



Contents

1. Economic Development Office	2
2. Local Enterprise Office: Training, Mentoring & Financial Grants	8
3. Dublin Place Brand - Dublin.ie	19
4. Smart Dublin & Smart Districts	21
5. International Relations:	26

1. Economic Development Office



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

SPC Progress Report Economic Development Office

9th November 2021



Q4 EDO Events

Event	Economic Pillar	Date
1. Climate Kik Circular Cities Accelerator Programme	Climate & Innovation	2 nd Sept – 10 th Dec
2. Vision for Dublin – Party Lead Consultation	Promotion & Investment	27 th September 2021
3. Your Dublin Your Voice Economic Development Survey	Promotion & Investment	28 th Sept – 8 th October
4. OECD RRR Social Economy Project Peer Meetings	Climate & Innovation	Oct – Dec 2021
5. Diversity in Tech Awards	Promotion & Investment	7 th October 2021
6. OECD/EC Project – Respond, Rebuild, Reinvent on Social Economy Innovation	Place-Making & Clustering	7 th October 2021
7. LGMA & CCMA National Conference Event ‘Economic Opportunities and Climate Action – Local Authorities supporting Enterprise’	Climate & Innovation	12 th – 13 th October 2021
8. MODOS Programme for Tourism & Hospitality Sector	Climate & Innovation	13 th October – 19 th November
9. Vision for Dublin – Senior Management Consultation	Promotion & Investment	14 th Oct 2021
10. Responsible Innovation Summit	Climate & Innovation	19-22 October
11. Profit with Purpose Publication	Climate & Innovation	19 th October 2021
12. Dublin Regional Enterprise Plan 2022 – 2024 Launch	Promotion & Investment	November 2021
13. Economic Development & Enterprise SPC	Strategic Approach	14 th November 2021
14. Dublin City Summit Series – Night Time Economy	Promotion & Investment	30 th November 2021
15. National Start Up Awards	Promotion & Investment	1 st December 2021
16. SEAI & REI Webinar on Circular Economy featuring MODOS	Climate & Innovation	4 th December 2021
17. ESER Social Economy & Circular Economy Event	Climate & Innovation	7 th November 2021
18. Dublin Economic Monitor 27 th Edition	Promotion & Investment	December 2021
19. 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; incorporating further lifting of restrictions on 22nd October 2021.

Policy:

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

Dublin Region Enterprise Action Plan 2022 – 2024 includes representation from the Department; the 4 Dublin Local Authorities (Dublin City, Fingal, South Dublin and Dún Laoghaire Rathdown), IDA, Enterprise Ireland, Fáilte Ireland, SEAI, Regional Skills Forum, IBEC, TU Dublin, Dublin Chambers of Commerce (Dublin, Fingal, South Dublin and Dún Laoghaire), with contributions from the private sector.

Project Delivery Teams were established in June to inform development of next Dublin Region Enterprise Action Plan up to 2024. Five Strategic Objectives have been identified for the next DREAP, with Dublin City Council Economic Development Office leading on Strategic Objective 5 on Transition to Low Carbon Economy; whilst contributing to all other 4 objectives.

Strategic Objective 1 (SMEs & Startups):	Lead: Oisín Geoghan, LEO Fingal
Strategic Objective 2 (Placemaking):	Lead: Aidan Sweeney, IBEC
Strategic Objective 3 (Employment/Enterprise Inclusion):	Lead: Tom Cooney, TUD
Strategic Objective 4 (Low Carbon Transition):	Lead: Mary MacSweeney, DCC
Strategic objective 5 (Skills & talent):	Lead: Eoghan Hanrahan, EI

Project Delivery Team meetings continued to take place during September and October with a Departmental plenary session with all major stakeholders on 16th September. Most recent PDT mtg held on 11th and 18th October; in advance of the final Dublin Region Enterprise Action Plan 2022 – 2024 being launched in November. Declan McCulloch is retiring from the Regional Co-ordinator role with Caroline Power, Fingal CoCo taking over the role on 18th October. The Dublin Region Enterprise Action Plan 2022 – 2024 will be launched in November by Tánaiste Leo Varadkar.

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

The Political Advisory Group made up of the 24 elected representatives has been arranged for 23RD November. A briefing session with University of Ulster and DCU moderating will be included. Invitations will issue for the 23rd November for the Dublin Belfast Corridor in person meeting to include election of Chair and Vice Chair of the Oversight Board. 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 Sept sitting of the Economic Development & Enterprise Strategic Policy Committee meeting took place on 14th Sept remotely via Zoom. Two motions of notice were discussed on Dublin City hosting the Local Division of the unified Patent Court in Dublin and the Creation of a stakeholder forum to resolve the privatisation threat to the Local Employment Services & Job Clubs within Dublin Local Development Companies. Presentations included Local Enterprise Development Plan 2021 – 2024; Dublin City Council European Programme Support Office Progress Report; Dublin City – A Vision for Dublin development; 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. The next EDE SPC meeting is scheduled for 9th November; with draft Agenda prepared with Dublin Regional Enterprise Plan, NT Economy & EPSO. Closing date for motions is 28th October. None received.

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

Following the work completed as part of the work of the SPC Working Group on Tourism, City Markets including Night Time Economy; the preparatory work has been completed on the commencement of the development of A Night Time Economy Strategy. Presentation provided to the Planning & Urban Form SPC in Sept. Progression will continue during October & November, with the Strategy being developed & launched by year end.

7. Dublin City – A Vision for Dublin – *Promotion & Investment*

Dublin City Council is in a process designed to define a new vision for Dublin in response to the challenges facing our city in the post Covid world. In recognition that many of the issues we face, and that many cities face are complex and inter-related, the process will capture the perspectives of a range of stakeholders. This is an opportunity for bold thinking and the creation of a new framework to position Dublin as a dynamic and leading City of the Future – and to enhance its resilience and competitiveness. This work is being progressed along-side the work programme to review the current City Development Plan and to develop a new plan for 2022 – 2028 and will inform and support this work. Following Party Lead consultation on 27th Sept; a Senior Management consultation took place on 14th October. Progression will continue during October & November, with the Vision for Dublin being developed.

