

## **Evaluation Report: Scotland House Brussels**

Final report

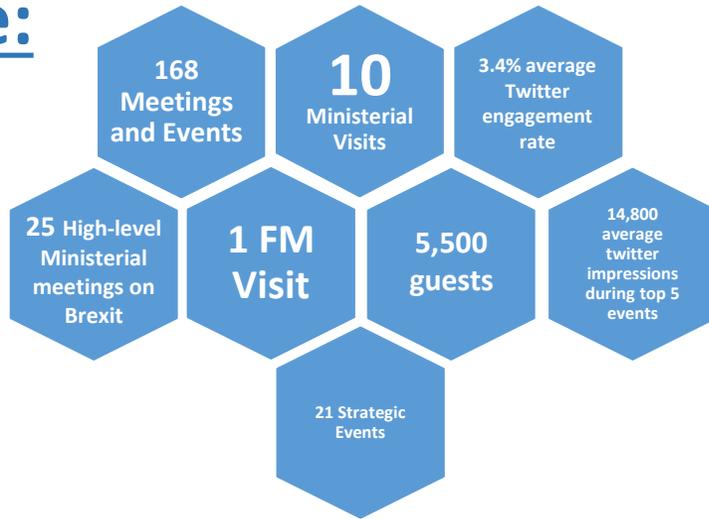
2018/2019



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

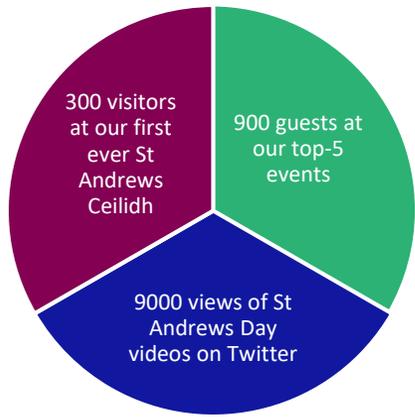
# At a Glance:

## Reporting Activity



Top 5 Events	Date	# of guests	Top Sector
Scotland House Brussels: Looking to the Future	May 28, 2018	130	Political/EU Partners
Scotland House Summer Reception	July 4, 2018	130	EU Partners
St Andrews Concert	November 28, 2018	180	Cultural/ Political/ EU
St Andrews Ceilidh on the Schuman Roundabout	November 29, 2018	300	Business/ Culture
Burns Concert	January 22, 2019	150	Business/ Culture

### Reputation



@ScotlandHouseEU has 1,000 new Twitter followers since April 2018

### International trade

- Building Scotland's profile in trade policy
- Building SG knowledge and capacity on trade policy
- Supporting Research and development of SG publications on Trade
- Trade promotion activities

### Research & innovation

Scotland House Brussels is a unique enabler of Scotland's EU R&I collaborations.

### Investment

Active engagement in EU networks to develop Scottish access to cross-border supply chains and open new innovation opportunities and access to markets. E.g €3.25m in targeted collaborative EU R&I projects, leveraged through Scotland House Brussels led engagement in the Vanguard Initiative.

### Scotland's Interests

**Stephen Ingledeu** @In... · 20/03/2019  
 A privilege to join @SFGraemeJones for very constructive EU meetings & speak at @ScotlandHouseEU @ScotlandEuropa @ScotGovEurope event with key influencers on collaboration opportunities. Big thanks @SarahEnglishBXL @IvoninaiteM #ScotlandisNow #IdeasBecomeLegend @ScotFinEnt

**Jan Palmowski** @janpal... · 10/12/2018  
 great meeting with @RichardLochhead @scotgov to discuss how Scottish Universities and scientists can continue to make important contributions to @EUScienceInnov: Scottish Unis have been integral to European knowledge since the Middle Ages; this will continue! @ScotlandEuropa

Reputation

Scotland House Brussels – positioning Scotland at the heart of strategic EU policy discussions:



This was a total Team Scotland effort and one that I have been humbled by but proud to have been part of."



... building on more than 20 years experience promoting Scotland in the EU through economic, political and cultural diplomacy.

