

# A 20 VISION 5 FOR DUBLIN



# A VISION FOR DUBLIN

EXECUTIVE  
SUMMARY

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CEO  
WELCOME

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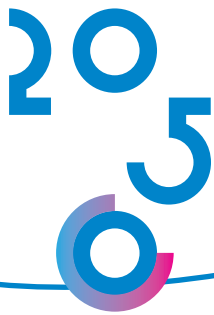


Dublin: A Vision for Dublin 2050 was written by  
Dr Rob Mooney, Amárach Research

Designed by Cathal O'Gara







# EXECUTIVE SUMMARY

Dublin's history is evident in its cobbled streets, Victorian buildings and medieval cathedrals, steeped in the stories of ancient traditions, of writers, poets and artists. In more recent times, Dublin's story is one of soaring wealth, deep recession, stalwart resilience and determined recovery. The Dublin of 2017 embraces its native population and newcomers alike, forming a modern and vibrant urban community with a multifaceted identity.

We set out to explore this complex city and develop a grand vision for the Dublin of 2050. Such a vision is necessary given the current and expected growth of the city and because of Dublin's huge importance to the success of Ireland.

The population of the Greater Dublin Area has grown to more than 1.9 million. By 2050, this is likely to top 2.6 million. This burgeoning population will present a greater demand on resources, particularly as Ireland's age profile will be older.

Such changes present challenges for appropriate planning to meet the needs of future generations. New plans need to focus on infrastructure, while at the same time being responsive to emerging societal risks such as climate change, changing geopolitical and economic trends, and new technologies.

This vision is based on the dreams and ambitions of the people who live in Dublin city, those who feel a connection with the city and those who have an interest in seeing it thrive and prosper over the coming years. To capture these aspirations, we asked how people they see themselves now and what the future might hold. Ultimately, we asked what can happen if we dream, plan and build effectively, distilling the voices of Dubliners – and those with an interest in Dublin's future – to define our vision and drive ambition in our thinking.

This report embodies the ideal life of the Dubliner of the future, in terms of: physical and social environments; education; family and community; the role of technology in daily life; and the infrastructure needed and desired to support how people will work, live and move around the city.

To understand the Dubliners of today, we conducted two parallel studies. One was a representative sample of Dubliners today across age, gender, region of Dublin and

socio-economic status. The second was an open survey, capturing the opinions of more than 20,000 people through The Great Dublin Survey.

People and their wellbeing form the heart of the vision of Dublin's future. Dubliners see their city currently as beautiful, lively, friendly and fun, yet also somewhat expensive. They also feel that it could be cleaner, safer and more environmentally friendly.

Access to amenities, an urban lifestyle and the appeal of a walkable city are the main factors that attract people to living in Dublin. But Dubliners also want a responsive transportation system; equal access to a world-class healthcare system; affordable and appropriate housing; high-quality employment; a thriving cultural scene; a multicultural population empowered to express individuality; and a city that is safe and open to all.

Dubliners see their future as smart citizens who employ digital innovations such as virtual reality, artificial intelligence and real-time use of data to overcome the barriers they face. They also want an increased opportunity to participate in the social and political decisions that guide their lives.

Dubliners believe that we are likely to see skyscrapers on the Dublin skyline by 2050, to help facilitate greater population density. Their vision revolves around human needs, a sense of community, quality of life and a planning system that reflects this.

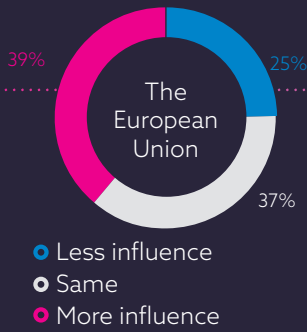
The Dublin encapsulated in this vision is one in which all people would thrive as they live, play, work, raise families or grow old. To achieve this, we must become more adaptive while retaining that core sense of Dublin community.

This report offers a futuristic vision. As we do not have access to hard facts about 2050, what we predict will not necessarily materialise. It is not about being right – it is about being ready. We present the vision of the people of Dublin as a set of visionary and engaging goals. To adequately represent their opinions, we asked our respondents to discuss three main themes:

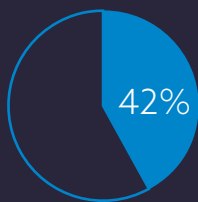
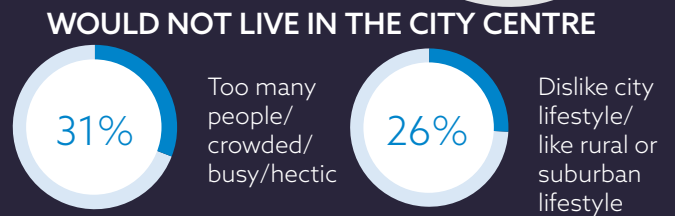
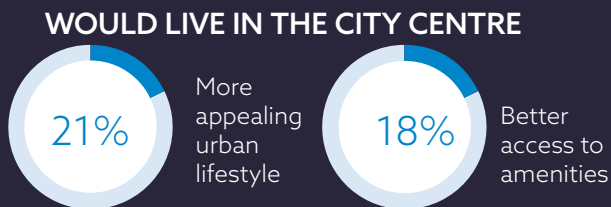
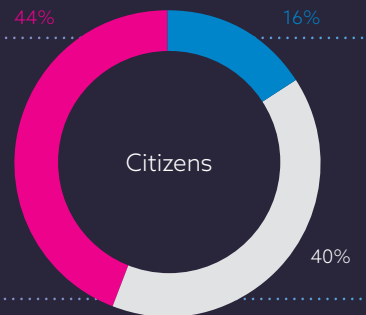
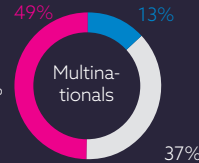
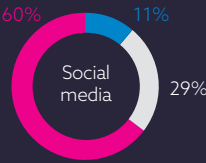
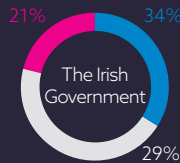
- 1) Who the Dubliners of today are, how they would describe their city, and how they feel about it;
- 2) What their vision of the Dublin of 2050 is; and
- 3) How they think we can get there.



# 2050



## INFLUENCERS IN THE FUTURE

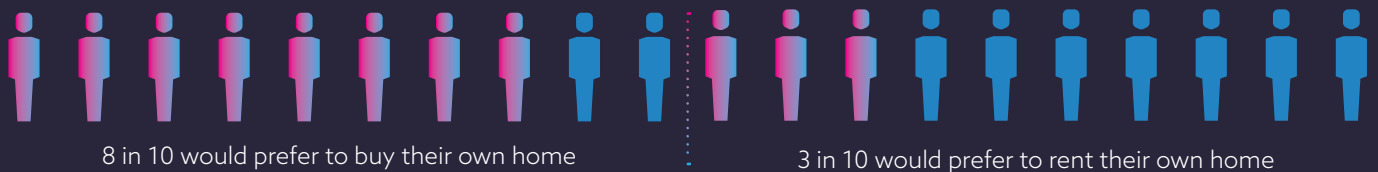


## TIME TO BUILD UP?

Forty two per cent of respondents are in favour of the building of skyscrapers in Dublin

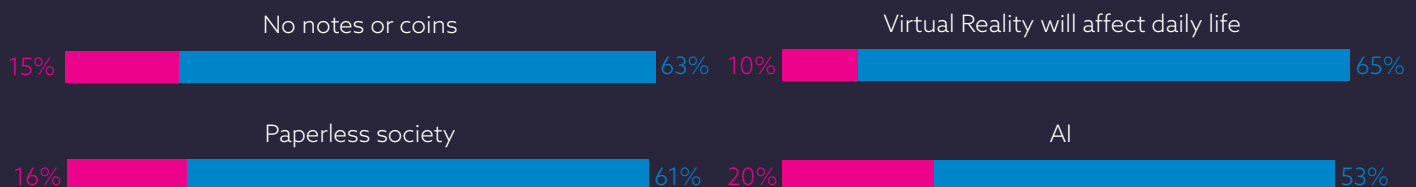


## RENT HOME VS. OWN HOME



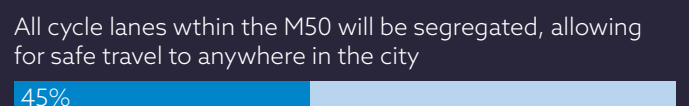
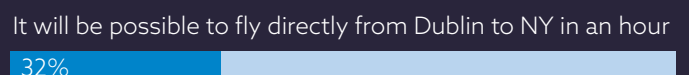
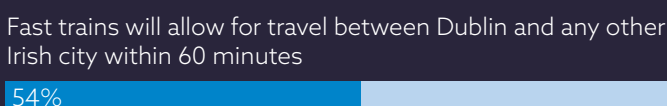
## INNOVATIONS

● Not likely ● Likely



● Agree

## HOW WILL WE TRAVEL IN 2050?







## CEO WELCOME

What do the people of Dublin want their city to be like in the future? That's what we set out to discover when we launched the *Dublin 2050* initiative in 2016.

Eighteen months on, we are delighted to share the fruits of the project in the form of this document and the accompanying *Dublin 2050* video, which can be found at [www.dublinchamber.ie](http://www.dublinchamber.ie).

There has never been a more important time to talk about Dublin's future. As the capital of Ireland, and the powerhouse of the national economy, it is vital for everyone that Dublin works. Our aim in establishing this initiative was to explore the much-needed better long-term planning in the Dublin region.

A key part of the initiative over the past year was The Great Dublin Survey – a series of thought-provoking questions we asked the people of Dublin – and also anyone who feels a connection or who has an interest in the city's future – to answer. The aim of the Survey was to capture the ideas, hopes, wants and aspirations of all these people.

Getting people to open up was easy as the conversation about Dublin's future was already taking place. Dublin Chamber set out to ignite those discussions. We succeeded too, with more than 20,000 people filling out the survey and many more engaging with us directly and via social media. In total, more than 1.4 million people interacted with Great Dublin Survey content. Thank you to everyone who took part – for your help shaping the future of your city.

When it comes to quality of life, Dublin currently sits outside the top 30 cities in the world. Dublin Chamber wants to see Dublin rise up those rankings and challenge the world's best cities for the standard of living on offer.

Over the coming months and years, we will continue to work to make Dublin a better place to work, live and visit, both for current and future generations. We hope that you will help us and join us on the journey.

Enjoy *A Vision for Dublin 2050*.

*Mary Rose Burke*  
CEO, Dublin Chamber

**'THERE HAS NEVER BEEN A MORE IMPORTANT TIME TO TALK ABOUT DUBLIN'S FUTURE. AS THE CAPITAL OF IRELAND, AND THE POWERHOUSE OF THE NATIONAL ECONOMY, IT IS VITAL FOR EVERYONE THAT DUBLIN WORKS.'**



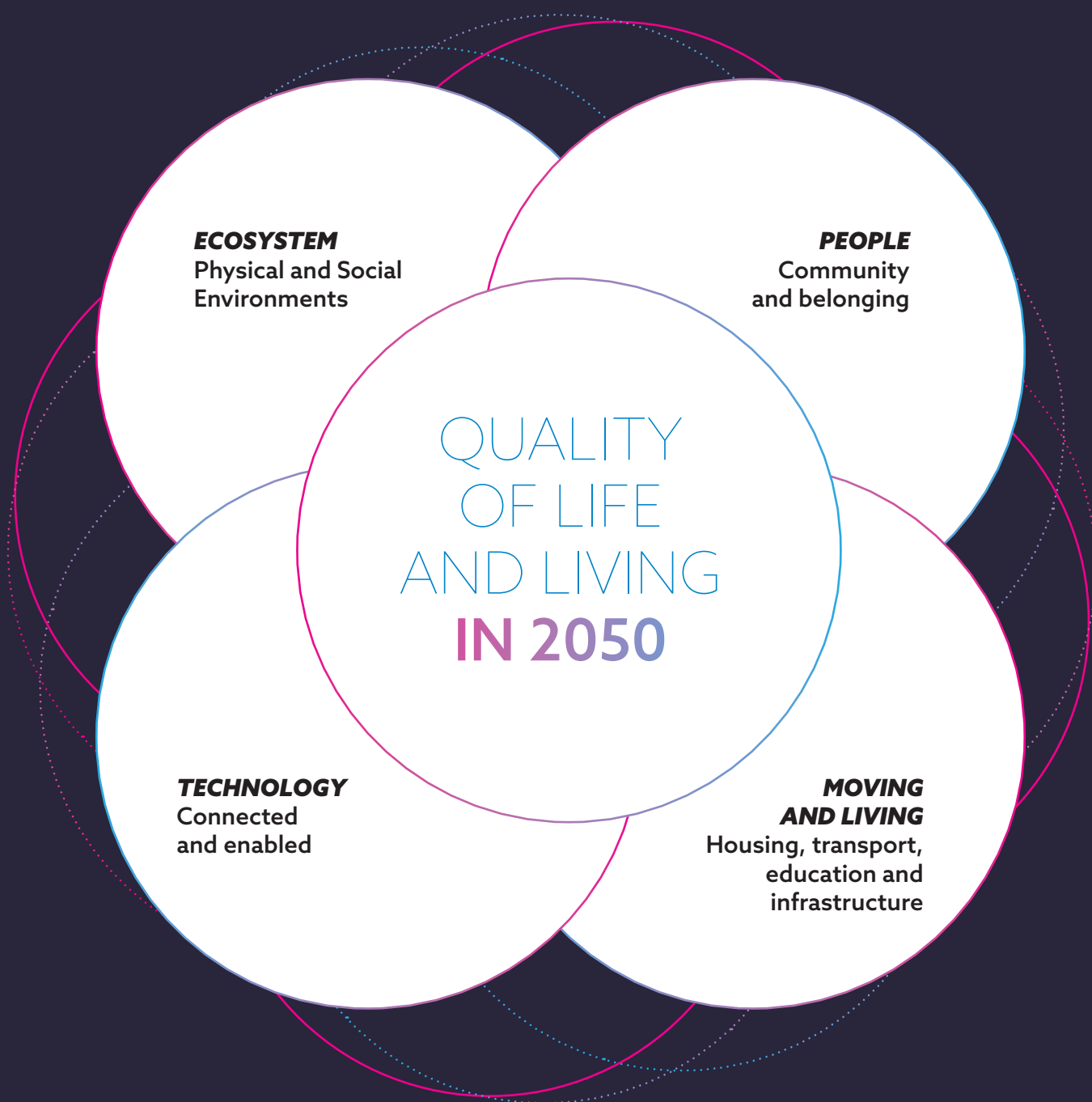


20  
5  
05

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ABOUT THIS  
**REPORT**







## DUBLIN, A BRIEF HELLO



**"WE ARE MADE WISE NOT BY THE RECOLLECTION OF OUR PAST, BUT BY THE RESPONSIBILITY FOR OUR FUTURE."**

- GEORGE BERNARD SHAW (1856 - 1950)



