Dublin City
Baile Átha Cliath

glen
gay + lesbian equality network

FINAL REPORT - NOVEMBER 2011

Equality, Diversity and Economic Competitiveness

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Dublin City Council and GLEN are currently partners on a project to build a consensus on the economic case for diversity and equality. This Project is funded by the European Union's PROGRESS Programme (2007-2013) and the Equality Authority.

FOR DIVERSITY
AGAINST DISCRIMINATION

THE EQUALITY AUTHORITY
AN ÚDARÁS COMHIONANNAIS

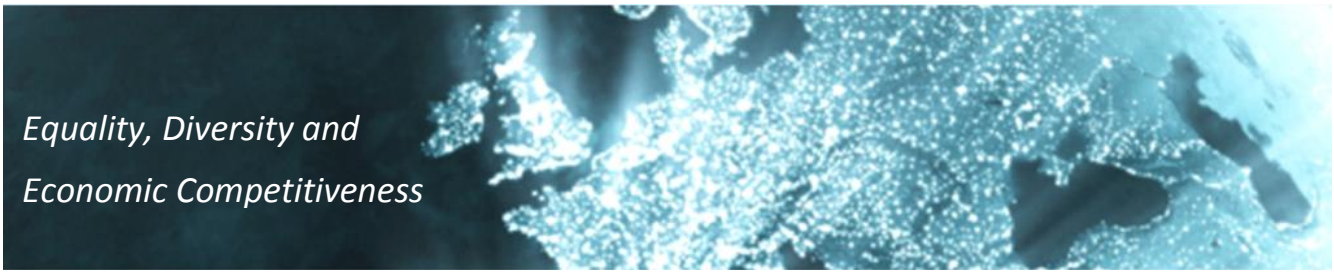
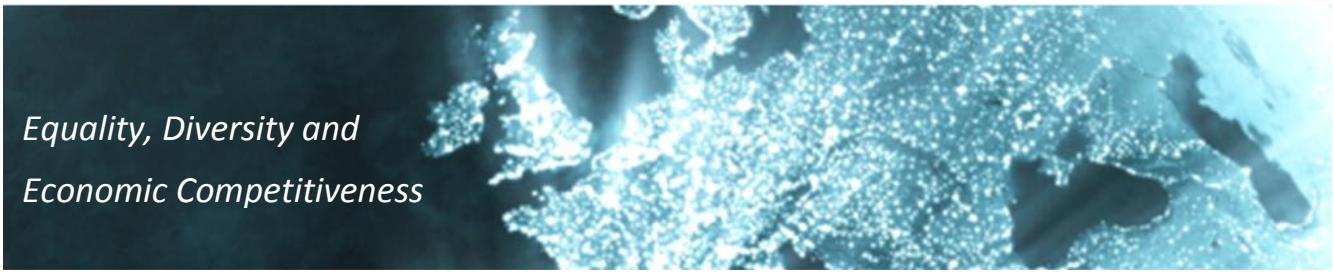


Table of Contents

1. Introduction 1
2. Overview: Equality, Diversity and Economic Competitiveness 3
2.1 Attracting and Retaining Foreign Direct Investment and Developing the Knowledge Economy 3
2.2 Nurturing Talent and Skills: Equality and Diversity in Education 7
2.3 Developing Dublin As A Location for International Students 9
2.4 Creating the Conditions for Innovation and Enterpreneurship 11
2.5 Enhancing the Capacity of Dublin to Attract Tourists and Business Travellers 12
3. Seminar on Diversity, Globalisation and Economic Renewal 15
Annex 1 Meetings with Individual Agency Personnel 18
Annex 2 List of Those Who Confirmed Attendance at Seminar 19
Annex 3 Summary of Talk by Professor Sean Kay 21
Annex 4: Biographies of Speakers at Seminar 25
Annex 5 Seminar Briefing Documents 26
Annex 6 Seminar Press Release 31
Annex 7 References 33



1. Introduction

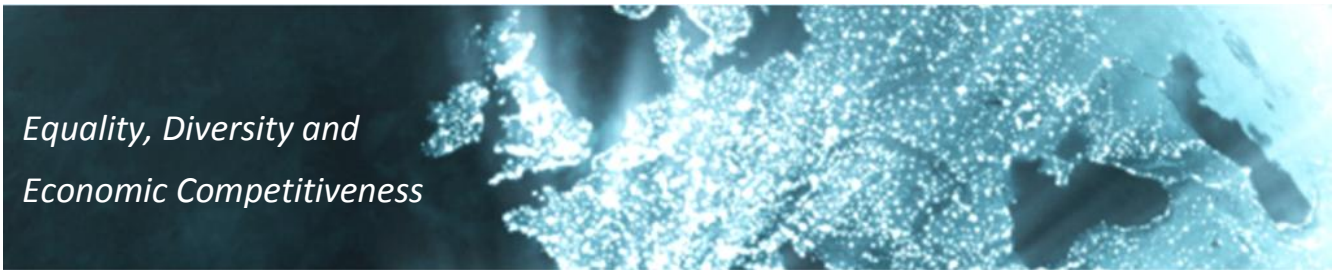
> ***"The very face of Ireland has changed – Ireland is now multicultural. This radical social transformation – to include both social equality and multiculturalism, creates a vital human capital for the nation moving forward. The businesses of the 21st century are seeking nations that can traverse the globe, and Ireland is today a truly multicultural nation and a welcoming and equitable nation – from new immigrants to gay rights, Ireland is leading".*** Professor Sean Kay, speaking at GLEN/Dublin City Council Seminar on Diversity, Globalization and Economic Renewal, September 2011.

In January 2011 GLEN and Dublin City Council commenced a joint project to build understanding and awareness of the positive links between equality, diversity and economic competitiveness. In particular, the project focused on equality and diversity relating to the grounds of Irish equality legislation (which are gender, ethnicity, sexual orientation, civil status, race and ethnicity, family status, religious belief and membership of the Traveller community) and on examining the links between equality across these grounds and the economic competitiveness of Dublin City.

The project was managed by Eoin Collins, Director of Policy Change in GLEN and in Dublin City Council by Kieran Rose, Senior Planner in the Economic Development Unit, Dublin City Council. The Project was funded by the European Union's Progress Programme (2007-2013) and the Equality Authority.

Demonstrating the broader economic benefit of diversity and equality goes beyond the more widely documented "business case" for equality which has tended to focus on the links between equality and the success of individual enterprises and workplaces. The broader "economic case" for equality encompasses the contribution of equality and diversity to the achievement of key economic goals and objectives for any city or region competing in an increasingly globalised world. These include developing and retaining investment, enterprises, key high skilled workers and visitors and creating the conditions under which entrepreneurship, creativity and innovation can thrive.

The challenge of competing internationally in these areas, and the growing importance of diversity and equality in meeting this challenge, has been highlighted in a number of key policy documents published by Dublin City Council. The Council's 2009 *Economic Action Plan for the Dublin City Region* listed openness, diversity and equality as some of the key characteristics evident in the most successful creative cities in the global knowledge economy. The competitive advantages of diversity were also highlighted in the *Lord Mayor's Commission on Employment: Dublin City* in 2010. Both reports recommended the development of policy thinking and analysis on the role of diversity and equality in economic policies and their contribution to the internationally competitive city.



Focus and Outline of the Project

This project has focused on developing this thinking through a process of engagement with agencies and stakeholders engaged in economic development and enterprise support. This engagement has involved:

> One to one contacts held by the project team with senior personnel in a broad range of organisations, including personnel from IDA Ireland, Enterprise Ireland and Forfás, the main agencies with responsibility for enterprise development and supporting Ireland as a location for foreign direct investment. These meetings provided an important opportunity to raise the issue of the link between equality and economic competiveness and how this resonated in the work of the agencies concerned. (see Annex 1 for list of personnel interviewed)
>
> Following the individual meetings, a seminar was then held in September 2011 on the theme of "Globalisation, Diversity and Economic Renewal". The seminar was opened by The Lord Mayor of Dublin, Councillor Andrew Montague and the keynote speaker was Professor Sean Kay, the author of *Celtic Revival? The Rise, Fall and Renewal of Global Ireland*.

In addition to Professor Kay, an invited panel of senior personnel from a number of national research and management institutes provided an important input into the discussion at the event. The seminar was webcast live across the internet and a video recording is now available on the GLEN website at www.glen.ie. The seminar was widely attended by people across a range of sectors[1] (A list of attendees is set out in Annex 2).

This report outlines the results of these activities in developing dialogue, thought and discussion among key stakeholders and policy makers. It begins with a brief overview of emerging evidence of the link between diversity and economic competitiveness in a Dublin context. It then outlines the process and results of the seminar and subsequent actions to disseminate information on the issues raised through the project.

1 Ninety six people from organisations across the public, private and NGO sectors confirmed they would attend. Forty six people signed in on the day of the seminar.

