TD outreach - welcoming startup & scaleup-friendly policies in the new Programme for Government

Playbook for Startup Community to engage with your local TD, June 22nd 2020

Background

The new Programme for Government includes a number of provisions that will directly benefit innovative startups and scaleups if implemented. Now, more than ever our community must mobilise to ensure that concrete action follows these good intentions. Scale Ireland has prepared the email template below - so that you can reach out to your local TD to let them know that you welcome these new measures, and that you expect action to follow!

Please ensure that you register your lobbying activities here. (You can take the 3 step test to assess whether you'll need to register yourself).

Email to TD

To: Your Local TDs - Search here: https://www.whoismytd.com/
CC: liz@scaleireland.org
Subject Line: Provisions for innovative enterprises in PfG are welcome - but action must follow!
Attached: Please attach 2 Scale Ireland documents: 1) Open Letter & 2) Startup Policy Manifesto

Dear Deputy {{TD Surname}},

Congratulations on your recent election as a TD for {{Constituency Name}}.

I am writing firstly to welcome the addition of a number of new provisions for innovative indigenous companies in the new Programme for Government, some of which are copied further below.

The inclusion of these new provisions is the result of the policy engagement efforts of a growing community of startups and scaleups who signed Scale Ireland's Open Letter back in January this year. These span every county in Ireland, and sectors - from digital tech to life sciences.

Secondly, I am writing to ensure that this positive development leads to concrete action. As the Programme for Government implicitly recognises, innovation-driven enterprises will play a key role in helping Ireland transition to a low-carbon economy, boosting employment and contributing to a more sustainable, regionally balanced and resilient model of economic growth capable of driving our recovery. For this reason, I hope that you will advocate on behalf of startups like mine to ensure that the good intentions of the new Programme for Government lead to real action.

Please find enclosed the Scale Ireland Open Letter and Startup Policy Manifesto, which sets out a 3-step Plan for Action to be included in the new Programme for Government.

Should you or your party colleagues have any questions, please don't hesitate to contact me or Scale Ireland directly.

Thank you for your support on this matter and I look forward to working with you over the course of your constituency work.

Kind regards,

{{First Name}}

Key provisions for innovative enterprises:

- "Establish an SME Growth Taskforce to design a National SME Growth Plan that will map out an ambitious long term strategic blueprint beyond COVID-19. It will cover scale-up and internationalisation issues, online trading, management skills, and diversification. We will ensure that our tax system remains supportive of the SME sector."
- "Continue to support entrepreneurs and investors in high-risk innovative start-ups through bodies like Enterprise Ireland and the SBCI. We will review our existing supports in light of COVID-19 and the economic crisis, and set out a new programme, if required. We will set clear targets to increase the survival rate of high-growth start-ups"
- "Review the taxation environment for SMEs and entrepreneurs, with a view to introducing improvements to different schemes, so that Ireland remains an attractive place to sustain and grow an existing business or to start and scale up a new business."
- "Support the role that venture capital can play in driving growth in the indigenous economy, by ensuring a stable, long-term funding landscape."
- "Enhance the mandate for the Strategic Banking Corporation of Ireland (SBCI), in order to get low cost finance to SMEs."
- "We will review Capital Gains Tax in each Budget over the next five-years, in particular with the objective of supporting innovation driven enterprises that will help us transition to a low-carbon economy."