INTEGRATED ACTION PLAN

APN Network:	**C4TALENT**
City:	Piraeus Development Organization
Version:	7.0

URBACT

Co-funded by the European Union

Interreg

WHAT IS THIS?

This document is the proposed template for the C4TALENT APN Partners to prepare their Integrated Action Plan. This template is focusing on the content, it is not about the design. We can develop a common design at a later stage, when most of the content elements are already in place.

HOW IS IT STRUCTURED?

This template includes a cover page, as well as all the main chapter and subchapter headings. Up to Chapter 3, at the beginning of each chapter there is a table describing:

- WHAT is the given chapter about
- Description of the main CONTENT elements to be included
- Approximate number of pages of the chapter / subchapter (This is just a general estimation / indication. If you need more space to include every important information – or you can tell everything in less space – no problem)
- Guidance on whether the given chapter (or at least part of it) needs to be included in DRAFT 1

Then there is space to develop your chapter.

HOW TO USE IT?

First, save the template for yourself, then "save as" a different document you will elaborate your IAP in. This way you will always have the whole template.

For your IAP draft, use the following file name:

C4TALENT_IAP_(cityname)_Draft1_(date)

Before starting to elaborate, read carefully the entire template. Then you can start to work on your Draft1 IAP. Start to insert information you already have and elaborate the chapters using the guidance in the tables at the beginning of each chapter.

Once your Draft version is completed, delete the guidance tables at the beginning of the chapters.

Upload your draft to the dedicated Basecamp folder.

Deadline for uploading: 16:00 September 16, 2024.

1. Introduction and Context

1.1. Introduction to the document

WHAT?	This is a general introduction to the IAP
CONTENT	What is this document, when was it prepared, by whom, what is the purpose
Approx. no. of pages	0,5 – 1 page

Piraeus, situated in the Greater Attica region of Greece, stands as a prominent port city facilitating the nation's maritime trade activities. It serves as a focal point for major enterprises and institutions, such as universities and hospitals, contributing to its status as a metropolitan hub. Covering a total area of 10.9 square kilometers, the municipality of Piraeus lies 12 kilometers away from the heart of Athens, the capital city.Over the past few years, Piraeus has gained global recognition as a vibrant blue economy hub, acting as a crucial link along the Silk Road, connecting Greece to the broader East Mediterranean region.

Piraeus is home to one of Greece's most established academic institutions, the University of Piraeus, which stands as the oldest academic institution dedicated to the exploration of marine and maritime activities.

The Development Organization of Piraeus Municipality

The establishment of the organization "ΠΕΙΡΑΙΑΣ PLUS" took place in April 2021 with the objective of fostering the development potential of the citizens. The board comprises elected councilors led by the Mayor of Piraeus, along with the guidance of an external expert CEO. The organization operates with utmost transparency, adhering to the regulations stipulated in the 4412/16 National Law, which also governs the Municipality, ensuring that all contracts are subject to discussion and voting by the Financial Committee and the City Council.

With Piraeus Municipality being the largest port and the second Metropolitan Center in the country, the organization's primary goal is to address contemporary challenges effectively. It aims to formulate localized development policies, seeking innovative solutions to present-day challenges while drawing from international best practices, diverse social groups' creativity, research insights, entrepreneurial initiatives, and civil society organizations.
Piraeus emerges as a prominent business, commercial, shipping, and tourism hub of international acclaim, emphasizing urban sustainability encompassing urban planning, environmental stewardship, and energy development, along with promoting social cohesion.
The Development Organization streamlines bureaucratic processes and minimizes delays, concurrently addressing staffing shortages without displacing Municipality employees' roles.

Operations of Development Organization

- To be the development arm of Piraeus Municipality and provide services according to its institutional frame
- To provide technical support to the Republic Region in a study and executive level
- To attract and facilitate development investments of public and private sector
- To promote and strengthen the competitive potential of the Municipality
- To contribute in the productive reconstitution and the strengthen of social cohesion through the creation of quality jobs and the improvement of provides services to the citizens

As a development agency of the municipality we have seen and through the project we have approved C4TALENT this issue is attributed to a lack of sufficient local support and financial resources necessary to nurture and keep these individuals active within the local community. Young entrepreneurs face difficulties in securing seed funding and financial resources also young entrepreneurs cant afford to rent a place to start their own business and have the opportunity to make their idea come true the last but not least entrepreneurs haven't the experience and knowledge because their isn't someone to mentoring them and give advice about the process to build the business.

1.2. Background

WHAT?	This chapter presents the "URBACT background" of the IAP It will be prepared by the LE, same text for each network partner
CONTENT	Short description of the C4TALENT APN Overview of thematic focus Summary description of the URBACT approach
Approx. no. of pages	1,5 – 2 pages

1.3. Focus of the document

WHAT?	This chapter defines the main focus of the IAP
CONTENT	Within the thematic focus areas of the C4TALENT network, each partner city will have a different

	specific focus. This is the chapter to present this specific focus. Be as specific as possible.
Approx. no. of pages	0,5 – 1 page

The Municipality of Piraeus has embraced entrepreneurship as a critical driver for local economic growth and development. In the framework of the programme C4TALENT, the municipality of Piraeus, in collaboration with Development Organization, have implemented and proposed several initiatives to foster innovation, create opportunities, and retain talent in the region.

 Business Incubators

- Established dedicated facilities to nurture new businesses, offering physical workspace, mentorship, and networking opportunities.

 Funding and Financial Support

- Facilitated access to EU and national funding programs for local entrepreneurs.
- Created partnerships and cooperation with banks to take economical support without quarantees or high interest rates.