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

The implementation of the Dublin City Council EU Programme Participation Strategy 2021 - 2027 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 establishment 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; and back end tech developments with sharepoint, councillor portal and social media platforms. An article was published in the Council Review which s disseminated to all 31

Local Authorities. EPSO also took part in the IURC kick off meeting, partnering Dublin with Seoul on Sustainability. A full progress report for Sept & October is being prepared for the November SPC.

Projects:

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

The MODOS Innovation Awards, in alignment with the suite of LEO offering and products, were presented as part of a Modos event as part of Climate Action Week on 16th September. The MODOS Innovation pilot ran in Q3 in collaboration with the Regional Waste Office. Modos Training Programme focusing on the Tourism & Hospitality sector was to be delivered from 13th October – 8th November in collaboration with Economic Development, Regional Waste Office, Dublin 8 Area Office and Digital Hub. Due to low uptake, based in businesses reopening this programme will be rescheduled to Q1 2022.

MODOS- LAPN Grant Funding - *Climate & Innovation*

A collaborative funding application with Economic Development; Regional Waste Office & DLRD Green Business Officer has secured an additional €24,000 funding for the MODOS programme for delivery by year end. The funding will cover a collaborative MODOS programme between Dublin City Council & Dún Laoghaire Rath Down for businesses in both areas.

10. Dublin Economic Monitor – *Climate & Innovation*

The Dublin Economic Monitor is a publication for the 4 Dublin Local Authorities, led by Dublin City Council Economic Development Office. 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. The 27th edition of the Dublin Economic Monitor Publication has been developed throughout September, October, and November with editorial meetings taking place with 4 Dublin Local Authorities, and external consultants Grant Thornton & Packed House. The theme of the Q4 publication will focus on retail and be published in first week in December. Full details: www.dublineconomy.ie

11. 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 was the third event of the ESER calendar, with a Social Enterprise & Circular Economy event in December to close the 2021 programme.

12. 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 – December 2021. The project was showcased during the OECD Social & Solidarity Economy Conference taking place 13th – 16th September. Peer Meetings with all 8 global cities and partners have taken place throughout Sept & October

and will continue to year end. OECD address the cities and each got to update briefly on challenges of employment and mental health.

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

Dublin City has been chosen to take part in the EIT Climate KIC accelerator programme running from Sept – December 2021. Dublin have joined 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; with potential to progress a second programme deliverable in 2022.

14. Social Enterprise Capital Grant Scheme - *Placemaking & Clusters*

The Social Enterprise Capital Grant Scheme is being disseminated by Dublin City Council's Community Department with support from Economic Development. The scheme has secured €100,000 funding from Department which will be disseminated by year end. 26 applications were received by the deadline and the evaluation of all applicants will take place on 28th October 2021.

Events:

15. Event Sponsorship:

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.

16. Dublin Summit Series – *Promotion & Investment*

The Dublin City Summit Series, hosted by the Economic Development Office, 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 an outcomes report will be delivered following the Summit.

17. Dublin City Social Enterprise Awards 2021: *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 contained a development programme for the awardee social enterprises, including mentoring, training and funding. The 8 Social Enterprise finalists progressed to the Dublin City Social Enterprise Awards

2021 event, which took place on 22nd September. The awards, co-ordinated by Economic Development were 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.

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

MODOS programme will be showcased at a Sustainable Energy Authority of Ireland (SEAI) and Retail Excellence Ireland (REI) webinar in December 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.

19. Dublin Tech Summit - *Placemaking & Clusters*

Economic Development supported the Dublin Tech Summit Awards 2021 which took place on 7th October 2021. Economic Development sponsored the Rising Star Category, as part of our role in promoting and supporting entrepreneurship and leadership in the technology sector.

20. 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.

21. Responsible Innovation Summit – *Climate & Innovation*

The Responsible Innovation Summit 2021 was held across four dates 19th - 22nd October. Each day addressed 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 allowed for events to be hosted by others through an application process and be part of the format. Economic Development hosted 3 events as part of the Summit on 21st & 22nd October showcasing the Climate Kik project and the Circular City campaign. The next edition of Profit with Purpose was published to be disseminated as part of the Summit.

22. National Start Up Awards - *Placemaking & Clusters*

Economic Development have been approached to support the National Start Up Awards which take place on 1st December 2021. Economic Development will sponsor, as part of our role in promoting and supporting entrepreneurship and leadership in the startup sector.

Research:

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

The final YDYM survey of 2021, which ran from 28th Sept – 8th October, focused on the Dublin City Economic Development Strategy and our first public consultation of same. Data Results are being collated and cleansed for reporting & dissemination in late October with Dept & stakeholders. Initial results show publics focus on the liveable city, culture & sustainable city being the top priorities for residents & businesses.

24. 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; which has progressed to the next stage of evaluation.

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

Measure 2 (Mentoring, Training & Communications) Update 14th September – 9th November 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 – 13 attendees
- 27th July – 12 attendees
- 15th Oct – 11 attendees

Brexit specific mentoring: 35 sought Brexit specific mentoring 01/01/21 – 31/10/2021 vs 18 for the same period 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 and providing suitable courses to reflect business needs and especially so regarding society reopening post pandemic. Upskilling in the area of digital is ongoing supported by complimentary grant funding through the Trading Online Voucher scheme.

Courses Completed September to Nov 2021

Course list

September

Date	Course Title
01/09/2021	Trading Online Voucher Information Session 1
01/09/2021	Create a free wordpress website - 1 Morning
07/09/2021	Business Advice Group Meeting
08/09/2021	Instagram for Business - 1 Morning
08/09/2021	Womenswear Trend Forecast Autumn/Winter 22/23
11/09/2021	Start Your Own Business Course September (Sat & Wed)
14/09/2021	Business Advice Group Meeting 14th September 2021
22/09/2021	SEO
23/09/2021	FREE Library Talks Finance
23/09/2021	Business Advice Clinic
28/09/2021	Business Advice Clinic

