

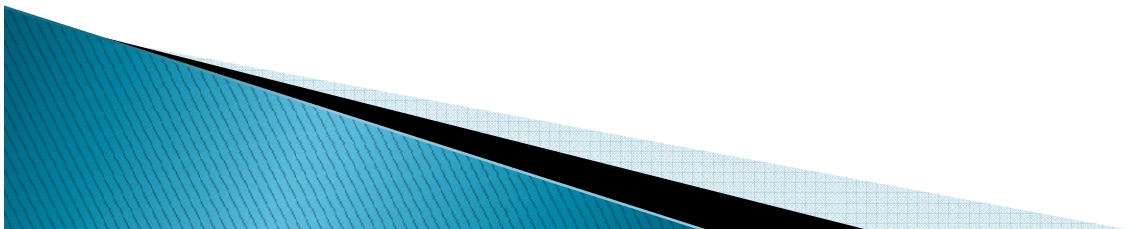
Promoting a Creative City: A Licence to Collaborate

Dr John Tierney
Dublin City Manager
29th June 2011

Introduction

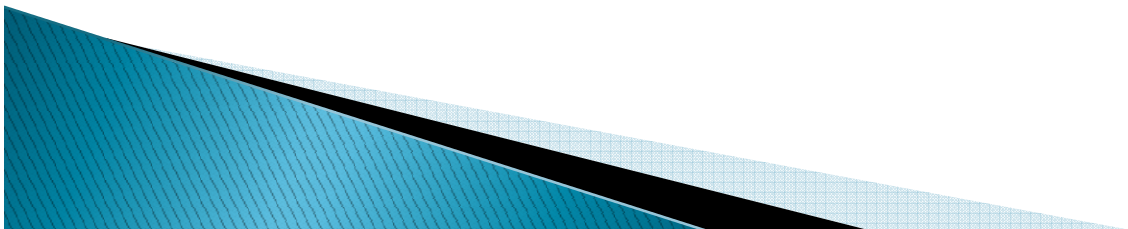
- ▶ **Dublin is one of the most interesting places in the world right now ...**

