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1. Economic Development Office Report April 2024



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Progress Report Economic Development Office

April 2024



Event	Date	Location	EDO	Pillar	Status
SPC	23/01/2024 23/04/2024 17/09/2024 19/11/2024	Zoom & City Hall	Lead	All	Held In progress
So Circular Event (LEW)	05/03/2024	GEC	Lead	Innovation & Transform.	Held
Dublin Economic Monitor Annual Launch	27/03/2024	Grant Thornton Office	Lead	Promotion & Investment	Held
Join the Dots Event	11-12/03/2024	Medley	Lead	Placemaking & Clusters	Held
ENFUSE Finals	22/05/2024	City Hall	Lead	Innovation & Transform.	Planning
Dublin City Social Enterprise Awards 2024	Qtr 3 / 4 TBC	TBC	Sponsor & Support	Placemaking & Clusters	Planning

Local Economic & Community Plan (LECP) 2022 – 2027 - Development – Innovation & Transformation

Next Meeting of SPC and LCDC Members

23/04/2024

Development of the new LECP is ongoing. The public consultation stage has now concluded which is part of stage two within a six stage development process led by the Community Development section of DCC and supported by the EDO. The High Level Goals were agreed at a joint meeting of the Economic and Enterprise SPC and LCED Members in January.

Work has been ongoing with the advisory group, KPMG and DCC to draft the objectives, desired outcomes and associated actions. This was presented on 23.04.24 to the members for review, update and sign off.

This will bring stage three of the process 'Developing Actions and Outcomes' to a conclusion. A final draft will now be completed and shared with the Regional Assembly for further input.

Night Time Economy (NTE) - Placemaking & Clustering

Catherine Martin T.D., Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media established the Night-Time Economy Taskforce on 30 July 2020. It is a Cross-Government Report containing 36 actions across a broad range of issues associated with the Night-Time Economy, all with the aim of increasing the diversity of events, increasing cultural opportunities and encouraging innovation and creativity in the Night-Time Economy.

Action 19 of this report calls for a pilot initiative to establish new "Night-Time Advisors" in the successful cities and towns to develop new Night-Time Economy opportunities. Dublin City Council has been successful in the pilot application made in June 2022. All cities and towns selected will help drive and support a safe, sustainable night-time economy in specific areas.

Updates:

- 1) The Night Time Economy Advisor for Dublin City has been appointed. Ray O'Donoghue took up the role and will report regularly on progress
- 2) Dublin City Summit Series 2023 focused on the Night Time Economy and took place on 30th November at the Project Arts Centre. An Outcomes Report was disseminated in March 2024

Dublin Belfast Economic Corridor (DBEC) – Placemaking & Clustering

The work of the Dublin Belfast Economic Corridor involving eight local authorities and two universities is on-going. KPMG were commissioned to produce a development plan, vision and strategy which informs the work of the corridor. The Development Plan is available on the website which includes profiles of each of the local authority members and other key information available at: <https://www.dbec.info/>

The secretariat of DBEC has transferred to Newry Mourne and Down District Council, who are working with the partners to support the next phase of development of the corridor. The last Political Advisory group meeting was held in DCU.

The Dublin Belfast Economic Corridor (DBEC) are working to advance the partnership's strategy of growth to 2030 and elevate the DBEC brand both nationally and globally. They are currently in the process of undertaking an extensive stakeholder mapping exercise for the DBEC programme. This will ensure they have a comprehensive database of all the relevant stakeholders who have an interest in how the DBEC investment proposition will create additional value and drive the future economic growth and competitiveness of the region.

Dublin Belfast Connected Circular Economy - Capital Expenditure Feasibility Shared Island Funding

The Government in the Programme for Government and revised National Development Plan (2021-2030) set out a significantly-enhanced level of ambition for collaborative all-island investment. The goal is a more connected, sustainable and prosperous island for all communities. This is backed by a total all-island investment commitment of more than €3.5 billion out to 2030, through the Government's Shared Island Fund; Project Ireland 2040 funds; resourcing for North/South cooperation; and the PEACEPLUS programme, delivered with the European Union, UK Government and Northern Ireland Executive.

A successful application between DCC and Belfast City Council for €250,000 of Shared Island funding has been completed. The project, a joint bid to support start up and scaling businesses who will create solutions to circular economy challenges. A project report is now finalised and was formally launched by the Lord Mayor, Daithi De Roiste at the SPADE Enterprise Centre on 27.03.2024. Next steps will include exploring funding opportunities to progress the recommendations of the feasibility study.

ENFUSE- Placemaking & Clustering

ENFUSE is a programme initiated by the EDO office that matches local enterprises / social enterprises with teams of Masters University / College students. ENFUSE is led by Dublin City Council (DCC) / Local Enterprise Office (LEO) Dublin City in collaboration with Technological University Dublin (TU Dublin); Dublin City University (DCU); National College of Ireland (NCI); University College Dublin (UCD), Trinity College Dublin (TCD) and Institute of Art, Design + Technology Dún Laoghaire (IADT). The open call for businesses to apply to ENFUSE 2024 was officially launched by Minister Simon Coveney at the Building Better Business event on 7th December. Full information on ENFUSE is available at: <https://www.localenterprise.ie/DublinCity/Enterprise-Development/ENFUSE/>

Key milestones:

Qtr 4, 2023	Promotion of ENFUSE 2024
Qtr 1 2024	Matching of Enterprises with Student Teams - 161 Applications Received, 69 Enterprises matched with Students
Qtr 2 2024	ENFUSE Finals (22/05/2024)
Qtr 3 2024	Programme review and evaluation

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

Last SPC meeting: 23/01/24
April Pre SPC meeting: 08/04/24

Next SPC meeting: 23/04/24

Last meeting held on 23/01/24 on Zoom and in person at Council Chambers, City Hall and livestreamed on Public I.

The agenda covered

- European Programme Support Office & International Relations Progress Report – not submitted.
- EU Funding Projects – Opportunities in 2023/2024 – Presenter unable to attend meeting, agenda item to be carried forward to next meeting.
- Dublin City Local Economic and Community Plan – Update
- Dublin Belfast Economic Corridor - Update
- Night Time Economy Summit – Outcomes Report
- Local Enterprise Week 2024
- EDO Annual Action Plan
- Economic Development & Enterprise Management Reports

The next meeting of the SPC is scheduled for 23/04/24 in hybrid format. Pre SPC meeting took place and agenda drafted. Preparatory work is underway.

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 in conjunction with Grant Thornton and Packed House.

Completed since last SPC

16/01/2024	Q4 PMI release
08/02/2024	Q4 SpendingPulse release
22/02/2024	Q4 Fdi release
27/02/2024	February 2024 Indeed Jobs Postings release
05/03/2023	February 2024 Opentable Restaurant bookings release
27/03/2024	March 2024 DEM published
27/03/2024	DEM annual event held with c100 attendees

All got widespread media coverage with RTE, the Irish Times, the Irish Examiner, Business Post, Business Plus and Dublin Live.

Current status

Q1 2024 PMI release in preparation and planning for Q1 2024 SpendingPulse and Q2 2024 DEM. Tender being planned and prepared

Further details: www.dublineconomy.ie

Your Dublin Your Voice

21/02/2024	Q1 Survey on Experience of caregivers in the city open
09/04/2024	Q1 Survey results presented to Urban95 steering group
04&5/2024	Q1 Survey results disseminated and Q2 survey planned

Events/Events Sponsorship

The Economic Development Office engages with a limited number of new and innovative groups/events that have the potential to support economic development across Dublin City. The Economic Development Office provides support to such groups/events which integrate with the pillars and work streams of the EDO Strategy. Updates will be provided throughout the year.

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

The Dublin Regional Enterprise Plan to 2024 seeks to complement and translate national enterprise policy into a regional context, facilitate collaboration regionally to address prioritised ecosystem gaps and opportunities, and help achieve investment and employment targets. There are six strategic objectives in the plan and Dublin City Council is supporting delivery of 20 of the 26 key actions. Work to complete these actions is ongoing. The plan may be amended or have additional actions added that support the strategic objectives.

The 6 strategic objectives are as follows:

- Strengthen resilience and the potential for scaling amongst Dublin's SME's and start-Ups
- 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
- Facilitate every individual to realise their full potential through engagement in economic activity
- Enable and position business as leaders in Dublin's low-carbon transition
- Ensure the availability of skills and talent to realise Dublin's future economic potential
- Strengthen Dublin's Ecosystem

A workshop with the newly appointed Minister, Emer Higgins, the steering committee, chair and department representatives took place on 17.04.2024 at the Department of Enterprise, Trade and Employment. An update was provided by the chair Susan Spence and Caroline Power, Programme Manager. An update on Smart Specialisation from Ann Marie Wolfe of EMRA followed by detailed updates and discussions on objectives 3 & 5.

A full copy of the plan is available at: <https://enterprise.gov.ie/en/publications/publication-files/dublin-regional-enterprise-plan-to-2024.pdf>

Dublin City Tourism Unit

Overview of activities this quarter: Tourism Unit

- The new Dublin City Council Tourism Strategy 2023-2028 has been published launched and is in the process of being distributed to our partners internal and external. We have distributed 400+ strategies.
- The action plan for the new tourism strategy is currently in draft and is being compiled by the Tourism Unit's Tourism Strategy Manager.

ECOSTA Update:

- The European Capital of Smart Tourism (ECOSTA) Website has been published on Dublin.ie

- An advertising campaign for the year went live in Dublin on the 25th of March.
- Interviews with BBC and National Geographic have been completed.
- The European Capital video which was shot in January was premiered at the ceremony event on the 26th of March in CHQ.
- The ECOSTA office in CHQ is opened the week of the 25th of March.
- The ceremony event happened on the 26th of March in CHQ.
- Hosted an EU collaboration workshop on the 26th of March in Dublin and a workshop with Mastercard on the 27th of March.
- Attended the DEM workshop on the 27th of March.
- Partnership with OpenAI has been announced in February.
- Attended ITB Berlin conference on behalf of Dublin City Council.
- Organised an innovation workshop with Mastercard and DCC/Smart Dublin partners in Leopardstown on the 28th of February.
- Progressing with sustainability certification for the city.
- Spoke about our work at the EU Green and Digital Transition Anniversary in Brussels in March.

Dublin City Social Enterprise Awards

The Dublin City Social Enterprise Awards aim to support social enterprise creation and development in Dublin City. The awards programme provides grants, mentoring, promotion, and other supports to successful applicants to enable them to further develop their activities, increase their social impact and benefit more individuals and communities. The Dublin City Social Enterprise Awards were established by Inner City Enterprise (ICE) and Dublin City Council with the support of the Local Enterprise Office (LEO) Dublin City in 2015. These partner organisations recognised that there was a need for grants to support the creation and / or development of social enterprises in Dublin City. They also recognised the need to increase awareness of social enterprises and the important contribution that they make to local communities and economies.

Applications for 2024 are now open: <https://innercityenterprise.com/dublin-city-social-enterprise-awards-2024/>

2. Dublin Place Brand Report April 2024

Strategy & Research / Project Funding

- Worked with Judith O’Doherty, eutopia on proposals for Dublin Airport and Enterprise Ireland and in planning potential projects for 2024.
- Meeting with Dublin Airport on potential strategic partnership.

Campaigns & Events

Always Brighter Stories Campaign

- ‘Always Brighter Stories’ was a campaign focused on spotlighting the stories of real Dubliners doing kind, inclusive work across our city and county, produced for Lord Mayor Daithí de Róiste around the theme of community kindness. The campaign title was a response to the riots in November, and the brighter days that Spring brought. It was produced from November 2023 to January 2024, and went live during February and March 2024. It ran primarily across digital platforms, with social media advertising across Meta and TikTok.
- A total of 7 videos were produced to highlight the individuals and groups who took part. They were Charlie Bird, the Sanctuary Runners, James Casserly (aka Jimbos Accessible Adventures), the Forget Me Nots Choir, Mick Cardiff of St John Ambulance Ballyfermot, Sinéad Ryan of Little Fitness, and the Bull Island Action Group.

TOP LINE KEY STATS:

- **7 million video views**
- **2.1k site views**
- **Total spend of €63.4k**



- The campaign also ran across multiple OOH (Out of Home) outlets throughout February, including lamp post banners, digi panels, bus shelters and window vinyls/digi panels in the DCC Civics building.