Fintech outreach programme and EU influencers receptions – March 20, 2019

International trade

Creation of a Trade Policy Advisor role

This is boosting Scotland's profile and capacity in International Trade Policy

Using the Scotland House Brussels collaborative approach to influence developing EU trade policy and promote Scottish Trade opportunities



CASE STUDY: SEAFOOD EXPO  
A UNIQUE OPPORTUNITY FOR SCOTTISH BUSINESSES



companies on the stand



leads



new potential customers

Research & innovation

Scotland House Brussels is working to position Scotland's partners to maximise opportunities for future R&I collaboration

INFLUENCING HORIZON EUROPE



Convening Scottish stakeholders, multiple workshops to develop views inputting to EU consultation

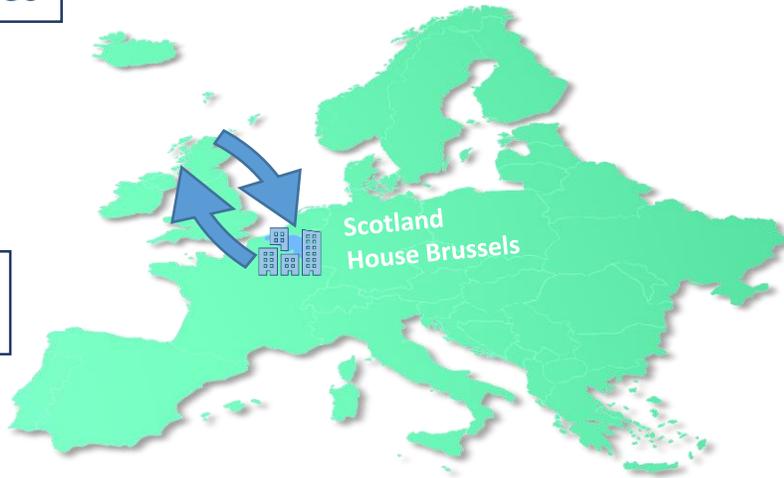
Development and publication of Scotland's position on Horizon Europe – to input to UKG and EU

SHB facilitate presentation of Scotland's position to key EU stakeholders by Scottish Higher Education Minister & Scottish University Principals

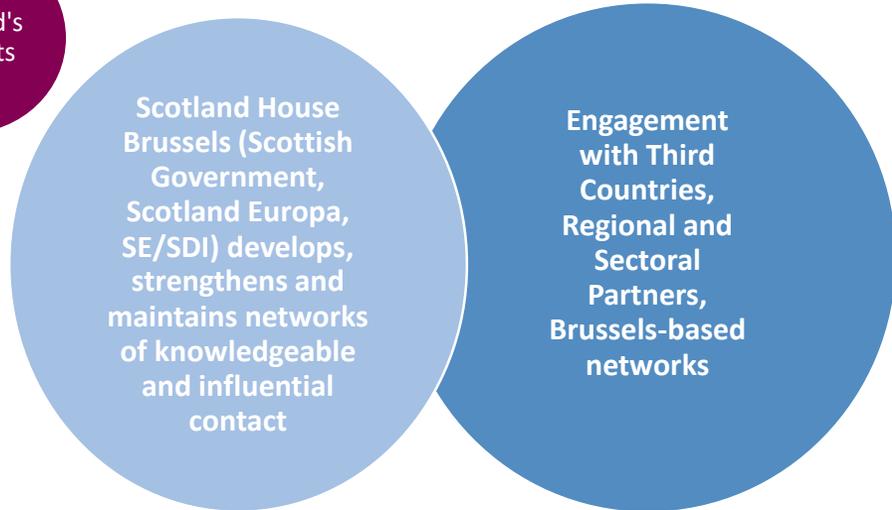
Influencing campaign and connected outreach provides platform for Scotland to influence 2021-27 EU budget, and be well positioned for future projects



Developing relationships with EU institutions and other European partners to promote Scotland's interests, and access global value chains for long term impact...



.... By facilitating Scottish organisations to engage in targeted innovation-led collaboration with European partners in support of inclusive growth



- Scottish positions enhanced in key European networks
- Increased understanding of Scottish Government distinct position on Brexit, through Ministerial engagement with leading EU negotiators
- Day to day awareness raising and engagement to influence EU policies of significance to Scotland, including work with UK Government



High-level meetings, protecting Scotland's Interests

# Key Impact 18/19 – Smart Specialisation & the Vanguard Initiative

*“An exemplar of best practice...”*

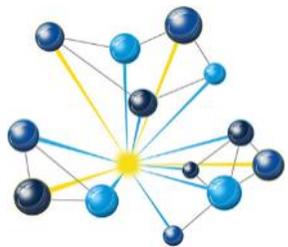
Collaboration to improve and prioritise innovation and economic development support in the EU

**Smart Specialisation** is an economic concept embedded in 2014-2020 EU regional policy as a tool to implement Structural Funds more effectively, in order to improve the impact of EU regional and economic development support.