Stefano Mirti

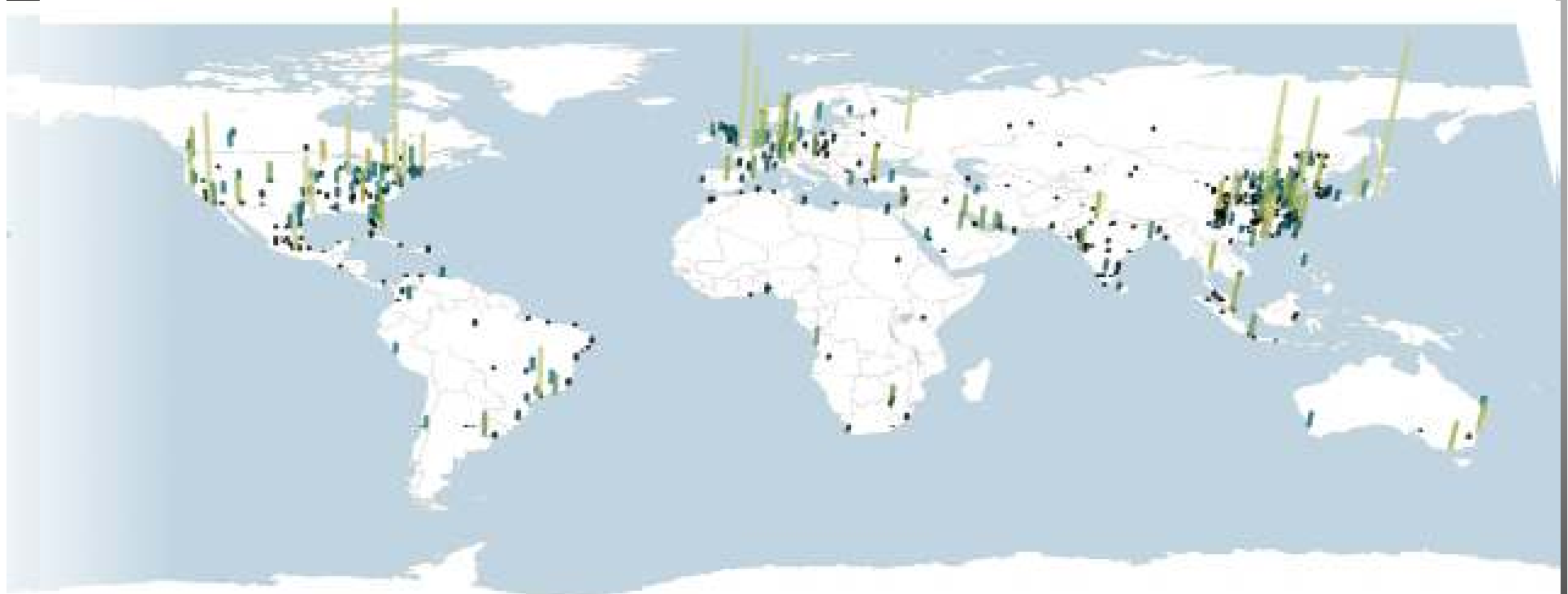


Vision for the City

- ▶ To drive Dublin forward as a creative and sustainable City and be a place where Family, Community and the Economy can prosper together – people at the centre
- ▶ Thematic Approach – Driving the Successful City under 6 headings – Economic, Social, Cultural, Sustainability, Urban Form and Movement



Growth of cities – 2007 to 2025



Total GDP

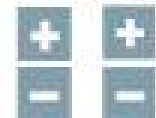


LOW ← → HIGH

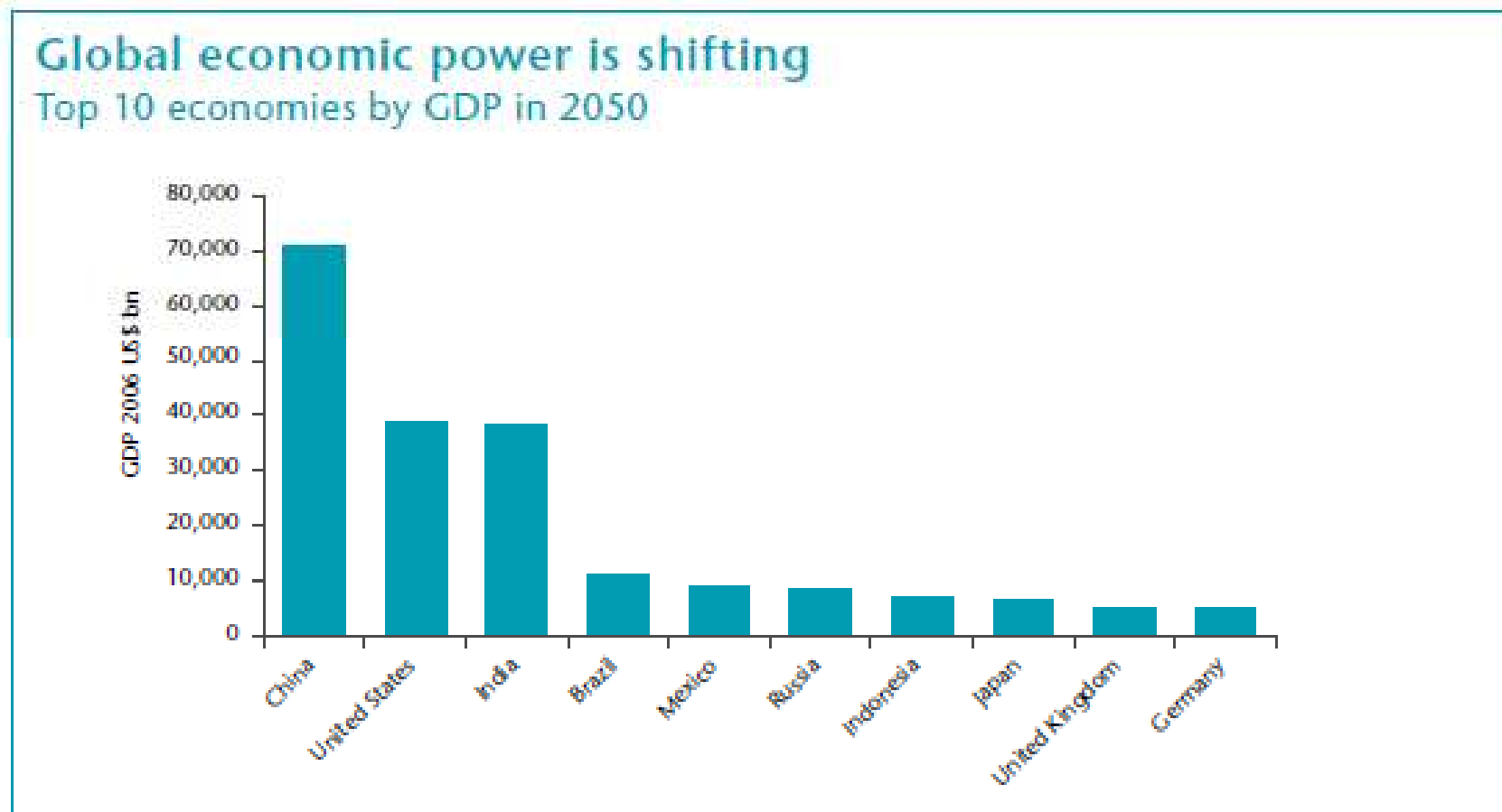
Globe ?



