

SOUTH EAST

REGIONAL ENTERPRISE PLAN TO 2024

Overview of Actions

IRELAND
SOUTH
EAST



OUR VISION

This plan is designed to create resilience in the regional economy by addressing identified gaps and maximising opportunities while focussing on developing a sustainable future. The objectives and actions in the plan have been developed out of an extensive consultation period throughout 2021 where stakeholders gave their time to contribute to discussions and workshops. Education and skills are central to regional economic development and this Regional Enterprise Plan aligns as closely as possible to the new South East Technological University with a view to ensuring it can be genuinely transformative for the region.

We are working towards the shared vision of the South East becoming an even more thriving, innovative and creative regional economy with high-value output, a broad range of job opportunities and becoming the place of choice in which to work and invest.

THE FIVE STRATEGIC OBJECTIVES OF THE PLAN:

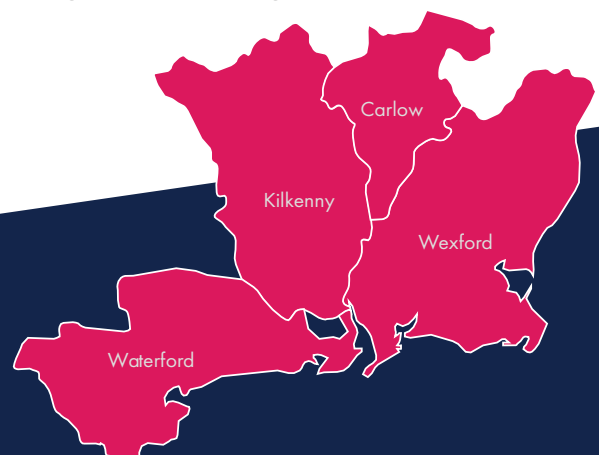
Start and Grow: Encouraging entrepreneurship and enhancing the region's start up ecosystem.

Green Growth: Ensuring that the green economy becomes an engine for future job creation and economic growth in the region.

Smart Specialisation and Clustering: The principles of smart specialisation and clustering are critical for the region to create a resilient, inclusive, sustainable, and competitive economy.

Innovate: Building on our existing RD&I capacity to place innovation at the heart of the South-East economy.

Place: Developing a region that is attractive to both domestic and international visitors and communicating the benefits of living and working in the South-East.



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STRATEGIC OBJECTIVES AND ACTIONS



STRATEGIC OBJECTIVE 1: START AND GROW

- Action 1.1** Establish a South-East advisory board of established senior entrepreneurs and develop a structured programme of engagement for this group.
- Action 1.2** Enhance coordination of public start-up supports across the region.
- Action 1.3** Deliver on the South-East Technological University's objective of supporting entrepreneurship and enterprise development in the region.
- Action 1.4** Increase investment in RDI support structures to maximize opportunities for enterprises to effectively engage, access and exploit knowledge and IP.
- Action 1.5** Build on EU-funded Pilot South-East Intrapreneurship Report to support local companies realise new opportunities.



STRATEGIC OBJECTIVE 2: GREEN GROWTH

- Action 2.1** Position the South-East as an Offshore and Onshore Wind Energy Hub.
- Action 2.2** Develop a Strategic Approach to Regional Green Skills at Further and Higher Education levels.
- Action 2.3** Support the growth of a National Centre of Excellence in Sustainable Food, Forestry and Marine Innovation in the South-East.
- Action 2.4** Support the growth of a National Centre of Excellence for High Performance Buildings in Wexford.
- Action 2.5** Green Awareness – Promotion of Industry Best Practice in Sustainability and Green Opportunities.



STRATEGIC OBJECTIVE 3: SMART SPECIALISATION AND CLUSTERING

- Action 3.1** Develop a coherent approach with industry-driven governance to strategic development of key South-East clusters.
- Action 3.2** Expand and enhance industry engagement with the South-East Engineering Cluster.
- Action 3.3** Expand and enhance industry engagement with the South-East Financial Services Cluster.
- Action 3.4** Assess and progress the South-East ICT Cluster.
- Action 3.5** Explore potential to start and grow an industry-led South-East Life Sciences Cluster.
- Action 3.6** Explore potential to start and grow an industry led South-East Agri-food, Forestry and Marine Cluster.
- Action 3.7** Local Enterprise Offices to develop four Regional micro-clusters in Pharma/ Lean Manufacturing/ Green/ Digital Marketing.