2. Overview: Equality, Diversity and Economic Competitiveness

Diversity and equality may causally influence economic competitiveness through a variety of mechanisms. In the case of Ireland, and Dublin in particular (the focus of this project), these mechanisms centre on the link between equality across the grounds of Irish equality legislation[2] and a number of factors identified as central to economic performance and recovery. These include the contribution of equality and diversity to:

- Attracting and retaining the skills and talent central to foreign direct investment and the knowledge economy;
- Enhancing the effectiveness and scope of the education system;
- Developing Dublin as a location for international students;
- Creating the conditions for innovation and entrepreneurship;
- Enhancing the capacity of Dublin to attract tourists and business travellers.

These links are discussed in more detail in the following sections.

2.1 ATTRACTING AND RETAINING FOREIGN DIRECT INVESTMENT AND DEVELOPING THE KNOWLEDGE ECONOMY

"The ability to attract people and talent is the single biggest predictor of a city's economic success." New York City Mayor Michael Bloomberg[3]

Ireland has moved to a period where the availability of a highly skilled, creative and adaptable workforce is an increasingly important part of the country's capacity to attract and retain more advanced levels of foreign direct investment (as well as increasing the capacity of indigenous sectors of the economy to compete internationally)[4].

Dublin has been the centre of many of the knowledge economy sectors that expanded rapidly in the 1990s, and which are making an important contribution to the economy's recovery and renewal. For example, Dublin is emerging as a major destination for internet businesses. The city has attracted the international and European headquarters of firms like Google, Zynga, Facebook, Microsoft, IBM,

2 Irish equality legislation protects against discrimination in employment and services across nine grounds. These are: gender; civil status; family status; age, disability; race; sexual orientation; religious belief; and membership of the Traveller Community.

3 Quoted by the Partnership for New York City in their 2008 report *Winning the Global Race for Talent.*

4 The dynamics behind this demand for skill and talent have been highlighted by a range of bodies including the Government in its Strategy *Building Ireland's Smart Economy: A Framework for Sustainable Economic Renewal (2008),* the National Economic Social Council and Government's Services Strategy Group in its report *Catching the Wave: A Service Strategy for Ireland* (2008).

Amazon, Linkedin, eBay, Paypal, Big Fish Games and Gala networks, earning it the title as the up and coming 'Internet capital of Europe'[5].

However, even in the context of high levels of unemployment in 2011, skill shortages still exist in a range of occupations, particularly in the knowledge intensive sectors of the economy. In August 2011 the Irish Internet Association (IIA) issued a policy paper calling on the Government to implement measures to combat skills shortages in Ireland. According to the association:

> ***"With so many other countries competing for the mantle of the 'smartest' smart economy, we need to be smart about attracting people to come here. People follow jobs, but job creators set up camp where they have a deep well of talent from which to draw and a strong ecosystem of local partners"[6].***

IDA Ireland (the authority with responsibility for promoting Ireland as a location for FDI) has consistently emphasised the quality and skills base of the workforce in Ireland. It has also emphasised the strong connections between Irish and international (particularly European) labour markets and the mobility between them. As noted by the CEO of IDA Ireland:

> ***"The hiring market for skills is Europe rather than the island of Ireland. The important thing is that Ireland is a place where you can assemble those teams."****Barry O'Leary, Chief Executive, IDA Ireland[7].*

A key challenge for policy makers and enterprises across a whole range of sectors therefore, is how to nurture, attract and retain the skills on which many of the sectors driving Irish growth and recovery depend.

Diversity and equality have increasingly been identified as important components in meeting this challenge. According to IBM Ireland:

> ***All employees should have the opportunity to perform at their best – meaning that they must feel comfortable in their environment. This is done through creating a diverse and inclusive workplace. We can take best advantage of our differences - for innovation. Our***

Labour Market and Diversity of Nationality

"Ireland's reputation as a premier centre of education and Dublin's large population of foreign nationals make the city a perfect location for the office. With Ireland's availability of highly qualified and skilled workers, we look forward to counting Dublin as a pivotal hub of our European presence."

Bernard Collins, former Vice President of International Operations and Director of International Board with Boston Scientific.
Source: IDA Ireland
www.idaireland.com

5 Cudden, Jamie and Walter Foley, 2011) *Dublin as an Open City: Local Action Plan*. Dublin City Council, Office of International Relations and Research.

6 Irish Internet Association (2011). Critical Skills Retention and Development Programme.

7 Interview in Irish Times, March 11th, 2011.

> ***diversity is a competitive advantage and consciously building diverse teams helps us drive the best results for our clients."*** Peter O'Neill, Country General Manager, IBM Ireland.

US economist Richard Florida has identified a broader impact of what he describes as 'tolerance of difference', namely that tolerance and acceptance of diversity are seen by companies and people as an indicator of an underlying culture and eco-system that is conducive to creativity, a key quality driving new economic sectors. Florida states:

> ***"Economic growth in the Creative Economy is driven by 3T's: Technology, Talent and Tolerance….. But technology and talent have been mainly seen as stocks that accumulate in regions or nations. In reality both technology and talent are flows. The ability to capture these flows requires understanding the third T, tolerance, the openness of a place to new ideas and new people. Places increase their ability to capture these flows by being open to the widest range of people across categories ethnicity, race, national origin, age, social class and sexual orientation"*** [8]

The link between diversity, tolerance and the economic competitiveness has more recently been highlighted by the National Competitiveness Council in Ireland. The Council States:

"Diversity provides a richer cultural experience for citizens and visitors, bringing with it openness to new ideas and wider markets and customers…. As highlighted by Richard Florida, diverse and tolerant cities are more likely to attract the skilled workers who possess the "creative capital" required to power knowledge economies". [9]

OECD: Ireland Scores Very High on Indicators of Tolerance in 2010

Based on an international survey in 2010, the OECD found that Ireland was among the top six countries in the world in terms of acceptance of ethnic minorities, migrants and lesbian and gay people. Canada was found to be the most tolerant in terms of acceptance of these groups. (OECD, Society at a Glance 2010).

Two indicators of 'tolerance' have been identified by US Professor Richard Florida as being particularly important indicators of a culture of 'tolerance': openness to lesbian and gay people and openness to immigrants. Florida describes lesbian and gay people as the "canaries in the coalmine" of diversity, with openness and acceptance of diverse sexual orientation and family arrangements being considered an indicator of openness and acceptance of diversity more generally.

Source: Florida, Richard and Irene Tinagli (2004). *Europe in the Creative Age*.

8 Richard Florida, Gary Gates, Brian Knudsen and Kevin Stolarick (2008). *The University and the Creative Economy*. Creativeclass.org.

9 National Competitiveness Council (2009). Our Cities: Drivers of National Competitiveness.

Civil Partnership and Attracting Skilled Personnel

In 2010 the Civil Partnership and Certain Rights of Cohabitants Act was enacted in Ireland. This provides same-sex couples with many of the same legal rights and obligations as parties to a civil marriage. Same-sex couples who register as civil partners in Ireland or who have been married or who are in civil unions/civil partnerships in other countries (and hence recognised as civil partners in Ireland) are treated the same as married couples in all aspects of tax, pensions, workplace benefits and in the law relating to citizenship.

Same-sex spouses or civil partners are also treated the same as opposite sex married couples in provisions for immigration. This means that if a company seeks to attract to Ireland particular skilled personnel, it can offer an additional package for personnel who happen to be lesbian and gay and who are married or in civil unions or civil partnerships. For example, the married same sex spouse of a New Yorker coming to Ireland on an inter-company transfer can apply now for residency on the basis of their marriage.

This gives an additional advantage for Dublin over New York in attracting skilled people who happen to be lesbian or gay. Although New York has provision for same-sex marriage this applies only to the State and, unlike Irish civil partnership, does not include any provisions for same-sex spouses or partners in immigration regulations (which are federal regulations).

2.2 NURTURING TALENT AND SKILLS: EQUALITY AND DIVERSITY IN EDUCATION

> ***"A key challenge for the education and training system is to ensure that providers can respond flexibly to the skills needs of enterprise, particularly given high structural unemployment and the need to re-skill people to key growth sectors".*** The Expert Group on Future Skill Needs, 2011.[10]

Ireland must aspire to an ambitious educational profile for the labour force by 2020 if it is to develop as a competitive, innovation-driven, knowledge based, participative and inclusive economy, according to the Expert Group on Future Skill Needs (EGFSN). Without policy change, significant shortages are forecast in the medium to long-term of graduates per year side by side with the possibility that a large number of low-skilled individuals will be unable to find suitable employment[11].

Education and Economic Development

"Educational policy is often separated from economic development. But in the increasingly competitive global economy, state and local efforts to improve the quality of and access to public education—from pre-k to graduate engineering programs—should be considered an essential component of efforts to grow the economy and strengthen regions. Today, regions with the greatest intellectual capital have an enormous advantage".

