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1. Dublin.ie

New Structure & Content Re-write

With one million site visitors in 2018, the Dublin place branding team continue to grow and improve the site, speaking to local and international audiences and attracting new users. The re-structure and re-write of the sites content went live in August with 115+ new pages of content designed primarily to meet the needs of an international audience. Information is available to those considering Dublin as a location to live, work, study or invest. The team are now working to increase site engagement through implementing a stakeholder and social media strategy. The team have also worked to develop the place brand through an outdoor campaign which went live on the 4th November 2019.

Asset Management System

In re-writing the entire site, we also increased the resource of striking photography to promote the city. Work is on-going with photographers to acquire great photography, some of which requires specific shoots including drone footage. The Dublin.ie team put an asset management system in place last year which stores and categorises each of the images, to ensure GDPR compliance and

understanding of permissions, when using images in various contexts. As well as being of benefit to the Dublin placebranding team, other sections of Dublin City Council are using images from this source for their sites and publications.



Winter Lights, Christmas and New Year content

Working with the Events Unit, Dublin.ie will host Winter Lights content which included video, photos and a map of the city centre lighting displays. Dublin.ie also built a regular page for Christmas in Dublin at <https://dublin.ie/christmas> featuring events, videos and photos.

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. The team are reviewing these stories and directing the content agency to update as required.

User Testing - What's On listings

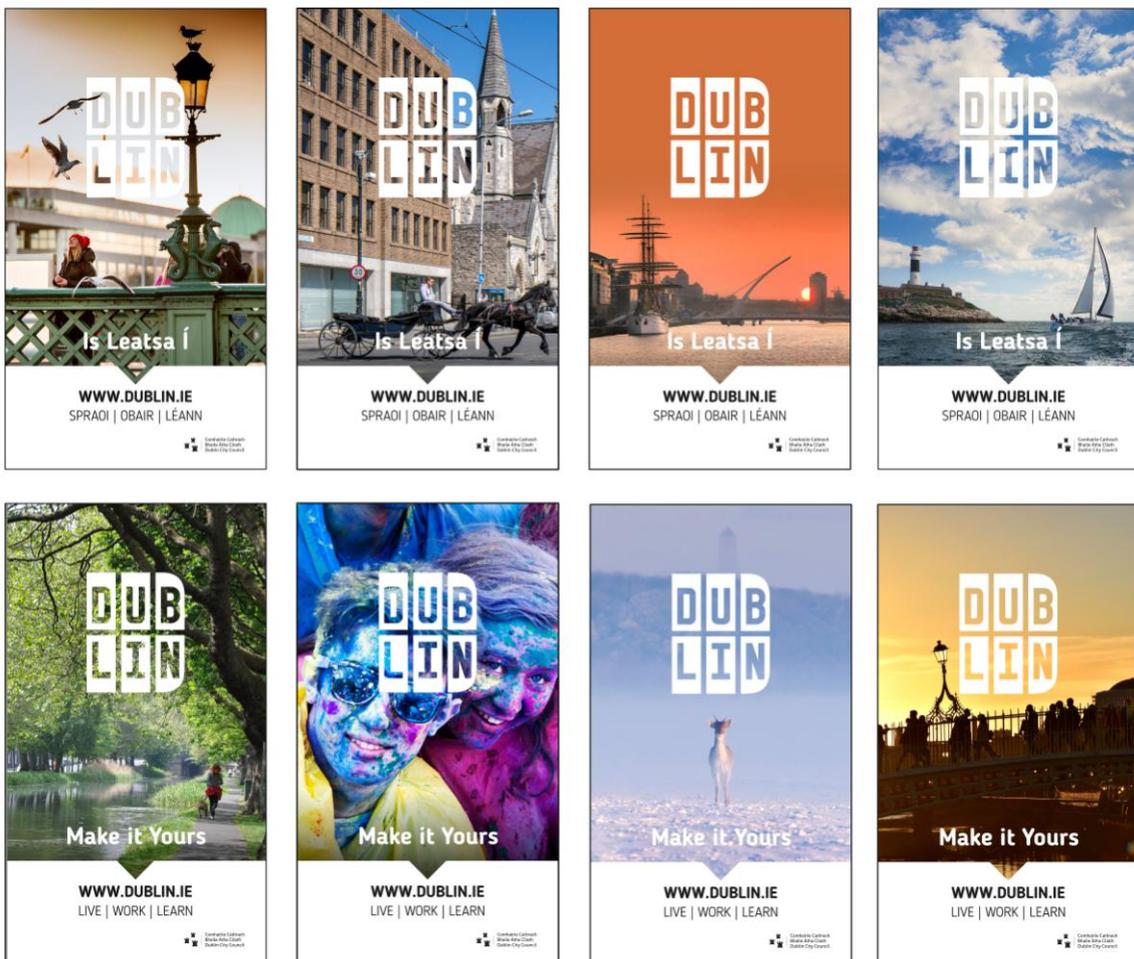
Dublin.ie have improved the site and enhanced the user experience in response to feedback from user testing. Changes have been made to the popular "What's On" section. The team have been re-working how events are compiled on the site. The new approach will ensure consistency and quality in the wide range of events featured.

New roles

A Social Media & Online Marketing Co-ordinator and Stakeholder Engagement & Offline Marketing Co-ordinator joined the team in August and have been building on line and in person relationships with key agencies and individuals.

Brand Promotion

Dublin.ie has utilised the new on street digital screens with new imagery and the Dublin.ie promotional campaign tag line “It’s Yours – Is leatsa I”. The team continue to promote the place brand for Dublin through outdoor campaigns, with printed and digital publications and merchandise including keep cups, 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 prepared and sent out on a fortnightly basis featuring upcoming events & festivals with links to the latest articles and content. You can view previous issues and sign up to the Dublin.ie newsletter at: <https://dublin.ie/newsletter>

2. International Relations:

International Relations role is to focus on existing international relationships by strengthening ties with our existing Sister Cities through mutually beneficial initiatives, cultural, educational and economic development exchanges and act as first point of contact for city, business and government visiting delegations from other cities and to provide support and advice to the Lord Mayor's office on international relations matters. Below some activities which have taken place over the past few months and will take place over the coming weeks.

International Inward Delegations

The International Relations Unit organises and manages a large number of requests from other cities, embassies and national governments to host delegations in Dublin to meet with the Lord Mayor, elected representatives, city leaders, officials and stakeholders to share knowledge and best practice on various aspects of life and business in Dublin; to seek opportunities to partner with Irish companies; build upon many existing ties between countries; enhance mutual trade, tourism, cultural reach and educational benefits. The management of these programmes is carried out by the Unit and organised in such a way that minimises disruption among the sections of the Council while maximising the learning opportunities.

September:

Dublin, Ohio, USA: Mayor Greg Peterson and Vice Mayor Chris Amorose Groomes, Dublin, Ohio visited Dublin and met with the Lord Mayor, Chief Executive, Economic Development & Enterprise and Smart Dublin and Smart Docklands teams.

Shanghai Municipal Administration of Culture & Tourism: Shanghai Municipal Administration of Culture and Tourism met with the Arts Office and Events Unit to learn about Dublin City Council's role in arts and culture in the city and also in the regulation and licencing of events held in the city.

