

Welcome to our Food Incubator Transforming Regions Multiplier Event



Today promises to be an insightful and inspiring day.

Join the live online **#foodincubators** conversation on Twitter and Facebook throughout the day.



Erasmus+

This project has been
funded with support from
the European Commission



About FITR Erasmus+ Project

Amanda Mee

Erasmus+ Project Manager at Roscommon Leader Partnership

www.foodincubators.how

This programme has been funded with
support from the European Commission



Objective

“to forge an effective and replicable model to provide the learning and strategic structure to develop food kitchens and incubators as enterprise, training and support drivers at regional level.”



“Incubation
Nurtures
Success”



Who is involved ...

Ireland



UK



Slovakia



The Netherlands



Why Roscommon Leader got involved?

RLP funded the development of an Innovation Strategy for County Roscommon under the LEADER 2007-13 programme on an interagency basis.

Food is a high potential growth sector but support required for both existing companies and measures to encourage new start-ups, including:

- Provide **food incubation infrastructure (food units, kitchens, training etc...)**
- **Animation and entrepreneurship programmes**
- **Linkages** with existing large companies to lever their support
- **Collaborative approaches with neighbouring regions to develop, grow & market food enterprises**
- Facilitate enhanced linkages with **relevant third level/research/technology centres, regionally, nationally and internationally**
- Foster **graduate recruitment/placement** to foster innovation
- Manage development training & capacity building programmes for existing companies with growth potential



Project Outputs

- Create and publish a Regional Partnership Guide (launched today)
- Establish 4 Regional Partnerships (UK, ROI, Slovakia & The Netherlands)
- Develop an intensive blended learning course & Resources

Our partner colleague Orla Casey, Momentum will share our progress.



Regional Partnership Development

The bringing together of strategic partnerships between key food, enterprise, education and policy stakeholders with the aim of:

- Exploring best practice in integrating entrepreneurship education with food entrepreneurs
- Identifying needs and opportunities, policies and existing resources within each participating region
- Sharing ideas and knowledge
- Devising individual and collective commitments to action (Action Plan)



Our Regional Partnership



Castlerea Enterprise Hub

Further Information...



Web: www.foodincubators.how



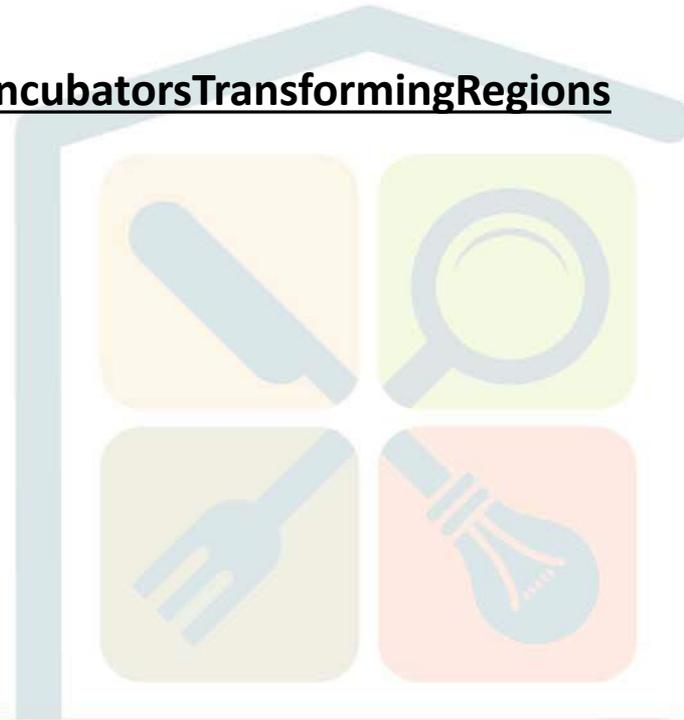
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A project to make a difference

Orla Casey, Momentum

Twitter @caseyorla



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Food Incubators Transforming Regions

An ambitious project, reflected in the title.

The bottom line, to harness the enormous potential in the food industry to stimulate community revitalisation and small business growth.

Today, we learn from absolute powerhouses of job creation and regeneration

Why Europe ? That wider dimension that by looking outward, you look at yourself

Why Erasmus+ ? Two year funding to transfer innovation



A little background

A personal passion for food incubators, their sheer power and promise

Life is strange – personal connection with jam and Drumshanbo

Free office in the Food Hub, Drumshanbo building site in exchange for funding applications

Thereafter, worked on new food incubators in Ireland and in Europe – public, private and community

Culminated in writing the Erasmus + application in 2015 – a frustration that more information sharing resources were not in place



Food incubators

Ireland has just begun, US leading the way

HOPE & MAIN



- Acceleration programmes combined with investment
- Expertise
- Selling opportunities
- Events and Experiences

<https://makefoodyourbusiness.org/>

2013 survey of 130 US food incubators

31 percent of kitchen incubators making money,
53 percent breaking even
16 percent losing money

Sound familiar ?

The report details multiple types of incubator models and the challenges they face.

Chief among them is the fact that kitchen incubators' fortunes are tied closely to the success of their member entrepreneurs..

Other challenges include a lack of business experience common among many food entrepreneurs, issues related to facility costs, design and scheduling, attraction of high-quality entrepreneurs, and regulatory compliance issues. Establishing a workable financial model is another significant challenge

Our Project Deliverables (called Intellectual Outputs)

1) The Essential Guide to Developing a Regional Food Incubator Partnership

is available to download in English, Dutch & Slovak

Not a guide to setting up an incubator – it is a guide to the structure that can stimulate food incubation

<http://www.foodincubators.how/regions-toolkit/>



Deliverables (called Intellectual Outputs)

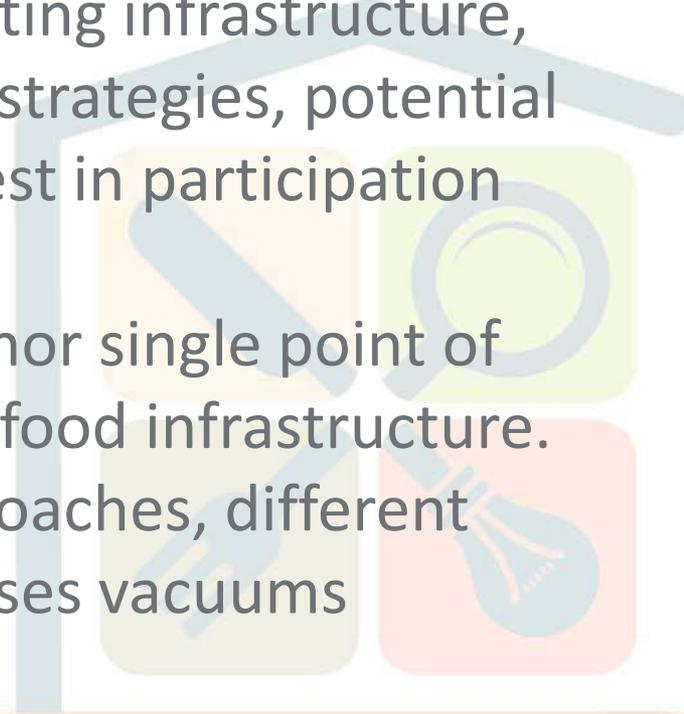
2) Regional Partnerships

Starting point was policy mapping and incubator mapping – an insightful exercise

Across our 4 regions, we looked at existing infrastructure, overview of soft support, regional food strategies, potential developers, seek expressions of interest in participation

In Ireland, there is no national policy nor single point of contact to support the development of food infrastructure.

Locally and regionally, different approaches, different business models and in many cases vacuums



Dedicated Food Incubators

1. Ferbane Food Campus (3)
2. Kitchen Incubators Kerry, Farranfore (3) **TSK**
3. Liffey Trust Food Hub (10)
4. Limerick Food Centre
5. Mountmellick Food Hub (4) **TSK**
6. North Tipp Food Works, Rear Cross (3) **TSK**
7. The Food Hub Drumshanbo (8) **TSK**
8. Udaras Food Units, Magheraarty

Time Share Kitchen

1. Ballybay Enterprise Park
2. Hour Kitchen, Churchtown, Dublin 14
3. Kilkenny School of Food
4. Limerick Racecourse (2)
5. Newmarket Kitchen
6. Meath Food Hub, Navan
7. Virginia Show Centre

Emerging

1. Bunclody, Co. Wexford
2. Castlerea, Co. Roscommon **TSK**
3. Galway City
4. Boyne Valley Food Hub, Navan

TSK Also offers a Time Share Kitchen



Food Production Units in Enterprise Centres

1. ACE Enterprise Park, Clondalkin (1)
2. B.a.s.e. Enterprise Centre, Mulhuddart (2)
3. Cork County Council, Ballincollig (4)
4. Cork County Council, Bandon (4)
5. Cork County Council, Carrigaline, Cork (4)
6. Cork County Council, Fermoy (1)
7. Cork County Council, Mitchelstown (1)
8. Cork County Council, Skibbereen (3)
9. Enterprise & Research Incubation Campus Carlow (2)
10. North East Regional Food Centre, Ardee Business Park (2) **TSK**
11. Nutgrove Enterprise Park, Rathfarnham (2)
12. SPADE Enterprise Centre (38)
13. Terenure Enterprise Centre (2)
14. Wicklow Enterprise Centre (2)
15. Killeshandra Enterprise Centre

In Northern Ireland (Armagh, Banbridge, Craigavon)

- Site search is on, learning from Loughry College
- Cross border funding under the new LEADER programme is being scoped
- Learning from UK policy approach - £50k kickstarter funding to instigate local partnerships to develop Food Enterprise Zones UK

In Friesland

- Envious of their study visit to Copenhagen
<http://cphfoodspace.dk/>
- European Network of Food Incubators
- Emphasis on street food entrepreneurs





Abattoir in the
meat packing
district

Now home to a
community of
entrepreneurs,
creatives and all
sorts of people
who work in the
food industry

#kitcheneurs

In Slovakia

- HEI led (Slovak University of Agriculture) and leading Farming NGO (New Edu) – in a country where incubation is only beginning, they are trailblazing

In Ireland

- An Chistin , Castlerea – the tangible realisation of a community vision and a committed local authority



3) Training – first of it's kind and it's free

6 modules - Online by February 2017

MODULE ONE Creating Possibilities for Food Incubation in your Region

Learners will learn how to

- Review the potential of the food sector in their region and the appetite and demand for food incubation facilities
- Conduct a robust and credible feasibility analysis
- Use research tools to establish need
- Use methodologies to harness support
- Identify suitable premises
- How to technically assess and SWOT each building
- Negotiation skills to acquire the building at preferential rates



MODULE TWO: Different Models of Food Incubators

Learners will learn how to synthesize best practices models and assess best fit for themselves

- Multi tenant production hubs
- Shared-use kitchens
- Shared-use agricultural processing facilities, which are designed for use by farmers for collective grading, processing and packaging of farm produce or other commodities.
- Mobile incubators that can go to primary producers premises and act as 'in situ' production units – especially on farm dairy units
- Educators, events and food experience venues
- Case studies from all over the world



MODULE THREE: The nuts and bolts of running a food incubator

MODULE FOUR: Stimulating Demand

Learners will learn how to develop a pipeline of new food entrepreneurs in their region through pre-incubation supports and mechanisms and creative marketing of the resource
London Air B&B example

MODULE Five: Accessing Resources

Learners will learn how to assess resources and benefit from training in innovative access to public finance, crowd funding potential, attracting corporate sponsors

MODULE SIX: Connecting to Collaborations & Communities

Learners will learn the potential of co-working



WELCOME ADDRESS

by

Professor Ciarán Ó Cathain

President of Athlone Institute of Technology



LAUNCH OF THE FOOD INCUBATORS TRANSFORMING REGIONS TOOLKIT

by

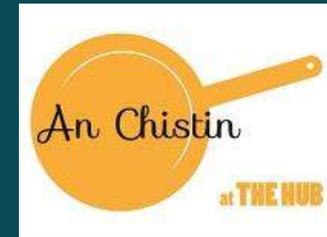
Minister Denis Naughten

Minister for Communications, Climate Action and
Environment



FOCUS ON KNOWLEDGE SHARING

we will learn from:



