

Five ways to do better business

**“We hope you enjoy the
guide to better business and
reuse the memory stick.”**

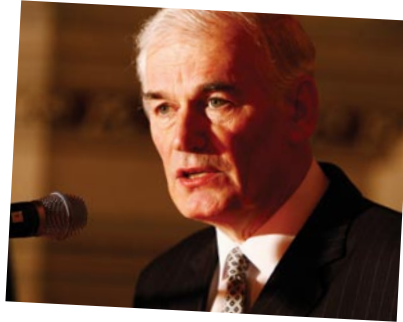


**Better BUSINESS
FOR A BETTER SCOTLAND**



**“Now is the time to do
business responsibly and
sustainably.”**

“I believe that Corporate Responsibility must lie within the core values of a company because it is about managing the business for the long term”



forward

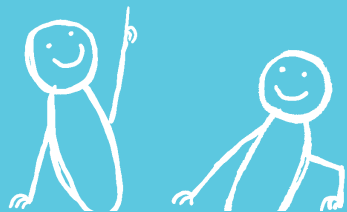
It has been a fascinating journey, it's a journey that never ends, its about the relentless dissatisfaction with 'the status quo', it's about changing hearts and minds, it's about giving not taking and it makes good business sense.

It is being a responsible business.

Looking back over twenty years involvement with Scottish Business in the Community and the privilege of serving as Chairman over the past ten years, behaving responsibly has never been as relevant as it is today as we face the effects of recession. Now we must build up our economies and also restore trust and integrity.

We are also facing the reality of Climate Change.

Not easy, but we will meet the challenge. Look at Scotland's history of Creativity, Innovation, Education and Enlightenment: we have the opportunity to lead in so many aspects of Corporate Responsibility and Climate Change.



one

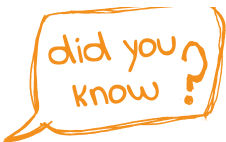
get the know how

Forget about business as usual. Our Members know that by combining core business strategy and activity with positive impacts in communities and the environment they can reap clear benefits – like motivated staff, lower costs and enhanced reputation.

At Scottish Business in the Community we believe better business is about more than the bottom line. It is about the triple bottom line - building for long term success in Scotland through the economy, environment and society. There has never been a better time to be a part of it.

As we work towards economic recovery in Scotland, SBC have built our training and consultancy services to help businesses of all

sizes to capture opportunities and do better, more sustainable, business. From responsible marketing to sustainable procurement, businesses are looking to us for the guidance they need.



We launched a better business project in the EU called **Train4CSR** with partners from Hungary, Italy, Spain and Belgium.

Do the numbers

CSR Champions was launched and over **100** staff were trained in **9** sessions.



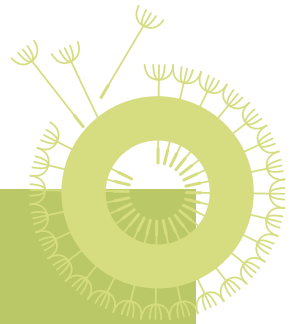
two

think long term

Now is the time to do business responsibly and sustainably. If you can demonstrate how your business benefits colleagues, communities and the environment in a marketplace where these behaviours are becoming more and more important, your customers and other stakeholders will reward you. Better business is a journey, not a destination. We are here to help you make the most of it, from the quick wins to the long term strategy.

Take climate change. Businesses are already making enormous carbon savings that translate into cost savings. From SMEs to the multi nationals, businesses are taking steps to improve their carbon footprint and at the same time they are reporting reduced overheads, improved efficiency. Better businesses are not stopping there, and continue to make improvements and innovations in their products and services.

The Prince's Mayday Network is now the biggest business network in Scotland committed to acting on climate change. The Network is supported by the Scottish Government, and we are proud to be a UK partner helping businesses to do their bit in meeting Scotland's ambitious climate change targets.



SBC's Chief Executive has been invited onto the First Minister's **20/20 Climate Change group** - the 20 most influential business leaders critical to helping Scotland achieve its 42% carbon emission reduction target for 2020.

Do the numbers

The Network is growing rapidly and now has over **800** Members. We recently welcomed Essential Edinburgh, Scotland's largest Business Improvement District as a Member.