 Cooperation entrepreneurs with University

- Collaborated with universities and research institutions to deliver tailored training for aspiring entrepreneurs.
- Initiate mentoring programs connecting young entrepreneurs with experienced professionals.
- Organize regular workshops and meetings for students to share their questions to existing entrepreneurs in Piraeus.
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1.4. City context

WHAT?	This chapter provides information on general city context
CONTENT	The city's current general situation: - Location, territorial context - Population, demography - Economy and employment - Social issues and challenges - Environment, CO2 emissions, climate change (Include additional topics relevant and important for your city, if necessary) Use key statistics, charts and tables at each topic. Keep comparability in mind – use relative numbers where possible (e.g per 1000 inhabitants), national and EU average to put your local statistics in context.
Approx. no. of pages	2-4 pages

Piraeus is a port city located in the region of Attica in Greece, and it is known for being one of the largest and busiest ports in the country. It is situated approximately 12 kilometres southwest of Athens, and it is home to numerous attractions, including museums, theatres, and historical sites. The municipality of Piraeus is the 6th biggest city in the country according to the latest data from population census (2021) with 168.151 population sowing increase 2.73% from the previous census (2011), its national port, and a well-known municipality with a history in blue economy activities. Recently, Piraeus has been promoted as a hub of the blue economy in Greece and in the East Med area. The population of Piraeus accounts for 4.9% of the total population of Greece, and 13.6% of the population of Attica, with almost stable shares since 2014.

Specifically, Piraeus is the biggest port of the country and has a significant role as a shipping hub between Asia, Africa, and Europe, it is one of Europe's most important and fastest-growing ports. Also, in Piraeus located one of the most popular university of Greece "University of Piraeus" which is the oldest academic department dedicated to the study of marine activities.

Based on the latest available data from the Business Register of the Hellenic Statistical Authority (ELSTAT) the number of businesses in the Regional Unit of Piraeus in 2020 declined compared to the 2018-2019 period and was close to 36 thousand, while turnover decreased to €11.0 billion, compared to €12 billion in 2019, but remaining close to 2018 levels. Employees in the Piraeus IP amounted to 225.2 thousand, with a very slight decrease from 2019, as the pandemic affected economic activity. At sectoral level, the largest number

of enterprises in the Piraeus Region is recorded in Wholesale-Retail with 26% in 2020, Professional-Scientific Activities with 14.9% and Transport-Storage with 12.2%. In all these sectors Piraeus IP has higher shares in all these sectors compared to the structure of the sectors in the country as a whole.

In terms of turnover, trade is also in first place with 46% of the sales in the Piraeus region are generated by the Wholesale and Retail trade. trade. Transport and storage generate 22.7% of turnover, 5 times more than in the country as a whole (4.6%), highlighting the importance of the importance of this sector to the regional economy.

On the environmental side, Piraeus has sunny weather all year round. During the winter in the last 3 years it can snow for 3 days without traffic problems. In the summer months there is a big problem as with the climate crisis we are going through the temperatures can reach even 42 degrees. The city also grapples with high CO2 emissions from heavy road traffic by drivers who do not use the new public transport (metro railway station, buses, trolley) .

Finally, Piraeus has a large waste management and recycling system which is operational and every year improve in order to tackle environmental pollution.

1.5. Key policies and strategies

WHAT?	This is list of fundamental policy and strategy documents of the city
CONTENT	Use the proposed table below to provide a summary overview of the most important strategy and policy documents (e.g. long-term vision of the city, urban development strategy, spatial plan, climate action plan, etc.)
Approx. no. of pages	1-2 pages

In the following table will presents the strategy of our Municipality of Piraeus for the programming period 2024-2029 which is broken down into 5 sections priority axes.

Title of the Strategy / Policy Document	Summary description	Relevance to the focus area of the IAP (if any)
1. Smart city	The Priority Axis includes measures and actions aimed at creating a smart city in the context of better serving citizens, entrepreneurs, tourists	Faster service to citizens and businesses, through digital services and applications, thus combating bureaucratic

	and city workers. Initiatives are included that address both the level of execution and practical implementation.	dysfunctions, but also enhancing transparency, accountability and accountability and participation. Digital Accessibility Map for people with disabilities A pilot system for distance health care. Pilot Personal Assistance and Daily Living Support System for Vulnerable Citizens using virtual and augmented reality technologies. Sharing Economy Platform. Platform for the Support of Institutional Platform for Institutional Bodies, e-Voting and Public Consultation. Installation of an integrated information system for Civil Protection incident management. Intelligent systems for large-scale data collection and analysis. Creation of new stops with modern equipment, such as a socket for charging mobile and smart devices, Wi Fi to inform passengers about the routes of the municipal transport.

		Creation of a special application that informs about the structures, services and public spaces in the city. Design, development and operation of an advanced Destination Management System of tourist interest. Development of an Urban Tourism and Cultural Flow Management Platform.
2. Blue City	The Priority Axis aims to expand blue business activity in Piraeus and activate new forms of cooperation between different sectors, in order to expand existing and create new value chains of products and services in the Blue Economy. Piraeus seeks to maintain access to a highly skilled workforce in traditional sectors of the Blue Economy and at the same time the workforce acquires new skills related to the Blue Economy. Therefore, the cooperation of the city's institutions and businesses with specialized educational institutions (University of Piraeus & TEI of the Technological Sector of	BlueLab Business Innovation Centre for Blue Growth. Entrepreneurship Support Centre. Centre for the Promotion of Start-ups -Start Up Piraeus. Blue Growth Innovation Competition Piraeus' for the Blue Economy. Improving the adaptability of industries and enterprises in the modern, dynamic and dynamic environment dynamically changing environment. Promote the reconstruction of the productive fabric of the city of Piraeus, the preservation of the traditional market and retail trade, crafts,

	Piraeus) becomes mutually beneficial. Also, in Piraeus, programmes are foreseen to promote the employment of vulnerable social groups (VSGs) in the priority sectors of the Blue Economy by exploiting various possibilities (such as through employer subsidies, consultancy, guidance, training leading to certification, etc.).	manufacturing and their interconnection with the operation of the port facilities. Establishment of actions with the trade association of the City. Strengthening entrepreneurship with strong outward-looking potential and enhancing productive investments with a focus on digital transformation. Supporting the transition to a green and digital economy in business. Connecting businesses operating in the region with research institutions. Promote four-helix clusters (universities and research institutions - entrepreneurship - public administration - civil society). Completion of the Register of Maritime Enterprises. Training and Certifications in the Blue Economy that will create a breeding ground of experienced consultants - Career Guides and Entrepreneurship Advisors for Blue Activities.
3. Green city	The priority axis aims at a green city that	Expansion of the bioclimatic

	operates on the basis of long-term environmental and socio-economic sustainability The urban environment and infrastructure are key parameters for the competitiveness of Piraeus, which seeks to become a more attractive destination for cruise ships and visitors and to play an important international role by attracting Blue Economy businesses to the region.	regeneration of pavements in all the Municipal Communities of Piraeus. Renovation and energy upgrading of our building stock, starting with the emblematic building of the EBEP. Energy upgrading of the schools of the Municipality of Piraeus with priority given to the school infrastructures located within the hotspots. Creation of bioclimatic courtyards, with particular emphasis on planting greenery. Energy upgrading of the K. Kostarakos Cultural Centre Upgrading the structure and expanding the operation of the Climate Change Laboratory Climate Piraeus. Changing management model resulting in zero waste. Educate and incentivize households and businesses on how to prevent waste selection.

