The County of Kerry (Irish: Contae Chiarraí) is located in South West Ireland, a region of 1,815 sq. miles and population 125,000. Tralee and Killarney are the 2 main towns, with the tip of the Dingle Peninsula the most westerly point of Europe. Traditionally reliant on agriculture, fishing, and tourism the economy also has a small number of medium size manufacturing firms and a growing presence in new enterprises clustered in software, telecommunications, and biotechnology.

Economic development is focused by Ireland’s National Spatial Strategy 2002-2020 on the Killarney-Tralee Hub.

Political governance is led by Kerry County Council [www.kerrycoco.ie](http://www.kerrycoco.ie)

Kerry’s Entrepreneurial Potential – SWOT Analysis
Kerry is the natural home for entrepreneurship, with a burgeoning track record of successful enterprises, a unique partnership between 3rd level education and the entrepreneur community, and an integrated infrastructure of support throughout the business lifecycle stages and across the spectrum from high potential ‘born global’ to local start-up. Building on the strength of this, the region has enormous entrepreneurial potential. This is summarised in the SWOT analysis below.
**Strengths**

**Reputation for Entrepreneurship**
Historically, the early 18th century Kerry-born economist Richard Cantillon, is credited with introducing the concept of entrepreneurship to economics.


The past decade has established a track record of award-winning 2nd generation Kerry entrepreneurs, including more finalists and winners of the coveted Ernst & Young ‘Entrepreneur of the Year Award’ than any other county in Ireland [http://www.ey.com/IE/en/About-us/Entrepreneur-Of-The-Year]. Won in 2009 by Mike Fitzgerald, Altobridge; and previously by Jerry Kennelly, Stockbyte and Alan Scroope, Freeflow).

**Shared Technology Park / 3rd Level Education Campus - Track Record and Critical Mass**
Opened in 2001, and with 30 entrepreneurial companies creating over 300 knowledge jobs, the joint campus for Shannon Development’s Kerry Technology Park (KTP) and Institute of Technology Tralee (ITT), has rapidly become recognised as the place to go in order to achieve; a development centre where companies choose to start-up or relocate because of the culture, interchange and track record.

**Private-Public Collaboration**
Connecting to a network of 100s of national entrepreneurs who commit time to mentor the next generation young entrepreneurs means the ITT / KTP partnership acts as an interface between the entrepreneurial community and new start-ups. This uniquely close, synergistic, collaboration produces a hub of ‘entrepreneurship facilitation’.

**Institutional Arrangements and Inter-Agency Cooperation**
Inter-agency cooperation and co-ordination arrangements are strong, forming a tight knit community focused on enterprise development. Enterprise development is integral to the mandates of all the principal development agencies operating in the county, who coordinate through the Kerry Enterprise Action Team (see Stakeholder diagram below page 4).

**Mainstreaming Enterprise Education**
Since 2007 the collaborative Young Entrepreneur Programme (YEP) between ITT/Shannon Development and entrepreneur/philanthropist Jerry Kennelly has engaged secondary schools and 3rd level students across the county, trained teachers and exposed over 2000 students to the entrepreneur community. This is engendering a culture where entrepreneurship is valued as a career choice and enterprise education is becoming mainstreamed. One in five students in Kerry now study entrepreneurship, more than anywhere else in Ireland.

**International Reputation for Entrepreneurship Education**
The success of Kerry’s YEP has led to approaches by a number of countries in Eastern Europe to migrate the model, as well as from the Ministry of Education with the Kingdom of Saudi Arabia and a number of the gulf countries.

**Every Step of Business Cycle catered for**
Resulting from co-ordination between enterprise support agencies, every step of the business cycle is catered for, from idea generation, through feasibility, to start-up and growth. On a continuum from ‘born global’ to local, enterprise stimulation and support is available.
Weaknesses

Kerry’s main weakness arises from its geographic peripherality, within Ireland and in Europe. International connection takes an extra flight, adding time and cost. Kerry lacks the critical mass of industry and commercial cross fertilisation of a city; extra effort is needed to keep abreast of international innovations.

Access to high speed broadband in the county is poor, with some parts lacking access at all.

Opportunities

Global markets provide a core opportunity for Kerry entrepreneurship, presenting extensive networking opportunities both within the EU and beyond.

Further opportunity comes from the Irish diaspora - Kerry’s many emigrés across the world and their openness to business networking, investment and mentoring.

