



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Impact Report 2023

**Hincks Centre for Entrepreneurship
Excellence (School of Business)**

Dr Aisling ConwayLenihan

Hincks Centre
for Entrepreneurship Excellence



th
Anniversary
2013-2023

Supporting
entrepreneurship
excellence through
**research, education
and training.**

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Introduction

The Hincks Centre for Entrepreneurship Excellence supports entrepreneurship in all its forms, through research, education, and training. It was established on the 29th January 2013 and was Ireland's first centre for entrepreneurship excellence.

Part of MTU's School of Business the Hincks Centre has developed a strong and award-winning entrepreneurship ecosystem at MTU. As a mainly externally funded research group, the Hincks Centre for Entrepreneurship Excellence has an excellent track record in research funding at national, european and international levels.

Since its formation, the Hincks Centre has collaborated with many departments, research groups/centres and researchers across the various campuses in Cork and Kerry. It also has a strong national and international collaboration record with 175 international connections across 33 countries.

This report evaluates the impact of the Hincks Centre's research, education, and training over the last 10 years.

The impact on students and staff, the region, nationally and internationally through its many engagements in research and education/training is also evident.

The Hincks Centre team has grown from one permanent and two part-time staff (two wholetime equivalent) to a team of five full-time dedicated staff and academic staff on a part-time bases who work on various projects.

The number of seconded staff vary depending on funding and project expertise (currently three academic staff). Throughout the last 10 years, the number of PhD students, the research project portfolio and external funding has grown. The Hincks Centre staff have supervised three PhD students and three Masters by Research to completion with a further five PhDs and one Masters at various stages of their research.

► Dr Brendan Murphy, President of CIT, Seán Sherlock TD, Minister of State for Research & Innovation; and Michael Delaney, Vice President for Development at CIT, at the launch of the Hincks' Centre 2013. (Neil Danton Photography)



The Hincks Centre has successfully secured approximately €3.81million in project and postgraduate funding. The Centre collaborates with a variety of stakeholders across many industries to ensure the successful completion of local, regional, national, European, and international projects. To date, the Hincks Centre has successfully been awarded funding for 27 international projects and 18 national projects. It has successfully won funding of approximately €3.1 million, €2.8 million for international projects and €308,000 for national projects. Furthermore, the Hincks Centre have secured approximately €696,000 in internal and external funding for postgraduate students.

ACKNOWLEDGEMENTS

The author of this report would like to thank a number of people for their help and support in the development of this report. The Hincks Intern, Inigo Seco Uzuriaga, the Hincks Team, Dr Helen McGuirk and finally Lish Seoigh who has been instrumental in sourcing data and information and reviewing content. I would also like to acknowledge the professionalism and creativity of The Pierce Partnership who graphically designed this report. I have enjoyed the research and development of this report and thanks to Dr McGuirk for the opportunity.

This impact report illustrates the success and highlights some of its key achievements over the last decade. The report is structured around the three primary areas of research, education and training and provides recommendations for future development. It also demonstrates how the Hincks Centre aligns with MTU's strategic objectives (2022-2027) and the United Nations Sustainable Development Goals (SDGs) throughout the report.

HIGHLIGHTS IN NUMBERS

€3.81m

IN PROJECT AND POSTGRADUATE FUNDING

33

COUNTRIES LINKED TO HINCKS' ACTIVITIES

27

INTERNATIONAL PROJECTS

€696k

SECURED IN INTERNAL AND EXTERNAL FUNDING FOR POSTGRADUATE STUDENTS

¹. All data in this report is between January 2013 and up to and including May 2023.

Foreword

Professor Maggie Cusack

President of MTU



Professor Maggie Cusack

PRESIDENT OF MTU

On behalf of the MTU Community, I want to congratulate the Hincks Centre for Entrepreneurship Excellence team on reaching a significant milestone of 10 years.

I would like to acknowledge all who supported the Centre from the start to present and contributed to its success.

MTU Strategic Plan “Our Shared Vision” places a major emphasis on delivering outstanding learner education and experience to produce work-ready graduates; increasing investment in MTU’s staff and the communities within which MTU is embedded; achieving significant growth and impact across MTU’s research, innovation and entrepreneurship ecosystem; leading regional development; and adopting a global outlook across all of MTU’s activities.

Entrepreneurship is in the DNA of MTU, it is within our curriculum and informed by research. MTU will strive to inform, embed, and ensure entrepreneurship is a key graduate attribute for all our learners and I know the Hincks Centre will have a key role in ensuring these goals are realised through its activities and outputs.

The Hincks Centre for Entrepreneurship Excellence has achieved remarkable outputs over the last 10 years which include €3.8 million in competitive funding, 175 international connections across 33 countries, 12 Postgraduate Students (PhD & Masters), 46 Peer reviewed journal articles, 8 Project and Publication Awards and 18 training programmes delivered to name a few. The Centre also created and leads a Community of Practice for Entrepreneurship Educators and Researchers across MTU which ensures our teaching and learning and entrepreneurial thinking is truly multi-disciplinary.



I wish Dr Helen Mc Guirk, Head of the Hincks Centre for Entrepreneurship Excellence and her team continued success and look forward to seeing the Centre’s further growth and thought leadership in entrepreneurship teaching and learning, research and training.

The Centre's work is truly international with various EU projects but also work in South Africa with the Technological Higher Education Network South Africa (THENSA) a consortium of 10 Technology focussed Universities in South Africa where the centre developed the first online Entrepreneurship short course that is being offered to all students at THENSA member Institutions.

It is also wonderful to see how practical skills are also offered through the Centre through the annual Student Enterprise Camp for 14 to 17 year-old students, building their creative confidence and exploring their entrepreneurial potential.

On a national basis, the Centre has delivered two digital badges for entrepreneurship educators and various projects from the national Forum including National Longitudinal

Surveys which focused on the current assessment practices of entrepreneurship across all disciplines in Higher Education in Ireland. It has also rolled out rural women's entrepreneurial training and feeds into national strategies on rural development.

Capturing the last ten years of the Hincks Centre in this book demonstrates the breadth and depth of its activities, impact and the important contribution it makes to MTU, government policies and society.

I wish Dr Helen Mc Guirk, Head of the Hincks Centre for Entrepreneurship Excellence and her team continued success and look forward to seeing the Centre's further growth and thought leadership in entrepreneurship teaching and learning, research and training.

A Message from the Founders



Mr Gerard O'Donovan

HEAD OF FACULTY OF BUSINESS AND HUMANITIES

As a founder of the Hincks Centre for Entrepreneurship Excellence it's hard to believe 10 years have passed. The idea for a centre came from the realisation that CIT was already a thought leader in Entrepreneurship with activity and success with the Rubicon Incubator, Innovation Week, an Entrepreneur in Residence, multi-disciplinary modules in entrepreneurship and students winning national and international competitions and also growing research expertise and outputs in the area.

Also, there was an overall commitment to embed entrepreneurship in our curricula so that students could start a business during their studies and also for them to see it as an option for themselves after graduation. CIT had all these activities but no profile as having an Entrepreneurship Centre which many Universities had.

The vision was to address a gap in Ireland's current ability to train and provide support to all stakeholder groups who support and nurture entrepreneurship. The Hincks Centre was also setup to address some key gaps in research on entrepreneurship in the Irish context and to utilise these outputs to inform national policy and strategy.

From idea to fruition it took two years and it's important to thank those who were supportive of the idea from the beginning Dr Brendan Murphy, Michael Delaney, Paul Gallagher, Dr Orla Flynn, Damien Courtney Dr Breda Kenny, Brian McGrath, Caroline O'Reilly, Josette O'Mullane, Carole O'Leary, John McAleer, Kieran Moynihan, Paul Healy and CIT's Institute Executive Board at the time.

The Centre is named after The Rev. Thomas Dix Hincks, founder of the Royal Cork Institution in 1803. CIT, particularly its Science Faculty and its constituent schools at the Crawford College of Art and Design and the Cork School of Music can trace their origins back to the Royal Cork Institution.

Rev. Hincks proposed a society in Cork that would "contribute to and promote industry, economy and philanthropy". The Society would provide "labour for those who could not provide it for themselves". According to Hincks, the Society would "stimulate all to progress and perseverance in their courses life, which will prove most useful and most beneficial to themselves and to their country". These sentiments are still relevant today and very much in accordance with CIT's motivation to create The Hincks Centre for Entrepreneurship Excellence.

It was important for us to appoint someone with the academic credentials and entrepreneurship experience to lead the centre and the Centre was off to a great start under Dr Breda Kenny's leadership and supported by Isabel Rossiter growing the centre and securing funding and leading on EU and nationally funded projects.

It's wonderful to see how the team has grown, the outputs and impact of the activities and how it contributes to the overall MTU goal of aspiring to be a truly entrepreneurial University. The centre has grown also internationally with many international projects, collaborators and visiting scholars which endorses the remarkable work being done. It's also inspiring to see how the initial idea of the student enterprise camps have grown and now are nationally funded to inspire the next generation of entrepreneurs.

The centre has evolved under the current leadership of Dr Helen McGuirk who has expanded the team, grown our funding and involvement in EU projects, set up a successful community of practice CPEER (Community of Practice for Entrepreneurship Educators and Researchers) which ensures cross disciplinary thinking and activities in entrepreneurship across MTU.

I have no doubt that the Hincks Centre will continue to be successful and add value to MTU over the years ahead, continue to support all our stakeholders and its research outputs will continue to inform our teaching and learning and contribute to national policies in entrepreneurship.



Dr Breda Kenny

HEAD OF THE SCHOOL OF BUSINESS

As the founding Head of the Hincks Centre for Entrepreneurship Excellence, my vision for the Centre was to provide an effective balance of education, training, and research to support entrepreneurship in all its forms. In keeping with the inclusive entrepreneurship approach, the first strategic plan for the Hincks Centre was developed in 2014.

Underpinned by the broad definition of entrepreneurship to support those who want to be entrepreneurial in any walk of life, as well as those who want to be an entrepreneur, and to see entrepreneurship from a value pedagogic perspective, where value is created for others. Value goes beyond commercial and includes societal, cultural as well as environmental and enjoyment.

To operationalise the plan, we set about securing funding and in turn, the future sustainability of the centre. As a team we led out on Erasmus Plus, Daphne and National Forum funded projects with training and education deliverables in the work plans. Each training deliverable was informed by a research and data gathering phase and followed up with an evaluation phase. In the early years, we built a small team and collaborated with multiple partners and stakeholders internally, nationally, and internationally. We developed and delivered on initiatives that researched, designed, delivered, and evaluated programmes for senior entrepreneurs, female entrepreneurs in rural and peripheral regions, female survivors of domestic abuse, sustainability entrepreneurs, marine tourism entrepreneurial ventures, researchers, and entrepreneurship educators and students.

In addition, we led and collaborated with co-authors to document and present research papers and case studies at conferences and published in high quality academic journals, thereby increasing the influence and impact of the work of the Hincks Centre.

Some of the key highlights for me include hosting and chairing the 3e ECSB (European Council for Small Business & Entrepreneurship) conference on Entrepreneurship Education in 2017, building the Hincks brand and reputation across national

and international networks and consortia, delivering on a range of EU projects to become a partner of choice for subsequent projects, celebrating the graduation of our research masters and PhD candidates, and the DELTA award for Entrepreneurship Education.

I am truly honoured to have played a part in the development of the Hincks Centre success story documented in this impact report, along with my colleague Isabel Rossiter. I am grateful to the many colleagues across MTU who supported and continue to support the work of the centre. Ten years on, the Hincks Centre, has grown and expanded under Dr Helen McGuirk, and I am privileged to be able to support and provide strategic direction to the centre and the Hincks team. I have no doubt that we will be celebrating many more success stories from Hincks in the years to come.

A Message from the Head of the Hincks Centre



Dr Helen McGuirk

HEAD OF THE HINCKS CENTRE

As Head of the Hincks Centre for Entrepreneurship Excellence, I am proud to lead this team of experts who continue to build a nationally and internationally respected entrepreneurship ecosystem at MTU.

