



 **IDA Ireland**

**Innovate  
Programme**

[idaireland.com](http://idaireland.com)

## IDA Ireland's Innovate Programme for client companies

IDA Ireland is keen to support its client companies to deliver sustainable growth in Ireland. This business programme is designed to encourage **clients' growth through proactive management of their innovation activities**. In order to engage with this programme, a company must complete an innovation scorecard which will generate a score between 1 and 5, determining where your company is on the Innovation Maturity Pathway. Your IDA Project Executive will provide access to this online scorecard on request.

This Innovate Programme uses the ISO 56000 series of guidance standards on innovation management as the basis of its content. These standards have been developed by innovation experts from across the world, which provide international best practice on the systematic management of innovation activities in organisations of all types and all sizes.

Organisations that proactively manage innovation activities as outlined in the ISO 56000 series will ultimately be more likely to take effective action and achieve sustained success by systematically addressing customer needs.

The innovation capabilities of an organisation include the ability to understand and respond to changing conditions of its context, to pursue new opportunities, and to leverage the knowledge and creativity of people within the organisation, and in collaboration with external stakeholders and partners.

Advantages of innovative activities include:

- Increased ability to manage uncertainty.
- The ability to convert great ideas into new products and services.
- Being able to complete new projects on time and within budget.
- Better understanding of end customers' requirements.



# Summary of Innovate Programme

Key Outcomes	Eligible Cost Elements	Client Project Cost	IDA Ireland support
<p><b>Innovate Start</b> – Innovation Advisor working with the leadership team to help start and progress an innovation pathway.</p> <ul style="list-style-type: none"> <li>• Agreed understanding on the need and context for innovation and how it is framed and led.</li> <li>• Innovation opportunities, around organisation, offering and experience are identified and verified with key stakeholders and parent HQ.</li> <li>• Internal Innovation Champions are identified who will own and drive innovation and who have the full support of the leadership team.</li> <li>• A roadmap for innovation is defined that is aligned to parent company strategy and includes a set of objectives and measures.</li> </ul>	<p>Innovation Advisor Fees at €1,200 per day (max 5 days).</p>	<p>Up to €6,000.</p>	<p>Up to €4,800 (80% grant aid).</p>
<p><b>Innovate Plus</b> – Innovation Advisor working with leadership team to develop a formalised approach to successful innovation.</p> <ul style="list-style-type: none"> <li>• Solutions to problems are generated through creativity sessions, design thinking, or online ideation and how to validate ideas and concepts.</li> <li>• Definite pathways are identified to collaborate with others externally as well as internally to build confidence and capability.</li> <li>• Innovative technologies are sought out and current and future trends and customer needs are interpreted.</li> <li>• Measures and evaluative methods are adapted to establish how effective innovation efforts are.</li> <li>• A roadmap is defined on how to constantly innovate into the future.</li> </ul>	<p>Innovation Advisor Fees at €1,200 per day (max 25 days).  Cost of Internal Innovation Champions capped at €200 per day – (max 50% of total project cost).</p>	<p>Up to €60,000.</p>	<p>Up to €30,000 (50% grant aid).</p>

## Innovate Start

**Innovate Start is designed to support companies that are unfamiliar with or have little capability in innovative thinking, likely to be between score 1 and 2 on their Innovation Maturity Pathway.**

This programme involves an Innovation Advisor working with the leadership team to help them start and progress their innovation journey:

- Establish with the company the need and context for innovation in their organisation and how it needs to be framed and led.
- Set a vision for what needs to be achieved for their innovation pathway.
- Identify innovation opportunities, around organisation, offering and experience and other challenges to focus the creation of novel ideas and verify those ideas with key stakeholders and parent HQ.
- Identify internal Innovation Champions to own and drive innovation who have the full support of the leadership team.
- Define a roadmap for innovation that is aligned to corporate strategy and includes a set of objectives and measures.

### For further information contact

[idaireland@ida.ie](mailto:idaireland@ida.ie) or your IDA Project Executive

## Innovate Plus

**This training programme supports companies to create a foundation for innovative thinking and doing in their organization, where a regular but not systematic approach is taken to innovation, likely to be between score 2 and 3 on their Innovation Maturity Pathway.**

This programme involves an Innovation Advisor working with the selected Innovation Champions to develop a formalised approach and process on how to deliver successful innovation aligned with ISO 56002 and assessment against this guide standard:

- Work with team members in the organisation to generate solutions to problems through creativity sessions, design thinking, or online ideation and how to validate ideas and concepts.
- Look for ways to collaborate with others externally as well as internally to build confidence and capability.
- Seek out ways to find innovative technologies and interpret current and future trends and customer needs.
- Adapt measures and evaluative methods to establish how effective innovation efforts are and how to constantly innovate into the future.