		Creating a circular consumer culture. Creating a platform for donations of exchange economy . Expansion of the brown bin network. Planning of an integrated communication programme for awareness-raising and environmental education. Conversion of the Meletopoulou plot in Municipal Community C into an environmental awareness park. Completion of the Urban Accessibility Plan (UAP) (ramps, guides for the blind. Widening of pavements which have an important role in improving accessibility in the city. Creation of accessibility projects and services for the disabled in the schools of our municipality. Creation of disabled infrastructure in all municipal buildings. Design and implementation of integrated routes of full accessibility.

		Completion of the Sustainable Urban Mobility Plan (SUMP). Bioclimatic redevelopment of the central open-air market of Piraeus, the area of Agios Dionysios, the Kaminias, the old Kokkinia, the Vokou Hill, the former SKYP and Maria Kiouri Street.
4. Social and Fair City	Ensuring a safe city for the citizen is a safe destination for the visitor. Piraeus creates a net of social protection and solidarity for the weak who have real needs and cannot meet them with their own resources. The effort to involve the community in social policy is implemented through the cooperation of social workers, community workers and voluntary groups to mitigate the most extreme phenomena of social inequality. Programmes against racism and sexism are being developed to promote relations between different ethnic, racial, religious and cultural groups	Strengthening of the Local Council for the Prevention of Delinquency (LPC) with the support of the Urban Criminology Laboratory of the Panteion University. Modernization of the Operational Planning and the operational fleet with new vehicles, motorbikes, bicycles and drones as well as strengthening the human resources of the Municipal Police. Development of the actions of the European project BeSercure-FeelSecure (BSFS) aimed at strengthening urban protection. Developing the actions of the European project Cities After Dark which aims to replicate

		innovative urban security initiatives. Expanded and extensive patrols in public areas to maintain order and decorum. Strengthen information and awareness-raising activities in schools to provide the social work of the Municipal Police. Creating new dog parks for the safe release and socialization of dogs. Further expand the Veterinary Care program to stray cats. Care programme for stray animals on the streets of Piraeus. Expansion and improvement of the existing network of feeders/water troughs. Design of the entrance gate to Piraeus for cruise visitors and promotion of the central cultural route of the city. Creation of a sports and cultural multiplex for social integration and innovation and a creative employment centre (KDAP) in the area of Kaminia. Upgrading structures and actions to support, care, boost self-

		confidence, enhance the sense of independence, self-sufficiency and dignity in older people. Developing a network of health and welfare services for the care of older people, with a focus on prevention and empowering them to be active members of the city and their neighbourhoods. Strengthening the digital skills of people older people.
5. Perverse city	Ensuring a safe city for the citizen is a safe destination for the visitor. Piraeus creates a net of social protection and solidarity for the weak who have real needs and cannot meet them with their own resources. Our vision is for the extroversion of the Municipality of Piraeus to become a primary pillar of economic development and a reason for attracting visitors, to contribute to the development of the city as a meeting point and exchange of cultural experiences in order to establish it on our national map as a destination of choice.	Strengthening and Upgrading of the Reception and Visitor Service Network in the Municipality of Piraeus. Design and development of a Voluntary Visitor Reception Programme. Resources of the city, creating cultural routes. Continuation and upgrading of the institution of Cultural Days and Sea Routes in cooperation with local institutions and associations. Utilisation of the Management Organisation

		Utilisation of the Destination Management Organization created in accordance with European City standards. Promotion of the "Piraeus Taste Festival: Sea Food and More" as an institution. Creation and development of the Film Office. Upgrading the image and identity of "Destination Piraeus". Continuation of the organization of familiarization trips to travel agents, journalists and bloggers, in order to get to know "Destination Piraeus". Targeted presence in International Tourism Exhibitions, promoting Piraeus and its comparative advantages.

1.6. Summary of interventions in the policy area so far

WHAT?	Summary description of what your city has done and achieved in the policy area (talent attraction & retention, enterprise promotion)
CONTENT	Interventions, actions, projects in the policy areas implemented in the past or being implemented. List and add short descriptions, Be specific

Approx. no. of pages	1 – 1,5 pages

Municipality of Piraeus is one of the most known municipal in Greece with a lot of activities about the entrepreneurship. It has made a reputation about the relationship between entrepreneurs and municipal. By building this long relationship it is vital to find knew entrepreneurs and give them chance to broaden their horizons in the municipality.

Municipality of Piraeus have the following project:

1) **Actions for supporting Start-ups and innovation entrepreneurship in the Municipality of Piraeus**: is one action of the Piraeus "integrated territorial development strategy" funded by EU Structural funds. This innovative action offers a grid of activities that aim at empowering the start-up and innovation entrepreneurship in the locality.

It supports the local businesses by improving their business operations, helping their growth and enhancing their competitiveness, experience enhanced through involvement.

During the action 180 businesses are supported with advisory constructions by 17 mentors and take place 15 events like (workshops, Blue growth competition, conferences, startup businesses met with potential customers).

It was a very helpful action for the Municipality the budget was 4.000.000.00€. After the end of this action a lot of businesses are closed because they couldn't afford the monthly expenses of their businesses and others hadn't the acceptance from the market because they offer specialized services.

2) **Business Support Center of the Municipality of Piraeus**: is one action of the Piraeus "integrated territorial development strategy" funded by EU Structural funds. It support development of company and provide information and useful tools concerning

- Business planning
- Marketing strategy
- Best business practices

Development of collaborations

3) Blue Lab, the first center to promote and support business innovation exclusively for blue growth in Greece, aims to be the starting point for the development of new ideas and products using state-of-the-art technology.

4) The BlueGrowth competition is a marine challenge / startup competition to promote business ideas related to the blue economy.

