



This document sets out the table of work intended to be undertaken by the Economic Development Office supporting the work of the Economic Development & Enterprise Strategic Policy Committee of Dublin City Council during the course of 2020. The work is broadly divided into four categories of Policy, Projects, Events & Research and each of the work identified under these categories will be aligned with the four “Pillars of Economic Development” which have already been established. Alignment of work flow with the Economic Pillars is designed to provide an even distribution of resources and ensure progress across our functional areas.



Economic Development & Enterprise SPC programme of work 2020	
Policy	Projects
Local Economic & Community Plan (LECP) to 2021	MODOS – Sustainability for Business
Dublin Regional Enterprise Plan to 2020	Promotion of Dublin - Global Reputation
Regional Spatial & Economic Strategy (RSES)	Dublin Economic Monitor – future design
Events	Research
Dublin Tech Summit 2020	Social Entrepreneurship
Local Enterprise Week 2020	Your Dublin Your Voice – Citizen Engagement Platform
FutureScope 2019	Enterprise Space

Policy

Policy incorporates all areas of Public Policy at local and national level that EDO have either direct or indirect responsibility for developing, overseeing, implementing, managing or reporting on. This work forms the bulk of the statutory and regulator obligations for which EDO had responsibility for and also includes inputs into national policy development. In addition to the Local Economic and Community Plan to 2021, the Regional Spatial & Economic Strategy 2019 to 2031 and the Dublin Regional Enterprise Action Plan to 2020, we are also delivering actions under other policies such as the Climate Change Action Plans developed by the Dublin Climate Action Regional Office (CARO), the Corporate Plan and the national Social Enterprise Strategy among others.

1. Local Economic & Community Plan (LECP) 2019-2021

The LECP was developed through collaboration between the EDO and Housing Department with guidance and oversight provided by the Advisory Group made up of members of this SPC and the LCDC. Following the development of socio economic profiles and extensive public consultation, twelve high level goals were established which have guided the identification of a wide range of actions to be delivered by a host of stakeholders, in furtherance of these goals. “Action Plan” were developed to guide the delivery of the LECP. The socio economic profiles has been updated based on the latest census data and the views of citizens were captured through utilising the Your Dublin Your Voice platform. These findings and updates were shared through a briefing with invited stakeholders.

2. Dublin Regional Enterprise Action Plan to 2020

The Dublin Regional Enterprise plan has identified 24 actions designed to deliver on 6 Strategic Objectives. Following a review of the 2015 National Enterprise Strategy – Enterprise 2025 saw the development of new objective of having 2.3m people employed nationally by 2020, with an unemployment rate of no more than 5.5%. The work of the Regional Enterprise Plan to 2020 is led by a Steering Group supported by a Working Group made up of members of EDO, Local Government, LEO’s, EI, IDA, Dublin Regional Skills Forum, CDET B and other key stakeholders who report to the Minister on progress on delivery on the high level objectives. The EDO plays a key role in delivering on this strategy for DCC and in supporting the work of the co-ordinator

3. Regional Spatial & Economic Strategy (RSES) – Eastern and Midlands Region 2019 to 2031

The 38 elected members of the Regional Assembly are predominantly nominated by their local authorities to represent the region. One of their key tasks is to prepare a new Regional Spatial and Economic Strategy (RSES) to replace the existing Regional Planning Guidelines (RPGs) with additional functions requiring an economic strategy to be combined with the spatial strategy. The RSES will support the implementation of national government policies such as the National Planning Framework (NPF) and have also set a framework for local economic development and spatial planning for each of the 12 local authorities in the region. The EDO were involved in the process for making the new Regional Spatial and Economic Strategy. The RSES was launched in November 2019. We are awaiting an update on how the RSES will impact on the LECP plans and process.

Projects

Projects form a large portion of the work of EDO and usually involve work undertaken to deliver responses on either research or policy objectives, which require a significant amount of stakeholder engagement, development and evolution to inform project before and during delivery. Engagement with relevant European Projects has also provided successful access to shared learning opportunities with other cities engaged in improving their cities. A position paper will be developed for the SPC on European Projects that DCC is engaged in, while considering alignment of objectives with new project opportunities. Projects are divided according to the four pillars of economic development.

4. MODOS – Sustainability for Business

Climate & Transformation

MODOS is a circular economy and sustainability training programme for micro and small enterprise that was co-created with sectoral stakeholders last year and delivered as a successful pilot. Led by the EDO in conjunction with the Eastern Midlands Waste Regional Office (EMWRO) the programme was launched in January, with 6 workshops delivered during April and May. Each workshop was a half day duration, comprising of a lecture from an industry expert, a guest speaker and peer to peer learning. Seven companies were selected to participate, while one company didn't complete the programme they have since pivoted their business to comply with the European Directive on single use plastics to come into effect in 2020. Key stakeholders who co-created and promoted MODOS are IBEC, SFA, Dublin Chamber, EcoMerit, Actionable and The Impacter. Further work will be carried out in 2020 to utilise MODOS to deliver a range of supports to assist businesses who wish to gain greater understanding of the importance of sustainability for their business and wish to engage their staff in delivering changes.

