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OCTOBER/NOVEMBER 2024

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smart of Edinburgh
12 Edinburgh Rd, Newbridge, EH28 8QW

Sustainability & Innovation

Welcome to this issue of Business Comment, which focuses on Sustainability and Innovation.

As ever, our partners and members do not disappoint, with some ground-breaking and valuable work being featured.

For example, we report on the inaugural Impact Report which has been published by the Edinburgh International Conference Centre, in itself a positive innovation and with content which clearly demonstrates the EICC's root and branch approach to reducing its carbon footprint, with big falls in emissions, electricity usage, waste, and water use. Their work through the Exchange Initiative to better record the conference legacy impact many of the major conferences they host in the Capital is also fascinating, and will demonstrate even further the enormous value of the EICC, and business events more broadly, to the city.

Edinburgh College, and the work it is doing to help businesses navigate a path through innovation in everything from new product development to upskilling staff and improving processes, is also one of our main features, along with Edinburgh Napier University, where the Centre for Business Innovations and Sustainable Solutions works closely with SMEs to support the sustainability agenda, bringing business benefits along the way.

Our infrastructure and utility partners are also involved. Scottish Water Chief Executive Alex Plant outlines some of the work being carried out in Edinburgh to reduce pollution and promote wise water use, and Edinburgh International Airport reports on its achievement of one of the highest levels of global sustainability accreditation which airports can receive.

There are interesting contributions from RoslinCT, the innovative healthcare business whose ground-breaking cell and gene therapies pioneer treatments for many life limiting conditions including genetic disorders, cancers and autoimmune diseases, and from Edinburgh Leisure and their drive to use physical activity to help tackle inequality and poverty in the city.

Enjoy the magazine.



Liz McAreavey
Chief Executive,
Edinburgh Chamber of Commerce

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Catalysts for Change: How the EICC is helping conference organisers to leave a global and local impact!

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Committing to a sustainable future with 75Media's ESG Plan

75Media unveils its ESG plan whilst already qualifying for a four-star SDG rating, which puts it in the top 10% of businesses



Out of Home (OOH) specialist 75Media has launched its first Environmental, Social & Governance (ESG) plan, in line with the UN's Sustainable Development Goals (SDGs).

The business, which has a rapidly growing presence in Scotland, has identified four of the UN-defined goals where it believes it can make most impact and has set precise targets to ensure progress over the coming years.

In 2015, 193 world leaders agreed to 17 Sustainable Development Goals, also known as the Global Goals, which aim to tackle global challenges, including poverty, inequality, and climate change, by 2030.

75Media, which has offices in both Glasgow and Edinburgh, has already qualified for a four-star SDG rating, which puts it in the top 10% of over 5,000 businesses researched by Support the Goals.

Data from Outsmart, the trade body for the UK OOH advertising industry, found that OOH is the most sustainable advertising platform for brands, producing the least amount of carbon emissions per impression when compared to other major media.

The four UN goals 75Media intends to focus on are:

Goal 3: Good Health & Wellbeing

75Media is committing to promoting good health and wellbeing in its own workforce and society. Targets include partnering with an organisation to run two mental health awareness campaigns every year until 2030 and helping to support 60 disadvantaged young people to connect with nature.

Goal 8: Decent work and economic growth

The company has committed to creating safe working conditions, an inclusive workspace, and fair pay within its business and supply chain, with defined targets around increasing diversity in the workplace and working with suppliers which pay the living wage.

Goal 12 – Responsible Consumption and Production

75Media will practice responsible consumption and production, as well as commit to reducing waste generation throughout its operations. By 2029, it

pledges to reduce waste by 50% and introduce three new circular economy projects into its portfolio maintenance programme, focused on reusing, repairing and refurbishing materials in order to maintain billboard assets.

Goal 13 – Climate action

75Media commits to keeping global warming below 1.5°C by reducing its carbon footprint. This will involve becoming net zero by 2040, and by 2029, pledging 90% of spend to suppliers who have net zero targets. The company already uses 100% certified renewable energy to power all of its digital billboards.

According to the World Economic Forum, only 60% of organisations have a sustainability strategy.

Mark Russell, Business Director in Scotland for 75Media, said: "The first step in any sustainability journey is having a solid strategy in place to help drive action towards what matters most – making the world a better place by 2030.

"Our presence in Scotland is growing all the time, and with that increased footprint comes increased responsibility, which we take very seriously. We now have a team of four in Scotland, with office space in the Cubo facilities in both Glasgow and Edinburgh. There are lots of exciting developments on the horizon, but underpinning it all will be our commitment to creating a sustainable future."

75Media's full strategy can be found at www.75media.co.uk/esg.

75Media has already qualified for a four-star SDG rating, which puts it in the top 10% of over 5,000 businesses researched by Support the Goals.

Edinburgh Airport achieves global carbon accreditation

The airport is first in Scotland to reach Level 4 in Airport Carbon Accreditation (ACA) scheme.



Edinburgh Airport has been recognised for the work done to reduce absolute emissions after becoming the first in Scotland to achieve a global carbon accreditation.

The airport has reached Level 4 'Transformation' in the Airport Carbon Accreditation (ACA) scheme. This is one of the highest levels in the global carbon management certification programme for airports.

This follows extensive engagement and partnerships with stakeholders, airlines and campus partners; work to map the emissions existing within the airport's supply chain; and the publication of a new Net Zero strategy.

The ACA scheme is the only institutionally endorsed, carbon management certification programme for airports across the globe, and this accreditation further demonstrates the progress being made by the airport through its Greater Good sustainability strategy.

Work done at the airport to achieve ACA Level 4 included:

- The publication of a Net Zero Strategy setting out the airport's plans for future sustainable growth and how it can contribute to a net zero world, through an absolute reduction of its direct emissions.
- Working with our airlines and airport partners on understanding science-based targets at the airport to achieve a reduction in emissions.
- Mapping to understand and act upon Scope 3 (indirect) emissions through the airport's supply chain, and the carbon value of goods and services purchased.

All data submitted as part of the process is externally verified and plans are now underway to work towards the next ACA milestone, Level 4+ Transition, in which an airport offsets its remaining carbon emissions with reliable carbon credits.

Edinburgh Airport is now part of VINCI Airports' network, the world leading private airport operator and one of the

most important contributors to the Airport Carbon Accreditation.

All of its +70 airports are part of this program, and its ambition is to reach net zero emission for its European and UK airports by 2030. Four airports have already reached the net zero emission, Level 5, in Toulon Hyères in France and Beja, Madeira and Ponta Delgada in Portugal.

Jessica Briggs, Head of Sustainability at Edinburgh Airport, said:

"This accreditation marks another major milestone as we progress towards Net Zero emissions and build upon the important work already done through our Greater Good sustainability strategy.

"We'd like to recognise the role our airlines, campus partners, and suppliers have played in this, and thank them for engaging with us as we work to better understand emissions created across our campus and beyond – and look at how we can further reduce these.

www.edinburghairport.com



RoslinCT – Creating Positive Impact Through Sustainability & Innovation

At RoslinCT we manufacture ground-breaking cell and gene therapies to treat many life limiting conditions including genetic disorders, cancers and autoimmune diseases. The company was originally spun out of the Roslin Institute in 2006 and was one of the first companies to translate the cutting-edge technology behind Dolly the Sheep to produce clinical grade stem cells for use in therapeutics.

But what is our overall positive impact on society, how do we measure it, and how do we grow it?

Why should we care? Well, firstly, we recognise the importance of contributing all we can to improve global health and wellbeing. Secondly, there is a massive economic shift needed to achieve the targets of the UN Sustainable Development Goals.

We are focused on delivering better, faster, and more accessible healthcare – engaging with employees, suppliers, customers, community, future generations and the environment in the pursuit of better outcomes. To provide a positive societal impact, we must create value for all of our stakeholders and do no harm in the process. By advancing our sustainability goals and digital projects, for example, we can amplify the impact we are delivering for our customers, for healthcare systems and ultimately for patients.

Our unique position is our expertise in cell therapy manufacturing and our longevity in the field of Advanced Therapy Medicinal

Products (ATMPs) which is still relatively novel. We have worked in harmony with our clients to allow them to fulfil the potential of these groundbreaking therapies and change the lives of patients who may have exhausted many of their treatment options.

To grow the impact that we create, we need to focus on 3 areas:

Accessible Products: Make more batches, faster, at less cost. Part of achieving this is to realise as many internal efficiencies as possible through continuous improvement and digitisation. For example, the introduction of electronic batch records, to reduce the time and resources taken to release batches of treatment. We will also work with our partners to innovate to create standard, automated processes.

Brilliant People: Recruit individuals who are passionate about this impact. Measuring the impact is crucial to attraction, development and retention, and in our community, we support a number of STEM initiatives to increase awareness of our activities and increase inclusion to further grow our talent pool.

Protect the Environment: Decarbonise our business, so that we operate within a system that is creating a healthier planet. We have a role to play in doing no harm, so have taken several steps to reduce our climate impact.

Examples of how we can work towards this include optimising our materials procurement to minimise clean room waste, switching to sustainable alternatives of consumables, purchase of renewable energy, and improving waste segregation.

Innovation (including digitisation) and sustainability go hand in hand to create more efficient, less wasteful ways of working. The better we become at this within our industry, and across all industries, the sooner we will realise the economic transition required to raise the investment needed to meet the SDGs.



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HEINEKEN UK partner with AND Digital to streamline pub deals with new sales platform

Leading brewer HEINEKEN UK has partnered with tech consultancy AND Digital to launch HeiDeal – a new data-driven platform that will transform how HEINEKEN UK’s sales teams build valuable contracts, providing customers with a smoother experience and more tailored deals.

HeiDeal models multiple deal scenarios that optimise margin, profitability, and product mix. It will make it simpler for HEINEKEN UK’s teams to supply pubs and venues with market-leading, competitively priced HEINEKEN UK products.

The partnership with AND Digital has been key to this, with AND Digital being fully embedded within HEINEKEN UK’s teams over the past 18 months to deliver a programme of digital transformation including digital upskilling, workshops, and training.

Breno Gentil, Senior Director of Digital and Technology, Europe at HEINEKEN N.V., said: “Working in true partnership with AND Digital has enabled us to upskill and train our own staff and embrace digital transformation together, benefiting everyone at HEINEKEN UK. The partnership and strength of tech talent shows why the UK is a great home for international companies like ours.

“The launch of HeiDeal sees us raise the bar again, with a continued focus on our customers and enabling long-term growth through digital transformation”

Nejat Erguven, Director of Digital and Technology, at HEINEKEN UK, commented: “Working with AND Digital to launch HeiDeal is another step forwards in creating a “digital backbone” for HEINEKEN UK - our plan for creating a robust technology framework and future-proofing our global business.”

Will Rice, On Trade Director at HEINEKEN UK, added: “As we continue our journey to become the world’s most connected brewer, the launch of HeiDeal represents a significant milestone for us. By streamlining the way we create deals in the On Trade, we can offer unrivalled, tailor made insight to optimise commercial agreements for our customers. This innovative platform exemplifies our commitment

to leveraging digital transformation to enhance customer experiences. Our partnership with AND Digital has been instrumental in this achievement, and together, we are paving the way for a more connected future.”

Fiona Burton, Club Executive at AND Digital, said: “Data and digital skill’s development sit at the heart of our business, and our partnership with HEINEKEN UK demonstrates why these two strands are so important.

“Enabling quicker and easier deals is key to making supply chains more efficient and profitable, and delivering better product experiences for our clients’ customers. The team at AND Digital takes pride in building technology applications and experiences for our customers, while equipping their team members to be able to deliver long-term value from it.”





Dynamic pricing - what's the story?

Businesses across sectors have been advised to review their approach to dynamic pricing after the practice drew scrutiny in the context of Oasis' reunion tour.

A UK and Ireland tour next summer will mark the first time the band's two most prominent members, brothers Noel and Liam Gallagher, have played together since 2009.

