



**NOTIFICATION TO ATTEND MEETING OF THE ECONOMIC DEVELOPMENT AND
ENTERPRISE SPC**

TO BE HELD IN THE COUNCIL CHAMBER, CITY HALL, DAME STREET, DUBLIN 2.

ON TUESDAY 23 OCTOBER 2018 AT 3.30 PM

AGENDA

TUESDAY 23 OCTOBER 2018

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Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise

Agenda Item 1: Minutes of Meeting 23rd July 2018

Members Present:

Cllr. Deirdre Heney (Chair),
Cllr. Noeleen Reilly,
Cllr. Paddy Bourke,
Cllr. Gary Gannon,
Cllr. Mary Freehill,
Cllr. Anne Feeney,
Cllr. Gaye Fagan,
Martin Harte, the Temple Bar Company,
Denise Brophy, Dublinia Ltd,
Evanne Kilmurray, Inner City Enterprise (ICE).

Apologies:

Cllr. Greg Kelly, Cllr Paul McAuliffe, Cllr. Norma Sammon, Geraldine Lavin, John Lombard

Officials Present:

Richard Shakespeare, Assistant Chief Executive, Dublin City Council
Greg Swift, Head of Enterprise & Economic Development, Dublin City Council
Grainne Kelly, Head of International Relations, Dublin City Council
Steven O’Gara, Senior Economic Development Officer, Economic Development & Enterprise, Dublin City Council
Kevin Meade, Senior Executive Officer, Environment & Transport, Dublin City Council

1 Minutes of Meeting held on 26th April 2018 & Matters Arising

The minutes from the meeting held on the 26th of April were proposed by Cllr. Paddy Bourke and seconded by Cllr. Noeleen Reilly.

2 Dublin Tourism Promotional Strategy: Fáilte Ireland

The chair welcomed Keelin Fagan, Head of Dublin, Fáilte Ireland. Ms. Fagan presented on the Dublin Tourism Promotional Strategy.

There was a brief time of Q&A in which councillors queried what promotional aspects were being used regarding: transport options for tourists on arrival to Dublin, travel cards, repeat tourist visits, brexit issues, passport control in Dublin airport, hotel average cost per room and if there are any negatives from the tourism survey etc. Ms. Fagan addressed all questions and advised that the strategies in place will address these.

3 Dublin Docklands Water Animation Strategy

The chair welcomed Jason Taylor, Executive Planner, DCC Docklands. Mr. Taylor extended apologies for Ms. Deirdre Scully, Senior Planner, DCC Docklands and also the quality of the presentation as it may be hard to view. Mr. Taylor gave a

presentation on the Dublin Docklands Water Animation Strategy. Councillors expressed their questions regarding the bridge at Spencer Dock, the sewerage/pollution issue in the rivers and canals, and also who takes responsibility for these particular issues. Mr. Taylor advised that the bridge in question would be the responsibility of DCC and also advised that he would take note of the councillors concerns and pass them to Ms. Deirdre Scully regarding pollution and sewerage issues in the water. The chair requested that two particular maps be circulated by hardcopy or via email to members. Mr. Taylor agreed.

4 Dublin Canals Strategy: Waterways Ireland

The chair welcomed Mr. John Boyle, Waterways Ireland. Mr. Boyle presented on the Dublin Canals Strategy and in particular the Docklands area. Questions raised by SPC members - to Mr. Boyle were in regards to water quality, signage on the greenways and also keeping the environmental aspects intact. Mr. Boyle answered all questions and advised there are currently plans in place for nationwide signage for greenways and environmental processes are in place. Mr. Boyle also stated in regard to the Grand Canal Water Basin plan, that the aim is to have it completed within the next three years and to have the treatment programme of works completed by 2020.

5 Tourism 2025: Irish Tourism Industry Confederation (ITIC)

Eoghan O'Mara Walsh, Chief Executive, ITIC gave a brief overview and presentation on the Irish Tourism Industry

Confederation.

6 Casual Trading Bye Laws: Hours and Fees

Mr. Kevin Meade, Senior Executive Office, DCC reported on the Casual Trading bye laws and proposed that the SPC members put forward the new updated bye laws for adaption at the next city council meeting. This was agreed.

7 BREXIT update: Supports and Initiatives from LEO

Mr. O'Gara gave a brief update on brexit issues.

8 Economic Development & Enterprise SPC: Management Update

Ms. Kelly advised the committee on the new International Relations Framework for DCC, which is a five year plan.

Ms. Kelly welcomes any feedback on the plan and can be contacted via email. Mr. Swift highlighted the new Agile Innovation Fund which is available from the Local Enterprise Office. Mr O'Gara advised the committee about the Digital Asset Management System which is being constructed by Dublin.ie to collate images and videos into a central platform. This platform will be available for use by DCC staff regarding events and publications.

Mr O'Gara also advised on the Futurescope 2018 conference which was a very successful event that involved DCC as a strategic partner. At the conference, the DCC stand was represented by Economic Development, Local Enterprise Office, Dublin.ie and Smart Cities. Ms. Brophy advocated that a marketing strategy for Dublin.ie be pushed as it is a huge asset to have. The chair and manager both agreed with this.

Next meeting – Tuesday 23rd October 2018



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise Tuesday 23rd October 2018

Agenda Item 2: The Circular Economy

Dr. Joanne Rourke

Regional Waste Prevention Officer

Eastern-Midlands Regional Waste Office

An introduction to the circular Economy

A circular economy is an alternative to a traditional linear **economy** (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.

This area of economic activity and thought is becoming of more importance as we take account of major global issues such as our response to Climate Change and the scarcity of natural resources required for us to build inclusive and successful societies for all.

This presentation is designed to give the committee members a better understanding of what the circular economy is and how it represents a significant positive opportunity for business and society





Steven O’Gara

Senior Economic Development Officer

Dublin City Council

Modos: Sustainable Business Training

Modos is a joint initiative of the Economic Development Office of DCC and the Eastern Midlands Regional Waste Management Office (EMRO) and which is designed to offer suitable micro and small enterprise in introduction into the opportunities the Circular Economy and sustainability for business.

The programme is designed to attract approx. 30 participants and will be delivered in Q1 2019. During 7 half day workshops participants will receive training on the Circular Economy, Design thinking for business, entrepreneurship and innovation, resource and supply chain management and sustainability and ethical and responsible business practice.

Modos has been developed after a significant stakeholder consultation period and is supported by Sustainable Nation, SEAI, CODEMA, Enterprise Ireland, EPA, IBEC, EcoMeirit and Dublin Chamber among others.





Modos

Sustainable Business Training.



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Introduction to MODOS

National and international policies and regulations are setting increasingly higher standards in terms of energy consumption, waste and resource management. In addition, emerging social, financial and environmental issues present challenges to business and societies alike. Addressing such challenges requires a systemic resource efficiency approach from producer to final consumer, such as those set out under the EU Circular Economy Action Plan. The alignment with new business models focused around sustainability and circular economy principles provide not only a social benefit, but also a competitive advantage and a source of profitability for value-driven entrepreneurship. While new business models are taking hold, traditional business strategies risk becoming an actual obstacle to companies and investors. The transition to a circular economy in fact is already happening.

MODOS is an entrepreneurship programme that encourages the development of innovative and sustainable business. It is designed for SMEs eager to improve their environmental performance and to explore new business opportunities, by focusing on both operational and business benefit. The aim of the training is to provide companies with the entrepreneurial skills, knowledge and toolkit on circular economy, sustainability and resource efficiency, so that they can apply and replicate them into their own business. The programme is supported by Dublin City Council (DCC) in collaboration with the Eastern Midlands Waste Region Office (EMWR).



The training will be run over a **7-weeks period** and it is designed to combine lecturing elements with dynamic learning including case studies and workshops. The case studies will be delivered by champion companies showcasing their business experience in the application of sustainable principles. The rest of the training will be delivered on behalf of DCC by lecturers with different expertise according to each module. The lecturers will be assisted by a project coordinator who will supervise the whole course rollout, and by mentors who will guide the participants in the workshop activities. MODOS is a **project-based programme**: participant companies will be invited to develop their own circular economy project by applying the tools and knowledge gained over the course to their business case. At the end of the 7-weeks period each participant will present its circular

economy business case and will be assisted in the review of their progress by the panel of expert mentors.

A **launching event** for the MODOS entrepreneurship programme will be held approximately in January 2019. The first cohort of participant companies will be identified through a questionnaire that candidates will be asked to complete. The survey will serve as a benchmark for the selection and for future performance evaluation. The first MODOS pilot group will include 15-20 companies.

The 2018/2019 roll out of MODOS is a **pilot** programme. If successful, the programme will be expanded, run on a wider scale and will serve as the evidence-based output for further research.

This programme is supported by the Sustainable Energy Authority of Ireland (SEAI), Irish Business and Employers Confederation (IBEC) and Small Firms Association (SFA).