The budget of the action was 6.100.000,00€. Business support center supported more than 250 small and medium businesses created more than 45 studies for their clients (Piraeus businesses) for the entrepreneurship

general in Piraeus and for the commerce. in the framework of the project took place more than 11 events such as conferences, workshops, blue growth competition and more.

It is very disappointing that after the end of the project Piraeus businesses hadn't the opportunity to receive a service without paid. Also, the building that host the business center is not utilized now, and some of the businesses might be closed and there is no information for the reason why are closed.

5) **Knowledge and Innovation Community** the project is part of the broader blue economy strategy.

The vision of this project was is to connected businesses operating in the wider area with research institutions, leveraging research and technological development outcomes for the production and dissemination of knowledge and innovation in the economy of Piraeus.

The project is part of the broader Blue Economy strategy of the Municipality of Piraeus, where a comprehensive plan is being developed:

- To improve the attractiveness and competitiveness of Piraeus.
- To highlight the competitive advantages of existing businesses.
- To identify new business opportunities.
- To create new and innovative businesses.

The budget of the action was 1.685.483,87€. During the action created 6 digital tools the first tool is preventive maintenance: The proposed tool aims to analyze real-time data flows (collected from sensors) using innovative approaches and artificial intelligence techniques. It aims to predict, provide timely, and accurate diagnosis of potential faults in the mechanical equipment of ships. The second tools was EFTI platform: An information and education platform for stakeholders regarding the new regulation for Electronic Freight Transport Information (eFTI), during the stages of its adoption by public, governmental, and private entities. The third tools Cruise application | safety: In critical situations, the application supports the evacuation process by providing dynamic instructions for the safe movement of individuals towards assembly points. The fourth tool was Cruise application city guide: As part of the Cruise Safety App, the Piraeus City Guide application serves as a digital guide for the City of Piraeus, catering to both visitors and residents. It collects, organizes and presents valuable information, including attractions, shops, events, transportation options and more. The fifth tool was inteligente model of innovation: The intelligent electronic business model will enable companies in the Municipality of Piraeus to develop an innovative business model that innovates and changes the rules of the market and the last was E- learning platform (Massive Open Online Courses - MOOC) provides teaching materials, thus contributing to the creation of a community for workers in various sectors of the Blue Economy, for students, and for the wider learning ecosystem.

Also during the action took place a lot of events like workshops, Press Release – KICs in 87th Thessaloniki International Fair, 9th ShipIT Conference, Press Release – "Innovation in the Supply Chain" Workshop.

After the end of the action these tools find clients to continue their sapport services. The only drowback of this action is that Municipality havent got so much informaiton about the platform and the future of tools.

6) **Blue Innovators of Piraeus Strengthening** extroversion and innovative activity in the businesses of the Municipality of Piraeus

Blue Innovators of Piraeus is a support mechanism for businesses operating in the Blue Economy sectors in the municipality of Piraeus, aiming to highlight their innovative activities and generally support the businesses of the municipality. The mechanism is a partnership between the Foundation for Economic and Industrial Research (IOBE) and Break Even Consulting IKE, through which academic knowledge combined with professional expertise will lead to the successful operation of the mechanism.

It was the last project and the most publish because Municipality and the Business which support the action cooperate in grate extent and this appeared from the number of the businesses that receive counselling services. The number of the businesses was 237. Also, the budget of the action was 441.440,00€. During the action took place the biggest conference in our Municipality

« Entrepreneurship, innovation and sustainability in the Blue Economy» at the Piraeus Chamber of Commerce. Also during the conference, took place presentation of the seven finalists who took part in the 9th Blue Growth Competition Piraeus. For the reason that the action ended bofore one month we don't have the picture of the businesses and how they continue now.

2. INTERVENTION LOGIC AND INTEGRATED APPROACH

2.1. Summary of key problems / challenges

WHAT?	This the description of the most important policy challenges you have identified and intend to address
CONTENT	List and describe the challenges, problems you have identified together with your ULG members (problem tree!). - Be as specific in the description as possible

	- Support your challenge statements with evidence if possible - Show the cause-and-effect relationships - Avoid “lack of” statements
Approx. no. of pages	1-1,5 pages

The core problem identified in the report is the outflow of young talents and entrepreneurs from the City of Piraeus. This issue is attributed to a lack of sufficient local support and financial resources necessary to nurture and keep these individuals active within the local community.

Young entrepreneurs face multiple challenges:

1. **Financial Barriers:** Young entrepreneurs struggle to secure seed funding and financial resources. Banks in Greece impose big guarantees to take a loan, as new entrepreneur is difficult find the amount of money to start a business and as result they borrowed from parents or friends. There are a lot of programs financed by public organization which called Public Employment Service, the main goal of the program was make your application for a new business idea and take 17.000,00€ but with many requirements and us result most applicants don’t approve. Another, problem that entrepreneurs face is when Government published an action to finance startups the amount of money is very small and not enough for all applications. During the covid small and medium businesses in our Municipality take nonreversible finance. The local program financed by EU and most of the applications made by our Business Center. The amount of money that one business could get was 10.000,00€ - 50.000,00€. In each business gathering entrepreneurs emphasize that there isn’t essential and direct financial help and it’s very difficult to create new businesses. To sum app, it is deserved that new entrepreneurs without own capital cant start new business and this is the biggest problem in our Country. After investigation carried out by Blue Innovators a local action approved that new entrepreneurs want a Municipality be more flexible with financial support programs which enhance new entrepreneurship.
2. **Lack of Mentorship and Experience:** There is a significant gap in mentorship and advisory support. Young entrepreneurs often lack the experience and knowledge required to build a business. In Greece, the business creation process is complex, necessitating guidance from accountants for legal documentation and regular financial reporting. Accountants, who often act as business consultants, sometimes provide incorrect advice, leading to misunderstandings, unexpected costs, liabilities with banks, and unaffordable tax burdens. This has resulted in many businesses facing bankruptcy. Accountants must be

more specific and careful to support their clients effectively. Businesses in Piraeus have the opportunity to get helped by the Business center of Piraeus, Start up Piraeus, Blue Innovator & Knowledge and Innovation Community is the first action in which University cooperate with a business.

After the end of these projects the results as regard the mentorships was clear. New entrepreneurs want someone to mentor them about their idea, first of all the first thing that they asked help was business plan and how their idea be more approached to citizens. The experts of actions gave them specific advice how to open their horizons when they understand that they have appeal to the market. Summarizing now Piraeus entrepreneurs don't have those services and complain to local authority.

