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1. Economic Development Office



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Progress Report
Economic Development Office
6th September 2022



Event	Date
Dublin City Social Enterprise Awards Ceremony	22/9/2022
SoCircular	05/10/2022
Furthr Festival	21/10/2022

Dublin Region Enterprise Plan (DREP) 2024 – Innovation & Transformation

The Dublin Region Enterprise Plan 2022 – 2024 was launched by Tánaiste, Leo Varadkar on April 1st. There are six strategic objectives in the plan and 26 key actions. Dublin City Council is leading or participating on 20 of the 26 actions, a number of the actions are progressing well.

1. Strengthen resilience and the potential for scaling amongst Dublin's SME's and start-Ups

This objective includes actions to develop and grow enterprise hubs for community, social and economic development. To scale-up ecosystems, cultivate SME's on procurement and grow opportunities to SME's in the region to a SMART Connected Technologies Cluster.

2. Promote context specific, attractive and adaptive place-making for an evolving world of work & diverse lifestyles, enabling resilience, business recovery and new opportunities for Dublin

This objective is the promotion of the Dublin Brand for adaptive place-making both domestically and internationally in the context of living, working, investing, studying and visiting the Dublin region. This allows the Dublin region lead in digital transformation.

This action acknowledges the creation of vibrant areas, accessible across all societal needs, ages and abilities with excellent connectivity.

3. Facilitate every individual to realise their full potential through engagement in economic activity

This objective is centered around inclusivity with initiatives that are targeted at marginalised and disadvantaged communities to support their pathway to employment or self-employment.

4. Enable and position business as leaders in Dublin's low-carbon transition

This objective aims to support the activities of the Dublin region to develop transformative projects to guide emerging 'low-carbon economy' focused research and projects aligned to climate challenges we face, establish a circular hotspot and learn from other cities.

5. Ensure the availability of skills and talent to realise Dublin's future economic potential

This objective includes leading the way for educational providers to deliver training supports, growth paths for skills and talent to reach the Dublin region's full potential, ensuring the right skills are available for job opportunities, talent and innovation.

6. Strengthen Dublin's ecosystem

This objective will allow the collaboration of state agencies, academia, private sector to position Dublin as a Tier 1 capital city through innovative initiatives for sustainable and competitiveness.

Susan Spence, Co-Founder, SoftCo chairs the new plan for the Dublin region, with support from program manager Caroline Power. A meeting with Caroline Power, DREP Programme Manager was held on May 10th to discuss the road map for implementing prescribed actions.

An update was provided on the following actions at the first progress meeting.

Action 1.1 – Supporting Enterprise Hub Provision in Dublin – the first part of the action is complete and the research report on Enterprise Hub Provision in the Dublin Region was disseminated following its inclusion on the SPC Agenda on 12th April with a presentation on the findings arranged for 6th September. The second part of the action will require the drafting of a research to: 'Pilot project area identified for the potential utilisation of an enterprise hub as an area-based intervention and relevant enterprise hub feasibility study completed'.

Action 2.3: Advance the shared brand vision for Dublin. OCO Global and their partner Eutopia have been appointed by Dublin City Council to support the evolution of Dublin's place brand and associated place marketing campaigns. OCO Global and Eutopia facilitated two workshops designed to align all key stakeholders in working to promote Dublin as a great place to Invest, Live, Visit, Work and Study both domestically and internationally. An updated report is being finalised.

The EDO is currently drafting a research paper as part of Action 1.1 regarding: 'Pilot project area identified for the potential utilisation of an enterprise hub as an area-based intervention and relevant enterprise hub feasibility study completed'. Work is also progressing on action 4.

Dublin Belfast Economic Corridor (DBEC) - Placemaking & Clustering

The work of the Dublin Belfast Economic Corridor is on-going and is being supported by a process that will involve the production of a Development Plan, Vision and Strategy followed by an Action Plan. This work has been actively progressed by KPMG who were commissioned to carry out this work in consultation with the Chief Executive's, the Directors of Economic Development and the members of the Political Advisory Group who make up the agreed governance arrangements for DBEC.

The Development plan forms stage one of a three stage process and was presented to the Political Advisory Group at their first meeting. Stage two is nearing completion and 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.

The secretariat of DBEC which was managed by Fingal has been transferred to Newry Council to support the next phase of development of the corridor. KPMG presented to the EDE SPC Members at their meeting on 12/04/22.

The Political Advisory Group will meet at 10am in Louth Co Co offices on 16th September. As part of the agenda KPMG will present to the councillors on the strategy, and discuss what will be involved in developing the action plan.

Dublin Belfast Circular Economy Capital Expenditure Feasibility Shared Island Funding

As part of this work DBEC considered the preparation of two applications for submission under the Shared Island process. Following agreement from the two Chief Executive's that a connected circular economy application would be made, Mary MacSweeney, Sabrina Dekker (DCC) and Belfast City Council have worked together in developing an application to the Shared Island Fund. The ambition is to support start up and scaling businesses who will create solutions to circular economic challenges in Dublin and Belfast and along the corridor with export potential. The application was submitted on 03/06/22. A decision is awaited.

Local Economic & Community Plan (LECP) – Innovation & Transformation

The development of the 2022 – 2027 Local Economic & Community Plan is now underway.

The required Advisory Group as set out in the guidelines has been formed made up of members of this SPC and the LCDC. The group have met and workshopped on 15th March, 27th April, 25th May and 20th July.

The LECP follows a six stage development process, stage one is well underway with a socio economic analysis to be completed that will inform the drafting of a number of high level goals, to be agreed by the LECP advisory group and forwarded to the SPC and LCDC for sign off, before the public consultation on the goals commences as part of Stage 2. The Your Dublin Your Voice survey was discussed at the last meeting of the Advisory group and members had an opportunity to feedback on the draft questions before the survey went live. The findings will be used to get feedback on a range of the key issues and cross cutting themes that will underpin the development of the LECP.

The draft Socio Economic Statement for the LECP was also discussed and a copy was circulated. Input from the Community office is pending. Meetings have been set for October, November and December. When the findings of the Your Dublin Your Voice survey are available later this month they will be disseminated.

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

The next meeting of the Economic Development and Enterprise SPC is September 6th 2022. Agenda and associated documentation published on Modgov on 1st September. Decision on whether future meetings to continue remotely or revert to hybrid/in person to be decided. SPC Administrator and admin staff will require assistance and adequate training prior to any offering of hybrid meetings. A pre SPC meeting took place on August 31st remotely via MS Teams.

Cllr. O'Connor is resigning as current Chair of the SPC. Chief Executives office will list the vacancies at the City Council meeting on the 5th September, it is proposed that Cllr. Brabazon will be appointed as Chair of the EDE SPC.

MODOS- LAPN Grant Funding - *Climate & Innovation*

The DCC & DLRD collaborative MODOS programme was developed and commenced delivery in Spring 2022. Training commenced on March 2nd for course one and March 9th for course two. 37 participants registered to attend both courses. Follow up networking events were held along with one to one mentoring to assist the participating businesses in taking action to embed circularity in their business practices. A final wrap up networking event took place on 02/06/2022 at Richmond Barracks.

Additional funding has been awarded to MODOS for 2023, this will allow for the further updating and development of MODOS Training. Presently a new website is being developed. Details of 2023 delivery will be provided at the next SPC in November.

Dublin Economic Monitor – Promotion & Investment

The Dublin Economic Monitor is a publication for the 4 Dublin Local Authorities, led by Dublin City Council's Economic Development Office

The production calendar for the Q3 DEM is drafted with a provisional publication date of 8th September. The article on skills and will be written by Andrew Brownlee – CEO of Solas. Cormac Halpin, the senior census statistician with the CSO, will write the shorter article covering the recently released headline census figures. The main economy/business articles will cover inflation, interest rates and economic growth outlook. The cover is from DLR and is the harbour.

The content will be disseminated through the website, press release, the mailing list, social media and by post.

Further details: www.dublineconomy.ie

Events / Events Sponsorship

The Economic Development Office provide support to various events across the city throughout the year that are designed to make a positive impact on delivering on our key priorities and strategic objectives. The first EDO sponsored event of 2022 took place in the Wood Quay Venue on May 25th, The African Professional Network Ireland (APNI) Lion's Den 3rd event was a successful evening and a fitting event to mark Africa Day. Dublin Maker was also supported on 23/07/2023 and was run in Merrion Square with the Lord Mayor in attendance.

EDO also plan to support the following events in 2022:

1. Future Scope October 21st, 2022 at the Convention Centre
2. So Circular –confirmed for October 5th 2022 in the Round Room, A social enterprise/circular economy event showcasing the best of social and circular enterprises across Dublin City
3. National Start-up Awards December 1st 2022 at City Hall

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

Dublin City Social Enterprise Awards 2022 are managed by Inner City Enterprise and funded by Dublin City Council and the Department of Rural and Community Development (DRCD).. The 2022 awards programme was launched during Local Enterprise Week and the closing date for applications was extended to 24/05/22. Of the 8 Social Enterprises shortlisted, 6 were chosen to receive the award. These awardees will be celebrated at an award ceremony in the Wood Quay Venue on the 22nd of September.

Dublin Tech Summit - *Placemaking & Clusters*

The Economic Development Office, the Local Enterprise Office, the Dublin Place Brand team and Smart Dublin supported the Dublin Tech Summit in 2022 which took place on June 15-16th at the RDS. Dublin City Council created a stand at DTS incorporating the Dublin Place Brand, Economic Development, Local Enterprise Office and Smart Dublin. Additional support for the event was provided via participation on judging panels, panel discussion and marketing support including a wrap on the Palace Street office.

Dublin Tech Summit was supported and sponsored by DCC. Multiple leads / connections were made by the various staff on the Smart Dublin, LEO, Dublin Place Brand and Economic Development joint stand. Materials promoting each office were distributed. In addition, Profit with Purpose magazines were distributed.

SoCircular (5th October in The Round Room at the Mansion House).

SoCircular is an event to celebrate Dublin's social and circular economy ecosystem and culture. It will showcase local social and circular enterprises as part of an extensive expo, host panel discussions, highlight supports and resources, and feature social and circular ecosystem themed arts and cultural performances. SPC Members will be invited and encouraged to promote the event.

