



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise

Minutes of Meeting 23rd October 2018

Members Present:

Cllr. Deirdre Heney (Chair),
Cllr. Noeleen Reilly,
Cllr. Paddy Bourke,
Cllr. Mary Freehill,
Cllr. Anne Feeney,
Cllr. Paul McAuliffe,
Cllr. Norma Sammon,
Denise Brophy, Dublinia Ltd,
Evanne Kilmurray, Inner City Enterprise (ICE),
Geraldine Lavin, Small Firms Association

Officials Present:

Richard Shakespeare, Assistant Chief Executive, Dublin City Council
Greg Swift, Head of Enterprise & Economic Development, Dublin City Council
Mary MacSweeney, Deputy Head of Enterprise % Economic Development, Dublin City Council,
Grainne Kelly, Head of International Relations, Dublin City Council
Steven O'Gara, Senior Economic Development Officer, Economic Development & Enterprise, Dublin City Council
Norman Thompson, Economic Development Researcher, Dublin City Council,
Juliet Passmore, Economic Development Researcher, Dublin City Council.

1 Minutes of Meeting held on 24th July 2018 & Matters Arising

The minutes from the meeting held on the 24th July were agreed.

2 Introducing the Circular Economy: EMRWO

The chair welcomed Dr Joanne O'Rourke from Eastern Midlands Regional Waste Office (EMRWO). Dr O'Rourke presented on the Circular Economy and the work with Dublin City Council and how it can be more resource efficient and environmentally friendly.

Dr O'Rourke advised that the circular economy is an economy in which it keeps resources in use for as long as possible, extracts the maximum value when in use and then we can recover and regenerate products at the end of each service life. Dr O'Rourke spoke about businesses fostering competitive advantages through the use of the environmental benefits and the circular economy.

3 MODAS: Sustainable Business Training

Mr. O'Gara advised the committee on the MODAS programme and how it will increase awareness of the factors in the circular economy for small businesses. The chair thanked both Dr O'Rourke and Mr. O'Gara for their presentations and work for the Circular Economy. The chair asked if there was a cost to businesses getting involved in the programme. Mr. O'Gara stated there would be a very modest fee and it would in the margin of couple of hundred euros's which would be heavily subsidised.

Cllr. Feeney asked in terms of businesses how to incentivise the new programme, get the branding out in their promotion or is there a downside etc. Dr. O'Rourke advised that there may be national penalties, but the programme is for SME's and it is more about developing their knowledge on the circular economy. Dr O'Rourke advised that with regards to the MODOS brand there will be a company who will accredit it and look at the course but this has not been finalised yet. Cllr. Sammon asked if larger supermarkets or entities will be approached to get involved in the circular economy. Dr O'Rourke advised that this is mainly for SME's and not larger companies at the present. Cllr. Freehill queried if there is government policies or procedures along local authorities that work from EU legislation.

Dr O'Rourke advised that the office is underpinned by EU legislation. Mr O'Gara advised that details on the topic could be researched and shown at a future meeting. Ms. Brophy advised about the significant time frame and level of commitment involved in the programme and how it may be too much for a SME to commit too. She advised she would be happy to help in any way to further develop the idea. Ms. Kilmurray advised that social enterprises are very involved in this zone and they would be worthwhile targeting. Mr O'Gara said it is a significant commitment but the added values to SME's are immense in the long term.

4 Your Dublin Your Voice- Culture & Arts Survey results August 2018

The chair welcomed Ms. Juliet Passmore, Research Officer in Economic Development. Ms Passmore presented on the Culture & Arts survey and how the results and impact have been very positive from the city on the arts and culture but they feel it could be more widely promoted in the digital space. The chair thanked Ms. Passmore for her presentation and also was in agreement regarding the marketing and promotion of cultural events in the city and advised that the City Council needs to continually look at this.

Ms. Brophy stated that the use of the Dublin.ie platform for the marketing and promotion of cultural events would be a useful tool and that more spend on both would be welcomed. Cllr. Feeney stated more widespread knowledge on the Dublin.ie brand needed. Cllr. Feeney also questioned what will be happening next with regards to the survey. Cllr. McAuliffe would like a wider survey of the Your Dublin Your Voice before May and also echoes the Dublin.ie brand. Cllr. McAuliffe requested a presentation at future SPC from the Dublin.ie team. Cllr. Freehill stated that the loss of departments and staff is a big factor as they would have been running these things. Cllr. Flynn advised on the culture connects team that could be used to promote these activities. Mr. Shakespeare stated that they are focusing on the Dublin.ie brand and promotion of this.

5 Social Enterprise & Dublin City Council

The chair introduced Mr. Norman Thompson, Research Officer in Economic Development. Mr. Thompson presented on social enterprise as a whole as well as social enterprises in Dublin City. Cllr. Flynn advised that it is a very relevant sector and that a researched policy would be very useful for the sector to push out the benefits further. Ms. Kilmurray agreed on how Ireland lacks in the social enterprise area but stated that Dublin City Council is the only council in Ireland who offer social enterprise grants and their development. The downside would be the public procurement policy. Cllr. Feeney commended on the presentation and echoed Cllr. Flynn comments. The chair fully supports all the comments made on the social enterprise, the implementation of a policy and looks forward to the policy being presented to the SPC on a future date.

6 Economic Development & Enterprise Management Reports

Mr. Swift presented on the upcoming events over the coming weeks, in particular Start up Week, Dementia Inclusive projects and The Apprenticeship Summit. Mr. Swift spoke on the recent San Jose delegation visit which was a huge success. The Chair thanked Ms. Kelly International Relations for her hard work and organisation skills on the recent delegation visit.

7 Any other Business

Mr. Swift advised that all SPC members and Councillors are invited to attend the Guinness Enterprise Centre on the 1st of November for a guided tour of the area as there is an expansion project being looked at and to make people aware of it.

Ms. MacSweeney advised on the LECP briefing session and explained how it had to be postponed as low numbers were committed to attending. The advisory committee meeting will also be rescheduled and everyone will be duly notified.

Next SPC Meeting: Tuesday 29th January 2019