THE PRINCE'S
MAY DAY
NETWORK

In association with **Business in the Community**

**“Businesses are already
making enormous carbon
savings that translate into
cost savings”**



three value people

How can you make sure you attract, retain and develop people for your long term success? We provide structured programmes that act as staff development tools while at the same time benefitting society and the environment.

CARES provides bespoke, flexible, and cost-effective opportunities to get involved in programmes and activities that promote team work, confidence and leadership skills, and can improve motivation and productivity. Team Challenges, Mentoring, Work Wise employability challenges for schools, and mentoring opportunities for Number Partners and Paired Reading are some of the ways to engage your people, and our team of in-house experts offer advice and support on developing and sustaining an employee volunteering programme.

If you have staff who are ready to try something different we offer the opportunity to support enterprise development. Our **Evolve** programme is a chance to share business skills with social enterprises.



did you
know?

In the last year with SBC's support **over 1,574 volunteers** worked with their local communities.

Do the numbers

That's **128** Team Challenges and **40** pupil mentoring relationships. Through **Evolve** **216** business volunteers supported the development of **37** Social Enterprises.





CARES
Community Action = Results

"CARES gives staff opportunities to get involved in programmes like Team Challenges, and skills sharing in schools and the community."



four tap into talent



Consumers want to buy products and services from businesses that treat staff fairly and build good relationships with communities. Developing talent and securing prosperity and wellbeing in communities also makes for better business.

The Ready for Work, Glasgow Commonwealth Games Modern Apprenticeship and Edinburgh Schools programmes, and the Scotland's Got Talent campaign, support schools, young people and the unemployed, and all make a big impact on building confidence, developing skills and preparation for work.

Through the campaign we have launched employer led research "Tapping into Scotland's Talent", run a Scotland's Got Talent summit attended by one hundred

and forty business people, four Open Door Events delivering peer to peer good practice, and four Behind the Scenes opportunities for young people to go into a workplace. On top of that we have provided the training and matching of thirty business mentors.



did you
know ?

SBC won a contract with Edinburgh City Council to **deliver employability workshops** to every primary seven pupil in Edinburgh by 2010, **providing business support** to all 29 secondary schools and 8 special schools.

Do the numbers

Our Commonwealth Apprenticeship Readiness Events in Glasgow helped over **1,600** young people from all Glasgow schools in applying for Modern Apprenticeships.



five

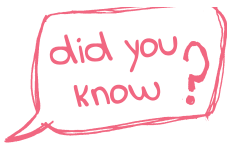
champion better business

SBC Members are champions of better business. SBC facilitate Members' networks and events to help them share good practice and continually improve. We problem solve together, and celebrate success.

Facilitation of regional SBC **leadership groups** help our Members have geographical representation across Scotland, build their brand as a responsible business, make new connections and find out what others are doing to put better business at the heart of their organisation. We are constantly looking at ways to enable Members to use their influence to champion better business through their supply chain, with staff and customers, to get more businesses on board.

The annual **Awards for Excellence** gives businesses the opportunity to

benchmark responsible and sustainable activities, demonstrate positive impacts and share good practice. They give business of all sizes a chance to shine. The **CommunityMark** is the only national standard that recognises companies as best investors in their communities. **SBC** has a full and exciting calendar of **Events** that celebrate and challenge businesses and drive the agenda in Scotland.



We have formed an alliance for the first time with the **Big Six business support organisations in Scotland**. We will work together with the **CBI, SCDI, Federation of Small Business, Institute of Directors, Chambers of Commerce, and Financial Enterprise Scotland** to drive corporate responsibility and sustainable business in Scotland.

Do the numbers

Our Awards for Excellence celebrates success of businesses who are getting it right. This year that is **18** awards - **9** Big Ticks, **9** Big Tick Reaccreditations, **2** shortlisted as overall UK Winners, and Redeem named UK Small Business of the Year. PricewaterhouseCoopers was named as SBC Large Company of the Year. Cunninghame Housing Association is SBC's Small Company of the Year 2009 - 2010.



five things you should know

1

We don't think 'Corporate Responsibility' says it all. So we are championing **Better Business for a Better Scotland**.

2

Our Membership represents **ten of thousands of people from the Scottish workforce** many of whom are using their influence to shape a new way of doing better business.

3

SBC is the **lead** organisation working with businesses to **deliver on the climate change** targets in Scotland.

