



Let's unlock Scotland's potential

- A better Scotland through sustainable business
- A better Scotland through global leadership in sustainable development
- A better Scotland through private public sector collaboration
- A better Scotland through protecting the environment
- A better Scotland through education, employability, skills and health
- A better Scotland through public sector procurement

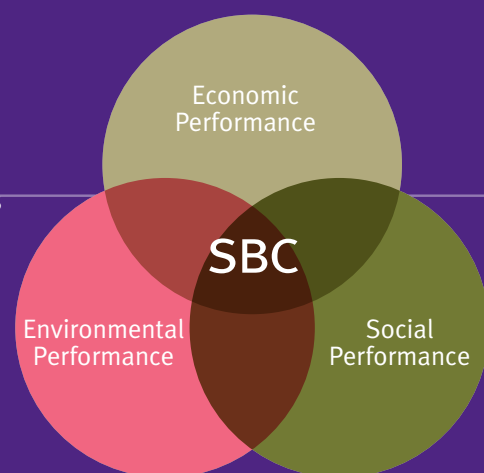
Our Asks of the next Scottish Parliament

Scottish Business in the Community Membership represents tens of thousands of people from the Scottish workforce; using their influence to shape a new way of doing better business, and helping Scotland achieve its full potential. SBC helps organisations to unlock their potential and improve their impact in society, the environment and the economy.

SBC has a number of key Asks of the next Scottish Parliament and Scottish Government. We believe they will dramatically increase opportunities for Scottish businesses and communities.

We also believe that new ways of sustainable working will ensure that the public pound goes further and achieves more – a hugely important factor as we enter the toughest period of public spending reductions in a generation.

Underpinning all our Asks is our collaboration with the Scottish Parliament – as partners and trusted advisers, and an emphasis on how sustainable business practices add value to the public pound.



Our big Asks for 2011

A better Scotland through sustainable business

- Promote full triple bottom line sustainability – economic, social and environmental, as a driver for business and Scotland's success.
- Support for SMEs to deliver more sustainable business practices to help them develop, innovate and grow.
- Work with the business community to achieve best practice in regulation management to ensure their competitiveness.
- Provide opportunities for the private and public sector to develop the skills needed for sustainable leadership.
- Encourage and support private sector businesses to share and exchange their capacity, skills and knowledge with the social economy.

A better Scotland through global leadership in sustainable development

- Make Scotland stronger domestically and internationally through the consolidation and promotion of the successes in sustainable development found in all sectors.
- Work with businesses support organisations to help drive more sustainable business behaviour change and strengthen Scotland's reputation as a nation of integrity, social and economic innovation, and environmental champions.
- Work with the private sector to demonstrate that Scotland is a place to deliver innovative and sustainable business success here and abroad.
- Strengthen the links between MEPs, MSPs, MPs and the Scottish Government to help make Scotland a better place to do better business.

A better Scotland through private and public sector collaboration

- Step up support for the transformation in the relationships between the private and public sectors; collaboration on wealth creation and distribution are a necessity for true sustainable development.
- Facilitate and encourage more openness between sectors through more training, knowledge and skills sharing.
- Cross Party dialogue with businesses on constitutional change using a sustainability framework, to provide a clearer more sustainable vision of economic success.

A better Scotland through protecting the environment

- Continue to recognise and develop the role of business in meeting Scotland's emissions targets and driving the low carbon economy, specifically in key areas of waste, energy, transport, water and behaviour change.
- Provide clear leadership, frameworks and support to business to achieve lower emissions and develop low carbon business models.
- Support multi sector collaborative action on developing the green economy, calling for urgency and scale, with strong links to social benefits, including skills development.
- Work in partnership with the business community to support the promotion of on site renewable energy solutions.
- Work with business to identify and implement the necessary fiscal mechanisms to stimulate the move to a low carbon economy.

A better Scotland through education, employability, skills and health

- Continue to prioritise raising the life and work skills of marginalised groups during economically challenging times.
- Help businesses and organisations in the public and third sectors, to give all young people in schools work related training or experience.
- Make raising employability and creating jobs for the under and unemployed a priority for the green economy.
- Work with businesses to find even more effective ways for the employer employee relationship to raise the health of Scotland and its citizens.
- Define 'community' in terms of the principles of sustainability, ensuring more cross sector collaboration and active citizenship.

A better Scotland through public sector procurement

- Use sustainable public procurement as a means of achieving social change through: more transparent systems, consistency of process and approach across the public sector.
- Redefine what constitutes success for social clauses in tenders and contracts.
- Acknowledge and support a kitemark for SMEs that will demonstrate authentic community benefit.
- Encouraging prompt payment as the most basic demonstration of sustainable business practice.

“The private, public and third sector must take the opportunity to work in innovative and sustainable strategic partnerships, to overcome challenges and realise benefits for service users, customers and the overall economy.”

Sue Bruce, Chief Executive of Aberdeen City Council
and Business Ambassador to HRH The Prince of Wales

- 9 out of 10 business leaders agree that businesses need to do more to prepare their people for the transition to a sustainable economy
- 82% of organisations identified collaborative work with different stakeholders (such as Government, third sector and community groups) as crucial moving towards a sustainable future
- 79% stated the ability to innovate in sustainable approaches, technologies, products and services is a key leadership skill
- 83% believed sufficient knowledge about sustainability is imperative to translate to a successful business strategy

Statistics

- Responses to HRH The Prince of Wales's Mayday Network online survey of 2000 member organisations.
- BITC Leadership Skills for a Sustainable Economy report.

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SCOTTISH BUSINESS
IN THE COMMUNITY



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