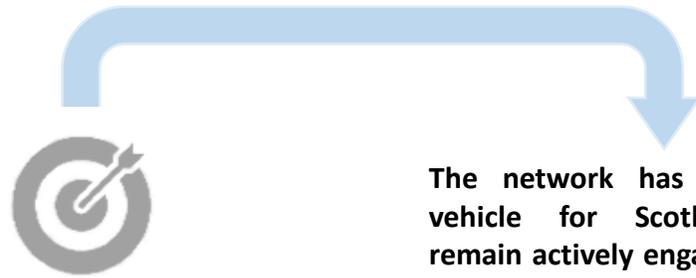
The **Vanguard Initiative (VI)** is a regional innovation network, based on the principle of cooperation around shared/complementary economic strengths/priorities between its member regions. Through this members aim to help develop cross-border supply chains and open new opportunities to companies to do business regions with similar interests and potential new markets.



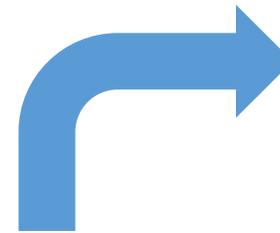
In 2014, Scotland became a founding member of the Vanguard Initiative, with shared goals and ambitions. The VI gives the opportunity to add value, scale and influence to our domestic economic development, trade, investment and innovation work.



VANGUARD INITIATIVE



Through working closely with the European Commission, the European Investment Bank and other European bodies over the last few years, **the Vanguard Initiative has been a key influencer around the direction of future regional innovation policy.**



**The network has been a vehicle for Scotland to remain actively engaged and influential in EU regional, research and innovation policy** – it has reinforced our work in the research and innovation space, has helped Scottish partners deepen their connections to European counterparts and has brought European financial support into Scotland.

Scotland co-leads one of five **Pilot Projects**, established by the VI around specific thematic areas to establish **joint demonstration projects**. **Scottish Enterprise**, along with the Basque Country, leads the ADMA Energy (Advanced Manufacturing for Energy Related Applications in Harsh Environments) project. Scotland is also active in the Pilot project on **efficient and sustainable manufacturing**, in which the Scottish Institute for Remanufacture participates.

Scotland's involvement in Vanguard has produced key benefits through opportunities and projects:

- **S34GROWTH project** | €2.2m from INTERREG EUROPE | ca. €115,00 for Scottish Enterprise
- **NeSSIE project** | ca. €800,00 from EMFF | ca. €128,000 for Scottish Enterprise
- **Marine Renewable Energy Sensors partnership** | €200,00 in kind support to partners from EC – opportunities for Scottish stakeholders to act as expert advisors
- Pilot budget: from the Vanguard membership fee, all VI Pilots – including ADMA Energy – receive a €51,200 annual budget. This is used to stimulate new projects to create new opportunities for business, and to allow stakeholders in Scotland to practically engage in VI meetings



# Desk Officers (Brussels)

This job is closed and is displayed for reference only.

## Job summary

**Salary Grade** - B2

**Location** Brussels

**Hours** Around 42.00 per week

**Closing Date** 25 May 2015 at midnight

**Reference** IRC21702

**Employment Type** Permanent Employee

**Applications are invited from Staff in Band B, and from those with a promotion ticket to Band B, for one of two B2 posts within the Scottish Government EU Office based in Scotland House, Brussels.**

**These vacancies contribute towards a number of Scottish Government National Outcomes including** “we take pride in a strong, fair and inclusive Scotland”. **For information on Scottish Government National Outcomes visit [this website](#).**

### **Overview**

The Scottish Government greatly values its engagement with the EU institutions and other European countries and regions and believes that the European Union offers the best international framework to deliver prosperity for the people of Scotland. We recognise the importance of learning from others and sharing experience and best practice across Europe.

