

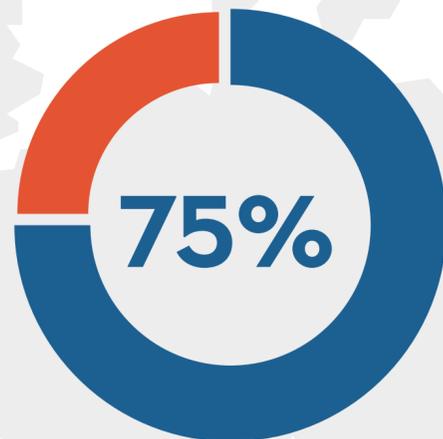
Piraeus Blue Growth Strategy 2018-2024



Blue Economy are all the economic activities related to oceans, seas and coastal areas. It also includes activities that provide direct or indirect support for the operation of blue economic sectors, which are not necessarily in coastal areas.

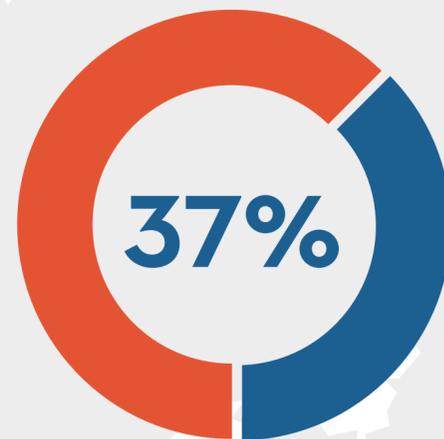
5,4 
million jobs

500 
billion euros
annually Gross Added Value
(GVA)