Shane Bonner, Newmarket Kitchen

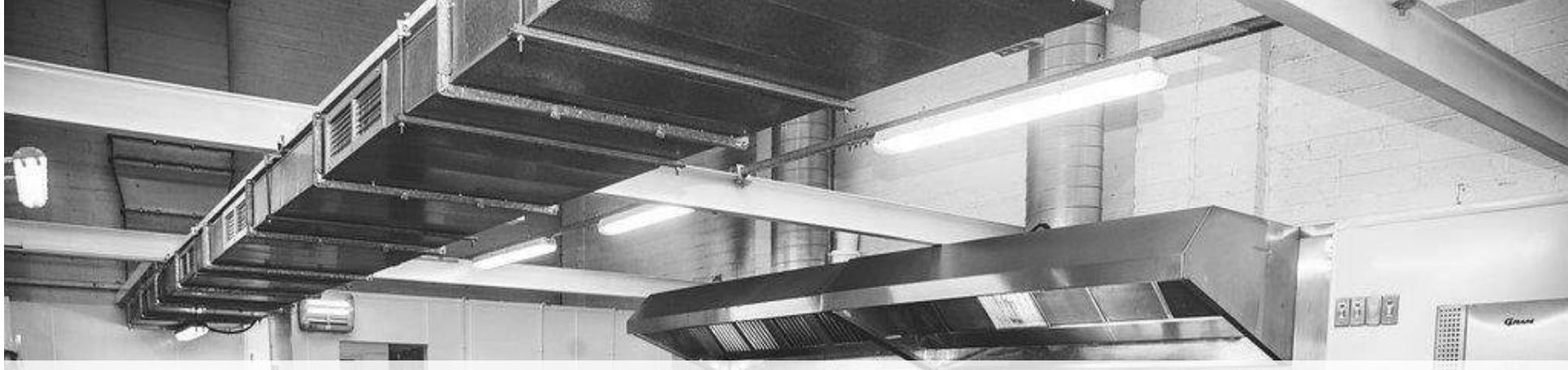


W: www.newmarketkitchen.com

F: www.facebook.com/NewmarketKitchen

Tweet: [@NewmarktKitchen](https://twitter.com/NewmarktKitchen)





Presentation to

Food Incubators Transforming Regions

Newmarket Kitchen

Food Incubator

November 2016



Agenda

a) Mission

b) Overview of newmarket kitchen

c) newmarket kitchen's "giving it our best shot"

d) Appendix

- 1) Challenges faced and overcome
- 2) Current challenges
- 3) The future
- 4) Employee biographies

Mission Statement

————— Join. grow. gain. —————

Newmarket Kitchen lowers the barriers to entry for food businesses in order to catalyse the growth of small business, jobs, and culture.

We provide space for production and opportunities for sales.

Through collaboration, execution, and mindfulness, we bring people together for commerce, cooperation, and contribution to build the community we want to live in.

snapshot of newmarket kitchen

Newmarket Kitchen was born out of the founder's own need for a kitchen to support his friend, who needed a kitchen space for 2 days a week.

I was helping my friend Dave in the Dublin markets for extra money while being unemployed. Dave needed a space to produce while between houses. I couldn't find anywhere doing short lets. The only option was full-time leases and paying for overheads for the time we weren't there.

The idea for Newmarket Kitchen was born.

Newmarket Kitchen Stats

- | | | | |
|------------------------------|-------|--------------------------------|-----|
| • Founded: | 2015 | • % of Minority Operated: | 25% |
| • Sq. Feet of Kitchen Space: | 5,500 | • % of Female Operated: | 60% |
| • For Profit Organisation | 100% | • Members + Alumni: | 30 |
| • No Affiliation | 100% | • Current Jobs Total: | 54 |
| • Current Members: | 23 | • Jobs Created (incl. Alumni): | 65+ |

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We provide members with both core and value-added services

1.

Core Services

- ✓ **Prep Space**
- ✓ **Appliances and Equipment**
- ✓ **Storage Space**
- ✓ **Loading Dock and Warehouse Equipment**
- ✓ **Facilities Maintenance**
- ✓ **Cleaning Staff**
- ✓ **Collective Health Inspections**
- ✓ **Certification and Regulations**

2.

Value-Added Services

- ✓ **Increased Brand Exposure** through association with Newmarket Kitchen
- ✓ **Discounted Food, Services, and Supplies**
- ✓ Access to **Nutrition Labeling and Ingredients Labels**
- ✓ **Accounting and Bookkeeping Guidance**
- ✓ **Branding and Marketing Consulting**
- ✓ **Social Media** Advising and Co-Branding
- ✓ Opportunities to Host **Classes and Shoot Videos**

Newmarket Kitchen gives food entrepreneurs a leg up into the food industry providing better likelihood of survival and growth opportunities

newmarket kitchen serves a wide range of members

Caterers

- Central commissary and office
- Secure, overnight parking
- Easy access to van cleaning and maintenance
- Frozen cold and dry storage
- Event and catering opportunities
- Supply rental discounts
- Staffing and logistics solutions



Bakers

- High-volume production and access to markets
- 20- and 40- quart mixers
- 5 convection ovens
- 24/7 access to the building
- Distribution to coffee shops, markets, and other retail opportunities



Packaged Food Producers

- Bulk and pallet storage
- Packaging and labeling space
- Distribution services
- Staffing solutions



Newmarket kitchen is different



For Profit Mission with Aligned Incentives

- Being For Profit our interests are aligned with those of our Members
- Incentive to **cultivate and develop successful members** that act as brand ambassadors for Newmarket Kitchen
- Members are in it for the money. Newmarket Kitchen exists to drive business to them and us



Community Impact

- Added **54 jobs** and numerous **new businesses** to Wicklow and Dublin area community and economy
- Our small contribution to turning around the massive job losses seen in **Bray** in recent years with the closure of big employer's like **Dell**

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newmarket kitchen gaining local and national recognition



IRELAND'S
BEST YOUNG
ENTREPRENEUR

THE IRISH TIMES



Newmarket kitchen

Case study: Sadie's Kitchen (Alumni Member)

Business description

- Produces chicken broth for the health conscious consumer
- Sarah came from PR and recognized a large gap in market for anyone looking for the broth celebrities and models crave around the world.



Story

- Joined Newmarket Kitchen in 2015; had limited operations before joining the Kitchen
- Took advantage of Kitchen ovens and facilities, which enabled business development focus
- Consistent with Newmarket Kitchen mantra, Sarah Kiely focused on building out a sales platform (vs. purely operations) and experienced strong growth
- Outgrew production space at Newmarket Kitchen and moved to production facility in West Dublin

Results

- Huge demand for product
- Distribution channels include outlets such as Super Value, Dunnes, a load of small artisan stores throughout Dublin region and online. All within 1 year.
- Looking now at exports.

Media mentions

Independent.ie 

IMAGE
MAGAZINE

Case study: Bayin oils (Current member)

Business description

- All-natural, cold-pressed sesame and peanut oil
- The first ever successful exporter from Burma (Myanmar) since the country opened its borders



Story

- Joined Newmarket Kitchen in 2015.
- Set the business trip while on honeymoon in Myanmar following their passion for travel and food.
- All the local food was cooked using sesame and peanut oil.
- Visited many under privileged schools with under provided for kids.
- Decided to marry the business side with a social enterprise side of things and the Bayin journey was born.

Results

- Went from no sales, to sales sufficient to sustaining staff, facility space and retail space
- Are now a beacon for more folks looking to export from Myanmar and do business there.

Media mentions



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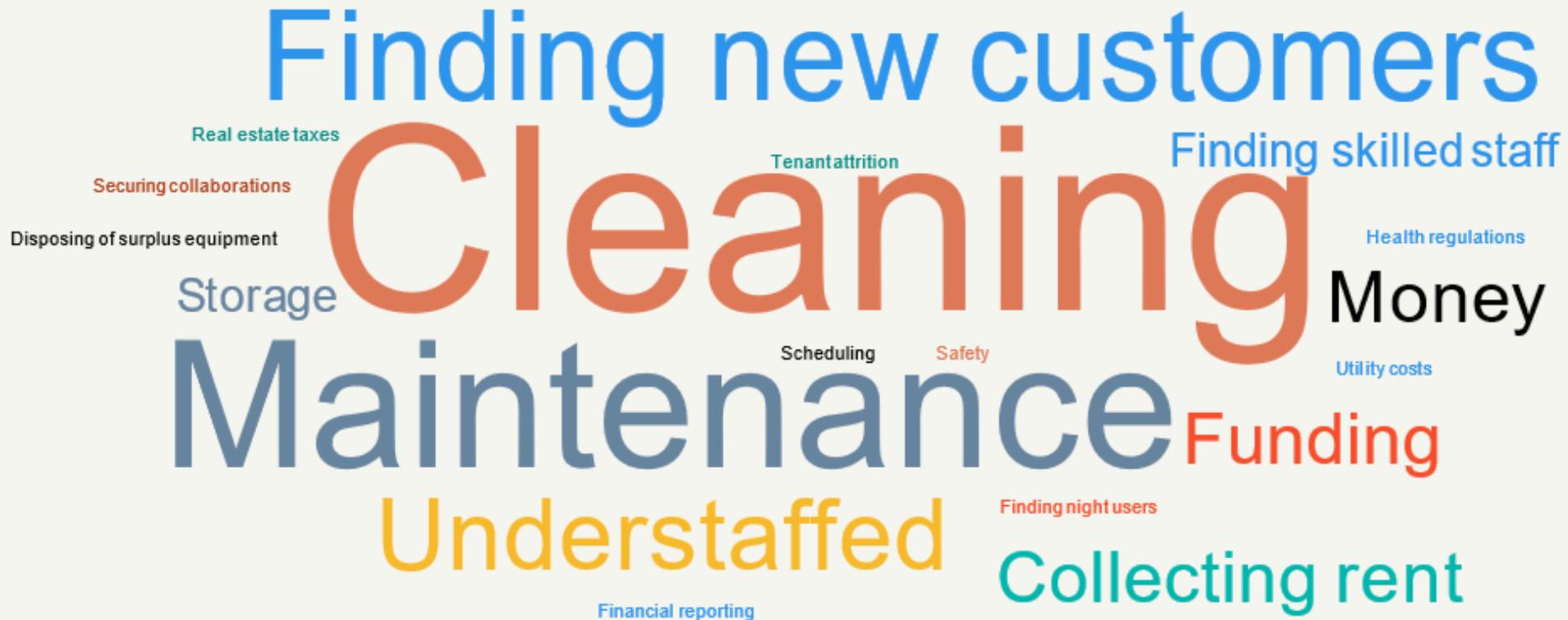
Challenges faced and overcome



MADE IN ITALY



Current challenges



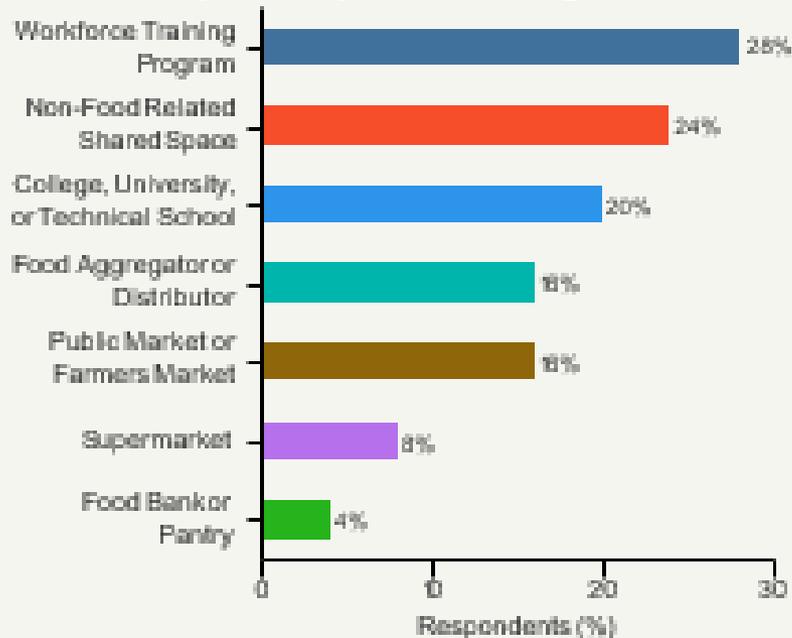
USA population 318 million = 200 Food Incubators
1,500,000 people = 1 Food Incubator

Ireland population = 5 million
Relative to USA = 3 and 1/3 Food Incubators to 5 million people

The future

40% of Incubators Are Involved in at Least One Partnership

Does your facility include or are you part of any of the following?



