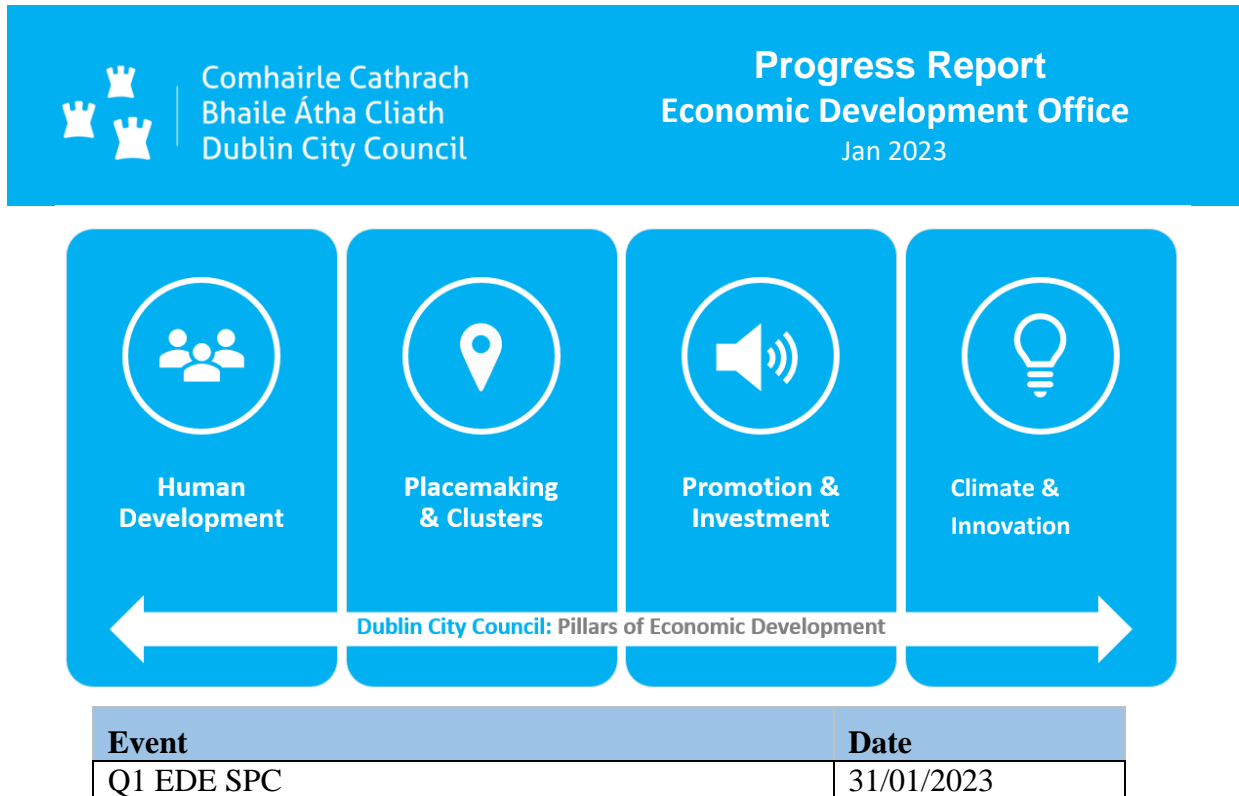




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## 1. Economic Development Office



### **EDO Strategy 2022 - 2024- Strategic Approach**

The Economic Development Office presented an updated strategy proposal to the SPC members on 6<sup>th</sup> September. Following the September SPC meeting, feedback was sought on the document that will be completed and published in Q1, 2023. An annual action plan will accompany the strategy setting out key priorities and programming. The updated plan and 2023 action plan will be presented to the SPC members at their meeting on the 31/01/23.

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

The Dublin Region Enterprise Plan 2022 – 2024 was launched by Tánaiste, Leo Varadkar on April 1<sup>st</sup> 2022. Susan Spence, Co-Founder, SoftCo chairs the Implementation Group for the plan for the Dublin region, with support from program manager Caroline Power and the Department of Enterprise Trade and Employment. A meeting with Caroline Power, DREP Programme Manager was held on 10<sup>th</sup> May. Implementation meetings were held on 20/06 and the 30/11/2022. There are six strategic objectives in the plan and Dublin City Council is leading on or supporting delivery of 20 of the 26 key actions. The plan may be amended or have additional actions added that support the strategic objectives.

The 6 strategic objectives are as follows:

1. Strengthen resilience and the potential for scaling amongst Dublin's SME's and start-Ups
2. Promote context specific, attractive and adaptive place-making for an evolving world of work & diverse lifestyles, enabling resilience, business recovery and new opportunities for Dublin

3. Facilitate every individual to realise their full potential through engagement in economic activity
4. Enable and position business as leaders in Dublin's low-carbon transition
5. Ensure the availability of skills and talent to realise Dublin's future economic potential
6. Strengthen Dublin's Ecosystem

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A recent update on progress made has focussed on 2 of the 20 actions– Enterprise Hub Provision & Brand Vision Development for Dublin with two workshops held that will inform a strategy for the Dublin Place Brand – details below.

Action 1.1 – Supporting Enterprise Hub Provision in Dublin – the first part of the action is complete. The research report on Enterprise Hub Provision in the Dublin Region was disseminated, following its inclusion on the SPC Agenda on 12<sup>th</sup> April with a presentation on the findings provided on the 6<sup>th</sup> September 2022. The second part of the action will require the drafting of a research to: 'Pilot project area identified for the potential utilisation of an enterprise hub, as an area-based intervention, and relevant enterprise hub feasibility study completed'.

Action 2.3: Advance the shared brand vision for Dublin. OCO Global and their partner eutopia have been appointed by Dublin City Council to support the evolution of Dublin's place brand and associated place marketing campaigns. OCO Global and eutopia facilitated two workshops designed to align all key stakeholders in working to promote Dublin as a great place to Invest, Live, Visit, Work and Study both domestically and internationally. Following this presentations were made to the SPC and to Ibec businesses. An updated report is being finalised. A full copy of the plan is available at:

<https://enterprise.gov.ie/en/publications/publication-files/dublin-regional-enterprise-plan-to-2024.pdf>

### **Dublin Belfast Economic Corridor (DBEC) - Placemaking & Clustering**

The work of the Dublin Belfast Economic Corridor involving eight local authorities and two universities is on-going. A process designed to produce a Development Plan, a Vision and Strategy supported by an Action Plan for DBEC is being actively progressed by KPMG. KPMG were commissioned by Belfast City Council to carry out the work on behalf of the corridor members, in consultation with the Chief Executive's, the Directors of Economic Development and the members of the Political Advisory Group who make up the agreed DBEC governance structures.

The Development plan was completed as stage one of a three-stage process, and was presented to the Political Advisory Group at their first meeting held in November 2021. Stage two saw the presentation of a detailed draft strategy (consultation, SWOT, Vision Development and Strategy Development) to the second meeting of the Political Advisory Group held on Friday 14<sup>th</sup> October 2022. The final stage three involves the completion of an Action Plan which will drive the strategy implementation.

The secretariat of DBEC that was managed by Fingal County Council, has now transferred to Newry Mourne and Down District Council, who will work with the partners to support the next phase of development of the corridor. KPMG presented to the EDE SPC Members at

their meeting on 12/04/22 and an update report forms part of the agenda for each SPC meeting.

At the last meeting of the Dublin Belfast Economic Corridor Political Advisory Group held in person on the 14<sup>th</sup> October 2022 a date of Friday 9<sup>th</sup> December 2022 was proposed for the next meeting of this group. Due to clashes with other local government conference/meetings the next Political Advisory Group meeting has been re-scheduled to Friday 27<sup>th</sup> January from 10 a.m. to 11 a.m. with the venue to be confirmed by Newry, Mourne and Down District Council. Work is also being progressed to fill the roles required under the Action Plan.

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

As part of this work DBEC considered the preparation of two applications for submission under the Shared Island process. Following agreement from the two Chief Executive's of Dublin City Council and Belfast City Council a connected circular economy application was made by Dublin City Council as the lead partner and it was successful. Mary MacSweeney and Sabrina Dekker (DCC) worked with Belfast City Council to develop the application seeking Shared Island funding. The ambition is to support start up and scaling businesses who will create solutions to circular economic challenges in Dublin and Belfast and along the corridor. The application was submitted on 03/06/22 and DCC/Belfast City Council were invited to an event where the successful applications were announced, we are now working to implement this project in line with the requirements set for the draw-down of the €250,000 in funding awarded.

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

The development of the 2022 – 2027 Local Economic & Community Plan is underway. The required Advisory Group, as set out in the guidelines, made up of members of the Economic Development & Enterprise SPC and the LCDC, has met on 7 occasions as follows: 15<sup>th</sup> March, 27<sup>th</sup> April, 25<sup>th</sup> May, 20<sup>th</sup> July, 19<sup>th</sup> October, 28<sup>th</sup> November and 14<sup>th</sup> December 2022.

The LECP follows a six stage development process, stage one is nearing completion with the development of a socio economic profile and the conducting of a Your Dublin Your Voice survey on the agreed themes which has informed the drafting of a series of high level goals. The draft goals were discussed at the December meeting of the LECP advisory group and will form part of the agenda for the SPC and LCDC in Q 1 2023 with a request to the EMRA for sign off, before the public consultation on the goals commences as part of Stage 2. This will require the arranging of additional meetings to ensure sign off by SPC and LCDC members. It will also involve the creation of a communications and consultation process.

The high level goals were workshopped at the last meeting and are awaiting further refinement. A presentation on Doughnut Economics was given to help inform the framing of the goals. A review of the headline findings of the YDYY survey were also considered in drafting the high level goals.

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

Last meeting held on 08/11/22 remotely via Zoom. Included on the agenda were reports/updates on the European Programme Support Office/International Relations, Dublin Belfast Economic Corridor Draft Strategy Document and Local Economic & Community

Plan with presentations from Eirgrid ‘PoweringUp Dublin City’ and Smart Tourism. Following resignations, two new members were appointed to the SPC in December - Mr. Martin Harte, Temple Bar Company and Ms. Lisa McKenna, Dublin Chamber Representative. The next meeting of the SPC has been rescheduled to 31/1/23, hybrid format – Zoom and in person in Council Chambers, City Hall. Agenda drafted and preparatory work is underway with pre meeting arranged for 24<sup>th</sup> January.