**"I WANT TO REVEAL IN A SIMPLE WAY THE USUAL - AND UNUSUAL - LIFE OF THE CITY; THE CORPORATION WORKMAN, THE BUSMEN, POLICEMEN, THE CIVIL SERVANTS, THE THEATRES, MOORE STREET AND ALSO, WHAT OCCUPIES SO LARGE A PLACE IN DUBLIN'S LIFE, THE LITERARY AND ARTISTIC. "**

- PATRICK KAVANAGH (1904 - 1967)

The first records of Dublin are found in the histories of the Viking raids in the 8th and 9th centuries. Originally, it was named Dubh Linn (Black Pool) after the lake where the Danes moored their boats. In the 11th century, Dublin became prosperous thanks to its close trading with English towns. Devastated by fire in 1190, Dublin was rebuilt as a stone fortress some time in the early 13th century. It established one of the oldest universities in this region of the world, Trinity College Dublin, in the 16th century.

Modern Dublin, from the 18th century, saw the establishment of many of the iconic buildings we see today, including Parliament House and the Royal Exchange/City Hall. The City Corporation was created in 1757 and the famous Guinness Storehouse was established in 1759. By the end of the 18th century, the Grand Canal, O'Connell Bridge and Kilmainham Gaol were added to the cityscape. The 19th century saw the construction of the Gasworks and the introduction of street lighting. Later, the 1916 Easter Rising, War of Independence and Civil War were to change Dublin forever.

Dublin's reputation as a global seat of literary genius is well-earned, as the city has produced a cornucopia of world-famous poets, writers and playwrights.

Dublin celebrated its official millennium in 1988 and has drawn explorers and travellers to make their lives here, adding to the rich diversity of the city's character over this long period.

In more recent times, the economic boom brought huge changes to the city through commercial and residential development, new services and new infrastructure. The city grew fast, both demographically and culturally. A rapid influx of migrants established minority ethnic communities, partially fueling a population increase and encouraging multiculturalism. This is evident in the increased number and diversity of cafés, restaurants, pubs, clubs and means of socialising in Dublin. Dublin's contemporary artists now stem from diverse socio-historical backgrounds, representing a new approach to Dublin in their works.

The city remains the seat of Ireland's government and commerce. In 2010, Dublin was ranked by the Globalisation



and World Cities Research Network (GaWC) among the top 30 cities in the world as a historical centre for education, the arts, economy and industry. In 2016, it was rated 33rd best city in the world to live in by Mercer's Annual Quality of Living Survey.

While life in Dublin over the centuries has not been without its ups and downs, the capital has retained its unique character as a small, walkable, and welcoming city, where one can still easily strike up a conversation. Dublin has avoided the dissolution of identity that has been the fate of many larger urban centres around the world. It is this unique identity that sets Dublin apart from other places.

**"THERE IS A VERY STRONG  
SENSE OF COMMUNITY  
... DUBLIN IS VERY EASY  
TO LIVE IN LIKE A NATIVE  
FROM DAY ONE, AS IT  
IS A VERY SOCIAL CITY.  
AN INHERENT PART IS  
THAT THE SOCIAL LIFE  
IS HOMOGENOUS AND  
ALL-INCLUSIVE AND ALL-  
WELCOMING."**

- DUBLINER



## METHODOLOGY

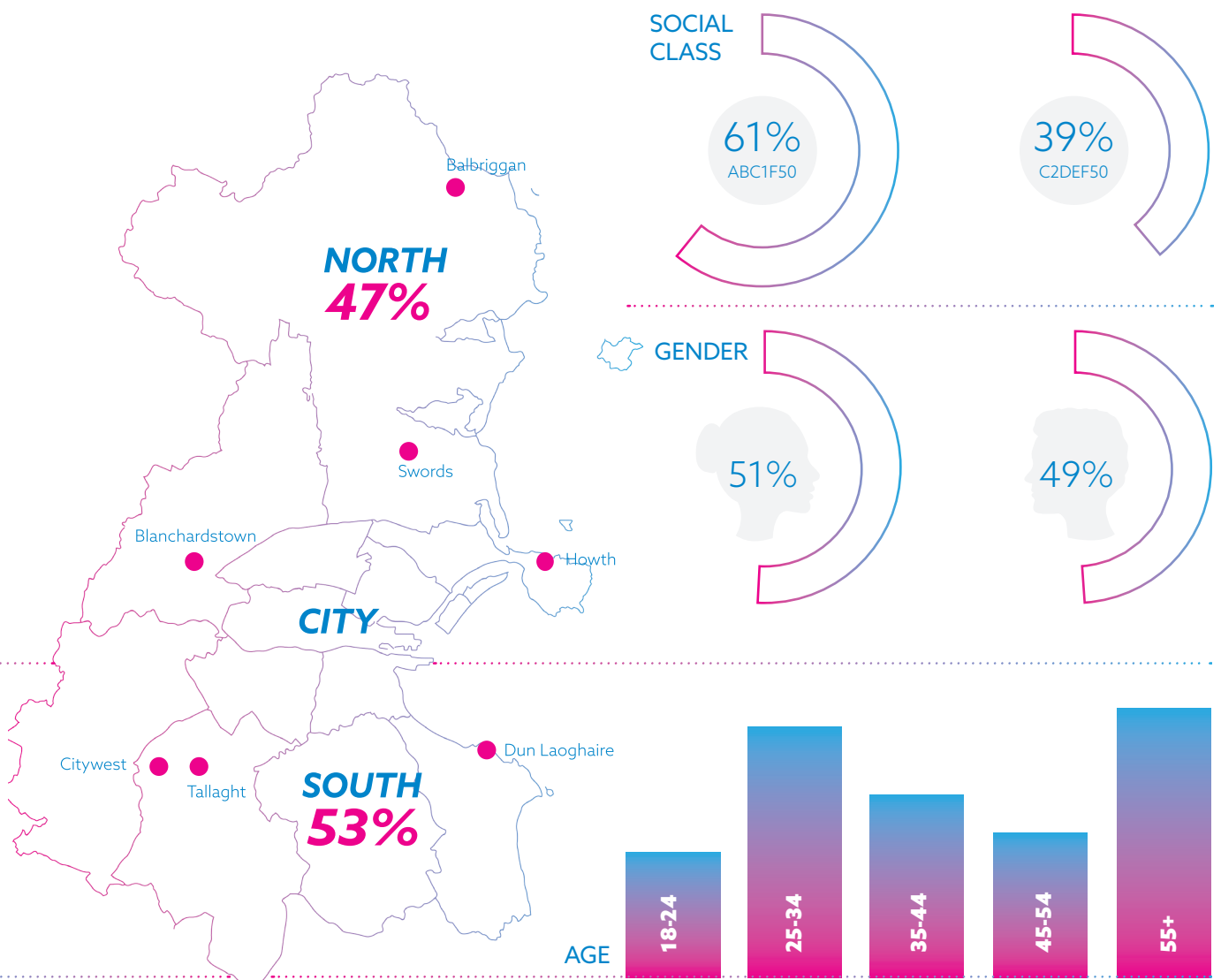
**We conducted a study of Dublin residents, representative across categories of age, gender, region of Dublin and socio-economic status.**

We put a series of questions to the respondents, asking them to discuss their opinions of the Dublin of today, their goals and ambitions, and what their expectations and visions are for the Dublin of 2050.

We worked with a representative sample to ensure that the vision represented all people living in Dublin. However, we did not focus on what differentiates us from each other

(i.e. where we come from, in what specific part of Dublin we live, what age we are, or how much money we have etc), but focused on deriving a collective vision from the data that describes a pan-Dublin definition of the future of the city.

We built on the findings of this representative survey with a wider piece of work, capturing the responses to an open online survey – The Great Dublin Survey – about what the Dublin of 2050 could look like. The quasi-qualitative data emerging through The Great Dublin Survey added to the robust quantitative data of the representative study, painting a rich picture of this vision through robust data and insightful quotations.







2050

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DUBLIN:  
**THE FAIR CITY?**





## WHO ARE THE DUBLINERS?

We asked Dubliners how they view themselves, what their aspirations are and about their dreams for current and future generations.

**"WHEN I DIE  
DUBLIN WILL  
BE WRITTEN IN  
MY HEART"**

- JAMES JOYCE

60%

'I AM  
CAUTIOUS'

58%

'I PLAN  
FOR THE  
FUTURE'

57%

'I AM  
CREATIVE'

46%

'FUTURE  
GENERATIONS  
ARE MORE  
IMPORTANT'

42%

'I AM  
CONTENT'

28%

'I LIVE FOR  
TODAY'

25%

'I FIND  
INNOVATIONS  
POINTLESS'

63%

'I TAKE  
RISKS'

28%

'I AM CAUTIOUS  
TO TRY NEW  
THINGS'

42%

'I BUY  
ETHICAL  
PRODUCTS'

55%

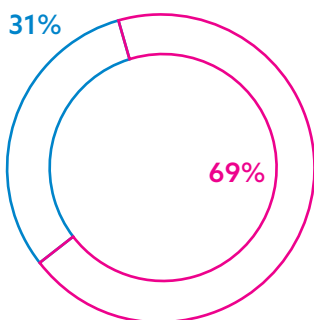
'INNOVATIONS  
PROVIDE  
OPPORTUNITIES'



## 'THE MAJORITY OF DUBLINERS ARE HAPPY LIVING IN THE HERE AND NOW, AND ARE OPTIMISTIC AND EXCITED ABOUT THE FUTURE.'

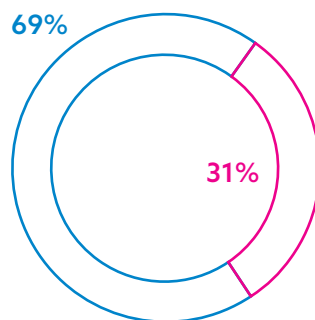
The results show that today's Dubliners are creative but cautious, yet all the while are open to trying new things. Planning for the future, taking risks, and welcoming innovations are all things we are open to, with most people feeling that these provide opportunities to make life easier. They also have a sense of collective consumer responsibility, as evidenced by their effort to buy ethical products. Around half of respondents agree that the needs of future generations are more important, highlighting the expectation of long-term planning.

The majority of Dubliners are happy living in the here and now, and are optimistic and excited about the future. However, the research suggests that this perception is stronger among the better-off in society, pointing to certain socio-economic inequalities. Most respondents are enthusiastic and optimistic about the role of future technologies, and expect them to have a positive effect on lives.



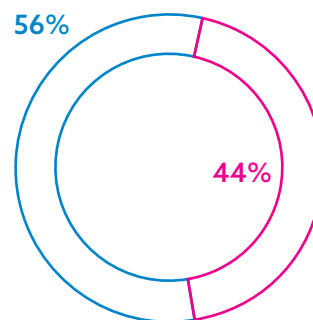
● I would prefer to be living in the Dublin of 2050

● I prefer living in today's Dublin



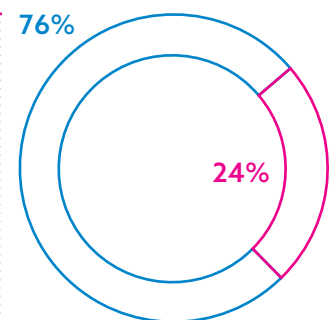
● I am optimistic about life in Dublin for future generations

● I am pessimistic about life in Dublin for future generations



● I am mainly excited about the future for Dublin in 2050

● I am worried about the future for Dublin in 2050



● I expect that future technologies will have a mainly positive effect on my life by 2050

● I expect that future technologies will have a mainly negative effect on my life by 2050

## DUBLINERS ON DUBLIN

There are always pros and cons to living in any city. For example, there is no doubt that respondents believe Dublin is expensive. But it is also a multicultural, exciting and lively city, with nearly two-thirds describing Dublin in this way. Around half feel that Dublin is family friendly, unique, colourful and beautiful.