- Tenants are more professional
- More understanding of the benefits of a commercial kitchen
- The food truck market is growing rapidly
- More variety of products
- More inquiries
- More tenants interested in making beverages
- More high end products
- Younger tenants
- Tenants need larger blocks of time

Currently doing consulting with London and having initial talks with Belfast and Manchester

Shane and Henry's Biographies of sorts

Shane Bonner: Founder & fixer

Shane spent 6 years in construction management until the whole industry came tumbling down in 2009. Back to college meant getting a job with a Receiver. It was during this period Shane decided he never wanted to administer misery on people ever again and set about thinking of ways to go it alone. Shane likes fixing things and learning from engineers.



Henry O'Brien: Marketing and AOB

Henry worked previously with Ornuu in the U.S. selling Kerry Gold to the yanks. It was there where he picked up his appreciation for food and trends. Henry is currently visiting his girlfriend in Chicago which coincided nicely with that historic win over the All Blacks which he somehow got tickets for. Shane is jealous.

Padraig O'Sullivan

Cork County Council



Cork
County Council
Comhairle Contae Chorcaí

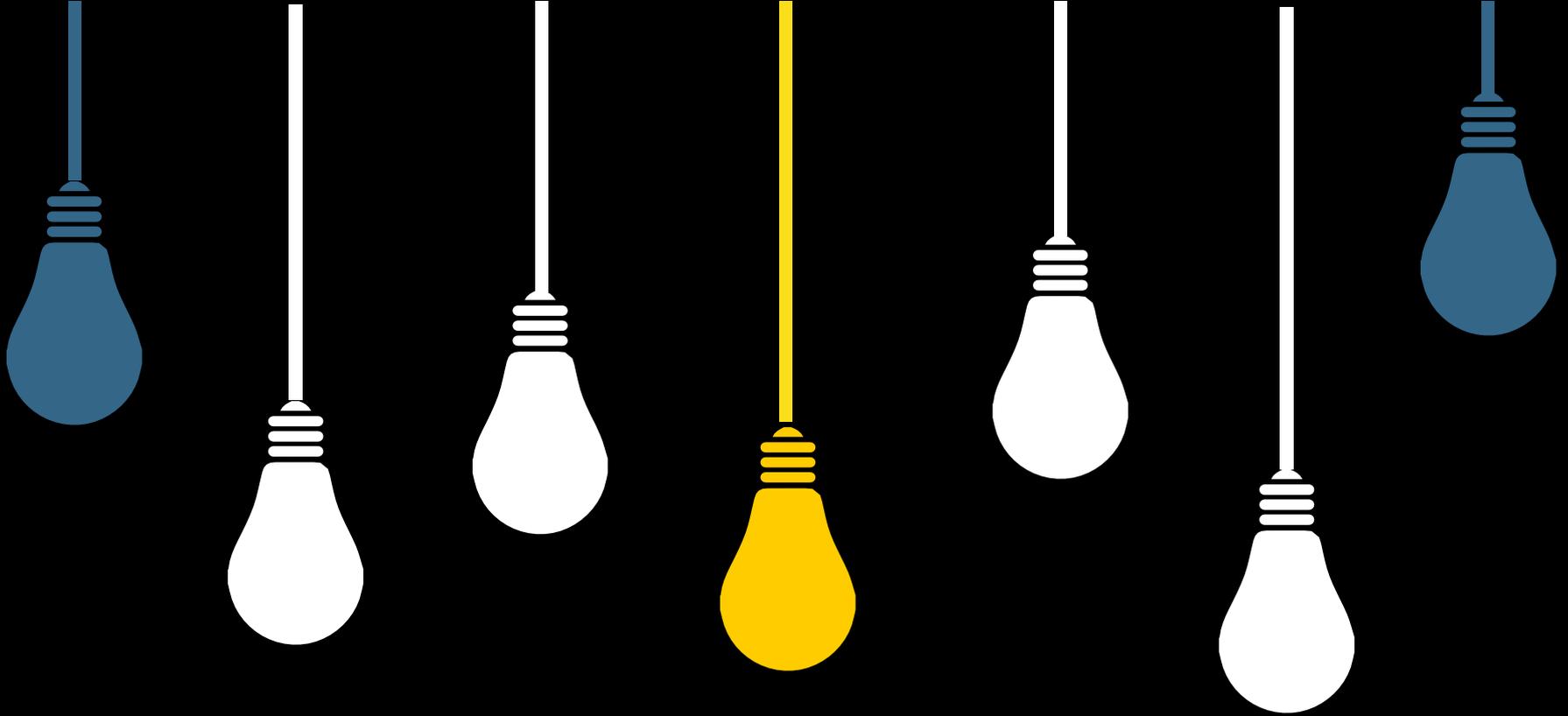


W: www.corkincubatorkitchens.ie

F: www.facebook.com/corkincubatorkitchens

Tweet: [@CorkIncKitchens](https://twitter.com/CorkIncKitchens)





Cork County Council

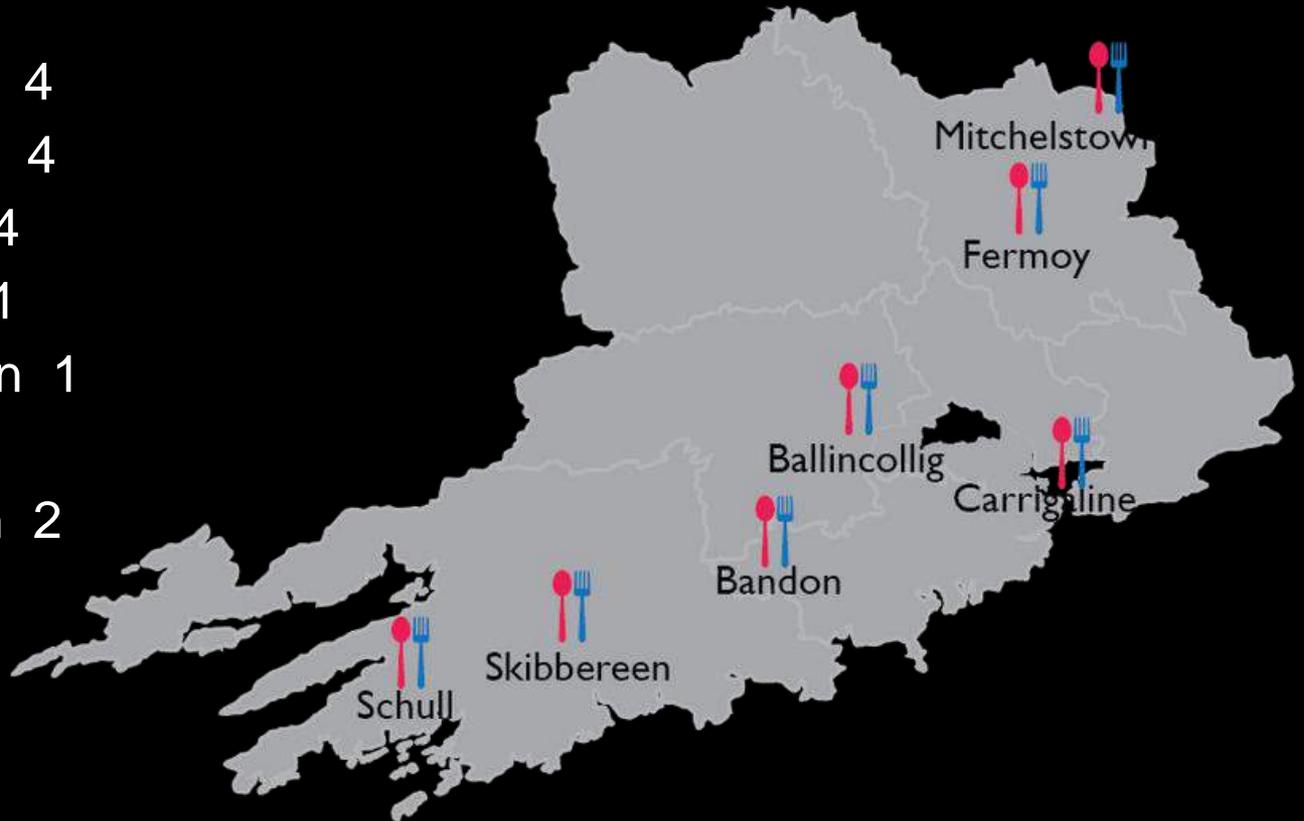
PADRAIG O'SULLIVAN

Introduction

- Cork is the largest County in Ireland.
- Its spread is from Castletownbere to Youghal.
- When you travel from Castletownbere to Cork you are half way to Dublin.
- Track record in industrial development.
- Rural development approach by provision of industrial units.
- Lack of supply by private sector.
- Serviced sites - Hanley's Puddings.

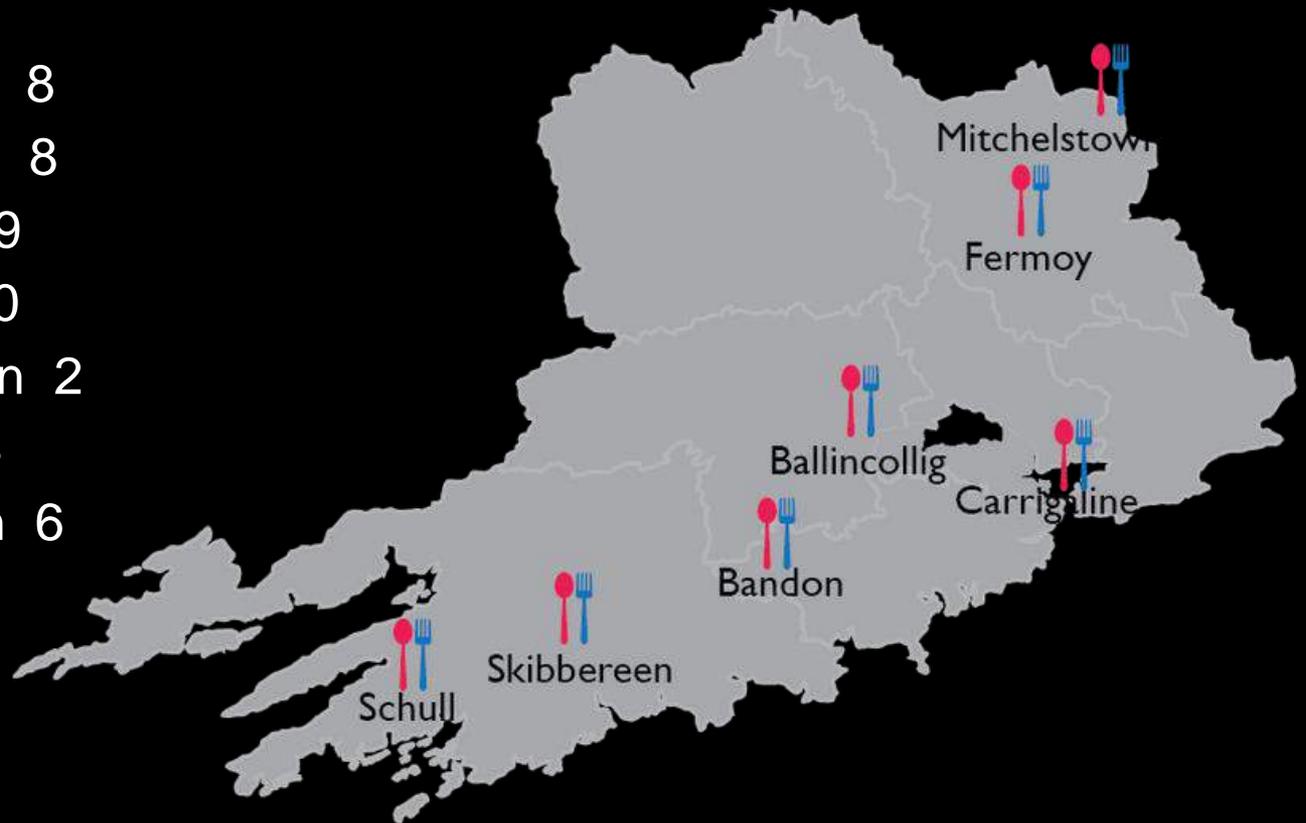
Food Units

Ballincollig 4
Carrigaline 4
Bandon 4
Fermoy 1
Mitchelstown 1
Schull 1
Skibbereen 2

