



## Contents

1. Economic Development Office .....
2. Local Enterprise Office: Training, Mentoring & Financial Grants .....
3. Dublin Place Brand - Dublin.ie .....
4. Smart Dublin & Smart Districts.....
5. International Relations: .....

## 1. Economic Development Office



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

**SPC Progress Report**  
**Economic Development Office**  
24<sup>th</sup> January 2022



Q1 EDO Events		
Event	Economic Pillar	Date
Economic Development & Enterprise SPC	Strategic	24 <sup>th</sup> January 2022
MODOS Circular Economy Training Programme Launch	Climate & Innovation	3 <sup>rd</sup> February
Local Enterprise Week 2022	Promotion & Investment	7 <sup>th</sup> - 11 <sup>th</sup> March

### ***Economic Development Action Plan 2021 – Strategic Approach***

The Economic Development Office (EDO) Action Plan & Work Programme continues to adapt for 2022 in response to the COVID 19 Global Pandemic, the EDO will continue to follow government and senior management guidelines regarding remote working and service delivery.

### ***Dublin Region Enterprise Action Plan (DREAP) 2024 – Climate & Innovation***

The Dublin Region Enterprise Action Plan 2022 – 2024 has been developed by a Steering Group and Project Delivery Team led by the Department of Enterprise Trade & Employment and Chaired by Susan Spence of Softco. Both groups have had representatives from the four Dublin Local Authorities (Dublin City, Fingal, South Dublin and Dún Laoghaire Rathdown), IDA, Enterprise Ireland, Fáilte Ireland, SEAI, Regional Skills Forum, IBEC, TU Dublin, Dublin Chambers of Commerce (Dublin, Fingal, South Dublin and Dún Laoghaire), with contributions from the private sector.

Project Delivery Teams were established in June 2021 to progress the work and shape the high level objectives and actions designed to progress these objectives over the life of the plan. Five Strategic Objectives have been identified for the next DREAP, with

Dublin City Council Economic Development Office leading on Strategic Objective 4 on Transition to Low Carbon Economy; whilst contributing to all other 4 objectives.

Strategic Objective 1 (SMEs & Startups): Lead: Oisín Geoghan, LEO Fingal  
Strategic Objective 2 (Placemaking): Lead: Aidan Sweeney, IBEC  
Strategic Objective 3 (Employment/Enterprise Inclusion): Lead: Tom Cooney, TUD  
Strategic Objective 4 (Low Carbon Transition): Lead: Mary MacSweeney, DCC  
Strategic objective 5 (Skills & talent): Lead: Eoghan Hanrahan, EI

Project Delivery Team meetings continued to take place during Q4 2021. The Department of Enterprise Trade and Employment are arranging the launch of the Dublin Region Enterprise Action Plan 2022 – 2024 and will invite the Tánaiste Leo Varadkar to formally launch the plan. Once launched, the EDO team will begin to action the strategic objectives along with the action partners.

### **Dublin Belfast Economic Corridor - *Placemaking & Clustering***

#### **Context:**

The concept of a Dublin Belfast or Eastern Economic Corridor is one that has been in circulation since the early 1990's with the idea of building on high growth zones, and regions along the corridors to drive competitiveness and collaboration. A local government network was formed in 2018 by the eight Councils located in the Dublin Belfast Economic Corridor along with Dublin City University and the University of Ulster. The work of the network was progressed by a Chief Executive Group and a Director of Economic Services group supported by a secretariat rotated among the member councils with a formal launch held in March 2021 which included the launch of the website [www.dbec.info](http://www.dbec.info)

#### **Update:**

The Political Advisory Group made up of the 24 elected representatives met in person on November 23<sup>rd</sup> 2021 and elected a Chair and a Vice Chair, who will arrange regular meetings of this group. KPMG presented work completed to date on the Development Plan and held a workshop with the members to get their feedback on elements of the Development Plan.

Further meetings have been held to progress the work on the Dublin Belfast Economic Corridor Development Plan that is being written with external support from KPMG. When completed the Development Plan will form stage one of a three stage process. Once the Development Plan is completed, work will commence on Stage two which involves the development of a detailed strategy (consultation, SWOT, Vision Development and Strategy Development). Finally, Stage three will see the development of an Action Plan.

### **Local Economic & Community Plan (LECP) – *Climate & Innovation***

Dublin City Council developed the first Local Economic and Community Plan 2016 to 2021, where a series of actions were identified and implemented to further the objectives of the 12 High Level Goals, established through a consultation process with a wide range of stakeholders. This plan has been reviewed using the 2016 census data and the outcome of this process will inform the development of a new LECP. The second iteration of the LECP should be completed by 2023, and in line with the requirements of the legislation, cover a period of six years. New Guidelines have been issued by the Department of Rural and Community Development and the Department of Housing, Local Government and Heritage. An update report is being provided to members of the SPC at today's meeting on the next steps to be taken in the development of the 2023 – 2028 Dublin City Local Economic & Community Plan.

### **Economic Development & Enterprise Strategic Policy Committee: SPC - *Strategic***

The November sitting of the Economic Development & Enterprise Strategic Policy Committee meeting took place on 9<sup>th</sup> November remotely via Zoom. Presentations included Wifi4EU Project Partnership (Jamie Cudden, DCC / Alan Saunders, Virgin Media Business), Dublin Region Enterprise Plan to 2024 (Mary MacSweeney, DCC), Your Dublin Your Voice: Economic Development Strategy Survey Results (Juliet Passmore, DCC), Social Enterprise Report (Evanne Kilmurray, ICE), Progress Report European Support Office (Anthony Flynn, DCC). Economic Development & Enterprise Management Reports were provided and noted.

### **Dublin Night Time Economy Strategy – *Promotion & Investment***

Following the work completed as part of the work of the SPC Working Group on Tourism, City Markets including Night Time Economy; the preparatory work has been carried out on the commencement of the development of A Night Time Economy Strategy. A presentation was provided to the Planning & Urban Form SPC in September 2021. In light of government restrictions imposed during Q4 2021 on the hospitality sector it was deemed prudent to delay the development of this strategy. Work will now re-commence on progressing the strategy development during Q1 2022. It is planned to host a Summit Series on the Night Time Economy in Q 2 2022 as part of the Summit Series initiated by this SPC.

### **Dublin City – A Vision for Dublin – *Promotion & Investment***

Dublin City Council commenced a process designed to define a new vision for Dublin in response to the challenges facing Dublin city in the post Covid world in 2021. In recognition that many of the issues faced are complex and inter-related, the process captured the perspectives of a range of stakeholders including elected representatives. This opportunity for bold thinking and the creation of a new framework to position

Dublin as a dynamic and leading City of the Future – and to enhance its resilience and competitiveness has created the foundations for further work to be carried out in 2022.

