

**Inspiring Communities Group Meeting Notes**

**Date:** 5th December 2018

**Attendees & Apologies:**

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| **Attendees** | **Apologies** |
| **Ewan Aitken**  **Willie Barr**  **Jonny Kinross**  **Joanne Davidson**  **Katherine Jenkins**  **Victoria Simpson**  **John Kerr**  **John Heraghty**  **Sandra Millar**  **John Kerr - (Anderson Strathern guest)** | **Fiona Haro**  **Gordon Dingwall**  **Gavin McEwan**  **Christine Carlin**  **Paul Wilson**  **Ailsa Sutherland**  **Kirsty Brownlie**  **Dr Miles Weaver** |

**Agenda:**

* Welcome, & Apologies
* Notes from previous meeting
* Descriptor for website (to be tabled)
* Skype conversation with Delfina Zagarzazú of Scotland CAN B
* Work programme (to be tabled)
* Future events;
  + Trustee breakfast event
  + RBS event
  + Early start events
* AOB
* DONM – 5th February time and venue TBC
* Close

**Actions:**

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| --- | --- | --- |
| **What** | **Who** | **When** |
| * Statistics showing the success and benefits of B-Corps programme to be circulated to group members. | MW | On going |
| * Face-to-face meeting to be organised between Delfina, EA and JD prior to next meeting on the 5th of February. | AL/EA/JD | Before February meeting |
| * Extra material from Delfina to be passed onto group. | AL | On going |
| * Website descriptor to be amended, including changes suggested by the group. | EA | On going |
| * Electronic copy of the work plan for 2019 to be sent to the group and check absentees are happy with what has been drafted. EA to add in extra column on what success looks like for the group in the 2019/20 plan. | AL/EA | Actioned/on going |
| * Space to be booked at RBS for trustee speed dating event for June. | KJ | On going |
| * Breakfast trustee event to be organised at the Grassmarket Community Project space. | JD/JK | On going |
| * JD to confirm with ECC events team that EA can attend/speak at March early start event, and WB can attend/speak at April event. | JD | On going |
| * Confirm RBS can hold next meeting on 5th of February | AL/KJ | ASAP |
| * Follow up and confirm Sandra Millar can hold a meeting in 2019 at Phoenix/ Standard Life, and John Kerr can hold meeting at Anderson Strathern. | AL/SM/JK | On going |
| * Group to consider hosting a BCorp conference next year (2019) | ALL | On going |