It is an important time to be part of MTU and to contribute to the multidisciplinary area of entrepreneurship.

The Hincks Centre is synonymous with entrepreneurship research, education, and training.

Hincks has a strong track record as lead and as research partner on over 45 externally funded projects and 100+ peer reviewed publications. The award-winning research group nurtures a holistic approach to impact and a culture of curiosity and innovation.

This excellent report by our colleague Dr Aisling ConwayLenihan, evaluates the impact of Hincks' activities, providing examples of translational research, good practice in delivering excellence and sustaining a thriving research group at MTU, mirroring the true values of entrepreneurship.

The Hincks Centre research, design, and deliver education and training programmes with a strong emphasis on supporting the United Nations' global Sustainable Development Goals (SDGs), using innovative teaching practices incorporating frameworks such as EntreComp and GreenComp.

Similarly, our research projects and publications address global issues such as the circular economy, equality, responsible agriculture and sustainable business practices while contributing to national/regional policy, the economy and society.

Firmly rooted in our vision and mission, looking ahead I believe the designation of Hincks from group to centre status will accelerate our ability to increase our post-graduate/post-doctoral researcher numbers and attract more research funding. Such designation will also showcase MTU's strong commitment to research led entrepreneurship and teaching led research, ensuring excellence across the ecosystem.

As we continue to increase impact, knowledge and build capacity, I am truly grateful to the Hincks' visionary founders and the wonderful and inspiring Hincks Team. Let us celebrate together the past 10 years and embrace the decades ahead, *míle buíochas!*



I am proud to lead this team of experts who continue to build a nationally and internationally respected entrepreneurship ecosystem at MTU.

PROUD OF THE HINCKS BRAND, WE HOLD THIS ACRONYM AT THE CORE OF ALL OUR ACTIVITIES

H Holistic approach to supporting a strong and sustainable entrepreneurship ecosystem

I Inclusive, interdisciplinary and impactful

N Nurture a culture of curiosity, learning and innovation

C Collaborate across MTU, the region, Ireland and Internationally

K Knowledge creation and knowledge sharing

S Success in our contribution to the UN SDGs



Research, Education & Training Impact



18

NUMBER OF EXTERNAL TRAINING PROGRAMMES DELIVERED

8

PROJECTS AND PUBLICATION AWARDS



46

NUMBER OF PEER REVIEWED JOURNAL ARTICLES

12

NUMBER OF POSTGRADUATE STUDENTS (PHD & MASTERS)



€3.8M

PROJECT & POSTGRADUATE FUNDING

175

INTERNATIONAL HINCKS CENTRE CONNECTIONS ACROSS 33 COUNTRIES



Hincks Centre's contribution to MTU's Strategic Themes (Objectives)

Munster Technological University launched its Strategic Plan in 2022. This ambitious plan sets out five objectives of which Hincks activities proudly align to. The Hincks Centre aligns/maps to all five MTU strategic objectives as portrayed in Table 1 adjacent.



To empower people to achieve excellence in entrepreneurship, in all its forms. This will be achieved through the Hincks Centre's mission statement 'To support entrepreneurship excellence through research, education and training' (Hincks Strategic Plan 2020-2025).

THE HINCKS CENTRE'S VISION

MTU has 5 Strategic Objectives (2022-2027)

TABLE 1: MTU STRATEGIC THEMES (OBJECTIVES) AND ALIGNMENT WITH THE HINCKS CENTRE²

MTU's Strategic Objectives	How the Hincks Centre activities Align to the MTU Strategic Objectives
1. Learner Education & Experience	Collaborating through various activities including module/programme development, lecturing/supervision and extracurricular activities for undergraduate and postgraduate students and staff. Hincks also provide entrepreneurship training for second level students.
2. People and Community	Engage with internal and external stakeholders across several projects and events. Deliver community training and members of committees & Councils across MTU and the community.
3. Research, Innovation & Entrepreneurship Ecosystem	Chairing/membership of internal and external research committees, learning communities and events. Members of external groups and forums, Editors of international research journals, publications, conferences and PhD/Masters supervision and examiners.
4. Leading Regional Development	Collaborating with key stakeholders - enterprises, policy makers, civil society, enterprise support organisations and research institutions. Represent MTU on national fora/networks.
5. Global Outlook	Lead and partner on international researcher projects, deliver training programmes internationally and participate in the Global internship programme.

² See Appendix 1 for examples how the Hincks Centre aligns with the MTU Strategic Objectives.

Hincks Centre hosts International Entrepreneurship Education (3e) Conference

The Hincks Centre hosted the 3e ECSB (European Council for Small Business & Entrepreneurship) Entrepreneurship Education Conference on the Bishopstown campus in May 2017.

Over the three-day event, approximately 120 delegates from Ireland, Europe, USA, Canada, South Africa and Vietnam as well as the ECSB board of directors and representatives from USASBE (United States Association for Small Business and Entrepreneurship) gathered to debate and exchange their research and experiences of the major challenges and advances in entrepreneurship education. A total of 24 practitioner development workshops and 36 research papers were presented.

This conference showcased the strong entrepreneurship research activities, entrepreneurship ecosystem and the link between students and staff at MTU. This conference also shone a

light on Hincks leading role in developing entrepreneurship at MTU. This international conference is a good example of how the Hincks Centre contributes to the MTU Strategic Objectives of Research, Innovation and Entrepreneurship Ecosystem and its Global Outlook.

Conference Chair was Dr Breda Kenny, Head of Hincks Centre for Entrepreneurship Excellence. The 3e Conference was established in 2013 and Dr Kenny has been one of two conference delegates to attend and present at every 3e Conference since its inception. It is now one of the main conferences attended by MTU entrepreneurship academics and researchers.



▲ (Deputy Lord Mayor Cllr Joe Kavanagh, MTU staff members and ECSB Committee Members - Darragh Kane Photography).



▲ (Conference Prize winners with Dr Breda Kenny - Darragh Kane Photography).

ECONOMIC AND RESEARCH IMPACT

The Cork Convention Bureau estimated that the conference was worth €160,000 to the Cork region. This conference has been prolific for the Hincks Centre with best paper awards, successful research collaborations and connections,

such as external examiners and visiting scholars. For example, Dr H.V Mukesh is an Assistant Professor at the Manipal Academy of Higher Education in India and Adjunct Research Fellow with the Hincks Centre at MTU. He has worked on numerous research publications with Dr Kenny and Dr McGuirk. At the 3e Conference

in France in May 2022, Dr Kenny, Dr McGuirk and Dr Mukesh won the best paper award for their paper *New wine in an old bottle: The discordance between new pedagogy and old assessment practices in entrepreneurship education.*



I had an opportunity to work with Hincks Centre as part of the ECSB visiting scholar program. At Hincks, multiple opportunities exist to learn and engage in different entrepreneurship research activities. The leadership at Hincks has successfully created an ecosystem that touches different domains of entrepreneurship research. My exposure to National Entrepreneurship Assessment Review Project with Dr. Helen Mc Guirk and Dr. Breda Kenny was academically and professionally a highly enriching experience. Overall, my engagement with Hincks greatly impacted my career.

Dr Mukesh. H. V. Manipal Academy of Higher Education, Manipal, India. Adjunct Research Fellow MTU.



▲ Dr Helen McGuirk and Dr Breda Kenny - Best Paper Award, ECSB Conference 2022.

International Projects, National Projects, and Postgraduate Students

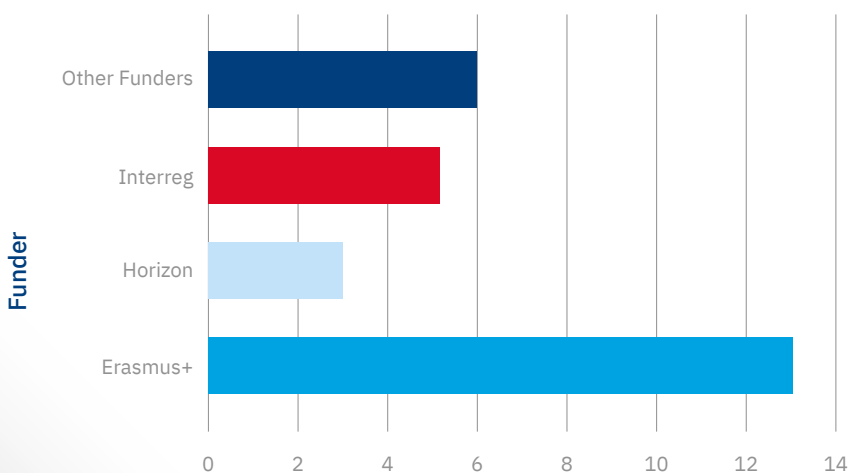
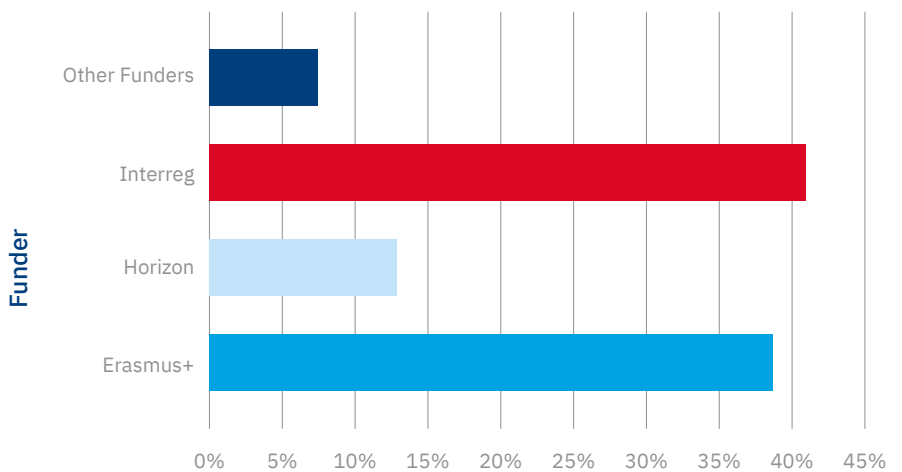
INTERNATIONAL AND EUROPEAN PROJECTS

Over the last 10 years, the Hincks Centre has secured funding for 27 International Projects³, which equates to approximately €2.8 million. The Hincks Centre was awarded funding from 11 different funding calls and does not have a reliance on one single entity for funding. While 38.7% of Hincks funding has come from ERASMUS+ projects in the past, Hincks has diversified and has been successful in the award of Horizon (Horizon 2020 & Horizon Europe) and Interreg (Interreg Europe and Interreg Northern Periphery and Arctic Programme) funding over recent years.

Figure 1 shows that 5 projects have been funded by Interreg (Interreg Europe and Interreg Northern Periphery and Arctic Programme), which equates to 41% (€1,156,156) of overall project funding.

In contrast, 13 projects have been funded by Erasmus+, which equates to 39% (€1,083,622) of overall project funding over the past 10 years.

FIGURE 1: PROPORTION AND NUMBER OF PROJECTS BY FUNDER



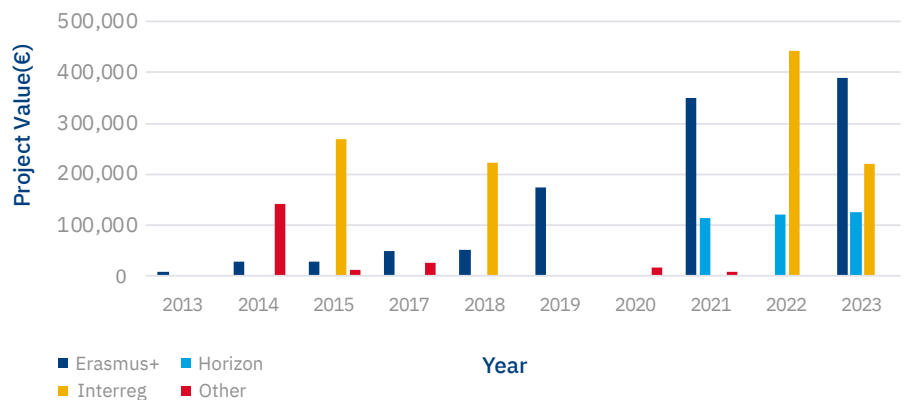
³ See Appendix 2 for Visual of Logos for Project Partners and Funders.



