

Towards a Creative Dún Laoghaire



Towards a Creative Dún Laoghaire

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Executive Summary



Executive Summary

Project Timeline & Partners

Towards a Creative Dún Laoghaire - a six-month inter-disciplinary research initiative ran from June to November 2022.

Dún Laoghaire-Rathdown County Council's Economic Development Unit and Arts Office partnered with IADT's Public Design Lab on this collaborative project funded by Creative Ireland.

The Economic Development Unit (EDU) is based in DLR's Finance and Economic Development Department. The Unit provides direct financial supports, drives strategic projects, acts as a voice for businesses in DLR and generally drives initiatives that foster economic growth in the County. The Arts Office supports artists and creatives at all career stages. It works in partnership with a range of organisations and community-based services in the County to support local arts development and the cultural life of its residents of all ages, programming and developing a wide range of arts activities and opportunities across the County.

IADT is a leader in higher education with a specialist focus on the development of future makers, shapers, technologists, thinkers, storytellers and creators who lead and innovate in a changing digital world. The Public Design Lab (PDL) is an interdisciplinary hub at IADT. It drives a vision for IADT to collaborate and consult with industry, government and civic partners, and to develop advanced research with a positive social and environmental impact. The principles of IADT's Public Design Lab were applied to the project, namely: *collaborative, eco-centric, transparent, economically responsible, inclusive, ethical, just and intergenerational.*



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Project Objectives

The objectives of this project were to explore ways of forging closer co-operation and embedding a presence for IADT in Dún Laoghaire town. Additionally, to examine ways to enable IADT graduates and other creatives to stay working within Dún Laoghaire town, and the wider County environs.

At an early stage of the process, a mission was defined by the partners to focus the research on ways *'To collectively support & develop a vibrant, inclusive and sustainable creative economy in Dún Laoghaire.'* Once the project mission was defined, a methodology was agreed to address the project objectives, albeit within the timeframe and resources available. Stage 1 of the process included context mapping, place-based research, desk-based research, a literature review, stakeholder mapping, 1:1 interview, charrette* planning and execution. Planning and developing strategies were mapped out broadly at the outset and were subject to on-going refinement. Stages 1 to 3, including observations and reflections, are outlined on page 9.

*A charrette is a workshop devoted to a concerted effort to solve a problem or plan the design of something.


Socio-economic context

This project sought to strengthen and build on the strong existing partnership between DLR and IADT as a direct response to some of the key themes identified in *Dún Laoghaire 2040, A Spatial and Economic Study for Dún Laoghaire Town*, commissioned by Dún Laoghaire-Rathdown County Council in 2021 and undertaken by KPMG Future Analytics. *Dún Laoghaire 2040* references research which identified that there is significant opportunity to capitalise on innovation initiatives that are a core function of IADT; and that bringing the focus on innovation into the town centre could create scope for new high-potential start-ups to develop in the town with positive effects. Theme 1, Pillar 2, specifically references increasing the student population in the town with regard to IADT (*Dún Laoghaire 2040* 122, 66)

Proposed Outcomes

The *Towards a Creative Dún Laoghaire* project research and collaborative interdisciplinary activities undertaken and outlined below provided the opportunity to explore the critical role of the creative economy in Dún Laoghaire in realising the inherent value and importance of the developing relationship between Dún Laoghaire-Rathdown County Council and its neighbouring third level institution, the Institute of Art, Design & Technology, Dún Laoghaire (IADT). This project allowed stakeholders to articulate their ambitions towards a 'Creative Dún Laoghaire' and those ambitions have been captured in this study. The research validates the claim of the KPMG report that retaining students in the area is essential for the local economy of Dún Laoghaire and an important factor in growing the town's vibrancy. During the initial interviews, there was a unanimous request for a creative hub to be facilitated, and this was re-iterated by the students during the charrette workshops. The design of a virtual creative hub/networking platform in response is among other key actionable items.

It is widely accepted that an IADT presence in the town will have the desired economic multiplier effect. Currently senior executives in Dún Laoghaire-Rathdown County Council and IADT are working towards an agreement in this regard as well as the signing of a Memorandum of Understanding in relation to plans to expand collaborations in a structured, formal, strategic and mutually beneficial way – *announcement pending early Dec. 2022*. While this is a result of long-term discussions between both institutions, this project provides the impetus for change to happen providing further momentum for 'Towards A Creative Dún Laoghaire' stated project objectives.



“The only email I make sure to check in my inbox is the DLR update to see how can we collaborate, upcoming grants etc.”

Fiona Snow
IADT Lecturer

Process and Methodology



Project Planning & Collaboration

Co-design methodologies were employed to research, ideate, and propose actionable ideas with local stakeholders to facilitate the development of the local creative economy.

This project was divided into three stages outlined below. The project team met regularly to discuss strategies and progress.

