

# Reduce, reuse and get ahead

MACROOM E Enterprise Centre is calling on businesses and budding entrepreneurs to get involved in two of its innovative programmes, which have been successfully supporting economic growth in Cork since their inception last year. The SMILE Resource Exchange is challenging people to be creative and to think of how to turn perceived waste products into real business opportunities, all of which are posted on the SMILE website by businesses.

People who identify such opportunities can then apply for the Greenhoots Programme which provides entrepreneurs and innovative businesses with the skills, facilities and supports necessary to make a real success of their business. Both of these programmes complement each other well and are good examples of initiatives that can have positive effects on the local economy.

The SMILE Resource Exchange is a free service to businesses that encourages the exchanging of resources in order to reduce costs and help the environment by diverting waste from landfill. SMILE offers regular networking events, an online exchange facility

as well as ongoing support to businesses in making exchanges happen. Much of the waste that is identified on the SMILE website, www.smileexchange.ie has the potential to be turned into a resource and that is why SMILE is calling out for people to think creatively and to try and identify ideas for potential business opportunities on the website.

"In order to build up a database of the waste that businesses in Cork have, SMILE is also calling on businesses in Cork to register on the website for free and to upload their waste which someone might be able to reuse for a business opportunity and thus take off their hands for free. Much of this waste may be already, needlessly, going to landfill at a significant cost to businesses, a cost which is set to rise in the coming months," says Project Manager, Michelle Green.

"The Minister for Environment, Communities and Local Government, Phil Hogan stated recently that he plans to increase the landfill levy to €50 per tonne from 1 September 2011, to €65 from July 2012 and to €75 per tonne from July 2013. Now more than ever it is time for businesses to deal

with their waste and joining the SMILE Resource Exchange is one opportunity presented to businesses to get ahead of the game."

To register for free as a member of the SMILE Resource Exchange log onto [www.smileexchange.ie](http://www.smileexchange.ie) or contact Michelle Green, Project Manager at [mgreen@smileexchange.ie](mailto:mgreen@smileexchange.ie).

SMILE is funded by the Environmental Protection Agency, Cork County Council, Cork City Council and Cork County & City Enterprise Boards. Greenhoots is funded by South Cork Enterprise Board and Cork County Council. Both programmes are managed at Macroom E Enterprise Centre. Greenhoots is now accepting applications from all start-up businesses and businesses who have been in operation less than five years wishing to diversify, grow, explore new markets or export.

It is not limited to those who wish to operate in the green economy.

For more information log onto [www.greenhootscore.ie](http://www.greenhootscore.ie) or contact Programme Manager, Catherine Costello at [ccostello@macroom-e.com](mailto:ccostello@macroom-e.com) to discuss your business or business idea.



At the launch of the Greenhoots programme, were Catherine Costello, Greenhoots Programme Manager; Bobby Kerr; and Maeve Bowen, Manager, Macroom E.

## French Trade Commission Visits Barry Group, Mallow

MEMBERS of French Trade Commission, UBIFRANCE, visited Barry Group, Mallow today to explore new business opportunities between the two countries. The group included a number of French exporters who met with Barry Group buyers and senior members of the management team during the visit.

UBIFRANCE is a service of the French Embassy in Ireland. Its bicultural team comprises eight professional staff, dedicated to trade promotion between Ireland and France, helping Irish traders to source products from France and French exporters to find new Irish business partners.

UBIFRANCE comes under the auspices of France's Ministry for the Economy, Industry & Employment and lies at the heart of France's

public sector export support framework.

Among the French visitors to Barry Group, Mallow today were Mr Pierre Olivier, Market Adviser at Agribusiness Department UBIFRANCE Ireland and Mr Benjamin Carnec Market Advisor for the Technologies Innovation Services at UBIFRANCE Ireland.



Pictured at an exploratory meeting to discuss potential new trade opportunities between Ireland's leading wholesale group and French business partners are (left to right), John McAllen, Commercial Director at Barry Group, Benjamin Carnec Market Advisor for the Technologies Innovation Services at UBIFRANCE Ireland, Pierre Olivier, Market Adviser at Agribusiness Department UBIFRANCE Ireland and Denis Cronin, Barry Group Buying Manager. Photo: Miki Barak

## Broadband now on list of holiday must-haves

A NEW survey has revealed that broadband Internet usage is higher in Cork during the summer months.

According to statistics from Three, Ireland's largest high speed network and official National Broadband Scheme (NBS) provider, 87 per cent of people said it was important to have access to the internet whilst away on holiday, with 6 per cent saying that they would pack their laptop and don't get after their sun cream and swim suit. More than 90 per cent of broadband users in NBS areas used



Nadia Forde helping to launch Three's new mobile broadband plan. A recent survey from the company shows that internet usage in Cork is highest during the summer months. Photo: Brian McEvoy

the Internet every day in of over ten per cent on their home in July of last winter months when people are less active online

and with more people opting for a 'staycation' this year, Three predicts this will be even higher in 2011.

Summertime also brings a shift in the type of activities NBS broadband customers are using the Internet for according to the research. While the frequency of users emailing, surfing the web and shopping online stays consistent throughout the year, Three statistics show a rise in the use of social networking sites during July last year, which could be put down to students staying in touch with friends while at home during the summer holidays.

As the festival vibe takes over NBS users also increased the amount of music they were downloading during last July with 49 per cent using their Internet connection for this. Playing games and downloading videos also takes a jump in the summer months with 28 per cent of broadband users downloading videos last year. It seems staying connected, wherever you are in the country has never been more important, especially during the summer holidays!

## WEBSITE OF THE WEEK

in association with



- Appearance: 4/5
- User-friendliness: 5/5
- Usefulness: 5/5
- Rating: 14/15

**fireball media**

web design & development | [www.fireballmedia.ie](http://www.fireballmedia.ie)

[www.hairybaby.com](http://www.hairybaby.com)

**Comments:** This website is for a company that is a web-based business so it's a good thing that it ticks all the boxes on the user-friendliness and usefulness fronts! The site is a one-stop-shop for comedy clothing for young and old, male and female. The site is easily navigated and the catalogue is well ordered with good-quality pictures of the produce. Once you've picked your garment of choice, it's a simple procedure to follow it through to purchase. Other sections on the website inform the visitor about the company's dedication to organic materials for its produce as well as show them pictures of Irish celebrities wearing Hairy Baby products. Overall, it is a good website that uses the medium well.