The Scottish Government’s EU Brussels Office will work in collaboration with the European Relations Team Edinburgh to deliver the core aims of the recently launched EU Action Plan. This will involve protecting Scotland’s place in and enhancing Scotland’s representation in the European Union, ensuring active participation in the EU and strengthening Scotland’s external partnerships in the EU and key accession states.

The Scottish Government EU Office in Brussels is a vital platform for this engagement; our role is to represent Scotland. The role of the office is to build relationships and partnerships that help us develop and deliver on our shared objectives, policies and programmes and enhance Scotland’s reputation and attractiveness.

The forthcoming 2017 UK Presidency of the Council of the EU will further enhance the importance of our active and credible EU engagement.

The two posts available will cover subjects within a number of Ministerial Portfolios including Rural Affairs, Food and Environment; Fair Work, Skills and Training; Infrastructure, Investment and Cities; Social Justice and Communities and Sustainable Economic Growth.

### **Main Duties**

- Advise Ministers and Officials on EU Policy Interests and Influence key decisions in the EU for the benefit of Scotland
- Agree policy priorities and a strategic approach to influencing European policy with officials and Ministers. Monitor EU policy developments, gathering and analysing intelligence and using this to identify opportunities and risks to follow up with policy areas in Scotland. Provide up to date analysis, information and advice on developments in EU Institutions and relevant wider EU context for Ministers and Officials.
- Build and maintain our reach and reputation within key institutions including Presidencies, the UK Permanent Representation, other key Perm Reps and regional representations, Commission Cabinets, Commission legal service, Council and Parliament. Promote Scottish examples of best practice and raise Scotland's profile and reputation in Brussels.
- Establish and utilise networks of key contacts in Brussels and facilitate networking for officials. Attend conferences, workshops, wider networking events, participate in European initiatives and partnerships.
- Support Ministers and Officials in their strategic engagement with the EU, In collaboration with SG policy leads, support Ministers and officials to engage with EU institutions and other stakeholders.
  - o This will include supporting Ministers and Officials in their attendance at regular meetings of the Council of Ministers. Preparation for these meetings will include building and maintaining a wide network of contacts in Brussels, attending working groups, liaising with policy leads in Scotland, colleagues in UKRep, Private Office and Communications as well as possibly Whitehall leads and other attaches. On the day you will be required to support the Minister at Council and throughout the wider programme, participate in the pre-brief and be ready to react to events. After Council, in collaboration with the lead policy area, you will be required to develop or contribute to the readout of the Council meeting for Ministers, Parliamentary Committees and officials and undertaking any follow up actions.
  - o In addition to attendance at Council, you will also support Ministers and officials in other areas of engagement such as with the Commission, European Parliament, Member States, and Brussels based stakeholders etc. In doing this you will design, develop and deliver programmes for Ministers and officials that optimise the value of their time in Brussels. In addition a key element of strategic engagement is

representing the Scottish Government at events in Brussels. Many of these will be Scottish Government led events, but there will also be a wide range of opportunities to take forward engagement at key stakeholder hosted events in the city. Many of the events you will be expected to attend often take place out with normal working hours, but not normally at weekends.

## **Competencies and Experience Required**

### ***Communication and Engagement***

You must be able to produce concise, clear, well- structured written work and communicate clearly and credibly with a range of internal and external stakeholders to build networks that enable objectives to be achieved. You must be able to understand and communicate the connections between developments at EU level and Scottish policy priorities.

### ***Self Awareness***

You will be required to plan and manage your time effectively, prioritising your workload to balance demands. You will have good organisational skills and show adaptability and initiative in a job that often requires changes due to competing priorities. You will actively manage your learning and development in this challenging role, seeking opportunities for both formal and informal learning such as work shadowing to develop the skills you require.

### ***Analysis and Use of Evidence***

You must be able to use evidence from a wide range of sources and the views of stakeholders to assess the relevance of information to Scottish Government priorities. You will have an ability to translate complex policy issues and processes into plain language and provide tactical advice on engagement with the EU institutions.

### ***Improving Performance***

You must be able to work flexibly and to be resilient, fitting skills and resources to changing demands. Working within the team you will have the opportunity demonstrate initiative and improve ways of working. You will be required to use your judgement to manage risk and to make decisions that control the opportunities and threats to achieving objectives.

