

**Inspiring Communities Group Meeting Notes**

**Date:** 5th February 2019

**Attendees & Apologies:**

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| **Attendees** | **Apologies** |
| **Ewan Aitken**  **Jonny Kinross**  **Katherine Jenkins**  **Sandra Millar**  **Christine Carlin**  **Paul Wilson**  **Ailsa Sutherland**  **Kirsty Brownlie**  **Dr Miles Weaver**  **Fiona Haro**  **Richard Knight**  **Simon Turner** | **Gordon Dingwall**  **Gavin McEwan**  **Joanne Davidson**  **Willy Barr**  **Victoria Simpson**  **John Heraghty** |

**Agenda:**

* Welcome, & Apologies
* Notes from previous meeting
* Actions from previous meeting not appearing elsewhere on agenda
* Work programme (update)
* Descriptor for website (update)
* Further discussion on rolling out programme for Bcorp/Blab
* Future events;
  + Trustee breakfast event
  + RBS event
  + Early start events
* AOB
* DONM – 16th April, 1pm, Anderson Strathern
* Close

**Actions:**

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| **What** | **Who** | **When** |
| Actions of previous meeting to be added to the agenda going forward. | AL | For next meeting, 26th April |
| Check with ECC website team if minutes from past meetings are to be uploaded to ECC website. | AL | ASAP |
| Work plan for 2019/20 plan to be updated as necessary. | EA | On going |
| Website descriptor to be sent to website team at ECC. | AL | ASAP |
| Group want to continue working with Delfina/Scotland Can B. Invite Delfina to the next meeting. | EA/JD/AL | ASAP |
| Invite Paul Hargreaves CEO of Cotswold Fayre to speak to Inspiring Communities group and at this event. | - | On going |
| Group would like Inspiring Partnership Award criteria to be reviewed for 2020, include section to see if the partners have done the Scotland Can B impact assessment/ become an accredited B-Corp. | JD | On going |
| Ailsa Sutherland to get in touch with Volunteer Edinburgh regarding the trustee event, due to connections she has there. | AS | On going |
| Confirm a date for the trustee event. | JD/AS | ASAP |
| Katherine Jenkins to confirm a date for RBS event in September/October. | KJ | ASAP |
| Confirm dates that Ewan, Willy and Johnny will be attending with ECC team. Willy taking April, Johnny doing May. | JD | ASAP |
| KB has one–pager to be distributed to the group that discusses aims of the poverty commission/what they want. AL to send to group with the minutes. | KB/AL | actioned |
| Next meeting will be held at Anderson Strathern, 1-2pm on 16th April. AL send group meeting details. | AL | actioned |

