



Contents

1. Dublin.ie	2
2. International Relations.....	5
3. Local Enterprise Office: Mentoring, Training & Financial Grants	7
4. Economic Development Office:	12

Upcoming Event & Dates for your diary		
Event	Economic Pillar	Date/Venue
1. EDE SPC Meeting	Public Policy	Tuesday 29 th January
2. MODOS – Sustainability Training for Business	Innovation & Transformation	24 th January Wood Quay
3. Dublin Economic Monitor	Promotion & Investment	February 7 th 2019 City Hall
4. LECP Briefing	Human Development	Tuesday February 12 th Oak Room, Mansion House
5. Dublin-Belfast Conference	Promotion & Investment	Belfast February 27 th & 28 th
6. Local Enterprise Week 2019	Human Development	March 5 th – 10 th various venue
7. Futurescope 2019	Innovation & Transformation	CCD Thursday 28 th March

1. Dublin.ie

New Structure & Content Re-write

The re-structure and re-write of the site is progressing with 115+ new pages completed. The new content has been tailored to attract overseas students, investors, skilled talent, while still being of value to a local audience.

The team are working on a 'staging' copy of the site where all of the structural and content changes will be made. This copy of the site will swap in for the older one by end of Q1 2019.

Acquiring photography of Dublin

In re-writing the entire site, we are also required to partner the copy with striking photography. We've been working with photographers to acquire great photography, some of which has required specific shoots, and we hope to complete that work in February.



Story updates

In excess of 270 stories have been produced for Dublin.ie since early 2016. Unlike news stories, they are intended to be used time and again but some have become outdated. Our content agency is reviewing these stories and updating them throughout Q1 2019

User Testing

We're always looking for ways to make the site better and decided to undertake a fresh round of user testing in November. It was primarily centred on the What's On listings but the researchers also

ascertained whether the test users were aware of the site previously. We learned a significant amount from the testing and are incorporating changes based on the findings.

New roles



















With the approval of the Assistant Chief Executive, two new roles for the Unit have been created. They are, Social Media & Online Marketing Co-ordinator and Stakeholder Engagement & Offline Marketing Co-ordinator. We will be working with HR in the coming weeks to start the recruitment process.

Winter Lights, Christmas and New Year content

Working with the Events Unit, Dublin.ie hosted Winter Lights content which included video, photos and a map of the city centre lighting displays. We also built our regular page for Christmas in Dublin at <https://dublin.ie/christmas> featuring events, videos and photos. Staff also logged on over the break to transition the site from Christmas to New Year content.

What's On listings

The team have been re-working how events are compiled the site. Our new approach will ensure a consistency and quality in the events we feature.

	Christy Moore On The Road 📍 Vicar Street Mon 10th Dec - Tue 15th Jan MORE DETAILS >		Come From Away 📍 Abbey Theatre Thu 6th Dec - Sat 19th Jan MORE DETAILS >		The Great Gatsby 📍 Gate Theatre Thu 15th Nov - Sun 20th Jan MORE DETAILS >
	The Helix Panto Robin Hood 📍 The Helix Fri 23rd Nov - Sun 20th Jan MORE DETAILS >		The Axis Panto Alice in Wonderland 📍 Axis Thu 3rd Jan - Sun 27th Jan MORE DETAILS >		First Fortnight European Mental Health Art and... 📍 Nationwide Tue 1st Jan - Wed 30th Jan MORE DETAILS >
	Macbeth 📍 BGE Theatre Tue 15th Jan - Sat 19th Jan MORE DETAILS >		Fat Blokes: Dinner Debate 📍 Project Arts Centre Tue 15th Jan MORE DETAILS >		The Ridleys 📍 Abbey Theatre Tue 15th Jan - Sat 26th Jan MORE DETAILS >
	DCU CAO Information Evening 📍 DCU Wed 16th Jan MORE DETAILS >		UCD Engineering Open Evening 📍 UCD Wed 16th Jan MORE DETAILS >		The National Manufacturing & Supply Chain Conference... 📍 Citywest Convention Centre Thu 17th Jan MORE DETAILS >
	Documenting Jazz 📍 DIT Conservatory of Music and Thu 17th Jan - Sat 19th Jan MORE DETAILS >		Rebrandly Meetup 📍 Dogpatch Labs Thu 17th Jan MORE DETAILS >		100 Year Anniversary of the First Dáil Éireann in the... 📍 Mansion House Fri 18th Jan - Sun 20th Jan MORE DETAILS >
	FemFest 📍 Liberty Hall Sat 19th Jan MORE DETAILS >		IADT Open Day 📍 IADT Sat 19th Jan MORE DETAILS >		Reeling in the Showband Years 📍 Pavilion Theatre Sat 19th Jan MORE DETAILS >

Brand Promotion

We continue to promote the place brand for Dublin with merchandise including bags, notebooks, pins and t-shirts.