75% of Europe's
foreign trade

is carried out by sea



and 37% of trade
within the EU

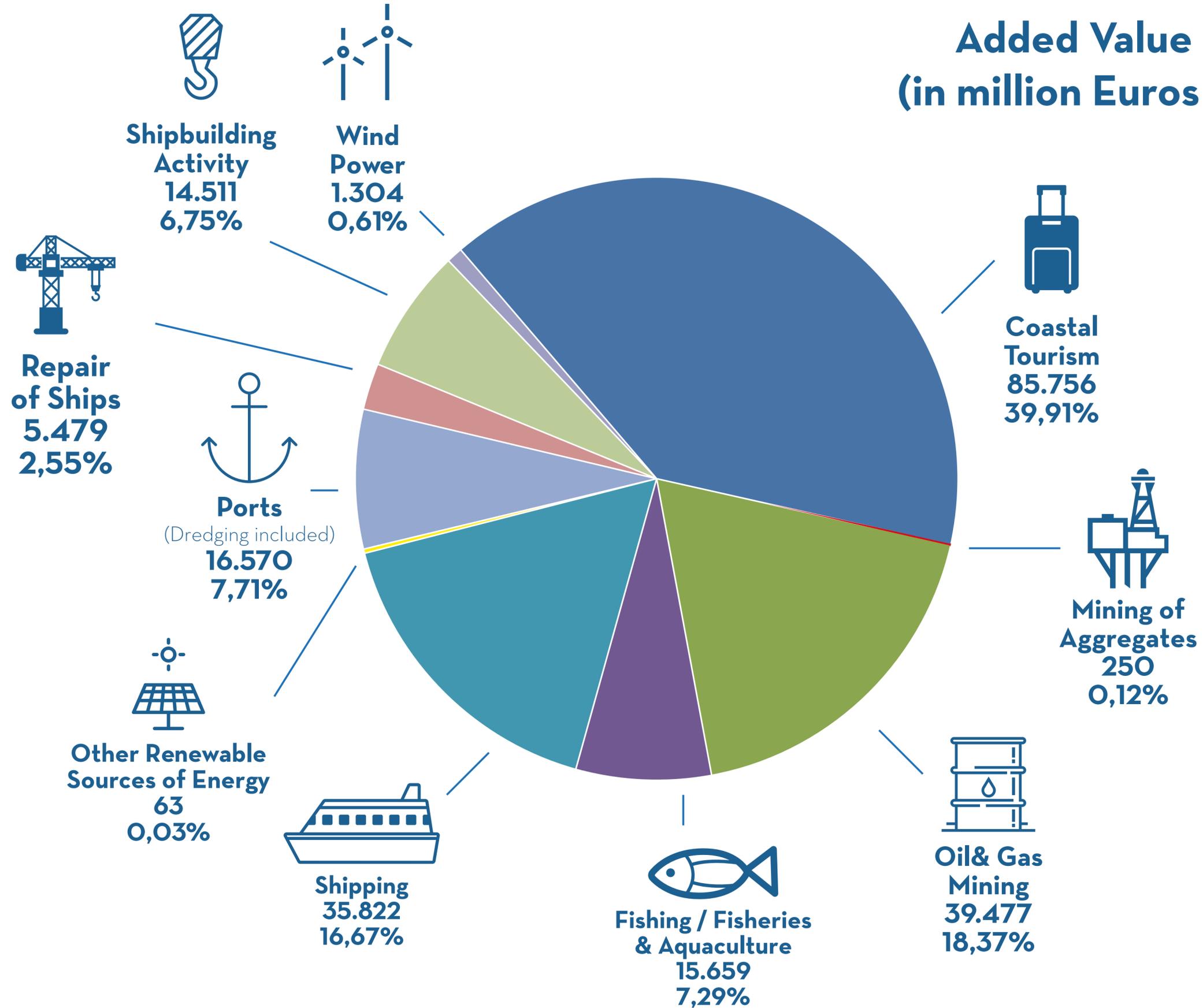
By 2020

7 
million jobs

590 
billion euros GVA

The production of global economies seas is estimated today to **1,3 trillion euros**, an amount that could be more than doubled by 2030.

Added Value of Blue Economy (in million Euros per sector, 2014)



Blue Growth is the long-term strategy to support the sustainable development of marine and maritime sectors. The strategy recognizes that the seas and oceans are levers of the European economy with great potential for innovation and growth. The Blue Growth Strategy aims to promote smart, sustainable and integrated growth and employment opportunities in the European maritime economy.



Shipping



Ports
(Dredging included)



**Shipbuilding
Activity**



**Repair
of Ships**



**Fishing/Fisheries
& Aquaculture**



Tourism



**Blue
Biotechnology**



**Oil & Gas
Mining**



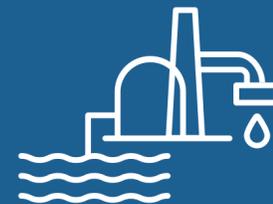
**Mining of
Aggregates**



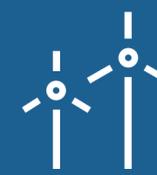
**Salt
Extraction**



**Exploitation
of Seabed
Deposits**



Desalination



**Wind
Power**



**Other Renewable
Sources of
Energy**



**Public
Sector**

Piraeus Blue Growth Strategy 2018-2024



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

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

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



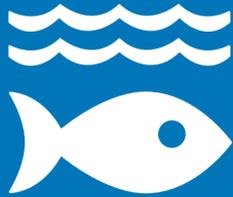
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



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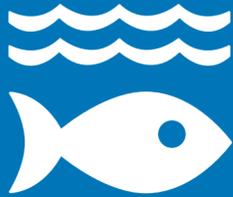
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17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development