### **MODOS - Climate & Innovation**

The Eastern Midlands Waste Management Planning Office and EDO continue to work together to progress and promote the MODOS programme for the benefit of a wide range of businesses.

Additional funding has been awarded to MODOS for 2023, this will allow for the further updating and development of MODOS Training on a national basis. Presently a new website is under development, along with a procurement process for the selection of training providers. Networking and mentoring activity will also form part of the MODOS programme to support businesses in transitioning to the Circular Economy.

### **Dublin Economic Monitor – Promotion & Investment**

The Dublin Economic Monitor is a publication for the 4 Dublin Local Authorities, led by Dublin City Council’s Economic Development Office in conjunction with Grant Thornton and Packed House consultants.

The Q4 DEM was published on 8<sup>th</sup> December 2022. Articles on the Circular Economy by Dr Sarah Miller, Rediscovery Centre, and an article on measuring the Impact of Events on the local economy using Mastercard data focussed on the American Football game held in Dublin city.

The Q4 Dublin PMI was published on January 11<sup>th</sup> and the DCC press release was reported on by the Irish Times & RTE. Employment levels are reported at a 20 year high.

Planning for the Q1 DEM is underway with the topics being considered for Q1 include Retail & Hospitality, NTE, Sustainability, & Infrastructure & Housing. Further details: [www.dublineconomy.ie](http://www.dublineconomy.ie)

### **Events / Events Sponsorship**

The Economic Development Office provided support to various events across the city throughout the year. EDO have proudly supported the following events during 2022:

<b>Event</b>	<b>Location</b>	<b>Pillar</b>
The African Professional Network Ireland (APNI) Lion’s Den 3 <sup>rd</sup> Event	The Wood Quay Venue	Placemaking & Clusters
Dublin Tech Summit	The RDS Area, June 15 <sup>th</sup> & 16 <sup>th</sup> – Launch of Summer edition of Profit with Purpose Magazine	Placemaking & Clusters
Dublin Maker Festival	Merrion Square Park on July 23 <sup>rd</sup>	Placemaking & Clusters
Dublin City Social	The Wood Quay Venue on	Placemaking & Clusters

Enterprise Awards 2022	September 22 <sup>nd</sup>	
SoCircular- Promoting Social and Circular Enterprise	The Round Room of the Mansion House on October 5 <sup>th</sup> .	Placemaking & Clusters
Furthr Festival	The Dublin Convention Centre on October 21 <sup>st</sup> – launch of Winter Edition of Profit with Purpose Magazine	Placemaking & Clusters
National Start-up Awards	December 1 <sup>st</sup> 2022 at Dublin City Hall	Placemaking & Clusters

2023 will see a new approach being taken to inviting applications to support events. While support has already been committed for certain projects that will take place in 2023, a call seeking expressions of interest will be published on February 1<sup>st</sup>, inviting additional applications for sponsorship support. The Economic Development Office will seek to engage with a limited number of new and innovative groups/ events that have the potential to support economic development across Dublin City.

### **Dublin Circular Economy Hotspot 2023: Climate & innovation**

Dublin City Council will support the Circular Economy Hotspot running between May 29<sup>th</sup> and June 1<sup>st</sup> 2023. The Rediscovery Centre will lead the event with support from the EDO on the steering committee and a financial package of €90,000.

### **Your Dublin Your Voice: Retail and Hospitality**

The Q4 Survey on Retail and Hospitality closed on 28<sup>th</sup> November with 1,000+ responses. Prizes were disseminated before Christmas.

A preliminary meeting re the results was held on the 20<sup>th</sup> December and follow up full presentation was given on the 5<sup>th</sup> Jan. A dissemination plan for the findings is to be agreed.

Further details: [www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice](http://www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice)

### **Tourism Unit Update**

DCC Launch Dublin Discovery Trails App:

On January 11th in the CHQ, Dublin City Council launched **Dublin Discovery Trails – ‘Doors into Docklands’**, the first in a series of mobile application (App) based immersive discovery trails with innovative Augmented Reality. The App, which has been co funded by Dublin City Council and Fáilte Ireland through its Destination Town Investment Scheme will help to further unlock the tourism potential of the Docklands by bringing the area and its story to life for visitors in a new and immersive way.

### **ENFUSE- Placemaking & Clustering**

ENFUSE is a programme initiated by the EDO office that matches local enterprises / social enterprises with teams of MSc. university / college students. ENFUSE was a finalist for the Excellence in Local Government Awards and the European Enterprise Promotion Awards in Q4 2022. The call for enterprises to apply to ENFUSE 2023 is currently open until January

22<sup>nd</sup>. Applications from LEO mentors who applied to coordinate ENFUSE are currently being reviewed. A LEO mentor will be in place in late January/early February. A tentative date for the ENFUSE Finals is set for the 25<sup>th</sup> May 2023.

### **Circular Cities- Climate & Innovation**

Dublin City Council has been a city partner in the Circular Cities ClimAccelerator in 2021 and 2022. Discussion will be held on future involvement in this innovative programme which works with Cities as they contribute hugely to climate change, material consumption and waste generation. The Circular Cities ClimAccelerator recruits European start-up companies hoping to advance their circular economy solution. Companies participating on the 2022 accelerator were developing solutions across transport and mobility, logistics, waste management, construction material, food consumption and packaging to support more sustainable, circular urban environments.

After a break in August, the engagement with project partners and startups recommenced on 6<sup>th</sup> September with a final showcase in Berlin in December 2022. Case studies and examples of best practice have been shared by partner cities. Two of the startups took part in a panel discussion as part of FurthrFestival.

### **Milan Food Pact Awards 2022- Promotion & Investment**

An application was submitted to the Milan Urban Food Policy Pact Awards, in collaboration with the Climate Action Office in DCC. The application included three submissions: 1. Eat the Streets! 2. Edible Dublin Food Strategy 3. Shared Kitchen at the SPADE Centre.

### **Night Time Economy - Placemaking & Clustering**

Dublin City Council was informed in December that it was successful in the pilot application made in June 2022, to operate as a pilot under the local government NTE project supported by the CCMA, as an action under the National Task Force report on NTE. DCC hosted a meeting of the national implementation group on 7/9/22 at the Wood Quay Venue – a presentation on the Draft City Development Plan with focus on how it will support the NTE was provided by Deirdre Scully. Further meetings were held on 9/11/22 with presentation on Safety in the City – Capel Street case study. The meeting scheduled for the 08/12/22 was not held and has been re-scheduled to 8<sup>th</sup> Feb 2023.

Dublin City is now working to implement the actions set out in the successful NTE application, which will include arranging to appoint a Night Time Economy Advisor. The cities and towns selected will help drive and support a more sustainable night-time economy in specific areas. They will work with businesses, communities, venues, residents and artists to create a more vibrant and inclusive NTE offering designed to bring vitality back to our city and town centres in as safe and sustainable a way as can be achieved.

## 2. Management Update : Local Enterprise Office Update January 2023

### Environment

We continue to see a move back to pre-pandemic levels of engagement across our suite of products. Clients have become very accustomed to online services, however we are starting to see more walk in / client appointments in Dublin City Council however nothing in comparison to pre pandemic levels i.e. approximately 13 in person enquires since returning to the office being fully manned daily during service hours.

We are achieving targets agreed with Enterprise Ireland however numbers across all products are going back to pre-pandemic levels i.e. slightly above what was achieved in 2019 but below the bumper achievements of 2020 & 2021 due to service demands in response to the pandemic. Other LEO's & organisations are also seeing a shrinkage of 40% year on year e.g. Microfinance Ireland.

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

The war in Ukraine, the corresponding energy crisis and the cost of living crisis pose further challenge for business and again we are reviewing and modifying service offerings to offer bespoke solutions to those affected where possible.

Ukraine Enterprise Crisis Scheme was launched for clients who are currently viable but financially vulnerable as a result of additional energy costs due to the impact of the Ukraine Crisis. As announced in the budget <https://enterprise.gov.ie/en/news-and-events/department-news/2022/september/202209271.html> however this scheme has temporarily been put on hold subject to European Commission approval.

### Department of Enterprise Trade & Employment Supports

We continue to actively promote all ongoing supports by the Department of Enterprise Trade & Employment to SME's in our monthly newsletter and via social media channels. New grant schemes are advertised via the newsletter and news items relevant to SME's via social media. In this way, we ensure that entrepreneurs have the latest information on any scheme that maybe suitable to assist their business.

<https://enterprise.gov.ie/en/what-we-do/supports-for-smes/>

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

### Communications

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

- October newsletter issued 3<sup>rd</sup> October
- November newsletter issued 3<sup>rd</sup> November
- December newsletter issued 16<sup>th</sup> December
- January newsletter issued 10<sup>th</sup> January

In addition to the regular monthly e-zine, bespoke Newsletters are disseminated. We are mailing attendees of the Business Advice Clinic post attendance to connect them with follow on services such

as the Start Your Own Business programme. This is happening monthly.



## Case Studies

Case studies bring the companies and the supports and services provide by LEO to life:

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

Posting a new case study monthly. Case studies completed and promoted from October '22 to December '22:

- Spood <https://www.localenterprise.ie/DublinCity/Case-Studies/Spoond.html>
- Allgo Global Rewards <https://www.localenterprise.ie/DublinCity/Case-Studies/Allgo-Global-Rewards.html>
- Fresh.Cuts. Clothing <https://www.localenterprise.ie/DublinCity/Case-Studies/FRESH-CUTS-Clothing.html>
- WITS End <https://www.localenterprise.ie/DublinCity/Case-Studies/WITS-END.html>

Cross promotion in newsletter and social media.