Ironically the current recession presents opportunity for entrepreneurship, creating conditions that stimulate innovation. In addition the recent track record of start-ups now results in a pool of smaller businesses that are beginning to grow and fulfil greater potential.

Key is the opportunity to build on the unique ‘Kerry Entrepreneur process’ which has utilised core building blocks of innovation (Enterprise support and Education) to evolve a culture of solutions as critical life-choice inflection points: ‘When I grow up’ ‘Choosing College Education’ and ‘Big bad world’.

Challenges

Current economic conditions are very challenging for Kerry. Many older industries are in decline. As a geographically peripheral county, we must be competitive not only with other counties in Ireland, but internationally.

A challenge is to overcome the major perception of isolation and to be aware of trends and opportunities around the world. Peripherality can place constraints on keeping young talent and securing the best.

Financial constraints exist both for individual businesses and to fund the enterprise stimulation infrastructure.

Start-up companies are unlikely to generate IP alone and will have to collaborate with other countries to make products.

Despite the great advances made in stimulating a culture of enterprise in the county and raising the status of entrepreneurship as a career choice, there is more to achieve.

The Vision: 2010-12

Kerry is a region moving ahead. A central hub of enterprise education and business support driven by Shannon Development Kerry Technology Park/ Institute of Technology Tralee and entrepreneur/philanthropist Jerry Kennelly is supported through technology migration and dissemination of information with companies at critical areas of development. The concept of essential ‘immersion’ in the hub for some stage of development enables ongoing support.

The purpose of entrepreneurship in Kerry is crystal clear: a sustainable economy in Kerry requires indigenous, home grown businesses, either from local entrepreneurs or from others who will move to Kerry because of its facilities. The economy cannot depend on external companies relocating to the county. Our vision is to brand Kerry as a region where entrepreneurs can flourish and gain excellent support. Designation as a European Entrepreneurial Region would significantly assist this purpose as well as open a number of doors in terms of corporate sponsorship for the region’s entrepreneurship activity.

In pursuit of this purpose, the priorities over the next 2 years are the following:

1. Cultural Expectations: A culture of entrepreneurship is engendered in all young people and their families, such that entrepreneurship is universally seen as a valid and high status career choice.
2. **Enterprise Education Mainstreamed:**
   Enterprise education is rolled out across all levels of education in a sustainable, integral way. All junior, secondary and third level (degree) students are exposed to entrepreneurship early.

3. **Enterprise Support across the Spectrum and throughout Business Lifecycle:**
   Support focuses both on future potential global businesses, as well as on sustaining enterprises that are born to stay local. The vision relates to all stages in the lifecycle of enterprises.

4. **Strengthening Partnership Approach:**
   Building on the synergies of the strong ITT/KTP/entrepreneurial community networks, mixing the private with the public sector and strengthening the inter-agency thought process.

5. **Research-Industry Links:**
   Brokering between the Institute of Technology Centres of Research and commercial activity within the county.

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**Resources: Human / Physical and Financial Capital**

**Human and Social Capital:**
- ITT academic expertise in food, biotechnology, RFID (radio frequency identification) technology
- 1st generation entrepreneurs, (Kerry Group, Fexco) and 2nd generation, such as Jerry Kennelly, Alan Scroope and Mike Fitzgerald.
- Individuals at nodes of international networks (e.g. Jimmy Deenihan TD and Dick Spring)
- Network of 100+ entrepreneurs nationwide who willingly give their time and commitment to advise and mentor newcomers. [Endeavour website: http://www.endeavour.biz/mentors/#]

**Physical Resources**

Tralee - Range of business accommodation options including technologically advanced incubation and advance units

Technologically equipped incubation units for new knowledge-based start-ups in Killarney Caherciveen, Listowel and Dingle

ITT / Shannon Consortium biotechnology lab in Tralee

**Financial Resources**
- YEP - part funded through the Higher Education Authority, Strategic Innovation Fund.
- Endeavour - part funded through the Higher Education Authority and Technological Sector Research Strand 2.
- EU funds direct to Leader companies (€10.5 million allocation until 2013) and indirectly (though central government) to the Kerry County Enterprise Board.
- Commercial sponsorship.
- Philanthropy.
- ITT Research programmes [>€4million in 2008] funded by [Science Foundation Ireland, Enterprise Ireland, Health Research Board, FP7, IRCSET, IRCHSS, Wellcome Trust.