Stage 1

Initial research / Mapping of the environment

- ▶ Defining project mission & objectives
- ▶ Context mapping & place-based research
- ▶ Secondary research – desk-based research / literature review
- ▶ Planning & developing project strategies
- ▶ Primary research – interviews & charrette
- ▶ Stakeholder mapping
- ▶ Observations & reflections

Stage 2

On-going refinement, workshop planning/execution and action plan for stakeholder engagement

- ▶ Creating a communication & action plan for stakeholder engagement
- ▶ Charrette workshop design, planning & execution
- ▶ Planning & execution of additional interdisciplinary activities (expert panel, student seminars, sense-making workshop, coffee morning)
- ▶ Refinement of deliverables & resource planning
- ▶ Ongoing primary & secondary research

Stage 3

Wrap-up / Conclusions

- ▶ Report Writing
 - ▷ 1. Creative Ireland report
 - ▷ 2. Overall research report
- ▶ Post-production of visual material; storyboarding, editing & compilation
- ▶ Conclusions / formulating recommendations
- ▶ Wrap Up

New processes / Innovative tools

Co-design tools and strategies were employed to reach as many stakeholders as possible using a range of formats for communication and engagement. A variety of public engagement activities took place; a week-long charrette workshop, coffee morning, expert panel discussion and 1:1 interview with stakeholders.

Interdisciplinary and intergenerational collaboration occurred in a variety of group sizes; 1:1, large and small group events, to capture important insights and facilitate discussions about the creative economy. The conversations served both as a method of data collection and as an accelerator in terms of building relationships between the stakeholders, which was a valuable outcome of the strategic design of this research study.

Research Methodologies



Research Methodologies

1

Interdisciplinary collaboration

2

Methods

- ▶ Design Thinking
- ▶ Speculative Design
- ▶ Systems Thinking
- ▶ Future Thinking

3

Tools

- ▶ Stakeholder mapping / stakeholder value maps
- ▶ Context mapping
- ▶ Brain writing
- ▶ Idea filtering
- ▶ Storyboarding
- ▶ Worldbuilding
- ▶ Affinity map
- ▶ Research sense-making

“Creativity without an economic benefit, is creativity for the sake of creativity.”

Martin O’Byrne

Local Businessman



Collaborators

Members of DLR’s creative community, business community, students, Dún Laoghaire-Rathdown County Council staff and elected representatives and IADT staff. Further details re. collaborative activities, events and statistics are outlined below. Link to video overview of the project research activities [HERE](#)

Objectives, Outputs and Outcomes





Context & The Definition of Creative Activities

The project objectives are outlined in the Executive Summary. However, it is useful to outline the context and the definition applied to creative activities for the purposes of this study.

From the data collected for this project, creative activities were defined as follows: creative activities are the day-to-day processes and long-term strategic plans that are concerned with innovation, artistic expression, empathy building and performance. Some of these activities will elicit economic profit, but all these activities are necessary and contribute to economic growth. It is the diversity of creative activities within a system that creates sustainable economies where scalability becomes available only when it is necessary and beneficial to do so.

Research & Engagement – Outputs

Exploratory Research Interviews

Exploratory research interviews were conducted to understand the challenges and opportunities the creative economy faces. A variety of stakeholders were selected based on their influence within both DLR and IADT. Using IADT's Public Design Lab as a reference point, the project was introduced to prospective interviewees using a specifically designed explanatory video. Link to the Call Out Explanatory Video is [HERE](#)

The interviews took place in-person and online and each were documented. The observations were then combined by the researchers to identify thematic topic clusters. Some key trends and themes that emerged have been highlighted, as well as gaps where further study and enquiry is necessary.

Trends

- ▶ Affordability
- ▶ Hybrid working
- ▶ Focus on sustainable practice
- ▶ High emigration of skilled workers
- ▶ Graduates moving abroad for better living conditions
- ▶ Changes to workflow processes because of emerging technologies

Themes

- ▶ What is DLR Town's identity? What direction is it going in?
- ▶ The seafront holds a lot of meaning and opportunity
- ▶ Dedicated spaces are needed for creative activity
- ▶ There is already a very rich creative community in the region
- ▶ DLR was a very vibrant town. How can we bring life back?
- ▶ There is a big appetite for this project's initiative
- ▶ More of an IADT presence in the town is mentioned throughout

Conflicts

- ▶ Education is needed around what is considered 'creative'
- ▶ A lack of trust between the community and new ventures or developments, within the town needs to be addressed
- ▶ There are a lot of different visions of what DLR could be, needs unifying
- ▶ A concern about who has the power to change DLR and decide what it becomes
- ▶ Differing opinions on infrastructure development e.g. pedestrianisation is a divided topic

