Business School, Ferrer, Fundación Ship2B, Hospital Clínic de Barcelona, ImpactCO, Medichem, Moritz, Nactiva, Quadpack, R4S, Reig Jofré, TRAM, Uriach and Volkswagen Group España Distribución, among others.

Board 2030 is a joint initiative of **B Lab Spain, EADA Business School and Ferrer**, within the framework of Barcelona+B, whose mission is to position Barcelona as a leading city in the impact economy.

“The companies that make up Board 2030 firmly believe that real change stems from collaboration and commitment. As organisations based in Barcelona, we believe we have both the responsibility and the capacity to generate solutions that benefit the city and its citizens,” states **Dr Jordi Díaz, Dean and Director General of EADA Business School**.

Board 2030 is made up of CEOs and members of executive boards from large companies who seek to create **a community for change** capable of generating solutions to challenges such as inequality, employability, housing and sustainability. Over the past three years, the leaders involved have shared learnings, challenges and progress in order to accelerate the transformation of their organisations through impact. Strategic actors from the city, such as Barcelona Activa, Fundación Ship2B, Turisme de Barcelona, Barcelona Global and ACCIÓ, have

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Eurostat.

<https://ec.europa.eu/eurostat/en/web/products-euro-indicators/w/3-30102025-BP#estat-inpage-nav-heading-1>

² Ministerio de Educación, Formación Profesional y Deportes.
<https://www.educacionpydeportes.gob.es/prensa/actualidad/2026/01/20260128-abandonotemprano.html>

also taken part in these meetings to share initiatives and co-create a collective action responding to a specific need in Barcelona, with tangible and measurable solutions.

This year, for the first time, they are publicly announcing their establishment and launching their first coordinated collective initiative.

First collective initiative: Tackling early school leaving

The first joint initiative aims to tackle **early school leaving**. Through corporate volunteering programmes, professionals from these companies support young people in vulnerable situations throughout the academic year, with the aim of encouraging them to continue their studies. They provide guidance on the labour market and introduce them to their companies and departments.

For this project, Board 2030 has partnered with **Fundación Exit**, an organisation with more than 25 years of experience dedicated to reducing early school leaving among young people in situations of social vulnerability through business engagement. In the 2025–2026 academic year, the goal is to sponsor 20 classrooms of Basic Vocational Training and Integration Programmes (PFI)³ in public schools in Barcelona, support 272 young people and ensure that all of them continue their education.

“In a context where the private sector accounts for up to 80% of global GDP and 90% of global employment, companies have a moral obligation to strive for a fairer and more equitable world. Through this initiative, we are joining forces to change the reality faced by our young people, convinced that supporting them in continuing their education is a fundamental pillar in enabling them to build a better future,” states **Humberto López Vilalta, CEO of TRAM**.

Business leadership in the service of social justice

At a time when Barcelona faces significant social cohesion challenges, Board 2030 underscores the role of businesses as key actors in driving solutions that promote equity, quality employment and opportunities for all.

³ The Training and Integration Programs (PFI) are the first level of qualification within vocational training studies. They are aimed at young people between 16 and 21 years old who have not completed compulsory secondary education. (<https://triaeducativa.gencat.cat/ca/fp/pfi/>)

barcelonamasb.org

Barcelona+B is an initiative promoted by B Lab Spain, EADA Business School and Ferrer that connects companies, educational institutions, public administrations and social organisations to build a more sustainable and inclusive Barcelona. Since 2022, 167 organisations have joined the project, more than 600 companies have participated in its activities and 2,900 people have attended its events.

The aim of Barcelona+B is to position Barcelona as a leading city in the impact economy, where companies actively contribute to the wellbeing of their stakeholders, reduce their negative impacts and move towards models based on fair work, equity, diversity and inclusion (JEDI), while respecting planetary boundaries. The initiative forms part of the global B Corp movement.

EADA Business School Barcelona was founded in 1957 by a group of businesspeople and professionals as an institution independent both ideologically and financially. Recognised by leading international rankings such as the Financial Times, it holds EQUIS accreditation as well as AMBA accreditation, which recognises the quality of its MBA programmes.

Over the past decade, the institution has made a strong commitment to sustainability, promoting research and education in this critical area. In 2017, the School launched its first programme in corporate sustainability, the Master in Sustainability and Business Innovation, a pioneer in Spain and Europe. Since then, drawing on the knowledge generated through research and its expert academic team, it has launched five specialised programmes in business sustainability. The manifesto [Leading What Matters](#) defines the purpose of EADA Business School.