### **Essential Criteria**

- Ability or experience of interpreting a wide range of data to inform policy, including demonstrable political awareness.
- Experience of working with and/or influencing external stakeholders.
- Ability to present information concisely, including for Ministers, and use this to identify a recommended course of action.
- Think innovatively and show ability to adapt quickly to fit skills and

resources to changing circumstances and expectations.

### **Desirable Criteria**

- An interest and experience of EU issues and engagement
- French or other language skills
- Line management experience (one of these posts will have line management responsibility for a locally engaged member of staff – B1 equivalent)

### **Information about the Branch/Unit/Team**

Those appointed to the Brussels Office will require to be eligible for a British Passport. This post will be managed by a C1 Desk Officer within a wider team, one of the posts will report also to a second C2 Desk Officer with regard to fisheries/marine/aquaculture.

### **Minimum Time in Post and Development Opportunities**

Both posts are expected to be filled around July/August 2015 and will be for a minimum of 3 years. The successful candidate will be expected to remain in post for a minimum of three years, unless successful in securing promotion to a higher band or grade.

**For further information on the vacancy please contact** [Redacted – personal information] **or** [Redacted – personal information]. **To apply please complete the online application form.**

# Senior Marine and Energy Policy Adviser (Brussels)

This job is closed and is displayed for reference only.

## Job summary

**Salary Grade** - C2

**Location** Brussels

**Hours** Around 37.00 per week

**Closing Date** 22 June 2017 at midnight

**Reference** IRC46536

**Employment Type** Permanent Employee

**Eligible Grades** – All

**Location** – Scotland Office, Brussels

### **Overview**

A C2 vacancy will arise in the Scottish Government EU Office (SGEUO) in Brussels from August 2017. The post will be part of the senior management team within the SGEUO working closely with colleagues in Scotland across different policy areas as well as those within DEXA supporting coordination of the Scottish Government's Brexit work in the UK and EU Member States. The post will lead on Marine and Energy issues as well as line management of a C1 and B2 covering other policy areas.

The Scottish Government is committed to protecting Scotland's interests in Europe as set out in the International Framework and Scotland's Place in Europe. The team in the SGEU Office, based in Brussels, plays a key role in supporting Ministers, officials and key stakeholders in achieving this goal. The office works closely with counterparts in the EU Institutions, Member States, the UK Permanent Representation to the EU and representatives from the Devolved Governments of Wales and Northern Ireland in seeking to influence policy and ensuring the Scottish Government message is heard and understood.

Since the EU referendum in June of last year the SGEUO has played an important part in supporting Ministers in ensuring that key stakeholders in the EU Institutions and more widely in Brussels fully understand the implications of the result for Scotland and Ministers continued commitment to ensuring Scotland's interests are protected during the Brexit negotiations expected to begin the coming weeks.

This high profile policy role is well suited to individuals with experience and knowledge of EU policy and hands on experience of working with EU institutions, or those who can demonstrate their willingness and ability to develop quickly this level of knowledge and expertise. The role will require the post holder to manage and demonstrate leadership in understanding policy positions in fast moving EU policy areas, as well as promoting intergovernmental and stakeholder relations. There will be regular opportunities to work directly with Ministers, senior officials and a wide variety of external stakeholders. This is a fascinating time to work on European issues given the Scottish constitutional context.

There is a Programme for Government commitment to establish an Innovation and Investment Hub in Brussels as well as Dublin, London and Berlin. Work is currently underway to take this forward with colleagues in Scotland Europa and will lead to a more integrated approach to deliver the service expected by Ministers and wider Scottish stakeholders, including Scotland Europa members . This post will be key to helping refine and deliver the main objectives of the Hub over the coming months.