Tilt Zoom ?



Shifting global economic power



Source: Goldman Sachs, *BRICs and Beyond*, 2007

Urban Economic Clout Moves East

Urban economic clout moves east.

World's top 50 cities, ranked by GDP¹

○ Dropout—included in 2007 but not in 2025

● Top 50 city in both 2007 and 2025

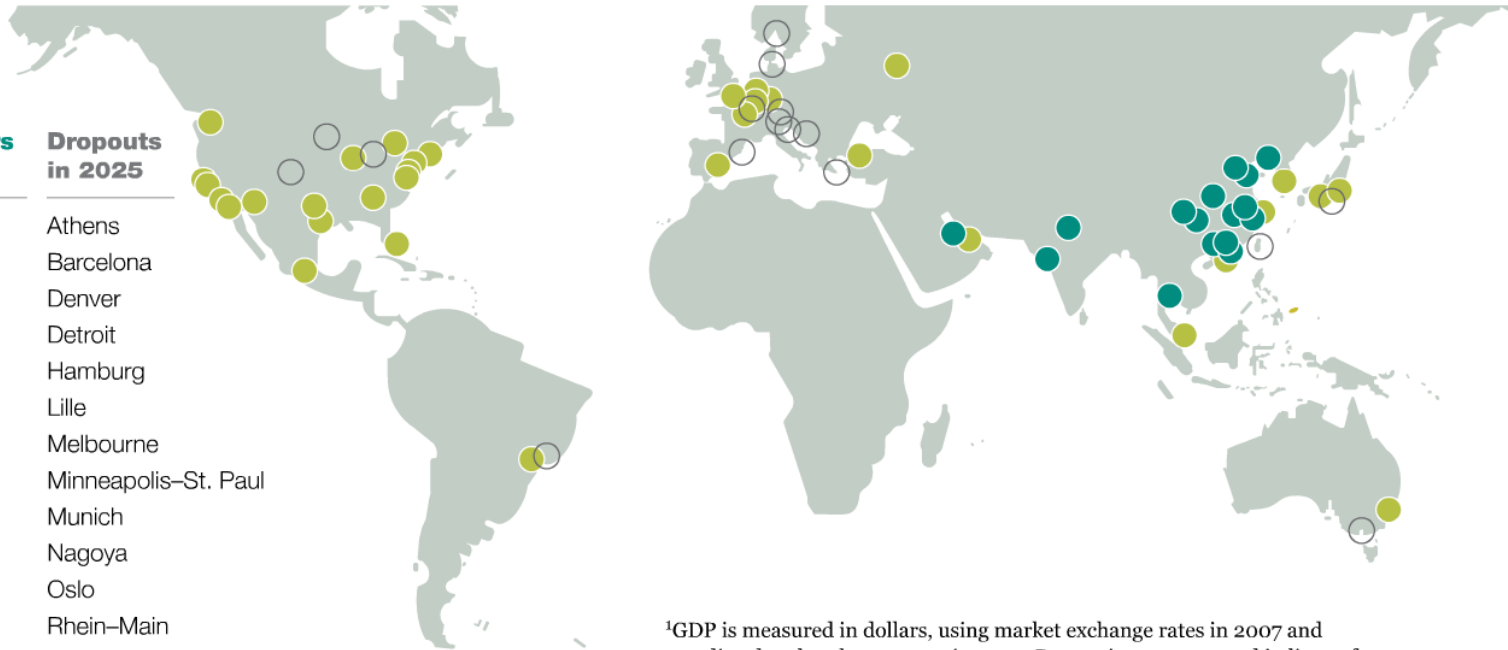
● Newcomer—absent in 2007 but included in 2025

