

BENEFICIARY: **BORD IASCAIGH MHARA**
PROJECT REFERENCE NUMBER: **19/SPIS/DIO17**
NAME OF PROJECT: **Innovation Portfolio**
IMPLEMENTATION PERIOD: **1st January to 31st December 2019**

Project Scope

Ireland is the EU leader in innovation in SMEs, employment impacts, and sales impacts according to the latest European Innovation Scoreboard 2018. The Scoreboard shows that the EU's innovation performance continues to improve, but further efforts are needed to ensure Europe's global competitiveness. Ireland finishes in ninth position overall ahead of the EU average. The EU is catching up with key competitors such as Canada, Japan and the United States. But closing this innovation gap and maintaining the lead over China will require a concerted effort to deepen Europe's innovation potential.

These innovation activities generate costs which need to be minimized in order to compete with other "innovators", especially since the outcome and the ensuing commercial success of innovation efforts remains to a large extent uncertain and risky. In supporting the seafood sector to compete globally and ensure that seafood as a category of SMEs building towards the EU Innovation Scorecard, BIM will undertake innovative projects at a species category level thus removing the barriers for industry and presenting compelling tested business cases so that industry can commercialise global innovation opportunities.

Objectives

Innovation at BIM is about solving problems and stimulating growth in the seafood sector. The goal is to reduce commodity production from 70% to below 50%, value creation is important at every stage of the supply chain, there is a shift from price to margin focus and there is a balanced focus between short term and long-term gains. Utilising the Innovation Process and tools using project management principles BIM identified Innovative strategic projects that can build value to specific seafood categories. There are five identified categories, Whitefish, Pelagic, Salmon, Shellfish, and Waste Optimisation, which will be supported along the value chain, aimed at delivering growth. BIM focused on three specific categories of:

- Whiting, as it is currently only sold in commodity for export markets.
- Blue Whiting, as it is a high volume raw material with no value add.
- Frozen at Sea Prawns, as it is a high premium product, but with limited product offering in past years.

Budget: €110,000

Achievements/Spend

The project was implemented through BIM's Seafood Innovation Hub (SIH) and the Innovation team to undertake category review for innovations to assist industry develop and launch commercially viable products and services. The business case was handed over to industry of implementation.

- Developed a business case of blue whiting commercial innovation opportunities. The business case was presented to seven pelagic processors with subsequent follow up presentation on a one to one.
- Business case development whiting commercial innovation opportunities. The business case was presented to five whitefish processors with subsequent follow up presentation on a one to one.
- Preliminary research assessment on supply chain value add for Frozen at Sea Prawns. The research was presented to two fishermen’s co-ops to secure their expression of interest for further development.

SUMMARY OF SPEND:

Total Approved	
Total Eligible Expenditure	€62,801.92
Total Drawdown	€62,801.92
EU – 50%	€31,400.96
Exchequer – 50%	€31,400.96

Report by: Paul Ward

Date: May 2020

