

# WATERFORD ZONES IN ON NEW INVESTMENT BRAND



As the largest urban centre in the south east of Ireland, Waterford recently launched a new and ambitious brand 'Waterford - Find Your Future' which centres on the city's critical role in national development as a population centre, economic regional driver and a counter balance to Dublin under 'Project Ireland 2040'.

**U**nder the ambitious new 'Waterford – Find Your Future' brand, a range of climate mitigation measures are set to be introduced across the entire City of Waterford to address future growth in a sustainable way.

Waterford looks to the future with a clear focus on sustainability and promoting the city as a liveable place with an enviable quality of life. Plans to propose the entire city as a Decarbonising Zone under Ireland's Climate Action Plan will radically transform Waterford to a carbon neutral city by 2030, cutting carbon emissions by 7% per annum.

The designation of Waterford as a Decarbonising Zone would be a significant investment in the sustainability agenda which supports the 'Waterford – Find Your Future' plan.

Aligned with the National Planning Framework (Project Ireland 2040) and the National Development Plan 2018-2027, this transformative branding for Waterford

City Region is a collaboration of Waterford City & County Council, Waterford Chamber of Commerce and Waterford Institute of Technology.

**SOUTH EAST'S ECONOMIC CAPITAL**  
Speaking on the unveiling of 'Waterford – Find Your Future', Tánaiste and Minister for Enterprise, Trade and Employment, Leo



*Along the route of the Dungarvan-Waterford Greenway – Waterford continues to invest in green infrastructure with €13.8m allocated for Active Travel projects.*



*Pictured at the launch of the new 'Waterford – Find Your Future' investment brand, (l-r): Mayor of Waterford Cllr Damien Geoghegan; Chairperson of the Waterford 2040 Executive Team Robert Finnegan; MC for the launch Teresanne O'Reilly; Waterford City & County Council Chief Executive Michael Walsh, and Waterford Chamber of Commerce President Danette Connolly. (Pic: Patrick Browne)*

Varadkar said: “Waterford plays a critical role as the economic capital of the south east and is a primary urban centre under the Government’s Project Ireland 2040.

“By 2040 the population of Waterford City is predicted to grow by 60%, with the region growing by 30% to 804,000. We should see the creation of 17,000 jobs in the city centre by 2040 and 83,000 across the Waterford city region.

“Waterford has the potential to set itself apart from other regional hubs through decarbonisation. It will be one of the leading cities in Europe implementing sustainable energy measures, climate change adaptation and mitigation measures. By being a compact, vibrant,

liveable and sustainable city, this will allow Waterford to attract future investment and position itself as the place to live, work and study in Ireland.”

Along with Sustainability, the other key pillars outlined in the ‘Waterford – Find Your Future’ brand are Population and Workforce, Cost Competitiveness, Connectivity and Business Environment.

The brand was created using data collected over an 18-month period with WIT research group, RIKON. It was the first such collaborative research of its kind undertaken by Waterford City & County Council, Waterford Chamber and Waterford Institute of Technology.

## WATERFORD 2040 TEAM

The newly-formed Waterford 2040 Executive Team, which represents the business, education and local government sectors, is chaired by Robert Finnegan, CEO of Three Ireland and Three UK.

As a native of Waterford and having lived and worked abroad for many years, he said he was delighted to lead the team on this initiative. “Our objective is to promote Waterford as an international city to invest and live in, and with access to a highly-skilled workforce and quality infrastructure, this makes it an attractive proposition for companies looking to invest in Ireland,” he added.

According to Michael Walsh, Chief Executive of Waterford City & County Council, this new brand “re-asserts Waterford’s critical role in the Irish economy”, and shines a light on what makes this region an exceptional place to do business.

“In recognising the city’s potential, the Government announced €27.66m in funding for Waterford in March to reimagine the city centre, while our state-of-the-art Sustainable Transport Hub and enabling infrastructure is part of €126m EU Urban Regeneration Development funding,” noted Michael Walsh.

Waterford also continues to invest in green infrastructure with €13.8m allocated for Active Travel projects, to create connectivity into the city and throughout the county and region.

“With such investment, the potential for Waterford is significant. Our new brand is a dynamic new asset that will set the region apart, generating even more investment and business, and encouraging more people to live and work here,” he concluded.



**For further information visit [www.waterford2040.com](http://www.waterford2040.com).**

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