Millions of people reportedly tried to purchase tickets, many queuing for hours online to do so. By the time some fans reached the front of the queue, some of the remaining available tickets were being advertised at more than double the price than they had been available for earlier in the day.

Some Oasis fans complained to the Advertising Standards Authority and the UK government has promised to address "issues around the transparency and use of dynamic pricing, including the technology around queuing systems which incentivise it" as part of a wider regulatory review.

Dynamic pricing is where the price of goods or services goes up or down according to demand. The Oasis case is an example of how commercial practices can draw mainstream attention and highlights how implementing dynamic pricing structures can raise questions of competition or consumer law compliance.

For some businesses, implementing a flexible pricing strategy that reflects peaks and troughs in demand for their goods and services will make perfect economic sense. It is a practice that is often deployed by service providers in the

transport industry, for example.

It is increasingly being explored by businesses that might be said to be operating in the entertainment industry - Spanish football club Valencia, for example, recently announced its intention to deploy dynamic pricing for tickets to its home matches.

In the UK, operating a dynamic pricing model is not illegal per se, but there are some legal considerations for businesses seeking to implement one. A risk of non-compliance with competition risks can arise from the application of dynamic pricing structures if a business can be said to be dominant in its market.



Angelique Bret
Pinsent Masons
Partner

If systems that enable dynamic pricing for a dominant company's goods or services lead them to set what might constitute excessive prices, those companies could face claims that they are abusing their dominant market position and as such breaching competition law.

There are also UK consumer protection law issues that all businesses deploying dynamic pricing structures need to consider, with rules in place that protect consumers against misleading or unfair commercial practices.

A commercial practice can be misleading where it contains false information or presents information in a way that deceives an average consumer, and the practice causes the average consumer to take a transactional decision they would not have taken otherwise.

A commercial practice can also be misleading if material information is omitted or hidden. The specific circumstances and design of a dynamic pricing practice requires consideration in this context.

In the UK, a new law has entered into force, but has yet to take effect, which will give the Competition and Markets Authority scope to take enforcement action against businesses that breach UK consumer law without having to go to court to do so.

A New Future for Edinburgh's Holyrood Park

Historic Environment Scotland (HES) has prepared a Strategic Plan for Edinburgh's iconic Holyrood Park, outlining a vision for a more sustainable and vibrant park.

The plan, developed through extensive consultation, aims to address key challenges and opportunities facing the park, while preserving its heritage and enhancing its value for visitors and the local community.

Central to the plan is a clearly defined Purpose, supported by principles that prioritise people and place. The plan sets out a vision and objectives to guide the Park's development over the next decade, focusing on climate action, biodiversity protection, and visitor wellbeing.

The strategic plan is an important milestone towards realising the park's full potential. It will inform the development of proposals and tactical plans to achieve the vision and objectives, while aligning with the park's purpose. The support and engagement of communities and stakeholders will be essential in driving progress and ensuring a positive future for Holyrood Park.

Alison Turnbull, Director of External Relations and Partnerships at HES, commented:

The strategic plan builds upon the recently completed Holyrood Park Landscape Conservation Management Plan, which has been informed by expert analysis of archaeological, ecological, and hydrological factors.



The Strategic plan does not include the final Movement Strategy for the park, which is still being developed in collaboration with The City of Edinburgh Council and will align to their City Mobility Plan 2030. Additional, detailed surveys are required to inform the plans for future traffic movement and active travel, ensuring a sustainable future for the park.

While the plan does not cover rock risk, specialist geotechnical engineers have completed a re-assessment of risk and

potential mitigating measures in relation to parts of the adical Road and other areas. HES plans to improve access in spring 2025, where this can be done safely, at the southern end from the Hawse to the northern end of South Quarry. This area includes Hutton's Section and Hutton's Rock, together with the quarry in which climbing is permitted. Due to Holyrood Park's complexity and unique nature, all proposals need to consider statutory consents and require engagement with the relevant regulatory bodies.

Lothian Buses partner with Strut Safe

Lothian is delighted to announce the launch of a partnership with Strut Safe, a volunteer-operated support telephone line offering a friendly voice at the end of the phone for those travelling alone.

Strut Safe telephone lines are open on Friday and Saturday evenings between 1900 - 0300 hrs, and on Sundays from 1900 - 0100 hrs. The volunteer-led team stay on the phone with callers until they have arrived safely at their destination, no matter where they are going or where they have come from.

Lothian is the first public transport provider in the UK to enter into an official partnership with Strut Safe, and the operator is excited about what this new opportunity may bring for both organisations.

Gaynor Marshall, Lothian's Communications Director, said: "Lothian is committed to delivering inclusive and accessible bus services. Our partnership with Strut Safe promotes awareness of an organisation which can offer our customers the opportunity to

feel supported and connected through every part of their journey."

Rho Chung, Director of Communications at Strut Safe, said: "We are so excited to be partnering with a transit provider from Edinburgh, where Strut Safe was founded. Public transit is an essential part of making public life safe and accessible for everyone, and we are delighted to be part of Lothian Buses' initiative to help their passengers feel safer before, during and after their bus journey. Through our partnership, we hope to help our callers feel safe and supported from door to door."

Strut Safe stands in solidarity with marginalised people, providing kindness and reassurance to anyone who needs it during their travels. Calls to Strut Safe can be made from anywhere in the UK. When calling Strut Safe, the automated



system will transfer callers to an available volunteer. The volunteer will ask callers for their name and location, then chat to them about whatever they want until they are safely through the door. All volunteers are thoroughly assessed, trained, and hold valid disclosure and barring service certificates.

You can find out more about Strut Safe [here](#).

EICC discloses carbon emissions record in inaugural Impact Report

EICC reveals 60 percent reduction in carbon emissions Scope 1 and 2 since 2013, 41 per cent reduction in electricity usage, 41 percent reduction in waste production, 46 percent reduction in water usage, while 85 percent of delegates using its online travel platform opted for sustainable travel methods.



The Edinburgh International Conference Centre (EICC) has disclosed its carbon emissions record for the last decade in its inaugural Impact Report - revealing a 60 percent reduction in carbon emissions Scope 1 and 2 since 2013, a 41 percent reduction in both electricity and waste production, and a 46 percent reduction in water usage.

Marshall Dallas, CEO of the EICC, said: "We are focused on promoting a more responsible events industry, and the advent of the Impact Report fits squarely with this strategy and the related importance of being transparent about our sustainability record. The overall reduction in emissions is an even greater achievement when you consider that the conference centre hosted double the amount of events in 2023 compared to 2013."

Event Impact Reports produced by the EICC on request for events held at the venue detail energy usage, waste generation, economic, and social impact - reports that enable clients to set data-based targets for future events.

The reports are one of the three key pillars of the EICC's 'Step Change' sustainability

programme, alongside a 'Desk to Door' travel planner, and a pioneering partnership with RSPB Scotland, with an in-house team led by Rob Turnbull, Sustainability Manager.

In August last year, the venue partnered with You.Smart.Thing, an online travel platform that provides personalised low carbon travel plans. Since establishing the partnership with You.Smart.Thing, the EICC has recorded that 85 percent of delegates using the platform opted for sustainable travel methods en route to conferences and events at the venue.

Nationally, the EICC partners with operators committed to net zero goals, while locally the venue encourages the use of Edinburgh Trams, Lothian Buses, and Central Taxis, a carbon neutral taxi company.

Through its Climate Action Contribution initiative with RSPB Scotland, the EICC has secured £38,000 to date, via client events, with funds going directly to peatland restoration in the north of Scotland.

Another partnership with Olio, led by the EICC's catering partner Leith's, has enabled

any surplus food to be redistributed to local community groups in and around Edinburgh.

Marshall Dallas added: "A commitment to the environment and society, in addition to our economic impact, is front and centre for our team as we strive to reach net zero by 2030 and to be one of the most sustainable conference centres worldwide."

Earlier this year, the EICC announced a string of recent awards relating to its sustainability efforts. Most recently, at the Business Travel Awards Europe, the venue won the Achievement in Sustainability - Meetings & Events category. The EICC was a finalist, and the only conference venue selected, in the Innovation in Sustainability award at IMEX Frankfurt alongside TED and the Water Environment Federation. At the Edinburgh Chamber of Commerce Awards, the EICC also won Net Zero Champion and Inspiring Partnership award, with the latter award for the venue's partnership with RSPB Scotland.

In February, the EICC reported record revenue of £12.8 million and record profit of £2.6 million for the year to 31st December 2023.



Supporting Edinburgh’s SMEs on their Net Zero Transition

Our project team is having a busy year delivering the Net Zero Edinburgh project. The aim of the project is to support Edinburgh’s SMEs in participating in the just transition to a net zero carbon economy, as well as to support innovative decarbonisation projects in the city. The project is funded by the UK Government through the UK Shared Prosperity Fund and supported by the City of Edinburgh Council.

The project offers a range of free support depending on what stage businesses are at on their net zero journey, from those just beginning and looking for advice on where to start, to those who have specific areas they want to focus on. SMEs taking part in the project will enjoy a range of free support, including:

- Assistance in calculating your carbon footprint
- Two hours of free consultancy
- Access to toolkits and resources
- Informative events

As part of the project, we also run a cohort for a select number of businesses to provide them with tailored support to help them calculate their carbon footprint and to plan and write a net zero plan. We have run two

cohorts to date, with 22 businesses having net zero plans at the end of the cohort. The cohorts provide not only the opportunity to calculate your carbon footprint and write a net zero plan, but also the chance to share learnings, experiences, and best practices with other businesses in the cohort. Our next cohort will start in the new year and will run from January to March 2025, consisting of three half-day workshops each month.

In addition to supporting businesses in understanding what practical steps they can take to reduce their carbon emissions, we have also hosted two events showcasing net zero innovation across the city. These events highlighted the importance of innovation in driving and supporting the net zero transition, as well as showcasing how local businesses are approaching the transition and the

steps they are taking to reach their net zero goals.

Our latest event, held earlier this month, focused on practical steps businesses can take to start their net zero transition, as the hardest part for businesses is sometimes not knowing where to start. The event featured two local businesses, CMS and Change Waste Recycling, who shared their net zero journey to date, the actions they have taken, and what they are focusing on going forward to help them reach their net zero goals.

If you are interested in any support or would like to find out more about our next cohort or event, please get in touch with the projects team at netzeroedinburgh@edinburghchamber.co.uk. We also have a range of resources and toolkits on the Net Zero Edinburgh website at www.netzeroedinburgh.org.

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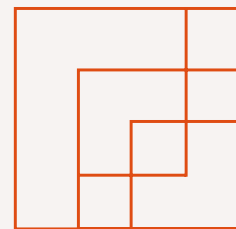
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60 Seconds

Name: Kathleen Slaney

Company: SCOTLAND: The Big Picture

Website: www.scotlandbigpicture.com

Q: In five words or less, what do you do?

A: Make rewilding happen across Scotland.

Q: How long have you been in your current role?

A: I celebrated my 1 year work anniversary last week!

Q: What does a week in your job look like?

A: Super varied (thankfully)! From taking a partner to visit a rewilding site in the Cairngorms to attending an event in Edingbirgh to connect with new partners.

Q: Your proudest moment with your organisation, or biggest 'win'?

A: Launching our Make Rewilding You Bussiness partnership program earlier this year - and receiving an incredible response from the business community in Scotland.

Q: Your favourite top tip or quote in business?

A: Think globally, act locally.



Q: How long have you been a member of the Chamber for and why did you join?

A: Since this summer. We joined to connect with the incredible Edinburgh business community.

Q: Where do you read your copy of Business Comment?

A: My role involves lots of travel - so usually on a train journey travelling across our beautiful country.

GET WITH IT

By Bill Magee

Scottish Business Technology
Writer of the Year

The World Economic Forum (WEF) lays great stress over how harnessing a data-driven sustainability culture leads to valuable insights and informed decisions to optimise resources. Ensuring a just green future for all.

