



EUROPEAN WEEK OF  
REGIONS & CITIES

2003 - 2022

# Piraeus Blue Economy

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Entrepreneurship, Blue Growth & Maritime Dept

New Challenges for  
Europe's Cohesion





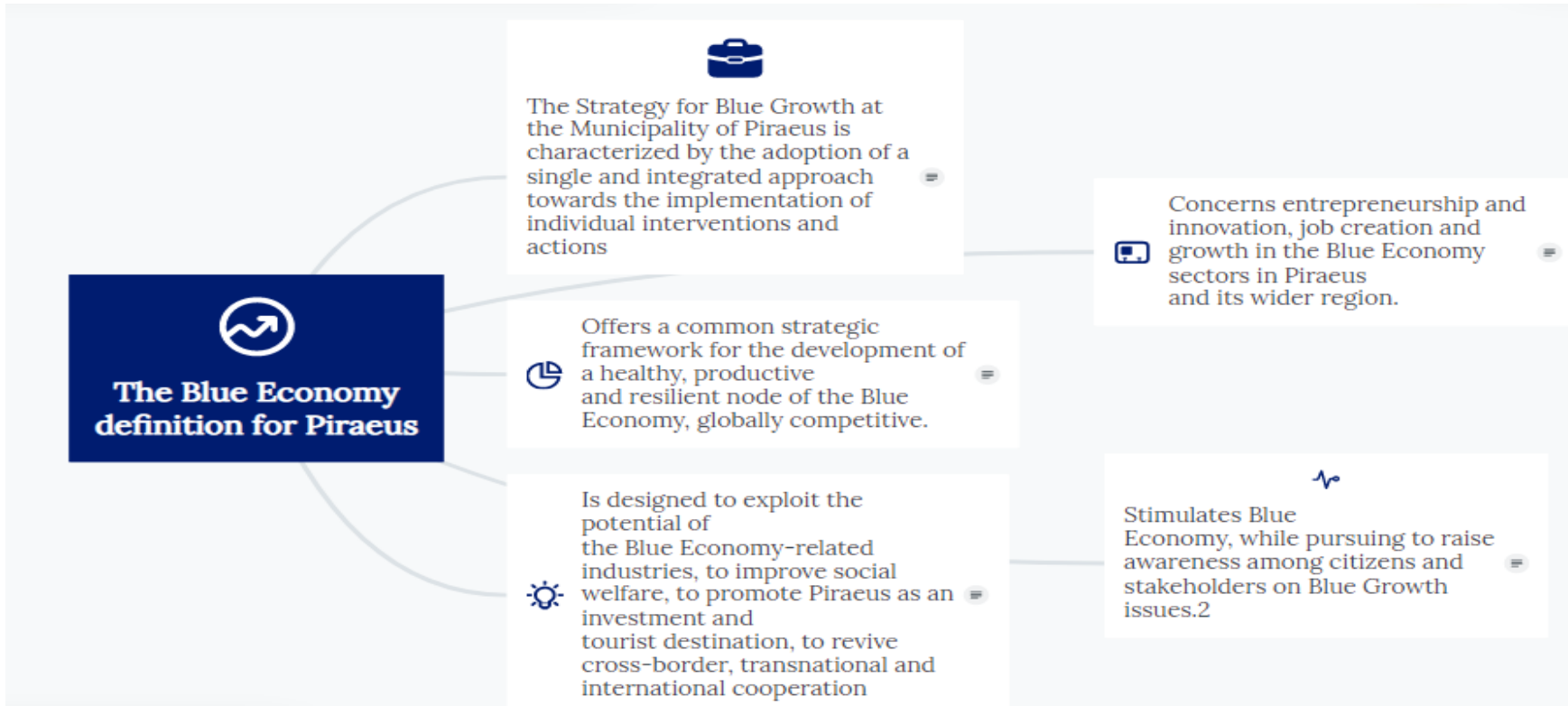
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# Piraeus Blue Growth Strategy



