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Annual Report 2010/11

Working for a sustainable Scotland





- 1. SBC Annual Awards for Excellence
- 2. Give and Gain Day
- 3. SBC Award Winners 2011



"SBC continues to actively work with members, local partners and government to tackle the growing social and economic challenges in Scotland and respond to the needs of the sustainable agenda."



report summary

Throughout 2010, and increasingly during 2011, the need to work towards a sustainable business framework continued to dominate cross sector agendas. Scottish Business in the Community (SBC) addressed this at the SBC Sustainable Scotland Summit, gathering member organisations, HRH Prince Charles, Duke of Rothesay, the First Minister Alex Salmond and Frank Blin Chairman PricewaterhouseCoopers to investigate potential solutions for business to transform to sustainable business models.

Following on from the summit, and feeding into the needs of member organisations, SBC created a positioning paper to coincide with the Scottish government elections. The Positioning Paper provided the framework for our work with government, which included Policy Development Dinners with party leaders and member organisations, and the development of new partnership programmes aimed at responding to the growing social issues in Scotland.

Scottish Business in the Community has driven a positive growth in engaging our member businesses with local communities and schools projects. This has enabled businesses in Scotland to play a vital role in tackling issues of employability and skills development. With support from member organisations and partners, SBC's education and employability programmes reached over 9000 young people raising their aspirations, skills and confidence.

This was further emphasised by the work we have done in supporting Scotland's Low Carbon Skills agenda through linking SBC member companies, as well as Mayday businesses, with schools to promote a career in the low carbon sectors.

As we look forward to Scottish Business in the Community's 30th Anniversary in 2012, we continue to actively work with members, local partners and government to tackle the growing social and economic challenges in Scotland, while working towards Scotland's 2020 climate change targets, through SBC environmental programmes.

I would like to thank all of our member organisations and partners who have demonstrated unwavering commitment despite the challenges raised by our domestic and global economic situation, and to thank my team who continue to deliver to the highest standard.

Jane Wood
CHIEF EXECUTIVE

membership

Membership value and member retention has been the key focus for SBC for this year. Support has been strengthened to enable further engagement and delivery in areas sharing best practice, networking opportunities, supporting skills development and employability, volunteering opportunities and help with communications.



SBC's Sustainable Summit 2010

This has been achieved by:

- ↔ *Increased regional activity to enable member business units to get involved.*
- ↔ *A new Membership Forum framework enabling exchange of good practice and problem solving.*
- ↔ *More strategic communications support for Members to generate authentic messages to a range of stakeholders.*

2.

£275,000

In partnership with Edinburgh University and the Carbon Trust, SBC's Carbon Masters programmes identified carbon reductions of 600 tonnes of CO2 and financial savings in excess of £275,000.

environment



Launch of Start in Scotland

“Lothian Bus quote to go in this position when it is approved.”

Lothian Buses

Start – an initiative created by HRH Prince Charles, Duke of Rothesay – was launched in Scotland on Monday 6 September 2010 with events held at St Andrew Square Edinburgh and Central Station Glasgow. Managed by Scottish Business in the Community, the launch of Start in Scotland combined businesses with key government support agencies, local community projects and NGOs working in environmental sustainability to demonstrate the positive steps individuals can take towards making healthier, wealthier and ultimately greener lifestyle choices.

Scottish Business in the Community continued the positive momentum of the Start launch with the opening of the Start Shop in Edinburgh in partnership with Scottish and Southern Energy. The shop provided access to advice, support and products to support individuals make positive, informed choices relating to the environment.

Between the shop and the festival, SBC influenced tens of thousands of individuals and is determined to continue this engagement with the public, through our new 'pop up shop' which will be going into SBC member businesses to support employee engagement from November 2011.

3.



The Prince arrives in Edinburgh



SBC has run events from 6 to 600 people, brokered long term partnerships and supported organisations large and small with developing and growing employee volunteering.

skills for a low carbon economy

Launched by SBC in 2010, Skills for a Low Carbon Economy provides a vital link between schools and universities with businesses and careers, by facilitating discussions, practical support and activities. Through programmes including the School's Enterprise Challenge, businesses are offered a unique opportunity to engage with schools on environmental issues. Additionally, SBC's newly developed Carbon Masters programme provides organisations with a full carbon audit and corresponding carbon management plan, undertaken by Masters students from Edinburgh University. During the first year this programme has identified over a quarter of a million pounds of potential savings for businesses while reducing their impact on the environment.



Mayday Network's Environmental Enterprise Challenge

With enormous benefits being seen by businesses SBC would encourage businesses looking to get involved with these programmes to contact SBC on 0131 451 1100.

4.

230

SBC has trained 230 mentors from Member businesses who have been matched with young people in schools across Scotland

school engagement and employability

A central focus of 2011, SBC's Employability and Education Programmes assist businesses to volunteer with young people or unemployed adults, to improve their skills and confidence in order to better prepare them to start and sustain jobs. Youth unemployment is a growing issue in Scotland and SBC is committed to increasing member support and engagement in this area.

SBC has developed a range of new programmes to increase the number of businesses engaging with young people and long term unemployed, developing their skills and increasing their employability. This includes Skills for Sustainable Tourism, a partnership project with BAA Edinburgh Airport.

AGM

Scottish Business in the Community's Annual General Meeting was held in November 2010 at the National Galleries. Panellists included Sue Bruce, Chief Executive of Edinburgh City Council, Antonia Swinson Chief Executive, Scottish Social Enterprise Coalition, Lady Susan Rice Managing Director Lloyds Banking Group and John Telling, Corporate Affairs Director at MITIE.