A gentle stroll in Holyrood Park by a group of eco-friendly sustainability pioneers and leaders signals a new era of innovation out of Edinburgh.

Realise Earth was behind a novel "sustainability network" ending with a convivial supper plus more, much more conversation involving key questions.

Especially just how we can prevent depletion of natural and physical resources, to ensure they are still around on a long-term basis.

Also, a lingering problem of a widening gap in green skills. Skills crucially needed to develop and support a sustainable, resource-efficient society.

WEF's timely advice chimes with one organisation that has a significant presence

in the Capital and has got its Net Zero plans future-proofed.

Openreach Scotland has adopted an approach, an aspect of which can be viewed as a paradigm for others to follow.

"Full Fibre" represents its ongoing mission to create a more sustainable communications network integral to a more energy efficient, more reliable, greener economy.

Investing in next-generation networks like 5G and full fibre broadband, it is very conscious of its carbon emissions with a determination to limit them.

The company has joined forces with EV100, a global initiative championing electric vehicles (EVs), founding the UK

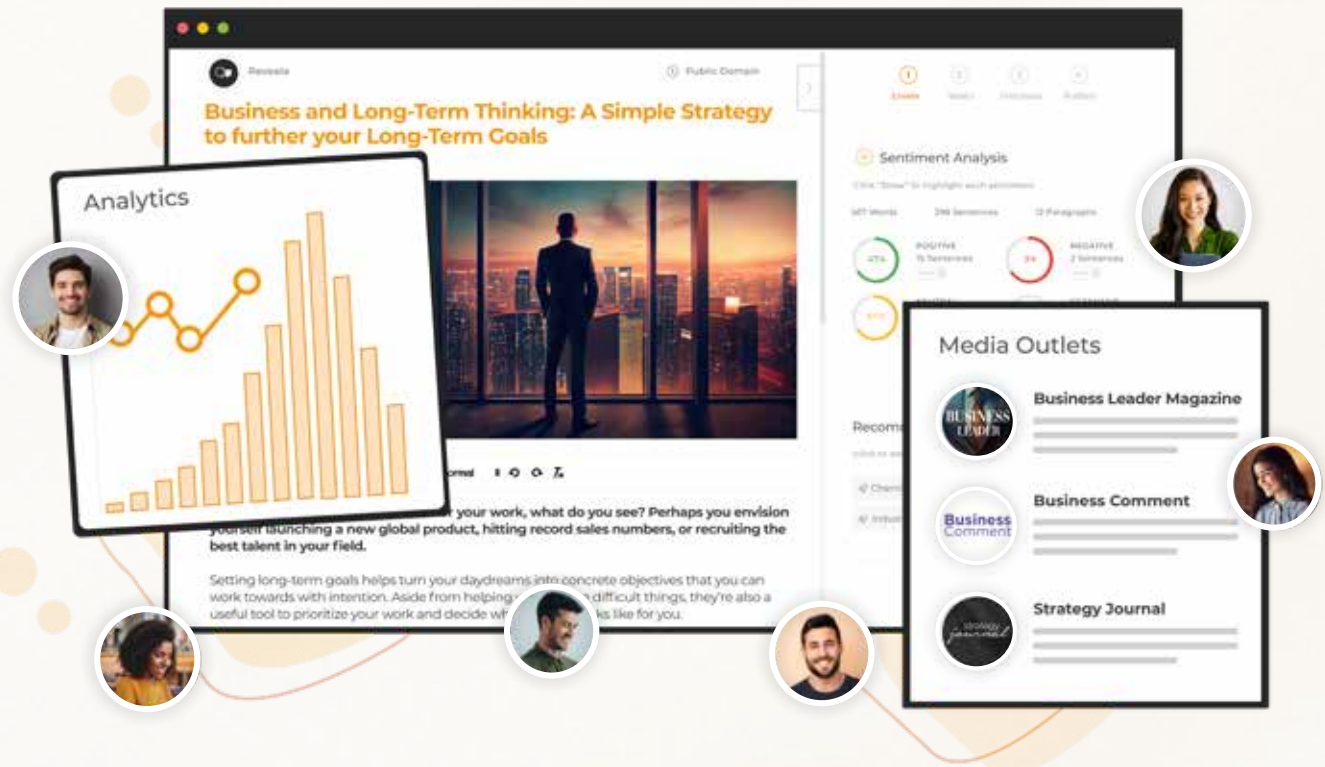
Electric Fleet Coalition alongside BT and international non-profit The Climate Group.

Such partnerships underscore an accelerated transition to electric mobility, with the belief collective action drives significant environmental change.

Engineers are driving more safely and efficiently, leading to reductions in fuel consumption and CO2 emissions.

Lithium battery packs replacing petrol generators for roadside equipment have been trialled, also exploring electrically-operated booms to hoist vehicles.

Openreach's eco-friendly engineering fleet is backed by 100 per cent renewable electricity power to its entire network and operations. It will be a Net Zero business by 2031.



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Myeloma UK Chosen As TTI UK's charity

Edinburgh-based Myeloma UK has been chosen as power tools solution provider TTI UK (Techtronic Industries UK Limited)'s Charity of the Year.

Myeloma UK is the only UK charity dedicated to providing support and influencing access to treatments for people with the incurable blood cancer myeloma, while researching a cure.

Over the next year, TTI UK employees will hold a host of events in a bid to raise vital funds and awareness, so that no-one has to face myeloma alone.

Matt Wynes, Director of Fundraising at blood cancer charity Myeloma UK, said: "We are immensely grateful to the team at TTI UK for choosing us as their Charity of the Year and helping people affected by myeloma get the support, information and treatments they need. We receive no government or NHS funding and we can only deliver this critical work thanks to the generosity of businesses like TTI UK and our incredible community.

"We've come a long way since we started and, with life-extending treatments and care, many people with myeloma now live longer and better lives. But we have more to do, and thanks to TTI, we will get one step closer to making sure people with myeloma can have the best life possible

now, and look forward to a more positive future. Every time we act together, we increase the pace of change."

Myeloma occurs in the bone marrow and currently affects over 24,000 people in the UK.

It affects 2,000 people in Scotland.

TTi UK is part of the global TTI group. It is a world leader in cordless technology spanning power tools, outdoor power equipment, floorcare, cleaning products and appliances for DIY, consumer, professional and industrial users. The UK business distributes well-known Milwaukee and Ryobi products.

Aman Kaur, Senior HR Manager at TTI UK, said: "We are immensely proud to be partnering with Myeloma UK in their great cause. This collaboration will help TTI UK serve its community and make a difference in the lives of people affected by myeloma. Our objective will be to launch joint initiatives that will be impactful, and supportable and help raise as much funds as possible to help those who need it the most. So please join me in this journey of making a difference."

Despite being the third most common type of blood cancer, myeloma is especially difficult to detect as symptoms, including back pain, easily broken bones, fatigue and recurring infection, are often linked to general ageing or minor conditions.

While it is incurable, myeloma is treatable in the majority of cases. Treatment is aimed at controlling the disease, relieving the complications and symptoms it causes, and extending and improving patients' quality of life.

More than half of patients face a wait of over five months to receive the right diagnosis and around a third are diagnosed through A&E. By that point, many of them are experiencing severe or life-threatening symptoms.

Kelvin Mackay, Company Partnerships Fundraiser at Myeloma UK, added: "We are really excited to be working with TTI UK and can't wait to be involved in helping their team to raise both funds and awareness that will have a lasting impact on people with myeloma and their families.

"There are many ways businesses can support us and help make a difference.



of the year

Companies can of course choose Myeloma UK as their Charity of the Year, but there are so many other opportunities to help us rewrite the future for patients. Businesses can make a one-off donation, set up payroll giving, volunteer with us, or offer staff match-funding for their own fundraising efforts."

To find out more Myeloma UK's Charity of the Year programme, contact us on kelvin.mackay@myeloma.org.uk.

For more information about myeloma or to get in touch with Myeloma UK go to the website www.myeloma.org.uk. Myeloma UK also runs an Infoline on **0800 980 3332**.

What is Myeloma?

- Myeloma is an incurable blood cancer that occurs in the bone marrow and currently affects more than 24,000 people in the UK.
- It affects 2,000 people in Scotland.
- On average 16 people are diagnosed with myeloma every day in the UK.
- Despite being the third most common type of blood cancer, myeloma is especially difficult to detect as symptoms, chief among them pain, easily broken bones, fatigue and recurring infection, are often linked to general ageing or minor conditions.

- While it is incurable, myeloma is treatable in the majority of cases.
- Treatment aims to control the disease, relieve the complications and symptoms it causes, increase patients' life expectancy and improve their quality of life. It generally leads to periods of remission, but patients inevitably relapse requiring further treatment.
- Myeloma is the 19th most common type of cancer.
- Myeloma mostly affects people aged 65 and over but it has been diagnosed in people as young as 20.

10 Key Statistics

- Around 5,900 people are diagnosed with myeloma every year.
- Eight people die from myeloma every day.
- More than 3,000 people die from myeloma every year.
- 73% of people diagnosed with myeloma every year are over 65.
- Half of all myeloma patients will survive their disease for five years or more.
- Around one third of myeloma patients will survive their disease for ten years or more.
- Half of patients face a wait of over five months to receive the right diagnosis

and around a third are diagnosed through an emergency route.

- A third of myeloma patients visit their GP at least three times before getting a diagnosis.
- Myeloma is the third most common type of blood cancer.
- Myeloma makes up 2% of all new cancer cases diagnosed ever year.

10 Myeloma Red-Flag Symptoms

- Persistent or unexplained pain for more than 4-6 weeks, particularly in the back or ribs.
- Easily broken bones or unexpected fractures.
- Experiencing either frequent urination or minimal to no urination.
- Frequent or hard-to-clear infections.
- Swollen legs or abdomen.
- Tiredness that doesn't improve with rest (fatigue).
- Nosebleeds or unexplained bleeding or bruising.
- Unexplained shortness of breath.
- Unexplained weight loss.
- Numbness in the feet, hands, or legs

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100 Princes Street



Welcome
Signature Group



Welcome
Bounce EV

NEW MEMBER LIST

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Allica Bank
AWESUM™ Digital
Brewhemia
British Council Scotland
BTO Solicitors LLP
Capital Theatres
CC Consulting
Concept Systems Ltd
Equals Money
European Tour Group
Fluid AV

Foxglove Offices
GatewayXV
James Kidd & Son Ltd
Katie Bambrick Coaching
Lothian Labels
MBM Commercial LLP
MNB Networks Ltd
Morton Mccann Ltd.
NEON Training Limited
OnlyExcel
Opulence Security & Services LTD
Postcode Lottery Limited

Primate
Quensh Specialists Ltd
Quicksafe Security
Robertson Construction Central East
Sandlebridge
Scottish Wholesale Association
Signature Group
The Roseate Edinburgh
Transform Scotland
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Would you like more information on joining the Chamber?

Membership prices start at only £23.00 per month. Please contact us for more information.

Richard Ellis Head of Membership, richard.ellis@edinburghchamber.co.uk

A welcoming environment for business

Barbados continues to directly attract business interests from Scotland and the wider UK, through the hosting of the Scottish Annual Inward Trade and Investment Mission to Barbados. Hosts, Invest Barbados, the national investment promotion agency of the country, partners each year with Renfrewshire Business Network and the UK's Department of Business and Trade to execute this mission that has proven to be quite successful for several entities.

Why Investors choose Barbados?

Barbados offers a business-friendly environment underpinned by a long history of political and social stability, with a legal system based on English common law. The country has a well-educated English-speaking workforce that includes a range of professional services, which are readily available including tax advisors, reputable international banks, global accounting firms, legal firms and management companies offering the full gamut of corporate services.

The government of Barbados is pro-business. Presently, island-wide 4G LTE and fiber optic high-speed internet is available. The country also boasts a robust physical infrastructure and serves as a strategic hub, located between North and South America with a modern seaport and an international airport that provides direct flights to major international cities. Barbados is safe and offers a high standard of living with excellent healthcare and education, making it attractive for expatriates and their families. Indeed, it is the ideal place to work, live and raise families.