November:

Lord Mayor will attend the official celebrations of the 30th Anniversary of the Peaceful Revolution and the Fall of the Berlin Wall as a guest of the Governing Mayor of Berlin, Germany.

The Deputy Lord Mayor will lead a small delegation from Dublin City Council on an official visit to Beijing Municipality. Dublin and Beijing are sister cities since 2011. Both city local authorities are actively involved in supporting enhanced collaboration between the cities and as part of this, three members of staff from Beijing Municipal Government came to Dublin to work at Dublin City Council on a staff exchange programme during October to December 2018. Their backgrounds were in City

Planning and Land Resources Management, Commission for Reform and Development and Commission of Commerce. One of the officials worked with our Economic & Enterprise Development office and co-produced a report Public Economic Development in Dublin and Beijing (item on the Agenda).

A delegation from Beijing Municipal Commission of Urban Management will visit Dublin from 24 – 27 November to meet with teams in the Environment & Transportation Department to learn about the management functions and management systems of waste sorting and disposal and to study relevant policies, laws and regulations about waste management. Site visits are planned for Covanta Waste Power Plant to share experiences about waste disposal facility operations and relevant technologies; a city centre flat complex to view reintroduction of waste separation; Thornton’s Recycling Centre, Killeen Road; Rediscovery Centre and Ballymun.

Supporting Business Tourism

Dublin is well regarded internationally and is rated highly across a number of measures from city growth through to governance. However, we are competing against other cities so we need to learn from and adopt international best practice and strengthen our international standing.

As part of the Council’s mission to generate economic and business tourism benefits, International Relations support conferences hosted in Dublin, in particular those that attract a large number of international visitors and who demonstrate potential to generate economic, social or cultural benefits to the city, help promote the city globally, support the tourism, hotel and hospitality sector in the city and allow us build contacts for future project collaboration. The Unit can offer a suite of supports to the organisers e.g. city advertising, civic reception, assistance with securing access to a city owned venues or limited financial support.

European Networks

Multi-lateral relationships with organisations of common purpose help develop and enhance relationships with other international cities. Dublin is a member of EUROCITIES which is a network of major European cities whose members are the elected local and municipal governments of major European cities and brings together 140 local governments of Europe's largest cities and over 45 partner cities that between them govern 130 million citizens across 39 countries. EUROCITIES works in all areas of interest for cities from culture to mobility, environment to social affairs, economic development to smart cities and the network offers a wealth of opportunities for shared learning and international best practice and provides a high profile international platform which enables cities to showcase their achievements to peers as well as to influential stakeholders.

Dublin faces many of the same challenges to growth and prosperity that many other cities across the globe face. Membership of organisations such as Eurocities provide city to city peer learning opportunities that can yield novel approaches. Eurocities business is conducted through six thematic forums: Culture, Environment, Economic Development, Knowledge Society, Mobility and Social Affairs. Dublin city officials are members of a number of working groups established under the forums and they participate in areas such as air quality, climate change and energy efficiency, noise and waste, entrepreneurship and SME’s, innovation, resources for culture and access, creative industries, knowledge, smart cities, housing and homelessness. Members of the working groups receive notifications on the most up to date information on calls for funding and financing

opportunities of interest to them and receive the *Eurocities Insider* which includes information on all funding programmes and events being organised by Eurocities.

Projects are a key part of Eurocities activities in terms of policy work and exchanges between its members. Currently within the City Council, there are approximately 14 open projects under the various funding programmes, but primarily under H2020 and officials in the Environment & Transportation, Housing Architects and Chief Executives Departments are partners in these projects,

In order for Dublin City Council to participate and access funding for projects under the various funding programmes, a Legal Entity Appointed representative (LEAR) must be appointed. Gráinne Kelly, International Relations is the appointed LEAR and is responsible for specifying who can sign grant agreements or financial statements on behalf of the City Council and can view all documents related to the legal and financial data and status under the various programmes.

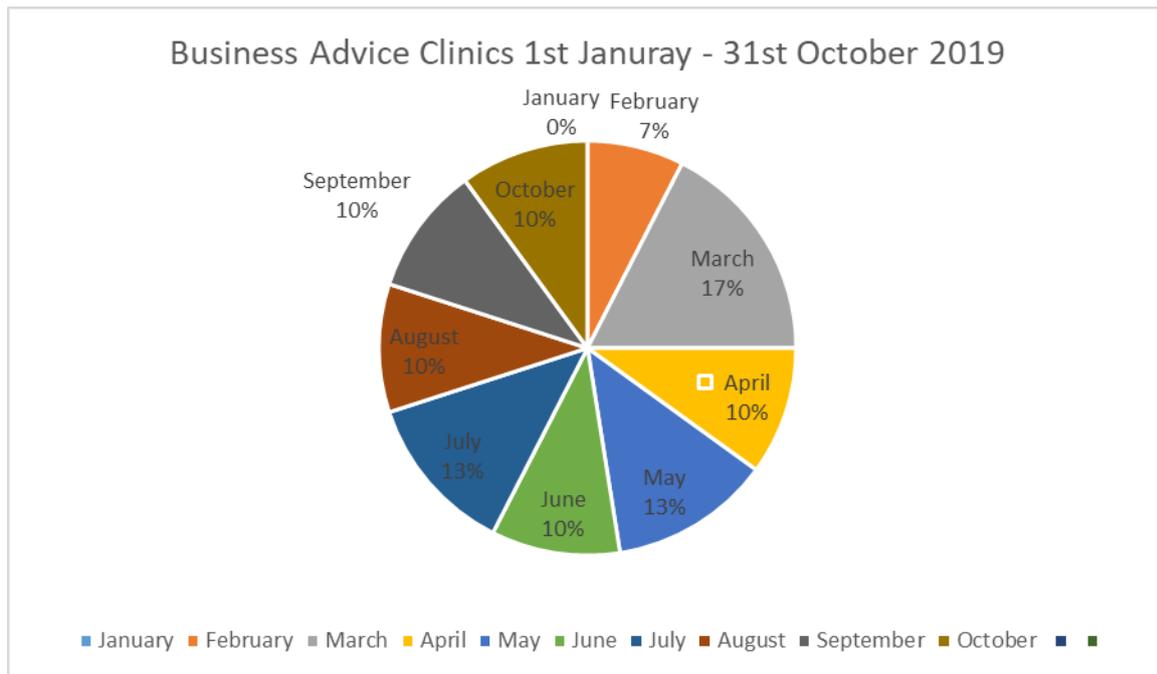
Established in March 2018, Dublin City Council Culture Company runs cultural initiatives and buildings across the city on behalf of Dublin City Council and the people of Dublin. Alongside projects and buildings runs an initiative called EU Lab.

The EU Lab has been developed to connect Dublin's ideas and innovations with European partners for the benefit of all. It finds and matches partners with common interests to help them build projects and source European funding (and sometimes the other way around). They assist in putting together complex applications, provide training about EU systems and help Dublin City forge productive cultural European partnerships. The EU Lab aims to increase the number of successful EU funding applications from Dublin city.

Four projects are in development for submission in 2019. Dublin City Council Culture Company is working with Dublin City Council Sections on international collaboration projects for submission to EU Funding programmes.

