



## Jury & High Level Public Service Network Meeting

Sustainable Governance Project – Dublin Team

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**Brussels, 15<sup>th</sup> June 2010**

# Agenda



- Who is the **client**?
- In what **context** does the project take place?
- What is the **challenge** the client presented us with?
- What is the **concept** that the project is built around?
- What are our **key findings**?
- What are the **recommendations** for the client?

## The Client

*Dublin City Council is a local & political authority in Dublin*



### Dublin City Council

- **Local administrative and political authority** responsible for Dublin City central area - the driver of Greater Dublin area:
  - Population: 1.5 million people
  - Economy: 40% of Irish GDP
- The Dublin City Council facilitates and drives a number of core activities:
  - **Planning and economic development**
  - Climate change and **sustainability**
  - **Local business support**
  - **Fostering community links**
- Key Contacts:
  - **Environmental Engineering: Mark Bennett**  
Green Business Officer, liaison with and promotion of Dublin's green businesses
  - **International Relations: Jamie Cudden**  
Linking Dublin to its world-wide partners and raising the international profile of Dublin



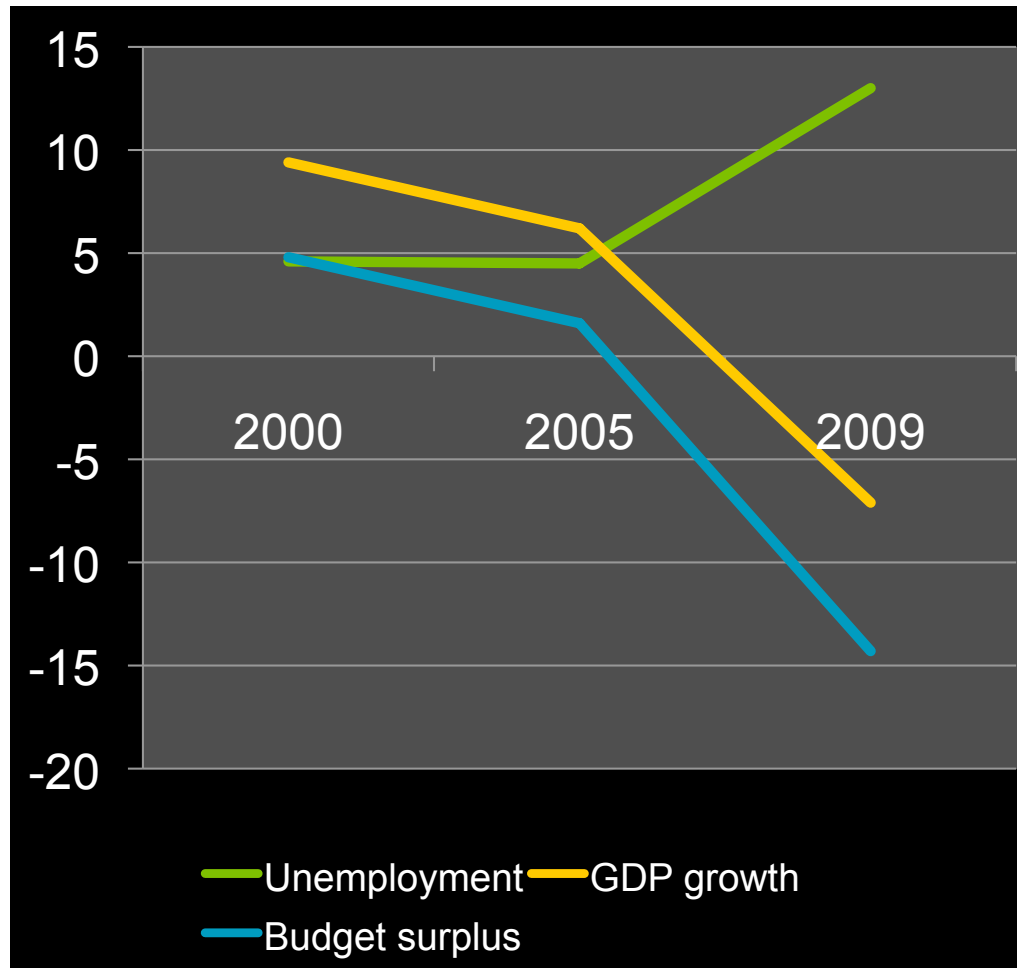
## Ireland – Economic Context

*Ireland is currently undergoing a period of economic crisis which has resulted in the need for a 'Green Agenda'*