Training features

- 7-weeks course
- Combination of lecturing, case studies and workshop
- Professional trainers, sectoral experts and company representatives
- Project-based programme
- Pilot scheme

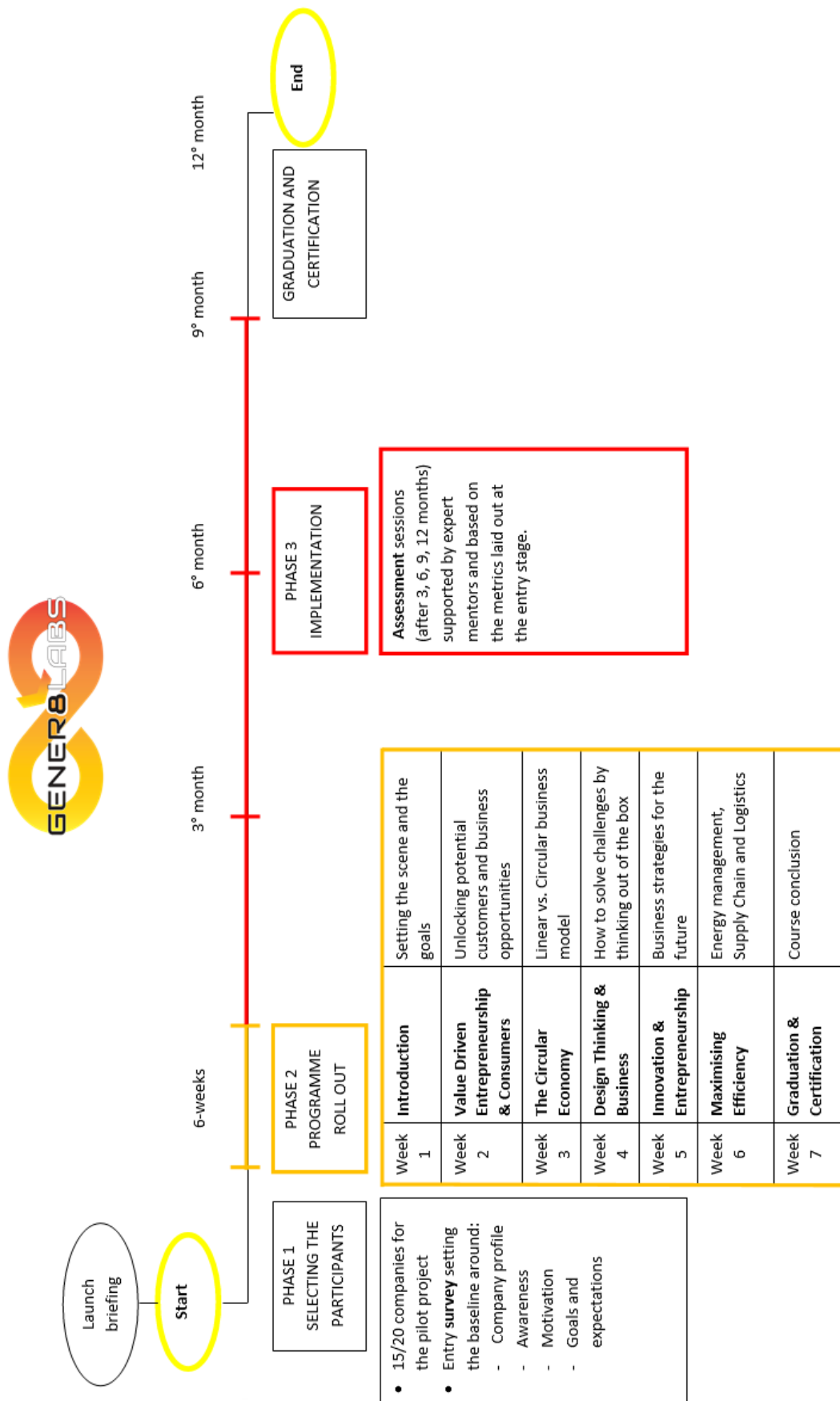
Why attend

- Upskill
- Increase company credibility
- Learn from best experts in the field and firsthand experience
- Knowledge sharing and peer to peer learning
- Operational benefit – cost reduction
- Business benefit - win new business
- Competitive advantage
- Increase talent retention
- Networking

Who should attend

- Small and medium enterprise (5-50 employees)
- Further details about company's credentials need to be identified

Programme layout



General schedule for training sessions

| Module (Week) | |
|---|--|
| Sponsored/featured by: (i.e. SEAL; ECOMERIT; EPA, etc.) | |
| 8:30-9am | Registration and Networking |
| 9-9:30am | Recap of homework exercise and learning validation |
| 9:30-10:40am | <i>Learning block 1:</i> Lecture 1 (40' approx.) Case study 1 (20' approx.) Q&A (10' approx.) |
| 10:40-11:10am | Coffee Break and Networking |
| 11:10am-12:20pm | <i>Learning block 2:</i> Lecture 2 (40' approx.) Case study 2 (20' approx.) Q&A (10' approx.) |
| 12:20-1pm | Workshop (40' approx.) |
| 1-2pm | Networking lunch |

Potentially, different modules can be structured differently.

Training Modules

| | |
|----|--|
| W1 | Setting the context Familiarize with the circular economy principles |
| W2 | Value Driven Entrepreneurship Unlocking potential customers and business opportunities |
| W3 | The Circular Economy Linear vs Circular business model |
| W4 | Design Thinking and Entrepreneurship How to solve challenges by thinking out of the box |
| W5 | Innovation & Entrepreneurship Business strategies for the future |
| W6 | Maximizing Efficiency Resource Management, Supply Chain and Logistics |
| W7 | Recap and Conclusion |

| | |
|------------------------|---|
| W1 | <i>Setting the context</i> <i>Familiarize with the circular economy principles</i> |
| Reference stakeholder | IBEC (Anne Murphy); EPA (Simon O'Rafferty); Clear Stream Solutions (Brian O'Kennedy) |
| Delivery of the module | Brian O'Kennedy (Clear Stream Solutions), Anne Murphy (IBEC), Joanne Rourke (EMWRO), Simon O'Rafferty (EPA) |
| | <p>This introductory module aims to make the audience familiarizing with the main Circular Economy concepts, process and terminology. The first part of the module outlines the basis and set the context which are functional for the development of a circular economy plan. At the end of Day#1 in fact each company will be invited to identify their own sustainability goals and investigate how those principles can be applied to their own business. The outcome of this first brainstorming session will be the development of a circular economy project tailored on each business case, which will be carried on and will evolve over the course of the 7-weeks training.</p> |
| Lecture 1 | <ul style="list-style-type: none"> • set the context for the course • explaining the basic terms and concepts relating to Circular Economy • policy and legislation, CE models, CE thinking, CE process • set out the business case for circular economy, including reference to how it unlocks potential customers and business opportunities, make the case for circular economy |
| Case Study 1 | |
| Lecture 2 | <ul style="list-style-type: none"> • the importance of communicating with customers, supplier and other stakeholders • link to marketing, entrepreneurship and value-based business to help participants |
| Case study 2 | |
| Workshop A | Develop a Circular Economy project for your business – identify top challenges and areas of improvement. |

| | |
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| W2 | <i>Value Driven Entrepreneurship</i> <i>Unlocking potential customers and business opportunities</i> |
| Reference Stakeholder | Szilvia Szabo (The Impacter) |

| | |
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| Delivery of the module | Szilvia Szabo? In case the module is moved and changed to <i>Stakeholder Engagement</i> we'll probably need new reference stakeholder and new lecturer |
| | The production and service markets are experiencing a real paradigm shift towards sustainability. This transition is driven by a new generation of consumers who are increasingly aware and are demanding products which reflect their social and environmental values. Transparent, sustainable and purpose driven businesses are favoured by consumers, supported by specific funding schemes and investors, and chosen by employees looking for a friendly working environment. With this in mind, W2 module aims to unlock the potential of value-driven entrepreneurship. |
| Lecture 3 | <ul style="list-style-type: none"> • Trends and Legislation • Sustainability Development Goals • Value driven business models • The importance of collaboration and stakeholders engagement. |
| Case Study 3 | Non-live case study – M&S? |
| Lecture 4 | <ul style="list-style-type: none"> • Company branding • Value driven customers • Marketing and communication. |
| Case Study 4 | Live case study – possibly on supply chain (Szilvia Szabo) |
| Workshop B | |

| | |
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| W3 | <i>The Circular Economy</i> <i>Linear vs Circular business model</i> |
| Reference stakeholder | Clear Stream Solutions (Brian O’Kennedy); IBEC (Anne Murphy); EMWRO (Joanne Rourke); EPA (Simon O’Rafferty) |
| Delivery of the module | Simon O’Rafferty (EPA) |
| | Following up an introductory overview on the main concepts of the circular economy and its context, the third module expands and investigates more in depth the concepts previously explored in W1. The Circular Economy module aims for the participants to re-think the way they design, use and manufacture their materials and products. This is one of the most |

