



An Roinn Fiontar,  
Trádála agus Fostaíochta  
Department of Enterprise,  
Trade and Employment

**Grow Digital**  
A digital toolkit for every business

# An Introduction to Grow Digital – a digital toolkit for every business

Digital Economy Policy and Data Access Unit  
Retail Digitalisation and Skills Working Group  
4<sup>th</sup> September 2024



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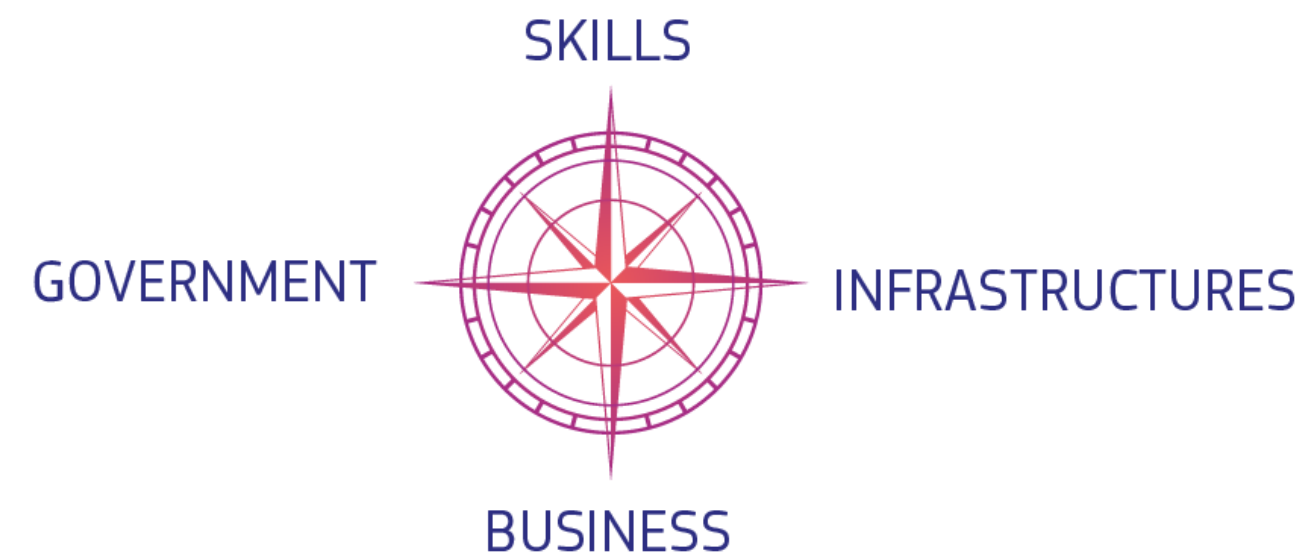
# Agenda

Background to Grow Digital  
Features  
Scorecard Content  
Demonstration  
Q&A





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**Maoinithe ag an  
Aontas Eorpach**  
Funded by the  
European Union  
NextGenerationEU

# Background & Purpose

Developed in conjunction with Enterprise Ireland with detailed input from the Local Enterprise Offices, Údarás na Gaeltachta and IDA Ireland.

The purpose of the Grow Digital portal is to provide information to all enterprises on the benefits of digitalisation and signpost to potential supports.

This will support Government's objective to drive a step change in digital adoption in all enterprises and contribute to the achievement of our targets:

- 90% of SMEs having at least basic digital intensity, and;
- at least 75% take-up of AI, Cloud, and Data Analytics by 2030.



Rialtas na hÉireann  
Government of Ireland

**Harnessing Digital**  
The Digital Ireland Framework



Prepared by the Department of  
the Taoiseach  
gov.ie



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# Self-Assessment Tool

Business can take a free 5-minute self-assessment tool to reveal how ‘digitally ready’ their business is.

This focuses on five themes (Digital Culture, Digital Skills, Digital Operations, Service Delivery, and Sales and Marketing).

Businesses can download their Grow Digital Scorecard, containing high-level recommendations and advice to help their business to digitalise, a list of potential supports, and contact information for their relevant agency.

**Tell us about your business**

What sector is your business in?\*

Retail and Wholesale

How many employees do you have?\*

20-49

Where is your business located?\*

Clare

Do you currently export your products or services or plan to in the short term?

Yes  No

Is the company located in a Gaeltacht region? ⓘ

Yes  No

Is the company already engaged with a state agency?

