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# Overview report



# External Network Report 2019/20

## Monitoring and Reporting Overview Report June 2020

Strategic Analysis Unit  
[Redacted]

### Covid-19 and office activities

The reader should note that the last quarter of the financial year 2019-20 has been heavily affected by the Covid-19 outbreak, which has led to the temporary closure of the buildings some SG offices are located in, the repatriation of some of the SG teams and a disruption to regular office activities.



## Annual Monitoring and Reporting

### Background to the network and the office reports

The Scottish Government's external network of offices are located in China (Beijing), Germany (Berlin), Belgium (Brussels), France (Paris), Ireland (Dublin), UK (London), the USA (Washington DC) and Canada (Ottawa). The network delivers and supports activity by the Scottish Government, its agencies and public and private partners, in key locations outside Scotland, building on established expertise.

### The Strategic Outcomes

Five shared outcomes as agreed by the External Network Board inform the activity and evaluation of the network:

#### SCOTLAND'S INTERNATIONAL REPUTATION IS IMPROVED

The external network endeavours to maintain and improve Scotland's reputation beyond its own borders. To sustain a positive reputation, the network needs to nurture an understanding of the distinctive nature of Scotland's assets.

#### SCOTTISH BUSINESSES ARE TRADING INTERNATIONALLY MORE EFFECTIVELY

The network supports Scottish businesses to reach and develop new markets.

#### SCOTTISH RESEARCH AND INNOVATION CAPABILITY IS PROMOTED AND FURTHER PARTNERSHIPS AND FUNDING SECURED

An explicit focus of the network is to promote Scottish research and innovation capability, and to secure partnerships and funding for Scotland's institutions.

#### INVESTMENT TO SCOTLAND HAS INCREASED

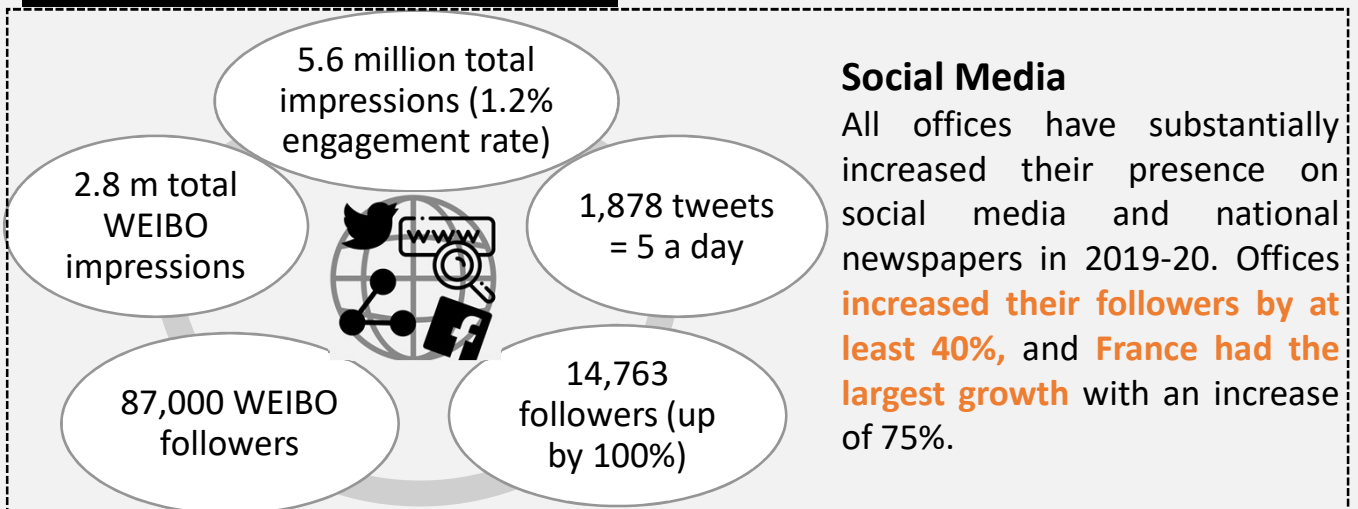
The network seeks to increase investment into Scotland from elsewhere and, in particular, from the where the network's offices are located.

#### SCOTLAND'S INTERESTS IN THE EU AND BEYOND ARE PROTECTED AND ENHANCED

Scotland's interests in the EU and beyond are protected and enhanced The network endeavours to ensure that Scotland's specific interests across a range of policy areas are protected and enhanced and that Scotland's voice is heard by foreign governments, institutions and citizens.



## REPUTATION



Offices organised and supported more than **300 events** to build Scotland's reputation. Key events included **St Andrew's Night and Burns Supper**. Washington reached 1800 stakeholders and the general public with events around the **Burns Violin in the USA**.

The **French and German media** mentioned Scotland **1,662 times**, often in relation to Brexit, Climate Change, and Equality.

90 articles in French and German media

Over the year, the **First Minister visited 5 of the 8 offices**.

In May, FM visited Dublin and addressed 200+ stakeholders at the Royal Irish Academy. She also visited Berlin for talks with the German government and business leaders.

