



**An tSlí Ghlas - The Green Way** is a green economic corridor stretching from Dublin's city centre along a north-city spine via the new town of Ballymun to Dublin Airport, and potentially much further afield. The corridor will link a series of key green-tech and clean-tech innovative enterprises which will promote exemplary sustainable best practice through a global network in building, transport, energy provision, water and waste management – as well as personal environmental responsibility.

It is proposed by a powerful alliance of major players assembled by Ballymun Regeneration Limited, including Dublin Airport Authority, Dublin City University, Dublin Institute of Technology and North Dublin Chamber of Commerce, amongst others. The concept mirrors similar global sustainability-based initiatives and enjoys the active support of key sector leaders such as Siemens, and the Metro North developer – the Railway Procurement Agency. It is closely aligned with both national and local economic strategy as set out in the Forfás report of 2009 and in both City and County Development Plans. The core aim is to develop job-creating enterprises engaged in the commercialisation of cutting-edge research and skills development in order to capitalise on the existing attributes – both human and physical - that the region enjoys.

The opportunity is real – and the need is urgent. In December 2009, a major research study by the Economist Intelligence Unit ranked Dublin 21<sup>st</sup> in an evaluation of 30 major European cities in terms of environmental best practice, at a time of global focus on all matters green.

But Irish people have always seen adversity and opportunity as two sides of the same coin. An exercise in pragmatic patriotism, **An tSlí Ghlas – The Green Way** was born of that legendary Irish spirit of confidence, hope and resilience, and honed by our proven ability to overcome adversity - through creative harnessing of the resources bestowed by nature – and applied collaborative brain-power.

Early in 2010, a dynamic partnership of local interests with national and international mandates in transport, tourism, education, R&D, regeneration and development was conceived, to achieve this shared vision: -

***'to develop an internationally-recognised Green Economic Zone complimenting planned and existing infrastructural investment, where all collaborators- public and private, Irish and international - are working in unison to deliver vibrant and highly adaptable job-creating enterprises, building on proven capabilities to innovate, regenerate and transform'.***

An tSlí Ghlas is a simple - but smart - idea which will deliver employment and innovation networks, restore national morale, re-shape the way we live, work and do business and ultimately place Ireland at the forefront of green enterprise. No strangers to challenge and innovation, the partners are committed to making this happen. The master-planning, budgeting and marketing have already begun. The stage is set and the lead-players are ready. A cast of thousands of skilled “actors” is required to join us as we set out to shape **An tSlí Ghlas - The Green Way**.

Your Country, Your Call video submission, please click on link - <http://vimeo.com/11327535>