National, Regional and Local Policies, which support Blue Economy

**National Strategic
Reference
Framework (NSRF)**

**Attica Regional
Operational
Programme
(ROP)**

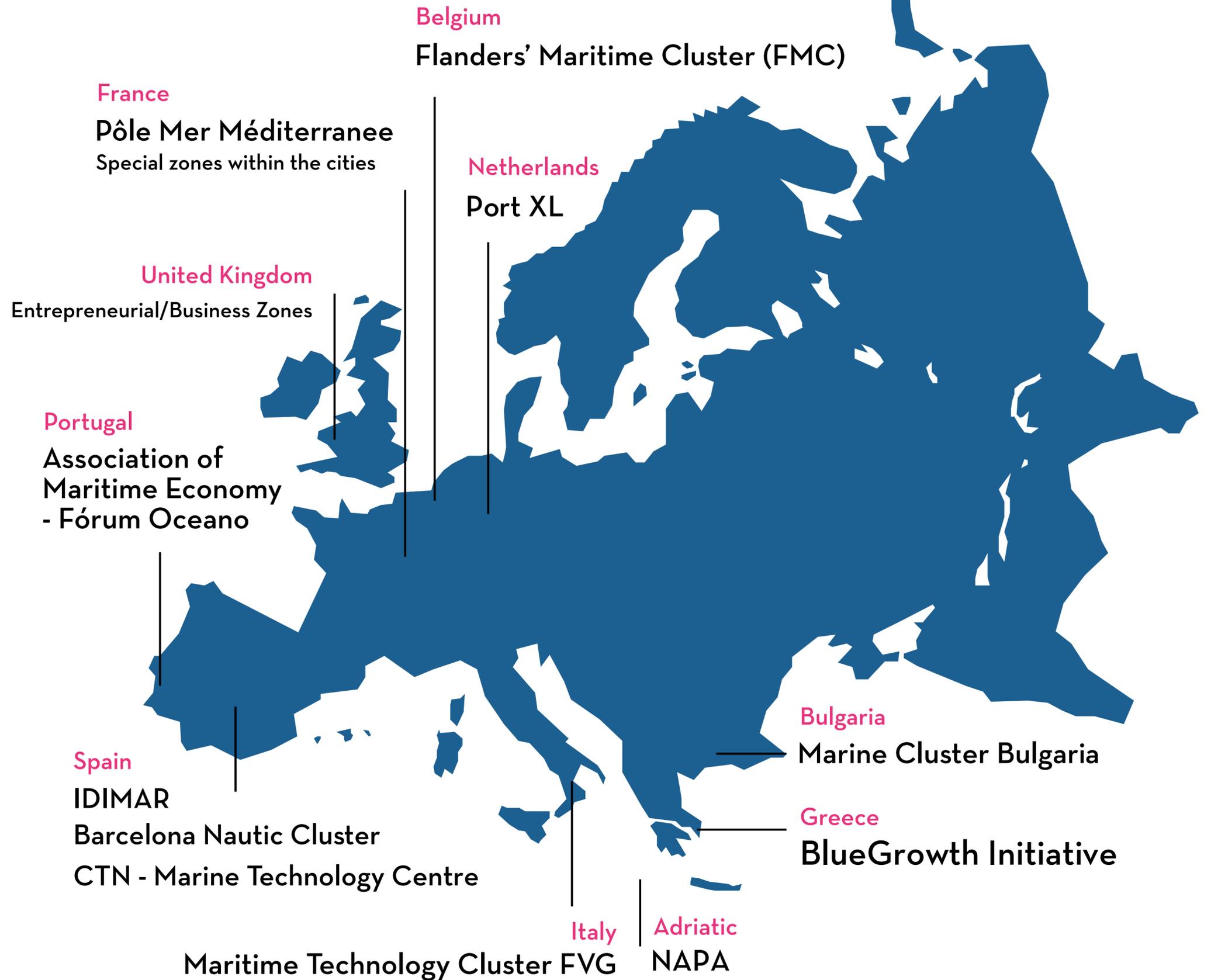
**Regional Smart
Specialization Strategy
for Attica**