**Every office hosted at least one ministerial visit** last year, London hosted 23 ministerial visits.

59 Ministerial visits – at least one per office.



## #SCOTLANDISNOW

The impacts of no ongoing media budget and the **pandemic on Scotland and globally**, with paused channel activity and the detracting of international engagement, can be seen, but **performance remains strong**:

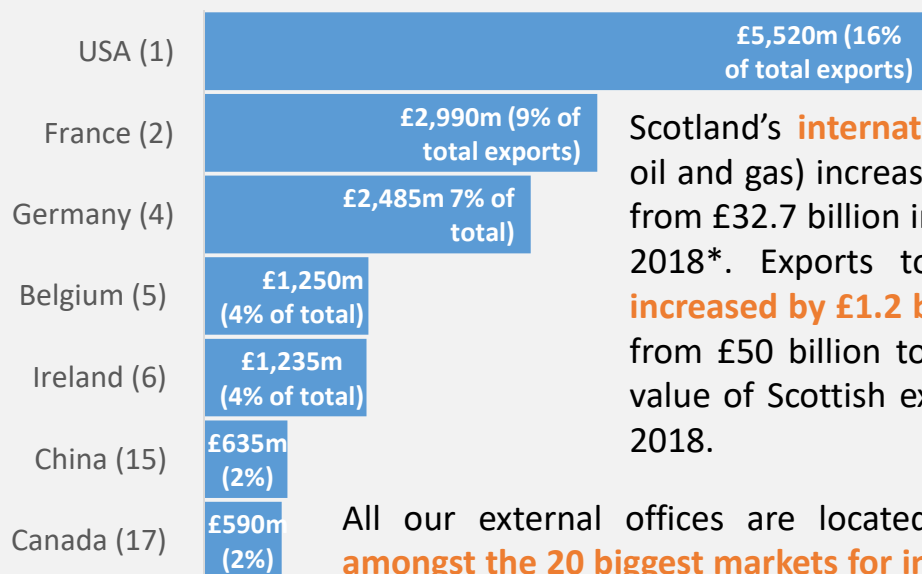
- Web traffic to **scotland.org** grew by **28.5%** (2019 vs 2018) against a target of 20%. In final quarter of FY growth shrinks to 1.35% due to pandemic - this is compounded by a significant spike in the previous financial year for the Jan-Mar window in relation to the original *Scotland Is Open* campaign activity.
- **Quality of web traffic still high**, with referrals to partner websites **growing by 42%** Year on Year (260,422 vs 183,504 in previous FY)
- Social media community growth remained strong thanks to strong engagement figures and paid activity in January 2020 - with **followership growing to 100,825, a YoY growth of 189%**

Over 2,458 daily uses of the hashtag #ScotlandIsNow (up from 1,000 in 18/19)<sup>6</sup>



## INTERNATIONAL TRADE

\*2018 most recent data available.



Scotland's **international exports** (excluding oil and gas) increased by **£1.1 billion** (3.4%) from £32.7 billion in 2017 to £33.8 billion in 2018\*. Exports to the **rest of the UK** increased by **£1.2 billion** (up 2.5% on 2017) from £50 billion to £51.2 billion. The total value of Scottish exports was £85 billion in 2018.

All our external offices are located in countries that are **amongst the 20 biggest markets for international exports** (see pie chart). The increase in international exports was driven by strong performances in the manufacturing sector, which includes exports of food and drink.

### The external offices' activities

Across the reporting year, network offices continued to **develop stronger relations with SDI country teams**. Whilst the SG approach is largely geographically driven, SDI follows a sector-approach.

In partnership with SDI colleagues, the offices facilitated a range of **trade missions, supported a number of businesses and facilitated exchanges of trade policy**.

- **Berlin** for example supported 132 businesses.
- **Dublin** facilitated 16 trade missions.
- **Washington** connected with key stakeholders in the Whisky industry and beyond (for example with the American Chambers of Commerce) to highlight concerns over Whisky tariffs.

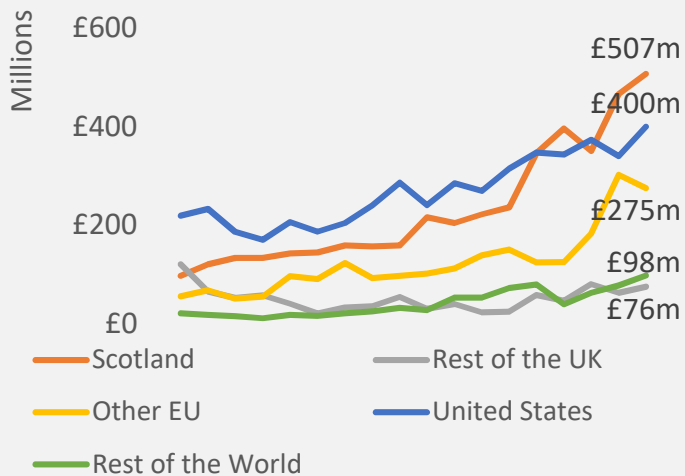
Offices have focused their engagement on a range of sectors such as **fintech, renewable energy, food & drink, tourism**.

- The **Beijing** office for example developed new business links between the Royal **Edinburgh Tattoo** and Chinese Partners.
- The team in **Ottawa** facilitated an **HIE representative** to undertake a programme in Quebec to explore **Green Economy** opportunities and promoted Scotland's expertise in renewable energies at an ocean industry conference with 465 international government & business attendees.
- **Berlin** hosted a joint event with **German Offshore Wind industry association** (BWO) and DIT with 160 attendees from industry, governments, academia and press.



## RESEARCH & INNOVATION

### Expenditure on R&D within Scotland



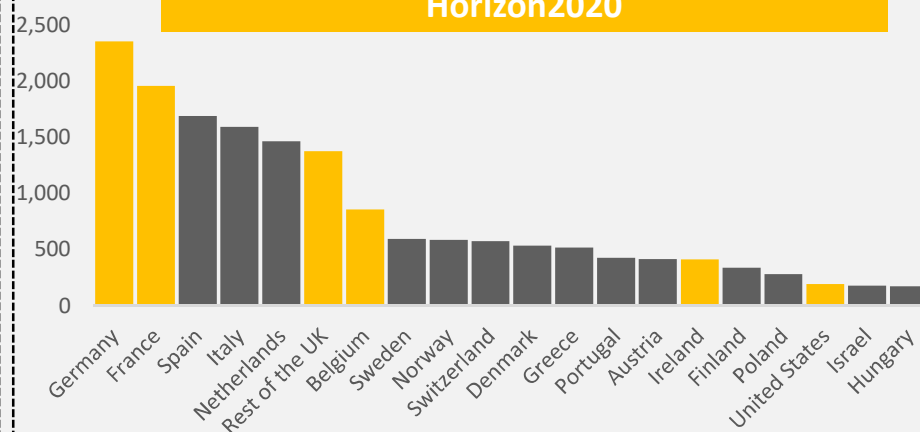
**Expenditure on R&D within businesses** in Scotland is growing and increasingly drawing on expenditure from companies headquartered outside of Scotland (see graph). Between 2017 and 2018\*, expenditure on R&D in Scotland have **increased most from businesses headquartered in the rest of the world** (up by 52%), followed by rUK (19%) and the USA (17%). They **decreased from other businesses headquartered in the EU**. We see a similar trend for employment on R&D with a decline of 20% for EU-headquartered businesses.