Gaps

- ▶ Research into graduates and current students core values to uncover what might keep them living and working in DLR and why they leave
- ▶ Continuous community engagement to understand the local population's beliefs, values etc.
- ▶ Parents perspective on their adult children living at home (due to accommodation affordability issues) is required
- ▶ The tourism industry perspective
- ▶ Strategic national government plans
- ▶ Testing and critiquing what has been learned so far
- ▶ Consider exploring future scenarios more deeply e.g., the influx of a new population as a result of climate migration



Charrette Week-long Workshop

The week-long charette workshop brought together, for the first time, a cross-section of IADT students, graduates, staff from various departments of Dún Laoghaire-Rathdown County Council and IADT, as well as local business people, and artists. Design thinking methodologies were used to gain insights, provide a forum for exchanging ideas, explore alternate approaches, and to foster the inclusion and alignment of diverse stakeholders. Design and future thinking tools, speculation and worldbuilding were used to create scenarios and elaborate on future possibilities, and to develop tangible visions of the future. They also provided workshop participants with a number of helpful tools to embrace and navigate through the complexities of the systems with the defined purpose of looking towards the long-term future.



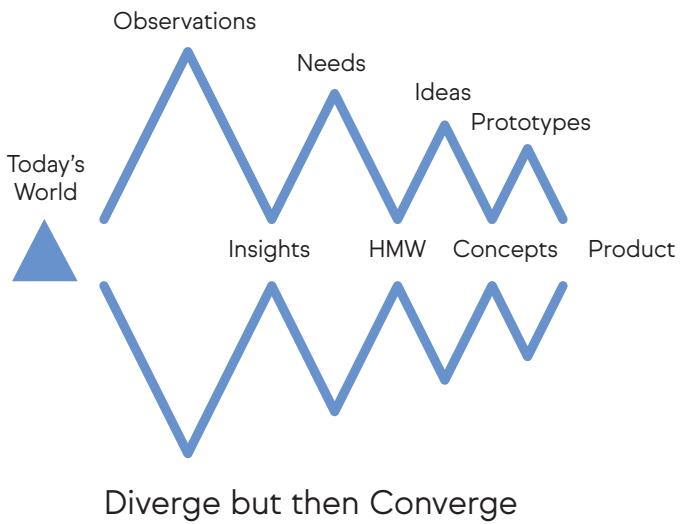
The charrette involved IADT students from the Animation and Business Management courses and was an experimental strategy for engagement between the Local Authority and the local higher education institution. The key takeaway from the workshop was that students were challenged to think creatively about a local and real-world initiative. Introducing design thinking as a method for creative solutions provided the students with a valuable skill to use within their respective disciplines. As the future generation of workers, it is important to provide the students with alternative ways of thinking about 'wicked'* problems such as climate change when designing the future of Dún Laoghaire and the wider area/environment. From the perspective of the Local Authority, there was great insight into the value of engaging with students to provide originality and enthusiasm which contributes to a more vibrant and optimistic outlook. While the solutions the students proposed were far reaching and other worldly, the intention behind their ideas was a passion to get involved with local projects and an appreciation for student focused investment.

**A wicked problem is a social or cultural problem that is difficult to solve because of its complex and interconnected nature, subject to real-world constraints which hinder risk-free attempts to find a solution.*

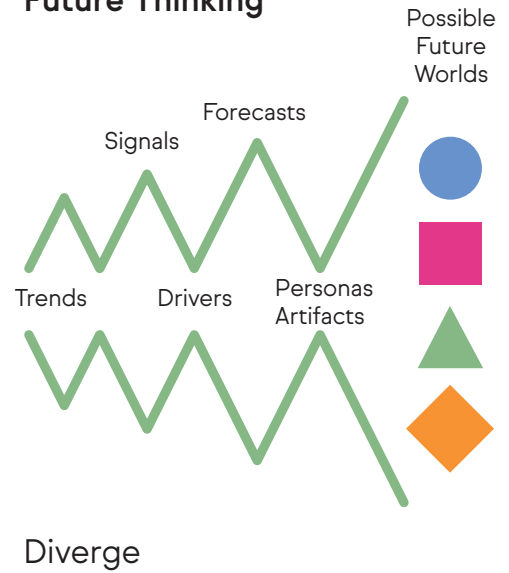
Full Charette Report available [HERE](#)

A reportage video of the charette is available [HERE](#)

