

DUBLIN 2024

OPEN DATA TOURISM INNOVATION SHOWCASE INFORMATION PACK



Organised By:

















About the Showcase

Dublin has been awarded the **2024 European Capital of Smart Tourism**. This designation is a recognition of our commitment to deliver a greener, more accessible, inclusive and innovative Dublin, for both our visitors and locals. The Smart Tourism programme, established in 2019 has been sharing, collaborating, and learning from some of the best cities in Europe and embedding this best practice in our own work.

We plan to use this designation as a platform to deliver an innovative approach to support tourism for Dublin, we are inviting individuals and groups of all ages and backgrounds to take part in the Dublin region's Open Data Tourism Innovation Showcase. The Showcase aims at developing innovative ideas, solutions, prototypes or proof of concepts to unlock the potential of city open data to support tourism. Participants have an opportunity to Showcase their work, achieve recognition and attain prizes.

What are we looking for?

We are looking for solutions, which use open data for analyses, applications, tools, maps, etc. to drive or support the identified three goals that have shaped our tourism vision.

- Human: serves a people-centered and community-based growth agenda.
- Sustainable: is proactive, accountable and measurable toward our climate goals.
- Innovative: is future-facing, creative, collaborative and digitally-advanced.

All proposals with the potential to contribute to tourism are welcome. These may align with the European Capital of Smart Tourism's four themes:

ACCESSIBILITY

Problem Statement

Empower inclusive tourism in Dublin by harnessing open data sources to address barriers to accessibility. Develop digital tools, infrastructure enhancements, and educational resources that improve the accessibility of tourist attractions, accommodations, and transportation options, ensuring that data-driven solutions are openly available and contribute to making Dublin's tourism offerings accessible to everyone.

What do we mean by accessibility?

We recognise that tourism in Dublin happens in a variety of places and spaces and that we play a key role in facilitating the design, development, management, presentation and cleanliness of the buildings, venues, streets and neighbourhoods that make up the Dublin visitor experience. We will ensure visitor infrastructure and services under our remit create and foster interesting, accessible, sustainable and inclusive facilities and experiences for both visitors and locals alike.

Reference to Sustainable Development Goal (SDG)

SDG No 11 Sustainable Cities and Communities



MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

Where can you get idea or inspirations?

https://www.accessable.co.uk/

SUSTAINABILITY

Problem Statement

Leverage open data sources to develop innovative solutions aimed at reducing the environmental footprint of tourism in Dublin. Address Showcases such as waste management, energy consumption, and transportation emissions, while promoting sustainable practices among tourists and local businesses through access to transparent, up-to-date data.

What do we mean by sustainability?

We recognise that enabling a more sustainable tourism industry is a key action toward achieving the goals of our National Climate Action Plan. We will also ensure that our tourism ambitions serve the broader climate aims and obligations within Dublin's City Development Plan 2022-2028, which are to develop a city that is: low carbon, sustainable, and climate resilient.

Reference to Sustainable Development Goal (SDG)

SDG No 12 Sustainable Consumption and Production Patterns SDG No 13 Climate Action



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

Where can you get idea or inspirations?

https://www.101sustainableideas.com/

DIGITALISATION AND DATA

Problem Statement

Harness the power of open data to enhance the tourism experience in Dublin through digital innovations. Create interactive maps, virtual tours, and smart transportation systems using freely available data sources, focusing on improving efficiency, accessibility, and visitor engagement while ensuring transparency and collaboration in data utilisation.

What do we mean by digitalisation and data?

We recognise the enormous opportunity to blend our expertise in technology, culture and tourism to build a more future facing offer in Dublin. We will be a test-bed for innovation within the tourism industry in Dublin, ultimately creating more and better experiences for visitors.

Reference to Sustainable Development Goal (SDG)

SDG No 9 Industry, Innovation and Infrastructure



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

Where can you get idea or inspirations?

DearDublin

CREATIVITY AND CULTURAL HERITAGE

Problem Statement

Utilise open data sources to preserve and promote Dublin's cultural heritage through technology-driven initiatives. Develop digital platforms, educational resources, and interactive experiences that celebrate the city's history, traditions, and artistic expressions, leveraging openly accessible data to foster cultural exchange and understanding among tourists and residents.

What do we mean by creativity and cultural heritage?

We recognise that for the Dublin visitor, culture can mean anything. We see enormous opportunities in all of Dublin's culture, of our cultural spaces and places, artists and makers, sports and cultural people, both emerging and internationally renowned.

We want to share with visitors the many local stories and diverse voices of the city, ensuring we protect and capitalise on our cultural heritage, as well as local potential, creativity and connection, to generate unexpected and emotional responses from visitors that differentiates us from other destinations

Reference to Sustainable Development Goal (SDG)

SDG No 17 Partnerships for the Goal



STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

Where can you get idea or inspirations?

https://www.dublincitycouncilculturecompany.ie/what-we-do/programmes/culture-near-you

How to apply?

This Showcase is open to individuals, teams and organisations of all ages and backgrounds. Applicants may also apply more than once with different ideas. Your solution or project may involve creating something new, or developing a pre-existing initiative or application.

