

There are no strangers here; only friends you have not yet met.

William Butler Yeats



Dublin, Ireland's Capital.
Gateway to Europe.



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DUBLIN Your Only Choice!

Dublin has established itself as a location for multinationals, so it has the necessary infrastructure for other companies to easily move into the country and set up shop - MOODY ANALYTICS



Background

The International Relations Office and function was established in 2007 as a corporate function promoting economic, civic, cultural , educational and tourism engagement between Dublin and other cities throughout the world.

The Office/Unit promotes Dublin Globally and this promotion is heavily weighted around the following themes :

- 1) **Dublin as an open and inclusive city (Open Cities Policy)**
- 2) **Dublin as a Smart and innovative City (Digital Masterplan)**
- 3) **Dublin as a world leader in Education and R &D (International Students Awards)**
- 4) **Dublin as a Creative and Cultural City (UNESCO City Of Literature; Creative D project)**

The establishment of the Office meant that Dublin as a capital city now had a co-ordinating office for International Relations. We were the last of the European Capitals to establish such an office. The description of the Unit as the Office of International Relations reflected the terminology of the time across Europe and the World. For example in Beijing our equivalent of described as the Bureau of Foreign Affairs and in Rome as the International Relations Office.

Since it's creation the Office has worked very closely with the Lord Mayor's Office and with the elected members of Council. Internationally the systems of Local Government differ from Ireland in the executive powers vested in elected members and the Mayor. The Lord Mayor has an important role as Ambassador for the City and Mayors and members of national Governments accord respect and attention to the Lord Mayor as the political leader/first citizen of the city. International promotion of Dublin and the building of International linkages rely significantly on the Office of the Lord Mayor. In respect of International visits, requests for agreements , invitations to events outside of Ireland and geo political significance of meetings, the Office advises the Lord Mayor's Office, conducts research, and prepares briefings.

Within City Council the Office relates to two key Committees. One is the SPC for Planning and International which guides policy and action. The other is the Protocol Committee of City which is responsibility for Protocol Matters and for Twinning.

The Office/Unit facilitates and supports international engagement across City Council Departments and across the wide range of stakeholders in the City Region including Business, Higher Education and Civil Society. Working with the Stakeholders in the International Advisory Group a Policy Framework for International Relations was recommended to Council in 2008. This policy clearly sets out the vision for the city in an international setting and has helped to showcase Dublin as a city in which to live, to invest or to visit.

Dublin City Council approved the **International Policy Framework** for the City of Dublin in 2008. The key principles of that Policy are:

- The Capital City Should Attend to the National Interest
- The City Should Attend to the Competitiveness Agenda
- The City Should Promote International Dialogue
- The City should Adopt Best Practice Through Benchmarking, Learning, the Development of Performance Indicators and the Development of Practical Projects of Co-operation
- The City Should Harness the Power of Digital Technology
- The City Should Contribute to a More Balanced World Society
- The City Should Promote Human Rights and Social Justice
- The City Should Promote Sustainability
- The City Should Respect Diversity”

Since the establishment of the International Relations function in City Council it has built close and supportive working relationships with the Department of Foreign Affairs and Trade, the IDA, Enterprise Ireland, Diplomatic missions both in Ireland, Higher Education Colleges, Umbrella Business organisations (American Irish Chamber; British Irish Chamber; Dublin Chamber, IBEC) and leading companies located in Ireland (eg Intel, IBM, Goggle, etc).

The recent changes by senior management in respect of the International Relations Office resulted in the Chief Executive deciding that the Unit/Office would continue to fulfil a corporate role in respect of International Relations but would also take responsibility for promoting Dublin globally to attract International Investment, and to lead on Tourism initiatives for the City. In addition a vacant post of Project Office was filled to allow for a returned emphasis on European Co-operation and funding projects.

Following the recent Council Elections the International Advisory Group was reformed. The Group draws together a wide range of stakeholders to advise and support the work of the International Relations Office.