Wide ranging investment opportunities with a focus on the green economy

The jurisdiction has an expanding portfolio of global entities and continues to diversify the range of investment opportunities in sectors including but not limited to, tourism, global education, wealth management, financial services, business process outsourcing, renewable energy, niche manufacturing, agribusiness, real estate, construction, and more recently, life sciences and film production.

Of note is that Barbados continues efforts to adopt eco-friendly and sustainable activities towards a green economy. Opportunities exist for the greening of various industries including tourism, agriculture, fisheries, housing and transport. While the country has made good progress in solar PV energy generation, investment is ripe for Barbados' transition to renewable



energy sources and especially in areas of energy storage and enhancement of the sole energy grid. Additionally, it is important that Barbados continues its transition process to a circular economy that presents sustainable opportunities for waste reduction including recycling and repair among other innovations. This greening process is critical now and for the future, and given our significant uptake in solar panel installations, the influx of electric vehicles, buses and batteries, once inoperable will require disposal. Reaching its renewable energy targets will require Barbados to ramp up initiatives designed to further attract investment and sustainable innovative solutions.

Barbados Welcomes HNWIs and Digital Nomads

Barbados offers specific programmes and visa opportunities for non-residents who wish to live and work in Barbados. High net worth individuals (HNWIs) and their

dependents can take advantage of the Special Entry Permit (SEP) programme, which allows persons to live and/or do business in Barbados (work permit carries an extra cost).

Barbados also continues to welcome several non-nationals to its shores under the Barbados Welcome Stamp programme. Introduced in 2020, this programme offers qualifying individuals the opportunity to reside and work in Barbados under a 12-month remote-working visa, that can be renewed for another year.

Barbados is Open for Business

In conclusion, Barbados offers a favourable business climate and other advantages such as being strategically located and well connected, providing stable governance, pro-business policies and incentives, a skilled workforce and an excellent quality of life. These factors collectively make Barbados an attractive choice for entrepreneurs and businesses looking to establish or expand their presence in the Caribbean region and beyond. Come join us!

For further information on or to join the 5th Annual Inward Trade and Investment Mission from the UK, which takes place from November 18-22, 2024 contact Mr. Shane Thomas at stthomas@investbarbados.org.

Opportunities exist in Barbados for the greening of various industries including tourism, agriculture, fisheries, housing and transport.

Unlocking the power of Innovation: How Edinburgh College can help businesses stay ahead

Innovation is increasingly recognised as a cornerstone of success in today's rapidly changing world. Its potential to improve processes and productivity explains why it features so prominently in virtually every economic policy paper coming from Government. Yet, for many businesses, the path to innovation can seem daunting.

Michael Jeffrey

Vice Principal,
Edinburgh College



At Edinburgh College, our role as an educational institution extends beyond our campuses; we aim to be a catalyst for change within the business community, helping organisations to unlock their potential through innovative ideas, technologies, products, services and processes.

What does Innovation mean for businesses today?

Innovation is often associated with dramatic breakthroughs and ground-breaking inventions. While these certainly have their place, it's important to recognise that innovation can also take

the form of incremental improvements—small, strategic changes that collectively make a significant impact. It involves introducing new ideas, skills, methods, products, services, or processes that lead to tangible advancements.

Understanding this broader definition of innovation is crucial for businesses.

At Edinburgh College, we work with businesses of varying shapes and sizes, and across many industries, to help them identify opportunities, support them through the process of innovation and enable them to translate ideas into action.

Facilitating Innovation

As Scotland's Capital College, we are uniquely positioned to support businesses in the city. Our College is home to a talented staff cohort with a wide range of specialist knowledge, expertise, and real-world experience across various

disciplines, providing a resource not just for our students but for the wider business community. By connecting businesses with our in-house experts, we help them to find solutions, do things differently, and develop viable and efficient products, processes, or experiences.

We understand the challenges that businesses face in translating innovative ideas into practical solutions. Our role is to provide the support and guidance necessary to navigate these challenges, from the initial stages of concept development to the implementation of new processes or products.

The collaboration between our College and Anturas, a leader in Safety Verification under the Railways and Other Guided Transport Systems (ROGS) Regulations 2006, is a prime example of how innovation can address industry-specific challenges.

We are committed to supporting businesses in navigating the complexities of innovation. Whether it's through developing new products, new skills, refining existing processes, or addressing societal challenges, our goal is to help businesses to not just survive but thrive in an ever-changing landscape.

Anturas identified inefficiencies in the current process for determining the need for Safety Verification – a process that is both costly and resource-intensive. Recognising the need for a more streamlined approach, Anturas partnered with us to develop a web-based application aimed at simplifying compliance with ROGS regulations.

By repurposing an existing tool and refining it through iterative design and development, we were able to create a dynamic, user-friendly digital interface that sets a new standard for safety verification in the rail industry.

Innovation for societal impact

Innovation is not limited to technological advancements; it also encompasses

efforts to drive positive societal change. Our work with Glen Mhor, a hospitality business in the Highlands, illustrates how innovation can be applied to create more inclusive workplaces. Glen Mhor was determined to be an employer of choice for individuals with additional support needs, and with funding through an Interface Standard Innovation voucher, worked with us to overhaul its recruitment policy in a bid to increase inclusivity in the workplace.

Curriculum and student experience staff from our College worked closely with Glen Mhor to reimagine its existing HR practices and bring them into the 21st century. This ensured that inclusivity was embedded at every stage—from job adverts to interview

processes, which set a new benchmark for the hospitality sector.

Looking ahead

We are committed to supporting businesses in navigating the complexities of innovation. Whether it's through developing new products, new skills, refining existing processes, or addressing societal challenges, our goal is to help businesses to not just survive but thrive in an ever-changing landscape.

Innovation, in its many forms, is the key to unlocking potential. We are here to help businesses realise that potential, find out more about innovation support available from Edinburgh College.

www.edinburghcollege.ac.uk



Catalysts for Change: How the EICC is helping conference organisers to leave a global and local impact!

Conferences bring people together to connect, share ideas, to advance science and drive industry. But they are also powerful catalysts for societal progress.

At the EICC we're passionate about staging engaging conferences which bring wide-spread positive impact. This extends to empowering our clients to make a difference, both locally and globally, using their conference in Edinburgh as the catalyst for change.

Many conferences indirectly make a positive impact on society, however big or small that

impact might be. But often, this impact is not linked back to the conference - usually because the tangible impact comes to fruition long after the conference takes place. So, we've been seeking out ways to give our clients the opportunity for their conferences to live up to their full potential when it comes to impact, and to help them get the recognition they deserve.



By working with our academic advisory group, the Exchange Initiative, we reckon we've cracked the challenge. Together with members of the Exchange Initiative, we've developed a Legacy Framework which is set to empower conference organisers to strengthen the societal value of their conferences, to leave a lasting impact on the world, and to amplify their message.

What do we mean by legacy? Legacy means something different to every conference organiser, society and organisation. For one, it could be hosting a public engagement event as part of the conference programme to help spread a message. For another, it could be inviting local school pupils to sessions which sparks an interest in scientific careers. Or, like the International Papillomavirus Society (IPVS), it could be raising awareness of a global public health issue.

This November, the EICC will host the 2024 International Papillomavirus Conference (IPVC 2024) and over the last 12 months the Society has embarked on an awareness campaign which aims to undo the misconceptions of human papillomavirus (HPV) and to boost understanding of the disease.

Amanda Wrathall, Sales and Marketing Director at the EICC, explains more about the 36th International Papillomavirus Conference and their legacy ambitions.



“The Society formed a legacy committee to put plans in place to make sure IPVC 2024 leaves a meaningful and lasting impact on raising awareness of HPV across Scotland. From an early stage in planning the conference, the Society identified the value of leaving a legacy and the intention to do so was formalised in November 2023, when the Society received the ICCA (International Congress and Convention Association) Seed Fund Grant for Impactful Activities, during ICCA’s World Congress in Bangkok.

“A key part of the legacy activity plan is a schools engagement programme, which is in partnership with Edinburgh BioQuarter. Workshops are set to take place across Scotland, with a particular focus on schools with a low vaccination rate. This is especially

important because they’ve seen HPV vaccine rates fall since the Covid Pandemic.”

Amanda adds: “There’s an ongoing social media campaign, which was significantly boosted around World HPV Day in March, when the EICC joined well-known buildings the world over by lighting up purple. Additionally, the EICC hosted an evening of public engagement lectures around the theme “breaking the silence on HPV” which included talks on the potential for global elimination of cervical cancer and the implications of HPV infection in males.”

“The committee is also planning events in universities with an aspiration to facilitate the vaccination of international students who may not be able to be vaccinated in their home countries.”

“I think it’s a brilliant example of how an international association can leave a really positive and long, lasting legacy on a community – in Edinburgh and Scotland – and actually, more importantly, you could argue globally.”

“If all the international students at the universities here get vaccinated before they go home again to countries where they couldn’t be vaccinated, it will prevent them from developing cervical and other HPV related cancers for the rest of their lives.”

Another society which is passionate about creating societal legacy is the British Hip Society (BHS). When the BHS Conference took place at the EICC in 2023 the EICC supported them in reaching out to local schools and inviting students to attend educational sessions which aimed to spark future career aspirations. The sessions were a great success and since the conference took place some students have gone on to do work experience with Edinburgh Orthopaedics. The 2023 conference has been a springboard for future BHS conferences, which now feature an integrated school’s engagement programme, aimed at empowering the next generation.

The EICC’s new Legacy Framework is a practical guide which will take conference organisers through a step-by-step process so that they can identify impactful opportunities in the planning stages of their conference, that can then be realised onsite in Edinburgh.

This November, the EICC will host the 2024 International Papillomavirus Conference (IPVC 2024) and over the last 12 months the Society has embarked on an awareness campaign which aims to undo the misconceptions of human papillomavirus (HPV) and to boost understanding of the disease.



Chamber Training Calendar

October & November 2024

October	Course	Time
Thursday 10th	Customs Procedures, Documentation & Rules of Origin	9:30 - 15:30
Wednesday 23rd	Import Procedures: Inward & Outward Processing	9:30 - 15:30
Tuesday 29th	Incoterms 2020	9:30 - 12:30

November	Course	Time
Tuesday 5th	Becoming a Successful Leader	9:30 - 16:00
Tuesday 12th	A beginners practical guide to Importing	9:30 - 12:30
Wednesday 13th	Essential Management Skills	9:30 - 16:00
Tuesday 26th	A Beginners Practical Guide to Exporting	9:30 - 12:30
Thursday 28th	Finance for Non-Financial Managers	10:00 - 15:00

Visit our website to find out more and book your place.

edinburghchamber.co.uk/training-events





How mentoring supports training

A training course imparts information to the learner, opening your eyes to new knowledge and teaching you the skills to use that new knowledge. It allows you to discuss in a safe learning environment the benefits and challenges of implementing those new skills.

Good training courses provide opportunities for you to practise the new skills, undertake role-play scenarios, discuss how you feel about implementing the new skills and receive feedback from fellow-learners. You leave the training motivated, with all the best intentions of using your new skills and knowledge within the workplace. However, over time, you may regress to your old ways of doing things.

In a recent McKinsey survey only 25% of respondents believed that training measurably improved performance. Whilst a report by 24x7 Learning: Workplace Learning found that only 12% of employees actually use the training they receive at work.

With such concerning statistics, is it worth going on a training course? Of course it is. Training courses are an incredibly powerful way to receive new information. The problem comes when you step out of the training course and go back to your reality.

German psychologist Hermann Ebbinghaus pioneered experimental studies of memory in the late 19th Century, culminating with his discovery of The Forgetting Curve. He found that if new information isn't applied, we'll forget about 75% of it after just six days. Therefore it is imperative that you use your new found knowledge and skills immediately.