Source: SUNY Institute 2011. New York and the World: The Impact of the Global Economy on New York State and City.

"The notion that human capital is our key economic factor is now being acknowledged widely. I was on some government committees in the mid 1990s and expenditure on education was still being seen at that time as social expenditure. It was only when the skills shortages came to light some years later that people began to link education to growth and that led to its economic importance being appreciated" Professor Frances Ruane, Director, Economic and Social Research Institute.

Matching the skills profile of the population with high growth sectors of the economy, where skills in some areas continue to be at a premium, is a significant challenge. Meeting this challenge, according to the National Economic and Social Council (NESC), will require action at a number of levels. In particular:

- *Promoting Equality.* Facilitating a greater number of young people into third level will require decisive breakthroughs in addressing educational disadvantage, combating the inter-

10 Expert Group on Future Skills Needs, 2011. Statement of Activity 2010.

11 Expert Group on Future Skills Needs (2007). *Tomorrow's Skills: Towards a National Skills Strategy*. Available at http://www.skillsireland.com/

generational transmission of low expectations and also protecting young people from hazard, including bullying.

- *The Pivotal Role of Higher Education Institutions.* The growing importance of third level education in skills development also makes higher education institutions even more pivotal to the economic life and future of the country. This implies that the quality of teaching in higher education institutions and their flexibility and responsiveness to a more diverse student body will become major determinants of economic prosperity and social cohesion[12].

Skill shortages in the ICT and Gaming Sectors.

Currently in Ireland there are in excess of 2500 unfilled jobs in the ICT and gaming industries. There has been growing concern at the rising skills shortage in the ICT sector, a situation exacerbated by the low number of students opting for technology courses at third level. The number of students attending these courses has not recovered since 2000.

A distinguishing feature of the internet, animation and gaming sectors is the demographic of those employed therein. They represent the highest 'flight risk' category; young, talented and with skills in demand by other countries actively courting them to support their own smart economy agenda. As a matter of urgency we need to stem the flow of emigration, repatriate those who have gone and incentivise others to come here.

Source: Irish Internet Association (2011). Critical Skills Retention and Development Programme.

Diversity across age, gender, family circumstances, ethnicity, sexual orientation and other equality grounds, impact directly on the effectiveness and accessibility of education and training at the levels highlighted by the NESC and across the life–cycle of any individual.

It is difficult to establish a culture of life-long learning for example, (essential for retraining and redeployment to areas where there is strong employment demand), when particular levels or areas of education and training are considered appropriate for a particular age group only or for a particular gender. Equally, inter-personal skills, team work and creative thinking are unlikely to be fostered in an environment where hostility to any form of difference or diversity is permitted or left unchecked.

The benefits of accommodating diversity in education, according to US economist Richard Florida, are not just about increasing accessibility; diversity of all kinds enhances the outcomes of the education

12 National Economic and Social Council (2008). *The Irish Economy in the Early 21st Century*, Report No. 117, NESC: Dublin. Available at www.nesc.ie

system itself by creating the conditions in which creativity, a central ingredient to innovation, can flourish.

Highlighting again the three T's behind the knowledge/creative economy (technology, talent and tolerance) Florida has found that universities contributed much more to innovation than by simply pumping out commercial technology. Even more powerful was their role in attracting talent to the university and its environs and their role in establishing an environment of tolerance and diversity, strongly linked with creativity and innovation (Florida et al, 2006).

Extending innovation from the university into the wider economy critically depends, Florida notes, on the openness of the society in which the universities are located. As he puts it:

> ***"On their own, there is only a limited amount that universities can do. In this sense universities are necessary but insufficient for regional innovation and growth. To be successful and prosperous, regions need absorptive capacity – the ability to absorb the science, innovation and technologies that universities create. Universities and regions need to work together to build greater connective tissue across all 3 Ts (technology, talent and tolerance) of economic development".*** (Florida et al, 2006).

These points have in turn been raised by the Irish Universities Association:

> ***"The [Richard] Florida creative society model has strong resonances in the Irish context. I would say that we need to position our Universities as the hubs of the creative society". Ned Costello CEO, Irish Universities Association, 2007***[13]

2.3 DEVELOPING DUBLIN AS A LOCATION FOR INTERNATIONAL STUDENTS

> ***"The educational interests of international students, their safety and security, their integration with the wider student body and their general experience of Ireland are central to our concerns".*** High Level Group on International Students 2010[14].

Promoting Ireland and Dublin as centres for international students has become an increasingly important policy goal at national level, as well as for Dublin city. The 2010 government strategy document *Investing in Global Relationships*[15] has identified the importance of international students in terms of their direct contribution to the city. It also highlighted their potential role as the "new diasporas" or as "diasporas of affinity", providing important personal and cultural bridges for future connection and trade and investment possibilities between their home countries and Ireland.

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13 From Address by Ned Costello, CEO, Irish Universities Association at the President's Research Awards, Dublin City University, February 2007.
14 High Level Group on International Education , December 2010
15 ibid.

The total number of international students in Ireland for 2010/2011 was 24,339. Of these almost 60% are studying at Dublin institutions (excluding NUI Maynooth) and 10,309 are on full-time programmes. The tuition fees alone generated by these students were €46.5 million while the living costs add another €170 million a year[16].

Competition for international students is considerable and Asian students, in particular students from China, India and Malaysia, form the largest group of students studying overseas. Ireland's reputation as a safe and friendly country and the opportunities for students to integrate with other students and Irish society more generally are key competitive advantages (High Level Group on International Education, 2010).

Dublin is a city with a strong reputation for education, with three universities, (excluding NUI Maynooth, a large university college in a county adjacent to Dublin). There has also been significant new private investment in the international student sector. For example, in June 2011 Rayat Bahra Group, one of India's largest educational institutions, announced that it is to set up a new third and fourth level college at Portobello in Dublin 2.[17]

Economic Impact of Violence Against Indian Students in Australia

In 2010 the number of Indian people wanting to study in Australia slumped by almost 50% following a year when attacks on Indian students in Melbourne and Sydney made headlines in India. They also caused diplomatic relations to sour between Canberra and Delhi. The Indian government issued a travel advisory to students going to Australia, after the Melbourne murder of an Indian graduate student.

International students are worth $13bn (£8.1bn) to the Australian economy each year - after coal and iron ore, education is the country's third biggest export. The drop in the number of Indian students is expected to cost Australia almost $70m (£44m) in 2010.

Source: BBC, January 7th, 2010

16 Cudden, J, and Walter Foley (2011) *Dublin as an Open City: Local Action Plan*. Dublin: Dublin City Council.
17 Irish Times, Commercial Property, June 8th, 2011,

2.4 CREATING THE CONDITIONS FOR INNOVATION AND ENTERPRENEURSHIP

"The rise of services makes 'soft' or people-handling skills increasingly important alongside 'hard' skills and qualifications. Widespread services innovation requires a vibrant and inclusive education system, management and organisational cultures that value and competently guide innovation, and social policies that are seen to protect people while rewarding change". National Economic and Social Council[18].

Forfás, Ireland's policy advisory board for enterprise and science, has highlighted the contribution that could be made to the Irish economy by reducing barriers to entrepreneurship that impact on diverse groups such as women and immigrants[19]. The strategy document notes that it is generally considered that immigrants for example, can be entrepreneurial because of their personal traits of self-determination and risk taking, which are evident by their taking the decision to leave their country of birth in the first place. The economic potential of immigrant entrepreneurs in Dublin has also been highlighted in the 2009 Dublin City Council report *Challenges and Promise for Immigrant Entrepreneurs in Dublin.*[20]

The role of women entrepreneurs has also been highlighted in *Entrepreneurship in Ireland 2007,* a report of the Global Entrepreneur Monitor which was sponsored by Forfás, Enterprise Ireland and the Gender Equality Unit of the Department of Justice, Equality and Law Reform[21]. The report notes a closing in the gender gap in entrepreneurship, with significantly more women recorded as early stage entrepreneurs in 2007. However, the report also notes continuing barriers for women including more limited connections with

Immigrant Entrepreneurs: United States

- Immigrants are nearly twice as likely as US born people to start businesses according to analyses of entrepreneurial activities between 1996 and 2008.
- More than a quarter of technology and engineering businesses launched in America between 1995 and 2005 had an immigrant founder. In Silicon Valley, more than 50% of new technology start-ups had an immigrant founder.
- Immigrant founded companies created 450,000 jobs in America in under a decade and generated an estimated $52 billion in sales in a single year (2005)
- However: A decreasing percentage of immigrant graduates are planning to stay in America because of a combination of America's difficult immigration system and growing opportunities back home.

Source: Partnership for New York City 2010. *The Economic Case for Immigration*.

18 National Economic and Social Council (2008). The Irish Economy in the Early 21st Century, Report No. 117, NESC: Dublin.

