

Authenticity

Tradition

Irish
College
Leuven
est. 1607

Dúiche:

Capitalising on Culture,
Competing on Difference

Why and How Place Matters?

Irish College Leuven, Belgium
Monday morning, 14 October 2024 -
Friday, lunch time 18 October 2024



Rootedness

Workshop

This Workshop is named Dúiche from the Irish word for native place, derived from the root 'dú', meaning earth or land. Dúiche emphasises a sense of belonging, identity and responsibility, and stresses the interconnectedness of place, people, culture, language and the ecological balance between human and non-humans.

Background

At a time when national economies and societies are increasingly questioning the impact of the homogenising forces of globalisation and the relative risks and rewards of complex global supply chains, the 'local' matters more than ever. If anything, the consequences of the Covid19 pandemic have only heightened interest in 'place-based' enterprises.

Throughout Europe, indigenous enterprises, especially those characterised by a commitment to authenticity and possessed of an ecologically and socially sustainable mind-set, offer a critical counter-balance to rootless multinationals. Sense of place, distinctiveness, identity, the arts, character, culture and commerce are inextricably linked in ways that extend well beyond the 'cultural industries.'

In today's experience economy, meaning, tradition, authenticity, culture, language, and sense of place are often key elements in attaining a competitive advantage by 'scaling deeper' – that is, rooting sustained competitive advantage in distinctive and authentic (including intangible) local resources.

Distinctive cultural and natural resources stimulate imagination, creativity, innovation and entrepreneurship while promoting shared value creation, global citizenship, ecological integrity and community regeneration.

Why Leuven?

The city of Leuven is a major cultural and high-tech innovation centre located about 20 minutes by train from Brussels Airport. It is home to the world-famous Stella Artois brewery and numerous local breweries. The Workshop takes place at the Irish College Leuven in an ideal setting that offers a unique cultural and educational experience. Originally set up because of religious persecution at home, there were by the 18th century close to 300 Irish Colleges across Europe. They were important scholarly centres, focused on the preservation of Ireland's distinctive identity as manifest in its rich and distinctive culture, language, history and literature. Irish College Leuven was established in 1984 on the former campus of one of the most famous of these Colleges, continuing a 400-year tradition as a centre of learning.

Learning Approach

This Workshop is designed to inspire, and stimulate the development of internationally competitive European enterprises rooted in unique places through the creation of 'real value'. It is not a business or entrepreneurship 'bootcamp'. Rather, it is an integrated mix of reflective lectures, discussions, study visits, guest speakers and hands-on case studies, all designed to foster sustainable and innovative enterprises, especially in marginal regions throughout Europe.



Major Themes

Some of the topics covered in the workshop include:

- Authenticity and tradition
- Place, sense of place and rootedness
- Real value, meaning and purpose
- Place-based enterprises and transformative experiences
- Community development and cooperative enterprises
- Competitive advantage of distinctive local resources
- Scaling deeper

Who Should Attend?

- Executives in development agencies and community development practitioners, public officials and policy makers engaged in supporting economic, social, and cultural development, and supporting SMEs, especially those located in marginal regions throughout the EU.
- Entrepreneurs, social entrepreneurs, potential entrepreneurs and business owners, especially those who might benefit from understanding more about place-based and sustainable ventures in sectors such as food, tourism, crafts, renewables, the creative economy, the green economy, marine resources and the digital economy.



Finbarr Bradley has taught in recent years at University College Dublin and Trinity College Dublin. He was a professor of finance at Dublin City University where he was also founding director of the Irish-medium degree, Fiontar. He has been a professor at Maynooth University, and a visiting professor at, among others, the University of Michigan, Fordham University, Vienna University of Economics and Business, Copenhagen Business School and Aalto University, Finland.

He has authored or co-authored books such as *Digging Deeper: How Purpose-Driven Enterprises Create Real Value* [2016] and *Capitalising on Culture, Competing on Difference* [2008]. He holds an engineering degree from University College Cork and a PhD in International Finance from the Stern School of Business, New York University (NYU).



James J. Kennelly is Professor of International Business at Skidmore College, Saratoga Springs, New York. He has also taught at NYU's Stern School of Business, Aalto University (Finland) and the University of Applied Sciences in Krems, Austria. He has published dozens of academic articles and case studies in international management journals, as well as *The Kerry Way: A History of the Kerry Group* (2001), and four other co-authored books (see above). He holds a

BS in Accounting from Montclair State University and an MBA, M.Phil. and Ph.D. from the Stern School of Business at NYU in International Management. His current research interests centre on indigenous, place-based enterprises as necessary components of a sustainable economy and society.



Micheal O hEanaigh (Michael Heaney) is a Development Consultant working in Regional Development, Strategic Planning, Enterprise Development, Social Enterprise, Community Development, Local Resource Development (e.g. Tourism, Creative Economy, Green and Blue Economies) and Capacity Building. He has served as CEO of Údarás na Gaeltachta, as Director of Services with Donegal County

Council, and in leadership and development roles in Rural, Local and Community Development settings. At present he serves on the boards of the Western Development Commission, Irish College Leuven, Cooperative Housing Ireland, Asia Matters, Donegal Tourism, Cuidiu Housing Association, Fanad Lighthouse Project, and is Chairperson of Donegal 2040. He is Vice President / Executive Board Member of the AER (Assembly of European Regions). He has a Master's Degree in Rural Development (University of Galway) and a Master's Degree in Education (University of Sheffield).

Cost of Workshop: €1,750

This fee covers room and board for the duration of the workshop.

Scan the QR code and you will be redirected to a website for payment.



For further information, contact reception@irishcollegeleuven.eu



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