

# CASE STUDY

## PUERTO MONTT (CL) – PIRAEUS (GR)

IURC - LA



NOVEMBER 17

**Thematic Networks:** Ecological Transition – Green Deal / Urban & Regional Renewal

**Thematic Cluster:** Nature-based Solutions (NbS) & Water Management / Urban Agenda/Planning

**Cross-cutting challenge:** Nature-based Solutions & Blue Economy Initiatives

**Topic keywords:** NbS, Blue Economy, Green Infrastructures, Blue Growth, Urban Wetlands, Social Engagement, Participatory Planning

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# PUERTO MONTT - PIRAEUS

## IURC – CASE STUDY

*Puerto Montt and Piraeus are working together to capitalize on the sea and its resources as a shared, natural asset to promote sustainable urban development. They co-created a **Blue Economy Cluster** to facilitate the interaction of municipal teams and stakeholders, opening new opportunities for future cooperation.*

## EXECUTIVE SUMMARY

Puerto Montt and Piraeus have been working on a variety of topics such as Nature-based Solutions (NBS) and participatory planning. Their cooperation also explored the **Blue Economy** approach as a cross-cutting strategy for urban planning, local economic development, protection of maritime resources, cultural recognition of coastal cities, sea-related productive activities, amongst other.

As a result, both cities **co-created a Blue Economy Cluster** to continue sharing best practices, technical knowledge, applied methodologies and innovative strategies beyond the IURC-LA programme. This cluster aims to maintain communication, coordination, and cooperation between both cities in the long term. It will facilitate the development of new opportunities, capitalizing upon Puerto Montt and Piraeus maritime resources, to consolidate **technical and economic exchanges between local stakeholders and municipal teams**.



Source: Municipality of Puerto Montt & Piraeus

# MAIN CHALLENGE AND SOLUTION

**Puerto Montt** is a port city and gateway to the Chilean Patagonia, an area with impressive tourist attractions, where glaciers, rivers, lakes, islands, and an extensive coastline of Antarctic waters coexist. The municipality is promoting in their urban planning tools productive initiatives using existing sea and water resources as a central aspect of urban development. **Opportunities to diversify Blue Economy approaches can promote the concept as a strategic guideline for future development.**

**Piraeus** is the port city of Athens' Metropolitan Area and one of the largest ports of the eastern Mediterranean coast. Piraeus's important role as the maritime, industrial, and commercial center of Greece contributed to the development of local strategies capitalizing upon existing maritime resources and the city's geographical advantages. The Municipality designed an innovation center promoting blue growth projects, partnerships between research centers and universities, and public-private collaborations. The Center's main objective is **to consolidate the Blue Economy as a transversal development strategy.**



**Seminar on Blue Economy & Study Visits along Coastal borders (Piraeus and Puerto Montt)**  
Knowledge transfer on Blue Economy and technical visits to both coastlines  
Source: IURC LA

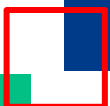
Piraeus strategy is to diversify collaboration around Blue Economy with Latin America, while Puerto Montt wishes to keep learning about successful experiences in this field. In this context, both cities agreed to design a **Blue Economy Cluster** as a platform to continue exchanging knowledge and exploring possible bilateral collaborations.



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This proposal is inspired by the lessons learned from the activities developed during both study visits, in-person seminars, and the webinar on **Coastal Cities & Blue Economy** organized by IURC LA.

You can learn more about the study visits in Puerto Montt [HERE](#) & [HERE](#) and Piraeus [HERE](#).



In face of the global climate crisis and to ensure resilience, cities need to develop innovative and sustainable solutions for an equitable distribution of resources and economic growth. In this regard, the interconnection of natural and cultural systems should be central to the development of solutions with interregional cooperation networks. Coastal cities must also account for the specific characteristics of their maritime biome in developing sustainable and resilient solutions to current challenges. All the aforementioned aspects should therefore be evaluated and considered through innovative lens to define urban sustainable development goals.

Port cities' economies are highly dependent and influenced by port activities. In this regard, they ought to design regulations and governance instruments, controlling infrastructure development on the coastline and flows of incoming ships through a comprehensive analysis of environmental, safety, and financial rules. This analysis needs to be understood through the **Blue Economy framework**. Other relevant economic activities for port cities, such as fishing, aquaculture, and tourism, also ought to be regulated through sound governance frameworks and rules. Research and discussions can help define practices benefitting both citizens and the general coastal ecosystem.

