

Return this application form to your nearest ICE partner

Ireland

ICE Programme Manager
Regional Development Centre
Dundalk Institute of Technology
Dublin Road, Dundalk, Co. Louth, Ireland

M + 353 87 4174681
T + 353 42 9391038
E ice@dkit.ie

Northern Ireland

ICE Project Manager
Room 1B11
Ulster Business School
University of Ulster
Jordanstown campus
Newtownabbey
Co. Antrim, BT37 0QB

T + 44 28 90368992
E ice@ulster.ac.uk

Scotland

ICE Project Manager
Innovation for Competitive Enterprises (ICE)
Room W207A
Hamish Wood Building
Glasgow Caledonian University
Glasgow, G4 0BA

T + 44 141 3318282
E ice@gcal.ac.uk

www.iceprogramme.com



About ICE

The Innovation for Competitive Enterprises (ICE) programme aims to help small to medium sized companies develop their potential for innovation thus increasing competitiveness and improving profitability.

ICE will support the implementation of hands-on in-house Innovation initiatives that will help SMEs to develop their innovative capacity and capability. The programme is focused on improving competitiveness through the commercialisation of new ideas, products and processes on a cross border, cross regional basis.

Results focused approach – aims to improve your bottom line

In house

The project team will go to your premises and work closely with you and your team to identify and develop new ideas and to commercialise and bring them to market over 12 months

Tailor made

Each in house programme is developed with you, to meet the specific needs of your business

Expertise

Provide access to experts with proven track records in successfully bringing new ideas to market

Skills

Will work to develop core skills and knowledge about how to develop an innovation culture in your company

Opportunities

Help to identify licensing or technology transfer opportunities that can be integrated into your business

Networking

Identify and promote cooperation and collaboration with new product, process and/or market partners.

ICE Innovation Information Workshops

- 1 Wed 10th Feb
Crowne Plaza Hotel
Dundalk, Ireland
- 2 Thurs 11th Feb
Lisburn Enterprise Organisation
Lisburn, N Ireland
- 3 Thurs 18th Feb
Tullyglass House Hotel
Ballymena, N Ireland
- 4 Thurs 25th Feb
Best Western Station Hotel
Dumfries & Galloway, Scotland
- 5 Tues 2nd Mar
Killyhevlin Hotel
Enniskillen, N Ireland
- 6 Tues 9th Mar
Howard Park Hotel
Kilmarnock, W Scotland
- 7 Wed 10th Mar
Radisson Blu Hotel
Letterkenny, Ireland
- 8 Tues 23rd Mar
Marine House Hotel
Stranraer, Scotland
- 9 Wed 24th Mar
Cavan Crystal Hotel
Cavan, Ireland

Workshop Schedule

9.00 am - 9.30 am	Refreshments and networking
9.30 am - 9.45 am	Welcome and Introduction
9.45 am - 10.15 am	Group Sessions – Innovation Audits
10.15 am - 11.00 am	The ICE Innovation Process and SMEs
11.00 am - 11.30 am	Feedback on the Audit
11.30 am - 12.00 pm	Guest Speaker
12.00 pm - 12.15 pm	Questions, Answers and Next Stages
12.15 pm	Lunch

Do you need **assistance with developing new or improving** existing products, processes or services?

Do you need **in-company help** to identify **new market opportunities?**



Driving competitiveness through innovation
A Partnership Approach



This project is part-financed by the European Union's European Regional Development Fund through the INTERREG IVA Cross-border Programme managed by the Special EU Programmes Body

Recruitment Workshops for the ICE Innovation Learning programme

A series of Innovation Information Workshops will offer expertise and advice on how companies can develop new products and services, and identify new market niches. The aim of the workshops is to recruit companies onto the 12 month ICE programme by showing how innovation can build turnover, open new markets and drive profits.

The Workshops will comprise of:

Innovation audit | experts will conduct an innovation audit of your company identifying opportunities
Expert advice | learn from the experience of business owners who have successfully brought new innovations to market.

What you will receive by participating on the ICE Programme?