## Christmas Gifting features promoting LEO services & supported client companies

- Hotpress Dec Issue & Best In Dublin Annual publication (External Communications): 4 page feature.
- Gazette (External Communications) Double page spread
- DCC Bulletin (Internal Communications) to all DCC staff members

All produced on time, linking to the #LookForLocal campaign and also promoting Dublin.ie events

## Clients Supported by LEO Brochure

A5 full colour brochure in production. Final changes being made. The brochure will be available online and printed as required for events.

**Dublin City FM:** productive meeting held on 15<sup>th</sup> December. Endeavouring to get back to a quarterly activity plan. LEO DC to provide client content. Dublin City FM will provide a preferential rate to LEO Clients which will be promoted to clients via our newsletter. Dublin City FM to revert with a training proposal regarding how to podcast. This would be complimentary to theory already provided via training company Entrepreneurs Academy. It is hoped via the relationship that LEO DC will benefit from sustained coverage, staff development on media relations and podcasting, a real value add for clients in terms of brand development. Dublin City FM hope to attract further advertising via LEO clients.

## LEO Network Communications Meeting, Limerick 1<sup>st</sup> December

Gráinne Denning attended. Overview of communications activity by the LEO communications unit during 2022 & plans for 2023. Sustained marketing activity planned vs burst campaigns.

## Local Enterprise Week 2022 6<sup>TH</sup> – 11<sup>TH</sup> March 2023

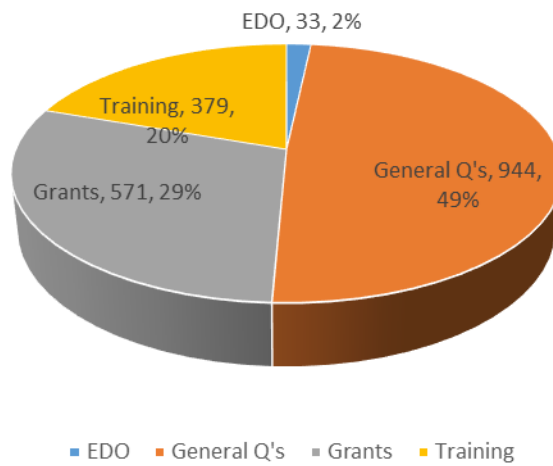
<https://www.localenterprise.ie/Portal/Week/Local-Enterprise-2022.html> Save the date! Planning is beginning for this nationwide initiative. National spotlight events to take place again across focus areas e.g. Green, Lean, Export, Digital and Energy. LEO Dublin City proposal to present a workshop on Lean was formally accepted. This will take place online from the Wood Quay venue on Thursday 9<sup>th</sup> March. Graphic design of marketing formats is underway. Team planning events to boost KPI's. So far 13 events are planned.

## First Stop Shop

**Calls during January – December 2022:** 1927 calls / 54% of calls taken in '21 (3,565)

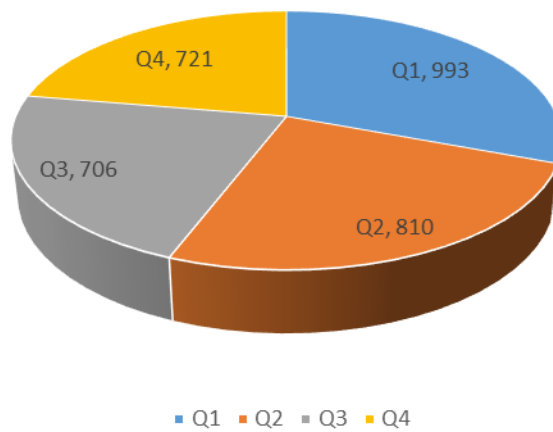
Breakdown of calls year to date: 2% EDO, 49% general enquiries, 29% grants, 20%% mentoring & training.

Breakdown of Calls '22 by Category

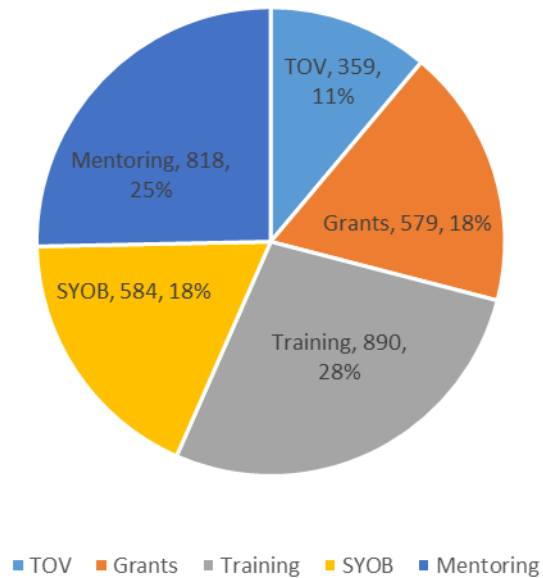


**Emails during January - December 2022:** 3,230 emails received and processed.

Emails by Qrt '22



### 2022 Emails - Volume & percentage by category



Breakdown by category of activity:

- M1 supports: trading online voucher 11% & grants 18% = 29%
- M2 supports: Training 28%, Mentoring 25% & Start Your Own Business 18% = 71%
- Q1: 993, Q2: 810, Q3: 706 Q4: 721

**In Person Interactions:** Extremely low demand for appointment or walk in service. 15 since staff are full time back in the office.

### Mentoring

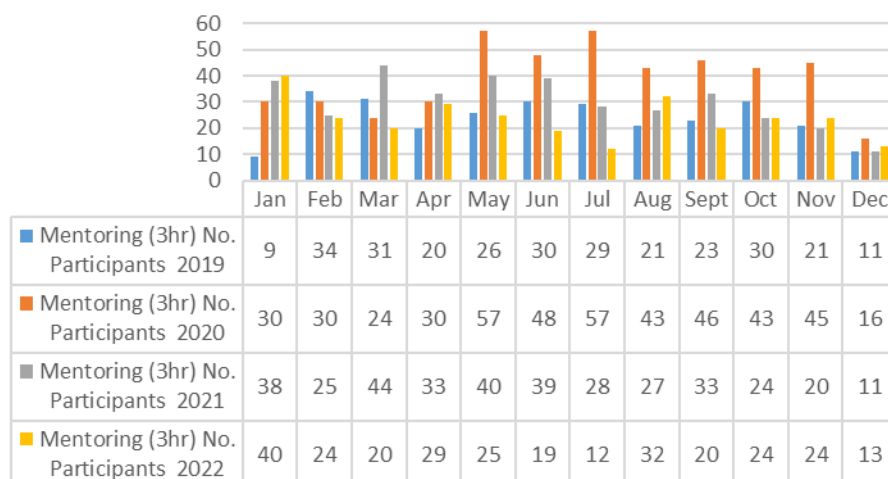
**Annual Target 2022:** 1,000 hours

1<sup>st</sup> Jan – 31<sup>st</sup> December 2022: 1020 hours achieved

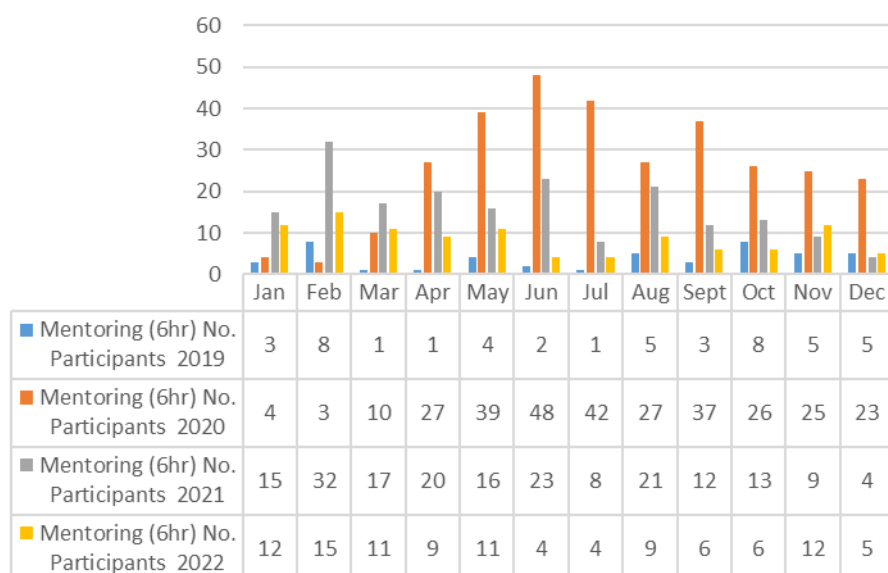
#### Achieved vs annual target

- 3 Hour Product: At 102.37%
- 6 Hour Product: at 37%
- Business Advice Clinics delivered 117.80%

### Mentoring 3 Hours - Participant No.s



### Mentoring 6 Hour - Participant No.s



**Mentor Meetings:** continuing monthly. Opportunity to gain feedback from the panel and also to update them on emerging products. Last meeting took place 29<sup>th</sup> November. Mentors enjoy the 30 minute meeting monthly as its frequent enough and not a large time commitment. Christmas lunch took place 25<sup>th</sup> November, which was well received by the panel.

**Mentor Tender:** current tender active until October 2023. Planning has commenced for new tender. Current panel are operating effectively. Looking to offer the existing panel the opportunity to roll over onto the new panel without re-application. Nothing prohibitive under e-tenders. LEO DLR are in the process of doing so however scoring for allocation of assignments needs consideration.

**Brexit Mentoring:** 18 brexit specific mentoring sessions requested Jan – December '22.

**Export:** Meeting with export consultants from the new panel established. Export opportunities into Northern Ireland, UK, Netherlands and Belgium. Possibility to run a workshop for lead generation. LEO Carlow, Roscommon & Mayo have already tested. Engaging with these LEO's to learn of their experience.