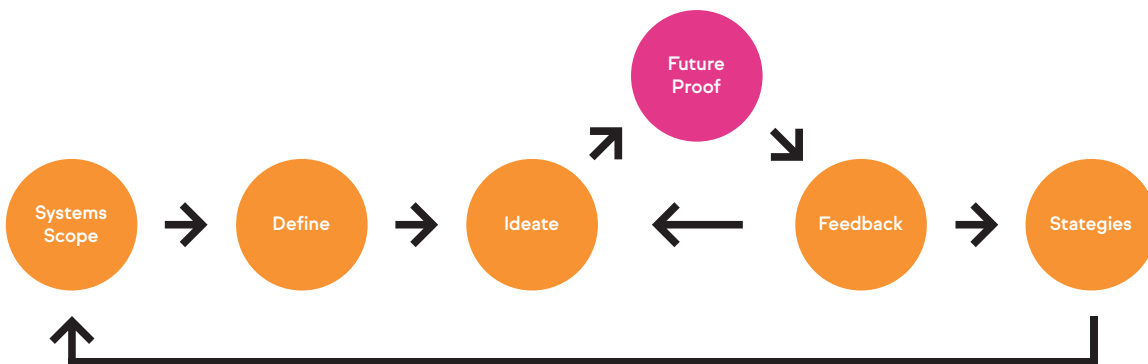
Design Thinking



Future Thinking



Future Thinking incorporated into Design Thinking process





Coffee Morning

A project research update was presented to a group of 26 stakeholders at a coffee morning hosted in dlr Lexicon. Attendees included artists, business people, DLR County Councillors, IADT and DLR staff, as well as senior executives from both institutions. A lively discussion followed the presentation, providing further insights and ideas and highlighting current challenges. A reportage style video of the coffee morning is available [HERE](#).

“There is a wealth of challenges, so we need people who come from different perspectives.”

Andrew Errity

Expert Panel Discussion

IADT experts participated in a valuable discussion about the creative economy and the future for creatives in Dún Laoghaire. The insights from Faculty Heads of Department and senior lecturers across a range of disciplines gave clear evidence that creativity is needed more than ever to provide comfort during times of crisis such as the pandemic, and to be a catalyst for social change. They warned of the potential dangers and implications of accelerated technological advancement and how they are educating their students to employ critical conscious awareness within their design processes. Emphasis was placed on nurturing creatives, especially in early development stages, and on protecting creativity during times of economic precarity.



“Empower people and create spaces for tacit knowledge”