OOH outlets

- We also issued a press release which generated media coverage in outlets including the Irish Independent and FM104.

Friday, 15 March 2024 [Home](#) [News](#) [Opinion](#) [Business](#) [Sport](#) [Life](#) [Style](#) [Entertainment](#) [Travel](#) [Video](#) [Subscribe](#) [Login](#)

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Lord Mayor calls on Dubliners to be kind as council celebrates local heroes



Lord Mayor of Dublin, Dairín de Róiste, has launched a new campaign, *Always Brighter Together*, calling on Dubliners to be kind to each other.

Arry Daschoo
Tue 5 Feb 2024 at 12:47

The Lord Mayor is calling on Dubliners to be kind to each other as a new campaign aims to shine a light on local heroes who make a positive impact on the city.

Dairín de Róiste, alongside Charité Bird, James Croserly, and many others, have launched the campaign. *Always Brighter Together* will help celebrate people who...

Dublin Top Stories

Lifestyle
St Patrick's Day Parade in Dublin: Start time, the route and road closures

Irish News PREMIUM
'You have given us the best of memories and you'll never leave our hearts' - Charlie Bird's 'Echo's gang' among many friends paying tribute

Dublin News
Up to 50 trees chopped down in north inner city 'yet to be replaced'

Lifestyle
First-time director (78) lands spot at Dublin Smartphone Film Festival

Dublin News
Campaigners call for more public toilets in Dublin city centre

Joining the Dots

- The Dublin Place Brand and Economic Development team in collaboration with the British Embassy hosted 16 local authorities in Dublin from Ireland and the UK. To event theme was 'place branding' and how the associated techniques and strategies can be applied to the economic, political and cultural development of cities and regions. 'Joining the Dots' is a programme that promotes economic development in UK and Irish regions through the sharing of best practices by local policy experts. The aim being to identify common challenges, and then explore solutions and opportunities for growth. Beginning in 2018 the event has been hosted in over 10 different locations throughout the UK and Ireland. Along with a conference a reception took place at the Guinness Storehouse and a walking tour in the Liberties area with social enterprise 'In My Shoes.



Joining the Dots – Guinness Storehouse and Medley

Brigit: Dublin City Celebrating Women 2024

- We worked intensively through January to prepare 55 events listings for Brigit 2024. The listings yielded 28k visits, overtaking views for the Dublin.ie homepage that month.
- The dual brand was used throughout the festival and in all designs.

Relaxed Space at St Patrick's Day Parade 2024

- We were involved in marketing the first ever relaxed parade space for neurodivergent individuals and families for this year's St Patrick's Day celebrations. We co-published a video about the initiative, which was a collaboration between the Lord Mayor and DCC, and featured the Dublin brand, which gained significant organic engagement on our socials ([X/Twitter](#): 7 retweets, 44 likes, 3 replies, 2.7k views; [Instagram](#): 9.7k views, 412 likes, 21 comments, 9 saves).
- We also provided our usual annual photography and videography coverage of the parade itself across our socials.

- The Dublin Place Brand logo ran alongside the Dublin City Council logo as one of the main sponsors of the 2024 St Patrick’s Day Festival alongside Government of Ireland and Fáilte Ireland



Smart Tourism Capital of Europe

- We are providing ongoing support to the Tourism Unit in their year of activity as Smart Tourism Capital of Europe. This includes a landing page and hosting video on Dublin.ie, designing outdoor advertising, providing the brand to support promotional activity, providing merchandise and working with them on tech developments including a new smart AI app.



Launch of the Capital City of Smart Tourism at the CHQ building

- Dublin Place Brand team also attended the launch of the Capital City of Smart Tourism at the CHQ building. The event was widely branded with the Place Brand including with pin badges for over 100 attendees at the event.

Project Management

Tender for Journalism, Copywriting and Content Development Services

- Received completed contracts from Law Dept. for each of the framework companies. These were sent to each company and were returned signed and forward onto DCC Law Dept. to be sealed and hard copies printed.
- Content Plan was the first ranked company on the framework

- Framework Tender will run for 4 years from Jan 2024.

Merchandise

- Currently exploring potential of going to tender for the Dublin Place Brand merchandise.
- Provided merchandise for a delegation from DCC to San Jose.
- Provided merchandise for Tourism Unit attendance at ITB Expo in Berlin
- Provided goodie bag for all 60 delegates at the Joining the Dots Conference
- Provided merchandise for delegation from South Korea
- Provided goodie bags for 25 VIPs from EU at launch at the Capitol of Smart Tourism launch in CHQ
- Provided 130 pin badges for all the attendees at the Capitol of Smart Tourism launch in CHQ
- Provided goodies bags for speakers at the Dublin Economic Monitor launch event

Dublin.ie

Hosting, Design, Dev & Support

- **WordPress updates:** Regular WordPress and plugin updates have been deployed.

Content

- **Always Brighter Stories:** Extensive production work took place in February with seven stories written to accompany each video for Dublin.ie.
- **What's On:** 94 new listings published in the month of February (including 55 for Bridget festival)

Site Metrics

- **Users:**
 - 132k visits recorded by Cloudflare / 60k recorded by Google Analytics
 - **Average pages viewed:** 2.1
 - **Geo breakdown:** 79% Ireland, 8% UK, 4% USA, 3.5% Germany, 3% France
- **Popular Content:**
 - [What's On](#) (71% of all site visits are for What's On)
 - [Brigit 2024](#)
 - [Homepage](#)
 - [Markets](#)
 - [Museums](#)
 - [The Hell Fire Club](#)
 - [Soccer](#)
 - [Skills shortages and job opportunities](#)
 - [Big names and multinational companies](#)
 - [Finding Student Accommodation](#)

Social Media Highlights

The Always Brighter Stories campaign took a digital first approach, meaning our social channels were our primary means to communicate the videos with the public. As a result, our social content of late has been mainly campaign material. Our uptick in social following in Q1 is attributed to both the campaign, and our organic coverage of large-scale events including Brigit and the St Patrick's Day parade, which performed excellently.

A LinkedIn company page will also be established in Q2 of this year, subject to advisory from central DCC comms. A business case and research report has been produced for this platform, which will primarily be used for B2B and stakeholder communications across the brand's Work, Invest, and Study pillars.

Current Total Followers: 43.8k

- Twitter: 15.9k followers
- Facebook: 19k follows (18k likes)
- Instagram: 7.4k followers
- TikTok: 1.5k

Data as at 10/04/2024

Social Content Highlights

- Facebook Highlights
 - Post paying tribute to [Charlie Bird](#) (58 reactions, 10 comments, 7 shares)
 - Post with [highlights](#) from St Patrick's Day 2024 (34 reactions, 1 comment)
- Instagram Highlights
 - On Instagram, the 7 Always Brighter Stories videos generated 2.3 million views.
 - Post paying tribute to [Charlie Bird](#) (203 likes, 6 comments). Charlie's campaign video also received further organic engagement following his passing.
 - 2023 St Patrick's day [photos](#) (164 likes)
 - St Patrick's Day 2024 [video](#) (7.6k views, 408 likes, 8 comments, 14 saves)
 - [Video](#) of the Relaxed Parade Space in collaboration with the Lord Mayor (9.7k views, 412 likes, 21 comments, 9 saves)
- Twitter/X Highlights
 - On X, the 7 Always Brighter Stories videos generated 14.4k organic views.
 - Post paying tribute to Charlie Bird [here](#) (9 retweets, 57 likes, 2 replies, 2.9k views) & [here](#) (1 retweet, 19 likes, 1.6k views)
 - [Highlights](#) from St Patrick's Day 2024 (5 retweets, 8 likes, 1 reply)
 - [Video](#) of the Relaxed Parade Space in collaboration with the Lord Mayor (7 retweets, 44 likes, 3 replies, 2.7k views)
 - [Amplification](#) of Joining the Dots coverage (4 retweets, 7 likes, 845 views)
- TikTok
 - On TikTok, the 7 Always Brighter Stories videos generated 4.7 million views.
 - St Patrick's Day 2024 [video](#) (2626 views, 80 likes, 2 saves)

Stakeholder Engagement & Meetings

Capital City of Smart Tourism Launch event – CHQ

- At launch event opportunity to meet a wide number of stakeholders including Dublin Convention Bureau; South Dublin County Council, EU Commission, Seville City Council and Valencian City Council

Network of International Business Schools (NIBS) Worldwide Business Case Competition – Reception

- Attended this event at City Hall – opportunity to meet several key contacts from TU Dublin including Roger Sherlock, Chair of the Organising Committee, NIBS 2024, Faculty of Business, School of Marketing and Entrepreneurship. This international event was also well branded with Dublin Place Brand signage.



Network of International Business Schools – City Hall

Hugh Lane Gallery

- Meeting held with head of Marketing and Communication to discuss areas for collaboration. This includes potential around merchandise, social media and content on Dublin.ie.

British Embassy

- Met the British Embassy for debrief on the Joining the Dots event. Also discussed upcoming Joining the Dots events and potential future collaboration. This is an opportunity to build closer links with the Embassy and the UK for future projects and stakeholder engagement.

Dublin Economic Monitor Launch event

- Attended 2024 launch event for the Dublin Economic Monitor at the Grant Thornton offices. Opportunity to meet director of tourism for Seville. Also, an opportunity to connect with contacts at TechIreland, DLR Economic Development. Fáilte Ireland.

Dublin Airport

- Met Head of Business Partnerships at Dublin Airport with Judith O’Doherty. Agreed to send a proposal to include Dublin Place Brand branding on Dublin Airport digital advertising and on the potential of a joint campaign.

Dublin Chamber

- Attended the Dublin Chamber AGM Dinner at the Royal Convention Centre. Opportunity to meet several internal stakeholders from across DCC and external stakeholders including DLR Local Authority, Space Enterprise Centre, Regional Skills Forum and Enterprise Ireland.

MasterCard/ Tourism Event

- Met stakeholders from all Dublin Local Authorities on site visit to the MasterCard Experience Centre in Leopardstown. Presentations included details on how MasterCard can support Dublin’s tourism efforts including through data insights. Also, MasterCard’s plans using AI. Potential to use their data for our research into the Dublin Place Brand.

3. SPC Report: Local Enterprise Office Update April 2024

Environment

Measurement

Targets were confirmed and agreed with Enterprise Ireland, similar to 2023, no increase excepting energy supports for business. It is anticipated that we will support 20 client companies with energy supports in 2024, an increase of 19 companies year on year. We are prospecting to meet this new target and area of concentration.

Customer Service

As a consequence on the pandemic, clients are self-serving increasingly online and seeking information increasingly by email. We saw an increase in emails by 30% year on year in the first quarter, while the volume of phone calls remained unchanged for the first quarter. Visits to the office in person are largely from non-Irish where English is not the first language.

We continue to monitor, analyse & amend measures i.e. research on training, promotion, further advertising/communications work to sustain & boost numbers.

The ongoing war in Ukraine, the corresponding energy crisis, the cost of living crisis and staffing (recruitment & retention) continue to pose further challenges for business.

Department of Enterprise Trade & Employment Supports

We continue to actively promote all ongoing supports by the Department of Enterprise Trade & Employment to SME's in our monthly newsletter and via social media channels. New grant schemes are advertised via the newsletter and news items relevant to SME's via social media. 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/>

<https://enterprise.gov.ie/en/news-and-events/department-news/>

[Relevant updates:](#)

[Minister Calleary welcomes approval for AI legislation by European Paliament Minister Calleary welcomes approval of AI legislation by European Parliament - DETE \(enterprise.gov.ie\)](#)

Communications

[A monthly newsletter is disseminated to all subscribers, with reminder mailings also taking place.](#) Average recipients of newsletters monthly is 4.5k.

- March newsletter issued 13th March 2024
- April newsletter issued 11th April 2024

[In addition to the regular monthly e-zine,](#) bespoke Newsletters are disseminated. We are mailing attendees of the Business Advice Clinic post attendance to connect the m with follow on services such as the Start Your Own Business programme and other offerings. This is happening on a monthly bas is.

Mailchimp: Due to data/confidentiality concerns i.e. data being warehoused outside the EU, in response to a directive from the LGMA, it was decided to seek a new provider as an alternative to using the mailchimp system. LEO DC moved to using Zoho since January 2024. This change resulted in some operational changes / challenges which have been worked through successfully.