### FRIENDLY

57%



### CROWDED

53%



### EXPENSIVE

78%



### LIVELY

64%



### MULTI-CULTURAL

62%



### WELCOMING

57%



### BEAUTIFUL

49%



### COLOURFUL

46%



### NOISY

45%



### MODERN

43%



Dublin is viewed as a fun city, with over half of respondents describing the capital in this way. It is seen as somewhat crowded, with over half feeling this way.

While Dubliners are proud of their city's positive attributes, they are also able to recognise its shortcomings. Strikingly, almost twice as many Dubliners describe their city as dirty as describe it as clean.

### CLEAN



### DIRTY



## 'ONLY 1 IN 5 PEOPLE DESCRIBE DUBLIN AS SAFE – A FEELING THAT IS HIGHER AMONG THE OLDER AGE GROUPS AND PEOPLE WHO ARE NOT ORIGINALLY FROM THE CAPITAL'

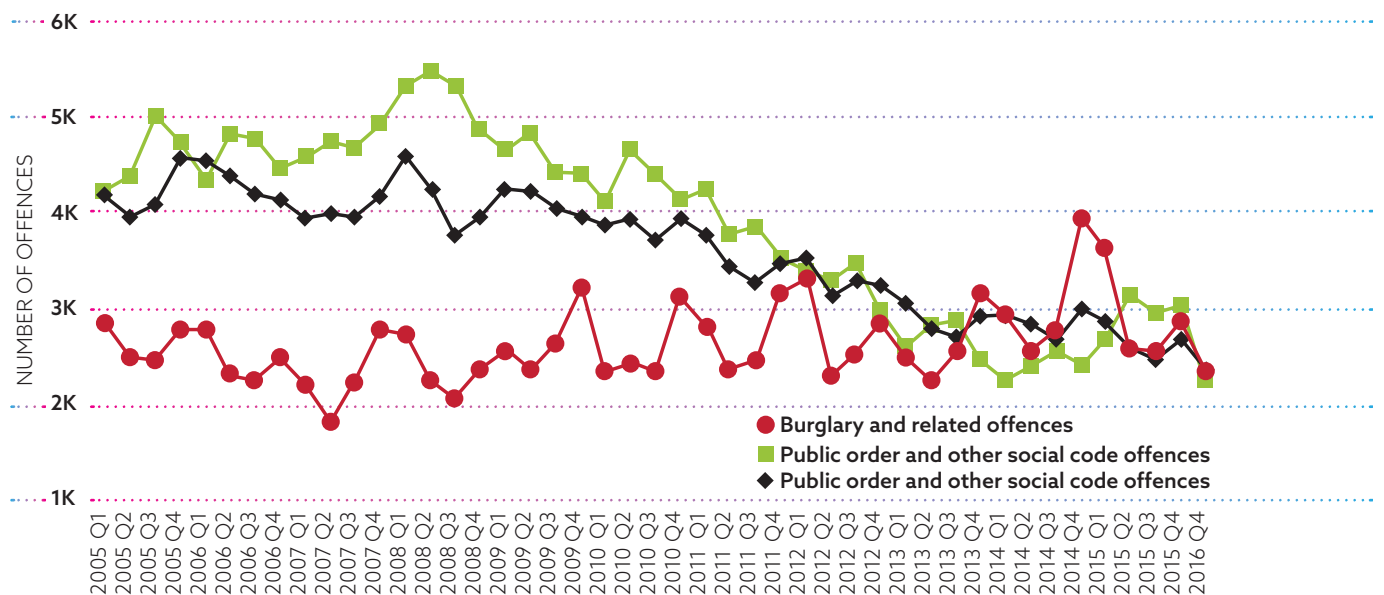


Figure: Crime statistics Dublin: burglary, property damage, and public order offenses

While these challenges are relatively straightforward, a larger issue is making the people of Dublin feel safe. Alarmingly, only 1 in 5 people describe Dublin as safe – a feeling that is higher among the older age groups and people who are not originally from the capital.

### CRIME

Crime statistics provided by the CSO suggest that homicide remains low, while there have also been declines in burglaries, damage to property and public order offences since 2005. This suggests that while many Dubliners do not feel safe, that feeling is a product of their expectations of a peaceful city; the factual evidence indicates that crime is decreasing. It falls to the planners and policy makers to bridge the gap between perception and experience.

"Children should be counted and appreciated as the next generation, and be considered invaluable to our country. Families should have every help they need ... If this is done, the Ireland in 2050 will be better in every way, as people who live in Dublin/ Ireland are the key to making this beautiful city and country better. My grandchildren will be alive and I hope they will make a positive mark to their country and their city."

- DUBLINER



\* Figures reflect the number of people out of the 500 who had visited each city.

## O DUBLIN, HOW DO I COMPARE THEE?

We asked Dubliners to rate how Dublin compares with other cities they had visited on a number of issues.\*

LONDON (329)



EDINBURGH (115)



AMSTERDAM (159)



COPENHAGEN (37)



STOCKHOLM (17)



BARCELONA (125)



BERLIN (40)



PARIS (158)



BANGKOK (20)



NEW YORK (127)



SYDNEY (30)



"Dublin should be in the top 5 cities in the world for quality of life. The transport system should be world class. We should have a proper underground rail network. We should have tall buildings. We should live in a society where there is earned buy-in and trust between the people and government."

- DUBLINER

Overall, Dublin fared reasonably well, but there are areas that need work if the city is to compete with these other cities.

Dublin could certainly learn a few things from cities such as Stockholm and Sydney.

# 2050



## DAY IN THE LIFE

# DUBLIN IN 2050

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Jane gets up for work at 7am. Her predictive thermostat recognises her daily routine and switches off her heating in preparation for her departure. Jane takes the 7.40am high speed DART Underground train from Inchicore, which gets her into Dublin city centre in 10 minutes. She notices that the shrubs lining the walkways are starting to bloom following a mild few days. Drones whizz overhead as the first deliveries of the day are made around the city.

Jane feels a pain in her left ankle during her walk from the train station to the office. She recalls tripping over during her camogie match the night before. When she gets to the office, she visits her company's drop-in medical unit and puts her foot into a scanning machine. The scan is sent instantly to Jane's GP, who emails her later that morning to tell she has a sprained ankle and to take it easy for the next 7-10 days.

# Welcoming

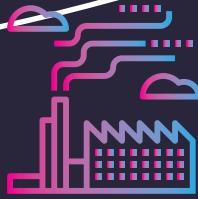
Dublin is described as friendly and welcoming, with 3 in 5 respondents scoring us highly. While half of respondents viewed Dublin as family-friendly, Sydney and Stockholm still come out ahead.



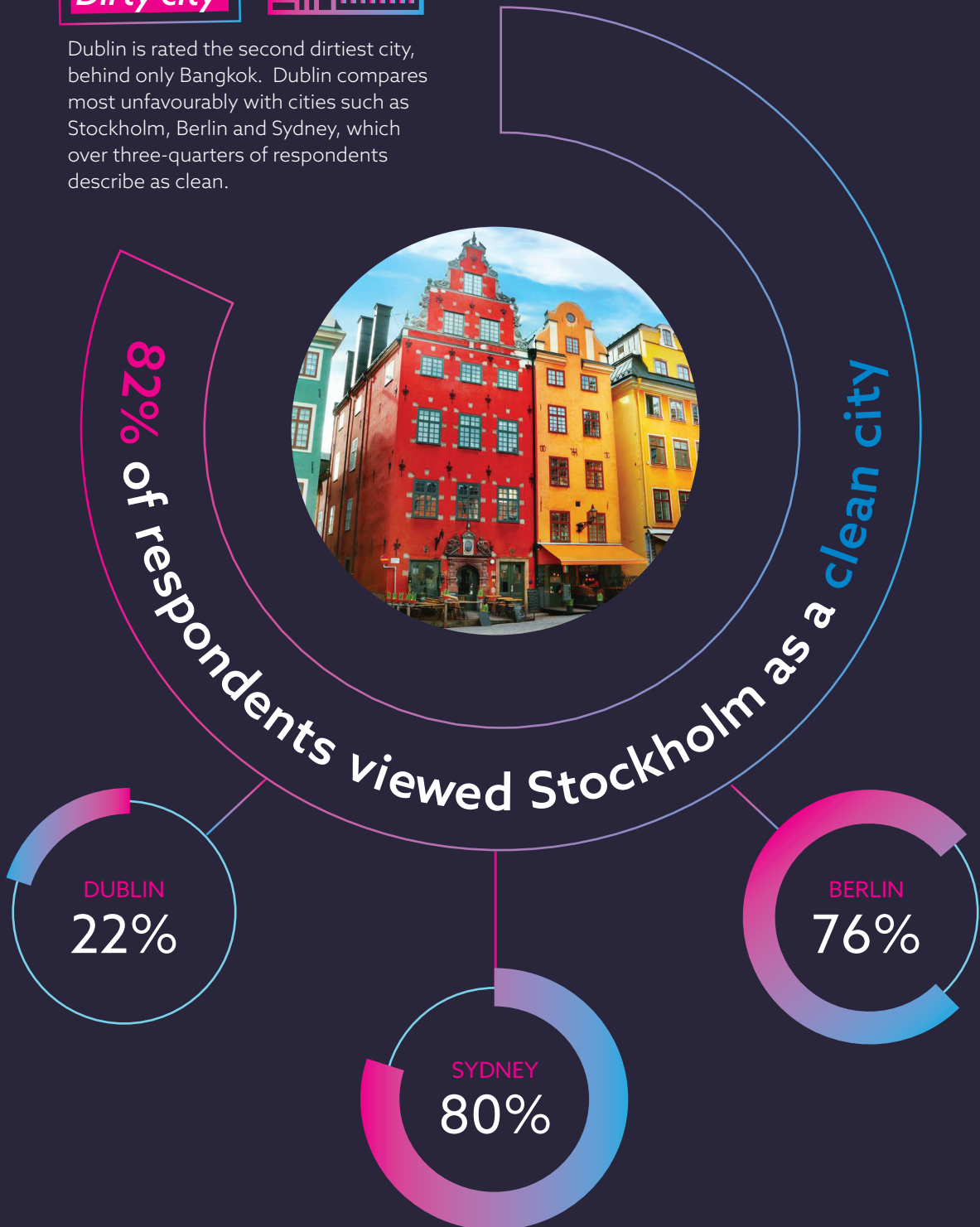


# 205

## Dirty city



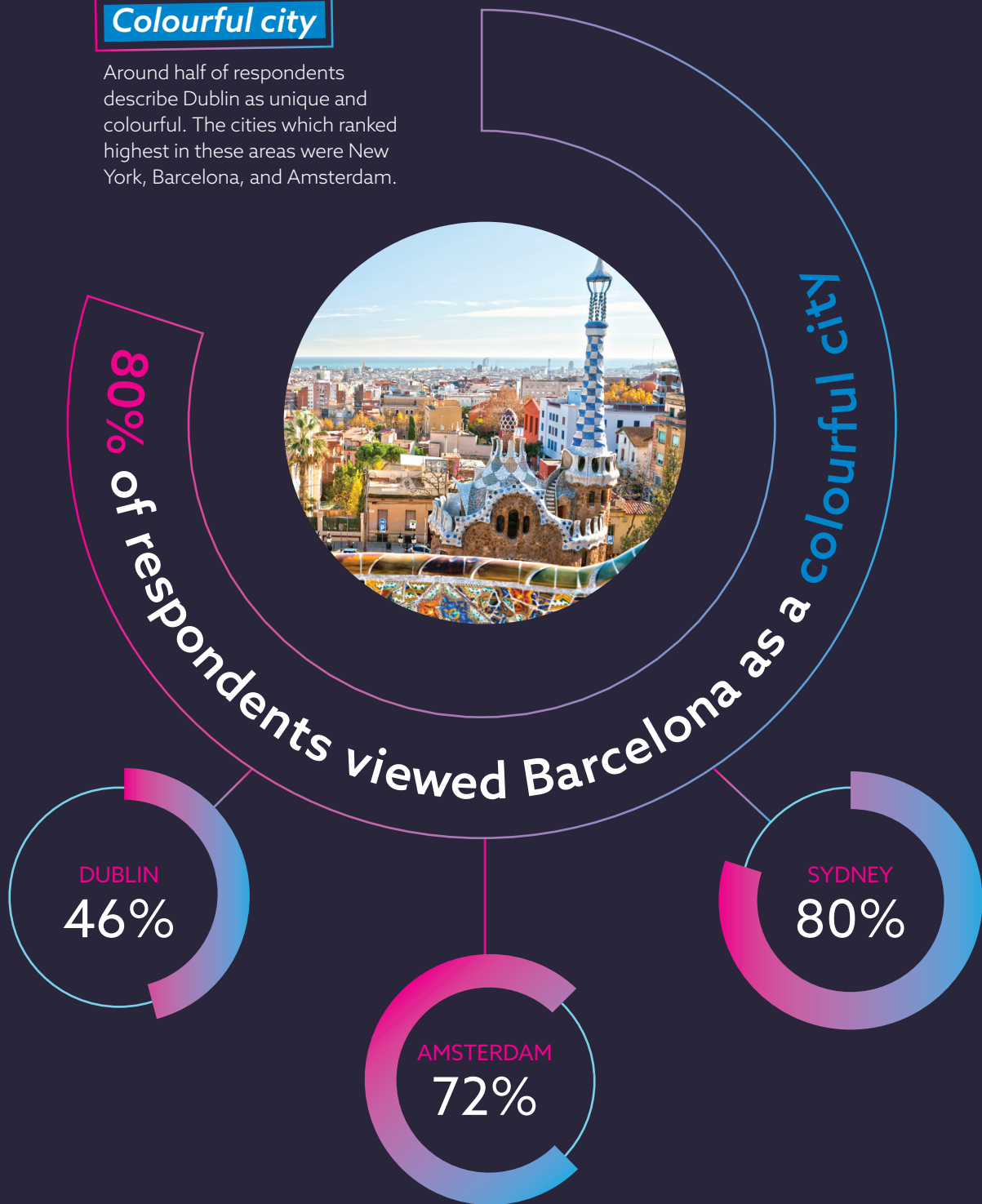
Dublin is rated the second dirtiest city, behind only Bangkok. Dublin compares most unfavourably with cities such as Stockholm, Berlin and Sydney, which over three-quarters of respondents describe as clean.

