

"STUDY VISIT OF THE EER JURY DELEGATION ON THE DEVELOPMENT OF
THE 2011 EER VISION PLANS", KERRY, IRELAND, ON 20-21 OCTOBER 2010

Annex to the Evaluation Report

List of media coverage

1. **Irish Examiner** - National Newspaper - 22/10/2010
2. **Kerryman Newspaper**, the largest circulating newspaper in Co Kerry – 27/10/2010
<http://www.kerryman.ie/premium/news/endeavour-programme-may-see-90-new-businesses-in-kerry-2396133.html>
3. **Radio Kerry**, local radio coverage, (Story appeared on their website also)
News at 5.30 - Radio Kerry - Aisling O'Brien
21/10/2010 - 17:30:00
News item: It's hoped to have 90 new companies open in Kerry by 2020 creating sustainable high value added jobs according to Shannon Development, along with IT Tralee and Kerry County Council have secured the title of European Entrepreneurial Region for 2011 for County Kerry.
4. **Kerry's Eye** – 28/10/2010
5. **Country Kerry Press release**
<http://www.ittralee.ie/en/InformationAbout/NewsandEvents/News/FullText,31138,en.html>



AWARDS: Dr. Jerry Clifford (IT Tralee), Luc Van Den Brande (C/man EER Jury), Vincent Cunnane (Shannon Development), and Marie Lynch (KTP Tralee) at a meeting at the Solas IT Tralee.

Kerry seeks to push on from success

Having been one of the three areas declared European Entrepreneurial Region winners 2011, development agencies and the Institute of Technology in the county met with the jury appraising the awards last week.

Kerry, Murcia (Spain) and Brandenburg (Germany) were the initial three winners.

The jury chairman, Luc Van den Brande, president of the committee of the regions said that the European Entrepreneurial Region has been set up as a pilot scheme to encourage business ideas, strengthen units and consolidate diversity. It also wishes to show the human face of the EU.

Chapter I of the Lisbon Treaty set out objectives for full territorial cohesion, including all regions and includes a provision that people should have a free choice about where to make their livings.

Individual states are required to recognise this and although Kerry is regarded as a remote area, "I may say you are a bridging area in respect to the US", he said.

Every village has at least one jewel, he added.

At a briefing held at the Institute on Friday, head of Development at the college, Dr. Jerry Clifford, said that the groundbreaking Young Entrepreneur and Endeavour Programmes for second and third level students would be expanded into the primary schools area and advances have already been made towards creating a seed funding initiative for start-up businesses.

Mario Lynch, manager of Kerry Technology Park, said that by 2016, 2,000 students who took part in the Young Entrepreneur contest will have graduated, creating a bed of talent. Jerry Kennelly, who developed these two programmes, has brought the cream of the crop in Irish business into the fold and with the inclusion of the

144 primary schools, this will be extended even further.

A gap has been identified in start-up funding which spreads between the €150,000 and €300,000 mark and the new initiatives will seek to close this and allow entrepreneurs to bring their ideas to production.

It is not simply a case of dreaming of replicating Silicon Valley.

"Really, we have to do it," she said.

Tomás Hayes of the County Enterprise Board confirmed that the start-your-own-business programme has realised over 60% in success in the current year. There are few options for those who become unemployed bar setting up your own enterprise and the board is more about the creating of the entrepreneurial environment than raw statistics of job creation.

The jury members had been in the county for two days listening to submissions.

KERRY'S EYE

28/10/2010

'Entrepreneurial' Kerry set for 90 new start-ups by 2020

by Donal Hickey

MORE than 90 new companies are expected to be set up in Kerry by 2020, all part of a plan to make the county a leading entrepreneurial centre in the EU.

Thousands of young Kerry people are being encouraged to come up with ideas to start their own businesses and the idea of entrepreneurship is also to be planted in the minds of pupils in the county's 144 primary schools.

Kerry is one of three areas to be awarded the status of European Entrepreneurial Region (EER) 2011, along with Brandenburg, in Germany and Murcia in Spain.

Members of the EER jury yesterday completed a visit to Tralee to assist with planning to take full advantage of the prestigious accolade.

Jury chairman Luc Van den Brande said the aim was to encourage entrepreneurship at local level.

One of the main reasons for Kerry's selection was because of a strongly positive approach to entrepreneurship in the county, he pointed out.

It is now planned to further advance the Young Entrepreneur Programme which has attracted 2,000 Kerry students to date.

By the end of 2013, the Institute of Technology, Tralee, Shannon Develop-

ment and high-profile Kerry entrepreneur Jerry Kennelly, who manages the programme, hope to have attracted an additional 2,000 students.