### Erasmus

In 2017/18\*\*, more than 2,700 Scottish students travelled to EU countries on Erasmus+ to study or work. This was an increase of 150 (6%) students compared to 2016/17. This positive trend stand in contrast to the overall figure for students from the rest of the UK taking part in Erasmus with the total figure for England and Northern Ireland only increasing by 2% and declining by 5% in Wales.

Scotland House Brussels submitted the paper “**Shaping Horizons: Scotland’s recommendations on the strategic planning for Horizon Europe**” to press for Scottish participation in EU funded programmes. Scotland has collaborated on more than

### No of Collaboration Links with Scotland under Horizon2020



**18,500 H2020** projects with other countries. Six of our offices are located in the top 20 collaborative countries (see figure left).

**Collaborations with 120 countries through H2020**

### A few examples of SG Offices achievements in 2019/20:

**Beijing:** 15 research projects secured UKRI funding

**Ottawa:** 115 attendees at alumni events in Toronto, Ottawa and Montreal and Established relations with the UK Government’s SIN network

**London:** Held 10 research and innovation events and event to promote Dundee and Tay Cities

**Paris:** Joint event with PUBLIC and the Ville de Paris showcasing CivTech and Scottish innovation to an audience of over 60 influencers.

## INVESTMENT

For the seventh consecutive year, Scotland has reinforced its position as the **most attractive location** for inward investment in the UK **outside of London** with a 7.4% increase in FDI projects. This is a rebound in FDI projects following a decline in 2018 and according to the EY Attractiveness Survey 2020.

7.4 %  
more FDI  
projects

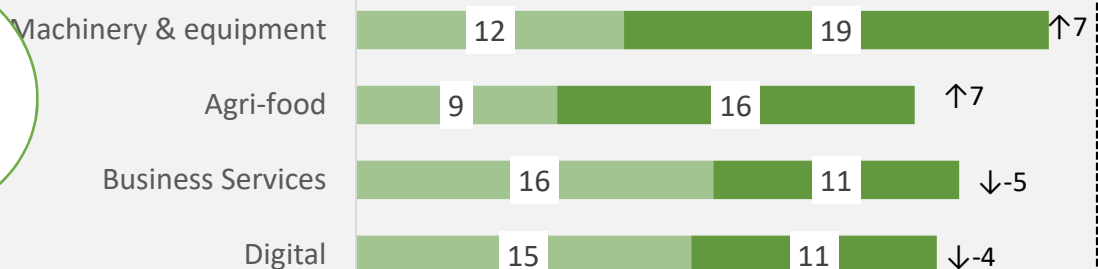
Scotland's machinery and equipment and agri-food sectors generated the highest number of inward investment projects (see figure). There was a rise in manufacturing and R&D activities and the EY 2020 survey of global identified **clean tech and renewables** as the number one sector **expected to drive growth** in Europe in the coming years. This interest, especially in clean tech and renewables, is reflected by the offices' activities:

- **Paris** arranged business meetings between **SG Cabinet Secretary for Finance** and **TOTAL** and **Michelin** to discuss potential future collaborations between Scotland and France in the **hydrogen** and **low-carbon sectors**.
- **A German** GTAI publication for German business audience featured a piece on renewable energy opportunities in Scotland
- Washington is having ongoing discussion with **Hilton** around green investment in Scotland
- Dublin engaged with existing **investors** in sectors like energy and **low carbon** to identify opportunities

### Leading sectors generating inward investments

■ 2018 ■ 2019

101  
Projects  
secured



### A few examples of SG Offices' & SDI's achievements in 2019/20:

**Beijing:** SG Energy Delegation visited China

**Washington:** Continued partnership with British American Business & and British American Business Association

**Dublin:** Safeguarded 269 jobs, 233 real living wage, 19 HVA jobs

**London:** Supported businesses investing in Scotland => 1000 jobs from Lloyds, EY, VeriCall, Modulr

**Berlin:** Strengthened investor relations through engagement, events and ministerial visits with ALDI (£20m investments, 200 new jobs), TÜV SÜD (£16m investment)

## SCOTLAND'S INTERESTS



**GlobalScot** is a growing worldwide network of entrepreneurial and inspirational business leaders, dedicated to supporting Scotland's most ambitious companies. **Currently numbering 763 (↑103 from 2018)**, in 2019-20, nearly **half of new GlobalScot members** were based in one of the six network countries.

### Global Scots Network 2019/20 (compared to 18/19)



### Brexit

Scotland House Brussels delivered an integrated programme of policy, economic and cultural diplomacy events to protect Scottish interests and reputation in the EU, for example via bringing together influential stakeholders to discuss future of regional policy at European Week of Regions and Cities. SHB facilitated over 50 high-level ministerial meetings and 168 strategic events and meetings.

**Ottawa** had **frequent diplomatic engagements** with civil servants in provincial and federal governments.

### Wellbeing Economy

Paris secured representation at **international conferences** at the **OECD & UNESCO** – showcasing Scotland's key strengths on topics such as wellbeing economy and culture on the international stage.

London and Brussels combined welcomed **10,500 guests** across the year in their offices.

