

Green Jersey

How IDA Ireland collaborates with clients to deliver value across our economy





Matt Kennedy, IDA Ireland's Global Head of Client Transformation

The sustainability imperative

Matt Kennedy, IDA Ireland's Global Head of Client Transformation, outlines the agency's sustainability approach and how it enables clients to make their operations more resilient.

When we talk about sustainability, we tend to apply a narrow lens and think of it as referring to reducing greenhouse gas emissions and lowering environmental footprints. But for companies, it has a second meaning: a sustainable business is one that's built to last: resilient enough to withstand external shocks, and adaptable enough to change and evolve in response to market and customer demand.

We believe the two kinds of sustainable businesses are interlinked: one that meets its climate objectives by managing its finite resources, and one that prepares itself to be able to adapt to uncertain and volatile conditions.

For foreign direct investment, a sustainable business is one that considers actions in a long term horizon. In Ireland,

we're fortunate to have welcomed more than 1,800 overseas businesses to establish operations here, with one-third of them having been in Ireland for more than 20 years.

The imperative for businesses to change has accelerated. Many find themselves at a crossroads, they are grappling with how to integrate climate goals into their business – and in doing so, make their operations more cost-efficient. At the same time, they want to become more resilient to external forces or shocks.

All businesses need to adapt, change, transform to remain relevant, competitive and also attract and retain talent.

Many leaders are asking themselves fundamental questions: are their processes and ways of working fit for purpose in the years ahead? Do their teams have the right mix of skills that will allow them to adapt to a changing environment? Are their supply chains robust enough to cope with unexpected disruptions? Do those businesses need to innovate more to stay relevant in their market, or adopt technology that can make their operations more efficient?

We know these questions well, because as an inward investment agency, we are having strategic conversations with these companies. We hear how they want to adapt, and we see our role as a duty of care to listen, understand and interpret their needs and help them respond accordingly.

As a partner, we have always looked for ways to deepen the relationships with clients through ongoing dialogue,

to ensure we continue to deliver over the long term. So just as our clients need to transform, we can best work with them into the future by also being adaptable to changing conditions.

From this point on, rather than thinking in terms of vertical industry sectors, we are now reorganising to provide support across businesses, focused on the four drivers of innovation, sustainability, digitalisation, and talent development. IDA Ireland's new client transformation division will provide tailored, integrated supports to help businesses to respond and become resilient in the face of the societal and technological challenges they face. We are providing specialist subject matter expert advice to clients in RD&I, sustainability and skills development, and we work with them to create a solution for their needs.

If we can deliver on decarbonisation opportunities and improve client sustainability, then we deliver on our clients' corporate objectives and on our national objectives.

The businesses grow within Ireland: they adopt innovative processes; they invest in climate-resilient buildings; they shape rigorous and robust supply chains; and match talent to their future skills needs. In this way, their Irish sites can become beacons of best practice in innovation, sustainability, digital solutions, and talent development.

And as the 1,800 companies we partner with look to understand how to grow and transform, we remain committed to them and will listen, understand and interpret, and help them respond to their needs.



Going green

Facts, figures and stories behind IDA Ireland client decarbonisation projects

Name:

Zimmer Biomet

Industry:
medtech

Zimmer Biomet's Irish operations generate close to 8% of their annual energy through **2,400 1MW solar PV** panels installed on the roof at both its Irish sites. Since 2014, the company has a zero waste to landfill policy. By using digital tools to replace paper, Zimmer saves 18,355 pages per day, or more than 6,600,000 pages every year: equivalent to more than 2,000 trees. **"Sustainability is a personal focus of mine, and one for the company as well,"** says Tom O'Carroll, Director of Manufacturing Ireland, Zimmer Biomet.



