

Baixa Digital

Project Code: 5473

Main Objective: Transição Digital das Empresas

Beneficiary Entity: Município do Porto

Approval Date: 07/07/2023

Start Date: 01/04/2023

End Date: 30/09/2025

Financial Support: €1,140,250.00

Funding Program: Plano de Recuperação e Resiliência

Objectives, Activities, and Expected/Achieved Results

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 Baixa Digital, which covers around 400 commercial establishments and services on the following streets: Santa Catarina, Sá da Bandeira, Passos Manuel, Santo Ildefonso, 31 de Janeiro, and Fernandes Tomás. The formation of this district is based on the high commercial dynamism of the Historic Center of Porto, where traditional commerce has been strongly supported by various municipal initiatives. However, the present consortium designed this project with the main objective of supporting the digital transition, as well as promoting the competitiveness of the Commerce and Services sector, while also requalifying the surrounding spaces into an advanced technological environment.