### **MODOS- LAPN Grant Funding through EPA- *Climate & Innovation***

The DCC & DLRD collaborative MODOS programme has been developed for delivery in Spring 2022. MODOS is designed to assist businesses to learn about the green and circular economy and how this impacts their businesses and they are encouraged to make changes to implement this learning in their business development. This project has secured funding via the 2021 LAPN funding call arranged by the Environmental Protection Agency (EPA). The programme is now planned with trainers in place to deliver two courses in Q1 & Q2, 2022. Further details on the programme are available on [www.modos.ie](http://www.modos.ie)

### **Dublin Economic Monitor – *Promotion & Investment***

The Dublin Economic Monitor is a publication for the 4 Dublin Local Authorities, led by Dublin City Council Economic Development Office. Q4 DEM published on December 3<sup>rd</sup> with accompanying talking heads video and disseminated through the website, the mailing list and social media and by post. Q4 Dublin PMI was received on January 17<sup>th</sup> 2022 and is presently being analysed for dissemination. The editorial meeting for the Q1 DEM is being arranged. Further details: [www.dublineconomy.ie](http://www.dublineconomy.ie)

### **European Social Economy Regions 2021 - *Placemaking & Clusters***

Dublin City Council has been participating in the European Commissions' European Social Economy Regions (ESER) - 2021 Project. The objective of the project is to build networks of Social Economy and Social Enterprise stakeholders and to raise awareness about social economies at regional and local levels. The Dublin City Social Enterprise Awards were held on 22<sup>nd</sup> September as the third event of the ESER calendar. Plans to host a Social Enterprise & Circular Economy event in December were postponed due to the Covid 19 pandemic restrictions.

### **OECD/EC Project – *Respond, Rebuild, Reinvent on Social Economy - Placemaking & Clusters***

The OECD Eurocities project is now complete. Dublin city was selected for this project which was designed to facilitate shared learning with the peer city project partners. The South City Area Office and Economic Development office worked together in representing Dublin City and participated in the concluding event held in December 2021. Work is now underway to examine how projects of interest operating in other cities could be piloted in Dublin. Direct meetings continuing between Dublin and relevant city partners regarding replicating interventions. A report on project learnings and case studies on city interventions will be completed in February 2022.

### **EIT Climate KIC – Circular Cities Accelerator - Climate & Innovation**

Dublin City participated as a city partner in the first year of the EIT Climate KIC Circular City accelerator programme running from Sept – December 2021. This work was done in collaboration between the Economic Development staff and the Eastern Region Waste Management Plan Office. Dublin joined Berlin, Athens, and Copenhagen as city partners in the first year of this innovative project led by Trinity College Dublin (Tangent); Technical University of Denmark (DTU) and Luvent Consulting. The Corporate Partner is UPS. The Circular Cities Accelerator proposal is a three year pan-European project that sets out to identify circular economy challenges in cities and to utilise innovations emerging from early stage micro-enterprises and SMEs to solve these challenges. The proposal has been approved for part-funding by the European Institute of Innovation and Technology (EIT) – an independent EU body set up to deliver innovation in the EU, under its EIT Climate KIC programme. EIT Climate KIC is a Knowledge and Innovation Community (KIC), working to accelerate the transition to a zero-carbon, climate-resilient society. The initial pilot programme ran from Sept – December 2021 with an impressive group of start up businesses and we are now in discussion with Tangent regarding year two of the programme deliverable in 2022.

### ***Event Sponsorship: Promotion & Investment***

The Economic Development Office provide support to various events across the city throughout the year. During 2021, this event sponsorship had been developed to assist in supporting identified economic sectors – Tech, Social Enterprise, Green Business / Circular Economy and Design. As a result of COVID19, events were postponed during the emergency period and any events held have been provided as a remote virtual offering in line with government guidelines. The Economic Development Office have amended the Event Sponsorship procedures and policies and will continue to review these throughout 2022 in line with government guidelines.

### **Dublin City Social Enterprise Awards 2022: Placemaking & Clusters**

Dublin City Social Enterprise Awards 2022, will continue to be managed by Inner City Enterprise and supported and funded by Dublin City Council and the Department of Rural and Community Development (DRCD). Funding of €50,000 has been secured for 2022 from DRCD and this will be matched by Dublin City Council. A digital brochure of all previous Social Enterprise Award recipients has been developed in line with the requests of the SPC members and included in the documents for today's meeting of the SPC.

### **Dublin Tech Summit – Promotion & Investment**

The Economic Development staff and Dublin Place Branding staff will support the Dublin Tech Summit Awards again in 2022. Discussions are on going with the DTS organisers who are planning to host and in person event in June 2022.

### **Responsible Innovation Summit – Climate & *Innovation***

The Responsible Innovation Summit 2021 was held across four dates 19<sup>th</sup> - 22<sup>nd</sup> October. Each day addressed a different theme: Day 1: Layers of Change Day 2: Redefining Business as Usual Day 3: Life Changing Innovation and Day 4: Leaders of Change. The format has also changed and allowed for events to be hosted by others through an application process and be part of the format. Economic Development hosted 3 events as part of the Summit on 21<sup>st</sup> & 22<sup>nd</sup> October showcasing the Climate KIC circular city starts ups participating in the accelerator programme and promoted Dublin's ambitions to become a Circular City. The Winter edition of Profit with Purpose magazine was published and disseminated following the Summit.

### **Your Dublin Your Voice: *Placemaking & Clusters***

Results of the 4th YDYV survey focused on the Dublin City Economic Development Strategy were presented to EDE SPC on 9<sup>th</sup> November. Planning for YDYV 2022 Q1 survey has commenced with meeting held with the Irish language office.

### **Smart Tourism Data: *Placemaking & Clusters***

Development with the Smart Tourism Data working group continues with developments with Mastercard to explore smart tourism data and Three to explore available data. Economic Development supported the Smart Cities application submission for the European Smart Tourism Award.

## 2. Local Enterprise Office: Training, Mentoring & Financial Grants

### COVID-19 / Coronavirus

A page of support information was developed in early March 2020. We continue to update this as further information and supports emerged. This page is then promoted on our social media channels to direct followers/businesses to the information

<https://www.localenterprise.ie/DublinCity/Publications-Resources/COVID-19-Coronavirus/COVID-19-Coronavirus.html>

The LEO Unit for the LEO network, created a central hub of information. Content continues to expand in the 'Lunch & Learn' series, 'Expert Views' and case studies section.

<https://www.localenterprise.ie/Response>

We are actively promoting in our monthly newsletter, the department of enterprise supports to SME's. New grant schemes are advertised on this page. In this way, we ensure that entrepreneurs have the latest information on any scheme that maybe suitable to assist their business.

<https://enterprise.gov.ie/en/What-We-Do/Supports-for-SMEs/COVID-19-supports/>

### Communications

A monthly newsletter is disseminated to all subscribers, with reminder mailings also taking place.