## The Blue Economy can be the spearhead of economic revitalization, by promoting innovative business ideas with significant socio-economic benefits.

Blue Growth Piraeus, Municipality of Piraeus.



The Blue Economy, as a concept, represents a forward-thinking approach to urban development that harnesses the sustainable potential of marine and coastal resources. Below are some of the main reasons why the establishment of a **Blue Economy Cluster (BEC) is relevant for Puerto Montt and Piraeus**:

- **Sustainable Growth:** The Blue Economy Cluster emphasizes sustainable practices that minimize negative environmental impacts. This sustainability focus aligns with global sustainable development goal 17 of the United Nations (Agenda 2030) to combat climate change.
- **Resource Efficiency:** Cities located near oceans and coastlines can use Blue Economy principles to optimize the use of resources such as seafood, minerals, and renewable energy sources. This leads to more efficient resource management, reduced waste, and enhanced resource security.
- **Innovation and Technology:** The Blue Economy Cluster drives innovation and technological advancements. The development of new technologies, such as marine transportation, ocean energy, aquaculture systems, and marine biotechnology, not only boosts local economies but also positions cities as hubs for innovation and research.
- **Enhanced Quality of Life:** Access to clean coastal environments, recreational activities, and cultural connections with the sea can improve the overall quality of life for urban residents. Blue Economy Clusters can foster a sense of belonging, urban place-making, and connection to nature.

- **Global Trade and Connectivity:** Ports and maritime trade are essential components of the global economy. Establishing Blue Economy Cluster in port cities can enhance their connectivity, trade capabilities, and their roles in global supply chains.
- **Social Equity and Inclusion:** Blue Economy Clusters can address social equity concerns by providing opportunities for marginalized communities and promoting inclusive economic development, particularly in coastal areas.
- **Tourism and Cultural Preservation:** Coastal and marine attractions are significant tourist attractions. Blue Economy Clusters can leverage cultural and natural heritage to boost tourism, acting as income sources for cities and supporting the preservation of cultural traditions.

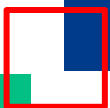


The consolidation of the Blue Economy Cluster (BEC) between Piraeus and Puerto Montt reflects the interest of both cities in promoting and diversifying local development strategies. It seeks to take advantage of their water resources as coastal cities, of existing green and grey infrastructures, and of their human capital to foster a smart, sustainable, and innovative development.

**“The Blue Economy Cluster offers an ideal framework and a relevant technical system to continue exchanging solutions to improve coastal cities development.”**

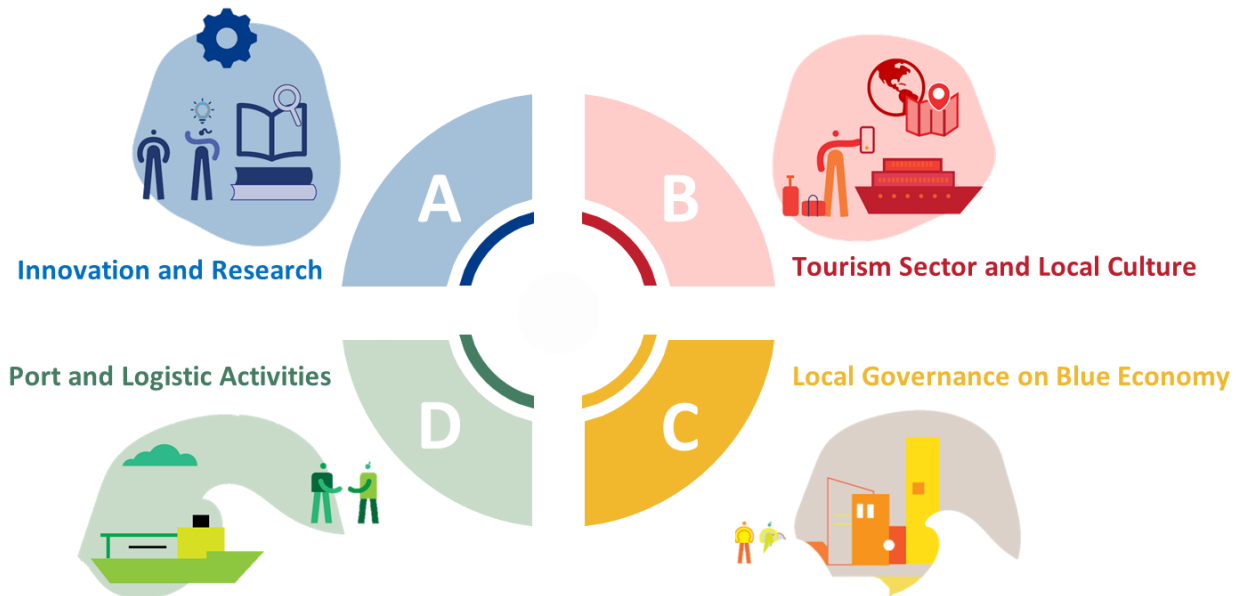
**Pablo Yáñez**, Head of International Relations, Municipality of Puerto Montt.