Apply Here:

https://docs.google.com/forms/d/e/1FAIpQLSePGny7Mz_B9m_jsoQczc Ga8iuDoY7qRYCAp4SAXRaSGxPCSw/viewform?usp=sf_link Application Deadline: Wednesday, 13th March 2024, 23:59

Showcase Timeline

Applications close on **Wednesday, 13th March 2024, 23:59**. Successfully shortlisted participants will be informed and given time through the month of March to turn ideas into projects and develop and deliver their solutions at a Showcase event in **April 2024**. At the Showcase participants provide a short report and presentation of their work.

Where to find relevant data?

Numerous datasets related to tourism factors are accessible through various portals. The national open data portal at www.data.gov.ie hosts significant holdings of data, while the Dublin region open data portal at data.smartdublin.ie provides datasets specifically relevant to Dublin. Additionally, the Dublin Economic Monitor, Failte Ireland and the European open data portal at data.europa.eu offers another potential resource for tourism-related data.

Depending on the proposal, relevant data sources might include: Air & Sea Access Data (CSO), Footfall Data (Dublinked), Hotel Date (Google Insights, Fáilte Ireland), Economic Indicators Data (Dublin Economic Monitor), Transport Data (NTA, CSO), Dublin Public Arts Data (data.gov.ie, Dublinked), Restaurant Data (Opentable), Cultural Spaces and Visitor Number Data (Fáilte Ireland, Dublinked, CultureNearYou, OPW), Accessibility (Dublinked), Small Area Data (CSO), Environment and Climate Data (CSO, Met Eireann, local authority/ EPA, National Biodiversity Data Centre).

The above mentioned data sources/sets serve as mere examples. If you are aware of or have access to other sources of data, maps, etc you are welcome to use them. But your proposal must also incorporate an element of open data too.

Requirements & Tools Suggestion for the Participants

Participants are required to use a combination of at least two open datasets to form the basis of your analysis, and we encourage you to be creative in your approach to using them.

To assist you in your work, we suggest using a range of (insert tool suggestions). These tools can help you to effectively process, analyse, and visualise your data, and can facilitate the development of compelling and impactful visualisations.

We recognise that each project is unique, and that there may be other tools that better suit your needs. Hence we welcome the use of any other tools of your choice, provided that they are effective in meeting your project's objectives.

How will my entry be evaluated?

While combining data from difference sources is welcome, entries must employ at least two open dataset from the <u>Dublin region</u> or <u>National</u> open data portals to qualify.

Once eligibility is confirmed, entrants will be evaluated on

- Showcasing the use of data including open data
- Impact potential for tourism
- Feasibility of proposal/practicality to deliver/capabilities of applicant(s)
- o Originality/Innovation/Diversity

Successfully shortlisted participants are then informed and given given 3 weeks through the month of March to turn ideas into projects and develop and deliver their solutions at a Showcase event on Friday, 22nd March 2024. At the Showcase participants provide a short report and presentation of their work.

How will my Showcase be evaluated?

Here are some key expectations:

Clear problem statement: Clearly articulate the problem you are trying to solve. This includes identifying the specific data Showcases that you are addressing, as well as the potential impact of solving those Showcases.

Use of open data: Judges will be looking for how open data (minimum two open datasets) form the basis of your analysis/project.

Innovative approach: Judges will be looking for innovative and creative approaches to the data Showcases at hand. This means thinking outside the box and exploring new ways to analyze, visualize, and make use of data.

Feasibility: Your idea should be feasible to implement within the given time frame of the hackathon, and with the available data and resources. Be realistic in your expectations, but also be willing to take risks and push boundaries.

Actionable insights: The end goal of a Showcase is to produce actionable insights that can be put to use in the real world. Judges will be looking for ideas that have the potential to generate meaningful and useful insights that can be applied to real-world problems.

Presentation skills: How you present your idea is just as important as the idea itself. Be clear and concise in your presentation, and use visuals and examples to help illustrate your points. Practice your pitch ahead of time, and be prepared to answer questions from judges and other participants.

Overall, the key to a successful pitch at a Showcase is to be creative, thoughtful, and passionate about your idea. Show your enthusiasm for the project, and be prepared to work collaboratively with others to bring your ideas to life.

Prizes

The Showcase will bring together a group of incredibly innovative, technical

and creative people. We are delighted to welcome our participants working individually or collaboratively in teams to come up with new insights and

ideas. The winners of each theme will receive up to €1,000 in prize funds.

This is co-funded through the Open Data Initiative of the Department of

Public Expenditure and Public Reform (DEPR).

Aside from recognition, prizes, and an opportunity to support tourism there

may also be an opportunity but no obligation on the organisers to continue

to engage with participants beyond the end of the Showcase.

Who are the Showcase organisers?

This Showcase is organised by Dublin City Tourism Unit, the Open Data

Offices of the Dublin Local Authorities (DLAs): Fingal, Dún Laoghaire-

Rathdown, South Dublin and Dublin City, Dublin City Council, Dublin City

Culture Company and Smart Dublin.

Funding is provided by DPER's Open Data Engagement Fund.

If you have any queries or require more information please contact:

Email: info@smartdublin.ie