**The county’s natural resources**
Landscape, food ingredients, sea.
3. Action plan

Stakeholders - Key Entrepreneurship Actors in Kerry

The individuals and organisations below are the central to Kerry’s ‘Entrepreneurship Facilitation’ network and contributed to the preparation of this EER proposal. (For flowchart of their roles across the business cycle and types of enterprise see icon above)

**Shannon Development**

Kerry Technology Park

bringing business, education and innovation together to create Ireland's most dynamic and exciting world-class locations

http://www.shannondev.ie/RegionalDevelopment/KnowledgeNetwork/KerryTechnologyParkTralee/

**Údarás na Gaeltachta**

http://www.udaras.ie/

Údarás na Gaeltachta is the regional authority responsible for the economic, social and cultural development of the Gaeltacht (Irish speaking areas)

**Jerry Kennelly & Entrepreneur Community**

A community and enterprise development company founded to administer the EU LEADER II programme in North and East Kerry. http://www.northkerryleader.ie/

**Institute of Technology Tralee**

Kerry’s 3rd Level Education Institution

Role in Entrepreneurship

http://www.ittralee.ie/en/InformationAbout/Entrepreneurship/

**Kerry County Enterprise Board**

a single point of contact for all the information, advice and support needs of micro businesses.

http://www.kerryenterprise.ie

**Comhairle Contae Chiarraí / Kerry County Council**

The region’s political authority http://www.kerrycoco.ie/en/

**Enterprise Ireland**

Ireland is the government agency responsible for the development and promotion of the indigenous business sector.

http://www.enterprise-ireland.com

**IDA Ireland**

(Industrial Development Authority)

Ireland's inward investment promotion agency

http://www.idaireland.com

**Supporting Stakeholders:** Kerry Group, Dick Spring-Fexco, Jimmy Deenihan TD, Ernst & Young

**North Kerry LEADER Group**

A partnership working to encourage diversification of the rural economy in South Kerry.

http://www.southkerry.ie/

**South Kerry Development Partnership LTD**
Mainstreaming the EU's Small Business Act principles at regional level

MEASURES FOR 2010

"Create an environment in which entrepreneurs and family businesses can thrive and entrepreneurship is rewarded" (1)

Entrepreneurship education that links the entrepreneur community with students of all ages, and includes work with teachers and parents, is designed to foster a culture where entrepreneurship is valued as a career choice. 2010 Measures particularly include YEP (Young Entrepreneur Programme) See (b) 'Introducing entrepreneurship in schools and training programmes' below

"Make public administrations responsive to SME’s needs” (4)

Kerry County Council, the main public administration body in the region, recognises the needs of SMEs in its 2009-2015 County Development Plan through a number of enterprise-related objectives, including to ‘Promote innovation and the development of a knowledge based economy throughout the County’ and ‘Foster small scale indigenous enterprises as a means of directing employment in rural areas’. Though Kerry Enterprise Action Team, the Council leads infrastructure development in support of entrepreneurship and works at creating a positive job creation environment through identifying blockages and impediments to economic development in the county.

“Help SMEs to benefit more from the opportunities offered by the Single Market" (7)

Kerry’s rural economy and geographical isolation make it imperative that businesses are orientated internationally from the start, including awareness of opportunities offered by the Single Market. Measures to achieve this include advice, training and mentoring.

"Promote the upgrading of skills in SMEs and all forms of innovation" (8)

Many measures advance this principle, including:

- the advice, training, mentoring and network support provided by each of the region’s entrepreneurship stakeholders; See (c) ‘Guaranteeing support at each critical level of the business growth cycle’ below
- the ITT strategy of aligning research to commercial potential;
- the region’s cluster policy See (d) ‘Development of (inter) regional cluster policy’ below.

"Enable SMEs to turn environmental challenges into opportunities" (9)

- Renewable energies are one of the industries subject to a cluster policy See (d) ‘Development of (inter) regional cluster policy’ below
- Shannon Development, one of the region’s key entrepreneurship stakeholders, currently leads on 2 EU interreg partnerships designed to identify opportunities to stimulate enterprise from biomass and energy planning. See (f) “Building-up cost-efficient forms of partnerships between public and private sector” below

"Encourage and support SMEs to benefit from the growth of markets” (10)

This principle underpins Kerry’s approach to cluster development, which has been guided in significant part by the identification of sectors with growth market potential:

- Biotechnology
- Digital Media
- Software and Telecommunications
- Renewable energy

See (d) ‘Development of (inter) regional cluster policy’ below

MEASURES FOR 2011

In 2011 all the above measures will be continued and strengthened.