In addition, research and consultancy business Gartner found that "Participants are 40% more likely to achieve their goals if they write them down. This increases to 70% if the goals are shared with someone to keep them accountable, such as a mentor." So what is the role of the mentor in this developmental process?

- Studies show that people apply what they learn more effectively when they have a mentor, somebody who has walked their path previously and who is committed to helping them be successful.
- Having a mentor also provides the learner/mentee with the courage to implement what they have learned.
- Mentoring provides an opportunity for the mentee to reflect on what is working and what isn't and why. The mentor is able to spot gaps in the mentee's information and can advise them on how they could improve their implementation of their new skills.
- A mentor guides the mentee helping them to implement their new knowledge and skills into their specific work context, they enable the mentee to embed their learning, to practice and receive feedback on their skills and behaviours.

- A mentor can answer questions that may not have been answered during the training course, and help guide the mentee through various situations while understanding the specific obstacles they're likely to face.

- A mentor provides on-going support, advice and guidance to enhance the long-term development of the mentee.

- A mentor provides accountability, someone with whom the mentee needs to check-in, someone who keeps the mentee focused.

The mentor is critical to you locking-in and practising your new knowledge and skills, acting as a sounding board and providing you with constructive feedback to support your continual professional development. So next time you are considering attending a training course to develop new skills or learn new information, make sure you have a mentor in place for once you have completed the course.

If you're interested in getting involved in Edinburgh Chamber's Business Mentoring Programme as a Mentor or a Mentee, we would love to hear from you. For further information call us on **0131 221 2999** or email mentoring@edinburghchamber.co.uk.

Dram-ing up support for successful Chamber partnerships!

Lumo has proudly launched a new partnership with Holyrood Distillery. Chamber members, Edinburgh distillery has co-branded a specially commissioned single malt scotch whisky, which will be served exclusively onboard Lumo services operating between Edinburgh, Newcastle, and London King's Cross.



The very first bottles of the specially distilled whisky were served onboard Lumo's 19:58 Edinburgh to London King's Cross service on Tuesday 13th August with the train attracting large crowds at Edinburgh Waverley before departing the station as it was decorated with a very special 'Whisky Express' livery. An exclusive launch event was held at Holyrood Distillery ahead of the special train departing the city, where guests from a range of partner organisations, businesses, charitable groups and the community gathered to be amongst the first to sample the amber whisky.

Martijn Gilbert, Managing Director at Lumo, said: "At Lumo we're incredibly proud to support and showcase local suppliers from along the East Coast route, so this new partnership with Edinburgh's Holyrood Distillery is a proud moment for us. We're thrilled to be offering our customers an even greater range of onboard refreshments to select from when enjoying a journey between Edinburgh, Newcastle, and London, so our very own Lumo whisky is another exciting moment in our journey celebrating local producers."

This pioneering partnership with Lumo comes after an incredibly successful year for the distillery, which launched its inaugural single malt, Arrival, in October 2023. Huw Wright, Managing Director at Holyrood Distillery, said: "This is our first travel collaboration and Lumo's commitment to sustainability and innovation cemented the partnership for us. Our motto of Test, Learn, Improve and Repeat aligns with this ambitious company's ethos, and we're proud to be a local distillery supplying a national rail service."

Lumo operates 100% electric intercity rail services between London King's Cross, Newcastle, and Edinburgh. The Newcastle-based company was recently announced as the first train company in Britain to eliminate plastic bottles from onboard water, juice, and wine products sold onboard; all being replaced with sustainable alternatives. The average fare between Edinburgh and London is £40.

The company, which proudly serves local products from along its route, recently joined Transform Scotland to help further highlight its low-carbon and low-cost

services connecting Scotland with North East England and London. The popular service which runs the vibrant blue trains was named 'Green Innovation Business of the Year' at the recent North East Chamber of Commerce awards.

Emma Reid, Head of Partnership & Engagement at Edinburgh Chamber of Commerce, said: "We are delighted to see this partnership between Edinburgh Chamber members Lumo and Holyrood Distillery. This collaboration will introduce a unique single malt to Lumo's passengers, presenting a taste of Scotland to a UK audience while supporting an Edinburgh business.

"The collaboration is a great example of Lumo's commitment to the communities it serves. It provides Holyrood Distillery with a platform to reach Lumo's tens of thousands of customers each week, expanding its customer base and offering excellent brand exposure.

"Such partnerships are crucial for local businesses, offering growth and exciting brand alignment opportunities. We hope this leads to many more exciting collaborations!"

Building a Resilient Future: Scottish Water's Commitment to Sustainability and Innovation

Scottish Water is at a pivotal moment, facing the dual challenges of climate change and aging infrastructure while remaining committed to providing high-quality, reliable, and affordable services to the people of Scotland.

It has been 18 months since I joined Scottish Water, and I've been struck by how proud everyone within the organisation is to serve the public – to be accountable to you, our customers, and to play our role in supporting a flourishing Scotland, contributing to social, economic, and environmental wellbeing.

This pride continues to deliver high levels of customer service and investment across all parts of Scotland.

Our teams provide vital services across the country, despite increasing challenges from climate change, including heatwaves, droughts, storms, and floods, which strain our water and wastewater systems like never before.

As a publicly owned organisation, we must ensure high-quality, reliable, and affordable services. This requires prioritising and planning to ensure we deliver value for money and invest wisely. Customers expect clear, fresh water and effective wastewater treatment with minimal environmental impact. However, changing weather patterns and an aging infrastructure, necessitate adaptation and investment.

We aim to prevent and reduce environmental pollution and promote wise water use. This requires sustained investment and a commitment to innovation and collaboration. We are working with supply chain partners, regulators, governments, community groups, businesses, and campaigners to develop lower-cost, lower-carbon solutions.

We're maximising our assets and land holdings across our portfolio to increase our own renewable power sources such as hydro, wind and last year we completed our biggest solar panel installation of 8400 panels to offset grid power at our largest water treatment works.

We also host over 830GWh of large-scale renewable wind power on our land



Alex Plant,
Chief Executive

for large energy producers and we've restored 20ha of peatland and created 29ha of new woodland.

Across Edinburgh and the Lothians, we already have a number of renewable schemes in operation including hydro turbines installed at Glencorse Water Treatment Works. This key asset produces nearly all of Edinburgh's water supply and is powered by green energy.

Another area we're focussed on is developing 'blue-green' infrastructure to make our cities more resilient to extreme rainfall. For example, in Edinburgh's Craigleith area, we are introducing nature-based solutions to reduce flooding risk. Projects include de-culverting watercourses, installing swale drainage, and creating new plant habitats and walking routes.

Our work in Edinburgh will serve as a blueprint for future initiatives. Collaboration with local authorities, roads authorities, and developers is essential to reshape urban landscapes and enhance city resilience.

We also need to engage customers and communities in valuing and managing water. Our campaign, 'Piped by us, owned by you,' encourages responsible water use and wastewater management.

Scottish Water aims to be an innovation leader, both in Scotland and internationally. We are adopting new digital and engineering technologies and greener construction methods, such as offsite fabrication and modular construction. Innovation is crucial as we adapt to climate change and other challenges.

To reduce environmental impacts, to adapt to the climate change already upon us, we must act now, increase investment to build resilience, and not kick the can down the road and leave future generations to face the consequences.

This is an exciting time for Scottish Water and I believe we are well placed to grow our Net Zero ambitions to make us more sustainable and resilient. To do so, we will need to be bold, focussed and develop innovative partnerships to deliver at pace and scale – we're up for the challenge.

Hear from Gordon Reid, General Manager Zero Emissions, Scottish Water, and others at our Building Business Resilience in a Changing Climate event this November [here](#).

Scottish Water aims to be an innovation leader, both in Scotland and internationally.

Our net-zero transition: avoiding the jump to distress

Survival of the fittest has often been misunderstood. Darwin concluded that in the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment. It is not the strongest that survives, but the one best able to adapt to a changing environment.

The Bank of England has flagged net-zero transition risks as a key area of risk to financial stability. Mark Carney, the former Governor of the Bank of England, once said that unless we make a smooth transition to a fully decarbonised economy, at some point there will be a “jump to distress” meaning high-carbon assets will suddenly drop in value. A jump to distress will affect us all.

Our success as a species has been based on our success at managing moments of transformation. Ingenuity comes from our in-built survival incentive. That being said, we often cling to what we know and resist what is new.

Cities that innovate in design, policy, products, neighbourhoods and services will equip their citizens with exportable skills and marketable experience. Businesses that innovate will prosper. The markets for innovation in sustainability are expected to be considerable as cities across the globe continue to grow. The ability to innovate at a local level represents a huge advantage.

The options that will be available to those emerging cities over the next decades depend on the choices we in the wealthier cities make today. When there is no better solution, business as usual is a given. Once a better solution emerges, its spread can be rapid and profound. We in Edinburgh and Scotland want to benefit from innovation, collaboration and competition on a global scale. We want to remake our city and our businesses into key players in the global climate-neutral economy.

Clean energy likely isn't enough. Designing our energy and materials use will be important. Sustainable design, new delivery methods, new services, further digitalisation and shared ownership all offer the potential of much lower consumption-related footprints for greater collective prosperity.

I was lucky to be in Paris for a few days to see some of the Olympics. Paris 2024 used either existing or temporary venues and pioneered the calculation of a “material footprint”, mapping the resources needed for each venue to minimise and manage its lifecycle. Every asset, from spectator seating to sports equipment, was meticulously planned. The organisers used 100% renewable energy. Where required, generators ran on biofuel, hydrogen or batteries.

At the national level in this country, the new Labour government has committed to establish a National Wealth Fund, which would



allocate £1 billion to the deployment of carbon capture and £500 million to green hydrogen projects. In July 2024, the government announced that it had begun to combine the UK Infrastructure Bank and the British Business Bank under the National Wealth Fund, a process that would allocate £7.3 billion to the Fund. The government also announced that it had created a National Wealth Fund Taskforce, chaired by the Green Finance Institute. This taskforce has released a report outlining its investment plans, as well as the five key areas that it will initially focus on, these being green hydrogen, green steel, industry decarbonisation, ports and gigafactories,

Avoiding the jump to distress needs significant funding at national level, but it also depends on finding and creating more space for the individuals and small businesses with the passion, expertise, time, resource and patience to labour at the process of innovation. We have thriving local design, engineering and technology cultures in Edinburgh. Business and cities need to grapple with complexity and interconnectedness and they need to make a myriad of small decisions about their business.

Where do you as a business start? Scottish Enterprise have a guide to sustainability-driven innovation. The Edinburgh Climate Change Institute is the leading climate change hub for Scotland. The Institute delivers ground-breaking projects and kick-starts new ideas, including the Low Carbon Innovation project, which supported more than 200 new enterprises. The Institute also initiated and launched Scotland's first low carbon business incubator.

We speak to clients about building transition risk into their business plans. What are the

risks to you? How do you mitigate them? How can they be re-framed as opportunities for your business? Decarbonisation is an emerging risk and opportunity which should be included in the company's governance, strategy and enterprise risk management. Board members should be informed and should fully engage with this complex topic.

Lawyers and funders deal in risk. Without an ecosystem of small risk-takers and test projects expanding the parameters of what is possible, the projects that funders are willing to invest in will likely change slowly, if at all. Successful examples make the best arguments.

Paris has set a new standard in low carbon major events. It is a model that can be adopted by others. Paris and Edinburgh both have incredibly rich histories, but don't cling to nostalgia. Let's focus on where we're going, not where we've been.



Martin Whiteford
Anderson Strathern
Partner



Pulsant: Building an economy on sustainability and innovation: the scale-up solution

Economically speaking, scale-ups punch far beyond their weight. Whilst they make up just 1% of SME firms, the ‘sub-sector’ accounts for 8% of SME employment and 22% of SME turnover. Nearly 1 million people are employed in scale-up companies and these businesses have a combined turnover of nearly £500 billion.

