

BIM EMFAF Work Programme Project Report 2023

BENEFICIARY:	Bord Iascaigh Mhara
PROJECT REFERENCE NUMBER:	23/SPIS/DIS-BG011-BR063
NAME OF PROJECT:	Challenge Focused Innovation
IMPLEMENTATION PERIOD:	1 st January to 31 st December 2023

Project Scope

The overall aim of a challenge focused innovation system is to support the implementation of the maritime policy and the development of a sustainable blue economy through the enhancement of the transfer and uptake of innovation. The project will focus on creating the enabling conditions and framework for this innovation to take place.

In the Irish Government's Agri-food policy, Food Vision 2030, it is stated that by adopting an integrated food systems approach, Ireland will seek to become a global leader of innovation for sustainable food and agriculture systems, producing safe, nutritious, and high-value food that tastes great, while protecting and enhancing our natural and cultural resources and contributing to vibrant rural and coastal communities and the national economy. The strategy envisages a more output-focused collaborative innovation system by 2030. Furthermore, the strategy acknowledges that the continued development of the sector to 2030 will depend on a continued focus on competitiveness and innovation.

The project will utilise the recommendations for a well-functioning innovation ecosystem as determined by the high-level innovation review committee in Food Vision 2030. These are:

- Focused on the key challenges, including health and sustainability.
- Engaged with key stakeholders to increase networking, collaboration and governance; primary producers are a key element in this and can act as partners in developing and testing innovations and scaling-up viable opportunities.
- Focused not only on scientific and technological development of new products and processes but also on policy, organisational, behavioral, and regulatory change to support speedier uptake of knowledge and innovation; attractive to increased private investment.
- Allow for rapid and equitable diffusion of science, technologies and non-technological innovation; address the speed and uncertainty associated with scientific, technological and social change.
- End-to-end in scope, linking primary producers intermediary processors, and brand owners to address real consumer needs to drive sustainable growth.

Objectives

In order to achieve this, the project will specifically:

- Define innovation in the context of BIM's support to the entire sector and of strategic ambition including a review of the tools and processes currently deployed by BIM.
- Understand our client's and stakeholders' perspective of BIM's current innovation services and/vs what is required.



- Propose BIM's role (facilitate innovation or develop innovation), the type of innovation (solving problems or developing opportunities), and the part of the supply chain and sector being supported, as well as our role vs other agencies.
- Map BIM's current innovation activity and resourcing against this and identify gaps/areas to be addressed.
- Deploy a new innovation approach to the oyster packing sector which is currently one of the key seafood categories that is developing new routes to market and would benefit significantly from a targeted innovation strategy.

Outcomes

- During 2023 BIM availed of the services of professional consultancy and third-party experts to develop an operational plan for BIM to support the Irish seafood sector in the areas of innovation. These experts focused on specific industry projects to build business case opportunities for the processing sector, processing process and routes to market. This plan provided an ideal starting point for BIM to build an array of services targeted at specific areas of the Irish seafood sector.
- A second strand of the innovation process examined efficient and effective routes to market for the shellfish industry in Ireland. This sector would not be at the forefront of innovation in terms of the overall seafood sector. A total of 10 innovation challenge workshops were set up and run with over 13 shellfish companies. The outcome was an innovative and new process of interacting with customers. This included a cohesive and joint communication approach to the unique aspects of Irish shellfish. This will underpin the marketing activities of Bord Bia in developing new markets for these products in the future.

Summary of Project Spend

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Total Approved Costs	€120,000
Total Eligible Expenditure	€117,310
EMFAF Eligible Expenditure	€58,655
Exchequer	€58,655

Report by: Richard Donnelly

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Government of Ireland



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an Aontas Eorpach

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