- December newsletter was issued 6<sup>th</sup> December with reminder on 8<sup>th</sup> December
- January newsletter was issued 4<sup>th</sup> January with reminder on 5<sup>th</sup> January

In addition bespoke newsletters took place during December: (from 04/12/2021)

- Look for Local Christmas campaign: bespoke newsletter to entrepreneurs on 9<sup>th</sup> December to encourage them to use the campaign hashtag to leverage off the national media campaign to enhance custom. Reminder issues 10<sup>th</sup> December.
- Enfuse Inspiring & Fusing enterprises with masters students: mailing 11<sup>th</sup> Jan '22

### Case Studies

Case studies bring the companies and the supports and services provide by LEO to life:

All case studies <https://www.localenterprise.ie/DublinCity/Case-Studies/>

Case studies completed and promoted in December '21:

- The Disruptor Agency, winner of the 'Rising Star' category women in business awards '21  
<https://www.localenterprise.ie/DublinCity/Case-Studies/The-Disruptors-Agency.html>
- VP Merchants, winner of the 'Entrepreneur of the Year' women in business awards '21  
<https://www.localenterprise.ie/DublinCity/Case-Studies/VP-Merchants.html>

Cross promotion in newsletter and social media.

### Campaigns



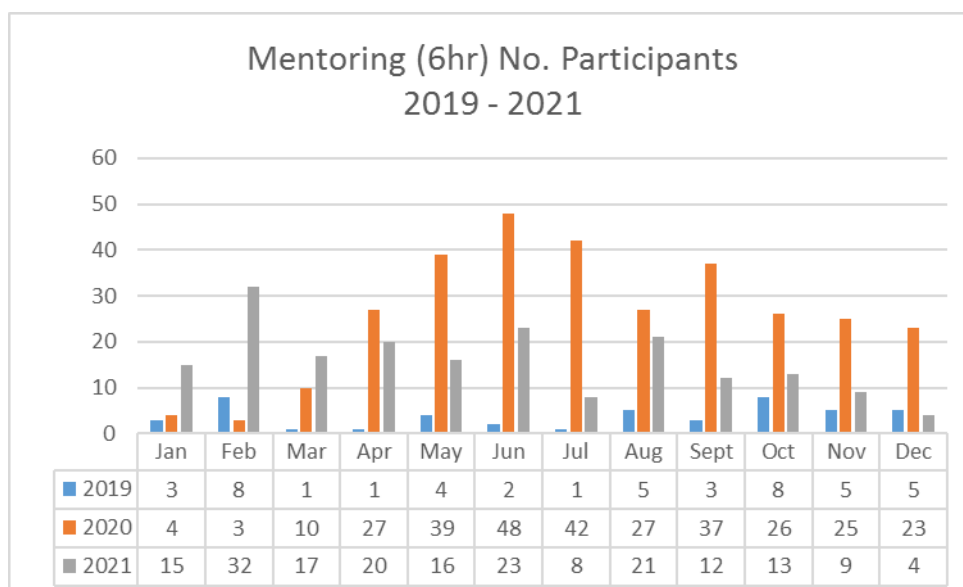
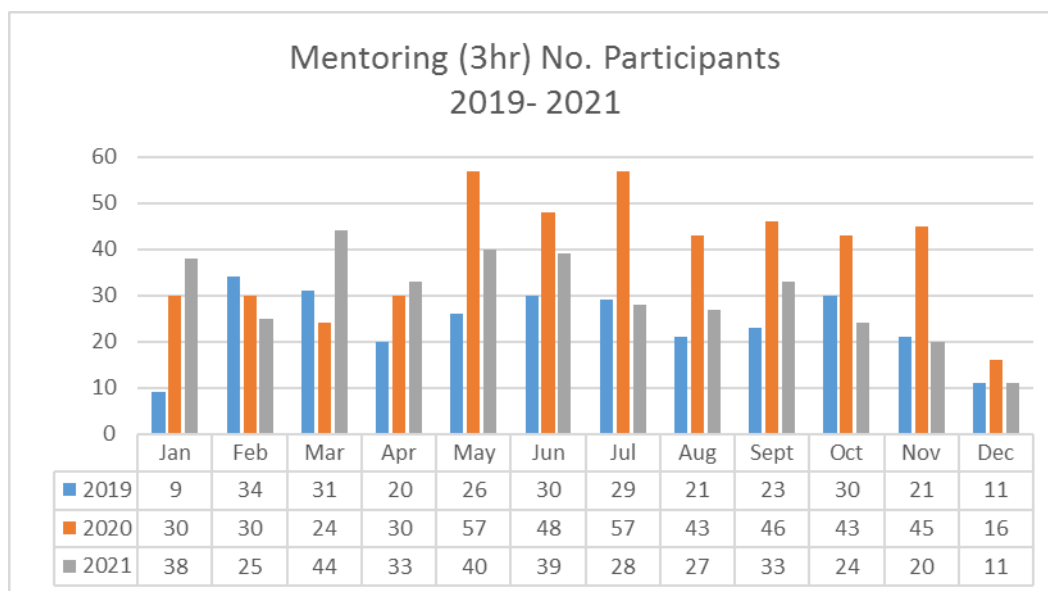
Look for Local Campaign – It works for everyone. Above the line national advertising Christmas campaign completed Dec '21

<https://www.localenterprise.ie/DublinCity/Enterprise-Development/Look-for-Local/>  
 Research released by the Local Enterprise Offices has shown that 66% of Irish consumers bought goods or services locally, to support their local economy, as a result of seeing or hearing the Look for Local campaign or similar shop local themed campaigns this summer. Additionally, 66% of people said they intended to continue to spend more on local goods and services in the coming months. 75% of adults are now more inclined to shop for local businesses online. 91% believe there are more local Irish businesses than ever before.