Ireland conducted the **first SG bilateral review** with 1000 online responses

### Diaspora

The network offices engage proactively with the Scottish diaspora in their locations – adapting activities and engagement to the local diaspora. The diaspora include businesses, institutions, alumni and individuals with a strong association with Scotland.

**The Scottish Affairs Office Beijing** organized a high-level Burns' Night with twenty senior diplomatic and business guests.

**Washington organised 32 Events** to engage with diaspora



# Berlin



# External Network Report 2019/20

**Scottish Government & Scottish  
Development International\* in  
Germany**

**June 2020**

\*SDI Germany covers several other European markets; this report only captures SDI's T&I work in Germany

# At a glance 2019/20

## REPUTATION



**60%**  
Follower  
increase

**27** Media  
articles  
**21**  
Events



"We want to  
work with  
Scotland"

**Regional engagement** in the areas  
of education, culture, energy,  
climate and business development



Hamburg



Rhineland-  
Palatinate



Baden-  
Wuerttemberg



Lower Saxony



Bavaria



N Rhine  
Westphalia

## INTERNATIONAL TRADE

**132**  
Companies  
supported

**14**  
New Global  
Scots

**47**  
Diplomatic  
engagements

**6**  
Trade  
missions



- New **Global Scots Germany Advisory Group** established
- Supported establishment of **new BCCG office for Scotland**

"We want to  
partner with  
Scotland"



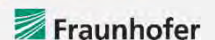
## RESEARCH & INNOVATION

**32**  
Diplomatic  
engagements

**3**  
Alumni  
events

**5**  
Research &  
Innovation  
events

We collaborated with



JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ



Scottish Funding Council  
Promoting further and higher education



UNIVERSITY OF  
ABERDEEN

## INVESTMENT\*



**Strengthened investor relations**  
through engagement,  
events and ministerial  
visits



"Scotland is very  
open towards  
international  
partners"



"German businesses are  
increasingly interested in  
Scotland"



\*Nb. Ongoing FDI work is subject to commercial confidentiality requirements and cannot be reported on in this format.

## SCOTLAND'S INTERESTS

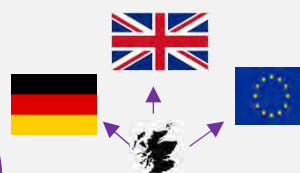
**35**  
Briefing  
notes

**3**  
Ministerial  
visits

**13**  
Speeches  
& media  
briefings

**114**  
Diplomatic  
Engagements

**1**  
Diptel



Ensured Scotland's interests in  
remaining part of **HORIZON** and  
**ERASMUS** programmes represented  
to key German stakeholders



Supported creation of  
**Centre for Scottish  
Studies** in Mainz, SW  
Germany

Promoted **ERASMUS**  
**placements** for  
German students to  
Scotland



## REPUTATION



Circulation: 8M

Feature on town twinning

Quote from Director SG Germany



Circulation: 4.6M

Interview with FM



Circulation: 450K

Article on FM visit



Circulation: 1.6M

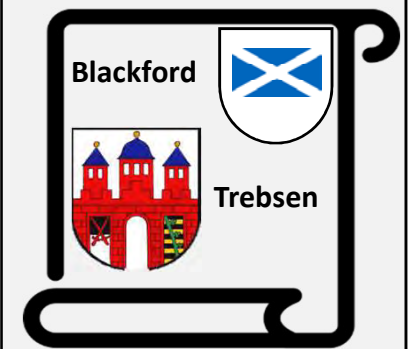
Interview with FM



### Berlin Glasgow

Facilitated  
**cooperation**  
between  
Glasgow CC  
& Berlin  
Senate on  
culture, sport  
and social  
issues

### Town Twinning 12,000 visitors



**1875** Followers  
**3.2K** Likes  
**500K** Impressions  
**1.2K** Retweets

#IYIL  
#WordOfTheWeek  
#TownTwinningTuesday  
#Schottland♥Deutschland  
#StayInScotland  
#ScotlandIsOpen  
#LeaveALightOn



## INTERNATIONAL TRADE

### HANNOVER MESSE

**250K** visitors **6.5K** exhibitors

**9** Scottish OW companies →

**78%** identified new business  
opportunities in German market

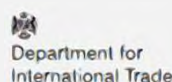


"Excellent support in liaising  
with potential customers"



"Scottish brand appears to carry  
standing amongst an international  
audience"

### OFFSHORE WIND CONFERENCE



**Joint event** with German Offshore  
Wind industry association (BWO)  
and DIT

**160** attendees from industry,  
governments, academia and press

**German Energy Minister**  
highlighted Scotland in opening  
address

Speaking slots for SE, Orkney  
European Marine Energy Centre  
and Crown Estate Scotland

Reported by **3 German energy  
publications**

Follow-up meetings with officials  
drafting **Germany's H2 strategy**

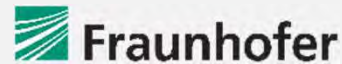
## RESEARCH & INNOVATION

### ACCELERATE-HER Trade Mission to Berlin Female Investors and Med-Tech Innovators

- Showcased Med-tech **innovations** to industry contacts and **investors** at **international** healthcare innovation summit
- Contact to Charité university hospital and Berlin university **research networks**
- Contact to business support organisations
- Contact to German healthcare sector
- Scotland partner country for 2021 BIH international healthcare innovation summit



INNOVATION  
INVESTMENT  
INTERNATIONAL



### Strengthening research cooperation

- “**Exemplary**” international partnership with Scotland
- Director SG Germany participated in Fraunhofer 70<sup>th</sup> anniversary event
- Commemorative **Fraunhofer tartan**
- Fraunhofer participated in Burns Supper in Munich
- Fraunhofer looking at further partnerships in Scotland



## INVESTMENT

33 Diplomatic engagements



- GTAI publication for German business audience
- Circulation: **10K**
- **Feature on renewable energy opportunities in Scotland**

