

# Dublin



# External Network Report

**Report for Scottish Government Office in Dublin**

Monitoring and Evaluation Report

June 2021



# Reflections on COVID-19

## IMPACT

The team **worked from home** throughout 2020/21. The Deputy Head of Team transferred into a Covid response team to supply cover, working on the **Exit Strategy team** from May to July. Two remaining SG staff members covered the office. The pandemic has meant an **increased reporting and analysis** function on Covid-19, especially as regards travel and similar policy areas for both countries such as routemap out of restrictions. Reports were written weekly, and often more frequently.

## ACHIEVEMENTS

Despite challenging circumstances this year, personally and professionally, the team **successfully adapted** to conditions. The office successfully adapted our events programme to an online virtual format and delivered really positively received **Burns Suppers** and **whisky tasting** events, keeping connected to our range of stakeholders. The office ran several trade events including webinars **with Global Scots** on Covid effects on the Irish market and a fintech '**Meet The Buyer**'. The delayed launch of the **Scotland-Ireland Review** also took place, the culmination of a large amount of work and collaboration across SG and with the Irish Government. The **framework steers the relationship** over the coming 5 year period.

## WHAT WAS NO LONGER POSSIBLE

Typically, the Dublin office hosts several ministerial and senior official visits per year. Sadly, that was not possible; however, the office **continued high-level engagement between government with meetings arranged over Zoom**. Similarly, our face-to-face network building events were impossible, and the Scotland-based members of the team were unable to travel home to see family.

# At a glance 2020/21

## REPUTATION



757k impressions



Increased followers by 50%



**Bilateral Review Report** jointly published by Irish and Scottish Governments

## INTERNATIONAL TRADE



Engagement with businesses through online events/webinars



37 **International Trade Opportunities** were recorded from October to March

## RESEARCH & INNOVATION



**RIA/RSE** research partnership

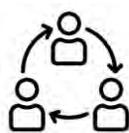


**SPRE** policy questions

## INVESTMENT



15k funding the **Digital Health & Care Innovation Centre**



Series of Irish/Scottish **Healthtech Roundtable** discussions

## SCOTLAND'S INTERESTS

- Virtual **Burns Supper & Whisky tasting**
- **COVID-19 reports** including detailed analysis
- Formal launch of **Scotland-Ireland Bilateral Review**
- Continuing strong government-to-government links
- Good Irish reception to online SG social media campaigns





## REPUTATION

2,721  
followers



5,159  
engagements

3,944 likes



1.2%  
engagement  
rate

920 new  
followers

757k  
impressions



The Office adapted to the pandemic restrictions in Ireland delivered **three virtual Burns Supper** events across three nights. There followed a successful **virtual whisky tasting event** for 100 people. Excellent feedback received from both events.

Head of Office participated in **Radio interview** on **Dublin City FM** to promote the virtual event programme of the office – raising the profile of the office to a station with some **250k listeners**.

Work underway on some 40 recommendations in Bilateral Review to enhance relationship across the five strands of the review, including newly signed MOU between HES and OPW.

## INTERNATIONAL TRADE



Ireland is in the **Top 10** priority markets in Scotland's EGP, and is currently the **6<sup>th</sup>** largest export market.



**Several new connections** made across health & life sciences, fintech, construction & renewables and, most notably, digital transformation contact within the HSE which will result in a meet-the-buyer event early next financial year

SDI organised a **fintech meet-the-buyer** event with two international banks in Ireland. The banks identified their issues and challenges across 6 main areas. SDI in Dublin & HQ identified Scotland-based companies; the banks chose 10 companies to meet with. Presentations from both banks and 10 one-to-one meetings took place over the course of 90 minutes

**37** **International Trade Opportunities** were recorded from October to March



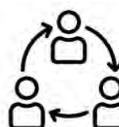
Recommendation in Bilateral review to form trade taskforce

## RESEARCH & INNOVATION



SPRE policy questions

Improved policy outcomes



RSE/RIA research project

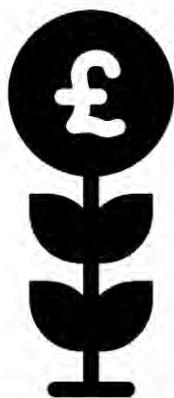
Two funded research projects

### Bilateral Review

**recommendation** to “create a new framework of cooperation in education with the aim of enhancing existing collaboration and developing new initiatives in the areas of further education, higher education and research and innovation.”

## INVESTMENT - DIGITAL HEALTH CASE STUDY

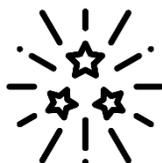
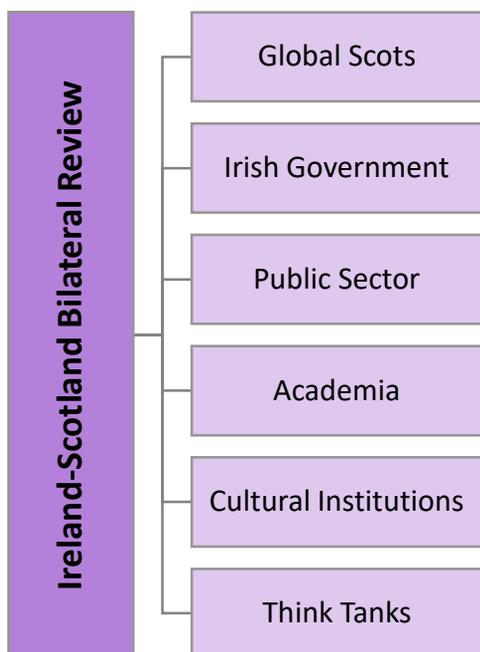
£15,000



Building on the strengths of the Scottish digital health ecosystem, SDI Ireland developed **a programme of engagement with the Irish healthcare market**. Highlights included: the securing of £15,000 UK Government funding for the Digital Health & Care Innovation Centre; the hosting of a series of Irish/Scottish Healthtech Roundtable discussions; and further engagement with transnational policy initiatives, including the Irish-Scottish Health Partnership and the European Territorial Cooperation Framework (Interreg/PeacePlus).

## SCOTLAND'S INTERESTS

Stakeholder groups to deliver bilateral review recommendations:



**Three Virtual Burns Suppers** to bespoke audiences delivered to a high standard with excellent feedback from all attendees.



Formal virtual launch of Scotland-Ireland **Bilateral Review**



**Virtual Whisky tasting** to 100 diaspora stakeholders.



**Radio interview** to station with 250k listeners to promote events programme and the work of the office.

# OFFICE STORY 2019/20

The pandemic and resulting restrictions had a high impact on the office's typical offering of in-person networking and Winter Festival events. It was clear that without **innovation and adaptation**, it would not be possible to deliver these.



The team began work to identify ways in which these value-added and reputation building events could still be provided to the high-standards established by the office in previous years. How to garner strong guest engagement and connection to the event, showcase Scottish produce, as well as researching the available software platforms were key things to consider.



