



## BLUACT – BLUEgrowth cities in ACTION

**Programme:** URBACT III – Transfer Networks – Phase II

**Topic/Keywords:** Blue Economy, Capacity building, Entrepreneurship, knowledge economy, Local economic development

### Project:

Since 2014, the city of Piraeus put in place BlueGrowth Initiative (BGI), an innovation competition for Blue Economy, to strengthen traditional economic activities related to the maritime sector with innovative business ideas. BGI helps young entrepreneurs realise innovative concepts and create jobs in Blue Economy.

**The adaptation and effective transfer (re-use) of BGI is the main reason for setting up BLUACT under the URBACT-Transfer Networks Programme.** To this end, the added value of BLUACT Network is to introduce and mainstream the BGI practice in the policy setting context for Sustainable Urban Development of other port and coastal cities and maximise the environmental, social and economic benefits of their local development strategies.

The expected results of BLUACT project can be summarized as follows:

- Better management of the transition towards a sustainable local economy
- Stimulation of job creation, entrepreneurship, and a broad local skill-base
- Improved linkages to the blue economy – port cities as hubs for global networks
- Attracting the young and unleashing their entrepreneurship potentials

The consolidation of the BLUACT transnational partnership as much as the elaboration of the transferability potential of the BGI good practice were the work priorities during the 6 month implementation of the 1<sup>st</sup> Phase of URBACT Transfer Networks Programme (April – October 2018). Except Piraeus (Project Leader) the municipalities of Burgas and Matosinhos where the two other cities- members of the 1<sup>st</sup> Phase partnership.

In early December 2018, BLUACT project proposal has been anew approved under the URBACT-Transfer Networks – 2<sup>nd</sup> Phase Call. BLUACT partnership has been enlarged with the insertion of 5 more transfer cities: Galati, Salerno, Szczecin, Ostend and Mataro. Phase 2 is devoted to the implementation of the activities, at transnational and local level, aiming at the effective transfer of the BGI in each of the BLUACT Transfer Cities.

During Phase 2, in seeking to use the transfer potential of the cities, BLUACT take account of the framework conditions in each participating city, the cities track record on blue economy/entrepreneurship programmes, the organisational capabilities of the lead, the strength of the partnership and the available resources. All the partners in the BLUACT Network possess the potential to either fully or partially replicate the BGI.

### Role of Municipality of Piraeus:

Municipality of Piraeus is the key stakeholder of the following project tasks:

- **Network management:** set-up of a strong project management team that will ensure the

sound project and financial management.

- **Transnational Exchange and Learning Activity:** It concerns the methodology for the exchange and learning activities at transnational level for the transfer of the good practice to partner cities as well as the amelioration / upgrading of the good practice itself.
- **Promotion of the Local Dimension:** it concerns the implementation of local transfer and learning activities. The general framework for these local activities is built around the early establishment and operation of an effective URBACT Local Group (ULG) in each partner city that will capture the details throughout the project learning process and the individual opinion of different stakeholders' experience during the transfer journey.
- **Communication and Dissemination actions:** it concerns the development and implementation of a concrete communication plan that constitutes the framework of tasks which have to be undertaken by the partners, in order to communicate effectively the project's key messages, purposes and results.

**Partnership:**     **Lead partner:** Municipality of Piraeus

**Other partners:** Municipalities of Burgas (Bulgaria), Matosinhos (Portugal) Galati (Romania), Salerno (Italy), Szczecin (Poland), Ostend (Belgium) και Mataro (Spain).

**Duration:**         24 months, December 2018- December 2020 (2<sup>nd</sup> Phase)

**Total Budget:**   520.000 €

**Municipality of Piraeus:** 126.852 €