19 Forfás (2007).Towards Developing an Entrepreneurship Policy for Ireland.

20 Jack Pinkowski 2009.

21 Fitzsimon, Paula and Colm O'Gorman, 2008. *Entrepreneurship in Ireland.*

other entrepreneurs. Fear of failure also had a greater impact on women entrepreneurs than it did for men. (Fitzsimons and O'Gorman, 2008)

Age Diversity and Inclusion: A Formula for Success

In a 2010 survey of senior executives in a range of major corporations, Forbes Insight found that diversity and inclusion were increasingly important in the capacity of these corporations to compete on a global scale.

"Today's workforce can span four generations. Each generation has different expectations about work as well as differences in communications styles, how they use technology, what motivates them in the job and how they deal with others in positions of authority. These differences, if not addressed, can be disruptive and lead to serious misunderstandings."

Source: Forbes Insights (2011). Global Diversity and Inclusion: *Fostering Innovation Through a Diverse Workforce*.

2.5 ENHANCING THE CAPACITY OF DUBLIN TO ATTRACT TOURISTS AND BUSINESS TRAVELLERS

"The visa waiver programme is noteworthy for coming from the Department of Justice and Equality **which would not ordinarily be seen as a generator of economic activity. However, all is changed and this Government is determined to do things differently, to operate all the levers and to work closely with industry to make that change happen for the betterment of all our citizens".** Taoiseach Enda Kenny TD, 2011 at launch of visa waiver programme for visitors from China, India China, Russia, Turkey, and other emerging economies)

Tourism is a major sector of the national and the city economy, with international Tourism in Dublin worth €1.23 billion in 2009. Dublin is a key driver of national tourism revenues, accounting for almost 32% of Ireland's total tourism revenue in 2009. There were almost 3.9 million international visitors to Dublin in 2009, making the city the 20th most popular international city destination and the 9th most popular city in Europe in terms of bed nights, just behind Vienna[22].

The number of visitors coming to Ireland and to Dublin declined significantly after 2007 due to the global economic downturn. In the competitive world market for international visitors, accommodating diversity and equality have increasingly been seen as important to extending and deepening the markets for Irish tourism.

22 Cudden, J, and Walter Foley (2011) *Dublin as an Open City: Local Action Plan*. Dublin: Dublin City Council.

Economic Impact of Disability Access on Tourism and Retailing in Ontario

The Martin Institute for Prosperity in Toronto has estimated that new accessibility standards in 2010 to implement the Accessibility for Ontarians with Disabilities Act (AODA) 2005, could stimulate between $400 million and $1.5 billion in new spending on tourism and generate increases in retail sales ranging from $3.8-$9.6 billion.

The report notes many people with disabilities travel with a companion or with their family, meaning the potential revenue and profit forgone as a result of not making tourist destinations accessible is much larger than is often considered. By implementing AODA standards and adopting an inclusive design approach, the tourism industry will be able to capture the much larger portion of this market that remains dormant and underserved.

The benefits of greater accessibility to people with disabilities and to other groups also has been evident in accessibility measures undertaken by the Royal Ontario Museum (ROM). The ROM has also begun to provide a number of new and enhanced services that improve access to the exhibits for visitors with disabilities. For example, they post online podcasts with sign language to help guests become aware of the ROM and exhibits within it. These podcasts can also be downloaded to an iPod and used at the museum, which is especially useful for those who are either blind or hard of hearing. The museum also has loaded iPods which can be used by visitors. There is seating throughout their exhibits, useful for older adults, mothers and those with mobility restraints and wheelchairs at the front entrance.

Source: Martin Prosperity Institute 2010***. Releasing Constraints: Projecting the Economic Impacts of Improved Accessibility in Ontario.***

The importance of accommodating diversity and equality has been consistently highlighted and supported by the Irish Hospitality Institute, including its support for the Diversity Awards which aims to recognise and celebrate the initiatives, policies and practices taken by both companies and individuals who embrace equality and diversity within the Irish Hospitality and Tourism Industry[23].

The Irish Hospitality Institute has also produced a *10 Step to Equality and Diversity* Guide in partnership with the Equality Authority which is designed to help stakeholders in the tourism sector to deliver a quality service to a diverse tourism market. The Institute has also produced case studies outlining the work of organisations such as McDonalds Ireland, Marriott International and the Shelbourne Hotel (one of Dublin largest hotels) in reaching out to diverse customers.

23 For more information see website of the diversity awards at www.thediversityawards.com

Irish Government Launches Visa Waiver Programme, June 2011

The Irish Government launched a short-say visa programme in 2011 to improve access to Ireland for tourists and business travellers with UK visas from China, Russia, Turkey, India and a number of countries of the Middle-East[1].

Launching the programme the Taoiseach Enda Kenny TD applauded the initiative of the Minister for Justice, Equality and Defence, Alan Shatter, for bringing the proposal for the visa waiver to cabinet. The Taoiseach added that:

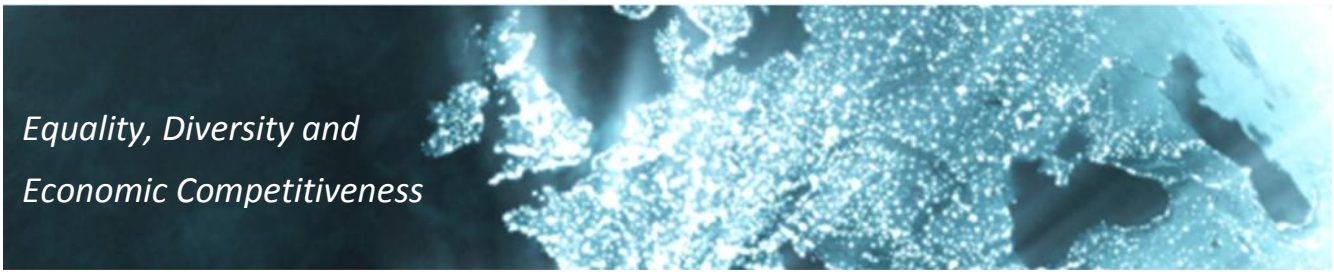
"The visa waiver programme is noteworthy for coming from the Department of Justice and Equality **which would not ordinarily be seen as a generator of economic activity. However, all is changed and this Government is determined to do things differently, to operate all the levers and to work closely with industry to make that change happen for the betterment of all our citizens**".

Tánaiste Eamon Gilmore said:

"The Department of Foreign Affairs and Trade and Irish embassies abroad will be cooperating closely with the Department of Justice and Equality to help ensure that the Irish visa regime is aligned with the priorities set out in the Government's integrated strategy for the promotion of overseas trade, tourism and investment. I look forward to **further developments in relation to the visa regime for entrepreneurs and investors who wished to do business in Ireland in the near future."**

Source: website of the Department of Justice and Equality www.justice.ie

Source: Department of Justice and Equality website http://www.justice.ie/ga/JELR/Pages/PR11000100



3. Seminar on Diversity, Globalisation and Economic Renewal

Preparation of the Seminar

To explore the issues raised in this project, a GLEN/Dublin City seminar was held on the 12th September 2011 on the theme of "Globalisation, Diversity and Economic Renewal". The seminar was opened by the Lord Mayor of Dublin, Councillor Andrew Montague, and the keynote speaker was Professor Sean Kay of Ohio Wesleyan University, the author of *Celtic Revival? The Rise, Fall and Renewal of Global Ireland*.

In addition to Professor Kay, an invited panel made contributions to the discussion, which was chaired by Kieran Rose, Senior Planner, Economic Development Unit, Dublin City Council. The members of the panel were (see full biographies of all speakers in Annex 4):

- Dr. Frances Ruane, Director of the Economic and Social Research Institute;
- Bernie Cullinan, CEO of Clarigen and board member of the Science Foundation of Ireland;
- Dr. Tom McCarthy, CEO of the Irish Management Institute;
- Peter Finnegan, Director of the Office of International Relations and Research, Dublin City Council.

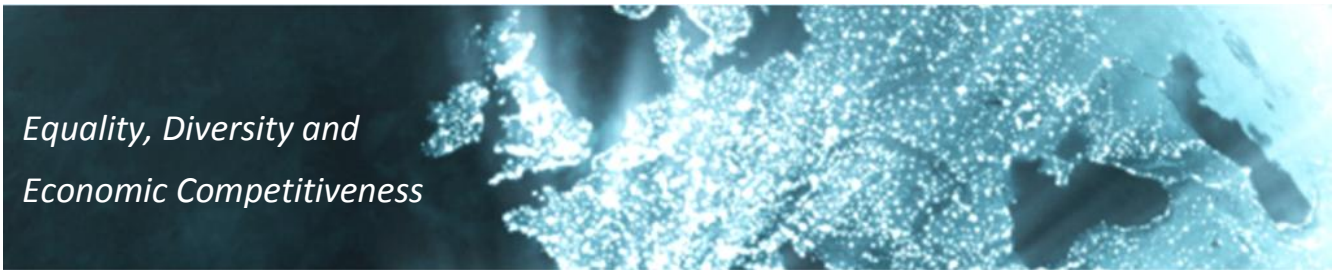
Invites to the seminar were widely circulated as well as background material including an agenda and short summary and policy and research references on the links between equality, diversity and economic competitiveness (preparatory materials for the seminar are outlined in Annex 5 and the joint Dublin City Council and GLEN press release is in Annex 6).