3. Enterprise Office: Mentoring, Training & Financial Grants

Contribution to SPC: Measure Statistics

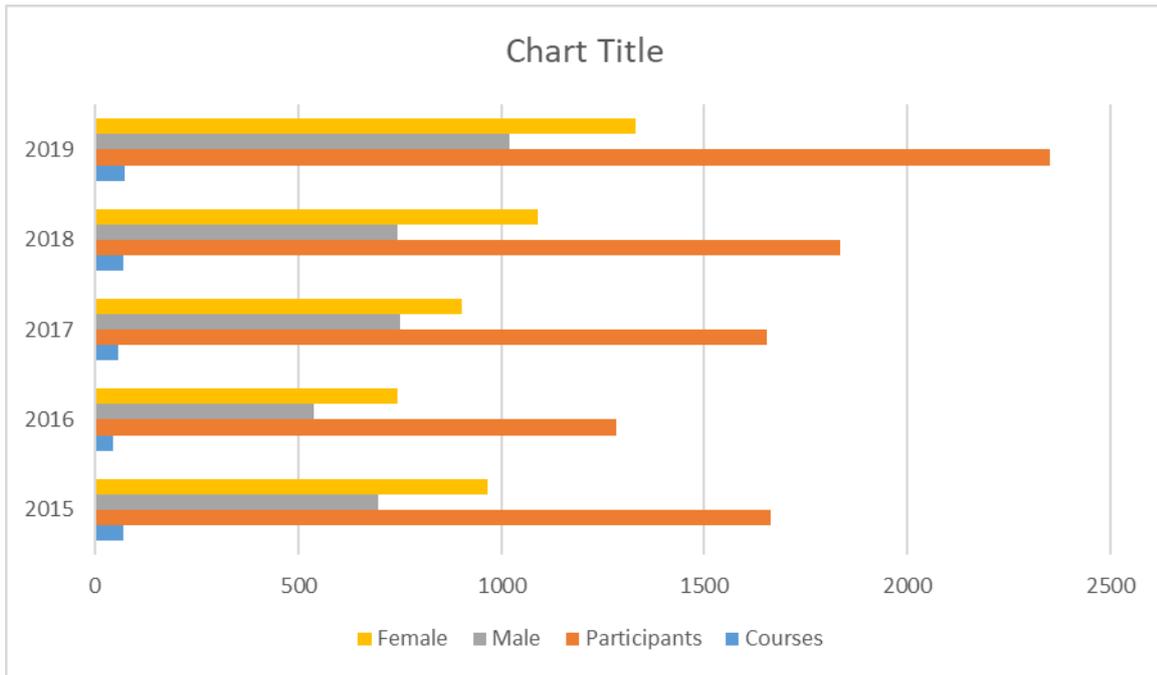


Busiest month: March due to Local Enterprise Week

53% male bias of participants

Primary areas of Dublin where participants reside: Dublin 8, Dublin 7, Dublin 3

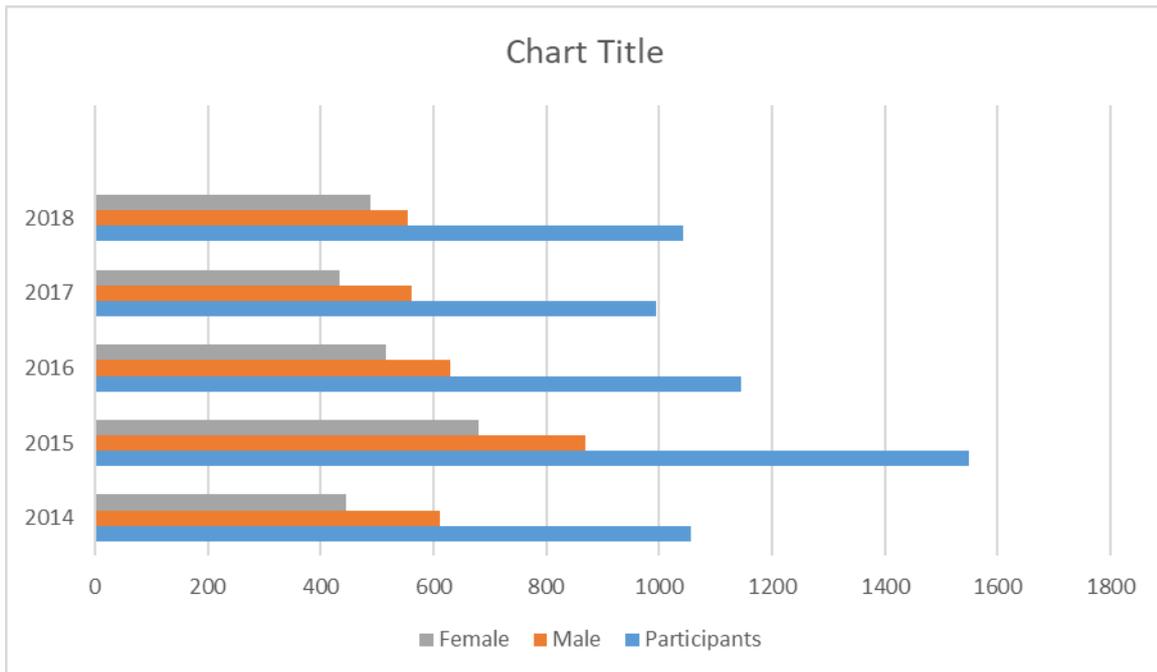
Training Courses: 2014 – 2019, 1st January – 31st October Inclusive



2019: 1st January – 31st October Inclusive

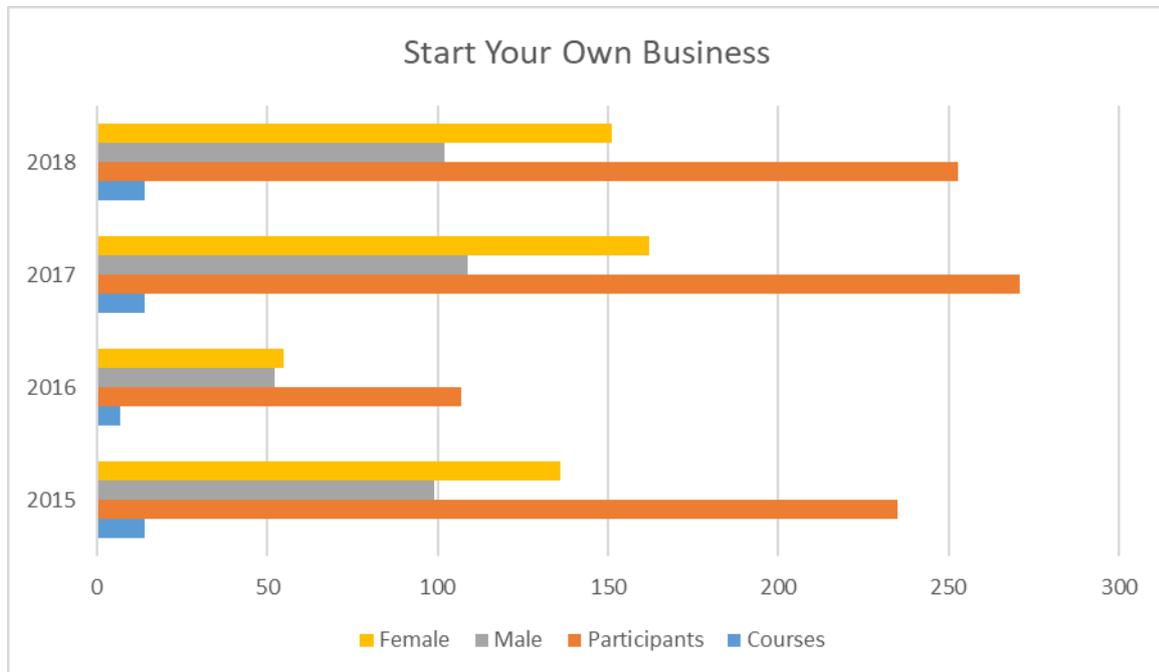
- Course delivered: 74
- Participants: 2,351
- Male: 1,021
- Female: 1,330
- Female to male participation: 56% average