| | |
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| | relevant modules of the training. The outcome of W3 is to provide a clear understanding of how the circular economy works. |
| Lecture 5 | <ul style="list-style-type: none"> Optimizing material quality and usage Product life-cycle: design, manufacturing and packaging |
| Case study 5 | |
| Lecture 6 | <ul style="list-style-type: none"> Life-cycle analysis (resource use) Circular Economy design principles |
| Case Study 6 | |
| Workshop C | |

| | |
|------------------------|--|
| W4 | <i>Design Thinking and Entrepreneurship</i> <i>How to solve challenges by thinking out of the box</i> |
| Reference stakeholder | IDI & Designing Business (Aileen Dempsey) |
| Delivery of the module | |
| | Design thinking is a tool usually used within the creative industry which can be used to improve management strategies; to create customer-centric products and services; to anticipate and respond to new trends and technologies; to design experiences and interactions; to develop systemised solutions (IADT). The W4 session will illustrate how to combine this 5-steps methodology with the entrepreneurship mind-set, to encourage innovative, proactive and dynamic business management. |
| Lecture 7 | <ul style="list-style-type: none"> Principles and process of design thinking: Empathize, Define, Ideate, Prototype, Test. Generating solution methods: design research, brainstorming, visualisation and mapping. Critical thinking. Problem solving for complex issues. Obstacles to problem solving, ideation and innovation. Lean methodology. Business Model Canvas. |

| | |
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| Case study 7 | |
| Lecture 8 | <ul style="list-style-type: none"> • Customer profiling. • Storytelling. • Design thinking for sustainable and innovative entrepreneurship. • Opportunity generation and recognition. |
| Case Study 8 | |
| Workshop D | |

| | |
|------------------------|--|
| W5 | <i>Innovation & Entrepreneurship Business strategies for the future</i> |
| Reference stakeholder | Bank of Ireland (Jean Murphy); Rehab Group (David Pollard) |
| Delivery of the module | |
| Lecture 9 | Innovation |
| Case study 9 | |
| Lecture 10 | Entrepreneurship |
| Case study 10 | |
| Workshop E | |

| | |
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| W6 | <i>Maximizing Efficiency Resource Management, Supply Chain and Logistics</i> |
| Reference stakeholder | SEAI (Helen Williams and Andrea Carroll); EcoMerit (Phil Walker)? |
| Delivery of the module | SEAI; Phil Walker (EcoMerit)? |
| | W4 module focuses on the optimization of production processes, products distribution and related services. Compliance with the current and upcoming energy standards allows companies to save money while maximizing their efficiency. The showcase of relevant case studies and a practical workshop will provide the participants with in |

| | |
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| | depth knowledge and toolkit to develop an appropriate strategy for their business, for a better understanding and continuous improvement. |
| Lecture 11 | <ul style="list-style-type: none"> • Energy: understanding usage and consumption, bills and fares, learning how to minimize costs. • Energy management systems, auditing and monitoring. |
| Case Study 11 | |
| Lecture 12 | <ul style="list-style-type: none"> • Water: understanding usage and consumption, bills and fares, learning how to minimize costs. • Waste: understanding usage and consumption, bills and fares, learning how to minimize costs. • Procurement. • Closed loop supply chain. • Reverse logistics. |
| Case Study 12 | |
| Workshop F | |

| | |
|-----------|---|
| W7 | Conclusion |
| | Graduation ceremony. |
| | <ul style="list-style-type: none"> • Pitch the business case to a panel. • Meet the buyer |



Juliet Passmore

Economic Research Officer

Economic Development & Enterprise

Your Dublin Your Voice: Arts & Culture Survey August 2018

The Economic Development Office have re-launched the Your Dublin Your Voice Initiative

Background

Originally launched in October 2010 the Your Dublin Your Voice is an exciting initiative of the four Dublin local authorities that gives Dubliners and visitors alike a unique opportunity to provide opinions and views on what they love, like and would be glad to see improved in the capital.

Anyone can sign up to the opinion panel at <http://bit.ly/ydyvreg> and have their say on a range of issues that impact on the quality of life in Dublin. The survey provides an effective mechanism for local government to engage with the users of the City and potentially help to inform policy for the region. It is intended that the survey will be run up to 4 times a year.

It is also intended that the findings of each survey are disseminated to the Economic and Enterprise SPC, to relevant stakeholders and to the public via the Dublin.ie website.

Your Dublin Your Voice Arts & Culture Survey August 2018

Following a break in conducting the survey the Economic Development Office assumed responsibility for the management of the Your Dublin Your Voice platform and launched the first survey from its office in August 2018 on the theme of Arts and Culture.

This first survey proved to be popular with just over 1,000, or 27%, of the panel responding ensuring that the findings are robust and confirming that the panel remains engaged. A summary of the

findings is attached and further detail is available from the Economic Development Office as required.

The following were the key points:

1. Dubliners have an overwhelmingly positive attitude to the impact of Arts and Culture on city life with over 70% rating it as positive for tourists, social interaction and the local economy.
2. Engagement rates are very high with the cinema (81%), museums (73%) and music events (71%) all very popular.
3. Despite competition from online sources Library usage today (63%) is similar to 4 year ago a very positive result for the service. Innovation mainly in the form of expanded community focused services appears to be the key to remaining relevant.
4. By contrast online has taken over when it comes to finding information about events in the city with 61% of people relying on digital sources.
5. There is strong brand awareness for art galleries in the capital with the National Gallery of Ireland scoring particularly well (81%). However, there is scope for some of the other galleries to improve. It appears that people are more aware of galleries than they know – they just need prompting.
6. Monthly spending on Arts and Culture averages just €41 per month and interestingly does not vary significantly by age group, gender or location. It only varies significantly between the “at work” or “not at work” segments with 17% of unemployed people spending nothing.
7. This underlines the importance of Dublin City Council’s support and promotion of free events. This also came up amongst the most popular suggestions to improve the City’s Arts and Culture offering. The success of Culture Night (the most recognised event) further highlights this.

Finally, it was reassuring to see that against a background of change the best thing about Dublin is resoundingly its people.

If you want your voice to be heard on issues affecting the city you can sign up to the Your Voice Your Dublin survey panel here <http://bit.ly/ydyvreg>

Your Dublin, Your Voice Arts & Culture Survey August 2018



Executive Summary

Survey reference period: August 2018

Report by  **Delve Research**
Survey Research & Analysis

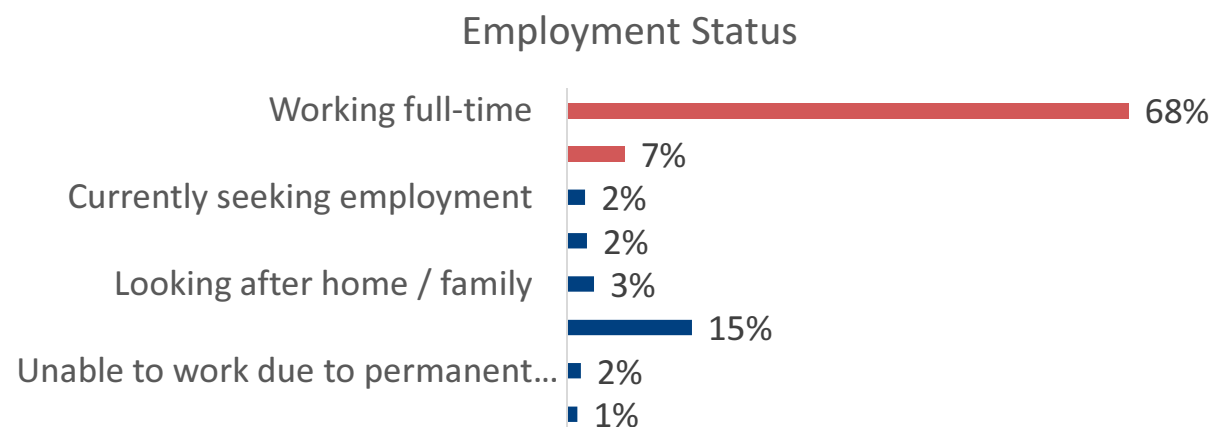
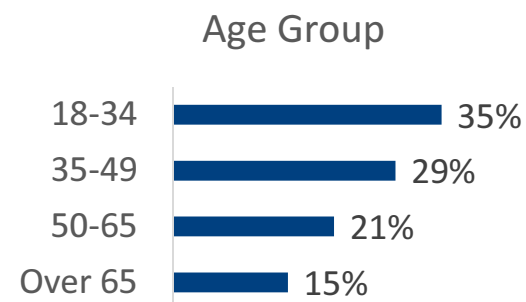
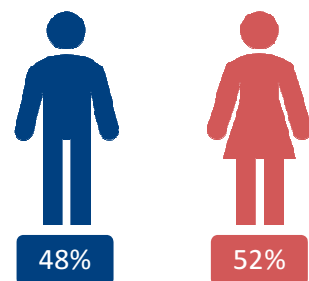
www.delve-research.com