Kerry County Development Plan 2009-2015 Draft

(b) Introducing entrepreneurship in schools and training programmes

<table>
<thead>
<tr>
<th>Measures for 2010</th>
<th>Measures for 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEP: Young Entrepreneur Programme 2010 sees the 3rd cycle of YEP, studied by over 850 second and third level students in Kerry, involving 22 of the county’s 27 secondary schools and the Institute of Technology Tralee.</td>
<td>YEP: A 4th cycle will run in 2011, expanded to involve 1000 second and third level students in Kerry.</td>
</tr>
<tr>
<td>YEP has gained an exceptionally high level of both business and media support for its unique and positive approach. The programme has a combination of specialists in business areas along with leading Entrepreneurs facilitating events. It has received international recognition for its innovative approach to entrepreneurship education and the high level of interaction between students and entrepreneurs.</td>
<td>Within Ireland Kerry’s YEP model will be migrated beyond Kerry into Limerick. It will be ported to Eastern European partners and delivered on a commercial basis to the Ministry of Education in the Kingdom of Saudi Arabia.</td>
</tr>
<tr>
<td>Teacher training, Mentor training and student model are developed and tested. A book on Teaching Entrepreneurship is published.</td>
<td>Longitudinal evaluation will be undertaken to see how YEP has influenced career and 3rd level study choices of cohorts since 2007.</td>
</tr>
<tr>
<td>Junior School Students: ITT are collaborating with Mary Immaculate College, the Teacher Training institute in Limerick, to develop curriculum and materials for entrepreneurship education with teachers and pupils in junior schools. Piloting will begin in 10 identified schools in 2010.</td>
<td>Junior School - A Junior Entrepreneur programme will be rolled out in 2011 between 2nd and 5th class (8-11 year olds)</td>
</tr>
<tr>
<td><a href="http://www.youngentrepreneur.ie/">http://www.youngentrepreneur.ie/</a></td>
<td>Third Level Students will continue to participate in YEP as well as engage in specialist entrepreneurship modules at undergraduate and post graduate levels</td>
</tr>
<tr>
<td>The Institute of Technology Tralee (ITT), Kerry Technology Park, Jerry Kennelly (winner Ernst &amp; Young Entrepreneur of the Year, and former CEO of Stockbyte) and the Tom Crean Centre have pooled their expertise and resources to develop the Entrepreneur Programme aimed at 15 – 23 year olds in Kerry’s 2nd and 3rd level institutions.</td>
<td>Údarás na Gaeltachta will offer a graduate placement scheme in Gaeltacht companies (UnG)</td>
</tr>
</tbody>
</table>

Interactive clips

- View the video of the Young Entrepreneur Programme handbook 'Entrepreneurship Made Simple' as it goes to print
- View the Young Entrepreneur Programme Awards Ceremony (part 1, part 2)
**Third Level Students**
Enterprise modules have been developed in ITT to ensure every undergraduate coming through the institute has exposure to entrepreneurship.

A post-graduate Masters degree in Enterprise is offered, with integral participation in YEP.

**Business Start-up and Business Growth Training**
Numerous courses are delivered across the county for unemployed adults, people facing redundancy, and established entrepreneurs, by Údaras na Gaeltachta, the Leader companies, Kerry Enterprise Board and ITT, including:
- ‘pre start-your own business course’
- Start your own business
- Business growth
- Tax
- Doing business with China

through which students will gain experiential learning about business as well as formal training in entrepreneurship

**Fast Track Degree** – A fast track degree in entrepreneurship will be launched, developed through the partnership of ITT, Kerry Technology Park and Jerry Kennelly, with the wider entrepreneur network.

**Fourth level students** – entrepreneurship modules will be integral to the training of research degree students

**Business Start-up and Business Growth Training**
Training will be delivered across the county for unemployed adults, people facing redundancy, and established entrepreneurs, both generic and in response to emerging demand and market opportunities.

ITT will collaborate with European partners for a FP7 bid for joint research into enterprise education in Europe.

