

Key Performance Indicators (KPIs)



Secure **€50 million in investment** – including €35 million from the Western Investment Fund – to fortify enterprise and regional development, driving robust economic growth.



Deliver **100 high-impact projects** by deploying €25 million in SME investments, €7 million in social and community enterprises, and €3 million in creative enterprises, fostering lasting economic resilience and strengthening the region’s creative industries.



Secure **€15 million in EU funding** to fuel innovation, research, and competitiveness, catalysing regional technological advancement.



Delivering an expanded **Connected Hubs** network of 400 hubs.



Deliver **pioneering pilot projects** in social innovation and social enterprise to strengthen the social ecosystem and drive community-based solutions.



Influence **national, regional and local policy** by delivering high impact policy inputs, engaging with key stakeholders and continuing to lead on innovative research that will help shape the future of the region and of rural areas.



Deliver **strategic campaigns** that elevate the region’s profile by reaching over one million individuals annually, generating increased awareness, engagement, and investment.



Our Values - what drives us

Everything we do will be underpinned by four key values, summed up as **WEST** – we will always strive to be:



Unlocking Potential, Driving Change

A Strategy for Regional Growth and Collaboration 2025-2029

Summary Document



A Strategy for Regional Growth and Collaboration 2025-2029

Unlocking Potential,
Driving Change

A THRIVING WEST OF IRELAND

KEY PILLARS



2030 GOALS

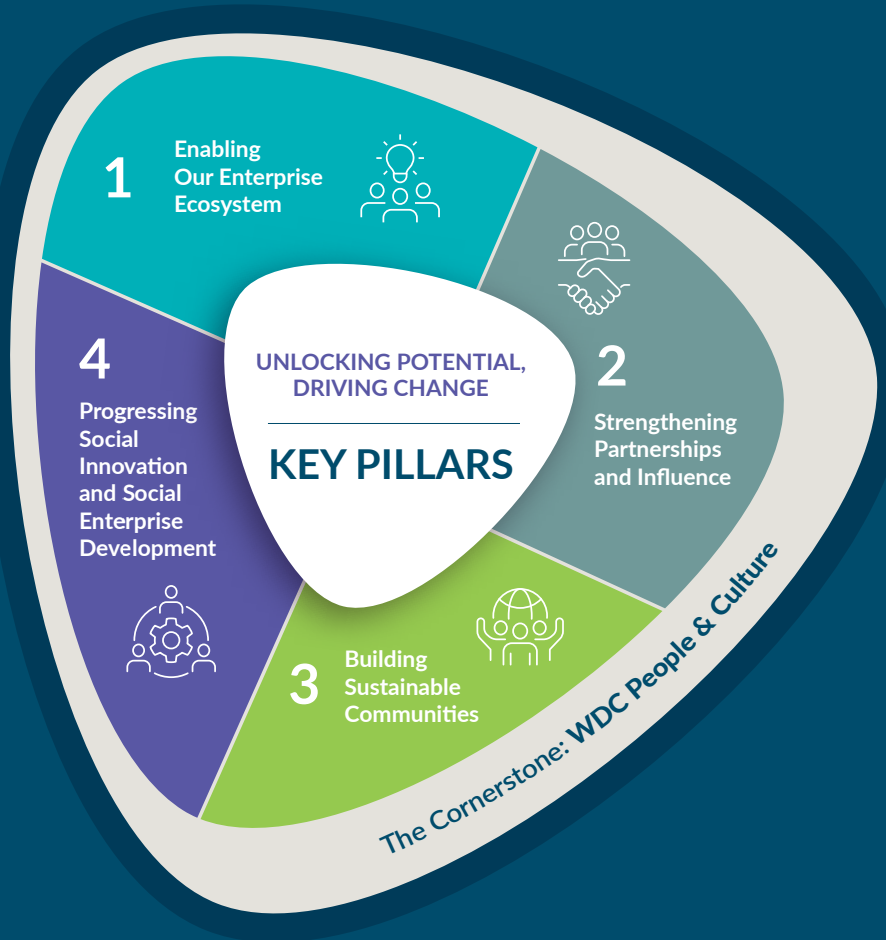


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4 Key Pillars

While actions are listed under a specific pillar, we appreciate that they will have cross-pillar application and impact.