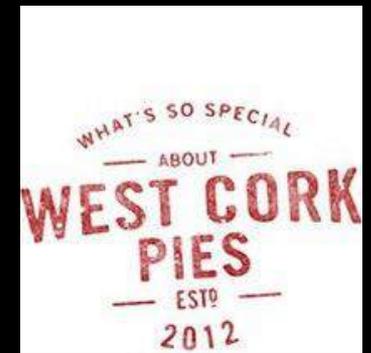


Employment

Ballincollig	8
Carrigaline	8
Bandon	9
Fermoy	0
Mitchelstown	2
Schull	4
Skibbereen	6



Food Unit Tenants



DENISE AND THE FAMILY SHARING RANGE



OUR CURRENT PROJECT

Cork Incubator Kitchens

- Located in Carrigaline, Co. Cork
- 2 fully equipped food grade kitchens
- Hourly rental
- Encourages and promotes entrepreneurship





Bakery Kitchen

- Weighing Scales
- Zanolli Deck Oven
- Tilting Bratt Pan
- Blast Chiller Spiral
- Mixer

Catering Kitchen

- Gas Cooker 4 Ring Hob
- Combi Oven
- Vacuum Packer
- Sealing Machine



Where CIK is now....

In 2016, The Food Safety Company were appointed by CCC to manage the day to day running of the facility.

With over 13 years experience they are experts in the field of Food Safety and HACCP training.

They now offer our clients both training and support including nutritional analysis of food prepared on the site.



Official Launch- October 10th 2016



Current Clients

A Touch of Magic
Dani's Delights
Athula Fusion Foods
Gas Mark Seven
Ravi's Spiced Pancakes



Our Learning

Why an Incubator kitchen?

How much did the project cost?

What do we see as the return on investment?

Our Learning

Location

Where?

Why?

Challenges

Initial health and safety process

Lack of uptake

Communication

Affordability

Our Learning

Solutions

Investment in PR campaign

Active Social Media campaign

Communication with local third level institutions

Farmers Markets

Our Future Direction

Taste Cork 2021

- Food development strategy for Cork encompasses...
- The development of support structures for Cork food producers
- The development of clear routes to market for producers
- The development of strong consumer communications
- The development of Cork's food tourism sector



Dóig Fiontair Áitiúil
Local Enterprise Office



Cork
CHAMBER
IN BUSINESS FOR BUSINESS



Cork
County Council
Comhairle Contae Chorcaí



Comhairle Cathrach Chorcaí
Cork City Council



Celtic Food Cluster

A Cork / Wales Joint Initiative



thank you

KEEP IN TOUCH!

Padraig.osullivan@corkcoco.ie

Fergal McPartland, The Food Hub



W: www.thefoodhub.com

F: www.facebook.com/thefoodhub

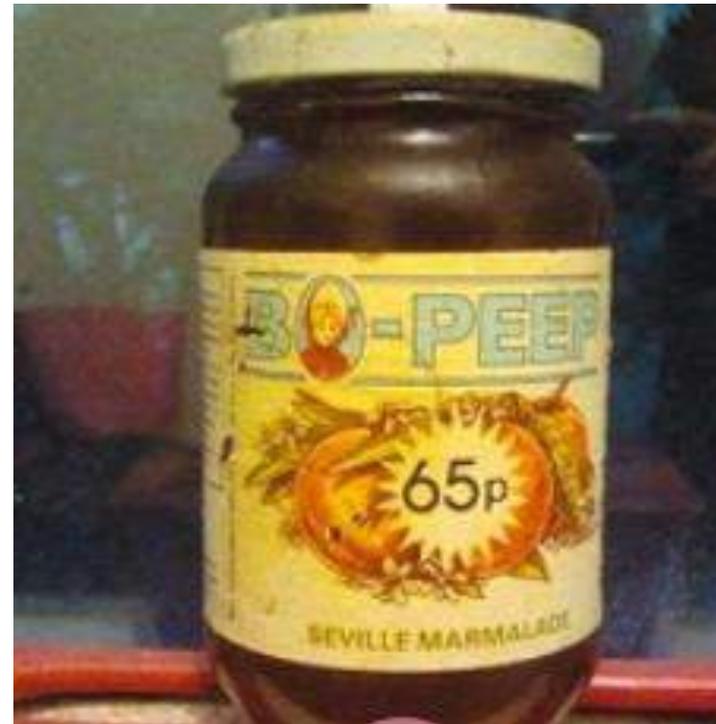
Tweet: [@thefoodhub](https://twitter.com/thefoodhub)





**Sharing our story,
what we have learnt and
what we continue to learn**

Known as the home of
Bo-Peep



Legacy: Tradition in food production. Lairds Jam followed by Kepak Ltd which closed in the 1990s with a loss of 100 jobs – devastating impact

Making it Happen

The starting point – a feasibility study of less than €4,000 from Leitrim County Enterprise Board.

Developing the business model – more than just food units from the start.

Drumshanbo County Council secured a 99 year lease on the empty factory and secured €1.8 million to realise a 26,000 sq. ft. of tenant production facility.

Opened in 2006 with financial backing from

- **Community borrowings and fundraising**
- **Enterprise Ireland CEC programme**
- **Arigna LEADER & Clár**
- **International Fund for Ireland**
- **Programme for Peace & Reconciliation**

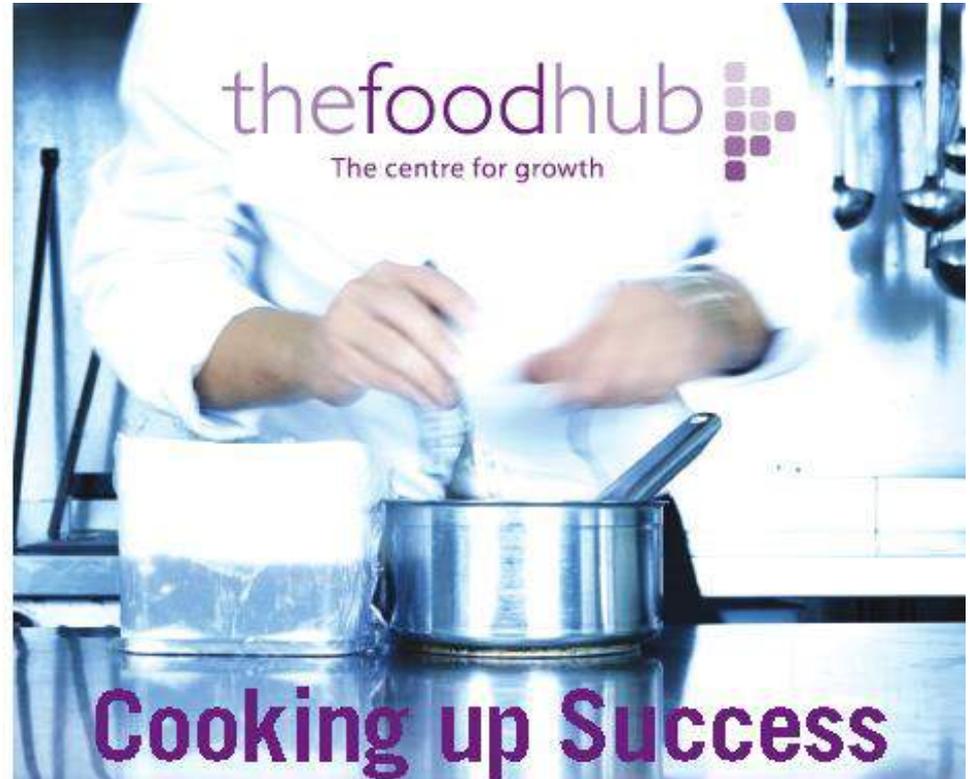
Bridging finance - Clann Credo



Lots of funding plaques in situ !

The Recipe

- Over a decade of hard work and commitment by community volunteers unused to such risk and scale but brave souls !
- Complete renovation of existing premises that unfolded some expensive surprises. Would it have been easier (and cheaper) to work on a greenfield site ?
- Compelling business plan that attracted funding from key funding sources (none of which are available today)



2014 Ulster Bank Business Achievers Award in the Social Enterprise category – great PR – not to mention the power of Nationwide !

- Multi tenant 26,000 sq. ft. production facility widely cited as a best practice example of a community led food production enterprise and education hub.
- We were in survival mode until 2014 when we really took off. Currently, 66 jobs on site across 8 companies. This is expected to grow to 81 in 2017. 4 companies currently developing export markets.
- Our business model has been used as a template for the development of food hubs throughout Ireland. We have assisted 25 groups interested in our business model- free of charge.
- Not just production, we are a training centre for food & culinary skills
- Time share production kitchen – accelerating start ups

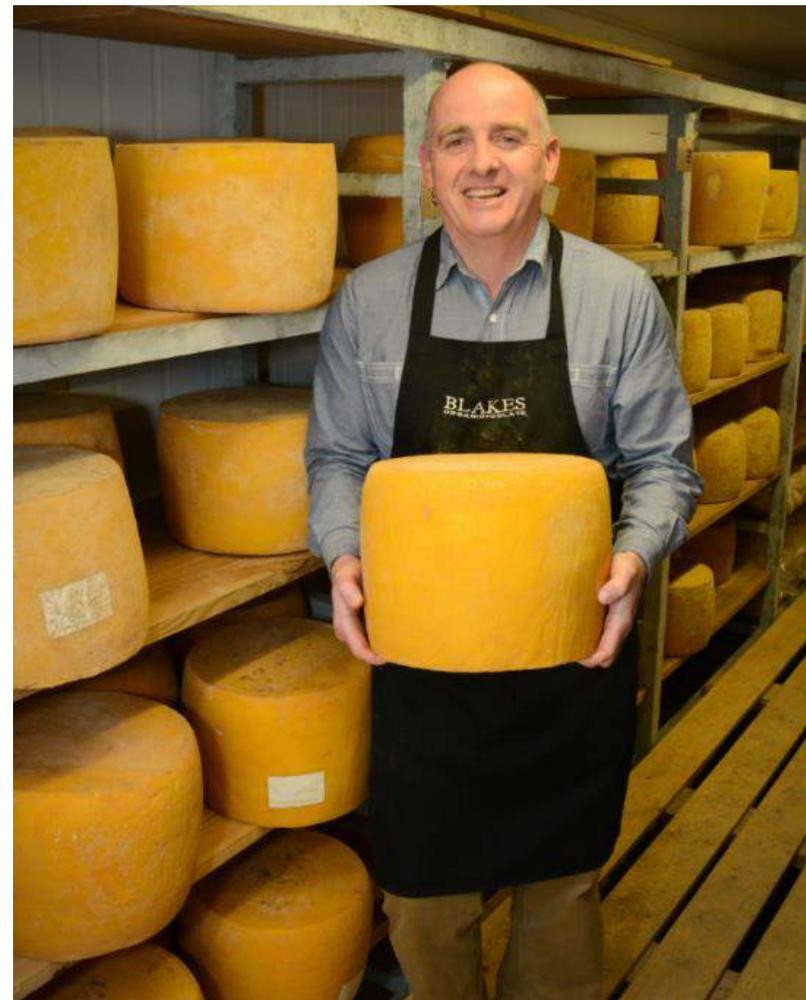
What we have achieved ?