Your Dublin Your Voice: Local Economic & Community Plan Process

The YDYV Q3 Survey 2022 was conducted on the 3rd of August 2022. The survey theme focused on the LECP process and received over 900 responses. To date the YDYV survey has received over 25,000 responses over 26 different surveys. The current YDYV panel consists of over 4,500 opted in panellists.

Further details: www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice

Smart Tourism Data: *Placemaking & Clusters*

Economic Development staff continue to support the work of the Smart Tourism Data working group.

- The Dublin Discovery Trails app is undergoing final development and testing and is due to be launched in Q4 of this year.
- The Smart Tourism programme for Dublin is participating in the European Smart Tourism Data Mentorship Programme delivered by the European Commission.
- On the 13th of September the Smart Tourism Programme along with the DCC European Office will host a Smart Tourism webinar with Bordeaux and Valencia.

ENFUSE- *Placemaking & Clustering*

ENFUSE matches local enterprises / social enterprises with teams of MSc. university / college students. This year, 46 enterprises were each matched with a M.Sc. student team from Technological University Dublin (TUD), Dublin City University (DCU) or National College of Ireland (NCI). From the 46 student teams, 11 were shortlisted as ENFUSE Finalist student teams. The ENFUSE Finals took place on the 26th May 2022 in the Wood Quay Venue. ENFUSE has been shortlisted to represent Ireland in European Enterprise Promotion Awards and has also been shortlisted by Chambers Ireland for their Excellence in Local Government Awards 2022.

Circular Cities- *Climate & Innovation*

Dublin City Council are a city partner in the Circular Cities ClimAccelerator. Cities contribute hugely to climate change, material consumption and waste generation. The Circular Cities ClimAccelerator recruits European start-up companies hoping to advance their circular economy solution. Companies participating on this accelerator are developing solutions across transport and mobility, logistics, waste management, construction material, food consumption and packaging to support more sustainable, circular urban environments. After a break in August, the engagement with project partners and startups recommences on September 6th when case studies and examples of best practice will be shared by partner cities.

World Cities Culture Forum- *Placemaking & Clustering*

Two Graduates from the Economic Development Office, Manna Thomas & Jack Tonks completed a comprehensive report to the World Cities Culture Forum including a relevant case study and provision of key indicators which was submitted on June 21st.

Milan Food Pact Awards 2022- *Promotion & Investment*

An application was submitted to the Milan Urban Food Policy Pact Awards in collaboration with the climate Action Office in DCC. The application included three submissions: 1. Eat the Streets! 2. Edible Dublin Food Strategy 3. Shared Kitchen at the SPADE Centre.

Night Time Economy - *Placemaking & Clustering*

Pilot application for participation in night NTE project submitted by deadline of June 24th. Awaiting response.
DCC to host the next meeting of the implementation group on September 7th at the Wood Quay Venue.

EDO Strategy Review- *Strategic Approach*

The Economic Development Office team are presently working on an updated strategy proposal for presentation to the SPC member on September 6th.

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

COVID-19 / Coronavirus

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.

- May newsletter: issued 3rd May with reminder 5th May
- June newsletter: issued 2nd June with reminder 13th June
- July newsletter: issued 4th July with reminder 6th July
- August newsletter: issued 3rd August
- September newsletter: issued 7th September

In addition to the regular monthly e-zine, an e-zine is being distributed to those who have been through the Business Advice Clinic to connect them with relevant supports such as the Start Your Own Business programme.

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/](https://www.localenterprise.ie/DublinCity/Case-Studies/)

Posting a new case study monthly. Case studies completed and promoted from April to September '22:

- Corporate Wellness Ireland provides a complete range of wellbeing services & programmes to businesses around Ireland, creating healthy, happy & productive workforces. <https://www.localenterprise.ie/DublinCity/Case-Studies/Corporate-Wellness-Ireland.html>
- Hatched Analytics an Alternative Data Provider founded in 2016. They are a team of 10, based in Dublin. <https://www.localenterprise.ie/DublinCity/Case-Studies/Hatched-Analytics.html>
- Digital Construction Technologies Ireland's first digital construction technologies consultancy to become a member of the Construction Industry Federation (CIF). <https://www.localenterprise.ie/DublinCity/Case-Studies/Digital-Construction-Technologies.html>
- Pup Pup Foods a sustainable insect based dog treat brand that is good for the planet as well as the lucky pooch in your life. <https://www.localenterprise.ie/DublinCity/Case-Studies/Pup-Pup-Foods.html>

Cross promotion in newsletter and social media.

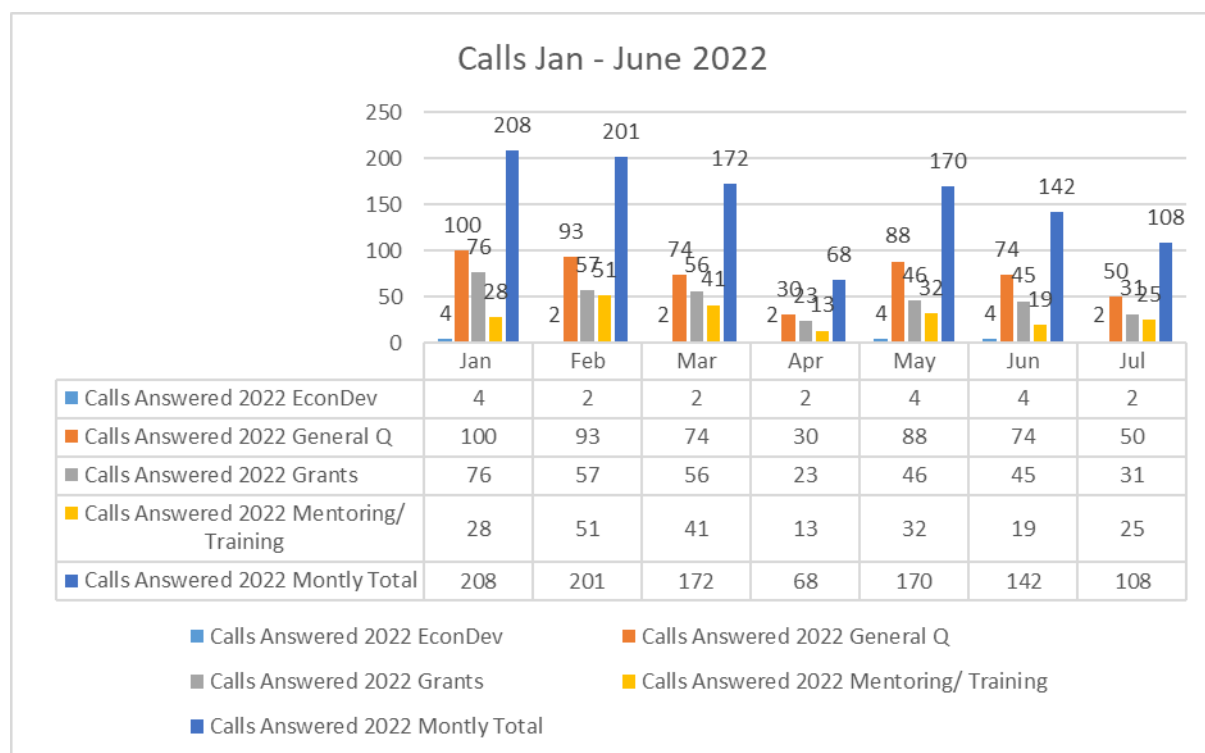
Gazette Advertising: A Dublin regional advert is being created monthly, with adverts being created for focus areas of work such as Lean, Green, Digital export that are common to all LEO's. Costs are shared. The collective approach to advertising reduces the costs per LEO and sustains the message, while also providing valuable financial support to the title.

Dublin City FM: A schedule of activity for late Summer/Autumn is currently being devised.

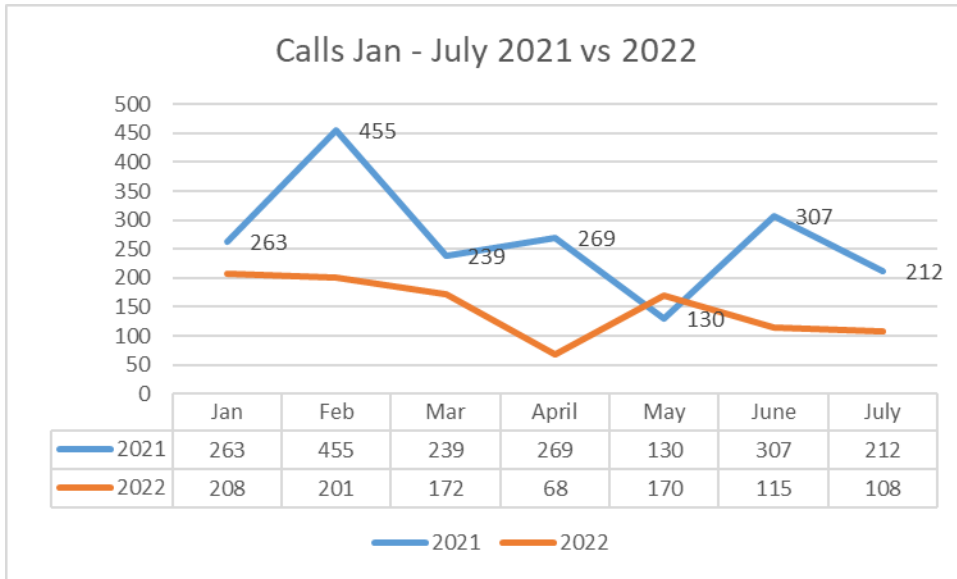
First Stop Shop

Calls Jan to July 2022: 1,069 calls answered Jan – July '22 inclusive. 47.6%% of calls general enquiries, 31.2% grants, 19.6% mentoring & training.

Calls are monitored weekly from both a qualitative and quantitative perspective. Call scripts have been reviewed and updated to reflect new products and these provide uniformity of approach to call handling and a training document for new starts.