▲ WeRin International Project Meeting in MTU - May 2023.

Figure 2 shows the timeline of project funding awards between 2013 and 2023⁴. While the Hincks Centre is still working on Erasmus+ projects in 2023, it has shifted its focus to Interreg and Horizon Europe funded projects, which generates higher funding for the Hincks Centre and MTU. For example, the Hincks Centre has won Horizon (Horizon 2020 and Horizon Europe) funding for 3 projects since 2021, which equates to 12.9% (€246,375) of overall project funding. In Figure 2 the values for Erasmus+ projects appear high in 2019, 2021 and 2023. For illustration purposes, the number of projects were aggregated by year. For example, three Erasmus+ projects were aggregated in 2019 and 2021, generating total income of €175,182 and €389,751 respectively. Two Erasmus+ projects were aggregated in 2023 with total funding of €389,751

FIGURE 2: PROJECT FUNDING 2013-2023 BY YEAR AND FUNDER



and two Interreg projects were aggregated with total funding of €443,528. Over the last three years, the Hincks Centre has won funding to the value of approximately €1.77 million. This equates to 63% of its overall funding since 2013. This could be attributed to the addition of three

full-time staff over the last three years. Therefore, it took the Hincks Centre 7 years to win the initial 37% of funding. This increase in funding is reflected in the growth of the Hincks' publications, dissemination events and engagement across the region.

⁴ For the purposes of this report, all data is up to and including May 2023.

Policy and Research Impact of International Projects

This section details the policy and research impact of three projects; Cool Route (2015-2018), My Town My Plan (2019-2020) and the SilverSME (2018-2023) project.

01

The Cool Route international Project - investigated all aspects of the potential to establish a yacht cruising route along the western offshore areas of the Northern Periphery Area, stretching from Co. Cork in the South of Ireland, to the UK (Northern Ireland and Western Scotland) and onwards to the Faroe Islands and Norway. This sea route is marketed internationally and has a common branding, booking and information system. This project was included in Fáilte Ireland's strategy for the South-West (2020). This project was also a recipient of the Northern Periphery Area Programme Sustainability award in 2018.

02

The objective of the My Town My Plan national project was to provide training in future planning and the innovative development of a cohesive vision for towns and their hinterland in Co. Cork. This project was included in the Environmental Protection Agency Research Report (2023) by referring to the My Town My Plan community training programme and how it contributed to sustaining progress towards resilience in Youghal.

03

The SilverSME⁵ international project aimed to improve the implementation and delivery of regional policies for SMEs competitiveness by building on significant opportunities arising from the Silver Economy. This project was included in the South West Regional Enterprise Plan (2024) by the inclusion of a specific action on raising awareness of the Silver Economy in the South-West region of Ireland.



⁵ See Appendix 3 and Infographic - Example of Good Practice - International Project with Impact for more details on this policy impact.

▶ Dr Aisling ConwayLenihan presenting at the SilverSME Final Conference, Brussels - February 2023.



Working with the Hincks Entrepreneurship Centre for Entrepreneurship Excellence staff to develop the New Skills 4 New Artist Erasmus+ Project has been a privilege for our institution. Our team has greatly benefited from this partnership, and we have embedded the learning outcomes in our own structure.

Esther Vinuela Fundacion Albeniz
(Escuela de Musica "Reina Sofia")
Project - New Skills for New Artists



Collaborating with the Hincks Centre in the Interreg Europe SILVERSMEs project has been a real pleasure professionally. They proposed extra activities and enabled our project to have connections with Academia and disseminate the results in many forums. They have been very generous sharing their network with the partnership.

Laura Gascón Herrero,
Teruel, Spain Project Lead on SilverSME



Momentum congratulates the Hincks Centre on ten years of entrepreneurship excellence. Through our work on the WeRin project, we have collaborated with Dr Sarah Davis and Dr Helen McGuirk and their teams on research, dissemination and resource development. Their strength and expertise in entrepreneurship support are invaluable to this project and to advancing the potential of graduate female entrepreneurs in Ireland and across Europe. With ambition, rigour and creativity, they are breaking new ground in empowering future female leaders, and we will them many more years of success.

Orla Casey,
CEO Momentum Project - WeRin

Example of a Successful European Project with Impact



Successful collaboration with stakeholders

- Regional SWOT Report
- Composite SWOT Report
- Support MTUs Age Friendly University status
- 72 Good Practices, of which the Hincks Centre successfully submitted 7



Academic Research Output/Impact

- Special Issue– Small Enterprise Research
- Journal Article Publication
- Keynote addresses
- Invited Presentations
- Conference Presentations
- Masters by Research Student



Policy Impact

- South-West Regional Enterprise Plan 2024



SILVER SMEs
final event

AGEING IN RURAL EUROPE
opportunities for local economies
21 February 2023 | 14:00-18:00



Media Appearances

- 4 Newspaper Articles
- RTE Brainstorm Article
- Contribution to German TV Programme
- Blog for European Agency

Follow-up project

Funder - Horizon Europe
Senior Eco-Nect

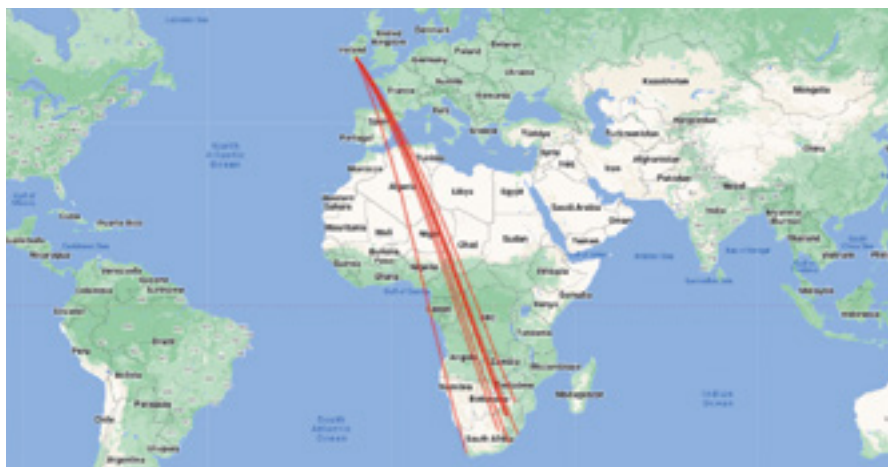


Mapping International Projects' Connections

To establish the number of connections that the Hincks Centre has with European and International partners for both projects and research, V-LINC software was employed to illustrate the geographical connections. In total, the Hincks Centre has 175 connections.

In Figure 3, the 13 ERASMUS+ projects were mapped which shows 92 connections within the European Union (EU) and 8 connections outside the EU

FIGURE 3: ERASMUS+ MAPPED CONNECTIONS USING V-LINC SOFTWARE, 2013-2023A



The Hincks team has provided support and guidance for many MTU Cork School of Music staff and students and is helping us to transform our approach to performing arts education. The Hincks “New Skills for New Artists” project involved several MTU-CSM lecturers. It was a stepping stone that led to a follow-on Erasmus+ project (Digital Skills for Music Teachers) with consortium partners Reina Sofia School of Music, University of Tartu and MTU-CSM. Their encouragement has been a catalyst for change in MTU-CSM and we look forward to another 10 successful years of collaboration!

Dr Ciara Glasheen-Artem
Head of MTU Cork School of Music

As stated, the Hincks Centre has extended the sources of their funding portfolio beyond ERASMUS+ projects to more research focused projects such as Horizon (Horizon 2020 & Horizon Europe), Interreg (Interreg Europe & Interreg NPA) and the Daphne European

Programme. In total, the Hincks Centre has 58 connections across these three funding programmes, as illustrated in Figure 4. Both Horizon and Interreg programmes generated 26 connections each and the Daphne Programme EU generated 6 connections⁶.

FIGURE 4: HORIZON, INTERREG AND DAPHNE EUROPEAN PROGRAMME MAPPED CONNECTIONS USING V-LINC SOFTWARE, 2013-2023



⁶ See Appendix 5 for an additional map, which shows 2 or more connections with the same partner.

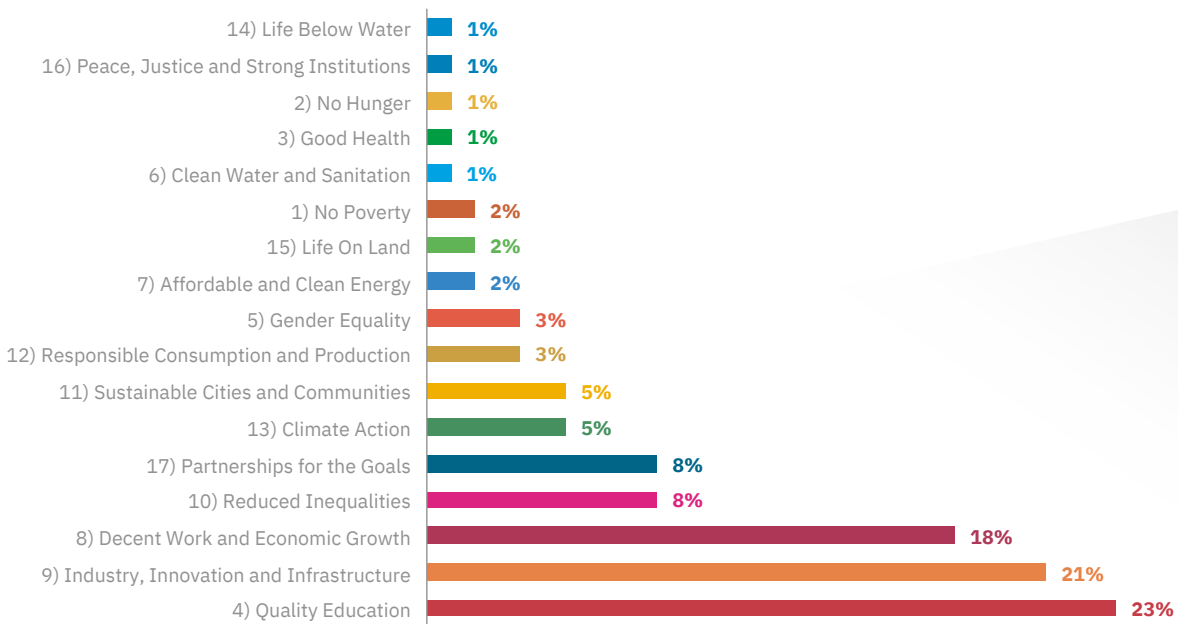
The Contribution of Hincks Projects to the United Nations SDGs

The Hincks Centre actively aligns its work with the United Nations SDGs, in an effort to contribute to a more just and sustainable world.

The international (27) and national projects (18) at the Hincks Centre focus mainly, although not exclusively, on SDG # 4, quality education, SDG # 10 - Reduced inequalities, SDG # 9 Industry, innovation and infrastructure and SDG # 8 decent work and

economic growth, as illustrated in Figure 5. Some projects align with multiple SDGs. The Hincks Centre contributes to the SDGs by developing new knowledge and skills.

FIGURE 5: HINCKS' INTERNATIONAL AND NATIONAL PROJECTS' CONTRIBUTION TO THE UNITED NATIONS SDGS, 2013 - 2023



Congratulations on your anniversary, we wish you many more successful years. We successfully collaborate with the Hincks Centre in the professional development of young people from the Basque Country in Spain. The Hincks Centre offers a unique opportunity for our young people, who are gaining employment experience abroad, while also improving their language skills.

