

GROWTH4BLUE – GENERATING REGIONAL OPPORTUNITIES FOR WORKFORCE TRANSFORMATION AND HIGH-TECH INNOVATION IN THE BLUE ECONOMY

Empowering the Blue Economy through Innovation and Skills Development in the Adriatic-Ionian Region

ABOUT the Project

GROWTH4BLUE (Generating Regional Opportunities for Workforce Transformation and High-tech Innovation in the BLUE Economy of the Adriatic-Ionian Region) is a transnational initiative under the Interreg IPA ADRION programme.

This first issue introduces the project's scope, partners, and vision, and highlights early achievements aimed at advancing sustainable Blue Economy strategies across the Adriatic-Ionian region.



KEY GOALS

- **Increased Competitiveness:** Enhancing the competitiveness of the Blue Economy through innovation and technology adoption.
- **Sustainable Employment:** Promoting sustainable employment by aligning workforce training with evolving market needs.
- **Environmental Sustainability:** Encouraging the responsible use of marine resources and fostering environmentally sustainable practices.

KEY FIGURES

Total Budget:
1,472,648.10€

Project Duration:
36 months



Start Date: **01/09/2024**

End Date: **30/08/2027**

PROJECT HIGHLIGHTS

◆ Analysis of Blue Economy Sectors, Actors, and Technologies

The initial research phase provided a comprehensive mapping of key sectors, stakeholders, and technological capabilities. This created a solid knowledge base for targeted interventions in regional labor markets and innovation ecosystems.

◆ Communication Strategy

A targeted communication strategy was developed to increase project visibility, disseminate knowledge, and engage stakeholders through social media, newsletters, public events, and sector-specific outreach.

◆ 1st Info Day in Patras

Held in December 2024 in Patras, Greece, the first Info Day brought together regional stakeholders, including local authorities, research institutions, and business representatives. The event introduced the project and collected valuable feedback on labor market needs and Blue Economy opportunities.

◆ Regional Stakeholder Meetings

Initial stakeholder mapping and consultations were carried out to encourage participatory engagement from local communities and SMEs. These activities support future knowledge transfer and contribute to the development of user-centered tools.



WHAT'S NEXT?

◆ **Blue Economy Labor Market Analysis**

A detailed assessment of labor market trends, skill gaps, and mobility dynamics across Blue Economy sectors in the Adriatic-Ionian region.

◆ **User Requirements and Specifications Report**

Based on stakeholder consultations, this technical report will define functional specifications and user needs for the development of digital upskilling tools and services.

◆ **Constitution of Regional Blue Economy Networks (RBENs)**

Multi-level stakeholder networks will be established in each partner country to strengthen regional coordination and support policy dialogue.

◆ **Constitution of the Transnational Blue Economy Network (TBEN)**

A transnational platform will connect the regional networks, promoting cross-border cooperation, joint actions, and strategic alignment in Blue Economy development.

WHY GROWTH4BLUE MATTERS

The project stands out for:

- Using NLP (Natural Language Processing) to analyze online job postings and detect trends in the labor market.
- Promoting sustainable marine resource use by integrating environmental responsibility with economic growth.
- Facilitating transnational cooperation to enable knowledge exchange and adoption of best practices, driving impactful transformation across the region.



JOIN THE JOURNEY

We invite you to stay engaged and contribute to the **GROWTH4BLUE** initiative. Your knowledge, experience, and input are vital as we work together to drive innovation, build skills, and unlock the full potential of a sustainable Blue Economy in the Adriatic-Ionian region.

FOLLOW US

Stay updated on project progress, events, and opportunities by visiting us on social media and through the Interreg IPA ADRION platform.



PROJECT PARTNERS

- Region of Western Greece, Lead Partner
 - Special Account for Research Funds - University of Peloponnese (Greece), Partner
 - TECNOPOLIS Science and Technology Park (Italy), Partner
 - National Alliance for Local Economic Development (Serbia), Partner
 - Chamber of Commerce and Industry of Primorska (Slovenia), Partner
 - The Chamber of Economy of Montenegro (Montenegro) as Partner
 - Union of Chambers of Commerce of North Macedonia (Republic of North Macedonia), Partner
- in collaboration with:
- Chamber of Achaia (Greece), Associate Partner
 - Institute of modern technologies Montenegro (Montenegro), Associate Partner
 - Confindustria Taranto (Italy), Associate partner



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БЪЛГАРСКА МАКЕДОНСКА АСАДОНА МЕТЕЖА