Ninety six people from organisations across the public, private and NGO sectors confirmed they would attend. Forty six people attended on the day (List of those who attended is outlined in Annex 2).

Overview of Seminar Discussion

In his opening address, the **Lord Mayor of Dublin, Councillor Andrew Montague**, highlighted rapid changes in Dublin which have seen the foreign born population increase in a markedly short time to more than fifteen per cent of the population. Dublin has become a culturally diverse and cosmopolitan city.

The Lord Mayor noted that this rapid change in the make-up of the city's population was broadly welcomed; and while there are points of strain; and we cannot be complacent; we should acknowledge this achievement. He noted the need to also focus on social justice, and combat the concentrations of disadvantage that exist in the city.



In a wide ranging presentation[24], **Professor Sean Kay,** highlighted five basic building blocks to economic renewal. These include measures to increase institutional accountability and transparency and getting back to the more sustainable growth patterns of the earlier "Celtic Tiger". He also highlighted diversity and equality as key building blocks, noting that:

> ***"The businesses of the 21st century are seeking nations that can traverse the globe, and Ireland is today a truly multicultural nation and a welcoming and equitable nation – from new immigrants to gay rights, Ireland is leading. We need to tell this storey of positive change, of a progressive Ireland, to the wider USA, outside the Irish – American communities".***

There was general agreement that ensuring a first class educational system is vital and that significant improvements are necessary, especially at second level. On this Professor Kay warned:

> ***"Ireland especially faces major gaps in maths, sciences and very troubling in language skills. Ireland is the only European Union nation that does not require mandatory second non-native language study. This is truly hurting the Irish people and requires serious attention".***

Professor's Kay's presentation is set out in Annex 3 and the delivery of the presentation can be viewed online on the GLEN website www.glen.ie

Dr Frances Ruane, Director of the ESRI, echoed Professor Kay's comments on the earlier, more sustainable period of the "Celtic Tiger". She referred to previous comments she has made that in the early 1990s expenditure on education was still being seen as social expenditure. It was only when the skills shortages came to light some years later that people began to link education to growth and that led to its economic importance being appreciated.

She sees a parallel now with diversity, which has become an important factor in attracting and also retaining talent and skills in Ireland. She mentioned in this respect that she had been a member of the Council of Economic Advisers in Scotland. The Council had identified lack of cultural diversity as a barrier for Edinburgh and Glasgow in attracting international investment and the skill profiles this investment depended on.

Dr. Tom McCarthy, CEO of the Irish Management Institute, set out three phases in Irish economic history. The first was the export of produce and people. The second from the 1960's on was based on education, where we retained our people and attracted physical capital. The third phase, which we are in now, is where we are a hub for attracting mobile human capital, which in turn is critical to attracting high valued added levels of physical capital.

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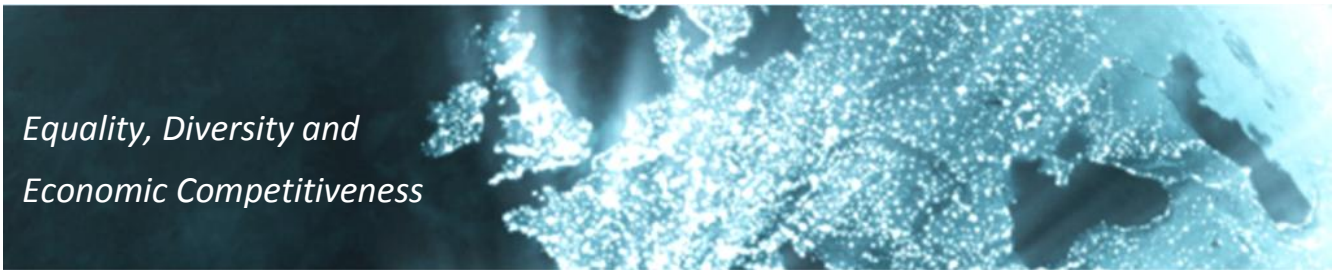
24 A transcript of Professor Kay's presentation is outlined in Annex 3



Diversity and equality are important factors in meeting the challenge of developing and retaining home grown skills as well as attracting and retaining human capital from abroad. Dr. McCarthy highlighted the importance of reducing age as a barrier to re-skilling over a person's lifetime. He said that in this new phase where human capital is key, we have to bring the world of education into the world of work so that people can constantly replenish their skills and deploy themselves to where opportunities are greatest.

Bernie Cullinan, CEO of Clarigen, stressed the need to continue to invest in Science and Technology. We have done well recently, and our research capacity brings a different type of FDI such as Facebook who know that with our Universities they can do their research and access the knowledge they need here. Alongside these FDI companies, small Irish start-ups are responding to the research needs of these FDI companies.

She went on to note that in a world of global markets; we need global citizens; and we need to radically improve our language training. Ireland ranks poorly in OECD and European comparisons.

In her own work over the past two decades she noted the skill shortages that had developed, especially in certain areas of engineering, and that many companies had found it hard to meet their skill needs. Her own company had developed a reputation where diversity, whether relating to gender or sexual orientation, was welcomed. This contributed hugely to their success in meeting attracting and retaining critical staff.

Peter Finnegan, Director of the Office of International Relations and Research, Dublin City Council, noted the role of cultural exchange in bringing people together. He noted that Dublin would shortly be declared an "Open City" and that there were three essential components in dealing with difference and with the entry of new people into the city: accept, welcome and engage.

He noted the importance of continued investment in measures to support integration, which were even more important in an economic downturn when the risk of resentment could increase in the context of scarcer resources.

In referring to globalization, he highlighted the importance of people to people contact. He spoke about a visit by Chinese school children to a primary school in Ballymun, a disadvantaged suburb of Dublin, as part of the activities to celebrate the twinning of Dublin with Beijing. The event was hugely successful and illustrated the power of cultural exchange in enriching the experiences of all the children and of both societies.

Annex 1 Meetings with Individual Agency Personnel

The project team met with the following personnel from a range of organisations and agencies.

1. Rory O'Donnell, Director of the National Economic and Social Council
2. Eoin O'Driscoll, Chair of Forfás, policy advisory board for enterprise, trade, science, technology and innovation.
3. John Leamy, Head of Administration in An Garda Síochána,
4. Lorcan O'Sullivan, Manager of Overseas Entrepreneurship, Enterprise Ireland
5. Philip Flynn, CEO, Digital Hub Development Agency
6. Jamie Cudden, Research Manager,Office of International Relations and Research, Dublin City Council
7. Conor Agnew, Manager for Dublin, IDA Ireland.
8. Conor Hand, Forfás
9. Sinead Pentony, TASC, Independent Think Tank
10. Natasha Kinsella, CEO of the Irish Hospitality Institute
11. Dr. Tom McCarthy, CEO, Irish Management Institute
12. Keith Moynes and Margaret McCarthy, Department of Education and Skills
13. Shane Hogan, National Disability Authority
14. Conor O'Carroll, Director of Research and Sinead Lucey, International Education Manager, Irish Universities Association.

Annex 2 List of Those Who Confirmed Attendance at Seminar

Name	Company
Andrew Madden	
Deirdre McDermott	Deirdre McDermott & Associates
Edmund Lynch	Community Forum
Imran Fazil Butt	
Richard Guiney	Dublin City Centre Bid Company
Veronica Plunkett	DCC HR Department
Anne Mulcrone	
Conor Mulcrone	
David Joyce	Irish Congress of Trade Unions
Emma Curley	
Aine O'Brien	DIT
Sharon Prado	UCD
Carol Baxter	Equality Authority
Patrick Daly	odinbiz.com
Alicia Kerber Palm	Mexican Embassy
Elaine O'Callaghan	Four Courts
Audrey Crosbie	Trinity Research & Innovation
Tom Rabbette	An Bord Pleanala
Clodagh Barry	NUI Galway
Ela Krawczyk	DIT
Philip Crowe	MCO Projects Ltd
EveAnne Cullinan	MCO Projects Ltd
Ruth Freeman	Science Foundation Ireland
Dave O'Connor	DIT
Maureen O'Sullivan	Oireachtas
Pat Mannion	jcdecaux
Margaret Ledwith	Innovation Academy, UCD Research
Joanne Grant	jcdecaux
Julie Mulleady	jcdecaux
Cathal Kelly	Equality Authority
Orla Howard	
Ré Dubhthaigh	Radar Station
Brian Glennon	
Geraldine Walsh	Dublin Civic Trust
John Phelan	Dublin Business Innovation Centre

Jeanne Moore	National Economic and Social Council
Morgan McCabe	
Edwin Aikin	
Eric Byrne	
Edel Kelly	
Janie Lazar	
Paul Gordon	
Rosemary Gibbons	

Annex 3 Summary of Talk by Professor Sean Kay

Globalisation, Diversity and Economic Renewal

Dublin City Council/GLEN

September 2011

What follows is a short summary of the primary points made in my public lecture that was hosted by Dublin City Council and GLEN in September 2011

The talk at Dublin City Council focused on four key elements – a perspective on globalization; an overview of the advantages that Ireland brings to the question of diversity and economic renewal in a global context, some specific policy options moving forward for Ireland, and some broader perspective on what Ireland can do to lead the world into a new, progressive, era of sustainable and successful globalization.