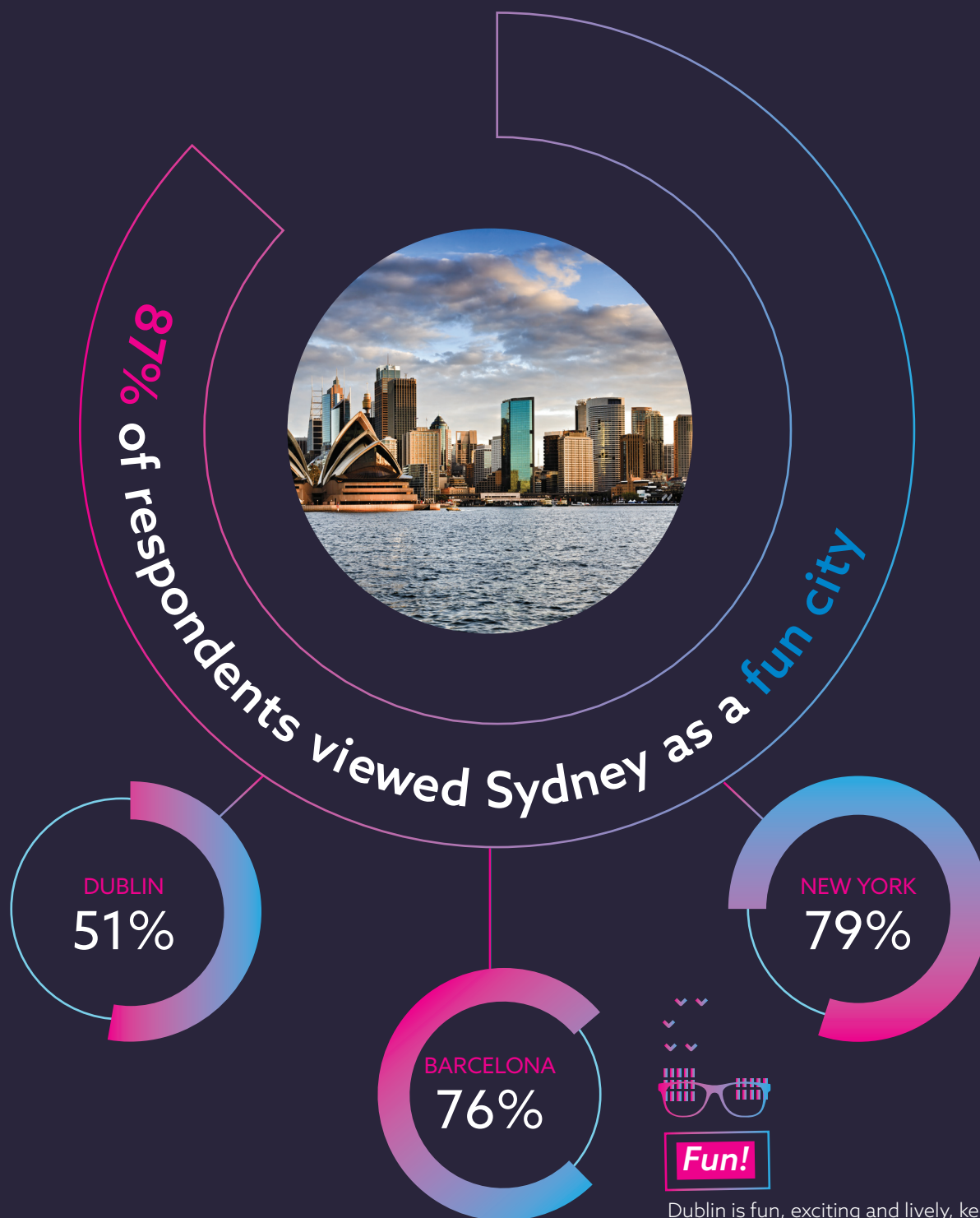




## Colourful city

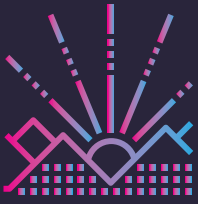
Around half of respondents describe Dublin as unique and colourful. The cities which ranked highest in these areas were New York, Barcelona, and Amsterdam.





Dublin is fun, exciting and lively, keeping good company with Amsterdam, Barcelona, Bangkok, New York and Sydney. While it may not be possible to compete with the Big Apple, Dublin certainly punches above its weight.

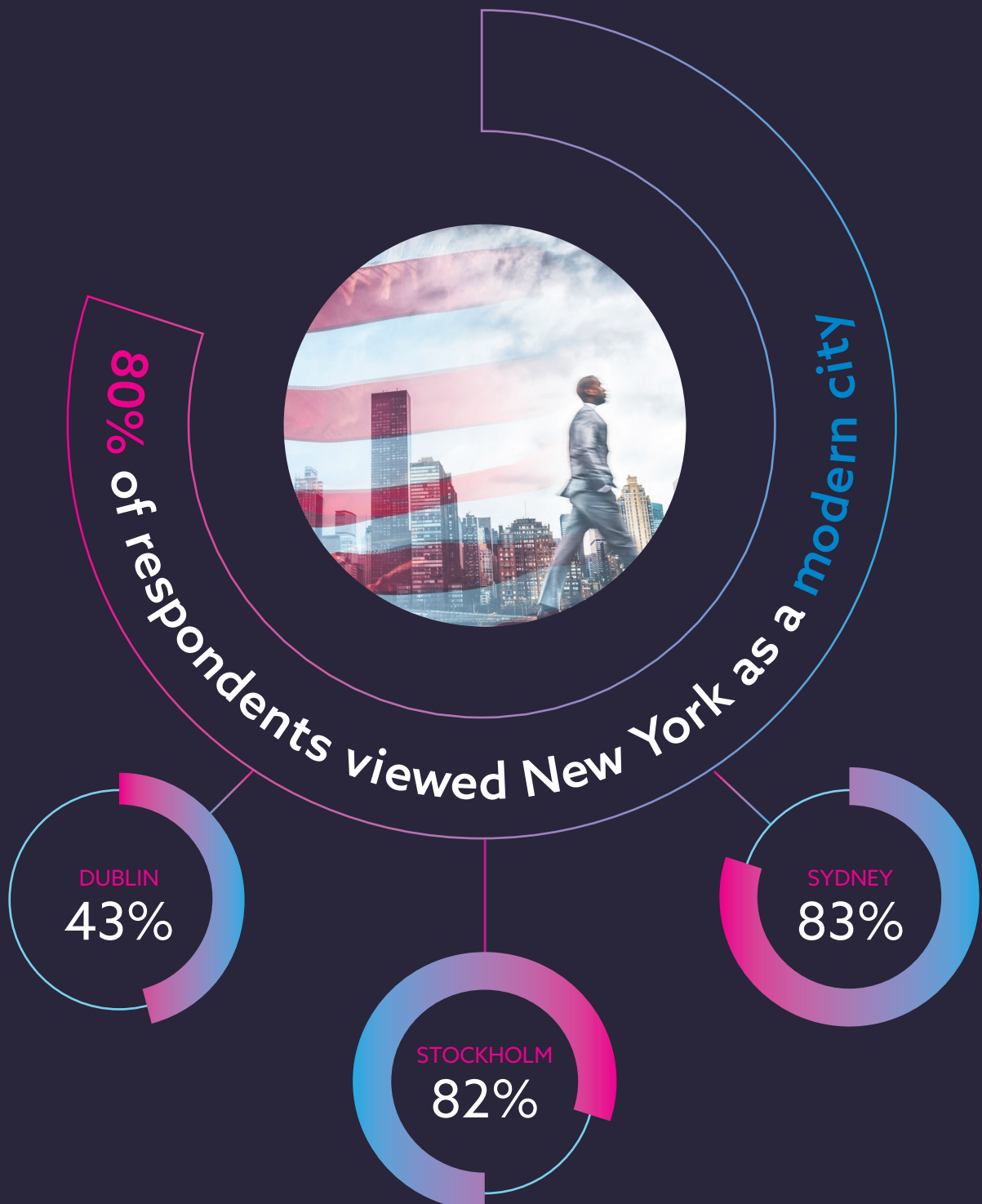




## Modern

Two in 5 people would describe Dublin as a modern city. In the opinion of our respondents, New York and Sydney perhaps unsurprisingly lead the charge into the future

as the most modern cities. While we rate highly for multiculturalism, cities with longer histories of diversity scored higher.





## Eco-friendly

Few cities were viewed as eco-friendly. Stockholm, Copenhagen and Sydney led the way. One in 5 viewed Dublin as eco-friendly, putting it in the same bracket as London, Edinburgh, and New York.



eco-friendly city

DUBLIN  
20%

SYDNEY  
47%

78% of respondents viewed Stockholm as an

20% of respondents viewed  
Dublin as a safe city



## Unsafe

Dublin scored poorly in terms of safety. Only London scored lower. Safety is a quality that Dubliners found to be more prevalent in Sydney, Copenhagen and Stockholm. As safety is fundamental to the creation of vibrant family-friendly city spaces where people can live for the long term, we would be well advised to examine the practices in these cities and make changes to improve the perception of Dublin.



SYDNEY  
60%

BERLIN  
50%



Expensive

DUBLIN

78%

expensive city

84% of respondents viewed Copenhagen as an expensive city



Noisy

Almost half of respondents felt that Dublin is noisy. Stockholm, Edinburgh and Copenhagen rated as the quietest cities. Few believe Dublin to be boring, but it is worth noting that Sydney, New York, Berlin, London and Amsterdam outscore us on this metric.