Jan to July Year On Year Comparative



1,069 calls '22 vs 1875 in '21 / - 43%

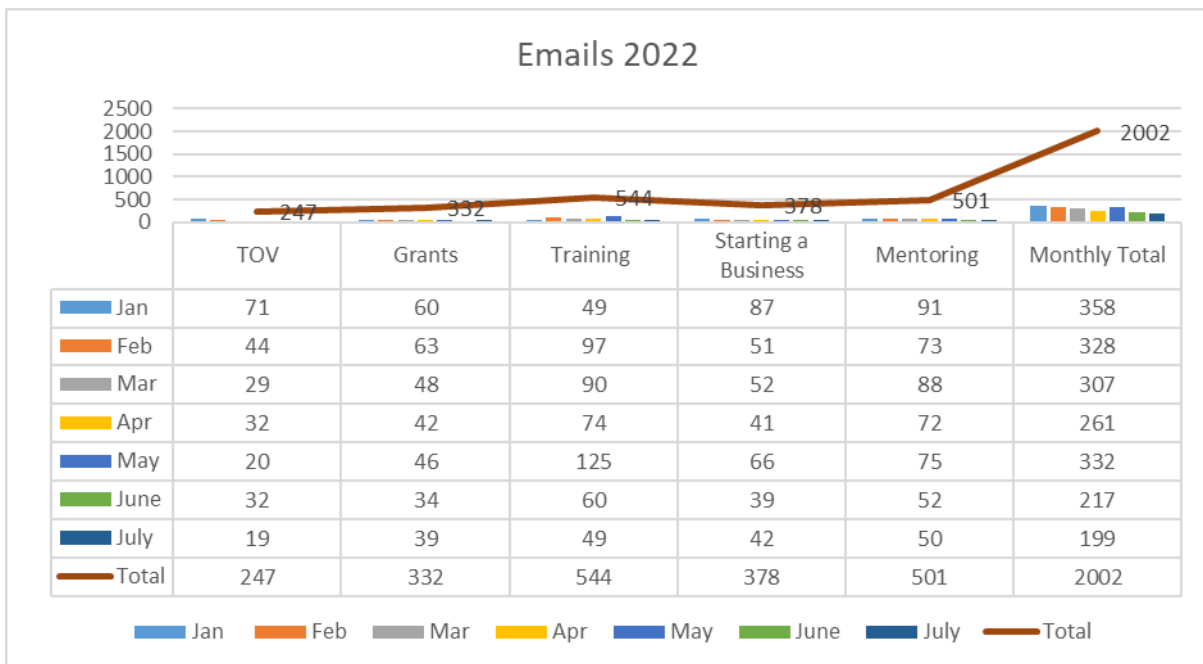
Busiest Month – descending order: Jan, Feb, March, May, June, July, April

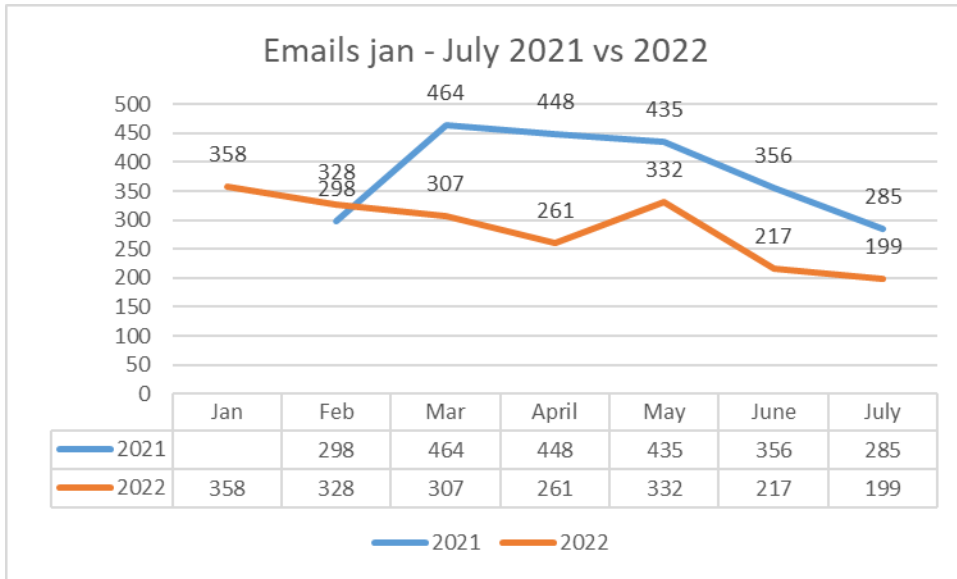
Emails during January - July 2022: 2202 emails received and processed.

Busiest Months in descending order: Jan, Feb, Mar, May, Apr, Jun, Jul

Breakdown by category of activity:

- M1 supports: trading online voucher 12.34% & grants 16.58% = 29%
- M2 supports: Training 27.17%, Mentoring 25.02% & Start Your Own Business 18.88%, = 71.07%





In Person Interactions: Extremely low demand for appointment or walk in service. Service users appear to have become accustomed to self-serving online.

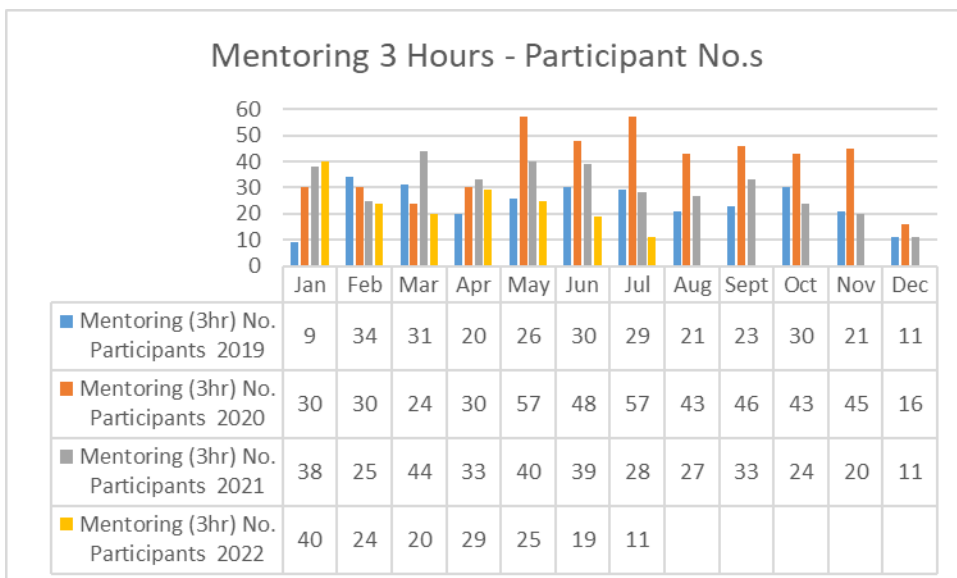
Mentoring – Online Delivery

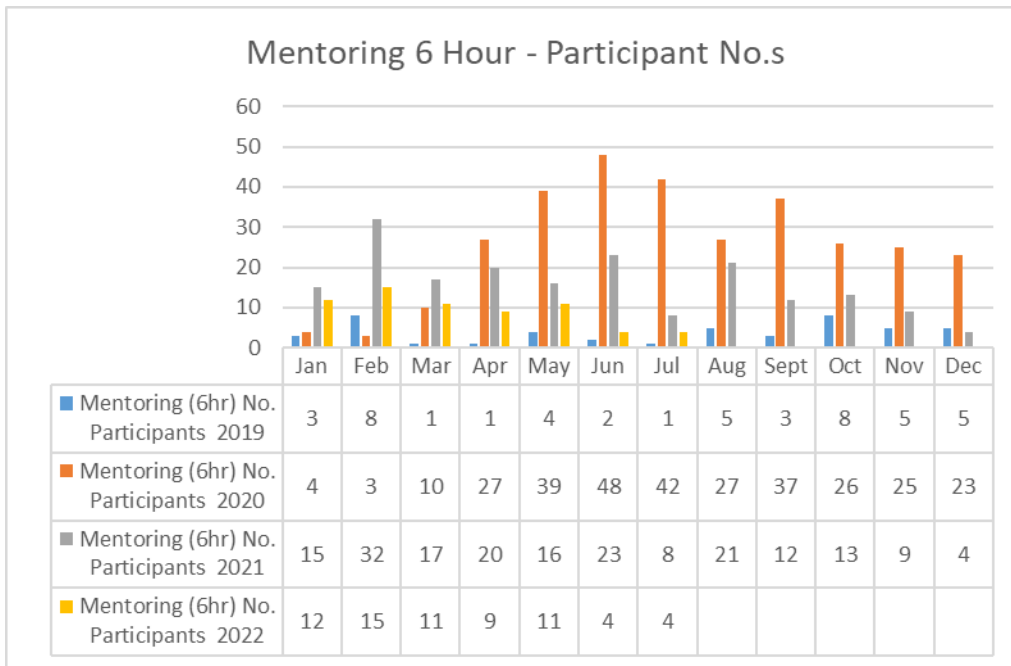
Annual Target 2021: 1,000 hours

1st Jan – 31st July 2022: 626 hours achieved

Achieved vs annual target:

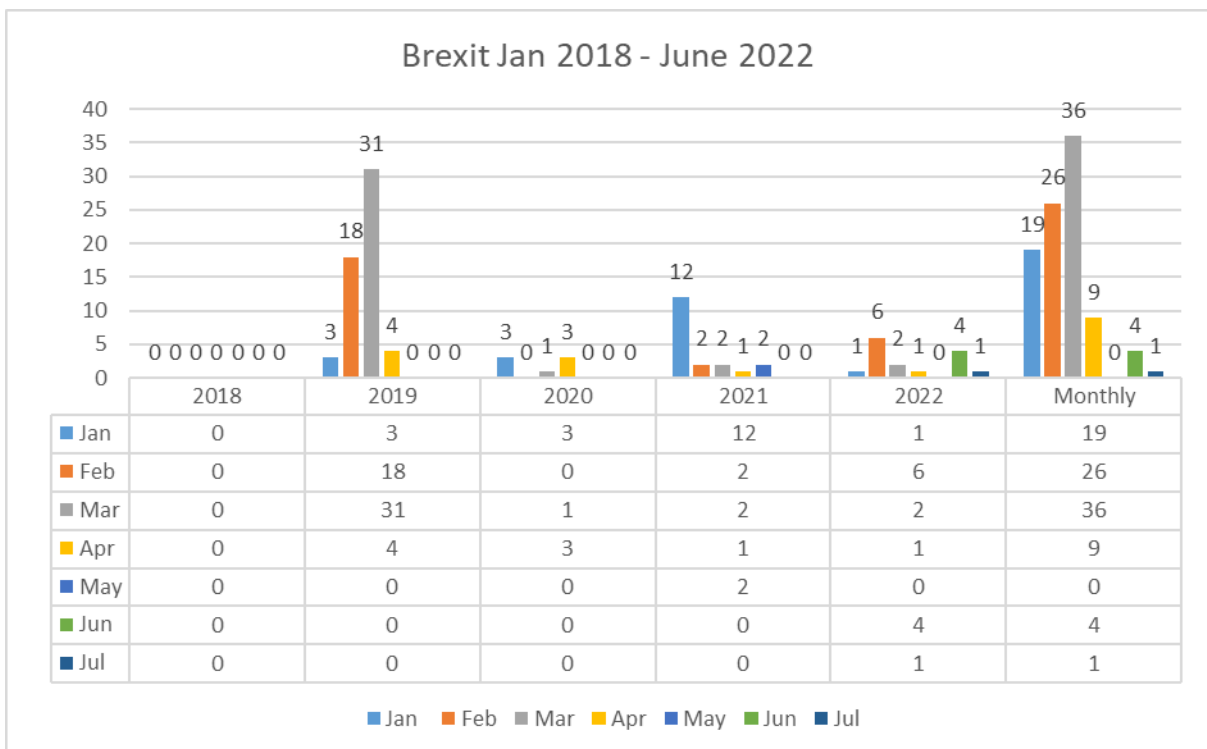
- 3 Hour Product: At 58.31%
- 6 Hour Product: at 25%
- Business Advice Clinics delivered 73%





Mentor Meetings: continuing monthly. Opportunity to gain feedback from the panel and also to update them on emerging products. Last meeting 26th July. Next meeting 23rd August.

Brexit Mentoring: 15 brexit specific mentoring sessions requested Jan – July '22. We continue to promote. An export specific management development training programme with the Irish Exporters Association inclusive of mentoring post training workshops, to takes place commencing 28th September. This is four half day workshops. <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/Export-Development-Programme.html> 3 registered

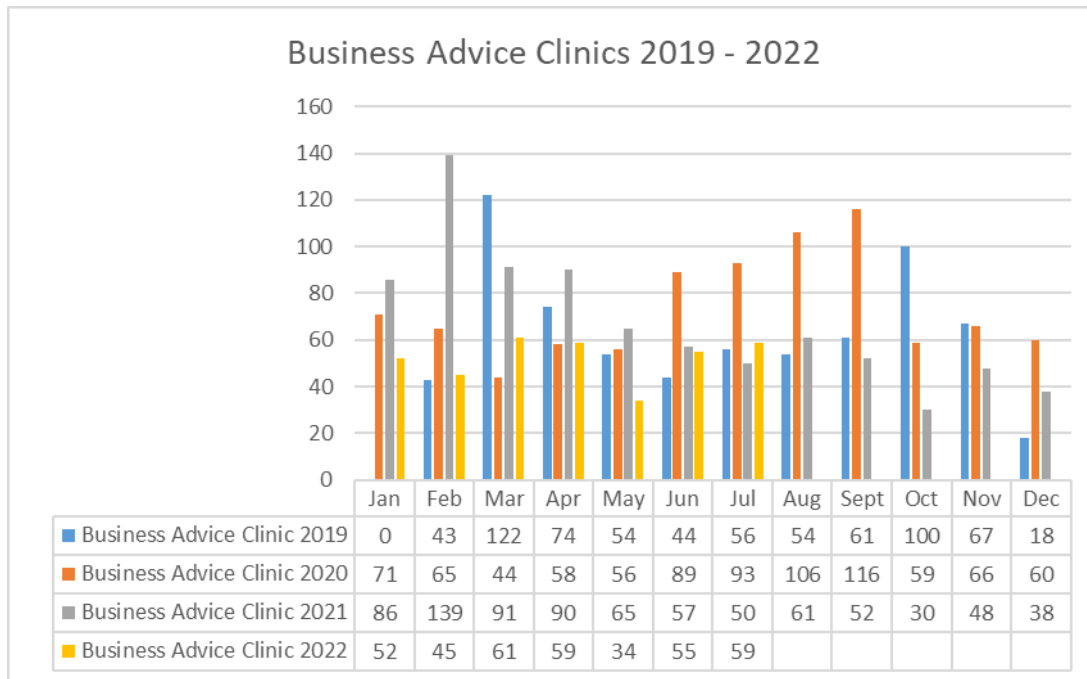


Business Advice Clinics

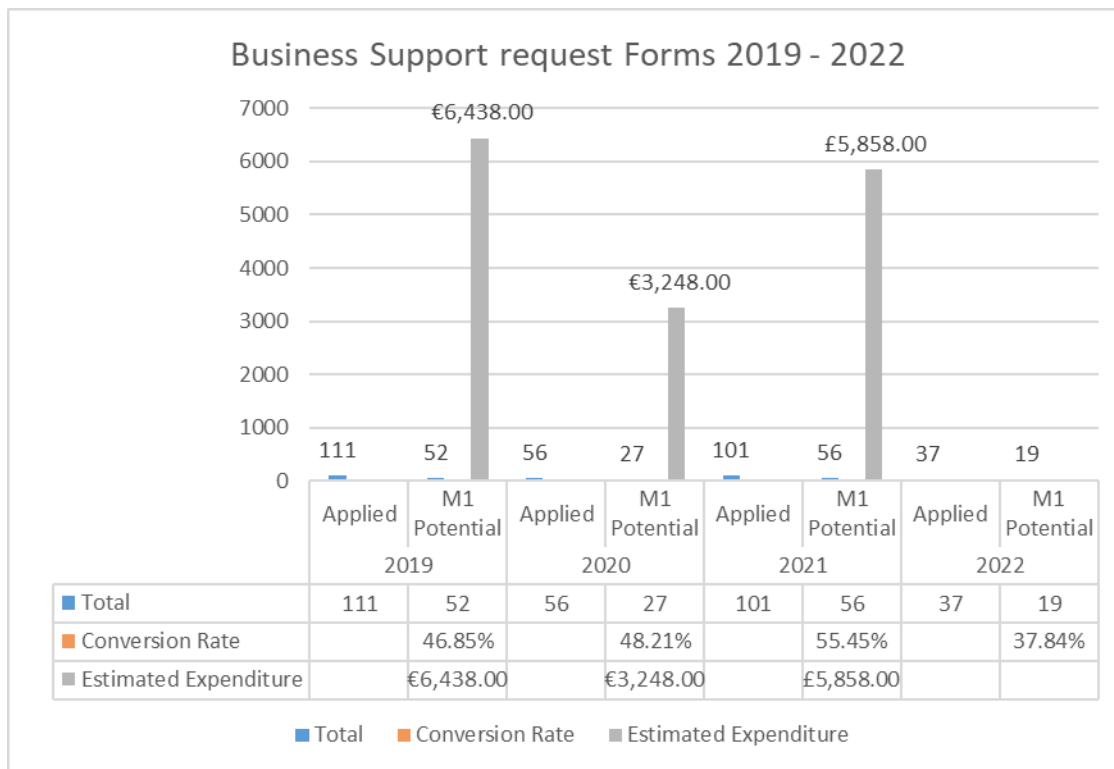
Annual target 2022: 500 participants, 48 clinics

1st Jan – 31st July:

- 30 clinics delivered vs 32 in 2021, - 2 clinics.
- Participants: 365 participants Jan - July'22 inclusive vs 578 in 2021, -213 participants YOY
- Performance vs annual target: 62.5% of annual clinics delivered. 73% of annual participants delivered.



Business Support Forms (Those who seek to consult with a business advisor pre loan application)



As at 31/07/2022. Comment: Both application & our conversion rate is down.

A new process is commencing to contact those who are not put forward to meet with a business advisor or advance to financial supports at this time; to provide additional supports.

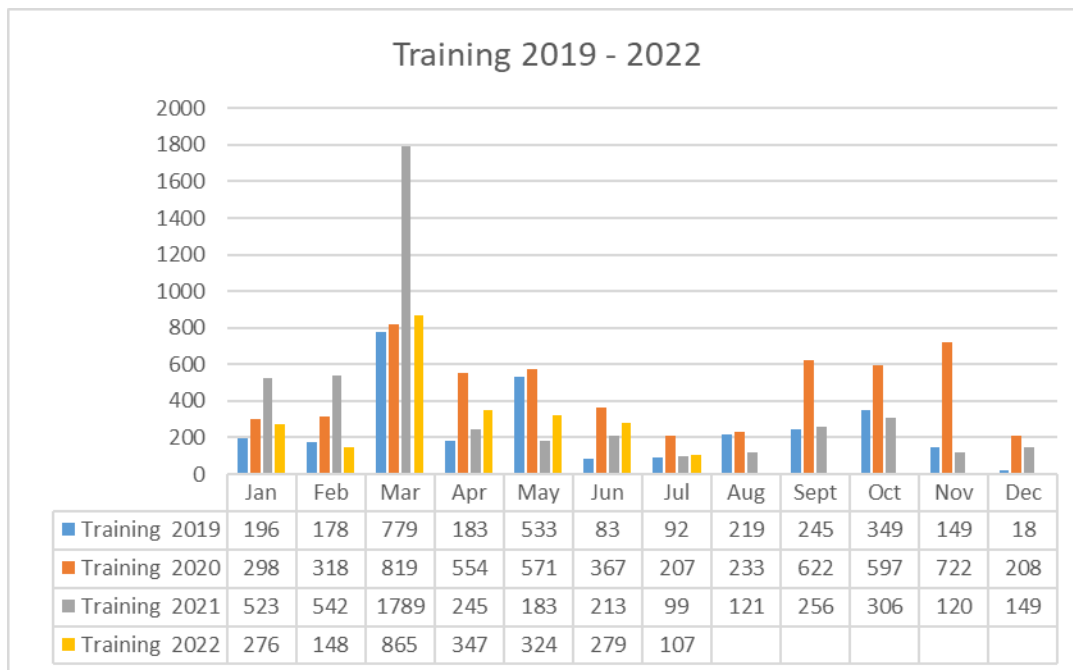
Finance training for entrepreneurs: M2 are scheduling finance management accountancy training for those being put forward to EVAC to enhance the quality of application and probability of grant application success. 32 participants booked for a course on preparing your grant application which took place on 28th July. A further workshop is planned for 8th September.