October

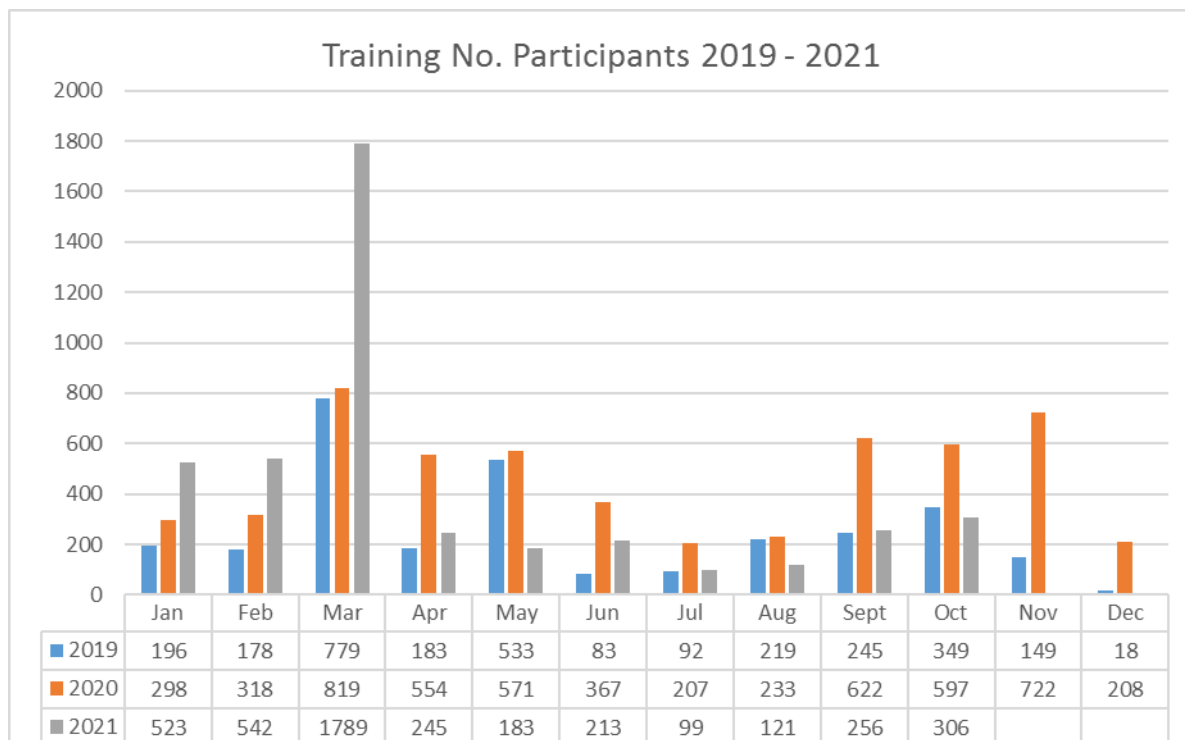
Date	Course Title
05/10/2021	Start Your Own Business Mid Week October
06/10/2021	Business Advice Clinic
07/10/2021	FREE Library Talks - Market Research
07/10/2021	Financial Management for small business
12/10/2021	Business Advice Clinic
13/10/2021	Twitter for business - 1/2 day
13/10/2021	Modos training for tourism & hospitality
14/10/2021	FREE Library Talks - Creating the best plan for your business
15/10/2021	Prepare Your Business For Customs
20/10/2021	Facebook for business - one morning
21/10/2021	FREE Library Talks - Digital Marketing Strategy & Online Presence
27/10/2021	Trading Online Voucher Information Session
27/10/2021	Filing a ROS tax return
28/10/2021	FREE Library - Tax, VAT & revenue

November

Date	Course Title
03/11/2021	Canva Workshop
04/11/2021	Business Advice Clinic
06/11/2021	Start Your Own Business (Sat & Weds)
09/11/2021	Business Advice Clinic
10/11/2021	Tik Toc For Business
17/11/2021	Podcasting for Beginners
19/11/2021	Business Advice Clinic
24/11/2021	Selling Online with Etsy & Shopify
24/11/2021	Business Advice Clinic

Annual target 2021: 1,900 participants

Year to date: 1,612 participants



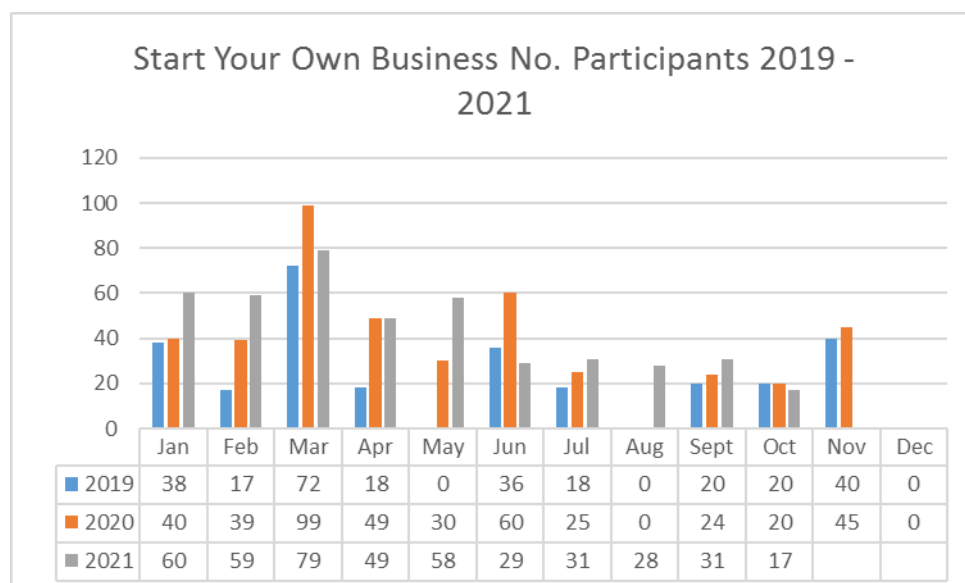
Start your Own Business Programme

<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

13 courses delivered, 1 bootcamp & 424 participants 1st Jan – 31st October 2021.



