IPA ADRION 256 – GROWTH4BLUE

FULL NAME: Generating Regional Opportunities for Workforce Transformation and High-tech Innovation in the BLUE Economy of the Adriatic-Ionian Region

LEAD PARTNER: Region of Western Greece (Codice Fiscale: EL997824337)

DURATION: 36 months

PROJECT BUDGET: EUR 1.455.012,54

PROJECT SUMMARY:

In the heart of the Adriatic-Ionian region, the GROWTH4BLUE project emerges as a beacon of innovation and sustainable growth for the Blue Economy. By targeting critical sectors including maritime transport, shipbuilding, fisheries, aquaculture, marine biotechnology, and coastal tourism, GROWTH4BLUE is poised to address today's pressing challenges while paving the way for tomorrow's opportunities. This initiative seeks to bridge the gap between current market demands & the availability of skilled professionals and also to inject new vigor into the region's economy through strategic innovation and technological excellence.

Outputs and Results: The cornerstone of the GROWTH4BLUE project is the creation of key Outputs for bridging the current market demands with available skills, which include:

- A comprehensive Analysis of the Blue Economy Ecosystem, identifying key sectors and innovation opportunities.
- A Labor Market Analysis Report, offering insights into in-demand skills and competencies, and addressing educational and training system gaps.
- An Online Tool for Job Postings Analysis designed using Natural Language Processing (NLP) technology to extract and analyze data for actionable insights.
- A Strategic Action Plan, focusing on regional and transnational needs to promote innovation and sustainable employment.
- These outputs are instrumental and tailored to directly benefit a wide array of stakeholders by providing data-driven insights and strategic initiatives for workforce development. The expected Results include:
- Enhanced Economic Competitiveness through innovation and technological adoption in the Blue Economy sectors.
- Promotion of Sustainable Employment Opportunities by equipping the workforce with necessary skills and competencies.
- Strengthening of Environmental Sustainability by fostering an ecosystem that supports the sustainable use of marine resources.

By focusing on these strategic outputs and results, GROWTH4BLUE is dedicated to transforming the Adriatic-Ionian region's Blue Economy into a robust, future-ready sector.

Objectives: GROWTH4BLUE aims to invigorate the Adriatic-Ionian Blue Economy by comprehensively understanding and mitigating skill & technology gaps in key sectors like

maritime transport, shipbuilding, fisheries, aquaculture, marine biotechnology & coastal tourism. It focuses on mapping the labor market to identify emerging roles and competencies, crafting targeted educational programs to enrich the workforce with modern tech skills, and advocating for the sustainable use of resources, thereby fostering sector growth and sustainable practices aiming also to anticipate future industry needs, ensuring the long-term resilience and prosperity of the Blue Economy.

Challenges: GROWTH4BLUE tackles skill gaps and technology underuse in the Blue Economy, where workforce competencies lag sector demands & rapid tech advancements. Addressing these challenges requires a nuanced understanding of the sector's dynamics and a strategic approach to workforce development. The project aims to align workforce skills with sector needs through detailed labor market analysis & innovative solutions, fostering a more competitive and innovative Blue Economy.

Beneficiaries: GROWTH4BLUE's impact transcends the Blue Economy workforce, offering pivotal insights for policymakers for informed decision-making and strategic planning. Educational institutions & industry associations benefit from data-driven guidance to align curricula & training programs with market needs. The project supports the workforce, equipping them with the skills & competencies necessary for success in emerging job roles within the Blue Economy.

Transnational Approach: The project takes a transnational approach by establishing regional & transnational networks, enabling stakeholders from different regions to collaborate, share knowledge, and exchange best practices. This approach recognizes that the challenges & opportunities in the Blue Economy transcend national boundaries. By co-working, participating regions can leverage their collective expertise & resources to address common challenges more effectively & create a stronger, more integrated Blue Economy across the Adriatic-Ionian region.

Novelty: GROWTH4BLUE introduces several novel aspects. A)It utilizes emerging Natural Language Processing (NLP) technologies to analyze online job postings and extract valuable insights about the labor market. This data-driven approach allows for a comprehensive understanding of the skills and employment requirements in the Blue Economy sectors. B)The project focuses on the sustainable use of the Adriatic & Ionian Sea resources, emphasizing the importance of environmental stewardship in developing the Blue Economy. C)The project's transnational cooperation fosters knowledge sharing, enabling the transfer of best practices and experiences among stakeholders, allowing a more holistic & impactful transformation in the Adrion's Blue Economy.