TENANT PROFILE 2016



**100% OCCUPANCY –
waiting list in operation**





Community Time Share Kitchen



The Sell ...

- Fully equipped production unit
- Ideal for start ups - pay by the hour
- No commitment, just bring ingredients

Over 250 users since 2006 from throughout the region

Our Experience

- €15 per hour was too steep as the recession bit
- The start ups needed a lot more nurturing than just space only
- Curtailed use as it also serves as our training kitchen which was successful from the outset

Training at the heart of the hub

Since 2010, 144 unemployed people have graduated from The Food Hub's 42-week Hospitality Operations QQI accredited course jointly by Department of Social Protection, SOLAS & Leitrim Development Company.



Over 20 Leitrim and regional food and hospitality businesses provide valuable work experience for the participants and have proven to be excellent employers.

Other courses (QQI)

- Nutrition and Healthy Options
- Short Order Cooking

Last year 80 people participated in these courses.

	Employment	Full time Education
2010	50%	25%
2011	65%	10%
2012	70%	5%
2013	75%	5%
2014	75%	10%
2015	80%	10%
2016	85%	5%

More than a Food Hub, we are building the regional food economy



We were co-funder of the Leitrim County Council food tourism initiative launched in late 2015 supported through CEDRA funding.



66 professional videos and 6 food trails covering over 80 food producers of Leitrim and great places to eat in the county.



With a population of just 857, Drumshanbo has 14 food producers and places to eat employing well over 150 people in total.

Now that is impact.



Where are we now?

Lots of challenges but good ones



Immediate:- Tenant growth – pressing space requirements.

Response:- Reconfiguration of The Food Hub inc. development of 5,000 sq. ft. empty space (this will give us 3 new incubation units (a Taste Leitrim food tourism experience and a distribution hub).

Job creation: – 15 additional jobs on site

Status: Planning ready, funding package is being developed but capital funding sources are more challenging than in 2006. Leitrim County Council has submitted a REDZ application.

Short term:- All our units are full (good complaint!) Need to invest in more incubation facilities (in addition to the 3 mentioned)

The Need:- We have a waiting list of 8 food producers who wish to start and grow their business in cost effective Drumshanbo (Dublin relocations a big factor)

Response:- Working with local development agencies on a plan to develop a **second Food Hub in Drumshanbo** (specialism in Dairy with anchor tenants The Cheese Hub and Blakes Always Organic Cheese and Kefir).

Immediate:- Staffing

Voluntary basis is unsustainable going into a development phase.

Unsuccessful in EI Community Enterprise Scheme 2015 for management support ☹️

EU programmes are vital to our funding basis.

PLUGGED INTO EUROPE

We are involved in key EU food projects through Erasmus + funding.



STREET FOOD OPPORTUNITIES FOR REGIONS



Erasmus+

This project has been
funded with support from
the European Commission

nourish eu

Healthy & Creative Food Regions



Erasmus+

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the European Commission

IN SUMMARY

- So much potential
- Resources are a challenge - public funds are scarce or reduced (e.g. EI Community Enterprise reduced maximum grant from €500k to €200k maximum. If we were starting today, The Food Hub would never be realised.)
- We can make things happen from very little !

Fergal Mc Partland – info@thefoodhub.com

00 353 86 835 8634

Donal Egan, Ferbane Food Campus



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WELCOME TO



Ferbane FoodCampus

FERBANE BUSINESS & TECHNOLOGY PARK

TIME-SHARE KITCHEN AND TRAINING FACILITY



INTRODUCTION

The manufacturing of food and drink products is Ireland's most important indigenous industry today with an turnover now approaching €24 billion.”

It is no surprise then that, food product development is playing an ever increasing role in our economy with new food companies being established every day to meet future market demands.

Ferbane Food Campus a state of the art time share kitchen and training facility that opened in August 2013 .

Its aim is to provide cost effective training and infrastructure for start-up food businesses while creating jobs within towns in rural Ireland.



WHEN?

- A feasibility study was conducted to assess the viability of a Food Campus in Ferbane in 2011.
- This study led to the conversion of a large existing 1st floor office building to two time-share kitchen units and a training room.
- I was appointed as Business Development Manager in June to 2013 to help market, mentor and help develop and drive the food campus concept.
- Ferbane Food Campus officially opened its doors for business in August 2013.



AIMS FOR CONCEPT

- To attract existing Food Entrepreneurs and Producers to relocate their production kitchens within a clean and secure environment in Ferbane Business and Technology Park.
- To provide educational support, mentoring and training for food producers and food business start-ups.
- To help create local employment within the Midlands.

OBJECTIVES FOR CONCEPT

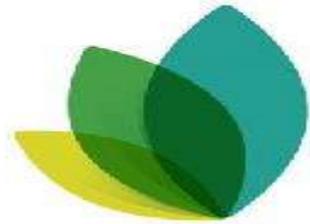
- To help people obtain the necessary skills and knowledge to develop their own food business
- To help people understand the stages involved in developing a food product and running your own business
- To give people the opportunity to rent a pay as you go state of the art production kitchen without the prohibitive cost of developing the own.

Why Ferbane Food Campus?

- We offer expert advice, support and mentoring
- We run affordable accredited training courses
- The Campus is equipped with state of the art EHO approved kitchens
- We provide alternative freezer, refrigeration and general storage solutions
- The campus is centrally located and only 10km from the M6 Dublin to Galway motorway.
- There is free car parking and a Creche facility on site.



TRAINING PROGRAMS @ FERBANE FOOD CAMPUS



FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

Go
Oifig Fiontair Áitiúil
Local Enterprise Office

SuperValu
Real Food. Real People



18 Food Producers have been successful to date in receiving a Super Value contract through the Food Academy Training Program @ Ferbane Food Campus

FOOD SAFETY HACCP TRAINING @ FERBANE FOOD CAMPUS



Over 100 people have been successful in receiving a Food Safety HACCP Cert since the Food Campus opened in 2013.

Other Training Courses Currently running @ Ferbane Food Campus

- Digital Marketing
- Train the Trainer (QQI Accredited)
- Horticulture Courses
- Computer Courses
- Health and Safety training
- Food Safety Management
- Food Safety HACCP

SERVICES AND INFORMATION AVAILABLE ON CAMPUS

- ▶ Printing, Design, Labelling & Company Logos
- ▶ Website Design & Facebook Set-up for food businesses
- ▶ Food Photography
- ▶ Food Safety, HACCP, Auditing & Consultancy
- ▶ Food Safety HACCP Training courses
- ▶ Food Preparation & Production Training
- ▶ Digital Marketing courses
- ▶ Business Plan Development
- ▶ Food Packaging & Samples
- ▶ Packaging / labelling samples
- ▶ Production Equipment
- ▶ Food Technologist services
- ▶ Links to start-up supports: Offaly Local Enterprise Office & Enterprise Ireland
- ▶ Links to Board Bia Mentoring Support
- ▶ Professional Tasting Panel
- ▶ Professional Retail marketing advice
- ▶ Professional Food Nutrition advice
- ▶ Childcare Facilities

FUTURE PLANS

- To expand our community garden project with poly-tunnels & ECO growing systems.
- To run basic level cookery programmes.
- To organise monthly food seminars and outdoor markets on campus.
- To develop more food incubation units for existing potential food entrepreneurs to expand and grow their businesses’.



- To collaborate with AIT (Athlone Institute of Technology) in support of the Business(Hons) in Culinary Entrepreneurship Program.
- To collaborate with our Local Enterprise Office in running Food Academy training courses and supporting food business start-ups.
- To collaborate with our Secondary level Education Institutes in supporting projects relating to food product development.



Grant assistance & supports available

- (OLEO) Offaly Local Enterprise Office
- Enterprise Ireland
- Offaly Local Development Company
- Offaly County Council
- Links to third level training programmes
@ (AIT) Athlone Institute of Technology



Success to date!

- ▶ The Food Campus now a Certified City and Guilds Training Facility.
- ▶ We have six potential Food Businesses using our time-share kitchens.
- ▶ Over 300 people from local area to date have attended several training courses within the campus, with 30% of them now running their own food businesses or working within the catering industry.
- ▶ We are currently in the process of developing incubation units for existing tenants to expand and grow their businesses.



**FOOD COMPANIES CURRENTLY TRADING
@FERBANE FOOD CAMPUS**

DURROW MILLS



**GREENERGY
FOODS**

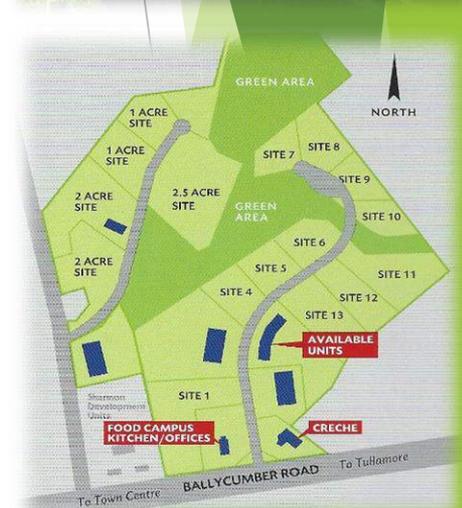


Chef & Secret
The Heart of Flavour



WHERE can you find us?

- Our website www.ferbanefoodcampus.ie
- Our Facebook page www.facebook.com/ferbanefoodcampus
- Our Twitter Page [ferbanefood](https://twitter.com/ferbanefood)
- The Bord Bia Vantage website (bordbiavantage.ie)
- The Midlands Regional Food Directory 2014 and 2016 (MidlandsIreland.ie)



Food Product Idea....??

Ferbane Food Campus will provide training, supports and infrastructure to help you on your way!

Our next clip is a 3 minute video with an overview of the campus and its current tenants
Enjoy and thanks for watching





Summary

The Ferbane Food Campus concept is now at full capacity and has the potential to increase existing employment levels from 60 to in excess of 200 people over a three year period, as well as providing the local farming community with the opportunity of supplying the required raw material to food producers setting up operations in the Midlands Region.

We look Forward working with our Local Agencies going forward and hope that there will be continuous support for the development of Incubation units in the future.



*THE FOOD INNOVATION HUB OF THE MIDLANDS
A ONE STOP SHOP FOR START-UP FOOD BUSINESSES*



Ferbane alive

**We can play an important part
in providing the answer**

Róisín McQuillan, School of Food

SCHOOL
OF FOOD

The logo for the School of Food, featuring the text 'SCHOOL OF FOOD' in a sans-serif font. A red underline is positioned under the word 'OF', extending from the left and curving upwards to the right.

W: www.schooloffood.ie

F: www.facebook.com/KKschooloffood

Tweet: [@KKSOF](https://twitter.com/KKSOF)





SCHOOL OF FOOD



Mission Statement

The Kilkenny School of Food, Thomastown, aims to be an acclaimed training centre for aspiring and experienced professional chefs and a food hub for discourse, innovation and learning, achieved through strategic partnerships and community collaboration.

Vision 2020

By 2020 the non-profit and self-sustaining School of Food will be a nationally recognised Professional Chef Training Centre delivering training at all levels in food, horticulture and the culinary arts, from seed to plate.





The story

- Kilkenny Leader Partnership
- Thomastown Town of Food
- Funding
- Board of Directors
- Staff – 1 full time, 3 part-time
- Volunteers

- Sustainability



Fáilte Ireland
National Tourism Development Authority





Bob Jull,
Chair



Pat FitzGerald



Noel
McCarron



Gus
Mabelson



Edwina St. Lawrence



John O'Connor



Ignatius McComb
Secretary



SCHOOL OF FOOD



Incubation Kitchen



SCHOOL OF FOOD

Dimensions: 6.4 m x 6.4 m

Full day or half day

Fully equipped kitchen
including—

- 2 ovens
- 6 burner gas hob
- Electric oven
- Brat pan
- Blast chillers
- 2 fridges
- 2 vac packs



FOOD
ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

County & City
Enterprise Boards

SuperValu
Real Food, Real People

SCHOOL OF FOOD



“In 2014, SuperValu introduced us to the School of Food in Thomastown, Co. Kilkenny where we now have access to a fully equipped production unit. This allowed us to quadruple our weekly output and since then, **Edelificious** has grown its outlets to over 90 stores throughout Ireland.