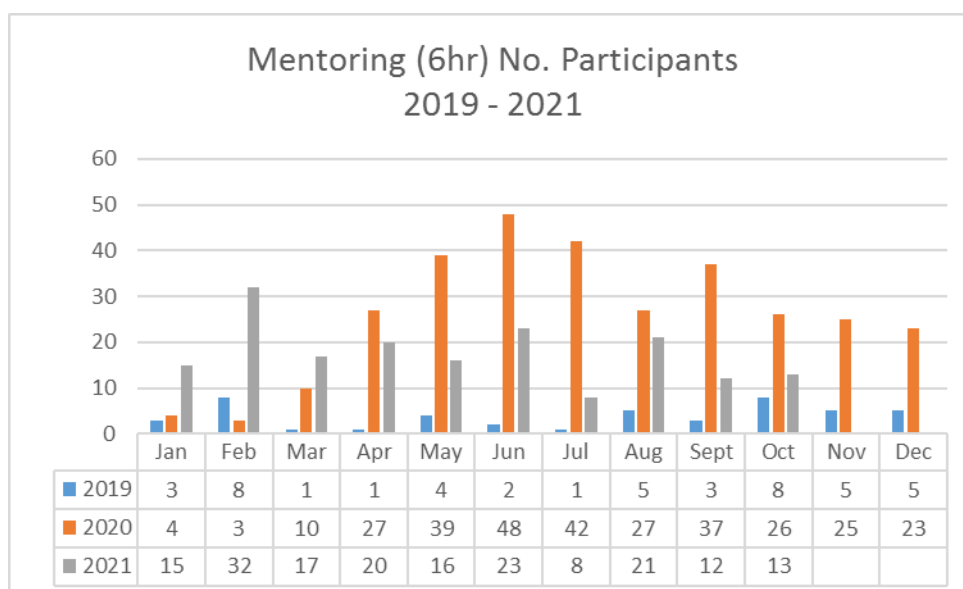
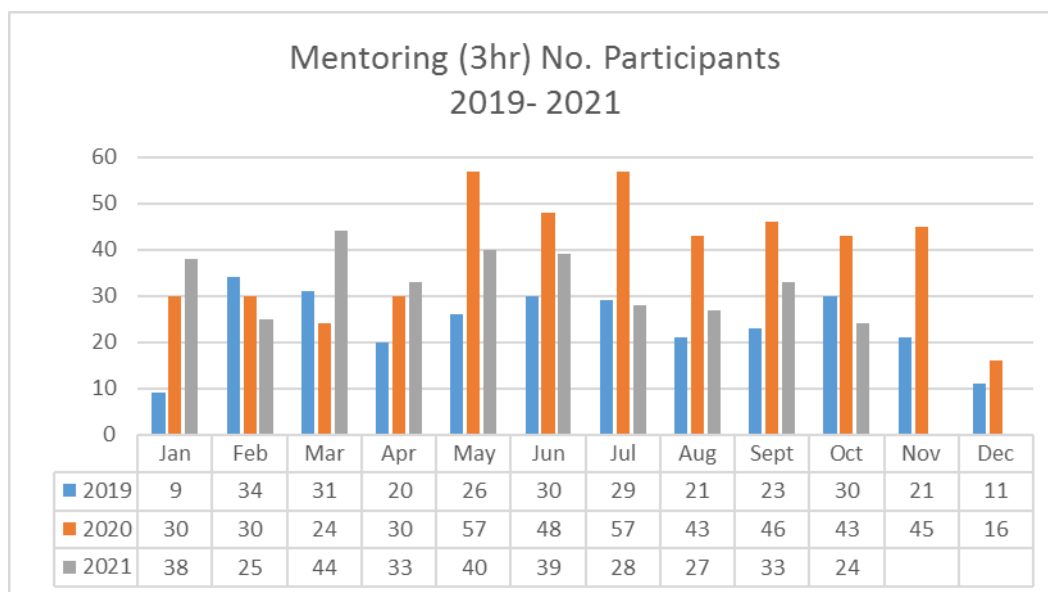
Next Start Your Own Business Course: 6th November. 18 places booked as of 01/11/2021.

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.

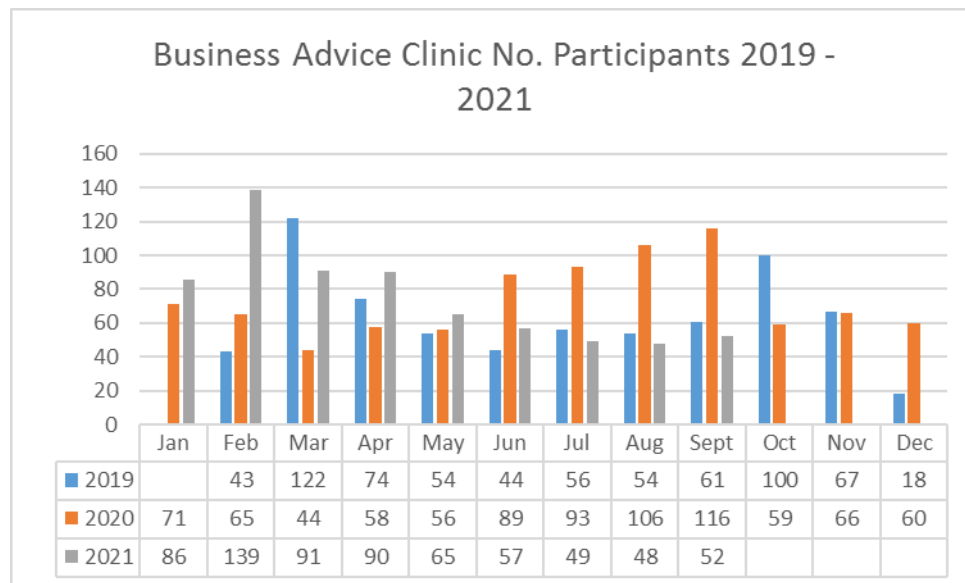
Annual Target 2021: 1,000 hours. 1,550 hours completed 1st Jan – 31st October 2021