Mentoring: 2014 – 2018, 1st January – 31st December



2014 – 2018 inclusive: Female participation averages at 44% of those participating in mentoring

2019, 1st January – 31st October: 895 hours of mentoring has been undertaken out of a target of 1,000. 45% of participants are female.



2019: 1st January to 31st October 2019

Courses: 10

Participants: 217

Female participants: 62%



| Upcoming Events & Dates for your diary | | |
|---|-----------------------------|--|
| Event | Economic Pillar | Date/Venue |
| 1. Regional Ent Plan to 2020 | Innovation & Transformation | 27 th Aug - Working Group |
| 2. Dublin Economic Monitor | Placemaking & Investment | 8 th August – DLR Launch Oct – Start Up Dublin edition Nov - Fingal |
| 3. LECP Economic Stakeholder Engagement Workshop | Place-Making & Clustering | To be rescheduled to November – Wood Quay Venue – |
| 4. One Zero | Promotion & Investment | 17 th September – Aviva Stadium |
| 5. Dublin City Social Enterprise Awards 2019 | Innovation & Transformation | 25 th September – Wood Quay Venue – Judging complete |
| 6. Social Enterprise Summit | Innovation & Transformation | 16 th October – Council Chamber |
| 7. Start Up Week Dublin | Place-Making & Clustering | 21-25 th October |
| 8. Responsible Innovation Summit | Innovation & Transformation | 30 th October – Smock Alley |

|  Comhairle Cathrach Bhaile Átha Cliath Dublin City Council | Economic Development Office Programme of work 2019 |
|--|--|
| 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 Enterprise | 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 a business location |
| | Dublin Bay Biosphere |
| | Xpand Project (DEM Dashboard) |
| | Kilmainham Mill/Newcommen Bank |
| Events | Research |
| | Tourism |
| MODOS | Talent Attraction & Retention |
| Local Enterprise Week 2019 | DCC Research Framework |
| FutureScope 2019 | Your Dublin Your Voice |
| DEM – Launch Event | The Future of Retail |
| Dublin City Social Enterprise Awards | Enterprise Space |
| Offset | Dublin regional Skills Analysis |
| Start-up Week Dublin 2019 | Markets Strategy |
| Social Enterprise Summit | LECP Research Topics |
| Responsible innovation summit | Dublin Bay Biosphere |
| Hard Working Call Hero's (HWCH) | Social Enterprise |

Departmental Update:

Policy:

1. North Eastern Economic Corridor

The meeting of the NEEC took place in the Gibson Hotel on June 21st and was facilitated by Collette Henry and hosted by DCC. The objective was to progress the “next steps identified at the last meeting in late May including the signing off of the initial research phase of the UU/DCU research project, as well as addressing additional issues raised like project timelines, branding, and future research.” Dublin place brand bags and notebooks were circulated to attendees. The working group is being reformed and a branding exercise will be initiated.

2. Dublin Night Life Committee:

Following a request by the Department of Culture Heritage and the Gaeltacht, the Chief Executive has appointed Steven O’Gara to an interdepartmental committee to represent DCC. The objective of the committee is to explore how Dublin’s night life can be enhanced by identifying cultural, heritage and artistic events and initiatives that can be promoted and run to attach additional permeability and usage of the city. Steven O’Gara submitted an overview of DCC activities within this space and is awaiting direction from the Department on next steps.

3. Local Economic & Community Plan (LECP)

A stakeholder workshop that was planned for the 5th September 2019 in the Wood Quay Venue will be re-scheduled to November. The chair of the LCDC has not been appointed and a meeting will be arranged with the Chair of the Economic and Enterprise SPC in late August. This event will be facilitated and will bring together high level economic and community stakeholders to consider and consult on priority action areas for the final two years of the plan.

At this re-engagement briefing and workshop, Future Analytics will present on the changing Socio-Economic profile of Dublin and insights from the Your Dublin Your Voice panel will be presented. A brief workshop will be held to progress the work of the LECP.

4. Economic Development & Enterprise Strategic Policy Committee: SPC

An induction programme is being developed for the newly elected Councillors and external stakeholder members of the Economic Development and Enterprise Strategic Policy Committee. The Chair of the SPC, Cllr Claire O’Connor has been appointed. The amended scheme will go back to the members on the 2nd September, following this nominations for the Councillor roles can be made for 30 days. We will liaise with the Chief Executives office to ensure alignment with general inductions provided to new council members. The SPC induction will include an introduction to the structure of staffing in Economic Development and the Local Enterprise Office and the role and responsibility of SPC members. We will also arrange detailed briefings on projects reporting into the SPC including Enterprise Supports, Economic Development, Dublin

Place Brand, LECP, International Relations, Tourism and Markets, SmartDublin & SmartDockalnds along with regional, national and international projects.

It is also intended that a pipeline of research can be produced through EDO to feed into the programme of work for the SPC. This evidence base would underpin and inform any policy development emerging from the SPC. The new Chair of the SPC has been appointed. A meeting will be arranged with the new chair in the coming weeks.

5. Dublin Region Enterprise Action Plan 2019-2020 (DREAP)

The Dublin Region Enterprise Action Plan to 2020 (DREAP) was launched in the GEC on 13th February 2019. Mary MacSweeney continues to lead on the implementation of the 2020 DREAP. The steering group agreed to refocus the plan on 24 targeted objectives for the remainder of its lifecycle. The EDO will develop a special edition of the Dublin Economic Monitor highlighting innovation during Start Up Dublin Week 21st to 25th October linking it's importance to job creation, talent retention and attraction in the Dublin Region and will explore how to embed a research and development culture in organisations. The Steering Group had a very successful meeting on **Friday 5th July in Richmond Barracks** – hosted by Dublin City Council. The working group met on 23rd July and on **27th August** in the conference room in Palace Street. The next meeting is scheduled for the 19th September. A report is being prepared for the Chair on progress on each of the actions that will be presented to the Minister for year end.