Edelificious now employs 6 part-time staff in sales, delivery and production. We have re-branded the range in the last month and have introduced a new website with online purchase capability's and recipe ideas.”

Edel Lalor - Edelificious

Lessons learned

- Marketing is key
- Food Academy /LEO links
- Costs: maintenance/cleaning/waste disposal
- Public liability insurance
- Resources

SCHOOL
OF FOOD



Development plans

- Important element of the School of Food's mission
- Vital income stream – build to capacity
- Marketing plan in place – food markets, local food producers, #tastekilkenny
- Go regional - central location is key
- Maintain and improve links with LEO and with the Supervalu Food Academy

SCHOOL
OF FOOD



SCHOOL OF FOOD



“I approached The School and immediately I sensed that I had found a ‘home’. It was perfect. I had all the facilities and equipment I needed, including two 10-tray ovens, which for me was a dream in terms of increasing my production capacity, and I could hire it on an as-need basis.

This gave me great flexibility as I tried to grow my business, and gauge demand for my product over the seasons. All the extras, such as servicing equipment, security, pest-control, bins etc. are someone else’s worry, allowing me to focus on my product and my business. It’s great for a small business to not have those extra headaches (and costs!).”

Carmel Moran, Oat Couture: Gold Medal, Blas na hÉireann Awards 2016



Thank you



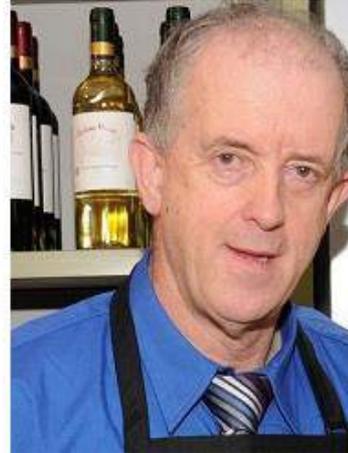
School of Food
Dublin Road
Thomastown
Co. Kilkenny

Tel: 056 7754397

www.schooloffood.ie



Benny O'Connell, An Chistin



W: www.castlereaenterprisehub.com

F: www.facebook.com/CastlereaEnterpriseHub





An Chistin

at THEHUB

11th of November 2017 - An Introduction

EST. 1981

Benny's Deli

CASTLEREA

A bit about your speaker -Benny O'Connell of Benny's Deli



We have been in business in Castlereagh for over 35 years.



EST. 1981
Benny's Deli
CASTLEREA

Over its 35 years in business, but especially in the last 10 years Benny's Deli has changed, developed and innovated with the goal of keeping the business viable, relevant and sustainable.

We have tried to never take custom for granted or become too comfortable.

We're not saying get everything right all the time but we are trying...

THE HUB

Some background about -The Enterprise Hub, Castlereia



The heart of a community since 2011.



Fantastic
Facilities



Community Spirit



Facilities

SPORTS HALL

BOXING CLUB

GYM

CRECHE

MUSICIAN NETWORK

**TRAINING ROOMS
MEETING ROOMS**

PERFORMANCE SPACE

COMMUNITY GARDENS

Types of Events

**BASKETBALL
TOURNAMENTS**

MUSICALS

FOOD & CRAFT FAIRS

CONCERTS & DANCES

SEASONAL EVENTS

COMMUNITY MEETINGS



More about our project...

Why have An Chistin at the Hub, Castlerea?

**IMPORTANCE OF THE FOOD INDUSTRY ON
IRISH BUSINESS**

SHORTAGE OF TRAINED CHEFS

SHORTAGE OF TRAINED WAITING STAFF

**LACK OF CERTIFIED KITCHEN FACILITIES
FOR START UPS**

**DESIRE FOR PEOPLE TO LEARN TO
COOK**



A food centred
community & business hub...



Proposed Location

Double height former industrial unit with access to road and separate entrance.

Proposed:

Catering kitchen with 8 training positions

Future proposal for separate catering units

Class room setting

Mezzanine level for rentable office space for new start-ups.





For
Training



Training Kitchen

Chef Training

Serving staff Training

Up Skilling / Refresher Courses

Class room setting





Community Kitchen

Kids cooking lessons

Group cooking parties

Catering space for local events

Chef demonstration events

Pre-college food skills

For
Community





For Small Business

Professional Kitchen

Hire kitchen space for product testing

Certified food safe areas available

Space for start-ups to experiment and develop new products

Business support and mentoring





Thank you!



Questions and Feedback



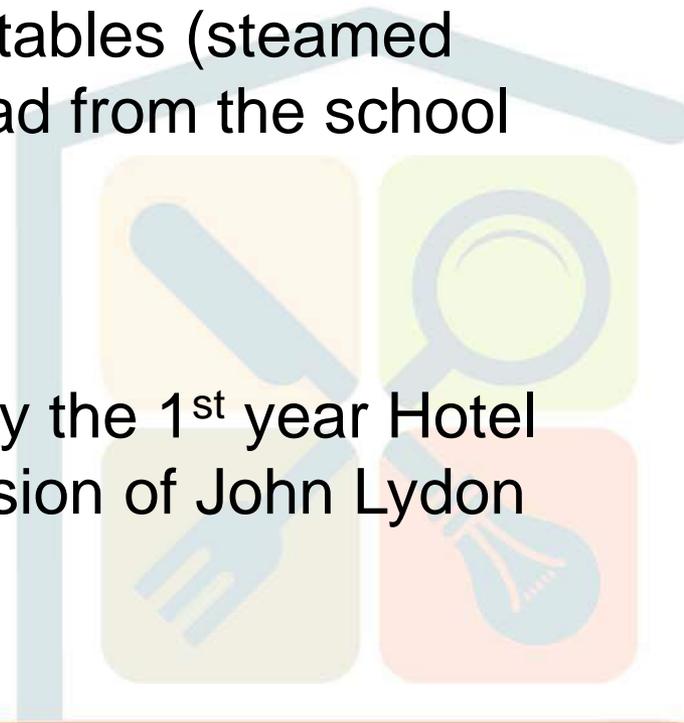
30KM Lunch prepared and served by students of AIT hospitality courses



Beef Stew (fillet of beef, sourced locally) or Salmon
Served with Rice, a melody of local vegetables (steamed and stir fried) and homemade brown bread from the school

Selection of Desserts

All food has been prepared and served by the 1st year Hotel Management students under the supervision of John Lydon and Sandra Griselain, lecturers.



Denise Rigney, The Shed Distillery



W: www.thesheddistillery.com

F: www.facebook.com/thesheddrumshanbo.ie

Tweet: [@SHEDDISTILLERY](https://twitter.com/SHEDDISTILLERY)



THE
SHED

DISTILLERY

OF P.J. RIGNEY

• DRUMSHANBO •
I R E L A N D

ON THE EDGE OF LOUGH ALLEN
IN DEEPEST RURAL IRELAND,
LIES THE SHED DISTILLERY



“The Shed” Distillery is about creating challenging brands with shared experiences . Consumers are seeking experiences they can share with others to enrich their daily life and escape life's pressures. Deeper and richer experiences.

They are not experiences until they are shared.

THE
SHED
DISTILLERY
OF PJ RIGNEY
DRUMSHANBO
IRELAND



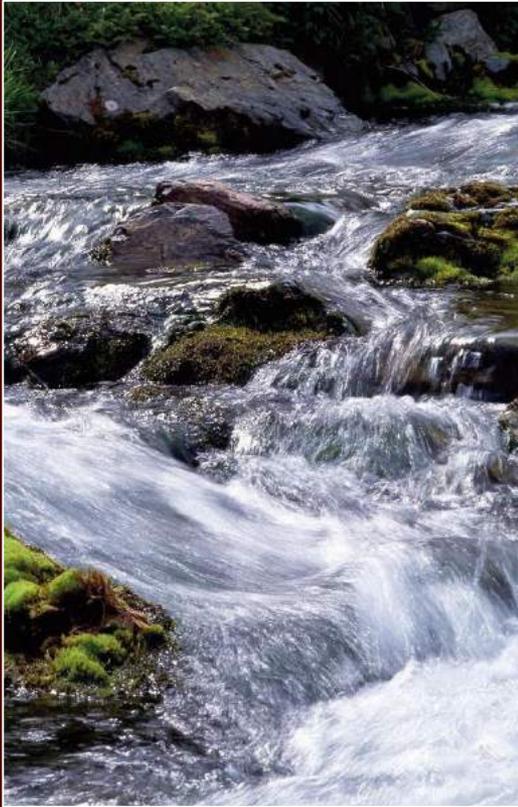
On the shores of Lough Allen, at the foothills of Sliabh an Iarainn, lies The Shed Distillery of P.J. Rigney in the tiny rural village of Drumshanbo.

In the province of Connacht in the west of Ireland.



THE
SHED
DISTILLERY
OF P.J. RIGNEY
DRUMSHANBO
IRELAND

Why did we Locate in Drumshanbo, Co Leitrim?



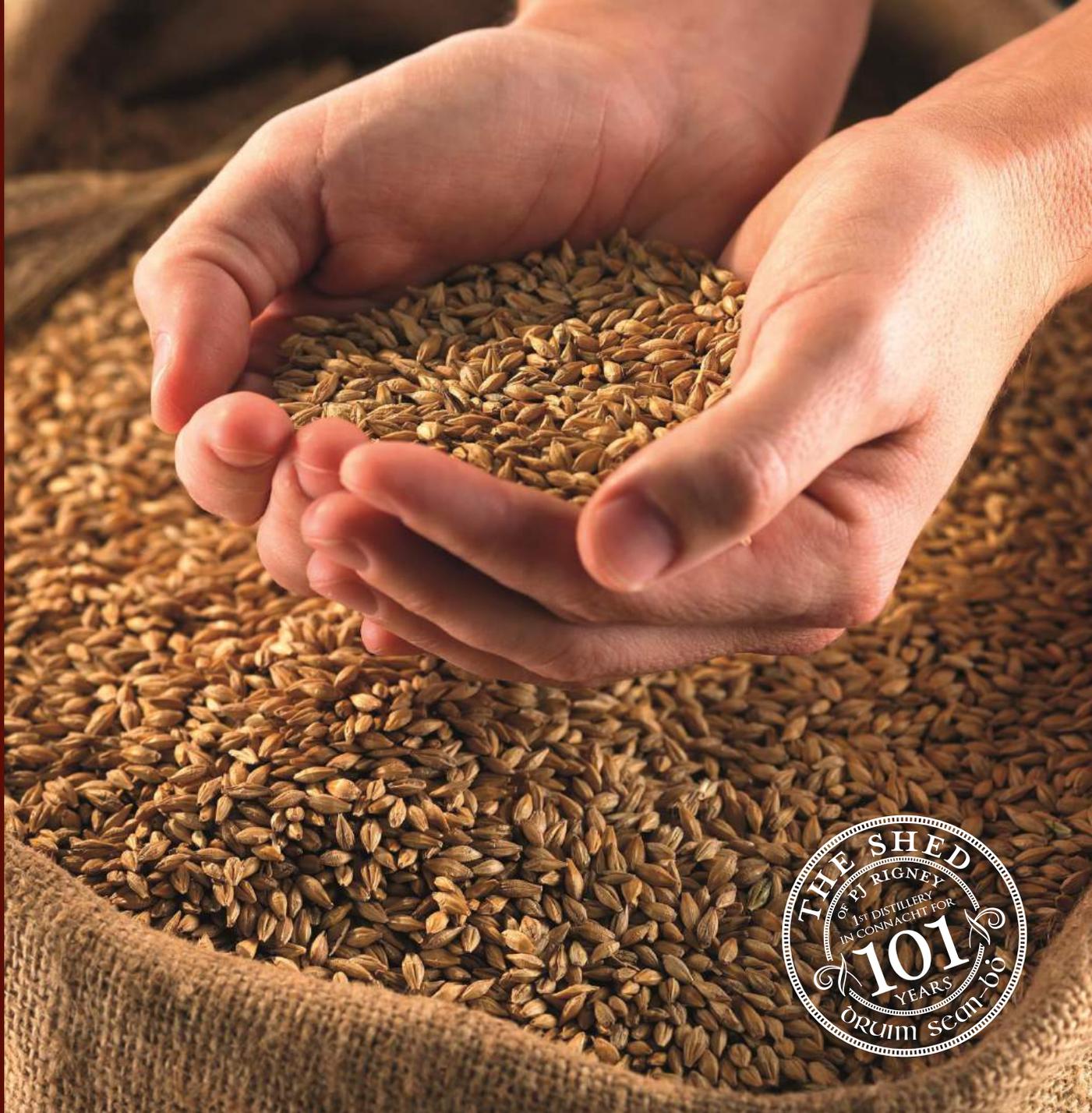
- **The People – “Meitheal”, attitude & community.**
- **Forward looking Local Authorities who worked with us: Leitrim County Council.**
- **The road less travelled – “its all real”.**
- **Great location to build a “brand”**
- **Infrastructure – Drumshanbo Food Hub**
- **Competitive costs & “hungry/helpful” local suppliers.**
- **Access to resourceful, ambitious & enthusiastic local work force.**
- **Access to Dublin – 2 hours**

To stand out you need to be genuinely real. Naturally authentic, do it yourself, remixing tradition with a future vision.