**Meeting Notes:**

* Ewan Aitken welcomes the group to the meeting. Simon Turner, Movement > Sport-for-Change Consultancy, and Richard Knight, Maasai Camel, who have recently joined the ECC as members, introduce themselves to the group.
* EA notes apologies of those unable to attend.
* Minutes from the previous meeting are approved as a true record.
  + AL to check if minutes from Inspiring Communities meetings are uploaded onto ECC website.
* Group would like to see actions of the previous meeting added to the agenda, to ensure they are covered.
* EA updated work plan to include an extra column showing outcomes and success measures, group are happy with the changes made to the work plan.
  + Group question how they can measure/articulate common ground between business and third sector – the ECC inspiring partnership award could be used to show this by calculating how many partnerships nominate themselves for the award.
* EA to update the 2019/20 plan as necessary.
* The Inspiring Communities website descriptor draft has also been updated, group are pleased with update. Descriptor to be sent to website team at ECC. Make sure that companies of group members are shown on website, not the members themselves.
* EA and JD met with Delfina Zagarzazu of Scotland Can B in mid-January. The principle of B-Corps is an accreditation scheme, whereas B-Lab is a movement for everyone to get involved in. Scotland Can B is a blend of both.
* Key areas of Scotland Can B are;
  + Governance
  + Workforce
  + Environmental Impact
  + Communities
  + Impact business models
* Idea started in USA, but Scottish Government set up Scotland Can B. Rio De Janeiro and New York are both B-Corp cities, Delfina went through the process of Edinburgh becoming a B-Corp city and can help with doing so but needs the backing and support of the city.
* Group want ECC to be the lead in helping Edinburgh become the first B-Corp city in the UK with the help of Delfina/Scotland Can B. Chamber could provide training courses and events to those wanting to become a B-Corp, making ECC civic leader in the movement.
* The group see the potential of Scotland Can B for Edinburgh, and are keen to continue working with Delfina – invite to next meeting. Plan to start with assessment classes for businesses that are supported by Delfina/Scotland Can B and someone from B-Lab.
* Essential to promote this as something businesses should want to be doing to better themselves and the city, not something they have to do only for themselves. Chamber are also not promoting it just to better them, it is for the good of Edinburgh.
* The impact of becoming a B-Corp is great, in 2 years businesses that are B-Corps grew by 28% in comparison to non-B-Corps.
* Delfina wants to create the impression that when signing up to the Scotland Can B movement you are not just doing it for the accreditation, but doing it for everyone in the city regardless of whether they are a part of it or not.
* Scotland Can B provide the quick impact assessments free of charge, however costs for businesses to become accredited.
* Need to make sure that social enterprises are included in movement, as Scotland Can B could become a threat to them if not.
* As there are lots of people in Edinburgh, to ensure that we reach a wide range of people the group plan to;
  + Make Delfina/Scotland Can B as involved as possible with the process
  + Host B-Corp events throughout the year
  + Help ECC to become B-Corp city leader
* EA spoke to ECC Council about the group’s plans at the previous council meeting in January and they were excited by this – as social inclusion is one of the ECC’s top 3 policy priorities they see this idea a great tool to use.
* Group discuss organising a launch event, inviting B-Corp to speak to attendees in order to persuade them to join in the movement.
  + Invite Paul Hargreaves CEO of Cotswold Fayre to speak to Inspiring Communities group and at this event - Paul has just published a book on becoming a B-Corp. Group would also like to invite a representative from COOK, a frozen food supplier from Edinburgh, to the event – one of the first B-Corps in the UK.
  + Suggestion to get Paul Hargreaves to speak at Edinburgh Book Festival to spread awareness of B-Corps to a wide audience.
* Group would like Inspiring Partnership Award criteria to be reviewed for 2020, include section to see if the partners have done the Scotland Can B impact assessment/ become an accredited B-Corp.
* Simon Turner discusses his troubles as a social enterprise and not knowing how to get involved with private sector businesses. Simon’s experience in this sector has highlighted to him the value of 3rd and private sector’s impact on each other. Private sector want to work with 3rd sector organisations but are also unaware how to make connection – willingness is there just not practical ways to do so.
* Need to create a legacy, lasting impact – not about making money or volunteering for a day etc.
* Richard and Simon have similar ideas to the Inspiring Communities group to help create this connection between 3rd and private sector.
* Update to group regarding trustee event – Paul Wilson of Volunteer Edinburgh was keen to run the event again, wanted to know dates, timings and other information regarding the event. Aim of the event is to help people understand why they should become a trustee and how to become one.
  + Ailsa to connect with Volunteer Edinburgh, due to connections she has there.
  + Group must get date for event.
* Katherine Jenkins updates group on RBS event – couldn’t get date in June, could have gotten 21st May but group would rather have event in September/October to allow time to plan and organise.
  + KJ to follow up on this and get date.
* Update on Early Start events – plan for these events are to allow charity to introduce themselves at beginning to chamber members in a 5 minute slot, briefing what they do and how members can add to it.
  + Confirm dates that Ewan, Willy and Johnny will be attending with ECC team. Willy taking April, Johnny doing May.
* Sandy MacDonald from Edinburgh Poverty Commission spoke to Kirsty Brownlie, offering to come to a meeting and speak to the group. KB has one–pager to be distributed to the group that discusses aims of the commission/what they want. AL to send to group with the minutes.
* Meeting comes to a close. Next meeting will be held at Anderson Strathern, 1-2pm on 16th April. AL send group meeting details.