Newsletter

The audience for the Dublin.ie newsletter has passed 2,300 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>



2. International Relations:

December

70th Anniversary of the Universal Declaration of Human Rights

To mark the 70th Anniversary of the Universal Declaration of Human Rights, the Lord Mayor Nial Ring hosted the reading of the Universal Declaration of Human Rights at City Hall on 10th December. On the same evening, more than 10 capital cities across Europe also hosted readings.

The Universal Declaration of Human Rights was proclaimed 70 years ago by the United Nations General Assembly in Paris on 10 December 1948. It affirms the rights of all people to work, asylum, nationality, and a fair trial; to freedoms including movement, assembly, association, opinion and expression and to live free from slavery, torture, arbitrary arrest and discrimination.

The evening also marked the 20th Anniversary of the Declaration on Human Rights Defenders. Dublin City Council, in collaboration with Dublin Front Line Defenders and the Department of Foreign Affairs, a lights projection showing the faces of imprisoned, threatened and at-risk human rights defenders (HRD's) from around the world was shown on Palace Street Building.

The Lord Mayor was assisted in reading passages of the UDHR by Michael Gaffey, Ambassador, Permanent Mission of Ireland to the United Nations Office in Geneva, Nurcan Baysal, Kurdish journalist and Laureate of the 2018 The Front Line Defenders Award for Human Rights Defenders at Risk and Susan Herman, President, American Civil Liberties Union.

Chinese Personnel Exchange Programme

Dublin City Council's twinning with the City of Beijing was further enhanced last year when three officials from Beijing Municipality travelled to Dublin to work in Dublin City Council for a period of eight weeks. Their backgrounds were in City Planning and Land Resources Management, Commission for Reform and Development and Commission of Commerce.

They were placed in Planning & Property Development, Corporate Project Support Office, Economic Development & Enterprise and the Housing Observatory. They brought with them their own work experiences and practices but were very keen to learn about Dublin's practices and policies which would perhaps help them to shape Beijing's policies from what they learned from time spent in the City Council. Concluding their stay, they were hosted by Lord Mayor, Nial Ring in the Mansion House.

Beijing would welcome staff from Dublin City Council to work with their counterparts in Beijing Municipality.

2019

Greater Seattle Partners

Greater Seattle Partners (GSP) a public-private partnership that promotes and drives international trade, business and investment for the Greater Seattle region along with Seattle Metro Chamber are leading a 4-day International Leadership Mission (ILM) to Ireland in May 2019.

An advanced mission from GSP and chamber staff, travelled to Dublin 13 – 16 Jan and met with and met with the Owen Keegan, Chief Executive to share information about the ILM, learn about the City of Dublin's priorities and how ILM might be able to feature Dublin City in their May agenda.

In May, the ILM will bring elected officials, c-suite executives and leadership from education and the non-profit sector to benchmark Greater Seattle against Greater Dublin and Ireland; examine how Ireland is dealing with critical issues that their region may also be facing; learn about Ireland's unique story and how Dublin and Ireland are harnessing their assets to compete in the global economy and develop relationships with an important business and trade partner.

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

Local Enterprise Office: M2 (Training & Mentoring)

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 adhoc basis regarding specific networks/events/grants. The following emails were sent during:

- November: Women in Business Network Awards e-zine notifying potential entrants, Founder Institute Accelerate Programme notification,
- December: LEO Dublin City e-zine and thankyou e-zine to the outgoing mentor panel
- January: LEO Dublin City e-zine

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 June through to end of 2018, we reached 559,770 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.