Newcomers in 2025

Bangkok
Beijing
Chengdu
Chongqing
Delhi
Doha
Foshan
Guangzhou
Hangzhou
Mumbai
Nanjing
Shenyang
Shenzhen
Tianjin
Wuhan
Xi'an

Dropouts in 2025

Athens
Barcelona
Denver
Detroit
Hamburg
Lille
Melbourne
Minneapolis–St. Paul
Munich
Nagoya
Oslo
Rhein–Main
Rio de Janeiro
Stuttgart
Taipei
Vienna



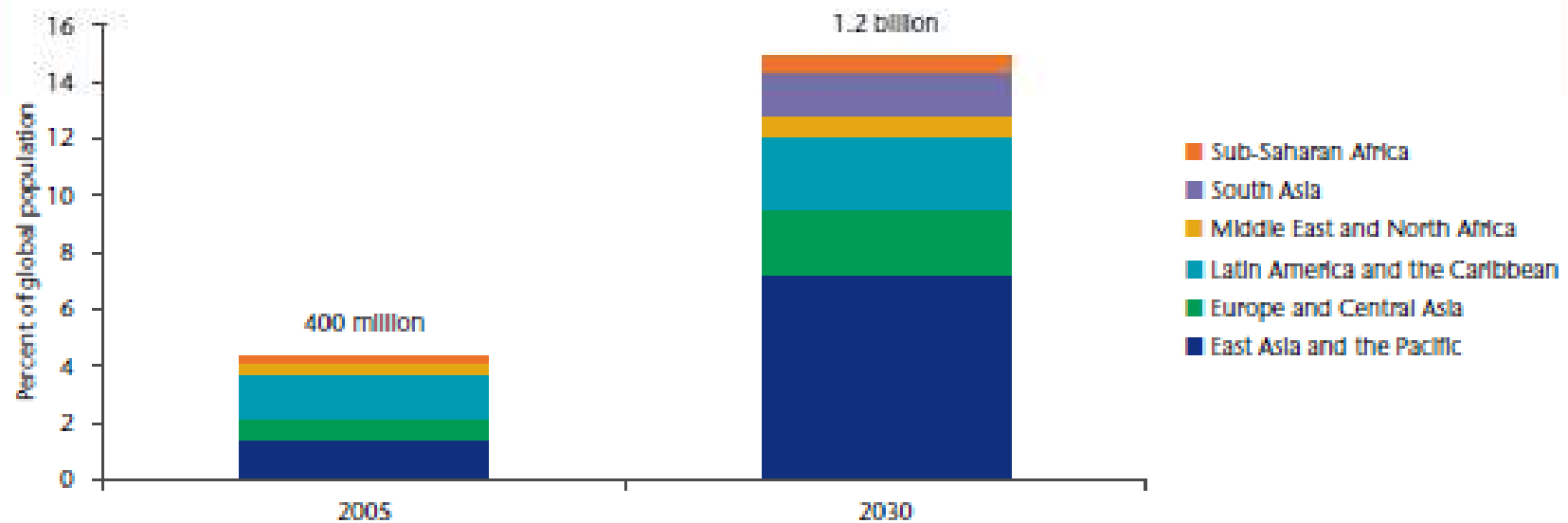
¹GDP is measured in dollars, using market exchange rates in 2007 and predicted real exchange rates in 2025. Data points on map and in lists refer to metropolitan areas rather than specific city jurisdictions, aggregating neighboring cities when appropriate (eg, Rhein-Ruhr in Germany; Los Angeles, Long Beach, and Santa Ana in California; or Mumbai and Thane in India).