Ireland has always been a leader in globalization – and long before the rise of the Celtic Tiger. Irish people have traversed the world for generations and since the 1960s, Ireland has benefited greatly from opening its internal markets to the ebbs and flows of global goods and services. The Celtic Tiger grew largely as a consolidation of long-lasting trends. Yet many key observers, especially the American globalization advocate, Thomas Friedman, got the Irish story very wrong. In their praising of the Celtic Tiger, they missed the very bad part that had taken root - greed, materialism, deregulation, and the credit bonanza that drove a nation to ruin. Moreover, he missed key data that showed that Ireland's deficits were growing, jobs being shed, and education in decline long before the collapse. Indeed, it was the period of 2001 through 2008 that was the aberration – the basic foundations for Ireland's renewal were already in place when the collapse hit.

Ireland today has a chance to get back to basics by building on five particular areas of renewal:

- Ireland has, through its horrific economic experiences undergone some hard and profound lessons. Obsession with growth and politics detached from the interests of the people benefit no one. Had Ireland been happy enough in 2001 with 3% growth, it would not have been in the position it is in today. Ireland can teach the world that slow and steady wins the race. Significantly, Ireland has shed a long tradition of "things we don't talk about" – so that all is on the table now and the people are now engaging as citizens, in a Republic. The demands are clear – people seek realism, ethics in leadership, all combined leading to *accountability* and *transparency*.
- Ireland has also been engaging directly and forcefully with the challenges posed to it by the crisis affecting the Catholic Church. In effect, people have spoken truth to power, and in so

doing, they are leading and appropriately challenging authority in protection of basic rights as a society. At the core of this lie the values of *truth* and *justice*.

- The very face of Ireland has changed – Ireland is now multicultural. This radical social transformation – to include both social equality and multiculturalism, creates a vital human capital for the nation moving forward. The businesses of the 21st century are seeking nations that can traverse the globe, and Ireland is today a truly multicultural nation and a welcoming and equitable nation – from new immigrants to gay rights, Ireland is leading.
- Ireland has now for some time been a lead model in the area of peacemaking in Northern Ireland. Sharing this value of *peace* and exporting it is an essential positive quality for the nation. To be sure, there remain fundamental challenges in Northern Ireland as it transitions from peacemaking to peace building and confronts the long-term barriers that have kept people apart. But on the matter of peace, Ireland is a model for the world.
- Lastly, Ireland has been a leader in the world via its foreign policy which skillfully combines national interest and ideals in foreign affairs. Since the 1950s, Ireland has led at the United Nations on issues like nuclear non-proliferation and peacekeeping and human rights. Today, Ireland is again in the lead on the issue of food security – which combined reflect a desire to export *good will* of the Irish people.

Taken together, these values – from accountability and transparency to peace and good will – all create the essential foundation from which Ireland can begin its renewal.

Ireland, however, can even do more – it can lead as a model for a new era of sustainable and progressive globalization. Ireland does, it has to be said, have enormous economic obstacles and the reality is that it is likely to get worse before it gets better. Ireland cannot sit still and wait for others to help it – it is time to move the discussion beyond what has been done to Ireland and onto what Ireland can do for itself.

Ireland needs revenue for investments. The most likely place this can come from is the 12.5 percent tax rate which is usually a non-starter for discussion. But the domestic economy cannot take much more in terms of hits. Irish people rightly recoil when outsiders raise the issue of the corporate tax rate which is at the end of the day a matter of sovereignty. It is not France's role to tell Ireland what to do with its tax rate – but nor is it for the Americans to do so. If Ireland determines that it would benefit the nation to have a modest rise in the rate – say to 17.5 percent, then it should. It might consider doing this as part of a package that would generate a better bailout of 30 years at a 2 percent rate rather than the current architecture which is unsustainable for Ireland.

It also might consider a package negotiation with the foreign companies to indicate that the purpose of an increase would be to invest in infrastructure that would specifically lower the operating costs of doing business in Ireland – rents, power, transportation, etc. Finally, with a targeted investment in

major public/private research and development in wind and wave technology for both domestic use and export, Ireland can lead the way economically. Crucially, such steps would put Irish people back to work and in charge of their own destiny for the future – while also benefiting foreign direct investment and attracting a new wave of future investment. Ireland sits on top of the biggest renewable energy capacity for the 21st century – it is time to move on that now.

Ireland also needs to think more innovatively about education. Despite Celtic Tiger claims to educational strengths, national scores in the Organization for Economic Cooperation and Development show Ireland in a comparative free-fall at all levels of education. Ireland especially faces major gaps in maths, sciences and very troubling in language skills. Ireland is the only European Union nation that does not require mandatory second non-native language study. This is truly hurting the Irish people and requires serious attention.

Ireland also was wise to think in terms of building a "Smart Economy" – but that is not likely to yield much and risks educating a lot of Irish to go out and build other countries. Instead, Ireland should think more in terms of enhancing existing strengths – making Ireland a global hub for higher education. Ireland should be aggressively competing for international students – yet the budget cuts are making this very difficult. At the end of the day, Ireland needs global citizens for a global century and at the core of that will be returning to the great role of Saints and Scholars that the Irish have always played so well.

Finally, the Irish experience has much to tell the rest of the world. The Irish are doing what is asked of them – they are taking their hits, amazingly given that they did not cause the crisis. Regrettably, it seems to be America now which has adopted that "we don't talk about it" approach. My own state of Ohio wrote anti-gay discrimination right into its constitution – we are going backwards while Ireland is going forwards. President Barack Obama gave a State of the Union address this year that did not even mention the largest environmental disaster in the history of our nation – the Gulf oil spill of 2010 – least we have to confront the deeply damaging dependency on oil.

Since the killing of Martin Luther King and Robert Kennedy, over 1 million people in America have been killed by guns, but we can't have a discussion of gun control, even though that is what the police ask for. Ultimately, Standards and Poor downgraded America in summer 2011 not because they did not think that America could address its challenges, but rather out of doubt that it would. Solutions to America's economic crisis, 30 years in the making, abound – raise taxes, reform entitlements, cut defence spending – yet we don't talk about that.

An Irish friend who recently emigrated to America reminds me that, "one swallow never made a summer." We need to push our Saints and Scholars angle and become teachers of the world again…We will just have to wait and see, but we also need to seize our future." Ultimately, Ireland

will undergo a "Celtic Revival" – but not the kind that suggests a return to old ways of doing business and quick runs back to the good old days. Rather, the Irish can remind the world what is really important – that people can learn to live without material greed and instead embrace respect and care for each other while celebrating differences as the foundations of strength.

The early years of the Celtic Tiger tell us that economic progress is achievable when a creative and spirited people are given the opportunity. The Celtic Tiger's collapse teaches that greed, materialism, and obsession with growth for growth's sake and politics that benefit the few serve none. The power for positive change and leadership rests in the hands of diverse, creative, and innovative people willing to work hard and dream big. The Irish challenge us, and the world, to move beyond a slogan like "Yes We Can!" and ask a more basic question "Will We?"

Ireland is just embarking on a renewal, and this will take time. But the quality of its people will stead it well in the decades ahead. If we are lucky, what emerges from this Celtic Revival will be Ireland's most lasting export to the world. Finally, I ended my talk as I concluded my book, *Celtic Revival? The Rise, Fall, and Renewal of Global Ireland*. I had a fun little contest to "name the book" – many suggestions came back negatively reflecting the real mood of a nation at the moment. But one stuck with me – it was not the name we used for the title, but it was the right way to end the book, and to end this talk. When a little girl I know in Clare was asked what the book should be called, she responded with the truth that the eyes and heart of a 10 year old can only know so well – she said the book should be "The Great Country Known as Ireland."

Annex 4: Biographies of Speakers at Seminar

Sean Kay is Professor at the Department of Politics and Government at Ohio Wesleyan University, specialising in international relations, and is chair of the International Studies Programme. He is a Mershon Associate at the Mershon Centre for International Security Studies at Ohio State University and a Non-Resident Fellow at the Eisenhower Institute in Washington D.C. specialising in foreign policy. Professor Kay was an advisor on Europe to the election campaign for President Obama, which included work on Ireland policy issues. He has worked with the United States defense department on European policy issues and is a frequent media commentator on international issues, including those affecting Ireland today.