### Inward investment interest

Green H<sub>2</sub>



Energy Storage

Offshore Wind

Low Carbon Technology

Investor relations strengthened through events, engagement and ministerial visits

SIEMENS

e-on



“There are very good opportunities for German companies in Scotland in the renewable energy sector”

H<sub>2</sub>



- 6 new stores in 2020
- £20M investment
- 200 new jobs



- New advanced multiphase facility opened in 2019
- £16M investment

## SCOTLAND'S INTERESTS

Engagement with wider network

Scottish Funding Council

Global Scots

Publishing Scotland

FCO

Universities Scotland

SE and HIE

COSLA

Visit Scotland

### BURNS SUPPER

- **VIP event** co-hosted with Ambassador with **120** guests
- Raised profile of SG Germany
- Director DEXA and Glasgow CC Depute Leader main speakers
- Climate and nature theme
- Showcased Glasgow's COP26 agenda
- **Showcased products** of Scottish interior design company in Berlin
- Hosted significant existing and potential investors in Scotland
- Showcased **Scotland's culture and international values**



# HIGHLIGHTS 2019/20

## FM VISIT: STRENGTHENING TIES WITH GERMANY



"We welcome your pro-European stance and strong attachment to the EU"

Germany is our  
**4<sup>th</sup> largest**  
export market, accounting for  
**£2.3 billion**  
of Scotland's international exports

- Media briefing broadcast live
- Wide positive coverage in German media of Scotland's key messages
- 3 broadcast items aired and shared on social media
- Positive tweets by German Chamber of Commerce, Minister for Europe, German Council on Foreign relations
- Trade statistics re-tweeted by German Chambers of Commerce

## GOING GLOBAL 2019: HIGHER EDUCATION & RESEARCH CONFERENCE



- Round table event on **university partnerships** with Germany
- Ministerial engagement with key German HE and Research stakeholders
- Presentation of Scottish research programmes to business and academic audience
- Expanded affinity diaspora network through **alumni reception**

## INDIGENOUS LANGUAGES CONCERT SERIES



- Joint cultural programme with the Irish Embassy and Welsh Government
- Audience of ca. 150
- Showcased Scots and Gaelic through storytelling and songs by leading Scottish folk musicians
- UNESCO branding and promotion
- Accompanied by Gaelic-German **#WordoftheWeek** campaign
- Audience requests for another concert series

REPUTATION

INTERNATIONAL  
TRADE

RESEARCH &  
INNOVATION

INVESTMENT

SCOTLAND'S  
INTERESTS

# Beijing



# External Network Report

**Report for: Scottish Affairs Office, Beijing**

**Final Report**

**June 2020**

## **Covid-19 and office activities**

The reader should note that the Scottish Affairs Office in Beijing was affected by the Covid-19 outbreak earlier than other SG external offices. The Scottish Affairs Office in Beijing is located within the UK embassy which was closed starting from the end of January 2020. The repatriation of parts of the team was arranged at the same time. This led to a halt in regular office activities.

# At a glance 2019/20

## REPUTATION



### Social Media

**114,000** followers  
7 million reaches  
**1.6** million monthly impressions, up 30 %



1 Ministerial visit  
3 briefings every month averagely  
2 speeches at high level conferences organized by the Chinese government

## INTERNATIONAL TRADE



In conjunction with partners (VS, SDI) engaged with over **150** companies



Increased visibility of Scotland's business brandings at the Beijing Expo in front of averagely 6,000 visitors to the UK Garden & Pavilion per day for a week



## RESEARCH & INNOVATION



# **19** events & meetings supporting Scottish HEIs to develop partnerships and promote R&I strengths in China  
# **13** Scottish universities engaged



**15** research projects secured UKRI funding

## INVESTMENT

# In conjunction with SDI - **17** Companies engaged during the Ministerial Visit



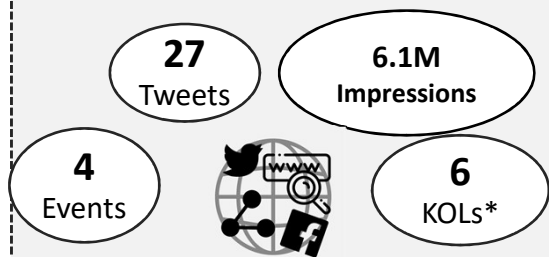
# **2** Opportunities identified during the SG Energy Official Delegation's visit

## SCOTLAND'S INTERESTS

# **7** diaspora events engaged 2,400 guests, up 100%  
# **2** Global Scots engagements & launched Scottish Focus Group Beijing  
# **15** Diplomatic engagements at senior level



## REPUTATION



\*Key Opinion Leaders

#StAndrewsDay

### St. Andrew's Day Campaign

9,501 interactions generated by St. Andrew's Day campaign on Weibo & WeChat

1,680 diasporas attended St. Andrew's Day celebrations in Beijing & Shanghai

In December 2019 the **Scottish Government's Representative to China** spoke at the **Basic Public Service Forum** co-organized by NDRC and UNICEF, introducing Scotland's BPS delivery for young people in front of **140 Chinese government** officials.

- The Forum was seen as a preliminary **wrap-up of BPS development** during China's current Five-Year Plan period while paving the way for it in the next FYP (2021-25).
- Following up last year's First Minister's visit to China and NDRC study tour to Scotland, this opportunity continued to build foundation for the **tripartite cooperation between SG, UNICEF & NDRC** to influence China's BPS policy over the next 5 years.
- Outcomes generated from this ongoing work may be delayed due to the ongoing Covid-19 crisis as our links in UNICEF and NDRC have been redirected to crisis response. We hope to **continue to build** on the relationship in the next year.



## INTERNATIONAL TRADE

### Royal Edinburgh Military Tattoo

The REMT welcomed the support from the office in Beijing to ensure the letter from the First Minister was delivered to the Chinese Government during the ministerial visit.