**New Regulatory
Plan of
Athens - Attica**

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

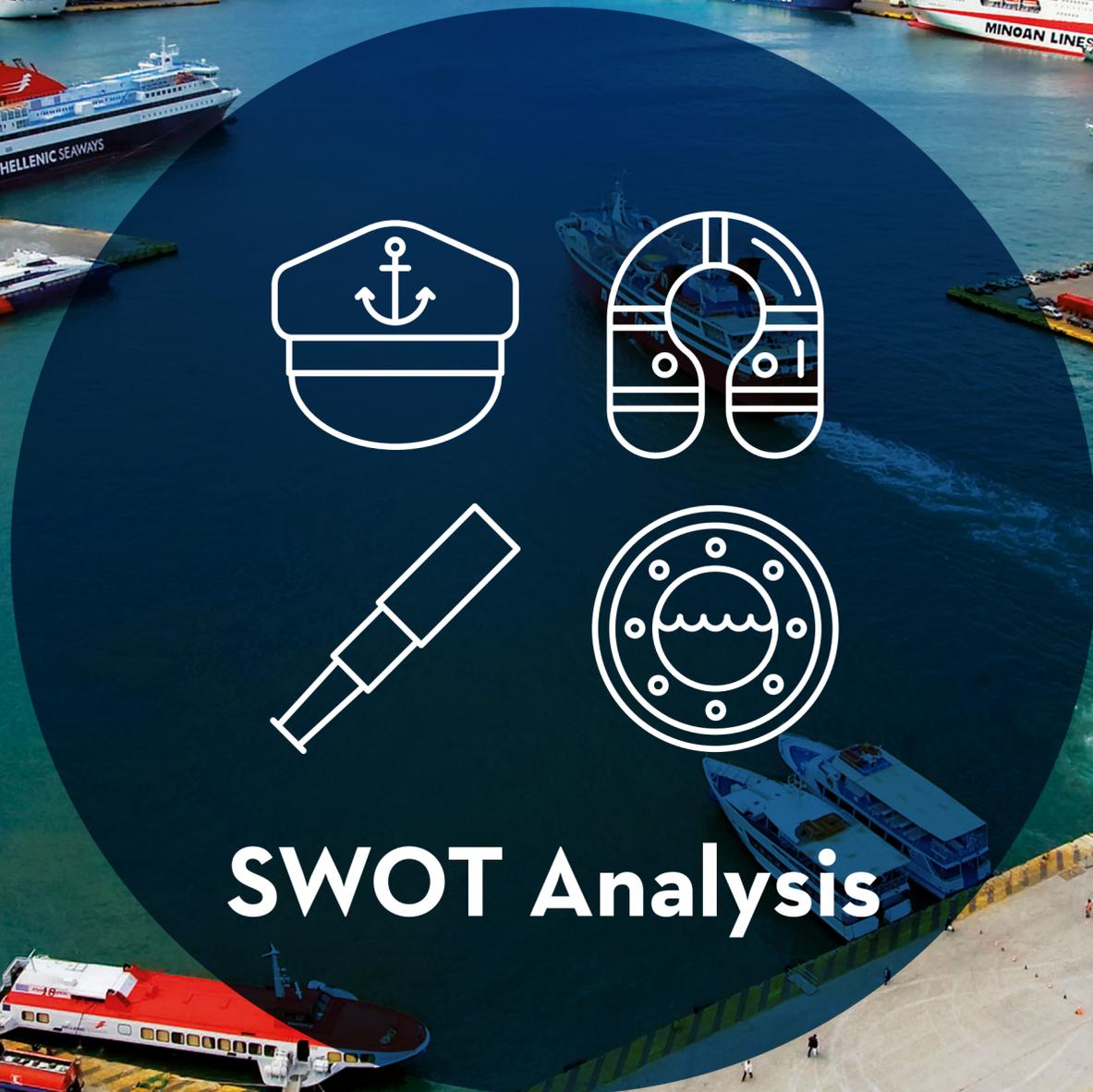
**Integrated Spatial
Investment of
Municipality of Piraeus**