Taking a question and answer format, delegates and panelists explored some key challenges and opportunities in leading Scotland towards a more sustainable and prosperous future. Feedback from this event was very positive, with issues creating discussion in both national and regional media.

5.

training and advisory services

SBC once again delivered a variety of bespoke courses to a number of key organisations. These support employee engagement, strategy development and practical guidance to businesses looking to increase CSR participation and develop robust, effective CSR strategies ensuring that they realise the many benefits this provides.

As a demonstration of the rising influence SBC is playing in Scotland and the EU, 2010 also saw the completion of the Train4CSR Leonardo da Vinci Lifelong Learning Project. Train4CSR is a European project that aims to support companies and organisations in developing and delivering innovative training on corporate social responsibility (CSR). The Train4CSR Training Kit, available in four languages, provides an introduction to key sustainability topics and practical advice for trainers. The training was put together with partners from Belgium, Spain Hungary, Italy and SBC representing UK interest.

“I found it to be very useful and informative, but most of all invigorating and interesting and it covered every aspect of my job role.”

Aaron at SSE

6.

CARES

Scottish Business in the Community’s Volunteer Brokerage and Management service programme (Cares) offers a bespoke service supporting companies in the development, management, and delivery of employee supported volunteering. Through our wide range of contacts within social enterprises and smaller charities, SBC is able to facilitate hundreds of diverse volunteering opportunities, creating bespoke volunteering events for over 4000 volunteers every year.

27,000

In the last 12 months SBC Members have volunteered over 27,000 hours working with young people in schools across Scotland.

network rail scotland

Even if you are not one of the 90 million people who travel by train in Scotland each year, the railway still has a big impact on you through the work it does in Scotland and its many and diverse communities.

Scotland’s railway is huge, covering a large geographical area of over 400 geographic miles from Annan, Gretna and Berwick-on-tweed in the south to Thurso in the north - and supporting more than 2500 daily services over 2,460 track miles, providing rapid access along busy commuter routes to our major cities while also supporting rural lifeline services. It also supports significant and increasing freight traffic, particularly coal. The mix of traffic and its many needs raise some interesting challenges.

Rail gets thousands of people to work every morning and home every night. Businesses rely on rail to get their staff to work. Businesses also rely on rail to transport their goods around the country. It carries goods between ports, factories and shops, carries fuel to our power stations and helps cut the cost of disruption and delay associated with road congestion and it is much friendlier to the environment than transporting goods by road. More and more people are choosing to travel by rail each year. There are 40% more passenger journeys and 60% more freight than just 10 years ago. Over the next 30 years passenger demand is expected to more than double and freight demand is expected to grow by even more



CAPTION DETAIL

Rail is vital to help Scotland build a thriving, sustainable and low-carbon economy. That is why we believe investment in rail is not a luxury, it’s a necessity.

7.

MITIE



looking forward

As an organisation MITIE is very proud of its achievements in Scotland. With over 7,000 employees in Scotland, we are the largest outsourcing and energy services provider operating across the country. MITIE works on over 100 contracts in Scotland and our clients include the Scottish Parliament, Standard Life, Historic Scotland and the Scottish Government.

We have invested heavily in the region over the last 24 years, through start-ups and acquisitions, but perhaps our greatest investment is in people. Aside from the 7,000 plus jobs we have created, we passionately believe in their training and development. We are proud of the MITIE Skills Centres we have created as well as the Real Apprenticeship programme that gives an opportunity to the underprivileged and unemployed. Indeed we recently expanded the Real Apprentice into Glasgow and we are introducing it in Edinburgh this year. We have a successful relationship with Local Employer Partnerships including Working Links Scotland where over 100 unemployed people have been employed by MITIE, a partnership that was awarded 'Best practice in recruitment' in 2009.

MITIE is firmly committed to and engaged in corporate responsibility, and as we grow and develop in Scotland we will work with Scottish Business in the Community to further invest in skills, training and development of young people and expand relationships with local employers and businesses.

Without our people the MITIE story would not be the success that it is. There is no company quite like MITIE in both the range of services that we offer and the shared culture all of our employees embrace. We are totally committed to continuing to build MITIE as a business force in Scotland.

SBC Awards for Excellence & Company of the Year Awards 2012

Have this year's Awards for Excellence inspired you? We know many of you have great programmes and activities that deserve recognition – if you don't apply you can't win! Scottish Business in the Community's Awards for Excellence 2012 will officially launch on 1 December 2011, so now is the right time to start planning your application. Entry into the Awards is made online at www.bitc.org.uk/awards Award workshops will be held in Glasgow and Edinburgh for more information visit: www.sbcscot.com

8.

Scotland has over 245,000 small and medium sized enterprises, accounting for more than 90% of business in Scotland. Scottish Business in the Community has established high quality programmes for larger organisations which deliver measurable results. However, as Scotland's economy attempts to recover, smaller organisations require support to develop, innovate and create sustainable business models in order to bring further growth to the economy and prosperity to the country as a whole.

In response to this SBC, together with the Scottish Government, has conducted research into the support required by smaller organisations. Focussing on sustainable business, and employment practices in small and medium sized enterprises (SMEs) on the areas of education, training, employability and health, SBC will use research results to provide robust support. During 2011/12 SBC will host a range of workshops and events to facilitate engagement in these key areas. Additionally we are developing SME Membership, services and support tailored specifically to smaller/ medium sized organisations.

Scottish Business in the Community is the only organisation in Scotland successfully bringing together its business members, the public sector and the third sector, to find and deliver the social and environmental solutions required to achieve sustainable economic growth.

9.

51
SBC have successfully brokered relationships between over 250 businesses and 51 schools across Scotland