Dublin City FM

Recent Promotions

- December: Dublin Christmas Flea Market – a number of exhibitors were interviewed as well as the event organiser and a live feed from the venue
- January: Showcase 2019 – 4 exhibitors were interviewed on 15th January

Events: Completed November 2018 – January 2019

Event	Location	Date / Time
Hack Access Dublin - The objective of #HackAccessDublin was to make Dublin inclusive to people of all abilities by coming up with solution by hacking the access obstacles in our city.	Google, Barrow Street, Dublin 4	2 nd – 4 th Nov, 5pm 2 nd Nov – 6pm 4 th Nov
Startup Week Dublin http://www.dublincity.ie/dublin%E2%80%99s-entrepreneurs-assemble-take-part-first-startup-week-dublin	Various venues across Dublin City	19 th – 23rd Nov

<p>Startup Week Dublin was held this year for the first time, adding a highly engaging programme of over 30 events to those listed in 57 countries, attracting 100,000 participants globally. The community builders across Dublin came together with the support of Economic Development and Enterprise staff to put a great series of events together that showcased some of the best talent and supports available for Start Ups, including state supports and those provided by the Local Enterprise Offices. Joining this global event series put Dublin on the TechStars platform and attracted local and international participants.</p>		
<p>Dublin Book Festival</p> <p>Ireland's most successful book festival showcasing supports and develops Irish publishing by programming, publicising and selling Irish published books, their authors, editors & contributors, with panel discussion by facilitated by LEO Dublin City.</p> <p>http://www.dublinbookfestival.com/category/news/welcome-2015/</p>	<p>Smock Alley Theatre, Dublin 8</p>	<p>15th – 18th Nov</p>
<p>Start Up Ballymun</p> <p>Promoting enterprise & business opportunities in Ballymun and North Dublin. The event objective was to encourage people in this area to consider entrepreneurship as a viable employment option, to increase the areas business profile and to welcome businesses from outside the area, to consider setting up a base in Ballymun or North Dublin.</p>	<p>Civic Centre Ballymun, Dublin 11</p>	<p>21st Nov</p>
<p>Women in Tech Awards</p> <p>Ireland's first annual celebration of women and diversity in the technology industry.</p> <p>http://womenxtech.com/</p>	<p>RDS Concert Hall, Dublin 4</p>	<p>22nd Nov</p>
<p>LEO Dublin City Women in Business Network</p>	<p>Royal College of Physicians, Kildare</p>	<p>5th December</p>

Awards An event celebrating female entrepreneurship in Dublin City & recognising outstanding business performance.	Street	
Dublin Christmas Flea Market – This large scale Christmas Market with over 150 stalls showcasing some of Dublin’s best up-and-coming crafts persons, designers, vintage and retro collectors and small independent creative businesses will be trading over 6 days in the Docklands. This market attracted over 35,000 visitors in 2017 when it ran over 4 days. http://www.dublinchristmasflea.ie	The Point Square, Docklands	8 th and 9 th and 13 th to 16 th Dec
Fresh Resolutions – LEO Dublin City was a sponsor to this health and wellbeing event, to support attendees in pursuit of a better year ahead i.e. enhancing energy levels & productivity to improve their resilience in running their own business.	Dublin Castle, Dublin 2	5 th Jan
Trading Online Voucher Information Session – explanatory session assisting eligible businesses in developing their online presence	Wood Quay Venue, Dublin 8	11 th Jan
Showcase Ireland – Ireland’s Creative Expo	RDS, Dublin 4	20 th – 23 rd January

Mentoring

2018 (as at 31/12/2018)				
Mentoring	Target	YTD	2017	Variance
1 Hour	200	177	225	-48
3 Hour		111	new product	111
6 Hour	300	228	324	-96
Brexit		3	new product	
Clinics	50	48	45	3
BAC Participants	500	594	505	89
Individual mentoring	500	516	549	-33
One to One & Group mentoring	1000	1110	1054	56

In 2019, the 1 hour offering is no longer being offered. Further to client research, mentees gained the most from more sustained periods of mentoring.

