

FOI/18/00542

1. Extract from document: SPiE 2 - Communications and Engagement Handling Plan – DRAFT – 21 Nov

Approach:

We will explore a range of venue options to launch the plan that will provide a backdrop which reflects the economic impact to Scotland exiting the EU. Our list of potential venues includes:

- Business
- Financial setting
- EU hub

2. Extract from SPiE 2 - Communications and Engagement Handling Plan – Draft 27 Nov

For communications, this handling strategy focuses on communications activity to lay the ground for the document launch, have an announcement running on the day of the launch in broadcast and print media, and covers social media and other digital activity. There will also be subsequent visits in London and Brussels, maintaining momentum around the announcement and ensuring our messaging penetrates UK and European audiences.¹

~~A separate digital plan that includes the infographics will follow in due course.¹~~

~~We will explore a range of venue options to launch the plan that will provide a backdrop which reflects the economic impact to Scotland exiting the EU. Our list of potential locations/venues includes:¹~~

- ~~• Business¹~~
- ~~• Financial setting¹~~
- ~~• EU hub Dundee/Digital – in light of Dundee's failed city of culture bid, potentially launch at a digital business in Dundee, focusing on the economic impacts of losing digital/single market, access to high skilled labour across the EU and opportunities for locals, especially young people, in Dundee looking to enter this growth sector. (REDACTED).¹~~
- ~~• Scottish/Irish business links – identify a business through the Causeway: Ireland-Scotland-Business-Exchange to highlight potential cross-border as well as sectoral impacts. (REDACTED).¹~~
- ~~• Food and Drink – launch at the premises of an easily recognisable food and drink name. (REDACTED) to highlight themes around access to ESM, tariffs and non-tariff barriers and labour.¹~~
- ~~• Edinburgh – if FM's diary restricts us to Edinburgh, options could include other food and drink businesses, financial services or asset management businesses, umbrella bodies or potentially with an R&D focus at an enterprise based at Easter Bush campus (eg agri-tech).¹~~

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3. Extracts from SPIE 2 - Communications and Engagement Handling Plan – DRAFT – 19 Dec

We will explore a range of venue options to launch the document that will provide a backdrop which reflects the economic impact to Scotland exiting the EU REDACTED.

Our list of potential London options for the FM is outlined below, with domestic opportunities for other Ministers to be developed in due course (for example a Dundee digital business, a business with Scottish/Irish links; or a food and drink; life sciences or financial services business) to highlight key negotiation dossier themes.

[Scotland House](#) – two options within Scotland House: an event around a theme of our choosing could be delivered either in a private conversation to smaller audience, for example drawn from key London business contacts and diplomats, in our room in Scotland House which seats 50 followed by a press conference and/or possibly a separate stakeholder event; or a much more public launch in the larger space downstairs which seats up to 160.

REDACTED - the focus of the REDACTED is on the external relations policy and impact of European countries. They give an annual score to each country depending on how positive or negative their foreign policy has been. This would fit around key SPIE2 themes although we would need to think carefully about the focus of our messaging. REDACTED would invite senior European diplomats, influential journalists, government officials and leading think tankers and academics to a London and wider European audience. They have previously offered to host the First Minister and could use this opportunity for the First Minister to make a statement of approximately 20min, followed by a short 30 min Q&A session.

REDACTED is an independent policy institute based in London. They continue to provide an independent platform for debate and analysis around Brexit issues, including expert comment, research and publications, events and vides/audieo. The format of the event could be as above.

REDACTED concentrates its teaching and research across the full range of social, political and **economic** sciences. Through their Programme on Brexit, they continue to host public lectures, publications and commentary/news on Brexit impacts. An event involving the First Minister could be through their European Institute or Institute of Public Affairs.

REDACTED - one of the world's leading research and teaching universities based in the heart of **London**. SG officials have good links with REDACTED who has previously offered REDACTED as a venue if we needed a London focus. This would be much the same as REDACTED.

REDACTED – is an independent charity working to increase government effectiveness. They work with all the main political parties and with senior civil servants, and are located in the heart of Whitehall/Westminster. They have produced a number of Brexit publications and events and we could pitch an event with the First Minister as part of this series. We have contacts through REDACTED.

Assumptions: FM launch in London Monday 15th January 2018 with an economic/business focus

On the day activity	
Monday 15th Jan Note – precise date to be fixed taking account of FM availability	FM/MR launch SPiE 2 at venue TBC, likely business focus to highlight economic themes and contrast with launch of SPiE 1; [redacted]

4. Extract from SPiE2 Communications and Engagement Planning Discussion Paper – 20 Nov 2017

Communications: how we plan and launch the document itself to get the maximum impact?

- Venue? – SPiE1 was Bute House. That's not an option ... but in any case we may want to choose a business to reflect the focus of the document? Business, financial institution, EU Hub

5. Extract from attachment to Email from First Minister Communications on 22 December 2017 entitled SPiE2: COMMS PLAN

Document: Communications Handling – launch of SPIE 2

To note: Suggested venue to launch the paper which reflects the economic impact to Scotland exiting the EU is the School of Informatics at Edinburgh Uni or REDACTED

6. Extract from email exchange of 28th December 2017 between SG officials within Directorate of External Affairs, entitled Scotland's Place in Europe 2 – launch

A few APS points – the room at the School of Informatics is quite bare and we should procure some SPIE2 pop ups we can use to dress alongside other FM branding REDACT team will have (we could use these at a number of events so a decent investment and we can ask APS to do this in line with the document branding).

7. Extract from email exchange of 22nd December 2017 between SG External Affairs official and Visits and Events team entitled RE: Possible REDACTED event with First Minister of Scotland

Fyi REDACTED it was REDACTED who spoke to us to create the Edin Uni para in the "What's at stake for Businesses" doc of 11 Oct

8. Extract from email exchange of 4th January 2018 between SG Communications and SG External Affairs and other officials entitled RE: SPIE II launch

It's just re-opened after a refurbishment. The room they have in REDACTED isn't really suitable for an FM event. Obviously if McEwen hall is available we'd recce with V&E to check the space.

That said, I do think it's worth having a backup not at Edinburgh Uni!