



*The future is bright, the future is blue...
Enter the sea of opportunity!*

Blue Growth aims to inspire and help young entrepreneurs realize their innovative concepts relating to marine and freshwater resources.



The economy of Piraeus





Aephoria.net, host of BlueGrowth, is a pioneer sustainable-practice incubation program that fosters businesses with a **triple-bottom-line** approach (People-Planet-Profit).

During its 3 years of operation Aephoria.net has trained **58** teams and incubated **15 startups**.





The TBL Business Strategy is an accounting framework that incorporates three dimensions of performance: social, environmental and financial. This differs from traditional reporting frameworks as it includes ecological (or environmental) and social measures.

The TBL dimensions are also commonly called the **three Ps: People, Planet and Profits**



THE GLOBAL GOALS

For Sustainable Development



Blue Growth is the long term strategy to support sustainable growth in the marine and maritime sectors as a whole. Seas and oceans are drivers for the European economy and have great potential for innovation and growth. It is the maritime contribution to achieving the goals of the **Europe 2020 strategy** for smart, sustainable and inclusive growth.

The '**blue**' economy represents roughly **5.4 million jobs** and generates a gross added value of almost **€500 billion** a year. However, further growth is possible in a number of areas which are highlighted within the strategy.



BLUE GROWTH

71%
of the Earth surface
is **WATER**

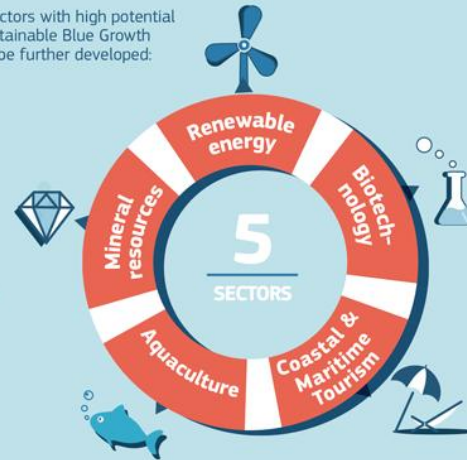
Why?

Blue Growth is the European Commission's initiative to further harness the potential of Europe's oceans, seas and coasts for:



Focus Area

Five sectors with high potential for sustainable Blue Growth are to be further developed:



other **sectors of the blue economy** crucial for value & jobs


**Shipbuilding
& Ship repair**

Transport
(cargo & ferry)



