



dublin.ie

Anthony Mc Guinness – dublin.ie

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# Context

- Developed through mid-2000s
- Product of City Development Board
- No clear focus and service orientated (email, forums)
- Small specialised team
- Development of other web sites
  - ▣ Community Maps
  - ▣ Cycle Dublin (Web Awards Winner 2012)
  - ▣ Bridges of Dublin (Web Awards Winner 2013)
- Leads community training for older persons with Age Action

# Context

Dublin City Community Maps

dublin.ie Dublin City Council

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## Find a Local Amenity

An easy way to find your community services in Dublin City

e.g. Bottle Bank in Dublin 11   OR

[Advanced Search](#) [List All Amenities](#)

**Popular Searches**

- [DublinBikes Stations](#)
- [Bottle Banks](#)
- [Leisure & Sports Centres](#)
- [Paving Stations](#)
- [Libraries](#)

**Green Dublin**

Dublin City Council parks are popular for many types of recreational activity and provide facilities for activities including sports, play, educational, festivals and events. Click the image on the right for information on your local park.

**Common Questions**

Where can I go to Recycle?

- [Bottle Banks](#)
- [Bring Centres](#)
- [Recycling Centres](#)

Where can I get money advice?

**Spread The Word**

Share on Twitter and Like Us on Facebook

You and 151 others like this.

**About DCC Maps**

Community Maps is a Dublin City Council project to map amenities relevant to communities in the city. We have endeavoured to ensure that all data featured is timely and accurate.

We use an Open Data policy with regards the information stored, so if you would like to access this data via our API please see the link above in the menu.

**Help Us Out**

If you have an amenity to add or if there are any inaccuracies with the data please [let us know](#).

cycledublin.ie

**HOME** **CYCLING IN DUBLIN** **CYCLING MAPS** **PUBLIC BIKE SCHEME** **SAFE CYCLING** **CONTACT US**

## Royal Canal Greenway – Part 8 Public Consultation

Posted 29 May 2015 to [News](#) by [anthony](#)

**Blog Homepage**

All the news on Dublin's cycling.

**Get the Latest**

Get blog updates delivered by [RSS](#) or by [email](#).

**Dublin Cycling Events**

Recent and upcoming cycling events in the city.

**Cycling Topics**

- [Events](#) (32)
- [News](#) (40)

**Recent Comments**

- [anthony](#) on [Royal Canal Greenway – Part 8 Public Consultation](#)
- [Val Cassidy](#) on [Royal Canal Greenway – Part 8 Public Consultation](#)

Dublin City Council has given notice of the proposed construction of the [Royal Canal Greenway Phases 2, 3 and 4](#). Phase 1, running from Guild Street to Sheriff Street Upper, has already been constructed. Phase 2 runs from Sheriff Street Upper to North Strand Road, Phase 3 runs from North Strand Road to Phibbsborough Road and Phase

**BRIDGES OF DUBLIN** [BROWSE](#) [BRIDGE BUILDING](#) [STORIES](#) [HISTORICAL DUBLIN](#) [GALLERY](#)

## SAMUEL BECKETT BRIDGE

DROICHEAD SAMUEL BECKETT

CROSSES GUILD STREET TO SIR JOHN ROGERSON'S QUAY MATERIAL METAL BUILT 2009

Showing Dublin bridges through [photos](#), [videos](#), [stories](#) and the [history of the city](#)

**FEATURED STORY**

[Danger Lurking in Shadows](#)  
Annette Black, Wicklow

The frivolous indulgences of genteel society types

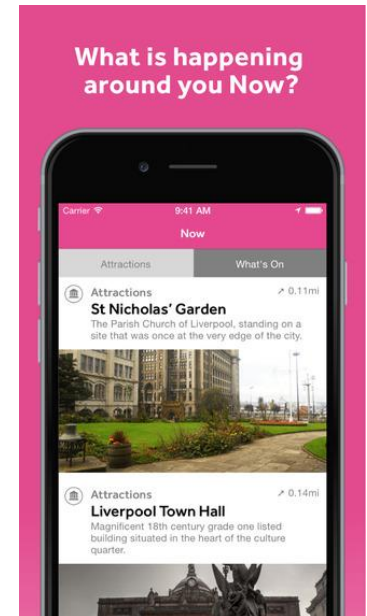
**INTERESTING FACTS & STATISTICS**

**80K** people could be supported by the six back cables of the Samuel Beckett Bridge - a



# AT Brand

- Begins January 2014. Lead partner.
- Branding project for 6 EU cities along the Atlantic Arc (Dublin, Cardiff, Liverpool, La Rochelle, San Sebastian, Faro)
- Dublin proposed developing a new city brand and a way to express that internationally, with a new dublin.ie
- Funding was €140k with additional resourcing from the City Council