Name:

Lilly

Industry:
pharmaceuticals

Unveiled in 2021, Eli Lilly solar project was at the time the single largest solar farm in the Republic of Ireland, a **5.6MW power, 16-acre facility of 12,600 panels** to power a significant proportion of the plant in Kinsale, County Cork. The ground-mounted solar farm will enable Lilly **to reduce its annual use of electricity from carbon sources by almost 6GWH and its carbon footprint by 2,350 tonnes**, equivalent to nearly 5,000 acres of forest to reduce that much carbon. The company has since added an additional 10 acres to the existing solar farm.



Name:

MSD

Industry:

pharmaceuticals

MSD's ambitious goal is to become carbon neutral across its operations in 2025. In partnership with the electricity supplier ESB, MSD built a **7.3MW ground-mounted solar PV array** at Ballydine, County Tipperary. In September 2022, it opened what was at the time Ireland's largest self-generation solar project, generating **enough electricity to power 5,000 houses**. MSD's plant now sources **nearly 20% of its energy needs from renewables**.

Name:

Astellas

Industry:

pharmaceuticals

Committed to **achieving Net Zero globally by 2050**, Astellas pharma in Kerry achieved a 95% reduction in CO2 emissions since 2005, with **64% renewable generation onsite from solar electric and thermal panels, wind energy, and biomass** using wood chips derived from the waste wood of forestry industry within 50km of the plant. The Kerry site has 20 charging points for electric cars, and also lowered its energy use through optimal building fabric installation and HVAC design.

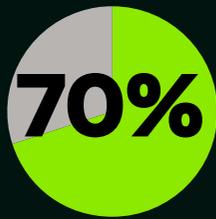
“

Europe is leading the charge on sustainable finance and if we're able to provide better guidance and support on how non-European organisations can comply with European regulations, we're in a unique position because of the multinationals we already have in Ireland. It's an opportunity for us to lead the way.”

Laura Quinn, Managing Director,

TD Securities

Help at hand



70% of IDA's top 100 largest clients have made net zero pledges



15 of the top 40 IDA Ireland clients companies achieved A ratings on sustainability

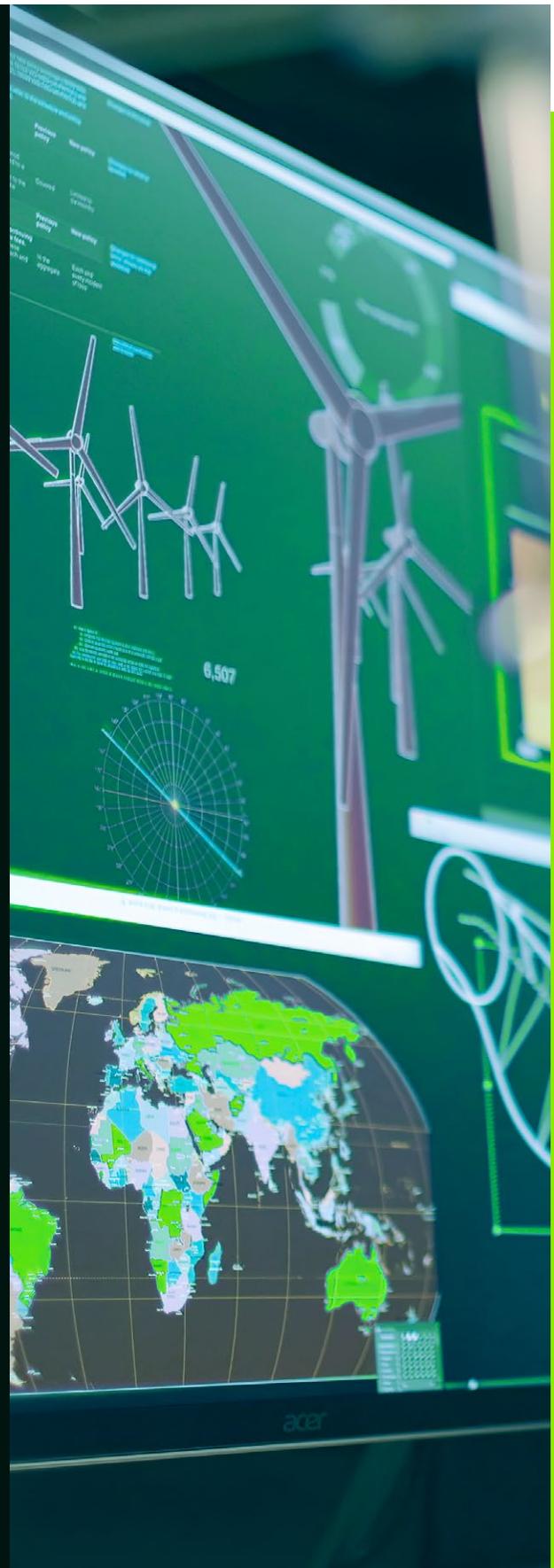
IDA Ireland supports clients' sustainability efforts through a suite of grants for suitable projects. There is financial support for initiatives ranging from developing climate action plans to decarbonisation projects, and for developing next-generation green economy technologies.