Ongoing work being undertaken by Economic Development Office (EDO)

Projects/Events:

6. Dublin Brand - The rewrite of Dublin.ie site is complete.

Additional content has been finalised to provide richer information on the Live, Work, Learn, and Invest sections of the city branding site and to add functionality to the What's On section. The new site content went live on the 29th August. Two new staff took up dedicated role in August - Tim Graham as "Stakeholder Engagement and Off Line Marketing" and Shauna Donnelly as "Social Media and On Line Marketing". Merchandising has been commissioned for visiting delegations and other international visitors to the city including bags, notebooks and pins. The last campaign for Dublin PRIDE comprised of outdoor promotional signage and merchandising. It was well received in the lead up to the PRIDE parade held on 29th June. Special edition of bags and t-shirts were designed for the Dublin Pride Festival with a large banner on Liberty Hall and an advertisement in the "Best of Dublin" magazine. A meeting was held with Fáilte Ireland on 28th June to engage key stakeholders in promoting the city using the Dublin place brand and destination brand as part of the actions under the Regional Enterprise Development Plan to 2020 Dublin. Further work is planned for stakeholder engagement.

7. Start Up Dublin

A decision was made in June not to implement the full recommendations of the report which set out an approach to the next phase of the Start Up Dublin initiative. The recommendations that were progressed included running the very popular 1st Friday Brekkies, ceasing the Dublin Globe which closed its operation at the end of Q 1. The last 1st Friday Brekkie was held on the 7th June featured former LEO client – Rosanne Longmore, CEO at Coroflo who spoke about her companies’ enterprise journey so far. The Head of Economic Development and Enterprise will draft a new report setting out an alternative approach to address the issues highlighted by this report.

8. Visiting Ohio Delegation

EDO is working with International Relations to host the first working morning of the delegation on Monday 2nd September. The programme will include a walk and talk from the Civic Offices to the GEC in the Liberties with lunch in the area, showcasing the enterprise and tech clusters in D 8 and the economic revival of this part of the city. Bruce Philipps and Steven Coyne from the Liberties area office have been invited to join the delegates for the walk and talk and the lunch.

9. Xpand Insights – DEM Digital Dashboard

The Xpand project is an EU funded initiative to assist with Data visualisation and dissemination. DCC are working with the team to apply it to the Dublin Economic Monitor. A beta version of the project is complete and will be interrogated by the EDO team to inspect for usability. If successful a platform like this could form part of the tendering brief for the next version of the DEM allowing for digital first promotion of data and information in real time.

10. MODOS - Sustainability Training for Business

Following a period of stakeholder consultation, EDO in conjunction with the Eastern Midlands Regional Waste Office (EMRWO) developed and delivered a Circular Economy and sustainability training programme for small and micro enterprise entitled MODOS. The programme launched in the Wood Quay Venue on January 24th 2019, with a drop in clinic for interested businesses on 6th March 2019 as part of Local Enterprise Week.

The programme was promoted internally and externally at several event, through the stakeholders’ network and via social media. Applications closed on the 2nd of April with the training course commencing on the 16th of April. The pilot was completed following 6-half day workshops on the 28th of May. A video was made setting out the objectives of MODOS with input from some of the companies who completed the programme.

The EDO team are planning to further expand the MODOS programme with regard to potential future development of the initiative beyond the training, including research, promotion, networking and business sustainability responses and supports. An application has been made to the EPA seeking funding under the *Green Enterprise and Circular Economy* call to develop the

next phase of MODOS. This work is in line with the Regional Enterprise Plan 2020, the Dublin Climate Change Action Plan and other strategic documents that lead the work of the Economic Development Office.

Mary Mac Sweeney represents the LEO network on the CSR Forum supported by the Department of Business, Enterprise and Innovation. As part of this work a case study on MODOS and one of the participant businesses Viva Green that was published in the Year 2 CSR Check 2019 report launched by Minister Humphries on 27th June in Smock Alley.

11. Dublin Economic Monitor

The 18th edition of the Dublin Economic Monitor was launched at Dun Laoghaire on the 8th August. This edition focused on the “Competiveness” and featured the economic data collected by MasterCard and EY. Three further editions of the DEM recently received approval and a new design and tendering phase will start soon. The Economic Development Office have taken full responsibility for the DEM project.

IProcure have been approached to run the tender for the next edition under the direction of EDO. It is likely to be a single party framework. The timeline that is being worked towards is to release the tender in September seeking to have a single party framework in place by Q 4. The new tender will include, econometrics, economic/policy content creation, digital design services, promotion and marketing and web design. These elements will be managed by a single operator with EDO having the final say on content. As the DEM is being led by DCC on behalf of the region these changes will be communicated to the other three local authorities.

12. Start Up Week Dublin (21-25 October 2019 – Various Locations)

Start-up Week, an international event series taking place in 57 countries, was held in Dublin for the second time. Last year’s Start-up Week Dublin powered by the Dublin City Council took place 19- 23 November 2018. As part of it: 54 events were held in 32 locations across the city with most being held in the DCC basecamp in the Civic Offices, Wood Quay, as well as Google, Facebook, and multiple co-working places like Dogpatch Labs and Huckletree with 2500 attendees. Dublin City Council will again be the lead sponsor for this year providing a base camp in the atrium as well as event space in the wood quay venue for workshops during the week. The call for events closed on Friday 26th July and the promoters are now shaping the programme. The programme included an Innovation track supported by Enterprise Ireland as part of the actions under the Dublin Region Enterprise Action Plan to 2020. The 2019 programme expanded on last year with over 90 events and approximately 4,000 attendees. The supports provided by the LEO, the EDO and Dublin.ie was a big part of the success of this event. A mentoring element of the week was provided, led and managed by LEO. An outcomes report will be provided by the event organisers.

13. Responsible Innovation Summit (30 October 2019 – Smock Alley Theatre)

The aim of this international conference was to bring together leaders from different sectors to share perspectives, deliver insights and explore opportunities regarding Responsible Innovation and value-driven entrepreneurship. Dublin City Council will sponsor this conference for the third year in 2019. Work is underway to promote this event in collaboration with the organiser. As part of the conference, DCC is also supporting and promoting the “*Business Spirit Award*” which opened for applications this week – The Business Spirit is an innovative award which attracted 60 applications from early stage and established businesses who make waves and a positive impact. Radio interviews have been arranged with last years Business Spirit Award winners.

- **Responsible Innovation Summit:** <https://responsibleinnovation-summit.com/>
 - The 3rd edition of this international conference will be held on 30th October, Dublin, Smock Alley Theatre - We bring together leaders from different sectors such as academia, business and policy to share knowledge and build a community of innovators who want make a positive impact with their work. The aim of the conference is to promote the concept of Responsible Innovation and challenge the status quo of "business as usual"
- **Business SPIRIT Award:** <https://responsibleinnovation-summit.com/business-spirit-award-2019>
 - This award is here to inspire and support innovators to create innovative solutions with a positive impact and make "Profit with Purpose"
 - The application is open in 2 categories: Early stage concept and Business Practice
 - Finalists will pitch their project at the Responsible Innovation Summit and we'll announce the winner on the day
 - The award is supported by Dublin City Council:
<https://www.youtube.com/watch?v=P7F-xTMwycU>

14. Dublin Bay Biosphere Business Strategy

Work is progressing regarding the development of a Business Strategy for Dublin Bay Biosphere. A meeting was held on 25th July between EDO and Parks to discuss the draft strategy and to clarify which elements EDO will assist with the delivery of. The draft strategy requires further details in relation to resources that will be available, both staff and financial, to deliver on the Business Engagement elements. The new Biosphere Coordinator has been appointed and will be presenting the draft strategy for approval at the next meeting of the Biosphere partnership group. The learning and skills acquired by a member of the EDO team in attending the MODOS training program on Circular Economy will be of great assistance in the project management and delivery of a number of the business objectives once approved.