3. **There is big problem with the cost of rent and finding workspace general:**
   In recent years Piraeus has been trying to transform the city into a tourism attraction. Piraeus as homeport has a lot of tourism during the holidays. This happens because all ships start from the Port of Piraeus to every island. It is fact that during the winter especially from March owners of the restaurants, hotels, supers markets, travel agencies etc. in islands start the renovations of their businesses to be ready until the starting date of the Holiday season. This means that all materials used for renovations or raw products for super markets etc. must travel from Piraeus to the islands. So Piraeus is characterized us short stay accommodation. These results in, private property owners transform their apartment to use us Airbnb or rent for short time to students to have them free during the summer. Moreover, there is a philosophy in business environment to promote the investments in coffees, bakeries, brunches and businesses. As result, is very difficult a new business person find a location to start a business with different activity.
4. **Essential cooperation with the university:** As mentioned before Piraeus has a lot of action for businesses, (Piraeus business Center, Startup Piraeus etc.) In a lot of actions University cooperate with business to implement the action. Regardless of that University didn't have so much support for businesses in Piraeus, chamber of commerce request to offer some students for internships. After research conducted by the National Documentation Centre showed that innovations ideas for startup businesses in Greece general is 57,7%

and they support that Universities might take the responsibility and be more active to teach students how they could make more sustainable ideas. Also, a lot of businesses in Piraeus had mentioned in conferences that didn't know how to approach the university or may not have a network of cooperation with the university.

2.2. Our vision

WHAT?	This is the presentation of the intended change
CONTENT	Describe the desired future situation in relation to the policy challenge. Describe in present tense, be specific, use plain English. Make it ambitious but realistic
Approx. no. of pages	0,5 – 1 page

The Municipality of Piraeus aims to cultivate a vibrant business ecosystem, positioning the city as a dynamic centre of entrepreneurship and innovation. Through the strategic initiatives executed by the Municipality but the will to expand the development of new talent, Piraeus will become a centre for sustainable economic growth and entrepreneurial development. Moreover, Piraeus in the next 10 years is projected to be a centre of entrepreneurship for young workers who will be able to meet all their needs within the Municipality without migrating to another city - municipality. The city envisions a thriving landscape where businesses, start-ups and individuals can excel in an environment designed to support all the services that every entrepreneur, every citizen has. It is equally important for Piraeus to have in the near future the financial capacity to support new businesses with as many facilities as possible, such as (low rent for accommodation and business housing, financial support with local banks to have direct and easy financing, creation of clusters of different industries to exchange ideas, find new solutions to the daily problems they face, better and more direct cooperation, finding new talent by integrating the University more in the business community, and more direct cooperation with the local banks to find new solutions to the daily problems they face. In conclusion, the Municipality of Piraeus in 10 years aims to be the largest Municipality hosting

businesses in an efficient way. Young entrepreneurs should be supported in adopting green technologies and eco-friendly operations

2.3. Our objectives

WHAT?	The objectives you intend to achieve by implementing your IAP
CONTENT	Though it is your choice, I recommend identifying one overarching "overall objective" (eg. "increase the number of new IT businesses created in the city" or "Increase the proportion of young people staying or returning after their university studies"). Though this is a more general objective, avoid the use of very general statements (like for instance "improve the entrepreneurial ecosystem"). Once you have your overall objective, add a small number of specific objectives (I recommend not more than 3 to 5). Your specific objectives should link to your main challenges. (If, for instance, one of your key challenges is that small businesses work in isolation and don't cooperate, you may want to strengthen cooperation of local businesses). Again, be as specific as possible and avoid general statements.
Approx. no. of pages	1 page

Promotion of Emerging Technologies: Encourage the integration of digital transformation, green technologies, and industry solutions across all sectors, ensuring businesses remain competitive in the global market.

Support for Innovative Companies: Introduce incentives such as tax reductions, grants, and subsidized services for innovative start-ups and scale-ups to establish operations in Piraeus.

Creation of a business hub

State-of-the-Art Co-Working Spaces: Develop modern, flexible workspaces designed to foster collaboration among entrepreneurs, freelancers, and small teams. These spaces will offer cutting-edge amenities, including high-speed internet, prototyping labs, and meeting facilities with low cost.

Incubators and Accelerators: Expand the network of incubation and acceleration programs tailored to support businesses in key sectors like maritime technology, renewable energy, health tech, and creative industries. Mentorship, networking opportunities, and seed funding will be integral parts of these programs.

Financial Flexibility for New Entrepreneurs

Innovative Funding Models: Collaborate with European and national programs to provide venture capital, micro-loans.

Partnerships with Financial Institutions: Establish partnerships with local and international banks to offer low-interest loans and innovative financing products for entrepreneurial ventures.

Empowering Young Professionals and Local Talent

Skill Development Programs: Partner with universities, vocational training institutes, and private companies to deliver upskilling programs in entrepreneurship, digital skills, and innovation.

Youth Start-Up Support: Promote our yearly competitions that we have Blue growth competition, to engage young professionals in developing new business ideas. The winners receive funding, mentorship, and office space in Piraeus's business hubs.

Fostering a Culture of Collaboration and Innovation

Idea Exchange Platforms: Regularly host networking events, industry-specific forums, and public-private dialogue sessions to encourage collaboration between academia, businesses, and public organizations.

Open Innovation Challenges: Partner with established companies to launch challenges that address real-world problems, inviting start-ups and researchers to provide innovative solutions.

