

Economic research and innovation zone

“ You can never change things by fighting the existing reality”

“To change something build a new model and make the existing obsolete”

Buckminster Fuller

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Irish Sea Rim - vision and mission

ISR can develop as a regional counterbalance to London

ISR can drive socio-economic growth across national boundaries and develop regional excellence

Initiated to explore the potential for innovation and collaboration around the Irish Sea, encompassing 2 nation states, 6 countries, and a wealth of public and private sector linkages



Executive summary

This project looks to link government, business, academia and community in a quadruple helix, via a holistic multi-level approach. Open innovation will encourage partnership working and networking; it is envisaged this methodology will create new business opportunities, promote knowledge exchange & business growth; increased turnover & staffing levels & open new markets via regional & transnational collaborations.

A multi-national (6 home countries) strategic socio-economic collaborative network, with funding through a sustainable cost model, with numerous streams will be created. This will include research councils, European funding (H2020, ERDF & Interreg), growth funds, SEIS, EIS, KTPs, sponsorship, philanthropy, crowd funding, generation of funds through delivery of services, doctoral training centres, CPD training; and from other income areas and opportunities.

Initially the project will target energy; other sectors ISR will work in are: science & technology, sustainability, connectivity, communities, health & wellbeing. ISR will explore wellbeing through cycling as a mode of transport as well as a competitive sport and recreation through events such as sportive rides. Wellbeing will look at healthy eating, behavioural change (societal) & coaching from a lifestyle angle. The project will explore charitable angles to delivering key outputs.

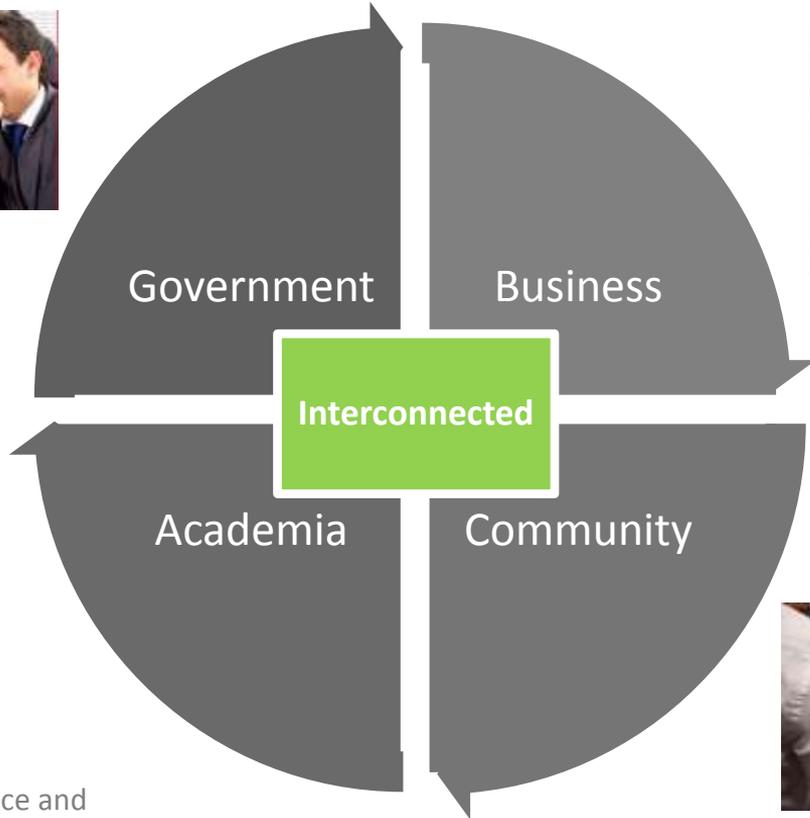
A Doctoral Training Centre will be explored where executive education & business facing PhDs can be linked & supported via a common thread. The centre piece to the project will be an annual week long event that will link businesses with an international sporting event, that will operate as a both business engagement road show and sporting event.

ISR also plans to investigate how excellence at elite level sport is transferable to high growth and ambitious businesses. CEOs and MDs can learn much from elite level athletes and vice versa. The synergistic learning (management, leadership, application) from high pressure situations in elite level sport and business have much in common

Linkages



Quadruple helix model



Communities Holistic
Model Lifestyle Approach



An opportunity to promote excellence and knowledge exchange across 4 key sectors



Business around the Irish Sea Rim

493,000 businesses:

- 410,000 micro
- 68,000 small
- 13,000 medium
- 2,000 large



Business support around the Irish Sea Rim

Wide array of business support organisations:

- 15 Science and Tech. Parks
- 13 Chambers of Commerce
- 8 Offices for Small Business
- 3 Enterprise Agencies



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Governance around the Irish Sea Rim