Nostalgia, genuine provenance proves quality credentials.

The Shed” Distillery marks a return to doing it real combined with creativity and excitement.

THE
SHED
DISTILLERY
OF PJ RIGNEY
DRUMSHANBO
IRELAND



An important part of the decision to locate ‘The Shed’ Distillery in Drumshanbo is its remoteness, its wildness, the road less travelled and how it plays to the curious mind of PJ Rigney. Consumers today want to be invigorated by new and real experiences.

Drumshanbo is the perfect location to create real and brilliant brands at our distillery “The Shed”. Who said Nettle Vodka couldn't taste so good.”

THE
SHED
DISTILLERY
OF PJ RIGNEY
DRUMSHANBO
IRELAND

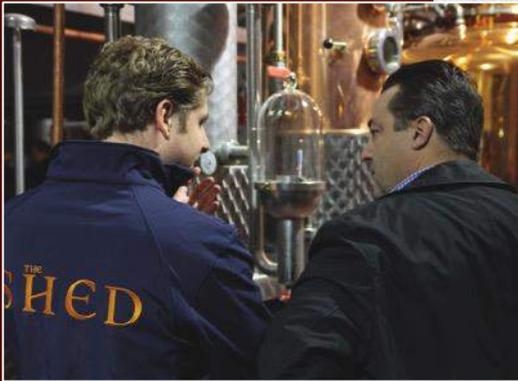


“The Shed”

Distillery is the **First Distillery** in the West of Ireland in over 101 years and has developed a branding device to reflect this.



THE
SHED
DISTILLERY
OF PJ RIGNEY
DRUMSHANBO
IRELAND



“**The Shed**” Distillery marks a return to traditional handcrafted distilling using medieval copper stills and is the first multi-purpose distillery of its kind in Ireland based on the curious mind of **PJ Rigney**.

The branding and positioning of “The Shed” Distillery is as a result of strategic work with Bord Bia’s **Consumer Insight** team including **Co-Creative research** in London with specially selected consumers on the cutting edge of trends.

Considerable **attention to detail** was given to the Distillery location, choice of equipment, choreography of the distillery layout and visitors experience.

In particular the **BRANDING** of the distillery brand was given **considerable investment In €’s, time and energy** and included Dublin’s top mixologists every step of the process as well as top designers and researchers.



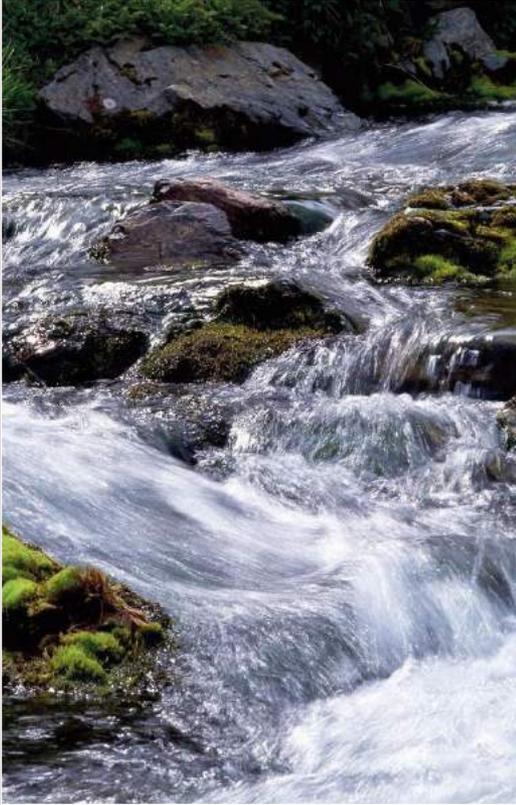
“The Shed” Distillery Business Platform

- Develop **Break-Thru** brands for **international markets** in large categories
- Develop **3rd party supply & joint brand** partnerships
- Specialist **cask supply** to individuals
- Create **Branded Visitors & Online Experience**



“The Shed” Distillery Customer Platform

- The **first** distillery in Connacht in **101 years**
– 3 Irish Whiskey copper pots
- **Personalisation & bespoke** production for partner customers of “**Premier Gran Cru Quality**” Irish Whiskey
- “**Single Pot Still**” and “**Single Malt**” triple distilled – bespoke options for distillation, ingredients and casking.
- Experience distillery team focused on hand made, hand distillation.
- **Medieval Copper Gin Pot with Vapour basket**



The Shed Distillery Philosophy

Develop partnerships of **like minded** people

Core Partnership Questions:

- Do we like the people?
- Are they experts in their field?
- Do we have synergies together?
- Is there a shared vision?
- Are they committed to quality?
- Do they have “hunger & stamina” to see it thru?



“The Shed” Distillery - Irish Whiskey

- **3 Traditional Copper Pots for Irish Whiskey Distillation**

- Traditional copper pot
- Two Casks per day
- Personalization
- 600 casks “gran cru” casks laid down in 2016
- Triple Distillation

- **6 Fermenters**

- Stainless steel specialist cooling system for highest quality

- **Grain Mill**

- All grain is milled on site

- **One Medieval Copper Pot For Gin Distillation**



“The Shed” Distillery Irish Whiskey

- **Grade One Materials**
 - Casks
 - Bourbon
 - Genuine Olorosso, Madeira & Port casks
 - Fresh Oak Casks
 - Be-spoke casks
 - Botanicals
 - Grain
- **In house laboratory**
- **A home for partner brands**
- **Skilled committed team with quality track record**
- **Origin green for sustainability**



“The Shed” Distillery Vision & Philosophy

- Ambitious, high energy, Instinctive
- Consumer insights at the core
- Take risks – measured but real
- Strong & valued team members – **‘GOOD KARMA’**
- Communicate constantly with the team
- Call on mentors for advise – **‘BEST PRACTICE’**
- Motivating and inspiring others – **‘CONFIDENCE’**

ORIGINALITY ISN'T JUST ABOUT INNOVATION.

It's about bringing together unrelated things for the first time. Seeing the possibilities that others don't.

That takes a willingness to set aside the tried and tested solutions and venture into uncharted territory.

It's the mark of a truly curious mind.



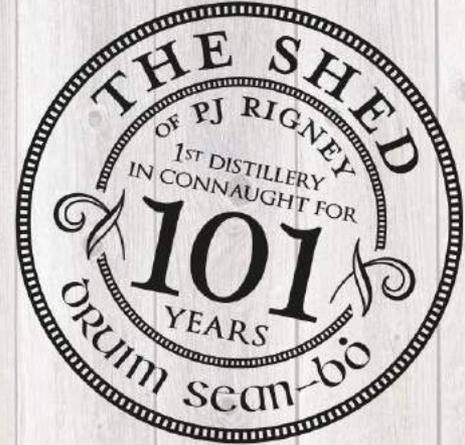


Leitrim is a
great place to
do business.

Our only regret
is we didn't
locate there
earlier!



THE
SHED
DISTILLERY
OF PJ RIGNEY
DRUMSHANBO
IRELAND



**THE
SHED**

DISTILLERY

OF PJ RIGNEY

**• DRUMSHANBO •
IRELAND**



For further information, please contact Patrick J. Rigney on:
Phone: + 353 1 293 7977 Mobile: +353 86 247 2734 Email: prigney@thesheddistillery.com



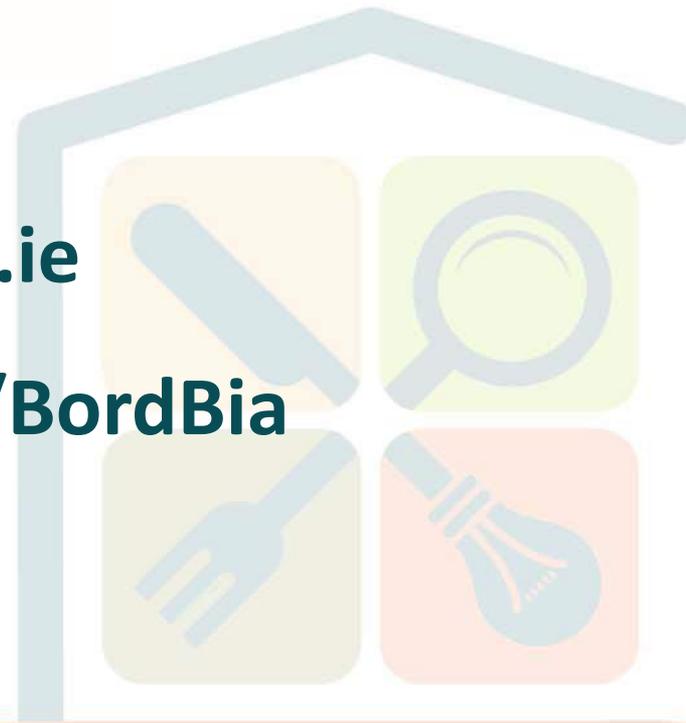
Stephaine Moe



W: www.bordbia.ie

F: www.facebook.com/BordBia

T: @Bordbia



Bord Bia

Supports & Activities



Working
with nature

Bord Bia
Irish Food Board

Our Mission

“To drive, through *market insight* and in *partnership* with industry, the commercial success of a world class Irish food, drink and horticulture industry”

Bord Bia Strategic Priorities

Informed by consumer and market insight

Enabled by valued people, talent and infrastructure

Underpinned by Origin Green

Realised by effective routes to market

Supported by strong brand communications in the digital age



Client Company

- ✓ Manufacturer of food/drink product in Ireland
- ✓ Selling outside own premises (retail/foodservice channels)
- ✓ >€100,000 annual turnover
- ✓ LEO Supports www.localenterprise.ie (Food Academy)
- ✓ Foodworks (www.foodworksireland.ie)
- ✓ info@bordbia.ie
- ✓ www.bordbiavantage.ie

