



CONFERENCE 2019

Creating
Economic and
Business Opportunities
from **Climate Change**

Exploring how businesses, in addressing and responding to climate change, can realise unique economic and business opportunities.

October 9th 2019

Tullamore Court Hotel, Tullamore, Co. Offaly

9.00 – 16.00

A close-up photograph of industrial machinery, possibly a textile loom or a similar manufacturing process, with various rollers and threads visible. The image is partially obscured by a large, semi-transparent purple triangle.

ABOUT THE CONFERENCE

This conference will examine how responses to climate change can effectively drive innovation, and create real economic and business opportunities. The conference will address international trends and emerging business opportunities in sectors such as energy production, advance manufacturing and sustainable tourism.

Attendees will gain insights into how a number of Irish business are adapting and capitalising on new opportunities, while mitigating the effects of climate change, through integrating sustainable investment, processes and technology. The conference will also showcase how businesses and communities can leverage the economic potential of the circular economy and the rise of remote working.

A graphic of a circular arrow, where the arrow is formed by a lush green tree. The background is a blurred landscape with a body of water and a cloudy sky.

TOPICS

INNOVATION

NEW TECHNOLOGIES

CIRCULAR ECONOMY

GREEN FINANCE

SUSTAINABLE TOURISM

CLEAN POWER

REMOTE WORKING

A photograph of a hiker with a backpack walking away on a narrow, stone-paved path through a rugged, hilly landscape. The terrain is covered in dry grass and shrubs, and the sky is overcast.

SPEAKERS

Our speakers come from a range of business backgrounds. They will highlight real world examples to illustrate how the pursuit of initiatives that seek to address and respond to climate change can be a powerful tool and a source of competitive advantage that can transform business and uncover opportunities.



JONATHAN HEALY *Healy Communications* has worked in radio, television and online media for over two decades. He has been a presenter with Newstalk 106-108fm and a correspondent with Sky News, with his work featuring prominently on both stations. Jonathan also has experience working with TV3, RTE, FM104, and Cork's RedFM. Having conducted thousands of interviews with people from all works of Irish life, he is a skilled interviewer and is now bring this experience to PR and media training through his own company, Healy Communications.



PETER ORMOND *Cathaoirleach, Offaly County Council* was first elected in 1999. Peter graduated with a Degree in Business Administration and has served on many boards at both local and national level. He has extensive experience in community development and is currently working on the Rural Development Programme in Westmeath Community Development. Peter's hobbies include athletics, GAA and current affairs.



DR. TARA SHINE *Environmental Scientist and Director, Change by Degrees* is passionate about changing the conversation on climate change and sustainability. She is an environmental scientist with over 20 years' experience working as an adviser to governments and world leaders, as a negotiator and a researcher. Tara is taking this experience of shaping policy at the global level to drive change in her own community and country. In 2018 she co-founded the social enterprise Change by Degrees and the community initiative Plastic Free Kinsale. Using both of these platforms she informs and empowers people at home and at work to live more sustainably. Tara presents wildlife and nature documentaries for RTE and the BBC. She was the first woman living in Ireland to take part in Homeward Bound, a global leadership programme for women in science, which involved an expedition to Antarctica in January 2019.



DR. JOHN CULLEN *Associate Professor (School of Business), Maynooth University* researches and teaches in the area of business ethics. Recent projects included work in the areas of Sustainability, Data Ethics, Ethical Leadership, Responsible Management & Organisational Learning & Change. Prior to his academic career, he worked as a Manager, a Senior Management Research Researcher, a Press & Information Officer, a Research Project Leader and a Head Librarian. Prior to joining Maynooth University he worked with the Irish Management Institute, Dublin Institute of Technology and the Institute of Technology in Tallaght. His research has been published in a number of top ranking journals and his most recent book, *Work, Ethics & Organisational Life*, was published by Oaktree Press last year.



MARK HIGGINS *Head of New Business and Land Development, Bord na Móna* has extensive experience in delivering business performance targets worldwide as general manager of Hovis Ireland. Mark has also held senior management and leadership roles in a number of leading international organisations including The 2Sisters Food Group, Ornuá and Glanbia Plc. The New Business and Land Development business unit was established in October 2018 as part of the Company's new Brown to Green Strategy. The focus of the New Business and Land Development team is to seek commercial opportunities in non-peat sectors that realise the full potential of the land, people and energy assets.



RUSSELL WALSH *VIVA green www.vivagreengroup.com* is the co-founder of the knowledge-based company that is driving engineering backgrounds to bring fresh, innovative products made from renewable resources to the marketplace. VivaGreen is a world leader in the research and development of Biodegradable, Chemical and Plastic-Free materials and are committed to producing products that are not only the greenest products but are also unquestionably of the highest quality. VivaGreen has been developing and manufacturing a range of compostable and truly biodegradable products since 1992. By thinking harder, applying innovation and creating new technology they are using natural materials in new ways while helping the environment in which we all live.



