

# Dublin City Council BETA

All Ireland Smart Cities Forum,  
Annual Conference

**Shane Waring,**  
Coordinator



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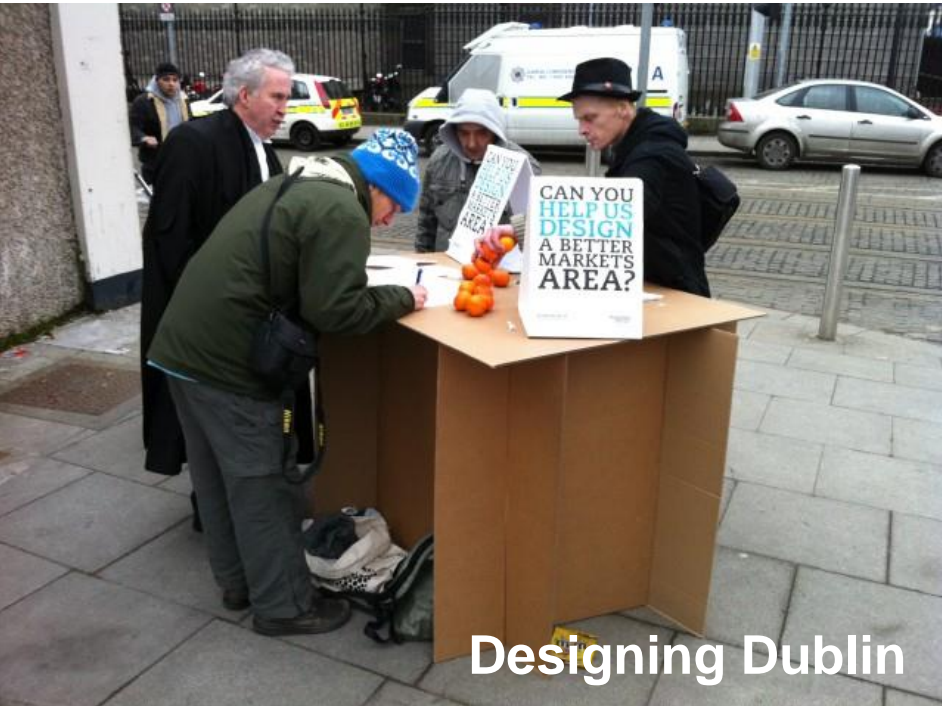
*[beta@dublincity.ie](mailto:beta@dublincity.ie)*



City Architects



GoCar



Designing Dublin




Dublin City Council BETA

*“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”*

Charles Darwin



A baby is sitting in a red and white striped hammock that is suspended from a wooden A-frame stand. The scene is outdoors at night, with a cobblestone ground and a building with large windows in the background. The baby is wearing a blue and white checkered shirt over a red shirt and blue pants. The text is overlaid on the left side of the image.

1. How can we  
think in *decades and centuries*,  
act in *months and years*?

2. How can we  
**think BIG**, start small,  
...and move **MUCH** faster?





Parks

Roads

Drainage

# An additional ‘face’ -



## Dublin City Council

- *Corporately-adopted policy and execution.*



## Dublin City Council BETA

- *Uncertainty, trialling and learning.*

*("Beta" is a phrase used in many industries to indicate something is imperfect, and is being released early into the world for real-world testing and feedback.)*