### Crisis Context

- Failure of the Irish growth model – **severe recession**
- Budgetary austerity and **lack of resources** both in the public and private sector
- National and European policy documents identify the **need for a new way to grow**
  - EU 2020 strategy
- Irish **government objective to foster green growth**
  - Building Ireland's Smart Economy, 2009
  - Towards a New Green Deal for Ireland, 2009



## The Challenge

*The Dublin City Council wants to promote Green Growth as a means to contribute to the Green Agenda*



### Dublin City Council Objective

**Stimulate 'Green Growth'** in Dublin City to provide the embryo for national growth in the 'Green Agenda'



### Potential Solution

**Establishment of a 'Green Hub' within Dublin to drive innovation & entrepreneurship** in new sectors of the economy



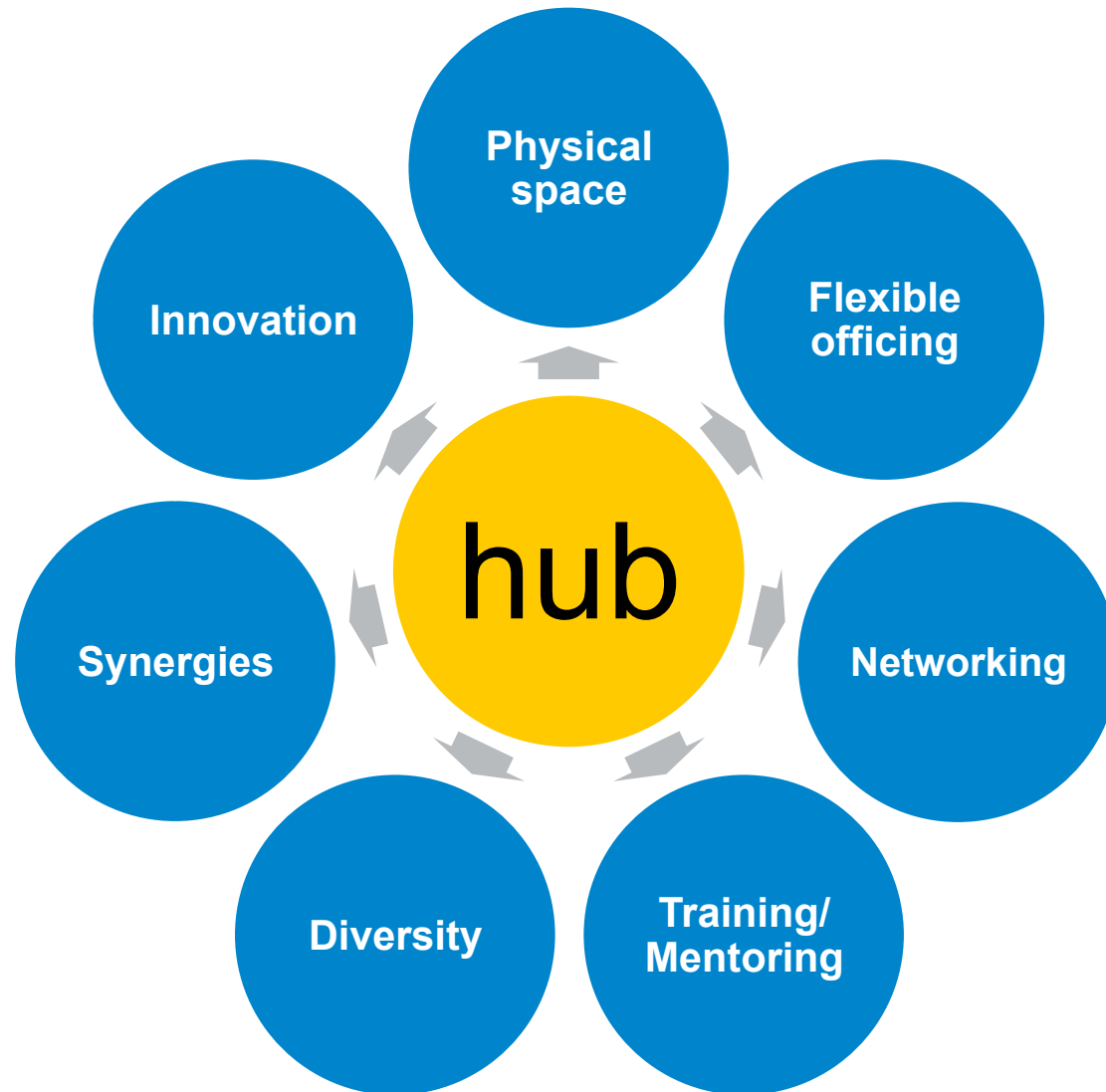
### Team Challenge & Scope

**Assess the desirability of a 'Green Hub'**

- Thorough analysis of the context of Dublin
- Key learnings from other international hubs

## The 'hub' Concept

*A hub is a dedicated space for entrepreneurs offering a range of services and facilitating networking and collaboration'*



### Benefits of a hub

- Simple and cost-effective to implement
- Easily transferable to other cities
- Contributes to job creation and to growth
- Fosters creativity and innovative solutions
- New model of working adapted to the needs of new generation of businesses
- Pay-as-you go model suitable for a crisis context