Social Media Channels

- Twitter / X: 11.1k average followers.
- Facebook: 3.5K average followers
- Instagram: 1.1k average followers, a developing channel & Instagram slowly growing month on month. Of all the social media platforms, Instagram has great growth potential particularly for use to promote our craft & food sectors.

Business Plus Magazine: meeting held to review the content plan for the remainder of the year with possibility of LEO DC sponsoring the states supports feature for SME's later in the year.

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:

- Silverworks [Silver Works - Local Enterprise Office - DublinCity](#)
- Sandown Business School [Sandown Business School - Local Enterprise Office - DublinCity](#)
- Kays Flowers School [Kay's Flower School - Local Enterprise Office - DublinCity](#)

Cross promotion is conducted in both newsletter and social media.

Video Case Studies

A series of videos to promote consultancy services have been produced and are being promoted: Client companies:

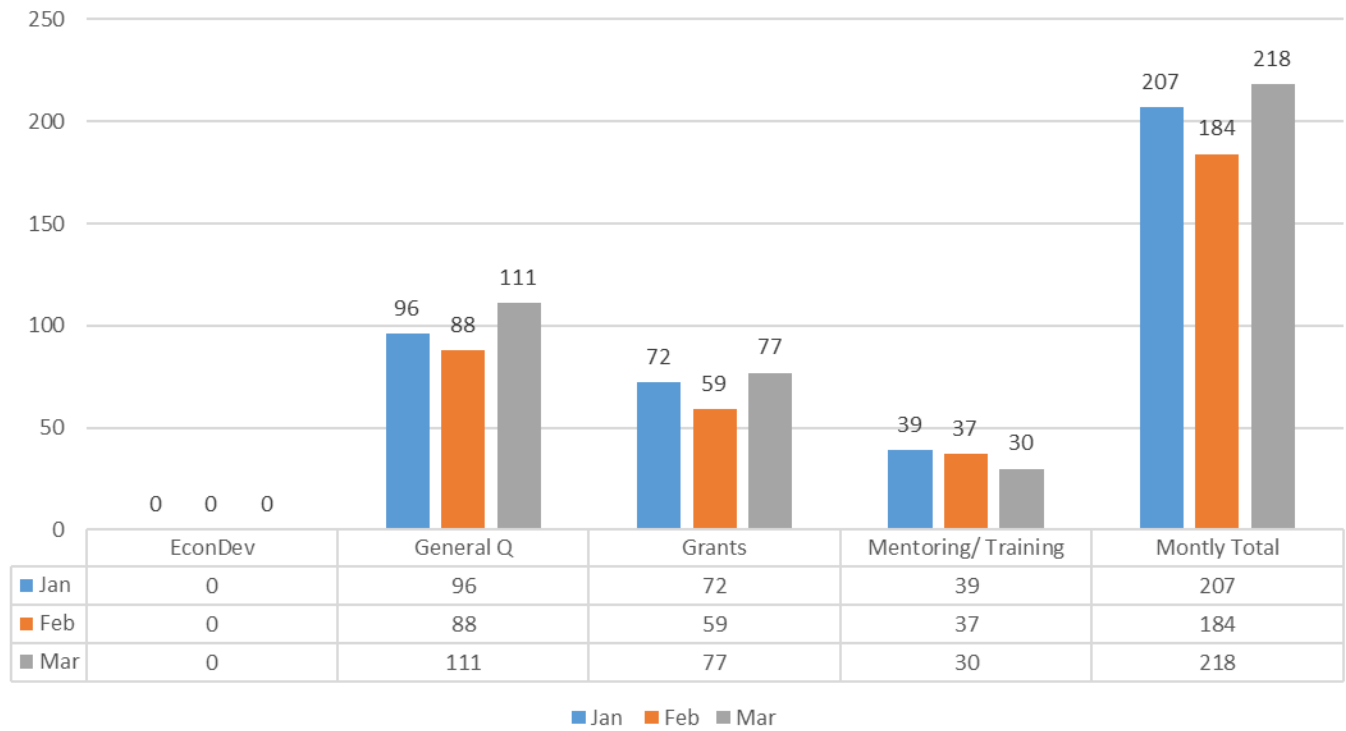
- “Basecamp” <https://basecamp.ie/> for green
- “Paddybox” <https://thepaddybox.com/> for lean
- “RUA Foods” for Green. <https://ruafood.com/>
- “Nutty Delights” for Digital promotion <https://www.nuttydelights.ie/>
- “Drinks Botanical” for Export [Drink Botanicals Ireland](#)

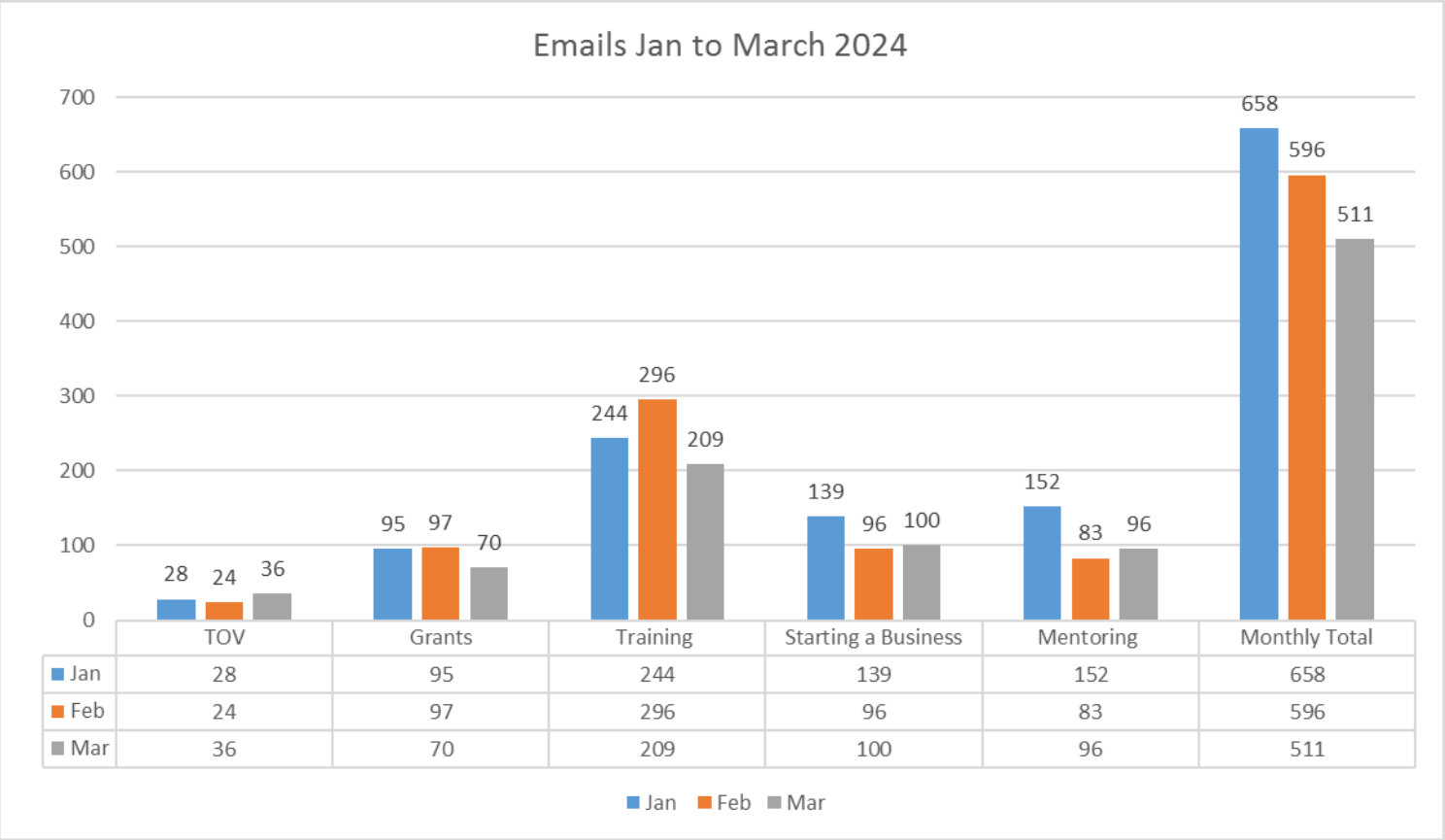
First Stop Shop

Calls during 1st Jan to 30th March: 609 calls vs 603 for the same period in 2023 / +6 calls year on year.

Breakdown of calls year to date: 48.76% general enquiries, 34.70% grants, 17.42% mentoring & training.

Calls Jan to March 2024





Emails during January 1st – March 31st 2024

1765 emails received during Q1 compared to 1141 for the same period in 2023.

Breakdown by category of activity:

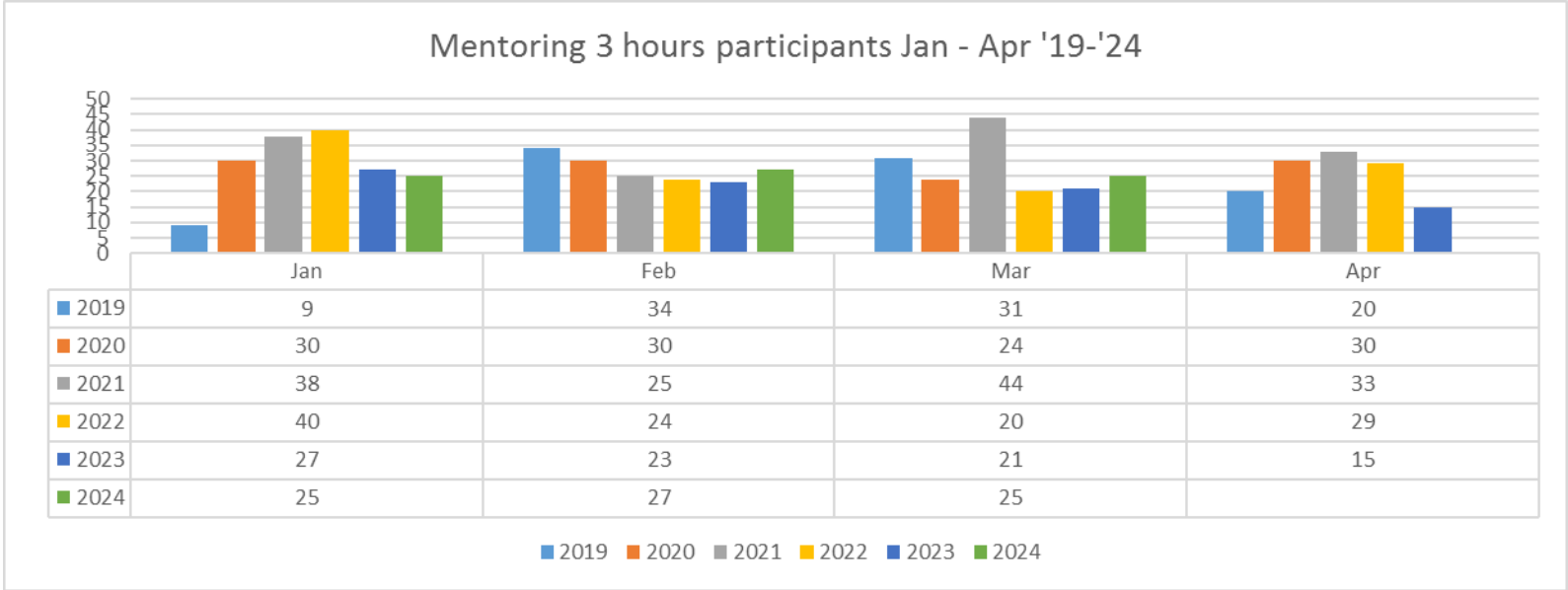
- M1 supports: trading online voucher 4.99% & grants 14.84% = 19.83%
- M2 supports: Training 42.44%, Mentoring 18.75% & Start Your Own Business 18.98% = 80.17%

In Person Interactions: Low demand for walk in service - 97 year for 2023, however this year 1st Jan to 30th March we have had 40 walk ins indicating upturn. Improvements were made to the website & many people increased self-serving during the pandemic. Services are fully open 9am – 1pm, 2pm – 5pm Monday through Friday and people are being seen as they present. Non Irish nationals where English is not the first language presented more highly in person.