Core elements of the work

International Delegations and Conferences

The International Relations Unit hosts many **delegations** to the city each year, all of whom wish to hear about Dublin from economic or cultural viewpoints. In this regard the city Council takes the lead in presenting to delegations and will bring in key stakeholders as appropriate. The Office established a corporate ICT system for travel and delegations designed to build intelligence and capture activity.

The Department of Foreign Affairs and Trade and many of the Embassies based in Dublin will now as a matter of course contact the International Relations Unit when seeking assistance with incoming delegations to Dublin. Many of the delegations comprise of Mayors, Governors and very senior officials from countries such as China, Russia, South America and many European countries.

The Office also attracts and supports International Business Conferences and Events in Dublin. The objectives of winning and supporting such events are :

- 1) To promote Dublin globally and to attract key influencers who may not have visited Ireland previously
- 2) To benefit the local economy by spend of delegates
- 3) To attract investment
- 4) To build bi-lateral links
- 5) To raise the profile of Dublin in a critical area of branding.

Some examples might help :

UNDP Global Conference of Cities Against Poverty : Drew in leaders from across the UN and the Developing World to address how technology could tackle poverty and exclusion. This event also emphasised Dublin's role in respect of R &D and technology leadership. It attracted participation by global technology companies and higher Education R&D. It positioned Dublin as City that cares about balanced and sustainable global development. Using the combined power of the City and the UN within global media we succeeded in reaching an audience globally of over 25 million.

One Young World ;

Allowed Dublin to brand itself as European Capital of Youth Leadership. Drew in some 1200 delegates and some 100 global leaders to debate key issues Created positive media attention to Dublin.

Open Innovation & Innovation Luminary Awards

For two years this has been held with Intel, ISPM, and the European Commission. It draws in delegates from R&D, Business, Policy makers etc. It helps Dublin promote itself as a global centre of Innovation and creativity.

In addition the Office promotes Dublin through advertising and the production of promotion material. Attached are the following PDFs;

- **Brochure promoting Dublin as Gateway to Europe**
- **Article in Business Plus**
- **Article in CEOs today that goes to 4000 European CEOs.**
- **Article in Silicon Valley News that goes to Technology Leaders in USA**

2) Bi-Lateral Links City to City :

"A Bi-lateral linkage is a city-to-city linkage. This should have clear benefits and practical actions or objectives. It could involve actions designed to support third world cities through the transfer of knowledge, expertise and resources. Bi-lateral city linkages should be

designed to connect city governments, the business communities, the education and third level institutions, and citizens themselves.

Bi-lateral relations could be at any or all of the following levels:

Twinning:

This involves a formal commitment by both cities to each other. The twinning commitment is the highest level of bi-lateral commitment between cities. It requires formal agreement through the Protocol & Selection Committee for recommendation to the City Council. It is recommended that twinning be made on behalf of the city. It should therefore involve the negotiation of a twinning agreement that promotes linkages and practical projects not just between the respective city administrations but also between business, education, communities and others.

Twinning will be decided by Protocol and Selection Committee in the first instance and recommended by Protocol for final decision to City Council.

Recommendations on future twinning will be based upon:

- Twinning agreements that are time defined for a period of five years (renewable)
- Each twinning shall have a definite and concrete annual programme of work, which will involve key stakeholders in the city such as business, education, communities and city government itself.

Friendship Agreements:

A friendship agreement involves a less formal commitment between two or more cities. In each case it is a city-to-city relationship. Friendship agreements should be established on the basis of agreeing mutual interests and a work/exchange/linkage programme of activity. They should be established for a period of three years with an option to renew at the end of such a period. A Friendship Agreement does not require formal City Council approval and can be made where and when appropriate by a Senior Official.

Currently we have the following bi-lateral relationships:

Twin Cities : San Jose (CA); Barcelona; Liverpool; Beijing

The most active are San Jose and Barcelona . In both the practical working agreements are around technology and investment; education linkages; tourism and culture. Beijing has been around exchange of experience, air connections, investment , higher education and tourism co-operation.