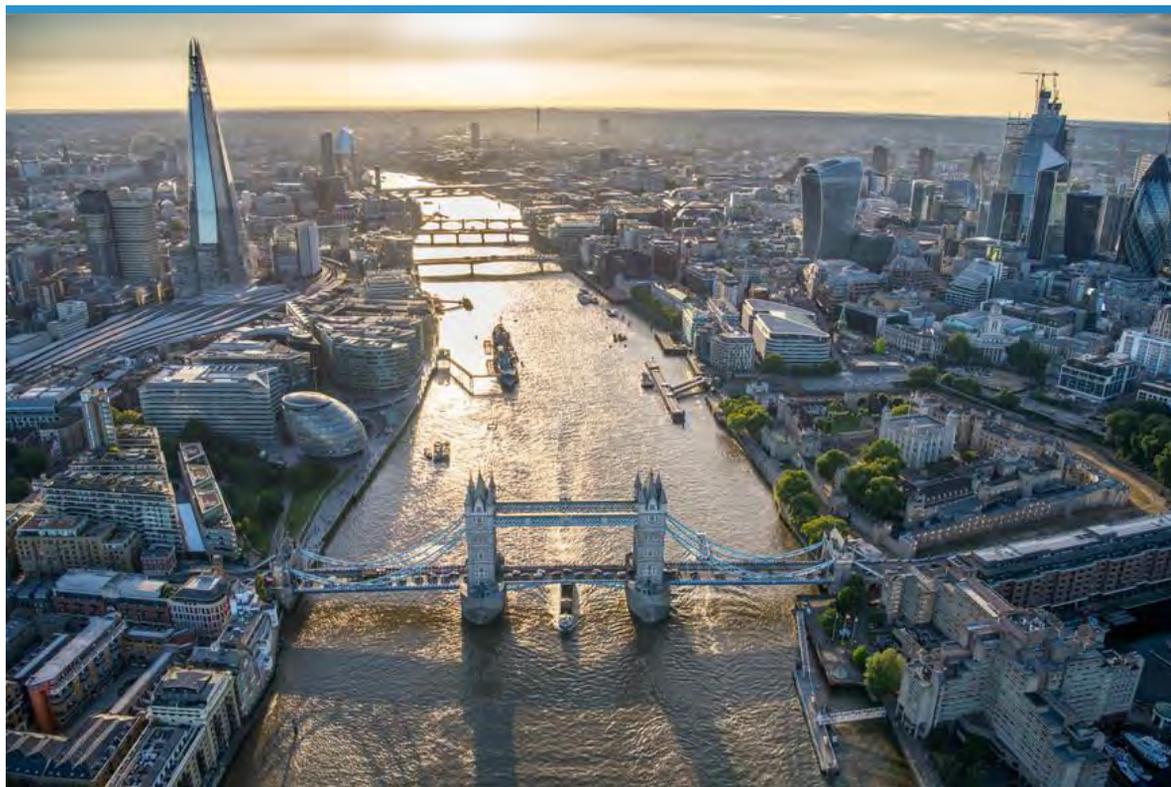
By utilising the strong relationships we had already built with suppliers and caterers, we provided high-quality Burns and whisky-tasting 'packs' to a combined 200 guests for both these events. We secured expert IT advice and services to run our events on two different software platforms, catering to the requirements of the two events (Webex and Zoom). We navigated Brexit difficulties in sourcing Scottish produce, and also successfully used cultural contacts and capital to secure strong Scottish cultural performances and whisky tasting expertise.



- Positive feedback
- Further enhanced reputation
- Maintained strong network
- Promoted Scottish talent/produce



# London



# External Network Report

**Report for Scotland House London**

Monitoring and Evaluation 2020/21 report

June 2021



# Reflections on COVID-19

## IMPACT

- **Staffing:** Most staff including the head of office and all team leaders were redeployed to assist other parts of the SG to help the wider effort on COVID-19.
- **Restrictions:** the closure of the London office, suspension of the business membership scheme and associated co-working and events space, severe restrictions on face to face meetings for most of the year.
- **Objectives:** As a result, the ability to carry out business objectives was severely impacted including core business of building and maintaining relationships, as SHL staff were working on Covid duties, and as contacts were less able to speak informally over computer lines, and meeting and connecting with new groups was severely impaired.
- **Events:** We have to cancel 10 events including the Global Scots/Scotland EDGE awards event

## ACHIEVEMENTS

- Strengthened **collaboration** with City of London and London Chamber of Commerce and Industry, both including successful FM engagement.
- Undertook diplomatic meetings with all EU nations and held at least one bilateral with each Member State, ensuring we **remained visible and promoting Scotland's ambitions and priorities**
- Scotland became a **member of EUNIC** (European Union National Institutes for Culture) network
- Despite the pandemic, we hosted 6 events and partnered on 23 events with combined attendees/viewers of over 10,000

## WHAT WAS NO LONGER POSSIBLE

- Business membership scheme suspended, co-working and events space closed.
- Not able to deliver or support work on science, innovation or research, or take forward work on growing the Global Scots community due to shortage of staff.
- Building personal relationships with embassies and wider network affected as holding events or meeting contacts was severely limited.



## At a glance 2020/21

### REPUTATION

Hosted 6 and partnered on 23 Online events

1.1% engagement rate

10,705 attendees /viewers

46% Follower Increase on Twitter

Supported 2 FM & 17 Ministerial engagements



A cultural calendar including the **RCS** partnered "Scotland House sessions", **European writers series** and **Whisky Tasting** with Scottish Whisky Association

Invited to join **EUNIC** as an associate member

### INTERNATIONAL TRADE



Strengthened relationships with **priority countries** in SG's export growth plan

Hosted 2 online events supporting business trade objectives



Strengthened **collaboration** with **SBN**, **London Chamber of Commerce** and **City of London**

Online contact maintained with **168 members of Scotland House** - a platform for trade to and through London

### RESEARCH & INNOVATION

Identified the opportunity and facilitated **NESTA/DG Economy** interaction leading to NESTA data science work on Covid

Raised profile in **Fintech**, around 150 fintechs now operating in Scotland - the country is becoming a global leader in fintech innovation and development



19 jobs created by SDI's support of Shopworks

### INVESTMENT



50 jobs



135 jobs



Raised profile of Scotland's priorities for **Green Investment, Inward Investment and Capital Investment**



FM spoke at **City of London Green Horizons** event on Scotland's green investment opportunities to a global audience of **8,000 investors and others**

### SCOTLAND'S INTERESTS



57

Diplomatic engagements and strengthened relations

→ 8 Scottish business Network Events

→ 1 Global Scots event

→ Scotland became member of **EUNIC network** in London and hosted a whisky tasting event for foreign press correspondents of large EU titles based in London



## REPUTATION

SHL conceived and led **RCS partnership series of events**, the “**Scotland House Sessions**” which allowed us to highlight important SG messages. They also enabled us to engage with stakeholders whilst we were unable to hold events in person, and to reach a larger and more diverse audience by collaborating across the International network.