LIZ WATERS *CEO, Watershed group* is responsible for overseeing all facets of the groups' operations in Ireland, U.K, Poland and Germany. Liz has a proven executive background in driving sales in retail and tourism industries. Prior to joining the Watershed Group, Liz relaunched the Malone's household cleaning brand, developing a new range of environmentally friendly, biodegradable cleaning projects, targeting the Irish multiples. Particularly focused on market opportunities, Malone's cleaning range remains the only household brand carrying the Asthma Society of Ireland's logo. Previously Liz has served as a marketer with Aer Lingus, a teacher in DIT and a linguist. She holds a Mod Lang degree and H. Dip Ed from UCD.



JAMES KELLY Market Development Manager, ABB Ltd. for Electric Vehicle Charging Infrastructure and ABB Ability™, ABB's unified, cross-industry digital capability, from device to edge to cloud. James MIEI, started his career as an electrician before going on to become an electrical/electronic engineer and holds an MBA from the UCD Smurfit Business School.



RON IMMINK Entrepreneur-in-Residence, Sustainable Nation is a Dutch/Irish entrepreneur with extensive experience in entrepreneurship, intrapreneurship, strategy, innovation and SME engagement. He helps companies to ensure their future by improving their business models, working directly with the CEO and the management team. He is an author, speaker, trainer and business coach. Ron has worked with universities, membership organisations, corporate clients, government departments, public agencies and advised hundreds of businesses, giving him a unique perspective on running businesses in highly complex environments. He is a founding partner of StrategyCrowd, part of the coaching team of tabor.nl and is the entrepreneur in residence for Sustainable Nation, where he is tasked with establishing a green intrapreneurship accelerator, focusing on the finance and insurance sector.



JOANNE ROURKE Eastern-Midlands Regional Waste Office is a Resource Efficiency Officer with the EMWRO since 2016. She has worked on a range of national and regional awareness and communication campaigns as well as sustainability programmes for business and raising awareness about circular economy and circular business models. Her career of over 25 years included environmental science, communication, policy, research and education. Joanne holds a BSc in Environmental Science, an MSC in Science Communication and her PhD focused on environmental risk communication, particularly in the area of waste management.



NIGEL REAMS Founder and CEO, Lumcloon Energy an Irish based company currently developing Europe's largest battery energy storage facility at two sites in Co Offaly, in association with Hanwha Energy Corporation, South Korea. Mr Reams has developed this project in the context of a number of initiatives supporting the aims of EirGrid, to increase renewable energy to 90% of electricity production as part of the transition to a low carbon economy. From an engineering background and expertise, he has worked with a number of Irish based agencies, including Enterprise Ireland, to develop and research energy based projects, which have been supported by both Irish based funding and the EU Horizon 2020 programme. His service based company, RR Power Projects, provides maintenance and support facilities for electricity generation companies in Europe and internationally. A native of Co Offaly, he continues to live locally and is married with three young children.



DEIRDRE DEBHAILIS Business Development Executive, Dingle Hub maintains focus to build a sustainable community through fostering an ecosystem that supports the creation of well paid, year round employment on the Dingle Peninsula. Executing this goal, she drives multiple projects, that support the:

- community's transition to a low carbon society
- generation of start-up enterprises
- development of creative industries on the Dingle Peninsula.

Deirdre holds a degree in Electronic Engineering, NUIG and a Masters in Engineering Science, UCC. Her work experience includes 10 years as an R&D Design Engineer and 6 years as a STEM Communicator.



PADDY MATTHEWS Head of Ireland's Hidden Heartlands, Fáilte Ireland since July 2018. Prior to his appointment to this role, he held the posts of Head of Attractions and Head of Investment and Innovation with Fáilte Ireland. He holds a Masters in Town and County Planning and in Heritage Management. He previously worked as a consultant with John Cronin & Associates, specialising in heritage and conservation, and from 1996 to 2003 he served as Planning Officer with the Heritage Council.