The main objective is therefore to generate a platform facilitating interactions between different stakeholders involved in the local development of both cities. Through the BEC, the cities aim to continue sharing local experiences, building strategic partnerships, developing new international collaborations, and developing technical knowledge within the fields of research and innovation, local culture and tourism, local governance and logistics, and port activities.



# RESULTS AND IMPACT

The BEC seeks to foster the exchange of best practices and technical knowledge on different fields beyond the IURC LA programme:



- A. Innovation and Research.** Knowledge exchange on Blue Economy innovation and research. Piraeus and Puerto Montt are collaborating with innovation centers, universities (such as the University of Piraeus & National Technical University of Athens in Greece and the University of San Sebastian & University of Los Lagos in Chile), and researchers to develop creative and technical projects that promote Blue Growth. Initiatives include indigenous communities and take into account their traditional knowledge about water management.
- B. Tourism Sector and Local Culture.** Exchange of experience and good practices about the management of tourism development. Both cities are planning and implementing initiatives to develop tourism that can be used as references for the promotion of growth in the culture and tourism sectors.
- C. Local Governance on Blue Economy.** Technical knowledge exchange on the design and implementation of urban development strategies related to Nature Based Solutions (NBS), public spaces, and city-port relationships. It will promote smart and sustainable growth in these sectors, capitalizing on their experience in public-private partnerships.
- D. Port and logistic Activities.** Puerto Montt seeks to take advantage of the city's position as gateway to Chilean Patagonia to consolidate its port activities. In this context, the city will learn from Piraeus' good practices and successful port model. Both cities will also explore potential future commercial relations.

# Fields to collaborate in the Blue Economy Cluster (BEC)



Innovation and Research

Port and Logistic Activities



Tourism Sector and Local Culture

Local Governance on Blue Economy



## Proposal timeline and activities of Blue Economy Cluster (BEC)

### Understanding of Long-term Cooperation

SHORT - TERM

MEDIUM - TERM

LONG - TERM



Activity:

Exchange of local experiences and good practices on the promotion of local tourism

- Collaborative platform to exchange and apply lessons learned between municipal departments

- Participation in relevant international events

- Involvement of civil society, local economic actors, and gastronomy sector linked to the sea



Activity:

Transfer of good practices about the Piraeus Home Port Master Plan

- Technical sessions to help Puerto Montt develop a new Home Port for Cruises

- Networking dialogues with international stakeholders to attract funding and meet sustainable development standards in Puerto Montt

- Discussions on the generation of economic benefits and tourism attraction strategies



Activity:

Webinar series organised by Piraeus Municipality

- Webinars organised by Piraeus to share knowledge on public-private partnerships for local economic development of public spaces and interaction with the sea

- Discussion about new uses for Puerto Montt's newly-opened seafront promenade and public spaces



Activity:

Knowledge exchange between universities and innovation or research centers in both cities.

- Organisation of webinars and shared investigation programmes about Blue Economy.