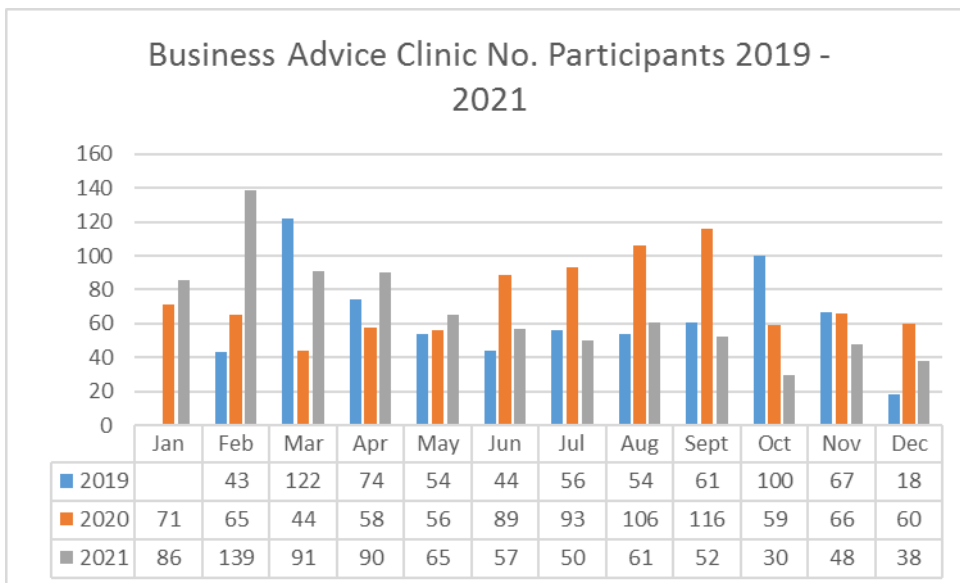
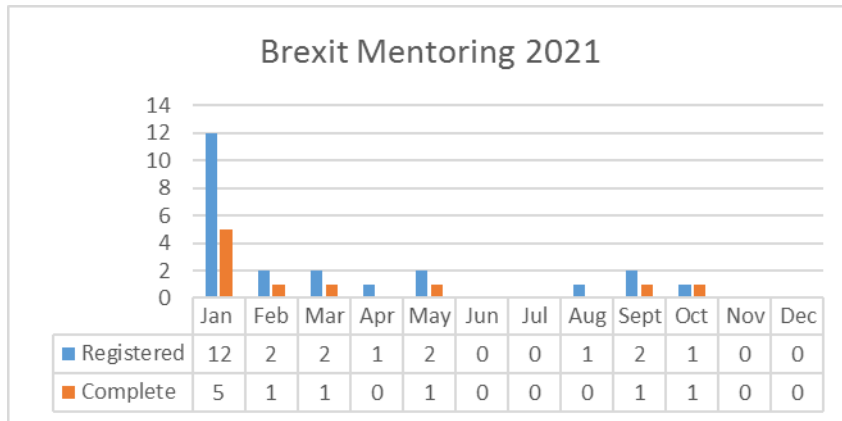
### Mentoring – Online Delivery

**Annual Target 2021:** 1,000 hours

**1<sup>st</sup> Jan – 24<sup>th</sup> Dec '21:** 1733 hours delivered out of a target of 1000. 3 hours @ 133% of target 6 hours @ 59% of target



**Brexit Mentoring:** 35 Brexit specific mentor sessions were sought in 2021, up from 23 in 2020.



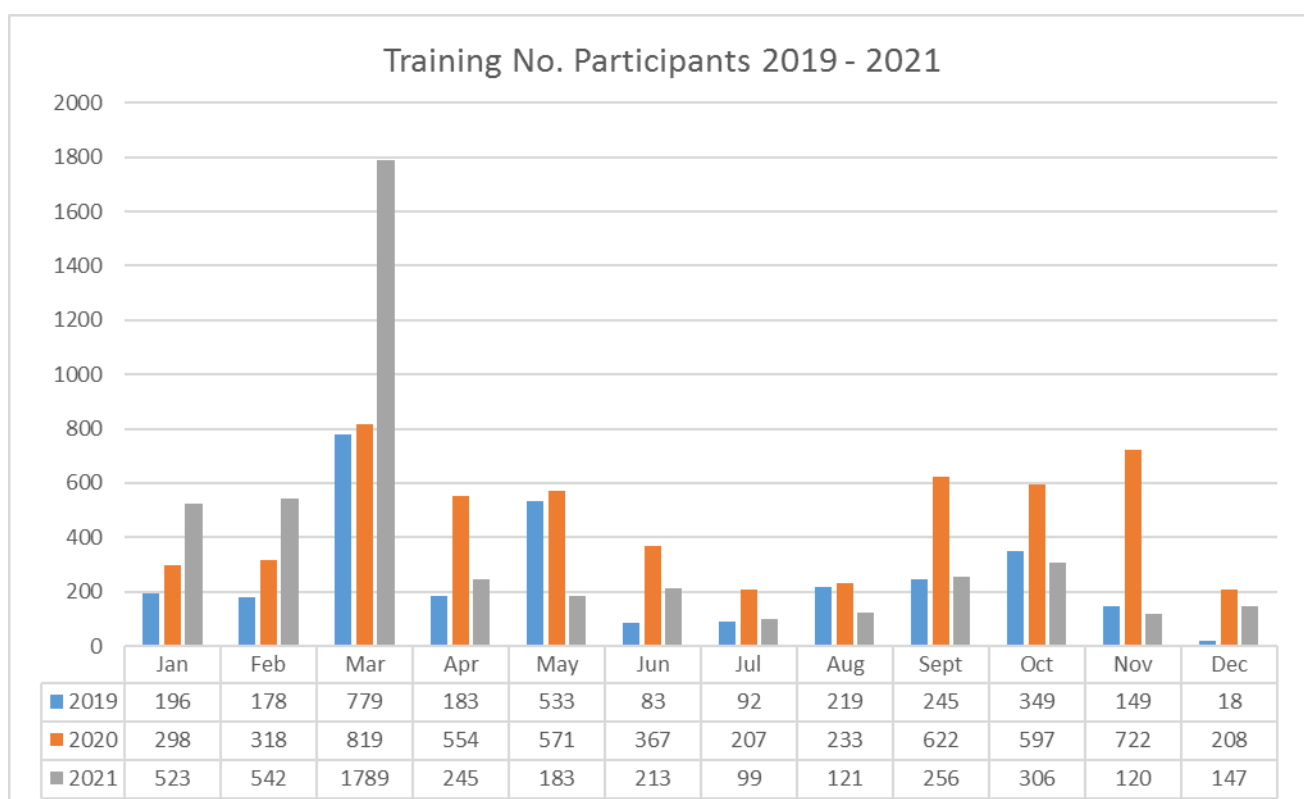
## Training – Online delivery

### Training

Our training programme has been adapted to reflect business requirements as a result of COVID-19 <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/>

**Annual target 2021:** 1,900 participants

**DATE:** 3,396 participants (Excluding Trading Online Voucher) & 141 courses



<b>December Training</b>	
<b>Date</b>	<b>Course Title</b>
01/12/2021	Future Proofing your small business using smart tech tools
01/12/2021	Growing Lean: How to build a better business
01/12/2021	Business Advice Clinic
03/12/2021	Trading online information session
09/12/2021	Business Advice Clinic
14/12/2021	Business Advice Clinic

### Booking for January 2022:

Date	Course Title
06/01/2022	Business Advice Clinic
12/01/2022	Business Advice Clinic
18/01/2022	SYOB 1 (Mid Week)
19/01/2022	Trading Online Information Session
19/01/2022	GROWING LEAN
20/01/2022	Business Advice Clinic
20/01/2022	Planning and manage your working week more effectively
25/01/2022	Business Advice Clinic
29/01/2022	SYOB 2 (Sat and Wed)
26/01/2022	Create a wordpress website