Friendship Agreements : St Petersburg (focus on Innovation; Smart City and Culture) ; Moscow (focus on economic development , Education, technology and tourism) ; Krakow (focus on Higher Education, District heating) ; Guadalajara (Mexico) (focus on Tourism, culture, digital learning and exchange, Smart City and Gateway for Investment).

The agreement with Guadalajara was termed a Digital Friendship Agreement and both cities undertook to promote a network of cities committed to developing as gateway cities for

investment and for R &D around technology, smart applications and the creation of the digital future. The network currently has Dublin, Guadalajara, Barcelona and San Jose.

Mexico City wish to sign a Friendship Agreement.

Working groups are established to assist with each of the City to City relationships. These working groups draw in accord with the Policy representatives of interested stakeholders from Business, education and cultural interests. In dealing with these cities we keep local Irish diplomatic staff advised and are assisted by DFA, EI and the IDA. We also support and encourage the creation of local champions of the relationship in the other city. These champions are drawn from business, education, and culture.

Cross Border Co-operation

The Unit/Office was also charged with developing cross border relationships especially with the City of Belfast. Direction and intent was given to this co-operation by the Lord Mayors Forum on the Dublin Belfast Economic Corridor and the subsequent work by officials in both cities to realise the outcomes of this event. The Cross border dimension of International Relations is important in terms of the Peace Process; all island economic and tourism development ; and European Projects and funding.

3) Multi-lateral City Engagement

As part of the International Role the City Council is represented on multi-lateral bodies such as ;

- Eurocities,
- Union of the Capital Cities of the European Union (UCEU),
- City Protocol Society, (board member)
- Si Tous Porte du Monde, (tourism city network)
- Cities of the Isles (COTI) (british Irish cities)
- World Cities Tourism Federation (board member)
- International Regions Benchmarking Consortium
- Euricur (research at European level)

4) Funding Applications;

The Office also leads and facilitates funding applications and applications for awards or projects. During the year working with the University sector a number of funding projects have been successfully won. In addition Dublin won participation in the IBM Cities Challenge and we hosted an international IBM team who prepared a report on solar energy potential for the city.

Challenges and Priorities for 2015

The Office has to face the following challenges in 2015 :

- **Resource constraints – The Office is small and staff are dedicated. The loss of staff over 2014 will place additional pressure on responding to issues and opportunities in 2015.**
- **Maintaining the corporate and city wide focus – International relations is a facilitation role for the complete organisation and the wider city stakeholders. It will be a challenge in 2015 avoiding the pressures to be “siloeed” into one departmental focus.**

Resource limitations can be met by greater levels of co-operation with other organisations and “outsourcing” work and activity. This will however require the development of staff skills at managing “outsourced” responsibilities within a complex environment of ever changing geo political, diplomatic, agency roles and issues.

The key priorities for 2015 are :

- 1) **Maintain the service in respect of incoming delegations and the advisory role to the Office of the Lord Mayor. It is proposed that we would only handle delegations coming directly from other city governments , embassies or National Government/its agencies. In 2105 we have already committed to major delegations from Dallas (Dallas Assembly through DFA) and Moscow(through DFA) and China (through DFA)**
- 2) **Delegations coming through professional travel agencies or delegations from second level schools would not be handled or would be charged a fee. It is also proposed to develop a Value matrix that could assess the net benefit of dealing with a specific delegation.**
- 3) **Continue focus on international promotion of Dublin as Gateway into Europe and beyond for business, innovators and higher education. Ensure presence at key international events which can promote the city. Develop promotion template agreed with and shared with key stakeholders. Use strategic publications, social media and online material to promote the city as place for investment, education, R &D and tourism.**
- 4) **Develop and strengthen facilitation role and support for tourism promotion and for the attraction of International Business events.**
- 5) **Work closely with Start-Up Commissioner on promoting Dublin as place for International Start-ups or New business hub .**
- 6) **Develop and support funding applications to Europe and to major funding bodies for projects that would benefit the global positioning of Dublin.**
- 7) **In respect of Bi-lateral relations the primary focus will be on deepening the practical engagement with Guadalajara and Mexico City. Furthermore given recent interest from our Embassy in Moscow and the City of Moscow we will**