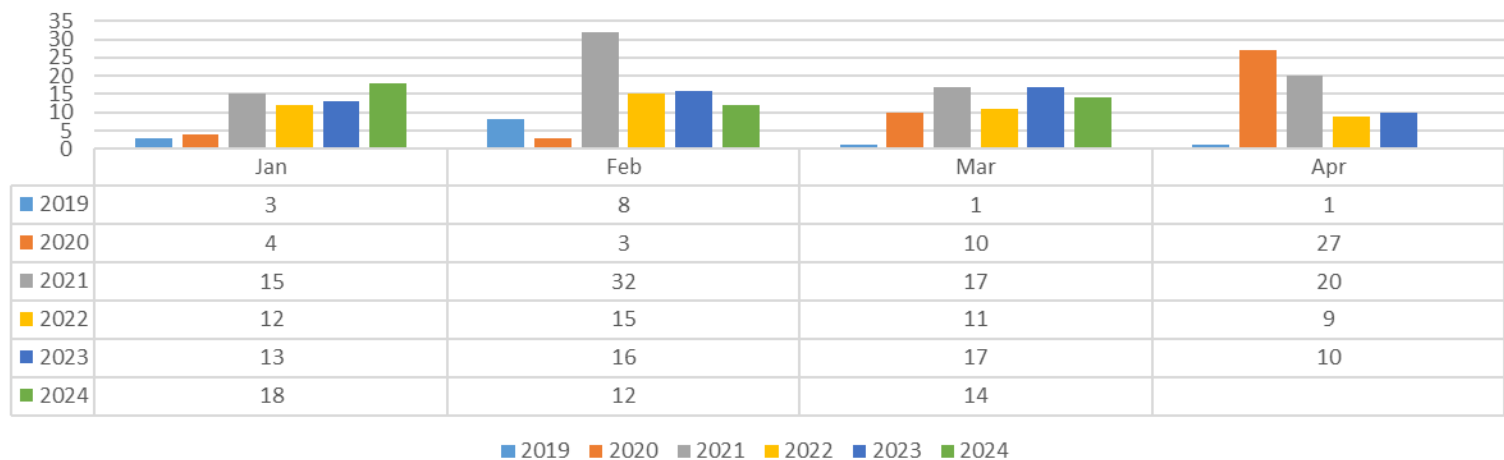
Mentoring

Annual Target 2024: 650 hours

1st Jan – 30th March 2024: 209 hours achieved / 32% of annual target.



Mentoring 6 hours participants Jan - Apr '19-'24



Mentor Meetings: continuing monthly. Opportunity to gain feedback from the panel and to update them on emerging products. Last meeting took place 26th March 2024. Mentors enjoy the 30-minute meeting monthly as its frequent enough and not a large time commitment.

We are currently planning a Dublin regional mentor meeting to take place on 16th May.

Mentor Tender: The current tender is active until August 2024, extended from Feb '24 by Managers order to ensure service continuity while paperwork is being finalised for the new framework. The paperwork for the new framework (contracts & letter of offer) was issued first week in January with contracts from the Law Department having been issued in the first week of April. Thereafter an induction process will take place with a group meeting and one to one meetings with new mentors. A new Mentor panel is to be established via a multi-party framework process. The tender was published on July 29th ID: 2038854 <http://www.etenders.gov.ie/>

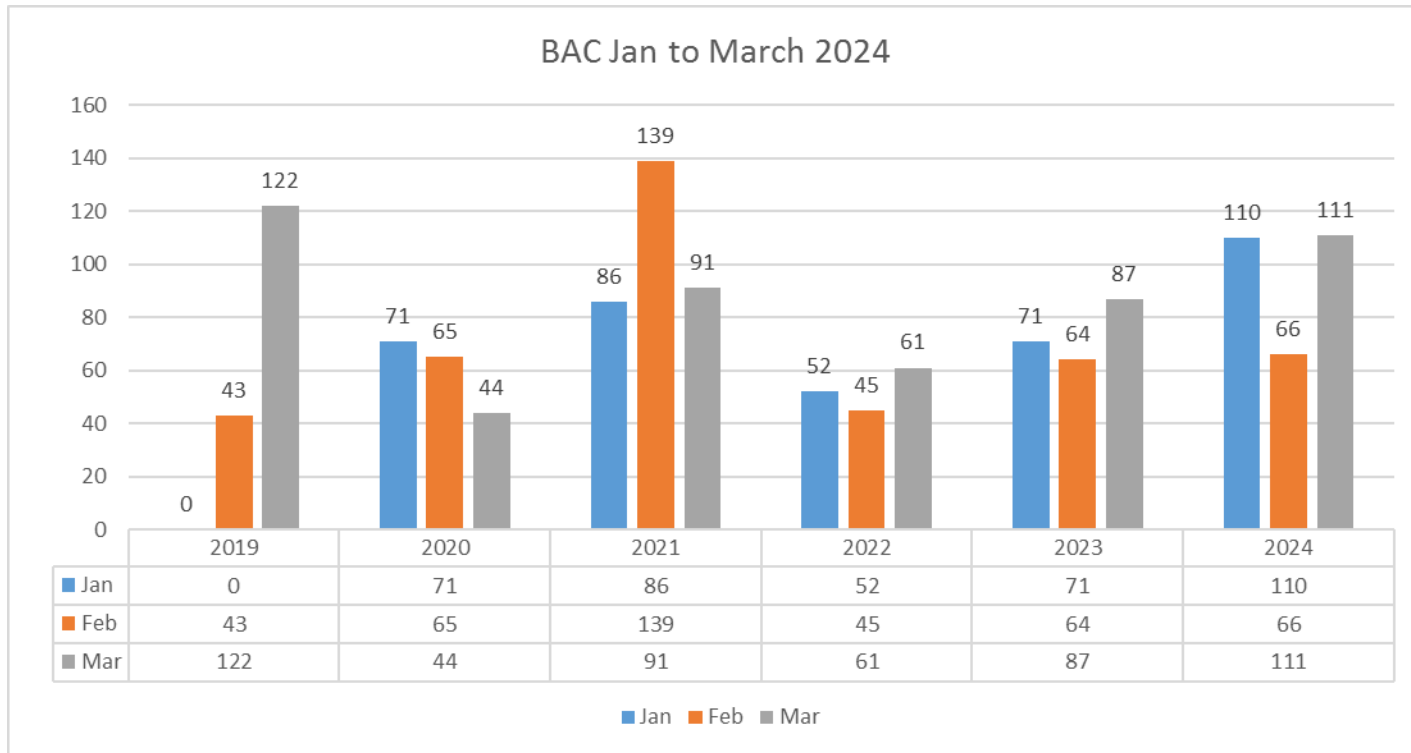
It is anticipated that this tender will be active for a period of 6 years.

Brexit Mentoring: 2 Brexit specific Tender mentoring sessions requested Jan - March 2024 vs 7 for the same period in 2023. Our focus now is on tariffs & customs vs Brexit.

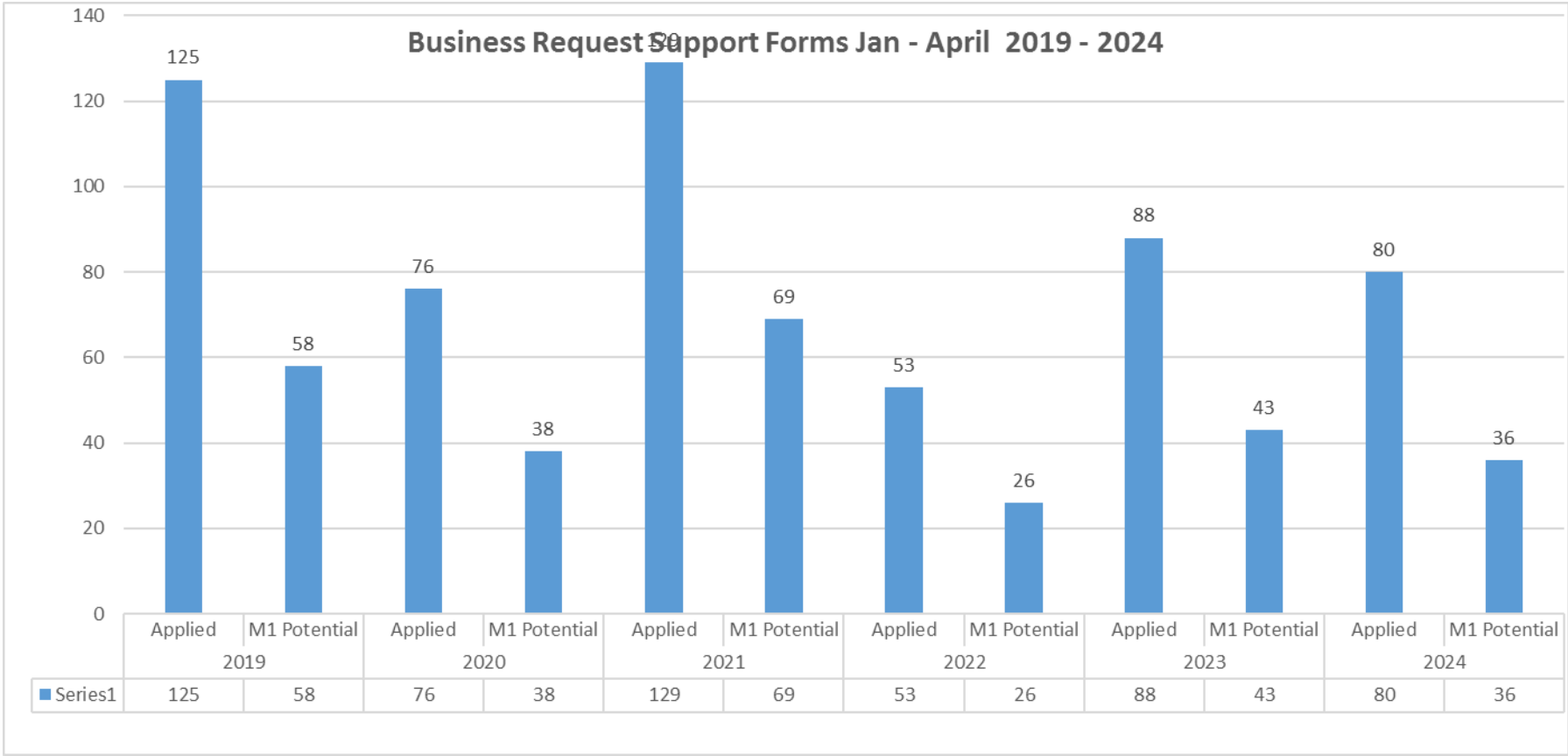
Business Advice Clinics (BAC)

Annual target 2024: 500 participants, 48 clinics

287 participants achieved in Q1, which is ahead of the average participant rate for q1 in the last 5 years. 57.4% of annual target achieved.