In Scotland, there are just over 2,100 scale-ups, with a pipeline of another 1,000. Current turnover of these organisations totals just over £41bn. Whilst Glasgow takes the lead position, Edinburgh is a close second with 625 scale-ups and a further 265 in the pipeline.

As these companies continue to make a disproportionately large contribution, the question of how they operate is critical if we are to embed sustainability and innovation at the heart of the ‘decisive decade’ for the Scottish economy.

Sustainability at speed

Scale-ups offer the opportunity of embedding sustainability throughout an economy as quickly as they grow: rapid evolution allows for significant impact. When a business hits scale-up territory, it

is usually young enough, or close enough to consumers, to still have sustainable business as a core value. This drives the translation of such ambitions into scalable green operations including renewable energy, circular economy practices and reduced waste.

The rapid growth of a scale-up typically also enables them to exert influence on supply chains. This drives broader sustainability improvements in their suppliers and accelerates the transition to a greener future for other businesses.

Scotland leads the world in this mixture of sustainability, growth and business excellence. For example, in May 2024, Edinburgh-based, carbon-capture startup CUU International was named the best small business in the UK.

The impact of innovation

When it comes to innovation, scale-ups offer an enticing mix of fresh thinking and novel solutions, repeated multiple times to truly disrupt an industry.

Scotland has an enviable track record in developing such businesses, from energy-industry pioneer Smart Metering Systems to Glasgow-based Enough, aiming to replace 5 million cows, 1 billion chickens, and reduce CO2 emissions by 5 million tonnes by 2032 with a plant based protein. Scotland consistently demonstrates what is possible when disruption meets repetition.

Digital infrastructure is a key part of this ability to embed sustainability and innovation within the growth of the business leaders of tomorrow. Both are dependent on collaboration between teams across the globe, and for scale-ups north of the border, the EU, North America and Australasia are the top three export markets.

For sustainability and innovation to become deeply embedded within Scottish industry, no strategy can afford to overlook the presence and potential of scale-up businesses. They offer a route to rapid results and - supported by the right technology - genuine disruption of markets.

For sustainability and innovation to become deeply embedded within Scottish industry, no strategy can afford to overlook the presence and potential of scale-up businesses.

Empowering SMEs: Edinburgh Napier research centre drives sustainable success

As the world grapples with escalating environmental challenges and social inequalities, it is imperative for Scotland's SMEs to adopt sustainable business practices.

Embedding sustainability within their operations not only addresses these pressing issues but also offers numerous benefits that can enhance their competitiveness and resilience. By integrating sustainability, chamber members can:

- reduce costs,
- attract and retain customers,
- comply with regulations, and
- future-proof their businesses against emerging risks.

This approach will foster a positive impact on the environment and society while driving long-term business success and value creation.

The Business School at Edinburgh Napier University understands the need for SMEs to embed sustainability into their business practices and is committed to supporting the sustainability agenda. In response to this imperative, the Business School has launched the Centre for Business Innovations and Sustainable Solutions (CBISS), led by Professor Sukanlaya Sawang.

"By doing this, we not only prepare future leaders and contribute to innovative research, but also address the pressing needs of businesses and society," says Professor Christine Cross, Dean of the Business School.

Key Challenges to Embedding Sustainability in SMEs

One of the primary obstacles faced by SMEs when attempting to embed sustainability into their business practices is limited resource. These initiatives typically require upfront investments in technology, training, and process changes, which can be difficult for resource-constrained businesses. Additionally, many SMEs lack the specialised knowledge required to implement and manage sustainability initiatives effectively. Understanding complex regulations, sustainability standards, and best practices can be overwhelming for small businesses that do not have dedicated sustainability experts on their teams.

Another significant challenge is the short-term focus that many SMEs adopt due to immediate business pressures and survival concerns. The perceived lack of immediate financial returns from sustainability investments can deter SMEs from pursuing long-term sustainable strategies. Moreover,



Sukie Sawang,
Professor,
Edinburgh
Napier University

measuring and reporting on sustainability performance can be complex and time-consuming, and SMEs may struggle to find the right tools and frameworks to track their sustainability efforts accurately.

Market and customer pressure also plays a role; without strong demand for sustainable products or services, the motivation to adopt sustainable practices can be low. Integrating sustainability across the supply chain adds another layer of complexity, especially when dealing with suppliers who do not prioritise sustainability, making it difficult to ensure transparency and accountability throughout the supply chain.

The Centre for Business Innovations and Sustainable Solutions (CBISS) Can Help

Professor Sukanlaya Sawang says: "At CBISS, our mission is to drive transformative change and champion sustainable solutions that empower businesses and enrich communities globally. We bridge the gap between academia and industry, to deliver practical,

impactful, and timely solutions."

CBISS can play a crucial role in supporting SMEs on their sustainability journeys. By offering training and education through workshops, seminars, and online courses.

"We can provide access to experts and thought leaders, demystify sustainability concepts, and empower SMEs to implement effective strategies," adds Professor Sawang.

CBISS also co-develops customised tools and frameworks to simplify sustainability measurement and reporting; facilitates collaboration and networking, and provides platforms for sharing best practices. Additionally, by conducting research on sustainable practices and their impact, CBISS offers valuable insights and evidence-based recommendations to help SMEs understand the long-term benefits of sustainability.

To discuss further opportunities on how the Centre for Business Innovations and Sustainable Solutions (CBISS) can engage or support your industry, please contact Professor Sukanlaya Sawang at cbiss@napier.ac.uk.

Sustainability and innovation are at the forefront of our strategy in delivering Scotland's biggest events

The Royal Highland Centre, the commercial arm of RHASS (the Royal Highland Agricultural Society of Scotland), is Scotland's largest indoor and outdoor venue and each year we welcome over one million people through our doors playing host to some of the biggest events in Scotland.

Being sustainable in all that we do is absolutely at the forefront of our strategy, and it has been a particular focus for us in the last five years. One of the outcomes we're proud of is our achievement of a 40% reduction in water use across the venue. Additionally, our solar panels at The Pavilion, our newest event space which opened in 2020 and served as a vaccination centre during the COVID-19 pandemic, are instrumental in our commitment to sustainably delivering major events. By feeding into our house grid network, we have significantly reduced the reliance on diesel generators that event organisers need to power their events.

In the last year, we have hosted sold-out concerts from world leading acts including The Killers and Paolo Nutini, drawing record-breaking crowds. The site is also home to the Royal Highland Show and this year, we welcomed over 200,000 people across the four-day agri-extravaganza, making the site the sixth biggest population in Scotland across event week. We effectively become Britain's largest farm, have 7,500 people staying onsite, over 5,000 livestock and 1,000 trade stands.

Due to the scale of the events, our hybrid indoor/outdoor layout combines the advantages of a greenfield site with internal roads and buildings, significantly minimising the need for temporary fencing and infrastructure. For most events this approach reduces the number of artic lorries by around 75% compared to other greenfield sites, which lowers carbon emissions, demonstrating our commitment to environmentally responsible event management.

It's phenomenal being part of such major events which is why we're committed to reducing our environmental impact whenever possible so that we can continue to attract eco-conscious clients and ensure long-term resilience.

Part of this strategy is ensuring we attract the right suppliers too. For example, while

the Royal Highland Show, RHASS' largest fundraiser event, is rooted in Scottish farming, we've grown the event hugely to focus on all that the land offers, including food and drink, with a strong emphasis on home-produced goods. We have implemented a stringent food charter with routine quality audits to ensure that any catering operator uses sustainable products and ingredients within their supply chain. The deal we have secured with Edinburgh-founded and now internationally renowned brewery, Innis & Gunn, is an example of this in action.

Six years ago, we implemented a new grey water system with a one million litre tank sourced from an onsite borehole supply, enabling the collection and reuse of water for various purposes. During the Royal Highland Show, the grey water system facilitates an incredible 363,636 toilet flushes over the four days, reducing water consumption significantly.

Being hosts to an agricultural show, you could say we have double the amount of pressure in being sustainable, so finding innovative ways to lessen waste is always at the forefront of our planning and outputs. Our comprehensive waste management plan in place for the Show, and other visiting events to the Centre, ensures a zero waste to landfill outcome. Any residual waste that cannot be recycled will be used as a fossil fuel substitute to provide heat and steam for electricity generation.

A big contributing factor of our sustainability strategy is our close proximity to public transport. Those who visit us or attending on-site events can easily reach us by bus, tram, air or even bike and in working with our transport partners, like Lothian Buses and Edinburgh Trams, we're able to provide additional or later running services for busy events.

We also regularly collaborate with ecological and arboriculture environmental strategies, including tree investment programmes aimed at

helping improve air quality and reduce CO2 emissions. This is an area we plan to further develop, for both sustainability and adding to the unique feel of Inngliston. As a venue, we have been able to maintain a unique position in the market as one of the only event venues with such a vast number of trees and outdoor space, symbolising our dedication to environmental stewardship.

Overall, we want to lead by example through our innovative practices, ensuring the Royal Highland Centre is setting a new standard for sustainable event venues and continuing our contributions towards the global fight against climate change. We have achieved a lot in recent years and are striving towards improving the status-quo with ambitious site infrastructure changes and targets as we look into 2025 and beyond.



Mark Currie,

Director of Venue,
Royal Highland Agricultural
Society of Scotland

Adapting to our changing climate

Climate Ready Edinburgh

Five years ago, we declared a climate emergency and made a commitment to be a net zero city. This recognised both the urgency of the challenge and the role we must play as Scotland's capital city. Since then, we've declared a nature emergency and made ambitious commitments to support the health and wellbeing of our city and citizens.

While reducing our carbon emissions, as set out in our 2030 Edinburgh Climate Strategy, we also need to recognise that a changing climate presents new risks to how we live both now and in the coming years. Put simply, we need to adapt for our city to thrive.

For this reason, we've developed the Climate Ready Edinburgh Plan, a single citywide partnership plan for how we can adapt to climate change.

Why Edinburgh needs to adapt

In Edinburgh, we are already experiencing extreme weather. From rising temperatures, bringing heatwaves and drought, to heavy rainfall and significant flooding events. These trends are projected to continue, with flooding and overheating being the two key climate risks that will impact Edinburgh most severely.

Extreme weather will continue to disrupt how we live our lives which is why we need to start the process of adapting now. We know that the decisions we make now can secure the comfort, safety and wellbeing of future generations in our thriving green city. So, we hope that you will work with us to help deliver our vision, where people, communities and nature can all live well in a changing climate.

The Climate Ready Edinburgh Plan builds on the latest available evidence on how our climate is changing and will continue to change in the coming decades and sets out the actions needed to ensure the city can adapt to these changes.

Actions set out in the plan will be delivered by the members of the Adaptation and



Nature Partnership alongside supporting agencies from the Net Zero Edinburgh Leadership Board, key stakeholders and citywide organisations.

Business not as usual

Businesses will need to be aware of the changing climate and how it will impact them and start to adapt their buildings, workforce and planning.

As temperatures rise, overheating of buildings will become an increasing issue. More severe weather will lead to greater flooding and dampness, increasing damage to the fabric of our buildings, infrastructure and surrounding areas. Businesses need to futureproof their buildings and factor in the changing climate to their retrofit and building management plans.

There are currently 28,200 homes, businesses and services at risk of flooding in a significant storm. At the same time, we will also experience more periods of water scarcity and drought. Businesses need to manage demand for water supplies and build resilience to water management. It is also important for all businesses to know their flood risk and how to minimise impact.

Our transport systems already experience disruption from flooding and storm damage, causing travel disruption, cancellations and delays. These disruptions could increase in severity and frequency in coming years due to climate change and we need to prepare for that.

To protect coastal communities and businesses, we will begin by raising awareness with residents, businesses and others on the risks to the coast from climate change and build capacity to help them take action to increase their

resilience. Businesses need to understand these risks and take steps to protect their business and their community.

The natural environment is at risk from climate change but can also play a pivotal role in adaptation. Increasing and improving green spaces can reduce the impact of flooding, protect nature and biodiversity and improve mental and physical wellbeing.