5. Promotion of Dublin – Dublin

Promotion & Investment

The EDO is engaged in a number of projects that promote Dublin in an honest and authentic way to international and local audience. The Dublin Place Branding work continues to build with extensive work carried out to update the content of the Dublin.ie website to meet the information requirements of those considering Dublin as a city in which to live, work, study or invest. This content is successfully attracting a larger share of international visitors to the site. Content designed to inspire those based here to make the most of their city, through articles and information on the cultural and heritage offering and programming is also popular. Work will take place in 2020 to raise further awareness of Dublin place branding and to increase engagement with the site. Working with the International Relations office EDO staff meet with visiting delegations who want to gain a greater understanding of the Dublin economy and specific work strands and programmes. Building a connected community of champions for Dublin, and promoting the strengths of the enterprise and economic eco-system to start-up businesses, and businesses looking to relocate here is essential work in maintaining Dublin's competitive advantage. EDO work with a wide range of stakeholders who have a shared interest in promoting Dublin and a programme of engagement will be rolled out in 2020.

6. Dublin Economic Monitor – DEM V2

Promotion & Investment

The Dublin Economic Monitor (DEM) has become one of the core examples of cooperation between Local Governments across the Dublin region and a key platform to monitor the progress of the Dublin economy. Having published its 19th edition and a number of special editions the format of the DEM is being reviewed to ensure that we are leveraging the potential of additional dynamic content. The intentions is to add to the DEM and to ensure a managed social media presence to better promote the content to a local and international audience. The EDO will continue to play the lead role in developing and delivering on this key economic publication.

Events

Events represent one of our primary eco-system engagement and support mechanisms to provide learning, networking opportunities and to promote and enhance the Dublin eco-system. Some events are planned and delivered by the EDO team and other are collaboration with business event promoters who have a shared vision and objective that benefits the city economy and strengthens the start-up and scaling community, delivering on our economic objectives. Where a promoter is planning an event a sponsorship application form is completed and a decision is made by the senior management team for EDO. Events promoting responsible innovation, women in tech, social economy, future jobs, creative industries, design thinking, talent attraction, start up and scale ups and young innovators and STEM have all been supported. The events will often include panel discussions and other showcasing opportunities to promote Dublin and share our vision for the city's development along with the branding and logos to be used and post event reporting for the successful drawdown of funds.

7. Dublin Tech Summit 2020 (DTS20)

Placemaking & Clustering

EDO and Dublin.ie will support the Dublin Tech Summit in 2020. DTS20 is designed to connect the Irish and international technology and investment communities, enabling business leaders, tech visionaries and prominent investors from 70 countries to engage, conduct businesses and accelerate growth. DTS20 will be held from the 21st to the 23rd April in the RDS attracting 10,000 attendees from 1,000 companies a wide range of national and international attendees who will enjoy the city's offering across the days of the event.

8. Local Enterprise Week 2020 (EDO/LEO)

Human Development

LEW20 is one of the key events for LEO Dublin city and the EDO team will provide a range of support to assist as well as delivering a number of key event such relating to Social Enterprise and Sustainable Business. LEW20 takes months of planning and promotion to attract attendees to a wide range of events, delivered as part of this national week celebrating enterprise eco-systems supported by the LEO's. This programme of events will be coordinated by the LEO team and EDO will identify additional areas where we can support the delivery of this week of events to support and grow the start-up community.

9. FutureScope 2020 (EDO)

Climate & Transformation

Futurescope is a key calendar event in the Dublin enterprise eco-system which is led by DBIC and takes place in the Convention Centre Dublin in Q1 attracting c1200 attended. The EDO will be coordinating the involvement of Dublin.ie, Smart Docklands, SmartDublin, EDO and the DEM and planning with the event organisers how best to incorporate key learning and messaging into the events programme and through the managing of promotional stands. Details for 2020 are under discussion and further information will be provided to the SPC on the thematic vision for promoting Dublin as a city of the future. A special edition of the DEM may be developed to further showcase and promote some of the innovative thinkers and businesses working in the Dublin region and to capture international perspectives and practices.

Research

Research is part of the backbone of the work of the EDO. The ability to identify thematic topics across a range of sectors and perform research sprints, reports, analysis and deep dives and well as developing the expertise to identify suitable data sets and sources to help articulate work, is critical to developing an evidence led approach to public policy making. Development of a structured research tool is currently underway which will assist researchers in performing this work in a planned and organised way and manage work load.

10. Social Entrepreneurship

Human Development

EDO has worked closely with the LEO Dublin City and other stakeholders to develop the supporting eco-system for the development of social entrepreneurship. The introduction of a national policy has strengthened the context for this work. European Regions Social Economy project saw the EDO hosting three social economy events, social enterprise social, the Dublin city Social Enterprise Awards and the Social Enterprise summit which were very attended and well received. The Dublin City Social Enterprise Awards Impact Report provided research provided insights into 19 social enterprises that had received the award. A programme of work to further support the development of social entrepreneurship will be delivered in 2020.

11. Your Dublin Your Voice

Human Development

Your Dublin Your Voice is a citizen engagement platform that allows DCC to gather information and insights on a range of issues and topics up to four times a year. The findings of the survey which attract c1,000 completed responses provided a rich insight into the changing views of the citizens of Dublin and the dissemination of the findings informs the work of the council and other stakeholders and supports policy development and other initiatives. The intention is to continue to grow the panel, to identify opportunities to shape the surveys for 2020 and to disseminate the findings widely to inform policy and practice.

12. Enterprise Space

Placemaking & Clustering

Enterprise Space provision is key to supporting start up and scaling businesses with workspace and wrap around services that promote learning, innovation, collaboration and networking. A comprehensive survey of Enterprise Spaces across the Dublin region was carried out by staff of the EDO capturing the mix of enterprise space provision, the areas that these spaces are operational in and their plans for the future. An understanding to the provision of Enterprise space and its role in building an enterprise culture across the Dublin region is key to developing policy in this area for the future need of Dublin city. This work was conducted as an action under the Dublin Regional Enterprise Plan to 2020.