

DUBLIN CHAMBER

A VISION FOR DUBLIN 2050

PRESENTATION TO DUBLIN CITY COUNCIL MONTHLY MEETING | DEC 2017
GRAEME MCGOURN
HEAD OF PUBLIC AFFAIRS
DUBLIN CHAMBER

DUBLIN CHAMBER ABOUT DUBLIN CHAMBER

DUBLIN CHAMBER


- THE VOICE OF DUBLIN BUSINESS
- 1,300 MEMBER COMPANIES EMPLOYING 300,000+ STAFF
- ALL SECTORS REPRESENTED

DUBLIN CHAMBER OBJECTIVES

WHAT WE WANT TO DO WITH DUBLIN 2050...

- PROJECT COMMENCED IN 2016
- PROVOKE DISCUSSION ABOUT THE FUTURE OF OUR CITY
- ENSURE THAT DUBLIN'S GROWTH IS WELL-PLANNED
- INFORM THE CHAMBER'S FUTURE STRATEGY & POLICY AGENDA

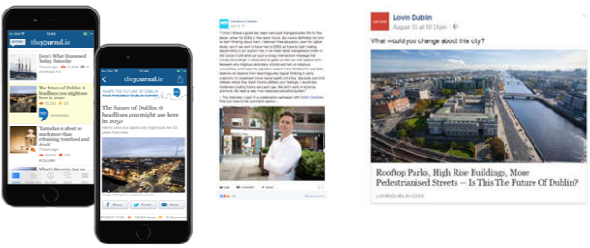
DUBLIN CHAMBER THE GREAT DUBLIN SURVEY



DUBLIN CHAMBER MEDIA COVERAGE



DUBLIN CHAMBER MEDIA PARTNERSHIPS



DUBLIN CHAMBER FOCUS GROUP



WORKSHOP WITH CLIENTS OF THE ANA LIFFEY DRUG PROJECT




DUBLIN CHAMBER RESULTS

ENGAGED WITH 1.4 MILLION DUBLINERS

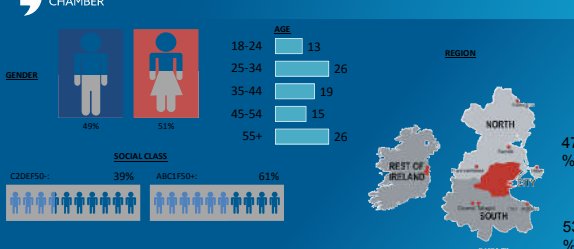
20,000+ RESPONSES TO THE GREAT DUBLIN SURVEY

DUBLIN CHAMBER AMARACH SURVEY



- We conducted an online study of 500 residents of Dublin representative across age, gender, region of Dublin, and socio-economic status.
- A series of complex questions asking the respondents to discuss their opinions of the Dublin of today, their goals and ambitions, and their expectations and visions for the Dublin of 2050.
- This research was carried out in May and June 2017.

DUBLIN CHAMBER SURVEY METHODOLOGY



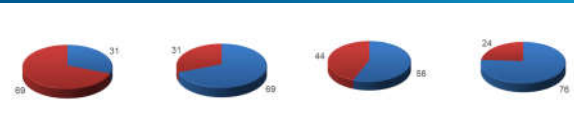
THE SAMPLE WAS REPRESENTATIVE OF THE DUBLIN POPULATION ACCORDING TO THE CENSUS 2016 FIGURES.

DUBLIN CHAMBER WHO ARE DUBLINERS?