Fisheries



Offshore oil & gas

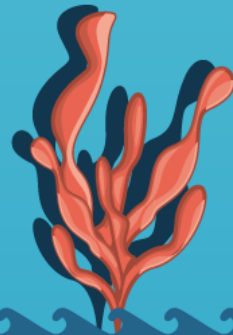


The **5** Blue Growth sectors



Biotechnology

medicines,
industrial enzymes



Aquaculture

farming of fish,
shellfish, marine plants



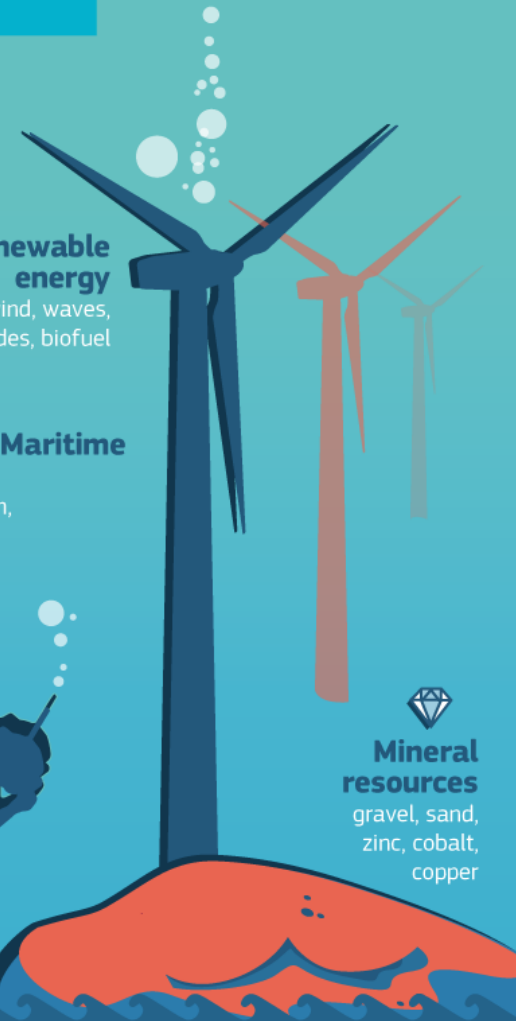
Renewable energy

wind, waves,
tides, biofuel



Coastal & Maritime Tourism

coastal tourism,
cruise tourism,
yachting

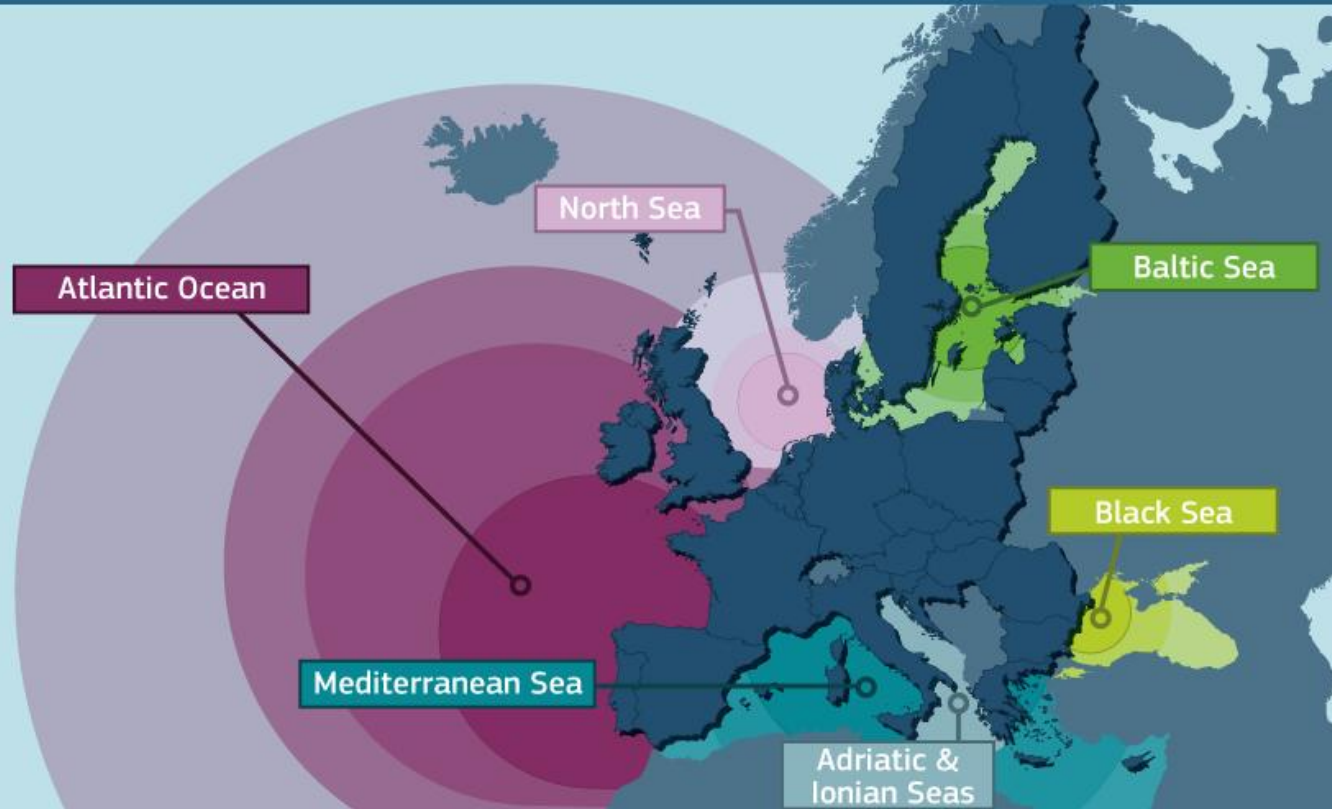


Mineral resources

gravel, sand,
zinc, cobalt,
copper



Map of Sea Basins

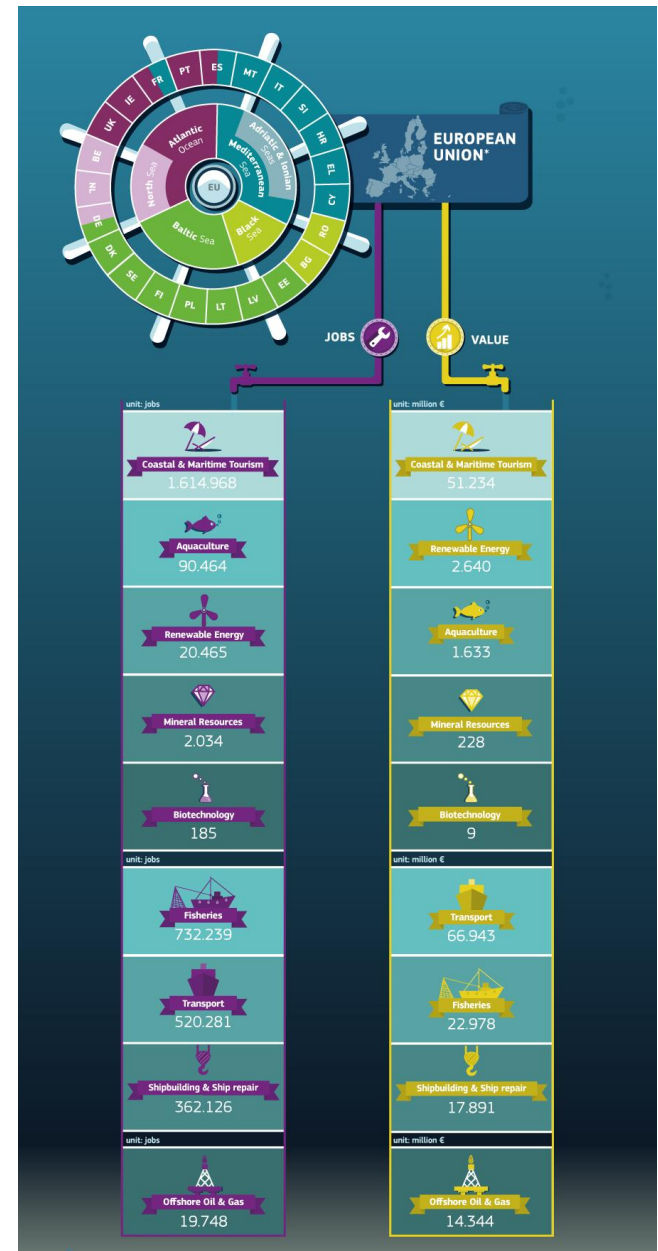


The Blue Economy by sea basin and by country
shown in jobs and value



JOBS: 3,362,502

**VALUE: 177,900
million €**





- November 2014, Demo Day in Piraeus
- **BG I** competition lasted for **4** months
- **2** evaluation stages- **44 entries**
- Innovative business proposals submitted throughout **Greece**.

We had 3 winners:





SOL-BRINE, a Greek innovative approach for the production of zero liquid waste from desalination, producing useful end products (water and salt) at the same time.

Pheemade, a company which uses an environmentally precious material (seaweed) transforming it in a series of products with multiple attributes.

Nostimo. An ambitious startup, aims to promote natural crude salt coming from the Greek seas and introduce it to foreign markets as a Greek product of high quality



Blue Growth I Winners Awarded by European Commissioner Karmenu Vella in European Maritime Day Conference (28/5/2015)



Award ceremony



Blue Growth booth in EMD Conference with our BG I teams

HOST					
ORGANIZERS	 <small>Κείμεροf (The way it You live it)</small>				
UNDER THE AUSPICES		ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ Υπουργείο Ναυτιλίας και Αιγαίου	 <small>ΔΗΜΟΣ ΠΕΡΑΙΑ</small>		
SUPPORTERS					
					
PRIZE SPONSORS					
MEDIA SPONSORS					
					



May 29-31, in Piraeus Chamber of Commerce



A weekend of entrepreneurship dedicated to Blue Growth, Shipping & Logistics.

June 1-4, onboard the Aegean Sea



Unique experience



Built your Startup



Scale up

Explore the **Aegean Sea** and start your own venture on a four-day cruise on the *Celestial Odyssey*.





startupboat

MIGRATION

PIRAEUS



Partners

Under the Auspices of

Supported by







The first competition in **innovative** entrepreneurship that aims to set the maritime economy at the forefront of **sustainable** development worldwide.