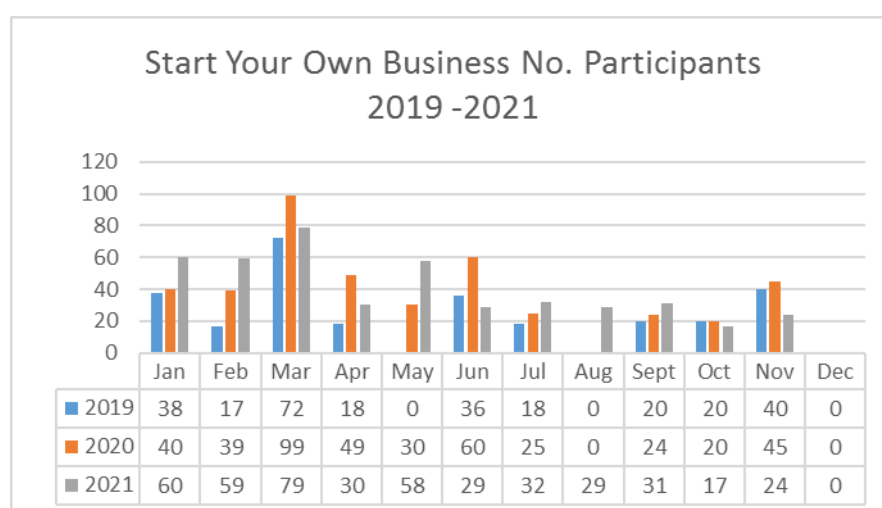
The training schedule has been devised until June 2022. We will monitor on an ongoing basis to ensure relevance to business requirements and relevance and responsiveness to working with COVID-19.

### Start Your Own Business Course

This programme provides 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.

**Annual Target:** 13 courses & 221 participants

**As at 24<sup>th</sup> December:** 14 courses delivered, 1 bootcamp & 448 participants



## Management Development Programmes

### Lean For Micro <https://leanformicro.ie/>

To enhance companies competitiveness and profitability. LEO's in the Dublin region are working together to host information sessions about the programme. Latest one took place 19<sup>th</sup> January.

### Green for Micro [www.localenterprise.ie/Green](http://www.localenterprise.ie/Green)

The objective of the Green for Micro programme - a new initiative from the Local Enterprise Offices - is to help prepare small businesses for the low carbon, more resource efficient economy of the future. Explanatory video <https://www.localenterprise.ie/Green/What-is-Green-for-Micro/What-is-Green-For-Micro.html>

#### Business Benefits:

- Increased cost savings
- Improved resource efficiency (for example: using less energy, water and materials)
- Reduced environmental footprint and greenhouse gas emissions
- Opportunities for higher and additional value on products and services
- Increased access to customers, improved corporate image
- Increased resilience to climate change impacts

Application: Open. The business is encouraged to watch the lunch & learn series that took place on 12<sup>th</sup> March <http://%20www.facebook.com/LocalEnterpriseOffices>

And then submit their application for 2 days mentoring/green consultation, with a value of €1,800. This delivers an audit of their green credentials with next steps. This product is suitable for businesses in construction and the built environment, retail, manufacturing, textiles and fashion, food, electronics, plastics, and packaging.

Applications received in 2021 = 25. Applications fully processed: 13. Applications received in 2022 as of 12/01/22 = 2

#### Events

- Ministerial Visit, 2<sup>nd</sup> November, Wood Quay Venue & GEC, Damien English Minister of State for Business, Employment and Retail. Successful event – informed minister, provided feedback on products, services & infrastructure & staff acknowledgement
- LEO employment figures '21, LEO marketing team coordination figures launched on morning of 17<sup>th</sup> January '22 from RDS
- Showcase Ireland's Creative Expo 27<sup>th</sup> Feb – 2<sup>nd</sup> March
- Local Enterprise Week 7<sup>th</sup> – 12<sup>th</sup> March 2022  
<https://www.localenterprise.ie/DublinCity/Training-Events/Events%20/Local-Enterprise-Week-2022.html>

**Measure 1 (Grants) Approvals Metrics: End of Year 2021 (January – December Approvals)**

**1. M1 Grants Approvals Metrics: 2021**

Type of Grant	#No of M1 Grant Applications			Jobs		Value of M1 Grants		Variance
	Annual Target	Total # No Approved 2021	Variance	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals 2021	Annual Target	Total Value M1 Grant Approved 2021	
Feasibility Grant	28	27	1	23	27	€172,500	€242,810	-€70,310
Priming	16	13	3	31	36	€315,000	€355,000	-€40,000
Business Expansion Grant	28	26	2	32	59	€400,000	€682,500	-€282,500
<b>TOTAL</b>	<b>72</b>	<b>66</b>	<b>6</b>	<b>86</b>	<b>122</b>	<b>€887,500</b>	<b>€1,280,310</b>	<b>-€392,810</b>

## 2. List of M1 Grants approved in 2021

GMIS No.	Company Name	Grant Type	first name	Executive	Amount	Jobs
9031085	Klever Vault	Feasibility	Colin Napper	Ross Curley	€6,000	1
9028130	Native Cabins	Feasibility	Deirdre Culley	Dermot Shortt	€7,000	1
9028557	GRC Playbook LTD	Feasibility	Michali Hyams	Dermot Shortt	€8,500	1
9031479	ifig Space Limited	Feasibility	Eoghan Maloney	Peter Sheridan	€15,000	1
9014757-05	Child Paths Limited	Business Expansion	Ciaran Flynn	Ross Curley	€25,000	2
9019904-03	Get Broadcasting Limited	Business Expansion	Brian Larkin	Peter Sheridan	€30,000	2
9031391	Living Language Contact Ltd.	Business Expansion	Jean-Marc Bourguignon	Dermot Shortt	€17,500	2
9031481	Kinahans Irish Whiskey Limited	Business Expansion	Tom Murray	Peter Sheridan	€40,000	4
9029791	Tara Engineering Consultants Ltd.	Priming	James O'Brien	Peter Sheridan	€20,000	2
9027107	Hiiker	Priming	Paul Finlay	Peter Sheridan	€27,500	3
9031482	Konversational Consulting Limited	Priming	Richard Guy	Ross Curley	€47,500	5
9028585	The Smart Money Series	Feasibility	Ed O'Riordan	Dermot Shortt	€3,800	1
9030518	Driving Assessments inTuition Dublin	Feasibility	Fionnbarr McDaid	Dermot Shortt	€1,600	1
9030280	IAA Technology Services Limited	Feasibility	Jim McGovern	Peter Sheridan	€15,000	1
9030816	Discover Vend Ltd	Feasibility	Paul Sandilands	Peter Sheridan	€4,000	1
9031423	Pup Pup Foods Ltd	Feasibility	Hayden Smith	Dermot Shortt	€8,400	1
9031087	PS Byrne Holdings Ltd.	Feasibility	Siobhan Byrne	Peter Sheridan	€3,150	1
9030368	Healthreach Limited	Business Expansion	Kevin Hurley	Dermot Shortt	€17,500	2
9019015-04	Cloud Picker Coffee Ltd	Business Expansion	Peter Sztal	Ross Curley	€40,000	3