Iratxe Kortazar Otxoa,
Garapen Global Interns Lead



I have been working as an academic researcher with the Hincks Centre for the last 3 years and it has been a constructive and fruitful experience. Firstly, it has permitted me to be involved in a variety of entrepreneurship European projects (Erasmus+). Secondly, the possibilities of collaboration with Hincks members and European partners are endless, from everyday gestures of collegiality to teaching visits, follow-up projects, publications and ultimately friendships. Thirdly, Hincks projects have enabled me to work on projects I am passionate about and projects have ignited new interests and perspectives. Fourthly, the project work has given me a broader understanding of how MTU works as an institution but also how European partners operate as institutions, societies and cultures. Finally, the projects and collaborations have undoubtedly enriched my teaching with ideas, connections, practical exercises and a great deal of energy and enthusiasm.

Dr Ana Cruz Garcia

Lecturer and Academic Researcher
with the Hincks Centre, School of Business

MAPPING INTERNATIONAL RESEARCH CONNECTIONS

Figure 6 illustrates 17 connections with visiting scholars, PhD students, Global Internship programmes and other international research connections. These include connections in the United States and New Zealand, for example. This shows the international impact of the Hincks Centre research activities and its contribution to the MTU Strategic Objectives (Research, Innovation and Entrepreneurship Ecosystem and the Global Outlook).

FIGURE 6: MAPPED INTERNATIONAL RESEARCH CONNECTIONS USING V-LINC SOFTWARE, 2013-2023



Hincks Centre team through the diverse portfolio of activities provides evidence-based research, support students, staff and external stakeholders. The Hincks Centre is proud of the growing number of highly cited publications, conference presentations and media contributions⁷.

SOME OTHER EXAMPLES OF RESEARCH IMPACT:

The Hincks Centre provides opportunities to academic staff at various stages of their research career to develop new skills and time to research.

Through national funding the Hincks Centre continue to develop the longitudinal dataset on assessment in entrepreneurship education (NEAR survey).

⁷ See Appendix 4 for full list of Publication Metrics and list of Media Contributions.

National Projects

The Hincks Centre has secured funding to the value of €308,423 for 18 projects over the last 10 years. Nearly half (48.8%) of this funding has come from the Irish government and the European Social Fund, 21.3% from the Higher Education Authority of Ireland and 14.7% of funding from the National Forum.

Projects include the National Longitudinal Survey (Near 2016 and NEAR 2021), which focused on the current assessment practices of entrepreneurship across all disciplines and faculties in Higher Education in Ireland. The Hincks Centre has designed and delivered two digital badges for entrepreneurship educators, which was also funded by the National Forum for the enhancement of teaching and learning in Higher Education.

The Hincks Centre was the academic lead for the rural women's training programme (WREN) between 2017 and 2019, which was funded by the Irish government and the European Social Fund.



I have had the great pleasure for over seven years of working with many of the Hincks team including Breda Kenny, Helen McGuirk, Sarah Davis and Lish Seoigh. The enjoyment of working with these people, their total professionalism and attention to detail is to be admired.

I have worked on a number of projects with the Hincks Centre such as the "VIBE" project in Vietnam where we helped student Entrepreneurship in Central Vietnam. I also worked with them on a project called "My Town My Plan" working in conjunction with town communities to develop town projects. I am now working with the Hincks Centre on another European project "WeRin" that is aimed at increasing the number of female graduate entrepreneurs."

"Ní neart go cur le chéile"

George Bulman,
Operations Manager Rubicon Centre



It has been great to work with Hincks over the last 10 years in so many different ways. Collaboration with The Cantillon Academy to date has been in the areas of shared research, shared conference presentations, shared module development, shared award achievements, shared network collaboration and expansion, shared strategic planning for entrepreneurship before and after we became MTU, shared supervision, shared events and above all the sharing of minds. We look forward to continuing to work with Hincks into the long distant future."

Dr Breda O'Dwyer,
Director of Cantillon Academy, MTU

Postgraduate Students

Over the last 10 years, Hincks Centre staff have supervised 3 Masters by research and 3 PhD students to completion.

Staff within the centre are currently supervising 5 PhD and 1 Masters by research students affiliated with MTU. Postgraduate research funding awarded to the Hincks Centre to date is €696,500 - €559,000 in internal funding and €137,500 in external funding.

Approximately 80% of postgraduate funding is internally funded.

The photos below, show both a Masters by research and a PhD graduation.



▲ PhD Graduation 2022 - Dr Áine Ní Shé, Ms Caroline O'Reilly, Dr Breda Kenny, Dr Ciara Lavelle, Professor Maggie Cusack and Mr Gerard O'Donovan.



▲ Masters by Research Graduation 2019 - Dr Aisling ConwayLenihan, Rebecca Robinson and Dr Breda Kenny.



▲ PhD Graduation 2021 - Dr Breda Kenny, Dr Sarah Davis and Dr Aisling ConwayLenihan.

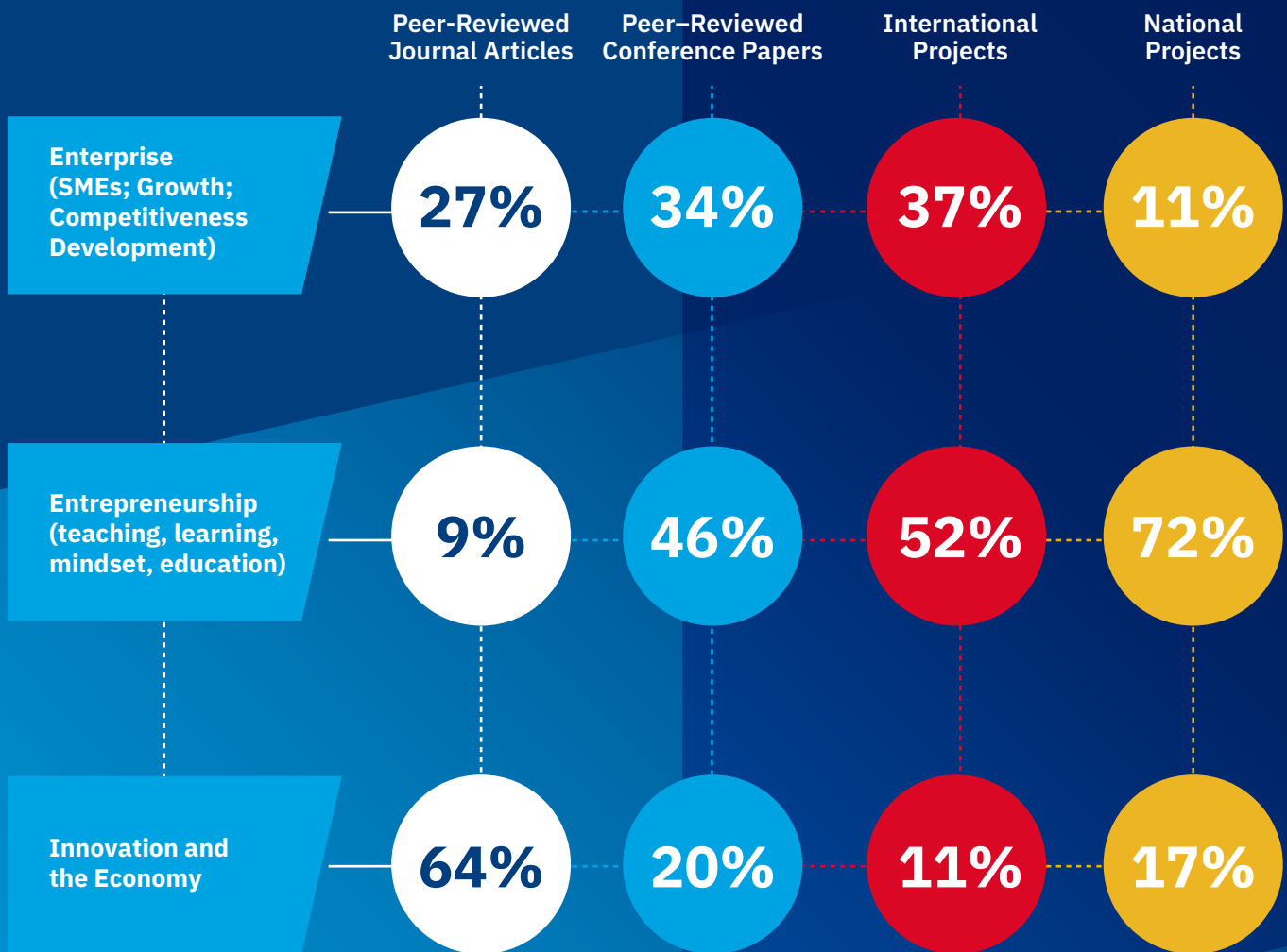


The Department of Management & Enterprise work closely with the Hincks Centre for Entrepreneurship Excellence to ensure that students benefit from up-to-date research, insights and networks which support entrepreneurship activities. We offer a suite of academic credits in the area of entrepreneurship, which are underpinned and supported by the Hincks Centre's research, projects and connections which offer significant benefits to our students. The Centre provides our students with opportunities to engage in real life experiential learning through activities such as Student Inc, Enactus, and competitions such as MTUs 'Next Big Change' while also supporting potential students with a summer Enterprise Camp. "Their commitment to research excellence, engagement with national and international entrepreneurship communities and ongoing support of our entrepreneurship students is very important to our teaching, learning and assessment activities.

Caroline O'Reilly,
Head of Department of Management & Enterprise, School of Business

Hincks Projects & Publications by Theme & Alignment with SDGs & MTU Strategic Themes (Objectives)

Following an extensive review of all projects and publications, three themes were identified – Enterprise (SMEs, growth, competitiveness, Development), Entrepreneurship (Teaching, Learning, Mindset, Education) and Innovation and the Economy.



SDGs

4 Quality Education

9 Industry, Innovation and Infrastructure

8 Decent Work and Economic Growth

10 Reduced Inequalities

17 Partnerships for the Goals

13 Climate Action

11 Sustainable Cities and Communities

12 Responsible Consumption and Production

5 Gender Equality

MTU Strategic Themes (Objectives)

1 Learner Education & Experience

2 People and Community

3 Research, Innovation & Entrepreneurship Ecosystem

4 Leading Regional Development

5 Global Outlook

DELTA Awards



The Hincks Centre, in collaboration with colleagues across MTU, have twice been the recipient of the National Forum for the Enhancement of Teaching and Learning award and are proud of achieving the prestigious DELTA (Disciplinary Excellence in Learning, Teaching and Assessment) award for Entrepreneurship Teaching and Learning, which was led by the Head of the Hincks Centre both in 2018 and again in 2021.

These awards are an example of how the Hincks Centre contributes to the MTU Strategic objectives of People and Community (2) and Research, Innovation and Entrepreneurship Ecosystem (3) and the SDGs Quality Education (#4) and Industry, Innovation and Infrastructure (#9).

DELTA AWARD 2018

In March 2018 and led by Dr Breda Kenny from the Hincks Centre for Entrepreneurship Excellence, the ACE (Accelerating Campus Entrepreneurship) initiative was commended and awarded a DELTA Award. The awards were presented to the successful recipients by the Minister for Higher Education, Mary Mitchell O'Connor. The minister stated that the award "highlights something that is very important to me - which is that there is clear, focused and ongoing commitment to teaching and learning enhancement within our institutions.

The DELTA Awards are designed to enhance, showcase and strengthen teaching excellence in higher education by recognising the value of teaching at a national level and these form an integral part of the overall National Learning Impact Awards. Amongst 48 entries, 11 projects from 7 higher level institutions were recognised for demonstrating a commitment to enriching teaching and learning in their disciplines and preparing graduates for the working world. MTU were the first Higher Education Institution to be awarded a DELTA award for Entrepreneurship.

DELTA AWARD 2021

In May 2021, in a virtual ceremony, MTU were awarded their second national DELTA award for Entrepreneurship Teaching and Learning. Led by Dr Helen McGuirk from the Hincks Centre, MTU's multidisciplinary DELTA Award team of academics, support and professional staff, and students embodied a strong student-centred approach to entrepreneurship teaching and learning. Six projects from five higher level institutions were recognised at this national event, MTU were the only University to receive the award for Entrepreneurship.

