

Interreg IPA Adrion GROWTH4BLUE

1. BASIC PROJECT INFORMATION

Official Project Title	Interreg IPA Adrion GROWTH4BLUE – Co-funded by the European Union
Acronym / Short Name	GROWTH4BL
Programme / Funding Source	Co-funded by the European Union. Project partner from North Macedonia: Union of Chambers of Economy of Macedonia.
Duration	01.09.2024–31.08.2027
Coordinator	Project partner from North Macedonia: Union of Chambers of Economy of Macedonia.
Partner Institutions	GR University of the Peloponnese – DATA & MEDIA LAB (University of the Peloponnese), Greece; Tecnopolis Science and Technology Park, Italy; Union of Chambers of Commerce of North Macedonia, North Macedonia; NALED – National Alliance for Local Economic Development, Serbia; Chamber of Commerce and Industry of Primorska, Slovenia; Chamber of Economy of Montenegro, Montenegro. Associated Partners: Chamber of Achaia, Greece; Confindustria Taranto, Italy; Institute of Contemporary Technologies of Montenegro, Montenegro.

2. PARTICIPATION OF UNIVERSITY SKOPJE ACADEMIC STAFF

Name and Surname: Ljupcho Janevski

Academic Title: Assistant Professor

Role / Function in the Project: Expert engaged in the field of the blue economy and its impact on the development of the tourism sector and local economic development

Specific Contribution to the Project

Research focused on the impact of the blue economy on the three Macedonian lakes – Ohrid, Dojran and Prespa – and the development of the tourism sector through relevant data and a specific methodology, which are subsequently used by all partners in the different countries.

3. CONTENT AND ACHIEVED RESULTS

Brief Project Description

To analyse labour market trends within the blue economy in the Adriatic-Ionian region, identify skills and employment gaps, and develop strategies to promote innovation and technological implementation in key blue economy sectors related to the sustainable use of the resources of the Adriatic and Ionian Seas. The project focuses on creating sustainable employment opportunities by strengthening innovative capacities and promoting the use of advanced technologies in blue economy sectors.

Key Results / Outputs

Blue economy ecosystem analysis: identification of key sectors and opportunities for innovation.

Labour market analysis report: addressing educational gaps and the competencies most in demand in the

market.

Online job posting analysis tool: use of Natural Language Processing (NLP) to obtain practical insights.

Cross-border pilot project: integration of innovative tools into regional systems by demonstrating their practical application for sustainable management of the resources of the Adriatic and Ionian Seas and providing insights for future expansion.

Regional and cross-border blue economy networks: establishment of regional and cross-border networks that create platforms for cooperation and knowledge exchange among stakeholders, enabling a joint cross-border approach to challenges and opportunities.

Strategic action plan: promotion of innovation and sustainable employment at regional and cross-border level.

Publications / DOI / Other Relevant Scientific Results

<https://chamber.mk/growth-4-blue/>

4. SIGNIFICANCE FOR THE FACULTY

Benefits for Students, Teaching and/or Research

Participation in the project is of great importance for scientific thought and the research character of the blue economy and its impact on several economic sectors in Macedonia as well as in a number of European countries. The field of the blue economy is being researched for the first time in Macedonia, and the results represent a unique opportunity for University Skopje, the academic staff and the expertise that, as acquired knowledge, will subsequently be transferred to undergraduate and postgraduate studies at the Faculty of Economics and the Faculty of Tourism.

5. LINK

Official Website / Project Link: <https://growth4blue.interreg-ipa-adrion.eu/news-events/news/>