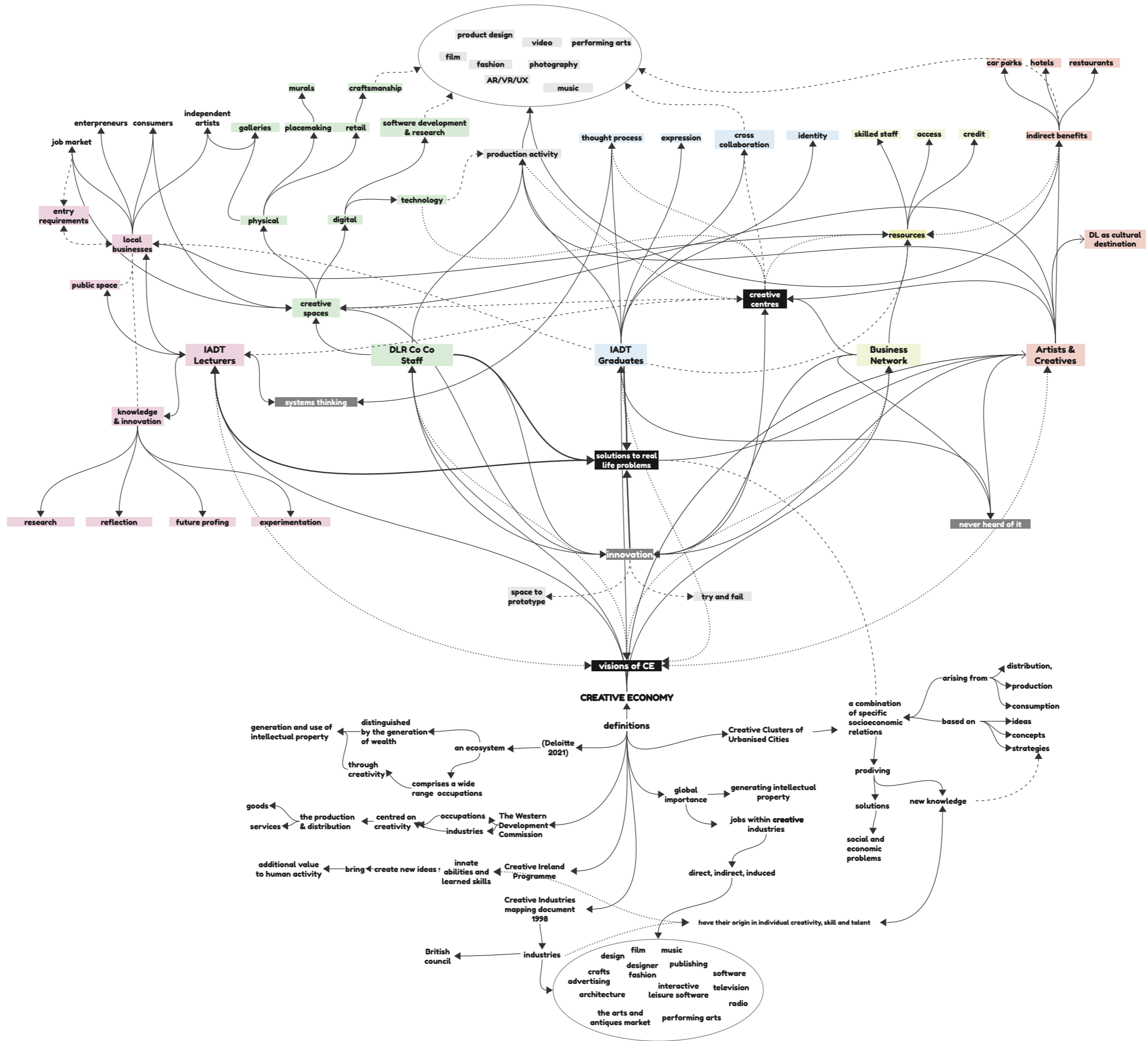
Clodagh Emoe

Desk Research

The study looked at various creative centres around the world to find common denominators and investigate how different organisations build partnerships and collaborate on events and projects. While connectivity and interdependence run at a macro-level of agencies and institutions, important networks are formed between creative and cultural practitioners at a micro-level.

Peer-to-peer interconnections, through formal and informal networks, seem to be a means to create the personal support infrastructure a creative practitioner needs. The UK Creative Industries: Unleashing The Power and Potential of Creativity Report, commissioned data from Oxford Economics projected that, with suitable investment, the UK creative sector could recover faster than the UK economy as a whole, growing by over 26% by 2025, citing creative industries as a catalyst for post-pandemic recovery (The UK Creative Industries). Oxford Economics estimated that for every £1 the Creative Industries contributed prior to the pandemic, an extra 50p was generated in the broader economy through their supply chains (The UK Creative Industries). This may be relevant to the creative economy in Ireland with similar potential to create opportunities and unlock entrepreneurialism, creativity and sustainability.

Research showed that supporting social diversity helps to increase vitality and participation, reinforce people's feelings of ownership, and create a stronger sense of belonging. An open mindset, finding new initiatives the willingness to take risks and learn from failure, supported within the structures, will help to enrich Dún Laoghaire's creative potential. People, places and events can act as catalysts, the role of which could be investigated in further studies. Moreover, a significant mindset shift is to see Dún Laoghaire not as a town of many projects but as a combined project of importance to all.



Measurement & Evaluation Methods Employed

An exploratory process was followed, proven by observations and recordings. Outputs of collaboration included diaries, logs from journals, deciphering ideas, thoughts, experiences, feedback from the charrette, and overall involvement of various community members. Participants identified a wide range of interlinked aspects or elements of success relating to the creative economy, such as space, recreation, sustainability, transport and communication; finally, an in-depth understanding of the creative economy was reflected in the mapping constructed during the process.

“In turbulent times, we reach for nature, poetry, writing and drawing things that help to soothe the soul.”

Vanessa Gildea

The success of this short research study may be measured by the valuable conversations which have been generated between IADT and Dún Laoghaire-Rathdown County Council. While relationships between the organisations have been long standing, this project contributed to the continued ambition of building connections, raising awareness, and creating a basis of knowledge within IADT about the local creative economic activity. An indication of the project’s success is in the wealth of collaborative appetite expressed by individuals from each organisation and by the personal networks which have been created. Events that engage the stakeholder groups in less formal contexts were identified, these would help to maintain the re-ignited interest. Locally rooted institutions and universities play a vital role in their community and in many aspects of cities or towns creative, economic, and social evolution. Consequently, one measure of success of this project is the strength of relations developed between Dún Laoghaire-Rathdown County Council and IADT and by mapping out ways for IADT to become a centre of knowledge and excellence by expanding its reach beyond the campus borders, providing education and training, and supporting local businesses through its core initiatives of research and innovation.



Outcomes

Proposed Strategic Developments

There is no specific point at which a city (or town) is finally “creative”. The challenge is to develop future thinking capabilities, be alert to opportunities and open to experimentation while prioritising co-creation and sustainability.


‘Creative Dún Laoghaire’, as a town of possibilities, will require a creative strategy operating at multiple levels. This includes flexible funding schemes, the provision of various workspaces and incubation centres, higher-profile events, and revised external communications. The latter might initially focus on a series of niches, from the maritime field to social innovation. Cultural events could become one of the main regenerators of the town, and, if well-directed could become transformational to the creative economy ecosystem of Dún Laoghaire and the wider County.

A strategic outlook in terms of Dún Laoghaire’s connectedness, accessibility and local networking could help to create a roadmap on how networking between organisations and sectors could improve and how the mindset and organisational cultures could shift further.