By 2020, around 7,000 will have taken part in the programme, 4,000 of whom will have completed their degrees and be at a critical stage in their career paths.

Similar targets are being set for the Endeavour programme — aimed at giving people the opportunity to fast-track their business ideas — which was this year completed by 13 companies.

By 2013, it is hoped to have 60 fledgling companies complete the programme, rising to 250 by 2020.

IRISH EXAMINER

22/10/2020

Endeavour Programme may see 90 new businesses in Kerry

UP to 90 new companies will be set up in Kerry over the next 10 years if IT Tralee and Shannon Development's Endeavour Programme proceeds as planned.

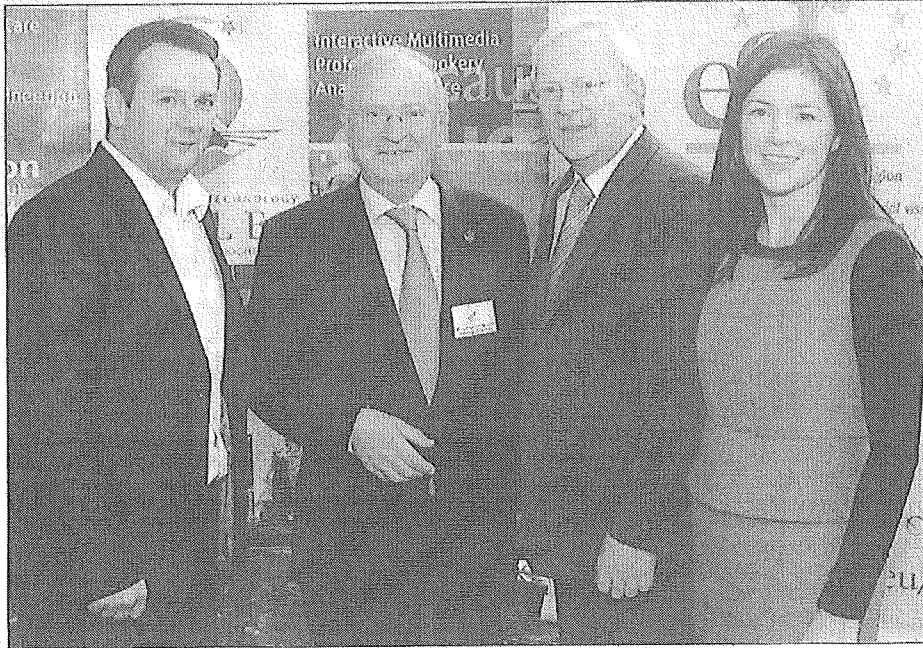
Already 13 companies have completed the business incubation programme, which is now entering its second year. It is hoped that by 2013 60 companies will have completed the programme with that figure rising to 250 by the end of the decade.

Shannon Development CEO Dr Vincent Cunnane said it is hoped that 90 companies will be established in Kerry by 2020 thanks to the Endeavour Programme, which is run jointly by IT Tralee, Shannon Development and Kerry entrepreneur Jerry Kennelly.

The announcement was made during a visit by the European Entrepreneurial Region (EER) Award Committee to IT Tralee and Kerry Technology Park last week.

Earlier this year Kerry was awarded the EER title for 2011, based on the "quality, efficacy and long term success of the county's entrepreneurial vision."

At a briefing at IT Tralee last week, the institute's



Jerry Clifford of IT Tralee, Luc Van Den Brande Chairman of the EER Jury, Vincent Cunnane, CEO of Shannon Development and Marie Lynch, manager of Kerry Technology Park, Tralee at a meeting in the Solas building in IT Tralee.

Dr Jerry Clifford and Shannon Development Executive and Kerry Technology Park manager Marie Lynch outlined plans to ensure Kerry capitalises on the EER award.

Plans include an expansion of the Young Entrepreneur and Endeavour programmes. The Young Entrepreneur Programme will (YEP) be expanded to include a junior entrepreneur programme for primary schools, which is current-

ly being developed in conjunction with Mary Immaculate teaching college in Limerick.

An alumni programme for previous YEP participants who are in their first and final years of study at third level is also in the works. This is aimed at keeping YEP participants engaged with Kerry and Kerry Technology Park.

To date 2,000 students have taken part in the YEP and by 2020 it's estimated that some 7,000 will have

completed the programme.

A major day-long public promotional event for the EER 2011, most likely based around the YEP award ceremony next May, is also being planned.

The chairman of the visiting awards committee, Belgian Luc Van den Brande, said he and his judges had been greatly impressed by what they saw in Kerry.

"There is a great spirit of enterprise in the region.

Kerry is remote and it doesn't have a big city or centre of enterprise, which the rest of the region can feed off. Nevertheless Kerry is doing it and succeeding," said Mr Van den Brande.

