

# Regional Enterprise Plan MIDLANDS

## MREP to 2024 – Revised Draft Regional Strategic Objectives & Proposed Actions following facilitated consultation sessions

RSO1	Climate Action - Transition to a zero carbon economy
RSO1:1	Support the activities of the <b>Midlands Regional Transition Team</b> to develop transformative projects with the support of Project Ireland 2040 funding streams and the European Just Transition Fund, including the provision of Technical Sectoral Advisors/ Mentors within enterprise agencies and LEOs to guide emerging 'low carbon' focused projects across the region.
RSO1:2	Develop and implement <b>Local Authority Climate Action Plans</b> , addressing both adaption and mitigation measures, including the development and designation of decarbonisation zones, building upon lessons learned from the various elements in Portlaoise, as the national low carbon demonstration town, including The Cube. Explore a <b>framework for Local Authorities to Realise Economic Opportunities from the low carbon Transition</b> and empowering communities to embrace Social Enterprise and Community Gain, in partnership with the Eastern & Midlands CARO and the CCMA and other regional / national agencies and the Dept of Enterprise, Trade & Employment
RSO1:3	Regional ETBs will explore the development of a <b>National Pilot on Sustainability and a Rural Centre of Excellence</b> within the Midland Region.
RSO2	Digitalisation & Smart Specialisation
RSO2:1	Work with the <b>Technological University of the Shannon – Midlands Midwest</b> to capitalise and realise business, industry, and skills opportunities presented by TU status to further support the development of the region, including the growth and expansion of <b>Empower Eco</b> , and the development of the <b>Midlands Technology Campus</b> .
RSO2:2	Deliver the <b>Midlands Advanced Manufacturing Action Plan</b> , to position the region as an advanced manufacturing centre of excellence through defined actions across enabling themes of Education, Training & Skills; Research & Innovation; Support Infrastructure & networks; and strengthening the manufacturing base.
RSO2:3	Develop a <b>Smart Connected Technologies Cluster</b> to leverage identified and established regional competencies in Telecoms and supporting areas including augmented reality, data analytics etc

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RSO3	Placemaking – Promotion of the Midlands as a community in which to live, create, study, work, visit, and invest.
RSO3:1	Utilising <b>MidlandsIreland.ie</b> , promote and position the region as community of choice, showcasing the value proposition of the region: centrality, access to talent, the existing enterprise base, regional recreational assets, arts and cultural assets.
RSO3:2	Expand the <b>Midlands Network of Co-Working Facilities (MNCF)</b> in partnership with existing network members, Chambers of Commerce and Local Authorities, to support and develop additional flexible office solutions throughout the region, including the exploration of and the development of vacant properties, through strategic partnerships and in co-operation with communities.
RSO3:3	<p>The regional stakeholders will continue to progress and support <b>tourism development, visitor experience development plans and experience economy</b> across the region, including the:</p> <ul style="list-style-type: none"> <li>• <b>National Galway – Dublin Cycleway,</b></li> <li>• <b>Midlands Cycling Destination and Greenway developments</b> including the planned velo cycleway at Lough Boora Discovery Park</li> <li>• <b>Establishment of the Slieve Bloom Development Partnership</b> and the development of an <b>Orientation &amp; Signage Strategy</b> to realise the potential of the Slieve Bloom</li> <li>• The development of the <b>Shannon Wilderness Park</b>; and</li> <li>• in collaboration with the EU LIFE project – explore the feasibility of the establishment of an Eden-like <b>peatlands based visitor attraction</b> of scale in the Midland Region.</li> </ul>
RSO3:4	<b>Deliver the Midlands Regional Food &amp; Drink Strategy to 2024</b> , including the resourcing and establishment of Regional Food & Drink Cluster to progress sustainability goals, build resilience and grow exports.