Embracing the uniqueness of Dún Laoghaire and its creative potential to future-proof the town’s liveability is especially important in a moment where cities are on the front line responding to new challenges such as climate change or welcoming migrants and newcomers. Towns that convey a distinctive and differentiating character based on a coherent, genuine identity are more competitive and gain new opportunities (The Global Identity of Cities).

Potential Actionable Ideas

Like all aspects of the economy, the creative economy is concerned with efficiencies and actions as an expression of values, social impact and sustainability. To achieve this, business support is required to build up the value and activity in a sustainable yet scalable way. Support is required where art, technology and business intersect in the delivery of products and services and to tackle specific barriers-to-entry and ongoing viability issues that creatives, entrepreneurs and emerging creatives may experience, including protecting their intellectual property. The provision of a formal structure for collaborative opportunities with other creatives, businesses and higher education institutions would be beneficial. Resilience and well-being supports for creative entrepreneurs due to the precarious nature of the industry are also important.



“We need to nurture, incentivise and value creativity through all phases of life”

Andrew Errity

My Dún Laoghaire/Seedling Activities/Virtual Creative Hub

'My Dún Laoghaire': a call-to-action initiative aimed at local artists, inviting them to submit an artwork that they feel represents their lived experience of the town. Selection criteria might include capturing the essence of the locale, with relatable stories depicting the most resonant values of the town. Social media could be utilised to involve the local community, with the finalists' creativity displayed in the town.

Seedling activities throughout the town could build trust between the local population and the creative community. The planning of one or two events in the near future which focus on crowd involvement is one strategy to invite the public into the creative community to participate.

In addition, there is potential for a virtual creative hub to be designed where best practices and innovation are being harnessed and cultivated. While a long-term strategic plan to build a creative hub in Dún Laoghaire town is well supported, a short-term and cost-effective solution is an online network. A platform based on the values and purpose of a physical creative hub, but which is responsive to today's hybrid working trends and resilience to future unforeseen challenges of in-person meeting. Whether virtual or physical, it would be a space for creative individuals and organisations to meet, collaborate, share ideas and support each other. Furthermore, the development of a virtual platform could be leveraged as a foundation for the development of a physical space by working with the established online creative network. The development of a virtual creative hub would be a large undertaking, requiring further investigation into resources required, ownership and a development plan to move it forward.

Examples of existing online networks are included in the Appendix 2.

Additional Relevant Findings



Further Research

Further research is required to identify and embrace Dún Laoghaire as a cultural, creative, and recreational destination for various groups or individuals – from students to families. Design thinking methodologies could be beneficial in identifying strategic locations and transformative events, and choosing the right course of action

Experimental research within this field could help to simplify the issues and the complexity of the creative economy, with the aim of creating a new sense of agency and activism while achieving sustainable goals.

In addition, an examination of other successful models within the creative economy, such as those evident in the Irish Film and Animation industry, could be beneficial. Dún Laoghaire-Rathdown County Council and Wicklow County Council have been particularly successful in attracting film-based companies and production activity to their respective regions over many years.

It is acknowledged that further study will require further funding. The creative sector has gained importance in terms of its contribution or potential contribution to the economy, nationally and the EU context. Certain strands of EU funding (such as Creative Europe) may be worth considering applying for in the future. Additionally, local and national sectoral agendas could provide a source of further funding to expand on the research as suggested above, such as the [Creative Ireland programme](#) (Publications) and the National Research & Innovation Strategy 2022-2027 (New National Research).

[Creative Europe](#) (Culture - European Co-operation Projects Calls + Cross-Sectoral - Creative Innovation Labs Calls

[Horizon Europe](#)

[New European Bauhaus](#)

[Culture Moves Europe](#) (funding for residencies & mobility for 7,000 EU creatives).

Public Engagement

The reach of the project has been wider than expected. As conversations and events took place, interest in the research gained traction. For example, IADT lecturers have realigned some modular mandatory student assignments to specifically focus research on Dún Laoghaire-Rathdown. In addition, as a significant issue consistently arose around the subject of sustainability, IADT's Public Design Lab conducted a pilot survey on this subject, which has now been expanded to a wider audience. The findings of this are yet to be analysed but it is anticipated that this important consideration, locally, nationally and globally will influence decisions around future developments for the creative economy.

Stats:

34

Stakeholder Interviews x 34

8

Direct beneficiaries
(8 as reported in part B of
the submission)

20 | 4 | 9

Charrette – 20 students
+ 4 workshop facilitators
+ 9 external participants

8 | 20

Student groups & lecturers
(Speculative Design re. the
future of IADT) – 8 lecturers
+ 20 4th year students

5 | 10

Expert panel discussion –
5 experts
+ 10 film studio crew +
producer

26

Research update event
/ coffee morning – 26
attendees (Dún Laoghaire-
Rathdown County Council
Councillors, representatives
of the DLR Economic
Development Unit, Parks
Dept., Arts Office, local
businesses people, IADT's
President, researchers,
and local artists network
representatives.