Enterprise Ireland  Local Enterprise Office

Údarás na Gaeltachta  IDA Ireland

None of the above

[START THE SELF-ASSESSMENT](#)

[DISCOVER AVAILABLE SUPPORT](#)



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# Benefits of Digitalisation



BE MORE COMPETITIVE



ENHANCE YOUR CUSTOMER SERVICE



BE MORE EFFICIENT

Businesses can find out how they could benefit by adopting digital tools, technologies and practices.



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# Case Study Catalogue



Retail and Wholesale

Be more competitive

Dublin

## Nutty Delights

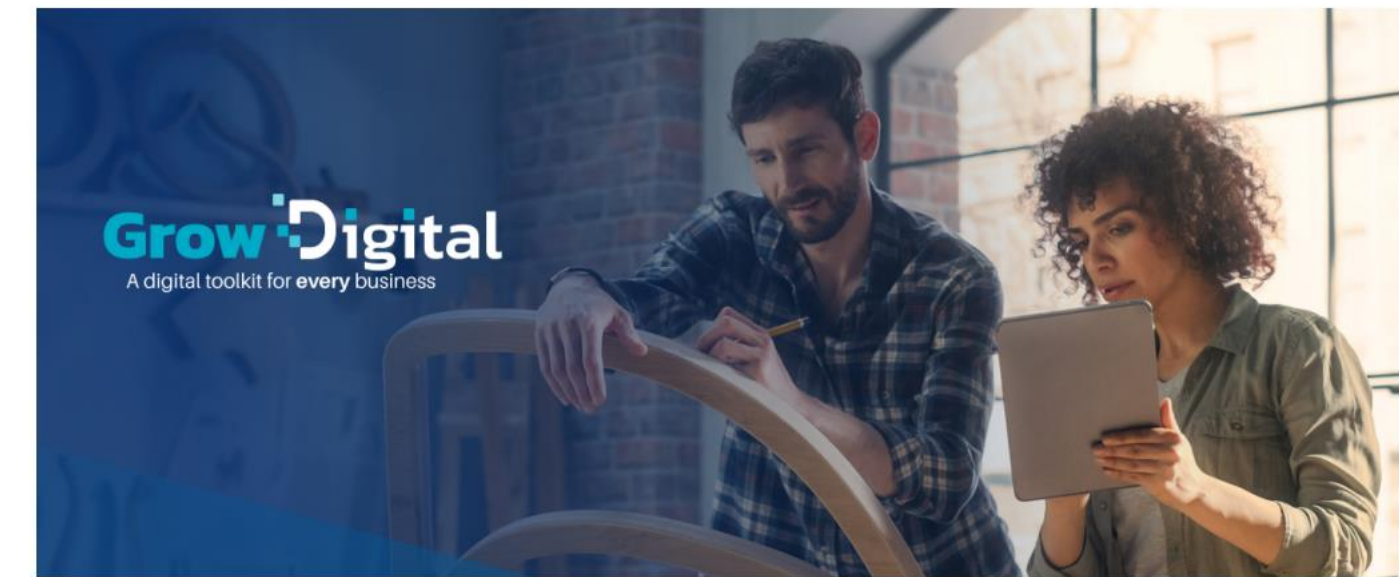
Find out how a family-owned business introduced a tailored digital inventory management system unique to their operational needs which has enhanced customer experience and increased online sales by 20%.

[READ CASE STUDY](#)

Businesses can explore a case study catalogue showcasing how a range of businesses have used digital solutions to boost their operations.



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**Your Grow Digital Scorecard**

# Scorecard Content

1. Your Digital Score – Low/Medium/High
2. High-Level Recommendations – potential actions you can take to digitalise
3. Supports for Business – Grants, Funding Schemes, Enterprise Digital Innovation Hubs
4. Skills for Business – Solas, Skillnet, InterTrade Ireland, Regional Skills Fora
5. Finance for Business – MicroFinance Ireland, Strategic Banking Corporation of Ireland
6. Contact details for relevant agency – Local Enterprise Offices, Enterprise Ireland, Údarás na Gaeltachta, IDA Ireland (National Enterprise Hub details also included)



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# Demonstration





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# Q&A

[www.growdigital.gov.ie](http://www.growdigital.gov.ie)

Send us your feedback  
[info@growdigital.gov.ie](mailto:info@growdigital.gov.ie)

# Grow Digital

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Find out how your business can benefit by adopting digital tools, technologies and practices

Take the 5-minute business assessment to receive your digital scorecard and discover available supports



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