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1. International Relations:

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

April: Embassy of Latvia

A virtual meeting was held with H.E Ambassador Janis Silis and Edite Medne, Deputy Head of Mission Embassy of the Republic of Latvia and International Relations to exchange information and to discuss potential areas of collaboration between Dublin and Riga.

April: Embassy of Brazil

A virtual meeting was held with Ambassador Marcel Biato and Paulo Azevedo, Deputy Head of Mission, Embassy of Brazil and International Relations to exchange information and to explore how the Embassy can work with the City Council to support future cultural events between the Brazilian Community and other communities in the City.

June: Embassy of Poland

Former Lord Mayor Chu and the Ambassador of Poland to Ireland Anna Sochańska officially launched the mural celebrating Irish-Polish relations in the Grand Canal in Portobello. The mural, inspired by Irish and Polish folk art, has been created by a Polish street artist Aga Grandowicz and an Irish street artist Una Woods, as part of the PolskaÉire Festival 2021. The project is the initiative of the Embassy of Poland in Dublin, in celebration of 30 years of the Embassy's existence, in partnership with Dublin City Council and Waterways Ireland.

June: Lord Mayor Alison Gilliland

Through our involvement with City Directors of International Affairs Network *a new peer network of local government staff from cities across Europe and North America, Dublin was invited to participate in the Cities Fortifying Democracy (CFD) project by the German Marshall Fund (GMF).*

In this multi-year project, GMF will bring together a cohort of participants from 12 cities across the

U.S. & EU to identify and explore some of the best local innovations to empower cities / stakeholders around the world to further and fortify democracy through agency and action at city level. Lord Mayor Alison Gilliland, Cllr. De Róiste, Cllr. McAdam, Cllr. McGrattan and Cllr. O'Connor and participating in the CFD project.

July: European Metropolitan Authorities (EMA)

European Metropolitan Authorities (EMA) is a forum for politicians from Europe's main cities and metropolitan areas, whose goal is to provide a space to discuss the challenges of European metropolitan governance and define the basis for collaboration between Europe's major metropolises. Dublin, represented by the Lord Mayor Alison Gilliland, was one of 19 European metropolitan areas who participated in online meeting to discuss the priorities and the role of metropolitan areas in the implementation of National Programmes of the European Recovery and Resilience Facility Fund and to agree on a common position for joint actions. EMA has also become an active platform for dialogue with high representatives of the European Commission, the European Parliament and the Committee of the Regions.

EUROCITES Network

The business continues to be delivered online.

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

Measure 2 (Mentoring, Training & Communications) Update 21st April – 14th September 2021

LEO COVID-19 Response <https://www.localenterprise.ie/response/>

A LEO COVID-19 hub of information is updated on an ongoing basis detailing supports available during the pandemic. Supports include:

- LEO Supports: Mentoring, Training, Funding, Lean, Trading Online Voucher
- Expert views & client case studies of adapting their business model successfully during the pandemic
- Lunch & Learn series: Webinars on a variety of relevant topics
- Frequently asked questions
- Enterprise Ireland Supports <https://globalambition.ie/covid-19/>
- Supports for Employers & the Self Employed
- General Business Supports: listing of all government supports for business <https://enterprise.gov.ie/en/What-We-Do/Supports-for-SMEs/COVID-19-supports/Government-supports-to-COVID-19-impacted-businesses.html>
- Online Business Resources: Link to relevant associations & partners information e.g. ISME, IBEC, Retail Excellence Ireland
- Events: A listing of national forthcoming events

BREXIT Supports <https://www.localenterprise.ie/Discover-Business-Supports/Brexit/>

A handy guide to Brexit supports is available through Dublin City Local Enterprise Office to assist businesses manage their post Brexit response:

- Scorecards and checklists to help with planning
- One-to-one mentoring
- Customs Training
- Financial supports
- Access to worldwide support networks
- Practical Steps to getting your Business Brexit Ready

A comprehensive review of Brexit supports from LEO Dublin City and other state agencies can be found here <https://www.prepareforbrexit.com/>

Prepare your business for customs workshops are ongoing across the LEO network. LEO Dublin City hosted another workshop on

- 17th May – 9 attendees
- 27th July – 13 booked

Next Prepare your business for customs workshops: 15th October

Brexit specific mentoring: 33 (20 Assigned) (10 outside Dublin) and (3 not engaging) from companies have sought assistance from 01/01/2021 – 30/08/2021 vs 12 companies to the end of Aug in 2020.

Measure 2 Statistics: Business Advice, Training & Mentoring:

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

LEO Dublin City continues to provide a wide array of relevant training programmes, workshops and networking meet-ups online. We are predicting market requirements in line with the level of lockdown and providing suitable courses to reflect business needs.

Upskilling in the area of digital is ongoing supported by complimentary grant funding through the Trading Online Voucher scheme.

Courses Completed April to Aug 2021

April

Date	Course Title
01/04/2021	Business Advice Clinic
07/04/2021	Marketing & Branding on a shoestring
08/04/2021	Business Advice Clinic
13/04/2021	Financial Management for Small Business
16/04/2021	Trading Online Information Session
16/04/2021	Business Advice Clinic
17/04/2021	Start Your Own Business Course (Sat & Weds)
20/04/2021	Business Advice Clinic
28/04/2021	Business Advice Clinic
28/04/2021	Podcasting for Beginners
TOTAL	

May

Date	Course Title
04/05/2021	Start Your Own Business Course Mid Week May
05/05/2021	Linkedin for business
05/05/2021	Business Advice Clinic
12/05/2021	Book keeping for small business
12/05/2021	Visual merchandising webinar

13/05/2021	Business Advice Clinic
15/05/2021	Start Your Own Business Course May (Sat & Weds)
17/05/2021	Prepare Your Business For Customs
20/05/2021	Business Advice Clinic
26/05/2021	Business Advice Clinic

June

Date	Course Title
01/06/2021	Business Advice Clinic
02/06/2021	Canva - a practical workshop
08/06/2021	Start Your Own Business Mid Week June
09/06/2021	Business Advice Clinic
15/06/2021	Financial Management for small business
17/06/2021	Food Starter June
17/06/2021	Business Advice Clinic
22/06/2021	Trading Online Voucher Information Session
22/06/2021	Business Advice Clinic
30/06/2021	Business Advice Clinic

July

Date	Course Title
06/07/2021	Business Advice Clinic
14/07/2021	Tax & VAT for Beginners
14/07/2021	Business Advice Clinic
17/07/2021	Start Your Own Business July (Sat & Weds)
22/07/2021	Business Advice Clinic
27/07/2021	Prepare Your Business for Customs
30/07/2021	Business Advice Clinic