9019228	NAB Academy Ltd	Business Expansion	Dermot Russell	Peter Sheridan	€25,000	2
9032975	MYNE Nutrition	Feasibility	Jennifer O'Connell	Ross Curley	€12,370	1
9032907	Qodify Payments Ltd	Feasibility	Eamonn Fitzgerald	Peter Sheridan	€7,000	1
9028313	Qilta Ltd	Feasibility	Jim Dunne	Peter Sheridan	€10,250	1
9026035-02	Boundary Blade Ltd	Business Expansion	Aidan Murphy	Peter Sheridan	€10,000	1
9032912	Notions Creative	Business Expansion	Jamie Maguire	Ross Curley	€40,000	3
9010542-02	Brandfire Limited	Business Expansion	Nuala Canning	Ross Curley	€7,500	1
9015271-04	Creative Collisions Limited	Business Expansion	Niall O'Neill	Ross Curley	€30,000	2
9006374-02	Kf Internet Software Ltd T/A National Wax Museum	Business Expansion	Brendan Kearns	Peter Sheridan	€35,000	3
9031568	Seceuropark Limited	Business Expansion	Diarmuid McAuliffe	Dermot Shortt	€30,000	3
9032913	Manakau Ltd	Priming	Dan Evison	Dermot Shortt	€47,500	5
9032914	Kelstar Aviation	Priming	Steve Kelly	Peter Sheridan	€25,000	2
9019422	The Moodytoons Storytelling	Feasibility	Conor Casby	Dermot Shortt	€11,900	1
9032402	FinopsBirdseye	Feasibility	Mark McHugh	Peter Sheridan	€7,500	1
9030508	Jengus Limited T/A Mulch.ie	Business Expansion	Eugene O'Keane	Dermot Shortt	€30,000	3
9032875	Utilityfair Limited	Business Expansion	Neil Ryan	Peter Sheridan	€40,000	4
9026551-02	Decent Reusables Ltd t/a Mother Reusables	Business Expansion	Sarah Byrne	Ross Curley	€25,000	2
9033215	The Home Moment Ltd	Priming	Eileen Denham	Dermot Shortt	€30,000	3
9032098	Bees on the Roof Ltd.	Priming	Emma Finn	Ross Curley	€10,000	1
9031374	Fizfit Ltd Trading as Fizfit	Priming	Gary Twohig	Ross Curley	€10,000	1
9029333	Woodbury Learning Academy Limited T/A Learnful	Priming	Shane Ormsby	Peter Sheridan	€30,000	3
9033216	Back To Work Connect	Priming	Gina Oglesby	Ross Curley	€20,000	2



9029688	BuyandSellbullion Ltd	Feasibility	Rory Roberts	Peter Sheridan	€11,825	1
9033473	Embellehair	Feasibility	Sinead Asple	Dermot Shortt	€15,000	1
9030652	Wireless Connect Ltd	Feasibility	Gerard Healy	Peter Sheridan	€8,800	1
9026817-02	Inneall Development Ltd	Business Expansion	Ciaran Mac Donncha	Dermot Shortt	€35,000	3
9012398-02	Allgo Global Rewards Limited t/a	Business Expansion	Gary Purcell	Ross Curley	€20,000	2
9021861	Oxmantown Skincare	Business Expansion	Amy Cahill	Dermot Shortt	€10,000	1
11008589-05	Agency X Limited	Business Expansion	Grainne/Brian Larkin	Dermot Shortt	€30,000	2
9027372-02	Akara Robotics Limited	Priming	Conor McGinn	Peter Sheridan	€40,000	4
9033213	Bluelocks Solutions t/a ReferHop	Feasibility	Chris Deane	Ross Curley	€8,935	1
9033482	Mustard	Feasibility	Matthew Hewston	Dermot Shortt	€14,980	1
9027785-02	ACE Golf Tee Limited	Feasibility	Elizabeth Lawlor	Ross Curley	€4,150	1
9033757	Carlcode Limited t/a Hooked	Feasibility	Cormac Finn	Dermot Shortt	€14,400	1
12021366-02	Feed Me Mother	Feasibility	Fiona Fahy	Peter Sheridan	€1,400	1
9033758	ProMotion Cycle Ltd t/a ProMotion	Feasibility	Lauren O'Reilly	Dermot Shortt	€15,000	1
9033270	Diffusion Lab	Business Expansion	Ivan Klucka	Ross Curley	€10,000	1
11014635-02	JustFetchIt Limited T/A Grab Same Day	Business Expansion	Liam Bourke	Ross Curley	€30,000	2
9015492-06	Arran Street East Limited	Business Expansion	Dobrawa Brach	Dermot Shortt	€30,000	2
9033778	Heartland Activities Ltd t/a CounsellingandTherapy.com	Business Expansion	Maura Davis	Ross Curley	€17,500	1
9033760	Leamhain Non-Dairy Frozen Dessert	Priming	Conor Sweeny	Ross Curley	€17,500	2
9033933	Emi Takakura t/a Unearth	Feasibility	Emi	Dermot Shortt	€11,000	1
9033932	First Waste Options Limited	Feasibility	Declan	Peter Sheridan	€7,050	1

9033848	The Elephant Hive Limited	Feasibility	Miriam	Dermot Shortt	€8,800	1
9022625-03	MedVault Health Ltd	Business Expansion	Tony	Dermot Shortt	€17,500	2
9024063-04	Continuous Software	Business Expansion	Cagkan	Dermot Shortt	€40,000	4
9027997	Niamh Tallon t/a Her Sport	Priming	Niamh	Dermot Shortt	€30,000	3
				<b>Total:</b>	<b>€1,280,310</b>	<b>122</b>

**Trading Online Voucher Metrics: January to December 2021**

<b>Trading Online Vouchers:</b>	<b>Target 2021</b>	<b>1 Jan – 29 Nov 2021</b>
No. of Trading Online Vouchers Approved	200	624
Value of Trading Online Vouchers Approved		€1,422,087.50
No. of Trading Online Vouchers Paid		1014
Value of Trading Online Vouchers Paid		€2,304,208.35

**TAME Metrics: January to December 2021**

<b>Technical Assistance for Micro Exporters: M1 Metrics 2021</b>	<b>2021 as at 24.11.2021</b>	<b>Value of Approvals 2021</b>
Grant Approvals	8	€16,714
Value of Grants Paid Out- January to 24.11.2021	€10,209	

### 3. Dublin Place Brand - Dublin.ie

#### Strategy & Research

Following a tender process and the creation of a multi-party framework, OCO Global have been appointed to review Dublin's Place Brand strategy. The benefits of a well-developed place brand include: enhanced international visibility to support foreign investment and visitor attraction; attraction of international students & talent and a stronger sense of identity and community cohesion for residents. The work is underway and will be completed by June 2022. Several workstreams will run concurrently with input from the team, management and a wide range of stakeholders.

