

**International Research and Training Seminar
Co-operative and Sustainable Rural Development
Department of Food Business and Development. UCC
July 2015**



The research and training seminar has received funding from the People Programme (Marie Curie Actions) of the European Union's Seventh Framework Programme FP7/2007-2013/ under REA Grant Agreement No. 611490 (PIAPP-GA-2013-611490) 1

Dr. Mary O' Shaughnessy, UCC
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Date: Tuesday July 7th 2015 10.00am – 4.00pm
Venue: ORB_326
Seminar Title: SME's in Rural Areas in Ireland
Profile: Mr. Ronan Farrell - Food Business Development Consultant / Part time lecturer UCC

Ronan has been providing food business consultancy services to the Irish food sector since 1998. Much of his experience has been centred on the development of business strategies and solutions for new and existing food enterprises working closely with entrepreneurs to develop their products, business models and market channels both in Ireland and for export sales. In addition, he has vast experience in working with development agencies, providing supports to the food sector in the form of grants, mentoring and training supports.

Also working as an assistant lecturer in the Department of Food Business and Development, in UCC since 2005, his area of research interest is, Knowledge Management and NPD ideation processes in food firms. His teaching areas of interest include: Enterprise development and enterprise management, NPD and Food Innovation, Food Marketing, Enterprise development and marketing skills for Rural Enterprises, Business planning for speciality food production, Development of the Organic and natural food sector, Marketing and business skills for the horticultural sector, and Research Methods for food enterprises.

SME's in Rural Areas in Ireland

Section 1: Morning session

Introduction to Rural Enterprise Development in Ireland

Introduction

The Enterprise Development Process

Why is Marketing Important for Enterprise Development?

Marketing and Rural Enterprise Development

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Marketing and The Marketing Concept

What is The Marketing Concept?

Market Information requirements for the Small Rural Enterprise

Business Development Stages – Information Requirements

Stage 1: Developing The Product Concept / Idea- in a Rural Enterprise

Getting Information for Marketing Decision

Financial Viability

Stage 2: The Marketing Plan for a Small Rural Enterprise

Stage 3: Business Plan

Stage 4: Implementation of the Business Plan

Case Study – TBC

Section 2: Afternoon Session

Strategic Marketing and development of small scale rural enterprise

The Marketing System of the Small Scale Rural Enterprise

Market Segmentation for Rural Enterprise Products

Product Positioning

Developing the Marketing Strategy for Small Scale Rural Enterprise

The Marketing Mix for Small Scale Enterprise

The Product

Price

Place/Distribution

Promotion

Competitive Advantage in the Small Scale Rural Enterprise

Case Study -TBC

The Marketing Planning Process

Preparation of the Marketing Plan for a Rural Enterprise

Brand Development for a Rural Enterprise

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Summary

Learning Outcome:

Understanding of the key marketing and business issues and function in small scale Rural Enterprises in Ireland (Specific emphasis on Food and Tourism Enterprises).

Date: Wednesday July 8th, 2015 11.00am – 4.00pm
Venue: ORB (O Rahilly Building) ORB_326
Seminar Title: Irish Dairy Co-operatives – An Overview
Profile: Dr. Michael Keane B Agr Sc (University College Dublin, UCD, 1969), M Sc Econ (Trinity College Dublin 1971), Ph D (Trinity College Dublin 1995)

Dr Michael Keane has recently retired as Senior Lecturer in the Department of Food Business & Development, University College Cork where he has worked since 1981. He is now active as a dairy and food industry consultant while continuing to provide some teaching and research services to the University. His research and consultancy activity has focused on agri-food economics and market analysis with particular emphasis on the dairy industry and he is regularly invited to assist on Government and business advisory committees considering agri-food issues ranging from market developments to EU and global policy

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Date: Friday July 10th, 2015 - 11.00am – 1pm
Venue: Venue: ORB_326
Seminar Title: The Portuguese Third Sector – An Overview
Profile: Marisa Roriz Ferreira,
Assistant Professor - Oporto Polytechnic Institute
mjf@estgf.ipp.pt

Marisa Roriz Ferreira, PhD in Business Sciences – Marketing and Strategy specialization, School of Economics, University of Porto; Master of Science in Economic and Management Sciences in MAICH and graduated in Management in UTAD.

Lecturer (assistant professor) at School of Technology and Management of Felgueiras in the subjects of Marketing, Logistics (undergraduate), Research Methodology and Leadership, Nonprofit Strategic Management, Nonprofit Research and Corporate Social Responsibility (Master). Member of the Center for Research and Innovation in Business Science and Information Systems (CIICESI).

- Invited researcher at the Centre for Co-operative Studies from the University College Cork – Ireland, during June and July 2015.
- Invited lecturer at Porto Polytechnic Institute – School of Health Technology, in the Post-Graduation Program on Social Entrepreneurship, in the course of Marketing (1th and 2nd edition).
- Invited lecturer at University of Porto – Business School, in the Post-Graduation Program on Management of Non-profit Organisations, in the course of Strategy (1th, 2nd and 4th edition).
- Lecturer in the mobility program to lecturers (Socrates / Erasmus) in some different organisations in Czech Republic, Belgium, Lithuania, Slovenia and Hungary. As part of the cooperation project FUP/CRUP was teaching at the National University of East Timor, in Economics/Management during three months in 2003 and 2004.