4

We are at the beginning of a revolution that is going to be **bigger than the technological revolution before it**; you need to consider what role your business has in it.

5

Barak Obama said in 2008 – “In the end, this economic agenda won't just require new money. It will require a new spirit of cooperation. We will be called upon to take part in a shared sacrifice and shared prosperity.”



“We are developing new and exciting partnerships with Scottish Government, local authorities and Scotland’s Business Improvement Districts to name a few.”



welcome from Jane Wood

It has been a remarkable year for Scottish Business in the Community. The economic climate presents us with unprecedented opportunities as more and more businesses recognise the need to make positive changes for the long term.

This is an exciting time to be the new Chief Executive at Scottish Business in the Community. As we support and challenge our Members on their impacts in the workplace, marketplace, community and environment, we have taken a hard look at ourselves as a business, and how we too can continually improve. Attaining IIP has been a highlight.

Since I stepped into the role in June, we have built up SBC Membership, created a real value proposition for Members and trebled the Prince’s Mayday Network membership. As we take a fresh approach to how we work with our Members, we are tailoring our products and services to help them tackle the unprecedented challenges and opportunities of today and the future.

I have the honour of being invited onto the First Minister’s 20/20 Climate Change group which consists of the 20 most influential business leaders critical to helping Scotland achieve its 42% carbon emission reduction target. This partnership exemplifies how cross sectoral collaborations are integral to how SBC will deliver our agenda for Scotland. We are developing new and exciting partnerships with Scottish Government, local authorities and Scotland’s Business Improvement Districts to name a few.

I would like to take this opportunity to say thank you to all our Members, and partners for your support, enthusiasm, and vision, I look forward to working with you to deliver **Better Business, for a Better Scotland.**

Jane Wood, Chief Executive

directors & advisors

year ended 31 May 2009

Directors

George C Borthwick CBE (Chairman)
The Hon Mark H Laing (Vice-Chairman)

Brendan Dick	BT Scotland
Terence Currie	Scottish Enterprise
Sir John W Elvidge	The Scottish Executive
James Gaffney	Laing O'Rourke
Stephen Gold	Oracle
Peter D Nicholson	John Wood Group
Lady Susan Rice CBE	Lloyds TSB
Jane Wood	Alliance Boots
Marcia Campbell	Standard Life
Allan Miller	Dell
Robert Carr	Anderson Strathearn

President

HRH The Prince Charles,
Duke of Rothesay

Chief Executive

Samantha Barber (RESIGNED
31 May 2009)

Secretary and registered office

The Hon Mark H Laing
Livingstone House
43A Discovery Terrace
Heriot Watt University Research Park
Edinburgh EH14 4AP

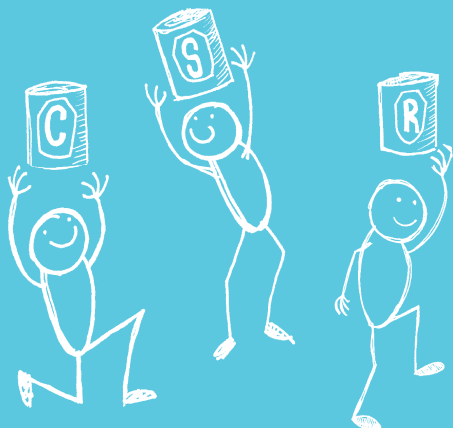
Auditors

PKF (UK) LLP
17 Rothesay Place
Edinburgh EH3 7SQ

Management

Dr Malcolm Thomson:
Deputy Chief Executive and
Director of Operations

Veronica Ferguson:
Programmes Manager






Operational Highlights

The financial year 08/09 was an extremely challenging year for SBC. The global economic climate and the impact this had on UK businesses presents us with unprecedented opportunities.

This influenced SBC in various areas and as an organisation we were required to react and adapt to the economic surroundings. The work we have done in this financial year has put SBC in a much stronger position for the future, creating a more sustainable organisation to provide stronger support for Scotland's businesses to make a greater impact on society and the economy.

There have been a number of positive developments in SBC in the year under review. SBC has expanded activities and events strategically with a membership focus and these have been driven by funding from a variety of sources.