Bernie Cullinan is CEO of Clarigen, a company providing a full HR solution for companies in teh SME sector. She is also a Board member of the Science Foundation Ireland, a member of the DCU Educational Trust and has been Chair of the Irish Software Association.

Dr. Tom McCarthy has been CEO of the Irish Management Institute (IMI) which is ranked among the top global providers of Executive Education. He is Chair of the Advisory Council on Science, Technology and Innovation since November 2009 and is a member of the Irish Taxation Institute and the Council of the Statistical & Social Inquiry Society of Ireland.

Professor Frances Ruane has been Director of the Economic and Social Research Institute (ESRI) since 2006. Her previous position was as Associate Professor in the Department of Economics in Trinity College Dublin, where she also held the posts of Director of the Policy Institute and Director of the MSc programme in Economic Policy Studies.

Peter Finnegan is the Director of the Office of International Relations and Research in Dublin City Council. He was previously Director of the Dublin City Development Board.

Kieran Rose is Senior Planner with the Economic Development Unit of Dublin City Council. A member of the Board of the Equality Authority, he is also Chair of GLEN.

Annex 5 Seminar Briefing Documents

AGENDA

GLOBALISATION, DIVERSITY AND ECONOMIC RENEWAL //// MONDAY 12th SEPTEMBER 2011 ////

8.30 am	Refreshments
8.40 am	Introduction by **Declan Wallace**, Executive Manager, Dublin City Council
	Opening Address by the **Lord Mayor of Dublin, Andrew Montague**
	Keynote presentation by Professor **Sean Kay**
	PANEL DISCUSSION
	Professor Frances Ruane, Director of the Economic and Social Research Institute
	Bernie Cullinan, CEO of Clarigen and board member of Science Foundation Ireland
	Dr. Tom McCarthy, CEO of the Irish Management Institute
	Peter Finnegan, Director of the Office of International Relations and Research, Dublin City Council
	Kieran Rose, Senior Planner, Economic Development Unit, Dublin City Council, Chair GLEN.
10.00 am	Open to the Floor for Q&A
10.25am	Wrap up
10.30am	End

Dublin City
Baile Átha Cliath

glen
gay + lesbian equality network

Dublin City Council and GLEN are currently partners on a project to build a consensus on the economic case for diversity and equality. This Project is funded by the European Union's PROGRESS Programme (2007-2013) and the Equality Authority.

International Competitiveness of Dublin and the New Economy: the Role of Diversity and Equality

- Dublin City Council and GLEN are currently partners on a project to raise awareness of the economic case for diversity and equality in Dublin - which is funded through the Equality Authority by the European Union's PROGRESS Programme (2007-2013).

- The economic case for equality goes beyond the more widely documented business case for equality, where the focus has been on the well documented links between equality - in particular across the nine ground of Irish equality legislation[1]- and the success of individual enterprises and workplaces.

- The economic case looks at the growing evidence of the contribution that equality and diversity make to a broad range of economic objectives. This includes attracting and retaining foreign direct investment as well as nurturing and attracting enterprises, key high skilled workers, international students and tourists. Diversity and equality also play a role in creating a positive environment for innovation and entrepreneurship.

- The growing importance of diversity and equality for the achievement of economic as well as social goals, means that measures to support equality and diversity can be viewed as part of our economic infrastructure and as a component of international competitiveness and economic renewal.

The Central Importance of Skills and Talent

- Ireland has moved to a period where competitiveness is increasingly based on the application of knowledge and a highly skilled, creative and adaptable workforce. Even in the context of high unemployment, skill shortages still exist in a range of occupations, particularly in the knowledge intensive sectors of the economy. A key challenge for policy makers and enterprises across a whole range of sectors is how to nurture, attract and retain the skills on which they depend.

All employees should have the opportunity to perform at their best - meaning that they must feel comfortable in their environment. This is done through creating a diverse and inclusive workplace. We can take best advantage of our differences - for innovation. Our diversity is a competitive advantage and consciously building diverse teams helps us drive the best results for our clients. Peter O'Neill, Country General Manager, IBM Ireland.

Creativity, Innovation and Tolerance

- In a world survey undertaken for the OECD in 2010, Ireland was in the top six most tolerant countries in the world in terms of attitudes to migrants, minority ethnic groups and lesbian and gay people. Success in maintaining and improving on this impressive achievement (and on equality and diversity more generally) has an important economic rationale as well the contribution it makes to social progress.

- US economist Richard Florida has identified the broader economic impact of what he describes as "tolerance of difference" - that tolerance and acceptance of diversity are seen by companies as an indicator of an underlying culture and eco-system that is conducive to creativity, a key quality driving new economic sectors.

"Economic growth in the Creative Economy is driven by 3T's: Technology, Talent and Tolerance..... But technology and talent have been mainly seen as stocks that accumulate in regions or nations. In reality both technology and talent are flows. The ability to capture these flows requires understanding the third T,

1 Irish equality legislation prohibits discrimination in employment and in the provision of services on the basis of nine grounds-gender,civil status,family status,age,race,religion,disability,sexual orientation and membership of the Traveller community.

GLOBALISATION, DIVERSITY AND ECONOMIC RENEWAL //// MONDAY 12TH SEPTEMBER 2011 ////

tolerance, the openness of a place to new ideas and new people. Places increase their ability to capture these flows by being open to the widest range of people across categories of ethnicity, race, national origin, age, social class and sexual orientation" Professor Richard Florida.

Education, Diversity and Equality

- Factors such as age, gender, ethnicity, sexual orientation, disability and other equality grounds impact directly on the effectiveness and accessibility of education. For example, it is difficult to establish a culture of life-long learning (essential for retraining and redeployment to areas where there is strong employment demand), when particular levels or areas of education are considered appropriate for a particular age group only or for a particular gender.

International Students

- International students are recognised as an important asset not only for their contribution to Dublin and Ireland more generally, but also for their role as the "New Diasporas", providing bridges of connection and trade possibilities between their home country and place of study.

- Competition for international students is considerable and Asian students, in particular students from China, India and Malaysia, form the largest group of students studying over seas. Ireland's reputation as a safe and friendly country and the opportunities for students to integrate with other students and Irish society more generally are key competitive advantages (High Level Group on International Education, 2010).

Tourism

- Accommodating diversity and equality have become increasingly important to extending and deepening the markets for Irish tourism.

- To help attract tourists from important new tourism markets, the government has recently launched a short-stay visa waiver programme. This will allow tourists travelling to the UK from countries such as China, Russia and India to extend their visit to Ireland without the need for another visa (Cudden and Foley, 2011).

- In Ontario Canada, it has been estimated that legislation to improve accessibility for people with disabilities would add up to $1.5 billion in tourism revenue (Martin Institute for Prosperity Institute, 2010).

Entrepreneurship

- Reducing the barriers to entrepreneurship that impact on particular groups such as women and immigrants would make a significant contribution to the Irish economy (Forfás, 2007).

- In the United States, 52% of new start-ups in Silicon Valley between 1995 and 2005 had an immigrant founder and immigrant founded companies created 450,000 jobs in under a decade (Partnership for New York City, 2010).

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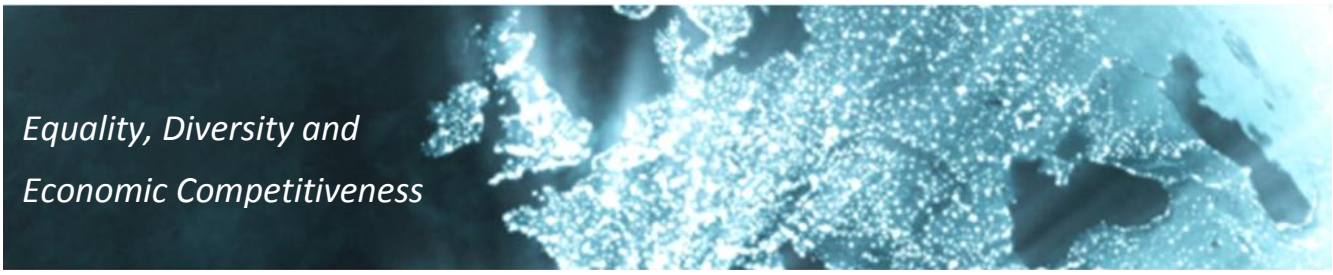


Annex 6 Seminar Press Release

Dublin City
Baile Átha Cliath

glen
EQUALITY
RESPECT
PROGRESS
gay + lesbian equality network

Press Release 11th September 2011

Equality and diversity key to Ireland's chances in a globalised world

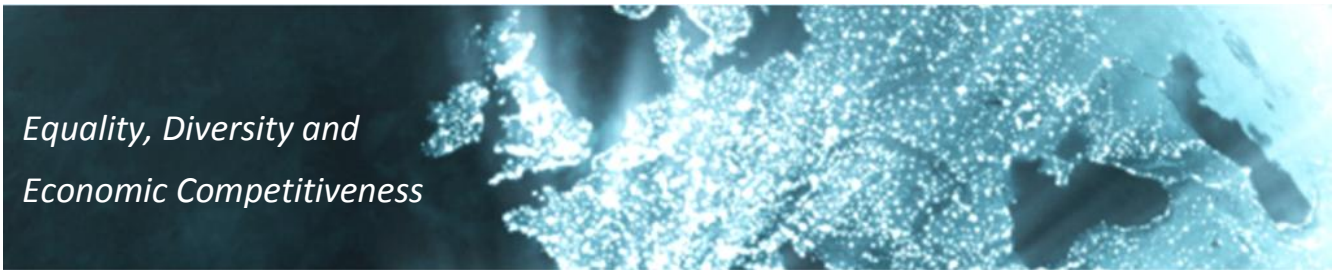
Dublin City Council and the Gay and Lesbian Equality Network (GLEN) will jointly host ***'Globalisation, Diversity and Economic Renewal'*** at the Wood Quay Venue, Dublin 8 on **Monday 12th September**.