noisy city

90% of respondents viewed New York as a noisy city



DUBLIN

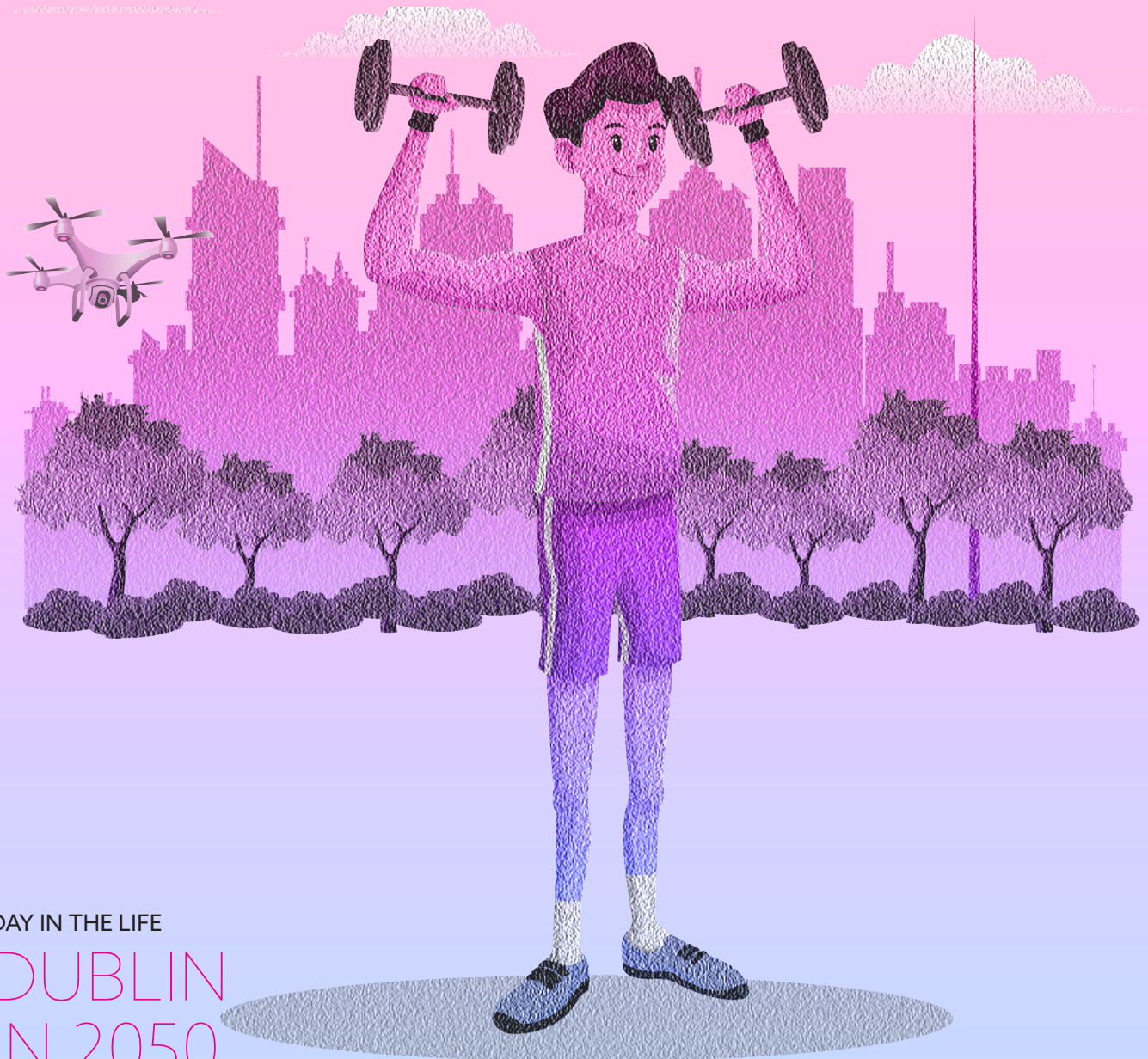
45%

17% of respondents viewed Dublin as boring





# 2050



## DAY IN THE LIFE

# DUBLIN IN 2050

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Lukasz lives in Blackrock. His mother, Agata, who moved to Dublin from Poland with her father during the Celtic Tiger years, lives alone in an apartment in the centre of Dublin. Lukasz doesn't have time to visit her every day, but they video call each evening. The electronic items in Agata's apartment send regular pulse signals to an app on Lukasz and his wife Saoirse's phones every day, letting them know that Agata is up and about. Agata is content, knowing that her family aren't worrying about her wellbeing.

Later that day, Lukasz's phone reminds him to get active. He works from home most of the time, so he uses the community gym in the local park. He bumps into a neighbour and they grab a coffee. He picks up his two kids on the short walk home and they drop into the local shop to pick up something for dinner. Another message from the FoodShare app on his phone tells him that a family on his street have vegetables going spare that they're not going to use. He sends a voice message to say he'll collect them on his way past.





2050

3

WHAT IS OUR VISION  
**OF DUBLIN IN 2050?**



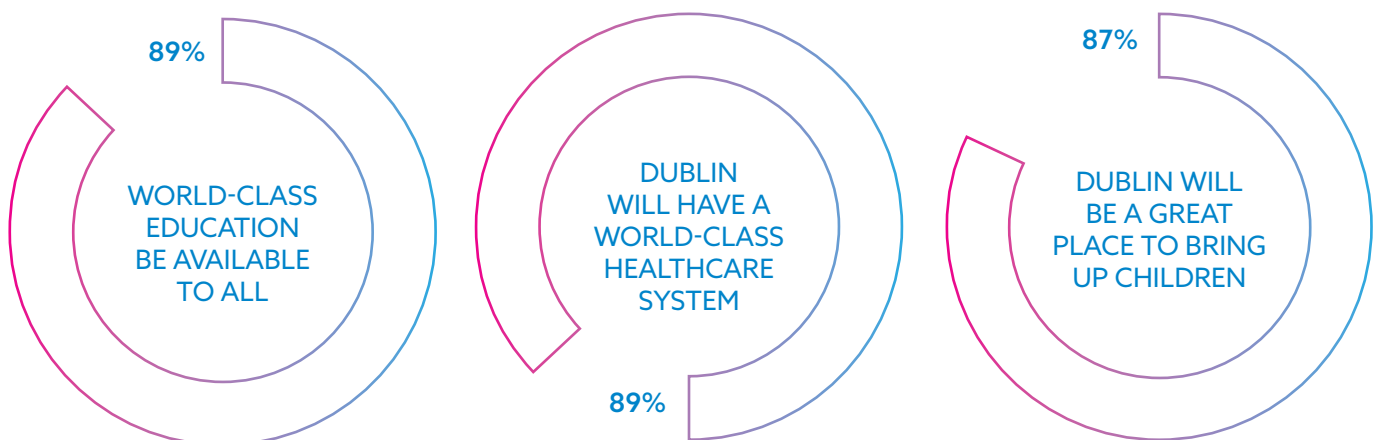
## DEFINING A QUALITY OF LIFE IN 2050

**"IF STANDARD OF LIVING IS YOUR NUMBER ONE OBJECTIVE, QUALITY OF LIFE ALMOST NEVER IMPROVES. BUT IF QUALITY OF LIFE IS YOUR NUMBER ONE OBJECTIVE, STANDARD OF LIVING INVARIABLY IMPROVES."**

**-ZIG ZIGLAR**



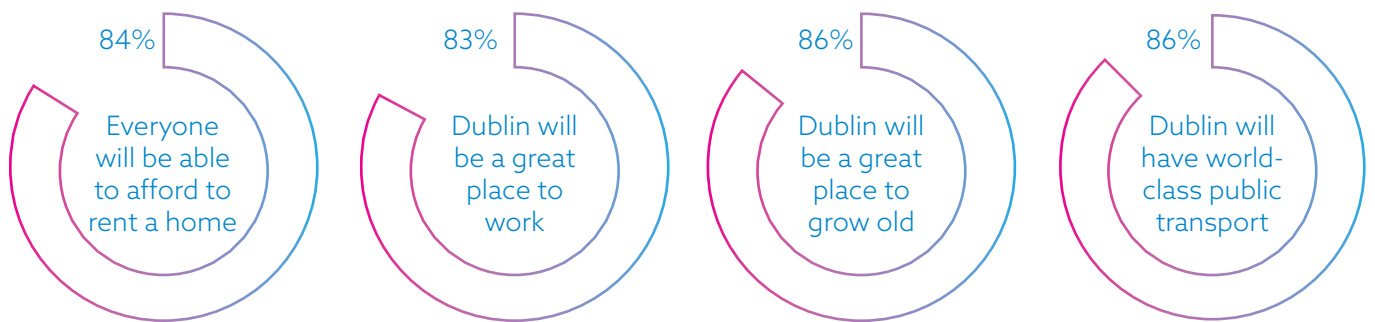
To define our priorities, we asked respondents to rate how important they felt a series of factors would be to the quality of life of the Dubliner of 2050.



Respondents were asked to highlight the factors that they see as important to quality of life. There were with few surprises, with Dubliners pinpointing a world-class healthcare system, a world-class education system that is available to all, and an

environment that is conducive to bringing up children. This speaks to the value we place on family and community, as well as the intergenerational responsibility we feel for future Dubliners.

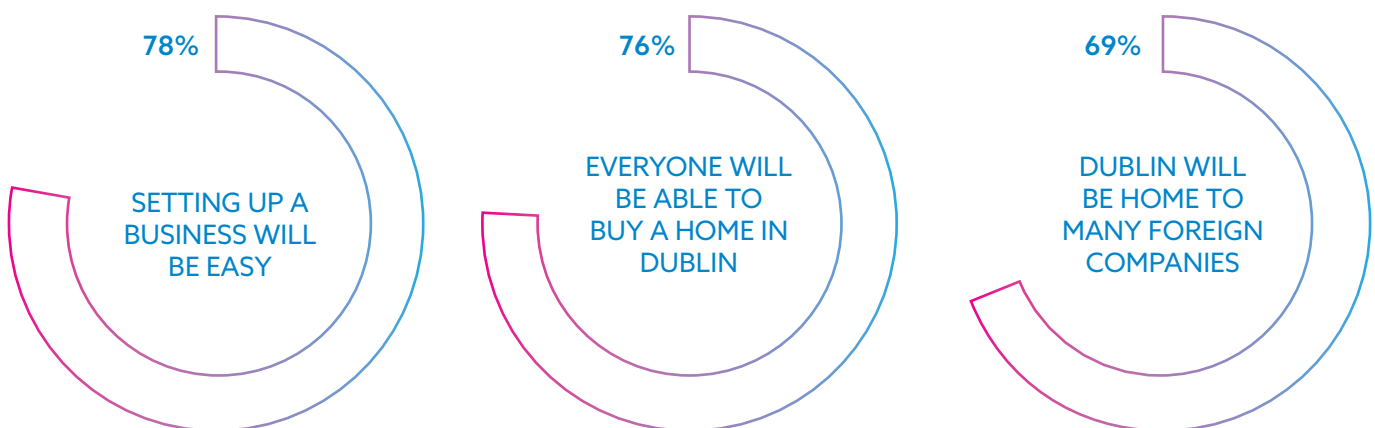




A world-class public transport system also ranked highly, being the fourth most important factor for quality of life. Respondents also cited a desire for Dublin to be a great place to grow old, a city in which everyone will be able to afford to rent a home, and that provides a great place to work. This reflects other priorities such as an equality of opportunity, access to a home, and a work-life balance facilitated by reasonable commuting times.

**"I would like to see a vibrant, hip city, not weighed down by endless bureaucracy within the public institutions. A city that's able to move with the times and keep pace with international trends.**

**- DUBLINER**



Dubliners also value entrepreneurship. The results highlight a desire for a city where it is as easy to set up a business. Dubliners believe that foreign direct investment will remain important for the city, with Dublin likely to be home to many foreign companies in 2050.

# 2050



## DAY IN THE LIFE

# DUBLIN IN 2050

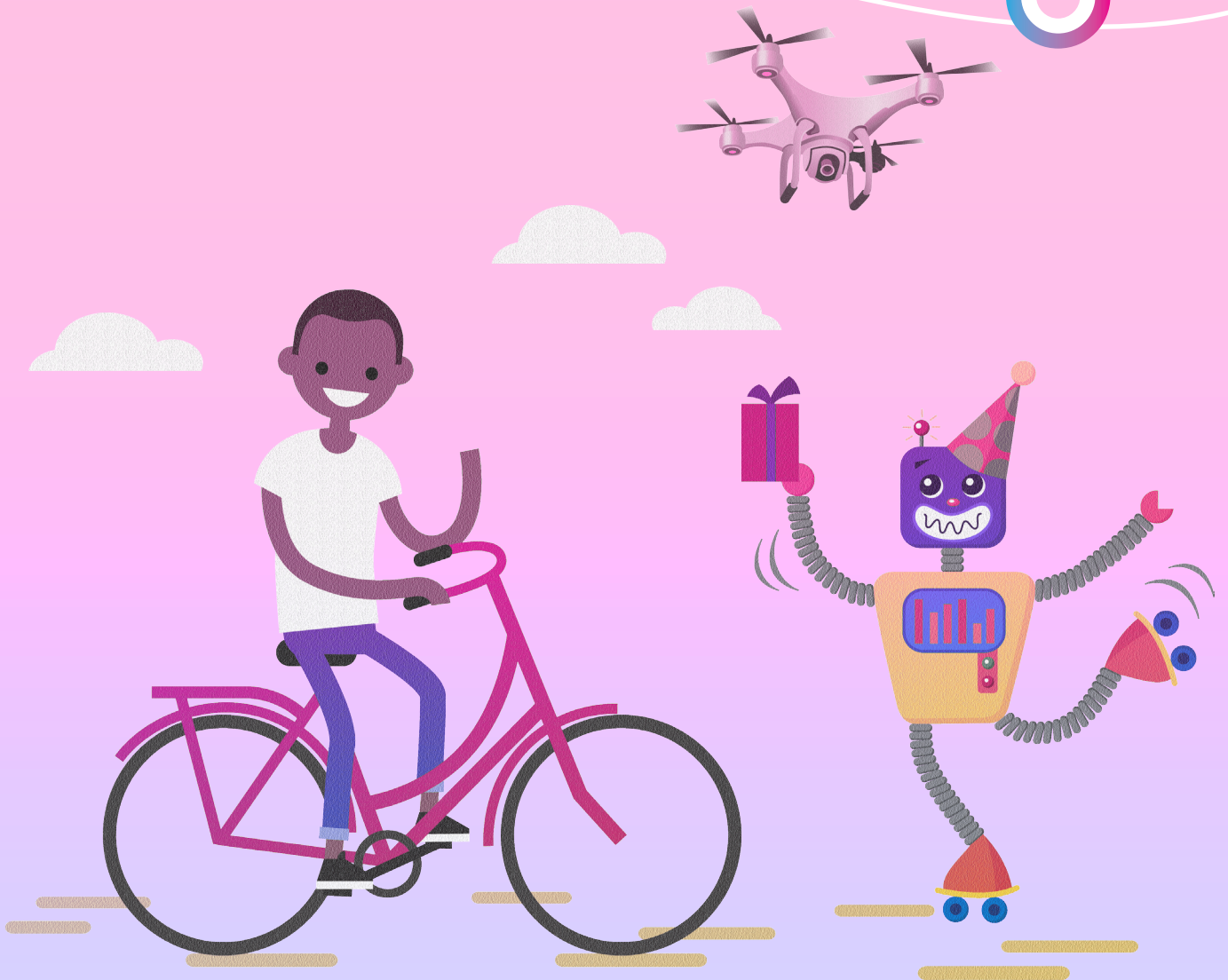
Stephen prepares to leave his apartment on George's Quay at 6.30am. He kisses the heads of his husband and three sleeping children and takes a quick look out the window of his 12th floor apartment and sees blue skies - a perfect morning for flying.