The National Forum commended the MTU Entrepreneurship team for their vision of entrepreneurship that makes MTU an internationally recognised centre of excellence in the provision of career-focused education which produces effective, ethical professionals capable of entrepreneurship, innovation, and creativity.

The Hincks Centre are proud to embody the 'succeeding together' ethos of MTU and drive excellence and collaboration for entrepreneurship across the university.



Digital Badges

Aware of the importance of research led education and the impact on educators' knowledge and skills development, the Hincks Centre has successfully developed and delivered two nationally recognised digital badges - one in 2020 and one in 2023.

Both digital badges have been financially supported by the National Forum for the Enhancement of Teaching and Learning in Higher Education as part of their Open Courses programme. The Digital Badge development and implementation directly align with the MTU strategic objectives, Learner Education and Experience and Research, Innovation and Entrepreneurship Ecosystem.

This digital badge was developed in conjunction with the Campus Entrepreneurship Enterprise

Network (CEEN) partners - Dublin City University, Dun Laoghaire Institute of Art, Design and Technology, Technological University Dublin and Dundalk Institute of Technology. CEEN is the Irish national network for promoting and developing entrepreneurship and enterprise at third level. The digital badge was developed by members of CEEN led by Dr Breda Kenny and delivered online in 2020. The successful delivery of this badge led to the award of funding for the second digital badge (2023), again led by the Hincks Team.

DIGITAL BADGE IN FOSTERING EXCELLENCE IN RESEARCH LED ENTREPRENEURSHIP EDUCATION (2023)

This programme was designed for early-stage entrepreneurship educators from across all discipline areas including business

and STEAM (Science, Technology, Engineering, Arts and Maths) disciplines. Building on the 2020 Digital Badge the National Forum provided funding (€15,000) to review and deliver a second digital badge. The MTU hosted training was led by Rebecca Robinson and Dr Helen McGuirk in 2023 to 20 participants from 12 Irish

Higher Education Institutions. The short course helps participants understand the principles and practices of entrepreneurship education, integrate effective techniques and tools, and enhance their assessment practices for better learning outcomes.

▼ Dr Breda Kenny



THE PROGRAMME HAS FOUR LEARNING OUTCOMES

01

Incorporate entrepreneurship education into the curricula for greater impact, capability building and learner engagement.

02

Implement evaluation strategies for entrepreneurship education through relevant assessment methods.

03

Appreciate interdisciplinary, social entrepreneurship education and the entrepreneurial mindset.

04

Demonstrate an understanding of the evolving social demands linked with entrepreneurship education and approaches to deal with the changing socio-economic environment of today.

POSITIVE DEVELOPMENT AS A DIRECT CONSEQUENCE OF THE COURSE

Participants of the course has organised independent workshops as a result of ideas generated during the course. For example, in conjunction with the Hincks Centre, two participants shared their research on the topic of Failure in Entrepreneurship through an online seminar. This arose out of conversations pertaining to making Entrepreneurship

Education more relatable and how students would benefit from hearing from entrepreneurs who have experienced challenges and failure.

A second workshop/session was proposed to invite recent graduates to share their experience of Entrepreneurship Education and assessment in Higher Education in Ireland. Igniting the national network of entrepreneurship educators is also underway by course participants and the Hincks Centre.

THIS SHORT COURSE WILL BE DELIVERED ONCE/TWICE A YEAR GOING FORWARD DEPENDING ON DEMAND.



CPEER Learning Community

The Community of Practice for Entrepreneurship Educators and Researchers (CPEER) is a peer-to-peer group for educators and researchers focus on entrepreneurship, innovation, and enterprise.

One of MTU's first learning communities, it was founded by Dr Helen McGuirk, Head of the Hincks Centre, and Lisa Murphy, Department of Management and Enterprise, and is supported by MTU's Teaching and Learning Unit Learning Community fund. It was launched in December 2018 with 14 members and has grown by 200% to 42 members in 2023. CPEER now has members from across various faculties in both MTU Cork and MTU Kerry campuses.

The Learning Community acts as a forum to discuss the broad subject of Entrepreneurship focused education and research, the needs and challenges of entrepreneurship educators and researchers, and innovative and emerging pedagogical practices. CPEER is also a friendly and constructive setting for participants to present their research before a conference or viva.



▲ Dr Ana Cruz Garcia and Dr Sarah Davis presenting their research in October 2022.

THE IMPACT OF THIS THRIVING GROUP INCLUDES:

Multidisciplinary research presented at conferences

Cross campus shared teaching activities

Development of new extracurricular activities

Highlighting the value and positive impact of CPEER was presented to a group of 12 senior faculty from 10 South African Universities in 2023. CPEER learning community was accepted by the group as a good practice in supporting educators and researchers and a key part of a sustainable entrepreneurship ecosystem, the theme of this prestigious international visit, hosted by the Hincks Centre.

CPEER has run several different workshops and seminar series since its inception. For example, CPEER held a seminar series in 2020 as part of the MTU (Formally CIT) Innovation Week, which welcomed Professor Andreas Sonning and Dr Rob Worrall. Professor Sonning delivered a presentation on entrepreneurship and innovation in higher music education and Dr Worrall addressed the group on the topic of collaboration and leadership. In 2019, Professor Tom Cooney delivered a seminar on Missing Entrepreneurs: Research and Practice Opportunities in Minority Entrepreneurship.



Student Engagement

‘Step up to the Mark’ Enterprise Camp has been running annually during the summer months since 2012, except for 2020 when the event was cancelled due to Covid19.

Enterprise Camp aims to provide a creative, innovative and inspirational environment for 14 to 17 year-old students, to build their creative confidence and to explore their entrepreneurial potential over a 5 day period. The event includes a series of workshops, team and individual events, business mentoring sessions, field trips, guest speakers and entrepreneurs from various sectors.

Traditionally, Enterprise Camp has been an in-person event but in 2021 it was held online, and a hybrid event was held in 2022, due to Covid19. In 2023, the events will return to a fully in-person. The Hincks team in supporting education for all and contributing to MTU’s strategic objective of Learner Education and Experience and aligning with the UN SDGs, specifically, Quality Education (SDG #4). Hincks Enterprise interns, like Catriona would have supported the Hincks Team in the organisation and delivery of the Enterprise Camps.

▼ *Enterprise Camp Participants taking part in the Marshmallow Challenge (Darragh Kane Photography).*





In the midst of Covid, I began my time as an Enterprise Intern with the amazing team at the Hincks Centre. Onboarding and getting to know a new team virtually is never easy, but everyone was so welcoming and generous with their time in educating me on all things Hincks!

Throughout my time there, the sense of entrepreneurship and innovation was always encouraged, and new ideas or projects were always met with welcoming and listening ears. Plus, getting to work on a variety of Irish, European and International projects - from research, promoting entrepreneurship to students, recording videos or helping researchers develop learning materials, altogether it was a hugely beneficial opportunity to me at such a crucial stage in my career.”

Catriona Fenton,
Hincks Enterprise Intern



I really enjoyed taking part in the enterprise camp because we got to experience different types of enterprises and different types of entrepreneurs. It was great to meet and work in groups with students from a range of different schools. It was fun and interactive, and we got to sample some nice food from a very famous Cork food brand. The learning from the camp was really helpful for the Student Enterprise competition in school the following year.

(2019 Participant, Co. Tipperary)

As illustrated in Figure 7 below, the number of participants increased from 25 in 2012 to 52 in 2022 (108% increase). The Camp was funded internally from 2012 to 2016. The Hincks Centre were successful in applying to the Higher Education Authority (HEA) for funding in 2017 and, following successful annual applications, the HEA has funded the event every year since then.

The number of participants increased by 56% between 2016 and 2017 due

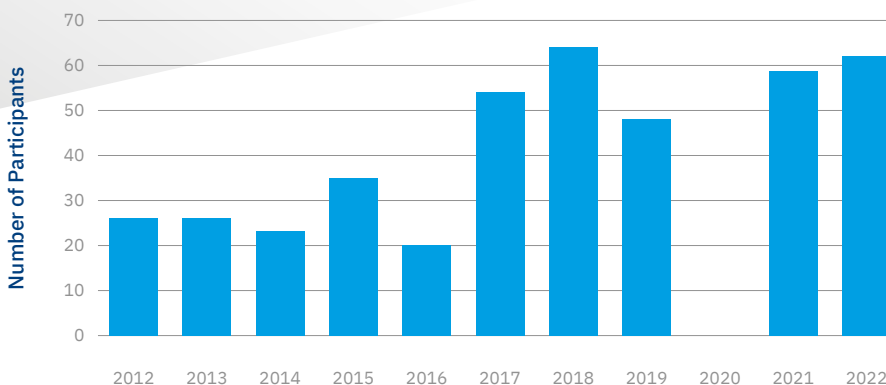
to the increased HEA funding. Since 2017, the Hincks Centre has received €88,687 in funding from the HEA to hold the event for second level students.



My child thoroughly enjoyed the camp. It is great preparation for business at senior level. It is a great opportunity for them and will give them confidence going forward.

(Parent, 2021 Participant, Co. Cork)

FIGURE 7: ENTERPRISE CAMP PARTICIPANTS BETWEEN 2012 TO 2022





▲ (Darragh Kane Photography, 2017 Enterprise Camp).

Reflecting MTU’s commitment to inclusive education opportunities in the region, the Hincks Centre has extended the delivery of the enterprise camp to the regional town of Clonakilty in 2023.

This shows the success of the Enterprise Camp and the regional impact and reach of the Hincks Centre education and training programmes.



I thought the MTU enterprise camp was an absolutely stellar event. We were lucky to have had the opportunity to speak with so many wonderful, talented entrepreneurs, as the stories we listened to definitely inspired us, and the tips we received from these brilliant people are sure to stick with us and help us in future projects.

Guest speakers aside, the MTU staff behind the event couldn’t have been more accommodating and kinder to us all. Everything was exceptionally put together, and the people responsible for coordinating our group were truly outstanding!

I can confidently say that the 5-day camp would have been a highlight of my summer, and I wish more students could have the opportunity to experience this camp!

(2022 Participant, Co. Kerry)



On behalf of my daughter, and her friend, I just wanted to say a huge thank you to each of you for all the hard work that went into delivering the Enterprise Camp this week. They both got a huge insight into the world of business and the area of entrepreneurship, they felt the camp challenged them and took them out of their comfort zones but were delighted they managed to step up to the mark and lastly they made new friends! The experience I’m sure will stand to them in years to come and I encourage you to keep the initiative going - you are making a difference in these young people’s lives.

(Parent, 2019 Participant, Co. Cork)

MTU Enactus Society

A student led society that promotes entrepreneurship on Campus focusing on people and revenue impacts and making improvements for individuals and communities alike, which is part of a global Enactus community (37 countries and approximately 72,000 students across 1,730 campuses).

The Hincks Centre has been supporting the Enactus Society in MTU since its formation in 2015, through Faculty Advisors. Former Faculty advisors include Dr Breda Kenny, Lisa Murphy and Dr Helen McGuirk. The current Faculty Advisor is Rebecca Robinson.

The Enactus committee generally choose one or two projects to focus on each year. Enactus encourages student engagement and empowerment through taking ownership of projects to positively impact and improve the lives of others in an economically, socially and environmentally sustainable way. The projects have a strong connection with social entrepreneurship address the UN SDGs. The Society also benefits students in terms of career opportunities, improving their skills through involvement and making connections with corporate partners. Enactus encourages students from all disciplines to get involved and take action.

Each year, the Enactus World Cup is held in a different international location. The World Cup is the annual Enactus global convening and impact competition. Lisa Murphy accompanied two MTU students to San Jose, California in 2018 and Rebecca Robinson accompanied a student to San Juan in Puerto Rico in 2022, which was funded by KPMG and the School of Business.



▲ Anderson De Paula, Emanuela Ionkova, Joshua Manaid, MaryJo Williams, Rebecca Robinson (MTU Enactus Faculty Advisor) at the Enactus National Competition in 2022.



