



Project Partners:



“This project is funded by the EU’s European Regional Development fund through the INTERREG IVC programme.”



Local Partners: Galway County Council, Galway City Council, Galway County and City Enterprise Board

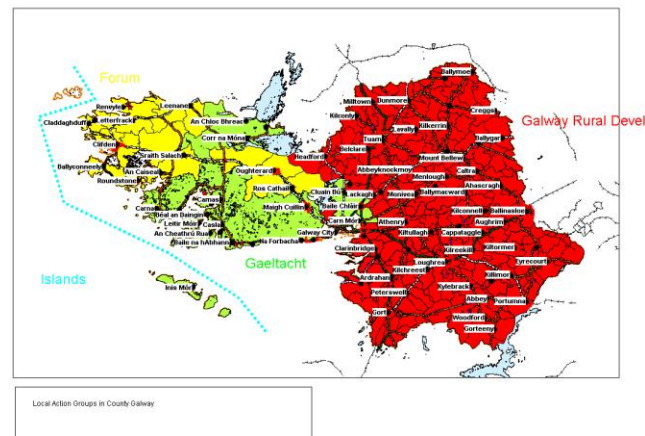
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Origin

- Project has operated from 2010 to 2012
- Craft producers and food producers based in Galway
- Great range of producers
- Diversity of producers and level of business accumen



Objectives and Goals

- To build linkages between local producers and consumers
- Short Term
 - » Local Producers in Craft (Over 150)
 - » Local Producers in Food (Over 100)
 - » Consumers – Local Residents, visitors, national buyers



Objectives and Goals

- Longer Term
 - Make Galway synonymous as a location for quality products both locally and internationally.
 - Increase the awareness of the range of products that are Made in Galway



Implementation process

- Bringing together stakeholders supporting these sectors
- Quantifying level of producers operating in region - collation of databases of different stakeholders
- Building linkages to producers – Public meeting



Implementation process

- Developing initiatives to engage with producers
 - Information seminars on funding supports
 - Permanent exhibition space in local authority offices
 - Setting up a ‘craft month’
 - Supporting participation in National exhibitions
 - Establishing the on-line directory of producers
 - Generating awareness of on line directory





Activities



- Co-ordinating response of stakeholders
- Developing single database of producers
- Developed permanent exhibition space for producers in Local Authority Offices
- Co-ordinating events during year of craft 2011
- Implementing craft month in 2011
- Appointing an intern to support promotional activities for craft in the region

Activities



- Information seminars to increase awareness for supports
- Set up of Food Producer Network
- Set up of Craft Producer Network
- Establishment of Online Directory of producers with Mapping www.madeingalway.ie
- Postcards and other promotional material
- Securing funding for a full time food development officer for the region

Expected Results

- Increased revenue generation for producers
- Increased awareness of local population of local products and retail outlets where they can be sourced
- Increased international awareness of the region as a location for quality produce
- Increased employment



Dissemination and Exploitation

- Identifying range of producers
- Engaging stakeholders
- Managing expectations
- Keeping focus
- Sustaining engagement
- Tracking impact
- www.madeingalway.ie