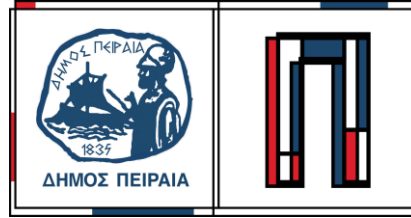
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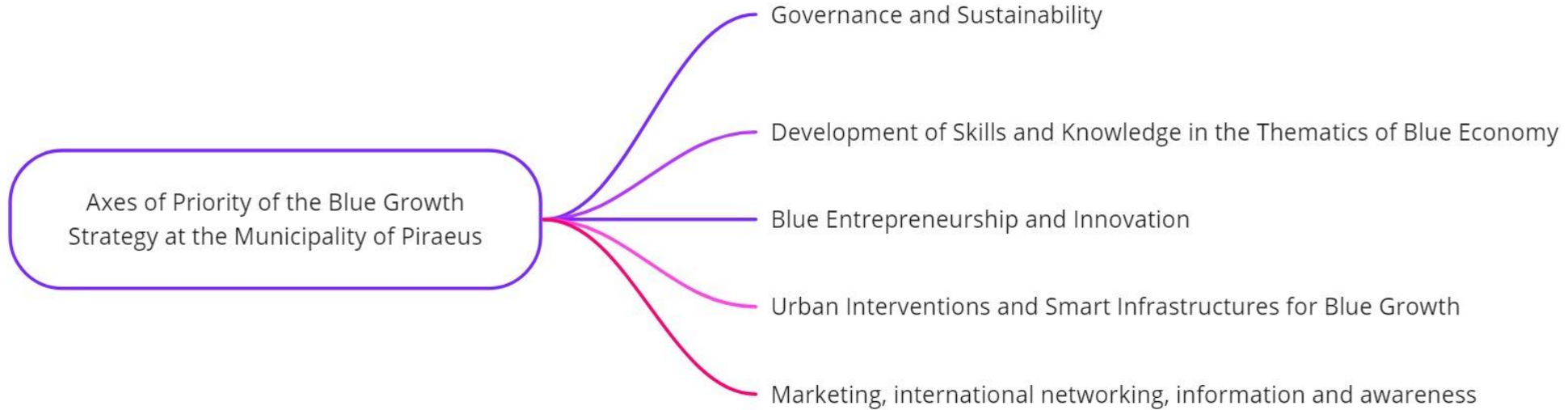
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## Axes of Piraeus Blue Growth Strategy



miro





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Center of Entrepreneurship and  
Innovation for Blue Growth - Blue Lab  
-Municipality of Piraeus/ Region of Attica



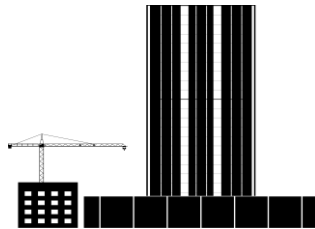
The Municipality of Piraeus annually  
hosts a panorama of celebrations  
focusing on the sea, the history and  
culture of Piraeus with the  
participation of local clubs and  
business agents.

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## Actions of Piraeus Blue Growth at a glance



Piraeus Blue Growth Competition  
Municipality of Piraeus



Capitalization of  
Marine  
Commercial  
Building  
Municipality of  
Piraeus/ Private  
Invests



The Municipality of Piraeus participated as a  
Lead Partner in the European project BLUACT  
network of the programme URBACT III for the  
good practice of the entrepreneurship  
competition in the field of Blue Growth  
“BlueGrowthPiraeus”

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Business Support Center of Piraeus  
Municipality of Piraeus/ Integrated Territorial  
Intervention



An innovative action offering a grid of  
activities that aim at empowering  
start-ups and innovation  
entrepreneurship in the locality







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## *Piraeus Good Practice springboard to Piraeus Blue Growth Strategy*

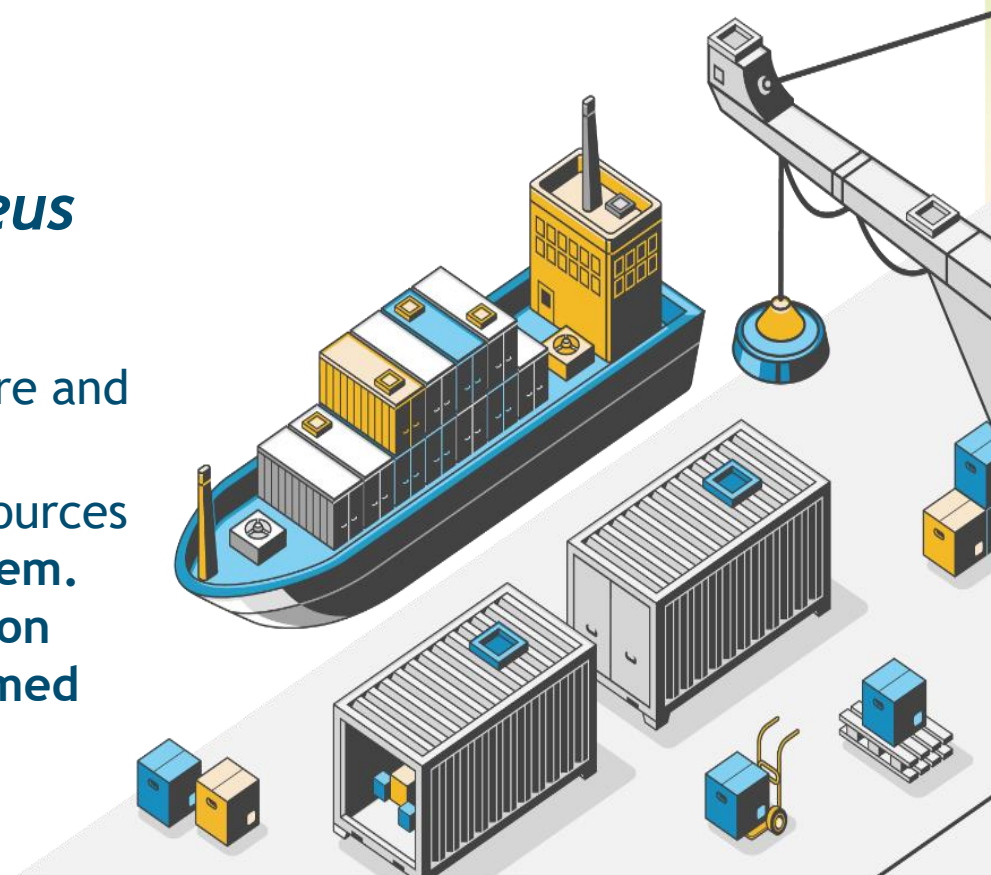
The BlueGrowthPiraeus competition annually aims to inspire and support startups with innovative ideas relating to the blue economy with priority the sustainable use of sea/ocean resources for economic growth, livelihoods, jobs, and ocean ecosystem. After the awards ceremony, through the provided acceleration program the entrepreneurial ideas mature and are transformed into business enterprises.