35

IADT staff survey (pilot)
re. strategic plans on
sustainability in IADT – 35
respondents for pilot survey.
Call out to be expanded to
all staff.

Media

<https://lnkd.in/gqceNFuw> Dublin South FM Radio Interview with Lecturer and Found of IADT's Public Design LAB

Dún Laoghaire-Rathdown County Council & IADT News Items:

<https://www.dlrcoco.ie/en/visual-arts-and-film/towards-creative-d%C3%BA-laoghaire>

<https://iadt.ie/news/towards-a-creative-dun-laoghaire/>

<https://iadt.ie/news/iadts-public-design-lab-dun-laoghaire-rathdown-county-council-receive-creative-communities-economic-action-funding/>

<https://pdl.iadt.ie/work/towards-a-creative-dun-laoghaire/>

As the Towards A Creative Dún Laoghaire project is near completion the services of a PR company, Enkom PR, has been commissioned to support the project team to further disseminate and promote the research findings. Update to follow - late December/early January 2023.

Conclusions and Looking Ahead



Learning and Limitations

The project was short term (6 months), which necessitated scheduling some work during the summer months. This made it challenging to achieve certain project goals due to stakeholder availability. The short duration also meant working with a relatively small cohort which is a limitation in itself. Lead in time for newly recruited researchers had to be factored in, to enable them to build their knowledge of the local creative economy and familiarity with internal structures and people in both partner organisations as well as with the external community.

Dún Laoghaire is home to multiple creative enterprises and individuals working across various categories, such as; *crafts, fashion, art, multimedia, film, and creative solutions*. Mapping the creative economy in the DLR region using 'NACE' codes was highlighted as necessary by some stakeholders. The NACE code is the common basis for statistical classifications of economic activities within Ireland. However, it was not achievable in the time frame, given the projects overall objectives and the resources available. A mapping exercise for Dún Laoghaire-Rathdown could prove useful to support proposed actionable ideas and strategies.

The creative economy, as defined by Deloitte's report 'The Future of the Creative Economy' is an eco-system that comprises a wide range of occupations distinguished by the generation of wealth and jobs through individual creativity driving the generation and use of intellectual property (The Future of the Creative Economy 5). The Western Development Commission definition includes occupations and industries centred on creativity, for the production and distribution of original goods and services. This is broadly speaking across three areas: Craft, Culture & Creative (Collins 3). Some will elicit profit, be scalable, sustainable but all are necessary, diverse and contribute to economic growth. However, research insights indicate that the term creative economy is not widely understood, therefore a communications strategy at a national level may be beneficial to the town

Liveability, urban spaces, and infrastructure

Creative activities reshape urban spaces and drive other forms of creativity and economic activity. Investing in public spaces facilitating adaptive reuse of structures and open spaces in Dún Laoghaire could provide opportunities for transformation into creative hub(s), co-creation spaces, innovation, as well as for cultural activities to increase participation across the generations. For example, proactively linking the County Council architects with design researchers at IADT on local projects could provide additional value to the local creative economy.

Social networks, catalysts, and technical and financial support

Workplaces and education have become less transactional and more collaborative. Using co-design tools, such as those utilised for this study, is commonplace, and design thinking strategies are used in the public and private sectors to find creative solutions.

Consequently, future thinking and design can help to adapt the emergence of new and more creative possibilities, foster the inclusion and alignment of diverse stakeholders, and provide for ongoing learning through prototyping and experimentation by using design tools and approaches to achieve deeper insight and alignment around current reality.

Innovation is about scalability and growing ideas. For many creative entrepreneurs, support to innovate will be required. Creative hubs, similar to those discussed above and County Louth's Creative Spark, provide a space for creatives to work alongside others on a similar journey (Creative Spark 2020). Through creative exchanges, creative entrepreneurs can benefit from feedback, links to investors, funding, mentoring, professional development opportunities, business support and learn how to protect their intellectual property (IP).

Similar supports for creative arts higher education students are considered advantageous as early-stage / emerging career interventions. This enables them to think differently about the creative economy, their potential contribution and the potential rewards. Study modules that help creative arts undergrad students learn how to develop and pitch their ideas, collaborate, source funding and investment, play a key role in developing sustainable, viable creative careers.

Institutions, regulations, and partnership

Encouraging partnerships within the creative community could have a significant positive impact on Dún Laoghaire's creative economy. An effective coalition between the County Council, artists and representatives of cultural institutions, local community stakeholders, and education campuses will help create the right environment where creatives can flourish. Productive dialogue with creative communities and other creative practitioners could form part of an approach to policy making. This type of interdependency is essential in the cultural and creative economy ecosystem.

Dún Laoghaire's uniqueness

A clearly defined identity/brand for Dún Laoghaire will help to foster sustainability, increase economic growth and attract investments. A vision of Dún Laoghaire as a receptive and responsive place for artists and innovators, where graduates and creative entrepreneurs thrive and contribute to the community, could bring multiple benefits to those who live, work and visit the town.