Training – Online delivery - <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/>

Annual Target: 3000 participants

1st Jan – 31st July: 2498 participants, 125 courses

Comment: -33% year on year. Figures ahead of Jan – July results 2019 and behind the same period in 2021.



Training courses completed April 2022:

Date	Course Title
01/04/2022	Business Advice Clinic
05/04/2022	The Key to Cash Flow
05/04/2022	Management & Development for SME's
06/04/2022	Business Advice Clinic
06/04/2022	Mind Your Mind in Business
13/04/2022	Creating marketing videos on your smartphone
14/04/2022	Business Advice Clinic
20/04/2022	HR Protecting Your Business
21/04/2022	Business Advice Clinic
21/04/2022	FREE Library Talks: Becoming a successful entrepreneur & idea generation
27/04/2022	How to brief your web designer
27/04/2022	HR Protecting Your Business
28/04/2022	Trading Online Information Session
28/04/2022	Business Advice Clinic
28/04/2022	Prepare your grant applications

28/04/2022	FREE Library Talks: Market Research - identifying clients, competitors & resources
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Courses: 41 Participants: 347

Training courses completed May 2022:

Date	Course Title
03/05/2022	SYOB 7 (Mid Week)
04/05/2022	Negotiation for influence
05/05/2022	FREE Library Talks - Digital marketing strategy & online strategy presence
05/05/2022	Business Advice Clinic
07/05/2022	SYOB 6 (Sat and Wed)
09/05/2022	Financial Management best practice
11/05/2022	Business Advice Clinic
11/05/2022	Facebook for business
12/05/2022	FREE Library Talks - Creating the best plan for business
18/05/2022	Winning Tenders (Public Private Sector)
19/05/2022	Business Advice Clinic
19/05/2022	FREE Library Talks - Pitching for potential investors
23/05/2022	Canva for business
24/05/2022	Business Advice Clinic
25/05/2022	SEO for 2022 & beyond
25/05/2022	Canva for business
26/05/2022	Preparing your grant application
26/05/2022	FREE Library Talks - Financial supports & grants for entrepreneurs
27/05/2022	Instagram intermediate

Courses: 19 Participants: 324

Training courses completed June 2022:

Date	Course Title
01/06/2022	Business Advice Clinic
07/06/2022	SYOB Midweek

08/06/2022	Twitter for business
08/06/2022	Work Matters - an introduction & guide to exporting
09/06/2022	Tik Tok for Business
09/06/2022	Business Advice Clinic
13/06/2022	Pitching your business to investors
14/06/2022	Business Advice Clinic
16/06/2022	Prepare your business for customs
22/06/2022	Business Advice Clinic
23/06/2022	Trading Online Voucher Information Session
25/06/2022	Start Your Own Business Course (Sat & Weds)
29/06/2022	Video content that will make our brand stand out
30/06/2022	Business Advice Clinic

Courses: 13 Participants: 279

Training courses completed July 2022:

Date	Course Title
06/07/2022	Business Advice Clinic
14/07/2022	Business Advice Clinic
14/07/2022	Learn about tax & VAT
19/07/2022	Business Advice Clinic
28/07/2022	Business Advice Clinic
28/07/2022	Preparing your grant application

Courses: 6 Participants: 107

Training courses completed August 2022:

Date	Course Title
03/08/2022	Start Your Own Business Course Weds & Sat
04/08/2022	Business Advice Clinic
10/08/2022	Business Advice Clinic
16/08/2022	Start Your Own Business Course Tues & Thurs
18/08/2022	Business Advice Clinic
24/08/2022	Business Advice Clinic

30/08/2022	Filing a self assessed tax return - Revenue Online
31/08/2022	Business Advice Clinic

Courses: 8 Participants: 97

Booking for September 2022: add any additional

Date	Course Title
01/09/2022	Lean for Micro Information Session
05/09/2022	Food Starter September 2022
06/09/2022	Trading Online Voucher Information Session
08/09/2022	Preparing your grant application
08/09/2022	Linkedin for business - Building your business
10/09/2022	SYOB SAT & WEDS
28/09/2022	Export Development Programme
29/09/2022	SYOB THURS

The training schedule has been devised until end of 2022. We will monitor on an ongoing basis to ensure relevance to business requirements and relevance and responsiveness to working with COVID-19 and other market factors e.g. post Brexit and war in Ukraine which is affecting supply & demand for goods and services. We have regular meetings with training providers for feedback to ensure the courses are offering real value to the entrepreneurs and are relevant to their needs. We are also liaising with other LEO offices in the Dublin region and nationality to gain feedback on their outcomes / market trends.

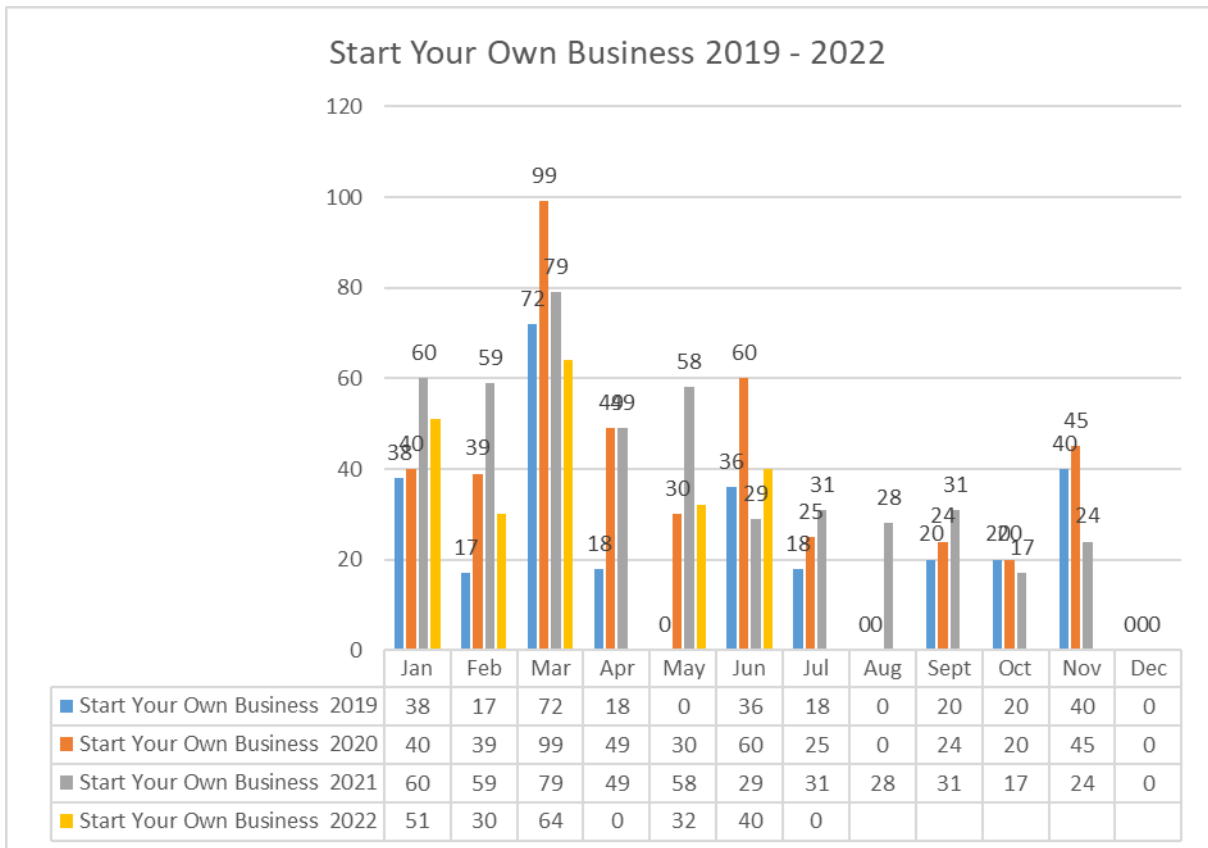
Start Your Own Business Course

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

Jan to June 2022: 8 courses, 1 boot camp delivered & 217 participants

Comment: Running at a similar level to 2019 / - 35% year on year.



Research undertaken by the LEO unit during '22 confirms that 50% of entrepreneurs who undertake the SYOB programme go on to establish a business.