The sessions were also featured in a number of **publications** such as the National, Music Education Global and the Irish Voice

Social Media

**1.8k Followers**  
**559 New Followers**  
**2.5k Likes**  
**727k Impressions**  
**1.1% Engagement Rate**



**46%**  
increase in followers



The three events have been watched a combined total of **2,994** on YouTube by people in UK, Belgium, Ireland and Canada

## INTERNATIONAL TRADE

### Engagement around Export Plan

Maintained and developed strategic relationships and held meetings with priority countries in the SG’s export growth plan

Promoted SG’s new Trade vision to EGP priority countries through one to one meetings and diplomatic events

Trade and Industry  
Priorities

Green Investment

FinTech

Future collaborations



We **partnered with SBN for a monthly insights series** which focused on business recovery and were attended by both SBN and SHL members



## RESEARCH & INNOVATION

London is global centre for R&D activity and many companies with a presence in London carry out R&D there and in other locations. As a result, London is an ideal location to tap into R&D focussed FDI opportunities and bring high value jobs and activity to Scotland.



The grant will help develop **advanced artificial intelligence tools for employers**, creating 19 jobs over 3 years

One example is **SWT**-Headquartered in London, SWT has recently opened an office in Edinburgh after receiving **£1m R&D award** from Scottish Enterprise

“A strong financial sector and a vibrant tech scene has fuelled the growth of the fintech community in Scotland. The success of the fintech sector relies on the talent of the people it employs.”  
**Fiona Hyslop**  
Economy Secretary





## INVESTMENT



- Hydrogen technology company secured a £1.5 million grant from Scottish Enterprise
- **135 new jobs**
- The new Dundee facility, supported by SDI, will aid Arcola's work in adapting heavy-duty vehicles & transport applications to zero-emission, hydrogen-powered solutions, supporting Scotland's ambitions for a net zero carbon emissions economy



In 2020-21 businesses headquartered in the rest of UK accounted for **over 40%** of the total number of global investment real living wage jobs supported by SDI and its partners

Inward Investment interest

- Digital Financial Services
- Software & IT
- Digital Business Services
- Health Tech
- Energy



Event with LCCI to address **100** high level business leaders led to **2** investment opportunities for SDI to take forward and support

- **50 new jobs**
- Supported by SDI, establishment of a manufacturing facility making parts from carbon fibre for F1 motor racing teams as well as other markets

Partnership Agreement with City of London

→ Delivered co-hosted Green Investment event on skills development and support for SNIB

→ Senior Level meetings between Ministers and City of London leadership

## SCOTLAND'S INTERESTS



**57 Diplomatic engagements**

Embassies

Scots in London

Global Scots

EUNIC Network

UK Government

Devolution Coordinators and Devolution and You Board

Foreign Press Association

Engagement with wider network

### Results of our Office's engagement in 2020-21:

- Met with all EU nations and held at least one bilateral meeting with each member state, ensuring we remain visible and promoting Scotland's ambitions and priorities.
- Colleagues now represented in Advisory Group on Economic Recovery (AGER).
- Chief Economist Event with over 100 Embassies Economic Representatives.
- Organised a virtual Burns Night hosted by Cabinet Secretary for the Constitution, Europe and External Affairs with representation from 19 European countries.
- Joint webinar on digital health with Denmark as part of the Arctic Hub
- Engagement with New Zealand on election delivery during a pandemic.
- Work with Lithuania to engage with diaspora in Scotland to register for settled status.
- Engaged with Government of Flanders who were keen to learn more about the Minority Ethnic Leadership programme funded by the SG. Follow up discussion took place resulting in Flanders possibly adopting a similar model

# OFFICE STORY 2020/21

As with all areas of the Scottish Government, Scotland House London had to adapt quickly to the changing circumstances resulting from the Covid-19 pandemic whilst finding innovative ways in broadening and strengthening our key relationships. Staff worked from home for the entire year. The majority of the staff took on Covid recovery roles leaving a small team of five core operations staff managing SHL and SHL members for the first half of the year. The SDI team also saw significant staff changes in the year whilst pivoting their work to support Scottish companies through processing recovery grants. The SHL membership scheme also had to be changed to an online membership model with events and engagements being moved to an online format.



SHL deepened our partnership with **Royal Conservatoire of Scotland (RCS)** with a series of house concerts called the Scotland House sessions, with RCS students and alumni. The sessions focused on positivity and hope during lockdown and were shared across the international network. This was later followed with a St Andrews Day concert which featured a performance inspired by each of the international offices. This year we strengthened our partnership with **EUNIC** by partnering on a European Writers series. This led to us being invited to join as an associate member. These events gave us the opportunity to promote **Scotland's world class cultural offerings**.

On the business side, we have developed a **Partnership Agreement with City of London**, and fostered links with **LCCI** and in co-hosting 8 online events with **SBN**. On the diplomatic side, we have maintained and developed relationships in support of the SG's Export Growth Plan.

**Bringing together the various elements of SHL's role is often where we have the greatest impact**

Through our relationship with City of London Corporation, FM delivered an address to the **Green Horizon Summit** in November 2020. The event encouraged concrete actions and commitments from financial sectors ahead of COP26 in 2021. FM used the opportunity to promote **Scotland's Green Investment Portfolio** and our **Inward Investment Plan** to a global audience of over 8000 people.



The second half of the year gave us the opportunity to focus on business events and resilience. We also promoted the new **GlobalScot** network to our members and stakeholders. Throughout the year we became more confident with virtual events and held whisky tastings with **Scottish Whisky Association**, covering London's diplomatic community and also **Foreign Press Association**, which have helped to strengthen Scotland's reputation to our international stakeholders.

First Minister @NicolaSturgeon has delivered a keynote address to the virtual Green Horizon Summit, emphasising a commitment to decarbonise the economy and end Scotland's contribution to climate change.



From: ScottishGov  
2:03 PM · Nov 10, 2020 · Twitter Media Studio  
29 Retweets · 4 Quote Tweets · 118 Likes

REPUTATION

INTERNATIONAL  
TRADE

RESEARCH &  
INNOVATION

INVESTMENT

SCOTLAND'S  
INTERESTS

# Paris



# External Network Report

**Report for The Scottish Government Paris hub**

Monitoring and Evaluation Report

June 2021

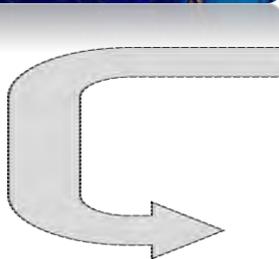
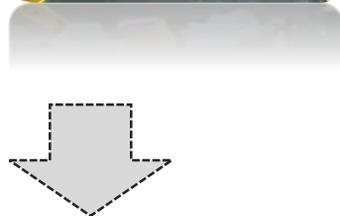
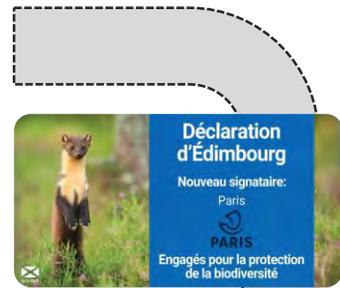
## OFFICE STORY 2020/21

Our office went through a significant amount of change during 2020. As well as being only able to **work from home** since March 2020, [REDACTED] we were joined by a **new office and events manager**, [REDACTED], and a **PhD intern**, [REDACTED]. We decided to continue engaging with stakeholders as much as possible by **delivering a strong programme of online events**. The office has prioritised it's work on **higher education and research links** as well as the **fight against climate change** (with a particular focus on biodiversity and renewable energies).