Business Advice Clinics

Annual target 2021: 500 participants

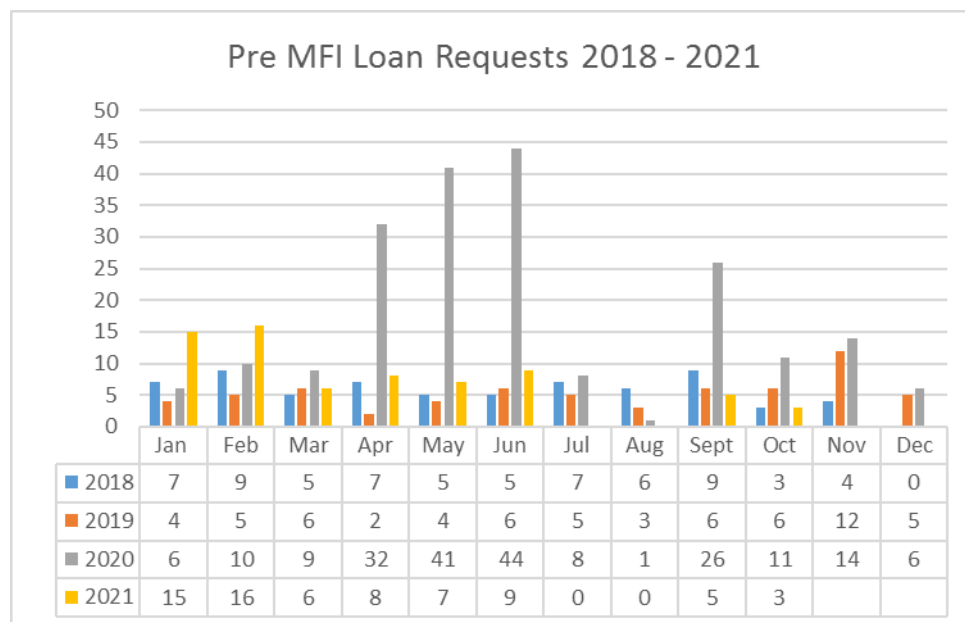
721 participants from 1st Jan – 31st October 2021 / 144.2% of annual target achieved.



MFI Pre Loan Applications

85 Micro Finance Pre Loan Applications 1st Jan – 31st October 2021.

2020 saw 195 pre loan applications.



Food Supports

Food Starter

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. The most recent commenced 12th October & proceeds until 29th October. Watch Ziggibeers experience of programme participation <https://www.localenterprise.ie/DublinCity/Training-Events/Food-Industry/Food-Starter.html>

Management Development Programmes

Lean For Micro <https://leanformicro.ie/>

To enhance companies competitiveness and profitability the latest Lean for Micro course commenced 14th October coordinated by Jigsaw.

See videos & case studies <https://www.localenterprise.ie/Portal/Lean/LEAN.html>

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.

Applications: 22

Applications processed: 12

Applications still in process: 4

Applications completed with corresponding consultants reports: 8

Communications

A monthly newsletter is disseminated to all subscribers, with reminder mailings also taking place.

- August newsletter 3rd August
- September newsletter 6th September
- October newsletter 4th October
- November newsletter 1st November

In addition bespoke newsletters took place during August - November: (from 16/7/2021 – 29/10/2021)

- StartupGrind 26th August
- Start Your Own Business Survey 9th September
- StartupGrind 28th September
- StartupGrind 21st October

Case Studies added to the LEO Dublin City Website

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/>

Recent case studies added:

- Supernature <https://www.localenterprise.ie/DublinCity/Case-Studies/Supernature.html>
- Yogapal <https://www.localenterprise.ie/DublinCity/Case-Studies/Yogapal.html>
- Peachy Lean <https://www.localenterprise.ie/DublinCity/Case-Studies/PeachyLean.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>

Campaign concluded in September with participant companies images e.g. Cloudpicker coffee being projected onto prominent buildings with high footfall in Dublin City centre. The listing of participant companies remains online to direct consumers to shop local in the run into Christmas, a gifting season <https://www.localenterprise.ie/DublinCity/Enterprise-Development/Look-for-Local/>

Reports

Local Enterprise Development Plan 2021 – 2024 <https://www.localenterprise.ie/DublinCity/About-Us/Our-Services/LEO-DC-Development-Plan-2021-2024.pdf> Plans and focus areas of enterprise activity until 2024.

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 have been finalised. A further video is in production re digital & photography.
- <https://www.dublincity.ie/residential/libraries/using-your-library/work-matters-your-local-library>

Events

Minister of State for Business Employment & Retail Mr Damien English visit 2nd November Wood Quay Venue

The Minister wished to meet with both staff and service users of the LEO Dublin City, to learn of the opportunities and challenges posed by COVID-19 & Brexit and for continuous service enhancement.

Participating clients in this hybrid event (25 people onsite with other stakeholders engaging online):

- Cloud Picker (Coffee Roastery & Distribution)
- Akara Robotics (Med Tech)
- VRAI (Artificial Intelligence Training Tech)
- Mother Reusables (Green / Sustainability)
- Sphere One (Knitwear/Craft)

The clients represent a sample of the key sectors supported by LEO Dublin City e.g. IT, craft & food.

Measure 1 (Grants) Approvals Metrics: September 1st – October 29th 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	3	20	23	3	€172,500	€35,625	€136,875
Priming	21	1	20	31	4	€315,000	€40,000	€275,000
Business Expansion Grant	16	4	12	32	8	€400,000	€95,000	€305,000
TOTAL	60	8	52	86	15	€887,500	€170,625	€716,875

GMIS No.	Company Name	Grant Type	First name	Last name	Executive Official	Amount Recommended	Jobs associated with funding
9029688	BuyandSellbullion Ltd	Feasibility	Rory	Roberts	Peter Sheridan	€11,825	1
9033473	Embellehair	Feasibility	Sinead	Asple	Dermot Shortt	€15,000	1
9030652	Wireless Connect Ltd	Feasibility	Gerard	Healy	Peter Sheridan	€8,800	1
9026817-02	Inneall Development Ltd	Business Expansion	Ciaran	Mac Donncha	Dermot Shortt	€35,000	3
9012398-02	Allgo Global Rewards Limited t/a Allgo	Business Expansion	Gary	Purcell	Ross Curley	€20,000	2
9021861	Oxmantown Skincare	Business Expansion	Amy	Cahill	Dermot Shortt	€10,000	1
11008589-05	Agency X Limited	Business Expansion	Grainne/Brian	Larkin	Dermot Shortt	€30,000	2
9027372-02	Akara Robotics Limited	Priming	Conor	McGinn	Peter Sheridan	€40,000	4
Total						€170,625	15