- Development of "knowledge creation" for business innovation

- Plan bilateral visits and exchanges between researchers

- Knowledge transfer from traditional and indigenous sources



**Coastline in Piraeus & Puerto Montt**  
Source: Radio SAGO - Municipality of Piraeus



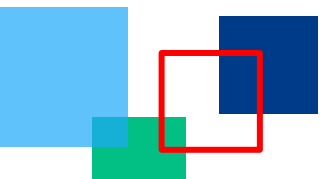
Research institutions from both cities, as well as the project incubator Blue Growth in Piraeus are contributing to policymakers and researchers in Puerto Montt with valuable learnings on blue economy practices. Knowledge transfer between both cities can foster research on economic activities and their impact on coastlines.

Discussions between both cities also reflected on the tourism sector and plans for bilateral visits (such as the annual Food Taste Festival Piraeus). Puerto Montt and Piraeus are promoting each other tourist attractions, focusing on gastronomy and nautical tourism as opportunity areas.

**“We wish to develop trade relationships to exchange products and services related to the sea, such as fisheries, aquaculture, shipping and tourism.”**

**Theoni Panteli**, Head of the Department of Entrepreneurship and Blue Growth at the Programming & Development Division of Municipality of Piraeus.

The municipality of Puerto Montt and its surroundings are undergoing a transformation process linked to the new port development. Docks are being upgraded to receive larger ships during the cruise season. The municipality is also undertaking research to attract investments and become a homeport city. Piraeus has already achieved these goals by modernizing its port thanks to investments from port companies. It is an opportunity for Puerto Montt to learn about Piraeus' experience, and for both cities to develop strategies to increase their competitiveness in the Blue Economy sector. The pairing is exchanging their respective visions to develop common solutions and by establishing monitoring and evaluation mechanisms for the progress of the cooperation, while ensuring sufficient flexibility to adapt their efforts to specific needs of the Blue Economy sector.



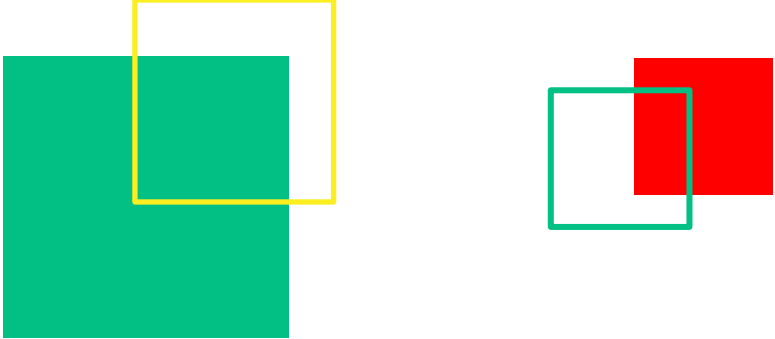


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# LESSONS LEARNED



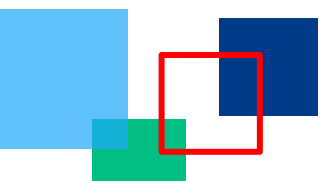
Study visits and technical sessions allowed to reveal the dependence of the blue economy on the sustainable management of maritime resources. Sustainable practices and conservation efforts is fundamental for different blue economy sectors to ensure long-term resilience and viability.



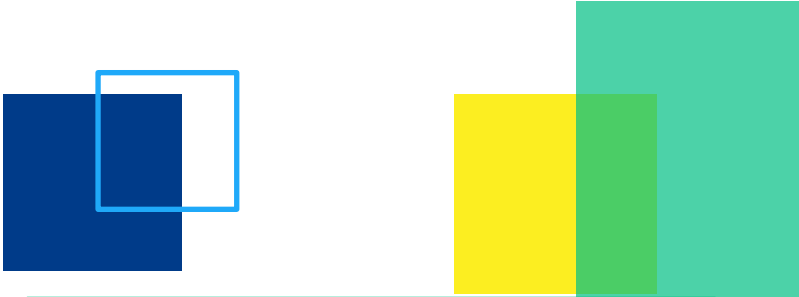

The collaboration shed light on the significance of sound public policies and effective governance frameworks in supporting the sustainable development of blue economy. Understanding regulatory frameworks and best practices can help shaping effective policies.