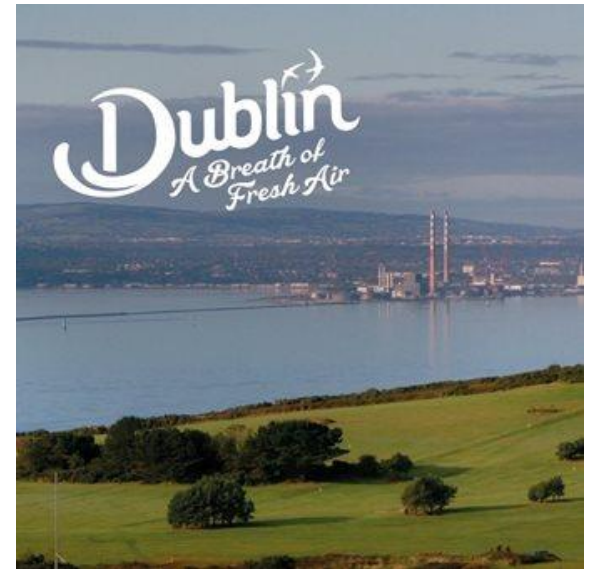


# Activating Dublin tie-in

- The AT Brand objectives tied in with work previously undertaken by the City Council.
- Provided for a tangible outcome with the brand and website.
- Activating Dublin tie-in allowed us to work with Dublin Chamber of Commerce and RTE.

# Development of brand

- Who we are targeting:
  - ▣ Live in Dublin for work or study.
  - ▣ Establish, move or grow a business.
  - ▣ Find out what's happening in the region.
- Dublin has a compelling destination brand developed by Fáilte Ireland.
- Our objective is to establish a place brand and seed it internationally via [dublin.ie](http://dublin.ie)



# Development of brand

- **Personality:** Engaging, Witty, Interesting, Inquisitive, Creative.
- **Values:** Community, Optimism, Honest, Resilient

Dublin is compact place where things get done – yet the mountains are just a stone's throw away

Dublin is a place full of characters which leads to a deep emotional connection with the city

Dublin packed full of creativity at every level of society, which means it is fertile soil for whatever one wants to achieve / create