Kerry's successful bid for the EER title was led by Dr Jerry Clifford of IT Tralee, Kerry based entrepreneur Jerry Kennelly and Marie Lynch of Shannon Development. The bid was supported by Kerry County Council.

KERRYMAN.IE

27/10/2010

From: Business World Broadcast Alerts [alerts@businessworld.ie]

Sent: 21 October 2010 17:53

To: shandev@businessworld.ie

Subject: Shannon Development:- 21/10/2010 - 17:30:00 - Radio Kerry - News at 5.30 - Aisling O'Brien -

A new broadcast clip has been sourced for you::

News at 5.30

Radio Kerry

Aisling O'Brien

21/10/2010

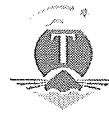
17:30:00

News item: It's hoped to have 90 new companies open in Kerry by 2020 creating sustainable high value added jobs according to Shannon Development, along with IT Tralee and Kerry County Council have secured the title of European Entrepreneurial Region for 2011 for County Kerry.

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News Release



For immediate release:

County Kerry finalising action plan to capitalise on EU Entrepreneurial Region of the Year status for 2011

Plans to attract 90 new companies to Kerry announced

Entrepreneurs from County Kerry, representatives from the Institute of Technology Tralee, Shannon Development, and Kerry County Council, this week met with EU representatives from the European Entrepreneurial Region Award Committee to help County Kerry capitalise on a successful pitch which earlier this year saw the County awarded the prestigious status of European Entrepreneurial Region (EER) of the Year for 2011.

The successful submission that won Kerry the coveted title was made jointly by Shannon Development and the Institute of Technology, with support from Kerry County Council. County Kerry was selected based on the quality, efficacy and long-term success of its entrepreneurial vision.

County Kerry's strong focus on entrepreneurship, in particular the Young Entrepreneur and Endeavour Programmes and the successful model for the integration of business and education demonstrated by Shannon Development at Kerry Technology Park and the Institute of Technology Tralee, were key factors in securing the Award for Kerry.

Speaking about the significance of the Award Dr. Vincent Cunnane, Chief Executive, Shannon Development said: "This Award provides an opportunity to re-position Kerry in the minds of the Irish and international business community as a European leader in entrepreneurship. It also presents a significant marketing opportunity to increase the County's prospects of attracting mobile investment – particularly small to medium sized entrepreneurial companies from all over Europe and beyond."

The title of European Entrepreneurial Region is designed to identify and reward EU regions with outstanding entrepreneurial vision. Kerry was one of just three regions in all 27 EU states to receive this accolade for 2011, along with Brandenburg in Germany and Murcia in Spain.

Members of the EER Jury committee were in Kerry this week to assist with the planning and preparation by Kerry to take full advantage of this prestigious accolade.

Michael Carmody, President of the Institute of Technology, Tralee in welcoming the EER Jury Delegation outlined the importance of the award as a stimulus in driving the entrepreneurship agenda of the county forward. He outlined the role of the Institute of Technology, Tralee in the embedding of entrepreneurship as a core element of Institute activities, stating that he believed the future of the region will depend on creating and supporting entrepreneurs who can develop new and innovative enterprises operating within a global economy.

"The IT, Tralee through a suite of initiatives aims to support and enhance entrepreneurial activity in the county. A significant number of students at the Institute study entrepreneurship as an education broadening module and the ITT also aims to create a culture of entrepreneurship among second level students through the very successful Young Entrepreneur Programme (YEP)," he said.

A full programme was devised for them by the Institute of Technology Tralee, Shannon Development and Kerry County Council, starting with a Mayoral welcome reception by the Deputy Mayor of Kerry Councillor Marie Moloney.

Highlighting the importance partnerships plays in County Kerry, the Deputy Mayor of Kerry Cllr. Marie Moloney said: "As a Local Authority we take great pride in Kerry being named as one of only three European Entrepreneurial Regions for 2011. We in Kerry are hugely fortunate to have a superb support network with the County Development Board, County Enterprise Board, Shannon Development through the Kerry Technology Park, Institute of Technology, Tralee, partnership group and many more all lending their expertise."

During their visit the Jury had the opportunity to meet with representatives from Shannon Development, Institute of Technology Tralee, Kerry County Council, Kerry County Enterprise Board, IDA Ireland, Leader, Enterprise Ireland, Kerry Education Service and Udarás na Gaeltachta. The delegation visited Shannon Development's Kerry Technology Park and participated in a roundtable event with local business entrepreneurs. They also attended a Seminar on 'encouraging entrepreneurship at regional level' organised by the Institute of Technology, Tralee.