Governance

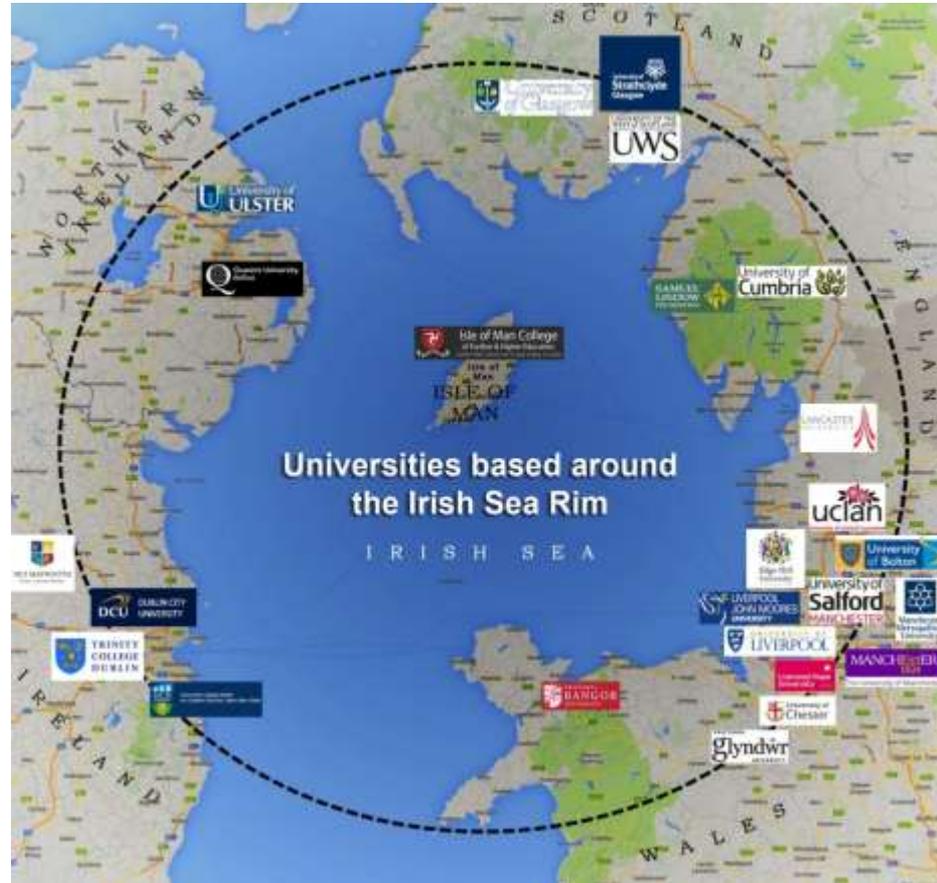
- 2 National Governments
- 5 Devolved Governments
- 27 Local Councils
- 5 Local Enterprise Partnerships



Academic institutions around the Irish Sea Rim

26 Higher Education providers:

- >350,000 undergraduates
- >100,000 postgraduates
- >30,000 academics



- Collaborative working
- Academic rigour
- Knowledge exchange
- Student projects
- Networking opportunities
- Research projects
- Doctoral centres
- Employment pool



Quantifying energy resource and capability in ISR zone

Core focus: Energy

Widespread energy technologies including wind, solar, biomass and hydro:

- Wind farms, (offshore & onshore)
- Key nuclear installations
- Grid connections
- Energy storage
- Energy efficiency
- Extensive marine & shale gas resources
- Energy Systems Catapult (TSB)
- Energy Catalyst (TSB)



Irish Sea Rim Marine Energy Group

Interconnectivity around the Irish Sea Rim

Wide-ranging connectivity, including major transport logistics and infrastructure:

- 10 airports
- 10 seaports
- Regional and national road & rail networks
- Hubs & facilities



Tour of the Irish Sea Rim

A holistic link of a wealth of enterprise, public-sector bodies, HEIs and local communities

