

Thursday, 10 June 2021 @ 5pm



Dingle Peninsula is winner of .IE Digital Town Awards 2021

Dingle Peninsula's *'Reimagining Creatively through Digital'* project was announced as overall winner at the inaugural .IE Digital Town Awards, which took place today, Thursday 10 June.

- **The .IE Digital Town Awards were created to 'shine a light' on local towns, projects and people that demonstrated digital thinking and innovation for the betterment of the communities and societies that they serve.**
- **In addition to winning the Small Town category prize of €9,000, Dingle Peninsula will receive an additional prize of €10,000 for their town as overall winner – bringing their total prize winnings to €19,000.**
- **Speaking at the ceremony, a .IE spokesperson recognised Dingle's "creativity, resilience and overall excellence in delivering a unique and lasting contribution to digital advancement in the town."**

Dingle Peninsula in Co Kerry has been announced as overall winner at the inaugural .IE Digital Town Awards 2021 by Minister Damien English, Minister of State for Business, Employment and Retail at the Department of Enterprise, Trade and Employment.

At a virtual awards ceremony this afternoon, the town was chosen from the five town category winners as overall winner. In addition to winning the Small Town category prize of €9,000, Dingle Peninsula was awarded an additional prize of €10,000 – bringing its total prize winnings to €19,000.

The .IE Digital Town Awards, established by .IE, the company that manages and maintains Ireland's country domain name, were launched earlier this year to honour local town projects and people that have demonstrated how digital projects have contributed to enhancements or digital improvements in areas such as health, tourism, education, public services, employment opportunities, citizen empowerment, and social entrepreneurship.

The aim of the awards was to 'Shine a Light' on the good work and achievements of towns that demonstrated digital thinking and innovation for the betterment of local people, services, and society.

There was a total prize fund of €100,000 across 14 award categories. Eleven of the awards were for individual town projects, with a further three special awards recognising a Digital Changemaker, a Digital Rising Star, and a Digital Hero.

Dingle Peninsula came out on top for their innovative project *'Reimagining Creatively Through Digital'*. The focus of the Dingle team was on promoting innovation and imagining new ways of doing things through digital. Among the highlights was a pilot initiative to increase sustainability and productivity by collecting 'real-time' data using sensor technology such as current and predicted weather and soil conditions, and grass growth rates.

This will result in carbon efficiencies that can extend the grazing season. Localised 'real-time' weather data also enabled tourism providers to tailor tourist packages based on changing weather conditions.

The full list of category winners and runners up includes:

- **Small town – up to 2,500 population**
Runner up – Arranmore Island: *Using IoT to help with assisted living for the elderly.* (Prize: €5,000)
Winner – Dingle Peninsula: *Reimagining Creatively Through Digital.* (Prize: €9,000)
- **Medium town – 2,500 – 5,000 population**
Runner up – Listowel: *Supporting businesses and community online.* (Prize: €5,000)
Winner – Edgeworthstown: *Using digital to transform a town.* (Prize: €9,000)
- **Large town – 5,000 – 10,000 population**
Runner up – Fermoy: *Connection to the community.* (Prize: €5,000)
Winner – Ballinasloe: *Community Marketplace.* (Prize: €9,000)
- **Large town – 10,000+ population**
Runner up – Tralee: *Getting Tralee digital.* (Prize: €5,000)
Winner – Drogheda: *Getting Drogheda digital.* (Prize: €9,000)
- **Urban Town – up to 30,000 population**
Runner up – Balbriggan: *Digital rejuvenation.* (Prize: €5,000)
Winner – Dun Laoghaire: *DigitalHQ.* (Prize: €9,000)
- **Digital Rising Star**
Winner – Tubbercurry: *Digital content for local people.* (Prize: €8,500)
- **Digital Changemaker**
Winner – Skibbereen: *The Ludgate Hub.* (Prize: €8,500)
- **Digital Hero**
Laura Williams, Ballybough. (Prize: €3,000)
- **Overall winner: Dingle Peninsula, Reimagining Creatively Through Digital (Prize: €10,000)**

Congratulating the 2021 award winners and runners up, .IE Corporate Communications Manager Oonagh McCutcheon said:

“We congratulate all of our winners and runners up today and celebrate with them their great achievements.

“When we launched the .IE Digital Town Awards earlier this year, we wanted to shine a light on the incredible digital efforts being made by towns and their people across the country.

“What today’s winners, runners up and finalists show is the resilience and spirit of local towns, local people and local communities in creating their own opportunities by using digital for the betterment of local life and society. In the case of all our finalists and winners today, the results have been transformative.

Our judging panel was particularly impressed by Dingle Peninsula, who showed creativity and overall excellence in delivering a unique and lasting impact on the town.

“At .IE, we hope that not only Dingle, but all of our winners and runners up, can become an inspiration to other towns and communities around the country and show them too how digital technologies can create new ways of doing things, promote innovation and, ultimately, breathe new life into local communities.”

The .IE Digital Town Awards mark the first phase of a €1 million investment to be delivered by .IE over the next four years, with a focus on digital enhancement and adoption in Ireland’s towns as part of its overall .IE Digital Town programme.

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Notes to editor:

For further information on the Digital Town Awards, please visit <https://www.weare.ie/about-ie-digital-town-awards/>

Engage with .IE on social media, by following **@dot_IE** on Twitter or sharing the **#DigitalTownAwards** hashtag.

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About .IE

.IE is the national registry for .ie domain names and the trusted and progressive guardian of Ireland’s unique online .ie address. Our purpose is to enable and empower people, communities and businesses across Ireland to thrive online.

We operate the domain name system ([DNS](#)) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public [WHOIS](#) lookup service for .ie domains.

In cooperation with our Registrars, technical partners and stakeholders, we help advance Ireland’s internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace, which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

At .IE we are committed to digital advocacy for SMEs and for local communities. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and support SMEs organisations to improve their members’ online presence and e-commerce capabilities so they can unlock the power of the internet to boost sales to local consumers.

We also produce fact-based research for the business community and policymakers, such as the [.IE Domain Profile Report](#) and the [.IE Tipping Point](#), charting the attitudes to digital of Irish SMEs and consumers during the Covid-19 pandemic.

There are over 323,000 .ie domain names registered. Since March 2018, it is easier and faster to register a .ie domain. As part of the domain registration process, every applicant must provide tangible evidence of a connection to Ireland.

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