OPENING OF DCU INNOVATION CAMPUS
January 21, 2013

WELCOME

A Aire, a aíonna ghradamúla, agus a chomhleacaithe go léir, m'éar a bhéith buíoch daoibh as ucht teacht anseo inniu chun bheith linn ar an ocáid tábhachtach seo i stair DCU. Minister, distinguished guests, colleagues and friends of DCU, I am very grateful to you all for joining us here today to participate in this important event in the short history of DCU.

From the very beginning of this institution in 1980, under the leadership of Dr Danny O’Hare, Innovation has been at the heart of everything we do at DCU. It’s what we were set up to do!

And, following the launch of our new Strategic Plan last September, we are embracing a new message: Ireland’s University of Enterprise. And that is about creating a culture of innovation, about pursuing active engagement with the enterprise sector, and about fostering innovative and entrepreneurial mindsets in our students. And, in keeping with that ethos, today is all about Innovation and Entrepreneurship.

Two major developments in both those areas will be announced today by the Minister: One is about this Innovation Campus and the other is a major student Entrepreneurship initiative. Today’s exciting developments are happening at a very critical time in Ireland’s history.

Never before was innovation and entrepreneurship so crucial for this nation. Never before was the translation of knowledge into societal and economic benefits, and therefore jobs, so important for Ireland and our efforts to recover from the recent dark years.

So let me give you a preview of the various developments today – and there are many of them!

FIRST ANNOUNCEMENT

First, and foremost, Minister Bruton will formally open our new Innovation Campus, a new national centre for innovation, primarily focused on the Cleantech sector. Cleantech deals with the development of innovative products and services that address the global issues associated with energy efficiency, water, waste and emissions – fundamental issues for a sustainable future for our children.

Talking about children, this site is about 12 acres in total – we will be occupying approx 8.4 acres. We are delighted that one of our partners on the remainder of the site will be a new Educate Together school and the Principal of that school, Attracta Hayden, is with us here today.

This campus, which will be a location of choice for Cleantech start-ups, SMEs and larger companies, is expected to drive significant green economy growth in Ireland, supporting 200 jobs over the initial 18 months.

And why the particular focus on Cleantech? Cleantech is one of the fastest growing areas of economic activity and is worth more than €5 trillion globally. As highlighted by our Government in its Jobs Agenda and, more recently, in its policy statement on the Green Economy, Ireland is particularly well positioned to avail of this high growth sector.

With this in mind, the Green Way partnership was established as a unique, collaborative venture in this region just over 2 years ago. Along with DCU, the founder members of the Green Way are Dublin City Council, Fingal County Council, Dublin Airport Authority, DIT, North Dublin Chamber of Commerce, and Ballymun Regeneration Ltd. This ‘triple helix’ of industry, academia and municipal authorities is developing an internationally-recognised Cleantech cluster to drive productivity and innovation in this region, and in Ireland generally. Already the Green Way has been highly successful in delivering on its objectives with the test-bedding of the globally-significant Glen Dimplex Quantum Heater system last year a fantastic example.

THE GREEN WAY

I am delighted to announce today that this Innovation Campus will be the new home of The
Green Way and will be a central pillar in its Cleantech strategy. I am also pleased to announce that The Green Way Living Laboratory Programme, which has been selected for support by Enterprise Ireland under the DJEI Jobs initiative, will also be based here. This will involve working closely with both Indigenous and Multinational companies to carry out Test-Bed deployments for new Cleantech products and services.

Secondly, the Innovation Campus is based on the internationally-validated model of clusters – the co-location of start-ups, SMEs and larger companies close to centres of knowledge generation and human capital such as DCU, and other Green Way partners. So, a pre-requisite for success for us is the attraction of innovative companies onto the campus.

We are delighted therefore that we can announce the first two industry residents who will join the Green Way on the Innovation Campus here today: Dalkia, the utilities and energy management service provider, has been confirmed as the first tenant in the new Campus. Dalkia is the Energy division of the world-renowned company Veolia Environnement and you will hear from Dalkia’s Managing Director, Pat Gilroy, shortly.

The second tenant to move on to the campus will be Shimmer, a spin-out from the innovative, indigenous electronics company RealTime Technologies. Kieran Daly who heads up Shimmer is with us in the audience today.

And there is more good news:

**ITLG**

The Irish Technology Leadership Group, which promotes high-technology connections between Ireland and Silicon Valley, and which is headquartered in San Jose California, will locate its Irish Headquarters in the DCU Innovation Campus, thereby becoming the 4th occupant of the Campus. This will catalyse excellent opportunities for collaboration with Silicon Valley where there is a vibrant Green Economy and where the Green Way already has significant linkages, such as with the San Jose Cleantech Cluster.