Background to this survey



- Online survey, 15th August – 2nd September 2018
- 1,003 respondents, from “Your Dublin, Your Voice” opinion panel
- 27% response rate
- Global margin of error = +/- 3.1%
- Robust panel in existence since 2010, recruitment through various channels

Respondent Profile



Principal results are statistically adjusted to match census data by gender and age group

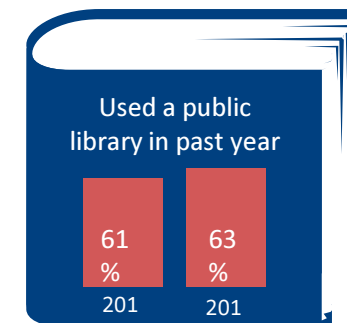
N=1,003

| Region | Percentage |
|-----------------------------|------------|
| Dublin City Council | 59% |
| South Dublin Council | 14% |
| Fingal County Council | 13% |
| Dun Laoghaire / Rathfarnham | 9% |
| Don't know / No answer | 4% |

| | % | n |
|-----------------------|-------|-----|
| County Dublin | 11.6% | 121 |
| Dublin 1 | 3.0% | 21 |
| Dublin 2 | 1.3% | 14 |
| Dublin 3 | 3.9% | 41 |
| Dublin 4 | 3.4% | 34 |
| Dublin 5 | 3.9% | 37 |
| Dublin 6 | 5.6% | 51 |
| Dublin 6W | 2.5% | 28 |
| Dublin 7 | 7.1% | 74 |
| Dublin 8 | 8.9% | 84 |
| Dublin 9 | 6.2% | 64 |
| Dublin 10 | 1.1% | 12 |
| Dublin 11 | 4.4% | 54 |
| Dublin 12 | 5.7% | 61 |
| Dublin 13 | 3.0% | 37 |
| Dublin 14 | 2.2% | 22 |
| Dublin 15 | 5.7% | 53 |
| Dublin 16 | 2.1% | 23 |
| Dublin 17 | .3% | 4 |
| Dublin 18 | 1.9% | 24 |
| Dublin 20 | 1.6% | 19 |
| Dublin 22 | 1.5% | 15 |
| Dublin 24 | 2.8% | 32 |
| Outside County Dublin | 10.1% | 78 |

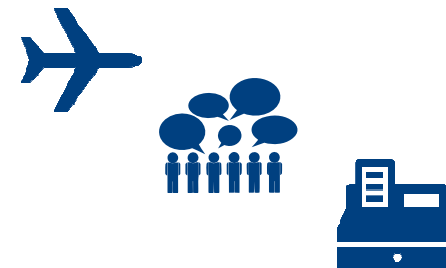
Public Libraries

- Frequency of use of public libraries has remained at similar levels to 2014, against a background of changing use of services.



Perceptions & Impact of Arts & Culture

- Respondents felt that Arts & Culture had the most positive impact on the tourist experience (79% rating this as positive), followed by the impact on social interaction (73%) and local economy (71%).



Awareness of Art Galleries

- 88% of respondents could name at least one gallery in Dublin. 81% named the National Gallery of Ireland (unprompted) and 63% named Dublin City Gallery The Hugh Lane (or variation).
- Name recognition for galleries was highest for the National Gallery of Ireland (95%), Irish Museum of Modern Art (88%) and Dublin City Gallery The Hugh Lane (80%).
- Name recognition for most galleries was lower than average among 18 to 34 year olds.
- There is scope for improving unprompted awareness (“top of mind”) for several galleries, especially for the Irish Museum of Modern Art.



Arts & Culture Participation

- 35% of respondents engage in some form of artistic or cultural activity as a participant.
- Visual Arts is the most popular participation medium (13% of respondents), followed by creative writing (11%) and playing music in a group or solo (8%).



Finding Out About Events

- Search engine research was the most popular source for information about what events are happening in Dublin. 69% use search engines for this purpose.
- 49% rely on family and friends for information about what events are happening in Dublin.



Events & Designations

- 81% of respondents were familiar with Culture Night, similar to 2014 (80%). Awareness of several other events was lower in 2018 than in 2014.
- 37% of respondents attended an event or events on Culture Night 2017. Of these, 46% visited a museum, and 40% visited a gallery or art exhibition.



Engaging with Arts & Culture

- Cinema is the most engaged-with art form in Dublin, with 81% of respondents going to the cinema. 73% go to museums / heritage sites / heritage festivals, and 71% listen to live music.
- Among those who listen to live music, 83% do so at large concerts, 61% do so at the pub, and 53% do so at local paid events.
- The average spend on arts and culture related events is €40.74 per month. Respondents not in employment (including retired and homemakers) were more likely than those in employment to not spend anything on this sector.



€40.7



Best thing about Dublin

- As in 2010, the most common responses to “What is the best thing about Dublin?” related to the people of Dublin – referring to friendliness, wit etc.
- Other common “best” aspects of Dublin were “Culture / arts / variety of activities”, “Size of the city”, and the diverse, cosmopolitan and vibrant character of the city.



What the city could do to improve the cultural offering

- The most common suggestions for how the city could improve the cultural offering related to increasing awareness of events through advertising and promotion.
- Other common suggestions were for more free / cheap events, a safer city, and making the city more generally accessible.





END

More detail and complete verbatim comments available in the accompanying full report.

This report has been prepared by Delve Research.
For further information please contact:

- Danny Sheahan
- Delve Research
- 022 25088
- danny@delve-research.com
- www.delve-research.com
- [@delveireland](https://twitter.com/delveireland)



Norman Thompson - Economic Development Office

Dublin City Council

Briefing Note: Social Enterprise in Dublin

A social enterprise is an enterprise which: has a social mission rather than a profit mission, earns income from trading activity, is separate from government and reinvests surplus or profits from trading into addressing its respective social mission (Forfás 2013).

Social enterprises play an important role in addressing social, economic, and environmental challenges while fostering inclusive growth, shared prosperity, social inclusion and job creation often for those who are marginalised (OECD, 2018). According to the European Commission – Social Business Initiative 2011 ‘it is estimated that 1 in 4 businesses are social enterprises in Europe and furthermore that citizens are becoming increasingly interested in the capacity of social enterprises and the social economy to provide innovative responses to various economic, social and environmental challenges.

From an international perspective as highlighted in a report by the World Bank Group (2017, p. 9), social enterprise generate significant: national-level, economic & community development returns.

- In the UK, social enterprises outperform profit-driven, small-sized enterprises on a number of indicators. According to the 2015 Social Enterprise UK Survey, 41% of SEs created jobs in the past 12 months compared to 22% of small-sized enterprises (SEUK 2015).
- In Canada, social enterprises are reducing inequalities by providing stable employment to those typically excluded from the labour market. In Manitoba, the sector contributed more than 200 million USD each year in saved costs associated with unemployment (O’Connor et al. 2012).
- Concerning the US, Social enterprises generate a high economic rate of return, especially over the long term. For example, returns on investment in social enterprises in the United States include an economic multiplier of 2.23, and a savings for US taxpayers of USD 1.31 for every dollar invested due to reductions in government transfer benefits (Maxwell 2015).
- Furthermore the sector can become a major contributor to gross domestic product and a driver for sustainable and inclusive economic growth. In South Korea, the social economy which includes newer types of social enterprises as well as more established cooperatives, accounts for 3% of gross domestic product (British Council 2015).

In the context of Ireland, various reports have been produced to both promote and highlight the growing social enterprise sector. In one such report, a case study was included on Speedpak – a social enterprise based in north Dublin which supports, trains and employs ex-offenders. It states:

- For every €1.00 invested in Kevin by the State through Speedpak, €8.50 is made in savings to the Exchequer by keeping him out of prison. In addition, Kevin has gained valuable work experience as well as training that can be included on his CV, thereby increasing his employability once he progresses from Speedpak (Clann Credo & DE Pact, 2010, p. 10)

In various reports, it is highlighted that in order to ensure that social enterprises can realise their potential and contribute more effectively to addressing economic and social issues, it is vital that ‘a level-playing field is established with legal, administrative and financial instruments conducive to the development of the sector’ (EESC, 2018, Forfás 2013, World Bank Group 2017). Supports from key stakeholders including Local Authorities are vital to help the sector develop.

In Ireland, the sector is still at an infancy stage in comparison to other countries. It is estimated however, that the sector has the potential to grow significantly; to support and generate approximately 65,000 jobs and thus positively impact many more communities and individuals (Forfás 2013). In order to advance social enterprise at a national and high level, a National Social Enterprise Policy is currently being developed and is expected to be complete in Spring 2019.