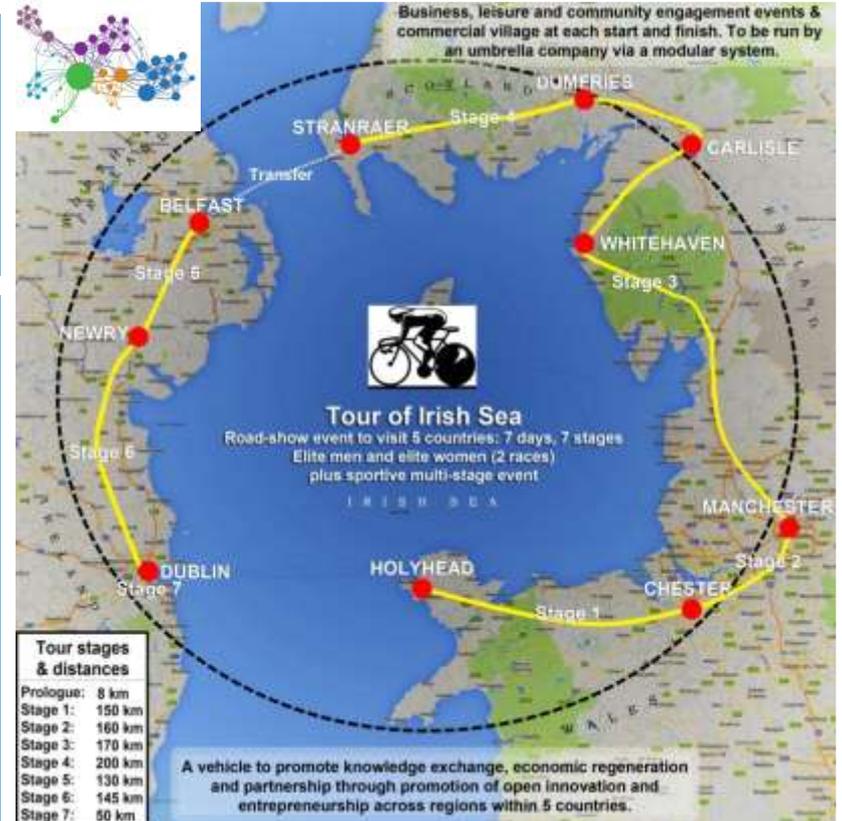


Tour of Irish Sea

(Road-show event to visit 5 countries)
7 days – 7 stages
Elite Men & Elite Women
(2 races) plus sportive multi-stage event

Holistic links:

Chambers of Commerce; Local Enterprise Partnerships; Regional and City Councils; Trade Associations; Integrate SMEs; Business Breakfasts; Innovation Challenge; BIS; Manufacturing; Tourism Boards; Community Engagement; Enterprise Ireland; Digital industries; Arts; Universities; Doctoral Centre; Leadership Centre; Executive Education; Network & Funding Events