3. Dublin Place Brand - Dublin.ie

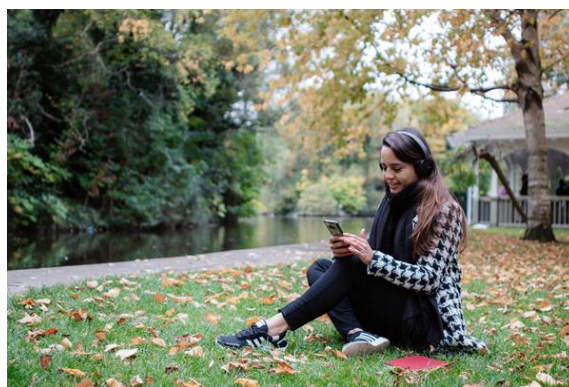
Strategy & Research

To develop a new strategy and KPIs for the project, we began a tender process to appointment contractors in mid-2021. The companies that have successfully come through stage 1 have been invited to complete a Request for Tender Multi-Party Framework Agreement document by 8th November. This is the largest piece of work being undertaken by the unit this year. The strategy work for the Dublin Place Brand will also be a key action in the upcoming Regional Enterprise Plan.

Photography & Videography

Parks shoots

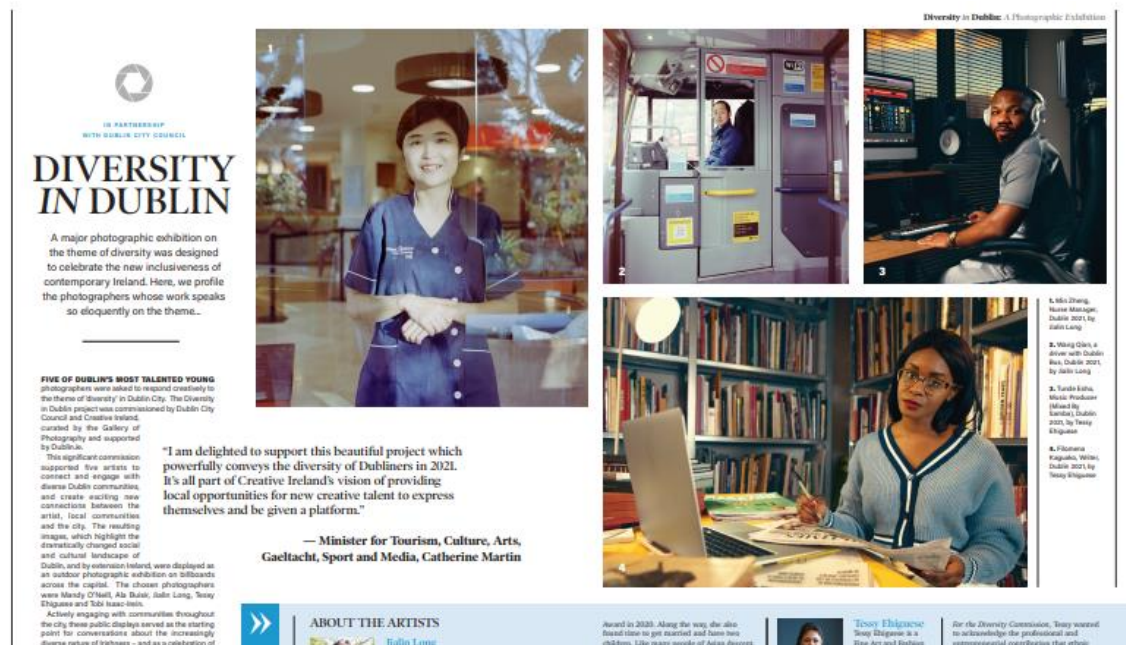
As part of the City Recovery effort, the Dublin Brand Team have engaged the services of Guy Boggan, an up-and-coming photographer, to shoot both stills and video of people enjoying parks across the city. Three parks were selected for their proximity to the centre, namely St Patrick's Park, Merrion Square and Stephen's Green. This builds on our work over the summer, where we captured outdoor hospitality. These assets will be used in future campaigns, and they will be uploaded to Assetbank for use by other departments.



Campaigns

Diversity in Dublin feature in Hot Press

Following on from our work on the Diversity in Dublin campaign this summer, a 4-page feature ran in the October 2021 edition of Hot Press magazine. The feature included images from the photographers who took part, along with profiles for them. To see the photographs that featured in the campaign, visit <https://dublin.ie/diversity>



Dublin Book Festival (8th – 15th November)

We're working with the team from Dublin Book Festival to distribute place brand promo merchandise including 1000 custom bookmarks, notebooks, bags, and pens. We've also linked up to offer competition prizes on social media.

Winter in Dublin

Faite Ireland's 'Winter in Dublin' campaign has launched and aims to attract people into the city with a series of attractions and events running from October through to February. We will be amplifying the campaign on social and assisting where we can. Dublin.ie will once again host Dublin Winter Lights content for 2021, with a Children's Art Competition launching the initiative for this year.

Dublin.ie

Design and dev updates: The core code that runs the site will be updated throughout November to improve performance and user experience.

Enterprise Ireland content series: Working with Enterprise Ireland to produce a content series over the next six months. 'Backing Dublin's High Potential Startups' was published last week and is available at <https://dublin.ie/hpst>

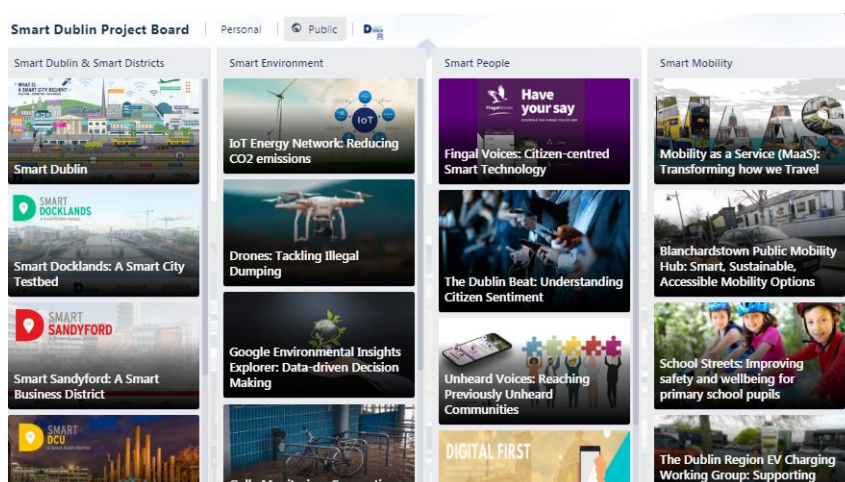
4. Smart Dublin & Smart Districts

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. Dublin City Council has also recently established a Smart Tourism Programme in partnership with Failte Ireland to use new and emerging technology to support tourism in the City.