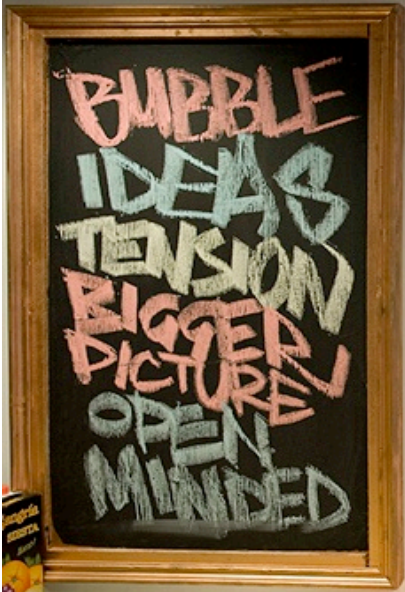


# Hubs and HUBS

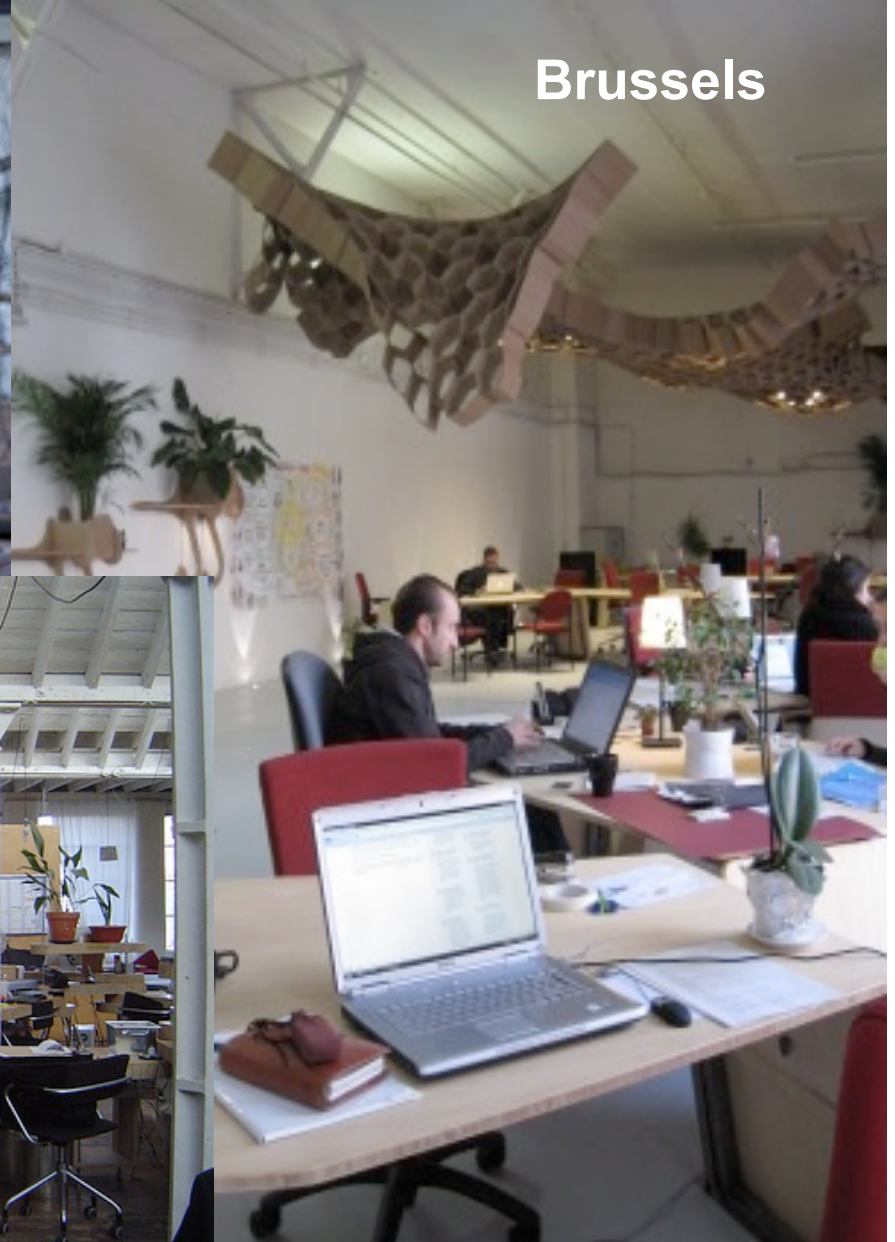
*International best practices show hubs can be successfully integrated in a variety of contexts and for different uses*



Paris



Brussels



London

HUB

## Findings

# *Dublin City Council could effectively implement a 'hub' to contribute to the Green Agenda*



### European best practices analysis

- Hubs have been successful in other European cities: Amsterdam, Brussels, London, Paris
- Support from city governments is frequently a factor for success

### Field visits in Dublin

- No existing Dublin structures provide the services that the hub would offer
- Social and economic environment conducive to starting new businesses

### Meetings with stakeholders

- There is strong network and demand existing for a hub in Dublin
- Need for an open and easy-access space for entrepreneurs

### Consultations with Dublin City Council

- Cross departmental support for a hub exists within DCC
- The initiative corresponds to Dublin City current strategic priorities and political agenda – to rebrand itself as a green city in the Smart Economy



## Recommendations

*A green 'hub' for Dublin should feature the following key ingredients:*



### Focus

Emphasis needs to be put on:

- Green focus - this is in line with the political objectives of the Irish government to achieve sustainable growth
- Community dimension - synergy and networking are key to the success of a hub
- Business approach

### Added Value

- The hub should avoid duplicating initiatives already in place

### Leverage

Dublin City Council should:

- Mobilize the existing network of potential participants and extend it further
- Integrate the hub into the already existing DCC initiatives

### Support

- Dublin City Council should provide support
- The level of involvement should be agreed within at political and administrative level of Dublin City Council



# Thank you for your attention

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