I joined the Enactus Society in 2018 and the Enactus Society caught my eye, nothing like it was available on campus, a society focused on sustainable entrepreneurship. I had the privilege of presenting at the Enactus Ireland competition 3 times, twice in person and once remotely. The experience of presenting in front of a live audience is like no other and the lessons I learnt from that will last me a lifetime.

Emanuela Ionkova,
MTU student and EnactusMTU

AWARDS

The Enactus Society won the “Risam Uile” (Let us all achieve) MTU student societies award in 2018.

The MTU Enactus Society won the Spirit Award at the Enactus National Competition in 2021. Development of new extracurricular activities



▲ Clement Sim Shi Jie, Lisa Murphy, MTU Enactus Faculty Advisor and Fay Clohessy attending Enactus World Cup in 2018.

STUDENT AND STAFF COMPETITIONS

The Hincks Centre engage with students and staff through extra-curricular activities and competitions, such as the APPrentice, the Next Big Change and the SilverEship competitions. The student competitions are open to all MTU students and students from the College Progression Scheme. Staff competitions are open to all current and retired staff. These competitions increase student’s awareness and engagement in entrepreneurship and the UN SDGs, while also aligning with the MTU Strategic Objective of Learner Education and Experience.

NEXT BIG CHANGE (NBC)

The NBC is to inspire students to think about the next big idea which aims to improve individual’s lives, communities, the environment, our region and/or the world. This idea could, for example, be a new or significantly improved technology, product, service or market and should address at least one of the United Nations Sustainable Development Goals (SDGs). This competition is supported by lecturing staff and is part of the assessment for some modules. There were 70 entries for this competition in 2023 involving 140 students, as some groups had up to 4 students.

APPRENTICE COMPETITION

The APPrentice competition has been running since 2014 in association with MTU’s Innovation & Enterprise Month (formally Innovation Week) and the School of Business. The Competition aims to inspire students to set up new and innovative APP ideas. It’s supported by faculty lecturers who use the competition as part of their modules’ continuous assessment. Their students produce posters to represent their APP ideas. (See Figure 8 below), which illustrates a sample of poster entries for the APP ideas in 2022.

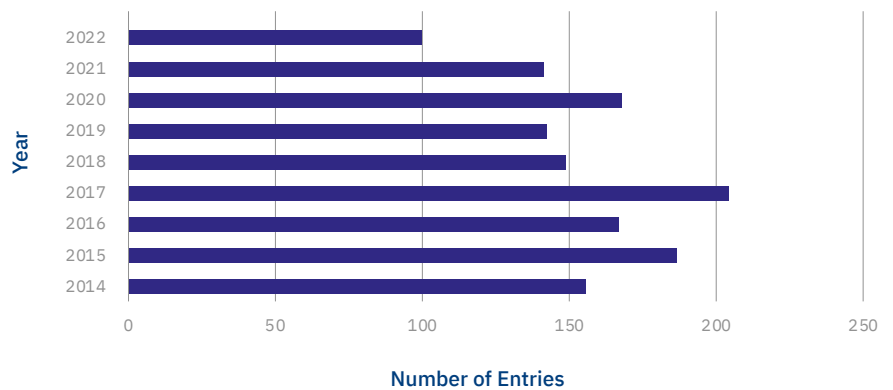
The event ran virtually in 2021 and 2022 due to Covid19. The Hincks Centre secures external judges to judge both the APP Ideas and the posters in the annual competition.

This student competition ran for 9 years between 2014 and 2022, with 1395 entries. This included single App entries and group Poster entries. There was a 32% increase in the number of entries between 2014 and 2017 and thereafter, the number of entries decreased except for 2020 when there was a slight increase. The competition was replaced by the Next Big Change in 2023.



▲ Sample of APPrentice student entries.

FIGURE 8: NUMBER OF APPRENTICE ENTRIES 2014 - 2022



SILVERSHIP COMPETITION)

This competition ran during COVID19 in 2021 for MTU staff and retired staff. Applicants had to identify a problem/issue related to older people and provide a business idea that could potentially solve it. With awards for Best Idea, Best Chance of Commercialisation and Most Interesting Problem/Issue Identified, the winning entries had the opportunity to donate the cash prize to their chosen charity. Entries dealt with a broad range of issues ranging from isolation, loneliness and accessibility to travel, education and fitness.

EUROPEAN CREATIVE FUTURES PROJECT



▲ Above: Participants - ECF 2014

The European Creative Futures (ECF) is an intensive international entrepreneurship and innovation programme delivered to graduates from diverse backgrounds in art, design, IT, music, theatre, business, and communications. Entrepreneurship education is delivered through inter-disciplinary, multi-cultural, learning by doing, group discussions, themed workshops, brainstorming sessions, interactive lectures, mentoring by sector experts, use of social networking tools and eLearning tools.



The participants seek to foresee future challenges, identify novel solutions to problems and build their abilities to create new products, processes and services. The programme involves online lectures, intensive in person week and project work. This innovative programme was developed by Munster Technological University in conjunction with partners from Norway, Finland, UK and the Netherlands. This programme has been running since 2013 and is funded by Erasmus Plus, participant funding and the host university.

The programme is rotated annually with each university hosting the programme and approximately 500+ students from over 26 countries have taken the programme to date. A positive impact of this programme is a similar programme is now offered, Creative Live Learning Intensive Project. This involves a collaboration between MTU, Mayfield Arts Centre, Newbury House, University of Kassel, University of Ulster and the Amsterdam University of Applied Science. This programme is accredited by MTU through a special purpose award.



▲ Above: Participants - ECF 2015

STUDENT INC

The Student Incubation Programme, known as Student Inc., was first developed on MTU's Cork campus (formally CIT) in 2011 and the Hincks Centre, as academic lead, has been involved since its inception. The Hincks Centre designed and deliver two modules (New Venture Learning and New Venture Development), which participants can take for academic credits in their degree programme. The key objective of this student entrepreneurship accelerator programme is to encourage and support participants in their business ideas and offer mentorship and training in a safe and nurturing environment.



▲ (Student Inc. Programme 2018 with VIBE students, MTU representatives and Minister for Foreign Affairs and Trade Simon Coveney. - Darragh Kane Photography).

INTERNATIONAL STUDENT ENGAGEMENT AND TEACHING EXCHANGE - THE VIBE PROJECT

The Hincks Centre and MTU's Rubicon Centre participated in the Vietnam Ireland Bilateral Education Exchange (VIBE) project funded by Irish Aid and supported by the Irish Embassy in Vietnam (Department of Foreign Affairs) from 2015-2019.

The objective of the VIBE project was to contribute to Vietnam's socio-economic development priorities by encouraging mutually beneficial development links between Ireland and Vietnam, with a particular focus on third-level education and research cooperation, through the StartUp Runway programme.

The programme was established in 2015 and linked MTU with the University of Economics at the University of Danang, which supports entrepreneurship education and research. Winners of the intensive workshops and presentations travelled to Ireland and participated in the some of the Student Inc. events This is an example of how the Hincks Centre has provided valuable links between an international project and an MTU student programme, which has resulted in research collaboration⁸ and output. This example aligns with MTU strategic objectives of Research, Innovation and Entrepreneurship Ecosystem and the Global Outlook, while also addressing SDGs (#17 - Partnerships for the goals, #9 - Industry, Innovation and Infrastructure, #4 - Quality Education).



◀ VIBE Project Team 2019, includes Dr Helen McGuirk, Hincks Centre and George Bulman, Rubicon Centre.

⁸ Nguyen, N.P. and McGuirk, H. (2022). Evaluating the effect of multifactors on employee's innovative behavior in SMEs: mediating effects of thriving at work and organizational commitment, *International Journal of Contemporary Hospitality Management*, 34. DOI 10.1108/IJCHM-11-2021-1354 link.

Spotlight Achievements

This section shines a spotlight on the innovative and entrepreneurial mindset of members of the Hincks Centre team, which highlights the creativity and diversity of the Hincks team and the impact on students, enterprises and the region.

SPOTLIGHT ON HINCKS CENTRE STAFF MEMBERS

It begins with Rebecca Robinson and her entrepreneurial journey, followed by Niall O’Leary’s innovative agricultural product and concludes with Helen McGuirk’s appointment as MTU’s representative on the Our Rural Future: Higher Education and Research Network.



Rebecca Robinson - A story of Entrepreneurship



Rebecca Robinson's, journey with the Hincks Centre began as a Student Intern back in 2015 and Rebecca is now a Researcher and Enactus Faculty Adviser at the Hincks Centre of Entrepreneurship Excellence in MTU.

WHERE THE INTEREST IN ENTREPRENEURSHIP BEGAN

Prior to 2015, Rebecca's strong interest and participation in the university's Entrepreneurship Ecosystem was enabled and she garnered many student entrepreneurship awards. Rebecca was a winner in MTU's (formerly CIT's) Part-Time Student Entrepreneurship Award in 2014; in the same year, nationally, she placed in the top 10 students for the Enterprise Ireland Student Entrepreneur Awards. By 2015, these student successes encouraged Rebecca to enrol in the Exxcel Programme, a part-time programme for women entrepreneurs to develop their business ideas delivered by the Rubicon Centre where she developed her business idea, while also successfully applying for a competitive two-year scholarship in the Hincks Centre to undertake a Masters by Research in Entrepreneurship.

VALUABLE EXPERIENCE GAINED AS A HINCKS STUDENT INTERN

While working and studying as the Student Intern in the Hincks Centre in 2015, Rebecca embraced the opportunity to establish and lead an Enactus Student group in MTU. Enactus was the first university initiative that engaged students in social enterprise activities on campus at that time. Rebecca led a team of her peers to create innovative, entrepreneurial solutions to

societal problems and to compete globally within the international Enactus community of 37,470 students on 2,064 campuses and 33 countries. During her time as a Hincks Centre Student Intern, Rebecca found time to publish her findings and present a research paper at the 3E ECSB Entrepreneurship Education Conference in May 2017, to gain experience in European-funded and National projects, including the Interreg Cool Route Project and the MTU-based Student Enterprise Camp, while also successfully completing a Masters in the area of entrepreneurship and employability.

REBECCA RETURNS TO THE HINCKS TO TAKE UP A RESEARCHER ROLE

After the successful conclusion of her scholarship, Rebecca transferred her skills to industry with roles in marketing management and communications in multi-national companies. In 2021, a role of researcher enticed Rebecca to return to the Hincks Centre. Now, Rebecca leads and contributes to multiple European and National entrepreneurship-focused projects for the Centre. Rebecca has also rekindled her involvement in Enactus, from being the MTU student who established Enactus on campus in 2015 to being an MTU employee and Enactus Lead Faculty Advisor providing guidance to socially minded students on their Enactus team projects.

Niall O' Leary - Entrepreneurial Academic turned Agricultural Entrepreneur



Dr Niall O'Leary is a senior research fellow with the Hincks Centre and recently invented an innovative agricultural product, called TailJack.

TailJack works by attaching securely to a cows' hips providing leverage for the TailJack to lift and hold a tail in a raised position. The TailJack easily and reliably stops cows kicking facilitating safe milking and treatment, while increasing safety on farms.

Prototypes were trialled in Spring 2022 on the family dairy farm in Co.Kerry, where 100 heifers calved down and the benefits were immediately clear. No heifer kicked while the TailJack was on. The TailJack effectively removed the need for a second person to deal with kicking cows when milking, dry cow treatment, treating mastitis or udder injuries. Niall successively enlists technical expertise to further improve the prototype, which led to progressively better designs resulting in the easy-to-use, safe, and reliable product.

▲ Niall demonstrating how the TailJack works.
A full video is available on TailJack.com.



NATIONAL AWARD WINNER



**Enterprise Ireland Innovation Arena
Agri Safety Award at the National Ploughing
Association Championships 2022**



**Engineering award at the Axa National Dairy Show
Innovation Awards 2022**



**Best Start Up award at the Axa National Dairy Show
Innovation Awards 2022**





Helen McGuirk: Head of Hincks Centre appointed to National Rural Network

Dr Helen McGuirk was appointed the MTU representative to *Our Rural Future: Higher Education and Research Network* in October 2021.