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

Smart City Updates: Awards/Funding



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

As noted in the last update, Dublin was short-listed as a semi-finalist for the European Capital of Innovation (iCapital) Awards, an annual recognition prize awarded to the European cities that best promote innovation in their communities.

The Smart Cities team and Lord Mayor Allison Gilliland presented to the judging panel on the 6th of October and the winners will be announced on November 5th.

As part of the iCapital pitch the Smart Cities team developed a video supporting the application. The video can be found along with more information about the award here:

<https://smartdublin.ie/european-capital-of-innovation-awards-2021/>

European Capital of Smart Tourism Awards Semi-Finalists



Dublin was also shortlisted as a finalist for the European Capital of Smart Tourism Awards 2022.

Representatives from the Smart Cities and Smart Tourism programme presented to a panel of judges in Brussels on the 25th of October.

While Dublin was not successful, with the winning titles going to Bordeaux and Valencia, shortlisting as a finalist was a significant achievement for the first year of the new Smart Tourism programme. Dublin

will also gain from our engagement with the network of other finalist cities throughout 2022 to share key learning and best practice.

Dublin City Council and Google Air View Project – Shortlisted for Technology Ireland Industry Awards in the Tech4Good Category.



Technology Ireland, the IBEC group that represents the Irish technology sector, has launched the 29th Annual Technology Ireland Industry Awards. The Dublin City Council and Google 'Air View Dublin' project has been shortlisted as a finalist in the Technology Ireland Tech4Good CSR Award category.

The Air View Dublin partnership between Dublin City Council and Google, has seen Google's first ever EV Street View car deployed around the city to measure air quality. 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. Air View Dublin aims to develop hyperlocal insights on air quality, with the overall objective of making air pollution data and insights available to cities and other governments, scientists, non-profit organizations, and the public.

Award winners will be announced on November 19th <https://www.technology-ireland.ie/Sectors/TI/TI.nsf/vPages/Awards~finalists-2021!OpenDocument>

Dublin City Council Accelerating the Potential of Drones for Local Government Project wins The Public Sector Magazine Excellence in Innovation Technology Award.



Excellence in Business Awards

Dublin City Council

Excellence in Innovation Technology Award

Earlier this year, the Smart City team won funding from DPER's Public Sector Innovation Fund to develop the Accelerating the Potential of Drones for Local Government Project. This project will see the development of key drones resources for the local government sector including; international best-practice report, privacy handbook and regulation handbook, as well as the establishment of a cross sectoral Future of Drones Working Group. (Project outputs to be launched Nov/Dec 2021).

This project has now won the Public Sector Magazine Excellence in Innovation Technology Award, an annual award that recognises excellence in the utilisation of technology to deliver better public services.

Smart City Updates: Selection of Key Project Updates

Dublin Cycling Buddy App: Virgin Media Business Cycle Challenge



Dublin Cycling Buddy

cycle rides around Dublin safer and more enjoyable, in particular for new or nervous cyclists. It identifies the safest route for cyclists, uses 'gamification' to incentivise users to cycle more often, and also shares important non-personal data with the Council (such as popular routes). To date, over 4000 users have downloaded the app.

In 2019, Dublin hosted Velo-City the global cycling conference. As part of the conference we launched the 'Smart Pedal Pitch' inviting start-ups to pitch their ideas to use technology to encourage cycling and improve cycling infrastructure. The Dublin Cycling Buddy App was selected as winner and received seed-funding to co-develop the solution.

Dublin Cycling Buddy is a free app that helps make

cycle rides around Dublin safer and more enjoyable, in particular for new or nervous cyclists. It identifies the safest route for cyclists, uses 'gamification' to incentivise users to cycle more often, and also shares important non-personal data with the Council (such as popular routes). To date, over 4000 users have downloaded the app.

Our team had a fantastic week last week as we began our smart city workshops for Transition Year students in schools 🏫📱

First stop: Balbriggan! We had a wonderful time hearing from the future innovators of Ireland's youngest town and getting hands on with @microbit_edu



11:08 AM · Oct 11, 2021 · Twitter Web App

available to win.

<https://smartdocklands.ie/virginmediacycle/>

Smart Docklands: Kick-off of Academy of the Near Future 'Visioneers' Workshops in Secondary schools

[Academy of the Near Future](#) is a smart cities education programme being developed by Dublin City

Council, [Smart Docklands](#) and [CONNECT](#), national Research Centre for Future Networks and Communications at Trinity College Dublin.

‘Visioneers’ is a the Transition Year student stream of this programme, funded by the Science Foundation Ireland’s (SFI) Discover Programme to support the delivery of workshops to 1000 students across Ireland. In October, school-based workshops commenced with over 250 students having participated in the training to date.

Smart D8: Launch of Heart of the City Pilot



As noted in the last update, five pilots have been selected for trial as part of the Smart D8 Health and Well-being smart district. (See here <https://smartdublin.ie/smartd8-pilot-selection-announcement/>)

Heart of our City is one of the five new projects, launched September 20th, and will focus on improving heart health for local residents. The Heart of our City is a partnership between to you by the Irish Heart Foundation, Smart D8 and pharmaceutical company, Novartis. The project provides;

- information on heart health, ways to eat healthily and be active
- Heart and stroke support services
- Access to social prescribing. Social prescribing is when a healthcare or community worker connects people to a range of non-medical services in their community such as gardening, dance classes, yoga or healthy cookery classes.

<https://irishheart.ie/services-for-you/heart-of-our-city/>

Smart DCU – Ireland’s first higher education digital campus.