**Meeting Notes:**

* Ewan Aitken welcomes the group to the meeting. He apologises on behalf of the members unable to attend this meeting. EA welcomes Sandra Millar to her first Inspiring Communities meeting and each attendee introduces themselves to her.
* Minutes of pervious meeting approved as a true record.
* EA decides to table the website descriptor to the group after the skype conversation with Delfina Zagarzazú and moves onto this first.
* EA explains that one of the ECC’S top 3 priorities that come under its policy framework is social inclusion. The group sees the importance of B-Corps and Delfina’s work within Scotland CAN B to the chamber and its relevance because of this new framework. The group are keen to find out more from Delfina for the future.
* Delfina Zagarzazú has lead the Scotland CAN B programme from May 2018. It is a collaboration between B-Lab UK and Scotland Can Do. It is the first nationwide programme of its kind.
* Scot CAN B focuses on how they can help businesses enable growth and how they work with bigger corporations to include everyone. They work with existing actors to share their knowledge and contribute expertise.
* Their impact assessment has been designed with trusts and foundations over the past 11 years and is revised every 2 years. Two different assessments;
  + First assessment is 25 questions long and takes 30 minutes. Once you have created an account you can complete this assessment and it will give you a benchmark of your performance against other businesses in your industry globally.
  + Second assessment is unlocked once the first section has been completed. This one takes 3 hours and can be done in multiple sittings. Having completed the assessments this allows businesses to understand their impact and plan set improvement goals for the future.
* Scot CAN B do not certify business as B-Corps themselves – they pass on anyone who wants to become a B-Corp to B-Lab for official certification.
* Scot CAN B works from 5 pillars and their assessments are based around these areas;
  + Governance of business
  + Workers relationships
  + Community (diversity, suppliers, inclusions...)
  + Environment
  + Impact business models (social enterprises, exist to solve problems…)
* Benefits to this are that it triggers innovation, helps businesses learn, shows what businesses are doing well and helps them plan for the future. The process avoids being negative by focusing on positive aspects only.
* Some examples that the programme has previously worked with are Napier Uni, Highlands and Islands Uni and Scottish Enterprise. They hope to work with/ are trying to engage with larger companies but find this harder due to time constraints and difficulties in changing their corporate culture.
* What Scotland CAN B has done so far:
  + June 2018, B-leaders event which 28 professors and 3 case study speakers attended.
  + Quick impact café – a chance for businesses that had registered online to come along, get help where needed and receive feedback. These are held all year round. Allows businesses to engage with other people going through the process.
  + Workshops – feedback very positive and people found Scot CAN B’s tools valuable and helpful.
  + In the process of updating their website (CANB.scot) which will be live in January 2019 which will allow people better access of information and tools.
  + Scotland CAN B use social media and have a bi-monthly newsletter.
* Workshops they have trialled and will continue going forward:
  + BIA masterclass – a 4 hour long class for advisors who want a better understanding to promote the programme. Held twice a year, first one in February 2019.
  + Quick Impact Cafes – held in different cities, a 2 hour session explaining the assessment process and giving opportunity to answer questions there and then along with giving advice. Opportunity to complete assessment with the advice to hand.
  + Free mentoring sessions to help people complete their assessment and receive more one-on-one guidance.
  + Collaborative leadership event – this is a weekend away, hopefully at the end of March, to help people understand the assessment, why it is something businesses should be doing and the benefits to it.
* There is currently no cost for businesses wanting to participate in Scotland CAN B events or for their assessments due to funding from the Scottish Government. However, to become a certified B-Corp you must pay yearly. The cost is determined by the businesses income – minimum cost of about £500 a year.
* The group agree that this is definitely something they want to work with going forward, and see an opportunity for the ECC to get involved too. It is a straightforward process with clear benefits for businesses and the city. The group consider potentially linking Scotland CAN B into future events so people coming along would leave with something tangible.
* They would like Miles Weaver to circulate statistics showing the success and benefits of B-Corps programme to group members. The group would also like any additional material that Delfina has.
* A face-to-face meeting is to be organised between Delfina, EA and JD prior to next meeting on the 5th of February.
* The group want to promote Scotland CAN B for its simplicity but also show that it is a global movement, it is free and relatively quick. Need to use the right people to spread the message and convey that it is about more than just the business itself but their role in the city and the city as a whole.
* The group think it would be a good idea to get the ECC’s partners involved, explain the benefits to them and get them going to Scotland CAN B events. Delfina had explained B-Corps in New York during the economic crisis survived better than those who weren’t as they planned for this situation and had a stronger culture – this might be essential to businesses and our partners during Brexit.
* EA tables the drafted website descriptor to the group. Everyone is happy with what has been put together but would like to add;
  + Reference to public sector in the objectives
  + Include companies involved in inspiring communities group, not the group members themselves.
  + Link events created by the Inspiring Communities group into existing ECC events calendar.
  + Include the group’s terms of reference
  + Include Ewan Aitken’s contact details to allow people to get in touch.
  + Perhaps include past notes/ minutes from meetings.
* EA then shows the group the drafted work plan for 2019/20. The group are also happy with what has been produced, however think it would be beneficial to think about how the group measures its success and achievement – suggested ways of doing this are asking event attendees how satisfied they were, measure attitudes of attendees before and after events to see success. The group also suggested asking Delfina from Scotland CAN B how New York measured success of their B-Corps, similar method could be done here if B-Corps get up and running.
* Electronic copy of the work plan for 2019 to be sent to the group.
* The group move onto discussing future events. Katherine Jenkins to book space at RBS for trustee speed dating event which the group hopes to take place in June.
* JD and Jonny Kinross will work together to organise a breakfast trustee event at the Grassmarket Community Project space.
* As previously discussed, each of the group members should attend one early start event in 2019 to network and discuss the work they are doing. EA has said he would attend the March event, and Willy Barr would do the event in April. JD to speak to the ECC events team and confirm this with EA and WB.
* KJ has offered to host the next meeting, 5th February, at RBS from 1-2.30pm.
* Sandra Millar from Phoenix and John Kerr at Anderson Strathern have also offered to host a meeting in 2019.
* EA thanks members for coming and closes meeting.