Research:

1. Social Enterprise: – Human Development

The Economic Development Office continues to support social enterprise development through research and other initiatives.

As part of Dublin City Council's involvement in the European Social Economic Regions Project 2019 – EDO hosted a Social Enterprise Social on 25th July in Richmond Barracks which was a great success. The Assistant Secretary General of the Department of Rural and Community Development launched the Social Enterprise Impact report showcasing the work of winners of the Dublin City Social Enterprise Awards. The event was well attended with contributions from social enterprise support organisations and with audience engagement to provide potential solutions to challenges for individual social enterprises.

The second event saw the hosting of the Dublin City Social Enterprise Awards 2019, which took place on the 25th September at the Wood Quay Venue featuring. The shortlisting of applications for these awards was finalised and the judging took place on 13th August where this year's awardees were selected and invited to attend the award ceremony. Inner City Enterprise (ICE) managed the application and judging process and provide an on-going mentoring service to former awardees. The Department has sought a report on how this funding is being spent. EDO are working with ICE on the judging and the planning and delivery of the award ceremony.

The third event was the hosting of the Social Enterprise Summit on the 16th October 2019 in the Council Chamber in Dublin City Hall. This event was planned as part of the Dublin City summit series, which identifies and brings together key stakeholders to discuss the current situation for social enterprise supports in the Dublin region. Participants also discussed how this important work could be further developed and strengthened in the future.

An outcomes report will be produced and disseminated.

2. **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. As part of the Dublin Regional Enterprise Plan to 2020, a survey on enterprise and co-working space providers was led by EDO Dublin city on behalf of the 4 Dublin Local Authorities. In addition to this research a survey has been conducted on enterprises and entrepreneurs seeking to establish their enterprise space requirements and plans for the future. These findings will assist in our understanding of Enterprise Space requirements and will allow an examination of how policy and other levers might positively support this requirement.

3. **Your Dublin Your Voice:** Placemaking & Clusters – Human Development

The latest Your Dublin Your Voice survey, the fourth that the EDO has conducted, closed on focussed on Social Media and was reported to the Senior Management Team as part of the development of a digital communication strategy. This next survey will be conducted on behalf of the Traffic Department to comply with a European Project that they are involved in and to get feedback on the 30K speed limit.

Survey findings are disseminated to senior management, councillors, relevant stakeholders and the public if there are no restrictions in place. There is on average a robust 900+ responses to

recent surveys, where the panellists continue to be engaged and responsive to both closed and open ended questions. The results of the 3rd survey on LECP and the 4th survey on Digital Communications has been disseminated. A presentation on how Your Dublin Your Voice can feed into policy development was given at the QCS Officer's Network on April 18th 2019 by Mary Mac Sweeney. The plans are to continue to build the panel by attracting more panellists.

The current survey looks at Digital engagement and will be used to inform the DCC policy in this area. The next survey is planned in relation to a European Project being run by Traffic Department.



Smart Dublin

Smart Dublin is an initiative of the four Dublin Local Authorities exploring the use of new technologies to improve services and enhance the quality of life across the Dublin Region.

We believe that through civic innovation – driving forward new ideas with technology as an enabler and better ways of working – we can improve our city’s operations and the lives of citizens.

Smart Dublin works through collaboration, reaching out across public sector and engaging with, technology providers, researchers and citizens to co-create solutions to regional challenges.

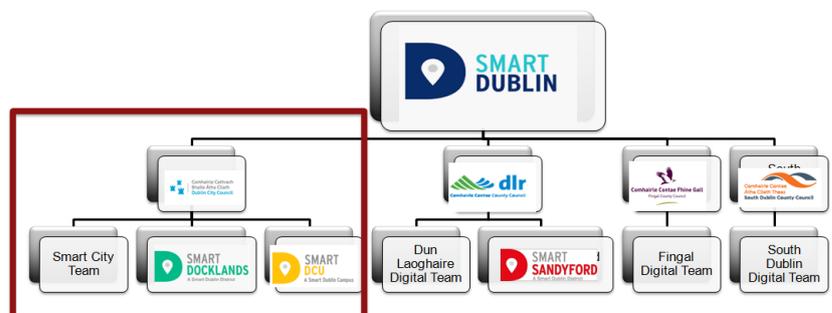
Smart Dublin connects world-leading technology companies and research institutes with a vibrant start-up community, engaged citizens and forward-thinking local authorities to foster and develop the ideal ecosystem to test, trial and scale smart city initiatives.

While there is no clear definition of a smart city there are some common threads that can be seen worldwide, including efforts to promote resilience and develop sustainable solutions for city challenges and better utilisation of city data to inform the decision making process.

Smart Cities Unit – Dublin City Council

Due its success and growing interest in the smart city space across Europe, Dublin City Council’s smart city team has grown significantly over the last 18 months. Led by *Jamie Cudden*, *Smart City Programme Manager*, the team includes:

- Nicola Graham - Smart Cities Operations Manger
- Beata Molendowska - Smart Cities Engagement Lead



- Mainard Gallagher - Smart Cities Marketing and Creative Lead
- Aoife Ni Rathaille - Smart Cities Environmental Lead
- Veronica Sesko - Smart Cities Engineering Graduate
- Cliona O’Sullivan - Smart Cities Engineering Graduate

Smart Districts

Smart Districts, under the Smart Dublin programme, are strategically selected locations where targeted smart city projects can be piloted to measure impact and potential scalability. Smart Districts are developed through a partnership model as per the quadruple helix innovation framework; bringing together industry, academia and citizens, anchored by local government through Smart Dublin. Each Smart District is unique, with bespoke programmes developed to meet the specific needs of the district residents and also provide growing businesses with a greater variety of testbed areas. The unique landscape of each district allows local authorities see the benefits of a wider range of smart city solutions across the six key Smart Dublin themes of Smart Government, Smart Environment, Smart People, Smart Living, Smart Economy and Smart Mobility.

Smart Docklands District:

The team is led by Michael Guerin, Smart Docklands Programme Manager and supported by Edward Emmanuel, Smart Docklands Project Manager; and an Engagement Lead starting before the end of the year.