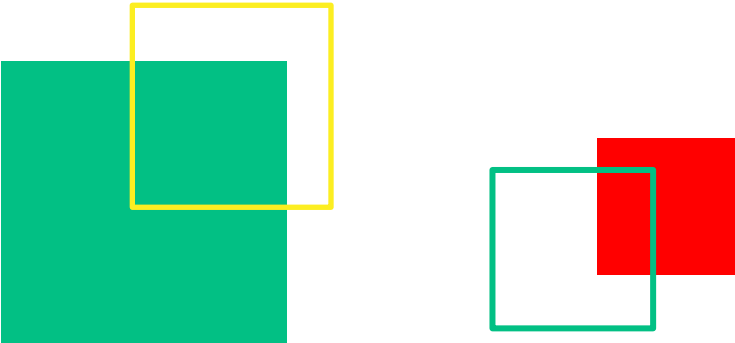
Raising public awareness and educating stakeholders about the importance of the blue economy is an ongoing effort. The collaboration emphasized the need for effective communication strategies to promote sustainable practices and ensure continuity through community involvement.



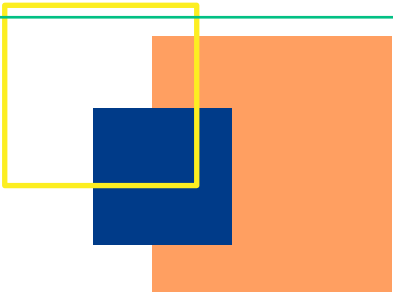
International events and seminars highlight the need to protect marine species and habitats. This reveals the importance of adhering to global regulations and agreements related to the seas and oceans.



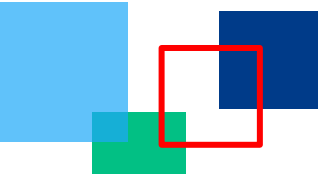
Piraeus has a historic relation to the sea, translating the central role of the city's coast in structuring its culture, economy, and decision-making processes. This reliance on maritime dynamics makes Piraeus an ideal partner for Puerto Montt to learn about the development sustainable relations with the sea.



Piraeus and relevant foreign investors understood the need to invest in maritime facilities to modernize port infrastructure. In addition, research allowed to develop innovative ways to evaluate the impact of ships on the sea. By measuring different water quality indicators, the impact of sea related activities and shipping businesses could be monitored and controlled.



The Municipality of Piraeus has strived to promote the city as a tourist destination. The revitalization of the coastline with integral planning and zoning strategies includes restaurant and club areas, which reflect the potential for coast cities to become touristic attractions. Piraeus' strategic focus on gastronomy and tourism is of high interest to Puerto Montt as the city seeks to integrate a similar approach to the development of its new coastline promenade.



To foster the inclusion of multiple stakeholders, Piraeus is organising competitions that reward innovative ideas. Through incubation processes, citizens can take part in the development of these ideas. In Puerto Montt, similar strategies could foster the development of projects incorporating traditional knowledge and focused on increasing citizens' economic wellbeing.

# THE IURC PROGRAMME

The International Urban and Regional Cooperation (IURC) programme enables cities in different global regions to link up and share solutions to common problems. It is part of a long-term strategy by the European Union to foster sustainable urban development in cooperation with the public and private sectors, as well as representatives of research and innovation, community groups and citizens. Through engaging in IURC, cities will have the chance to share and exchange knowledge with their international counterparts, building a greener, more prosperous future.

The IURC programme is an opportunity for local governments to learn from each other, set ambitious targets, forge lasting partnerships, test new solutions, and boost their city's international profile. Its activities will support the achievement of policy objectives as well as major international agreements on urban development and climate change, such as the EU Urban Agenda, the UN Sustainable Development Goals, and the Paris Agreement.

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## Acknowledgments:

**Pablo Yáñez**, Officer for International Relations, Municipality of Puerto Montt

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## Links to related outputs:

### Takeaway about Blue Economy Cluster Piraeus & Puerto Montt:

<https://www.iurc.eu/library/takeaways-piraeus-and-puerto-montt-blue-economy-cluster-bec/>

### Webinar on Coastal Cities & Blue Economy:

<https://www.iurc.eu/es/2023/01/12/seminario-web-11-ciudades-costeras-y-economia-azul-experiencias-locales-de-el-pireo-barranquilla-y-genova/>

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