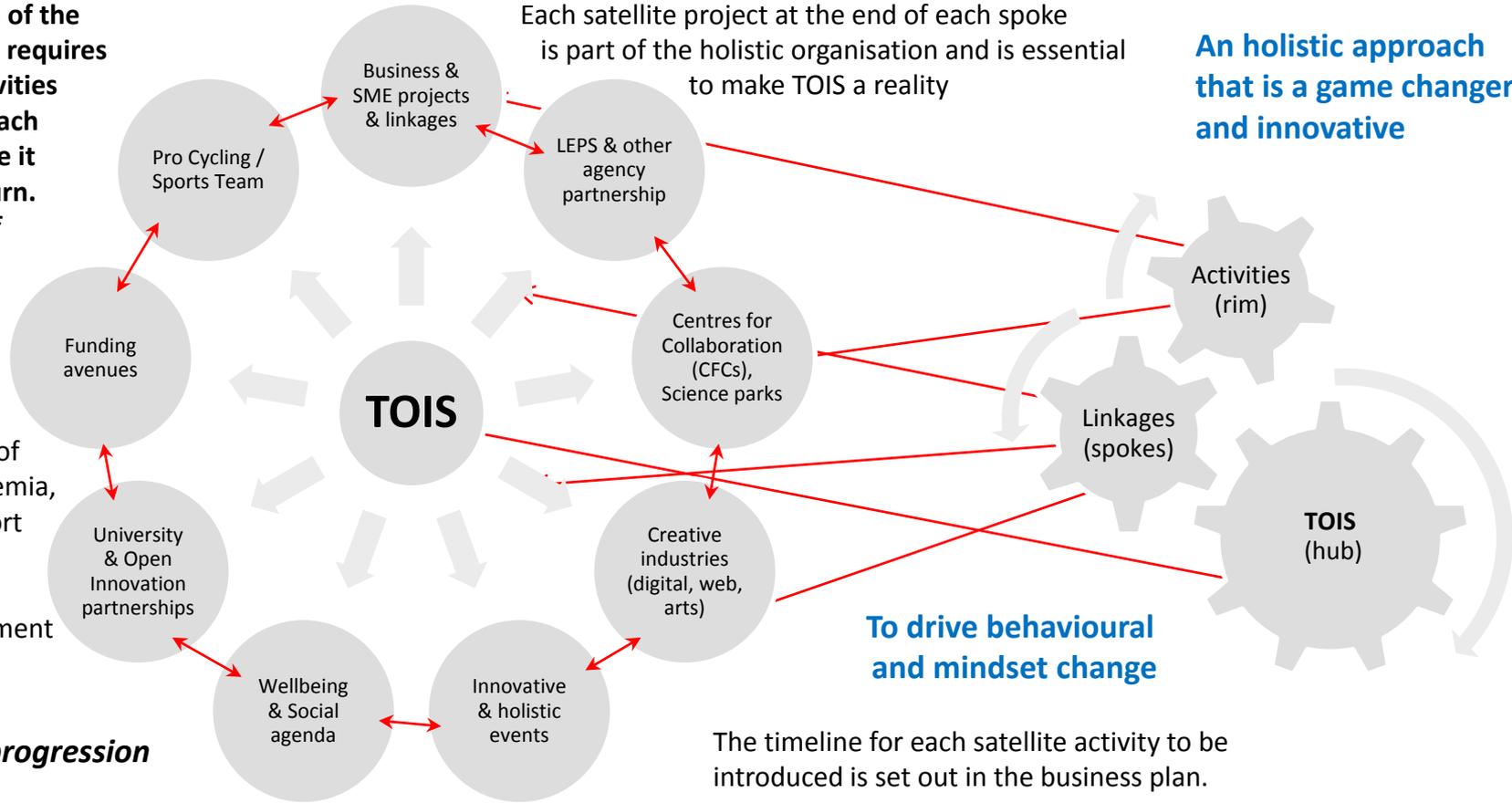


Tour of Irish Sea

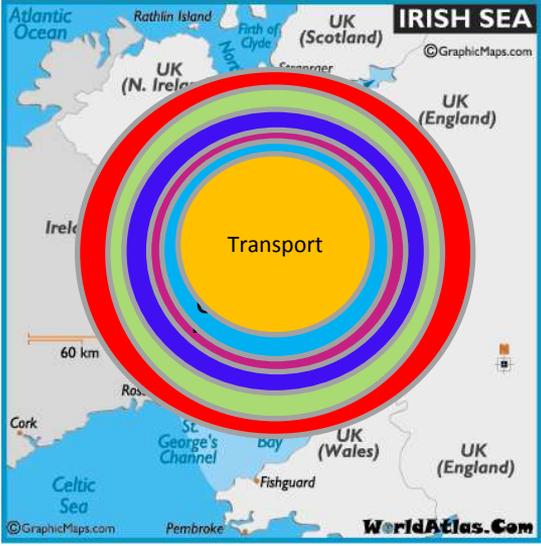
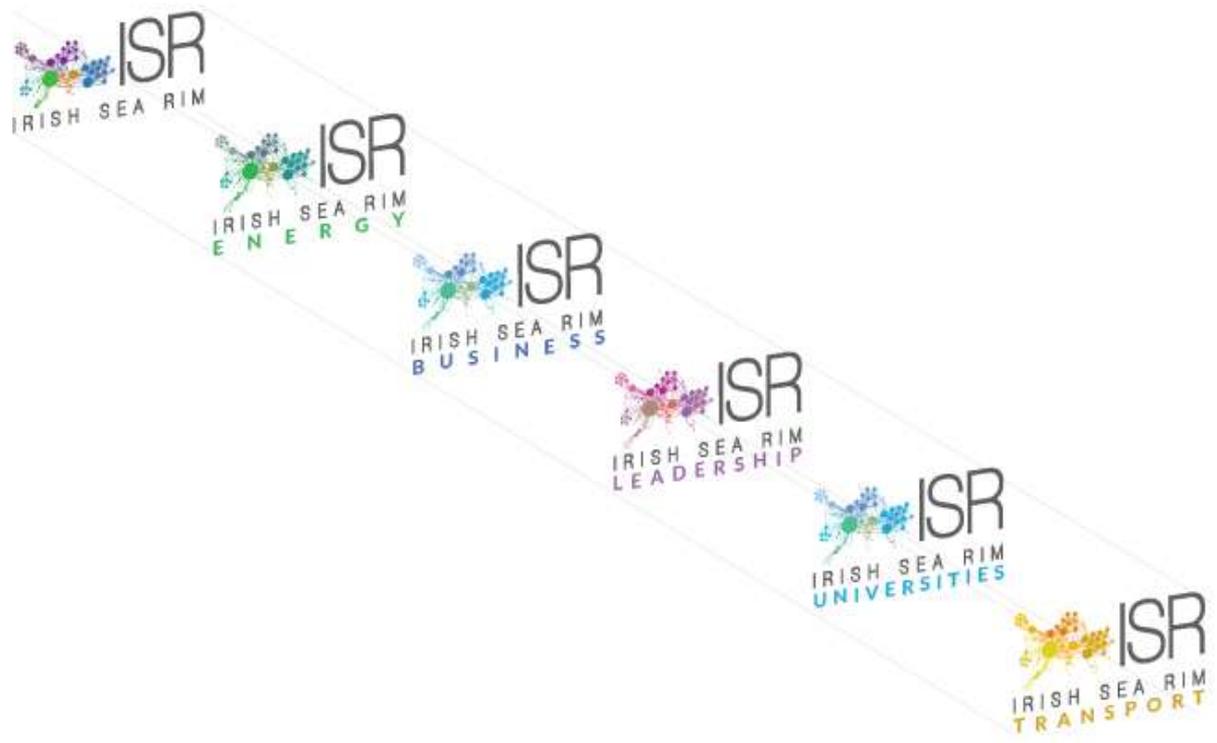
TOIS is the hub of the enterprise that requires numerous activities at the end of each spoke to ensure it continues to turn. The analogy of the wheel has never been more apt!