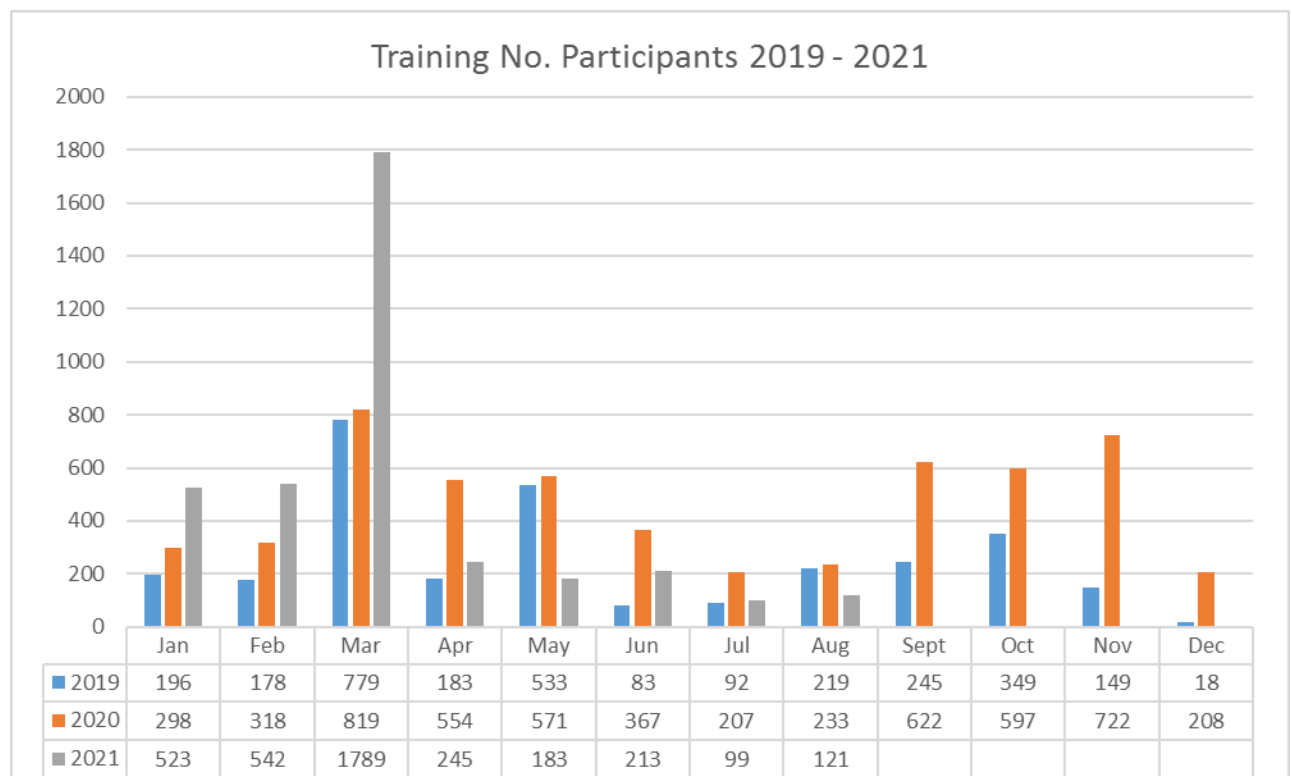
August

05/08/2021	Business Advice Clinic
10/08/2021	Start Your Own Business Course August
13/08/2021	Business Advice Clinic
17/08/2021	Business Advice Clinic
25/08/2021	Marketing & Branding on a Shoestring - 1 Morning
25/08/2021	Business Advice Clinic
30/08/2021	Filing a 'self assessed' tax return using ROS
31/08/2021	Business Advice Clinic

Annual target 2021: 1,900 participants

Quarterly total: 641 participants, down from 1492 for the same period in 2020.

Year on year comparative:



Training Survey: an annual survey is undertaken to assess consumer needs. Currently preparing with additional questions specific to the pandemic and needs of businesses to sustain.

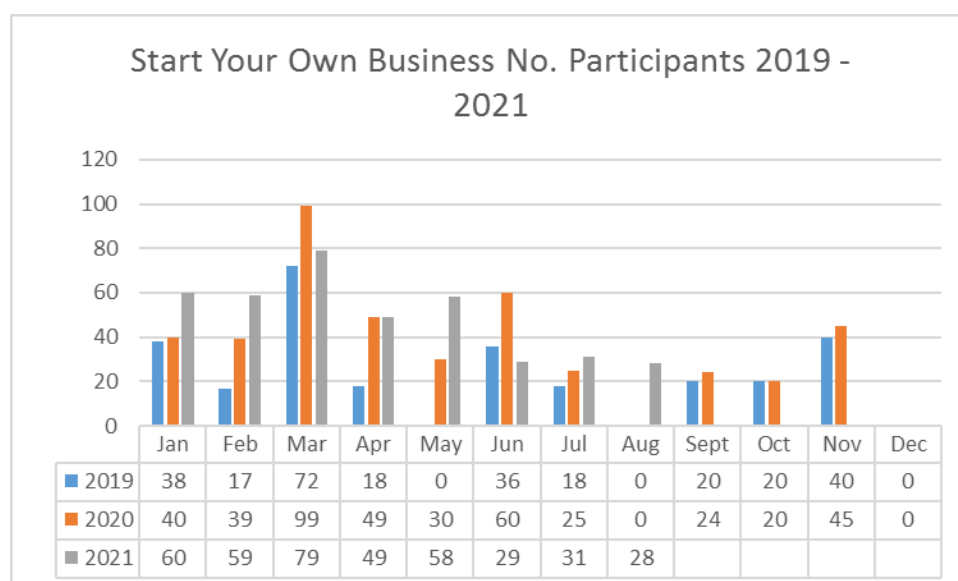
Start your Own Business Programme

<https://www.localenterprise.ie/DublinCity/Training-Events/Start-Your-Own-Business/>

Is the entry level training programme the Local Enterprise Office (LEO) Dublin City offers and graduates of the programme regularly progress onto obtaining funding support from the LEO Dublin City and other state agencies. The programme helps participants to obtain and/or develop the necessary skills and knowledge to assess the marketing and financial viability of their business idea/project. The programme is delivered over 5 weeks as two engaging and interactive workshops per week. Since March 2020 the programme has run exclusively online.

Annual target 2021: 13 courses with 220 participants

11 courses delivered, 1 bootcamp & 393 participants 1st Jan – 31st Aug 2021.



Next SYOB September 11th

Food Supports

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

Four half days delivered online. The programme is designed to help those with a food idea/early stage of starting a food business i.e. 0 -24 months, post participation in the Digital School of Food. The programme overviews the Irish Food sector to the specifics of starting a food production business. Courses in 2021 have been fully booked. The last completed course took place 1st, 3rd, 15th & 17th June. The most recent commenced 10th August & proceeds until 26th August.

Management Development Programmes

Hi-Start <https://www.localenterprise.ie/DublinCity/Training-Events/Management-Development/Hi-Start-Management-Development-Programme.html>

This programme assists ambitious early stage growth focused companies to identify and build foundations required to secure investment and scale the business in international markets. Commenced 28th June.

Lean For Micro

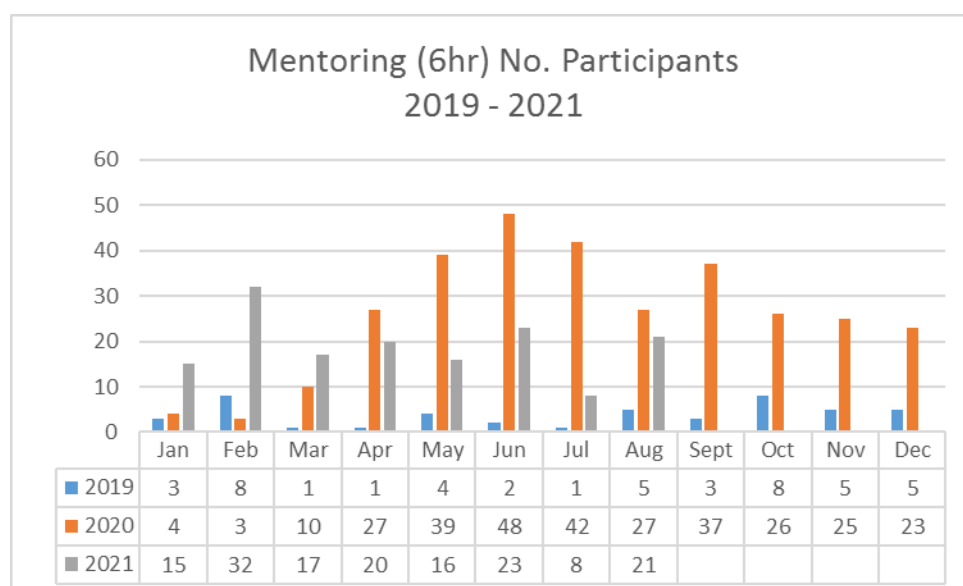
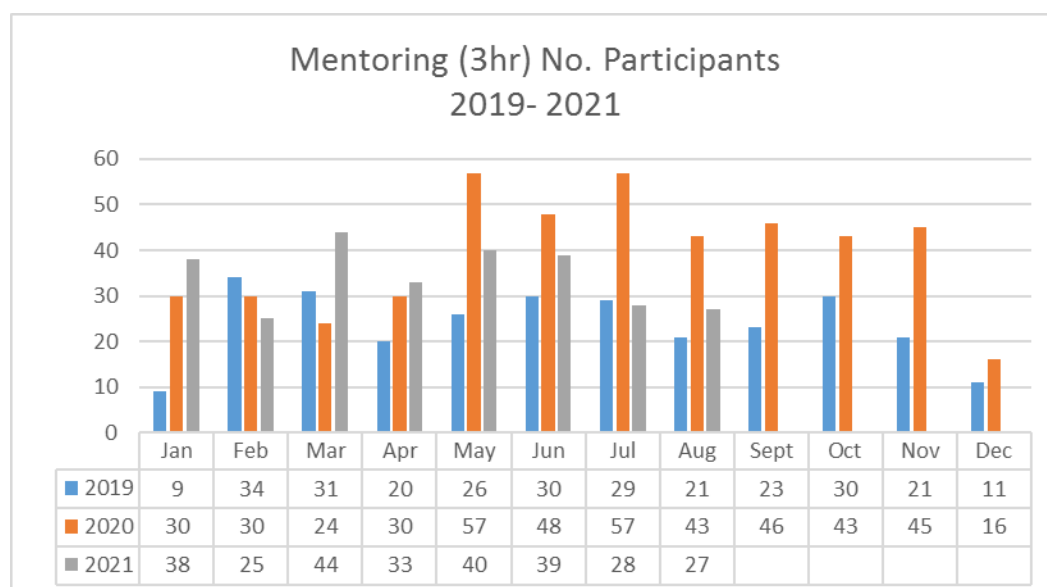
The LEAN for Micro programme kicked off in Dublin City with 8 Businesses currently being trained & mentored by Jigsaw who are the new LEAN providers selected by Fingal LEO to run this years programme.