This has been achieved by the provision of initiatives and programmes aimed at impacting on key employability, education, health and environment issues facing Scotland today. Combined with Events and Training and Consultancy opportunities, SBC strives to maintain its position as the leading organisation in the expanding field of Corporate Responsibility (CR) and sustainable business in Scotland.



“SBC brings together businesses and partner organisations across all sectors to more effectively play their role in a stronger, fairer, wealthier, healthier, and greener Scotland”

our business plan

Five ways our business plan is focused on delivering this:



Finance

SBC will have secure and stable finances with appropriate reserves.



Human Resources / Corporate Functions

SBC's team will be committed to the values of SBC and valued as individuals. The leadership of SBC will be robust and the organisation will have operational integration.



Membership, Products and Services

SBC will have a focused Membership offering to provide a quality service to Members. Our aim is to continually identify new growth initiatives for products and services.



External Relations

SBC will be prominent, respected and the lead voice in Corporate Responsibility and sustainable business in Scotland. We aim to continually raise our positive profile.



Partnerships/ Stakeholder engagement

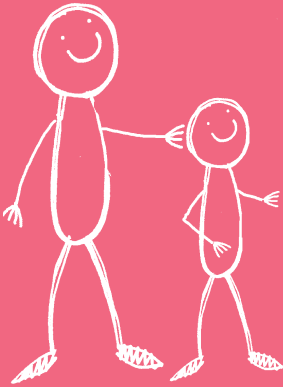
SBC will continue to develop key cross sectoral partnerships based on a shared vision and mutual respect.



our business plan cont.

Membership

As a member led organisation, SBC requires a structured and effective approach to Account Management which is imperative for ensuring consistent and sustainable relationships with all member organisations. SBC's membership has had a challenging year in 08-09 as the economic crisis gathered momentum. It was a time to truly embrace CR and sustainable business and prove that responsible businesses are successful businesses. The challenges faced by SBC have allowed us to refocus our offerings and deliver effective and desirable products to companies working towards a better and stronger economy in Scotland. SBC had 51 Full members and 19 associate Members at the end of May 2009.



Benefits in Kind and Special Support

The Directors wish to record their sincere thanks for the significant financial support received from many organisations, including: The Scottish Government, Scottish Enterprise, Communities Scotland, Careers Scotland, Scottish Centre for Healthy Working Lives, West Lothian Council, Fife Council, Edinburgh City Council, Angus Council, Glasgow City Council, HBOS, Ethicon in the Community, BT Scotland, Scottish Power, Waterfront Edinburgh, KPMG, State Street, Wood Group, Wood Family Trust, Lloyds TSB Scotland, The Carbon Trust Scotland and Business in the Community. This funding has been vital in the development of SBC's programmes and special projects.

our business plan cont.

Benefit In kind support was also received from SCOTMID, Standard Life, Vision HR, Maxium (UK) Ltd., National Health & Safety Co Ltd, Bosch Rexroth, British Aerospace, BRAG, KPMG, Glasgow East Regeneration Agency and West Lothian Council.

Benefit In kind support for SBC's administration and operating costs was received during the year and included major contributions of:

- **Voluntary staff – A recent graduate to assist with the Business Health check and a Spanish student to assist with events and communications.**
- **Accommodation from Angus Council, Edinburgh City Council;**
- **Legal, audit and accountancy services from Brodies Solicitors, PKF and Baker Tilly.**



And many thanks for the ongoing support of our Members who give their time and resources to promote and deliver responsible and sustainable business across Scotland.

Looking to the future



Moving forward we aim to become a centre of Excellence for Corporate Responsibility and Sustainable Business in Scotland, and continually improve our services for our Members.

We plan to build on our current programmes and develop new and exciting projects, make the programmes more financially secure and extend our reach across Scotland.

SBC are developing our offerings to businesses, providing training, workshop facilitation and consultancy in key business areas. We will focus on providing services that are key for our Membership and for the Scottish Economy, such as, Procurement, Communications and Marketing, Environment and 'Reporting and Measuring'.

financial summary

A full statement of financial activities is available from SBC in the statutory accounts.

