

# Intrapreneurship in Irish Regions

Project Kick-Off Meeting

17th September 2020



This project is carried out with funding by the European Union via the Structural Reform Support Programme and in cooperation with the European Commission's Structural Reform Support Service



# Agenda

1. Introductions
2. Presentation by the Project Team on the background, objectives & project deliverables
3. Discussion on project governance and participation of stakeholders, including establishment of a Steering Committee
4. 'What does success look like'
5. Next steps (and next meeting)
6. Any other business

# 1. Introductions

- AARC Project Team
- DG REFORM
- South East Development Office
- Steering Committee

## 2. Background

- ISEDO request to DG REFORM
- Request for Service issued in.....
- AARC proposal submitted and accepted .....
- Initial telecon DG REFORM /South East Development Office /AARC: 3/9/20

# 2. Objectives

- Analysis of baseline level of intrapreneurial activity within large companies in the South East Region
- Overview of current situation with regards to successful intrapreneurship in Ireland & selected leading countries
- Develop an action plan and associated toolbox and provide recommendations of relevant programmes to increase intrapreneurship within companies
- Capture the learning and recommendations from the project & prepare a strategy for the South East Development Office to communicate the results of the project regionally, nationally and across the EU
- Embed & sustain the outputs to maximise the effectiveness of the technical assistance in the longer term, set out a clear path forward for ISEDO & disseminate the project to a wider audience

# Expected Outcomes

- Set benchmarks to improve intrapreneurial performance and enhance levels of intrapreneurship
- Increase opportunity for collaboration, innovation activity, diversity and increased competitiveness within a new ecosystem
- Dissemination of outcomes and recommendations regionally, nationally and across EU

Deliverable	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Inception Report	■															
Assessment Report		■	■	■												
Technical Report			■	■	■	■										
Action Plan & Toolbox							■	■	■	■	■	■				
Evaluation Report & Dissemination Strategy										■	■	■	■	■	■	
Final Report																■

# Definition of Intrapreneurship



# Activities: Inception Report (D1)

Task 1	Task 2	Task 3	Task 4
Agree methodology & overall project plan	Agree communication strategy	Establish Steering Committee	Finalise Inception Report

# Activities: Assessment Report (D2)

Task 1	Task 2	Task 3	Task 4	Task 5
Conduct desk research & analysis of data from stakeholders to determine level of intrapreneurship and regional innovation ecosystem in South East region	Conduct interviews with large companies to identify the level of structured engagement which supports intrapreneurship	Conduct interviews with regional entrepreneurs who have spun out from large sized enterprises	Conduct interviews with a range of local and regional institutions to provide insight into successful / unsuccessful intrapreneurship & to identify necessary supports	Prepare assessment on the baseline level of intrapreneurial activity within companies in the South East Region

# Activities: Technical Report (D3)

## Task 1

Conduct desk research to identify best practices case studies with a particular focus on government supported intrapreneurship programmes

## Task 2

Conduct interviews with key international experts in intrapreneurship  
Comparison between global practices & intrapreneurship in South East Region

## Task 3

Identify success metrics

## Task 4

Develop impact & assessment model

# Activities: Action Plan & Toolbox (D4)

Task 1	Task 2	Task 3	Task 4
<p>Present findings of D3 at workshop</p>	<p>Refine action plan with stakeholders Develop toolbox</p>	<p>Test action plan &amp; toolbox with sample companies Interviews with policy makers Conduct Interviews with CEO's on intrapreneurship programme design</p>	<p>Present action plan and toolbox to agencies in South East, make policy recommendations.</p>

# Questions & Clarifications on Deliverable 4

- Draft toolbox
- Finding the companies (how, who)
- Time to test toolbox
- How many companies
- Level of involvement in the test

## Activities: Evaluation Report & Dissemination Strategy (D5)

### Task 1

Collect & summarise all results, findings & recommendations from the report in an Evaluation Report

### Task 2

Develop dissemination strategy with the aim to raise awareness of the project to communicate its findings and maximise its impact

# Activities: Final Report (D6)

## Task 1

Final report prepared  
Provide guidelines through post project recommendations

## Task 2

Organise final event to learn from experience and outcomes of project

# 3. Project Governance



# 3. Identification of Key Stakeholders

- Ireland South East Development Office (ISED)
- Incubators
- Enterprise Ireland (EI)
- Ireland Development Agency (IDA)
- South East Business Innovation Centre (SEBIC)
- Local Enterprise Offices of the South East (LEO's)
- Institutes of Technology in the South East Region
- Large companies in the South East region

# 3. Establishment of a Steering Committee

- Suggestions for membership of Steering Committee
- Proposed Schedule of Meetings for Steering Committee
- Discussion of key stakeholders – who they are and how we contact them

## 4. What does success look like

- Active participation of stakeholders
- Knowledge and capacity of stakeholders increased
- Increased capacity for collaboration, innovative activity and competitiveness developed
- Learnings and recommendations of project successfully disseminated to range of audiences at regional, national & EU level

# 5. Next Steps

- Agreement of approach
- Selection of best practice case studies for technical report
- Establishment of a Project Steering Committee
- Finalise the Inception Report
- Make initial contact with Stakeholders
- Begin data collection



# 6. Discussion and AOB

- Questions and clarifications
- Next meeting