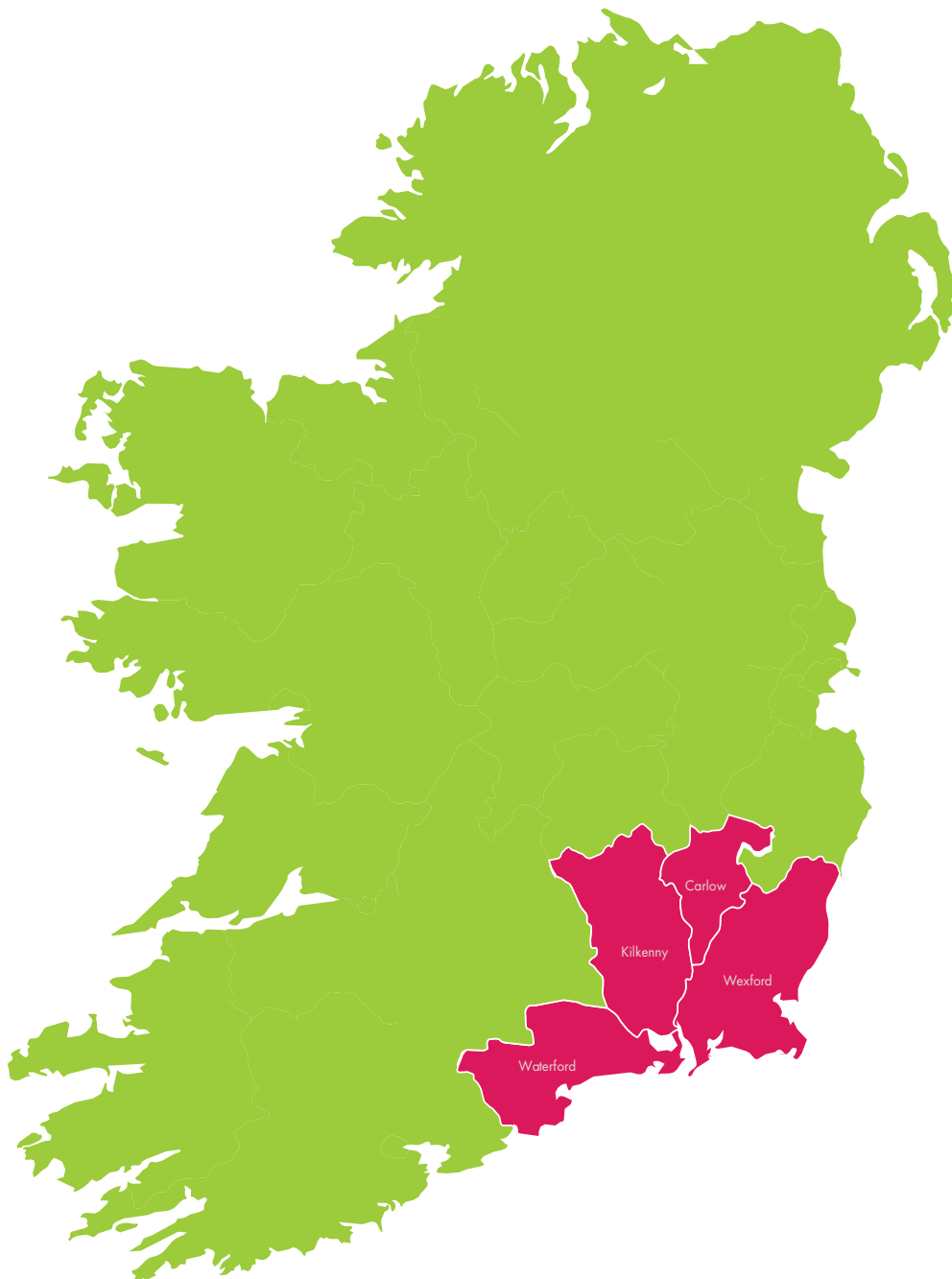
STRATEGIC OBJECTIVE 4: INNOVATE

- Action 4.1** Explore a feasibility study for a TU multi-disciplinary research centre of excellence.
- Action 4.2** Create a LEO South-East virtual Innovation Hub.
- Action 4.3** Identify opportunities to scale and increase enterprise engagement in the Life Sciences innovation, research and development ecosystem in South-East.
- Action 4.4** Identify opportunities to scale and increase enterprise engagement in Advanced manufacturing innovation, research and development ecosystem in South-East.
- Action 4.5** Identify opportunities to scale and increase enterprise engagement in the ICT innovation, research and development ecosystem in South-East.
- Action 4.6** Position the South-East as a destination for design-led thinking, design innovation, education and training.
- Action 4.7** Explore opportunity to develop a Financial Services Centre of Excellence in the South-East.
- Action 4.8** Identify opportunities to scale and increase enterprise engagement in the Agri-Food, Forestry innovation, research and development ecosystem in the South-East.
- Action 4.9** Advance KCETB's Further Education and Training College of the Future.
- Action 4.10** Complete the development of the WWETB Wexford FET College.
- Action 4.11** Position the South-East as a productivity and process improvement hub for companies through increased engagement in enterprise excellence research, innovation, training and clustering.



STRATEGIC OBJECTIVE 5: PLACE

- Action 5.1** Implement the Ireland's Ancient East South-East Tourism Action Plan to enhance visitor experiences in activity tourism; food and drink tourism; history and culture tourism; and castles, houses and gardens.
- Action 5.2** Strengthen upskilling opportunities in hospitality and customer service in the South-East.
- Action 5.3** Scale up the Ireland South-East marketing campaign for the region.
- Action 5.4** Position the South-East as Ireland's top remote working location.



2 | RESOURCING REQUIRED TO MAKE STEP-CHANGE