2.4. Intervention areas and list of actions

WHAT?	This is where you can finally present what you intend to do
CONTENT	I recommend linking one intervention area to each specific objective. The intervention area is the collection of all the actions necessary to achieve your specific objective. In this chapter you don't need to go into the details of all the actions, just list them and present their most important attributes in the table below.
Approx. no. of pages	1-2 pages

Specific objective / intervention area 1		Enhancing access to financial tools through local funding schemes and partnerships. With easier access to financial instruments, businesses will be able to invest more in new technologies, innovative processes and research, which boosts the overall competitiveness of the local economy.			
Action	Intended result	Necessary resources	Responsible organisation	Key partners	Timescale
Develop local funding schemes and seek sponsorships.		Bank or sponsors to invest in new business ideas	Development Organization of Piraeus		2024-2025
Create partnerships with banks and investment institutions.		Cooperation municipality with banks	Development Organization of Piraeus		2024-2025
Promote and facilitate access to European and national funding opportunities		Find advisory companies with experience in fundings	Development Organization of Piraeus and business		2024-2025

Specific objective / intervention area 2		Make a business hub friendly to new entrepreneurs enhance them to start their business with low cost and full of support by our Organization			
Action	Intended result	Necessary resources	Responsible organisation	Key partners	Timescale
Design and established our Bluelab innovation center as hub of business.	To	Help municipality to promote our idea	Development Organization of Piraeus		2024-2025
Specific objective / intervention area 3		Establishing support networks and guidance through our University, cooperation University with business center of Piraeus and our Organization. A better network in entrepreneurs community			
Action	Intended result	Necessary resources	Responsible organisation	Key partners	Timescale
Initiate mentoring programs connecting young entrepreneurs with experienced professionals.		professors and the rector of our University	Development Organization of Piraeus University of Piraeus		2024-2026
Organize regular workshops and meetings for students to share their		professors and the rector of our University	Development Organization of Piraeus University of Piraeus		2024-2026

questions to existing entrepreneurs in Piraeus.					

3. ACTIVITY PLAN

3.1. Intervention Area 1

Action Title	Enhancing access to financial tools through local funding schemes and partnerships. With easier access to financial instruments, businesses will be able to invest more in new technologies, innovative processes and research, which boosts the overall competitiveness of the local economy.	**Action Owner**	Development Organization of Piraeus
Description	**Stakeholders**	**Links to objectives:**	
1) Develop local funding schemes and seek sponsorships. 2)Promote and facilitate access to European and national funding opportunities	Bank or sponsors to invest in new business ideas. Advisory companies companies with experience in funds	**Estimated costs:** **Readiness:**	..... 0% 100%

3.2. Intervention Area 2

Action Title	Make a business hub friendly to new	**Action Owner**	Development Organization of Piraeus

	entrepreneurs enhance them to start their business with low cost and full of support by our Organization.		
Description	**Stakeholders**	**Links to objectives:**	
Design and established our Bluelab innovation center as hub of business.	New entrepreneurs of Piraeus. University of Piraeus and our Municipality	**Estimated costs:**	20.000,00€
		Readiness:	0% 100%

3.3. Intervention Area 3

Action Title	Establishing support networks and guidance through our University, cooperation University with business center of Piraeus and our Organization. A better network in entrepreneurs community	**Action Owner**	Development Organization of Piraeus University of Piraeus
Description	**Stakeholders**	**Links to objectives:**	
1) Initiate mentoring programs connecting young entrepreneurs with experienced professionals. 2) Organize regular	New entrepreneurs of Piraeus. University of Piraeus and our Municipality	**Estimated costs:**	15.000,00€
		Readiness:	0% 100%

workshops and meetings for students to share their questions to existing entrepreneurs in Piraeus.			

4. IMPLEMENTATION FRAMEWORK

4.1. Gannt

WHAT?	In this chapter you should include a summary Gantt chart of your actions. It gives you, your stakeholders and decision-makers an at-a-glance visual overview of your plan.
CONTENT	Prepare it on action level. Depending on your action plan's timeline, I would recommend a quarterly breakdown of your Gantt timeline. Make it visual but keep it simple (you can prepare it in a dedicated application or use Excel to create and insert here).
Approx. no. of pages	Try to keep it on one page. If you print your plan, print the Gantt on an A3 for better visibility.

Actions:	**2025.**				**2026.**							**2027.**							
Intervention Area 1. Enhance Access to Financial Tools - Entrepreneurial training and mentoring																			
Action: Develop local funding schemes and seek sponsorships																			
Action: Promote and facilitate access to European and national funding opportunities																			
Action: Create partnerships with banks and investment institutions																			

Intervention Area 2 . Limited Facilities - Spaces for businesses																			
Action: Design and established our Bluelab innovation center as hub of business																			
Action: Offer of office space, network, cleaning, electricity and water supplies																			
Action: Encourage new entrepreneurs with new ideas take part in Piraeus Blue Growth competition which will take place in our University.																			
Intervention Area 3 . Cooperation entrepreneurs with University																			
Action: Initiate mentoring programs connecting young entrepreneurs with experienced professionals																			
Action: Develop networks for knowledge exchange and collaboration																			
Action: Organize regular workshops and meetings for students to share their questions to existing entrepreneurs in Piraeus																			

4.2. Governance of implementation

WHAT?	In this chapter you present HOW the implementation process will be managed.

CONTENT	You should provide a fairly specific description of your implementation structure. Key questions to answer: - Will the IAP officially approved by a decision-making body (council, for instance)? - Which organisation / institution / department the overall responsibility for implementation will be dedicated to? Specify roles and responsibilities within the team, if possible, present the IAP management structure in a simple organigram. - How participation /stakeholder involvement will be ensured during implementation? Will the ULG or similar organisation exist? How often will they meet? What roles the organisation will have? - How management and coordination will work? - Will there be a system for reporting on progress? If yes, describe. See for useful tips the relevant tool in the URBACT Toolbox.
Approx. no. of pages	1-2 pages

We as development organization have promoted our plan to the municipal authority but it does not have much support because it has not yet found funding.

It is their ambition to continue with other fundings the action like business center of Piraeus and Start up Piraeus which are funded by national strategic reference flamework without own expenditures.
for our stakeholders will be students and university Professors to envourage students to make their idea true. Also, after our ULG meetings in several events inside the municipality and in other Universities we believe tha have a lot of sapport.

4.3. Resourcing and Funding

WHAT?	In this chapter you present the necessary resources and funding sources for the implementation of your IAP.