Our office has also taken **well-being** seriously. When the health situation allowed it, a real effort was made to get the team together, including through **volunteering and team building activities**.

### Highlights include :

- ❖ Recognising the importance of hydrogen production for both Scotland and France, in collaboration with SDI and SG policy colleagues, we funded a joint **£30k research project**. Bidders are asked to explore **new offshore wind technologies required to generate green hydrogen production** (drawing from French and Scottish expertise). Since the beginning of the project we have published 2 press releases shared with over 400 journalists and resulting in 20 articles in **French and Scottish publications**. We have also received the interim report with 5 initial recommendations. The final report will be published in June 2021.
- ❖ Universities, research institutes and innovation centres in Scotland have been contacted by the Paris hub, to ask for information on existing Franco/Scottish partnerships, specially focusing on climate change and sustainable development. An intern from Edinburgh university, [REDACTED], worked with the Paris hub for 6 months, to map out these partnerships with an aim to better promote them, and understand risks to their future following Brexit. Her final report including **10 recommendations for furthering collaboration** was published in March.
- ❖ Through significant stakeholder engagement with the French biodiversity agency and regional and local government representatives, **33 French territories signed the [Edinburgh biodiversity declaration](#)**, including Paris.
- ❖ Using these signatories as case studies, we commissioned a £25K research project to the OECD to study subnational approaches to biodiversity conservation in France and Scotland.



- ✓ **Strengthened our regional outreach and engagement with key higher education stakeholders** : Productive meetings with key French regions and cities have strengthened our outreach across France. Meetings with Campus France and HE institutes have presented Scotland as an open-facing nation despite Brexit.
- ✓ **Enhanced reputation**: developed and strengthened relationships with French journalists and gone from 60 to 412 articles published in French mainstream newspapers that have raised Scotland's profile in France.
- ✓ **Scotland's interests**: promoted Scotland's interests through 12+ events on a large variety of topics (indigenous languages, Just Transition, Waste, Biodiversity, Net Zero, Islands and Oceans, European writers, Food&Drink, culture) with increased participation and positive feedback.

- ✓ By focusing our work on two priority areas we have **developed multiple new strategic relationships** with key French stakeholders including : the National coastal agency, the national biodiversity agency, 4 organisations representing local governments/ authorities (Villes de France, France Urbaine, Region de France, Maires de France), higher education partners (Campus France, Aix-Marseille uni, Paris 8, University de la Bretagne) research institutions (CNRS, CEA) and 5 hydrogen offshore wind clusters.
- ✓ **Cultural connections** continue to flourish – **highest attendance out of all the international offices at our winter festival events** and very positive feedback.
- ✓ **Politically closer to the Paris mayor's office than ever**, with FM invited to participate in their Zero Carbon Forum



# At a glance 2020/21

## REPUTATION



### Social Media

**502** Tweets/ **13k** likes/ **18k** engagements / **1.3k** net new followers: **53%** increase



**1<** **Event** per month

Increased engagement with journalists resulting in **over 400 articles in French media** with Scottish interests

## INTERNATIONAL TRADE



**31** trade opportunities identified



**14** Scottish Food & Drink brands showcased



**Regional engagement: 12<** Scottish companies visiting 3 key regions + **5 regional hydrogen /offshore clusters engaged with**

## RESEARCH & INNOVATION



**50<** New connections with higher education partners  
**10** Recommendations for furthering collaboration in the HE & Research sectors



**3** Research projects funded and launched

## INVESTMENT

**67** Companies supported by investment experts



**43** Early stage engagements with potential investors

## SCOTLAND'S INTERESTS

- 20<** **COVID19 reports** including detailed analysis
- 9** **Outreach concerts** in care homes and hospitals
- 3** Scots involved in the **Franco-Scottish Young leaders Programme**
- 8** New **Global Scots** + **3 newsletters** featuring GlobalScot interviews
- 2** **Commemorative plaques** secured and to be unveiled next year
- 36** New connections with French **regions and cities**



## REPUTATION

average engagement of 2.1%



13k likes

1< event per month

502 Tweets



- 412** Articles in French media with Scottish interests including **3 op-eds** by Scottish ministers.
- 53%** Increase in twitter followers including : **UN biodiversity, French environment ministry, key French local authorities and regional partners.**
- 12<** Events: Scotland's Just Transition (80 participants), Twitter live Q&A on Zero Waste, Arctic webinar on indigenous languages (>200 attendees), Celtic film festival (>**300 people**) European writers, Gin tasting, St Andrew's day/ Burns outreach concerts etc.

The **First Minister** took part in the Zero-Carbon Forum hosted by the City of Paris on 11 December 2020 to showcase Scotland as a pioneering country in the fight against climate change. This event marked the 5th anniversary of the Paris Agreement by showcasing the work of subnational governments and cities in the run-up to COP26. **Glasgow**, as host city of COP26 also took part. **800k** people watched the event. **11.8k** people watched the video on Twitter.



## INTERNATIONAL TRADE

The **Hydrogen Tour de France**: a virtual trade and inward investment programme (December 2020 - March 2021).

**Aim** : presenting the Scottish hydrogen market to French regional hydrogen companies/clusters.

- Scottish delegation of **more than 12 companies** visited **3 key regions**: Occitanie, Normandy and Brittany.
- Scottish companies met with **34 French actors** including project developers, EPCI, mobility players, component manufacturers, universities and research centres.
- From an investment perspective, the Scottish hydrogen market has been presented to French delegations from Occitanie, Normandy and Brittany.