#### Campaigns & Events

##### Brigit 2022

Dublin.ie will be the home for Bridget 2022: Dublin City Celebrating Women. The Lord Mayor's initiative will take place on February 1<sup>st</sup>. Further information and events will be featured at: <https://dublin.ie/brigit>

##### ENFUSE

The place brand will be an official partner of the ENFUSE initiative for 2021, primarily assisting with social promotion and goodie bags, plus the possibility of featured stories.

##### Dublin.ie

**Design and development updates:** Following testing, new performance and user experience upgrades for the site are going live in late January 2022.

##### Content:

- **Story Updates:** An audit of the almost 300 site stories took place in December. This was done to ascertain how many need updates or removal. The team are currently working with a content writer to scope out the updates required, with a view to starting them in Q1.
- **Enterprise Ireland content series:** Work is ongoing with Enterprise Ireland to produce a content series over the next few months.

#### Stakeholder Engagement

- **Education in Ireland (part of Enterprise Ireland):** We're in the planning stages of an international destination marketing campaign with Education in Ireland and Dublin's Higher Education Institutions to promote Dublin as a location for international students.
- **DCU and Failte Ireland:** working on a collaborative project with Innovation students at DCU to come up with new and innovative ideas to encourage people from Ireland and Northern Ireland who live outside the capital to visit Dublin and spend at least one overnight.

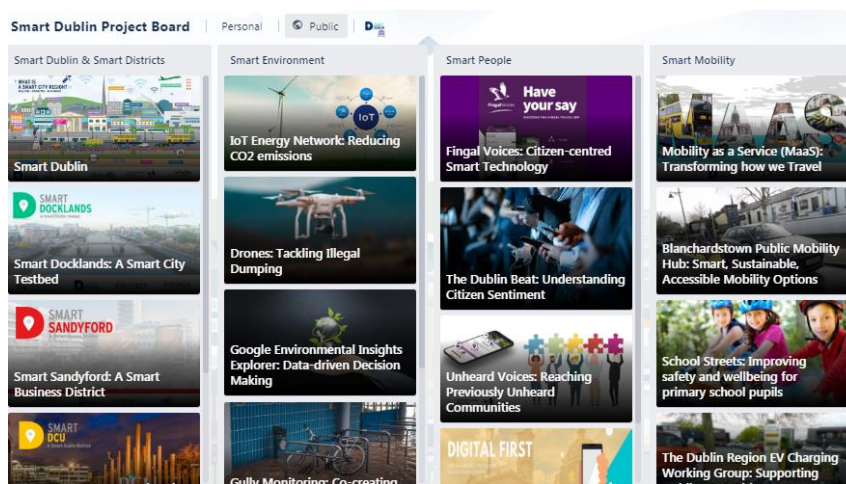
## 4. Smart Dublin & Smart Districts

**Smart Dublin** is an initiative of the four Dublin Local Authorities to engage with smart technology providers, researchers and citizens to solve challenges and improve city life. It aims to position Dublin as a world leader in the development of new urban solutions, using open data, and with the city region as a test bed.

**DCC Smart City Unit** under the Smart Dublin umbrella has developed a world-leading Smart City programme. It drives forward the use of new technologies to improve our city's operations; improving efficiencies, reducing costs, driving economic growth and future proofing our communities.

**Smart Districts** are strategically selected locations where targeted smart city projects can be fast-tracked to measure impact and potential scalability. 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 wider variety of testbed locations.

Dublin City Council supports three out of the five Smart Dublin districts; Smart Docklands, Smart DCU and our latest smart district Smart D8, a smart district focusing on Health and Well Being. It has also recently established a Smart Tourism Programme in partnership with Failte Ireland.



For more information on Smart Dublin Project, see the Public Trello Board: <https://trello.com/b/18809azF/smart-dublin-project-board>

## Smart City Updates:



### 1. European Capital of Innovation (iCapital) Awards 2021

On the 26<sup>th</sup> of November 2021 Dublin was awarded joint second place in the 2021 European Capital of Innovation (iCapital) awards.

The European Capital of Innovation (iCapital) awards is an annual recognition prize awarded to the European cities that best promote innovation in their

communities. Past winners include Leuven, Nantes, Athens and Amsterdam.

The 2021 edition recognises cities' that contribute to developing a local 'innovation ecosystems' for the benefit of innovators and the wellbeing of their citizens.

Dortmund (Germany) was awarded first place and was named as the European Capital of Innovation 2021. Dublin and Malaga (Spain) were awarded joint second place. Vilnius (Lithuania) came third.

Dublin will receive €50,000 to continue to work on innovative projects for the city.

In a press release after the awards, Mariya Gabriel, Commissioner for Innovation, Research, Culture, Education and Youth, said: *"I am impressed by the outstanding work of all iCapital finalist cities. I am honoured to highlight these cities that are the real test beds for innovation."*

Press Release: [https://ec.europa.eu/commission/presscorner/detail/en/IP\\_21\\_6224](https://ec.europa.eu/commission/presscorner/detail/en/IP_21_6224)

Find out more about the European Capital of Innovation Award [HERE](#)

### 2. Smart D8 – A Smart Health and Wellbeing District



Smart D8 has launched its largest pilot project to date with the introduction of a new 'Civic Dollars' community currency to encourage the use of public parks and drive better health outcomes for the community on the 27<sup>th</sup> of November 2021 and was featured on [RTE online](#) and on the 6 o'clock news.

The project, led by Dublin City Council, will use a smartphone app to reward visitors

with the new Civic Dollars for spending time in participating Dublin 8 parks, which can then be exchanged for goods and services from local businesses or gifted to local community organisations.

5 parks in Dublin 8 are participating in the pilot: St Audoen's Park, St. Patricks Park, Weaver Park, Oscar Square in the Liberties, and Grattan Park in Inchicore. All 5 parks have seen recent investment by Dublin City Council who aim to roll the scheme out to other parks under its control if it is a success. The Civic Dollars pilot will run for 5 months, and the team are hoping to attract 1,000 users in the first 2 months.

The app does not measure steps or distance that the users accumulate in the park, just the time spent in a zone, ensuring that users with mobility or health issues are not discriminated against and can participate fully. The project goal is to decrease health inequality and help citizens who are not currently active to take part and improve their wellbeing.