Before the trial



End of the Beta Project trial

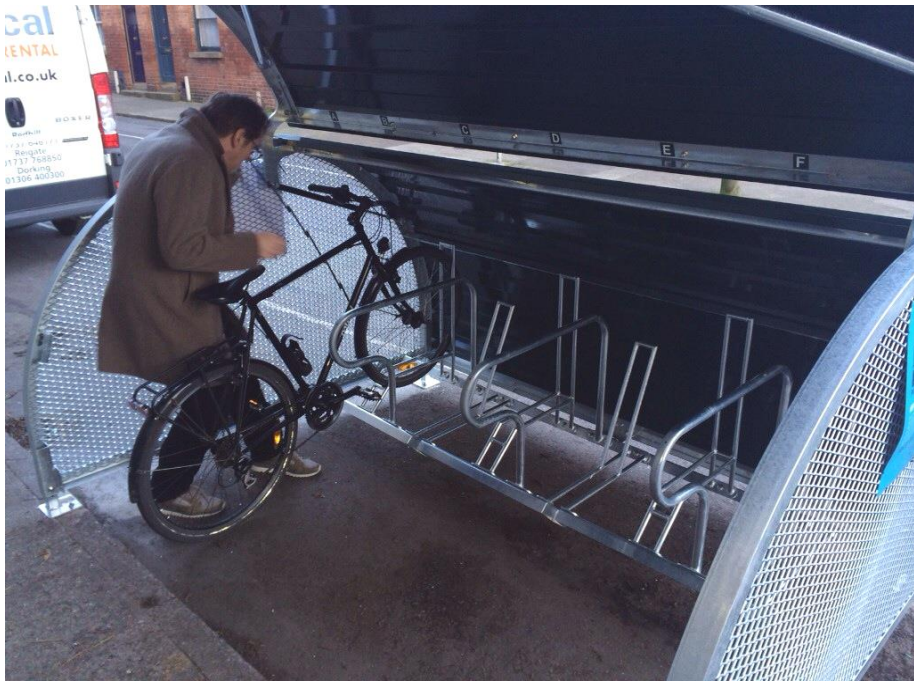
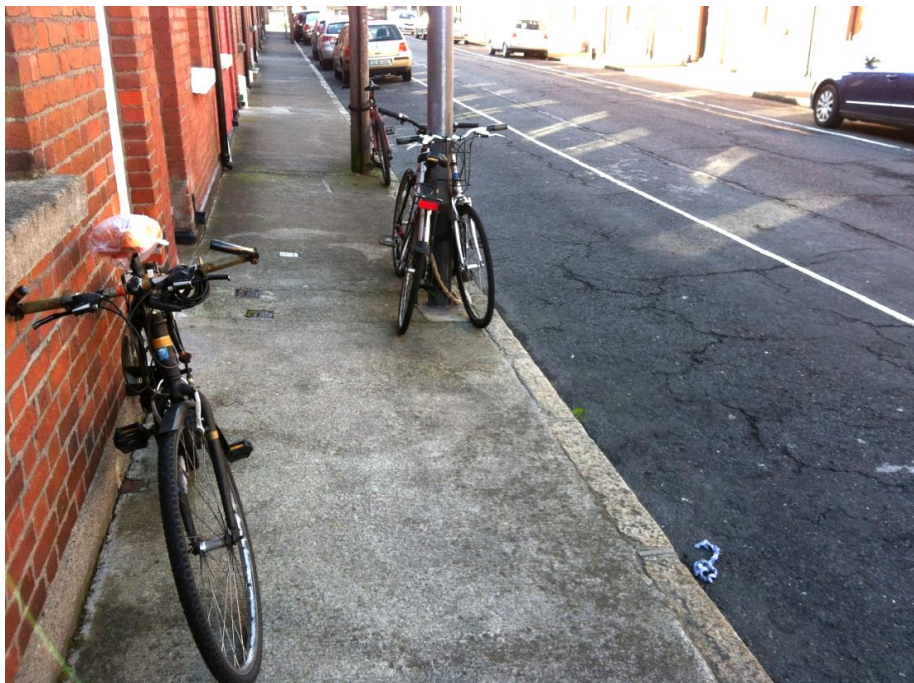