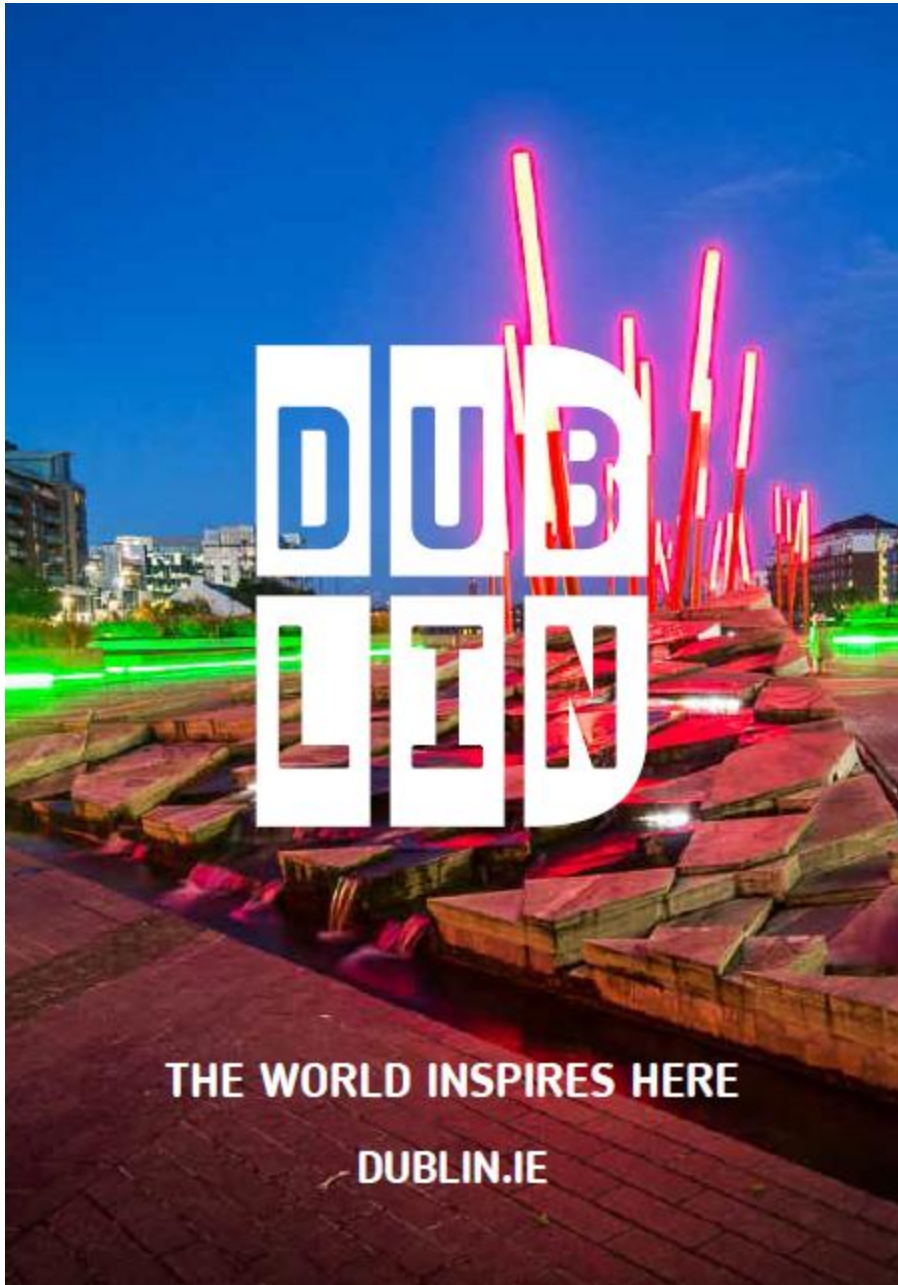




**THE WORLD LIVES HERE**

DUB  
LIN

DUB HUB	DUB PUB	DUB WEB
DUB EAT	DUB LUV	DUB GAA
DUB ART	DUB B2B	DUB SCI



THE WORLD INSPIRES HERE

DUBLIN.IE



THE WORLD PLAYS HERE

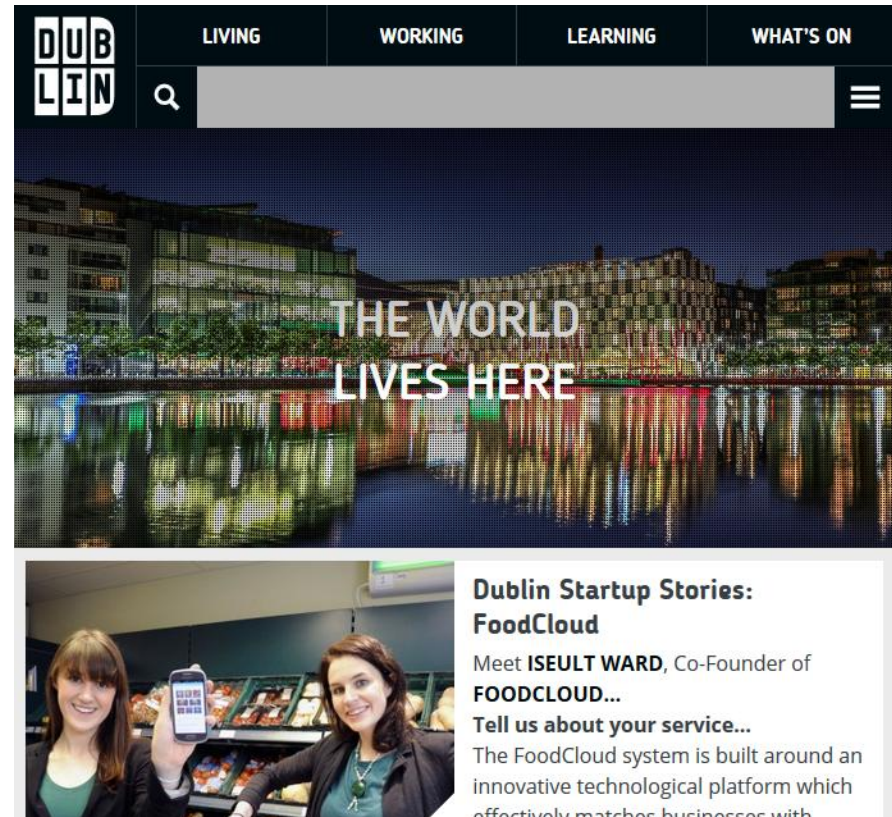
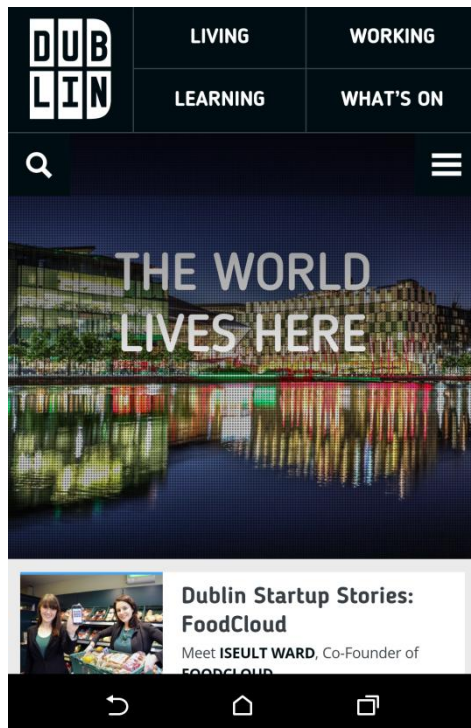
DUBLIN.IE