TOIS is an amalgamation of business, academia, society and sport to deliver economic and social improvement around the ISR

Timeline of progression 2014 - 2020



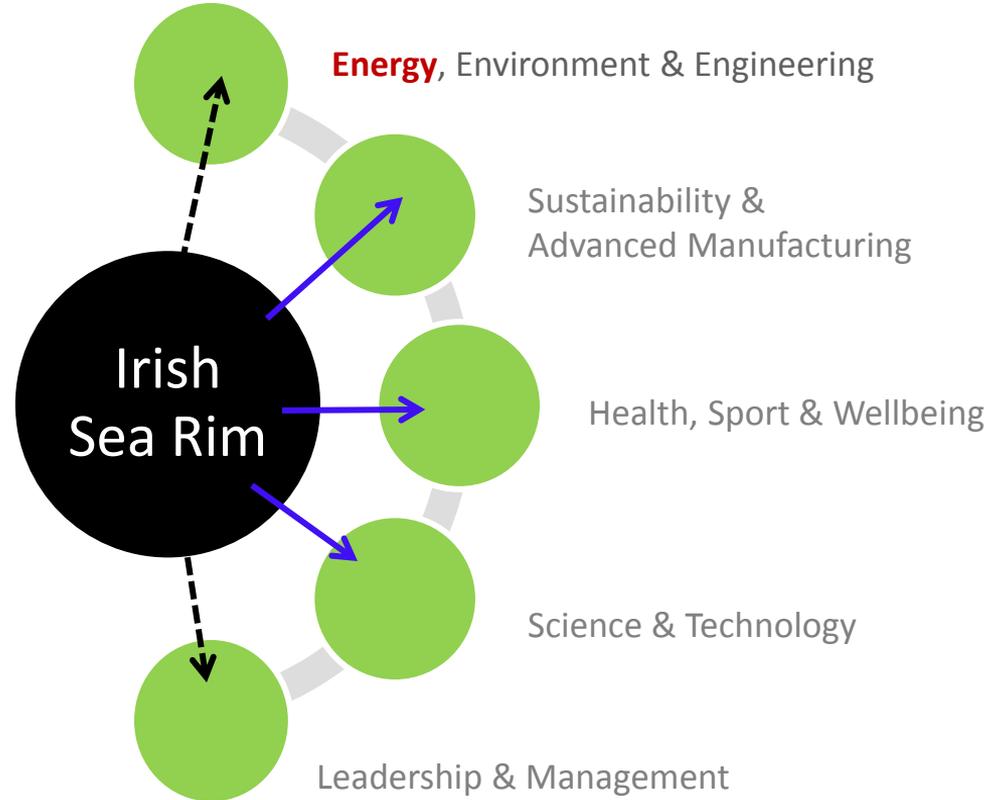
ISR sectors: multi-layered 3-D matrix



Multi level projection of Irish sea concept

- **Energy**

- Health & Wellbeing
- Sustainability
- Built Environment
- Connectivity & Transport
- Logistics and Supply Chain
- Skills & Employment
- Economic & Growth
- Social & Communities
- Historical & Cultural
- Arts and Creative Industries (digital)



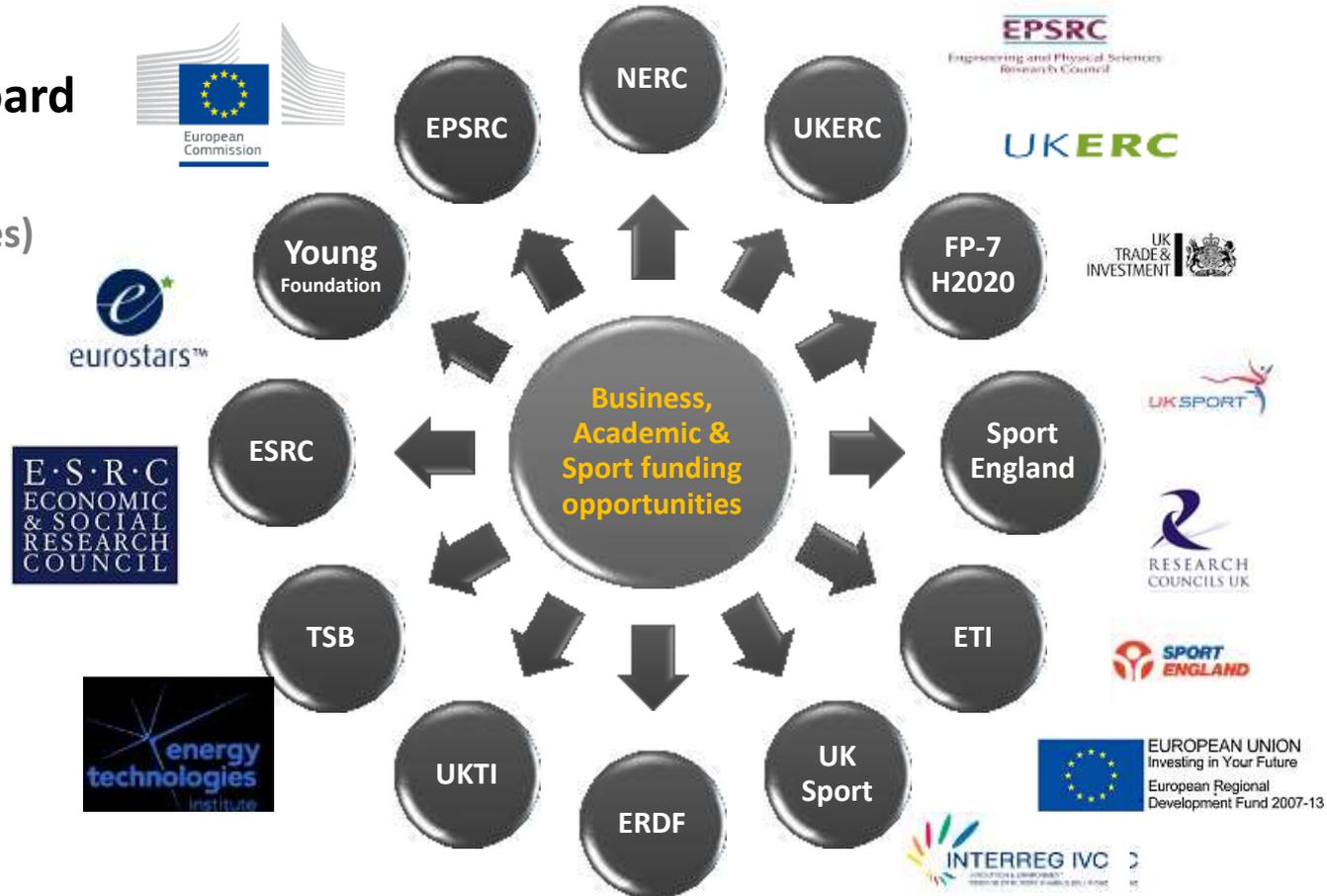
STRATEGIC COLLABORATION & FUNDING OPPORTUNITIES