Appropriate adaptation is required to maintain a city that remains attractive to investors and businesses and support access to good quality jobs and skills. We will work with our partners to raise awareness of climate change risks and impacts among Edinburgh's business community, providing information, resources and support to build capacity to help you adapt. We recommend Adaptation Scotland's guidance and will be developing a central source of information for businesses on adaptation, including sources of funding and practical steps to take to future-proof buildings, infrastructure and business operations.

We've included case studies in the Climate Ready Edinburgh Plan to highlight some of the adaptation projects being carried out by us and our partners across the city. Substantial investment will be required to address the impacts of climate change. However, small changes throughout the city, like adding rain gardens or planting for pollinators, have an important part to play and can add up to make the difference.

Just as climate change is a global problem that affects everyone, adapting Edinburgh to be climate ready will be a collective effort. We look forward to working with the business community of Edinburgh to ensure we build a net zero, adapted and nature positive city together.



Cammy Day,
Councillor,
Edinburgh Council

Purposing plants to combat extreme urban weather events

In a year which saw widespread flooding to the Edinburgh Bypass and disruption to thousands of commuters, a new five-year programme at the Royal Botanic Garden Edinburgh that will help the city withstand these increasingly extreme weather events could not be more timely.



The £500,000 evidence-based Plants with Purpose initiative implements the research institute's unique blend of scientific and conservation horticulture expertise to assess how society can more effectively utilise garden plants to absorb flash flood water, moderate extreme temperatures in built-up areas and provide better conditions for key pollinators. Funding was provided through a legacy bequest.

Plans are in hand to use the Royal Botanic Garden Edinburgh's own four sites around Scotland as living laboratories for the project. And, while working towards Government adaptation targets, it is believed the research programme can potentially help promote economic growth by encouraging increased productivity and jobs as knowledge and trade practices evolve.

Underscoring the need for this level of research, Raoul Curtis-Machin, the

organisation's Director of Horticulture and Visitor Experience, explained: "While we know intuitively that green is good, and that plants are essential for our planet and our lives, we need to find out more about how different plants can tangibly work in the battle to cope with our changing climate.

"Plants are already incorporated into landscape features such as green walls and rooves, rain gardens and stormwater planters. Collectively referred to as blue-green infrastructure and Nature-based Solutions, these are now making differences in towns and cities around the world. As both a leading botanic garden and one of Edinburgh's top visitor attractions, we are perfectly placed to work with a broad spectrum of partners to measure, improve and communicate these traits."

The research team is headed-up by RBGE ecologist Dr Chris Ellis, who added: "The

legacy of traditional urban grey infrastructure is that our cities are ill-prepared to contend with the impacts of heat and extreme weather in our changing climate. Therefore, using traditional infrastructure to engineer our way out of the climate emergency is not always the most efficient path forwards. Including Nature-based Solutions in our adaptation toolkit makes good sense."

The Garden's Nature-based Solutions scientists, Caitlyn Johnstone and Dr Emma Bush run the Plants with Purpose research programme and, since the programme's launch in May, have been engaging with educators, specialists and industry across Edinburgh and the UK. The opinions of local authorities and members of the public will also ensure the research achieves maximum impact in helping mainstream these Nature-based Solutions across the capital, Scotland and beyond.

In a call to action, Emma Bush said: "Designing plants into our buildings and streets can help us soak away excess rainfall, cool and clean our air, and even improve our own health and wellbeing. But, knowing which plants to use where, and how to look after them, can be a challenge. As the research progresses, we cannot wait to share what we learn with visitors to our Gardens, the wider public and partner organisations."

Designing plants into our buildings and streets can help us soak away excess rainfall, cool and clean our air, and improve our own health & wellbeing.

We thank our Partners for their continued support of the Chamber

STRATEGIC PARTNERS



ENTERPRISE PARTNERS





Annual Edinburgh Chamber Business Awards

Following a successful launch event at the Balmoral Hotel on 2nd October, the Edinburgh Chamber of Commerce is pleased to announce that the highly anticipated Edinburgh Chamber Annual Business Awards will return to the EICC on Thursday, 27th February 2025.

This prestigious event is a cornerstone of Edinburgh's business calendar, bringing together the city's thriving business community to celebrate excellence, innovation, and leadership.

This year's awards theme, "Pioneering Progress," pays tribute to Scotland's rich history of innovation. From the ground-breaking discoveries of the Enlightenment era to today's advances in fields such as Quantum Computing, Space Exploration, Robotics, and Life Sciences, Scotland has long been a hub of progress and creativity. The country's world-class universities continue to foster a dynamic environment for cutting-edge research and spinouts, while local businesses contribute significantly to Scotland's reputation as a global leader in innovation.

The Edinburgh Chamber Business Awards provide an invaluable platform for businesses and leaders across the city to gain recognition for their achievements, while also showcasing the innovative spirit that makes Edinburgh such an attractive place to do business. This year's event promises to be an inspiring evening, with pioneering speakers and industry leaders exploring the city's role in driving economic growth and progress.

With 15 award categories open for submissions, including Service Excellence, Innovation in Business, and Net Zero Champion of the Year, the awards highlight a wide range of achievements. Entries are now open, and the deadline for submissions is 14th January 2025. Details on the award categories and entry criteria can be found on

the Chamber's website, and we encourage all members to participate.

Join Us on the Night

The Edinburgh Chamber Business Awards are not only an opportunity to celebrate the city's business leaders, but also an excellent chance to network with peers and engage in meaningful conversations about the future of business in Edinburgh. Whether entering an award or attending as a guest, the evening offers a unique setting for fostering business relationships, entertaining clients and celebrating the remarkable contributions of local businesses.

Individual tickets are priced at £150+VAT, while tables of 10 are available for £1,350+VAT. Tickets can be purchased directly through the Chamber's website, or by contacting awards@edinburghchamber.co.uk.

We look forward to celebrating Edinburgh's business excellence on 27th February 2024!

Get all the information on how to enter at www.edinburghchamber.co.uk/ecc-business-awards-2025.

The Edinburgh Chamber Annual Business Awards will return to the EICC on Thursday, 27th February 2025.

Edinburgh's newest menswear destination

Meet Moss, Edinburgh's newest menswear destination. We're pleased to welcome one of our nearest members Moss, returning to Edinburgh earlier this year with a brand-new flagship store in St James Quarter.



Tell us what's new at Moss, a lot has changed since the brand was last in Scotland?

Indeed it has. We are immensely proud of our heritage - since 1851, we've been the go-to menswear retailer for special occasions and tailoring needs for millions of men. However, times have changed and so have we. Today, the brand offers so much more than just formalwear - we have our elevated collection of ready-to-wear, perfect for occasions and daily wardrobes, as well as our Hire and Custom Made services. We took the decision to drop 'Bros.' and be known simply as Moss, which can be seen on the fascia of our Edinburgh store and digital customer touchpoints.

How are Edinburgh shoppers liking the new Moss?

Customers are loving the new elevated store experience which makes our ready-

to-wear collection easy to shop. We also have a dedicated space for Custom Made appointments where customers can relax and design their own bespoke garment, ready in just 28 days.

We've loved seeing customers shopping for work, mixing casual items such as merino with our suiting pieces, as well as smartening the casual and vice versa for a modern workwear solution.

Tell us about the corporate services available to members?

I'm pleased to share that our Edinburgh store offers a range of services to businesses within the Chamber. These include a limited time discount for a business' employees at Moss Edinburgh, B2B orders of 25 units or more at a bulk rate, B2B orders of our gift cards and, for the Chamber's hospitality members, a concierge referral service for hotel guests.

How would a member access these services?

The best way is for the member to email me via samb@mossbros.co.uk and I'll be happy to discuss our suite of services, tailoring them to meet the needs of their business. I'll then confirm with our retail team and set the service live!

How can members learn more about Moss?

We have our first Early Start event scheduled with the Chamber on 11th October, a fantastic opportunity for members to meet the store team and vice versa, experience a showcase of our workwear and dresswear collections and be introduced to Moss' corporate services. We're looking forward to meeting as many members as possible!

What's next for the brand in Scotland?

In August, we opened our second store in Scotland at Caledonia Park in Gretna, 90 minutes from Glasgow, offering customers near the Borders a convenient location to experience Moss and our services.

For more information, visit the website www.moss.co.uk

We've loved seeing customers shopping for work, mixing casual items such as merino with our suiting pieces, as well as smartening the casual and vice versa for a modern workwear solution.

Edinburgh's eco-friendly neighbourhood initiative in Seafield

Edinburgh is on a mission to become a greener, more sustainable urban hub, reflecting Scotland's broader push towards environmental responsibility.

Chloe Miller

Content Marketing Consultant
www.chloe-miller.co.uk



At the heart of this transformation is the city's eco-friendly neighbourhood initiative in Seafield. Though plans are still in development, businesses have a significant opportunity to join the movement towards sustainability, both by adopting greener practices and by aligning with the city's vision.

The Eco-friendly Neighbourhood in Seafield

The City of Edinburgh Council has revealed an ambitious plan to transform Seafield into an eco-friendly neighbourhood, connecting the coastline with nearby areas such as Leith, Portobello, and Craigmillar. Central to the plan is promoting public transport, cycling routes, and a heat network that will support Edinburgh's net-zero goals, helping to reduce utility costs and carbon emissions for future residents. It's a forward-thinking approach that provides businesses with a blueprint for how they can contribute to sustainable practices.

How Businesses Can Contribute

1. **Utilise Existing Resources:** One of the easiest ways for businesses to reduce their environmental impact is by using what they already have. Instead of purchasing new equipment, businesses can follow the trend of repairing or repurposing items which reduces landfill waste and cuts costs, aligning with consumer preferences for sustainability.
2. **Invest in Renewable Energy:** Conducting energy audits can help businesses identify areas of high consumption. Implementing energy-saving technologies, such as LED lighting and smart HVAC systems, can significantly reduce energy use. Likewise, opting for renewable energy sources is a powerful way for businesses to lower carbon emissions and support Edinburgh's sustainability goals.
3. **Manage Waste:** Effective waste management is another critical area for impact. Businesses can introduce robust recycling programmes and reduce the use of single-use plastics. In sectors like food and hospitality, composting organic waste can significantly reduce landfill contributions.
4. **Sustainable Procurement:** Extending a company's impact, by sourcing from local, eco-friendly suppliers, businesses not only cut transportation emissions but also support Edinburgh's green economy. Implementing circular economy principles in product design ensures sustainability is the focus at every stage of the supply chain.
5. **Encourage Green Transportation:** Traffic congestion and air pollution are major issues in Edinburgh, but businesses can support green transportation initiatives by encouraging cycling and walking, providing incentives for public transport, or transitioning company vehicle fleets to electric or hybrid models.
6. **Employee Engagement:** Engaging employees is key to successful



corporate sustainability initiatives. Forming green teams, offering sustainability training, and creating incentive programmes for eco-friendly behaviours help foster a culture of environmental responsibility within the company.

Resources and Support for Businesses

Edinburgh already has organisations working towards the city's 2030 net-zero targets, including universities, NHS, and private sector companies. Smaller businesses can get involved through programmes like the city's 'Business for Good' scheme, which offers workshops, mentorship, and networking opportunities. Additionally, funding and incentives are available to support green initiatives like energy efficiency and renewable energy adoption, making it easier for businesses to implement sustainable changes.

By adopting these strategies, businesses in Edinburgh can play a vital role in the city's transformation into a greener, more sustainable urban centre. As more companies join the movement, Edinburgh is set to become a model for eco-friendly cities worldwide.

How big does my pension pot need to be?

Planning for retirement can feel overwhelming, especially when trying to determine how much you need to save to ensure a comfortable lifestyle. The most common question I am asked as adviser is “how much do I need in my pension to retire?”

The truth is and the reason why this information on this isn't easy to find is there isn't a one-size-fits-all answer. Each individual's retirement needs and wants are unique, shaped by their personal goals, lifestyle choices, and financial circumstances. That's why it's essential to engage with a financial adviser and complete a cash flow model to establish a tailored retirement plan.

