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SHARON WARD FROM ANAM C-RA, PARENT & SIBLING BEREAVEMENT AND NOBUHLE NCUBE WHO FOUNDED THE LIFELINE AFRICA FOUNDATION

Social enterprises are just like any other business and now more than ever we need the innovative solutions that social entrepreneurs provide to tackle social problems. Leading social innovators were honoured at the annual Social Entrepreneurs Ireland Awards, supported by NTR. Guest speaker, Liam Black, former CEO of Fifteen, Jamie Oliver's social initiative for disadvantaged youths, reiterated the importance and necessity of innovation in making social progress.

The 38 winners, who showed outstanding innovation, were commended for their contribution to tackling social issue. Level 1 winners included Niall Buckley who set up WorkFair, an initiative directed at combating labour exploitation of migrant workers, Olivia Carr, for WOVt, empowering women coming from violent environments, Charlotte Dryden for Love Music hate Racism, and Dara Hogan for Fledglings Childcare, provider of childcare in the community. "Given the current turbulence in the financial markets and our slide into recession and cutbacks, state support for vitally needed services will continue to come under unprecedented pressure. Social entrepreneurs are filling an important role in solving social issues. They have stepped up to the mark, and are actively making a difference and igniting change," Social Entrepreneurs Ireland, CEO Sean Coughlan said.

HOW MANY HITS ARE YOU GETTING?

A study by StatCounter has found that two thirds of Irish PR firms do not have an online website tracker. "At a time when many PR firms are highlighting the importance of digital marketing it is a little surprising that so many don't measure traffic," commented Jenni Cullen, finance director, StatCounter. She added that installing a website tracker is free and simple to set up. The StatCounter study found that 66% of PRCA, Ireland members do not use an online tracker. "Some Irish PR companies have very sophisticated websites and it's obvious that they have invested a lot of money in developing them. But without a tracker they have little or no idea if they are getting any return on that investment."



INVESTMENT

€2.5m

DRIVING INNOVATION

Celtic Catalysts, the award winning NovaUCD-based life sciences company, has secured €500,000 in funding from existing investor, 4th Level Ventures and private investors.

Celtic Catalysts has carved out a uniquely strong niche for itself in the specialised area of 'P-chiral' technology which enables global pharmaceutical companies manufacture drugs, particularly those in anti-viral and anti-cancer therapeutic areas, more cost effectively. Celtic Catalysts was co-founded in 2000 by Professor Declan Gilheany and Dr Brian Kelly as a spin-out from UCD's School of Chemistry and Chemical Biology. The company currently employs 17 people and is headquartered in NovaUCD the Innovation and Technology Transfer Centre at University College Dublin. Celtic Catalysts has now secured over €2.5 million in investment from 4th Level Ventures, Enterprise Ireland, Údarás na Gaeltachta and Business Expansion Scheme investors.



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