Source: McKinsey Global Institute

Rapidly expanding global middle class

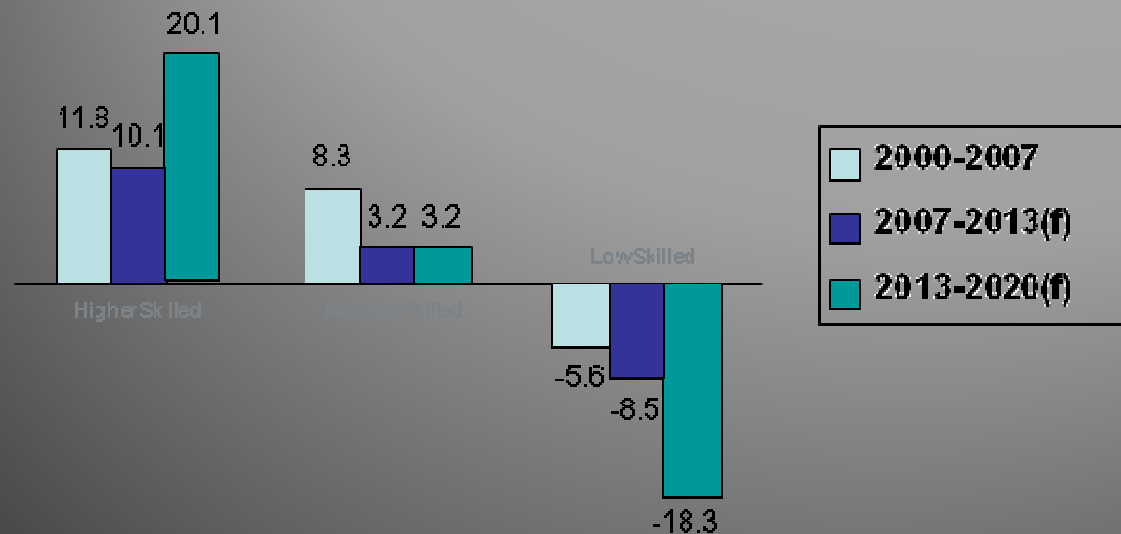
The global middle class is rapidly expanding

Population in low- and middle-income countries earning US\$ 4,000-17,000 per capita (purchasing power parity)



Global demand for high skills

Changes in demand for skills in EU:
Millions of jobs

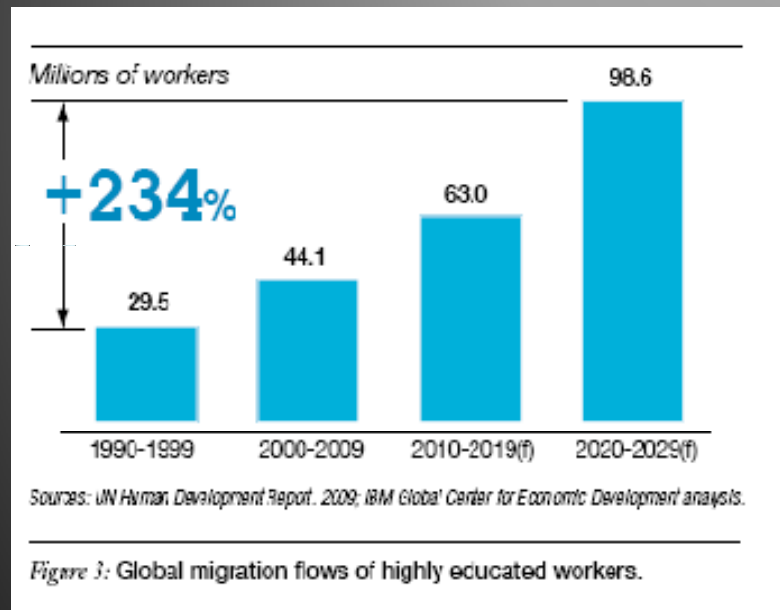


As economies become more knowledge intensive demand for skilled and creative workers is set to double by 2020

Source: European Centre for the Development of Vocational Training, 2009 and 2010; IBM Global Center for Economic Development analysis

