

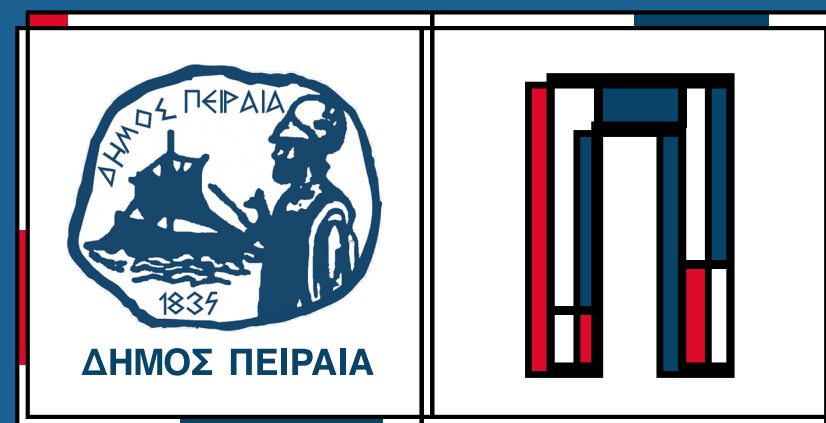
3RD FORUM OF THE EU STRATEGY FOR THE ADRIATIC CATANIA 24-25 MAY 2018 AND IONIAN REGION

Petros Kokkalis

"Funding opportunities
for local Blue Growth Strategies
- The Piraeus case"

OUR REGION OUR FUTURE

Piraeus Blue Growth Strategy 2018-2024



<http://www.pireasnet.gr/>

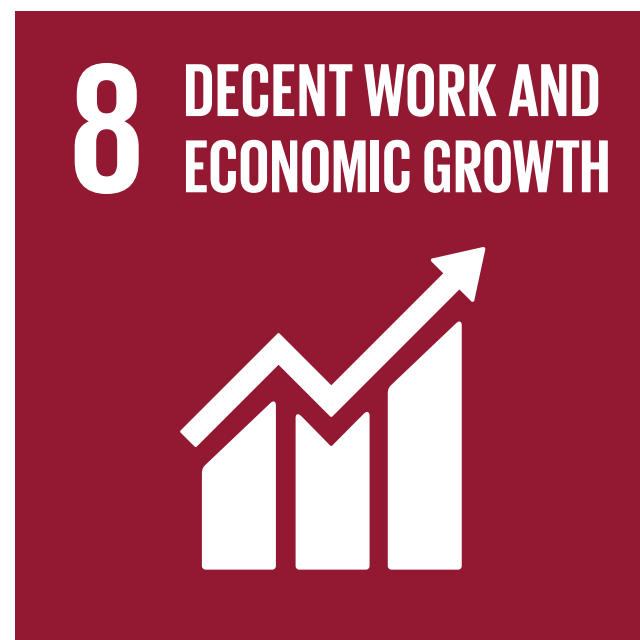
<http://www.bluegrowth.gr/piraeus-blue-growth-strategy-2018-2024/>



Vision and Strategy of Blue Growth at the City of Piraeus 2018 - 2024


Vision:

«Piraeus to become an Innovative, Competitive and Resilient Center for the Organization and Development of Blue Economy-related Activities with International Orientation and Scope».