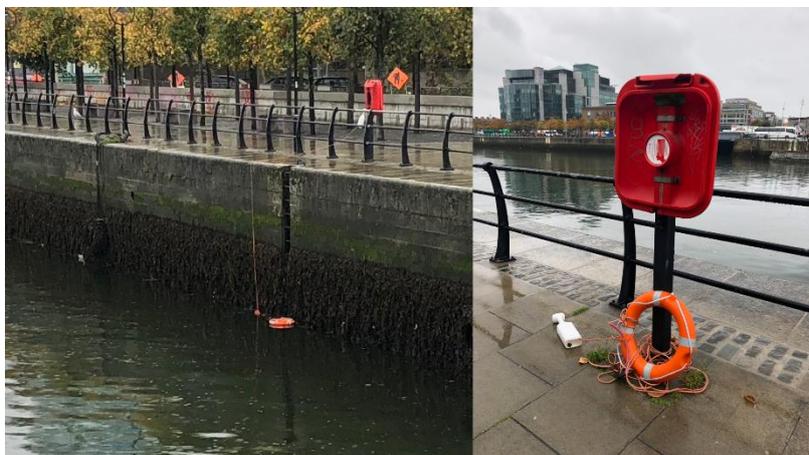
Smart Docklands is part of Dublin City Council’s fast track Smart District programme and was officially launched in February 2018 as part of a global gathering of city technology leads from over 20 cities which was convened by the Harvard TECH innovators forum. The Smart Docklands project, a partnership with

the CONNECT centre for future networks based in TCD was shortlisted for Innovative project of the year at the global Smart City Expo in Barcelona in November 2018. The Smart Docklands district was created to provide a platform for start-ups, big tech, the city, and academia to come together. This initiative is supported by corporate partners such as Google, Deloitte, IBM, Accenture, Dense Air Ireland, Microsoft, Vodafone, Autodesk, Mastercard, Intel and IBM.

2019 Highlights from Smart Dublin

Life Buoys Project:

Dublin City Council manage approx. 130 lifebuoys in Dublin along the two canals, River Liffey and in



The Docklands. Unfortunately, approx. 20-30 of these life rings go missing/are stolen every week.

The current method for detecting missing/stolen life buoys is a slow and laborious process. The result – a life buoy could be missing for anything between 1-4 weeks at a time, which from a water

safety perspective, is not ideal. On top of this, there is a significant cost to Dublin City Council to replace each of these missing life rings at approx. €35/life ring.

Aside from this, of missing/stolen life rings, many of these end up in landfill sites creating a huge amount of plastic waste which is not a positive contribution to Dublin City Council's sustainability programmes.

The Proposal:

While this is a significant problem in terms of safety and sustainability, it is not impossible to overcome. We propose to use low-cost sensors on each of the life buoy cases to detect when they have been taken and clear signage to explain the life rings are being monitored.

Status: DCC was successful in applying for funding from the Public Service Innovation Fund for this project and is currently drafting a PIN notice for market consultation.

SynchronicCity:

Dublin City Council and Smart Dublin, through the SynchronicCity initiative – an EU project designed



to accelerate adoption of new technologies – invite cyclists to take part in an innovative smart cycling project that will connect 200 cyclists across Dublin. The project will be run in three cities, Antwerp, Manchester and Dublin simultaneously (800 cyclists in total), to demonstrate how the solution can be scaled up in multiple cities. The project builds on a previously successful pilot run as part of the Smart Dublin and Enterprise Ireland Small Business Innovation Research (SBIR) Smart

Cycling Challenge run in Dublin in 2017 with 500 participants.

Partnering with cycling technology start up See.Sense and telecommunications company BT, the project is aimed at encouraging growth of cycling across the participating cities. Hundreds of participants will use the patented See.Sense connected bike lights and accompanying mobile app, to collect crowdsourced sensor data and insights across their city. Aggregated and anonymised insights will then be shared with city planners to gain a better understanding of the conditions faced by cyclists.



Christopher K. Manzira, Senior Transportation Officer for Dublin City Council states, “We are delighted to work with See.Sense and BT as part of the Synchronicity initiative. The rich data gathered from this approach will generate unique insights into the experience of cycling in our city that will help to inform our strategies for overall mobility, how we promote active travel, plan, engage with citizens and how we evaluate the impact of new cycling infrastructure investment”.

Status: Project has concluded and data and insights are being fed back to DCC transport team and will help inform future plans regarding cycling.

3D Data Hack:



Unleash the Power of 3D Data for Dublin – Dublin’s first 3D Data Hack

The Hackathon aimed to engage anyone with an interest in 3D data and the built environment, from those working with BIM (Building Information Management) to App and Game Developers, Urban Planners and more.

Innovative solutions were sought in four 4 Challenge Areas:

- Transportation, Mobility & Environment
- Urban Planning & Digital Construction
- City Infrastructure & Asset Use
- Civic Engagement & Serious Gaming

Winning Solution Below:

1. Place Engage: 'PLACEengage' is a virtual town hall designed to inform the community about proposed new property developments. Using a dynamic and wholly interactive platform, local residents and project stakeholders can access all details, drawings and planning notices for the development in one place. Most importantly, our augmented reality hub app allows people to stay on the site of a proposed development and 'experience' this proposed development without the need for a headset.

Team: Carol Tallon (Proptech.ie), Ronan Kenny (UX Consultant / Architect), Mick McCabe (Property District), Eoin Keogh (Property District).

2. Smart Responders: The Docklands skyline is changing, and our first responders can evolve simultaneously with an innovative system of using data to assist incident co-ordination and efficiency. The Smart Responders team looked to leverage BIM and Open Data to enhance information management in public safety. This concept establishes data infrastructures which allow the public to view safety features of buildings and pushes critical data into the hands of first responders. The team used augmented reality to show how an Incident Commander could access context driven information in real time.

Our diverse team includes: Fire Fighters, Architects; Architectural Technologists; Building Information Model (BIM) Managers; Statisticians and AR/VR Specialists.

Team: Andrew Swarbrigg (C+W O'Brien Architects), Davitt Lamon (C+W O'Brien Architects), John Flanagan (Innovision), Meegan Gower (Freelance Senior Designer / BIM Technician), Michael O'Donnell (MSCSI); Miguel Garro (C+W O'Brien Architects).

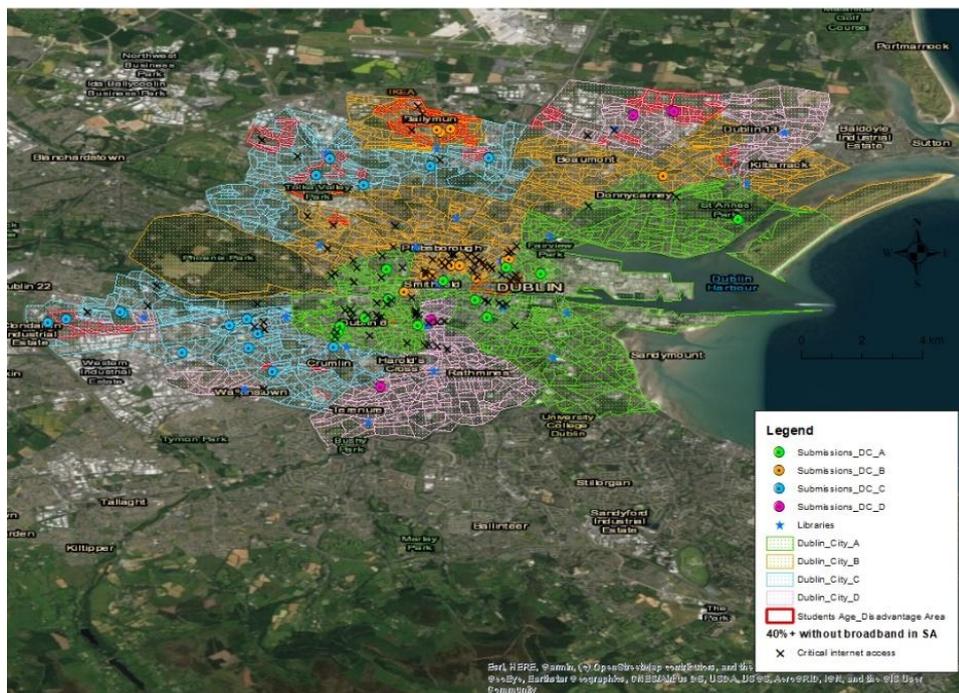
3. U.B.E.M: (Urban Building Energy Model of the Docklands) Managing the current building stock and its energy consumption is a national priority to reduce greenhouse gas emissions. This project used the 3D building database for the docklands to model energy use across the neighbourhood. This model accounted for energy use in individual buildings and accounted for the impact of neighbouring buildings. In the hack the team members examined the impact of new buildings, which have yet to be constructed, on existing energy use in the docklands area. The model provides the ability to analyse energy consumption dynamically, in real-time and over specified time frames leading to better ability to predict and reduce consumption.