Mentoring

<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Mentoring-Business-Advice/>

Under the Local Enterprise Office Mentor Programme, clients work with an experienced mentor to identify solutions to areas of exposure within their business. With advice and guidance from their mentor, clients develop strategies that are more robust, which address issues and maximise potential opportunities. Nominal fees have been introduced and the service continues to be delivered remotely.

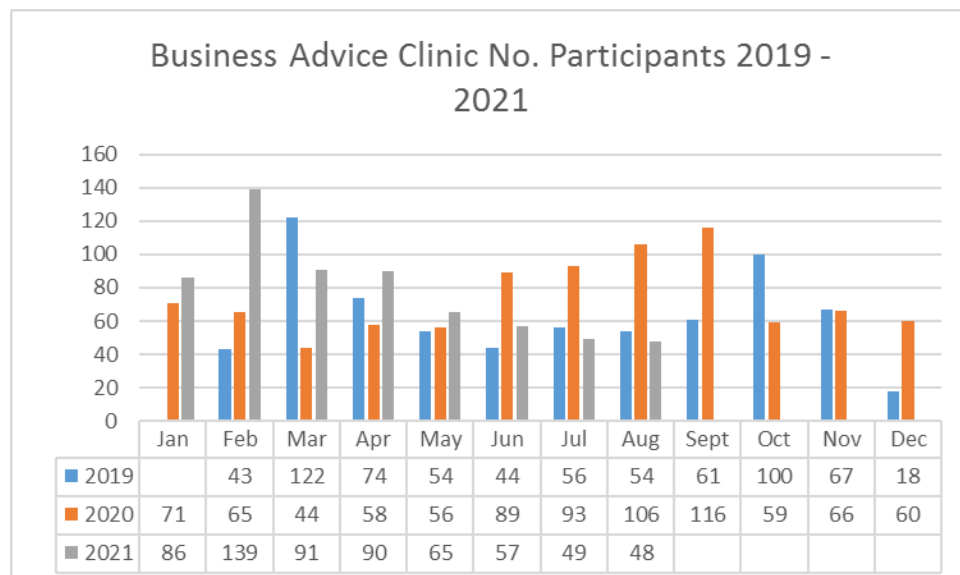
Annual Target 2021: 1,000 hours. 1,062 hours completed 1st Jan – 31st Aug 2021



Business Advice Clinics

Annual target 2021: 500 participants

614 participants from 1st Jan – 31st Aug 2021 / 122% of annual target achieved.



Green for Micro www.localenterprise.ie/Green

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

Business Benefits:

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

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

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

Number of applications received: 11

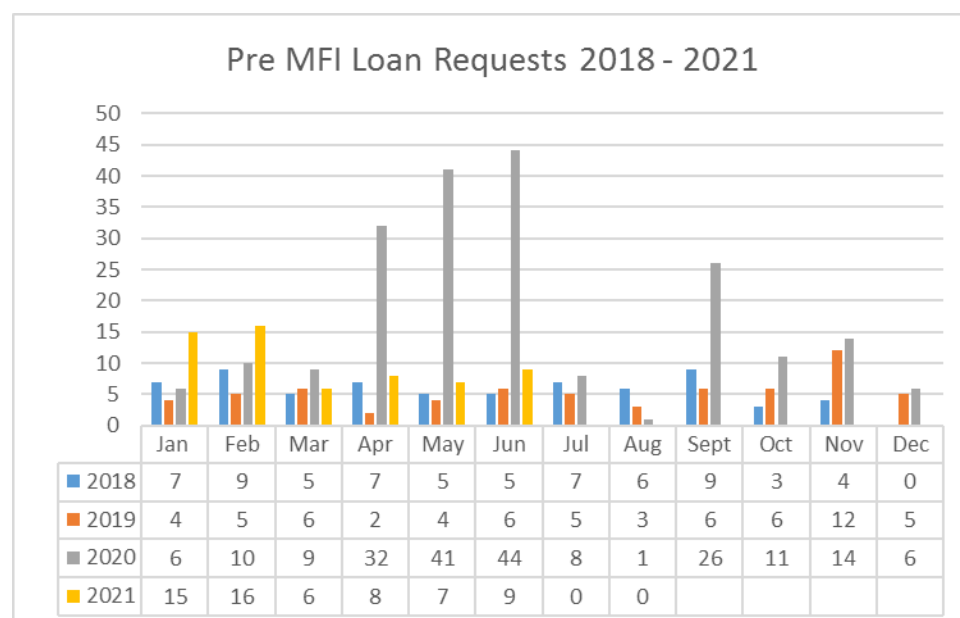
Number of applications progressed: 4

Number of applications finalised: 7

MFI Pre Loan Applications

61 Micro Finance Pre Loan Applications 1st Jan – 31st August 2021.

2020 saw 208 pre loan applications.



Communications

A monthly newsletter is disseminated to all subscribers, with reminder mailings also taking place. In addition bespoke newsletters took place during April - August: (from 23/03/2021)

- The Business Show Rebooting Ireland Virtual Summit 01/04/2021
- Start Up Grind 14/04/2021
- Grow Your Business with Stripe 17/04/2021
- Start Up Grind 18/05/2021
- Hi-Start Management Development Programme 02/06/2021
- Small Business Assistance Scheme – extended scheme 10/06/2021
- The Circular Economy – New Business Opportunities 22/06/2021
- Look for Local – Connect Local Consumers with Your Products & Services 16/07/2021

Case Studies added to the LEO Dublin City Website

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

- The Silk Pillowcase <https://www.localenterprise.ie/DublinCity/Case-Studies/The-Silk-Pillowcase.html>
- Maker <https://www.localenterprise.ie/DublinCity/Case-Studies/MAKER-Award-Winning-Graphic-Design-Studio.html>
- Meltdown <https://www.localenterprise.ie/DublinCity/Case-Studies/Meltdown%20Toasties.html>
- The Wellness Circle <https://www.localenterprise.ie/DublinCity/Case-Studies/The-Wellness-Circle.html>
- VRAI <https://www.localenterprise.ie/DublinCity/Case-Studies/VRAI.html>
- Sitto Z <https://www.localenterprise.ie/DublinCity/Case-Studies/SITTO-Z.html> - Benefits of mentoring case study
- HairWeavon <https://www.localenterprise.ie/DublinCity/Case-Studies/HairWeavon.html>
- Love in a Box <https://www.localenterprise.ie/DublinCity/Case-Studies/Love-In-A-Box.html>
- Bees On the Roof <https://www.localenterprise.ie/DublinCity/Case-Studies/Bees-On-The-Roof.html>

Cross promotion in newsletter and social media. Showcasing how clients are diversifying and pivoting during the pandemic.

Campaigns

Look For Local <https://www.localenterprise.ie/DublinCity/News/Press-Releases/Look-For-Local-It-Works-For-Everyone.html>

National LEO campaign, launching on 7th July by An Tánaiste Leo Varadkar.

Campaign Purposes: to encourage consumers to shop local, accessing products of equal and higher quality than those globally sources, while positively impacting on the local economy. For every €10 spent, the local economy gains by €40.

Formats: Multimedia campaign i.e. TV (Ireland AM x 6 features over 6 weeks), radio, podcasts, press, social media & PR.