Since the project began, 845 users have downloaded the app, 141 Civic Dollars have been donated to local community groups. Users have engaged in 531.5 hours of activity in the park up to the 10<sup>th</sup> of January.

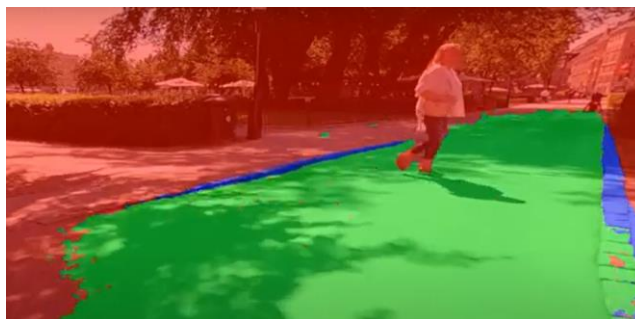
3 more Dublin 8 parks will be added in February and staff in Dublin City Council will also be encouraged to try out the app during lunch breaks. The new parks will include the War Memorial Gardens, Turvey Park and St. James Walk, the linear park along the canal.

Read more & download the Civic Dollars app [HERE](#).

### 3. Smart DCU- MicroMobility safety, Shared E-Cars, Delivery Robots

#### 5. MicroMobility safety

Following the launch during 2021 of the research collaboration between Tier, DCU Insight and Luna Systems (A DCU Alpha company), the pilot has focused on improving MicroMobility safety by perfecting the ability to detect pedestrians and footpath riding (Hazards are Red zones).



#### Shared E-Cars

Staff at DCU now have access to two Renault Zoe E-Cars for intercampus travel. The vehicle telemetry is being analysed by DCU Insight to understand how 'E-car sharing' can be optimised for intelligent transportation (right vehicle, right place, right time).



## Delivery Robots



The first robot delivery of a burger and chips to a student was done by the Hosted Kitchens automated Deliver Robot. This relied on teleoperation (driven by a remote driver). While another Delivery Robot from Transpoco (A DCU Alpha company) is piloting AI-enabled Computer Vision to navigate indoors.

#### 4. Smart Tourism Programme - Digital Trails Toolkit



The Smart Tourism Programme for Dublin, supported by Dublin City Council, Fáilte Ireland and Imaginear have developed a Digital Trail Toolkit, designed to help identify best practice for destinations and businesses who wish to develop digital trails.

The Digital Trail Toolkit is a step by step guide to assist industry in Digital Trail App development. Although there are many different types of app and digital trail developments in the tourism industry, there are few examples of toolkits developed specifically for organisations who are interested in building their own digital trail.



The purpose of the Toolkit is to help identify best practice examples of digital trails and create a path to development for destinations and businesses who wish to develop digital trails. A key



focus for the project which began in February 2021, is the growing crossover between tourism, culture and technology. The goal of the Smart Tourism programme is to establish Dublin as a world-leading 'Smart Destination' through innovation, research and partnerships.

View the Digital Trail Toolkit and Tutorial Video [HERE](#)

## 5. Ring Buoy Project- Water Safety Ireland Award



The Ring Buoys initiative, led by Dublin City Council and in partnership with the other 3 Dublin local authorities were awarded a Community and Social Responsibility Award from Water Safety Ireland. The award recognises Smart Ring Buoys and how this low-cost innovative alert system is helping to ensure that public rescue equipment is in place and ready to use when needed.

The Ring Buoy project in collaboration with Water Safety Ireland to trial and test solutions that can help address vandalism and theft of ring buoys. The project uses an innovative procurement methodology, the first of its kind in Ireland that allows local authorities to pilot and buy the validated solutions.

Phase 2 of the project which aims to scale up the solutions will be rolled out across 10 local authorities in Ireland. Phase 2 will begin in January 2022.

Read more about Smart Ring Buoys [HERE](#).

## 6. The Academy of the Near Future

[Academy of the Near Future](#) is a smart cities education programme being developed by Dublin City Council, [Smart Docklands](#) and [CONNECT](#), the world leading Science Foundation Ireland Research Centre for Future Networks and Communications at Trinity College Dublin.



The Academy of the Near Future delivered workshops to 190 Transition Year students from Nov2021-Dec2021, as part of the Visioneers smart city education programme.

Several workshops involved a collaboration with Trinity College Dublin's Codeplus programme, an initiative set up to introduce girls to computer science and coding.

Workshops were delivered to 2 schools in Waterford City, as part of our national outreach with CONNECT.

Workshop evaluations demonstrated an increase in concept familiarity of smart cities and the internet of things.

Students demonstrated strong enjoyment of workshops, the following are student reflections when asked to reflect on their workshop highlight.

- 'coming up with creative ideas to make towns better'
- 'having fun and being inventive'
- 'working together as a team'
- 'learning that I can think of solutions to problems'

## 7. Accelerating the Potential of Drones for Local Government



### [Regulations: Drone User Handbook & Tutorial Video](#)

The "Regulations: Drone User Handbook is a free to use resource, developed as part of Dublin City Council's 'Accelerating the Potential of Drones for Local Government' Project.

Drones are increasingly used by local authorities. This resource is intended to help strengthen best-practice in the sector and support local authority staff to deliver better, safer and more efficient services.



View the tutorial video and download the handbook [HERE](#).



Cathairín Cathrach  
Bhailé Átha Cliath  
Dublin City Council



### [Data Protection: Drone User Handbook & Tutorial Video](#)

The Data Protection Handbook is a resource designed to support local authority drone operators to meet data protection compliance requirements.

The handbook was developed by Castlebridge, as part of Dublin City Council's 'Accelerating the Potential of Drones for Local Government Project', funded by the Public Sector Innovation Fund.

View the tutorial video and download the handbook [HERE](#).

*For any queries in relation to any of the above please contact:*

Jamie Cudden, Smart City Programme Manager [Jamie.cudden@dublincity.ie](mailto:Jamie.cudden@dublincity.ie) or; Nicola Graham, Smart City Operations Manager [Nicola.graham@dublincity.ie](mailto:Nicola.graham@dublincity.ie)

## 6. International Relations:

International Relations continues to develop and enhance international relationships through mutually beneficial initiatives, cultural, educational and economic development exchanges. International Relations acts as first point of contact for city, business and government visiting delegations from other cities to provide support to the Lord Mayor's office on international relations matters.

### **Friendly Agreements with other Cities:**

Dublin City Council has received a growing number of requests for Friendship Agreements with other International cities. As there is no existing criteria in place for the evaluation of such requests, it is accepted that it would be beneficial if a process could be established to manage such requests and that they should be evaluated in the context of the benefit to the city and should also align with existing Council policy. It was agreed that a report would be brought back to the Protocol Committee.