Year 2014 :

### 1<sup>ST</sup> COMPETITION

- lasted for four months
- 9 teams from the first evaluation stage

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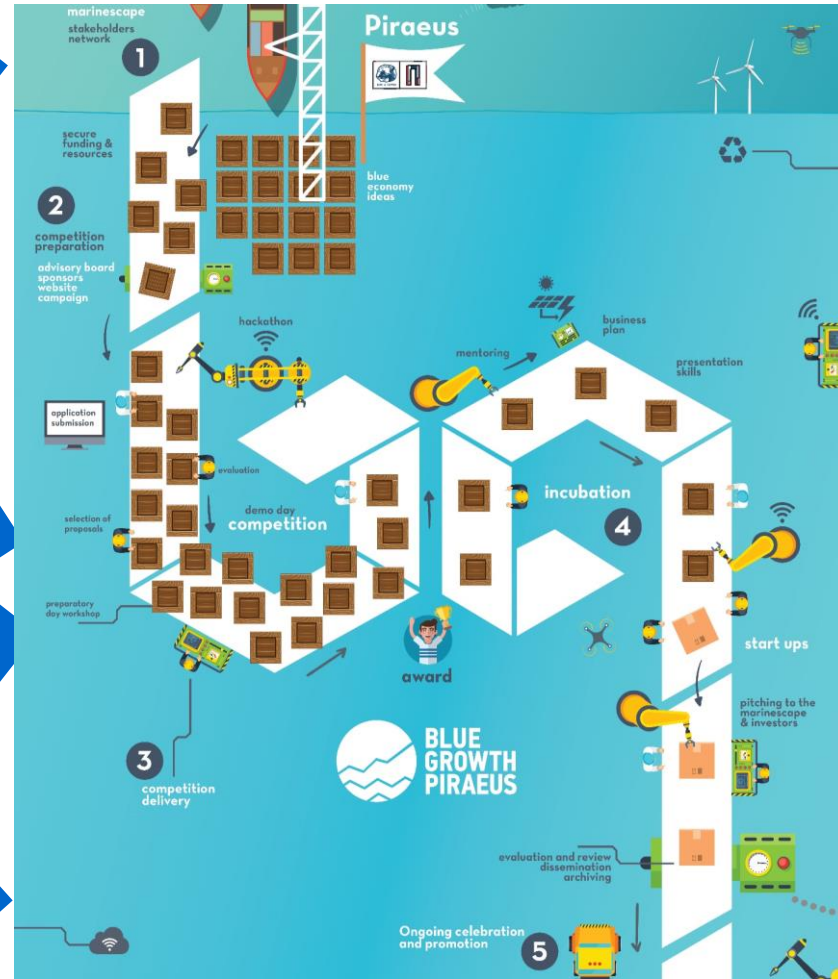


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# Stages of BG Piraeus

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# BlueGrowth Piraeus 2022 Competition

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## Under the category “Business ideas from students”:

The first prize of 2.000€ was awarded to the winning team named **“Talk with the ants”**. The idea generated a novel, sustainable system of managing and restraining the traffic around the port where that congestion is high. It is based on the development of an algorithm inspired by the movement of large groups of ants' population. The system is accessed by the user through a mobile application and has a double function: the collection of information on the status of traffic and the corresponding regulation of the flow.

## Under the category Start up or an established firm:

The first prize of 2.500€ was awarded to **“Seamorphosis, Stavros Strantzalis”**. The system is based on Meton Innovtence and aims to detect evaluate and trace in real time of sea and river contamination by the use of contamination sensors.