The network is part of the new Rural Development Policy 2021-2025 implementation strategy and is Chaired by the Government’s Department of Rural and Community Development.

The aim of the group of HEI representatives is to support the implementation of the policy and consult with colleagues involved in rural related research, teaching and learning, and other activities.

MTU Researchers including those from the Hincks Centre, presented their work at the 13th OECD Rural Development International Conference in September 2022. The Conference is organised in partnership with the Irish government’s Department of Rural & Community Development and their *Our Rural Future: Higher Education and Research Network*.

KEY INVESTMENTS BY THE DEPARTMENT OF RURAL AND COMMUNITY DEVELOPMENT

€2.7 billion in the delivery of high-speed broadband to rural areas;

€1 billion under the Rural Regeneration and Development Fund to support ambitious projects to regenerate towns and settlements of <10,000 people;


€2 billion Urban RDF will support larger rural towns;

Significant investment in Remote Working infrastructure / National Network.

New measures include the development of key strategic plans across a range of sectors:

Outdoor recreation, agri-food, dark skies, island development and apprenticeships.

13th OECD Rural Development Conference – Cavan
Presentations by MTU researchers - Sept 2022



Author(s)	Research Title	Key words	Funders & corresponding author
Dr Gerardina Harnett - Dpt of Nursing & Healthcare Sciences	Nursing in Rural, Remote and Isolated Settings	Skill, equality, right place, barriers, facilitators	Health Service Executive Gerardina.harnett@mtu.ie
Barral Hennebry – V-LINC Research Group	Covid19 and ‘Urban Exodus’. Evidence from house prices in rural Ireland	Urban exodus, spatial justice, rural living, Covid19, counter urbanisation	barral.hennebry@mtu.ie
Arnold Marisa, Dhanyamol George, Dr Tim Yeomans, Dr Niall Burke - Shannon Applied Biotechnology Centre, School of Biological & Pharmaceutical Sciences	BioWILL - An Integrated Zero Waste Biorefinery	Willow, Biorefinery, Circular economy, Natural Bio-actives, Renewable Energy, Sustainable Packaging	Interreg NEW niall.burke@mtu.ie , tim.yeomans@mtu.ie
Dr Aisling ConwayLenihan, Dr Helen McGuirk & Niamh Lenihan – Dpt. of Management & Enterprise and Hincks Centre for Entrepreneurship Excellence	Awareness and potential of the Silver Economy for enterprises in rural areas: a European regional level study	Silver Economy, Ageing Population, Enterprises, Awareness, Rural	Part of Interreg Europe SilverSME Project aisling.conway@mtu.ie

A Look to the Future and Concluding Remarks

As the Hincks Centre looks positively to the future following an impactful 10 years, I have listed some considerations for the Hincks Centre as they look forward.

- 1** Target larger European and international project funding calls such as Horizon and Interreg.
- 2** Leverage the extensive network of partners and increase the number of projects led by the Hincks Centre.
- 3** Pursue more external postgraduate funding (e.g., IRC, ERC, Marie-Curie and co-funded PhDs). This will support the University strategic objective of increasing the number of research students in-line with the targets established in the Technological University Act (2018).
- 4** Continue to support the Hincks team to disseminate their research through diverse outlets including peer reviewed journal articles, conference papers, policy and media platforms.
- 5** Results from the evaluation of the research portfolio at the Hincks Centre is to continue the focus on Entrepreneurship in all its forms, complemented by the topics related to region, sustainability, education and policy.
- 6** Continue to develop the extensive databases of projects, publications, funding, outcomes, impacts and networks developed as part of this impact report.
- 7** Create and implement a dissemination plan. This will include ORCID/Google Scholar type profiles of team members, social media, and presence on the MTU website. Training may need to be provided.



This report has demonstrated the impact of the Hincks Centre's research, education, and training between January 2013 and May 2023. The Hincks Centre has 175 connections across 33 countries through their collaborations on projects and research.

Project (national and international) and postgraduate funding has generated approximately €3.8 million and Hincks affiliated staff have supervised 12 postgraduate students (PhD and Masters by Research) to completion. The impact on University students and staff, across the region, nationally and internationally is evident through its many engagements in research, education and training.

Hincks Centre affiliated staff have published in 46 peer reviewed journals of various rankings, including 4-star journals. As

the Hincks Centre team grows, the publication metrics (peer reviewed journals, conference presentations, books etc.) will increase. The Hincks Centre has delivered 18 external training programmes both in person and online. This report has also shown through specific examples, how the Hincks Centre aligns with the MTU strategic themes (objectives) and the United Nations SDGs. The Hincks centre looks to the future with a proven track record in research, education and training.

Dr Aisling ConwayLenihan
Author, Hincks Centre
Impact Report 2023

Appendices

Appendix 1

MTU Strategic Themes (Objectives) and Alignment with the Hincks Centre (some examples)

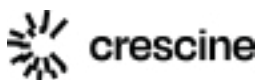
MTU's Strategic Themes	Examples of How the Hincks Centre activities align to the MTU Strategic Objectives
1. Learner Education & Experience	<p>POSTGRADUATE STUDENTS</p> <ul style="list-style-type: none"> - PhDs - Masters by Research
	<p>UNDERGRADUATE STUDENTS</p> <ul style="list-style-type: none"> - Module design and delivery - Student Inc. Programme - Academic Lead on MTU's summer programme (encourages student entrepreneurs to develop their business). - Guest Lectures - Curriculum and module development - Entrepreneurship extra-curricular activities
	<p>SECONDARY SCHOOL STUDENTS</p> <ul style="list-style-type: none"> - Enterprise Camp - CPEER (Community of Practice for Entrepreneurship Educators and Researchers) - Founders and lead on the MTU wide peer-to-peer learning community for entrepreneurship educators and Supporting multi-disciplinary collaboration across various campus and teaching endeavours in entrepreneurship education.
	<p>ENACTUS SOCIETY</p> <ul style="list-style-type: none"> - Student-led organisation that creates and implements social change through entrepreneurial action. The Hincks Centre's Enactus Faculty Advisors supports the students
	<p>DIGITAL BADGES (2017 & 2022)</p> <ul style="list-style-type: none"> - Designed and assessed digital badges for Entrepreneurship Education funded by the National Forum for the Enhancement of Teaching & Learning in Higher Education. - Collaboration with industry on module development (Green Enterprise module)

MTU's Strategic Themes	Examples of How the Hincks Centre activities align to the MTU Strategic Objectives
2. People and Community	<ul style="list-style-type: none"> - Supporting Hincks Staff in their CPD - Cork Prison Project 2019 (approx. 29 prisoners participated in 2 workshops - Promoting the idea of Entrepreneurship and Starting your own Business) - Member of MTU Age Friendly University Steering Group - Member of MTU International Women's Committee - Member of Student Services Company - Invited speaker at industry events - Judge for Foróige Competitions and internal MTU student presentations
3. Research, Innovation & Entrepreneurship Ecosystem	<ul style="list-style-type: none"> - MEditor in Chief, Small Enterprise Research - Guest Editors (2) Small Enterprise Research - Expert reviewers for academic journals - PhD External Examiners - Chair of internal viva examinations - Conference Chairs and Discussants - Keynote Conference Speakers - Conference Host and organising committee members - Elected members of MTU's Research Council & Academic Council - Lead on the DELTA awards (2) - Host visiting researchers (Malta, Germany, USA, South Africa, India) - Chair and members of CEEN (Campus Entrepreneurship Enterprise Network) national entrepreneurship network for promoting and developing entrepreneurship and enterprise, at third level. - External expert evaluator and rapporteur for the European Institute of Innovation & Technology - Board Member of the European Council for Small Business and Entrepreneurship (ECSB) - Member of Advisory Group for Professional Development with The National Forum for T&L - Members of the Accelerating Campus entrepreneurship (PACE) group

MTU's Strategic Themes	Examples of How the Hincks Centre activities align to the MTU Strategic Objectives
<p>4. Leading Regional Development</p>	<ul style="list-style-type: none"> - Collaborating with key stakeholders - enterprises, policy makers, civil society, enterprise support organisations, research institutions - Cork County & City Council - Regional Development Groups (SECAD Partnership CLG & Islands Development) - Enterprise Ireland - Local Enterprise Offices - Discovery Partnership - Southern Regional Assembly - The Community Enterprise Association Ireland - MTU representative on the Our Rural Future: Higher Education and Research Network - Member of the Ludgate (Skibbereen) Advisory Group - Influencing Policy - - South West Regional Enterprise Plan (2024) through the SilverSME project - Influenced Fáilte Ireland's strategy for South-West (2020) through the Cool Route project - Influenced EPA Research Report (2023) through the My Town My Plan project
<p>5. Global Outlook</p>	<ul style="list-style-type: none"> - Supervision of international PhD students - Collaboration with international researchers - Vietnam, Thailand, South Africa, Pakistan & New Zealand. - European Commission funded projects (Horizon Europe, Interreg Europe, Interreg NPA, Erasmus+) - International Projects (outside of the EU) - Global Enterprise Interns, Basque Country, Spain (2 interns annually) - Co-Founder of the Malta Ireland Green Network - Designed and delivered entrepreneurship programmes for students and educators in five cities in Vietnam and across South Africa. - Development and delivery of an entrepreneurship module for undergraduate students in South Africa funded by the Irish Embassy in South Africa.

Appendix 2

International Project Partners and Funder Logos



Appendix 3

Example of Successful Project with Impact

This case study provides one example of an European research project, such as are typically conducted by the Hincks Centre.

This Interreg SilverSME project has been very successful, generating project impacts that extend beyond the required outputs of the project. This project's impact will be presented under the following headings: successful collaboration with stakeholders, research impact, media appearances and policy impact.

This international project contributes to the MTU Strategic objectives of Leading Regional Development (4) and Global Outlook (5) and it aligns with a number of the SDGs (Decent work and Economic Growth (#8), Industry, Innovation and Infrastructure (#9) and Partnerships for the Goals (#17)).

1) Successful collaboration with stakeholders

Throughout the project, the Hincks Centre successfully established and maintained relationships with a number of SMEs and public institutions, as well as project partners. Two key reports were developed in the form of (1) a regional SWOT report, which in turn and in conjunction with the international project partners, informed (2) a composite SWOT analysis across 8 EU regions and (3) a set of 72 good practices and (4) a successfully implemented Action Plan for SilverSMEs

REGIONAL SWOT REPORT

ConwayLenihan, A., McGuirk, H. and McAleer, J. (2018), Southern Region (Ireland) - Silver Economy SWOT Analysis, SilverSMEs, Cork Institute of Technology. Interreg Europe funded project.

COMPOSITE SWOT REPORT ACROSS 8 EU REGIONS IN 7 EU COUNTRIES. THE HINCKS CENTRE LED OUT ON THIS WORK PACKAGE WHERE IT COLLECTED, ANALYSED AND REPORTED ON FINDINGS OF 160 INTERVIEWS. THE OVERALL RESULTS WERE PRESENTED IN A FINAL REPORT.

ConwayLenihan, A., McGuirk, H. and McAleer, J. (2019), European Silver Economy Composite SWOT Analysis, SilverSMEs, Cork Institute of Technology, Interreg Europe funded project.