- explore with the high level City delegation expected from Moscow in February 2015 the potential for deepening economic , cultural and civic ties with Russia.
- 8) In respect of multi-lateral relations extend the current level of involvement across the organisation and the city.
 - 9) Invest in building through the British Irish Chamber key relations with the North and with UK Cities such as London, Liverpool and Manchester around economic, smart city and tourism co-operation in advance of 2016 . Also explore joint actions on EU Projects and international promotion.
 - 10) Identify potential funding sources and opportunities for Council expertise (retired and current) to engage in practical development projects in at least one targeted Irish Aid supported Developing country.
 - 11) Plan for International City Dimension to 2016 celebrations. Possible Sister City event in Dublin with Twin and Sister City participation on theme of Independence and Interdependency.

So what exactly has been happening in 2014

Just some of the Activity.....



Business Conference – Focus on Mexico – May 2014

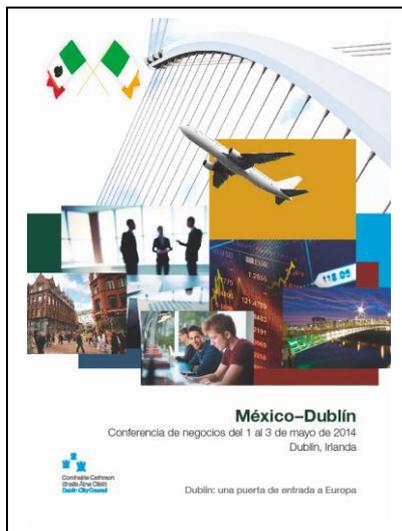
A major Business Conference to attract key Mexican business people to come to Dublin in May 2014. The focus is on Dublin, the Gateway to the European Union.

The working group included the IDA, Enterprise Ireland, DCU, the Department of Foreign Affairs, the Mexican Embassy, Arthur Cox, Irelandia Aviation and KPMG. The Irish Embassy in Mexico hosted several events in Mexico to promote the conference. 80% of the funding for the event was raised from private sources.

The focus of the conference was connecting companies in Dublin and Mexico in the areas of aviation leasing, financial services, legal services and education.

Key speakers at the conference included:

- Joe Costello, Irish Minister for Trade & Development
- Barry O'Leary, CEO, IDA – Ireland's Inward Investment Promotion Agency
- Ildefonso Guajardo Secretary for the Economy (Secretario de Economía),
- Roberto Alcántara, Director Viva Aerobus and IAMS Group
- Martin Curley, Vice President of Intel Labs Europe
- Anna Scally, Senior Global Partner, KPMG
- Gary McGann, Group Chief Executive, Smurfit Kappa
- Declan Ryan, Managing Partner, Irelandia Aviation
- Francisco González, CEO, PRO-MEXICO



Asia Matter Conference: 4th – 7th June 2014

The City Council supported the Asia Matters Conference financially and in kind as well as providing speakers. The Conference had a focus on China, India as well as Vietnam, Indonesia. Several Government Ministers from Asia attended the conference and had a series of bi-lateral meetings with bodies such as IDA and the Minister for Enterprise & Employment.

Open Innovation 2.0: 11th & 12th June 2014:



This conference was held in the Dublin Convention Centre in partnership with Dublin City Council, Intel Labs (Europe), TCD and the European Commission. An international panel of speakers addressed an audience of 400 from across the world. The annual Luminary Awards were presented in City Hall as part of the conference.

Business Links with UK and London :

Building on the successful Cities of the Isles Event in late 2013 the President's visit to London allowed an opportunity to build city to city relations with London. This involved a business promotion event for business leaders in Imperial College co-hosted with the British Irish Chamber; tourism promotion event co-hosted with Tourism Ireland ; discussions on collaboration with the City of London .; and joint positioning on co-operation between Dublin and Belfast.