TRAINING – Scheduled for Q1 2019	
January	
Date	Course Title
08/01/2019	Start Your Own Business
11/01/2019	Trading Online Voucher Information Session
16/01/2019	Social Media Strategy
19/01/2019	How to generate an income while still keeping the day job
21/01/2019	Start your own music course 2019
26/01/2019	Book keeping for small business - full day
February	
Date	Course Title
02/02/2019	Saturday Start your own business February 2019
05/02/2019	Create a free wordpress website - 1 Evening
08/02/2019	Food Started February
12/02/2019	Start Your Own Business February 2019
16/02/2019	Master Your Tax - Essential Tax for SME's - 1 day
27/02/2019	Search engine optimisation (SEO) and web analytics - 1 Evening
March	
Date	Course Title
05/03/2019	Recruitment & retention strategies for small business - Enterprise Week 2019
06/03/2019	Social Selling - the key to soft selling - Enterprise Week 2019
19/03/2019	Start Your Own Business March 2019
19/03/2019	Smartphone video and photography for the web - 1 Evening

Management Development Training Courses

Management Development Courses	<p>Lean for Micro: commencing 31st January</p> <p>The Lean for Micro Dublin 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. https://www.localenterprise.ie/DublinCity/Training-Events/Management-Development/</p> <p>Hi-Start: recruitment commenced</p> <p>This programme assists ambitious early stage growth focused companies to identify and build foundations required to secure</p>
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	<p>investment and scale the business in international markets. https://www.localenterprise.ie/DublinCity/Training-Events/Management-Development/Hi-Start-Management-Development-Programme.html</p>
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Women in Business Network

The women in business network had the following meetings during November & December:

- 14th November: Meet the Entrepreneur, Aoife Lawler from the Irish Fairy Door Company
- 5th December: The Women in Business Network Awards
- 16th January: 'Get the most out of you in 2019' speakers Ciara Conlon author and Treasa Spragg of 'Rise Before your Bull and other habits of Successful People' The Revolution Project

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

4. Economic Development Office:

Policy	Projects
Local Economic & Community Plan 2019-2021	Dublin City Summit Series 2019
Economic Development, & Enterprise and Strategic Policy Committee	MODOS – Sustainability for Business
Dublin Regional Enterprise Action Plan 2019-2021	Start-up Dublin
Social Entrepreneurship Policy	MasterCard – City Possible
Regional Spatial & Economic Strategy	Dublin Economic Monitor – future design
Dublin City Climate Action Plan	North Eastern Economic Corridor
DCC Corporate Plan	LECP Projects
Dublin City Development Plan	Promoting Dublin as an business location
	Dublin Bay Biosphere
	Xpand Project (DEM Dashboard)
	Kilmainham Mill/Newcommen Bank
Events	Research
Dublin City Summit Series 2019	Social Entrepreneurship
MODOS – Launch Event	Talent Attraction & Retention
Local Enterprise Week 2019	DCC Research Framework
FutureScope 2019	Your Dublin Your Voice
DEM – Launch Event	The Future of Retail
NEEC – C8 Conference	Enterprise Space
Offset	Dublin regional Skills Analysis
Start-up Week Dublin 2019	Markets Strategy
Up-Starter (LEW19)	
Responsible innovation summit	
Hard Working Call Hero's (HWCH)	

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 scheduled for October 10th was moved to the evening of February 12th 2019 and will be hosted by the Lord Mayor in the Oak Room in the Mansion House. This event will showcase community initiatives and social enterprises. A further re-engagement briefing with stakeholders in relation to the LECP Action Plan for 2019-2021 is planned for April 2019 where information will be shared by Future Analytics regarding the changing Socio-Economic profile of Dublin.

2. **Dublin Region Enterprise Action Plan 2019-2020 (DRAPJ):** Innovation & Transformation

Mary MacSweeney continues to lead on the implementation of the 2020 DRAPJ. The steering group has agreed to refocus 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.

Ongoing work being undertaken by Economic Development office (EDO)

Projects:

1. **Start-up Week Dublin November 19th – 23rd:** Placemaking & Clustering

As part of its placemaking function EDO partnered with TechStars to deliver the first Irish version of Start-up Week - Dublin. Following significant support for the project over the course of a 10 week lead in time, Start-up Week Dublin saw over 50 events taking place through the city with over 115 speakers and attracting more than 2000 attendees. In terms of social media engagement we believe this may be to most successful event DCC have been involved in to date creating over 36m potential impression and over 7k individual tweets using the official #StartupWeekDub.

elected councillors in Dublin City, Fingal, Louth and Meath on Monday 10th December. DCC intend to present it to a future SPC meeting and ARUP have committed to making senior official available for this presentation.

5. 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 will have a soft launch with stakeholders in the Wood Quay Venue on January 24th 2019 with a further official launch with business and industry in February 2019. The programme will be delivered over the course of 6 consecutive weeks in April/May 2019.