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



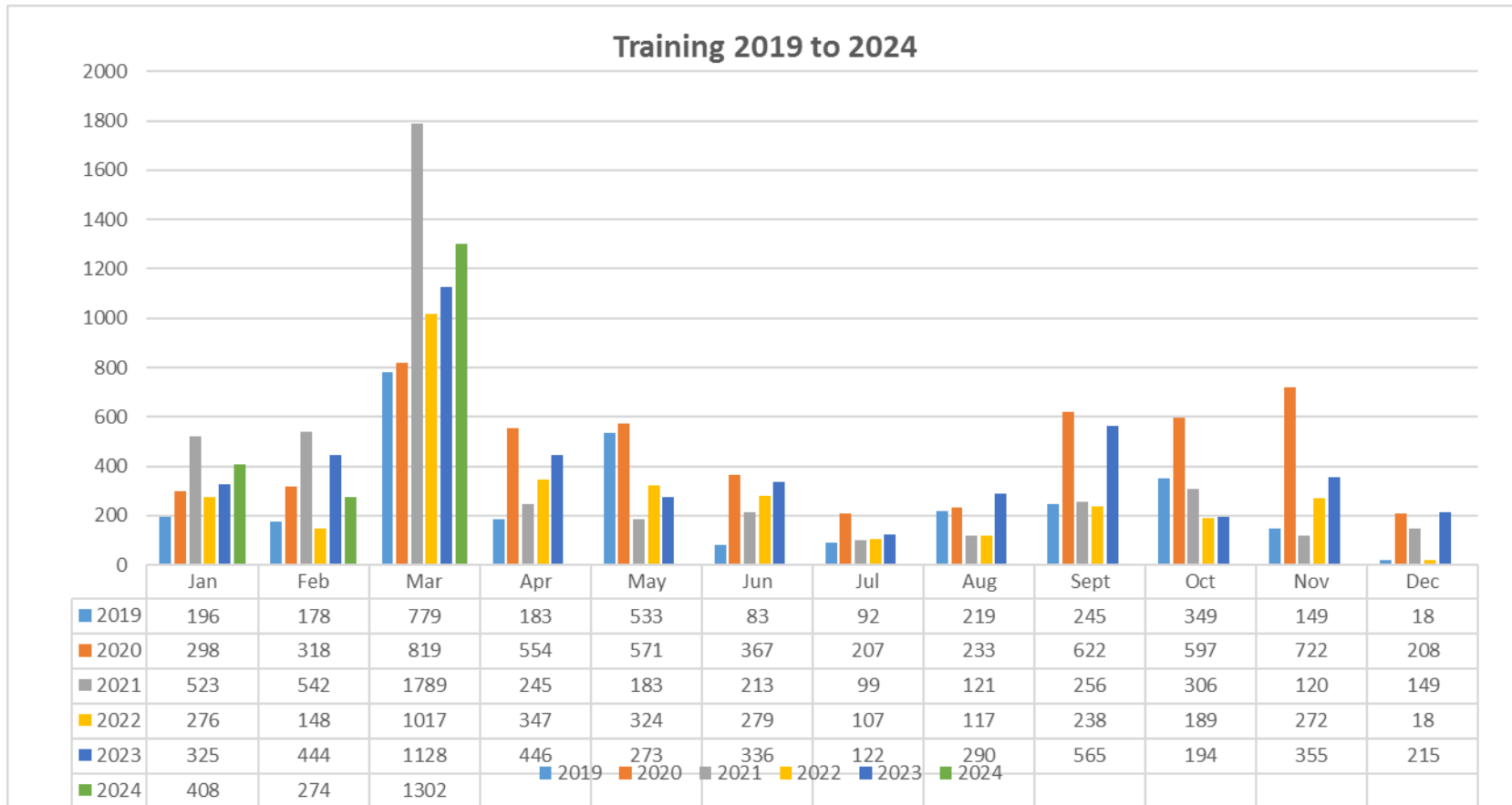
Measure 2 continue to maintain the business support request form weekly to ensure pipeline to the M1 Business Advisors for EVAC purposes.

Application is slightly down year on year from 88 applications in 2023 to 80 in 2024. Conversion is also down by 5%.

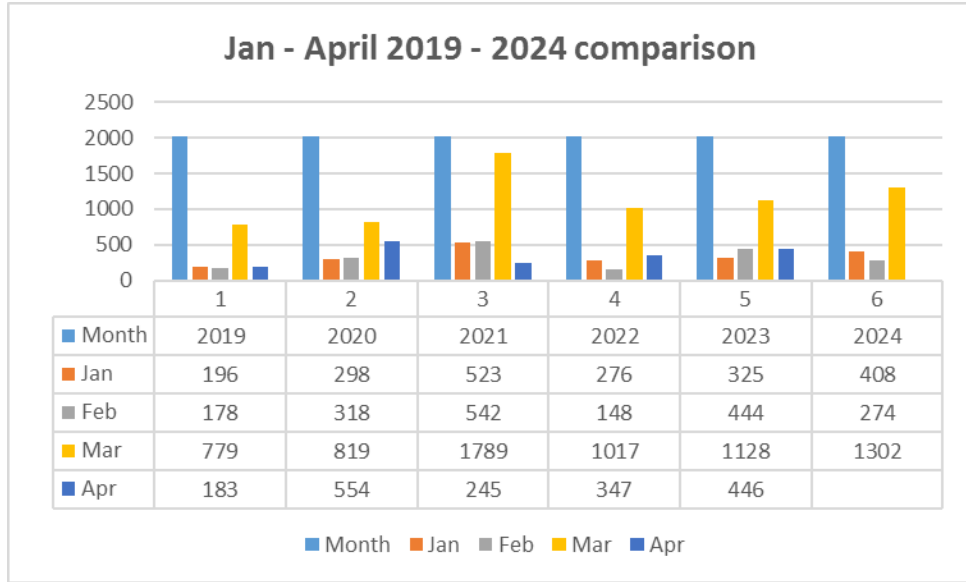
Communications is consistently undertaken to promote priming grants to increase pipeline.

Training Schedule '24 <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/>

Annual Target: 3000 participants



1984 participants Jan – March '24 compared to 1897 in 2023. 66% of annual target achieved end of Q1 '24. Local Enterprise Week participation greatly enhanced our Q1 figures.



We continue to monitor market trends, environmental factors and 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 providing training in emerging areas such as artificial intelligence. We continue to liaise with other LEO offices in the Dublin region and nationally to gain feedback on their outcomes / market trends. The 2024 training plan is a versatile document and is under regular review. Training courses are presently advertised until end of May.

Training courses completed January to March 2024

Date	Course Title	Attended	Places
04/01/2024	Business Advice Clinic	20	20
09/01/2024	How to advertise online with impact	17	25

10/01/2024	Business Advice Clinic	20	20
10/01/2024	Fundamentals of business accounting	19	19
10/01/2024	Start your own business	27	27
15/01/2024	Lets Talk Creative Business"	43	43
15/01/2024	Develop a one page business plan	18	25
16/01/2024	Facebook for business	5	25
16/01/2024	Grant Application workshop	21	26
18/01/2024	Trading Online Voucher Information Session	87	115
18/01/2024	Business Advice Clinic	20	20
23/01/2024	Website security & GDPR	10	25
24/01/2024	Developing a digital marketing strategy for your business starts 24/01	25	26
24/01/2024	Learn how using digital tools can save you time and money	44	50
25/01/2024	Transform your business with Lean thinking: Boost efficiency, cut costs & increase profits	2	6
25/01/2024	Business Advice Clinic	30	30
30/01/2024	Business Advice Clinic Tuesday 30th January 2024	20	20
	PARTICIPANTS	408	
	COURSES	17	

Date	Course Title	Bookings	Places
06/02/2024	Linkedin for Business Tuesday 6th Feb 2024	16	26
06/02/2024	Start Your Own Business Course starting Tuesday 6th February & Thursday 2024	19	27
07/02/2024	Business Advice Clinic Wednesday 7th Feb 2024	10	20
07/02/2024	Start Your Own Business Course starting Wednesday 7th Feb & Saturday 2024	11	11
12/02/2024	How to Maximise your Website Mon 12 Feb 2024	15	26
13/02/2024	Simple Business planning Tuesday 13th Feb 2024	12	12
13/02/2024	Instagram For Business Tuesday 13th Feb 2024	11	11
15/02/2024	Business Advice Clinic Thursday 15th Feb 2024	22	22
20/02/2024	Create Your Business Plan Tuesday 20th Feb 2024	15	26
20/02/2024	Business Advice Clinic Tuesday 20th Feb 2024	14	20
21/02/2024	Create a WordPress Website (beginners) Wed 21 Feb 2024	10	26
21/02/2024	Pricing for Profit Wed 21 Feb 2024	7	26
21/02/2024	Grant Application Workshop Wednesday 21st Feb 2024	26	26
22/02/2024	Boost Efficiency, Cut Costs, and Increase Profits - 22nd February 2024	6	6
27/02/2024	Maximise your time for busy enterprises Tuesday 27th Feb 2024	1	26
28/02/2024	Business Advice Clinic Thursday 28th Feb 2024	20	20

29/02/2024	Business Matters - What you need to know before starting a start-up	60	60
	PARTICIPANTS	275	
	COURSES	17	
Date	Course Title	Attended	Places
04/03/2024	Local Enterprise Week 24 - A Practical Approach to becoming a Green SME	10	30
04/03/2024	Local Enterprise Week 24 - Prepare Your Business for Customs 2024	13	30
04/03/2024	Launching Local Enterprise Week 24 - Fearless AI: Transforming SME Challenges into Opportunities in 2024	157	157
04/03/2024	Local Enterprise Week 24 - Helping SME's grow internationally-EEN Informational	12	70
04/03/2024	Local Enterprise Week 24 - Sales Conversations for the Reluctant Sales Person	10	30
04/03/2024	Local Enterprise Week 24 - Let's Talk Creative	100	70
05/03/2024	Local Enterprise Week 24 - Green & Sustainability Marketing	3	30
05/03/2024	Local Enterprise Week 24 - Importance of Finance in your Business	6	30
05/03/2024	Local Enterprise Week 24 - Starting a Food Business – Your Roadmap to Success	39	80
05/03/2024	Local Enterprise Week 24 - Getting Work from the Government	7	30
05/03/2024	Local Enterprise Week 24 - Unlock Upskilling Opportunities to Transform your Business With Micro-credentials	44	60

05/03/2024	Local Enterprise Week 24 - Business Advice Clinic Tuesday 5th March 2024	25	30
05/03/2024	Local Enterprise Week 24 - SoCircular (Circular Economy and My Enterprise)	98	110
06/03/2024	Local Enterprise Week 24 - Canva for small business - Ukrainian Community - 6th March	8	40
06/03/2024	Local Enterprise Week 24 - LEO Grants Explained Workshop Wednesday 6th March 2024	60	60
06/03/2024	Local Enterprise Week 24 - Selling Online	60	100
06/03/2024	Local Enterprise Week 24 - Making Connections and Cocktails 2024	83	150
07/03/2024	Local Enterprise Week 24 - Knowing Your Numbers	51	30
07/03/2024	Local Enterprise Week 24 - Self-Employment: Is it for Me?	36	60
07/03/2024	Local Enterprise Week 24 - Business Advice Clinic Thursday 7th March 2024	26	20
08/03/2024	Trading Online Voucher Information Session March 2024	128	120
08/03/2024	Local Enterprise Week 24 - Micro Finance Ireland info session	25	100
08/03/2024	Local Enterprise Week 24 - Intellectual Property Briefing	40	40
09/03/2024	Local Enterprise Week 24 - Start Your Own Business Bootcamp 2024	58	100
11/03/2024	Canva for Businesses Beginners Monday 11th March 2024	6	20
12/03/2024	Business Advice Clinic Tuesday 12th March 2024	20	20
12/03/2024	Start Your Own Business Course starting Tuesday 12th March & Thursday 2024	21	27
13/03/2024	Marketing on a Shoestring Wednesday 13th March 2024	18	30
14/03/2024	Business Matters - Researching Your Idea Thursday 14th March 2024	21	60

20/03/2024	Smartphone Video Skills Wednesday March 20 2024	14	30
20/03/2024	Grant Application Workshop Wednesday 20st March 2024	26	26
21/03/2024	Transform Your Business with Lean Thinking: Boost Efficiency, Cut Costs, and Increase Profits - 21st March 2024	4	6
21/03/2024	Goal Setting Like A Pro Thursday 21st March 2024	5	30
21/03/2024	Business Advice Clinic Tuesday	20	20
21/03/2024	Business Matters @ the Library - Weathering the Storms Thursday 21st March 2024	11	60
25/03/2024	Tools to Increase Sales and Leads Monday 25th March 2024	3	30
26/03/2026	Leadership for business acceleration programme	14	
27/03/2024	Business Advice Clinic Wednesday 27th March 2024	20	20
	PARTICIPANTS	1302	
	COURSES	39	
	Quarterly participant Total	1985	
	Quarterly participant EX TOV	1770	
	Quarterly courses total	73	

Training Tender

A new Training tender was published ID:2013584. Contracts have been issued. New training companies are being inducted. It is envisaged that the new training tender will be in place until the end of 2029.