Over the last few years, Dublin City Council has been increasingly supporting the sector through various initiatives and in partnership with various stakeholder organisations. The Dublin City Social Enterprise Committee which was established as a sub-committee of the SPC and comprised of key social enterprise stakeholder representatives has driven the development of these supports for social enterprise. Examples of supports include: training programmes, the PLATO manager development program, Co-sponsorship of Ireland’s First - Social Enterprise Toolkit and the annual Dublin City Social Enterprise Awards. At the awards this year, the important issues that the winning social enterprises are working to address include; access to employment, equality, social inclusion, training and education, sustainability, waste reduction and long term employment opportunities.

Much of these supports have developed as emergent initiatives. However in order to further progress supports and to help develop the sector in Dublin city, a consolidated, deliberate and strategic approach is necessary from Dublin City Council. The formulation of a Dublin City Social Enterprise Policy by the Dublin City Social Enterprise Committee and the Economic Development and Enterprise SPC - would enable Dublin City Council to strategize and formalise supports for social enterprise and also further promote the sector and acknowledge its important economic and community development contribution to communities across Dublin.

In order to develop a policy, it is necessary to investigate the sector in Dublin and analyse Dublin City Councils relevant supports. At the SPC meeting, a presentation will be provided from a draft report on the sector in Dublin which maps the sector and reviews the supports provided by Dublin City Council and the Dublin City Social Enterprise Committee to date. Following from this it is intended that stakeholder engagement and further investigation and analysis of supports needed will be conducted. It is intended that this will form a draft Dublin City Social Enterprise Policy for consideration and further input from the SPC. Any comments or suggestions that committee members may wish to raise may be submitted to: economicdevelopment@dublincity.ie



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| Upcoming Event & Dates for your diary | | |
|---------------------------------------|-----------------------------|---|
| Event | Economic Pillar | Date/Venue |
| 1. UPRISE VII | Innovation & Transformation | October 17 th & 18 th Richmond Hospital |
| 2. National Women's Enterprise Day | Human Development | October 18th |
| 3. Hack Access Dublin | Human Development | November 2-4 Google |
| 4. Start-up Week Dublin | Placemaking & Clustering | November 19 th – 23rd |
| 5. Apprenticeship Summit | Public Policy | November 21st |
| 6. Women in Tech Awards | Human Development | November 22 nd – RDS Concert Hall |
| 7. Dublin Christmas Flea | Place making & Clustering | Dec 6-9 & 13-16 th – Point Village |

1. Dublin.ie

New Structure & Content Re-write

Work is nearing completion on adapting the site structure, design and content to reflect the audiences we expect to target in future. New content has been written to attract overseas students, investors, skilled talent, while still being of value to a local audience. The re-write will increase the size of the site significantly. The team is consulting with partners including the IDA, Enterprise Ireland, Department of Housing, Planning and Local Government etc to ensure the content is timely and accurate.

Acquiring photography of Dublin

In re-writing the entire site, we are want to partner the copy with striking photography. The majority of photos used on the site to date have been sourced from Fáilte Ireland. However, Fáilte's photography is geared towards the tourism market and doesn't reflect Dublin's diverse study, living and working culture. The process to source great photos is time consuming and while it has commenced we expect it to extend into next year.



Visit of Amsterdam Marketing

The Metropolitan Amsterdam Club, a representative body of municipal, business and cultural leaders, visited Dublin at the start of October. The group enjoyed a two night stay including meetings with The Lord Mayor & Chief Executive of Dublin City Council and Google, LinkedIn and a stop at EPIC Emigration Museum. The Dublin.ie unit facilitated the visit over the course of a number of months in tandem with the International Relations Unit and the Dutch Embassy.

What's On listings

Dublin.ie continues to work with the Council's Events Unit to ensure all large festivals and events delivered and supported by Dublin City Council are included and promoted on Dublin.ie. These include promoting current and upcoming events such as the Bram Stoker Festival and the Jonathan Swift Festival.



Stokerland 2018

Stokerland, a pop-up Victorian fun park for families and the eternally young, will open its gothic gates on Saturday 27th and Sunday 28th of October in one of Dublin's most beautiful green spaces, St. Patrick's Park. With one of the city's stunning cathedrals as a gothic backdrop, this ghoulish gathering will present street theatre, a performance tent, free face-painting, Victorian funfair rides, macabre thrills and ghoulish games for everyone to enjoy. Complete with a food village, olde-world games, face-painting and...

BRAMSTOKERFESTIVAL.COM >



Marsh's and the Gothic

Discover the secrets within Ireland's oldest public library and its fascinating ties to the genre of gothic fiction. Opened in 1701...

BRAMSTOKERFESTIVAL.COM >



Paintclub Family x Bram Stoker

Join Paintclub for these daytime painting workshops for young and old, in the light filled vaults of Dublin's EPIC, The Irish Emigration...

BRAMSTOKERFESTIVAL.COM >



Macnas Parade

Bram Stoker Festival once again welcome the internationally renowned spectacle company Macnas to the streets of Dublin for an unforgettable nighttime parade. Now a much-loved Bram Stoker Festival tradition, join Dubliners and visitors of all ages along the city's streets as dusk falls on Monday October 29th for Out of the Wild Sky, a haunting and hair-raising parade of otherworldly magic. The pioneers of imagination and creators of unforgettable spectacles will once again transform the streets of Dublin as day turns...

BRAMSTOKERFESTIVAL.COM >

Newsletter

The audience for the Dublin.ie newsletter has passed 2,100 subscribers and continues to enjoy engagement rates above the industry norms. Issues are sent on a fortnightly basis featuring upcoming events & festivals and links to our latest articles. You can view previous issues and sign up at: <https://dublin.ie/newsletter>

Brand Promotion

We continue to promote the brand of Dublin.ie with merchandise including bags, conscious cups and t-shirts and are utilising the digital screens installed in the Civic Offices, Wood Quay.



2. International Relations

August

Lord Mayor Nial Ring welcomed the following delegations in the Mansion, accompanied by the Head of International Relations:

- Yvonne Aki-Sawyerr, Mayor of Freetown, Sierra Leone
- Patricia Cortes Ortiz, Charge d’Affaires en pied, Embassy of Columbia

September

- The Head of International Relations Unit hosted a delegation from West Bengal, India along with representatives from the British Council of Ireland, Dublin City Council Culture Company and Fáilte Ireland.
- The Lord Mayor hosted a lunch for Chinese officials from Government Departments related to food imports including Ministry of Agriculture & Rural Affairs, General Administration of Customs and State Administration of Market Regulation and Bord Bia. Officials from the Department of Agriculture also attended.
- The Chief Executive received a small delegation from Sibenik-Knin County in Croatia who were also accompanied by the Ambassador of Croatia to Ireland H.E. Mr. Ivan Masina. The Head of International Relations attended this meeting also.

October

- The Lord Mayor welcomed a large delegation from Metropolitan Amsterdam Club through Amsterdam Marketing who visited for 3 days. The delegation was led by their City Vice-Mayor. A City Politics session was held in the Council Chamber and was attended by Dublin City Council Senior Management Officials, Chair of Economic & Enterprise SPC and members of Dublin Chamber. The Chief Executive Officer gave a presentation - “Challenges Dublin: Housing, Infrastructure, Brexit and the Growth of Dublin”.
- Lord Mayor Nial Ring welcomed the visit of the Minister of State for Caribbean Affairs and Vice-Minister for Foreign Affairs of the Republic of Nicaragua, and the Ambassador of Nicaragua to the Mansion House along with the Head of International Relations.
- Cllr. Ciaran Cuffe, Chair of the Transportation SPC on behalf of the Lord Mayor welcomed attendees from the 2018 **European Transport Conference** which was held in Dublin. The Association for European Transport is the leading European organisation for transport professionals and academics. Over 600 delegates attended the 2 day conference. The conference will be held in Dublin in 2019 also.

- A large delegation from our sister city San Jose comprising City of San Jose Senior officials and Sister City Committee members, travelled to Dublin for a 4 day programme, which included city to city officials meeting, presentations on Dublin City Cultural Strategy, Economic Development and Dublin City Council, LEO & the entrepreneur Eco-System, SmartDublin/SmartDocklands, visits to the US Embassy and meeting with Reece Smyth, Charge d’Affairs and the Advanced Manufacturing Centre, UCD and also a lunch hosted by the Lord Mayor followed by a Brexit and Ireland Discussion which was delivered by John McGrane, Director General, British Irish Council.
- The Lord Mayor will receive a courtesy visit to the Mansion House by a delegation from the Japanese Peace Boat, a NGO which promotes a more peaceful and sustainable world. The delegation will include survivors from the Hiroshima attack in 1945. While in Dublin they will also meet with officials from the Department of Foreign Affairs.
- The Lord Mayor will hold a courtesy meeting with a delegation from City of Philadelphia and State of Pennsylvania which will be led by Philadelphia City Mayor Jim Kenney in the Mansion House to discuss growing ties between the two cities. The Head of International Relations will also attend.
- Three officials from Beijing Municipality will commence working in Dublin City Council from Monday 29 October for eight weeks.