### **Main Duties**

The post covers two critical areas for the Scottish Government, marine and energy policies. Scotland has the UK majority interest in a range of marine issues including fisheries, aquaculture and marine renewables. On energy the EU is currently undertaking a radical, wide ranging reform of EU energy systems covering markets, energy efficiency, renewables and consumer participation. Even under Brexit EU policy in these areas will continue to influence future Scottish Government policy. It is an exciting and important time to engage with the EU on these subjects. Tasks include:

- Provide strategic and tactical advice, and support to Ministers and officials across the Scottish Government in pursuit of their policy objectives, directly engaging with EU Institutions, European Parliamentarians, Member State and regional representations based in Brussels and a wide range of relevant stakeholders;
- Identifying and creating opportunities to promote Scottish priorities and influence discussion and policy direction at a European level.
- Support Ministers/senior managers at high level events including Councils and bilateral meetings
- Work with UKRep to ensure that the Scottish Government is represented at the appropriate level in discussions with EU Institutions, Member States and other stakeholders where there is a Scottish Government interest and to ensure that information is shared
- Represent the Scottish Government through attending and participating in official meetings, such as Council Working Groups and in bilateral

engagement with EU Institution representatives and at a wide range of events within Brussels communicating Scotland's interests and successes and promoting Scotland's influence and reputation to the EU;

- Work closely with colleagues in Energy Division, Marine Scotland and DEXA, Edinburgh, to ensure that there is a knowledge and information flow between the teams to help raise awareness amongst policy officials of upcoming EU proposals, initiatives, developments, etc.;
- Provide Line management support and advice to a Senior Policy Adviser (C1) and a Policy Adviser (B2) who will lead on separate policy areas;
- Work closely with colleagues in Scotland Europa in delivery of the Innovation and Investment Hub objectives;
- Support the SGEU Office in the hosting of policy and cultural events at Scotland House, representing the SGEUO at external cultural and policy events.

### **Essential Criteria**

1. Knowledge and Experience of EU policy issues in either Energy or Marine issues and be able to demonstrate a willingness and ability to develop quickly this level of knowledge and expertise in the other subject area.
2. Excellent interpersonal skills and experience of developing productive relationships with a range of stakeholders.
3. Strong policy and analytical skills.
4. Ability to make cross-cutting connections.

### **Desirable Criteria**

1. Experience of working in a EU institution (Commission , Council or Permanent Representation).
2. Knowledge and experience of EU countries

### **Competencies**

***Communications and Engagement***

***Analysis and Use of Evidence***

***People Management***

***Leading Others***

### **Minimum Time in Post and Development Opportunities**

The successful candidate will be expected to remain in post for a minimum of three years unless successful in gaining promotion to a higher band or grade.

### **Provisional Dates for Sift and Assessment**

Sift – To be confirmed

Interviews - To be confirmed

**For further information on this vacancy, please contact Mike**

Neilson via [mike.neilson@gov.scot](mailto:mike.neilson@gov.scot). To apply, complete the online application form.

# SENIOR POLICY ADVISER ENERGY AND MARINE: SCOTLAND HOUSE BRUSSELS

This job is closed and is displayed for reference only.

## Job summary

**Salary** £64698 - £74675

**Location** Brussels

**Hours** Around 37.00 per week

**Closing Date** 20 April 2021 at midnight

**Reference** IRC87114IO

**Employment Type** Permanent Employee

**Eligible Grades** – All

**Location** – Scotland House, Rond-Point Robert Schuman 6, 1040 Bruxelles, Belgium

**Further Information** – Staff on any working pattern may apply

### **Overview**

This post is critical to the operation of Scotland House Brussels. Energy and Marine Policy are key EU facing priorities for the Scottish Government, and in the post-Brexit climate it will be more important than ever to ensure that Scotland remains a visible, engaged and helpful partner in EU circles. The Scotland Continuity Act commits Scottish Ministers to align Scots law with EU law where feasible and appropriate, and makes monitoring of the legislative EU legislative environment imperative.

On energy the post holder will promote Scotland's expertise in Brussels in key areas of energy strength including hydrogen, CCS, decarbonising the built environment and local energy systems. Your focus will be on building your European energy networks to promote the exchange of best practice and policy expertise to accelerate the transition to net zero.

In the case of marine, annual coastal states negotiations post the UK's exit from the EU will be major priorities, given the high importance of fisheries to Scotland. The post is critical to ensuring that SG negotiators have on the ground intelligence both on member state positioning as well as the views of the key institutions. It is envisaged that the post holder will also develop a proactive engagement strategy to promote policy and knowledge exchange with EU partners in areas where Marine Scotland has core strengths or would wish to learn from others.