- 3** Scottish businesses showcased at **ICO (islands Coasts and Oceans)** event organised with French national coastal agency
- 14** Scottish food & drink businesses presented during **SDI/SG gin tasting**
- 5** **Regional clusters** engaged with on hydrogen and offshore wind
- 67** **Scottish Companies** supported throughout 20-21
- 31** **International trade opportunities** proactively identified in France

## RESEARCH & INNOVATION

**Research project** on new renewable energy solutions linked to green hydrogen production

**10 bids** including **21 organisations**, **2 press releases shared with 400 journalists**, stakeholder engagement with **81 contacts** in France in the Scotland, 1 inception report, 1 interim report including **5 initial recommendations for furthering collaboration**

6 month **research project** to map out existing higher education, research and innovation links between France and Scotland

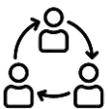
**1 presentation to 76 stakeholders**, 1 final report with over **10 recommendations for furthering collaboration**

**20** Local R&D partners interviewed and expressing an **interest in partnering** with Scottish institutions. **4 videos** [in twitter campaign](#) watched by **12,800 people**

**100%** Of participants that took part in the 6 month research project warmly expressed their **willingness to continue to work with Scotland**

**£30k** **Funding** for a research on Franco-Scottish collaboration for new energy solutions linked to green hydrogen production

**£25k** Towards an OECD research project to **develop a framework** to understand the opportunities for **biodiversity action** at a subnational level and the key interdependencies with national policies.





## INVESTMENT



**43** early stage engagements with potential investors generated by SDI Paris led activities

“Very informative - well-rounded in terms of content !” – **Brittany region Business agency**

### “Offshore wind opportunities in the UK” virtual conference by SG/SDI/DIT

- 25 attendees
- 3 calls scheduled with French companies
- 1 company joined the Deep Wind cluster

“Good speakers with the right experience to talk about the topic” – **Business France**

### “Beyond Brexit: The Franco-Scottish Relations” virtual conference for existing investors

Themes : Scotland’s position and role after brexit, the T&I perspectives with France and continued business opportunities for French businesses in Scotland

1 Minister  
280 registrations  
178 attendees

1 follow-up call with French Consul-General  
9 follow-up calls with interest investors

## SCOTLAND’S INTERESTS

### 6 Ministerial engagements

### 2 WW2 commemorations

1 Policy exchange with Paris mayor’s office on the management of the health crisis

3 Newsletters to diaspora + key partners

1 Podcast with a Scottish business teaching English to French on Scotland’s leadership in the fight against climate change.

### Scotland’s interests through regional engagement :



St Andrew’s day : virtual concerts, poetry and visual art

Burn’s Night : Online musical performance

1,130 guests world wide

6 Scottish artists showcased

7 outreach concerts in Paris hospitals

2 outreach concerts in care homes

### Scotland’s interests through languages :

- By partnering with UNESCO, Brittany and the Welsh Government Office in France, over **300 people** took part in our **online Celtic Film Festival** screenings and panel discussion, which aimed to promote Celtic culture and indigenous languages in Scotland, Wales and Brittany.
- We also partnered with UNESCO and the UK Permanent Representation to UNESCO to deliver an event on **Scotland’s indigenous languages** watched by some **240 people**.

### 2 Commemorative plaques :

- Through diplomatic engagement with **the ministry of Armed forces**, we plan to inaugurate a commemorative plaque for Scottish Veterans at the national military museum in Paris (Les Invalides).
- Partnering with **the Scots Kirk and Paris town hall**, to install a memorial plaque for Scottish Church War Hero Donald Caskie.

### Engagement with network & Stakeholders

SDI

French biodiversity agency

UNESCO/OECD

HIE

Visit Scotland

Nature Scot

Marine Scotland

Welsh Gov

French Coastal Agency



### Working with :



### Scottish representation in :

- **Franco-British Younger Leaders Programme**
- **Les Voisins Campaign**
- **Hubert Curien Scheme**
- + 1 presentation on **devolution** in the embassy

# Reflections on COVID-19

## IMPACT

Since March 2020, our team has been **working from home** and has been considerably impacted by the health crisis. [REDACTED] Our attention also had to turn to **COVID analysis and reporting** and **fishery-related issues** in the run up and post-brexit. There was also a fair amount of engagement work when the **border between France and the UK closed** in December 2020.

## ACHIEVEMENTS

Despite COVID19, in summer 2020, we were **one of the first offices to take our events online** and we continued to **engage virtually** throughout the year hosting **more than 1 event per month**. Highlights include :

- Our **St Andrew's Day** online events were attended by over 1,000 (1,130) guests worldwide. In line with this year's theme being "kindness", we organised 7 virtual outreach concerts Paris-based hospitals.
- Our **Burns Night** showcased 6 Scottish artists and we organised 2 video concerts in care homes.
- **6 virtual ministerial engagements** : FM took part in the Paris mayor's Zero Carbon Forum (attended by **800,000+ people**), Mr Russel had a call with French Europe Minister on Scotland's position in the run-up to Brexit and introduced our Arctic webinar viewed by over 300 people, Mr Mckee spoke at our "Beyond Brexit" virtual conference for existing investors, Ms Gougeon spoke at the French Consulate event to mark 5th anniversary of Paris Agreement, and Ms Gilruth was invited to speak at the French Consulate's "Night of Ideas".
- A **panel discussion on Scotland's Just Transition** in partnership with French think tank IDDRI and the first office to organise a **live twitter Q&A** with a Scottish sustainable development blogger.
- Working with SDI and the **French National Coastal Agency**, we took part in [an international event on islands, coast and ocean preservation](#) (ICO Solutions) in November 2020 where SG colleagues presented the SG's "National Islands plan". In March 2021, during other **ICO solutions events**, we showcased 3 Scottish business who pitched their work on renewable energy solutions.
- Partnering with a Scottish business in France that teaches English to a French audience, "[green talk](#)", to publish a **podcast** on Scotland's leadership in the fight against climate change.
- Partnering with UNESCO, Brittany and the Welsh Government Office in France, over 300 people took part in our **online Celtic Film Festival** screenings and panel discussion, aimed to promote Celtic culture and indigenous languages in Scotland, Wales and Brittany.
- Partnering with UNESCO and the UK Permanent Representation to UNESCO to deliver an event on **indigenous languages in a digital age** watched by approx. 240 people.
- SG participation in the [OECD green growth and sustainable development forum](#)

During the health crisis, we **also produced timely and qualitative reporting and learned from international best practice**:

- We coordinated a **learning exchange of international best practices** with the Paris mayor's office on the management of the COVID crisis (in schools, care homes, vaccinations etc.)
- We provided more than 20 **reports and analysis** on the COVID19 situation in France between March and September 2020 (e.g analysis on care homes, schools, places of worship, hospitality etc.)

## WHAT WAS NO LONGER POSSIBLE

During the first year, the hub organised 11 **ministerial visits** and 2 senior civil servant visits - these strengthened Franco-Scottish relations across a wide range of policy areas (including climate change, wellbeing economy, child poverty and gender equality) and ensured Scotland's position on Europe was well understood in France. These visits have been no longer possible. Our big cultural events such as St Andrew's day and Burns that used to welcome over 120 of our key stakeholders, could no longer be held in person but were opened up to a far larger audience. **Travel to Scotland to spend valuable time with colleagues and business planning activities** was no longer possible.