## Business Advice Clinics (BAC)

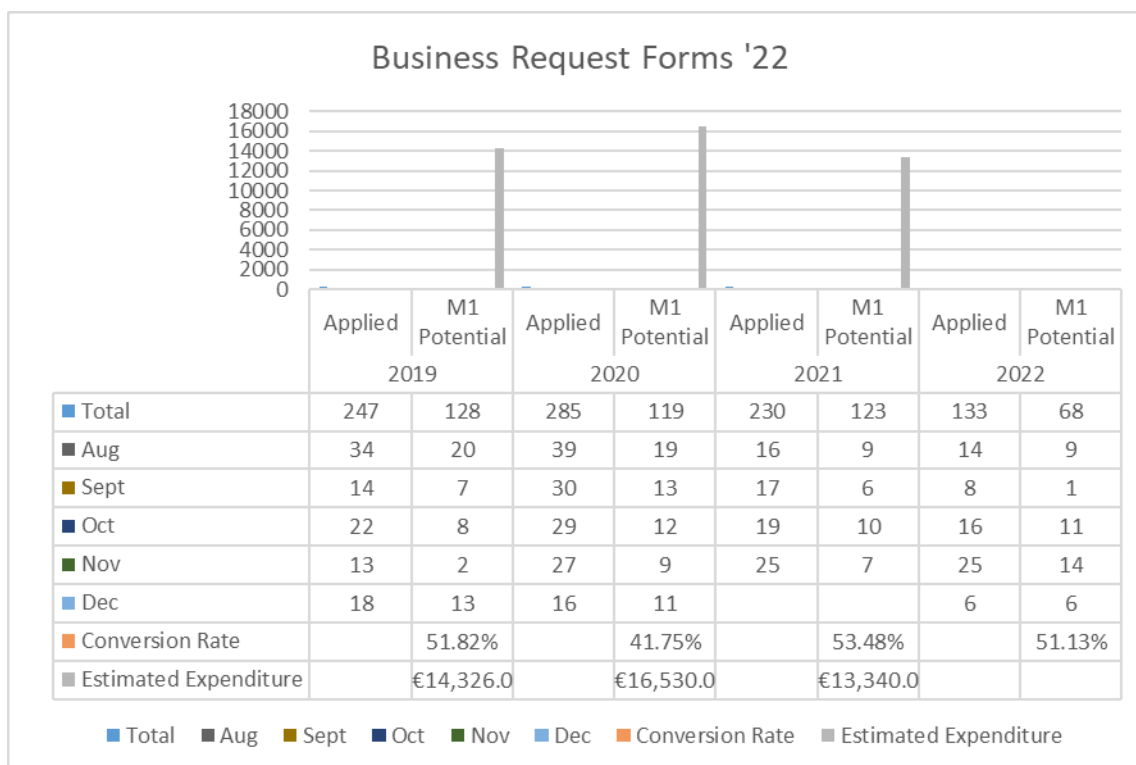
Annual target 2022: 500 participants, 48 clinics

1<sup>st</sup> Jan – 31<sup>st</sup> December:

- 50 clinics delivered vs 52 in 2021 – +2 vs target, - 2 YOY.
- Participants: 589 participants Jan - Dec'22 inclusive vs 769 in 2021, behind YOY however annual target of 500 exceeded by 89 participants
- Performance vs annual target: 104% of annual clinics delivered. 117.8% of annual participants delivered.



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



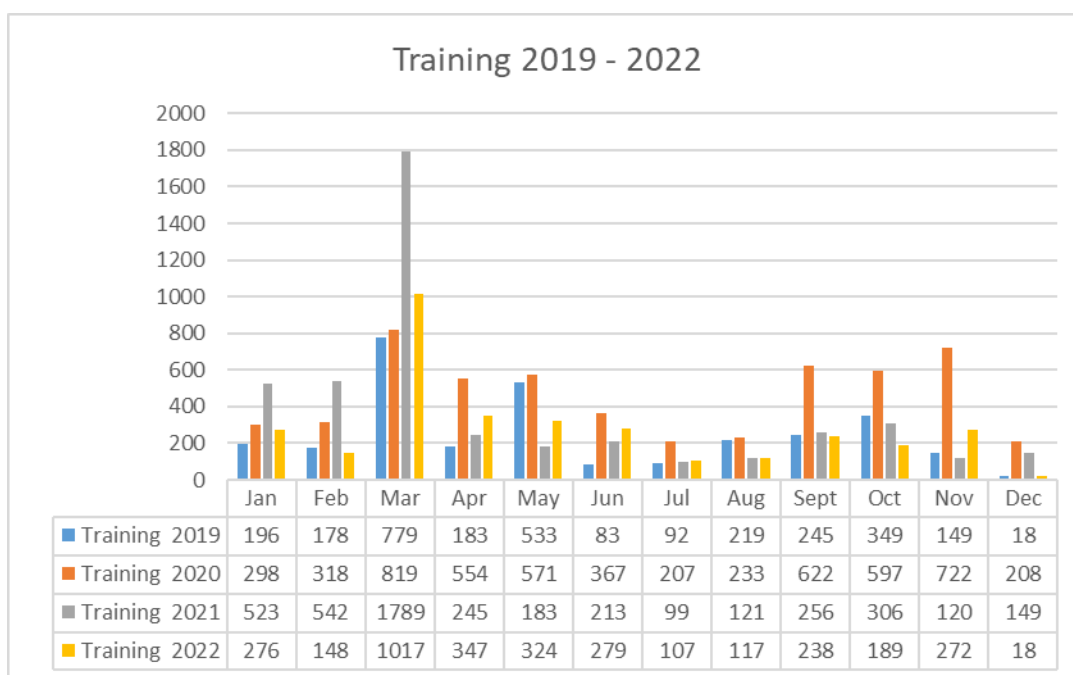
**As at 31/12/2022. Comment:** Application rate is down. Conversion rate similar to 2019.

Follow on contact continues to be made with companies who were not deemed eligible by a mentor to meet with a business advisor at this time. The transfer of information from assessing mentor to business advisor has been reviewed for efficiency. M2 continue to maintain the business support request form weekly to ensure pipeline to the M1 Business Advisors for EVAC purposes.

**Training Schedule '22** <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/>

**Annual Target:** 3000 participants

**1<sup>st</sup> Jan – 31<sup>st</sup> December '22:** 3332 participants, 181 courses



We continue to monitor market trends, environmental factors and have regular meetings with training providers for feedback to ensure the courses are offering real value to the entrepreneurs and are relevant to their needs. We are also liaising with other LEO offices in the Dublin region and nationality to gain feedback on their outcomes / market trends. Paul Berry has completed the 2023 training plan which will be an agile document and will be under regular review.

### Training courses completed Oct - Dec 2022

#### October

Date	Course Title
04/10/2022	Business Advice Clinic
06/10/2022	Filing a self assessed tax return - Revenue Online
08/10/2022	SYOB Sat & Weds
11/10/2022	Tik Tok for business
11/10/2022	Business Advice Clinic
12/10/2022	Preparing your grant application
12/10/2022	Fundamentals of business accounting
13/10/2022	Creating video content for social media
13/10/2022	Business Advice Clinic
13/10/2022	Free Library Talks - Becoming a successful entrepreneur & idea generation
15/10/2022	SYOB Tues
19/10/2022	Business Advice Clinic
20/10/2022	Free Library Talks -Market Research identifying clients competitors & resources
27/10/2022	Canva for business
27/10/2022	Business Advice Clinic
27/10/2022	Free Library Talks -Financial supports & grants for entrepreneurs

## November

Date	Course Title
01/11/2022	SYOB Mid Week
02/11/2022	Business Advice Clinic
03/11/2022	Lean for Micro Information session
08/11/2022	Instagram for business intermediate
08/11/2022	Business Advice Clinic
09/11/2022	SYOB SAT & WEDS
09/11/2022	Techniques & Tactics to reach and engage customers & drive sales for black Friday & beyond
10/11/2022	Trading Online Voucher Information Session
10/11/2022	Selling online with etsy & shopify
15/11/2022	Using facebook to engage customers & increase sales
16/11/2022	Using Linkedin to engage customers & increase sales
16/11/2022	Business Advice Clinic
19/11/2022	How to advertise online with impact
22/11/2022	Using Linkedin to engage customers & increase sales
23/11/2022	Instagram reels for your business
24/11/2022	Leading with resilience through the energy crisis
24/11/2022	Business Advice Clinic
29/11/2022	Reaching new customers using a range of digital tools to increase SEO
30/11/2022	Business Advice Clinic

## December

01/12/2022	Sales vs social media
08/12/2022	Business Advice Clinic

## Training courses booking January 2023

Date	Course Title
05/01/2023	Business Advice Clinic
11/01/2023	Create a WordPress Website
11/01/2023	Business Advice Clinic
12/01/2023	Sell Food and Craft products at markets and Pop-Ups
13/01/2023	Trading Online Voucher Information Session
16/01/2023	Your journey to your business plan
17/01/2023	Selling online with Esty & Shopify
17/01/2023	Start your own business programme
19/01/2023	Business Advice Clinic
19/01/2023	Grant application workshop
24/01/2023	Facebook for Business
24/01/2023	Business Advice Clinic
28/01/2023	Start your own business programme

## Training and Mentoring Annual Survey



We issued a survey to 7,000 prior service users of training to understand what service users would like from training in 2023. This also enabled us to cleanse the list and use the refined list for targeting i.e. clients who have done an intro to digital can be targeted with an intermediate course etc.

Areas of training interest for businesses were in the areas of business development, business expansion, networking, scaling, work life balance, raising finance, finding new markets, premises & social media.

### Start Your Own Business (SYOB) Training Courses

This programme provides individuals who are seeking to start their own business with the skills, management tools and expertise in making the right decisions, planning and organising effectively. It helps individuals gauge what will be required in order to keep their new venture running effectively and efficiently.

**Annual Target:** 13 courses & 221 participants

**Jan to Nov 2022:** 15 courses, 1 boot camp delivered & 342 participants

Performance vs annual target: 115% of courses delivered. 154% of annual participants delivered.

**Comment:** Participant numbers are 42% higher than 2019 however down year on year



### Start Your Own Business Programme for Refugees and people in direct provision

Being sponsored by LEO DC and coordinated by Inner City Enterprise (ICE). It is anticipated that 110 potential start up businesses will benefit from the programme Dec '22 – Nov '23.