Pillar 1: Enabling Our Enterprise Ecosystem

Objectives:

- Support Economic Diversity and Resilience**
Focus particularly on start-up and scaling enterprises which are of particular relevance to the current and future context of the region.
- Enhance Balanced Regional Growth**
Through targeted investments and integrated planning, prioritise support and activity in geographic areas of the region which are lagging in terms of high-value economic activity and/or where there is a particular lack of diversity in terms of the economic base.
- Support the Development of Flagship Projects**
Continue to support the further development of existing flagship projects while also leveraging our experience and resources to drive or otherwise support the creation of new initiatives with significant regional, sub-regional, or sectoral impact.
- Expand Global Engagement and Resources**
Leverage international networks, the global diaspora, and EU funding to enhance knowledge exchange, partnerships, and financial capacity to better support enterprise development.
- Cultivate Innovation and Applied Research**
Support the positioning of the region as a hub for innovation through support for R&D initiatives, SME innovation strategies and collaboration with relevant third-level research activities.
- Enhance the Diversity of the Entrepreneurial Base**
Through investments and other initiatives across the WDC, harness the potential for enhanced entrepreneurial activity which exists in groups that are traditionally underrepresented or that experience barriers in establishing and scaling enterprise.

Pillar 2: Strengthening Partnerships and Influence

Objectives:

- Co-create & Amplify a Shared Regional Vision and Message**
To support balanced national development, the WDC will work with our regional partners to focus on regionalisation and integration efforts. Through these efforts, we aim to ensure the Western Region's voice is represented in national policymaking, securing resources and initiatives that meet our unique regional needs, and which can harness regional opportunities.
- Build Strategic Partnerships for Policy and Sectoral Alignment**
We will continue to build strong relationships with a broad spectrum of stakeholders, including local government bodies, enterprise agencies, education and training institutions, and sector-specific organisations. These partnerships ensure that our regional strategies are complementary to broader national and EU priorities, and will thus facilitate better resource allocation, collaboration, and policy development for sustainable growth.
- Position WDC as a Key Facilitator in the Regional Development Landscape**
The WDC's broad remit and extensive geographical reach provide it with a valuable 'bird's-eye' view of the region. This perspective has created opportunities to serve as a trusted facilitator and connector. During this strategy period, the WDC will build on this role, promoting flagship project development, identifying and supporting innovation and sectoral potential, and bridging diverse stakeholders to drive regional progress. We will also engage and leverage diaspora networks for support, investment and knowledge exchange.
- Enhance Evidence-informed Decision-making**
We will engage with local authorities and other partners to utilise relevant data in shaping local economic plans and strategies. This approach ensures that regional initiatives are grounded in up-to-date, accurate information, enabling us to make informed decisions that align with the region's needs, aspirations, and growth potential. A data-driven strategy enhances transparency, accountability, and effectiveness in regional development planning.

Pillar 3: Building Sustainable Communities

Objectives:

- Support the Revitalisation and Community Well-being of Small Towns and Rural Areas**
Support the ongoing revitalisation of small towns and villages and initiatives which aim to tackle some of the persistent challenges associated with the region's dispersed settlement pattern.
- Build Capacity for Remote and Hybrid Work**
Expand digital and remote work infrastructure to attract talent and retain economic activity in rural areas in particular.
- Empower Communities through Leadership and Skills Development**
Promote local community action, capacity and leadership by supporting initiatives in areas such as community energy, digitalisation and social enterprise development.
- Promote Renewable Energy and Environmental Sustainability**
Advocate for the widespread adoption of renewable energy solutions across the Western Region, aiming for a reduction in carbon emissions and enhanced energy independence. We will also support initiatives to achieve Net Zero carbon emissions and promote sustainability and circular economy initiatives across key relevant sectors such as agriculture, transport, the built environment and the marine economy.
- Amplify Focus on Quality of Life and Community Well-being**
Develop a stronger focus on quality of life considerations and indicators and contribute towards initiatives and projects working within this realm.

Pillar 4: Progressing Social Innovation & Social Enterprise Development

Objectives:

- Build WDC's Organisational Capacity to become a Key Actor and Supporter of Social Enterprise in the Western Region**
We will further extend our influence and role in social enterprise development, including meeting our specific commitments under Action 41 of the National Social Enterprise Policy 2024-2027: "The WDC will support individual social enterprises to start up and scale using its range of schemes and programmes" and otherwise contributing to actions which fall within our remit.
- Create a National Test Bed for Social Innovation**
Establish the Western Region as Ireland's premier test bed for piloting and scaling social innovation and social enterprise solutions. Encourage experimentation in new social enterprise models and promote initiatives that can be replicated nationally and internationally. To achieve this, we will also establish dedicated research and development initiatives to explore innovative solutions to social challenges and develop collaborations between social enterprises, research institutions, and policymakers to accelerate the adoption of new ideas.
- Promote Economic Diversity and Sustainability through Social Enterprise**
We will promote regenerative and circular economy practices that are implemented and scaled by social enterprises. We will also empower social entrepreneurs to drive innovation and resilience in local economies while addressing societal needs and taking advantage of local opportunities.