Team: Niall Buckley & Gerald Mills (School of Geography, UCD).

Status: *Dublin City Council have published the 3D model as open data and it is available to the public at: <https://data.smartdublin.ie/dataset/3d-data-hack-dublin-resources>. Smart Dublin hopes to host a AR/VR exhibition in 2020 to further showcase the value of 3D data for cities.*

WiFi4EU

Applications for WiFi4EU Project - Dublin City 2019



Dublin City Council was successful in achieving a maximum allocation of 4 vouchers worth 15,000 each as part of the recent WiFi4EU funding call. The Department of Rural and Community Development will match the funding provided by the

European Commission, doubling the value of the investment in public Wi-Fi networks. Each successful local authority now has 18 months to select locations for the WiFi4EU hotspots and complete their installation to be ready for public use. We will be in touch with the local areas over the coming months to agree the best approach to allocate the vouchers. See link to announcement: <https://www.gov.ie/en/news/917ad3-minister-canney-welcomes-european-funding-of-885000-for-21-local-aut/>

WiFi4EU aims to advance free and open access to Wi-Fi for citizens in public spaces including squares, libraries, community centres, public parks, leisure centres, sports centres, art facilities, and community and Council facilities.

The WiFi4EU funding will pay for the equipment and installation costs of Wi-Fi hotspots at selected locations. Dublin City council will cover the costs of the connectivity (Internet subscription), maintenance and operation of the equipment for at least three (3) years and also procure the necessary equipment, and plan and supervise related installation services.

Status: *Dublin City Council received 60 applications from the public nominating locations where they would like to have free public Wi-Fi installed. We are currently reviewing each of the site locations and preparing a tender for the market.*

Smart Pedal Pitch – Velo Cities 2019

European Cyclists' Federation's Velo-city conference series is widely considered as the premier international planning conferences on cycling.

The conferences are designed to encourage cycling as part of daily transport and recreation. Velo-city began in 1980 in Bremen, Germany with deep ties in the founding of the European Cyclists' Federation. Since then conferences have been held in cities including Copenhagen, Brussels, Seville,

Vancouver, Vienna, Adelaide, Nantes and Taipei. Velo-city conferences are now attracting about 1,500 delegates from more than 65 different countries.

Velo-city conferences bring together those involved in policy, promotion and the provision of cycling facilities and programs. Engineers, planners, architects, social marketers, academic researchers, environmentalists, business, and industry representatives join forces with government at all levels ranging from municipal politicians, policy makers and educators in knowledge sharing in order to build effective trans-national partnerships to deliver benefits worldwide.



Smart Dublin participated in panel discussions during the event and launched the Smart Pedal Pitch competition. Winning solutions listed below:

Umotional and the CYCLERS APP:

Promises to make cycling simpler. Leveraging crowdsourcing and artificial intelligence, the Cyclers App delivers accurate, up-to-date and personalized advice on how and where to cycle in your city in a safe and enjoyable way, eliminating the unknown of route planning with safety and ease of your bike journey as a priority.

An innovation pilot trial will happen throughout Dublin city, with all cyclists welcome to participate. It will first however, be used in a 'pre-trial' to gain feedback from members of Dublin Cycling Campaign, before being promoted to the general public.

The scope of the project will include providing:

1. White-labelling of Cyclers App solution with Dublin Cycling Campaign and Dublin City Council co-branding as the solution header
2. Optimised cycling routes to participants.

3. Collecting of cycling route data to feed into the solution to improve optimised cycle route determination.
4. Collecting of cycling route data to determine most frequent cycle routes not currently accounted for in the solution i.e. 'non-official cycle routes'
5. Gamification options in the solution that includes incentives to pick up cycling or increase cycling activity from participants

CYCL Wing Lights:

The company CYCL, and their Winglights solution, is an easy-to-use solution that allows cyclist to retrofit indicator lights on their bicycles. These 'Winglights' will allow easy directional indication without the need of the cyclist to remove their hands from the handlebars. This will allow the cyclist to firmly keep in control and balance when they are making directional changes.

An innovation pilot trial will happen throughout Dublin City, in collaboration with Bleeper Bike, a bike-share company based in Dublin. A specially produced Winglight that will enable 'locking' onto the handlebar frames, will be produced and incorporated into Bleeper Bikes that are being shared in Dublin. This will enable to Bleeper Bike commuters to partake in the safety features of Winglights, while keeping the light devices secure from potential theft.

The scope of the project will include providing:

1. Between 50 to 100 bikes to be installed with the 'bike-share' versions of Winglights
2. Additional dissemination and marketing
3. A pilot trial campaign survey that will document safety sentiment from users of Bleeper bikes that have Winglights installed

Nuweil Electric Cargo Bike:

Nuweil is an Electric Cargo Bike Trailer that can be retrofitted on any existing bicycle, or be used as a stroller for walking pedestrians.

We are currently exploring a potential pilot trial with DCC facilities, to use the trailers in their internal logistics and supply chain movements within the inner city.

[Improved Smart City Engagement and Communication within DCC](#)

For 2019 a key objective is to develop a wider engagement and communication plan for the Smart City project. This sets out to improve communication with DCC staff and Councillors by communicating our activities and achievements through internal newsletters (First Post), DubNet as well as regular reports submitted to SPC groups.

The communication will be paired with a staff engagement programme highlighting the opportunities that exist to get involved in the Smart City programme ensuring that the organisation continues to be relevant to the changing expectations of our citizens.

The need for more robust adoption of innovative solutions is fuelled by rapid developments in technology. Our aim is to evolve and to offer more customer-centric services and effectively respond to challenges facing our communities now and in the future.

We will promote an internal culture where staff can gain an understanding of rapidly advancing technology and where we can support digital champions in developing a positive mind-set which can help to create solutions to existing challenges such as how we better manage waste, traffic management, flooding, climate change and energy management.

Showcasing examples of technological adoption by DCC departments is an important aspect in activating the wider engagement and buy in. Successful projects include the deployment of smart bins, smarter traffic management solutions and delivery of enhanced environmental monitoring using sensors and new Internet of things technologies.

The Smart City engagement programme moves beyond the existing department silos and connects the Council with external communities, NGO's, academia and businesses in order to solve complex challenges. We will continue to leverage external communications will deliver messaging across our social platforms Twitter, LinkedIn as well as on the website, Smartdublin.ie. For further information on any the above projects, feel free to contact me.

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