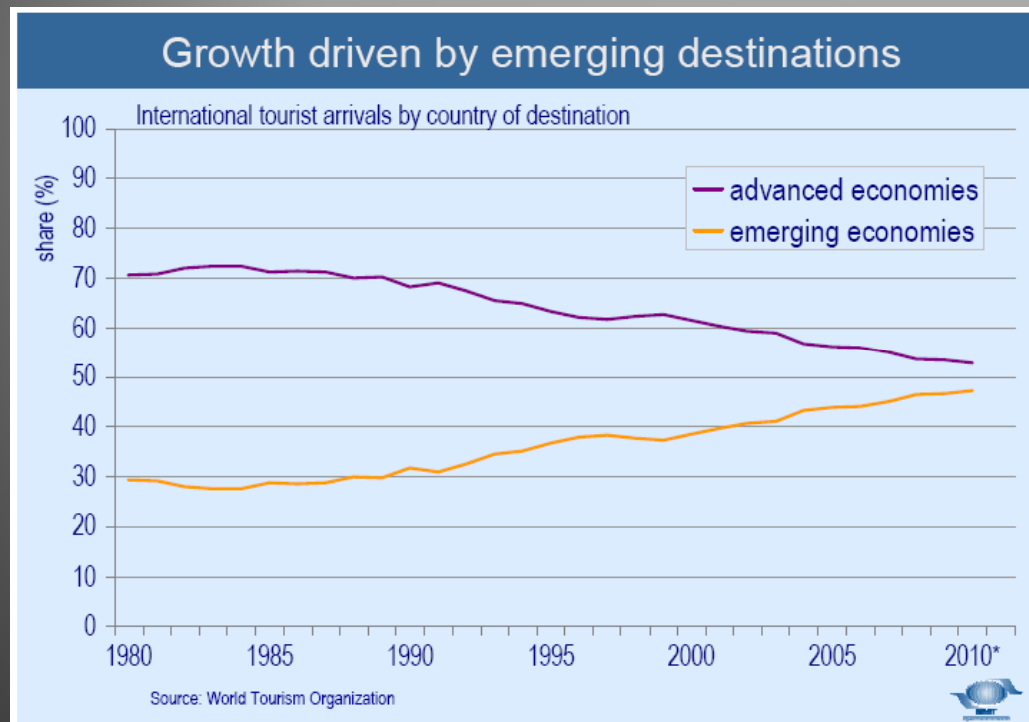
Opportunities – Employment and Education

- **Tripling** of highly educated (international) migrants from 29.5m workers in the 1990s to 99m in the next decade.



- **Tripling** of international students studying abroad from 0.6m in 1975 to 2.7m in 2005 and to triple again by 2025.

Opportunities -Trans-national Tourism



- Transnational tourist arrivals hit 922 million in 2008 with forecast of **1.6 billion by 2020**

Consequences for Dublin?

Markets and people that have never heard of Dublin and Ireland. Increasing opportunities and competition for:

- Investment,
- Talent,
- Trade Connections,
- Tourism

Need for Recognition and Reputation

Positives

- Punch Above our Weight
- High ranking Quality of living,
- Reducing costs,
- Globally connected
- Open, diverse city
- FDI performance
- People still like living here!



CREATIVE DUBLIN ALLIANCE



Local
Government

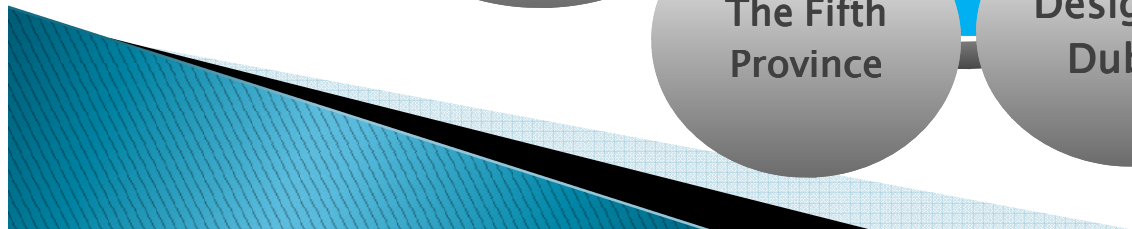
Higher
Education
Institutions

Business

State
Agencies

Not for
Profit

Creative Dublin Alliance





- *465* events over *7 days*
- *54* partners
- Programme available through print & online
- Website created
- *1300* people subscribed through social networking



- *393* events over *12 days*
- *117* partners
- 5 International Conferences e.g.
 - ❑ *IBM Smart Camp Global Final*
 - ❑ *Globe Forum International Conference*
- *2853* subscribed through social networking

www.innovationdublin.ie

The logo for INNOVATION DUBLIN 2011 features the word 'INNOVATION' in black, 'DUBLIN' in pink, and '2011' in black. Below this, the dates '17th October - 18th November' are written in pink. A stylized exclamation mark is positioned to the left of the text.