He makes the 2-minute walk to the underground station beneath O'Connell Street. He walks through the sensor barriers which detect from his mobile phone that he is heading

to Dublin Airport to catch a flight to Madrid. As the €2 fare is deducted from his account, he smiles to himself, recalling a recent conversation with his father who told him he used to pay for things using pieces of paper and metal.

Stephen boards the northbound Metro and arrives at Terminal 3 just before 7am. His bag is automatically scanned as he strolls through the terminal and he boards the 7.30am flight to Madrid. He lands 75 minutes later at Madrid-Barajas Airport.

2050



#### DAY IN THE LIFE

## DUBLIN IN 2050

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Rafael leaves for school with a big smile on his face. It's his 12th birthday and he got exactly what he wanted - a red bike. He jumps on it and cycles away from his home in Smithfield. At the end of the road he meets up with his two best friends, Muhammad and Saoirse, and they cycle the segregated cycle path along the north Quays and over the 'snake' cycle bridge which spans the crystal clear River Liffey. Below them, a group of swimmers enjoy an early morning swim in the solar-heated public pool.

The three kids continue on their 2 kilometre cycle to school beside St Stephen's Green. They cycle quickly and

freely, without the heavy book-filled rucksacks that their parents once had to carry around. With new technology, school is now paperless. The trio pass through the pedestrian plaza on College Green, where a mix of Council workers and robots are building a performance stage. The three kids will all be back there at the weekend with their families to celebrate the 30th anniversary of the plaza opening.

Back at home, Rafael's father glances at an app on his mobile phone, linked to a sensor on Rafael's bike, which lets him see that the kids have almost reached their destination.

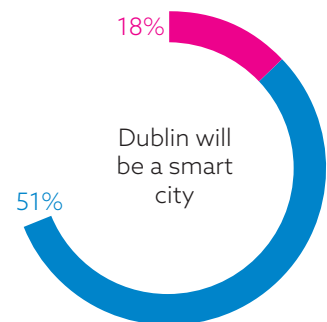
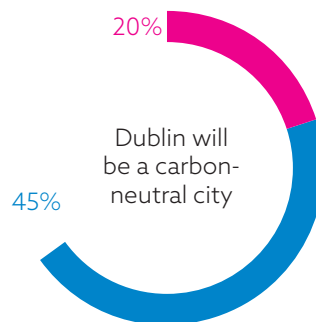
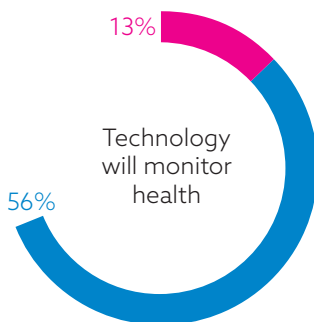


## INNOVATION AND TECHNOLOGY

To explore how future innovations might affect the lives of Dubliners in the future, we asked people about a range of innovations and how the growing permeation of technologies in their daily lives may influence them.

- NOT LIKELY
- LIKELY

*Dubliners have a vision of the future in which contemporary technologies will have a greater impact on our lives, but they remain reserved in their expectations of radical change.*



The prevailing opinion is that virtual reality (VR) technologies will be an integral part of our daily lives, that we will live in a paperless society and that we will no longer use notes/coins

to pay for goods and services. This virtual domain will radically transform the fundamental way we engage with marketing and advertising, and how we manage our consumer spending.

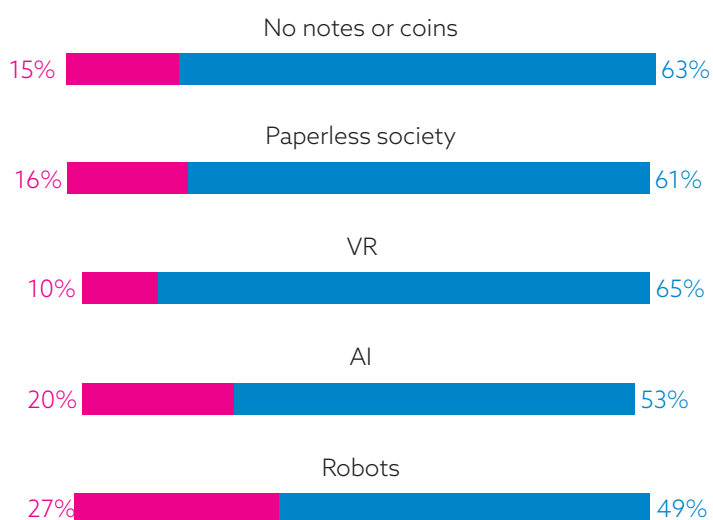
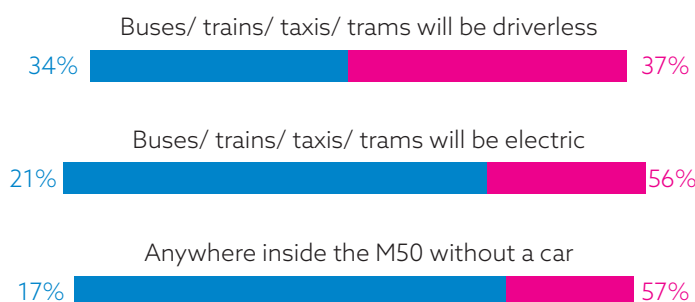


**"I THINK THAT'S THE SINGLE BEST PIECE OF ADVICE: CONSTANTLY THINK ABOUT HOW YOU COULD BE DOING THINGS BETTER AND QUESTIONING YOURSELF."**

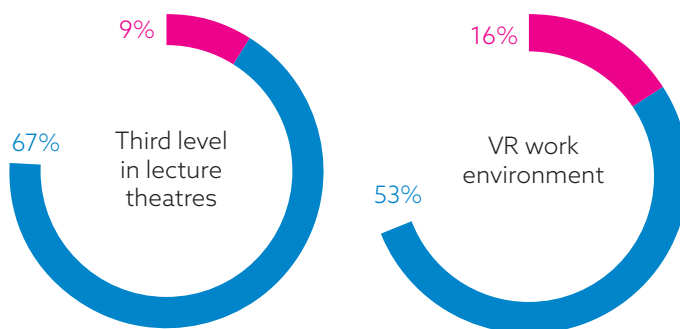
-ELON MUSK

Dubliners believe the continuing trend of the capture and use of data for the better provision of public service will continue, particularly in areas such as health, transport and waste services. They feel that Dublin will be a Smart City, where everyday objects are better connected to the internet, providing data to connect citizens, infrastructure, buildings and transport. They believe that technology will monitor all aspects of our health, with data streamed directly to healthcare providers.

More than half believe that public transport will enable people to travel easily anywhere within the M50 without having to own a car, and that all buses/trains/taxis/trams in Dublin will be electric vehicles. However, they remain unconvinced about all vehicles being driverless.



However, Dubliners find it difficult to envisage a 2050 where robots will be an integral part of our daily lives. They are also unconvinced as to whether new technology will mean that Dublin will be a carbon-neutral city.

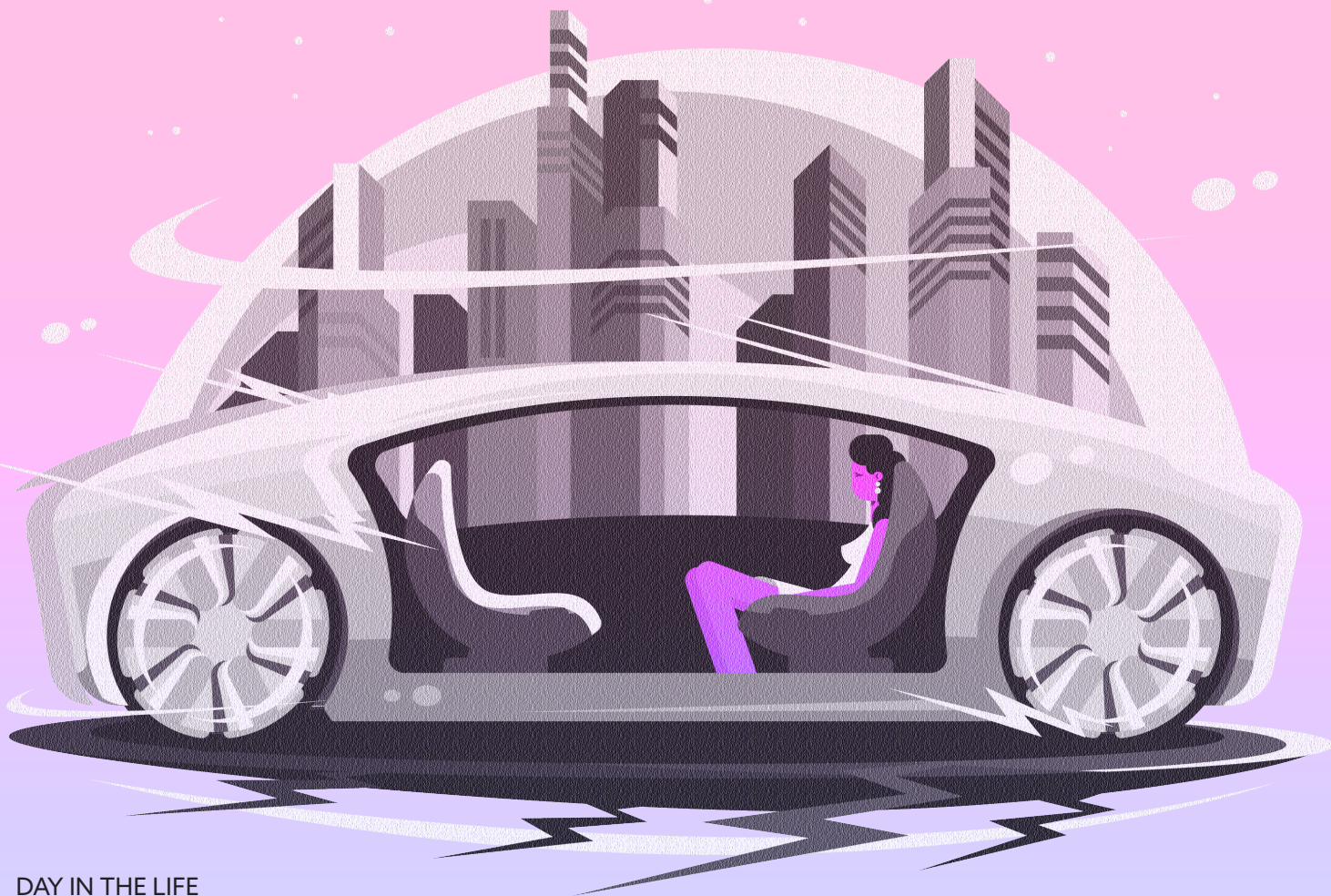


In addition to the further integration of the collection, collation and use of data to guide our daily activities, Dubliners believe that VR working environments will be a common option and allow people to telecommute to work.

**"Dublin will be a fully sustainable city where citizens choose to travel by bike to work, where walking is enjoyable and the air is clean, and where our homes are powered and heated by local renewable and low-carbon solutions."**

- DUBLINER

# 2050



## DAY IN THE LIFE

# DUBLIN IN 2050

Kirsten wakes around 10am on Friday morning. She worked late the previous night as she had a hologram meeting with her colleagues in Tokyo and San Francisco. The voice-activated curtains open to reveal bright sunlight striking the pavements outside. Kirsten is relieved to see that it's been raining - her cloudburst tank had been running low and the overnight downpour will have replenished stocks. Her smart wrist watch vibrates to tell her that it's time to get ready; she's due to meet her mother for a walk - and probably lunch - in the Dublin Mountains later that morning.

Her smart home app tells her she has enough water for a steam shower, which she activates by scanning her thumb-print. This identifies which of the 4 people living in

the apartment is using the shower - so that the appropriate amount can be deducted from her quota. As she showers she browses her personalised news headlines on the shower's smartwall. She reads the reaction to the 2050 All Ireland football final. Mayo finally won it.

Jane leaves her Ranelagh apartment and jumps on the Luas 2, which drops her in Dundrum. From there she hops into one of the brightly coloured pods that glide along the commuter cable-car route to Ticknock. Kirsten looks down at the streams of driverless cars rolling along the M50 below her. She points her smart watch at the sun-kissed city in the distance and tells it to take a picture. The device uploads the 8k picture to her social media accounts.



## PLANNING FOR 2050

"We need more family-centric thinking in planning and developing the city. Planning permission should be granted to well-designed skyscraper buildings in the Docklands. Tall buildings should be introduced into Dublin in a way which complements the historic beauty of the city centre."

-DUBLINER



Towards 2050, in the context of housing an additional 750,000 inhabitants, the challenge is to retain the footprint of the city region. This will have to be managed by careful and considerate city planning. To determine what approach should be taken, we asked respondents a series of questions about how they would like to live over the coming decades.

