

Sustainable Urban Agriculture, Agrofood Chain, Foods Systems

Technologies 4.0

Tourism & Culture, Diversification-Slow food & Supplies

Regional Innovation & Smart and Sustainable Specialization Strategies(RIS 4)

Education, Jobs & Skills

Digital Transition & Smart City

Climate Change & Energy Transition

Post-COVID Recovery – social justice and social inclusion

### General Socio-economic Profile

The Western Greece Region is located in the western part of mainland Greece. Its economy consists of the primary sector, featuring agriculture and livestock, the secondary sector, based on construction and labour-intensive industries, and the tertiary sector, with information and communication technologies, and administrative and support services. The region's urban centres are home to an emerging ecosystem of clusters and hubs that generate some significant, innovative and high-value activities in the agrofood sector (such as berries) and ICT business.

# Western Greece Region



679,796



11,350.18 km<sup>2</sup>



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### Good Practices

**Trade exchange:** companies are connected via knowledge and business networks across the regions

**Smart City:** joint R&D and business development in areas such as mobility, industry 4.0, sustainability, biofuels, entrepreneurship education and innovation. Under this framework, the Western Greece Region works with associations and their members, and also benefit from taking part in European projects and initiatives.

**EU certification for agrofood production.** The Western Greece Region produces two types of cheese with Protected Designation of Origin, the famous feta and kefalograviera, and can transfer knowhow concerning product handling, production and export at the requirements of the EU. Its strong agricultural sector helps shape its marketing and commercial strategies (berries, aquaculture, vegetables, olive oil)

- Extended cooperation in tourism sector as Western Greece has the privilege to host the most glorious sanctum of the ancient world, the Ancient Olympia
- Development and expansion of the local innovation ecosystem through networking and business models
- Global presence for local firms and start-ups
- Development of non-state/public sources of funding (crowd funding, risk management, etc.)

### Preferred Areas of Cooperation

Based on the Regional Innovation Strategy and other policies such as DIH and European initiatives, the Region identifies three key priorities:

- Agrofood System
- Tourism & Culture
- Advance Materials

Digital Sciences and Energy: The Greek Ministry of Labour and Social Affairs launched the REBRAIN GREECE initiative to promote Western Greece as a pole of digital innovation. A digital innovation hub called REBRAIN WESTERN GREECE DIH fully supports the digital transformation and dynamics of the region. Additionally, a resilient, inclusive and sustainable recovery from the COVID-19 pandemic will require international cooperation. Recently, the Region of Western Greece has financed business plans for local SMEs (EUR 30 million) in order to overcome the pandemic. Other European projects like ESMART CITY, CINOVATEC, and INNOXENIA have led to smart solutions in different sectors, and enhanced stakeholder skills and know-how exchange.