

BENEFICIARY: **BORD IASCAIGH MHARA**
PROJECT REFERENCE NUMBER: **19/SPIS/DI016**
NAME OF PROJECT: **Innovation Process**
IMPLEMENTATION PERIOD: **1st January to 31st December 2019**

Project Scope

Innovation was identified in the Irish Government's Agri-food Policy, Foodwise 2025 as a key enabler to maintaining and increasing Ireland's competitive advantage including for seafood. The OECD has identified that embedding Innovation capability within SMEs is a challenge due to the size of the companies, the lack of innovation skills and processes and the inability to assign adequate resource due to economy of scales.

The implementation of innovation within large companies and multinationals is normally undertaken through a dedicated Innovation centre which is removed from the normal business functions and contains persons of expertise with innovation structures and supports which can quickly and effectively test an innovative idea. BIM established the Seafood Innovation Hub to deliver the innovation process capability and structures to the seafood sector to replicate best international practice in supporting business with innovation and resulting in improved competitiveness.

The overall aim of the Innovation process is to embed and promote the widespread use of methodologies developed specifically for seafood by BIM (or additional approaches or methodologies that emerge) to drive commercial growth across the sector in the quickest and most efficient way possible. Development and continued re-engineering of the innovation processes and standards utilising a project management standardised approach. This should reduce the level of commodity and build the seafood sectors added value business across the supply chain and to build the industries capability.

Objectives

Today more than ever, product and supply chain innovation is critical to maintaining competitiveness in today's fast-paced, global seafood market. Studies show many companies find it hard to assess and advance their ability to innovate across the product and supply chain portfolio. An innovation framework and tools for managing product and supply chain development in companies provide a cohesive framework for assessing a company's innovation. Seeing a way to fulfil this need, BIM created the Seafood Innovation Playbook and tools based on international literature for the innovation management to give seafood companies a critical tool for assessing the strength of their innovations, which is essential to continue improving productivity, time to market, and commercial success. BIM focused on three key objectives:

- Build industry innovation capability development; through developing innovation skills and capability enhancement models to support the industry through specific industry workshops.
- Develop BIM's innovation capability development; to support the innovation process and complete the roadmap development for innovation.
- Innovation promotion and engagement of the innovation process tools and support and for engaging with key stakeholders including stakeholders across innovation.

Budget: €300,000

Achievements/Spend

The project was implemented through BIM's Seafood Innovation Hub (SIH) and the Innovation team to provide support to industry to develop and launch commercially viable products and services. The BIM Innovation Playbook is a practical guide to help develop 'hands-on innovation'. The playbook gives an overview of the BIM innovation process framework and how it can be applied to turn customer needs, pain points, and desired gains into a successful commercial venture. The framework helps build and evolve a business case for investment and ultimately for a successful commercial launch. The SIH undertook the projects in collaboration with partners including other agencies such as Bord Bia, Teagasc, third level institutions, industry groups, and specific technology providers. The partners were utilised to include specific expertise including market information, third level research, and the latest technology developments to have a highly informed data to build a full supply chain business model.

The following are the main achievements of the project:

- Industry innovation capability was delivered through ten individual projects of new product developments for the seafood sector.
- Guide on implementation of innovative technology for Resource Efficiency Planning for added value production.
- Irish data demonstrating the trends on consumer consumption that is affecting seafood sales.
- Design and publishing of a Seafood Innovation Playbook aligned with and NSAI standard.
- Design and publishing of specific seafood Innovation tools.
- Preliminary design of Innovation Project Management systems.
- Communication of Blas na hÉireann seafood innovation award.

SUMMARY OF SPEND:

Total Approved	
Total Eligible Expenditure	€293,350.38
Total Drawdown	€293,350.38
EU – 50%	€146,675.19
Exchequer – 50%	€146,675.19

Report by: Paul Ward

Date: May 2020