European Best Practices on Blue Growth





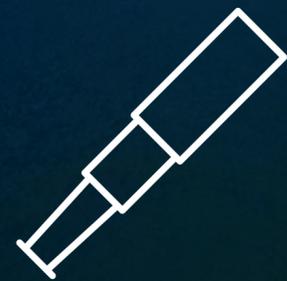
City of Piraeus and the Blue Economy





City of Piraeus and the Blue Economy

STRENGTHS

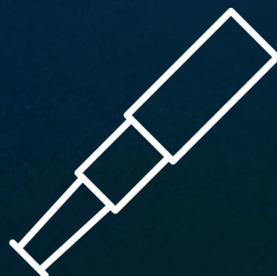


SWOT Analysis



City of Piraeus and the Blue Economy

SWOT Analysis



WEAKNESSES





City of Piraeus and the Blue Economy

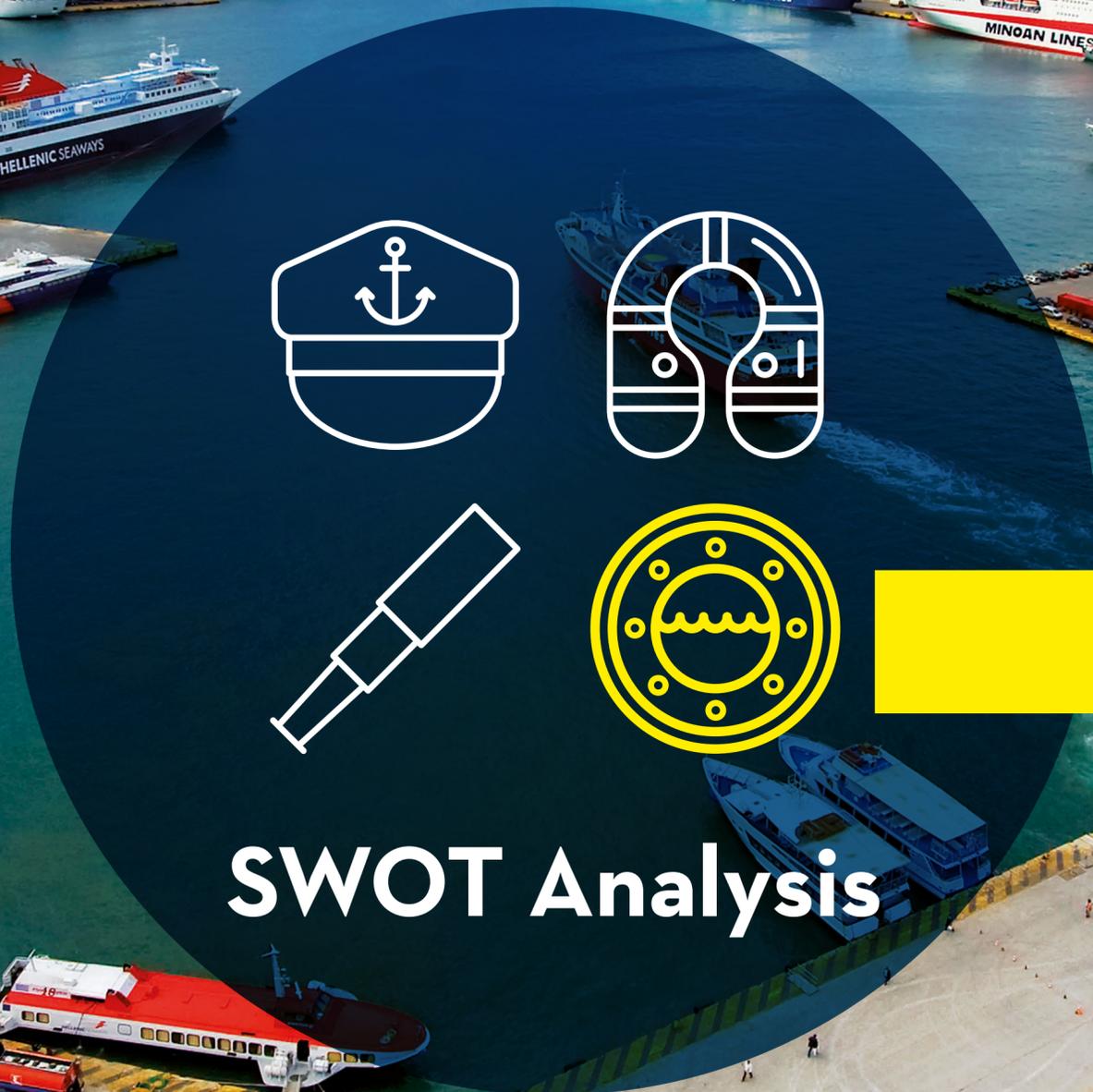
OPPORTUNITIES

SWOT Analysis





City of Piraeus and the Blue Economy



THREATS

SWOT Analysis



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».



Blue Growth focuses on the following objectives:



- 1.** Developing the framework and instruments that facilitate effective cooperation between interested parties and stakeholders at different levels of planning and decision making.
- 2.** Promoting the knowledge and skills of human resources for the development of the Blue Economy.
- 3.** Promoting blue entrepreneurship and enhancing research, development and innovation in Blue Economy activities.
- 4.** Improvement of (spatial) planning and infrastructures that support sustainable and smart growth.
- 5.** Promoting Piraeus as a hub for informing and disseminating knowledge and information on innovative Blue Entrepreneurship matters and 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

Implementation 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



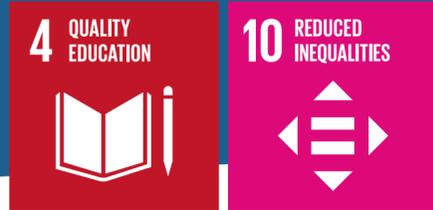
Measure 1.2

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:

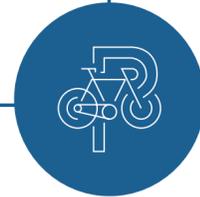


PA-4 Urban Interventions and Smart Infrastructures for Blue Growth



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

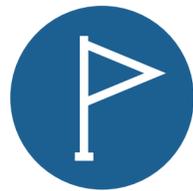
- 4.3.1** Smart Neighborhoods in Piraeus
- 4.3.2** Smart parking - smart living and quality of life
- 4.3.3** Development of Broadband infrastructures
- 4.3.4** Lifelong Learning Infrastructures Development
- 4.3.5** Mobilitas - MOBility for NearLy-zEro CO2 in MedITerranean Tourism DestinAtionS