As part of the Smart DCU initiative, DCU and the Insight SFI Research Centre for Data Analytics at DCU have announced a research partnership with global software engineering firm Bentley Systems to build Ireland’s first digital university campus.

The project will involve the creation of a “digital twin” which will be a complete 3D version of DCU’s campuses. It will incorporate real-time data, gathered from IoT sensors (Internet of Things) on footfall, congestion points, energy and water usage and other important data which can inform planning and infrastructural development. IoT sensors will be placed in various locations around the campus to gather this information.

Digital twins are an exciting new concept that enable users to visualise infrastructure, track interventions and make changes to improve performance. It is intended that the Digital Twin may



also be used to support DCU's Autism Friendly Campus initiative by supporting more accessible way-finding throughout the campus.

Smart Tourism Programme – Launch of Digital Trails Toolkit



The Smart Tourism programme is a partnership between Dublin City Council and Failte Ireland, with support from the Dublin City Council Culture Company. The aim of the partnership is to explore how new and emerging technology can enhance tourism across

the City, with one full-time Smart Tourism manager co-funded to deliver a number of agreed objectives.

In October, the Digital Trails Toolkit, led by the Smart Tourism Manager, was published as a free, open best-practice resource to support the development of quality digital trail experiences across Ireland. This resource combines international and national best-practice along with practical guidance for digital trail development. A tutorial 'how-to' webinar video will also be produced in November to accompany the publication.

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Dublin/Digital_Trails_Toolkit.pdf

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

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

5. 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.

September:

Embassy of Mexico

A meeting was held between International Relations and the Mexican Ambassador and his Head of Economic & Cultural Promotion /Cooperation to discuss and learn about the activities in the city of Dublin and join synergies on possible mutual ideas.

Embassy of the Republic of Poland

A meeting was held between International Relations, City Arts Officer and the Polish Cultural Affairs and Media and Media Coordinator to discuss further potential projects of common interest we could collaborate on in the future in order to promote the ties between the Polish community and the Irish people. Over the last 15 years, more than 100 thousand Polish people have been welcomed into Ireland and during that time have contributed significantly to the prosperity and cultural diversity of the country.

Barcelona City Council

A meeting was held between Lord Mayor Alison Gilliland and Deputy Mayor Laia Bonet, Barcelona City Council and exchange of mutual interests and priorities at European level was discussed. It has been agreed that both parties will meet again at EUROCITIES conference and discuss how to strengthen collaboration between our two cities.

October:

General Secretary, EUROCITIES:

A meeting was held between Lord Mayor Alison Gilliland and Secretary General Eurocities Anna Lisa Boni. Discussed the priorities of the Lord Mayor's mandate such as housing and the sustainable post-Covid recovery. Information was exchanged in relation to Barcelona leading on a group of member cities interested in discussing the impact of the Covid crisis on city centres and as a first result of that reflection, a report has been published which was shared with Dublin.

The Secretary General also directly invited Lord Mayor Gilliland to be a panellist at the EUROCITIES Annual Conference to speak on the Panel debate on "**Socially Equitable and Just Cities**". Debate to focus discussion on key areas:

- Combining the digital and green transformation with a strong vision for a socially inclusive society
- protecting and supporting vulnerable groups in regards to the energy transition and affordable quality housing
- Changing our way of life to reduce our ecological footprint and making it affordable for all

Chief Executive Directors Meeting:

Dublin was one of 17 cities who participated in an online meeting, hosted by Vienna City Council. Presentations were made on the topics **COVID situation in the Cities** (Lisbon) and **Climate Neutrality** (Madrid), which were followed by Q & A on the biggest challenges / solutions experienced by cities.

Cities Fortifying Democracy: Public Safety & Justice Pillar Workshop

Through our involvement with City Directors of International Affairs Network *a 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). Dublin City Council representative joined 11 other cities for a workshop to discuss key challenges faced by our respective cities, share exciting innovations and forge connections that will allow continued ongoing dialogue into the future. Participants in the workshop discussed how city leaders are confronted with the consequences of crime, insecurity of residents, structural and systemic discrimination or marginalization and striking a balance between the freedoms and responsibilities important to a liberal democracy. Fundamentally, for cities to remain vital and desirable, residents need to be safe and feel safe, to be themselves and express themselves fully regardless of their gender, race ethnicity, sexual orientation or age.

European Programme Support Office, Dublin City Council:

The Irish Regions European Office (IREO) and Eastern and Midlands Regional Assembly (EMRA) will host an online seminar on Communicating Europe – **“A Duologue for Strength and Resilience”**. Presentation on how European Territorial Cooperation (ETC) programmes can benefit local communities and on the other hand, how local communities can participate in a duologue with the EU. European Movement Ireland also provide information on tools for citizens' engagement in the Conference on the Future of Europe and the Wheel will talk about the opportunities for local government to work with civic society. They will be joined by a host of local Councillors and MEP's to debate how citizens can engage with the EU. Louth County Council and Dublin City Council present their involvement in European Territorial Cooperation programmes, providing a great opportunity for learning about how EU funding helps develop local communities, as well as supporting the achievement of local strategies. The seminar was funded by the Communicating Europe Initiative, managed by the Department of Foreign Affairs and Trade, aimed at deepening public awareness of the role the EU plays in our daily lives and at improving the quality and accessibility of public information on European issues, particularly at regional or national level. Invitations were issued to all Dublin City Councillors to attend the seminar.

EUROCITIES General Assembly 2021:

Lord Mayor Gilliland will attend the Annual Conference and speak in the Panel debate on **Socially Equitable and Just Cities**, a discussion with Mayors, experts, different institutions and audience. The debate will focus on key areas:

- Combining the digital and green transformation with a strong vision for a socially inclusive society
- protecting and supporting vulnerable groups in regards to the energy transition and affordable quality housing
- Changing our way of life to reduce our ecological footprint and making it affordable for all

The Lord Mayor will also present at a Workshop on **Climate Emergency City Strategies**, which will focus on Dublin City's Climate Change Action Plan, the public consultation process informing it, its targets, themes and actions. It will highlighted how Dublin use smart technologies to support finding co-created solutions to real life climate challenges and how Covid enabled the City Council to accelerate active mobility measures across the city.