# Ottawa



# External Network Report

**Report for Scottish Affairs Office, Canada**

Monitoring and Evaluation Report

June 2021

# Reflections on COVID-19

## IMPACT

By Q4, Canada was in the midst of its third and most deadly wave of the pandemic. From the start of the reporting year SAO Canada's work had moved online. Specific examples of impact include:

- The cancellation (at three weeks' notice) of a 5-day visit by the Cabinet Secretary for Culture and External Affairs led by SAO Canada in April 2020. The visit involved programmes in three Canadian cities, participation at a Scottish festival in Montreal (hosted at Canada's largest cultural centre), trade and investment activity and government to government meetings.
- SAO Canada's support for a Cabinet Secretary visit during the Social Enterprise World Forum in Halifax in September 2020, which instead took place virtually. Whilst there remained a Halifax/Canadian focus, SAO Canada had to adapt initial plans for supporting the event.
- A number of other in-person events were cancelled, with those repurposed events lending themselves to virtual representation.
- [REDACTED]

## ACHIEVEMENTS

Despite the challenges of the last year, SAO Canada was able to progress objectives and achieve some of the office's long term goals, these included:

- Reconstitution of the Canada-Scotland Parliamentary Friendship Group with 40 cross-party MPs and Senators.
- Promotion of Scotland's values at federal level through facilitation of Ministerial dialogue to strengthen relations at official level with the federal government.
- Climate change activity with partners, understanding and establishing key positions and messages with stakeholders to create foundations for engagement ahead of COP26.
- Shared COVID learnings to share provincial best practice at ministerial and official level.
- Regular updates to Ministers on COVID-19 in Canada, with examples of specific briefings re. best practice and operations around provincial elections during the pandemic; the impact on care homes; economic support packages etc.
- Developed partnership with Scottish Studies Foundation at Guelph University to review opportunities to promote a modern day Scotland. Guelph University is home to the long-standing leading international centre of Scottish-Canadian research and SAO Canada is shaping work with the Scottish Studies Foundation to allow them to accommodate and promote the context of a modern day Scotland.

## WHAT WAS NO LONGER POSSIBLE

Ministerial visits were no longer possible, however SAO Canada worked with partners to provide Ms Hyslop with options to undertake previously planned (in person) meetings, virtually. Unfortunately however the planned 10-day 'Scottish Spring' festival at the Place des Arts was unable to proceed.

In person meetings, events and any inward or outward visits were not possible to take forward.



# At a glance 2020/21

## REPUTATION



Enhanced social media presence with **1,100** new followers – an **increase of over 200%** from last year.



Enhanced the Scottish Government's reputation in Canada through **20** virtual events.

## INTERNATIONAL TRADE



Worked with DITI on the **CETA rollover negotiations** between Canada and the UK.

Supported various virtual **trade missions** from Scotland to Canada.



## RESEARCH & INNOVATION



Secured an **Ontario sponsor and partner** for the **North Atlantic Hackathon** organised by HIE.

Established **partnership between SAO Canada and Guelph University.**



## INVESTMENT



**£2.8bn** turnover from **Canadian companies** in Scotland

With SDI repurposed FDI ministerial meetings with virtual calls. Facilitated **opportunities for colleagues** to share best practice with **senior government and business stakeholders**



## SCOTLAND'S INTERESTS



SAO Canada successfully reconstituted the **Canada-Scotland Parliamentary Friendship Group.**

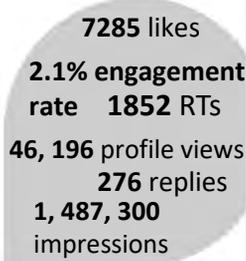
Created **5 opportunities** and facilitated **discussions for Scottish Government Ministers** with counterparts or senior Canadian stakeholders.





## REPUTATION

- Independently held **4 virtual events** this year, generating **over 15,000 views** in total.
- Partnered on 16 virtual events** providing words, as well as **Scottish experts and speakers**.
- Helped partners **repurpose events, supporting** key diaspora groups and their evolution to adapt to use **of digital platforms**.
- Developed and delivered **D&I session** for the High Commission with an **Indigenous Education Advocate**.
- SAO Canada referenced in **Vancouver news outlet** for work on **wellbeing economy**.



### Key relationships formed with:



### Outcome:

Established opportunities to promote Scotland:

- Participated in **Pride events** with diplomats across Ottawa and promoted Scotland virtually at Toronto Pride. The office's **participation in Capital Pride** generated Twitter engagement from **9 diplomatic missions in Ottawa**.
- Highlighted Scotland's cultural offering through **participation at CINARS** with representatives from 10 Scottish cultural organisations.
- Organised a joint event with the **Canadian and Scottish Royal Geographic Societies and the Inuit Circumpolar Council of Canada** to promote Scotland's Arctic Framework and the importance of communities.
- Supported experts and Scottish film maker to take part in the International Financing Forum at **Toronto International Film Festival**.

## INTERNATIONAL TRADE

- Worked with DITI on engagement with CETA rollover negotiations.
- Created opportunity for **Quebec Agent General and DITI officials** to offer knowledge exchange on trade policy [REDACTED]. Provided opportunity for SDI to follow up with Invest Quebec International colleagues.
- Held an intro **company meeting** with **Amp X** [REDACTED]
- SAO Head of Office joined **business panel** with SDI as part of **ScotCanBC St Andrew's Day event**.



SAO Head of Office spoke alongside **two Nova Scotia government Ministers** during two Lochaber Chamber of Commerce **virtual trade missions** to Nova Scotia. SAO Head of Office also spoke at **Edinburgh Chamber of Commerce virtual trade mission** to Ontario.

### Outcome:

- Enhanced Scotland's trading reputation** with colleagues in the Quebec, Nova Scotia and Ontario governments.
- Kept Ministers informed** of latest economic developments in Canada, impacted by COVID.
- Facilitated relationships for SDI**.

## INVESTMENT

- Created opportunity for **DITI** to speak with the **President and Vice President of Invest Quebec International** as part of DITI's research into government investment.
- Secured **Ministerial commitment and time** to undertake previously planned investment meetings virtually.
- [REDACTED]
- Established quarterly** with SDI '**FDI all team Canada**' calls to establish **joined up ways of working on FDI projects and ambitions**.

### Outcome:

- Promoted further Scotland's investment plan** to **senior officials in Quebec's Investment agency, leading to a wider opportunity** for DITI colleagues to **learn from international partners**.
- Secured opportunities for **FDI meetings to proceed** despite cancelled visit.
- Provided opportunity for investment colleagues to **engage directly** with a **large investor in Scotland** and subsequently invite them to **participate at a SG led roundtable**.

## RESEARCH & INNOVATION

Established relationship with new **Chair of Scottish Studies Foundation at Guelph University** and worked collaboratively to create opportunities to present modern day Scotland, beyond heritage. As part of this partnership, **helped author an article on Burns** to promote Scotland's modern identity. Guelph University is the **long-standing leading international centre of Scottish-Canadian research** and this relationship presents an opportunity to **promote modern Scotland across Canada's research community**.

