

## BIM EMFAF Work Programme Project Report 2022

<b>BENEFICIARY:</b>	Bord Iascaigh Mhara
<b>PROJECT REFERENCE NUMBER:</b>	22/SPIS/DIS-BG010-BR045
<b>NAME OF PROJECT:</b>	<b>Innovation Process</b>
<b>IMPLEMENTATION PERIOD:</b>	1st January to 31st December 2022

### Project Scope

The innovation process programme is a design thinking application and expertise to deliver managed solutions, lower risks and costs of change, and organisation buy-in, to enable seafood organisations make informed business decisions on investments. Innovation is the most important driver of company growth to continually meet changing market demands and effectively managing costs to build added value within the supply chain. Today, 72% of innovations fail to meet their financial targets or fail entirely which is costly to seafood SMEs and presents as a barrier to innovations. The Innovation Process implemented through BIM's Seafood Innovation Hub brings a design approach to build and evolve a business case for investment and ultimately for a successful commercial launch of innovative projects. BIM's Seafood Innovation Hub working in partnership with other agencies including Bord Bia, Teagasc, industry groups, and specific technology providers ensure that the latest technology and market insights are available to ensure best international competitive position derived from an innovation culture within the sector. This innovation culture is achieved by embedding the widespread use of process and structures developed specifically for seafood to drive commercial growth across the sector in the quickest and most efficient way possible.

The innovation process is a cycle of a continuous iterative process, and it implies several loops. Such feedback loops mainly refer to incorporating feedback from designers, engineers, customers, and consumers. In the case of successful innovations, incorporating feedback and exploring market opportunities start from the very beginning of the innovation cycle was fundamental to effectively managing the barriers to innovations and building the seafood industries confidence in adopting innovative technologies and new work practices.

### Objectives

The Innovation Process utilises specific expertise including market information, third level research, and the latest technology developments to have highly informed data to build a full supply chain business model. The outputs include innovative business cases on specific issues that can be utilised by industry to commercialise and build added value within their companies, removing guess work, and supporting the industry to monetize on added value opportunities and thus improving international competitive advantage.

The key macro-objectives included:

- Embedding the widespread use of innovation methodologies to build towards an innovation culture to drive commercial growth across the seafood processing sector in the quickest and most efficient way possible.
- Support a culture of innovation beyond new product development to align with the Dublin Ten Innovation types to encourage innovation on partnerships, data systems and market integration to have innovation throughout the supply chain.



- Research the barriers to innovation within the seafood processing sector and programme to support the industry.
- Research the implications for seafood processors to meet sustainability requirements of their key buyers at retail and foodservice.
- Research sustainable packaging formats and technologies for commercial adoption by seafood processors as part of the sustainability agenda.
- Research functional seafood concepts for processors to build on consumer demands for health and wellbeing to drive seafood consumption as part of the health sustainability agenda.

## Outcomes

The specific progress to date included:

- Research on delivering innovation skills to the seafood sector to build innovation capability within the industry.
- Development of innovation tools to support seafood processors understand and meet sustainability requirements of their key buyers at retail and foodservice.
- Identification of innovative sustainable packaging formats and technologies for commercial adoption by seafood processors as part of the sustainability agenda.
- Report on green financing, its application to seafood processors and adoption requirements as part of the sustainability agenda.
- Development of functional seafood concepts for seafood processors and fish mongers to build on consumer demands for health and wellbeing to drive seafood consumption as part of the health sustainability agenda.
- Development of technical seafood market insights for the Irish marketplace and the EU marketplace to identify growth and diversification opportunities for Irish seafood processors.
- Research of innovative digital technologies aligned to seafood quality and tracking to build the seafood processors digital transformation requirement to meet growing trend in international buyer demands.
- Seafood Innovation Framework and process demonstrated to 10 seafood companies through innovation workshops to support the sector with commercially relevant innovation process to ensure improved commercial implementations.

## Summary of Project Spend

Summary of Spend	
Total Approved Costs	€260,000
Total Eligible Expenditure	€246,230
EMFAF Eligible Expenditure	€123,115
Exchequer	€123,115

Report by: Paul Ward

Date: February 2023



Rialtas na hÉireann  
Government of Ireland



Arna chomhchistiú ag  
an Aontas Eorpach

Co-Funded by the  
European Union