6. Dublin City Summit Series – Apprenticeships: Human Development

The latest in the DCSS took place on November 21st in City Hall and was focused on Apprenticeships and the role it plays in developing a resilient economy of opportunity for all residents in Dublin. The summit saw over 50 attendees from a range of public bodies, educators, private sector companies and bodies as well as apprenticeship providers who all contributed to the proceedings.

A comprehensive report is being prepared on the summit and will be circulated to all stakeholders once completed. Initial feedback indicated that the summit series has significant value in terms of bring together key stakeholders in an impartial setting and providing a platform for sharing ideas and updating on current work and progress. This DCSS is likely to be expanded in 2019 with “Retail” or “social enterprise” having been identified as a potential topic.

The final report along with a letter of recommendations will be submitted to the Minister for education on behalf of the Council.

7. Dublin Economic Monitor : Promotion & Investment

The 15th edition of the DEM was launched at an event in Malahide Castle led by Fingal County Council, on November 8th. Prof. John Fitzgerald was commissioned to write a 2 page article on the economic impact of climate change for the Dublin region and Mr. Paul Reid CEO Fingal Co. Co. wrote a further article on a body of research conducted by Fingal County Council into the skills and training need for the area. A review of the DEM is currently underway and the current tender is completed. Jamie Cudden and Steven O’Gara are leading this review and will be reporting back with recommendation.

We have committed to work with a project out of Belfast university which is EU funded on using the data collected for the DEM to develop an interactive and predictive dashboard for the region. We are also exploring further developing the MasterCard datasets on the spending pulse to generate a “retails league table” for Dublin City. Early discussions with LinkedIn have also begun to develop a series talent attraction and retention metric for Dublin.

The intention is that the next iteration of the DEM will provide up to date data digitally on an ongoing basis as information and rankings become available with the quarterly publication continuing with selected thematic content driven by insights and commentary rather than static information.

This next launch of the DEM will be hosted by DCC and held in Dublin City Hall on the morning of Thursday 7th February. The focus of this edition will be on retail and David Fitzsimons from retail excellence Ireland has been commissioned to write an article exploring the future of retail. A number of key contributors are being approached about participating in a panel discussion.

8. Pendulum Summit 9th-10th January: Human Development

The Pendulum Summit 2019 was a business and self empowerment summit that took place in the Convention Centre Dublin. This is now the third year that the Economic Development Office and Dublin City Council have supported and sponsored this event. The Summit provides an opportunity for individuals and businesses to focus their goals for the New Year ahead with world leading motivational and business leaders speaking at the event. In total over 52 of LEO Dublin City or of the Economic Development Office were given the opportunity to attend the event, which provided great learning and networking opportunities for entrepreneurs and those working in support organisations.

Research:

1. Social Entrepreneurship Policy: – Human Development

The Economic Development Office have undertaken a comprehensive review of the Social Entrepreneurship eco-system for Dublin City which will seek to identify gaps in the landscape, potential efficiency gains from removal of duplication and highlight potential opportunities for new initiatives to support the sector. An interim report was made to the last meeting of the Economic Development and Enterprise SPC and the completed report is expected in Q1 2019.

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 and it is hoped to commission this work during 2019. The intention is that this report would be coordinated with a talent attraction and retention metric being explored as part of the revised DEM. There is also potential to host a Dublin City Summit series around the outputs.

3. Enterprise Space: Placemaking & Clusters

Access to affordable and accessible enterprise space is one of the critical challenges affecting the business and start-up community in Dublin City. Following the development of an Enterprise Space Survey in 2017 it is intended to reactivate this survey and run it again on an annual basis. Given how much the landscape has changed in the last 18 months we should see a very interesting picture emerging. Being able to run this survey on an annual basis will offer us very useful decision making data.

4. Dublin Bay Biosphere: Innovation & Transformation

The Dublin Bay Biosphere represents a unique opportunity to leverage the world largest urban biosphere to develop and promote sustainable business and eco-tourism. The intentions here is to identify international best practice globally in how to develop these type of sustainable business clusters that can promote sustainable products and practices that enhance the lives of citizen and the reputation of the city of Dublin. The research will offer us a better understanding of how to go about doing this as a best in class project. This would be a large multi-agency project with a range of key stakeholders involved.