INNOVATION DUBLIN 2011

17th October - 18th November

- Global Cleantech Cluster Awards November 2011
- Shimmer in the LAB
- Innovation in the Food Sector
- The Creative Debate
- Open Innovation Events
- World Design Capital ???



www.innovationdublin.ie



Welcome to a Smarter Planet

People want it. We can do it.



A Smarter planet

Video gallery



The world is becoming more instrumented.

There are almost a billion transistors for every human on the planet. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines... even in medicine and livestock.



The world is becoming interconnected.

Those transistors and sensors are connecting with each other. Imagine, a trillion connected and intelligent things, and the oceans of data they will produce. Combine this with the almost two billion people on



The world is becoming intelligent.

All these instrumented and interconnected things are becoming intelligent. By using advanced analytics software running on powerful new systems we can process all that data and turn it into real insight in real time.

Contact

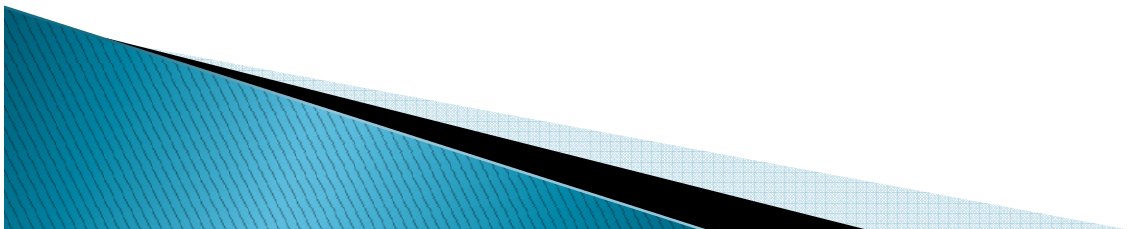
[Email Us](#)

Connect with IBM

[Join the conversation](#)
 [Follow us on](#)

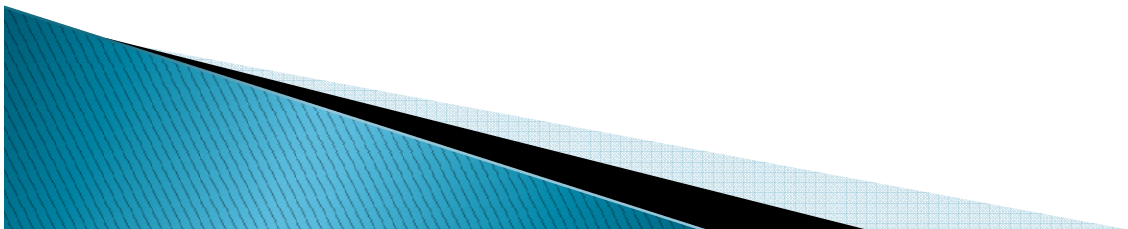
Dublinked

- ▶ Opening up Systems and Technology
- ▶ Open Data Framework
- ▶ Dublin as a test bed
- ▶ Key to our Vision
- ▶ Managing Dublinked



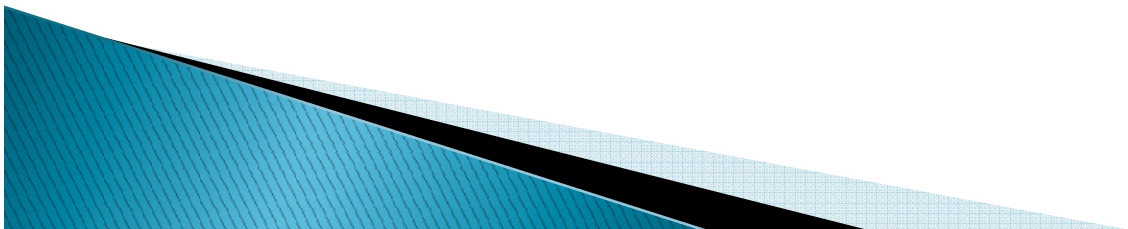
Dublin Identity Project

- ▶ Identity = Reputation
- ▶ Expectation and Experience
- ▶ An agreed, compelling positioning for Dublin
- ▶ A set of guiding values and beliefs for Dublin
- ▶ A new descriptor or tagline for the Dublin region
- ▶ A new branding model and system to manage and finance the application/engagement of the brand
- ▶ An agreed way to measure success
- ▶ A communications theme to unify activities