Plans are being finalised to ensure that County Kerry capitalises on the status of being named European Entrepreneurial Region of the Year for 2011. Among the ambitious targets being set to grow entrepreneurship in Co. Kerry, is an acceleration of the Young Entrepreneur Programme has attracted 2,000 students to-date. By the end of 2013, the Institute of Technology Tralee, Shannon Development and entrepreneur Jerry Kennelly, who manage the programme, will have attracted an additional 2,000 students to the programme. By 2020 there will be 7,000 Young Entrepreneur Programme Alumni, 4,000 of whom will have completed their primary degree and will thus be at a critical juncture in their career paths.

Similar targets are being set for the successful inaugural Endeavour Programme which this year saw 13 companies complete the programme. By 2013, the target is to have sixty fledgling companies complete the Endeavour programme; with the figure rising to 250 by 2020. This represents a key source of new business start-ups for Kerry Technology Park.

"If the plan is successful we hope to have over 90 new companies established by 2020, which have the potential impact of providing sustainable, high-value-added employment for people living and working in County Kerry," says Dr. Vincent Cunnane.

Speaking during his visit to Kerry, Luc Van den Brande, Chairman of the EER Jury, and former President of the Committee of the Regions who organised the Award scheme said: "One of the main aims of the EER scheme is to help encourage regions to play their part in implementing and promoting the Small Business Act for Europe (SBA), in turn creating a more dynamic, competitive and sustainable Europe. Although the EER project was not initially intended as a response to the current economic crisis, the aim is that it will stimulate local and regional authorities to look at new ways of generating long-term economic growth through entrepreneurship."

"The EER Award recognised that 98% of small and medium sized enterprises, which are sources of growth, jobs and innovation, have very strong socio-economic attachments to their local area. We want to encourage entrepreneurship at local level, to strengthen their economics and create much needed jobs. County Kerry was selected on its approach to implementing and promoting the Small Business Act for Europe. Their proposals for working with other EU regions, the impressive variety of different activities related to the promotion of entrepreneurship and clustering support developing public private partnerships, and encouraging a sustainable low carbon economy, were the other decisive parameters," he added.

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BACKGROUND INFORMATION

Why Co. Kerry secured European Entrepreneurial Region of the Year for 2011

Three years ago, Shannon Development, the Institute of Technology and entrepreneur Jerry Kennelly, came together to create specific interventions targeted at developing entrepreneurship in new and innovative ways, and improving the economic prospects of the County. These efforts have included the launch of initiatives such as the Young Entrepreneur Programme and Endeavour, and culminated in Kerry being named European Entrepreneurial Region 2011.

In September 2009, Institute of Technology Tralee, Shannon development and Jerry Kennelly launched the Endeavour Programme at Kerry Technology Park. The Endeavour Programme www.endeavour.biz is about giving new entrepreneurs the opportunity to fast-track their dreams by learning from the best in a proven environment totally focussed on bringing businesses all the way from concept to reality. Participants are immersed in a business environment for seven months, engaging and networking with their peers, other business start-ups, entrepreneurs located in Shannon Development's Kerry Technology Park and the staff and students of the Institute of Technology, Tralee.

KERRY has a long history of success in entrepreneurship. The 1970's saw the first generation of Kerry start-up companies that would grow into international success stories. Today, Kerry Group, Dairymaster and FEXCO are global leaders in their sectors and continue to expand and find new markets.

The joint campus for Shannon Development's Kerry Technology Park (KTP) and the Institute of Technology Tralee (ITT) has rapidly become recognised as the ideal environment to start-up or grow a knowledge-based business.

In April 2006, Kerry's entrepreneurial success attracted the world's attention when Getty Images acquired Jerry Kennelly's company, Stockbyte, for \$135m. Throughout the past decade a track record of award winning second generation Kerry entrepreneurs has emerged.

Kerry Technology Park companies have been recipients of several accolades over the years including;

- DHL Exporter of the Year
- Deloitte Fast 50
- Deloitte Best Managed Company
- Ernst & Young Emerging Entrepreneur of the Year (3 Awards)
- Frost & Sullivan Technology Award
- SMA Mobile Innovation Grand Prix

About The European Entrepreneurial Region (EER)



European Entrepreneurial Region

Enterprise and Industry.

What is the EER?

The **European Entrepreneurial Region (EER)** is a pilot scheme which rewards annually up to three EU regions which have the most outstanding political vision to boost their entrepreneurial environment. This label recognises forward-thinking regions. One of the main principles of the EER is to help regions to contribute to the implementation of the "Small Business Act for Europe".

The EER was launched during the OPEN DAYS-European Week of Regions and Cities on 7 October 2009 by Luc Van den Brande, President of the Committee of the Regions and Günter Verheugen, Vice-President of the European Commission responsible for

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