SAO Canada facilitated **Cooperation Council of Ontario's participation and funding for the North Atlantic Hackathon** organised by Highlands and Islands Enterprise. Ontario based applicants made up 17.5% of applicants to the scheme and 255 of the website's visitors. **The winning team included a Canadian participant** (alongside Scottish and Norwegian participants).

Sought **cross collaborative opportunities with SIN**.

Secured opportunity for **Chief Scientific Adviser for Environment, Natural Resource and Agriculture** to **present to all Canadian Federal, Provincial and Territorial representatives of Biodiversity** on the Edinburgh Declaration.

Secured **speaking opportunity** at **Arctic Circle Assembly** with **Canadian government on food security**.



### Outcome:

- Collaboration with SIN secured meeting with the **CEO of Scale AI (Canada's AI supercluster), SG's Chief Data Officer and the Data Lab in the margins of CogX conference**.
- Promoted Edinburgh Declaration to **all biodiversity experts across all levels of Canadian government**.
- Established **relationship with leading centre of Scottish-Canadian research** in effort to change perceptions.

## SCOTLAND'S INTERESTS

❖ SAO Canada **successfully reconstituted the Canada-Scotland Parliamentary Friendship Group** with cross party (and cross Canadian) membership of both Houses.

❖ SAO secured a virtual message from the **Federal government's Minister for Culture, Steven Guilbeault** at this year's **Edinburgh International Culture Summit**. SAO's social media post on this received a quote **RT from the Federal Minister**.

Organised and supported the following Ministerial meetings:

- **Deputy First Minister** and **Quebec's Education Minister** on return to schools during Education.
- **SG Finance Minister** meeting with **federal government associate Minister of Finance** on the wellbeing economy.
- **SG External Affairs Minister** met with both the **Chair and all members** of the newly constituted **Canada-Scotland Parliamentary Friendship Group**.
- **SG Minister for Public Health** spoke at Climate Resilience event hosted by SAO Canada and DEXA Arctic Unit alongside Canadian panel members, including a **federal government Deputy Minister**.

- **5** SG Ministerial engagements in Canada, **4** of which were **government to government meetings**.
- Secured **1** virtual message from a Canadian Federal Government Minister and **3** from Scottish Ministers to broadcast at online events. One of the Scottish Ministerial videos was played alongside a video from Canada's Prime Minister, Justin Trudeau.
- Recruited the first **culture focused Global Scot** and the **Canada network's first female Global Scot**.

### Outcome:

- Securing Scotland's reputation as a **reliable partner** and **global leader** during the time of a global health pandemic.
- Increasing awareness of Scottish government policies within the Canadian parliament through the **Canada Scotland Parliamentary Friendship Group**.



# OFFICE STORY 2020/21

## SAO Canada successfully reconstituted the Canada-Scotland Parliamentary Friendship Group (CSPFG):

The group was first **established ten years ago** and launched by Ms Hyslop in 2012. The last meeting of the group was held in 2015 and by the time the Scottish Affairs Office opened in Ottawa, **the majority of original CSPFG members had left parliament.**

Due to COVID-19 and prorogation, the Canadian Parliament did not return for normal business until September 2020. Seizing this opportunity to resume conversations. Identifying a Chair (with an affiliation for Scotland), **SAO Canada was able to secure enough support to champion an informal meeting of potential CSPFG members in late October.** Led by a parliamentary sponsor and **attended by 40 cross-party MPs and Senators, a Chair and Executive Committee were elected.** SAO Canada's efforts meant the group was **successfully reconstituted for the first time in over five and a half years.**

### Outcome:

The reconstitution of this group affords Scotland the opportunity **to discuss mutually important issues with a group of cross-party members from both chambers in Ottawa.**

The SG's Cabinet Secretary for External Affairs met **with the Chair of the group in January 2021 and then later with the wider group in February 2021.** The Scottish Parliament's Presiding Officer also met with the group in March 2021.

Reconstitution of the group provides **opportunities for SAO Canada to engage from coast to coast to coast across Canada, political parties and strategic outcomes.**



# Washington



# External Network Report

**Report for SAO Washington D.C., USA Office**

**Monitoring and Evaluation Report**

**June 2021**



# Reflections on COVID-19

## IMPACT

The COVID-19 outbreak across the USA had a direct impact on every aspect of the Scottish Affairs Office's (SAO) work. Throughout the year, domestic and international travel remained highly restricted per recommendations from the U.S. CDC and State Department, limiting the office's capacity to plan and staff events in-person.

As a result, many annual events were cancelled or postponed until further notice. This included flagship networking opportunities such as Scotland Week, the largest widespread celebration of the U.S.-Scotland relationship. Events around St. Andrews Day and Burns were also affected, in addition to key cultural visits including tours by Scottish Ballet and the Scottish Chamber Orchestra. Furthermore, opportunities for face-to-face networking and relationship building events in key markets like DC, New York, or California were also prohibited.

## ACHIEVEMENTS

In response to the pandemic, the SAO shifted its plans and efforts towards digital engagement and managed to work almost completely virtually from home/outside the Embassy. To that end, the office pivoted to reimagine virtual engagements throughout the year against our key objectives. This involved an overhaul of the team's traditional approach to stakeholder communications and adapting to new opportunities presented by digital engagement. One such success story includes the Business and Burns Day programme, which focussed on topics related to Scottish business and culture. The office also prioritised the nearby DC audience in order to build virtual links and deepen relationships across key stakeholders in Congress, think tanks and the NGO sector. The office also contributed to the US Network's Crisis response and produced regular reports that provided information and insight on how both federal and state level Governments navigated the pandemic in its initial months.

## WHAT WAS NO LONGER POSSIBLE

COVID's challenges become acutely apparent when considering the office's limited capacity to organize and execute in-person and relationship-building events, particularly in high-value areas of the country that were no longer possible to visit or access in-person. What's more, ministerial visits were impossible to schedule, with future visits unlikely until FY 2021-22. Events throughout the year, including the office's pop-up Scotland House in New York City, the Tartan Day Parade, and whisky tasting events with Members of Congress and Hill staffers, have also been postponed indefinitely. As such, momentum created by the six inward missions from the USA to Scotland the year prior was stymied. Finally, proactive efforts concerning the 2021 Presidential Inauguration were severely limited as a result of the pandemic and heightened security concerns around the U.S. Capitol, limiting opportunities to engage with stakeholders during a landmark political event in the U.S.