Microfinance Ireland: Pre-loan application Advice

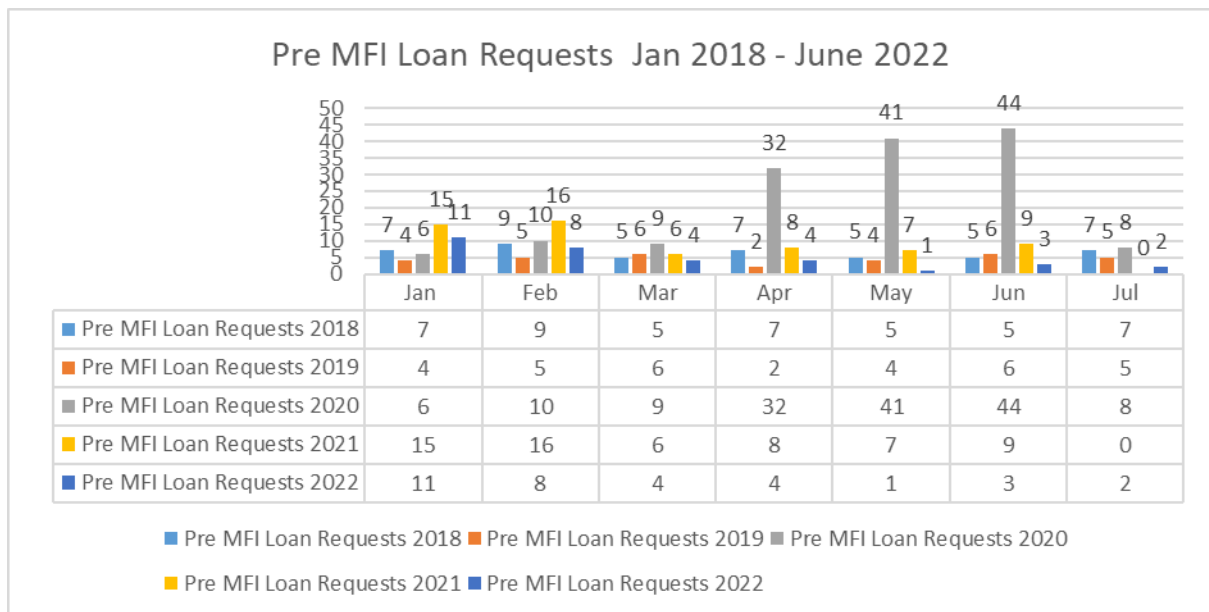
1st Jan – 31st July 2022: 33 pre loan applications year to date.

Comment: Application rate is comparable to 2018 & 2019 and 50% what it was in 2021.

11 loans approved year to date, which is the same as 2019 and ahead of 2021 where 9 were approved to end of July.

Some reluctance by entrepreneurs to take loans presently.

Liaising with MFI to receive additional marketing materials and promoting via newsletter & social media posts. MFI continue to radio advert airplay.



Events

Dublin Tech Summit 15th & 16th June RDS <https://dublitechsummit.tech/>

LEO, Economic Development, Dublin.ie & Smart Cities shared a stand at the tech summit, helping us to connect to potential tech client companies.

National Ploughing Championships 20th – 22nd September

<https://www.npa.ie/2021/10/ploughing-championships-2022/>

Concept Dairy who bring pricing transparency to the dairy industry are representing LEO DC <https://conceptdairy.com/> They will participate as part of the LEO stands – 31 client companies from around Ireland. We are liaising with the client regarding preparing them for the event, logistics & media opportunities.

National Women’s Enterprise Day 13th October 2022 <https://www.localenterprise.ie/Enable-Enterprise-Culture/NWED/National-Womens-Enterprise-Day-2022.html>

15 regional in person events are planned nationally. Theme “Our Future Our Way”. Strategy focused event. LEO DLR leading the project for the Dublin Region. Project plan shared. Event management company Whitelight enlisted to manage event logistics. Tasks for LEO DC managed by Raquel Hickey:

- Select client to be representative in the panel & media opportunities. To be confirmed by 8th August.
- Secure 250 items for goodie bags to showcase a number of LEO clients – two products selected Supernature Snacks & Quirky Irish Icons
- Assist in managing information stands at the event

Furthr Festival 2022 <https://furthr.ie/events/> **21st October 2022**

LEO will provide support marketing activity to the events i.e. a bespoke e-zine to promote, including a competition in our regular e-zine and scheduling of social media posts.

Management Development Programmes

Leadership Development / capacity building

Management development courses are being reviewed with consideration to learnings and change in behaviour due to the pandemic. We are considering blending components of management development programmes courses already successfully delivered e.g. Breakthrough Innovation and Accelerate, to launch a new reimagined leadership management development programme in the Autumn. We have met with the course coordinator & have scoped LEO's in the Dublin region to see if we can leverage off existing courses, or if there is a willingness to coordinate a new leadership course regionally.

Lean www.leanformicro.ie increased profitability and competitiveness. LEO Dublin region running explanatory case study driven pipeline events via contractor jigsaw. Next one 1st September and will be led by Fingal, 8 bookings as of 23/08/22. <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/Lean-for-Micro-Info-Session-1st-September.html>

Status

Completed: 7 companies

In Progress: 9 companies

Scoping: 1 company

Stalled: 1 company

On Hold: 1 company

Didn't Proceed: 1 company

Sum of total savings to LEO participants companies in 2022: €177k, average saving €30k

Food Starter <https://www.localenterprise.ie/DublinCity/Training-Events/Food-Industry/Food-Starter.html> Food Starter is a 4 x 1/2 day online programme helping those at a very early stage of starting up a food business (typically the first 24 months). Programme being led by LEO DC and takes place 5th, 7th, 19th & 21st September. 7 booked as of 23/08/22.

Export Development Programme

Export Development programme with Irish export associations commencing 28th September. **4 X Half-Day Workshops** covering the key issues, factors and strategic elements needed for business export success. The workshops can also include guest speakers from key European markets.

Mentoring will be provided from the LEO Dublin City panel – mentors with export capability.
3 Booked at 23/08/22

Work Matters in The Library

A business advice clinic specific to new community from Ukraine who are seeking advice on setting up a business in Ireland, with input from immigration is being planned presently.

Consultancy Products

Digital Start Voucher: <https://www.localenterprise.ie/Portal/Digital/Digital-Start.html>

Digital Start provides support to obtain digital strategy, technical and/or advisory services for eligible businesses i.e. trading +6 months with turnover of €30k. Some sectoral exemptions apply.

Comment: Uptake has been low. Some companies seeking the support are outside the terms of the scheme e.g. professional services companies.

Opportunities: to encourage businesses to first complete a trading online & lean process in advance of moving on to receive the digital start voucher. LEO unit are developing a national advertising campaign due to take place in Q3. At local level, we are planning to target prior participants of the trading online scheme once the capacity building tender & its process has been finalised.

Green for Micro Programme 2022 as at 31.07.2022

Applications: 9

Incomplete applications: 5

Completed: 4

A renewed marketing effort will take place once the capacity building tender has been completed.

Networks

Women in Business Network

Tender: Application to the advertised tender closed on 28th July. 4 applications have been received and are being evaluated. The current provider's contract has been extended until end of September 2022.

A summer BBQ took place for networking purposes for members on 19th July in the Trinity City Hotel. 40 members attended and it was a well received event.

Eco-System Development

Space Initiative at Guinness Enterprise Centre:

Applicants: 9

Taken up residency: 4

Sandra is working from the space once weekly and is informally networking on site creating awareness of LEO supports & Services. We continue to promote in our monthly newsletter which has been the biggest driver of requests for tours of the facilities.

Procurement for Capacity Development Consultancy

7 lots:

- (i) Green for Micro
- (ii) Leadership Coaching
- (iii) Innovation Capability
- (iv) Strategic Finance
- (v) New Market Development
- (vi) Digital Development
- (vii) Export Development

Future proofing consultancy requirements. Contracts issued, reference checks occurring. An initial process development meeting has taken place between LEO DC & LEO Fingal.

Consultancy services are a relatively new approach for LEO's and therefore communications will need to be developed to communicate the distinction between mentoring and consultancy products to clients as well as educating staff on the difference between the services.

Trading Online Voucher Metrics 2022

Trading Online Vouchers: 1 st January 2022 – 12 th July 2022	Target 2022	Metrics 2022
No. of Trading Online Vouchers Approved:	200	116
Value of Trading Online Vouchers Approved:		€248,184.00
No. of TOV Drawdowns Received:		133
No. of TOV Drawdowns Paid:		120
Total Amount Paid:		€234,138.04

Summary of TAME Metrics 2022

	TAME Grants Approved Year 2022	Balances c/f to 2022	Total
Total TAME Approved	€20,348	€11,454.00	€31,802.00
No. of TAME Approved	10		
Total Value Decommit 2022	€1,000	€1,890.00	€2,890.00
Total Value TAME Payments	€6,750	€9,564.00	€16,314.00
Balance to Drawdown	€12,598	-	€12,598

4. Measure 1 (Grants) Approvals Metrics: July 2022 (January – June Approvals)

4.1 M1 Grants Approvals Metrics: July 2022

Type of Grant	#No of M1 Grant Applications			Jobs		Value of M1 Grants		
	Annual Target	Total # No Approved 2022	Variance	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals 2022	Annual Target	Total Value M1 Grant Approved 2022	Variance
Feasibility Grant	23	11	12	25	11	€172,500	€94,920	€77,580
Priming	16	5	11	32	13	€240,000	€147,075	€92,925
Business Expansion	21	12	9	53	32	€525,000	€379,255	€145,745
TOTAL	60	28	32	110	56	€937,500	€621,250	€316,250

4.2 List of M1 Grants approved in 2022 to date

GMIS No.	Company Name	Grant Type	first name	Executive Official	Amount Approved	Jobs
9034072	FixxFi Limited	Feasibility	Andrew	Dunne	€5,500	1
9027538-02	Altra Health Ltd	Feasibility	Adam	Keane	€6,000	1
9034073	BoardX Limited	Feasibility	David	Malone	€15,000	1
9034091	Egrtech Limited	Business Expansion	Emre	Uzun	€25,000	2
9025861	Native Events Ltd.	Business Expansion	Megan	Best	€35,000	4
9027535-02	Transit9	Business Expansion	Keith	MacHale	€25,000	2
9034432	Penny FS Technologies	Feasibility	Lesley	Tully	€15,000	1
9034652	PitchedIt	Feasibility	Scott	Ashmore	€6,600	1
9034651	Popsypops Limited	Feasibility	Luke	Teeling	€12,000	1
10017065-03	The Sweet Potato Pizza Company	Business Expansion	Craig	Grattan	€9,900	1
9034783	Causeway8 Communications Limited t/a CW8 Communications	Business Expansion	Sean	Pattwell	€49,000	4
9034654	Harvest Moon Foods Limited	Business Expansion	Angela	Carney	€48,000	2
9014757-08	Child Paths Limited	Business Expansion	Ciaran	Flynn	€37,500	4
9031436	Too Savage Ltd	Priming	Conor	Bacon	€12,400	1
9034653	What The Faux Ltd	Priming	Alan	Fynes	€37,400	2
9034864	Wits End Drinks	Feasibility	Laurence	Murray	€8,800	1
9010361-04	DB Tours Ltd T/a DB Sports Tours	Business Expansion	David	Berber	€20,000	2
9023531-03	Drink Botanicals Ireland	Business Expansion	Laura	McCarthy	€20,000	2
9023466-02	DOT brew Ltd	Business Expansion	Shane	Kelly	€37,380	3