72 GOOD PRACTICES, OF WHICH THE HINCKS CENTRE SUCCESSFULLY SUBMITTED 7

Good Practices of the Silver Economy in Ireland included: the Freebird Club (Travel and social engagement club for the over 50s), Osteofit (provides exercise classes for active older adults who are interested in maintaining and building bone density while improving strength, flexibility and balance), Age Friendly Town Programme in County Cork (This programme supports enterprises

through training delivered by Local Enterprise Offices, which provides enterprises with an Age Friendly Ireland toolkit), Courtmacsherry Community Shop (community co-operative convenience shop owned by shareholders and run by local volunteers), HSE Virtual Ward (patients due to their medical circumstances would normally be treated in hospitals but are treated in their own home by a multidisciplinary team), Silver Thread (it facilitates workshops for older people where they can explore how to write about their life through story telling. It's also a publishing company where it provides an ISBN number for memoirs.) and the Health Innovation Hub Ireland (is a partnership of clinical and academic centres across Ireland with the objective of accelerating healthcare innovation and commercialisation through addressing healthcare challenges)

SUCCESSFULLY IMPLEMENTED ACTION PLAN. THIS WILL BE DISCUSSED IN MORE DETAIL UNDER SECTION 4

Policy Impact

2) Academic Research Impact/Output

As a research group, academic research impact was an important consideration for the Hincks Centre, and impact was generated through academic publications in a special issue, in peer-reviewed publications, in keynote addresses and presentations, as well as recruitment of an ongoing Masters by research study.

SPECIAL ISSUE

Guest Editor of Special Issue - Small Enterprises and the Silver Economy in the Small Enterprise Research Journal Published May 2022 (5 journal papers) Dr Aisling ConwayLenihan & Dr Helen McGuirk

ConwayLenihan, A., McGuirk, H. (2022) Small enterprises and the silver economy, Small Enterprise

JOURNAL ARTICLE PUBLICATION

McGuirk, H., ConwayLenihan, A., Lenihan, N. (2022) Awareness and economic value of the silver economy for enterprises: a European regional level study, Small Enterprise Research, 29:1, 6-19, DOI:10.1080/13215906.2021.1919915

KEYNOTE ADDRESSES

Silver Opportunities for SMEs in the global economy 6th December 2019 International Conference on Management & Business, University of Economics - University of Danang, Vietnam

Silver Economy - An insight into Good Practices” Engaging Ageing 21 The Future of Ageing and the Silver Economy, Dublin City University, November 2021

INVITED PRESENTATIONS

McGuirk, H. ConwayLenihan, A. (2022) NUIG Rural Voices Series Awareness and potential of the Silver Economy for enterprises and society in rural areas (Online)

ConwayLenihan, A. (2021) “Awareness and potential of the Silver Economy for enterprises in 8 EU regions” Engaging Ageing 21 The Future of Ageing and the Silver Economy, Dublin City University

CONFERENCE PRESENTATIONS

ConwayLenihan, A., McGuirk, H., Lenihan, N. (2022) Building Sustainable, Resilient, and

Thriving Rural Places 13th OECD Rural Development Policy Conference, Co.Cavan. Poster Presentation <https://www.gov.ie/en/collection/25549-rural-development-research-poster-presentation/>

McGuirk, H. ConwayLenihan, A. and Lenihan, N (2020) Firms’ Awareness and Opportunities of an Ageing Population, presented at RENT XXXIV ‘Entrepreneurship in the Digital Era’ (online) Conference Presentation & Paper

McGuirk, H., & Heffernan, C. (2021). Living well in older age: opportunities for a sustainable silver economy, presented at Age Friendly University Global Conference. November 1st.

MASTERS BY RESEARCH STUDENT

2021- 2023 An investigation of the wealth and consumption patterns of the over 50s in Ireland



3) Media Appearances

Dissemination is a vital component in successful research projects and the Hincks Centre featured the SilverSMEs project throughout the project. A sample of these appearances or disseminations include:

€5.7tn ‘silver economy’ SME boon Irish Examiner October 2018
<https://www.irishexaminer.com/business/arid-30881774.html>

Hincks Centre hosts Silver SMEs project conference The Echo February 2020

EU delegation visits Courtmacsherry and Bandon community projects Bandon Opinion February 2020

Courtmacsherry Community Shop welcomes EU delegation West Cork People February 2020

ConwayLenihan, A., McGuirk, H., Lenihan, N. (2023) Are Irish companies missing a golden opportunity with the Silver Economy? RTE Brainstorm <https://www.rte.ie/brainstorm/2023/0221/1357745-silver-economy-older-people/>

German TV - ARD Channel 1 (2023) Dr Aisling ConwayLenihan contributed as an expert on the European Silver Economy and demographic challenges Ireland is facing. This featured as part of a TV report on ageing population across the EU.

Blog - The Silver Economy: What are the Challenges and Opportunities in Rural Europe? <https://rural-interfaces.eu/2023/03/27/the-silver-economy-what-are-the-challenges-and-opportunities-in-rural-europe/> Published by Sherpa (Sustainable Hub to Engage into Rural Policies with Actors) March 2023.

4) Policy Impact

The Hincks Centre focused on policy impact and successfully negotiated the inclusion of a specific action (Action 1.7) on creating awareness of the market opportunities in the Silver Economy for businesses under strategic objective 1 in the South-West Regional Enterprise Plan (SWREP) to 2024.

Following negotiations with the Department of Enterprise, Trade & Employment, a finalised wording of this action was agreed for inclusion in the regional enterprise plan, which was launched in April 2022. The agreed action is focused on new market opportunities for regional enterprises and new start-ups within the silver economy and it will highlight the potential

value and impact of the silver economy to Irish enterprises and entrepreneurs, through training and communication campaigns.

Action 1.7: Explore new niche market opportunities for regional enterprises and new start-ups in the Silver Economy

ACTION LEADER:

ACTION PARTNERS:

FOR COMPLETION BY:

Rationale:

The European Commission has given significant recognition to the size, value and potential of the Silver Economy, representing the purchasing power of older adults. The Silver Economy in Europe is valued at €3.7 trillion and projected to increase to €5.7 trillion by 2025. In Ireland, it is estimated to be worth c. €3bn. The European Silver Economy represents the third largest economy globally after those of the USA and China. It is for this reason that it is being targeted as a new focussed area of opportunity for Irish entrepreneurs.

Action Outcome:

The outcome of the action is to highlight the potential of the silver economy to Irish enterprises and entrepreneurs, through familiarisation and training for enterprises and new start-ups.

FOLLOW UP PROJECT

Hincks Centre success in this SilverSME project has resulted in subsequent partnering in a Horizon Europe project, called Senior Eco-Nect. This more recent project explores how to connect different aspects of the silver economy with a specific focus on integrated and inclusive policy development, with the aim of maximising the benefits of the silver economy for all. The challenge is to overcome the fragmented and diverse nature of

the silver economy in Europe and to extend beyond a healthcare focus to include interconnectivity of other sectors, such as tourism, sport, culture, among others. The growing silver market incorporates a broad range of sectors, involves a diverse cohort of stakeholders, with various cultural views on ageing. Interconnecting these elements and recognising the need for tailored support will help develop a sustainable and valuable demand and supply of goods and services for an ageing population.

The impact of this case study project, the SilverSMEs, has been far reaching. Impact ranges from the research and policy impact to media appearances and successful stakeholder relationships.

Collectively these impacts highlight the importance and reach of the Hincks Centre research beyond the SilverSME project itself.



Appendix 4

List of Publications and Media Contributions

List of Publications	Number
Peer Reviewed Journal Articles	46
Peer Reviewed Conference Papers	59
Conference Presentations (Oral and Poster)	61
Number of Citations	1,471
Books	3
Book Chapters	7
Case Studies	8
Technical Reports	8
External Invited Presentations	75
Best Paper Awards	4

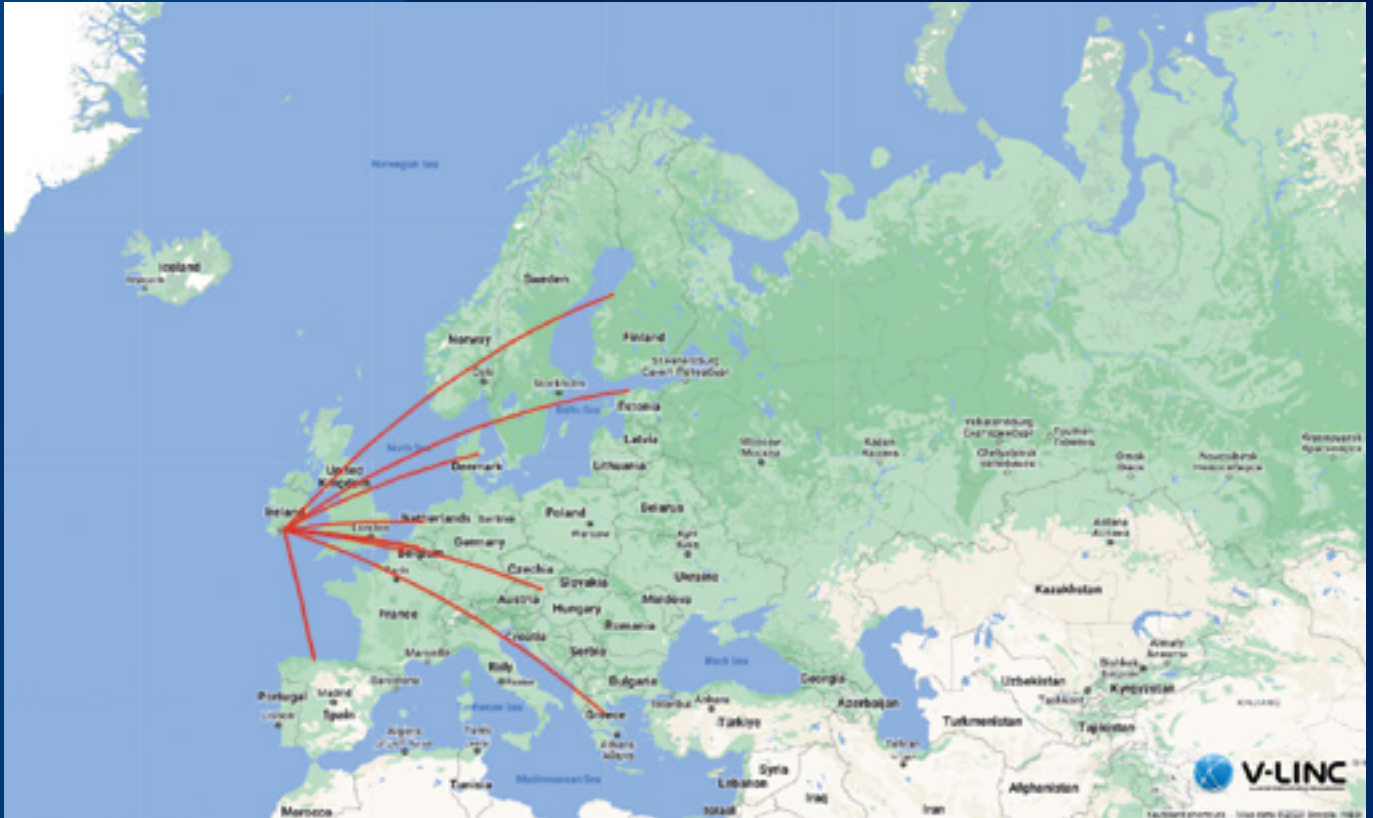
List of Media Contributions

Newspaper Articles	Number
Radio	3
Newspaper Articles	15
Blog Posts	14
Newsletter & Website Posts	13
TV Contributions	1

Appendix 5

Multiple Project Partners

FIGURE 1: MAPPED MULTIPLE EUROPEAN CONNECTIONS USING V-LINC SOFTWARE, 2013-2023



THE HINCKS CENTRE HAS WORKED AT LEAST TWICE WITH THE 9 INTERNATIONAL PARTNERS BELOW

- 1 Grupo DEX, Gijon, Spain (3 links)
- 2 University Industry Innovation Network B.V., Amsterdam, Netherlands (2 links)
- 3 WPZ Research GmbH, Vienna, Austria (2 links)
- 4 Dimitra Ekpauditiki Simvilitiki AE, Larissa, Greece (2 links)
- 5 Centria University of Applied Sciences, Finland (2 links)
- 6 Eurasanté, France (2 links)
- 7 Tallinn University, Estonia (2 links)
- 8 Aarhus University, Denmark (2 links)
- 9 Vrije Universiteit Brussels, Belgium (2 links)







MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Hincks Centre
for Entrepreneurship Excellence



Anniversary
2013-2023



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