Statement of Financial Activities

	Restricted Funds £	Unrestricted Funds General £	Unrestricted Funds Designated £	Total 2009 £	Total 2008 £
Incoming resources					
Incoming resources from generated funds					
Voluntary income	-	24,000		24,000	64,600
Investment income	20	8,889		8,909	19,993
Incoming resources charitable activities					
Supporting, brokering and challenging	<u>891,703</u>	<u>499,768</u>		<u>1,391,471</u>	<u>1,378,210</u>
Total incoming resources	<u>891,703</u>	<u>532,657</u>		<u>1,424,380</u>	<u>1,462,803</u>

financial summary

A full statement of financial activities is available from SBC in the statutory accounts.

Statement of Financial Activities cont.

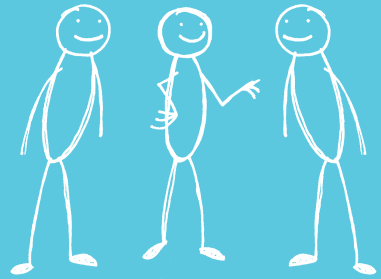
	Restricted Funds £	Unrestricted Funds General £	Unrestricted Funds Designated £	Total 2009 £	Total 2008 £
Resources expended					
Costs of generating funds					
Cost of generating voluntary income		24,000		24,000	64,600
Charitable activities Supporting, brokering and challenging	909,835	498,170	5,662	1,413,667	1,384,946
Governance Costs		23,541		23,541	18,424
Total outgoing resources	909,835	545,711	5,662	1,461,208	1,467,970
Net outgoing resources before transfers	(18,112)	(13,054)	(5,662)	(36,828)	(5,167)
Transfers	46,090	46,090			
Net movement in funds	27,978	(59,144)	(5,662)	(36,828)	(5,167)
Funds brought forward at 1 June 2008	402,042	80,362	73,630	556,034	561,201
Funds at 31 May 2009	430,020	21,218	67,968	519,206	556,034

financial summary

A full statement of financial activities is available
from SBC in the statutory accounts.

Balance Sheet at 31 May 2009

	2009 £	2008 £
Fixed Assets		
Tangible assets	<u>18,811</u>	<u>31,179</u>
Current Assets	200	200
Stock	234,275	410,020
Debtors	518,274	453,903
Cash at bank and in hand	752,749	864,123
Creditors - amounts falling due within one year	<u>(252,354)</u>	<u>(339,268)</u>
Net current assets	<u>500,395</u>	<u>524,855</u>
Total assets less current liabilities	<u>519,206</u>	<u>556,034</u>
Net assets	<u>519,206</u>	<u>556,034</u>
Representing:		
Unrestricted funds	21,218	80,362
Designated funds	67,968	73,630
Restricted funds	<u>430,020</u>	<u>402,042</u>
	<u>519,206</u>	<u>556,034</u>



SBC team

Jane Wood	Chief Executive
Malcolm Thomson	Director of Operations/Deputy Chief Executive
Karen Davidson	Head of Membership and Development
Veronica Ferguson	Head of Programmes and Services
Evelyn Rorie	PA to Chief Executive/HR Support
Andrew Spiller	Finance Coordinator
Claire Howe	Account Relationship Manager
Alistair Rankine	Account Relationship Manager
Maree Drury	Programme Manager - Healthy Working Lives
Lara Friedman	Programme Manager - Healthy Working Lives
Chloe Shand	Programme Coordinator - Ready for Work
James Tindell	Programme Manager - Employer Supported Volunteering
Ailsa Flynn	Programme Coordinator - Employer Supported Volunteering
Andrew Millson	Princes MayDay Network & Training & Advisory Services
Jolene Campbell	PR Communications
Kelly Drew	Events & Communications Coordinator
Olaia Alamos	Events Assistant - Graduate Placement
Hugh Tuckerman	Bridge to Employment Coordinator
Vanessa Honore	Environmental Assistant
Alex Gauld	Network Manager - Aberdeen/Angus
Bill Ferguson	Aberdeen/Angus Network
Hazel McDonald	Network Manager - Edinburgh
Christine Murphy	Network Manager - West Lothian
Hilary Robb	Network Manager - Edinburgh/Fife
Bob Christie	SBC Glasgow
Lesley Duffy	Programme Coordinator - Glasgow
Ciara Duffy	Programme Coordinator/Administrator - Glasgow



Scottish Business in the Community

Livingstone House,
43a Discovery Terrace
Heriot Watt Research Park,
Edinburgh EH14 4AP
Tel: 0131 451 1100

www.sbcscot.com

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**THE PRINCE'S
MAY DAY
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