

Bord Iascaigh Mhara

Seafood Innovation Programme 2026 Prospectus



Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach
Co-funded by the
European Union



Programme Overview

The Seafood Innovation Programme is a nine-month learning and capability-building initiative designed for Ireland's seafood processing and primary production sectors.

It provides a structured and practical development journey that strengthens innovation, commercial, and product development skills across participating companies.

The programme involves a mix of workshops, hands-on exercises, site visits, guest speaker sessions, fireside chats, international exposure, coaching, and peer learning. Participants progress from early idea generation through to prototype development, pilot testing, and planning for long-term scaling and impact.

Several modules take place over two consecutive days and include an overnight stay. This allows for deeper immersion, enhanced group collaboration, and more meaningful progress on each participant's innovation project.

The experience is designed to be highly engaging and interactive. Participants will complete project tasks and assignments throughout the nine months to ensure that learning is consistently applied and that real progress is made between modules.

Who the Programme is for

The programme is designed for seafood companies who want to build or strengthen their innovation capability. It is suitable for participants that want to:

- Develop new value-added products, formats, or services
- Strengthen creativity, idea generation, and commercial thinking
- Improve market orientation and understanding of buyer and consumer needs
- Explore opportunities in sustainability, digitalisation, and AI
- Develop prototypes and test new concepts with real evidence
- Build confidence in pricing, financial evaluation, and business case preparation
- Introduce more structured innovation processes within their organisation

Participants often include:











Individuals with 3+ years of experience in innovation or new product development, including those in commercial, operations, or marketing roles who hold responsibility for NPD or innovation activity.

Programme Structure

The programme consists of several connected components that together form a complete learning journey.

Programme Modules

Alongside the modules outlined below, participants will receive 1-1 coaching support throughout the programme to help them shape, test, and refine their innovation projects.

	MODULE 0_PRE-PROGRAMME KICK-OFF <i>Establishing context and setting initial direction</i> Sets the foundation for participation by orienting individuals to the programme and helping them identify an early challenge or opportunity to focus on.		MODULE 5_WHAT YOU NEED TO KNOW ABOUT AI <i>Identifying digital and AI-enabled opportunities</i> Introduces practical applications of AI and digital tools that can support innovation, efficiency, and competitive advantage in seafood businesses.
	MODULE 1_THE INNOVATION IMPERATIVE & SPRINT (HUNCH & DEFINE) <i>Understanding innovation and shaping the problem</i> Explores what innovation means in the seafood sector and helps participants define a clear problem or opportunity to pursue.		INTERNATIONAL FIELD TRIP <i>Learning from global innovation and best practice</i> Offers international exposure to innovative technologies, sustainability advancements, and global market insights that can inspire new thinking.
	MODULE 2_INNOVATION FRAMEWORKS, PORTFOLIOS & SPRINT (PROTOTYPE & PILOT) <i>Exploring innovation approaches and generating ideas</i> Introduces practical frameworks and techniques to develop early ideas and decide which opportunities warrant further exploration.		MODULE 6_PROTOTYPE <i>Turning ideas into early-stage solutions</i> Focuses on creating and strengthening tangible prototypes that bring ideas closer to real-world application.
	INNOVATION SITE VISIT (PLACE OF INNOVATION) <i>Understanding innovation through real-world examples</i> Gives participants exposure to leading innovation environments to inspire thinking and identify relevant practices for their own context.		MODULE 7_PILOTING & REFINING <i>Testing ideas in practice</i> Supports participants to run small-scale pilots, gather evidence, and refine their concepts based on practical feedback journey.
	MODULE 3_DISCOVERY & INSIGHTS <i>Developing insights from customers, markets, and the value chain</i> Builds a deeper understanding of customer needs, market trends, and value-chain dynamics to guide stronger innovation decisions.		MODULE 8_SUSTAINING & SCALING <i>Planning for long-term growth and implementation</i> Examines the capabilities, partnerships, and funding needed to implement, grow, and sustain the innovation.
	MODULE 4_UNDERSTANDING THE FINANCIALS <i>Assessing commercial viability</i> Provides the financial grounding needed to evaluate whether an idea is feasible, sustainable, and capable of generating value.		MODULE 9_SHOWCASE & REFLECTION <i>Communicating outcomes and reflecting on progress</i> Provides a platform to present final concepts, share learning, and consolidate the overall innovation journey.



International Field Trip

The international field trip provides:

- Visits to processors, innovation hubs, technology centres, and exhibitions
- Exposure to global seafood trends and new consumer expectations
- Insight into novel technologies, automation, and sustainability models
- Structured reflection sessions to translate global learning into local actions

Participants return inspired, informed, and equipped with new ideas and perspectives

Coaching and Applied Support

Each company receives up to three days of tailored coaching. Coaching supports real project progress, helps solve barriers, and ensures participants continue to move forward between modules

What Participants Can Expect

Participants can expect:

- A highly engaging, practical, and immersive learning experience
- Structured tools and templates that can be used in daily work
- Assignments after each module
- Hands-on learning through sprints and real-world exercises
- A supportive cohort learning environment
- Access to mentors, coaches, guest speakers, and industry leaders
- Exposure to best practice nationally and internationally
- A final innovation dossier and project showcase

Programme Benefits

The programme helps companies:

- Establish a structured, repeatable approach to innovation
- Strengthen commercial decision-making and market understanding
- Deepen insight into customers and emerging opportunities
- Accelerate product development cycles through evidence-led prototyping and testing
- Enhance sustainability thinking and digital readiness
- Build leadership and personal capability for innovation
- Develop a supportive innovation network across the sector
- Make informed NPD decisions and manage implementation (including buyer engagement) using practical tools

Time Commitment

The programme runs over nine months and includes:

- 12 to 15 in-person contact days
- Several two-day modules with overnight stays
- A multi-day international field trip
- Module assignments and project tasks
- Up to three days of one-to-one coaching
- Additional independent work between modules



For more information

Please contact:

Gavin McGrath
Katie Healy

Gavin.McGrath@bim.ie
Katie.Healy@bim.ie

Bord Iascaigh Mhara
An Cheannoifig
Bóthar Crofton,
Dún Laoghaire,
Co. Bhaile Átha Cliath
A96 E5A0

Irish Sea Fisheries Board
Head Office
Crofton Road,
Dun Laoghaire,
Co. Dublin
A96 E5A0

T +353 1 214 4100 | E info@bim.ie | www.bim.ie