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**Young Entrepreneur Media Coverage**

Blue Sky Day - Friday October 2nd 2009
- [Irish Independent 26.09.09](#)
- [Sunday Business Post 27.09.09](#)

Bobby Kerr (Insomnia) pictured with Tim Rooney (Surf Seeds) and Anne O'Leary at the Young Entrepreneurs Programme Blue Sky Day
(c) Guaranteeing support at each critical level of the business growth cycle

Seamless support is available across the region at each stage of the business growth cycle. Measures are focused on high potential knowledge businesses that are anticipated to rapidly go global, at micro-businesses of under 10 employees and on stimulating growth in companies of 10 employees and above. A balance is sought between support for the potential next generation Kerry Group and Fexco that could be the future source of regional employment, and a social inclusion agenda that focuses on individuals creating their own self-employment.

Measures to raise awareness in new generation entrepreneurs include YEP (Young Entrepreneur Programme detailed above http://www.youngentrepreneur.ie/), and pre-startup courses offered for adults by Kerry Enterprise Board. Training Support

Incubation support is provided through a range of channels including:

- 4 Incubation Centres:
  - InnovationWorks on Kerry Technology Park, designed to support new, high-potential businesses through the start-up phase and during the first 3 years of operation
  - Údarás na Gaeltachta Dingle Business Park
  - Killarney Technology Innovation Centre

- Feasibility grants (though Údarás na Gaeltachta and Kerry Enterprise Board)
- Innovation vouchers for limited companies providing 5000 euro grants to draw on academic expertise
- Capital grants for micro businesses (from Kerry Enterprise Board, Leader companies and Údarás na Gaeltachta na Gaeltachta)
- Shannon Development and ITT, in collaboration with Jerry Kennelly this year launched the Endeavour Programme, a 9 month highly competitive, intensive support for 15 new high potential growth entrepreneurs, providing exposure to nationally

2011 will see a continuation and expansion of the measures developed in 2010. Building on the region’s private/public networks and growing reputation it is expected there will be acceleration in the growth of enterprises and in the rate of new start-up companies that are attracted to the area.

In addition the following new measures will be implemented:

- Kerry Technology Park will begin construction of a new building to add 50% more floor space for incubation and follow-on business support.
- A 2nd ENDEAVOUR cohort of 15 will be selected and complete the programme. An overseas workshop will be included, for example to Silicon Valley, to look at cutting edge companies working in related areas.
- The ENDEAVOUR programme will be evaluated in terms of its outcomes and in terms of the insights it provides as a laboratory for looking at the newest types
successful entrepreneurs. 1-1 mentoring, training and challenge in business planning and pitching. It is anticipated that 30-40% participants remain in Kerry after 2-3 years.

- Advice and Mentoring is provided by all agencies, targeted at the client groups
- Business Growth training delivered monthly through Kerry County Enterprise Board Business Growth Programme - Spring 2010
- The county hosts a number of business networks that aim to raise awareness of opportunities; provide mutual support and sources of contacts, including:
  - Kerry Women’s Business Network (Kerry County Enterprise Board)
  - Kerry Enterprise Network (Kerry County Enterprise Board)
  - Kerry Business and Tourism network on Linkedin
  - Business International Network in Killarney and Tralee one from January 2010

- Údarás na Gaeltachta will launch Cead Ceim (‘first step’), a grant aid scheme geared at assisting nascent entrepreneurs, to investigate feasibility and take the first practical steps.
- KCC, KEB and IDA will launch the ‘Kerry Ambassador’ programme, a new measure linking with the diaspora overseas, designed to bring business and venture capital to the region’s entrepreneurs.
- ITT commercialization strategy will pursue licensing out innovations with commercial partners to help the start-up or entrepreneurial community.

Kerry Technology Park, Tralee
(d) Development of a (inter)regional cluster policy

Kerry focuses on a select number of clusters within and beyond the region, building on its natural resources and historical developments. These are:

- Biotechnology
- Digital Media
- Software and Telecommunications
- Renewable energy

Measures in 2010 to support these clusters are:

**Shannon Applied Technology Centre** (Shannon ABC) – (see opposite). ITT is a lead partner in Shannon ABC, which aims to use advanced biotechnology to biodiscovers novel products from natural sources.

In 2010 ITT’s Biotech Lab (in Tralee, Kerry) will be in full operation. The result of 2.5 million euros investment providing laboratory space and generic start-up facilities for companies, the focus is on researching into commercial product development, working closely with companies in the region. The centre is of value to the Healthcare, Forensic, Pharmaceutical, Food, Cosmetics, Agricultural, Environmental and Bio-Energy Industries.