**5 Business partners** were introduced through the office to support collaboration

• Developed business links between the Royal Edinburgh Military Tattoo and Chinese partners

Commercial Partners

Strategic Support

• Used the Ministerial visit to present to the Chinese government a letter of support for the REMT project from the First Minister

• Secured the statement of endorsement for the REMT project from the Chinese Ministry of Culture and Tourism

Policy Support

## RESEARCH & INNOVATION

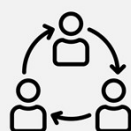


Supported sustainable farming pilots to progress in China

The application of Smart Irrigation System by Heriot-Watt University will achieve energy and water saving up to 80%.

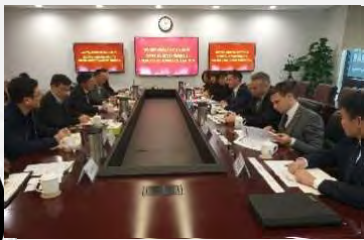
Facilitated a networking opportunity between HWU researchers and the potential funder

Short-term funding secured



- Secured a **meeting between SG Minister** for Trade, Investment and Innovation with the **Chinese Vice Minister of Science and Technology** to raise profile of Scottish research & innovation
- Supported **Prof Jim McDonald**, Strathclyde University in meeting with **Vice Minister of MOST** to establish greater links between Scottish and Chinese Universities, Research Pods and Innovation Centres
- Facilitated a senior visit from the **China Network SIN** to meet with senior partner in Scotland to explore greater collaboration and opportunities to increase partnership between Scotland and China

## INVESTMENT



The Scottish Government's **Energy Delegation's China** visit in November 2019 is one of the examples of **collaboration with SDI colleagues**.

The Energy delegation met with a **wide range of government and business contacts in 15 meetings and events in 3 cities**. Among them, they met with the Energy Department of the Asian Infrastructure Investment Bank and also delivered a presentation to wider AIIB colleagues on the Scottish Government energy policy as well as what SDI is doing across the region.

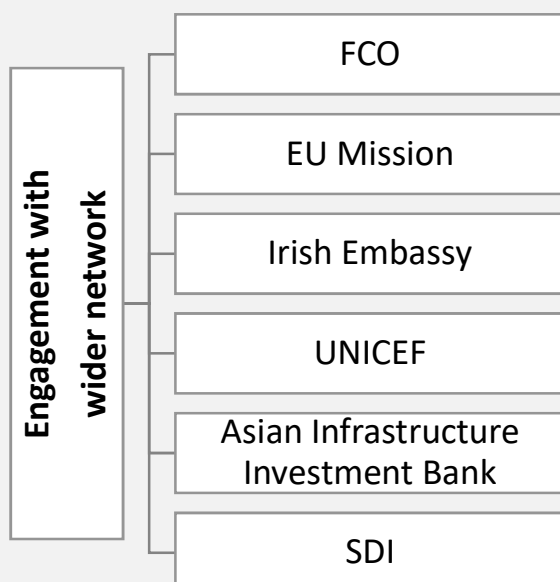
The visit **identified several investment and collaboration opportunities for the Team Scotland** to follow up, particularly in the offshore wind area. A scoping trip to Scotland in 2020 was under discussion. However the work was temporarily stopped by the outbreak of COVID-19.

**CNOOC Renewable** found the meeting with the delegation brought the understanding of future cooperation between the two sides up to a new stage.

## SCOTLAND'S INTERESTS



# **15 diplomatic engagements at senior level** to raise awareness of Scotland



### Burns' Supper

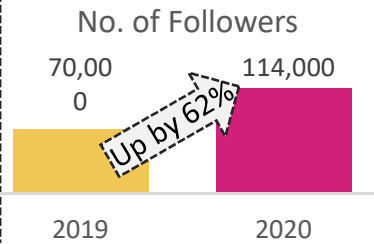


The Scottish Affairs Office Beijing organised a high-level Burns' Night on 21 January 2019. **Twenty senior diplomatic and business guests** attended it.

- Raised the **profile of Scotland culture and F&D** and sought to lay groundwork for future engagement with senior contacts in other diplomatic missions – which the office in China hadn't had contact with previously – for example the **EU Mission, AIIB, UNICEF, as well as senior Irish and British Embassy** contacts.
- A **joint event with the SDI team**, which enabled us to engage with senior DIT, CBBC and British Chambers contacts – as part of our moves to develop a stronger Future International Network.


## OFFICE STORY 2019/20

A robust growth of **Weibo & WeChat** followers from **70,000** to **114,000** in total, **up 62%**! The 2019 **St. Andrew's Day Campaign** on social media is one of the best examples.




- **12-day digital campaign on Weibo** to encourage people to share memories of one kind act with the Hashtag **#StAndrewsDay**
- Engaged **6 highly influential KOLs** and online media which have over 20 million followers totally
- Posted **25 Weibo tweets & 2 WeChat Articles** covering not only tradition, culture and F&D but also **Scotland's pioneering policies such as Babybox and tackling period poverty** as well as social enterprises' work such as AOTW, Social Bite and invisible Cities under the Kindness theme
- St. Andrew's Day greeting video by the First Minister received 91,000 views


- **6.1 million impressions** plus **9,501 interactions** in total
- Over **10,000 new Weibo followers** and **500 new WeChat followers**




Top3 KOL focusing on UK news @LadyBritannia co-launched the campaign




Leading online media focusing on gender issues @Other Girls promoted Scottish gender policies




One of the most popular online media focusing on social issues promoted the history of St. Andrew's Day



KOL focusing on creative industry highlighted the work of invisible cities from a culture perspective.



Top tourism KOL @Apple attended the St. Andrew's Ball in Beijing and reflected back on her happy memories in Scotland.



The most influential youth culture online media @Biede (previously VICE China) published a St. Andrew's Day daily cover.