The Irish attachment to home ownership looks set to endure, with 8 in 10 reporting that they would prefer to own their own home. Around one third would be happy to rent their home. A slightly higher number of younger people are open to this option, with the disposition towards this option decreasing with age.

Nearly half of the respondents felt that it was likely that more people will live in the city centre in the future. Fewer than 2 in 10 disagreed.

Few respondents said they would like to live in the city in an apartment. This may be a reflection on the tradition of bringing up a family in a house, coupled with the inadequate laws protecting renters' rights, and the present view that Dublin city is not particularly safe, or a good place to bring up children.

When asking respondents whether they would like to live in the city centre in 2050, we also invited them to explain why they feel the way they do about this. Respondents pointed to a number of deterrents.

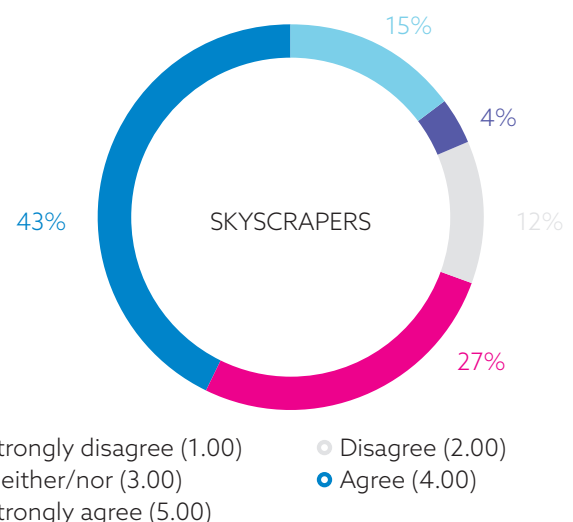
Of those who were positively disposed to living in the city centre, the main reasons they offered were: the appeal of the urban lifestyle; access to a range of amenities; recreational facilities and cultural assets; vicinity to shops; the appeal of walkability; and the fact that many had been born there.

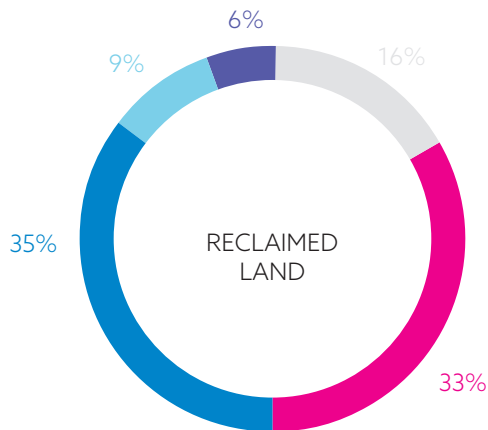


3 in 10 would prefer to rent their own home



8 in 10 would prefer to buy their own home

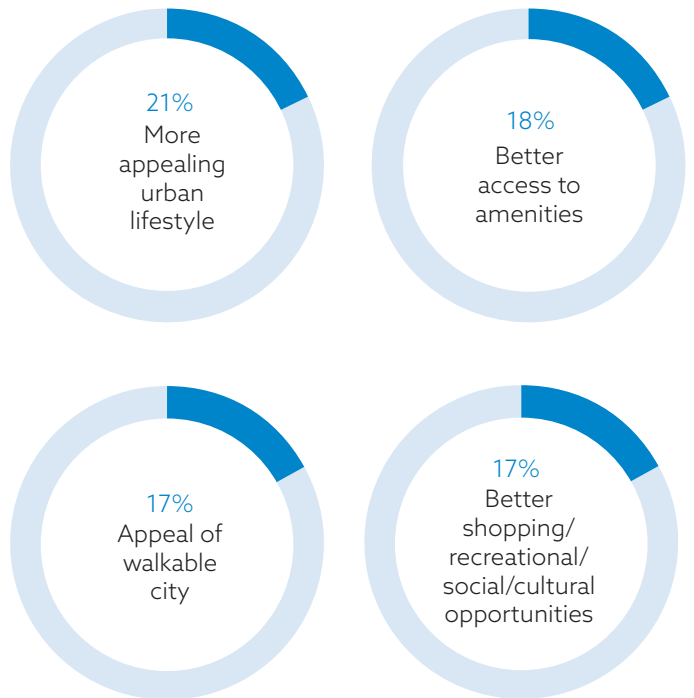




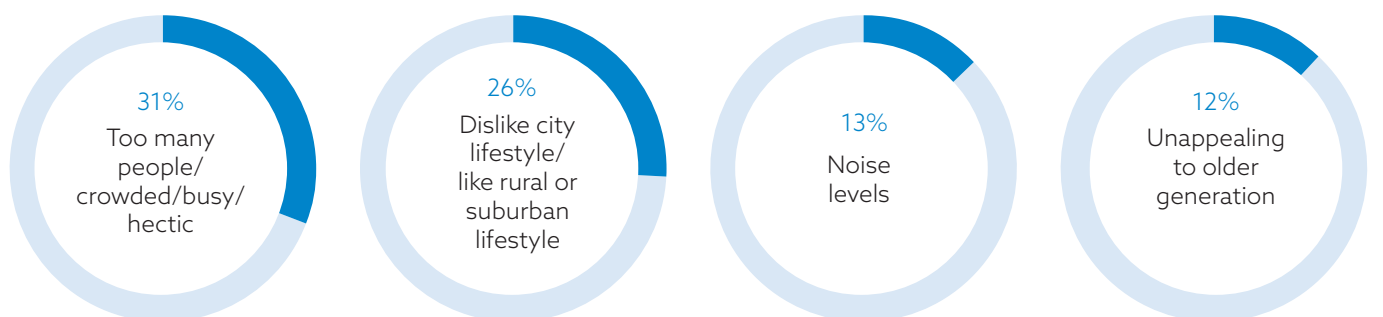
- Strongly disagree (1.00)
- Disagree (2.00)
- Neither/nor (3.00)
- Agree (4.00)
- Strongly agree (5.00)

Many Dubliners expect that skyscrapers will be a feature of the skyline in 2050. We are less convinced, however, that we will have reclaimed land from the sea or built out from Dublin by this time.

## WOULD CONSIDER LIVING IN THE CITY CENTRE



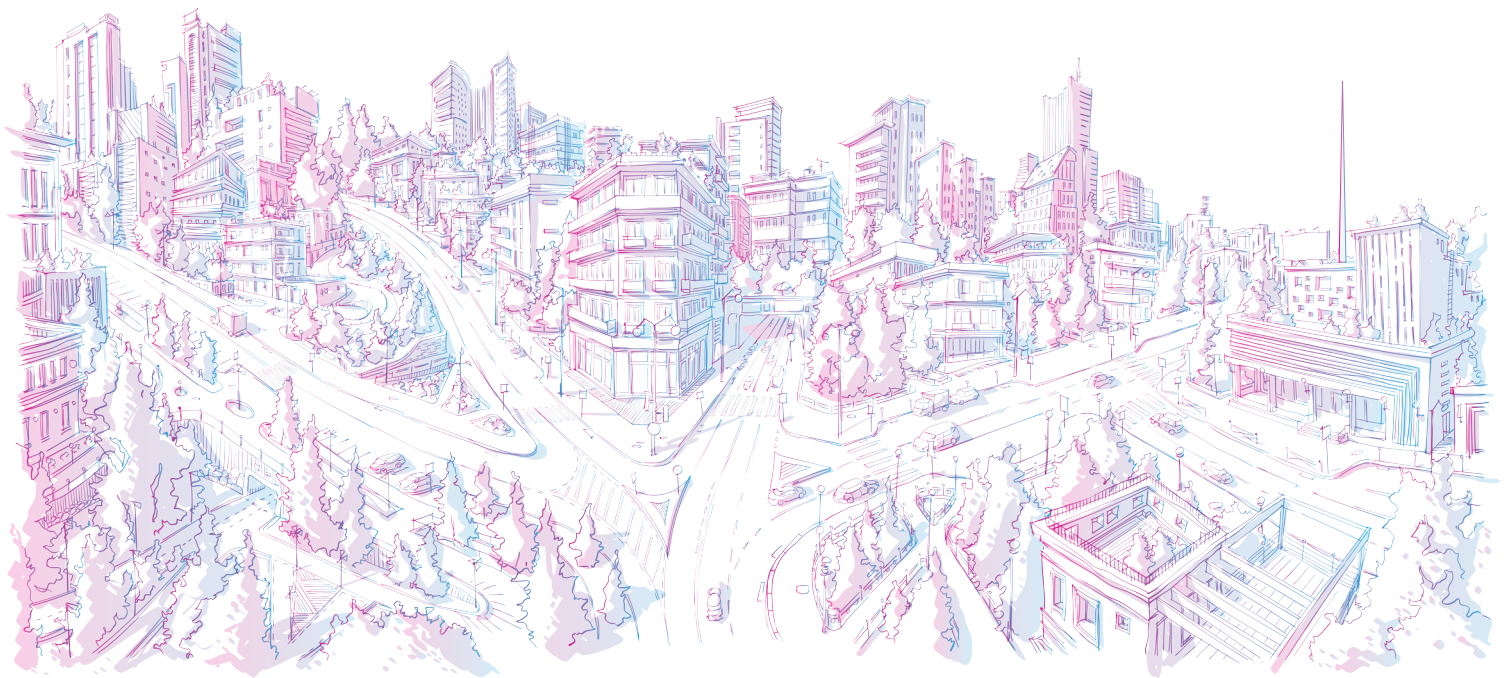
## WOULD NOT CONSIDER LIVING IN THE CITY CENTRE



"I'd like to see more public art decorating the city. There should be areas for public graffiti too. The colour and vibrancy art brings to a city is so important to the wellbeing and mood of the people living there."

-DUBLINER

While Dubliners believe it is inevitable that the city's population will rise, only 3 in 10 people expect that Dublin will be a good place to bring up children in 2050. This is a critical planning issue that needs to be addressed if Dublin is to become a desirable space for families to live and for parents bring up children.



**"A higher-density, more equitable city with vibrant, diverse and self-contained neighbourhoods connected by reliable public transport and bike routes."**

**-DUBLINER**

"Within the next 25 to 30 years... Dublin, through the shared vision of its citizens and civic leaders, will be a beautiful, compact city, with a distinct character, a vibrant culture and a diverse, smart, green, innovation-based economy. It will be a socially inclusive city of urban neighbourhoods, all connected by an exemplary public transport, cycling and walking system and interwoven with a quality bio-diverse greenspace network. In short, the vision is for a capital city where people will seek to live, work, experience and invest in as a matter of choice."

**- DUBLIN CITY COUNCIL: DUBLIN CITY DEVELOPMENT PLAN 2016-2022**



# 2050

## GETTING AROUND BY 2050

"In an ideal world, we would like to see people and their jobs being matched together better; from a transport point of view, better strategic planning in employment and population would allow for a much better system. Quality of life would improve, as if you are close to your place of work it is a lot easier than if you have a 2-hour commute. The NTA's ambition is to have an uncongested public transport system that works for as many people as possible."

- THE NATIONAL TRANSPORT AUTHORITY

All public transport will be powered by renewable energy

56%

It will be possible to fly directly from Dublin to NY in an hour

32%

Fast trains will allow for travel between Dublin and any other Irish city within 60 minutes

54%

All cycle lanes within the M50 will be segregated, allowing for safe travel to anywhere in the city

45%

Commuting to work will take the same amount of time each day

33%



PICTURED: INTERIOR OF 'HYPERLOOP'

With the population of Dublin estimated to hit more than 2.6 million by 2050, it is not only infrastructure and housing that we must plan for. It is crucial that we plan, in tandem, how people will get around.

Our respondents were asked to rate the likelihood of a series of transport scenarios.

The survey results suggest that Dubliners place a high value on ease of getting around, and an expectation that modes of transport are likely to change as a result of new technologies, leading to shortened commuting times and an improved quality of life.

Dubliners believe that transport will be powered by renewable energy in 2050. They further believe that trains will be faster and that Dublin will have woken up to the need for better, safer cycle lanes throughout the city. They reserve judgement on whether there will be major advances in air travel.

When it comes to the improvements that people think will radically improve transport systems, respondents pointed to: Improvements in connectivity through the development of light and heavy rail networks; greater use of real-time data; a city and country-wide cycle lane network; better bus connectivity; and advances in driverless vehicle technology.