# At a glance 2020/21

## REPUTATION



**6.3k** Likes  
**524** Tweets  
**1.1k** New followers  
**1,021,200** Impressions  
**8.4k** Engagements



**46** Events or engagements

**1** Dedicated communications role

**9** Ministerial engagements

## INTERNATIONAL TRADE



### Collaborations with Trade Groups

- Supported introduction of **Scottish Business Network (SBN)** USA and continued work with **Scottish North American Business Council (SNABC)** and **SDI**
- Provided resources including promotion, participation, and financial support
- Developed **8 digital engagement opportunities**, such as the Business and Burns virtual event with **9** panels and discussions

## RESEARCH & INNOVATION



### **4** Universities network events attended:

- Saltire Scholars collaboration
- James Hutton Institute and Utah State University signing ceremony
- University of Aberdeen exchange partnership with University of Utah



### **4** Events with thought leaders and think tanks:

- Wilson Center (Artic)
- U.S. Chamber of Commerce (Space)
- Perry World House (Climate)

## INVESTMENT

**2020/21 provided a unique opportunity to showcase Scotland as a place to invest.**

We dove further into the virtual space, engaging new areas and networks and bringing together complementary partners across geographies

The U.S. remains Scotland's **#1 source of FDI**, with **38 new projects** initiated last year

**EY Scotland Attractiveness Survey 2021**

**US is the biggest originator of FDI into Scotland**

## SCOTLAND'S INTERESTS

**The office took advantage of virtual opportunities to ensure continuity of our work:**

- We provided financial assistance, feedback, and participation on a number of events, including a Publishing House Scotland event with **200+** attendees
- We helped to deliver **33** total events online over the course of the year

**31** Members of the Friends of Scotland Caucus





## REPUTATION

1.4%  
Engagement  
Rate

**#11** Rank in  
the Nation Brands  
Index 2020 Report



524  
tweets

6.3k  
likes



- Our office introduced its first dedicated Communications Manager role resulting in a whole-scale refresh of the comms strategy. This secured a significant increase in Twitter and LinkedIn followers and impressions, providing broader reach and bigger impact.
- We developed a quarterly newsletter, sent to more than **200** recipients with Scottish links, offering news and updates on SG policies and promoting events.

**1.1k** New Twitter Followers:



## INTERNATIONAL TRADE



### Space Connections

First Minister Nicola Sturgeon delivered the keynote address at the U.S. Chamber of Commerce November event on space technology and exploration, increasing awareness of Scotland's expertise

### Whisky Tariffs

The office lobbied, raised awareness and reported on the on the whisky tariff issue that has since been removed under the new administration



## INVESTMENT

### New 20/21 Connections

- Built and strengthened relationships with industry bodies in the US and Scotland, including BABA, BABC, U.S. Chamber, SBN USA, SNABC, Scottish and local government Chambers

### Cross-Country Collaborations

- Worked closely with in-country SDI partners to deliver digital events, which focussed on issues including Tech, Digital, Climate, Food & Drink

According to EY's **Scotland Attractiveness Survey 2021**, the US was the biggest originator of FDI into Scotland, with 38 new projects total

### EY Scotland Attractiveness Survey 2021

**US is the biggest originator of FDI into Scotland**

38 projects came from the US into Scotland in 2020.





## SCOTLAND'S INTERESTS



### Douglas Stuart Event with Publishing House Scotland and Scottish Books International

SAO DC helped coordinate and support a virtual event with Booker-Prize winning author Douglas Stuart. The event included an introduction from FM Sturgeon and had more than **200+** attendees



### Diaspora Programmes

**19** Events run by **ASF, Caledonian Club, St Andrews Society, Carnegie Hall**, including a series of weeklong events for Tartan Week celebrating the relationship between the U.S. and Scotland

### Cultural Programmes

**14** Bespoke cultural events online hosted with organizations including Creative Scotland, the British Council, the Scottish Ballet, and the Scottish Chamber Orchestra

### Congressional Engagement

- Congressional engagement through the **Friends of Scotland Caucus** raises awareness of SG's policies and actions
- Provided briefs and analysis on major political and policy areas, particularly on Tariff's.

- 2** Co-chairs reconfirmed
- 31** Members
- 1** Cab Sec introductory call

## RESEARCH & INNOVATION



**4** Collaborations with think tanks and thought leaders, including:

### Wilson Center's Panel Discussion: "Scotland's Offer to the Arctic"

Promoted Scotland's engagement with the Arctic region and shared highlights from the Scottish Government's Arctic policy framework



Entrepreneurial Scotland...

### Entrepreneurial Scotland DC Chapter Launch

Supported the launch of the charity's DC chapter, where it expanded its internship program to **200** spots. This model is now being replicated in Houston and San Francisco

### University of Pennsylvania Perry World House COP26: Glasgow and a Global Green Future

Environmental leaders including our Cab Sec discussed our climate policies in the lead up to COP26. The Zoom event garnered 195 unique and 227 total viewers during the live stream and led to several high value connections in the US.



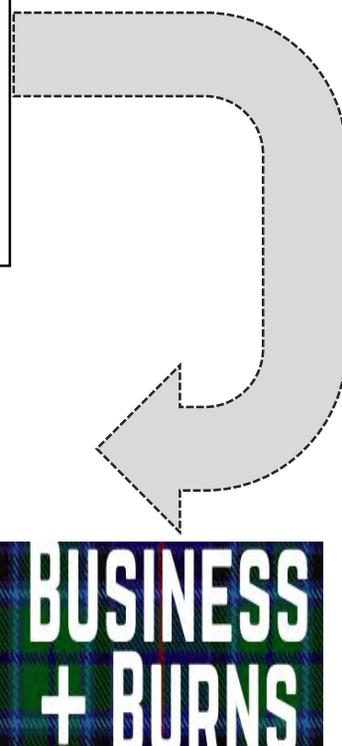


# OFFICE STORY 2020/21



With the ongoing lockdown measures in place across the U.S. in response to COVID-19, the office needed to adapt to operate in a virtual space in order to deliver events at key points throughout the year, including St Andrews Day 2020 and Burns in January 2021.

Partnering with SBN, SAO organized “Business and Burns,” an all-virtual event using Burns as a hook to discuss Scottish business, culture, and existing links with the U.S. Through a series of panels and interview, attendees listened in on discussions about sustainability, inclusive community policies, tech and innovation, and business opportunities. A diverse array of speakers included Jenny Gilruth, Lolita Jackson MBE, and Dr. Martin Valenti. The event closed with a virtual tour of Scotland by The Dram Good Laddies.



## In Numbers:

**9 Panels + Events**

**1 Virtual Tour**

**830 registrations**

**682 live viewers**

On day the event kicked off, **787** registrations from **26** countries reserved spots – outpacing the number of attendees at a traditional in-person event. Furthermore, the site remains active and allows visitors to replay the panels, meaning they remain accessible to those who could not attend the event the day of.

With panels touching on subjects ranging from COP26, to Scotland’s policies addressing period poverty, to healthcare access in the aftermath of COVID-19, the event brought all of Scotland’s key policy priorities to the forefront in front of key audiences.

REPUTATION

INTERNATIONAL  
TRADE

RESEARCH &  
INNOVATION

INVESTMENT

SCOTLAND’S  
INTERESTS