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

2.2.1

3.1.3

4.1.1

4.2.1

4.2.8

4.2.10

4.2.11

4.2.12

4.2.13

4.2.14

2019

2.3.2

2.3.3

3.2.1

4.1.2

4.2.7

4.3.3

5.3.2

2018

1.1.1

1.1.2

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1.1.5

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2017

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5.2.1

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5.3.4

5.3.5

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

2.2.1

3.1.3

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4.2.14

2019

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Φ1

Π1

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Π3

Π4

C5

C6

2018

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1.1.3

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2017

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Λ3

Λ4

Λ5

Λ6

C2

Λ7

Λ8

Λ9

Λ10

Λ11

Λ12

Λ13

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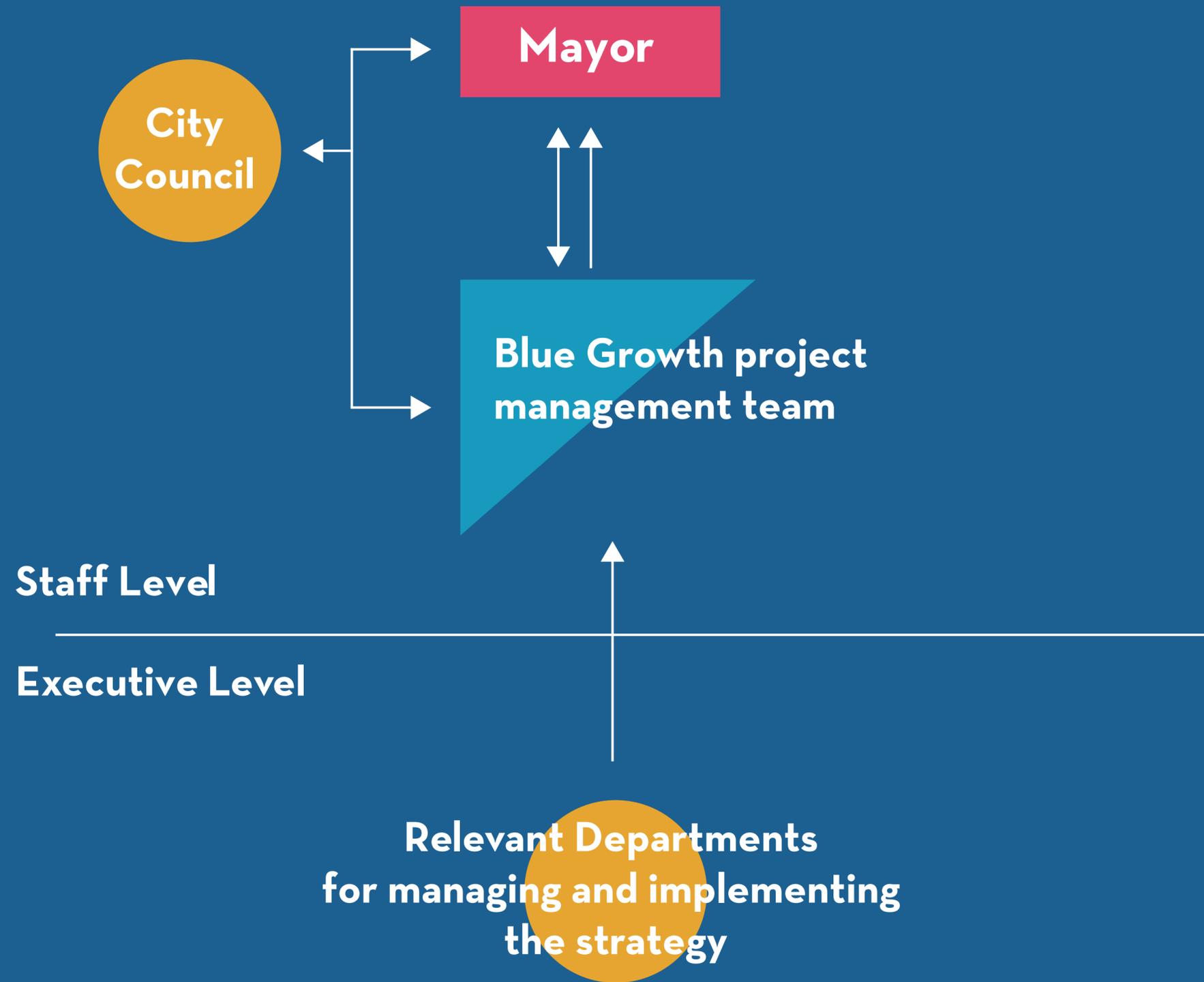
PA-5 International Networking & Information

Λ: Piraeus Port Authority

Π: University of Piraeus

Φ: Sectors

C: Clusters





THANK YOU