This work has continued with the British Embassy in Dublin and with UKTI.

Sister City International Conference – San Jose August 2014:

Dublin was represented at the Annual Sister City International Conference held in San Jose. Councillor Ruairi McGinley and Michael Sands addressed two of the workshops at the conference.

The opportunity was taken during the mission to San Jose to meet with some people who look after SME start-ups, homeless issues and rehabilitation of young offenders/drug users. These issues are of interest to the Lord Mayor and may form part of the annual mission to San Jose in March 2015.

One Young World Summit: 15th – 18th October 2014:



In excess of 190 countries were represented at this conference which was held in the Convention Centre. Media companies from 70 countries covered the conference which also showcased Dublin.

Some of the elected members and staff of the City Council facilitated workshops and arranged site visits for delegates to the Summit

Part of the City Council's contribution was to have branding on lampposts, on the JCDecaux panels and included a wrap on the International Office at 3, Palace Street.

This office facilitated meetings with the Lord Mayor as well as giving briefings on Dublin to delegations from several countries attending the One Young World Summit. This included a delegation led by the Mayor of Albufeira, Portugal and the Governor of Bangkok, Thailand



Branding on 3 Palace Street

Web Summit: 4th – 6th November 2014:

20,000 people from around the world attended the Web Summit 2014 which was held in the RDS. The theme of the Web Summit is 'Where the tech world meets'. Many international renowned speakers address the Web Summit. There was extensive media coverage of the Summit and its focus being on Dublin – the Hi tech Capital of Europe.

Dublin City Council was a partner with the Web Summit and assisted with branding etc

Capital Cities of the EU (UCEU):

Dublin holds the presidency of the UCEU for 2014. Deputy Andrew Montague represented the Lord Mayor at a meeting of the Mayors of the Capital Cities of the EU on 17th February. At the invitation of the City of Rome and the request of the Irish Ambassador to Italy Dublin participated in a Rome Meeting of Capital City Mayors with the Commission.

Dublin will host the Annual Conference of the UCEU in December and propose major structural changes as well as a strengthening of the dialogue between the cities and the EU Commission on the Urban Agenda. The theme of the Conference is how to strengthen engagement between citizens, city governments and the European Union.

Beijing:

The Lord Mayor led a delegation to Beijing in September 2014 to attend the World Tourism Cities Federation. Meetings were also held with the Mayor of Beijing, the Mayor of Tianjing, the Irish Ambassador, IDA (China).. The Lord Mayor addressed the separate media outlets interviewed the Dublin delegates about cur.....



These interviews in print, on TV and on-line reached an audience in excess of 10 million Chinese people.

Barcelona:

For the fourth year Dublin participated in the Barcelona led Smart Cities Expo and Congress. The Director of International Relations delivered a keynote address on Citizen Engagement.

Dublin City Libraries used the event to continue co-operation with Barcelona on their application for UNESCO City of Literature Status.

Eurocities AGM:

This Office represented the City Council at the AGM of Eurocities in Munich in November. The theme of the meeting was 'Energising Cities'.

Your Dublin Your Voice:

Preparation has commenced on the next (the 8th) survey for Your Dublin Your Voice. This survey will focus in on arts and cultural events in the city.

Delegations:

Delegations received and programmes organised throughout the year have included ;:

- Representatives from the Embassy of Poland
- A delegation of politicians and officials from Groningen, Holland
- Cultural delegation from St Petersburg
- Delegation from the Beijing Municipal People's Congress
- Students from the Beijing – Dublin International College
- A delegation from Taiwan
- A delegation of business people from Barcelona
- A delegation of politicians from Sweden
- The Governor of Bangkok, Thailand
- A delegation from Chengdu, China
- A delegation from Wenzhou, China
- A delegation of politicians from Berlin, Germany

The International relations Unit arranged a meeting between the Mayor Walsh of Boston and 25 Elected Members of the City Council who had a round table discussion on shared interests.