Understanding Your Retirement Needs

When thinking about retirement, consider the lifestyle you want to lead. Do you envision frequent travel, pursuing hobbies, or simply enjoying a quiet life in the countryside? The cost of your desired lifestyle will greatly influence the amount you need to save.

For instance, the UK's Pensions and Lifetime Savings Association (PLSA) provides a rough guideline with their Retirement Living Standards. They suggest that a single person needs about £12,800 a year for a minimum standard of living, £23,300 for a moderate lifestyle, and £37,300 for a comfortable retirement. However, these figures are just starting points and may not reflect your unique circumstances.

When starting to plan for retirement, most people tend to focus on how much they need in their pension pot. However, it's important to consider that many individuals may have additional sources of income, such as rental income from property, returns from investments, or future inheritances. These additional



streams can significantly impact your overall retirement plan, reducing the reliance on your pension and potentially allowing for more flexibility in your retirement lifestyle. A comprehensive retirement strategy should account for all these potential income sources to create a well-rounded financial plan.

The 4% Rule

The 4% rule is a retirement planning guideline used in the UK and other countries to determine how much you can withdraw from your pension each year without running out of money over a 30-year retirement. It suggests that you can withdraw 4% of your total pension pot in the first year of retirement, and then adjust that amount annually for inflation.

The rule is based on historical stock and bond returns, aiming to balance income needs with preserving the pension pot for the duration of retirement. However, it assumes certain market conditions and doesn't account for changes in spending needs, so it's often advised to review your withdrawals regularly.

The Role of a Financial Adviser

This is where a financial adviser becomes invaluable. A professional adviser can help you understand your current financial situation, future income streams (such as state pensions), and your specific retirement goals. They can work with you to develop a cash flow model, which maps out your income, expenses, and savings over time.

The Importance of a Cash Flow Model

A cash flow model is a dynamic tool that helps you visualise how much money you'll need at different stages of your retirement. It considers factors like inflation, investment returns, and life expectancy to give you a clear picture of your financial future. By adjusting variables, such as the retirement age or spending levels, you can see how different scenarios impact your savings needs.

This personalised approach ensures that you're not saving too little or too much, but just the right amount to enjoy the retirement you want. It also helps identify any potential shortfalls early on, giving you time to adjust your savings strategy.

Conclusion

Determining how much to save for retirement in the UK is deeply personal and varies from one individual to another. While general guidelines can provide a starting point, the best way to ensure a comfortable retirement is to engage with a financial adviser and develop a comprehensive cash flow model. This approach tailors your retirement plan to your specific needs, helping you build a nest egg that will support the lifestyle you've always dreamed of.

Find out more about our Financial services [here](#).



Greg Davie,
Financial Advisor,
Gilson Gray

How Edinburgh Leisure Champions Physical Activity to Combat Poverty and Inequality

Poverty in Edinburgh

Despite being one of the wealthiest cities in the UK, Edinburgh faces significant inequality, with around 20% of its population living in poverty, many within working households.

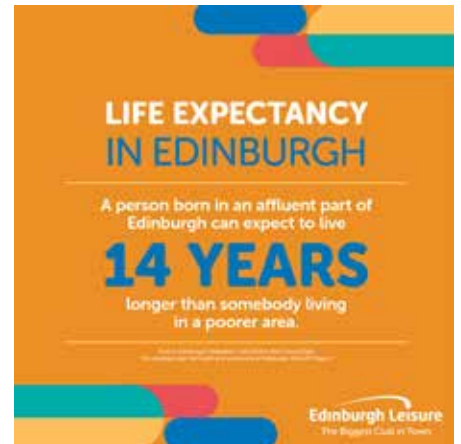
Poverty and poor health are inextricably linked, with people on low incomes more likely to live with multiple long-term health conditions, experience poor mental health, and have a lower life expectancy. This is demonstrated by the fact that a boy born in the New Town will live, on average, 21 years longer than a boy born in Niddrie.

The benefits of physical activity

Regular physical activity offers many benefits, improving physical and mental health, reducing social isolation, and enhancing self-esteem and confidence. However, individuals living in poverty often face barriers to taking part in physical activity, including costs, lack of confidence, limited opportunities, and time constraints. These barriers make it difficult for people living on a low income to meet the recommended levels of physical activity, which are crucial for maintaining health and wellbeing.

How Edinburgh Leisure supports people affected by poverty to be active

Edinburgh Leisure addresses these challenges through its Active Communities Programme, which aims to make physical activity accessible to everyone, especially those affected by poverty and health inequalities. Each year, they support around 12,000 people to overcome barriers, get active and improve their health and wellbeing. This support includes over 20 health and wellbeing projects specifically designed to tackle these barriers.



Cost is a significant obstacle for people living on a low-income, and Edinburgh Leisure offers several affordable solutions to help people get active. For instance, their £10 Get Active Monthly Pass provides off-peak access to gyms, fitness classes, and swimming for benefit recipients. Their Community Access Programme offers discounted access to activities at just £1 per visit in collaboration with over 200 charities and community groups. Additionally, their junior memberships and free access for unpaid carers ensure that everyone can stay active.

The impact of these programs is significant, with participants reporting improved mental wellbeing, increased physical activity, better social connections, and overall enhanced quality of life.

Edinburgh Leisure aims to expand its reach, supporting an additional 25,000 people by 2025 through increased funding, collaboration with partners, and targeted marketing campaigns.

To achieve these goals, Edinburgh Leisure needs support from the community.

Help them to challenge poverty by:

1. **Connecting:** There will be people in your community that are experiencing poverty or health inequalities that don't know about the help and support Edinburgh Leisure can give them to lead healthy active lives. Please let them know about the organisation's Get Active Card, which offers people living on a low-income off-peak access to Edinburgh Leisure facilities for only £10 per month.
2. **Volunteering:** Join them as a volunteer to support more people experiencing poverty and inequalities to enjoy the life-changing benefits of living an active and healthy lifestyle.
3. **Supporting:** Make physical activity and wellbeing a priority for the people in your community by donating to their Active Communities programme.

Edinburgh Leisure is a Scottish charity, SC027450, regulated by the Scottish Charity Regulator (OSCR).





Susan Deacon

Lothian appoints Susan Deacon as new Chair

Lothian is pleased to announce that Susan Deacon has been appointed to the role of Chair of Lothian's Board, following the approval of the City of Edinburgh Council's Transport and Environment Committee in August.

Ms Deacon takes over with immediate effect from Jim McFarlane who is standing down after nine years in the role. The appointment is for an initial period of two years.

The refreshed and strengthened Lothian Board will lead the award-winning public transport operator through the next phase of its development following its successful post-Covid recovery and will oversee the transition to integrated governance and operations of Lothian Buses and Edinburgh Trams in accordance with previous decisions taken by the City of Edinburgh Council.



Kevin Butterworth

Nairns announce new Marketing Director

Kevin joined Nairn's in October 2024 as Marketing Director and nine months in he is really enjoying the challenge of growing this iconic business.

Kevin has delivered brand growth strategies for Bluechip, SME's and PE businesses. He spent the early part of his career in senior positions with global brands Reckitt Benckiser and Kellogg's. More recently he has worked at Seabrook Crisps and Symington's in Board level positions with responsibility for driving the growth agenda in those businesses. He has a proven track record in all roles (both established businesses and turnaround) and has been part of two successful business sale transactions.

Speaking to the Chamber Kevin added "I am really excited to be working as part of the team at Nairn's, we have a strong brand, lots of opportunities to grow and most importantly great people to work with".



Karen Carmichae

Bank of Scotland's new Relationship Manager

I recently started a new role as a Relationship Manager within Bank of Scotland's SME division. Having supported businesses for the last 8 years in previous roles, my goal is to build and grow strong, lasting relationships with my clients and local professionals.

My role will be focussed on Trading businesses based in the East of Scotland - I look forward to providing tailored solutions to help those businesses grow, thrive, and achieve their ambitions.

I am also keen to grow my business network through the Edinburgh Chamber of Commerce and look forward to attending various of their events in order to achieve this.

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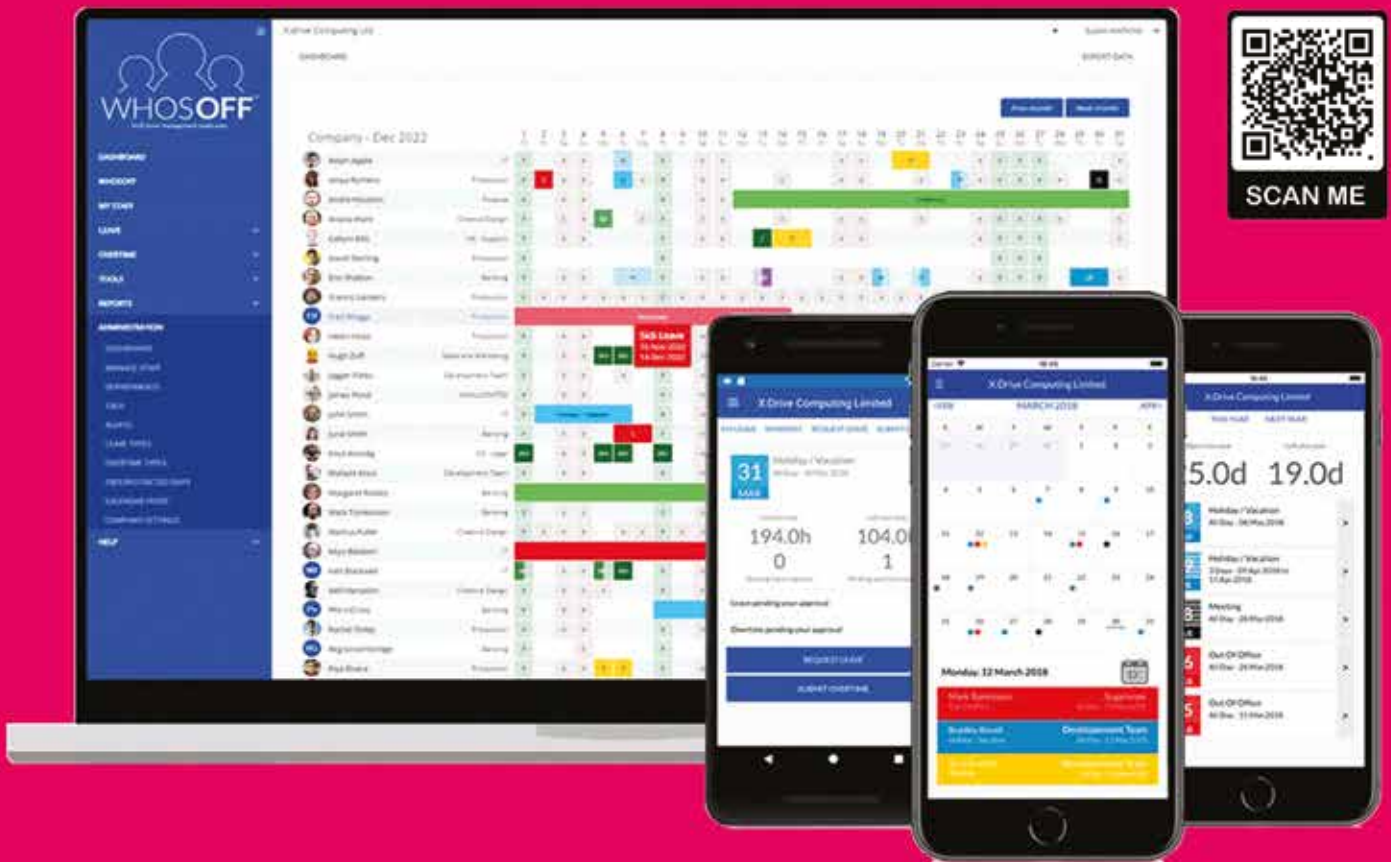
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