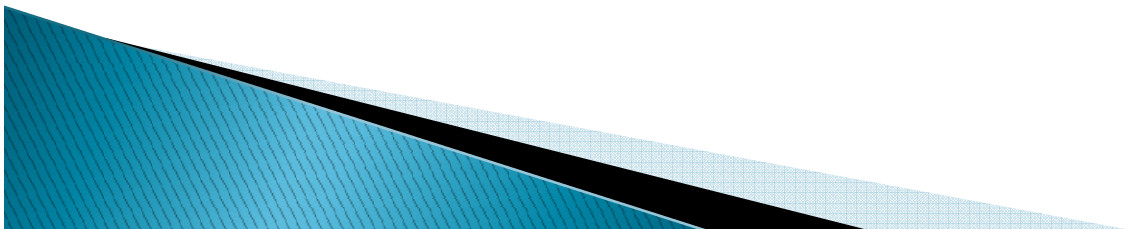
Designing Dublin

- ▶ Design Thinking
- ▶ Design 21C
- ▶ Massive Change
- ▶ Unlocking the Potential of Place
- ▶ Love the City
- ▶ The Studio



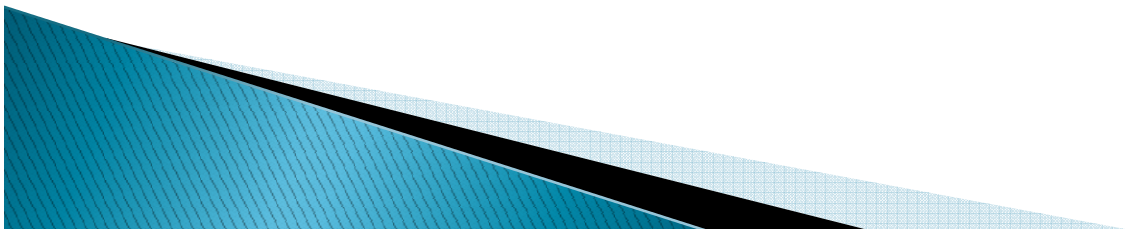
Library and Archive Services

- ▶ Dublin UNESCO City of Literature
- ▶ Trinity College Project
- ▶ International IMPAC Dublin Literary Award
- ▶ The Digital Projects Section
- ▶ Dublin City Archives
- ▶ The Development Office
- ▶ Central Library
- ▶ Internships and Work Placements



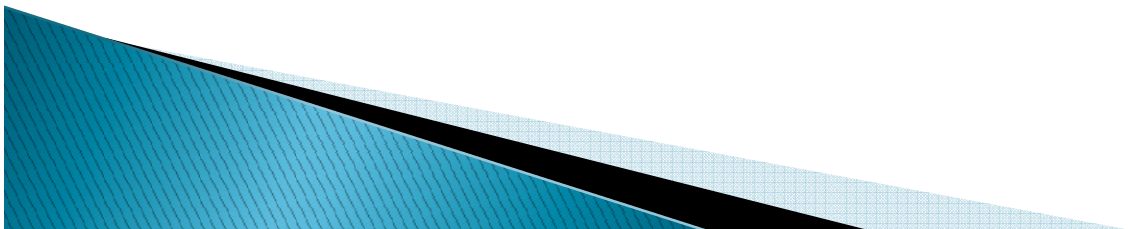
The Arts

- ▶ Educational Collaborations
- ▶ Residencies in Partnership
- ▶ Events and Festivals
- ▶ From Cradle to Rocking Chair
- ▶ Dublin Contemporary
- ▶ Dublin Municipal Gallery – The Hugh Lane
- ▶ Potential Areas of Collaborative Research



Strategies for Culture and Events

- ▶ Number of Bodies in Dublin
- ▶ What is Bang for our Buck
- ▶ Clarity on Role and Offer
- ▶ National and Local Considerations
- ▶ How do we Shape the Calendar
- ▶ The Festivals Season
- ▶ Need for Bid Funding
- ▶ The Role of the City Council



Conclusion

- ▶ Lot being done but more need to know
- ▶ The Importance of Friendship
- ▶ Appreciating the value of what's around us
- ▶ The State – Culture, Innovation and Creativity
- ▶ Imagination is more important than knowledge (Einstein)
- ▶ The Story yet to be told

