

# Project Sheet

**Project Designation** | Baixa Digital

**Project Code** | 5473

**Operation Typology** | Companies 4.0

**Operation Code** | 12-C16-i02-2023.P5473

**Thematic Objective** | Digital Transition of Companies

**Intervention Region** | Porto

**Lead Promoter** | MP - Município do Porto

**Co-promoters** | APD – Associação Porto Digital; SAOM – Serviços de Assistência Organizações de Maria; Maus Hábitos - Produção de Eventos e Conteúdos, Soc. Unipessoal, Lda.; AHRESP - Associação de Hotelaria, Restaurantes e Similares de Portugal

**Approval Date** | 07.07.2023

**Start Date** | 01.04.2023

**Completion Date** | 30.09.2025

**Total Eligible Investment** | €1.1 million

**Funding Program** | Recovery and Resilience Plan

**Brief Project Description** | The Municipality of Porto, together with APD (Associação Porto Digital), AHRESP (Associação de Hotelaria, Restauração e Similares de Portugal), SAOM (Serviços de Assistência Organizações de Maria), and Maus Hábitos, proposes the creation of the Baixa Digital covering the 423 commercial establishments and services in the streets: Santa Catarina, Sá da Bandeira, Passos Manuel, Santo Ildefonso, 31 de Janeiro, and Fernandes Tomás. The establishment of this district is based on the high commercial dynamism of this area of the Historic Center of Porto, whose traditional commerce has been strongly boosted by various initiatives of the municipality. However, given the need to revitalize this activity in a post-pandemic scenario, the present consortium has designed the project presented here, whose main objective is to support digital transition, as well as the competitiveness of the Commerce and Services sector, also requalifying the surrounding spaces in an advanced technological environment.