Marketing materials provided to entrepreneurs & listing of participant companies available National LEO campaign, launching on 5th July. Link to materials <https://we.tl/t-NNmbe3E9u3>

Reports

Impact Report 2014 – 2020 inclusive

Outcomes, achievements & client case studies detailed

<https://www.localenterprise.ie/DublinCity/About-Us/Our-Services/7-Year-Impact-Report-2014-2020.pdf>

Inter departmental Projects with Dublin City Council Colleagues

Work Matters With The Library

- Videos to promote enterprise supports in the library: mentor video & 4 case studies/testimonial videos from clients.
- Business plan workshops: libraries commissioned additional workshops with trainers Optimum. These will be timed to complement the spring & autumn LEO libraries schedule. Increasing the touch points for clients to learn how to develop a business plan, so that applications coming to business advisors and mentors are more fully developed, maximising the entrepreneurs time when they get in front of either mentor or business advisor.
- <https://www.dublincity.ie/residential/libraries/using-your-library/work-matters-your-local-library>

New Products

Green for Micro Programme <https://www.localenterprise.ie/Green>

11 applications processed. 6 completed, 5 Applications in stream. Cost savings of up to 49.7% identified for one client. Increasing marketing activity to attract further participation.

Measure 1 (Grants) Approvals Metrics: April 1st – August 31st 2021

	#No of M1 Grant Applications			Jobs		Value of M1 Grants		
Type of Grant	Annual Target	Total # No Approved April – August 2021	Variance	Total Jobs Created Target- Grant Approvals	Total Jobs Created - From Grant Approvals April – August 2021	Annual Target	Total Value M1 Grant Approved April - August 2021	Variance
Feasibility Grant	23	5	18	23	5	€172,500	€49,020	€123,480
Priming	21	7	14	31	17	€315,000	€172,500	€142,500
Business Expansion Grant	16	8	8	32	20	€400,000	€217,500	€182,500
TOTAL	60	20	40	86	42	€887,500	€439,020	€448,480

GMIS No.	Company Name	Grant Type	first name	last name	Executive Official	Amount Recommended	Jobs associated with funding
9032975	MYNE Nutrition	Feasibility	Jennifer	O'Connell	Ross Curley	€12,370	1
9032907	Qodify Payments Ltd	Feasibility	Eamonn	Fitzgerald	Peter Sheridan	€7,000	1
9028313	Qilta Ltd	Feasibility	Jim	Dunne	Peter Sheridan	€10,250	1
9026035-02	Boundary Blade Ltd	Business Expansion	Aidan	Murphy	Peter Sheridan	€10,000	1
9032912	Notions Creative	Business Expansion	Jamie	Maguire	Ross Curley	€40,000	3
9010542-02	Brandfire Limited	Business Expansion	Nuala	Canning	Ross Curley	€7,500	1
9006374-02	National Wax Museum Plus/ Irish Rock N Roll Museum	Business Expansion	Brendan	Kearns	Peter Sheridan	€35,000	3
9031568	Seceuropark Limited	Business Expansion	Diarmuid	McAuliffe	Dermot Shortt	€30,000	3
9032913	Manakau Ltd	Priming	Dan	Evison	Dermot Shortt	€47,500	5
9032914	Kelstar Aviation	Priming	Steve	Kelly	Peter Sheridan	€25,000	2
9019422	The Moodytoons Storytelling Business	Feasibility	Conor	Casby	Dermot Shortt	€11,900	1
9032402	FinopsBirdseye	Feasibility	Mark	McHugh	Peter Sheridan	€7,500	1
9030508	Jengus Limited T/A Mulch.ie	Business Expansion	Eugene	O'Keane	Dermot Shortt	€30,000	3
9032875	Utilityfair Limited	Business Expansion	Neil	Ryan	Peter Sheridan	€40,000	4

9026551-02	Decent Reusables Ltd trading as Mother Reusables	Business Expansion	Sarah	Byrne	Ross Curley	€25,000	2
9033215	The Home Moment Ltd	Priming	Eileen	Denham	Dermot Shortt	€30,000	3
9032098	Bees on the Roof Ltd.	Priming	Emma	Finn	Ross Curley	€10,000	1
9031374	Fizfit Ltd Trading as Fizfit	Priming	Gary	Twohig	Ross Curley	€10,000	1
9029333	Woodbury Learning Academy Limited T/A Learnful	Priming	Shane	Ormsby	Peter Sheridan	€30,000	3
9033216	Back To Work Connect	Priming	Gina	Oglesby	Ross Curley	€20,000	2
Total						€439,020	42

3. Dublin Place Brand - Dublin.ie

Strategy & Research

As we emerge from the pandemic, we now have an urgency to move the project forward. This includes developing an increased focus on an international audience, which will have more of a direct input into attracting investment and people to the city. We also want to put in place

This next phase is to build on the activities of the Place Brand to date and to develop and implement a longer-term place branding strategy. The project will continue to be led by Dublin City Council, however, we would like to have more support and input into the project from the city's main stakeholders. To develop the strategy and KPIs for the project, we began a tender process to appointment contractors in mid 2021. Stage 1 proposals have been submitted for the Multi Stakeholder Framework Agreement for Place Branding Consultancy Services tender. Stage 2 will commence in mid-September. This is the largest piece of work being undertaken by the unit in 2021. The work of the Dublin Place Brand will also be included in the upcoming Regional Enterprise Plan.

Photography & Videography

Outdoor hospitality shoots

As part of the We Can Dublin Again campaign, the Dublin Brand Team have engaged the services of Guy Boggan, an up-and-coming photographer, to shoot both stills and video of outdoor hospitality across the city. Four locations have been completed to date including Coffee Angel, South Anne Street; Brother Hubbard, Capel Street; Hugos, Merrion Row and Sprezzatura, Camden Street. A range of models were engaged, selected to highlight the diversity of our city. These assets will be used in future campaigns to aid city recovery, and they will be uploaded to Assetbank for use by other departments.



Campaigns

Climate Action Week (13th - 19th September)

Assisted the Climate Officer, Sabrina Dekker, with the outdoor campaign to promote climate action week including booking space and proving feedback on creative. We will be supporting through amplification of events across social media. In addition the team are working with the Active Mobility department to promote Dublin Bike Week (running in conjunction with Climate Action week) by producing bike seat covers made from recycled materials which will be handed out at a series of events during the week.

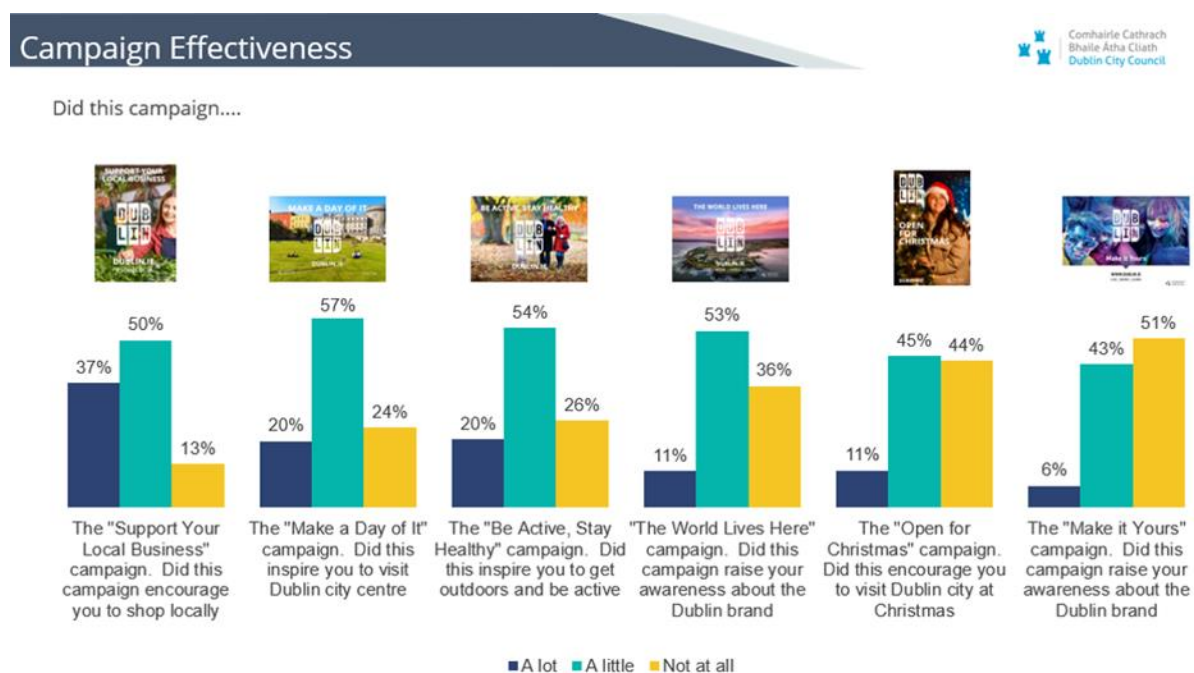
Your Dublin Your Voice Survey - Student Campaign

Your Dublin Your Voice seeks feedback via online surveys on a range of issues that impact the quality of life in the city. The results of these surveys play an important part in making decisions on the future direction of our city. However, students and younger people are not well represented on this opinion panel. We have been working with Juliet Passmore to increase their representation. This has included a paid social media advertising campaign, plus a series of meetings with university student unions across Dublin including TU Dublin, UCD, DCU and Trinity. This has resulted in a series of on-campus and online promotional initiatives encouraging students to join the panel and have their say.