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

Our Training partner is scheduled to deliver three fundamentals in finance programmes in 2023. Our first programme starts on the 31<sup>st</sup> Jan 2023 and is fully booked (20 places). Greg has approved the addition of a 12 month accountancy package with BigRedCloud to accompany the fundamentals courses in 2023. We have a register your interest on our website for registry for the fundamentals programmes 2023. They have all been contacted as the programmes is live on Ptools.

### Micro Finance Ireland Pre loan application advice

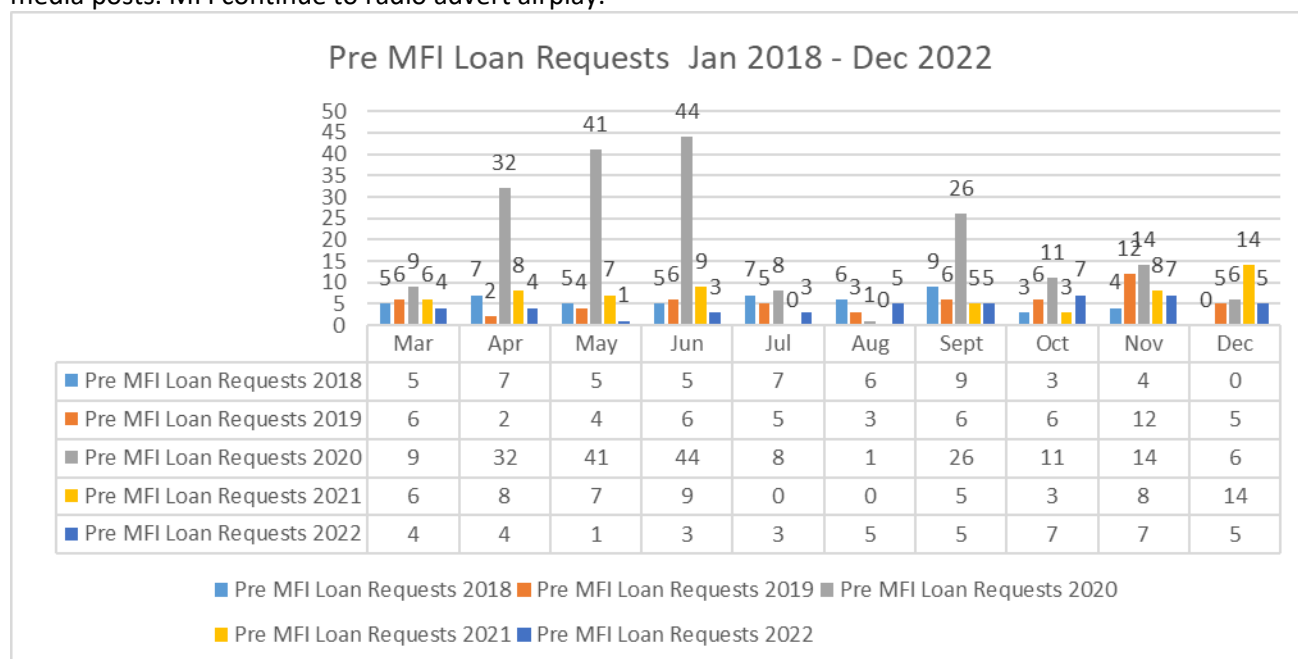
**1<sup>st</sup> Jan – 31<sup>st</sup> Dec 2022:** 63 pre loan applications year to date.

**Comment:** Application rate is similar to 2018 & 2021.

14 loans approved year to date. Down 2 loan approvals year on year.

Some reluctance by entrepreneurs to take loans presently.

Liaising with MFI to receive additional marketing materials and promoting via newsletter & social media posts. MFI continue to radio advert airplay.



### Events

#### Events

#### Brigit 2023

Women in Business Network coordinator is creating an event with the Lord Mayor of Dublin's office. The opportunity arose 9<sup>th</sup> January so it will be a quick turn around to achieve. It is anticipated that the event will take place in the Guinness Enterprise Centre. Format panel discussion recorded for podcasting.

**Local Enterprise Week 2022 6<sup>TH</sup> – 11<sup>TH</sup> March 2023**  
<https://www.localenterprise.ie/Portal/Week/Local-Enterprise-2022.html> Save the date!

Planning is beginning for this nationwide initiative. National spotlight events to take place again across focus areas e.g. Green, Lean, Export, Digital and Energy. LEO Dublin City proposal to present a workshop on Lean was formally accepted. This will take place online from the Wood Quay venue on Thursday 9<sup>th</sup> March. Graphic design of marketing formats is underway. Team planning events to boost KPI's. So far 13 events are planned.

## Management Development Training Courses

Paul Berry is engaging with Fingal regarding a new Management Development programme. It is currently with Fingal procurement who have started the process. He is also working with one of our Mentors Alp Turkman to explore other Management & Business Development options for 2023 and has developed a pilot scheme 'One 360' where a plan is created for each business to channel them via LEO supports over 12 months. The project is highly client centric. OPEX is another management development training course that is being investigated; delivered by Jigsaw Management with whom we have a pre-existing relationship and Meath LEO are currently piloting.

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

Our Training partner Optimum is scheduled to deliver three fundamentals in finance programmes in 2023. Our first programme starts on the 31<sup>st</sup> Jan 2023 and is fully booked (20 places). Greg has approved the addition of a 12 month accountancy package with Big Red Cloud to accompany the fundamentals courses in 2023. We have a register your interest on our website for registry for the fundamentals programmes 2023. They have all been contacted as the programmes is live on Ptools.

### Work Matters in The Library

Meeting for Business Librarians with Dublin City LEO staff took place on Wed Dec 7<sup>th</sup>. Networking between the teams.

2023 activity plan coordinated by Rachel Hickey:

- Feb: Start your own business panel discussion with businesses representing craft, food & tech sectors. Lunch-time workshop for accessibility.
- March: Research - Mintel to do a lunchtime in-person event on market research / global trends.
- April & May: Spring talks series run by Optimum training inclusive of developing our business plan
- Development of further video content to promote LEO in the libraries

## Consultancy Products

### Procurement for Capacity Development Consultancy

7 lots:

- (i) Green for Micro
- (ii) Leadership Coaching
- (iii) Innovation Capability
- (iv) Strategic Finance
- (v) New Market Development
- (vi) Digital Development
- (vii) Export Development

Mentor Research now complete, Sandra has collated the inputs from the four mentors, and put together a presentation to outline the findings, there is now a working spreadsheet broken down by LEO support of potential pipeline development for 2023. Findings presented to the management team on 11<sup>th</sup> Jan.

**Lean** [www.leanformicro.ie](http://www.leanformicro.ie) increased profitability and competitiveness. Coordinated by Sandra Reynolds, the final Lean for Micro programme was led by Dublin City commencing in November 17<sup>th</sup>

& 24<sup>th</sup> November for Group workshops, the information Session took place on the 3<sup>rd</sup> November 13:00-14:00pm. 3 Dublin City companies took part, the fourth company could not participate as its their busiest time of year, deferred until 2023. Senco Sensory solutions have been selected to participate in the Lean event at Local Enterprise week. Brief put together and companies have tentatively selected companies to participate in the Local Enterprise Week Lean event to be confirmed by LEO comms team. Will also engage Robert Hernan from Enterprise Ireland to take part in the event and include a wider pool of case studies.

#### **Status**

Completed: 17 companies (2 carried over from 2021, 15 completions in 2022)

In Progress: 5 companies

#### **Export Development Programme**

Export Development programme completed in October the lesson from this programme is that all of the participants felt they were export ready, the process they were taken through made them all realise the body of work need to be done to enter a new market and develop an export plan. Export Development programmes which could be run in 2023, meeting to be arranged IMS Marketing who run the Enter the Eurozone programme on behalf of Enterprise Ireland (they are a framework for Consultancy Capacity Lot 7 Export).

Met with Full Circle EU on 20<sup>th</sup> December, who have a very practical programme and approach to exporting, they run programmes in Northern Ireland, UK and have run a programme on behalf of LEO Waterford for the Dutch market. They run a training element and usually include a trip to the export destination where they introduce each client company to 4 prospective clients, this really helps the clients qualify the export opportunity for their product and helps demystify exporting to another geography. Simon Devlin offered to run an information workshops free of charge in 2023, to identify interest and qualify participants for the programme.

We are reaching out to 4 LEO's to get their feedback on their experience of the programmes, have already spoken to LEO Carlow, who have said broadly excellent, they have just learned that Circle EU are unable to deliver their next programme in 2023, as Circle EU have just won two large contracts and do not have the capacity, this raises questions of us, Sandra will speaking to other LEO's who have worked with them and review thereafter.

**Digital Start Voucher:** <https://www.localenterprise.ie/Portal/Digital/Digital-Start.html>

Digital Start provides support to obtain digital strategy, technical and/or advisory services for eligible businesses i.e. trading +6 months with turnover of €30k.

11 (completed) applications received to date

6 assigned and 1 being assigned 2023

2 Complete in 2022

3 Rejected (these applications were put in by an accountant on behalf of his client, this accountant who submitted 3 applications is not on the framework and cannot be assigned work they were offered alternative consultants and chose not to take up the offer.

1 application rejected for digital start and now participating in the Lean for Micro November programme.

2 draft applications incomplete more info requested to progress application before proceeding.

#### **Green for Micro Programme 2022**

19 Applications in 2022

**6 Projects completed**

4 projects Assigned a consultant and in progress.

9 applications upon review deemed to be ineligible and have not provided enough information to proceed and be allocated a consultant.

2 projects referred to SEAI.

## **Networks**

### **Women in Business Network**

13<sup>th</sup> December: Annual awards ceremony - Radisson Blu Golden Lane. Celebration of female entrepreneurship. Event ran successfully. Entrepreneur of the year **Daisy Mauhay of The Nightingale Agency** and **Rising Star Lauren O'Reilly, ProMotion Rewards**. Full details <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Awards/Award-Winners-2022.html>

### **2022 Achievements:**

- 9 In-person events
- 13 Webinars
- 1 Training workshop (online during Enterprise Week)
- 33 Coffee Zooms
- Annual awards ceremony

Membership stands at 167. Further membership drive in Jan '23. Met coordinator on 5<sup>th</sup> Jan. Activities planned for Q1 '23: developing a promotional video, recruitment marketing campaign over social media.

