

## Application Form

### Title

**Ireland West 2020 – A Bright Green Future**

### Short Description

#### **Iarthar na hÉireann 2020 – Toghcháí Gléghlas**

#### **Our Vision**

A vibrant and sustainable Ireland West, benefitting from world class clusters in ICT, Medical Devices, Renewable Energy and Smart Ocean.

We are privileged to enjoy a unique natural environment in Ireland West. We need to work with and not against our environment to ensure that we have the right development in the right place and create the proper foundation on which to build a vibrant economy. We must use this current crisis as an opportunity to take stock and find a better way of doing things.

Our team believes that working from a sustainability framework, it will be possible to unlock the potential of our Region, in terms of natural and human resources and it is our view that the **One Planet Living**<sup>a</sup> initiative provides a basis for such a framework.

We must understand that sustainability is about more than the environment and includes also social and economic pillars. Economic plans must be based on the strengths and resources of our Region and based on world class economic clusters as the key to economic recovery. We must grow our existing clusters in ICT and Medical Devices and develop new clusters in Renewable Energy and Smart Ocean. Other sectors will benefit also and in particular tourism, arts and culture, building on the track record of our current successes such as the **Galway Arts Festival**.

It is proposed to establish the **Ireland West 2020 Partnership** to drive Ireland West on the journey towards sustainability and deliver on our vision for the Region. The Partnership will include a diversity of interests, which collectively have a shared view of a sustainable future for Ireland West. The Partnership will work in an advocacy role and will engage with stakeholders to prepare and implement a plan for the Region based on a sustainability framework. Key to delivery of this vision will be the sharing of knowledge on sustainability, forging relationships with stakeholders and integration of initiatives.

Working from a sustainability framework, it will be possible to unlock the potential of our Region, and build the industrial clusters that will propel the economy of the Region and increase employment, resulting in a social dividend for all.

We have much to learn from the success of **Lets Do it Galway** on the **Volvo Ocean Race Galway Stopover** in terms of leadership, vision and engagement with stakeholders, in particular in the role played by volunteers in running various events. Our challenge is to bring some of this magic to **Ireland West 2020 – A Bright Green Future**.

#### **Ní neart go cur le chéile.**

This proposal has been developed by the Engineering the West Team.

a One Planet Living is a jointly owned trademark of BioRegional and WWF International.

## Executive Summary

This proposal has been developed by the Engineering the West Team, a subcommittee of the West Region of Engineers Ireland. In 2000, Engineers Ireland West Region launched “**Realised Vision – An Exhibition of Engineering in the West**” ([www.realizedvision.com](http://www.realizedvision.com)) as a Millennium project. While that project looked at the achievements of the past, our Team is now more focused on the future and have been working on a project under the title “Engineering the West Region to 2020”.

We are privileged to enjoy a unique natural environment in Ireland West that contributes to the quality of life of those fortunate enough to live in the Region. We need to work with and not against our environment to ensure that we have the right development in the right place and create the proper foundation on which to build a vibrant economy and sustain and create jobs. Through our work on the Engineering the West 2020 project, our team has become more aware of the challenge of fostering our economic development while at the same time protecting our environment. We must use this current crisis as an opportunity to take stock and find a better way of doing things.

Our team believes that working from a sustainability framework, it will be possible to unlock the potential of our Region, in terms of natural and human resources and it is our view that the **One Planet Living**<sup>1</sup> initiative provides a basis for such a framework.

One Planet Living is based on ten guiding principles as follows:

- Zero Carbon
- Zero Waste
- Sustainable Transport
- Local and Sustainable Materials
- Local and Sustainable Food
- Sustainable Water
- Natural Habitats and Wildlife
- Cultural Heritage
- Equity and Fair Trade
- Health and Happiness

There are a number of locations around the world where sustainability is being adopted as the key driver and framework for development. Vancouver, which is often named as the most livable city in the world, has published a report in 2009, which sets out its plan to becoming the “greenest city in the world”.<sup>2</sup> Vancouver is not alone in its quest to be the greenest city and faces competition from other cities including, London, Sydney, Copenhagen, New York, Portland, Seattle, San Francisco, Chicago, Toronto, Berlin, Paris, and Stockholm.

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We have prepared an outline of the proposed strategy for realising the objectives of **Ireland West 2020 – A Bright Green Future**, based on the Strategy Diamond Model developed by Hambrick and Fredrickson.<sup>3</sup>

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Engineers will have a significant and fundamental role to play in the development of the Region but must work with other professionals and stakeholders to deliver the infrastructure and development to support our economic prosperity while at the same time reducing our ecological footprint.<sup>4</sup> We will achieve this through the use of new technologies and improved design and thereby ensuring a bright green future for Ireland West.

We set out a schedule for the implementation of our proposal, which includes the identification of opportunities for early wins and measurable 2020 targets.

Working from a sustainability framework, it will be possible to unlock the potential of our Region, and build the industrial clusters that will propel the economy of the Region and increase employment, resulting in a social dividend for all. Through sharing knowledge and building relationships to promote a sustainability framework we can help to move from the apathy and negativity resulting from our current economic crisis to positive action, a rebuilding of our economy and a brighter future. Most importantly, by taking this approach there should be a better stakeholder response to development and thereby avoiding the delays that typically occur under our present way of doing things.

We have much to learn from the success of **Lets Do it Galway** on the **Volvo Ocean Race Galway Stopover** in terms of leadership, vision and engagement with stakeholders, in particular in the role played by volunteers in running various events. Our challenge is to bring some of this magic to **Ireland West 2020 – A Bright Green Future**.

Section 13 sets out how the proposal matches the criteria for the competition. The proposal is based on working with existing ideas, principles and initiatives but combining these in a creative and novel way with the potential to give a paradigm shift in the development of our Region in a sustainable way that will drive economic growth and job creation. While the majority, if not all, of the existing international initiatives are focused on sustainable cities this proposal is based on a broader regional context.

Our team is lucky that we created our idea at the same time as the Your Country Your Call competition was underway and have the opportunity to submit a proposal to the competition. Hopefully, our luck will run further and we will have the opportunity to deliver on the call from President John F. Kennedy:

*“Ask not what your country can do for you - ask what you can do for your country”*

**Ní neart go cur le chéile.**

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