Brand & Campaign Impact

Do the campaigns work and are they worth it? We ran a Your Dublin, Your Voice survey in April 2021 to find out. We received 991 responses, 63% of whom live in the city administrative area.

52% of respondents indicated that they had seen the brand in the past two years. That compares to 19% for Fáilte Ireland's 'Dublin – Surprising By Nature' brand. In terms of campaign effectiveness, clear messaging had the most impact. For example, 77% of respondents said the 'Make A Day Of It' campaign encouraged them to visit the city centre. Full details below:



Dublin.ie Content Update

All guide content under the core site headings of Live, Work, Invest & Study, was updated and re-written in Q2 of 2021. The updated content is both more search engine friendly and easier for users to read.

4. Economic Development Office



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

SPC Progress Report Economic Development Office

14th September 2021



Q2 & Q3 EDO Events

Event	Economic Pillar	Date
1. Economic & Enterprise SPC	Strategic Approach	20 th April 2021
2. EU Programme Participation Strategy SPC Presentations	Strategic Approach	14 th April, 17 th & 25 th May 2021
3. MODOS – Pathway to Circular Economy D8 Taster Session	Climate & Innovation	5 th May 2021
4. Enfuse Challenge Final Pitch & Award Ceremony	Place-Making & Clustering	27 th May 2021
5. Harvard Growth Labs – launch of urban city navigator (EDO pilot users)	Climate & Innovation	2 nd June 2021
6. Metroverse Launch	Promotion & Investment	2 nd June 2021
7. Dublin Economic Monitor 25 th Edition	Promotion & Investment	3 rd June 2021
8. Your Dublin Your Voice Heritage Survey	Place-Making & Clustering	8 th – 18 th June 2021
9. OECD RRR Social Economy Project Peer Meeting	Climate & Innovation	8 th July 2021
10. EU Programme Participation Strategy 2021 – 2027 Launch	Strategic Approach	20 th July 2021
11. EDE SPC Special Briefing on Standing Order Review	Strategic Approach	27 th July 2021
12. Dublin City Development Plan – City Economy Chapter	Strategic Approach	July 2021
13. MODOS Innovation Award Evaluation	Climate & Innovation	30 th July 2021
14. Social Enterprise Awards 2021 Evaluation		26 th August 2021
15. Dublin Economic Monitor 26 th Edition	Promotion & Investment	9 th September 2021
16. OECD Social & Solidarity Economy Conference	Place-Making & Clustering	13 th – 16 th Sept
17. Economic Development & Enterprise SPC	Strategic Approach	14 th September 2021

Q4 EDO Events		
Event	Economic Pillar	Date
1. Climate Kik Circular Cities Accelerator Programme	Climate & Innovation	2 nd Sept – 10 th Dec 21
2. Dublin Climate Action Week – Modos Event: Making Tourism Circular	Climate & Innovation	16 th September
3. Dublin City Social Enterprise Awards 2021	Place-Making & Clustering	22 nd September
4. SEAI & REI Webinar on Circular Economy featuring MODOS	Climate & Innovation	24 th September 2021
5. Vision for Dublin – Party Lead Consultation	Promotion & Investment	27 th September 2021
6. Your Dublin Your Voice Economic Development Survey	Promotion & Investment	28 th Sept – 8 th October
7. Diversity in Tech Awards	Promotion & Investment	7 th October 2021
8. OECD/EC Project – Respond, Rebuild, Reinvent on Social Economy Innovation	Place-Making & Clustering	7 th October 2021
9. LGMA & CCMA National Conference Event ‘Economic Opportunities and Climate Action – Local Authorities supporting Enterprise’	Climate & Innovation	12 th – 13 th October 2021
10. MODOS Programme for Tourism & Hospitality Sector	Climate & Innovation	13 th October – 19 th November
11. Responsible Innovation Summit	Climate & Innovation	19-22 October
12. Profit with Purpose Publication	Climate & Innovation	19 th October 2021
13. ESER Social Economy & Circular Economy Event	Climate & Innovation	19 th October 2021
14. Dublin Regional Enterprise Plan 2022 – 2024 Launch	Promotion & Investment	October 2021
15. Economic Development & Enterprise SPC	Strategic Approach	14 th November 2021
16. Dublin City Summit Series – Night Time Economy	Promotion & Investment	25 th November 2021
17. Dublin Economic Monitor 27 th Edition	Promotion & Investment	December 2021
18. Enterprise Hubs Survey & Report Publication	Place-Making & Clustering	December 2021

Departmental Update:

1. *Economic Development Action Plan 2021 – Strategic Approach*

The EDO Action Plan & Work Programme continues to adapt for 2021 in response to the COVID 19 Global Pandemic, the Roadmap to Reopening Ireland and the Governments COVID-19: Reframing the Challenge, Continuing Our Recovery and Reconnecting announced on 31st August 2021.

Policy:

2. *Dublin Region Enterprise Action Plan (DREAP) 2024 – Innovation & Transformation*

Dublin Region Enterprise Action Plan 2022 – 2024 Project Working Groups were established in June to inform development of next Dublin Region Enterprise Action Plan up to 2024. Six Strategic Objectives have been identified for the next DREAP, with Dublin City leading on Strategic Objective 5 on Transition to Low Carbon Economy; whilst contributing to all other 5 objectives.

Strategic Objective 1

Strategic Objective 2 (SMEs & Startups):

Lead: Oisín Geoghan, LEO Fingal

Strategic Objective 3 (Placemaking):

Lead: Aidan Sweeney, IBEC

Strategic Objective 4 (Employment/Enterprise Inclusion):

Lead: Tom Cooney, TUD

Strategic Objective 5 (Low Carbon Transition):

Lead: Mary MacSweeney, DCC

Strategic objective 6: (Skills & talent)

Lead: Declan McCulloch/DETE

Project Delivery Team meetings took place throughout June, July and August. Departmental workshop was held on 10th September; in advance of the final Dublin Region Enterprise Action Plan 2022 – 2024 being launched in October.

3. Dublin Belfast Economic Corridor - *Placemaking & Clustering*

The Political Advisory Group made up of the 24 elected representatives has been arranged. A briefing session with University of Ulster and DCU moderating was organised. This meeting to be held in person. Councils North of the Border to propose suitable locations that can safely host a two hour meeting with 24 elected representatives and 10 staff approx. Each Council following up with details of the two businesses selected who will be profiled. Dublin City Council have nominated VRAI and Moxi Love. Fingal to continue to Chair meetings until year end. The Chair will then switch to one of the other Councils involved.

4. Local Economic & Community Plan (LECP) – *Innovation & Transformation*

Review of Local Economic & Community Plan 2016 – 2021 guidelines & practices were completed and collated with Community Department in June 2021 and submitted to CMMA working group to feed back to the Department; in advance of the development of the 2022 – 2027 guidelines & practices for the next Local Economic & Community Plans.

