

Review of the Succeed-in-Ireland Initiative

Draft Terms of Reference

Background

In 2012, IDA Ireland entered into a contract with ConnectIreland (CI) for the stated purpose of promoting, marketing and publicising the Succeed-in-Ireland (SII) initiative with the objective of winning new foreign direct investment resulting in the creation of sustainable jobs.

Scope of the review

The Department of Jobs, Enterprise and Innovation (DJEI) now intends on commissioning a review of the SII initiative. That review should cover three broad areas:

Objectives

- Were the objectives and performance metrics clearly established for Connect Ireland?
- Were these objectives modified or amended during the course of the contract?
- Were the objectives set achieved for CI?

Inputs

- What were the activities contracted for with CI and how efficiently and effectively were these delivered?
- What were the direct and indirect costs expended by the State? What was the total cost of the SII initiative?

Impact and Results

- What did the SII initiative achieve?
- How many jobs were created by CI?
- Did CI achieve wider benefits set out in the contract not connected to jobs created and, if so, is it possible to measure and assess those benefits?
- What factors impacted positively or negatively upon the results achieved by CI?
- Did the results achieved by SII represent value for money for the taxpayer?

Continued relevance

- Is there still a need for a programme of this kind in the current economic environment?
- Is the programme more or less relevant since it was first implemented?
- If such a programme is needed, what potential changes could be made to it and its operation to make it more efficient and/or effective?
- Have similar programmes been undertaken in other jurisdictions and, if so, can anything be learnt from these?

Timeline of the review

The review should begin after the completion of the current SII contract and sufficient information on its costs and outcomes are available.