National, Regional and Local Policies, which support Blue Economy



**National Strategic
Reference
Framework (NSRF)**



**Attica Regional
Operational
Programme
(ROP)**



**Regional Smart
Specialization Strategy
for Attica**



**New Regulatory
Plan of
Athens – Attica**

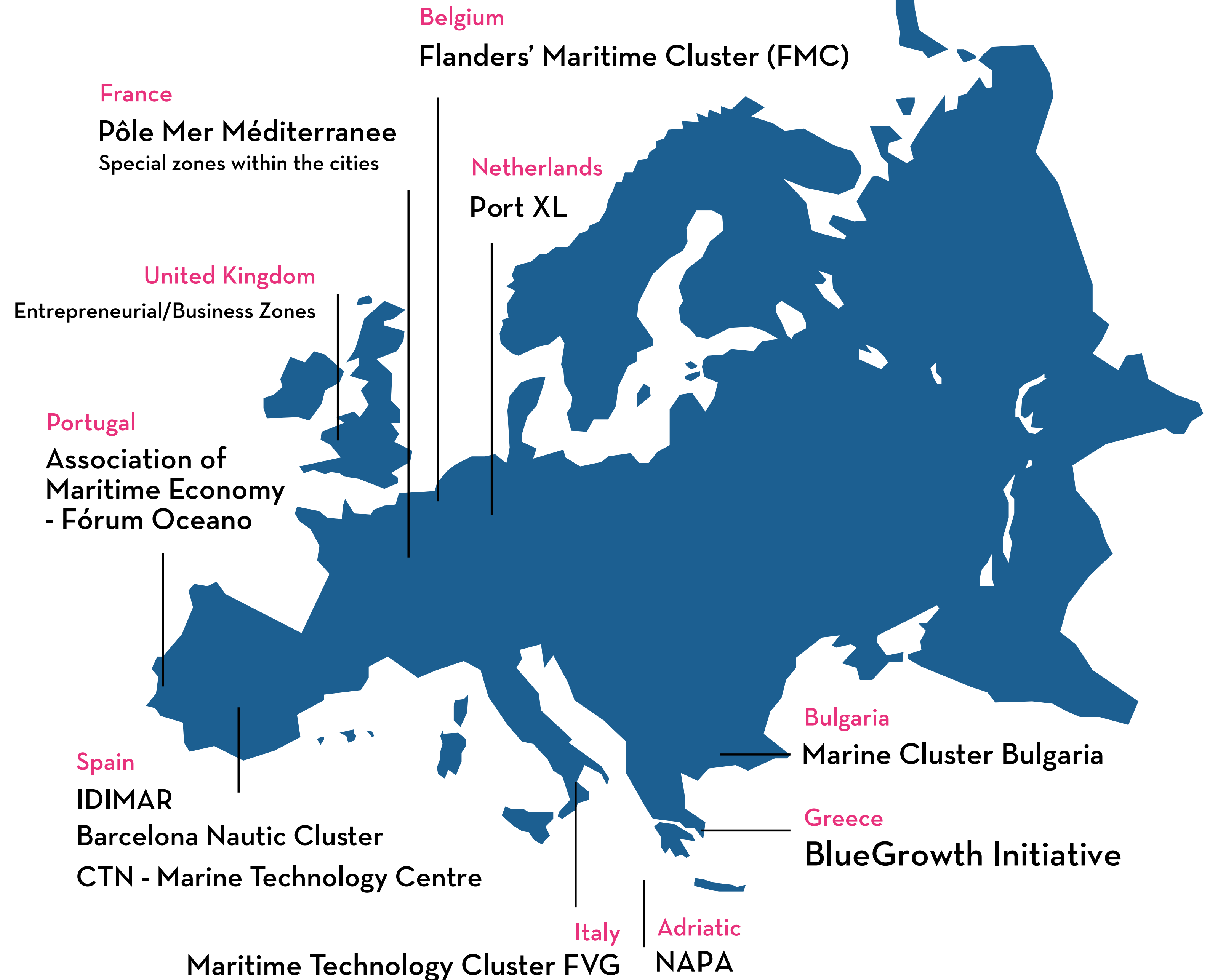


**Integrated Urban
Intervention Plan of
Municipality of Piraeus**



**Integrated Spatial
Investment of
Municipality of Piraeus**

European Best Practices on Blue Growth





Priority Axes

PA-1 Governance and Monitoring

PA-2 Development of Skills and Knowledge in the Thematics of Blue Economy

PA-3 Blue Entrepreneurship and Innovation

PA-4 Urban Interventions and Smart Infrastructures for Blue Growth

PA-5 Marketing, international networking, information and awareness



Program of the strategy's actions:



PA-1 Governance and Monitoring



Measure 1.1

Implementemtion and monitoring mechanisms

- 1.1.1** Creating a Mechanism for the Governance of the Strategy for Blue Growth of the Municipality of Piraeus
- 1.1.2** Signing of Memorandum of Understanding and Cooperation among coastal zone Municipalities
- 1.1.3** Establishment and operation of Inter-Municipal Structures
- 1.1.4** Cooperation with research institutions
- 1.1.5** Creation of Municipal Port Fund



Measure 1.2

Support Tools

- 1.2.1** Pireaapp Application
- 1.2.2** Actions for lifelong learning and education for executives of the City of Piraeus
- 1.2.3** Creation of an information portal and provision of services for Blue Growth at the City of Piraeus
- 1.2.4** Piraeus e-City Governance



Program of the strategy's actions:



PA-2 Development of Skills and Knowledge in the Thematics of Blue Economy



Measure 2.1

Connecting education with the labor market at the Blue Economy thematics

- 2.1.1** Partnerships between stakeholders and businesses, for internships, Sponsorship program and research programs for applied research in Blue Economy Businesses
- 2.1.2** Establishment of a pilot offices network to promote employment and entrepreneurship



Measure 2.2

Integrated interventions to improve employability and promote employment of vulnerable groups in the Blue Economy Thematics

- 2.2.1** Counseling, mentoring, training, internship for the employment of vulnerable groups
- 2.2.2** Identification and information System and employment monitoring
- 2.2.3** Neets on Board (EaSI- E.U. Program on Employment and Social Innovation)



Measure 2.3

Lifelong learning for employees at the Blue Economy thematics

- 2.3.1** Skills development for the employees of Piraeus businesses
- 2.3.2** Entrepreneurship schools
- 2.3.3** Maritime education schemes
- 2.3.4** BLUES-BLUegrowth connects European Seas (Erasmus+)



Program of the strategy's actions:



PA-3 Blue Entrepreneurship and Innovation



Measure 3.1

Creation of new, adaptation and upgrade of existing businesses to the thematics of Blue Economy

- 3.1.1** Business Support Center of the Municipality of Piraeus
- 3.1.2** Integrated Restructuring Plans for the recovery of businesses that are active or aim to expand their activities in the Blue Economy
- 3.1.3** Creation of new business in the Blue Economy



Measure 3.2

Collaborative actions for the promotion of knowledge in the Blue Economy thematics

- 3.2.1** Establishment & development of start-ups
- 3.2.2** BlueGrowth Initiative
- 3.2.3** Creation and operation of a Digital Innovation Blue Hub
- 3.2.4** Livinglabs on Blue Economy
- 3.2.5** Knowledge and Innovation Communities (KICs)
- 3.2.6** Development of a collaborative pilot network
- 3.2.7** Ideas and business nurseries
- 3.2.8** Venture Labs - Microfunds
- 3.2.9** Support for business activities
- 3.2.10** Crowdsourcing e-platform
- 3.2.11** Business discovery in the Blue Economy



Program of the strategy's actions:



PA-3 Blue Entrepreneurship and Innovation



Measure 3.3

Extroversion of Blue Economy businesses

- 3.3.1** SME Grant to Use ICT Applications
- 3.3.2** Blue Economy SMEs Grant
- 3.3.3** Supporting Extraversion of Blue Economy SMEs
- 3.3.4** Grant of existing SMEs for extroversion actions
- 3.3.5** Development of tools & mechanisms



Measure 3.4

New forms of social economy at the Blue Economy thematics

- 3.4.1** Promotion of social entrepreneurship and Blue Growth at the City of Piraeus
- 3.4.2** Development of a social entrepreneurship cluster
- 3.4.3** Local partnerships between social business



Program of the strategy's actions:

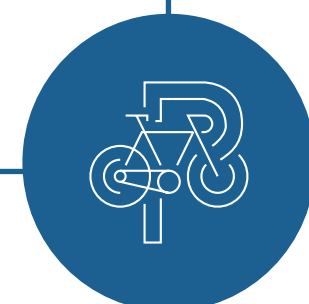


PA-4 Urban Interventions and Smart Infrastructures for Blue Growth



Measure 4.1 Integrated spatial planning

- 4.1.1** Upgrade studies of special regeneration zones
- 4.1.2** Development of a Special Spatial Plan in the areas of interest of the Blue Economy
- 4.1.3** Development of a Sustainable Urban Mobility Plan (SUMP) of the Municipality of Piraeus



Measure 4.2 Interventions for urban revitalization

- 4.2.1** Exploitation of Piraeus Tower
- 4.2.2** Configuration of a gateway to Piraeus for cruise visitors. Promotion of a central and cultural route with interventions in the public space
- 4.2.3** Restructuring of Karpathou square- mobility improvement
- 4.2.4** Restructuring of Dilavaris coast
- 4.2.5** Bioclimatic restructuring of central outdoor market
- 4.2.6** Restructuring of Aktis Themistocleous coastal front
- 4.2.7** Restructuring of Mikrolimano
- 4.2.8** Exploitation of the General State Chemistry
- 4.2.9** Exploitation of Ag. Dionysios Railway Station
- 4.2.10** Upgrade of Troumba area
- 4.2.11** Reconstruction of coastal front facades
- 4.2.12** Exploitation of Dolphinarium space
- 4.2.13** Configuration of PFS surrounding spaces
- 4.2.14** Exploitation of Zachariou Villa
- 4.2.15** Restructuring of Votsalakia coast



Measure 4.3 Smart infrastructures

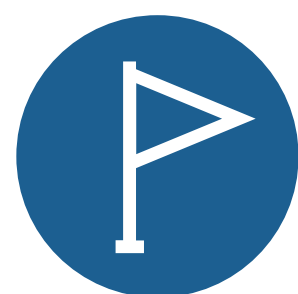
- 4.3.1** Smart Neighborhoods in Piraeus
- 4.3.2** Smart parking - smart living and quality of life
- 4.3.3** Development of Broadband infrastructures
- 4.3.4** Lifelong Learning Infrastructures Development
- 4.3.5** Mobilitas - MOBility for NearLy-zEro CO2 in MedITerranean Tourism DestinAtionS



Program of the strategy's actions:



PA-5 Marketing, international networking, information and awareness



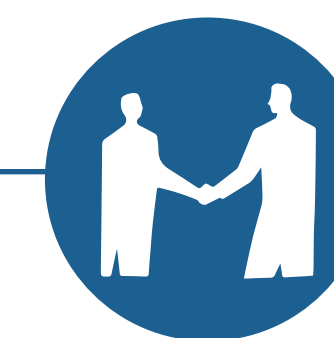
Measure 5.1 Marketing and promotion

- 5.1.1** City Branding - City Marketing Πειραιά
- 5.1.2** “Destination Piraeus”



Measure 5.2 Transnational, cross-border and international cooperation

- 5.2.1** Development of the Blue Growth Initiative in international ports/Promotion of networking and extroversion
- 5.2.2** International communication events / conferences / shows
- 5.2.3** Integration of Piraeus in international Cities-Ports networks and European programs, to exchange know-how and best practices on topics of common interest
- 5.2.4** Creation of a Collaboration Network for the Blue Economy



Measure 5.3 Citizen Informing and awareness raising

- 5.3.1** Maritime Days Piraeus
- 5.3.2** The Blue Economy in the context of Cultural Strategy
- 5.3.3** Organization of sporting events
- 5.3.4** Development of informational material (naval tradition of Piraeus, Blue entrepreneurship)
- 5.3.5** Education of trainers on issues related to Blue Growth