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

The April sitting of the Economic Development & Enterprise SPC meeting took place on 20th April remotely via MS Teams. Presentations included Dublin City Council's submission to the Recovery and Resilience Plan. The final submission contained 7 sections within a 37 page document highlighting 6 proposal areas (Energy Efficiency, Digital Transformation, Greening & Biodiversity, Flood Defences & Resilience, Public Realm and Wellbeing) including 13 potential projects to the value of €464.2M. A presentation was provided on the Smart Tourism programme being led by Smart Cities and Fáilte Ireland; as well as a presentation on the Reset Summit Outcomes Report. Completion report was provided for the work completed by the Tourism, City Markets including Night Time Economy SPC Working Group. An extension request was heard on the International Relations & EU Affairs SPC Working Group with members agreeing that this item would be a standing item on the SPC Agenda for future meetings. Management Reports highlighted developments in International Relations, Economic Development, Local Enterprise Office, Dublin.ie, and Smart Dublin and Smart Cities, which were circulated in advance of the meeting. A motion of notice was discussed on the proposed Urban Recovery, Regeneration and Revitalisation of Dublin City Strategy, with members highlighting the work being undertaken by the established City Recovery Office. The next EDE SPC meeting is scheduled for 14th September 2021.

Economic Development & Enterprise Strategic Policy Committee: Special Briefing Meeting

A special briefing session with SPC members was held on 27th July, on the New Standing Orders 2021, which govern SPC Meetings and came into effect in June; following a Review of Standing Orders over the course of 2021 by the Protocol Committee. SPC members were briefed on Standing Orders 37 & 48 which relate to SPC meetings. A discussion took place on these changes and members agreed on duration of meetings and meeting lengths; format of Agenda and content of SPC meetings, with a focus on strategic items; and rules of debate for the Motions of Notice.

6. Dublin Night Time Economy Strategy – *Innovation & Transformation*

Following the work completed as part of the Tourism, City Markets including Night Time Economy SPC Working Group; the preparatory work has been completed on the commencement of the development of A Night Time Economy Strategy. Progression will continue during September & October, with the Strategy being launched in November.

7. Dublin City Council EU Programme Participation Strategy 2021 - 2027 - *Strategic Approach*

The Dublin City Council EU Programme Participation Strategy 2021 - 2027 was launched on 20th July. The launch with 150 registered attendees, hosted by the Lord Mayor of Dublin Alison Gilliland, chaired by Cllr Claire O'Connor, chair of the EDE SPC, heard from representatives from the European Commission, Eastern Midlands Regional Assembly and Dublin City Council. Minister of State for European Affairs, Minister Thomas Byrne noted the proactive approach of Dublin City Council & for ensuring policies, procedures & structures are in place for Ireland's capital city to play a leading part in EU Programmes during the new EU Budget cycle.

8. European Programme Support Office (EPSO) – *Promotion & Investment*

The implementation of the strategy is continuing with the establishment of the European Programme Support Office for the organisation, with resource recruitment taking place during June and first staff members in place in July. The EU Programme Participation Strategy implementation Steering Committee continue to meet on implementing the strategy and the development of the support office, with resource recruitment; tender brief development to establish a framework of European expertise and establishment of corporate governance, procedures and protocols for the operations of the office and developing a communications strategy and event programme to year end.

9. Dublin City Development Plan – City Economy Chapter - *Strategic Approach*

The Economic Development Office collaborated with our colleagues in the Planning Department on the development of the City Economy Chapter of the Dublin City Development Plan during July. Economic data from DEM; survey results and findings from YDYV; Social Economy and Circular Economy projects and developments were considered during the process.

Projects:

10. MODOS - Sustainability Training for Business - *Climate & Innovation*

The MODOS Innovation Award pilot, in alignment with the suite of LEO offering and products, continued to receive applications through July. The MODOS Innovation pilot will run in Q3 in collaboration with the Regional Waste Office. An evaluation of innovation applications took place on 30th July; with winners announced during Climate Action Week, during a MODOS virtual event on Tourism & Circularity on 16th September. Modos Training Programme for the Tourism & Hospitality sector will be delivered from 13th October – 8th Nov in collaboration with Economic Development, Regional Waste Office, Dublin 8 Area Office & Digital Hub.

11. Dublin Economic Monitor – *Climate & Innovation*

The 26th edition of the Dublin Economic Monitor Publication developed throughout June, July & August with editorial meeting on 28th July 2021 with 4 Dublin Local Authorities, and external consultants Grant Thornton & Packed House. The 26th edition of the Dublin Economic Monitor Publication was published on 9th September with articles from Fáilte Ireland & ITIC focusing on the Tourism sector, impact of Covid19 and the recovery possibilities for the sector.

12. European Social Economy Regions 2021 *Placemaking & Clusters*

Dublin City Council has been participating in the European Commissions' European Social Economy Regions (ESER) - 2021 Project. The objective of the project is to build networks of Social Economy and Social Enterprise stakeholders and to raise awareness about social economies at regional and local levels. The Dublin City Social Enterprise Awards on 22nd September will be the third event of the ESER calendar, with a Social Enterprise & Circular Economy event in late October closing the 2021 programme.

13. OECD/EC Project – Respond, Rebuild, Reinvent on Social Economy Innovation - *Strategic*

Dublin City was successful in the competitive process to participate in the OECD project, Respond, Rebuild, Reinvent on Social Economy Innovation. Dublin is one of 8 global cities participating in the project, running from July – Dec 2021. The initial kick off meeting with all 8 global cities and partners was held on 29th June 2021. OECD address the cities and each got to update briefly on challenges of employment and mental health. Workshop on the challenges with the agreed partner cities took place on 8th July 2021. The project will be showcased during the OECD Social & Solidarity Economy Conference taking place 13th – 16th September.

14. ENFUSE (previously Enterprise Challenge 2020): *Human Development*

The ENFUSE -2021 initiative was launched in early January with new branding and programme. The initiative is a collaboration between the LEO, EDO, HEI, students & enterprises. Three universities are taking place this year with DCU, TU Dublin and NCAI. The initiative ran between February and May 2021; with a Final pitch & award ceremony on 27th May 2021.

15. Excellence in Local Government Awards - *Placemaking & Clusters*

Economic Development submitted one application to the Chambers Ireland Excellence in Local Government Awards on 7th May on the ENFUSE project. Whilst good feedback was received on the application in August; this application was not shortlisted for the award taking place in November.

16. EIT Climate KIC – Circular Cities Accelerator - *Climate & Innovation*

Dublin City has been chosen to take part in the EIT Climate KIC accelerator programme. Dublin will be joining Berlin, Athens, Vejle (Denmark) and Brasov (Romania), with the option to involve more cities as the project develops. The research institutions involved are Trinity College Dublin (Tangent); Technical University of Denmark (DTU) and Luvent Consulting. The Corporate Partner is UPS. The Circular Cities Accelerator proposal is a three year pan-European project that sets out to identify circular economy challenges in cities and to utilise innovations emerging from early stage micro-enterprises and SMEs to solve these challenges. The proposal has been approved for part-funding by the European Institute of Innovation and Technology (EIT) – an independent EU body set up to deliver innovation in the EU, under its EIT Climate KIC programme. EIT Climate KIC is a Knowledge and Innovation Community (KIC), working to accelerate the transition to a zero-carbon, climate-resilient society. The initial pilot programme will run from Sept – December 2021.

Events:

17. Event Sponsorship - *Promotion & Investment*

The Economic Development Office provide support to various events across the city throughout the year. During 2021, this event sponsorship had been developed to assist in supporting identified economic sectors – Tech, Social Enterprise, Green Business / Circular

Economy, Tourism, Markets, Food and Design. As a result of COVID19, all events were postponed during the emergency period and any events held have been provided as a remote virtual offering in line with government guidelines. We have received a number of sponsorship requests for virtual and hybrid events for the remainder of 2021. We have amended our Event Sponsorship procedure and policy has been reviewed and amended as a result.

18. Dublin Summit Series – *Promotion & Investment*

The Dublin City Summit Series will take place in late November 2021 and will focus on the Night Time Economy. The Summit will bring together experts, policy makers and practitioners in the Night Time Economy sectors identifying key findings & calls to action from the Summit. These findings and outcomes report will be delivered following the Summit.

19. Dublin City Social Enterprise Awards 2020: *Placemaking & Clusters*

Dublin City Social Enterprise Awards 2021, managed by Inner City Enterprise and funded by Dublin City Council and the Department of Rural and Community Development contain a development programme for the awardee social enterprises, including mentoring, training and funding. Judging took place on 26th August of all applicants with 8 Social Enterprise finalists progressing to the Dublin City Social Enterprise Awards 2021 event on 22nd September. The awards, co-ordinated by Economic Development will be the first hybrid event for the EDO held in Wood Quay venue and livestreamed for virtual attendees. The 2021 trophies have been commissioned by Social Enterprise, Pace.