9028541	Kakushin Design and Marketing Ltd.	Business Expansion	David	Byrne	€32,475	3
9034356	Vico Deodorant Limited	Feasibility	Ben	Breslin	€2,280	1
9035158	Sprint Hit Limited	Feasibility	Caoimhe	Hughes	€9,250	1
9034995	Pause.Penny Limited	Feasibility	Yvonne	Tchrakian	€7,090	1
9007432	Joi Limited	Feasibility	Justyna	Strzeszynska	€7,400	1
9029814-02	The InkSpot Limited	Business Expansion	Gerry	Morgan	€40,000	3
9034865	Scopeasy Construction Software Limited	Priming	Padraig	Reilly	€40,000	4
9024849	Gleneden Clothing Ltd Trading as CLOO	Priming	Louise	Cooney	€32,500	4
9030816-03	Discover Vend Ltd	Priming	Paul	Sandilands	€24,775	2
				Total:	€621,250.00	56

Dublin Place Brand – September 2022 SPC

Place Brand Strategy Development

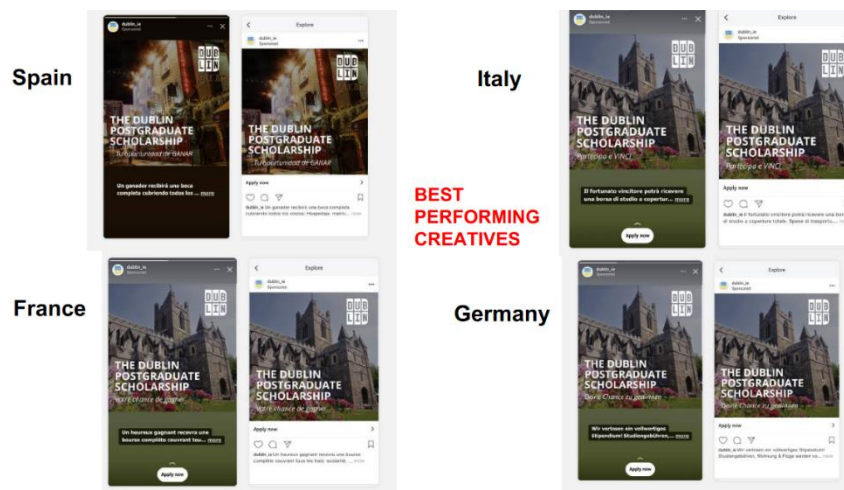
Work has continued through Q2 into Q3 on the development of a place brand strategy with OCO Global and eutopia. Phase one included researching perceptions of Dublin from both an international audience and from Irish people and organisations based outside the capital. This included two Strategy Workshop the first was held in person at the Guinness Enterprise Centre with key stakeholders and the second was held on line. Feedback and ideas generated were captured and will input into the strategy development. The remaining work includes resource comparison with similar projects internationally, creating a stakeholder advisory group to inform activity, brand design refresh and the development of a new communications plan.

Campaigns & Events

The Dublin Postgraduate Scholarship

In partnership with Education in Ireland, and Dublin’s Higher Education Institutions, The Dublin Place Brand team ran a postgraduate scholarship competition from April to May. Postgraduate students from France, Italy, Germany, and Spain were targeted by digital advertising and invited to enter via Dublin.ie. The prize is a full postgrad scholarship at a Dublin HEI of the winner’s choosing, along with accommodation plus a €10k stipend.

The campaign was hugely successful, far exceeding the projected 800 leads, with over 3000 leads received out of which there were 1400 entrants into the scholarship competition. The winner Rachele Paganni from Italy has chosen to study in Trinity College and will meet with Lord Mayor Caroline Conroy in early September.

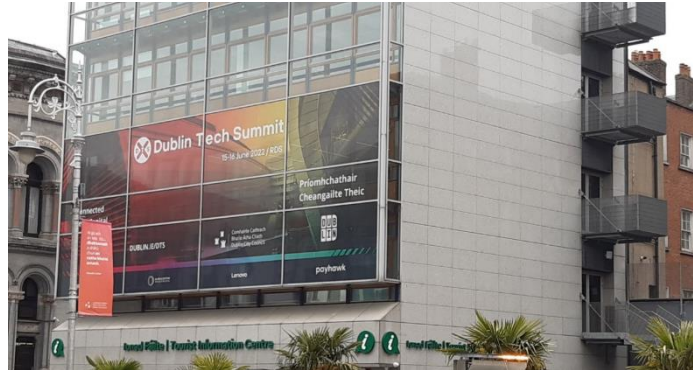


Dublin Tech Summit

The Dublin Place Brand led the Council’s substantial involvement with DTS promoting the Local Enterprise Office, Economic Development, Smart Dublin and Dublin.ie – co-ordinating the following:

- design/delivery of outdoor promotion campaign including bus shelter, digi-panels, and the building wrap on Palace Street.

- design/build of a stand at the event with sections for Smart Dublin, LEO, Dublin Place Brand and the Dublin Economic Monitor.
- A5 postcards for each of the sections, outlining their work and how to contact/engage.
- social media coverage in advance and on site.



The Dublin Place Brand team are working with the other teams on preparing to showcase our work at FurthFestival on 21st October in Dublin Convention Centre.

Event Support Framework

The team has developed a new framework to determine how we will support events across the city. At the beginning of each year, we will make a provisional plan to support events under three tiers of involvement and we will review this plan on a quarterly basis. When stakeholders approach us for event support, it will be considered strategically through this tiered framework.

Dublin.ie Website

Design and development updates

Further performance upgrades have been rolled out to Dublin.ie over the summer. Changes to improve accessibility were also implemented.

Content:

- **Story Updates:** Following extensive work over several months, 137 site stories have been updated. The team is developing a plan to promote them on social through Q3 and Q4.
- **What's On:** With the return of events following restrictions, we have featured 365+ events between April and August.

Social

Current Total Followers: 37.4k (+ approx. 200 new followers this month)

- Twitter: 15k followers (+ 100)
- Facebook: 18.2k follows (17.4k likes) (+43)
- Instagram: 4.1k followers (+47)

Stakeholder Engagement

- **Education in Ireland / HEIs:** The Dublin Postgraduate Scholarship campaign has provided an opportunity to further develop relationships with Education in Ireland and Dublin's leading HEIs including UCD, Griffith College and TCD (Trinity College Dublin).

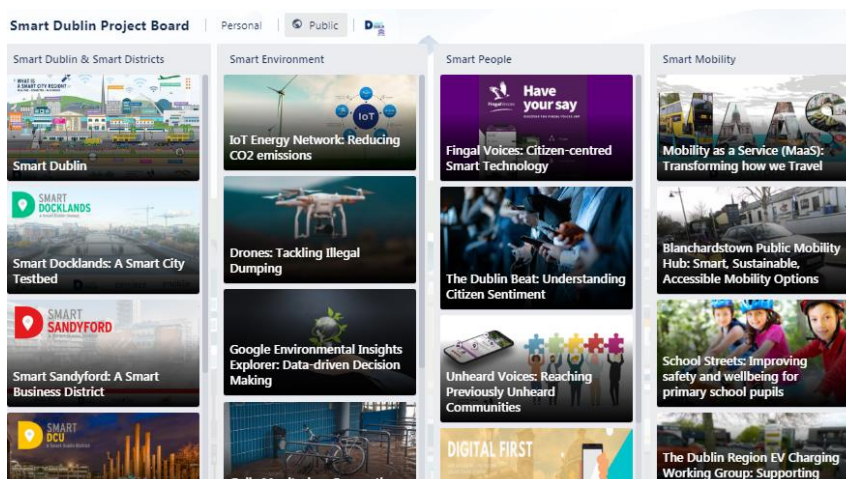


Smart Dublin is an initiative of the four Dublin Local Authorities to engage with smart technology providers, researchers and citizens to solve challenges and improve city life. It aims to position Dublin as a world leader in the development of new urban solutions, using open data, and with the city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

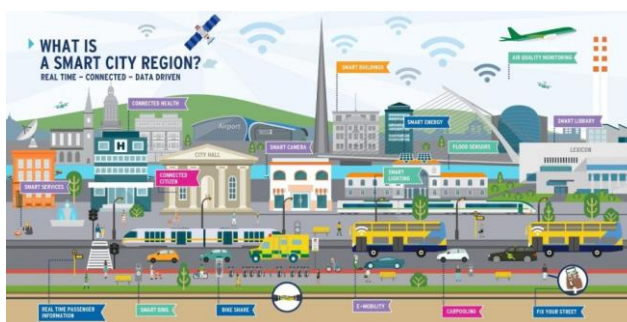
Dublin City Council supports three out of the five Smart Dublin districts; Smart Docklands, Smart DCU and our latest smart district Smart D8, a smart district focusing on Health and Well Being. It has also recently established a Smart Tourism Programme in partnership with Fáilte Ireland.



For more information on Smart Dublin Project, see the Public Trello Board: <https://trello.com/b/188O9azF/smart-dublin-project-board>

1. SFI ADAPT Centre and Dublin City Council Collaborate to Advance a Citizen-Centric and Sustainable Smart Dublin

Researchers at the SFI ADAPT Centre are partnering with Dublin City Council (DCC) on two new research projects as part of the Smart Dublin initiative. The Digital Twin project aims to engage the community, enterprise and other stakeholders of Dublin in an innovative collaboration to explore stakeholder and community engagement with Digital Twin technology. The Smart D8 project is a testbed for innovation, collaboration and engagement in Dublin 8 and aims to explore the new technologies and pilot innovative health and wellbeing solutions to improve quality of life and address challenges facing local communities in the area.