DR. SHANE WARD Professor of Bio-systems Engineering, UCD has a long track record in research and innovation. He has led several national and EU funded international research consortia, including the H2020 AgroCycle, addressing the application of the 'circular economy' across the agri-food industry. He has a particular interest in research relating to sustainable agri-food systems, 'circular economy' and the application of innovative technologies and processes emerging from AgroCycle (www.agrocycle.eu). Professor Ward was previously a member of the university's Senior Management Team Executive (2008-2011) and Head (2008-2011) of the university's fully integrated agri-food school i.e. the UCD School of Agriculture, Food Science & Veterinary Medicine (including Biosystems & Food Engineering). He is currently Scientific Director of the ca. €18 million CONSUS 'digital agriculture' research programme, jointly funded by

Origin Enterprises Plc and Science Foundation Ireland. This is one of Europe's largest university-based research programmes on 'big data' applied to field-scale crop production (www.consus.ie). He has a particular interest in the application of IoT and 'precision agriculture' technology to enhance the operational efficiency of agri-food systems, from on-farm operations right through to the consumer, including the implementation of a 'circular economy' in agriculture. Contact: shane.ward@ucd.ie

CONFERENCE PROGRAMME

9.00	Registration & Refreshments
9.30	Introduction Jonathan Healy, Healy Communications, MC
9.40-9.50	Welcome Address Peter Ormond, Cathaoirleach, Offaly County Council
9.50-10.20	Climate Change Challenge & Growth Stimulus Dr. Tara Shine, Environmentalist & Director, Change by Degrees The Here and Now – and the Future. Realising the business opportunities of climate change adaptation and mitigation measures.
10.20-10.40	The Business Model of Innovation Dr. John Cullen, Associate Professor (School of Business), NUI, Maynooth. A focus on International Best Practice in adapting and creating Competitive Advantage to compete in a transitioning environment.
10.40-10.55	Accelerating the Decarbonisation Programme – Brown to Green Mark Higgins, Head of New Business and Land Development, Bord na Móna Just Transition and Diversification. How Bord Móna are extending the core and scaling the new.
10.55-11.10	Panel Discussion
11.10-11.30	Refreshments
11.30-11.50	Small Enterprise Focus Russell Walsh, Co-Founder, Viva Green By thinking harder, applying innovation and creating new technology Viva Green are using natural materials in new ways while helping the environment.
11.50-12.10	Medium Enterprise Focus Liz Waters, CEO, Watershed Group Using Process optimisation and R&D to create a win-win for the business and clients.
12:10-12:30	Macro Enterprise Focus James Kelly, Market Development Manager, ABB Ltd. Exploring cutting edge projects and initiatives utilising digital technology to push the boundaries of productivity and decarbonisation.
12.30-12.50	Green Intrapreneurship Ron Immink, Entrepreneur-in-Residence, Sustainable Nation Climate Change as a trigger to Innovation and Change Management.
12.50-13.00	Panel Discussion
13.00-14.00	Lunch
14:00-14:20	Renewable Energy, Research & Jobs Nigel Reams, Founder and CEO, Lumcloon Energy Energy production through technological innovation in Clean Power.
14:20-14:40	Circular Economy Dr Shane Ward, Professor of Biosystems Engineering, UCD Agrocycle – a holistic approach to the application of the ‘circular economy’ across the agri-food sector.
14:40-15:00	Sustaining Rural Communities through Remote Working Deirdre DeBhailis, Business Development Executive, Dingle Hub Adopting a flexible approach to working, the environmental positives, and challenges for employers and employees.
15:00-15:20	Improving Environmental Performance Dr. Joanne Rourke, Resource Efficiency Officer, Eastern and Midlands Regional Waste Management Offices Practical ways to work towards sustainability in business and using this as a marketing tool.
15:20-15:40	Sustainable Tourism Paddy Matthews, Head of Ireland’s Hidden Heartlands, Fáilte Ireland What will climate change mean for Irish tourism and how we can adapt.
15:40	Panel Discussion
16:00	Conference close

WHO SHOULD ATTEND

- Entrepreneurs looking for new business opportunities
- Existing business owners seeking to pivot their business to become more sustainable
- Development groups exploring ways for local communities to adapt and thrive
- Enterprise and Development agencies
- Elected Members
- Local Authority Energy Officers
- Remote working facilities
- Sustainable Energy Communities
- Local Authority staff developing and implementing strategies to support economic development and environmental awareness

REGISTRATION

Attendance fee: €150 pp.
This is a pre-registered event.

To register online visit
www.midlandsireland.ie/events

VENUE DETAILS

Tullamore Court Hotel, O Moore Street,
Tullamore, Co. Offaly, R35 D406.

Conference rates available

T: +353 (57) 934 66 66

E: hello@tullamorecourthotel.ie

GETTING THERE

Direct trains from Dublin
and Galway, connections
to Cork and Limerick.

Visit www.irishrail.ie

This is an initiative of the Regional Transition Team of the Midlands Regional Enterprise Plan to 2020

**Regional Enterprise Plan
to 2020
MIDLANDS**


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Comhairle Chontae Uíbh Fhailí
Offaly County Council


Oifig Fiontair Áitiúil
Local Enterprise Office

 **CARO**