

STRATEGIC AND OPERATIONAL PLAN FOR ECONOMIC PROMOTION OF URIBE KOSTA 2025-2030

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The **Uribe Kosta** region is preparing its **2025–2030 Strategic and Operational Plan for Economic Promotion**, a tool that will define the mission, vision and values of the new regional governance framework, as well as its strategic objectives, lines of work and roadmap for the next five years.

The project is part of the *Bizkaia Orekan Sakonduz* programme of the **Provincial Council of Bizkaia**, aimed at strengthening regional capacities in economic promotion. The plan builds on the diagnostic process and the definition of a new collaborative governance model, and is structured in three phases: the development of a **strategic framework**, the drafting of an **action notebook** with operational objectives and specific actions, and the creation of a **set of key performance indicators (KPIs)** to evaluate the plan's implementation and impact.

Naider is providing technical assistance to the **Behargintza of Uribe Kosta**, supporting the design of a realistic, scalable and consensus-based model capable of driving competitiveness, quality employment, innovation and entrepreneurship in the region.