# Brussels



# External Network Report

**Report for: Scotland House Brussels**

*Final report*

*June, 2020*

2019-20 has been a hugely significant, and challenging year for the Brussels office. It saw Scotland leave the EU, against the wishes of the Scottish people. Against this backdrop, the Brussels office has continued to engage proactively, and positively with EU partners: taking leading roles in established EU networks and supporting the development of new ones; delivering an integrated programme of policy, economic and cultural diplomacy events to protect Scottish interests and reputation in the EU as well as being at the forefront of broader activity to maintain Scotland's visibility, such the 'Leave a Light On' campaign.

# At a glance 2019/20

## REPUTATION



Highly **visible and impactful** programme of **First Minister, Ministerial and official engagements** in Brussels on the future EU-UK relationships.

2 First Minister Visits

5-17 retweets during major events

3.6% twitter engagement rate

Over 50 high level ministerial meetings

6,402 guests

168 meetings & events

Increased **social media presence** through campaigns such as **#LeaveALightOn**

Scotland House Brussels

As a proud European Nation, we deeply regret the UK's decision to leave the EU and hope to be welcomed back one day.

Please #LeaveALightOn for Scotland.

#ScotlandLovesEU

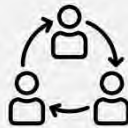


109 Retweets and 222 Likes

## INTERNATIONAL TRADE



Promoting **Scottish food and drink** products at SHB cultural and policy events – e.g., **Burns Night, St. Andrews, Sustainable Energy Week**



Scotland House officials **networked within Trade policy circles** in Brussels and recognised contributor to the same

Scotland House Brussels

Trade and Investment Minister @Ivan\_McKee met Timo Pesonen, DG Grow at the European Commission today. Constructive meeting on shared economic priorities such as decarbonisation and the application of new technologies.



## RESEARCH & INNOVATION



Developing and maintaining relationships with EU partners in Brussels, making them fit for the future. **On R&I alone over 100 meetings held** with stakeholders, from EU networks and commentators to EU, UK, Member State and regional officials.



Scotland House Brussels

Had a great day yesterday being part of such an exciting event @EUScienceInnov @Ivan\_McKee #ScotInnovate #RDaysEU



## INVESTMENT



Strong **engagement with regional networks** and partners to help develop investment and supply chain opportunities in Scotland – e.g., our work with the **Vanguard Initiative** - as this project work is inherently about investment in core economic sectors in Scotland



## SCOTLAND'S INTERESTS



Enhanced engagement with EU networks in 3 core work strands

Promotion of Scottish expertise and interests – in projects, events etc

8 Scottish stakeholders hosting 5 events as part of 4 day EWRC programme

Establishment of Friends of Scotland MEP group



## REPUTATION

### INCREASING THE PROFILE OF SHB ON, AND OFFLINE

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Consistent engagement with brand Scotland

Multiple social media campaigns

New hashtags – e.g., #AGreener Scotland

2,300 twitter followers

Engagement with networks and partners

The online celebration of Scotland House Brussels' 20<sup>th</sup> Anniversary, using **#ScotlandHouseEU**, attracted attention from partners and current/former staff alike.

Sarah English, Head of Scotland Europa, Brussels, was elected as Chair of the **European Regions Research and Innovation Network (ERRIN)** - the week the UK left the EU!



Cultural and policy events have had a consistent, positive, turnout, allowing SHB to showcase Scotland's cultural and policy offerings. The **trio of St. Andrew's events** held in November 2019 attracted approximately **350 guests**; while the **Burns Night Concert** attracted **110 guests**, and the **Burns VIP Supper** was attended by representatives of the **Croatian and German Council Presidencies**. Policy events such as the **Scotland House Discussion Series** continue to attract policy partners to SHB, with average attendance of 60-90 of our key Brussels partners and contacts.

## INTERNATIONAL TRADE

In early 2020, the recruitment process for a **new SDI officer** for Scotland House Brussels was completed, and they will work for the **food and drink portfolio**. This new position demonstrates the willingness of Scotland House Brussels to increase and improve international trade on behalf of Scotland.

Scotland House Brussels is now well established within EU trade policy discussions, and is regularly involved in a number of Brussels-based events and networks - for example we hosted a training and networking event for **Women in Trade** in early March. Through this we support Scotland's ambitions for future trade and trade policy developments.



Beyond the core SDI food and drink trade role, Scotland House Brussels is committed to showcasing Scottish food and drink products through our policy and cultural events – from Burns Night to the SHB Summer Reception. We always strive to have great food and drink on offer for guests as well as product and industry information to accompany it!

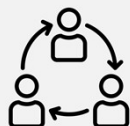


The UK **remained one of Belgium's top trading partners** in the last business year.

## RESEARCH & INNOVATION



Scotland House Brussels has worked to ensure that **Scottish research and innovation capacity is promoted in Brussels** and across the wider EU, and that our partnerships are enhanced and developed through engagement with universities, business organisations, innovation agencies and other research institutes.



**Minister Ivan McKee** spoke at the **Vanguard Initiative** Annual Political Meeting in November 2019, reiterating Scotland's commitment to working with our European partners in the R&I space.

### Shaping Horizons: Scotland's recommendations on the strategic planning for Horizon Europe

This **position paper** served as a contribution from Scottish R&I stakeholders **to the European Commission consultations** on the Strategic Priorities of the Horizon Europe framework **programme 2021-2027**. One of the key aims of the SHB 2019-2020 business plan was to press for Scottish participation in EU funded programmes to be maintained and will work to ensure agreed **Post-2020 EU funding** programmes, and this all-Scotland consultation response forms a key part of this work.

## INVESTMENT



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Developing relationships with EU Institutions, partners and stakeholders **to promote Scotland as a place to invest**

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**Participation in projects and pilots** as a result of relationships and membership of networks and other organisations

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A highlight of the year was **Minister McKee** at European Research and Innovation Days, speaking on an international panel on rethinking prosperity. Scotland's work on the **wellbeing economy** and the **national performance framework** was highly acclaimed by organisers and participants alike.