20. SEAI & REI Webinar on Circular Economy featuring MODOS - *Climate & Innovation*

MODOS will be showcase at Sustainable Energy Authority of Ireland (SEAI) and Retail Excellence Ireland (REI) webinar in late September on circular economy, sustainability and the retail sector. SEAI will speak about energy efficiency along with SEAI grants and supports available with an additional speaker on green financing, and MODOS will focus on the circular economy, guidance for the retail sector and highlighting the MODOS training programme.

21. Dublin Tech Summit - *Placemaking & Clusters*

Economic Development are supporting the Dublin Tech Summit Awards 2021 taking place on 7th October 2021. Economic Development are sponsoring the Rising Star Category, as part of our role in promoting and supporting entrepreneurship and leadership in the technology sector. Judging took place in early August with pre-event recording taking place in late August.

22. LGMA & CCMA National Conference Event, Economic Opportunities and Climate Action – *Local Authorities supporting Enterprise - Climate & Innovation*

The LGMA, CCMA, CARO and Maynooth University are hosting an online conference on Climate Action Economic Opportunities specifically on Local Authorities supporting enterprise on 12th & 13th October. DCC will participate on the Dublin Region Enterprise Plan Strategic Objective 5 Transition to Low Carbon Economy and the MODOS programme.

23. Responsible Innovation Summit – *Climate & Innovation*

The Responsible Innovation Summit 2021 will be held across four dates 19th - 22nd October. Each day will address a different theme: Day 1: Layers of Change Day 2: Redefining Business as Usual Day 3: Life Changing Innovation and Day 4: Leaders of Change. The format has also changed and will allow for events to be hosted by others through an application process and be part of the format. The next edition of Profit with Purpose available to be disseminated as part of the Summit.

Research:

24. Your Dublin Your Voice: *Placemaking & Clusters*

The third survey of 2021 was dissemination in June (8th – 18th June) on the Heritage of Dublin City in collaboration with Dublin City's Heritage Officer. Data Results were collated and cleansed for reporting & dissemination in July with Dept & stakeholders. The final survey of 2021 will focus on the Economic Development Strategy. This survey will be disseminated between has been drafted & reviewed & will be disseminated in September and will run 28th September – 8th October.

25. Smart Tourism Data: *Placemaking & Clusters*

Development with the Smart Tourism Data working group continues with developments with Mastercard to explore smart tourism data and Three to explore available data. Economic Development supported the Smart Cities application submission for the European Smart Tourism Campaign 2022.

26. Enterprise Survey: – *Human Development*

A revised enterprise hubs survey has been drafted and was issued to the Dublin region enterprise network via Heads of LEOS. This survey will capture the impact Covid19 has had on enterprise hubs, how they have diversified and capture capacity across the Dublin Region. A final report is expected to be concluded in Autumn for delivery as part of the Dublin Region Enterprise Plan.

27. Maker Space Report: – *Placemaking & Clusters*

A Dublin region Maker Space report; which was an action of the Dublin Regional Enterprise Action Plan 2020 was postponed for delivery in 2021. Report is now completed for dissemination.

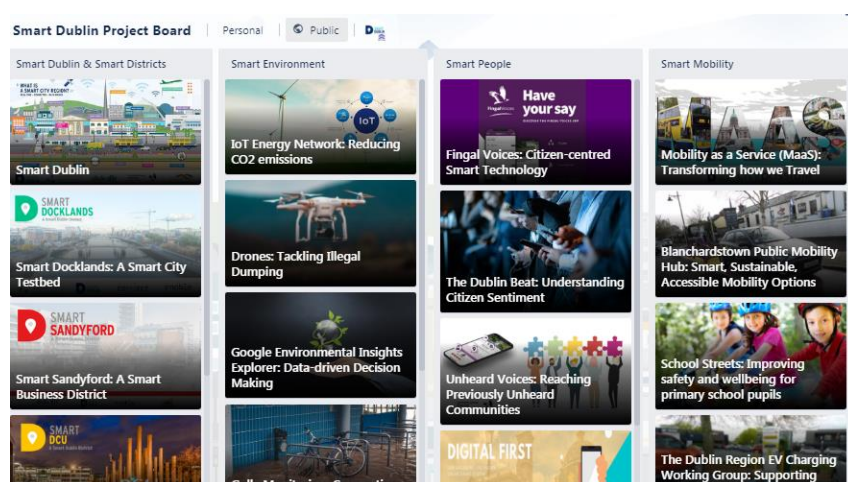
5. Smart Dublin & Smart Districts

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

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

Smart Districts are strategically selected locations where targeted smart city projects can be fast-tracked to measure impact and potential scalability. Each Smart District is unique, with bespoke programmes developed to meet the specific needs of the district residents and also provide growing businesses with a wider variety of testbed locations.

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



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

Smart City Updates:



European Capital of Innovation (iCapital) Awards 2021 Semi-Finalists

DCC's Smart City team submitted an application during the summer and Dublin has been selected as a semi-finalist in the European Capital of Innovation Category.

Supported by the European Innovation Council under [Horizon Europe](#), the prize recognises the European cities for their most innovative city practices in the framework of a developed, multi-faceted, well-functioning city innovation ecosystem that boosts game-changing innovation.

The 2021 semi-finalists selected by a high-level jury of independent experts are (in alphabetical order):

The European Capital of Innovation category

- Ankara (Turkey)
- Bruxelles (Belgium)
- Dublin (Ireland)
- Dortmund (Germany)
- Istanbul (Turkey)
- Izmir (Turkey)
- Malaga (Spain)
- Vilnius (Lithuania)

Next Steps:

Each city will be invited to a private hearing with the jury members held remotely in October 2021. The hearings follow strict rules that allow each city to present the submitted application and answer to potential jury questions related to the award criteria.

The jury members will then select three finalists in both categories. One winner and two runners-up per category will be announced at the European Innovation Council Summit on 24-25 November 2021.

Apart from the prestigious recognition, the *European Capital of Innovation category* winner will receive a prize of €1,000,000, while the two runners-up of this category will get €100,000 each.

For more information: https://eic.ec.europa.eu/news/european-capital-innovation-awards-icapital-2021-discover-years-semi-finalists-2021-09-02_en

1. Smart D8 – A Smart Health and Wellbeing District



Launched by Minister Simon Harris via a live webinar on the 10th of March 2021 Smart D8 also announced its first open pilot call for solutions in the areas of Population Health and Mental Health. The themes were identified after feedback from a community engagement survey with the people of Dublin 8 earlier in the year.

The open call:

- Received 37 initial applications
- 10 proposals were shortlisted and representatives were invited to present their solutions to a high-level evaluation panel.

- Five pilots were successful and the winners were announced on the 16th of August: <https://smartdublin.ie/smartd8-pilot-selection-announcement/>

Pilots in the area of Mental Health:

Ways to Wellbeing: Learning from Locals – supported by St.Patrick’s Mental Health Services, this project will support primary and secondary school students to learn about mental health and wellbeing by engaging with the older community in Dublin 8.

Virtual Reality Meditation Platform – led by Solas VR, this project will pilot a Virtual Reality Meditation platform in the community creating a short VR escape and time and space to step back from events or situations that are impacting them.

Mental Health Literacy – focused on empowering adults engaged with mental health services; this proposal aims to address the challenges of health and digital health literacy to support decision-making and treatment planning using a co-design process.

Pilots in the area of Population Health:

Heart of our City – partnered by the Irish Heart Foundation and Novartis, Heart of our City is a program focusing on heart health in Dublin 8 by connecting people locally with a range of resources to support their cardiovascular health.

Civic Dollar, A Social Currency Community Platform – This pilot encourages citizens to improve health by getting active and visiting local parks and open spaces. Using a mobile app, you can earn Civic Dollars and claim rewards for physical activity in the local area. Alternatively, you can donate your Civic Dollars to a local community group.

Supported by DCC Smart Cities, South Central Area Office and DCC Parks as well as Smart D8 and the Smart Tourism programme, one of the main aims is to engage local businesses, tourist destinations, cultural heritage sites, local amenities and to encourage their participation. It’s hoped that by offering local rewards we can stimulate local business recovery and support local economic growth as well as having a positive impact on citizens.

2. Smart DCU – World’s first E-Scooter Computer Vision Research Pilot.

A new AI-powered e-scooter research pilot project has launched in Dublin City University (DCU) as part of the Smart DCU initiative. It is the world’s first research project focused on computer vision in e-scooters and the pilot will be Ireland’s first major e-scooter trial.