Technology Strategy Board

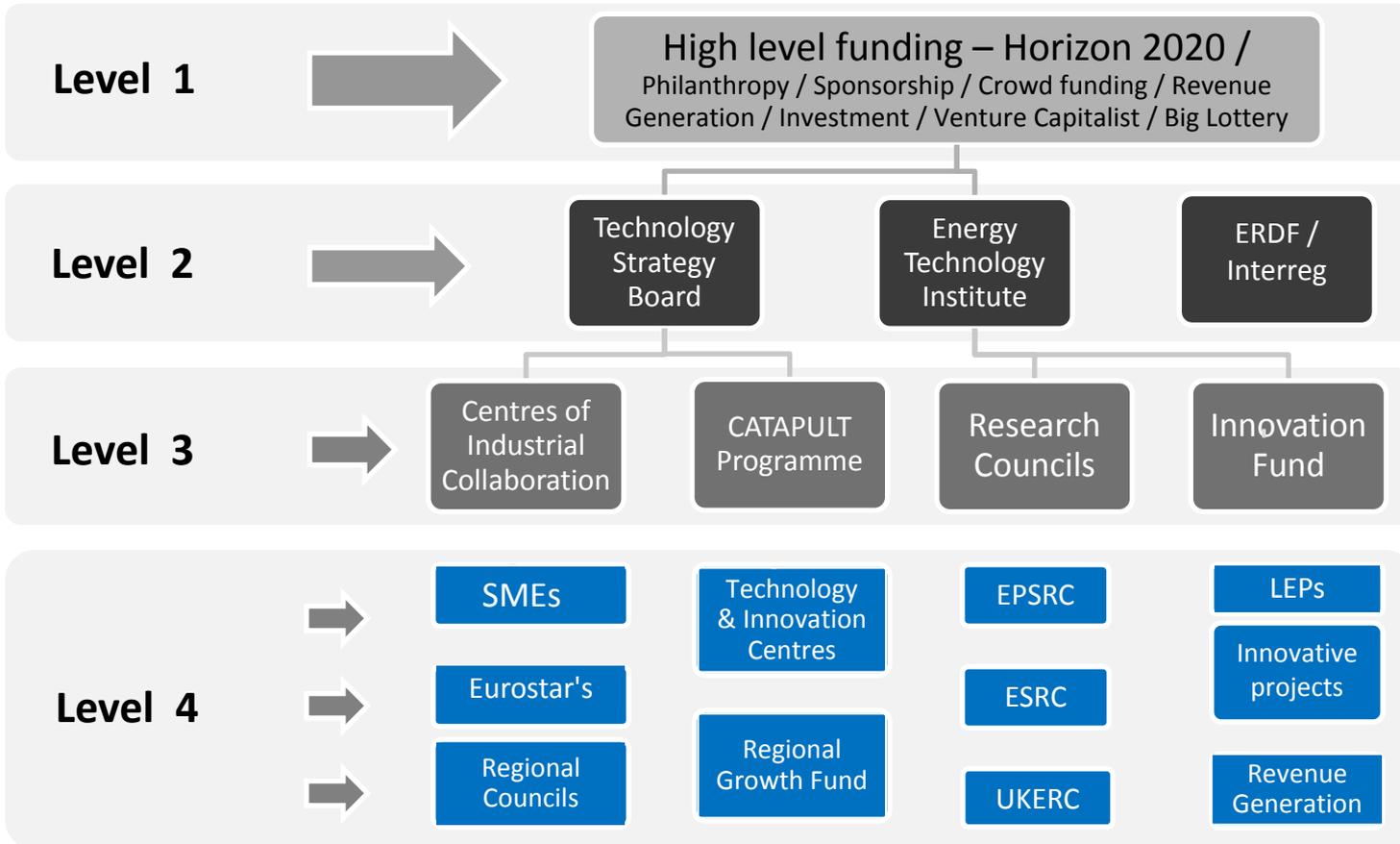
Driving Innovation

Links to R&D&I (opportunities)