### SUPPORTING SNIB

In preparation for the launch of **the Scottish National Investment Bank**, the team conducted an introductory **outreach meetings** with national and sub-national investment banks, laying the foundation for SNIBs EU engagement

Scotland House Brussels continue to support and develop projects, pilots and networks to promote investment in key Scottish economic sectors.

One **example of the investment benefit** gained from this engagement is the **Vanguard Initiatives' de/remanufacturing (DERE-M) project**. This project aims to contribute to the EU circular economy societal challenge by supporting European companies to embed circularity within their production processes. **Colleagues from the Scottish Institute for Remanufacture (SIR)** have also been actively engaged in our ongoing work with the Vanguard Initiative.

## SCOTLAND'S INTERESTS

We supported the EPRC @Strathclyde University in bringing together partners from regions across Europe during **European Week of Regions and Cities**, with a SHB event with influential political and official players from Scotland, Germany and Portugal to discuss the future of regional policy in Europe.

The EPRC recognised 40 years of Scotland's contribution to policy developments in this field at the event.



A big thank you... for the event, your hospitality and your ongoing efforts on behalf of Scotland's interests in Europe"

Dr. Gary Campbell, UHI

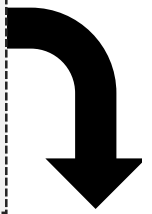
SHB continues to **position Scotland at the heart of EU policy discussions**, through engagement in EU themed weeks, as well as with individual partners and stakeholders in the EU Institutions, regional offices, and across the wider Brussels policy ecosystem. This facilitates **Scottish officials and stakeholders to meaningfully engage with key EU partners and stakeholders** on important policy matters. Highlights for 2019-20:

- **VisitScotland** delivering the annual St. Andrews Day lecture
- Live Music Now providing musicians for **St. Andrews Day** concert
- Speaking opportunities for both ministers, and Scotland Europa members, on high-profile policy platforms such as **European Week of Regions and Cities**
- Collaborative policy events with key partners such as **Eurada** and **ERRIN electing a Scottish Chairperson**.

## OUR LOW CARBON STORY

Throughout 2019-20 Scotland House Brussels prioritised engagement in **low-carbon policy events and discussions**, to showcase Scotland's knowledge and skills in this area. Ministers, Scottish Government colleagues, Scottish Enterprise and Scotland Europa Members, as well as other stakeholders were all eager to learn and share knowledge - this partnership is the driving force behind the ambitious work done in this area.

With Scotland's **significant climate ambitions** now enshrined in law, and the publication of the **European Green Deal**, the EU's new growth strategy, this policy space has become even more important for Scotland and our European partners.



Building on previous years, the **Scotland House Discussion Series** continued in 2019-20, and '**Environmental Leaders**' was a focal point of our effort around low-carbon. During **EU Green Week**, the James Hutton Institute highlighted Scottish research perspectives on protecting our natural capital. The series culminated in our most recent discussion series in February 2020, which focused on the **Just Transition**. It was an opportunity to profile the work of Scotland's Just Transition Commission along with high profile speakers from the UK and EU.

We profiled Scotland's leadership role in local and community renewable energy through addresses to the **European Civic Energy Forum** in Germany in Sept 2019 and participation in **European Commission's Concerted Action meetings**. During **EU Sustainable Energy Week 2019**, the Scottish Energy Networking Reception allowed us, alongside colleagues from Scottish Enterprise, Highlands & Islands Enterprise and Ocean Energy Europe to share **Scotland's Energy story** with our Brussels-based partners and stakeholders. A workshop held with Transport Scotland and HyER on zero-emission transport was also hosted during this week.

The office continued to work closely with networks and partners in Brussels. We supported **Zero Waste Scotland** in their stepped up engagement with **ACR+**, and work with both the **Vanguard Initiative** and **ERRIN** remained priorities. We worked extensively during 2019-2020 to support the positioning of Scottish islands favorably in the EU's Clean Energy for EU Islands Initiative; including working with Highlands and Islands Enterprise to **support a number of 'off-grid' small Scottish islands' successful applications to the EU Islands Secretariat** capacity-building to develop decarbonisation strategies. Engagement with high-level officials, including MEPs, Commission officials, Member States and regional offices supported our wide-ranging work across the low-carbon policy space.



The effort made by the team in Brussels demonstrated the knowledge and learning that Scotland has to share in the areas of environment, climate and energy. This has **boosted the profile of Scotland** amongst our European partners hugely. It also demonstrates the critical role of SHB as a **unique enabler of this partnership working**, bringing together many different Scottish stakeholders with one aim – **to promote Scotland's low carbon work**. Successful visits to Brussels by colleagues from SG, members and other stakeholders during themed weeks and throughout the year supported this promotion of the knowledge and learning Scotland has.

We also saw great successes through our strategic social media use during these events. Our unique hashtag for Green Week, **#AGreenerScotland**, received an average of **2,000 organic impressions** a day, and 23 retweets and 63 likes. This success was seen again when using **#ScotlandEUSEW**, where we received a total of **177.6k impressions** across the week, as well as 39 retweets and 96 like helping to share the message around Scotland's strengths in the low-carbon policy area more widely with our social media following.

This particularly busy year allowed Scotland House Brussels to position Scotland as a **strong player** in the low-carbon policy space. Our participation in **EU themed weeks such as Green Week, Sustainable Energy Week and EWRC**, where Scottish stakeholders spoke on panels, and we, as Scotland House, hosted many successful policy events, demonstrated to our European partners our strengths in this area. At a time when some of the world's most ambitious climate change legislation has been passed by the Scottish Parliament, we were able to give a flavour of what **Scotland has to offer to support Europe's energy transition and global climate ambitions**.