December

- The International Trade and Investment Office of Florida Chamber of Commerce will lead a 4 day Business Development and Trade Mission to Dublin in December to present themselves to business and industry groups to seek opportunities to partner during their mission as well as to explore industry sector opportunities and linkages for Florida businesses that they can build upon. The Lord Mayor will welcome the delegation to a civic reception in City Hall.
- The Lord Mayor will lead a Celebration for the 70th Anniversary of the Declaration of Human Rights on the steps of City Hall. A similar event will be held throughout Europe.

3. Local Enterprise Office: Mentoring, Training & Financial Grants

Promotion and communication of LEO Dublin City Services

LEO E-newsletters

The LEO e-zine promoting events and providing information on supports offered by the LEO office is circulated by e-mail each month. Additionally bespoke newsletters are developed on an ad-hoc basis regarding specific networks/events/grants. The following emails were sent during:

- July: July newsletter and a bespoke newsletter regarding TAME export grant
- August: August newsletter and Lean for Micro management development course bespoke newsletter
- September: September newsletter and bespoke newsletter regarding the 'Be' – Maven 46 event, a female focused entrepreneurial event.
- October: October newsletter

The e-zine is a valuable promotional tool for the range of events provided to businesses in the city.

Facebook Advertising

In June we started to utilise paid promotion on facebook instead of solely using organic search. It has meant that we can target individuals by age, location, demographics, interests etc. targeting them also with relevant messages in relation to grant funding, start your own business courses and generating brand awareness of LEO Dublin City and our services. From 1st July through to end of September, we reached 281,600 relevant people via facebook i.e. those that had identified an interest in business or entrepreneurship. It's a highly cost efficient and measurable medium to target and connect with additional clients. It cost just over €1 to reach 1,000 people.

Events

Speciality and Fine Food Fair, Olympia London – 3rd September 2018

Speciality & Fine Food Fair provides an unrivalled opportunity for independent retailers, delicatessens, chefs, hoteliers, restaurateurs, importers, distributors and wholesalers to interact with:

700 Producers and suppliers of artisan food and drink
50 Great taste awards finalists displayed under the one roof
200 new products in the discovery zone

Twelve alumni of previous Food Academy Programmes were invited on the trip with representatives from the four Local Enterprise Offices (LEO) in the Dublin Region and Dublin Food Chain Coordinator James Burke.

As well as gain valuable insights into customers demands, future food trends and packaging ideas. The trip also included visits to Whole Foods, Waitrose, Leon Restaurant and Tesco Express to gain an understanding of the UK marketplace.

A Video of the Trade Visit can be seen here: <https://we.tl/t-8QEdb5G69S>



Top Drawer London, 9th – 11th September

Top Drawer is the UK's leading retail trade event for creative lifestyle buyers, showcasing a curated edit of over 1500 brands to top international retailers.

The current Building Craft and Enterprise Design Programme participants were given the opportunity to attend along with representatives from the Design and Crafts Council of Ireland (DCCoI), the Programme Mentor and a representative from the Local Enterprise Office (LEO) Dublin City.

15 promoters attended, gaining valuable insights into future trends, pricing models and routes to market. LEO Dublin City provided a subsidy of €250 to each of the attendees under the Technical Assistance for Micro Exporters (TAMEs) funding scheme.



The Start Summit, 15th September, Dublin Castle, Dublin 2

The Start Summit inspired early stage entrepreneurs and introduced them to the partners they need to accelerate their business journey. The purpose of The Start Summit is to educate attendees and provide direction through some of Ireland's business leaders and start up success stories. This was communicated through keynote speakers, panel discussions, workshops, exhibitors and peer-to-peer networking. Attendees left with a fresh perspective on business, with invaluable information for their own startup ideas and connections to last a lifetime. https://www.youtube.com/watch?v=7_5j0NN3vec&feature=youtu.be



'Be' Summit by Maven 46, 22nd September, Alex Hotel, Dublin 2

This was a full day of interactive talks, live panels and experiential activity - led by top females in industry – which delivered a summit with a difference, created for women by women. 'Be' gave women from all walks of life the opportunity to learn from leaders, have fun with fashion and celebrate a 360degree approach to life. From business mavens and brand managers to love coaches and fashion experts, 'Be' brought modern women, excelling in their industry to the forefront and allowed them to mix and mingle with speakers and like-minded women in an innovative way, educational and fun way. There was access to four quarters/stages "Inspire", "Fashion", "Beauty", "Life", 24 speakers and panellists, across fashion, beauty, career, love, life and everything in between.

209 people attended the event and learnt about LEO Dublin City supports and services. The “Inspire” & “Life” zones proved most popular. Reach over social media was 235,000. Post event video link: <https://www.youtube.com/watch?v=ZOSYk9wqhqw>

The National Ploughing Championship, 18th – 20th September, Scraggan Tullamore Offaly



Local Enterprise Office Dublin City took part in the Local Enterprise Village at the National Ploughing Championships. The Enterprise Village at the National Ploughing Championships provided opportunity for small companies to take full advantage of this unique consumer event. Collectively the Local Enterprise Offices showcased the projects supported by the Local Enterprise Offices nationally to thousands of visitors. Exhibitors achieved over €600,000 in sales during the National Ploughing Championships during 2017. This year the Enterprise Village was an enhanced space with a product launch and seminar area.

For small, local businesses looking to expand, The Local Enterprise Village is the ideal gateway to customers across farming communities and rural Ireland. Many of the small businesses being supported by the Local Enterprise Offices tested new products and services in September, which in turn, generated more jobs within those companies.

Quirky Irish Icons represented the Local Enterprise Office Dublin City. Patricia Pierce of Quirky Irish Icons, Irish themed quirky gifts represented the Local Enterprise Office Dublin City at the National Ploughing Championships 2018. The brand became established in 2014 and her collection has expanded to fridge magnets, framed icons and personalised gifts. The concept came to Patricia when her nephew moved overseas and missed many things about Ireland e.g. batch loaf, Irish butter and Dublin coddle. The idea was born..! Patricia began created items that symbolised Ireland, that could be easily posted, and yet were a gift with character and charm. <https://quirkyirishicons.ie/>



Trading Online Voucher 25th September 2018, Wood Quay Venue, Dublin 8

114 people registered to attend the Trading Online Voucher information session in September. This very popular voucher provides financial assistance of up to €2,500 to qualifying small businesses, to develop their e-commerce strategies and sites, by creating or enhancing their online presence. The next information session will take place on 11th January 2019 in Wood Quay Venue.

National Women's Enterprise Day, 18th October

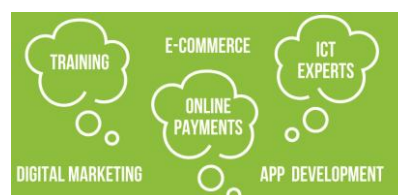


National Women's Enterprise Day

The theme for this year's National Women's Enterprise Day will be 'from local to global' focussing on how entrepreneurs can explore export markets and 'go international' with their businesses, availing of various supports via their Local Enterprise Office to help them achieve this.

National Women's Enterprise Day aims to inspire, motivate and support women across the country in running their own business. The event is organised annually by the national network of Local Enterprise Offices and is co-financed by the European Social Fund with support from the Department of Justice and Equality, through the Equality for Women initiative.

National Women's Enterprise Day strives to encourage even more women to set up their own businesses and to increase national recognition of the essential role played by Ireland's female entrepreneurs. The event consists of a variety of developmental support actions, including inspiring speakers, information provision, exhibition of state supports for enterprise, facilitated business networking and one to one business mentoring.



Successful businesswomen shared their experiences with start-up companies and fledgling businesses at this two day event. The benefit for the entrepreneurs attending is that they can access everything they need to know about setting up a business or expanding a business over two days. Participants come away from the event inspired, informed and motivated to fully exploit their potential as entrepreneurs.