- Free Innovation Learning Programme
- Your company team will be skilled at generating new ideas and **commercially assessing which ideas can drive profits.**
- Your company will be skilled in **implementing new product/processes/service** developments whilst running the core company activity.
- Better able to **access knowledge and expertise** as required.
- Networked into support structures available.
- **Increased turnover** as direct result of a new product/process or service developed or an improvement on existing product/process or service.

Your commitment to ICE?

Owner Manager and **Key Staff** must commit:

- To participating in **12 in-house ½ day sessions** over a **12 month** period.
- **Time** and **resources** to work through an innovation project.
- To participating in **6 group networking sessions** over the **12 month** period.

The Importance of Innovation . . .

The evidence-base* shows conclusively that firms that are innovative (i.e., produce new products and develop new processes) are much more likely to have higher productivity and consequently higher growth in the medium to long-term.

Who Innovates?

So what factors are most important in deciding which firms are more likely to innovate? If you do the following, evidence shows that you are far more likely to be innovative:

- Engage in the development of new products / processes and services, by using staff, information and knowledge and possibly equipment effectively.
- Actively engage in sourcing information from suppliers, clients or customers, competitors, and other organisations (e.g. consultants, labs, Universities, public research institutes); and from conferences, trade fairs, exhibitions; professional bodies and other sources.
- Collaborate with suppliers, clients, customers, consultants, labs, Universities and other research institutes.
- Sell goods and services overseas and meet the competitive standards operating in such markets.
- Employ well-educated and highly-skilled staff, and provide them with the necessary training and resources to engage in helping with product/processes/service development and maintaining efficiency levels.
- Seek support and assistance for development, and help with exporting.
- Set design (rather than cost effectiveness) as the main goal, which will provide the firm's competitive edge.

So can you tick all the above boxes? If not, then the ICE programme is what you need.

* That is, industry studies, academic research and various scientific reports

Innovation for Competitive Enterprises (ICE) Innovation Learning Programme (ILP) for the Six Southern Border Counties of Ireland, Northern Ireland and Western Scotland.

The European Union's INTERREG IVA cross border programme, managed by the Special EU Programmes Body with match financial assistance from Scottish Enterprise and the accountable departments in Ireland and Northern Ireland, is funding a tri-regional innovation network project called Innovation for Competitive Enterprises (ICE). The regions involved are the six southern border counties of Ireland to include Counties Louth, Monaghan, Cavan, Sligo, Leitrim and Donegal, Northern Ireland and Western Scotland to include Lochaber, Skye and Lochalsh, Arran and Cumbrae and Argyll and Bute, Dumfries and Galloway, East Ayrshire and North Ayrshire mainland and South Ayrshire. The project has the direct involvement of Enterprise Ireland, Invest NI and Scottish Enterprise.

The ICE Initiative is a collaboration between the University of Glasgow, Glasgow Caledonian University, the University of Ulster and is led by Dundalk Institute of Technology (the ICE Partnership).

For more details contact

Kieran Fegan ICE Programme Manager

Regional Development Centre
Dundalk Institute of Technology
Dublin Road, Dundalk, Co. Louth, Ireland

E kieran.fegan@dkit.ie
T + 353 42 9391038
M + 353 87 4174681

www.iceprogramme.com



Innovation Learning Programme Free to Participant Companies Apply Now

Please fill out the form below to book your place on an ICE innovation information workshop.

Name

Company Name

Position

Address

.....

Phone Number

Email

Please tick the session you would like to attend

- Wed 10th Feb Crowne Plaza Hotel Dundalk, Ireland
- Thurs 11th Feb Lisburn Enterprise Organisation Lisburn, N Ireland
- Thurs 18th Feb Tullyglass House Hotel Ballymena, N Ireland
- Thurs 25th Feb Best Western Station Hotel Dumfries & Galloway, Scotland
- Tues 2nd Mar Killyhevlin Hotel Enniskillen, N Ireland
- Tues 9th March Howard Park Hotel Kilmarnock, W Scotland
- Wed 10th Mar Radisson Blu Hotel Letterkenny, Ireland
- Tues 23rd Mar Marine House Hotel Stranraer, Scotland
- Wed 24th Mar Cavan Crystal Hotel Cavan, Ireland

Complete this form and return to **your nearest ICE partner.**
(contact details on the other side of this application form).