**Biotechnology**
Shannon ABC will extend its work bringing biotechnology research to assist the commercialisation of new products.

ITT will use internal research capabilities to move to a position of quasi, intermediary between IT and biotechnology in relation to bio-imaging.

Working with Údarás na Gaeltachta, the ITT/Shannon ABC will open a Natural Products Resource Centre in Dingle (West Kerry) as a resource to the local food producers and other people dealing in the natural products sector.

**Digital Media**
In development by Údarás na Gaeltachta and ITT launched (UnG/ITT), a new Digital Media Degree will be launched in 2011 to strengthen the audio visual and digital media cluster developing in West Kerry.
emphasis has been put on developing renewable energies.

In particular is a Wood Energy Cluster supported in West Kerry by Údarás na Gaeltachta and in North Kerry through a partnership of North Kerry Leader, Teagasc (The Irish Agriculture and Food Development Authority) and the Forest Service (the State body responsible for ensuring the development of forestry within Ireland).

Measures have included advice and support to farmers on development of forestry enterprise, to create supply and employment of consultants to stimulate demand from hotels and public housing developments by Kerry County Council.

Shannon Development will lead two European renewable energy collaborative projects in 2010/11: “RegCEP” (regional clusters for energy planning) and “BioMob” project (Biomass Mobilisation) that aim to identify appropriate synergies between regions, research themes and enterprise opportunity. See below for further detail

<table>
<thead>
<tr>
<th>Research and Enterprise</th>
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<tbody>
<tr>
<td>Welcome to IT Tralee Research &amp; Enterprise Website</td>
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<tr>
<td><a href="http://www.ittralee.ie/en/InformationAbout/Research/">http://www.ittralee.ie/en/InformationAbout/Research/</a></td>
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</table>
(f) **Building-up cost-efficient forms of partnerships** between public and private sector as well as within national and EU level - able to create and sustain an entrepreneurial environment

<table>
<thead>
<tr>
<th>Measures for 2010</th>
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<tr>
<td><strong>PUBLIC/PRIVATE</strong></td>
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<tr>
<td>Partnership is absolutely fundamental to Kerry’s achievements as an entrepreneurial region. Core is the excellent private-public collaboration between the Institute of Technology Tralee, Shannon Development and Kerry Technology Park, and Jerry Kennelly, Kerry’s most successful technology entrepreneur and philanthropist. This synergy has already resulted in the innovative and highly successful designs of YEP (Young Entrepreneur Programme) and the ENDEAVOUR programme (see above), as well as developing a clarity of vision for mainstreaming entrepreneurship education across all ages.</td>
</tr>
<tr>
<td>In 2010 this partnership will leverage corporate investment into the region, both in the form of financial sponsorship for entrepreneurship, and in the shape of the time and commitment invested in the stimulation of a next generation of entrepreneurs from hundreds of established entrepreneurs.</td>
</tr>
<tr>
<td>Our partnerships with the country’s leading entrepreneurs is our strongest selling point. Most business people in Kerry are part of YEP or Endeavour and all buy into the vision, commit time and want it to work. Each community across the county can access this support structure. We have also achieved the buy-in of the country’s leading entrepreneurs through the innovative approach both at school and 3rd level as well as to growing new technology businesses. We are the envy of every other county in Ireland because of this.</td>
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<tr>
<td><strong>EU PARTNERSHIPS</strong></td>
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<tr>
<td><strong>Shannon Development and EU programmes</strong></td>
</tr>
<tr>
<td>Shannon Development has had involvement in several European Projects and led a number of these, including the development of a Regional Innovation Strategy for the Shannon region, incorporating North Kerry. The majority are Interreg projects requiring collaboration among partners in a number of EU countries.</td>
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<tr>
<td><strong>2010 Projects</strong></td>
</tr>
<tr>
<td>In 2010 two major projects on energy and regional development will be led by Shannon Development:</td>
</tr>
<tr>
<td>“RegCEP” (regional clusters for energy planning). Supported by the EU Intelligent Energy Programme and comprising regions from eight countries, this project will develop a new policy tool to integrate energy policy with regional policy which will be piloted in the eight countries and ultimately rolled out across Europe.</td>
</tr>
<tr>
<td>The “BioMob” project (Biomass Mobilisation), supported by the Regions of Knowledge theme of the Seventh Framework Programme for Research and Technology Development, focuses on renewable energy coming from biological material such as trees, plants, manure, and municipal waste. With participants from Denmark, Hungary and Bulgaria, as well as Ireland, the project seeks to identify appropriate biomass synergies between regions, to link research with biomass production and to identify enterprise opportunities.</td>
</tr>
<tr>
<td>Also, during 2010-2011, Shannon Development will participate as a partner in four Interreg projects:</td>
</tr>
<tr>
<td>• <strong>DARRA</strong> (Digital Action in Remote and Rural Areas) with partners in UK, Norway, Finland and Sweden, supporting local action in the eTowns of Miltown Malbay and Tarbert (4b/Northern Periphery)</td>
</tr>
<tr>
<td>• <strong>MITKE</strong> (Managing Industrial Territory in the Knowledge Era) with 11 partners across Spain, Hungary, Poland and UK, and including Údarás na Gaeltachta in Ireland supporting forward</td>
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</tbody>
</table>
planning of the Shannon Region Knowledge network (4c)