Tailored groundwork searches





Groundworking visits to our library

**Size of prize? Retailer strategies? Consumer attitudes?
Market trends, NPD.....**



Authoritative information sources



GNPD



Consumer Studies



Millennials



Lunchtime



Snacking



Healthy Ageing



Travel Retail

Consumer Studies



Breakfast



Meat Trends



Free From



Healthy Ageing



Dairy Protein

Category Studies



Home baking



Sauces & Spread



Yoghurt



Seafood



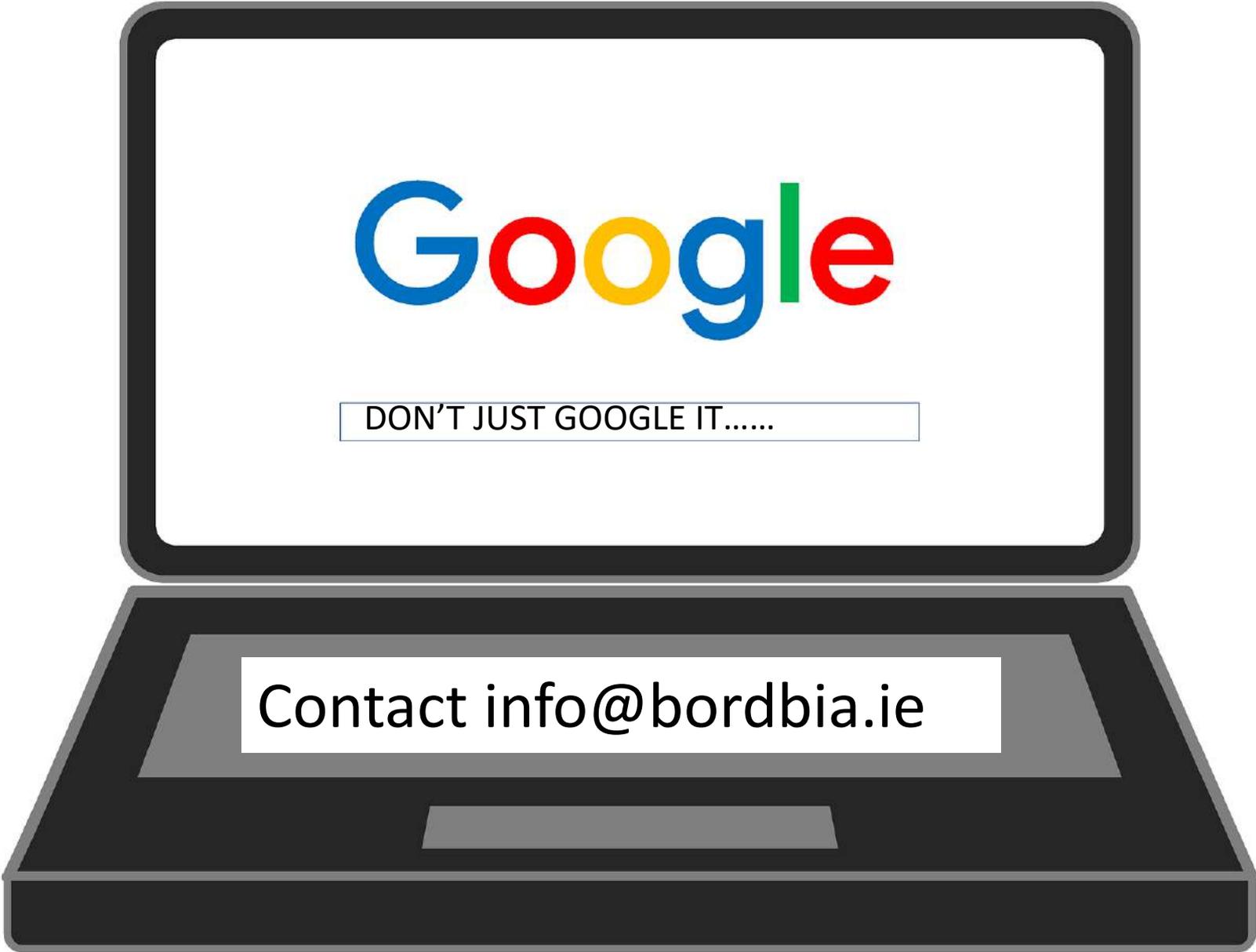
Bakery



Chocolate

Consumer Lifestyle Trends





Google

DON'T JUST GOOGLE IT.....

Contact info@bordbia.ie



Welcome to Bord Bia Vantage,
how can we help?

Are you:

- ✓ looking to start a food business
- ✓ looking for finance

- ✓ developing a new product
- ✓ looking for a distributor
- ✓ exporting for the first time

EVENTS

VIEW ALL »



05 NOVEMBER 2016
Whiskey Live

Name: Whiskey Live Date: 5th November 2016 Location: The Printworks, Dublin Castle, Dame Street Website: www.whiskylive.com/ireland Contact:...

MORE



07 NOVEMBER 2016
Brussels Market Mission

Name: Brussels Market Mission Date: 7th November 2016 Location: Brussels, Belgium Website:...

MORE



08 NOVEMBER 2016
Skills Training for Selling at Farmers' Markets Workshop

Series

Bord Bia is running a number of regional workshops designed to help stall holders sell better at farmers' markets. This is a new and exciting...

Marketing Assistance Programme (MAP) & Step-Change Fund

- ✓ Eligible for businesses with forecast turnover between €100,000 - €3.5m in year of application
- ✓ Covers up to 60% of marketing and promotional costs
- ✓ Annual closing date for applications is in January
- ✓ Origin Green strongly advised



Brand Forum

- ✓ Bord Bia's Brand Forum works with Irish food and drink companies to **develop and grow their brands**.
- ✓ Quarterly events with expert brand speakers from the food & drink industry worldwide.
- ✓ Practical knowledge, advice and inspiration.
- ✓ A series of workshops on themes such as social media, media evaluation, food photography & styling : free to members.
- ✓ Annual Membership fee for companies <€3.5m
€250.00

SuperBrands for Smaller Businesses

A SYNDICATED BRANDING AND INNOVATION SERVICE FOR IRISH FOOD & DRINK

**Consumer
Insights Team**

Growth through consumer understanding

SuperBrands for Smaller Businesses, run by experienced marketers and award winning researchers, is an end to end service which starts with understanding your category and consumer right through to how your pack presents on shelf. **SuperBrands** increases your chances of market success by putting the consumer at the heart of the brand and innovation process.

SuperBrands involves three simple steps:



Stage 1: Groundwork

Groundwork to understand your business issue, the market context and who your target consumer is.



Stage 2: Exploration

Exploration using qualitative research to generate deep consumer insights about your brand. We will recruit your target consumers in the UK and Ireland and conduct 6 face to face group discussions. Note as this is a syndicated service other non competing brands (no more than 3) will also be discussed in these groups.



Stage 3: Expression

Expression through the creation of a design brief right through to final brand design including pack design.

QUALIFYING CRITERIA

The programme is open to any food/drink business manufacturing in Ireland with a turnover of under €5million. Participating businesses must have a current listing in retail or food service and have a desire to develop their brand/innovations for launch in the Irish or UK market.

INVESTMENT

The cost of completing the branding/innovation process will be €5000.

CONTACT

For further details on SuperBrands contact:

rory.mcdonnell@bordbia.ie

Route to Market Supports

- ✓ Retail programmes (ROI, UK, Europe)
- ✓ Foodservice programmes (ROI, UK)
- ✓ Meet the Buyer/Meet Consumer events
- ✓ Category intelligence
- ✓ Inward buyer/media visits
- ✓ Direct selling programmes
- ✓ Market Missions
- ✓ Trade fairs



Market Missions



Trade Fairs / Events 2016



BIOFACH2016
into organic

Speciality
& Fine Food Fair 2016
4-6 September | INCORPORATING SPECIALITY
Olympia London | Chocolatefair LONDON

SIAL



International Office Network



Origin Green Company Recruitment Pipeline (www.origingreen.ie for more info)

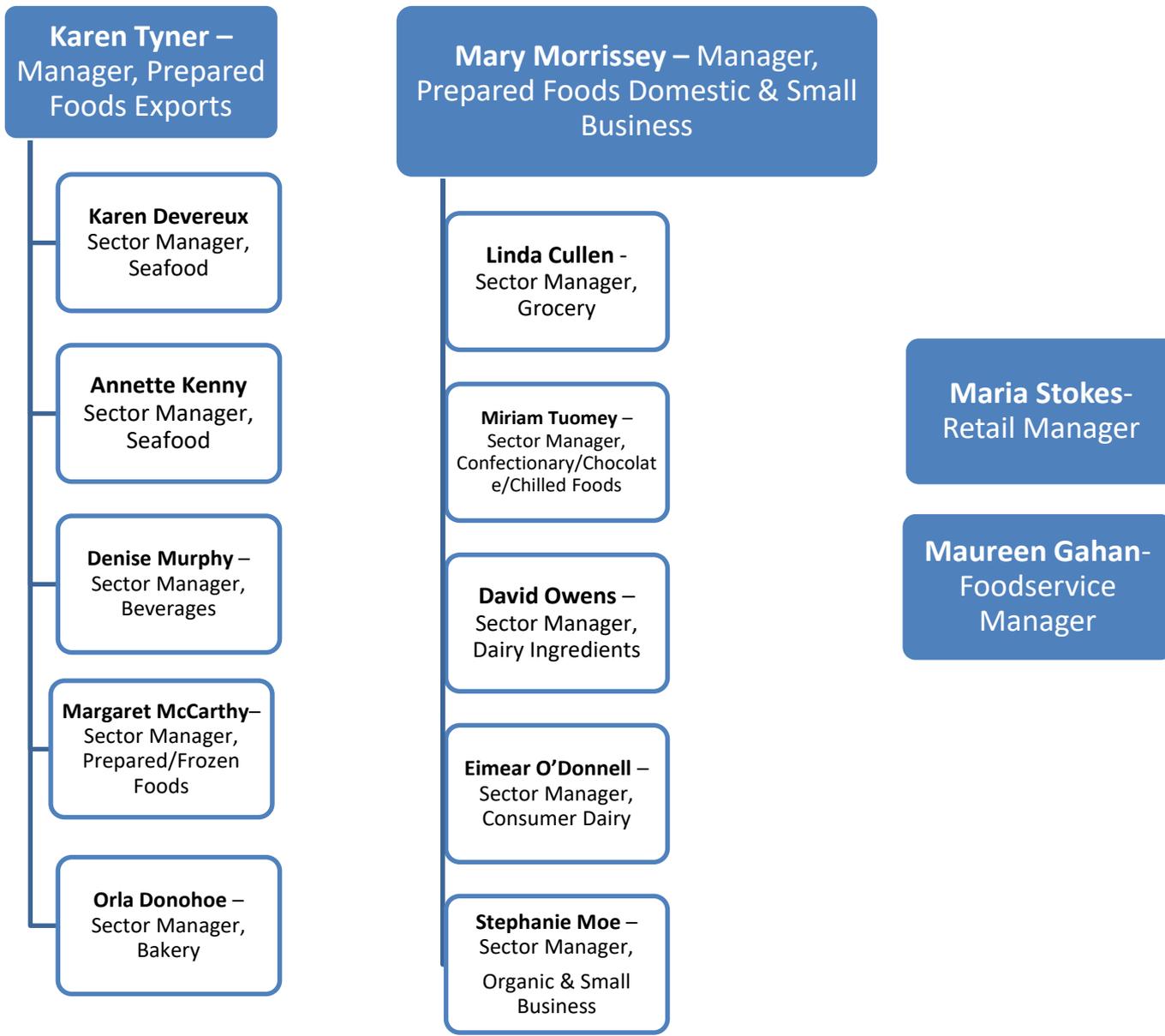
525 Companies Registered

Workshop/ plan development phase

157 plans submitted

216 Verified Members
>90% of exports

Sector Managers & Key Contacts



- Small Business website: www.bordbiavantage.ie
E: vantage@bordbia.ie
- Information services – Info@bordbia.ie
- www.bordbia.ie Events: www.bordbia.ie/events
- Stephanie.moe@bordbia.ie

Workshop Tracks

Each track will last 35 minutes and attendees can attend as follows:-

2.30 – 3.05

ACCESS TO FINANCE
Including development agencies, social finance opportunities and crowd funding specialists
Hosted by Roscommon Local Enterprise Office



or

EDUCATION
How training can be a core offering at your Food Incubator.



3.10 – 3.45

DISTRIBUTION
Add value to your incubator – shared distribution models for your tenants



or

NURTURING NEW FOODPRENEURS
The role of incubators



3.45 – 4.00 All groups convene again and a representative from each track will present a brief overview from their session – the key learning points.

Thank you



Erasmus+

This project has been funded with support from the European Commission