CONTENT	In the action tables you should have already included the costs and specific funding sources. In this chapter you should briefly describe HOW you will ensure the necessary resources (financial and other) for the implementation of your plan. Possible questions to consider: - What resources (other than financial) you may need? How will you ensure the availability? (For instance, you need to have a piece of land, or an old building, or maybe specific expertise for certain elements of the IAP). Will you purchase them? Or if the building for instance is owned by the state, you sign a long-term agreement? - Also include a summary financial table. Use an excel sheet to pull together all costs from the action tables and present them in one summary table. Main headings: Action Title, Responsible organisation, Estimated cost, Main sources of Funding, Implementation period (start-end)
Approx. no. of pages	1-2 pages

Action Title	Responsible organisation	Cost (EUR)	Sources of Funding	Timing	
				Start	End
Enhancing access to financial tools through local funding schemes and partnerships. With easier access to financial instruments, businesses will be able to invest more in new technologies, innovative processes and research, which	Development Organization of Piraeus		Banks, other financial tools	2025	2026

boosts the overall competitiveness of the local economy.					
Make a business hub friendly to new entrepreneurs enhance them to start their business with low cost and full of support by our Organization	Development Organization	20.000,00€	Development organization own resources	2024	2027
Establishing support networks and guidance through our University, cooperation University with business center of Piraeus and our Organization. A better network in entrepreneurs community	Development Organization University of Piraeus	15.000,00€	Development organization own resources	2025	2026-2027

4.4. Monitoring Framework and Process

WHAT?	In this chapter you should describe a simple but specific framework for monitoring your progress and results.
CONTENT	Your system should include the following elements: a) Who is responsible for monitoring IAP progress? b) Reporting ▪ How often?

	▪ In what format? ▪ To whom? ▪ Who is preparing the report? c) What happens if there's major deviation from plan?
Approx. no. of pages	1 page description + summary indicator tables (any additional information – like for instance a monitoring report template, or detailed description of indicators – could go into annex)

Result indicators

Specific objective	Result indicator			
	Definition	Baseline value	Target value	Source of Information
SO1				
SO2				
SO3				

Output indicators

Action	Output indicator			
	Definition	Baseline value	Target value	Source of Information
Action 1.1				
Action 1.2				
…				
Action 2.1				
…				

4.5. Overview and Analysis of Risks

WHAT?	In this chapter you review the most important risks – and present how you plan to handle them.
CONTENT	In this chapter you present the results of a simple risk analysis, using the table format included in the relevant section of the URBACT Toolbox (see below the table). Be as specific as possible
Approx. no. of pages	1-2 pages

Risk Analysis Table	Description of the Risks	Likelihood (high, medium, low)	Impact (high, moderate, low)	Preven
Administrative Risks	The administration of our action isnt so dificult but enerything want communication and be in touch with banks, entrepreuners, municipality and University	Medium	Medium	
Financial Risks	All our action need financial sapport. It is vital to find solution and be more atractive to new entrepreuners to built their business and promote their idea	high	high	
Operational Risks	The operation risk concern the continuation of our business laboratory because we cant afford to built more working spaces in th building	High	high	
Other Risks				

5. ANNEX: THE PLANNING PROCESS

5.1. Summary Description of the Planning Process

The topic of talent attraction and retention for Municipality of Piraeus it was very important. Piraeus after 4 actions about the entrepreneurship has created a business environment which is very important for the local economy. The action is the Business Centre of Piraeus, Start Up Piraeus, Blue Innovators of Piraeus and Knowledge and Innovation Community. These action help businesses take financial support inside Covid 19, make their own business plan and advance their skills also, they advance their communication skills by took part in workshops, competitions, conferences. It was very helpful that all these actions had experienced people and gave important advice to new entrepreneurs and help them to increase their own confidence.

Unfortunately there are a few problems that entrepreneurs in Piraeus are faced, the first is the cost of the rent a building or space, the other is the attraction of clients - customers because the canter of Piraeus has a lot of problem with parking and the only way to find clients – customers is online via website. The other problem that a lot of entrepreneurs immigrate to other cities or countries to established their idea is that there is no financial support from the government and this disappoint them, banks want large guarantees to give financial loan support and interest rates range from 15%-18%. And the last but not least is the contribution of our University to the local Entrepreneurship, it took a long time businesses ask from university new students for internships and this was a big problem for new employers.

Thus Piraeus being partner in C4TALENT motivated by other partners and made an action plan which will combat the problem of brain drain.

5.2. Presentation of the ULG - its members and roles

The first ULG (Urban Local Group) Meeting of the Development Organization of Piraeus, in the framework of the European program C4TALENT for the absorption of young talents and entrepreneurs, was successfully held. The main topic of the meeting was to explore ways to prevent the outflow of young talents and entrepreneurs from Piraeus, through the support and strengthening of local entrepreneurship. We had students from University of Piraeus, scientific director from the laboratory BleuLab of our Municipality and two civil engineers and planners. Also, honor as with their presence

representatives from Municipality of Piraeus and Development Organization.

The second ULG (Urban Local Group) Meeting of the Development Organization of Piraeus, in the framework of the European program C4TALENT for the absorption of young talents and entrepreneurs, was successfully held. The second ulg meeting was held in the framework of the training program for students from different universities of Attica region for 3d printers. The courses take place in the bluelab. During the ulg we informed the students about our project c4talent and our plans to transform the bluelab into a business hosting center where a new entrepreneur can set up his headquarters having as expenses only the rent to the

Development Organization.

The third ULG (Urban Local Group) Meeting of the Development Organization of Piraeus, was held in the framework of the Municipality's annual conference with title « Entrepreneurship, innovation and sustainability in the Blue Economy» at the Piraeus Chamber of Commerce. Also during the conference, the presentation of the seven finalists who took part in the 9th Blue Growth Competition Piraeus. We were honored that the Municipality and the contractor company offered us the opportunity to present our program c4talent to the contestants in the workshop that took place in an adjacent room of the conference. They are excited about the action and we hope to contribute in our initiatives. During the conference there were also noteworthy panel discussions on the following topics «The role of universities in strengthening entrepreneurship and sustainability in the Blue Economy», « Blue Economy and Financial Instruments: From the From Theory to Practice» . In those panel useful conclusions were drawn on the current economic situation of enterprises related to shipping, tourism, fishing and port activities.

The fourth ULG (Urban Local Group) Meeting of the Development Organization of Piraeus, was held in the framework of the annual conference Innovation Greece 6.0 Conference Innovation in Greece and the institutions that support it. In National Center for Scientific Research Demokritos.