- Information & Communication Technologies
- Environmental Protection & Energy Conservation
- Fisheries
- Sustainable Maritime Tourism
- Shipping & Logistics
- Water use



- Online submission (deadline 25/10)
- Evaluation of proposals (25/10 – 15/12)
- Preparatory day of finalists (17/12)
- Demo Day & Final Selection (19/1)
- Incubation at Aephoria.net (End of January 2016)




- **€5.000** worth of business services
- **Free access** to co-working spaces & business incubation services developed by **Aephoria.net**
- **Free scholarships** to the iMBA of the Athens University of Economics & Business , MA in Shipping of the Aegean University & E-Learning MA in Maritime from BCA College.
- Sony XPERIA Award
- Pitching at Posidonia 2016



The winners from BG II Demo day event were:

- Hopwave
- XYZ Laser Scanning
- Recisle
- My CityLane
- Aegean Sea Urchins

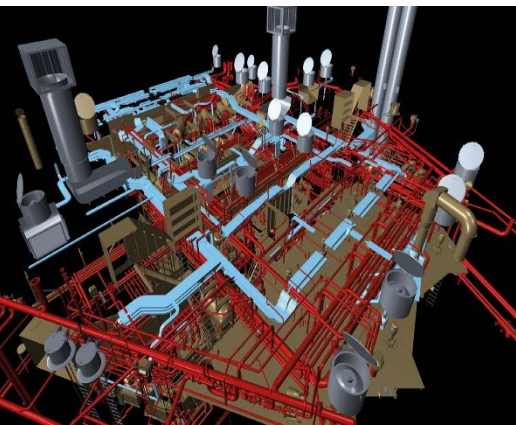
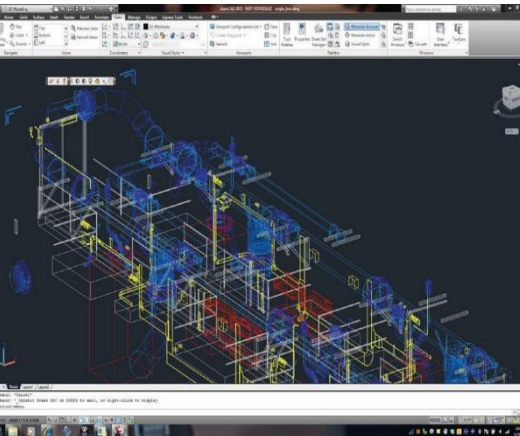
The winners who won participation in BG Incubation services also from SeteHackathon and Blue Hachathon Competitions are:

- Journey Post
 - Blue Correlation
- 

hopwave™

ISLAND HOPPING MADE EASY

hopwave is an online booking platform for travelers and tour operators to help them book itinerary tickets for small excursion boats.



- XYZ's 3D Laser Scanning offers **accurate 'as built' measurements** and 3D model
- **XYZ has experience** of how to use the laser scanner to get accurate results
- **XYZ has experience** surveying and depicting complex steel structures (e.g. fitting the steel roof on Karaiskaki Stadium)
- XYZ provides a virtual tour of each vessel. User can obtain measurements anywhere on the picture.

Giving value to what you throw away

**Coordinate
Maximize
Recycle in Islands**



Coordinate and maximize the flow of recyclable profitable waste in Greek islands and coastal areas.

The Idea of

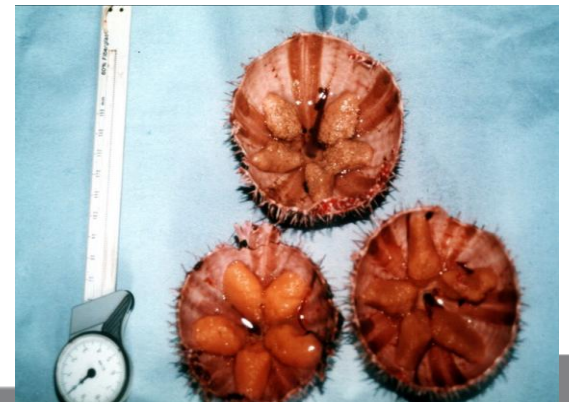
myCityLane



The main idea of the **myCityLane** is to link the Cruise tourists to the local market in general and specifically with the port and city of Piraeus.