1. Project funding
2. Sustainable model
3. Doctoral Training Centre (Business / Leadership / Sport)
4. Research Excellence Framework (REF) contribution



Multiple funding sources are important



This is an example of how a strategic model may operate to assist delivery and generate additional value and funding

Irish Sea Rim - Funding avenues

| Funding body | Description | Bid amount | Timeline |
|-----------------------------|------------------------------------|------------------------|-------------|
| Interreg | Multi-partner (country) project | 10,000,000 | 2014 – 2020 |
| ERDF | Multi-partner project | 10,000,000 | 2014 – 2020 |
| Horizon 2020 | Project with SMEs at centre | 10,000,000 | 2014 – 2020 |
| EPSRC | Doctoral Training Centre | 5,000,000 | 2014 – 2020 |
| ESRC | Research Funding | 5,000,000 | 2014 – 2020 |
| Innovation voucher | Seed corn funding | 5,000-20,000 | 2013/2014 |
| Big Lottery | Various projects | 2,000,000 | 2014 - 2020 |
| Eurostar's | Multi partner projects | 500,000 | 2014 – 2020 |
| UK Sport | Links to sport angle of project | 500,000 | 2014 – 2020 |
| Technology Strategy Board | Innovative projects/KTPs/other | 1,000,000 | 2014 – 2020 |
| Energy Technology Institute | Projects linked to energy | 1,000,000 | 2014 – 2020 |
| Innovation Fund | Innovative projects | 500,000 | 2014 – 2020 |
| Regional Growth Fund | Projects that show regional growth | 500,000 | 2014 – 2020 |
| Catapult Programme | Funds to kick start the enterprise | 500,000 | 2014 – 2020 |
| Crowd Funding | To explore how this fits | Unlimited (~5,000,000) | 2014 – 2020 |
| Sponsorship | From all sectors | Unlimited (~5,000,000) | 2014 – 2020 |
| Philanthropy | Bowland Trust | Unlimited (~5,000,000) | 2014 – 2020 |

Irish Sea Rim - Collaborative Network

Strategic development plan

2013

2014

2015

2016

2017

2018

Evaluation of resources
Systems & Operational
Planning
CIC & Limited Co
Implement HR
Sponsorship &
Commercial
opportunities
Business links
Coaching & Technical
ability
Social enterprise
Strategic development
Funding calls

Irish Sea Rim Project
Business outreach
Sponsors / Philanthropy
opportunities
Business planning
Systems approach
CPD courses
Volunteer group
Conferences
Business events
Due diligence / HR systems
Funding opportunities
Open Innovation
Commonwealth Games
Glasgow

Tour of Britain & Ireland
launch
Skills training
European projects
Manufacturing excellence
Strategic development
Business networks
Funding opportunities
SME support
Innovations
Year-on-year growth/
improvement
SME training
Knowledge exchange
Wellbeing agenda

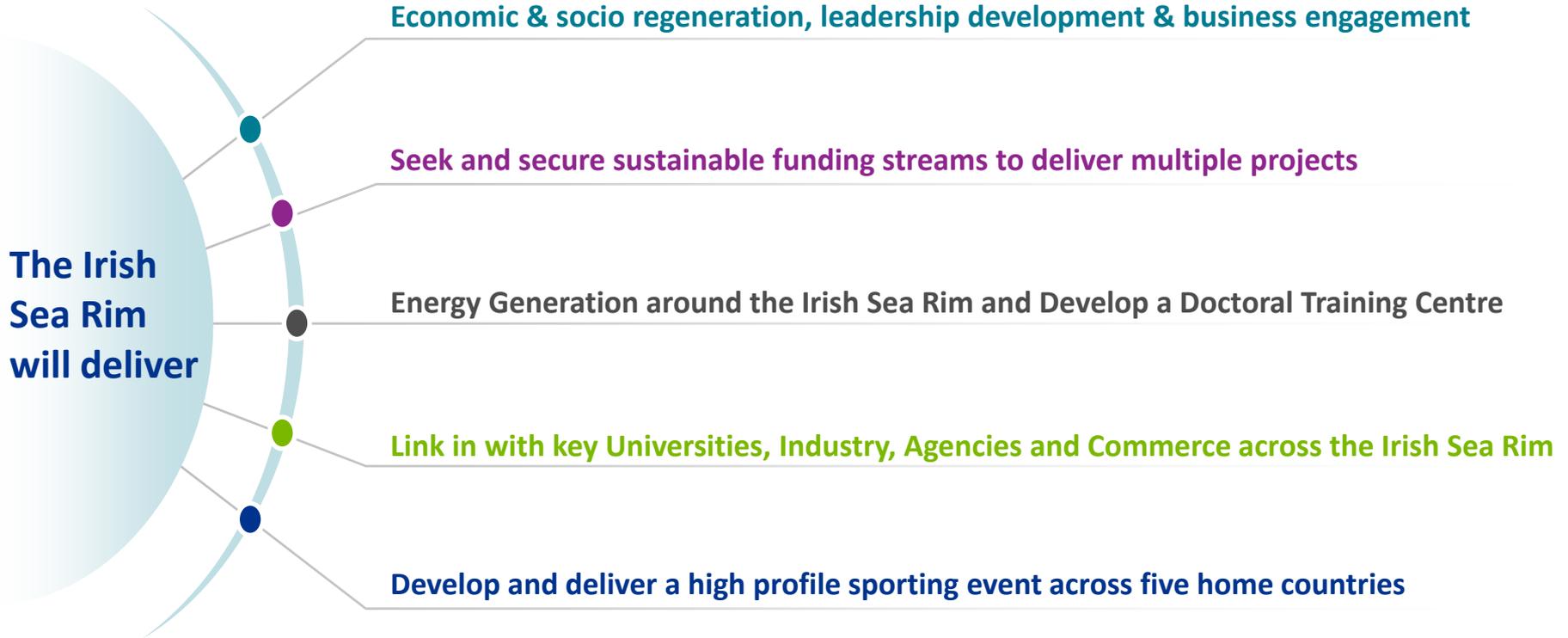
On-going/new events
Innovation breakfast
Energy centre
Innovation strategy
Interreg project
Charity support
Leadership programmes
Operational planning
Doctoral Train Centre
Sponsorship
Skills training
Funding opportunities
CPD training
Rio Olympic Games