The projects bring together technology providers, academia, local organisations and citizens to explore all sorts of data ranging from 3D models of buildings, to monitoring air quality, analysing traffic flow to understanding energy use and flooding. It will lead to the creation of innovative approaches to a variety of diverse and complex social and environmental issues using real-time data simulations

Speaking about the initiative, Jamie Cudden, Smart City Lead at Dublin City Council said: “These ambitious projects present an enormous opportunity to transform the way we plan, build and operate infrastructure within our cities. Dublin City Council through the Smart Dublin programme has begun exploring how we can use this technology across a variety of topics including energy consumption, planning engagement, tourism and building operations. We are delighted to partner with the ADAPT centre whose extensive expertise in artificial intelligence and public engagement will provide the foundation for innovative solutions.”

2. Dublin Cycle Buddy - Bike Week Challenge:

As part of Bike Week (May 14th-22nd 2022), Smart Cities launched the Dublin Cycle Buddy (DCB) Bike Week Challenge. Aiming to encourage cycling around the city, participants were encouraged to log over 10 km during Bike Week to be automatically entered into a draw to win one of four gift vouchers. Winners will be notified in the next two weeks.



Dublin Cycling Buddy (DCB) launched in May 2021 as an app for Dublin’s growing cycling community <https://smartdublin.ie/lord-mayor-officially-launches-dublin-cycling-buddy-app/> The Dublin Cycling Buddy app is a community app that was developed to help Dublin City Council identify city cycling routes for development and upgrade, through the use of cyclists’ shared data. The app can be downloaded through the webpage: <https://dublin.cyclers.city>

3. EU H2020 SENATOR Project: Dublin Stakeholder Engagement Workshop

On 11 May 2022, the Smart City team organized a workshop to engage multiple stakeholders across the logistics sector in Dublin for SENATOR, an EU funded H2020 project. The main objective of the workshop was to understand better ways to collaborate on logistics and to pilot smarter approaches to deliveries in Dublin.

The workshop took place in the Mansion House and was closed by The Lord Mayor of Dublin, Allison Gilliland. The workshop was attended by more than 40 participants including representatives from multiple logistic companies (An Post, DPD, Cyclone, Dachser, Fastway), National Transport Authority (NTA), Department of Transport and Dublin City Council.



See more on the workshop here: [Dublin City Council and logistics companies operating in the city meet at the SENATOR workshop - Senator \(senatorproject.eu\)](https://www.dublincity.ie/news/2022/05/11/dublin-city-council-and-logistics-companies-operating-in-the-city-meet-at-the-senator-workshop-senator-senatorproject.eu)

More information on SENATOR can be found here: <https://www.senatorproject.eu/>

4. EU Impacts Event 10th June

The EU Annual Impact Conference was held in Dublin City Council on June 8-10, 2022. The theme for the event this year was “Climate resilient cities – challenges for urban mobility and transport” .IMPACTS is a network of European capital and major metropolitan cities and aims at exchanging their experiences of providing urban mobility and transport policies that affects the citizen.

Jyothi Thomas from the Smart City Team presented at the conference highlighting the Google Airview project the need and advantages of mobile air quality monitoring in the city. The Airview car was brought down to the conference venue for live demonstration for the participants. Payal Pandya presented on the EU

SENATOR project which aims to address challenges around digital kerbside mapping and management. There was also a live demo from Luna scooters, the world’s first AI powered E-Scooter, a Smart DCU initiative. More about EU Impacts can be found here: <https://impacts.org/>



5. Accelerating the potential of drones for Local Government' Showcase:

On June 14th the Smart Cities Unit held a Drones event at the Wood Quay Venue, where over 100 people from across national and local government, industry and academia attended. This was the culmination of the project 'Accelerating the potential of drones for Local Government' co-funded by DPER. Assistant Chief Executive Kathy Quinn, Minister Ossian Smyth TD and Alec Elliott from the Irish Aviation Authority opened the event.



This was followed by presentations on Smart Dublin's 'Drones International Best and Emerging Practices' report by [Philip Butterworth-Hayes](#), an Aerospace Consultant expert, and [Professor Tim McCarthy](#), Principal Investigator on the [U-Flyte](#) SFI funded project. Manna Aero also presented on how they are operating drone deliveries in Balbriggan and Veronica Sesoko shared the National Public Sentiment Survey results on Emerging Technologies. A summary video of the event outcomes is available [here](#) and all the reports are available here: [Accelerating the Potential of Drones for Local Government - Smart Dublin](#)

6. Dublin Tech Summit – RDS

Smart Dublin in partnership with Dublin City Council's Economic Development Unit participated in the Dublin Tech Summit (DTS) in the RDS from the 15th-16th of June. Smart Dublin had a stand sharing information with attendees about Smart Dublin and showcasing two of the initiatives being trialled in Smart DCU including an autonomous delivery robot from Hosted Kitchen (<https://smartdublin.ie/smart-dcu-delivery-robots/>) and Luna E-Scooters (<https://smartdublin.ie/e-scooters-worlds-first-computer-vision-pilot-at-smart-dcu/>)



7. Shared Staff Mobility Service: Next Steps

The Smart Mobility Hub pilot project was an initiative funded under Enterprise Ireland's Small Business Innovation Research (SBIR) programme. Launched in 2018, and supported by UCD, it offered Dublin City Council the opportunity to develop and test a shared vehicle service for staff to use for work-related travel. E-bikes and e-cars were made available at a selection of DCC offices, and staff were encouraged and facilitated to make use of the scheme. The goal of the scheme was to reduce staff reliance on private cars, so as to support the DCC and national Climate Action Plans. Fingal County Council and Dun Laoghaire Rathdown County Council also took part in the pilot.



The pilot project comes to a close in August, and in collaboration with the three other Dublin Local Authorities, DCC will now conduct a market sounding exercise to understand what shared vehicle and bike services are currently available on the market. It is the intention of all four Councils to use this opportunity to explore whether a longer term service should be put in place, and in what form.

Companies are invited to respond to the market sounding exercise by early September, after which point, responses will be reviewed and next steps decided to scale up shared staff mobility services and to deliver a reduction in staff based travel emissions. The market engagement notice is available to view [here](#).

9. Open Data Climate Action Challenge

The Open Data Climate Action Challenge launched in April this year, seeking innovative ideas and applications that use open data to drive and support climate action. The competition, organised by Smart Dublin and partners across the Dublin local authority sector including Dublin City Council, Dublin CARO and Codema, had 37 applications and 7 shortlisted, potentially impactful projects participating, all of which use open data to support climate action across a range of priority areas, including: biodiversity, energy, flooding and transport. For example, a participating project, the Go Zero Waste app, uses open data to map and encourage use of bottle refilling stations, bring centres, repair shops and other waste reduction amenities. The app launched in August with its own [‘Moving Towards Zero: Dublin’](#) challenge in which users are encouraged to collect points and win rewards for taking waste prevention actions. The Open Data Climate Action Challenge wraps up with a final event on September 14 in which all participants showcase their tools and applications to our stakeholders and the wider public.



10. Academy of the near Future

Academy of the Near Future (ANF) is developing plans for the next phase of school outreach, which consists of a 3 workshop model exploring citizen science with Transition year students. The move away from once-off workshop delivery and towards an expanded engagement is building off insights from this year's delivery to over 1000 students, and responds to an appetite from students and teachers for deeper learning opportunities. Planning is taking place to collect local environmental data using air pollution and traffic monitoring sensors, and be facilitated to initiate an action project around 'Active Travel' - a core focus area in DCC.



Since being [selected as a pilot city](#) to implement the Digital Rights Governance Framework in May, ANF has begun with the [Cities Coalition for Digital Rights](#) - a UN-Habitat initiative committed to enhancing citizens' digital rights. As part of this collaboration, representatives from local authority, higher education, community groups, and academia joined us for a two-part workshop series to explore the challenges and opportunities facing Dublin as the city pilots the framework.

One of our first outputs from this collaboration includes the development of an [educational video](#) exploring ethics, privacy, and digital rights in the city. Over the coming months, ANF will continue

working with the UN Habitat to advance digital rights, with a central goal of developing an education and training module for students and local authority staff.

13. World WiFi Day 20th June

Dublin City Council delivered a keynote presentation in Brussels for World Wifi Day on the 20th of June. The [Wireless Broadband Alliance](#) (WBA) and City of Dublin announced a successful proof-of-concept trial of [OpenRoaming™](#) in Dublin, Ireland. Initially deployed at Bernardo Square, Dame Street and the City Council's Amphitheatre, WBA OpenRoaming enables residents and visitors to log in only once and then maintain seamless connectivity as their smartphones, tablets and other Wi-Fi devices automatically switch between different public Wi-Fi hotspots. The success of the trial will pave the way for a larger city-wide deployment.

Press Release: <https://techbuzzireland.com/2022/06/20/wba-openroaming-enables-dublins-smart-city-vision-with-seamless-secure-high-performance-wi-fi-worldwifiday/>

14. European IoT week 2022 Dublin. 20-23rd June.

The Smart Dublin Team supported the 11th edition of the European **IoT Week 2022** hosted in Croke Park. The team were speaking on 5 different sessions covering topics such as citizen engagement, digital twins, climate action and sustainability, mobility and internet of things. We also hosted an Academy of the Near future workshop and smart district tours in DCU and Docklands for the international delegates. More than 380 speakers shared their expertise on the latest development and the future technology. There were over 700 participants from 49 countries enjoying 115 sessions, workshops panel discussions as well as a Startup Competition and a Hackathon.

Jamie Cudden moderated a panel session on Sustainable Cities & Enabling Technologies with Keynote speaker [Alice Charles](#) from [World Economic Forum](#) and [Cristina Martinez](#) from the [European Commission](#) to discuss how cities are leveraging technology and data to deliver on their climate action goals.



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

Jamie Cudden, Smart City Programme Manager jamie.cudden@dublincity.ie or; Nicola Graham, Smart City Operations Manager nicola.graham@dublincity.ie