“Αχινοί Αιγαίου” – Aegean Sea Urchins

- The Aegean Sea Urchin aim at producing fresh sea urchins by integrated and sustainable aquaculture methods minimizing the environmental fingerprint of this aquaculture activity





Blue Correlation provides:

- open data from different sources and we convert them to solutions, services and assessments
- consulting to Island's decision makers
- investment consulting specified to Islands
- network Solutions

*Islands
Consulting and Services*



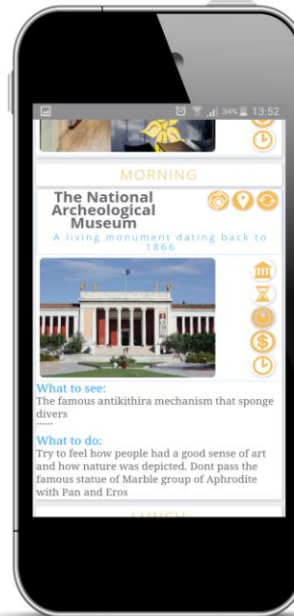
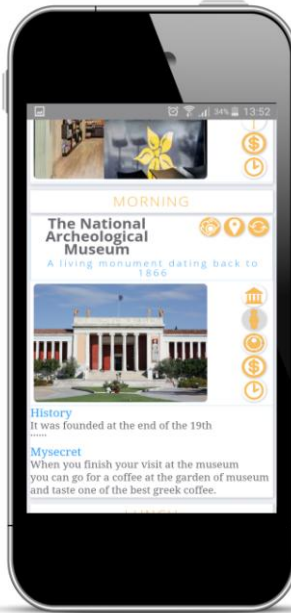
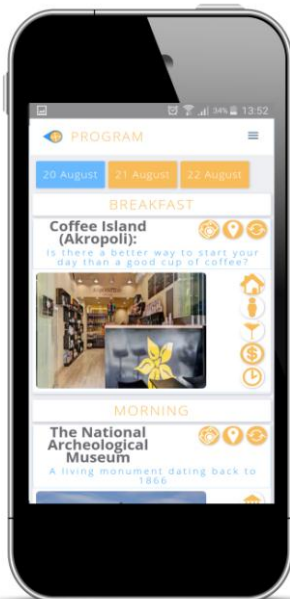
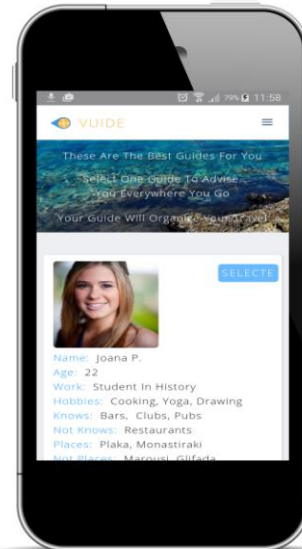
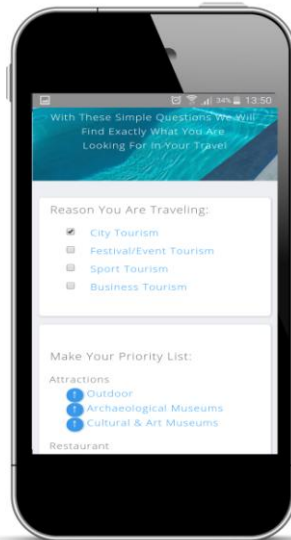
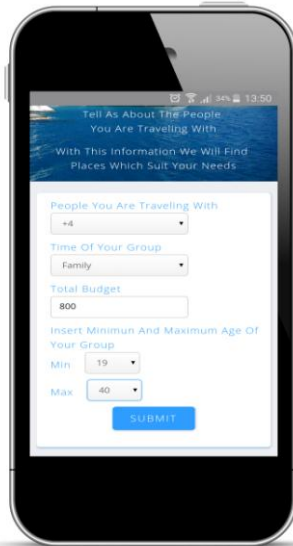
- JourneyPost is a high-tech tourism application which helps travelers save time, money and energy while designing their unique travel experience.

JourneyPost

Your Personal tourist Guide



- It is a unique application that is focused on tourism and provides a solution for travelers who seek to design their very own travel experience. The application stands out as it combines human interaction, artificial intelligence and emotions to feed it with intelligent data for a most personalized traveling experience.



Hopwave



XYZ laser scanning



Recisle



MyCityLane



How you can get involved?

Be on the Advisory Board

- Mentor
- Judge
- Network

Be a Sponsor

- Contribute money
- Aware through media
- Contribute value of service



For More Visit our Website
www.bluegrowth.gr





April 12th, 2016