New events introduced
(International)
CSR
Strategic Leadership
Centre
Business networks
Pro-social
Strategic Development
Coaching
Wellbeing agenda
Continued staff
development
Sponsorship planning
Open innovation

Launch new events/ideas
Systems update
Lifestyle model
Staff development
Strategic development
Open innovation
Decision matrix
UCI Team
Funding channels
Selection criteria
CPD training
Leadership programme

Sustainable progression: cross-cutting themes - link to strategic goals

ISR - summary



Progress & Next steps

Irish Sea Rim launch conference

- Summer 2014
- Link with stakeholders, communities, social entities and organisations

Irish Sea Rim Marine Energy Group

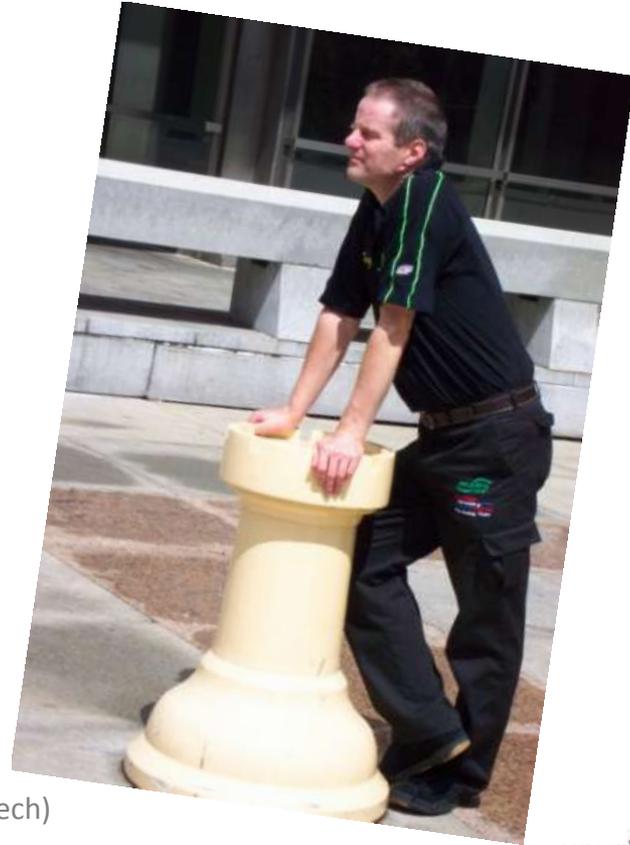
- Energy Conference with BEC (November 2014)
- Across all energy technologies, grid connections, storage, efficiency

Developing funding and project ideas

- Interreg, ERDF, H2020, TSB, DECC, SEIS, EIS, UKTI, EENW, etc...
- Engaging partners and stakeholders
- Building funding streams (e.g. high net worth people)
- Link with current projects to bring added value

Irish Sea Rim Ltd. (Group Company) & UCLan

- Irish Sea Rim – Energy Ltd.
- ISR Events & Management Ltd.
- Developing presence around ISR
- Stakeholders, staff, offices, facilities, resource
- Engaging ISR partners
- Government, Academic, Corporate, 3rd Sector, SME, etc. (add link to AS speech)



Irish Sea Rim - Summary

“ The Irish Sea can, and perhaps should, be viewed in the same way we regard the Mediterranean: as a maritime link that provides communication, economic wealth, cultural exchange and a strong sense of community and shared experience. ”

- Dr Phil Leigh, ISR Director





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