# Brand to web site

- McCann Blue appointed after open tender.
- Development underway in mid-2015.
- Core areas:
  - ▣ Living
  - ▣ Working
  - ▣ Learning
  - ▣ What's On
- Mix of original editorial content and external content from hundreds of sources.

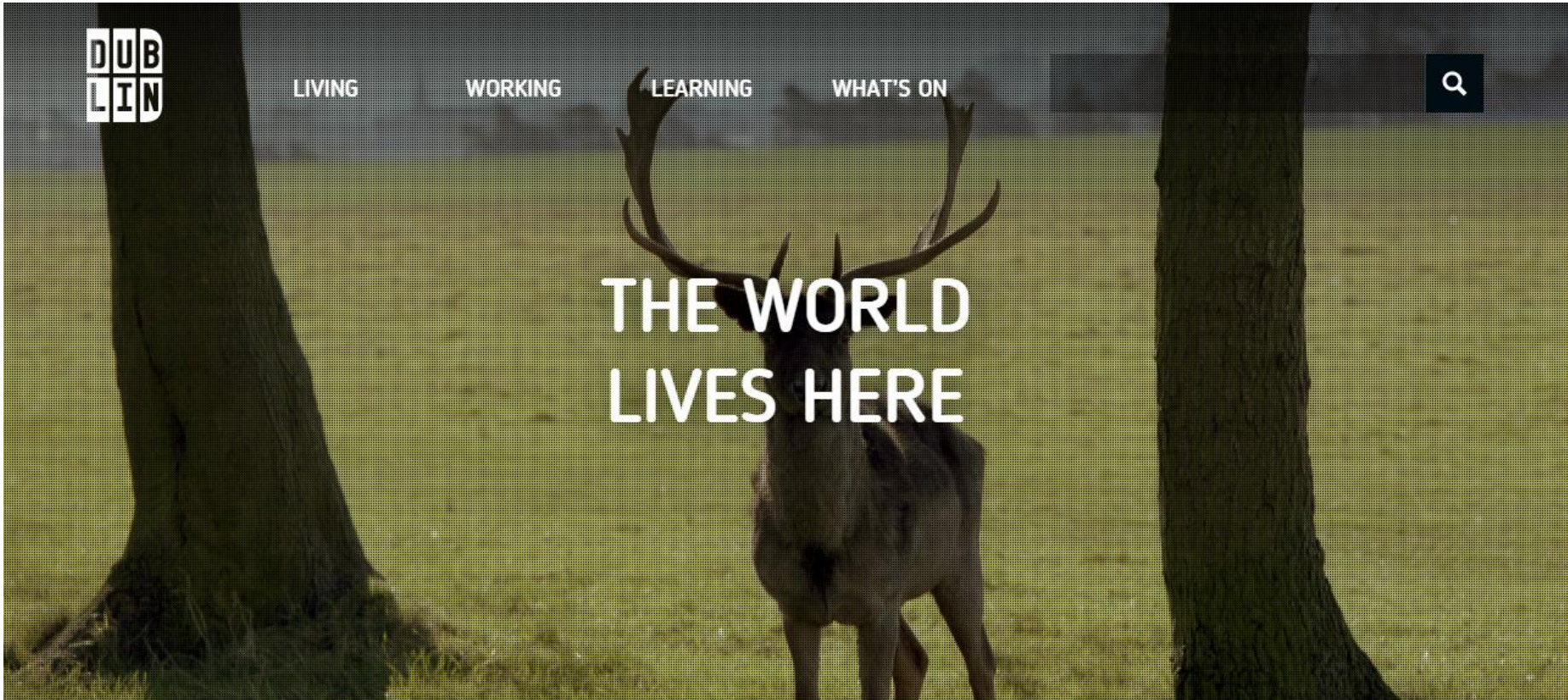
# Brand to web site

- Developed for mobile, tablet and desktop.





# Brand to web site



## Dublin Startup Stories: FoodCloud

Meet **ISEULT WARD**, Co-Founder of **FOODCLOUD...**

**Tell us about your service...**

The FoodCloud system is built around an innovative technological platform which



# Into 2016



- Finalise Dublin's lead role in AT Brand project
- Site live in February
- Social media accounts to further establish brand
- Promotion campaign to follow