

Centre for Design Innovation

Innovation is critical to the future success of Irish business and the economy. The Innovation by Design programme will give your company the tools to innovate successfully. This mentor-led programme, developed by the Centre for Design Innovation and based on best practice throughout Europe and the US will begin in February 2007. The initial programme will be implemented in 10 SMEs, across a spread of sectors based in the Northwest of Ireland. Each company will participate in a tailored programme that will help you to develop innovative products and services for your customers and generate competitive advantage beyond the end of your involvement in the programme.

What will my organisation receive?

- A tailored programme to develop and implement new products or services
- Access to world class innovators and design specialists
- A legacy of in-house skills and capability

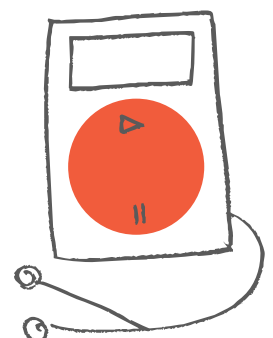
Can any company apply for the programme?

We will be selecting SMEs in the Northwest from the following sectors:

- Traditional manufacturing
- Hi-tech manufacturing
- Software/IT
- Retail/Wholesale
- Financial Services
- Agri-business
- Leisure

What are the key qualities of participating companies?

- Financial stability
- Senior management support for the programme, along with an openness to change and an acceptance of some level of risk
- Willingness to make an investment of time and human capital
- An expectation to implement some of the identified opportunities
- In addition, the Centre is looking for an even spread of participants across a range of sectors and the potential to generate great stories



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How will the programme work?

- Your company will be partnered with a mentor
- The mentor will coach your organisation through the innovation tools
- Your employees will develop a number of opportunities for your business
- The mentor will partner your company with world-class design resources
- Participating companies will share learning with other companies during the programme
- The impact of the programme on your company will be measured

What will the programme cost my company?

- There will be a nominal charge for the programme. Participating SMEs may be subsidised by approximately 80% to implement the opportunities.
- Companies will mainly invest time and human capital to the programme

Where will the programme take place?

- Work will primarily take place at your business location
- Travel may be required to network with design partners and other participants

When will the programme start?

- The company selection process will be completed by the end of 2006
- Engagement will begin with selected companies in February 2007
- This is potentially a two-year engagement in order to accurately measure the impact

Why should my company participate?

- You will create competitive advantage and improve your business through the use of design
- You will gain access to world class innovators and designers
- You will gain insight from other sectors through a non-competitive network of companies
- Your organisation will receive PR through Centre for Design Innovation communications