Repainted to signify end trial



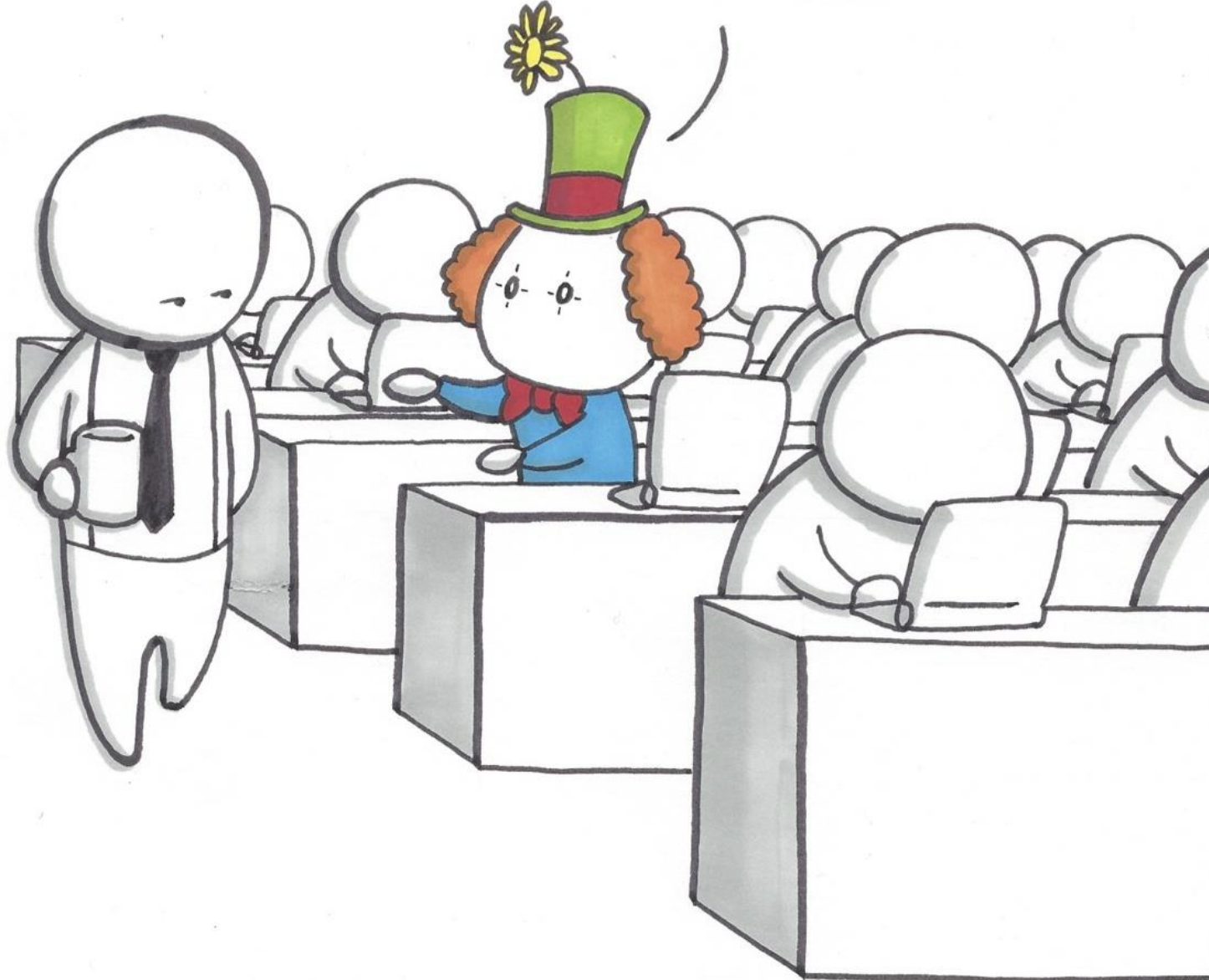
Within 2 months of the end of the trial

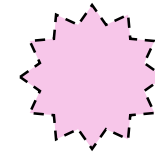






THERE'S BEEN A MISTAKE  
I'M NOT MEANT TO BE HERE





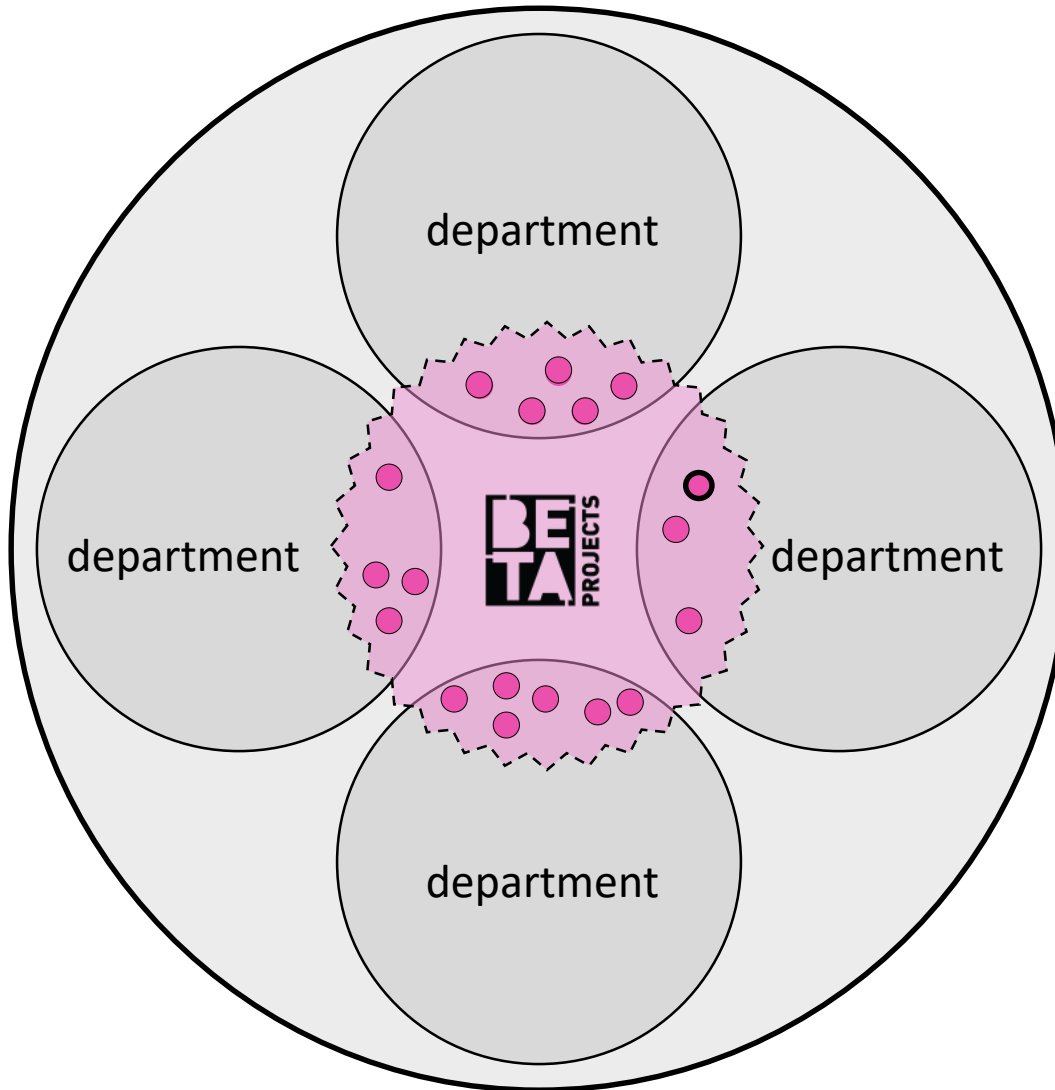
Dublin City Council BETA



Beta Champions

● Full-time.

● Part-time, regular/irregular.





# Thanks!

**Shane Waring,**  
Coordinator,  
Dublin City Council BETA



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