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- Participates in several pedagogical and scientific conferences, at a national and international level.

The latest scientific publications are:

- Ferreira MR & Sarmiento J (2015): "Internal Stakeholders Perspectives in a Cultural Event: the Case of Noc Noc, Guimarães - Portugal", Review of Contemporary Business, Entrepreneurship and Economic Issues (Ekonomski Vjesnik/Econviews), Vol. XXVIII, special issue, p. 93-107.
- Braga, J, Proença T e Ferreira MR (2015) "Motivations for Social Entrepreneurship - evidences from Portugal", TÉKHNE - Review of Applied Management Studies - special issue on Human Resources, <http://dx.doi.org/10.1016/j.tekhne.2015.01.002>.
- Ferreira MR, Proença T e Proença J (2015) "Volunteering for a Lifetime? Volunteers' intention to stay in Portuguese Hospitals", VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, Vol. 26 – issue 3, p. 890-912, DOI: 10.1007/s11266-014-9466-x. (ISI - Impact factor 2014: 1.238).
- Magalhães, M e Ferreira MR (2014) "Uma Abordagem Teórica sobre o Voluntariado Empresarial:", Revista Portuguesa e Brasileira de Gestão, nº3, Julho/Setembro, 38-47.
- Ferreira MR, Proença T e Proença J (2012) "Motivation among Hospital Volunteers: an Empirical Analysis in Portugal", International Review on Public and Nonprofit Marketing, nº2, vol.9, 137-152. (Indexed in Scopus).

Visiting Scholar – UCC Centre for Co-operative Studies June – August 2015

School of Management and Technology of Felgueiras.
Escola Superior de Tecnologia e Gestão de Felgueiras - Instituto
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Date: July 14th and 15th, 2015 10.00am – 4.00pm
Venue: ORB 2.01
Seminar Title: EU and Irish Rural Development Policy and Practice
Profile: Dr Aisling Moroney
Contact details: Email: a.moroney@ucc.ie
Tel: 00 353 71916728

Dr Aisling Moroney is an independent researcher and consultant based in the north west of Ireland. She has over 15 years experience of working on a range of research, training and consultancy projects within the third-level, public and community/voluntary sectors. Particular areas of interest and expertise include: local and community development, rural development, food policy, alternative farm enterprises, social enterprises and cooperatives. Clients have included the National Rural Network, Sligo LEADER Partnership Co., Cavan County Development Board, Leitrim Partnership, FAS, and Breffni Integrated Development.

Aisling has an ongoing association with the Department of Food Business and Development and Centre for Cooperative Studies, UCC. She writes distance learning modules and lectures on a number of UCC programmes, most recently the MBS in Cooperative and Social Enterprise. Her PhD research (completed in 2011) focused on farmers markets and alternative farm enterprises. She is currently working with a number of partner rural development consultants on a rural development strategy for County Sligo for 2015-2020..

Day 1: EU and Irish Rural Development Policy and Practice

Introductions, outline of the two days (15 mins)

Theoretical underpinnings and historical context for RD (approx. 1 hour)

- Post-war period, CAP, modernisation theory
- Shift to endogenous development
- Neo-endogenous approach including Integrated Rural Development, New Rural Development Paradigm, etc.

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- benefits and limitations of various approaches

Rural development in the European Union (approx. 2.5 - 3 hours)

- Fundamental starting point: Distinguishing between rural development policy, broader regional development and other national and EU policies affecting rural areas (e.g. transport, taxation, etc.)
- Brief overview of Common Agricultural Policy (and its limitations)
- CAP Reform (incl. Cork declaration, Agenda 2000 (Pillar 2))
- Features of the latest RDP (2014-2020)
- LEADER: the LEADER method; applications across Europe; benefits and successes; limitations and reservations

Agriculture and Rural Development in Ireland (approx. 1.5 - 2 hours)

- Agriculture in Ireland: history, 'place' in Irish economy and society, future prospects, etc.
- Historical journey and distinctive features of RD in Ireland
- Interpretation and management of LEADER; the Irish 'take' on LEADER and rural development, including success stories and gaps
- Latest directions including cohesion and alignment processes, CEDRA Report, etc.

The day will be a mix of presentation and discussion, interspersed with some case studies and examples, though the latter will be more of a feature of Day 2.

Day 2: Irish Cooperatives Overview and Rural Development Case studies

Irish Co-operatives Overview (approximately 1.5 hours)

- Historical development of cooperative movement
- Statistics and overview of key sectors (focus on credit unions)
- Weaknesses and gaps; is there potential for further development? (including discussion re. cooperative sectors in participants own countries/regions; is there learning there for the Irish cooperative sector?)

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- Links with rural development

Case Studies (approximately 4 hours)

- Case studies of range of LEADER *groups* (LAGS) looking at historical development, local context, approach, successes, failures, etc.
- Presentation of a broad range of case studies of Irish LEADER funded *projects* on the ground
- Case studies of successful rural development initiatives *outside* of the RDP (including in enterprise development, agriculture, tourism, etc.)
- All of the above linked back continually to the more theoretical, contextual discussion of the previous day.



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