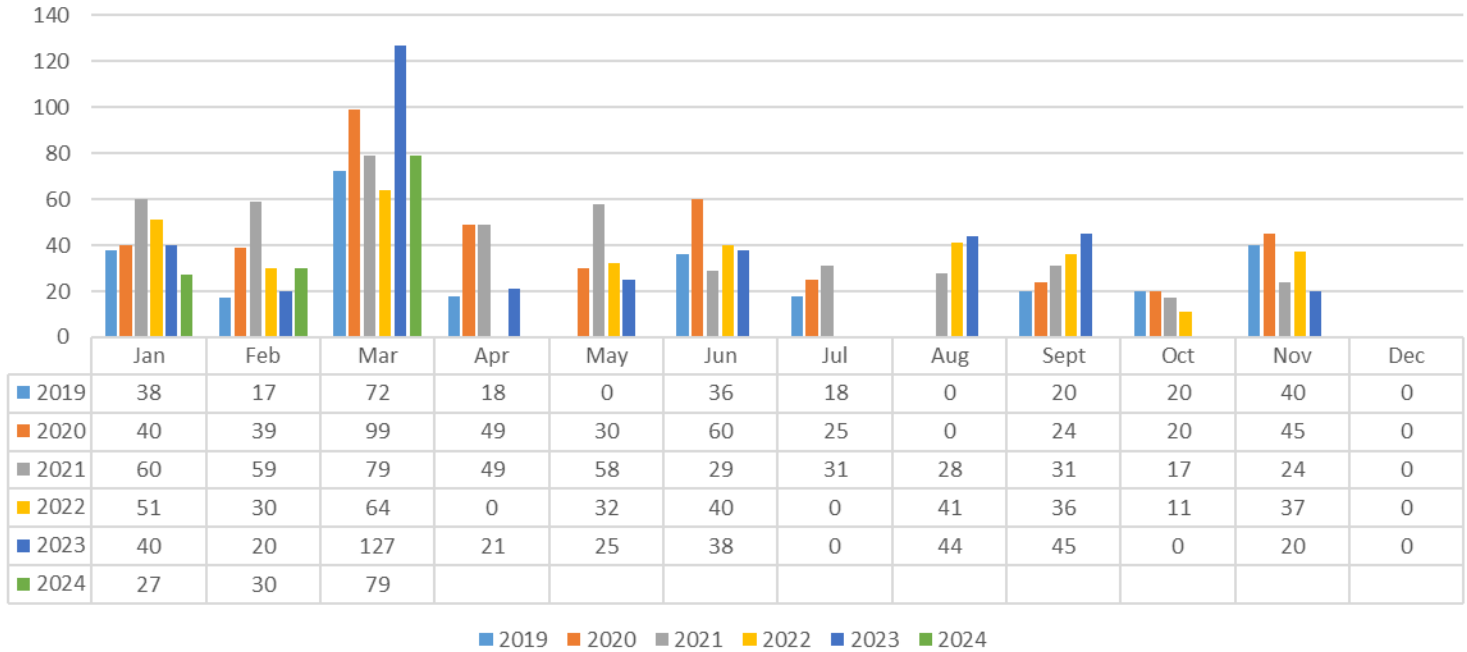
Start Your Own Business (SYOB) Training Courses

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. Start your own businesses courses continue to be popular. Recent courses have been fully booked well in advance of the commencement date.

Annual Target: 13 courses & 221 participants

Jan to March 2024: 5 courses, 1 boot camp delivered & 136 participants. The average number of participants for q1 over the last 5 years has been 194, therefore we are behind year on year however still at 61% of the annual target.

SYOB 2019 to 2024



Start Your Own Business Programme for new community from Ukraine

During 2023, ICE held:

- 2 Refugee & Asylum Seekers Financial Workshops in Workday, which were attended by 27 participants.
- 4 x 2 Day Ukrainian Workshops in partnership with META through-out the year. These were attended by 149 individuals
- Total: 176 Refugees & Asylum Seekers supported during 2023.

It is anticipated that the Grow U Programme will engage with a further 20 individuals or more. This Programme commenced end of February 2024.

Financial Training (targeted at pre-EVAC and post EVAC clients)

2 fundamentals in finance courses have been delivered so far in 2024 compared to 4 during the full year in 2023. Courses have been completed and were fully booked.

Date	Bookings
10/01/24	19
10/04/2024	23

A 12 month accountancy package with BigRedCloud provided to entrepreneurs as a follow on to accompany the fundamentals courses in 2024 is been made available. This will help to enhance entrepreneurs financial understanding.

Freedom of Information request received and responded to in relation to LEO DC's training tender '19 – '23. All LEO's nationally received the same request.

Micro Finance Ireland Pre loan application advice

1st Jan – 30th March 2024: 28 pre loan applications year to date.

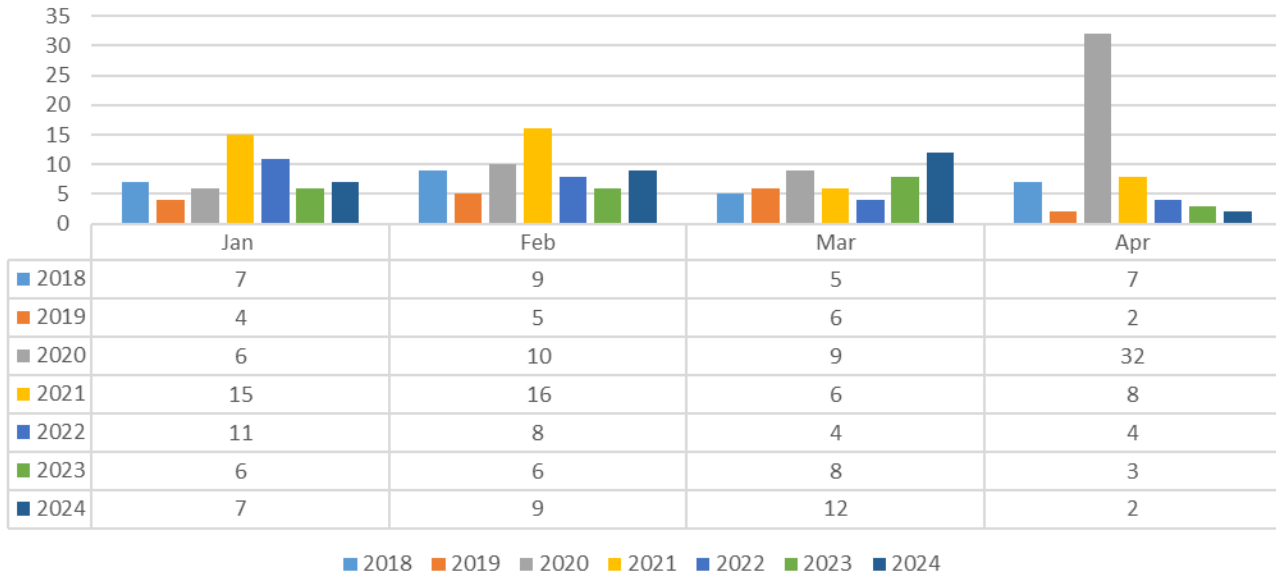
Comment: Application rate is similar to 2023 & 2022

Loans approved via LEO: 4, one less than in 2023 & 2022.

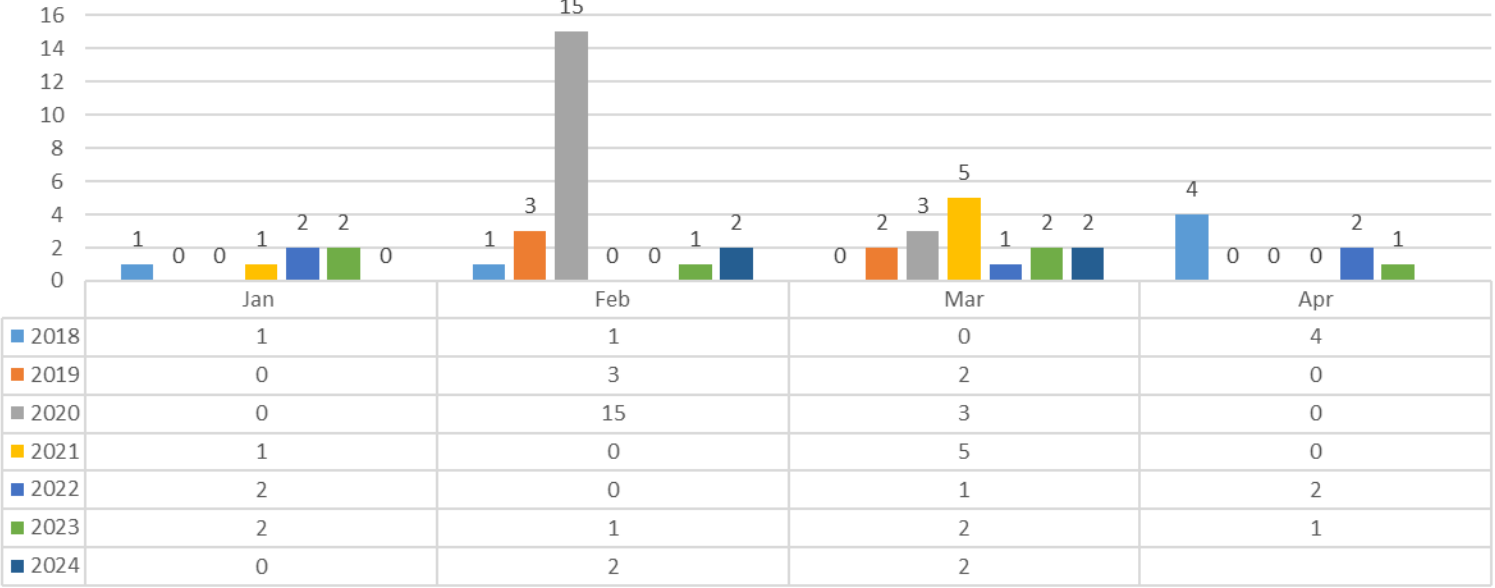
Uptake of the Micro Finance Ireland loan product is slow at present with some reluctance by entrepreneurs to take loans due to un predictability of cashflow.

We continue to liaise with MFI to receive additional marketing materials and promoting via newsletter & social media posts. Promotion of preferential loan rates with LEO offices been highlighted. MFI continue to advertise on radio including LEO.

Pre MFI loan requests



MFI LER Forms Jan - Apr '18 -'24



■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

Business Matters at the Library

In addition to running our Spring and Autumn Library series we host additional events to complement the programme of activities with the Libraries.

Q1 2024: we held 3 events with 117 attending.

Management Development Training Courses

Annual target: 100 participants

Q1 (Jan – Mar 2024) Figures: 70 participants

‘One 360’: This is long form mentoring being piloted. 5 new applicants recruited for 2024 have been assessed and are been on-boarded to the One360 programme . They are:

Hersport - Connected Content - Ahshorelook –Altohealth –Harry’s Nut Butter

A register your interest link remains open on the website to gather interest for forthcoming programmes. By 31st March there were 37 had expressions of interest in our management & leadership Programmes for 2024. All have been contacted.

Leadership for Business Acceleration Programme in partnership with LEO Fingal commencing on 26th March – has 14 registered from LEO DC.

Consultancy Products

<u>Programme</u>	<u>Description</u>	<u>Target ‘24</u>	<u>Applications</u>
Digital for Business	https://www.localenterprise.ie/DublinCity/Financial-Supports/Digital-for-Business/	10	2
Green for business	https://www.localenterprise.ie/DublinCity/Financial-Supports/Green-for-Business/	28	11

Green Start	https://www.enterprise-ireland.com/en/Productivity/Build-a-green-sustainableBusiness/GreenStart/	n/a	1
Energy Efficiency	https://www.localenterprise.ie/Portal/Energy/WHAT-IS-THE-ENERGY-EFFICIENCY-GRANT-/What-is-the-Energy-Efficiency-Grant-.html	20	0
Lean	www.leanformicro.ie	25	4
Export		5	

Export Accelerator Programme

Brief developed to run an export accelerator in 2024, three suitably qualified consultants from the export panel selected to quote. Full Circle won the contract again. Full Circle go beyond the initial export audit & assisting with developing an export plan they also deliver 4 leads in the clients chosen export market. Full Circle prospect and arrange face-to-face client meeting for LEO client participants to meet with prospective clients in their chosen export market.

Briefing meeting held with Full Circle. Informational session undertaken on 11th April at the Guinness Enterprise Centre. 18 businesses registered, 14 attended. Sandra Reynolds is targeting all leads presently.

Networks

Women in Business Network

The network presently has 200 members and continues to be vibrant with a series of in person events taking place at lunchtime and evenings, as well as coffee zooms for networking purposes and accountability groups.

During Q1 28 events were held with 431 attending.