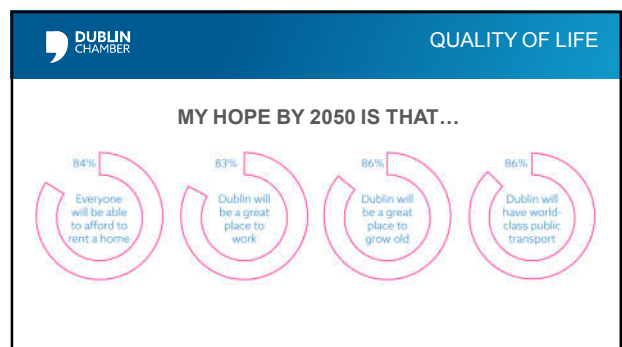
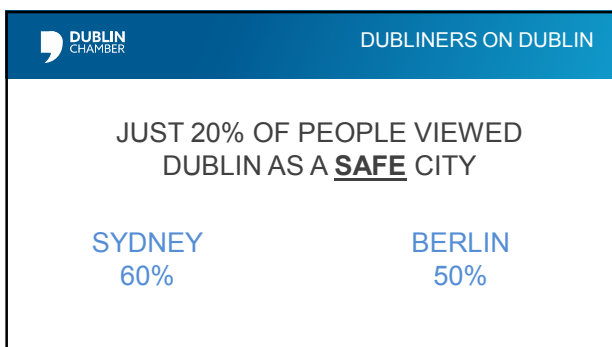
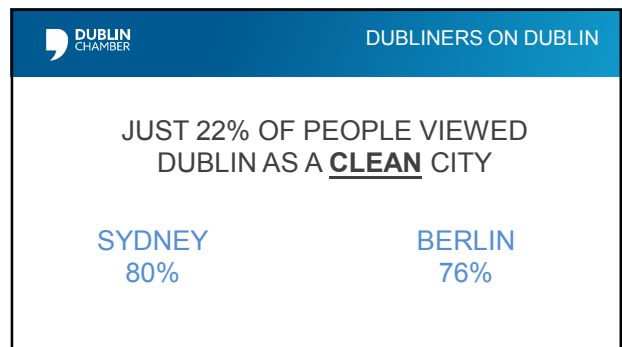
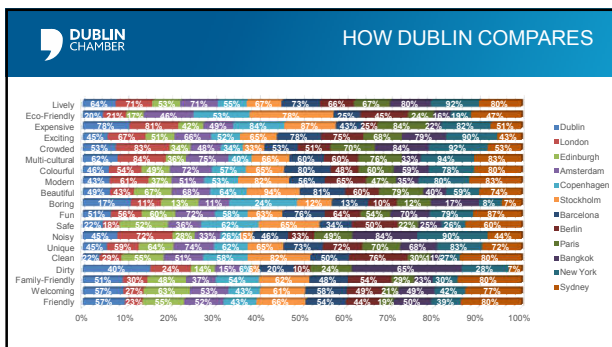
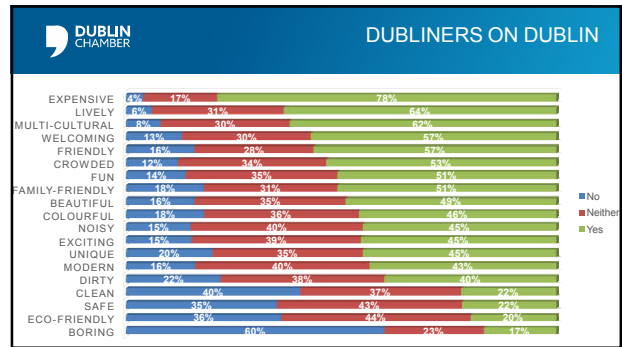
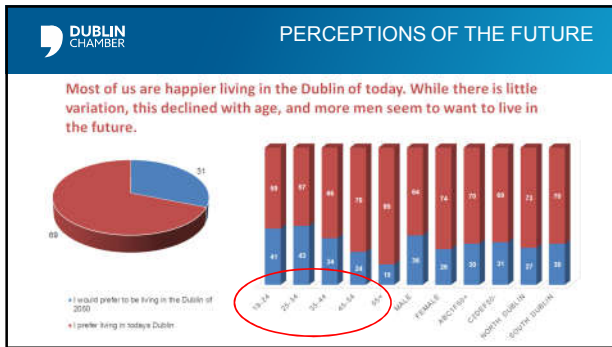
HOW CREATIVE ARE YOU? LIKE TRYING NEW THINGS?