### **Events planned for '23:**

- 13<sup>th</sup> Jan: Ramp up your sales for 2023 training workshop <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/13th-January-2023-Ramp-up-your-Sales-for-2023-Training-Workshop.html>
- 16<sup>th</sup> Jan: Inspired by sustainability – The FoodCloud Story and Tips from experts <https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/16th-January-2023-Inspired-by-Sustainability-The-FoodCloud-Story-and-Tips-from-Experts.html>

## **Eco-System Development**

### **Space Initiative at Guinness Enterprise Centre:**

The managers order for the LEO unit at the GEC expired as of the 31<sup>st</sup> October. The approach going forward will be to hold a monthly clinic at the GEC to raise LEO visibility and build pipeline for LEO service offering. A meeting was held between GEC & LEO staff on 5<sup>th</sup> January regarding the ongoing relationship.

Sandra attended an event at the GEC on 5<sup>th</sup> December, St James's Hospital and Children's Health Ireland, Academic Health Science Campus will announce a formal collaboration with the Guinness Enterprise Centre.

This collaboration centres on innovation in the health system, entrepreneurship & innovation training and clinical collaboration to foster optimal patient outcomes.

Sandra attended the Entrepreneurship for Women in Technology event at the Digital Hub on 30<sup>th</sup> November.

Eco-system development and engagement in December were with Dublin Chamber of Commerce and Small Firms Association @ IBEC. Paul is lining up engagements for early 2023 and recently met with the new manager at The Talent Gardens.

## **HR**

### **Vacancies**

- Grade 5: job description prepped. Awaiting start date.

## 2. Measure 1 (Grants) Approvals Metrics: End of Year 2022 (January – December Approvals)

### M1 Grants Approvals Metrics: End of Year 2022

	#No of M1 Grant Applications			Jobs		Value of M1 Grants		
Type of Grant	Annual Target	Total # No Approved 2022	Variance	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals 2022	Annual Target	Total Value M1 Grant Approved 2022	Variance
Feasibility Grant	23	22	1	25	22	€172,500	€240,846.50	-€68,346.50
Priming	16	15	1	32	35	€240,000	€435,855.72	-€195,855.72
Business Expansion	21	25	-4	53	69	€525,000	€833,851.50	-€308,851.50
<b>TOTAL</b>	<b>60</b>	<b>62</b>	<b>-2</b>	<b>110</b>	<b>126</b>	<b>€937,500</b>	<b>€1,510,553.72</b>	<b>-€573,053.72</b>

## List of M1 Grants approved in 2022

GMIS No.	Company Name	Grant Type	Promoter	Executive Official	Amount Approved	Jobs
9034072	FixxFi Limited	Feasibility	Andrew Dunne	Dermot Shortt	€5,500	1
9027538-02	Altra Health Ltd	Feasibility	Adam Keane	Dermot Shortt	€6,000	1
9034073	BoardX Limited	Feasibility	David Malone	Peter Sheridan	€15,000	1
9034091	Egrtech Limited	Business Expansion	Emre Uzun	Dermot Shortt	€25,000	2
9025861	Native Events Ltd.	Business Expansion	Megan Best	Dermot Shortt	€35,000	4
9027535-02	Transit9	Business Expansion	Keith MacHale	Dermot Shortt	€25,000	2
9034432	Penny FS Technologies	Feasibility	Lesley Tully	Peter Sheridan	€15,000	1
9034652	PitchedIt	Feasibility	Scott Ashmoe	Dermot Shortt	€6,600	1
9034651	Popsypops Limited	Feasibility	Luke Teeling	Peter Sheridan	€12,000	1
10017065-03	The Sweet Potato Pizza Company	Business Expansion	Craig Grattan	Peter Sheridan	€9,900	1
9034783	Causeway8 Communications Limited t/a CW8 Communications	Business Expansion	Sean Patwell	Dermot Shortt	€49,000	4
9034654	Harvest Moon Foods Limited	Business Expansion	Angela Carney	Dermot Shortt	€48,000	2
9014757-08	Child Paths Limited	Business Expansion	Ciaran Flynn	Peter Sheridan	€37,500	4
9031436	Too Savage Ltd	Priming	Peter Sheridan	Peter Sheridan	€12,400	1
9034653	What The Faux Ltd	Priming	Dermot Shortt	Dermot Shortt	€37,400	2
9034864	Wits End Drinks	Feasibility	Laurence Murray	Dermot Shortt	€8,800	1
9010361-04	DB Tours Ltd T/a DB Sports Tours	Business Expansion	David Berber	Peter Sheridan	€20,000	2
9023531-03	Drink Botanicals Ireland	Business Expansion	Laura McCarthy	Dermot Shortt	€20,000	2
9023466-02	DOT brew Ltd	Business Expansion	Shane Kelly	Peter Sheridan	€37,380	3
9028541	Kakushin Design and Marketing Ltd.	Business Expansion	David Byrne	Peter Sheridan	€32,475	3
9034356	Vico Deodorant Limited	Feasibility	Ben Breslin	Dermot Shortt	€2,280	1
9035158	Sprint Hit Limited	Feasibility	Caoimhe Hughes	Dermot Shortt	€9,250	1
9034995	Pause.Penny Limited	Feasibility	Yvonne Tchakian	Peter Sheridan	€7,090	1
9007432	Joi Limited	Feasibility	Justyna Strzeszynska	Dermot Shortt	€7,400	1
9029814-02	The InkSpot Limited	Business Expansion	Gerry Morgan	Dermot Shortt	€40,000	3
9034865	Scopeasy Construction Software Limited	Priming	Padraig Reily	Peter Sheridan	€40,000	4
9024849	Gleneden Clothing Ltd Trading as CLOO	Priming	Louise Cooney	Dermot Shortt	€32,500	4
9030816-03	Discover Vend Ltd	Priming	Paul Sandilands	Carmel Seery	€24,775	2
9035321	Universal Prime Logistics T/A Autohausonline.ie	Feasibility	Robert Kinsella	Peter Sheridan	€15,000	1
9014649	Lovin from the Oven Ltd	Business Expansion	Caryna Camerino	Peter Sheridan	€24,825	2



9035315	The Head Plan Ltd	Business Expansion	Ciaran Byrne	Dermot Shortt	€40,000	3
10019654-02	Arcane Chocolate Ltd	Business Expansion	Erik Van der Veken	Peter Sheridan	€47,500	5
9032414	Intelligent Enterprises Operations Ltd	Business Expansion	Michelle MacDonagh	Carmel Seery	€45,000	3
9035314	Get Dishy Limited	Priming	Gillian Hynes	Peter Sheridan	€20,000	2
9035320	Food Guard Limited	Priming	Shane Pemberton	Dermot Shortt	€49,998	4
9033371	T-Tech-Fitness	Feasibility	Daniel Trimble	Dermot Shortt	€15,000	1
9034049-02	VisionGreen Logistics Solutions LTD	Feasibility	John Pakenham	Cathy McPadden	€10,728.50	1
9035476	SinoConnect Ireland Limited	Feasibility	Ronan Nelson	Cathy McPadden	€15,000	1
9005927-05	Rathcreedan Ltd T/A Sushi King	Business Expansion	Audrey Gargan	Carmel Seery	€29,906	3
10029003	Hancock & Abberton Ltd T/A FiXX Coffee	Business Expansion	Anne Abberton	Cathy McPadden	€21,890.50	1
9027535-03	KMH Transit9 Limited	Business Expansion	Keith MacHale	Dermot Shortt	€15,000	1
9005456-02	Revington Hayes Ltd trading as LEI Worldwide	Business Expansion	Darragh Hayes	Peter Sheridan	€19,500	2
9035508	Rezero	Priming	Michael Wylde	Dermot Shortt	€20,000	2
9035509	Ondway Delivery LTD	Priming	Felipe Antunes	Dermot Shortt	€10,000	1
9034336	Sideteams Limited	Feasibility	Cormac Finn	Dermot Shortt	€14,896	1
9035746	Okay Done Ltd	Feasibility	Cian O'Sheehan	Dermot Shortt	€11,440	1
9019015-06	Cloud Picker Coffee Limited	Business Expansion	Peter Sztal	Dermot Shortt	€40,000	4
12014242-05	Hatched Ltd. t/a Hatched Analytics	Business Expansion	Charmaine Kenny	Dermot Shortt	€35,000	3
9033290-02	PlayBook Artists Ltd	Priming	Eleanor McGuinness	Cathy McPadden	€28,748.22	1
9035756	Mentor Her Limited	Priming	Katie Doyle	Dermot Shortt	€7,500	1
9035774	Dark Distribution Company Ltd T/A Waffle Ice-Cream Ireland	Priming	Mark O'Donoghue	Cathy McPadden	€48,660	2
9035857	Curation Technology T/A WeddingPix.ie	Feasibility	Paul Geraghty	Peter Sheridan	€14,850	1
9030857	Multiply Events Ltd	Feasibility	Rory Dinnigan	Cathy McPadden	€15,000	1
9034047-02	Unitas.life	Feasibility	David Mc Guinness	Peter Sheridan	€7,000	1
9034654-02	Harvest Moon Foods Limited	Feasibility	Angela Carney	Cathy McPadden	€12,390	1
9034040	Skills Economy Insight Ltd t/a SkillsTrust	Feasibility	Michelle Dervan	Peter Sheridan	€14,622	1
9024285	Element Property Ltd T/A Element78	Business Expansion	Rob Hall	Carmel Seery	€41,475	2
9033641-03	Reflective Measurement Systems Ltd	Business Expansion	Joe Turley	Carmel Seery	€45,000	3
9035755	Hosted Kitchens Limited	Business Expansion	John Farrell	Cathy McPadden	€49,500	5