Looking Ahead

Building a creative economy in Dún Laoghaire town will require developing a culture of diverse possibilities, across all areas of the economy, between social and cultural actors, public administration, and addressing concerns like sustainable development. A long-term vision can be adopted alongside short-term policies as the system interacts at different levels.

Summary

The journey towards creativity is a continual process of becoming, an ongoing evolution in effectively adapting within a changing world. The task is to develop a culture of diverse possibilities across the town - through the Local Authority, across all areas of the economy, between social and cultural actors, while addressing cross-cutting concerns like sustainable development.

This research allowed for a deep dive into the subject of the creative economy, conversations around its meaning helped identify gaps in knowledge as well as opportunities. It is impossible to talk about the local creative economy without considering the creative economy in the broader context. Many inter-linked themes and trends came to the fore through participants' observations, reflections, concerns and frustrations about the future of Dún Laoghaire.

The Towards a Creative Dún Laoghaire project research and collaborative interdisciplinary activities outlined in this report provided the opportunity to explore the critical role of the creative economy in Dún Laoghaire, to realise the inherent value and importance of the developing relationship between Dún Laoghaire-Rathdown County Council and its neighbouring third level institution, the Institute of Art, Design & Technology. Furthermore, it allowed all stakeholders to articulate their ambitions towards a 'Creative Dún Laoghaire' as captured and documented in this study.

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Appendix 1

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Appendix 2

Examples of existing online network websites

<http://creativehubs.net/>

<https://www.iotplus.network/en/>

<https://lelab.live/>

<https://european-creators-lab.com/category/home/>

<https://fabcafe.com/strasbourg/>

<https://digitalcreativity.ac.uk/>

<http://creativeflip.creativehubs.net/creative-hubs-ambassadors-of-change/>

https://hopin.com/events/creative-coalition-2023/registration?utm_source=website

Examples of other networks and creative hubs

Austria <https://www.cis.at/en/about/creative-industries-styria/>

Denmark <https://arthubcopenhagen.net/en/about-art-hub/>

<http://thisdesigntool.com/copenhagen-municipality>

France <https://medium.com/fab-city-grand-paris/re-store-reclaiming-space-and-reusing-materials-in-paris-14f20d90056b>

Germany <https://factoryberlin.com/>

<https://karibuni.berlin/>

<https://berlin.impacthub.net/>

<https://www.bimm.ac.uk/news/bimm-berlins-new-home-in-renowned-creative-hub/>

<https://houseofmusic.berlin/en>

<https://www.de-hub.de/die-hubs/berlin/>

Japan <https://fabcafe.com/jp/tokyo/>

Norway <https://657.no/>

Portugal <https://arterialab.uevora.pt/>

<https://buinho.pt/>

Spain <http://on-the-move.org/work>

Switzerland <https://www.creativehub.ch/en/about/mission/>

Slovenia	https://transformation-lighthouse.com
Sweden	https://teh.net/about-us/
Portugal	https://resartis.org/listings/buinho-creative-hub/
Poland, Warsaw	https://cktargowa.pl/
Italy, Milan	https://base.milano.it/en/
UK	https://www.wearecreative.uk/ https://www.thecreativeindustries.co.uk/partners/creative-england https://www.cads-online.co.uk/ https://www.creativecarbonscotland.com/ https://www.cultureliverpool.co.uk/community/ https://pec.ac.uk/research/geography-of-the-creative-industries

Art+ Design — online platforms and initiatives

<http://www.fresh-europe.org/>
<https://www.elearningartdesign.org/about-us.html>
<https://www.cultureagora.com/en/home>
<https://en.unesco.org/creative-cities/home>
<https://www.designcities.net/design-cities/>
<https://www.spacesandcities.com/>
<https://euocities.eu/cities/>

Festivals / Events

- France <https://www.universite-paris-saclay.fr/en/events/global-periphery-journey-through-space-imaginaries>
- UK https://hopin.com/events/creative-coalition-2023/registration?utm_source=website
<https://www.culturehealthandwellbeing.org.uk/brighton-creativity-wellbeing-week-2022>
<https://cool-collective.co.uk/>
<https://www.baltic-creative.com/>
- Germany <https://zerowasteeurope.eu/2019/06/waterkant-2019-festival-truly-zero-waste/>
<https://www.feschmarkt.info/en/feschback/>
<https://www.whatdesigncando.com/events/wdcd-live-amsterdam-2022/>
- Denmark <https://www.creativeclub.dk/creative-hub?page=1&cat=Alle%20nyheder>

Other

- <https://www.ecbnetwork.eu>
- <https://www.ietm.org/en/projects/ietm-global-connect>
- <https://creativesunite.eu/>
- <https://startupheatmap.eu/>