Mentoring

| 2018 (as at 30/09/2018) | | |
|------------------------------|--------|-----|
| Mentoring | Target | YTD |
| 1 Hour | 200 | 154 |
| 3 Hour | | 84 |
| 6 Hour | 300 | 198 |
| Brexit | | 0 |
| Clinics | 50 | 38 |
| BAC Participants | 500 | 480 |
| Individual mentoring | 500 | 436 |
| One to One & Group mentoring | 1000 | 916 |

Training

Training courses completed July to September inclusive:

| | | |
|-------------|-------------------------|-----------------|
| July | | |
| Date | Course title | Attended |
| 04/07/2018 | Business Advice Clinic | 18 |
| 10/07/2018 | Start Your Own Business | 7 |
| 13/07/2018 | Business Advice Clinic | 17 |
| 18/07/2018 | Business Advice Clinic | 15 |
| 24/07/201 | Business Advice Clinic | 2 |
| | Participants | 59 |
| | Courses | 5 |

| | | |
|---------------|------------------------|-----------------|
| August | | |
| Date | Course title | Attended |
| 01/08/2018 | Business advice Clinic | 18 |
| 10/08/2018 | Business advice Clinic | 10 |
| 14/08/2018 | Business advice Clinic | 10 |
| 22/08/2018 | Business advice Clinic | 14 |
| 28/08/2018 | Business advice Clinic | 16 |
| 29/08/2018 | Business advice Clinic | 7 |
| | Participants | 75 |
| | Courses | 6 |

| | | |
|------------------|---|-----------------|
| September | | |
| Date | Course title | Attended |
| 01/09/2018 | Start Your Own Business | 8 |
| 04/09/2018 | Trading Online Voucher Mart Studios | 9 |
| 06/09/2018 | Women's wear trend forecast Autumn/Winter 2019/20 | 14 |
| 07/09/2018 | Business advice Clinic | 9 |
| 11/09/2018 | Social Media Strategy | 14 |
| 12/09/2018 | Essential Book Keeping for Beginners | 5 |
| 12/09/2018 | Business advice Clinic | 17 |
| 13/09/2018 | Online Marketing & Social Media | 14 |
| 18/09/2018 | Business Advice Clinic | 10 |
| 20/09/2018 | Library talk – Becoming a successful entrepreneur | 39 |
| 25/09/2018 | Trading online voucher information session | 114 |
| 26/09/2018 | Develop a low cost website for small business | 14 |
| 26/09/2018 | Business advice clinic | 16 |
| 27/09/2018 | Filing your income tax return | 18 |
| | Participants | 301 |
| | Courses | 14 |

End of August comparative year on year

- 2018: 48 courses, 1350 participants (556 males, 794 female)
- 2017: 38 courses, 1151 participants (531 male, 620 female)
- + 10 course year on year, + 199 participants

Training Mini tender: Completed June

Autumn/Winter schedule: Training to take place in October 2018

| Date | Course Title |
|------------|--|
| 02/10/2018 | Start your own business |
| 04/10/2018 | Free Library talks – market research skills |
| 05/10/2018 | Business advice group clinic |
| 10/10/2018 | Social Selling – the key to soft selling |
| 10/10/2018 | Business advice group clinic |
| 11/10/2018 | Search engine optimisation |
| 11/10/2018 | Free library talks – managing your online presence |
| 16/10/2018 | Business advice group clinic |
| 18/10/2018 | Free library talks – Financial supports & grant for entrepreneurs |
| 23/10/2018 | Master your tax – essential tax for SME's |
| 24/10/2018 | Smartphone video & photography for the web |
| 24/10/2018 | Business advice group clinic |
| 25/10/2018 | Free library talks – Essential supports & services for entrepreneurs |

Start Your Own Business Programme

This programme will provide individuals who are seeking to start their own business with the skills, management tools and expertise in making the right decisions, planning and organising effectively. It helps individuals gauge what will be required in order to keep their new venture running effectively and efficiently. Our 8th start your own business course has just commenced on 2nd October, taking place Tuesday and Thursday evenings. Our next course thereafter commences on 3rd November

<https://www.localenterprise.ie/DublinCity/Training-Events/Upcoming-Training/>

Start Your Own Music Business Programme

A Start Your Own Music Business Programme was piloted with First Music Contact in January & February of 2018. It was so successful that we have decided to launch another course commencing 21st January to 26th February 2019, with 5 modules run over 10 nights. First Music Contact held the Hard Working Class Hero's Festival on 27th September, where we launched registration for the second programme. This programme is specifically targeting artists and music industry professionals, as part of our commitment in supporting those working in the creative industries. We are currently registering interest for the course. We have 20 registration of interest for 16 places.



Women in Business Network



The women in business network had the following meetings during September & October:

- 5th September: How to use linkedin to strategically drive sales, presented by John McGarry of Webworks
- 3rd October: Set targets for your business and smash them, presented by Wendy Merrigan chartered accountant

<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/>

Microsoft Business Mentoring Programme

Microsoft are again offering a number of their senior staff with skills in operations, finance, import and export and software engineering to provide one to one mentoring sessions to entrepreneurs or business owners in order to assist them with any issues that have arisen in their start-up company or existing business. This involves a minimum commitment by the Microsoft staff of two hours a month for four months. This provides the entrepreneur with access not only to a trained mentor but also to be able to tap in to the expertise that the individuals have accumulated over many years of working in one of the largest multinational technology companies in the world. The 2017 programme was deemed successful. On this basis the programme is being repeated. Two clients have already been selected: Koomeer and Treasury Delta, with a possible third to take part in the programme.

Lean for Micro: September



The Lean for Micro is aimed at owners/managers and key staff members of small businesses who wish to gain an introduction to lean concepts and allow them to gain a practical understanding of lean principles by undertaking a focused assignment with expert mentoring support. The next Lean for Micro programme begins on 18th October. We are currently recruiting for it. Further details

<https://www.localenterprise.ie/DublinCity/Training-Events/Management-Development/LEAN-for-Micro-Management-Development-Programme.html>

Building Craft and Enterprise Design Programme 2018



A seven month programme run in partnership between the Design and Crafts Council of Ireland (DCCol) and the Local Enterprise Office (LEO) Dublin City. Over the course of seven months participants undertake:

- Research mission to London trade show & retail visits.
- Enhance your design and product
- Brand your product effectively.
- Cost and promote your product in the marketplace & exploring export
- 10 days training
- Bespoke 1-2-1 mentoring sessions

- Enter for a stand in the Enterprise Zone of Showcase Ireland 2019

2018 Participants on the programme are as follows;

| | | |
|----|------------|-------------|
| 1 | Barbara | Burke |
| 2 | Linda | Legzdina |
| 3 | Irena | Leahy |
| 4 | Patricia | Pierce |
| 5 | Clare | OConnor |
| 6 | Edel | Murphy |
| 7 | Deirdre | Walsh |
| 8 | Ginan | Abbas |
| 9 | Malgorzata | Holubowicz |
| 10 | Carol | Fitzpatrick |
| 11 | Joanne | Byrne |
| 12 | Antonio | D'Souza |
| 13 | Pearl | Reddington |
| 14 | Elena | Buttner |
| 15 | Ina | Olohan |
| 16 | Betzy | Medina |
| 17 | Geraldine | Leonard |
| 18 | Lisa | Hickey |

Showcase 2019 – January 20 -23rd 2019

Hosted in the historic surroundings of the Royal Dublin Society Dublin 4, Ireland from January 20th - 23rd, the show is attended by trade buyers from more than 25 countries keen to find unique products and new craft focused suppliers. LEO Dublin City was awarded five stands in the Local Enterprise Space (Balcony Area). These stands are offered to LEO Dublin City clients at the heavily subsidised rate of €750. The following five companies were selected from an open call to the current Building Craft and Enterprise Design Programme to exhibit at Showcase 2019.

| Promoter | Company |
|-----------------|--------------------|
| Gina Abbas | Golden Stitch |
| Barbara Burke | BB Papercuts |
| Patricia Pierce | Quirky Irish Icons |
| Betzy Medina | Sandia Dublin |
| Deirdre Walsh | Fluttertree |

Preparatory training begins on the 10th of October in the Crowne Plaza, Blanchardstown. With day one focusing on;

- Welcome & Overview by Local Enterprise Office
- Exhibition Essentials Briefing by Verling Consulting
- Showcase Overview and Logistics of Exhibition Space
- Design Craft Council of Ireland



Presentation on LEO Supports

DIT Grangegorman – 19th October

Presentation on Local Enterprise Supports to New Frontiers Phase 1 participants.

Start Up Weekend in Huckletree 19th of October

Presentation on Local Enterprise Supports to participants on the Start Up Weekend Programme.

Guinness Enterprise Centre (GEC) – 6th November

Presentation on Local Enterprise Supports to tenants of the GEC

Dublin Food Chain Event in the Pearse Lyons Distillery - 7th November

A presentation on Food Innovation and Marketing to Dublin Food Chain Members.