9035986	Tipsee Limited t/a Xelda	Priming	India Healy O' Connor	Badru Kabiru	€49,500	5
11019432	Fable Bakery Limited	Priming	Elyse Clarke	Cathy McPadden	€30,000	3
9033617	Zingibeer Limited	Priming	Rachel Byrne	Cathy McPadden	€24,374.50	1
				<b>Total:</b>	<b>€1,510,553.72</b>	<b>126</b>

## Trading Online Vouchers – 2022

### Trading Online Metrics 2022

<b>Trading Online Vouchers:</b> <b>(Drawdown figures correct as of 1<sup>st</sup> December 2022)</b>	<b>Target 2022</b>	<b>Metrics 2022</b>
<b>No. of Trading Online Vouchers Approved:</b>	<b>60</b>	<b>204</b>
<b>Value of Trading Online Vouchers Approved:</b>		<b>€389,182.00</b>
<b>No. of TOV Drawdowns Received:</b>		<b>251</b>
<b>No. of TOV Drawdowns Paid:</b>		<b>196</b>
<b>No. of Full Decommitals</b>		<b>48</b>
<b>Total Amount Paid:</b>		<b>€379,246.06</b>
<b>Total Amount Decommitted</b>		<b>€80,683.96</b>

## TAME REPORT – 2022

Summary of TAME Metrics: as at 29<sup>th</sup> November 2022 – For Noting

	TAME Grants Approved Year 2022	Balances c/f to 2022	Total
Total TAME Approved	€37,614.67	€11,454.00	€49,068.67
#No. of TAME Approved	17		
Total Value Decommit 2022	€3,898	€1,890.00	€5,788.00
Total Value TAME Payments	€18,950	€9,564.00	€28,514.00
Balance to Drawdown	€14,767	0	€14,767

### 3. Dublin Place Brand – January 2023

#### Place Brand Strategy Development

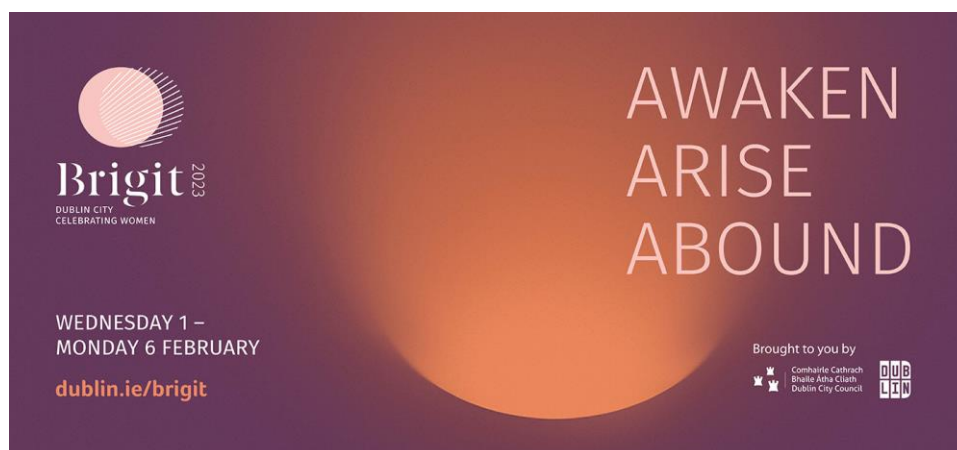
Findings and progress to date on the development of a place brand strategy were presented to the Chief Executives of the four Dublin Local Authorities at the end of October. A paper outlining additional context and need has been prepared and will be reviewed at the next meeting of the Chief Executives.

#### Campaigns & Events

##### **Brigit: Dublin City Celebrating Women**

Following the immense success of last year's inaugural celebration, Brigit: Dublin City Celebrating Women returns this year bigger and better, from February 1st until February 6<sup>th</sup>! The festival celebrates the contributions and achievements of women past and present and includes a city-wide programme highlighting the stories of Irish women through the ages, promoting their immense contribution to our society, and welcoming the beginning of Spring.

Dublin.ie and our social media channels will once again host the festival for 2023. A dedicated page is being prepared at <https://dublin.ie/brigit>, along with events listings and associated promo.



#### Website Stories Promotion

A campaign to promote 40 stories across Dublin.ie concluded in late November. Ten stories from each pillar (Live, Work, Invest, Study) were chosen and received €100 worth of paid promotion per story (€4000 total) across Meta's platforms (Facebook and Instagram).

The campaign yielded 18,530 total visits with an average cost of 19c per visit. We made use of free consultations from Meta experts to attune the audiences and performance of the ads. Video is by far the preferred medium for stories, so future content production will reflect that.

## Merchandise

**Received delivery of additional branded merchandise including notebooks, water bottles, insulated cups, bags and metal bottles, all of which have been produced with recycled materials. Merchandise will be distributed at events and conferences, used as part of stakeholder engagement, given to delegations and distributed to relevant departments including HR for induction programme packs.**



## Dublin.ie Website

### Content:

- **Enterprise Hubs map:** Added a new enterprise hubs map to the site. The map has been prepared by EDO.
- **What's On:** We have featured 230+ events between November and January.
- **Christmas in Dublin:** **A dedicated page for markets, events and nightlife was published for the month of December and was one of the most popular pieces of content.**

### Social

**Short form vertical video:** Over the past few months, we produced at least one new short-form vertical video a week, proving to be very effective. Covering events in the lead up to Christmas provided the highest engagement on our Instagram account, generating over 30k views. All video views were organic, growing our audience with no ad spend. A new TikTok account has also been setup, which mirrors a lot of the content from Instagram, and has almost 400 followers so far. Video production has paused for the month of January, to allow for content planning.

Current Total Followers: 39.5k

- Twitter: 15.7k followers
- Facebook: 19k follows (18k likes)
- Instagram: 4.5k followers
- TikTok: 346 (+50)

## Stakeholder Engagement

AI Ireland / AI Awards: Discussed potential collaboration with AI Ireland and the AI Awards 2023 in tandem with LEO Dublin City. AI Ireland is a non-profit organisation and community, which promotes public awareness of artificial intelligence in Ireland. AI is an important and growing part of Dublin's tech sector.

**Tourism Working Group: Met with the four Local Authorities Group to discuss latest data and plans for 2023. Includes meeting in person four times a year with the first meeting in Henrietta Street in February and commencing work on a new tourism strategy for Dublin City. All local authorities in Dublin are currently working on new tourism strategies.**

### **Fáilte Ireland:**

- **Monthly meeting with Fáilte.**
- **Contributed to Visit Dublin campaign promoting music in the capital throughout November.**

Dublin Circular Economy Hotspot: **Participated in a Communications Workshop for the Dublin Circular Economy Hotspot along with Rediscovery Centre, Dept. Of Environment, EDO and the DCC Climate Action Office to discuss target audiences and communication & marketing campaign and activities.**

## 4. Smart City Update – January 2023



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise  
January 2023

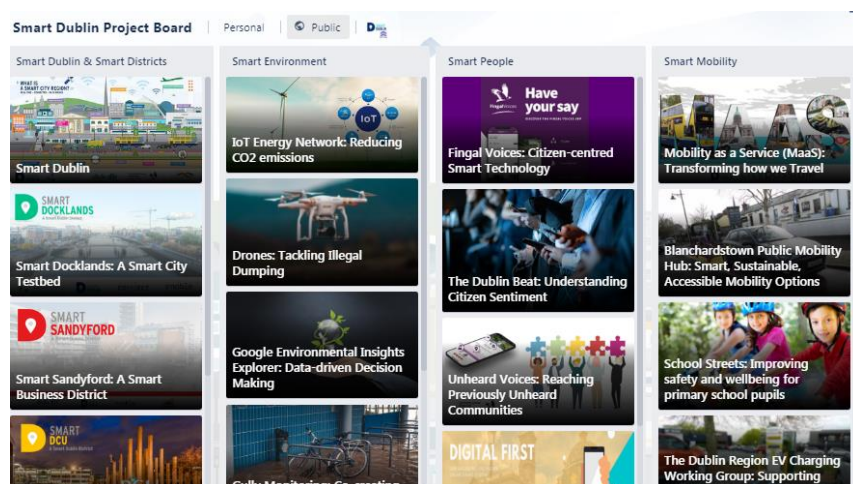
Agenda Item: Smart City Update

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

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

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

Dublin City Council supports three out of the five Smart Dublin districts; Smart Docklands, Smart DCU and our latest smart district Smart D8, a smart district focusing on Health and Well Being



For more information on Smart Dublin Project, see the Public Trello Board:

<https://trello.com/b/188O9azF/smart-dublin-project-board>



### **1. Global Tourism Innovation Awards**

Dublin City Council's Smart Tourism programme in partnership with Dublin City Culture Company and Fáilte Ireland received the prestigious Global Tourism Innovation Award as part of the Tourism Innovation Summit on the 5th of November in Seville. The award, in the category of Best Digital and Innovation Destination, recognises destinations who have developed innovative and digital tourism initiatives. See more here:

<https://www.dublincitycouncilculturecompany.ie/news/our-smart-tourism-programme-wins-prestigious-global-tourism-innovation-award>



### **2. Dublin City Council Drones project wins World Smart City Award 2022**

Representatives from Smart Dublin and the four Dublin Local Authorities attended the annual Smart



City Expo World Congress in Barcelona in November 2022. The highlight of the event was Dublin City Council's success in the World Smart City Awards Ceremony for "[Accelerating the Potential Use of Drones for Local Government](#)" in the Governance and Economy category. The Call for Awards received 337 top-level proposals from 60 countries worldwide across 10 categories. The internationally acclaimed World Smart City Awards aims to recognize and support innovative city strategies, projects and ideas that can potentially

make an impact on citizens' lives and turn our cities into more sustainable and inclusive places to live in.

### **3. Smart City Expo and World Congress - 15<sup>th</sup> to 17<sup>th</sup> November**

Representatives from the four Dublin Local Authorities attended the annual Smart City Expo World Congress in Barcelona in November this year. Dublin City Council and Fingal County Council as members of the Major Cities of Europe ICT group were invited to participate and had a stand at the event under the Smart Dublin umbrella. The event was attended by over 20,000 people from cities and regions from across the globe.