Feasibility and research grants, plus tax incentives for R&D activity



Support 50 environmental transformations for lowering client carbon emissions



Ireland's plan

The Irish Government's climate targets

- **-50%** reduction in CO2 emissions by 2030
- **NET ZERO** by 2050

Emissions reduction goals

2030 Target

51% reduction in GHG emissions (vs 2018 levels)

2050 Target

Reach net-zero emissions, aligning with the Climate Action and Low Carbon Development (Amendment) Act 2021.

Sectoral emissions targets

The Government's plan sets specific emissions ceilings for various sectors to ensure collective progress:

Electricity: 75% reduction in emissions by 2030 and transition to renewables.

Transport: 50% reduction by 2030

Industry: 35% reduction

Built environment: 45% reduction

Agriculture: 25% reduction, encouraging sustainable farming practices and improved land use.

Land use, land use change, and forestry (LULUCF):

Aims to transform this sector into a net carbon sink by 2030 through afforestation and peatland restoration.

Ireland's Infrastructure, Climate and Nature Fund is a €14 billion reserve for spending exclusively on environmental projects in this decade.

IDA Ireland strategy 2025- 2029

A snapshot of sustainability targets in the IDA Ireland strategy

Reduce IDA Ireland client carbon emissions by 35%

Establish Ireland as a leading location for smart, sustainable manufacturing and intelligent, digitalised services

To grow the level of investment in sustainable business practices and processes and in developing new sustainability and energy-efficient technologies

Aims

Realise green economy opportunities

Embrace digitalisation and AI opportunities across all sectors

Partner with clients to decarbonise their business

Actions

Partner with existing client base and leverage IDA Ireland sustainability supports to drive decarbonisation and promote competitive, sustainable operations

Partner with new investors into Ireland to ensure their sites minimise the amount of carbon they generate

Target FDI in the offshore wind value chain, green hydrogen and emerging green economy investments of scale, including leveraging the offshore wind centre of excellence

Target existing and emerging digital and AI opportunities, including those that will align to and support Ireland's green transition

Partner with key stakeholders on industry focused collaboration/ clusters of impact and scale to capitalise on digitalisation and AI opportunities

Build on Ireland's reputation as a national hub for smart, sustainable manufacturing, leveraging new technologies, including through DMI and NIBRT.

Take the first steps to make your business in Ireland sustainable

As Ireland's inward investment promotion agency, IDA Ireland is by your side to help you set up and grow your business in Ireland.

How IDA Ireland can help you

- Dedicated IDA Ireland Account Manager
- Long-term after-care service supporting your Irish operation into the future
- Introductions to peer companies
- Access to government
- Connections with industry associations
- Collaboration with 3rd level institutions
- Hosting tailored fact-finding visits
- Information gathering, analysis and evaluation
- Funding programmes and incentives
- PR and media support
- Employment permits and visas
- Property solutions



[Read more](#) from companies who have landed and expanded in Ireland



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