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

Recent events:

- 16th Jan Cutting through the noise with Aisling O'Rourke media & communications <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/16th-January-2023-Cut-Through-the-Noise-with-Aisling-O-Rourke.html>
- 1st Feb St Brigids Day Panel Discussion <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/1st-February-2024-Brigit-2024-Dublin-City-Celebrating-Women-in-Business.html>
- 21st Feb Using your multiple brain intelligences to make good decisions by Denise O'Brien <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/21st-February-2024-Using-Your-Multiple-Brain-Intelligences-to-Make-Good-Decisions-by-Denise-O-Brien.html>
- 21st Feb Use your voice. Voice tips with Clodagh Swords <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/27th-February-2024-Use-Your-Voice!-Expert-talks-followed-by-networking-.html>
- 20th March webinar: overview of LEO supports with mentor Kate Hickey <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/20th-March-2024-Webinar-Overview-of-Local-Enterprise-Office-Supports.html>
- 10th April: Building your personal brand expert tips on linekin & headshots

International Women's Day 2024, to took place in the Mansion House 8th March 2024. 324 women attended. LEO Dublin City had traditionally been a sponsor to this event over the last number of years. However this year, LEO Dublin City partnered with Dublin Chamber of Commerce. The event is booked for 6th March 2025. Planning is already underway.

[Local Enterprise Week - 2024 4th – 9th March '24](#)

[Similar to 2023, national events were defined & hosted online. Regions worked together to host a mix of hybrid events, extending reach and cost efficiency. Locally we ensured that plans contained essential elements to achieve our KPI's, while also ensuring they are relevant to entrepreneurs wants and needs e.g. our popular 1 day intensive Start Your Own Business Bootcamp was repeated, a Trading online Voucher information session, mentors showcased their capabilities, a networking event take place.](#)

[LEO DC's opening event was hosted in Salesforce Tower on Monday 4th March and focused on how small businesses can utilise Artificial Intelligence and also apply lean thinking to their business.](#)

[LEO DC hosted 30 events with 1700 people registering to attend events across the week.](#)

Student Enterprise Awards Dublin City Final Mansion House 28th February '24

The Dublin City Student Enterprise Programme officially opened for registration for the 2023/2024 academic year. The program is aimed at secondary school students from 1st to 6th year & supports them to bring forward business ideas into reality.

Senior Winner: Quris St Declans College

Intermediate Winner: Glow & Co, Our lady of Mercy College

Junior Winner: Slobber Stopper, Stratford College

www.studententerprise.ie

Techstars Startup Weekend 22nd – 24th March Accenture Song Office Smithfield, weekend female entrepreneurship bootcamp

LEO DC provided sponsorship. 80 attendees & 200k organic social media views.

Forthcoming Events

- Techfoundher www.techfoundher.com unlocked female founders potential to start and lead tech companies. Economic development DCC are sponsored this event for a second year with LEO DC providing mentoring, logistical and promotional support.
- The National Ploughing Championships 17th – 19th Sept 2024 Laois www.npa.ie: open call for suitable entrepreneur to represent LEO Dublin City at the enterprise village opened 15th April '24

Eco-System Development

We continue to develop and build relationships with our Eco- System. As a result of these relationships the following partnership events were made possible for LEW 2024

Launch of LEW24 LEO DC Hosted @ Salesforce Tower with AI Ireland

Pitch Perfect “Battle of the Startups” a LEO & TU Dublin Event

Let’s Talk Creative in partnership with Visual Arts Ireland

LEO Grants and Funding Informational launch, hosted by The Digital Hub

LEO Business Advice Clinic hosted @ Bank of Ireland Grand Canal

International Women's Day 2024 @ the RoundRoom with The Dublin Chamber

We have worked with a number of AIB Business advisors from several branches to inform them of LEO Supports & Services

Our relationship with Dogpatch Labs continues to develop and applications appearing for funding as well as for Training and Management development Programmes.

SFA – Working together on Debt Warehousing and other supports and services

Q1 - We have had 38 engagements with Eco-System stakeholders.

Food Initiatives

Food-Starter: The Food Starter programme is one full day in person & two half days online / four half days online programme, designed to help those with a food idea, or those at a very early stage of starting up a food business.

The current programme commenced on the 8th April and is being run by LEO Fingal.

<https://www.localenterprise.ie/DublinCity/Training-Events/Food-Industry/>

Food Academy: Current programme for new applicants in 2023 now completed and these clients will be commencing their trials in Supervalu Stores in late April 2024.

Applications for 2024 programme now closed and these applications are being assessed with programme due to begin in September 2024.

<https://www.localenterprise.ie/FoodSupports/Food-Academy-Programme/>

1. Measure 1 (Grants) Approvals Metrics: 2024

1.1 M1 Grants Approvals Metrics: January – March 2024 Approvals

As of 2 nd April 2024	No. of M1 Grant Applications			Jobs		Value of M1 Grants			
Type of Grant	Annual Target	Total No. Approved 2024	Variance	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals 2024	Average Grant Value	Annual Target	Total Value M1 Grant Approved 2024	Variance
Feasibility Grant	30	9	21	30	9	€9,000	€270,000	€96,501.00	€173,499.00
Priming	10	2	8	20	8	€23,000	€230,000	€93,831.00	€136,169.00
Business Expansion	20	3	17	50	9	€28,000	€560,000	€110,000.00	€450,000.00
TOTAL	60	14	46	100	26	-	€1,060,000	€300,332.00	€759,668.00

1.2 List of M1 Grants approved in 2024

GMIS No.	Company Name	Grant Type	Promoter	Executive Official	Amount Approved	Jobs
9032442-03	Pilot Path Limited	Feasibility	Craig Lancaster	Cathy McPadden	€2,000	1
9038542	The Tasting Vault	Feasibility	Martin Lynch	Carmel Seery	€4,125	1
9037635	The Red Shed	Feasibility	Sandra Sheerin	Carmel Seery	€3,290	1
9038543	Shoden Limited	Feasibility	Steve Rock	Cathy McPadden	€15,000	1
3016181	Sandown Business School Limited	Business Expansion	Richella Boggan	Peter Sheridan	€40,000	3
9038225	Legal Innovation	Feasibility	Louise Jones	Peter Sheridan	€15,000	1
9038775	SAOR Health Ltd.	Feasibility	Luke Hart	Peter Sheridan	€15,000	1
9038776	Talio Technologies Limited	Feasibility	Oran O'Flynn	Cathy McPadden	€12,186	1
9038777	Biota Ltd.	Feasibility	Oliver Begley	Carmel Seery	€14,900	1
9038778	Gemell Technology Ltd	Feasibility	Adam Hankin	Paul MacGabhann	€15,000	1
9038539	Apeiron Media Inc Limited	Business Expansion	Colin O'Neill	Carmel Seery	€40,000	4
9038696	Tax World Ltd	Business Expansion	Alan Moore	Paul MacGabhann	€30,000	2
9038762	Adriana Cocenza Novaes t/a Zaira*	Priming	Adriana Cocenza Novaes	Cathy McPadden	€46,331	4
9038763	Factory44 Ltd.	Priming	Robbie Phelan	Peter Sheridan	€47,500	4
Approvals: 14				Total:	€300,332.00	26

1. Trading Online Metrics 2024 – For Noting

Trading Online Vouchers: 1st January 2024 – 2nd April 2024	Target 2024	Metrics 2024
No. of Trading Online Vouchers Approved:	63	43
Value of Trading Online Vouchers Approved:		€92,636.00
No. of TOV Drawdowns Received:		37
No. of TOV Drawdowns Paid:		34
Total Amount Paid:		€71,399.59

2. Summary of TAME Metrics 2024 – For Noting

As at 28 th March 2024	TAME Grants Approved Year 2024	Balances c/f from 2023 to 2024	Total
No. of TAME Approved	5	12	17
Total Value TAME Approved	€10,379	€23,389	€33,768
Total TAME Value TAME Payments	0	5,903	5,903
Total TAME Value Decommital	0	0	0
Balance	€10,379	€17,486	€27,865

4. Smart City Update



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise

23rd April 2024

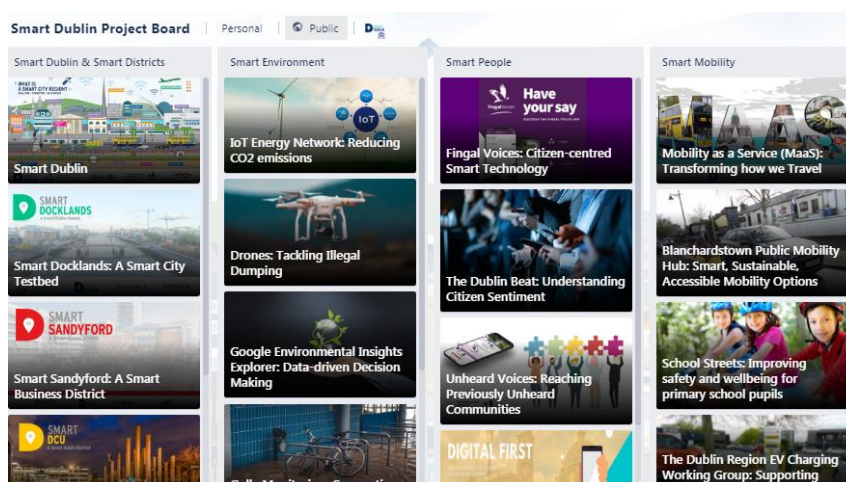
Agenda Item: Smart City Update

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 Smart D8. It has also established a Smart Tourism and a Digital Twin Programme to explore opportunities in these areas.



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

1. SIRO invests €100m in Dublin Broadband Expansion

SIRO, the ESB and Vodafone joint venture company currently rolling out a €1 billion Gigabit broadband network across Ireland, has announced that its services are now available to 50,000 homes and businesses in Dublin City, and to 100,000 premises overall across the wider Dublin area. Within Dublin City Council's borders, this includes 'new' SIRO areas such as Dublin's Docklands, East Wall, Walkinstown,



Kimmage and Crumlin. The expansion in Dublin follows collaboration with Dublin City Council's Telecoms Unit and with the broadband officers in the other three Dublin local authorities.

For more information: <https://www.rte.ie/news/business/2024/0115/1426499-dublin-broadband-expansion/>

2. Sustainable Travel Ireland Conference



On January 25th, the Smart Tourism team attended the Sustainable Travel Ireland conference in Galway. The Sustainable Tourism Network is Ireland's leading and longest-running body for the promotion and support of sustainable tourism, Dublin City Council are very proud members of Sustainable Travel Ireland. Sustainability is at the core of the new DCC Tourism Strategy 2023-2028 and our ambition as the 2024 European Capital of Smart Tourism.

Read the strategy here: <https://bit.ly/3UlpEfQ>

3. Smart D8 2023 Pilot Updates

Smart D8's 2023 Pilot Call will be wrapping up soon, making way for the new 2024 pilots to begin. Here is a brief update last year's successful pilots:



- As of December 2023 **Brace** engaged 118 Monthly Active Users with a Stickiness Ratio of 8% — demonstrating patients continued engagement with their rehabilitation programmes. A

total of 1,110 Individual user actions have been generated, including Exercise Set Completed, Plan Created, Check-In, Diary, and Goals.

- **MoveAhead** has engaged with over 500 children and families in the Dublin 8 Area. This outreach includes participation from four primary schools, each with 100 children, and five after-school programs, each with 25 participating children. Due to the success of the afterschool program, MoveAhead has introduced an additional 3-week module focusing on health and well-being strands.

Website: <https://moveahead.io>

- **Menopause and the City** workshops are scheduled for March 5th at St Patrick's Mental Health Services and Cherry Orchard/Ballyfermot Community Centre. For more details: <https://informd.ie/>

February

4. Design Your Future City Week 2024



From February 26th - 1st March, Academy of the Near Future delivered a free week-long programme for Transition Year Students called 'Design Your Future City'. This year, Academy of the Near Future partnered with The Digital Hub to scale the programme into the Smart D8 District. This years' programme explored how

technology can support people to tackle health and well-being challenges. Students got a chance to reflect on these themes through creative hands-on workshops, and created their own innovative ideas to try and solve them. Through interactive workshops, bringing together art, design, and science, students collaborated with others to solve problems, experimented with citizen science to explore the links between climate change and health and wellbeing and had the opportunity to meet the leading STEM, design and healthcare innovation experts in the area.