4. Economic Development Office:

The work of the Economic Development Office is divided into 3 channels, Policy, Projects & Research. Examples of some of the ongoing work is below

| Policy | Projects | Research |
|---|---|-------------------------------|
| Local Economic & Community Plan (Dublin City) 2016-2021: 2018 Action Plan | Dublin Apprenticeship Summit | Public Markets and Trading |
| Economic Development, & Enterprise and Strategic Policy Committee | Sustainability Accelerator for Business | Talent Attraction & Retention |
| Dublin Regional Action Plan for Jobs 2020 | Start-Dublin/Concierge Service | DCC Research Framework |
| Social Entrepreneurship Policy | Dublin.ie | Your Dublin Your Voice |

Work is further divided into core pillars of Economic Development. Examples of some of the ongoing work is set out below

| Activities of the Economic Development Office | | | |
|---|------------------------------|---|-----------------------------|
| Human Development | Placemaking & Clusters | Promotion & Investment | Innovation & Transformation |
| FreeLancers Forum | Dublin Bay Biosphere | I Amsterdam | FutureScope 2019 |
| Women in Tech Awards | World Cities Cultural Forum | San Hose Delegation | UPRISE VII |
| Responsible Innovation | fDi Digital Cities Ranking | Milwaukee Trad Fest | #HackAccessDub |
| LECP 2018 Action Plan | Dublin Christmas Flea Market | Dublin Economic Monitor | SmartDublin Showcase |
| Apprenticeship Summit | Social Enterprise Awards | North Eastern Economic Corridor (NEEC)/C8 | Fusion Accelerator |
| Hard Working Class Heroes | Your Dublin Your Voice | Start-up Dublin Office | Start-up Week Dublin |
| | Dublin.ie | Japan Times (Dublin.ie) | - |

Departmental Update:

Policy:

1. Local Economic & Community Plan (LECP): Human Development

The Local Economic & Community Plan (LECP) Action Plan 2018 has been completed, presented to the main council for noting and a hard copy distributed to all council members. A briefing session was scheduled for October 10 to be held in the Wooduay Venue. This event attracted a low response rate and as a result the event was postponed.

2. Dublin Region Action Plan for Jobs (DRAPJ) 2020: Innovation & Transformaiton

Mary MacSweeny continues to lead on the implementation of the 2020 DRAPJ. The steering group has agreed to refocuse the plan on more targeted objectives for the remainder of its lifecycle. Specific actions are being agreed to be delivered across the region with each stakeholder taking responsibility for leading the delivery. It has been proposed that EDO will develop a special edition of the Dublin Economic Monitor highlighting context and contributors to job creation, talent retention and attraction in Dublin Region and how these challenges are being addressed. This work will continue into 2019.

Current work being undertaken by Economic Development office (EDO)

Projects:

1. “Getting The Messages” – Dementia Inclusive Shopping in Raheny village.

This pilot project is designed to support those living with dementia and their carers by making it easier for them to shop and do business in the local communities. Supervalu Raheny was the chosen business to pilot the initiative and involved the store implementing simple yet effective practices to create a positive and inclusive shopping environment. The project was championed by Cllr Deirdre Heney, was funded by the EDO and involved collaboration with Una Healy Design, The Alzheimers Society of Ireland (ASI) and Supervalu Raheny. The hugely positive launch event took place at Supervalu Raheny on 26th September 2018 to great support from the local community and will take place every Wednesday at the store.

2. Start-up Week Dublin: Placemaking & Clustering

As part of its placemaking and clustering role EDO are delighted to support the first Irish edition of Start-up Week Dublin. There are over 40 planned events that will be held in various locations across Dublin City from November 19th – 23rd. The objective of the week is to raise awareness of how to start a business and position Dublin as a globally leading start-up location. The event has already received significant media attention with reports in the Irish Times and Sunday Business Post as well as online coverage in Silicone Republic & Technews Ireland. The global Start-up Week initiative is delivered by TechStars, a US based Start-up Investment fund for entrepreneurs.

3. #HackAccessDublin: Human Development

HackAccessDublin aims to use innovation & entrepreneurship as a mechanism for identifying, highlighting and solving accessibility challenges for the City, improving accessibility for all users. The main event will take place in Google Foundry from Friday 2nd to Sunday 4th November. SmartDublin will be providing assistance and prize funds for the hackathon. A team of DCC officials will be in attendance to support the hackers and help guide their work on the day. Successful and suitable initiatives have the potential to be tested in the Dublin Docklands public realm.

4. MODOS - Sustainability training for Business: Innovation & Transformation

Following a significant period of stakeholder consultation, EDO in conjunction with the Eastern Midlands Regional Waste Office (EMRWO) is developing a Circular Economy and sustainability training programme for small and micro enterprise. The programme is scheduled for a soft launch during late 2018 with the official launch event taking place in Wood quay venue on January 24th 2019. The programme will be delivered over the course of 7 consecutive weeks in February/March 2019.

5. Mind Over Matters - Institute of Designers Ireland: Human Development

An initiative of the IDI, *Mind over Matters*, which seeks to promote both mental wellness and the value of design for business was supported by EDO. Business could pay to book time with a designer to work on a business challenge and assist in finding creative and innovative solutions. All proceeds for the day went to AWARE to assist them in raising awareness of mental health challenges. As part of this event EDO booked a team of designers to help explore design inputs for a sustainability training programme that is in development. At the end of the day we emerged with a new brand, tag line, and wireframe for online user experience. The day's event raised over €23,000 for AWARE.

6. UPRISE VII: Innovation & Transformation: Innovation & Transformation

A technology and talent conference, UPRISE VII takes place in Richmond Hospital on 17th and 18th October. DCC will have a full branded stage for the duration of the event and host a welcome reception for the international and local delegates in the Jameson Distillery. The event is expected to attract over 1,200 delegates during the course of the event.

7. Responsible Innovation Summit (RIS): Human Development

EDO have committed to supporting the RIS for a second year having strengthened our relationship with the organisers following joint participation in FutureScope 2018. The event focuses on promoting Value driven business and investment practices in line with the UN Sustainable development Goals and saw the awarding of the first ever Business SPIRIT Award. The event took place in Croke Park on October 16th.

8. Dementia 4 Business: Dementia Inclusive Project: Human Development

“Getting the messages” is a pilot project to support those living with dementia and their carers’ in accessing and engaging with business in their community. The project is championed by Cllr. Heney and funded by EDO in partnership with The Alzheimer Society & SuperValu, Raheny with design inputs by Una Healy Design, member of (IDI). The event was held in SuperValu, Raheny on 26th September 2018.

9. Dublin City Social Enterprise Award 2018: Human Development

Inner City Enterprise managed the application process for the 2018 awards. The shortlisted applicants were invited to meet with the judging panel chaired by Mary MacSweeney on Friday 29th June. The five winners were invited to attend an award ceremony on 12th September 2018 in the Wood Quay Venue. Special awards were commissioned through the mendacity society to celebrate the event which was a great celebration of Social Enterprise in Dublin.

10. Dublin City Concierge Service: Promotion & Investment

Work is ongoing in developing the elements required to build out a comprehensive concierge service for Dublin city. The EDO is about to undertake an assessment of what value added EDO can offer to business in terms of information & access and where this service will best sit.

Dublin Economic Monitor - November Edition: Promotion & Investment

The 15th edition of the DEM is currently underway with a launch event to take place in Fingal County Hall on November 8th. Prof. John Fitzgerald has been commissioned to write a 2 page article on the economic impact of climate change for the Dublin region and Mr. Paul Reid will write a further article on a body of research conducted by Fingal County Council into the skills and training need for the area. GDPR vastly reduced the circulation of the DEM (c75%) and we are currently undertaking the initial stages of a full review of the DEM to prepare for a tender phase in early 2019 for the next iteration.

11. Review of the Dublin Commissioner 4 Start-ups: Promotion & Investment

A business plan is being drafted setting out how the city could better utilise its resources to promote the city and connect with the local and international audience supporting the start-up, tech, innovation and smart city offerings.

12. Dublin Bay Biosphere (Enterprise Hub): Placemaking & Clustering

We are working with the Dublin Bay biosphere team and the parks department to assist in the development of the potential of the biosphere by working with businesses in the area to become biosphere champions.

Research:

1. Dublin City Summit Series 2018: Apprenticeship – Human Development

A draft report into the rationale for holding the apprenticeship summit has been completed and is being edited prior to circulation. This report sets out the basis for promoting apprenticeships to assist in positioning them as a viable path to a well paid career, and to tackle youth unemployment, and social deprivation. It is intended to hold the Dublin City Apprenticeship Summit in City Hall on the morning of November 21st as a stakeholder engagement event to further progress this work in partnership with Dublin Skills Forum.

2. Talent retention & Attraction: Human Development

Following a workshop facilitated by Deloitte, the EDO has a clearer understanding of the challenges facing Dublin City in terms of attracting and retaining talent in the face of global competition. The outputs of this work will form the basis of the scope for an OPG mini tender competition to be initiated during the coming weeks.

3. DCC Research Framework: Innovation & Transformation

EDO continues to develop the details for a framework to deliver on a range of research topics into key challenge, sectors and issues directly affecting the citizens of Dublin. The outputs of the research will be disseminated in a manner designed to influencing decision makers within and beyond the Local Government sector. The proposed framework would be based on the triple Helix model of Industry + Academia + Government. This model will assist DCC in using a robust methodology that will allow for the independent verification of research findings. It is intended that this framework will provide the “evidence base” for decision making and policy interventions. Research will be divided into short sprints, deep dives and full reports.