A fleet of computer vision enabled e-scooters have been deployed for staff use within DCU. The pilot will be in place for 6 months to try to improve e-scooter safety and to contribute to e-scooter safety standards in Ireland. The purpose of the research project is to improve e-scooter safety and to contribute to e-scooter safety standards in Ireland.

The e-scooters will be capable of pedestrian detection and lane segmentation algorithms. This will allow the scooter to understand how many people are in their path, as well as whether they are on

the road, a cycle lane, or footpath. The technology will ensure that e-scooters are safe from the users perspective as well as pedestrians and other road users. It's anticipated that the pilot will also address other areas including traffic congestion alerts, road condition monitoring, street infrastructure mapping and kerbside management.

Link: <https://smartdublin.ie/e-scooters-worlds-first-computer-vision-pilot-at-smart-dcu/>



3. Smart Tourism Programme

In Jan 2021 Dublin City Council and Fáilte Ireland partnered to create the Smart Tourism Programme for Dublin. The programme focuses on introducing new technology and supporting innovation in the tourism industry in

Dublin. Website: <https://smartdublin.ie/smart-tourism/>

Some recent updates include:

- **European Capital of Smart Tourism Dublin bid:** The Smart Tourism programme coordinated and submitted a bid for Dublin to become the Smart Tourism Capital of Europe in 2022. The award celebrates destinations with best in class development in Accessible, Sustainable, Digital and Creative/innovative tourism. Shortlisting of the award will occur in September 2021. The bid team included members from Smart Dublin, Fáilte Ireland and Dublin City Council Culture Company.
- **Mobile App for Heritage Trail(s) Tender Dublin:** In May 2021 Dublin City Council published a tender for a Mobile Application for Heritage Trail(s) development. The tender, closed in late June and has attracted much interest from interactive and immersive technology providers – the evaluations are ongoing and the successful tender will be announced in the coming weeks.

4. Smart Docklands Network Meeting



The latest Smart Docklands Network Meeting was hosted via webinar on Wed 2nd June with over 120 attendees. The webinar shared details on the expansion of the Smart Districts Model, the innovative telecoms work happening across DCC as well as highlighting a number of flagship projects that are being delivered. The webinar is available to

watch here: <https://www.youtube.com/watch?v=n7jmXHApcPU>

5. Academy of the Near Future

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

ACADEMY OF THE NEAR FUTURE

A smart city tech programme for upskillers and students

Visioneers: Visioneers is a new smart cities education module that forms part of the 'Academy of the Near Future' initiative, established by Dublin City Council and Trinity College Dublin in 2019. The programme has won funding from Science Foundation Ireland's (SFI) Discover Programme to support the delivery of workshops to Transition Year students around Ireland (1,000 students). The initiative is a partnership of CONNECT with Dublin City Council via the Smart Docklands project. The workshops will introduce participants to sensors and the Internet of Things with a focus on how this can address city challenges. Visioneers is one of 49 public engagement and education initiatives, which will share a national investment of €5.2 million through the SFI Discover Programme, which aims to improve public understanding of science, technology, engineering, and maths (STEM) and engage a wide audience of people with STEM topics. If you know of a transition year programme that would like to participate, please get in touch! Website: <https://nearfuture.ie/>



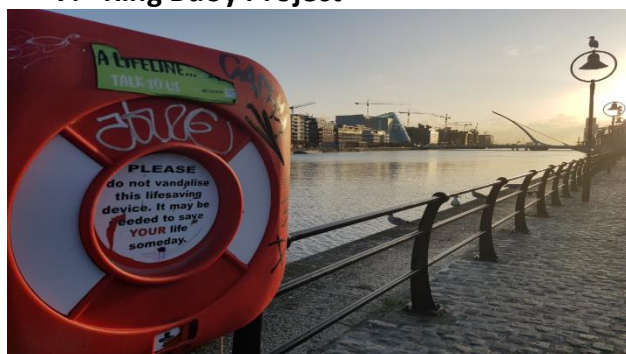
Dublin Cycling Buddy

6. Dublin Cycle Buddy App:

This was one of the winning ideas from the 'Velo City' international cycling conference, which was held in Dublin in 2019. Former Lord Mayor, Hazel Chu launched the app at the end of May to help make cycling around Dublin easier. See Link: <https://smartdublin.ie/lord-mayor-officially-launches-dublin-cycling-buddy-app/>

The Dublin Cycling Buddy helps cyclists find bike-friendly routes, cycle parking facilities and allow users to suggest improvements for Dublin's roads and cycle lanes. Users can also find the best routes for trips, provide community feedback, participate in city challenges and competitions, win prizes, as well as access hints and tips for better cycling in Dublin. Dublin Cycle Buddy also includes real time data on all of Dublin's bike-sharing options and shows locations of cycle parking across the city. The app is free to download from Apple's App Store or Google Play. The app has been downloaded by over 2,000 users within the first week of the launch.

7. Ring Buoy Project



The Ring Buoy project was initiated by DCC in collaboration with Water Safety Ireland to trial and test solutions that can help address vandalism and theft of ring buoys.

The project uses an innovative procurement methodology, the first of its kind in Ireland that allows local authorities to pilot and buy the validated solutions

<https://smartdocklands.ie/project/ring-buoy-theft/>

The process enables DCC to trial 4 innovative solutions over a 9-month period. These solutions were demonstrated a part of a live demo in docklands in mid-June. Four companies are trialling 25 sensors each across the four Dublin local authority areas, each solution has unique attributes from the type of sensing, to type of connectivity and the use of a audit trails for inspections. The 9-month trial period will end in September 2021, at which point the solutions will be evaluated. This collaboration with Water Safety Ireland has seen 23 local authorities sign up to the framework where the water safety development officers will be able to purchase the successful solutions.

DCC supported Sligo County Council's application for funding under the Department of Rural and Community Development Digital Innovation Programme (DIP) to scale up the ring buoy solutions with 10 local authorities at the end of phase 1. The consortium were awarded €120K between the 10 participating local authorities under the scaling up stream.

"This stream provided funds to scale-up an already proven technology or initiative. For example, a project that has only been trialled at a municipal level in Ireland could be scaled-up to county level, or county level to national level. Alternatively, a project that sought to benefit a particular cohort within society or address a specific challenge could be broadened to include additional cohorts / challenges." See: <https://www.gov.ie/en/publication/05bba-projects-funded-under-the-digital-innovation-programme-2021/#sligo>

8. Google Airview partnership:



Google and Dublin City Council are working together on a flagship initiative to measure local street by street air quality across the city. The Air View Dublin partnership will see Google's first ever EV Street View car deployed around the city to measure air quality for one year, starting from the 10th May. This also the first time a Google Street View car has been used in Ireland to capture air pollution, in addition to capturing imagery for the company's maps app.

9. Accelerating the potential of drones:

Minister McGrath announced 20 projects to be funded under Public Service Innovation Fund – ‘Accelerating the potential of drones’ was one of the funded projects which is led by Dublin City Council in collaboration with Irish Aviation Authority, Local Government Management Agency and Smart Dublin. The project aims to accelerate the potential of drones for local government. From



discovering innovative new use-cases, to bolstering public trust and safety, this project will explore how Councils can use drone technology to deliver better, safer and more efficient services. The project will be delivered over the rest of 2021 with support from partners the Irish Aviation Authority, the Local Government Management Agency, Smart Dublin and U-Flyte. The webinar launch is available here: <https://smartdublin.ie/accelerating-the-potential-of-drones-for-local-government-webinar/>

10. WiFi4EU launches in partnership with Virgin Media



Virgin Media Business has teamed up with the Smart City programme in Dublin City Council to roll out free WiFi hotspots in more than 30 locations, connecting communities, enabling them to develop and expand their current services or activities and aiming to reduce digital

poverty in these areas. The initiative was officially launched around World WiFi Day (June 20th) which promotes digital inclusion. A map of the WiFi4EU locations are available at the link: <https://smartdublin.ie/wifi4eu/>

A representative from Cabbage Garden and Bradóg Youth Services, two of the recipients of the free WiFi hotspots were featured on Ireland AM on Sunday 20th of June 2021, highlighting the benefits of WiFi to their service and the positive impacts they hope it will bring to their local communities. Over the coming months the Smart City team will give each of the WiFi locations the opportunity to feature their stories and showcase the services and activities provided by their organisation

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

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