See more here: <https://www.smartcityexpo.com/world-smart-city-awards/>

#### **4. Dublin City Council leading a global city telecoms network**



Dublin City Council is leading a group of global cities to have a bigger say on telecoms which includes cities such as Prague, Los Angeles, Cape Town, Barcelona and Belfast. *This new network aims to foster better collaboration between cities and the telecommunications industry.* With the move to 5G, cities are going to have to play a much more active role.

See more here: [Global cities join forces for a bigger say on telecoms - Cities Today \(cities-today.com\)](https://www.cities-today.com/global-cities-join-forces-for-a-bigger-say-on-telecoms/)

#### **5. Docklands Business Awards 2022: Innovator of the Year and Community Award Winners**

The 10<sup>th</sup> Annual Docklands Business Awards on the 17<sup>th</sup> November recognised the contributions to the city made by businesses located in the Dublin Docklands area. Dublin City Council's Smart Docklands district received the Community Award for the 'Academy of the Near Future', a smart city education programme aimed at transition year students, developed in collaboration with Connect Research Centre in Trinity College and Science Foundation Ireland.



Dublin City Council's Smart City Programme Manager, Jamie Cudden also received the Innovator of the Year Award, recognising his contribution, collaboration and support of new and emerging technologies and his commitment to driving forward a culture of innovation within the city.

## **6. Chambers Ireland Excellence in Local Government Awards 2022**



Academy of the Near Future and Dublin City Council received 1<sup>st</sup> place in the 'Diversity and Inclusion' award at the [Chambers Ireland](#) 'Excellence in Local Government Awards'. From the academic year of 21/22, Academy of the near future has reached 1,050 students across Dublin, Cork, Kildare, and Limerick & Waterford. The programme aims to reach groups underrepresented in the tech industry including girls and DEIS schools. Among the 1,050 students who participated in these workshops, 62% were female and 58% attended DEIS schools.

## **7. Academy of the Near Future featured on RTE'S Future Island**

Academy of the Near Future (ANF) – an education and learning programme to upskill Local Authority staff and transition year students about smart city technologies was featured on RTE's [Future Island](#) as part of Science Week 2022. Grace D'Arcy who leads this work joined researcher Francesco Pilla from UCD to showcase ANF's air pollution workshops in schools across Ireland & the importance of empowering young people with local environmental data.

For more about Academy of the Near Future:

<https://nearfuture.ie/>



## **8. Smart Docklands Network Meeting**

Engagement was the main focus of the past quarter with a number of stakeholder meetings including a Smart Docklands network meeting on the 6<sup>th</sup> December in Dogpatch Labs where local companies, researchers and community collaborated on new opportunities for the district.



Community Pop-ups were held in Ringsend and Irishtown over the month to engage on smart city innovations happening across the district. See more here: <https://smartdocklands.ie/>



## **9. Digital Human Rights in Dublin: Developing Learning Modules on Digital Rights**

Dublin, together with Brussels, Sofia and Tirana is one of the four European cities selected in March 2022 for an open call. The cities are piloting the Digital Rights Governance Project coordinated along with UN Habitat, the Cities Coalition for Digital Rights, Eurocities, and UCLG. Dublin City Council is prototyping and developing a foundational educational module on digital rights, to promote the principles of ethics and privacy with regards to new and emerging technologies. See more here:

<https://citiesfordigitalrights.org/digital-human-rights-dublin-developing-learning-modules-digital-rights>



## **10. Google Airview**

The Airview project has finished its data collection phase generating over 50 million data points



across the city. Preliminary results have been published as a blogpost in Medium by Dublin City Council's Smart City Team and Environment Health department. Smart Dublin have worked alongside DCC Air Quality Monitoring Unit to translate data into actionable insights for Dublin. Insights from the project and the air quality data will be made available as part of a Google Airview Results Launch on February 14<sup>th</sup> 2023 as a prequel to the Airview Data

hackathon from February 24<sup>th</sup> 26<sup>th</sup>. See more here: <http://bitly.ws/z9os>

## **11. Dublin City Council Launch Dublin Discovery Trails App:**

Dublin City Council launched a new and innovative mobile app, **Dublin Discovery Trails – 'Doors into Docklands'**, the first in a series of mobile based, immersive, heritage trails using Augmented Reality (AR) technology. The App, co funded by Dublin City Council and Fáilte Ireland through its [Destination Town Investment Scheme](#) aims to encourage and promote tourism in the Docklands area by bringing local heritage stories to life in an interactive way. The App combines the history of Dublin's Docklands and the art of storytelling together with emerging AR technology; guiding the user, in their own time on a journey of discovery to some of the Docklands most loved sites and attractions, showcasing Dublin's rich and historic culture.



## **12. A Stolen Ring Buoy is a Stolen Life: Smart Ring Buoy Launch –October 26<sup>th</sup>**

Led by Dublin City Council in partnership with Smart Dublin and Water Safety Ireland the Smart Ring



Buoy project was launched by the Minister of Rural and Community Development, Heather Humphreys TD and Acting CEO of Water Safety Ireland, Roger Sweeney. By installing low cost sensors on the ring buoy housing, paired with a mobile app and a web based platform; the solution provides real time monitoring of ring buoys. It will alert Water Safety Officers when they are tampered with or go missing and ensure timely replacement (over 15 ring buoys go missing a week in DCC alone).

This scale-up project was co-funded by the Department of Rural and Community Development under Digital Innovation Programme (DIP), supporting the deployment of over 600 sensors across eight local authorities. More information can be found [here](#).

Watch the launch video at: <https://www.youtube.com/watch?v=2Qv8Hcum3nI>

## **13. Smart DCU recognised in annual DCU Innovation and Commercialisation Awards (Invent)**

DCU President, Professor Daire Keogh presented Kieran Mahon, Smart DCU's Project Facilitator with a DCU Invent Award at the recent Commercialisation Awards. The Smart DCU, smart 'campus' district, co-funded by Dublin City Council provides SME's with an opportunity to pilot and test new and emerging technologies in a real world environment and explore the solutions' potential to scale.

More on Smart DCU here <https://blog.bentley.com/the-worlds-smartest-sandbox/>



## **14. Smart D8 Pilot' Heart of the City' wins at National Healthcare Awards**

The *Heart of Our City* Smart D8 pilot project was awarded the Highly Commended prize for Public Health Initiative of the Year [at the Irish Healthcare Awards 2022](#). Heart of Our City, a



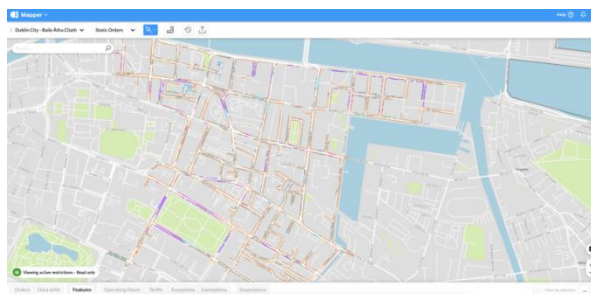
collaboration between the Irish Heart Foundation (IHF), Novartis and Smart D8, and connected citizens with a range of resources including social prescribing to support heart health to reduce unplanned hospital admissions. A total of 821 individuals directly engaged with the Heart of Our City. 21% of individuals surveyed had unmet healthcare needs due to waiting lists. This engaged 833

people directly with >35% identified as having high blood pressure, and 80% of these citizens reported lifestyle changes in the follow-up. For more on this project: [Smart D8 launches Heart of our City - Smart Dublin](#)



### **15. Dublin City Council Innovating its kerbside management process**

Dublin City Council is exploring innovative ways to improve the management and use of kerbside space within the City by testing digital solutions that enable a more dynamic use of kerbside space, based on flexible daily demands rather than fixed purpose, designated locations. Results from these pilots will support DCC's participation in the EU H2020 Senator project which aims to improve last mile deliveries in cities. The AppyWay pilot is focused on mapping the kerbside in a digital format, improving data accuracy and making it easier to ensure data is kept up-to-date. The Council will have a better understanding of how the kerbside is currently being used and use this information to optimise the use of this space to meet the changing demands of the city. More information here: [Dublin to revolutionise kerbside management with AppyWay](#)



### **16.DCU Water blitz 2022**

The 2022 Water Blitz hosted by DCU Water Blitz and in partnership with EarthWatch Europe took place from the 7th-10th of October. This project was sponsored by Smart Dublin, Dublin City Council & Local Authority Waters Programme. Citizen science kits were provided to members of the public to test the water in rivers, lakes, streams and canals so that a snapshot of the health and state of Ireland's waterways can be taken. The aim is to empower citizens to gather information on the status of water bodies nationwide, celebrating the cleanest water bodies and identifying pollution hotspots. <https://bit.ly/3f6Oxiy>



### **17. Measuring Economic Impact of Events.**

Dublin City Council partnered with MasterCard to evaluate the impact of the American college football game played on August 27<sup>th</sup> in the Aviva stadium. To attend the season opening it was estimated that over 10,000 fans travelled from USA to Dublin. In this project, to understand the economic impact, MasterCard spending data was aggregated and anonymised. The trends were studied across 85 different categories: Overall there was a 16% uplift in spend over that weekend compared to other periods during the summer of 2022. Being able to measure the return on investment in events is important for DCC and its partners to continue to evolve towards a culture of more data driven decision making.



See more here: [American Football Game Linked to US Tourist Spending Surge in Dublin | Dublin Economic Monitor \(dublineconomy.ie\)](https://dublineconomy.ie/dublin-economic-monitor/american-football-game-linked-to-us-tourist-spending-surge-in-dublin/)

### **18. Furthr Festival 2022**

In partnership with our economic development unit, smart cities were represented at the Furthr



Festival held in the Convention Centre Dublin on the 21<sup>st</sup> of October. This festival brings together innovation, sustainability and technology. Smart city team members were involved in a panel session discussing the future of Smart cities. An overview of the Smart Tourism programme was also delivered by Smart Tourism Programme Manager, Barry Rogers. Furthr Festival was an excellent opportunity to showcase and tell Dublin City Councils Smart City Innovation story to over 1,600 participants.