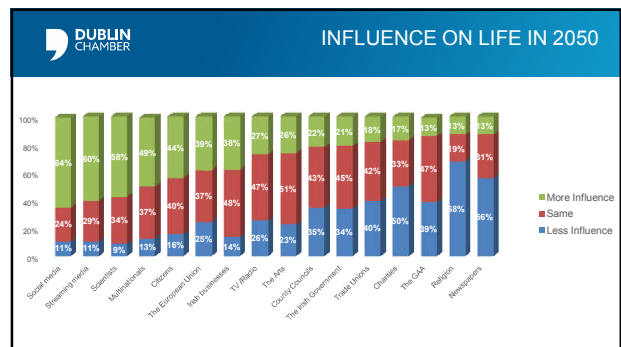
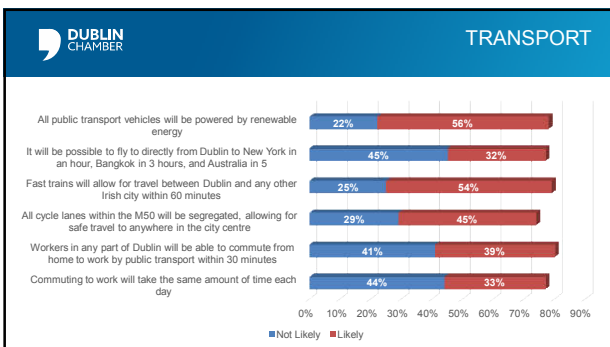
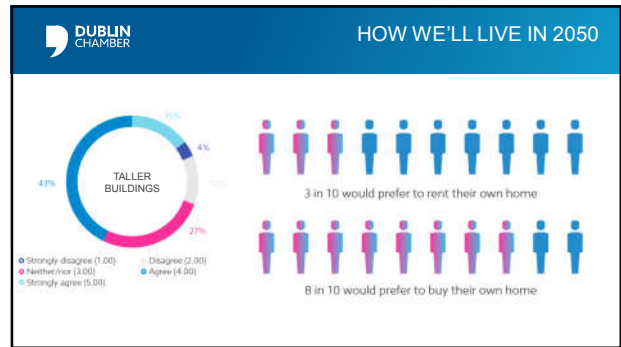
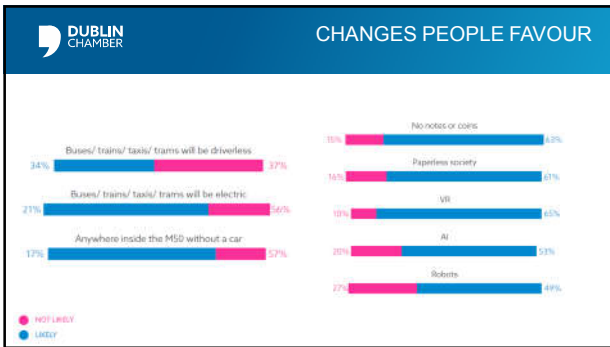
TAKE RISKS? HOW CAUTIOUS ARE YOU? IMPORTANT TO PLAN FOR THE FUTURE?

DUBLIN CHAMBER PERCEPTIONS OF THE FUTURE



- I would prefer to be living in the Dublin of 2050 (89% vs 31%)
- I am optimistic about life in Dublin for future generations (69% vs 31%)
- I am mainly excited about the future for Dublin in 2050 (66% vs 34%)
- I expect that future technologies will have a mainly positive effect on my life by 2050 (76% vs 24%)
- I prefer living in today's Dublin (89% vs 11%)
- I am pessimistic about life in Dublin for future generations (31% vs 69%)
- I am mainly worried about the future for Dublin in 2050 (34% vs 66%)
- I expect that future technologies will have a mainly negative effect on my life by 2050 (24% vs 76%)






- ### DUBLIN CHAMBER WHAT PEOPLE WANT
- A DUBLIN THAT WORKS
 - THAT OFFERS A HIGH QUALITY OF LIFE
 - IS EASY TO GET AROUND
 - IS FAMILY FRIENDLY
 - WHERE ACCOMODATION IS AVAILABLE & AFFORDABLE
 - THAT IS SUSTAINABLE

DUBLIN CHAMBER OUTPUTS

48-PAGE VISION REPORT & CGI WALKTHROUGH OF 'DUBLIN 2050'

AVAILABLE @ www.dublinchamber.ie

 DUBLIN CHAMBER NEXT STEPS

- ENGAGE WITH DECISION MAKERS & INFLUENCERS
 - RE-SHAPE THE CHAMBER AGENDA
 - COMPANY PARTNERSHIPS
 - SCHOOLS & YOUNG PEOPLE


THANK-YOU

Graeme McQueen | Dublin Chamber
graeme@dublinchamber.ie
@graememcq