2020

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3.1.3

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Table of actions

PA-1 Governance and Monitoring

PA-2 Blue Entrepreneurship and Innovation

PA-3 Blue Entrepreneurship and Innovation

PA-4 Urban Interventions & Smart Infrastructures

PA-5 International Networking & Information

2020

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Π1

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C6

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Λ8

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Λ12

Λ13

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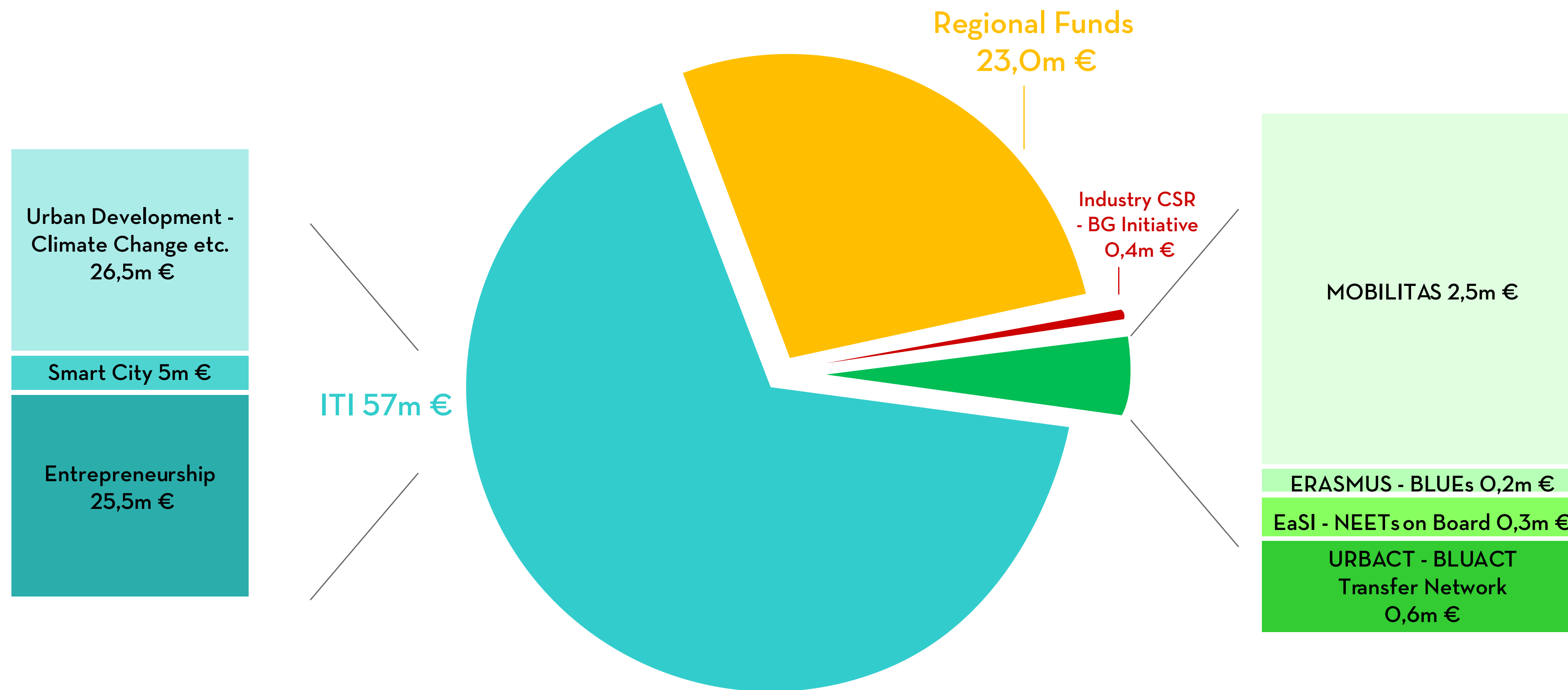
Λ: Piraeus Port Authority

Π: University of Piraeus

Φ: Sectors

C: Clusters

Using existing funding opportunities for Blue Growth



BG Actions and Funding

Total Blue Growth actions: **75**

Under implementation actions: **6** — 4m €

Under secured funding actions: **33** — 65m €

Under planning actions: **36**



3RD FORUM

CATANIA 24-25 MAY 2018

OF THE EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION



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THANK YOU!