The post holder will manage a team comprising a C1 (currently leading on climate and rural policy) and B2 (environment and transport policy), and provide strategic direction and development opportunities and ensuring coordination particularly around COP26 and the "net-zero" agenda. The post holder is a member of the Senior Management Team which sets the strategic direction of SHB and takes decisions around resource prioritisation.

The role requires experience and strong personal impact with senior influencers, and is graded at C2. The post will begin in September 2021. The successful candidate will be expected to remain in post for a period of 3 years.

Would you like to work at the heart of the EU, promoting Scottish interests? Do you have excellent communications, influencing and leadership skills? Can you demonstrate strong planning and organisation skills, delivering in a demanding policy environment, while also promoting a culture of mutual support, and prioritising staff development and well-being? - If the answers to the above are yes, then this exciting opportunity in Scotland House Brussels could be for you.

### **Main Duties**

- Provision of strategic advice to Ministers and officials on EU engagement and promotion of Scottish Government energy and marine policy in Brussels. This will involve regular working with Ministers either virtually or in person.
- Working with both Scotland Europa and with Scotland-based international energy policy colleagues to promote Scotland's expertise in Brussels.
- Building European energy contacts to promote exchange of best

practice and policy expertise to accelerate the transition to net zero.

- Representing Scottish Government marine policy to key Brussels stakeholders maintaining and developing networks with key Member States, the European Commission, the European Parliament and other NGOs as appropriate.
- Planning and delivering public facing events (working with our communications and events teams and on occasion other offices in the international network), and presenting on public facing platforms where opportunities arise.
- Monitoring the EU legislative environment on energy providing forward intelligence on emerging legislation (for example linked to enhanced EU climate ambition) in the context of the SG's EU alignment agenda.
- Providing advice as appropriate to Scotland based policy teams on engagement in the governance arrangements that will underpin the Trade and Cooperation Agreement between the EU and the UK - specifically to the operation of Specialised Committees for Energy and Fisheries.
- Maintaining oversight for SHB interests of the delivery of the Continuity Agenda representing Scotland House Brussels interests to the lead Directorate (DEXA) charged with taking forward the policy.
- Managing a small team comprising a C1 (covering rural and climate policy) and B2 (covering environment and transport policy) providing strategic direction and development opportunities and ensuring coordination particularly around the "net-zero" agenda.
- Being a member of the Scotland House Senior Management Team – regularly chairing meetings and taking and communicating decisions which set the strategic direction for SHB.
- You will be expected to lead on key corporate tasks including SHB Business Planning (working with the Scotland Europa lead).

### **Essential Criteria**

1. Excellent diplomatic, influencing and communication skills to achieve positive outcomes and build networks in a complex and challenging strategic environment.
2. Experience of dealing with a wide range of senior internal and external stakeholders and Government Ministers.
3. Sound knowledge of EU decision making processes and the EU

institutional landscape.

4. Excellent leadership and organisational skills, and the ability to manage competing priorities and work to tight deadlines.

### **Competencies**

Communications and Engagement

Leading Others

Improving Performance

People Management

### **Provisional Dates for Sift and Assessment**

Sifting week commencing 26th of April, Interviews week commencing 10th of May.

### **Minimum Time in Post**

The successful candidate will be expected to remain in post for a minimum of three years unless successful at gaining promotion to a higher Band or Grade.

### **Additional Information**

Applicants **must** discuss their intention to apply with their current line manager to help ensure release dates can be agreed.

### **Important Information Regarding Interviews**

In recognition of the Scottish Government's ongoing measures and guidance in its response to Covid-19 (Coronavirus), we would like to advise applicants that a decision has been taken that all interviews must be conducted in a virtual/remote setting.

In order to facilitate this new way of working, we are asking all applicants to ensure that they have a suitable space to complete the virtual interview. In addition, a personal device of choice, which has the interview application downloaded. This could be MS Teams or Webex for example. This will allow candidates to undertake the interview/assessment if selected. We are also asking you to ensure that your personal Wi-Fi/Broadband capacity will be sufficient to carry both audio and video feeds.

**For information on this post please contact Martin Johnson by email at [martin.johnson@gov.scot](mailto:martin.johnson@gov.scot).**

**If you experience any difficulties accessing our website or**

**completing the online application form, please contact the resourcing team via [recruitment@gov.scot](mailto:recruitment@gov.scot).**