This breakfast discussion takes place from 8.30am to 10.30am and will argue that social and cultural diversity are crucial factors in Ireland's economic renewal in a globalised world.

Dublin's Lord Mayor, who will open the meeting, says '"Dublin is now a multi-cultural city, and this diversity is now part of the identity of the city. Equality and social justice can contribute to Dublin's international competitiveness and I look forward to listening to the contributions on that subject today".

Professor Sean Kay will be the keynote speaker and his address will be followed by a panel discussion. Professor Kay is the author of *Celtic Revival? The Rise, Fall and Renewal of Global Ireland*. This book argues that even though Ireland has been badly affected by the global recession, its prospects in the long-term are positive and that the rest of the world can learn much from Ireland's experience.

In the book Prof. Kay writes **"The trends over the long run are positive. Ireland is embarking on a renewal, and the quality of the Irish people will stead it well as this country embarks on its million small steps into the future**. If we are lucky, what emerges in the years to come from the Celtic revival will be Ireland's most lasting export to the world in the twenty-first century."



Kieran Rose, Chair of GLEN, says 'in order to attract foreign direct investment, international students and tourists, and so to create jobs, we need a city that is open to the world, a welcoming city, a city of equal opportunities'.

Ends

For further information:

Dublin City Council Press Office T. (01) 222 2107, M. (087) 740 0277

The link for the web broadcast of the event is: www.livestream.com/GLEN_Live

To schedule an interview with Professor Sean Kay, please call his U.S. office at 1-740-368-3866 or his international mobile phone at 087- 1638963, or e-mail him at sikay@owu.edu

Brian Sheehan, Director GLEN, (086) 2330417

Notes to the Editor

Details of the event (8:30am to 10:30am, Monday 12th September at Dublin City Council's Wood Quay Venue) are available here & at www.glen.ie.

Professor Kay will be joined by a distinguished panel to discuss the topic. The panelists are:

- **Prof Francis Ruane**, Director ERSI
- **Bernie Cullinan**, CEO Clarigen and board member of Science Foundation Ireland
- **Dr. Tom McCarthy** Chief Executive Officer, Irish Management Institute
- **Peter Finnegan**, Director, Office of International Relations and Research, Dublin City Council
- **Kieran Rose,** Senior Planner, Economic Development Unit, Dublin City Council and Chair GLEN

The Seminar is part of a joint project between Dublin City Council and GLEN who are partners in a project to build a consensus on the economic case for diversity and equality. The project is funded by the European Unions' PROGRESS programme (2007 – 2011) and the Equality Authority

AR SON NA HÉAGSÚLACHTA
I GCOINNE AN IDIRDHEALAITHE

GLEN – Gay and Lesbian Equality Network
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www.glen.ie info@glen.ie

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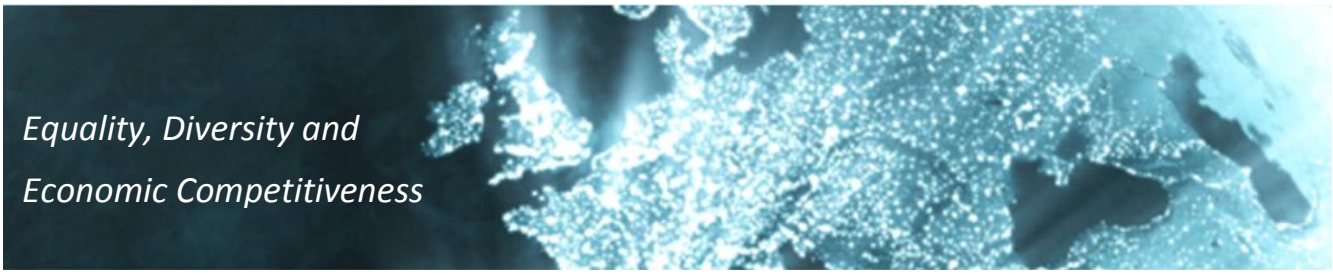

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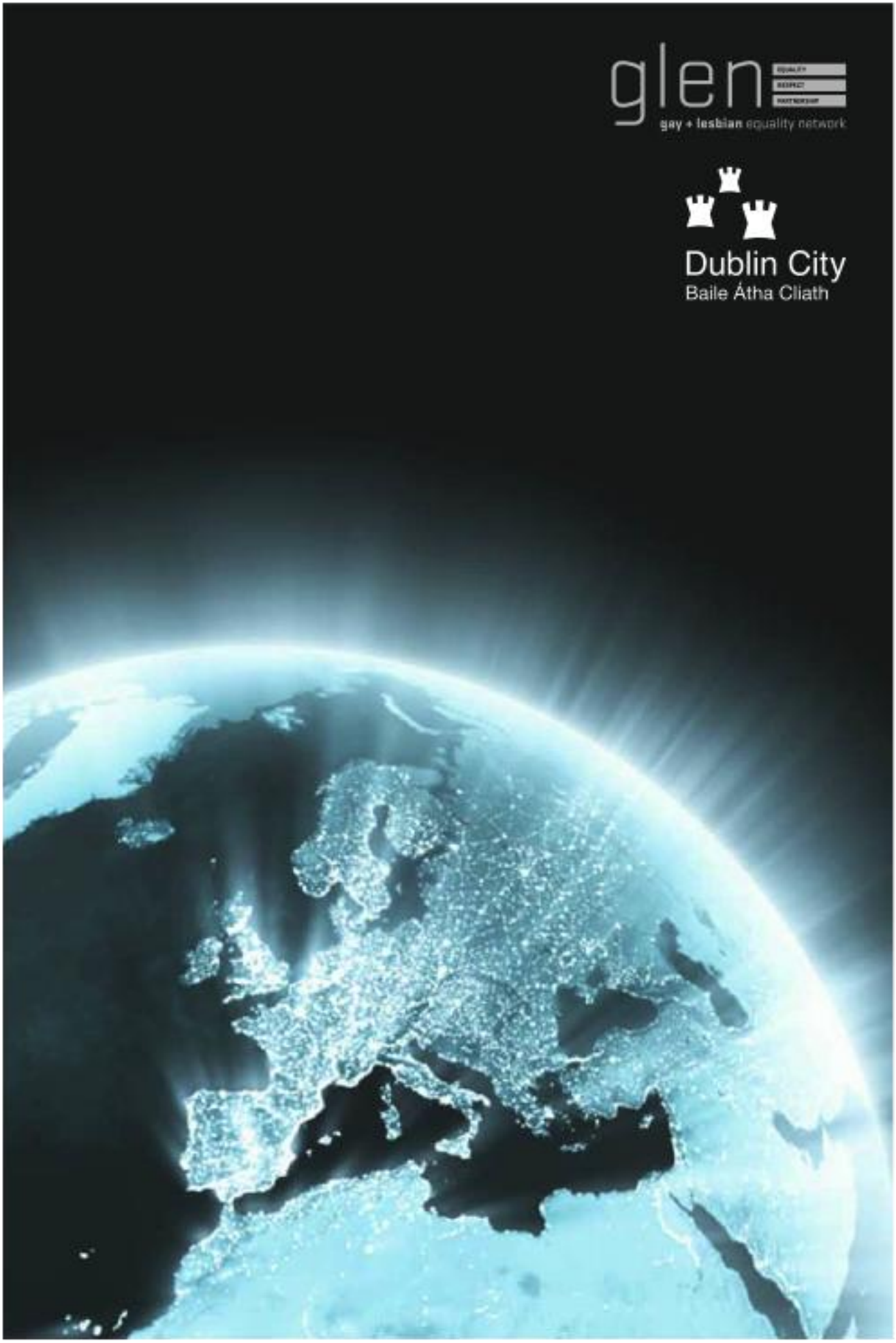
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