**AUTODESK**

I am delighted to announce that the Innovation Campus is partnering with Autodesk, a leading global vendor of engineering and design software. Autodesk has a dedicated Clean Tech Partner Programme to support early-stage clean technology companies by providing up to €100,000 worth of software free. I am thrilled to announce that this programme is now open to our Innovation Campus Cleantech companies and that we are going to work in partnership with Autodesk to deliver bespoke support and training programmes to assist those companies in getting their products to market efficiently and quickly.

And DCU will shortly be introducing its own initiatives to support companies who join us here:

For companies that are based at the Innovation Campus DCU plans to simplify the process of negotiating Intellectual Property T&C to accelerate the start of collaborative projects that will lead to new innovative products and growth in employment. Partners at the Innovation Campus will be able to draw on the extensive research capability at DCU with favourable incentives to adopt smart technologies leveraging our internationally recognised expertise in sensors, cloud computing, health and environmental technologies. Further initiatives related to IP and linked to the recruitment of graduates that will make it even easier for all entrepreneurs to do business with DCU will be announced over the next few months.

**UNIVERSITY OF ENTERPRISE**

As Ireland’s University of Enterprise, DCU wants to provide enhanced ways to engage with innovative companies and thereby translate its intellectual capacity into value for the Irish economy.

Our Innovation Campus will provide us with an environment where:

- A critical mass of companies in the Cleantech space can locate and collaborate.
- Our staff and students can develop close links with innovative companies.

More importantly, for companies, the Innovation Campus provides:

- an environment close to major transportation links and a large population of talented students and graduates
- ready access to research-active academics who are keen to apply their expertise to industry’s needs
- easy availability of specialised infrastructure on our main campus.
- A direct channel to connect with the Greenway Cleantech Cluster and its partner organizations
SECOND ANNOUNCEMENT

The second major announcement this morning concerns Student Entrepreneurship. Burton Lee, the great entrepreneurship guru from Stanford University, states that Students are the dark matter of entrepreneurship – all that unexploited potential. But the world is starting to wake up, driven by examples like Facebook and many others …

This morning, Minister Bruton will also launch UStart, the first ever student start-up accelerator in an Irish university. USTART is a unique initiative that is designed to provide students with a holistic system of supports to enable them to realise their entrepreneurial potential. Under this programme, multidisciplinary teams of university students will be invited to develop and present a business idea, the successful teams receiving up to €10 000 seed funding, office space in DCU Innovation Campus and mentoring from experienced professionals during an intensive accelerator programme, beginning in summer 2013.

The development of UStart is being supported significantly by the JPMorgan Chase Foundation. I am very pleased that Carin Bryans, Managing Director, J.P. Morgan Bank Ireland and Tracey Bloomfield from JPMorgan Chase Foundation in London are here with us today. You will hear from Carin shortly.

The students will also benefit significantly from the expertise and network of mentors from DCU Ryan Academy for Entrepreneurship and I am pleased to acknowledge Ann Horan, who heads up the DCU Ryan Academy, and Declan Ryan, our greatest supporter, who are here with us today. And students from our Enterprise Society (E-Soc; our largest student society) are also with us today. You are very welcome.

Every major initiative needs a champion. The Academic Champion for this programme is Dr Ciaran Mac an Bhaird of Fiontar in DCU and I am particularly grateful to Ciaran for his commitment to the programme. GRMA a Chiarain. Through this exciting initiative, we are facilitating a unique experiential educational experience for our students. Through this first-hand involvement students will refine their ideas and innovations, develop sales and marketing strategies, launch their products and services, and apply for follow-on funding. Through this initiative, students will learn how to shape their own future. Ireland’s Mark Zuckerberg’s will be fostered right here on this campus!

So there is much to celebrate here today, but equally there are many people to thank: First and foremost, I want to thank Minister Bruton – without his support, encouragement and, ultimately, approval we would not be here today.

I also want to thank Minister Bruton’s Staff in DJEI, especially Clare Dunne who was our primary point of contact for the past 2 years. This process entailed significant cooperation with Enterprise Ireland and I want to acknowledge the great work of Paddy Hopkins, the support of Fergal O Morain from the start and, ultimately, the approval of Frank Ryan, CEO, who cannot be with us here today.

I want to thank the leaders of our first 2 Industry partners, Pat Gilroy and Kieran Daly and all our colleagues in the Green Way. I want to thank Tracey Bloomfield and Carin Bryans from JP Morgan for their support to UStart.

Finally, our team at DCU has invested a huge amount of time and effort in this great success. There are too many people to mention but I do want to single out Declan Raftery, Richard Stokes, Ciaran McGivern, Eamonn Cuggy, Alan Harvey, and retired staff members Frank Soughley and Eugene Kennedy for their unstinting commitment and also to the DCU Estates for their great work in getting this site ready for today.

And why is DCU doing all this?
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