- **CANTATA** (Celtic Authentic Niche Tourism) with partners in UK, Portugal, France, Spain, supporting cultural tourism in the Shannon Region (4b/Atlantic Area)

- **ICER** (Innovative Concept of Eco-accommodation in Rural regions), with partners in Finland, France, Malta, Hungary and Slovenia, supporting eco-tourism in the Shannon region (4c).

**Leader Companies – EU Exchange**

As EU-funded local development companies, Kerry’s Leader companies network with similar organisations across the EU.

**Kerry County Council – engagement in South West Regional Authority.**

Kerry County Council collaborates with Cork County Council and Cork City Council through the South West Regional Authority (the statutory public body with responsibility for strategic planning in the Kerry and Cork regions of Ireland). Through this Kerry County Council are involved in a number of EU projects that are designed to support an entrepreneurial environment in Kerry. One such example is DRIVE FOR GROWTH, an Interreg III B North West European Area Project, whose objective is to enhance connections between the Research and Production communities in each member region and ultimately across the EU. The Regional Authority also connects Kerry County Council directly to the Irish Regions Office, in Brussels.

**Measures for 2011**

**PUBLIC/PRIVATE**

Key stakeholders are confident there is considerably more potential in the model between ITT and Shannon Development, and that its successes will justify ambitious future targets.

The reputation developed from the YEP and ENDEAVOUR brands are expected to sustain the corporate investment and enable extension of the products more widely across Ireland.

Collaborations are envisaged to come to fruition in a number of Eastern European countries, resulting in the export of Kerry’s entrepreneurship products.

In addition, by 2011 we envisage that they will be delivered commercially in Saudi Arabia and other Gulf countries. This commercialisation will support the sustainability of the ongoing regional work within Kerry.

**EU PARTNERSHIPS**

Shannon Development will continue to lead and participate in the EU Interreg programmes begun in 2010.
4. EER Activities and Communication.

Please limit your description to a maximum of 2 pages – (5.600 characters)

Conferences
YEP (Young Entrepreneur Programme) will include two key day conferences, Blue Sky Day and Boot Camp where high level entrepreneurs present to 1000 secondary and third level students and their teachers. Other high profile YEP events in the year will include Shortlisted Pitching and the Awards Ceremony.

ITT will lead an international conference on ‘Entrepreneurship Education’ in Kerry, particularly promoting exchange of experience across the EU.


Kerry will host a ‘Managing Industrial Areas in the Knowledge Era’ conference in 2011, co-organised by Shannon Development, to disseminate findings from the EU interreg project of that name.

Competitions and Awards
Údarás na Gaeltachta will present ‘Blas na hÉireann’ a national food award run from Dingle in West Kerry at the annual Dingle food and wine festival in October 2011. [http://www.dinglefood.com](http://www.dinglefood.com)

South Kerry Development Partnership will run ‘Farm Biz’, a competition for farmers with a prize (of 5K) for the best business idea.

Kerry County Enterprise Board will make awards to its County Enterprise Winners

Network Events
Kerry Women’s Business Network will co-ordinate a meeting with EU cluster of women’s networks

ITT (Tom Crean Centre) will run monthly social networking evenings, based around themes such as ‘doing business in China’ ‘opportunities in the Single Market’.

Publications
KEB, working with the South West Authority will publish a ‘Rethinking Entrepreneurship’ document.