For More information about the programme: <https://nearfuture.ie/programmes/i-am-a-student-educator/design-your-future-city-info/introduction-2>

5. Dublin City Council Announce Partnership with OpenAI



Dublin City Council and OpenAI announced a partnership that leverages the power of artificial intelligence to support Europe's tourism industry. This collaboration comes as Dublin proudly accepts the title of European Capital of Smart Tourism for 2024, underscoring the city's commitment to innovation in tourism. The partnership aims to set a new standard for smart tourism innovation across Europe,

showcasing the potential of AI to enhance the visitor experience. Key initiatives include; Co-development of a Dublin itinerary planner proof of concept “A Day in Dublin”, using OpenAI’s GPT-4 and A hands-on workshop for leaders of smart tourism destinations across the EU exploring AI in tourism.

Read more about the partnership here: <https://www.dublincity.ie/news/dublin-city-council-and-openai-announce-partnership-show-potential-ai-support-europes-tourism>

6. Smart Dublin Regional Active Travel Workshop



Smart Dublin held a collaborative workshop on the topic of ‘Active Travel & Data’. The workshop explored opportunities to develop better insight as to the holistic positive impact of Active Travel initiatives. TU Dublin shared their research on Active Travel initiatives from both Ireland and abroad to inspire the group. Attendees included representatives from the four Dublin Local Authority Active Travel teams, TU Dublin, Trinity College Dublin, Department of Transport and National Transport Authority.

7. Dublin City Council Visit Mastercard Experience Center

As part of our designation as the European Capital of Smart Tourism 2024, Dublin City Council were invited to a site visit by MasterCard to tour the MasterCard Experience Centre.

We have been working with MasterCard for many years via our economic monitor and they have a strong track record of delivering tourism innovation and partnership with some of the best destinations in Europe including former European capitalism smart tourism. The visit included previews of MasterCard’s’ latest technology, a deep dive on how MasterCard has supported cities on tourism including former European capital of smart tourism Seville and a Dublin city EU Capital of Smart Tourism Presentation.



March

8. The Connective Detective



Academy of the Near Future ran a free STEM workshop series called ‘The Connective Detective’. This workshop series aimed to creatively explore telecommunications and connectivity. Activities included learning about the different ways that humans communicate, and the evolution of communication technology,

understanding modern telecommunications, with games exploring fibre cables, masts and data centres and how the Internet actually works and reflecting on challenges with today's communication and designing prototypes for future infrastructure.

The workshop series launched in three schools as part of [Trinity Access Programmes](#) Maths and Science Festival.

9. Georgetown University Visit to Smart DCU

On March 12, students from [Georgetown University](#) visited [Dublin City University](#). The students visited as part of the Global Business Experience Program, a signature capstone course for the [Georgetown University McDonough School of Business](#) Master's in Management program. Smart DCU Projects Facilitator Kieran Mahon, discussed the innovative projects taking place in Smart DCU such as their [Digital Twin](#) and Claudia Bailey, [Smart Docklands](#) Technology Engagement Manager, presented on [Cities Coalition for Digital Rights](#). This is the third consecutive year they have visited to learn more about Smart Dublin and Smart DCU.



10. Smart DCU Bentley Systems Presentation

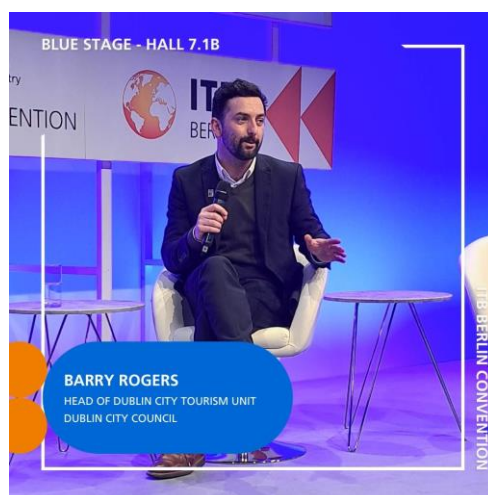


Kieran Mahon, Smart DCU Projects Facilitator, was invited to address Bentley Systems customers at their newly inaugurated London Office on March 14. During his presentation, he highlighted the support received from Dublin City Council, which includes partial funding for radar sensors to track pedestrian and vehicular movement on and off the university campus. This real-time monitoring of campus occupancy yields numerous benefits, such as insights into the effectiveness of active travel initiatives in promoting bicycle and bus usage. The knowledge gained from this initiative

will be disseminated to cities globally.

11. ITB Berlin Conference

As part of Dublin's designation as the European Capital of Smart Tourism 2024, Dublin was represented at the ITB travel trade show in Berlin. ITB Berlin is the world's leading



travel trade show and provides a unique opportunity to learn about different countries and regions all over the globe in one place. Dublin attended as a role model for smart tourism due to successful strategies and implemented measures in the field. Head of Dublin City Council Tourism Unit, Barry Rogers took part in international panels discussing smart tourism initiatives such as Dublin City Council and OpenAI partnership to develop AI-powered itineraries.

12. Dublin City Council Launches ‘Data Insights for Active Travel’ with the Partnership for Healthy Cities

Dublin City launches ‘Data Insights for Active Travel’ Project to determine impact of Active Travel infrastructure as part of Global Network of Cities.

Dublin City Council has joined forces with the Partnership for Healthy Cities to pilot new cutting-edge technologies for evaluating and measuring the impact of the city’s active travel investments.



This unique partnership is set to boost understanding on active travel patterns in the city. The project will generate new data, which will help inform future infrastructure planning and improve safe and active transit options for city residents.

Read more here: <https://lnkd.in/eW4ijbw>

13. Portal Art Installation will connect Dublin to New York in Real-Time



To celebrate Dublin's award of the European Capital of Smart Tourism for 2024, the city will have a portal connecting it with the Flatiron district in New York City.

Passers-by on O'Connell St. will be able to take a moment to connect with others who live on the streets of New York City. This innovative installation by Lithuanian artist and entrepreneur [Benediktas Gyllys Foundation](#) will be located at the two iconic sites from this May until the Autumn. It

will create a 'magic door' from the Spire and the GPO, allowing New Yorkers to take in the classic Irish scene in real-time from midtown Manhattan. For more information: <https://www.dublincity.ie/news/portal-art-installation-will-connect-dublin-new-york-real-time>

14. Smart Docklands AI- Artificial Intelligence Workshop

On Tuesday, March 19th, 25 Dublin City Council staff from various departments participated in the first Artificial Intelligence awareness workshop: expl[ai]n! The expl[ai]n workshop aimed to raise awareness of participants about Artificial Intelligence. The workshop looked at knowing and understanding Traditional AI and Generative AI, determining the risk levels of using AI, and examining opportunities and challenges that could come from using AI in Dublin City Council. As Artificial

Intelligence is an increasingly topical technology tool, this workshop brought this information to DCC staff to increase their knowledge and to create an environment where people could ask questions and learn more about AI. The expl[ai]n workshop was delivered through the Smart Docklands district: a unique partnership between Dublin City Council and the CONNECT Research Centre at Trinity College Dublin.



15. Dublin Officially Accepts European Capital of Smart Tourism 2024 award



At the end of March, the official ceremony was to hand over the title of 'European Capital of Smart Tourism' to Dublin. Over 100 representatives from our staff and partners attended this ceremony.

This event took place in the Tourism team's new office space in CHQ. With its modern design and state-of-the-art facilities, the space serves as a hub for fostering partnerships, hosting workshops,

and driving forward initiatives to elevate tourism standards across Europe. The new space is a beacon of innovation and collaboration perfectly mirroring the ethos of the European Capital of Smart Tourism Award.

16. Dublin Economic Monitor Launch



The Dublin Economic Monitor released their March 2024 issue. A launch event took place in Grant Thornton's Dublin offices for this issue centred on the theme of smart tourism.

Owen Laverty mediated a panel discussion on smart and sustainable tourism composed of Megan Best (CEO, Native Events), Eoghan O’Mara Walsh (CEO, ITIC), Liz Halpin (Head of Dublin, Fáilte Ireland), and Barry Rogers (Head of Tourism Unit, Dublin City Culture Company). They discussed how tourism combines sustainability, accessibility digitalisation and cultural heritage to enhance experiences for visitors, while minimising ecological impact. The use of technologies, such as digital trails and smart kiosks, have been developed to help tourists navigate Dublin and discover hidden attractions.

The event can be viewed here: <https://www.youtube.com/watch?v=EdYONwL3T5E>

17. Smart D8 wins at the European Public Sector Awards in Maastricht

EPSA – the European Public Sector Award – is a Europe-wide award scheme for public sector entities at all levels of government that has been organised every two years since 2009 by the European Institute of Public Administration (EIPA). Smart D8 is honoured to achieve second place in the “Innovation in Public Administration” category for *The European Public Sector Awards (EPSA)* by the European



Institute of Public Administration (EIPA). Set against the vibrant backdrop of Maastricht (NL), Smart D8 received the [EPSA 2023](#) Award at the Provincial Government House in Maastricht, where the Treaty of [Maastricht](#) was signed in 1992. Smart D8 is now recognised in the top 2.5% for Innovation in Public Administration in Europe, showing the district’s exemplary work in devising new administrative problem-solving paradigms and creating a network of public excellence.

18. Smart D8 Mental Health Workshop

Smart D8 is thrilled to announce the fourth of seven mental health events we will be supporting this year - Join us for an empowering workshop hosted by Turn2Me.ie, Ireland's leading online mental health charity. During this fun session, participants will dive into practical strategies for managing anxiety and cultivating inner peace with insights from Turn2Me CEO Fiona O'Malley. Whether you are seeking personal growth or simply curious about enhancing your mental wellbeing, this workshop promises to equip you with invaluable tools and resources. The workshop will take place on May 22 at The Learning Studio at The Digital Depot, Roe Lane, The Digital Hub, Dublin 8. Register now to secure your spot as tickets are

HOW TO MANAGE YOUR ANXIETY

turn2me
a mental online

SMART D8
A Smart Dublin District

MANAGING YOUR ANXIETY WORKSHOP

LOVE yourself

Prioritising Mental Health

HEALTH = WEALTH

BRIEF DESCRIPTION: the workshop will equip participants with tools, strategies and resources to manage anxiety, cultivate inner peace and enhance mental wellbeing, paving the way to brighter and calmer days.

LOCATION: The Learning Studio

ADDRESS: Digital Depot, Roe Lane (off Thomas Street) The Digital Hub, Dublin 8, D08 TCV4, Ireland

DATE & TIME: May 22nd from 1:00 pm to 2:00 pm

FOLLOWED BY FREE LUNCH!!!

LIMITED FREE TICKETS
SECURE YOUR SPOT HERE:
<https://www.eventbrite.it/ie/managing-your-anxiety-workshop-tickets-88180820037>

limited: <https://lnkd.in/djfhakw>

19. Smart D8 Community Engagement – Q1 2024



In the first quarter of this year, Smart D8 has directly engaged with almost 700 community members in the D8 area, through supporting and participating at a new of key community events focused on topics like Mental Health, Healthy Food and Eating and Physical Health and Well-being.

20. Cyber Security Co-Design Workshop with Smart Docklands

Do you work with older adults or are you an older adult yourself? We're inviting you for a cyber security co-design workshop in collaboration with Munster Technological University on the 15th of April from 12 to 2pm in Pearse Street Library. Each participant will get a €40 one4all voucher! You can sign up here: <https://lnkd.in/eJENw6xb> or by emailing Karolina at karolina@smartdocklands.ie.



21. Dublin City to collaborate with 14 EU partners on the Twin4Resilience project



Twin4Resilience, an EU funded InterReg North West Europe project held its first kick-off meeting in March, hosted by the City of Utrecht. Dublin City Council is part of a wider consortium of 14 partners who have been awarded funding to develop use cases for cities to build and engage local digital twins.

The Smart Cities team will lead on the Ethics Framework as part of the Twin4Resilience project on behalf of Dublin City Council and will work with consortium partners from cities across Europe including Utrecht (lead partner), Amsterdam, Brussels

and Rennes; to explore how local digital twins can be used to improve decision-making and citizen engagement for urban development.

22. Smart D8 Call for Pilots 2024 – Now Closed



Following three years of success in engaging Enterprise, Academia and a range of relevant stakeholders, the Smart D8 initiative has delivered 12 impactful and scalable pilots. Continuing to focus on the measured health and wellbeing needs of the approx. 45,000 diverse Dublin 8 population, the 2024 call focus on three key themes:

Community Health, Health Literacy and Environment. Application have now closed and we received 45 applications including 10% of from international participants. Applications will be reviewed over the coming weeks and an announcement of the successful pilots expected by the end of May.