

**Inspiring Communities Group Meeting Notes**

**Date:** 18th June 2019

**Attendees & Apologies:**

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| **Attendees** | **Apologies** |
| **Joanne Davidson** **Ewan Aitken** **Miles Weaver** **Katherine Jenkins** **John Heraghty****Debbie McIlwraith Cameron** **Scott Fyfe (guest)****Christine Carlin** **Richard Knight** **Sandra Millar** **Jonny Kinross** **Rebecca Neish****Anna Lyle (minutes)** | **Ailsa Sutherland** **Victoria Simpson** **Kirsty Brownlie** **Simon Turner** **Paul Wilson** **Fiona Haro** **Willy Barr**  |

**Agenda:**

* Welcome & Apologies
* Notes from previous meeting
* Actions from previous meeting
* Training day on why be a charity trustee
* Book Launch
* Early start events;
* 28th June – Early Start Edinburgh Rugby (08:30-10:00am)
* 29th July – Early Start with RBS Accelerator Hub (09:00-10:30am)
* 30th August
* 27th September
* 25th October
* 29th November
* 13th December
* Award Criteria
* Bcorp/Blab update
* Event on 20th September
* AOB
* DONM – 20th August, 1pm, Standard Life House

**Actions:**

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| --- | --- | --- |
| **What** | **Who** | **When** |
| EA to redraft Cities Can B proposal. In meeting with Delfina on 16th July can improve the plan.  | EA | ASAP |
| JD and RN contact attendees below re: meeting with Delfina on 16th July;* Katherine Jenkins
* Miles Weaver
* Scott Fyfe
* Debbie McIlwraith Cameron
 | JD/RN | ASAP |

**Meeting Notes:**

**Welcome & Apologies**

* Ewan Aitken (EA) welcomes the group to the meeting. Group introduce themselves to Fran Van Dijk of One Stone Advisors, who is attending today to speak to the group about her business becoming a BCorp.
* EA notes apologies of those unable to attend.

**Notes from previous meeting**

* Minutes from the previous meeting are approved as a true record.

**Actions from previous meeting**

* Group will cover any relevant actions throughout the agenda – aim of the meeting is to discuss BCorps/Blab, key tool for achieving outcomes of group.

**BCorp/Blab Update**

* Fran Van Dijk, Founding Partner of One Stone Advisors, introduces herself to the group and discusses her and her company’s journey as a BCorp.
* One Stone Advisors are a sustainability consulting organisation, consulting organisations who want to become leaders in sustainability. Carlsberg Group, Edrington and TUI are some of their clients.
* Fran pushed for One Stone to become a BCorp through hearing about the accreditation via a colleague who worked on Blab/BCorps in the states –existed in the states from around 2008.
* One Stone Advisors became a certified BCorp in 2013, were 3rd in UK to become certified.
* Benefits that One Stone have found in becoming a BCorp;
	+ Join a fantastic business community, beneficial if you are a small business.
	+ Easy and efficient to work with other BCorps because everyone has aligned values.
	+ Internal market – One Stone put out a joint proposal to business with other BCorps, good level of trust between BCorps.
* Group are given chance to ask Fran questions;
* Joanne Davidson (JD) asks if having a BCorp accreditation has resulted in increased interest from clients? – Fran works with lots of Scandinavian companies, small movement over there so not great interest from being accredited. However interns, younger employees etc. are greatly interested by the BCorp accreditation, attracting them to One Stone Advisors. Chimes with this age group.
* Group ask if becoming a BCorp helps organisations measure their general impact? – doing the impact assessment is free and gives tips to the organisation on how they can become better, open to all so any organisation can give it a try and see if it helps them.
* What is the process like for larger organisations? – Danone broke their organisation down into sections, each section went through the accreditation process. Unilever buys BCorps instead of accrediting themselves, want to infect from the outside to help better themselves internally too.
* Definite overweight in microbusinesses as BCorps however still possible for big organisations to become accredited.
* What lesson is there for charities, as they can’t become BCorp certified? – Charities can complete the free assessment, because it is open to anyone. Lots to learn from completing the assessment without becoming a certified BCorp.
* BCorp assessment has changed since One Stone became accredited, more sophisticated now.
* PWC working on aligning UN sustainable development goals with the BCorp movement. The B impact assessment is to become the official impact measurement as of 2020. Businesses will be able to compare their performance against the SDG’s so everyone is using the same measurements and are all aligned.
* The group thank Fran Van Dijk for coming to speak to the group.

**Event on the 20th September**

* EA discussed the event being planned for the 20th November with Delfina, Scotland Can B. Meeting with Delfina on 16th July to discuss Scotland Can B and Edinburgh’s involvement in the movement.
* 4 pager on the Cities Can B movement tabled to the group, discussing the benefits to Can B cities. EA also tabled a draft proposal for the Edinburgh/Cities Can B movement.
* Group discuss possibility of video conference with someone overseas a part of an existing Can B City at the event.
* Want to make sure public sector are included in the event.
* What’s in the event for the private sector? – Young people are more focused on making an impact now than careers. By becoming BCorps/Can B Cities this is desirable to the younger workers/future workforce. Private sector need to be involved to help make this change for them.
* Impact assessment etc. will become essential in the future, but why should Edinburgh wait until every city has to get involved. Want Edinburgh to be a leader in this movement and get ahead of everyone – doing it because of its positive impact not because you have to.
* The Can B movement is global. This means workforce would hopefully be attracted to the city, international community feel represented – although wanting to become leaders, Edinburgh wouldn’t ever be alone.
* Could segment audience and communications – give each sector their own specific advertisement to increase attraction.
* Show what has been done already but what more needs done in the future – event not just about becoming a BCorp. About the whole movement.
* EA to redraft Cities Can B proposal. In meeting with Delfina on 16th July can improve the plan.
* Extra attendees for the meeting from the Inspiring Group are;
	+ Katherine Jenkins
	+ Miles Weaver
	+ Scott Fyfe
	+ Debbie McIlwraith Cameron

**Training day on why be a charity trustee**

* Trustee event to be held at Grassmarket Community Project.
* Paul Wilson not present at meeting to discuss, will discuss once have further details.

**Book Launch**

* EA facilitating book launch for Paul Hargreaves Cotswold Fayre, book discusses their journey on becoming a BCorp.
* Would ideally like to hold event in advance of the November event – create build up.

**Early Start Events:**

* Next early start has 40 attendees booked on – good attendance.
* Jonny Kinross to attend June early start – Rebecca Neish to get in touch with details.
* Group to refer to agenda with regards to early start dates, email RN which event they would like to attend.

**Award Criteria**

* Award criteria to be discussed later on in year, pick up in September.

**AOB**

* Anna Lyle leaving position at chamber. Rebecca Neish will be taking on the admin of the group in the interim.
* Group to contact Edinburgh Universities to make sure they are involved in BCorp event.

**DoNM**

* 20th August 2019, 1pm, Citadel Youth Centre