The conference is an action of the Smart Attica European Digital Innovation Hub. It is co-organised by the NBG Business Seeds programme of the National Bank of Greece, EKEFE Demokritos, Archimedes Centre of the National and Kapodistrian University of Athens, Athens Center for Entrepreneurship and Innovation (ACEin) of the Athens University of Economics and Business, EATE, Hellenic American Chamber of Commerce, Bayer Hellas, Metavallon and Uni.fund. The conference is held with the support of NBG Pay. The Advertising and Public Relations Laboratory, Department of Communication, Media and Culture, Panteion University is the Communication Partner of the Conference.
During the conference were held simultaneously workshops, the first

workshop at 30 of January had the tittle Artificial Intelligence and Design Thinking applications in the Public Sector and Society. In this workshop our Municipality had the honor to present an action for smart watering of flowers. In this action take place the Mellon lab educational organization specializing in robotics and programming in cooperation with the students of Laboratory of Special Vocational Education Piraeus. These two organization located at Piraeus and have the incubation of the project. Also, inside the workshop there were participants from Innovative Practices Analysis Executive, Department of Innovation and Best Practices Best Practice, Ministry of the Interior Head of the General Directorate of Public Organisations, Ministry of Interior, Innovation Executive, Innovation Department, Ministry of Interior, Head of Dept. Entrepreneurship, Blue Development and Maritime Affairs, Municipality Piraeus Municipality, Director of Planning and Sustainable Development, Municipality of Piraeus. We as development Organization of Piraeus we had the opportunity to talk about our action and what is the philosophy of building a Development Organization in the Municipality. they were very supportive to our action in the framework of C4TALENT and encourage as to continue the idea for our business hub and the cooperation with our Blue Lab Laboratory.

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ioustini	Entrepreneur of our Business Hub	

So far ULG meetings have helped us to communicate with students, to the University of Piraeus, to entrepreneurs, to Municipality, other Departments of our Municipality, they have shared with us their view of our strategy and how motivated is the established of a business hub for young entrepreneurs. Specifically, people from Start up Piraeus gave us data from their surveys that have done during the execution of their project help us to find the weakness of our Municipality as far the capabilities of find low cost rent for entrepreneurs. Also, they help us to communicate with local entrepreneurs and have a better view of the business situation in Piraeus. The department of Piraeus Directorate for Planning and Sustainable Development they transfer us their knowledge from other European programs and how we manage our team and ULG members. The ulg members of our University help us to share our business hub and find possible entrepreneurs who want to participate in our Hub or make their first place for their business. Also, in our ULG members have participants from our local newspapers and website, they help us to publish all actions of our development organization. Our ULG members provide essential feedback both scientifically and practically in the implementation of the project. In addition, they enhance the dissemination and acceptance of the project within the community, while being instrumental in creating a bridge of cooperation between research,

policy and local communities, thus ensuring maximum benefit and sustainability of the results.

5.3. Role and Impact of Transnational Learning – the URBACT added value

WHAT?	In this Chapter you present the impact of transnational learning – how being part of C4TALENT network contributed to the IAP.
CONTENT	You can introduce the more general added value on city level, like for instance: - bringing together stakeholders - putting the theme on the local agenda - providing a methodology to deliver a structured planning process - etc... You can also mention the individual professional development, learning of the individuals who have participated. The most important, though, is to present the specific contribution the project and transnational learning made. Here, you need to be very specific, listing your planned actions, activities that have been inspired by a masterclass, a study tour or a good practice of one of your partners. Be very specific, mentioning the concrete intervention, the specific inspiration, etc.
Approx. no. of pages	1-2 pages

It was very important for our Development Organization to be a partner of this Project. It was the first time that our Organization was partner in a European Programme. Generally Piraeus has participated as a Lead Partner in the European project BLUACT network of the programme URBACT III to spread the best practice of the entrepreneurship competition “BlueGrowth Piraeus” in the field of Blue Growth. Be a part of a Urbact programme it is very helpful for the Municipality because it is a financial support, Municipality exchange ideas and broaden their horizons via other local action in programmes. Also, Urbact programmes are very important because the municipalities must find new people with ideas to cooperate with and find solution about the topic of the European Programme.

It was really a great collaboration with the project partners. Development Organization of Piraeus inspired by the topic action of Villanova and the business Hub that they operate. It was really a very good idea and the

municipality of Piraeus needed it. The trips we have taken and the courses we have had the opportunity to attend have helped us to better shape our path. Cooperation with all partners was excellent, both on the trips and at the intervention meetings. Our first opinion of the URBACT programmes is very positive and we have the ambition to have more participation in URBACT programmes.

5.4. Testing Actions and Key Learnings

WHAT?	In this chapter you present your testing action(s) and their role / contribution to the IAP.
CONTENT	You can use your testing action plan and assessment as inputs to developing this chapter. Main points: - Why did you choose to test this activity? - What were your hypotheses? - Description – what did you do in the testing action(s)? - What were the results, what did you learn, were your hypotheses confirmed? - How did your testing action(s) informed or influenced your IAP? Avoid generalities, be as specific as possible, especially when it comes to the last point. (If you have had more than one testing actions, describe the above points for each, separately)
Approx. no. of pages	1-3 pages (also depending on the number of your testing actions).

For the fisrt action we choose it becasuse young entrepreuners face difficulties in securing seed funding and financial resources. Banks are making financing more difficult as they ask for guarantees and high interest rates. So we tried to do something Develop local funding schemes and seek sponsorships. Promote and facilitate access to European and national funding opportunities. Create partnerships with banks and investment institutions. Also we saw that Piraeus has expensive rents for entrepreneurs and there are no available facilities for rent. We took these information's for our ULG meetings with entrepreneurs for Municipality actions like Business Center of Piraeus and Start up Piraeus. So we design and established our

Blue lab innovation center as hub of business, it offers office space, network, cleaning, electricity and water supplies Encourage new entrepreneurs with new ideas take part in Piraeus Blue Growth competition which will take place in our University. A collaborative, community-based hub will foster networking, partnerships, and knowledge-sharing among members.

Lack of Support Networks through Piraeus University, Cooperation entrepreneurs with University. Initiate mentoring programs connecting young entrepreneurs with experienced professionals.

Develop networks for knowledge exchange and collaboration.

Organize regular workshops and meetings for students to share their questions to existing entrepreneurs in Piraeus.

6. SUPPORTING DOCUMENTS

- Reports from ULG meetings (pictures,)
- Visual design of our building, business hub
- Presentations of all partners