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## “Blue Cities in Action” Transfer Network

The Municipality of Piraeus participated as a Lead Partner in the European project BLUACT network of the programme URBACT III for the good practice of the entrepreneurship competition in the field of Blue Growth “BlueGrowthPiraeus”

From December 2018 the Municipality of Piraeus has transferred this good practice to 9 European port cities :

Mataro (Spain), Ostend (Belgium), Matosinhos (Portugal), Burgas (Bulgaria), Galati (Romania), Salerno (Italy), Boulogne sur Mer (France), Gdansk Entrepreneurship Foundation (Poland) and Regional development center Koper (Slovenia).

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second wave



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Center of Entrepreneurship and Innovation  
for Blue Growth

*Municipality of Piraeus/ Region of Attica*

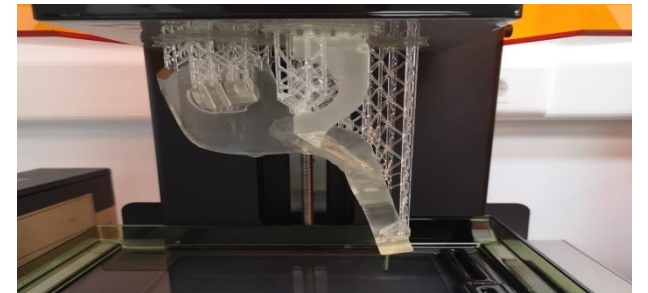


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Free technological seminars for advanced 3D design and printing equipment and sophisticated sensors, actuators and microelectromechanical systems.

People familiar with the specific hardware and software wishing to use the equipment to produce test products in the Blue Economy.

Schools (Primary & Secondary Education) or groups of students or pupils who want to experience the capabilities of advanced technological equipment.



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**445** hours of  
technological seminars  
concluded

More than **176**  
prototyping projects  
supported

More than **360**  
students welcomed





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## Business Support Center Municipality Piraeus



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BSC's basic objectives are:

- *to provide support to companies*, potential entrepreneurs or investors with the provision of free information material and business tools on a wide range of issues related to entrepreneurship at a national and local level
- *to provide free personalized consulting services* to companies which are activated or want to be activated in the Municipality of Piraeus. A business needs analysis is conducted followed by a submission and examination of a formal application by the interested companies
- *to support the Municipality of Piraeus in the implementation of the Blue Growth Strategy*

Since October 2020, BSC has supported more than **650** local companies, while it has completed **25** researches and studies

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Ευρωπαϊκή Ένωση  
Ευρωπαϊκό Ταμείο  
Περιφερειακής Ανάπτυξης



ΠΕΡΙΦΕΡΕΙΑΚΟ  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ  
ΠΡΟΓΡΑΜΜΑ  
ΑΤΤΙΚΗΣ





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StartUPiraeus is an innovative action offering a grid of activities that aim at empowering start-ups and innovation entrepreneurship in the locality!

This includes:

- ✓ information and free business tools for everyone interested to know more about blue innovation
- ✓ access to fast forward accelerator program for startups
- ✓ a three-month innovation mentoring program for established SMEs, or would -be startupperes
- ✓ an incubator for supporting and hosting startups' activities in the blue economy
- ✓ a lot of communication activities and networking with innovation-supporting organizations and startups locally, nationally, and at the EU level

Since June 2021, StartUPiraeus has supported more than **60** beneficiaries, with **17** mentors/coaches, at **7** events.

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## New Challenges for Europe's Cohesion

**01.** Wide dissemination of research results concerning the field of the Blue Economy.

**02.** Strengthening the integration of innovation, with an emphasis on the Blue Economy sector for the benefit of the local economy and society.

**03.** Supporting the development of synergies between production and research bodies



**04.** Strengthening research and innovation and technological development and demonstrating these to existing businesses.

**05.** Transfer of the knowledge that has been produced mainly at national and secondarily international level.

**06.** Strengthening the operation of support mechanisms, organization, promotion and utilization of research and innovative results.



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## New Challenges for Europe's Cohesion

“Piraeus Sea Days” events which take place annually since 2015, based on a joint initiative of the Municipality of Piraeus and multiple local associations, constitute a landmark as far as the wide promotion of Piraeus’ maritime activities, tourism, history, culture and sports are concerned. The events and festivals include a wide range of free-of-charge, sea-inspired activities throughout Piraeus revolving around and aiming to reinforce the city’s long - recorded naval history and tradition, shipping, history, culture, education and sports.

“Piraeus Sea Days 2022” was organized for the **8th** consecutive year :

More than **100** events and festivals took place - with the cooperation of approximately **70** associations as well as public and private bodies - in which over **80.000** people participated



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# Thank you for your attention

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