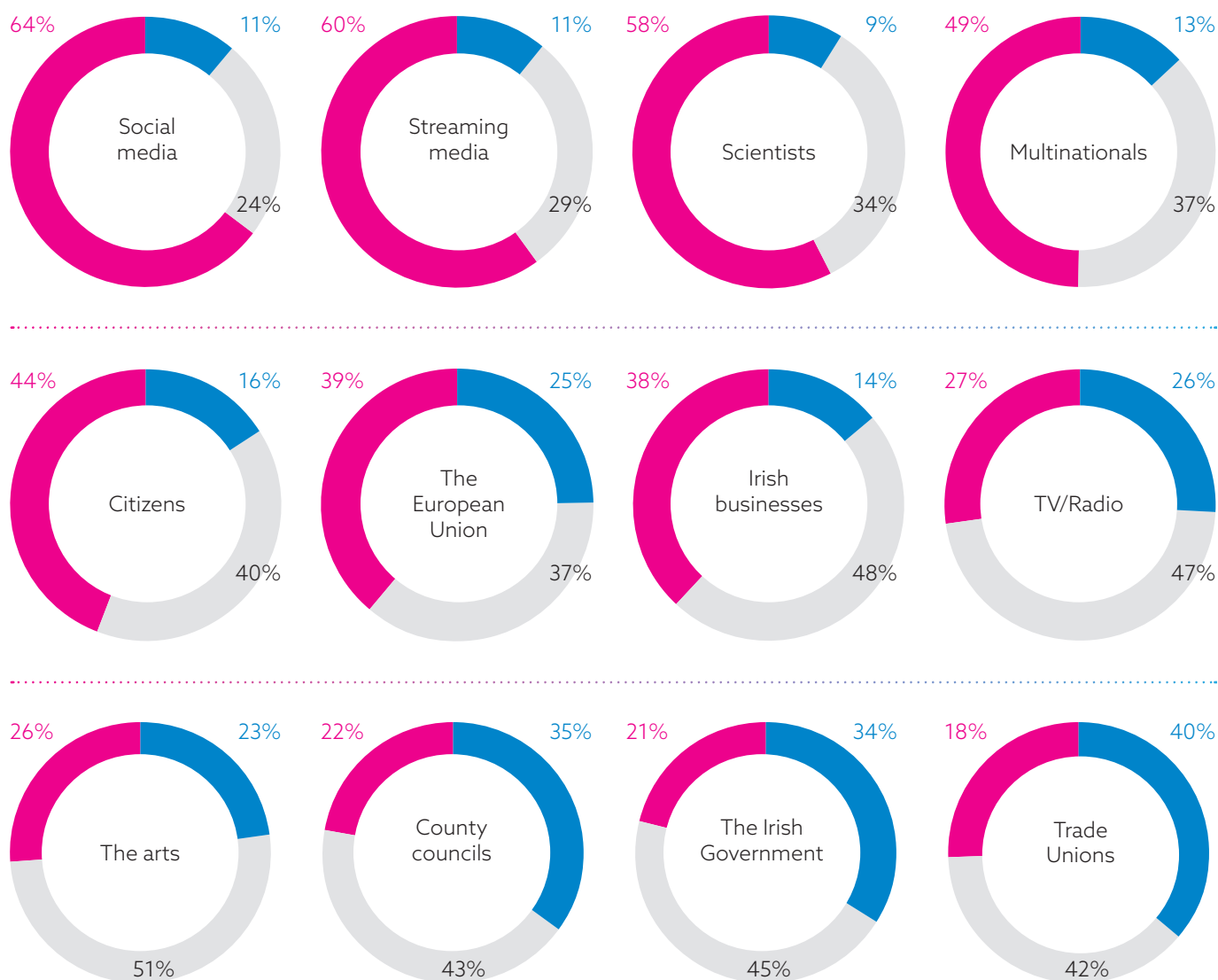
2050



## INFLUENCERS OF THE FUTURE

We asked Dubliners who they feel will have the most influence on daily life in 2050. The results are in some cases surprising and for the most part cautiously optimistic.

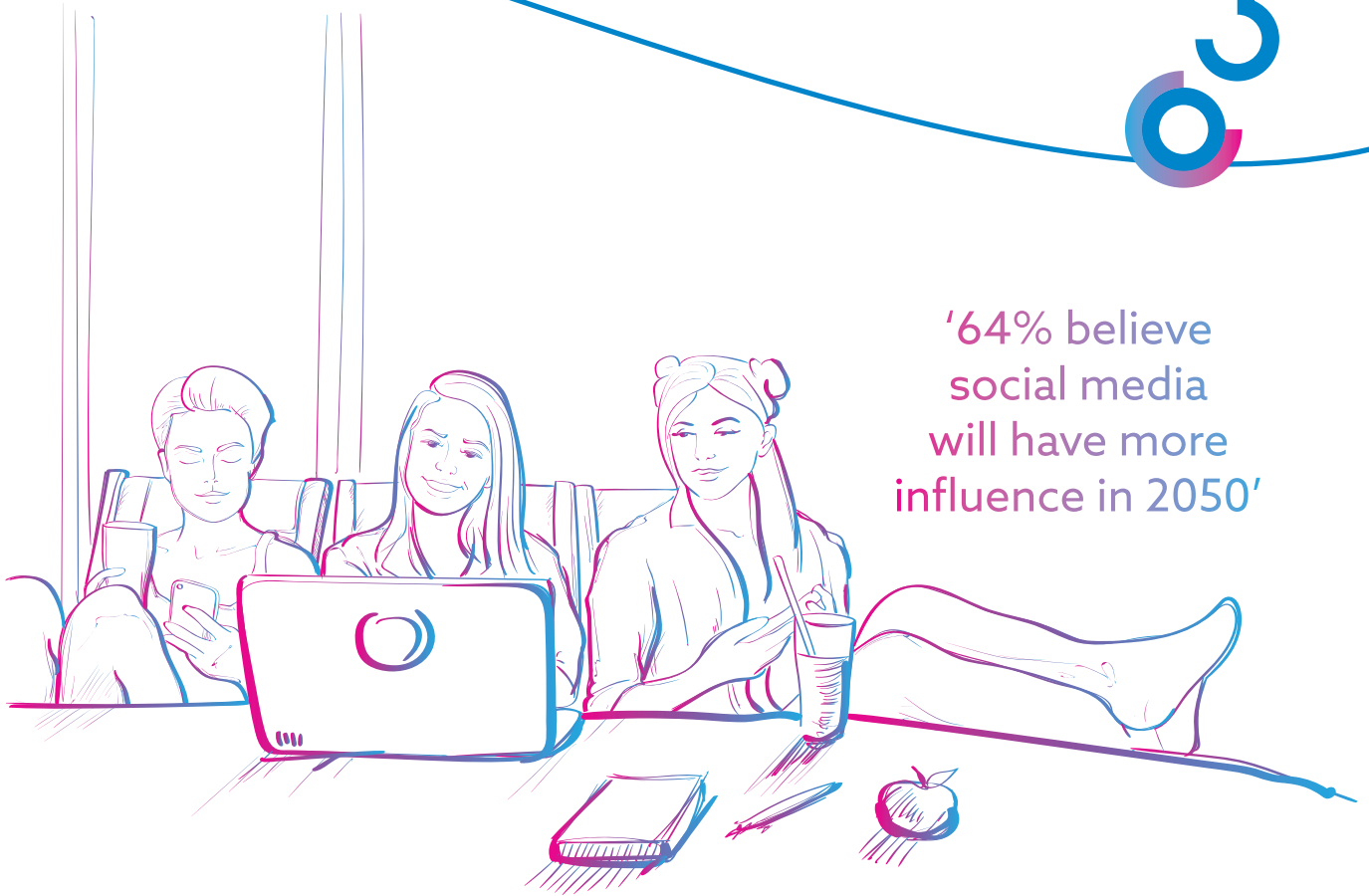
- Less influence
- Same
- More influence





# 2050

**'64% believe social media will have more influence in 2050'**



**"Business is the force of change. Business is essential to solving the climate crisis, because this is what business is best at: innovating, changing, addressing risks, searching for opportunities. There is no more vital task."**

**- RICHARD BRANSON**

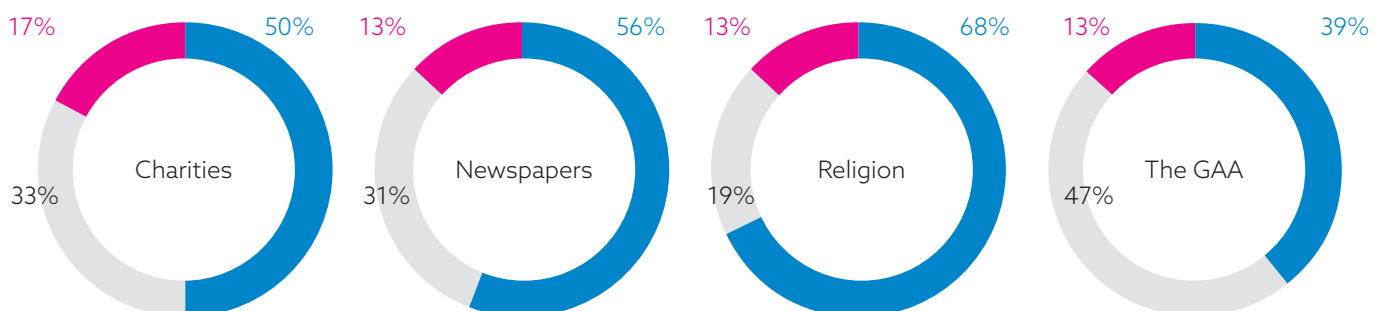
The majority believe that social media and streaming media will have more of an influence on our lives in the future. Expectations are high that the role of scientists in society will be more pronounced, reflecting the growing prominence of research and innovation in the public domain.

Approximately half felt that multinationals would have more influence on Irish life, while less than 1 in 5 said they expect trade unions to have a stronger say on life.

Many respondents felt that citizens themselves would have more influence, implying growing importance of the public's input in decision-making. Many felt that the county councils would have the same or less influence, as would charities and the GAA, suggesting a slight reduction in the influence of local politics and civil society.

Over two thirds of Dubliners believe that religion will have less influence on life in 2050. Meanwhile, over half of respondents expect the role of newspapers to decline.

Respondents' opinions about the politics of the future also extended to political institutions and the form governance will take. The overwhelming majority expect the influence of the Irish government to remain the same or to decline. However, respondents expect the European Union to have a greater say, with 2 in 5 believing that it would have more influence.



## THE ENVIRONMENT AND THE CITY

**"A green city is a healthy city. Protecting and enhancing open spaces for both biodiversity and recreational use has benefits for the city's sustainability and attractiveness as a place to live, work and visit."**

**- DUBLIN CITY DEVELOPMENT PLAN**

Many national and international studies clearly demonstrate that a principal issue of public concern is the environment and sustainability, especially in terms of how it relates to health and wellbeing, and to the quality of life of future generations. The aspiration of the Dubliners of today is to foster a clean, peaceful, kind and caring society. To achieve this we need a paradigmatic shift in the way we think about our socio-economic existence; a shift towards sustainability, requiring innovative ways of thinking, acting and living on a fundamental level.

The survey results support this goal. More than 2 in 5 rate the environment as a top priority. Almost half agreed that for business in 2050, being environmentally friendly will be as important as being tax compliant.

Over half are optimistic that all our energy will come from renewable sources. And while nearly half believe that we will live within 500 metres of a green space, faith in Ireland's sustainability credentials is lacking, with only 1 in 3 believing that Dublin will be one of Europe's greenest cities in 2050.

However, Dubliners do have confidence that significant improvements will be made in the areas of energy, urban planning and regulation. We remain sceptical, however, about the capacity to establish Dublin as a leading green European city.

● Likely

● Not Likely

All Dublin citizens will live within 500 metres of a green space



Dublin will be one of Europe's greenest cities



All energy will be from renewable sources



For businesses, being environmentally friendly will be as fundamental as having tax and insurance



The environment will be recognised by people as a top priority



**"I would love to imagine Dublin having a totally carbon-neutral public transport system by 2050, making up for our missed carbon goals of 2020 and setting a precedent for other cities around the world to follow suit ... Millions would be saved through autonomous technology and integrated renewable systems."**

**- DUBLINER**



2035







**'THERE HAS NEVER BEEN A MORE IMPORTANT TIME TO TALK ABOUT DUBLIN'S FUTURE'**

We have a long way to go. But it's clear who the people are that can make this vision a reality. It is the business community. It is the national and local politicians. It is the civic and public servants. It is the citizens of Dublin and Ireland.

44







# DUBLIN

Dublin  
The sun that rises  
with the blue,  
I see you.

A rising meandering tide  
Elevating all to new heights  
Cutting through the division.  
More than sight,  
You have vision.

An evergreen metropolis  
Holding firm to its roots  
For a tree is always known by its fruit.

The city wakes  
To a luminescent dawn  
A technicolour neon that whispers  
Through streets and Georgian facades.  
Where the old and the new come to meet.

Dublin is moving  
Into times of convenience  
That'll leave you speechless  
And make you a storyteller.

We can't change the past  
Ní neart go cur le chéile  
Giorraíonn beirt bóthar.  
So let's make history together.

Dublin  
Baile Atha Clíath  
Grá mo chroí  
Take me there.

BY **Lewis Kenny**

# ACKNOWLEDGEMENTS

DUBLIN CHAMBER WOULD LIKE TO THANK THE FOLLOWING PEOPLE AND ORGANISATIONS  
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JANE CASEY COLIN NORRIS AL BUTLER LEWIS KENNY DECLAN GRAY ALAN  
HEALY NOEL GREENE CATHAL O'GARA SAM MCQUEEN LIAM CULLEN TOMMY  
CULLEN MICHAEL LYONS HANNAH LYONS ROSE FOSTER OLIVIA GOLDEN  
NIALL GIBBONS DERRY GRAY BRENDAN FOSTER MARGARET FLEMING TONY  
O'MALLEY MARY ROSE BURKE AOIFE RICE MURPHY LINDA MCNULTY GRAEME  
MCQUEEN FERGUS SHARPE AEBHRIC MCGIBNEY GINA QUIN ANDREW  
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2025

DUBLIN IS OUR BUSINESS