Workshops
Integral to the Young Entrepreneur programme are annual Business Plan Workshops involving led by senior mentors

Endeavour Workshops
The ENDEAVOUR Programme (ITT/Shannon Development) involves 10 workshops, presented by top level entrepreneurs in the country on:

- Strategy & Business Model
- Communications
- Marketing & Branding
- Financials
- Sales
- Technology
- Team
- IP/Patents/Legal

Business Stress Panels
Regular Business Stress testing sessions will be held for start-ups across the county to ensure their business plan is real-world-ready. A panel of International Entrepreneurs will provide opportunity to pitch and receive feedback on new business ideas. Start-ups will be expected to rapidly adapt flaws highlighted in their plans.

Kerry Technology Park will run bi-monthly practical workshops on, for example, R&D, R&D tax credits, employment law etc.

ITT / Kerry County Enterprise Board will hold an ‘options for adults’ event in January 2011, attended by an anticipated 2,000 people and including enterprise workshops such as ‘introduction to entrepreneurship’ and ‘using your networks to self promote yourself from an employment and business perspective’.

Events will be held to mark National Womens Enterprise Day
Media Coverage of Kerry Entrepreneurial Activity leading up to 2010/11

“Schemes target entrepreneurial spirit in youth”
By Niall Murray, Education Correspondent
Irish Examiner Tuesday, January 05, 2010

THE need to create an entrepreneurial spirit is being highlighted by Government and its agencies over the past 12 months but young Irish people are already showing a talent for how it can be done.

Through a series of competitions run through schools and colleges, teenagers and young adults up and down the country are demonstrating the kind of innovation and business plans that inspire hope for the future of Ireland’s smart economy. One such scheme is the Young Entrepreneur Programme (YEP) for second and third level students in Kerry and Limerick, run by the Tom Crean Business Centre at Institute of Technology Tralee.

"We spend a year getting students to develop a business plan, so not only do they come up with an idea or an innovation but they also have to show it could actually come to fruition," explains centre manager and YEP co-ordinator Breda O’Dwyer. Some of the business ideas being plotted by students range from traditional businesses to new designs and innovations. "There are many web-based enterprises and more traditional ideas like youth cafés. One student is developing a silicon baby seat for cars, while some other ideas are geared towards the organic food industry," she said.

“It has proven to be a remarkable successful place in Kerry, particularly in the circumstances in which they find themselves. Most of the people there, their exposure to tourism and the likes has meant that they are constantly looking for an opportunity where they can excel and looking at opportunities where they can see they can do things better.” (Frank O’Neill, Partner, Ernst & Young)

“Flow Cytometry and Stem Cell Research - The Harvard Experience and Opinion on Potential for New Spin off Industries”
http://www.ittralee.ie/en/InformationAbout/NewsandEvents/EventsCalendar/Fulltext,29348,en.html

Endeavour Programme Reveals Final 15 Entrepreneurs
16.11.2009 The Endeavour Programme for entrepreneurs, which last month attracted over 500 applications from up-and-coming business people, today announced a final list of 15 successful participants whose business concepts were chosen following a rigorous selection process.

Student Enterprise Competition
7.10.2009 The 2009/2010 Newstalk 106-108 fm Student Enterprise Competition, in association with The Irish Times, was launched today at the IT, Tralee. Now in its fourth year, the competition is designed to develop an understanding of business management and promote early-stage entrepreneurship among third level students.

600 Potential Entrepreneurs Told Money is No Obstacle
2.10.2009 One of Ireland’s leading entrepreneurs and charity supremos Niall Mellon told 600 students from Kerry and Limerick today that money and lack of contacts were no barriers to success if you have the creativity, drive and patience to succeed.

Phenomenal Response from Aspiring Entrepreneurs to Endeavour Programme
1.10.2009 The Endeavour Programme for entrepreneurs today announced a shortlist of 66 candidates, more than double the expected figure for this stage of the selection process.

Tom Crean Business Centre Company Wins Award
25.9.2009 Text Tide, a company located at the Tom Crean Business Centre, won the Limerick City Enterprise Board Award for business with the best growth potential. Text tide offers a simple and easy solution for individuals looking for tidal information.
I confirm support for the application of Kerry as a European Entrepreneurial Region

Signed .................................................. Date 11/1/10

Name .....................................................

Position .............................................

Organisation .......................................