

OneCity Edinburgh

Responsible Business Update

Third Sector Strategy Group

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Vivienne Robinson



What is Responsible Business ?

Actions taken by business to benefit:

- Their employees
- The local community
- The wider environment

“the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large”

World Business Council for Sustainable Development

Strategic Alignment

- SOA: to ensure that “Edinburgh’s economy delivers increased investment, jobs and opportunities for all”;
- Coalition pledges: “to strengthen our links with the business community to promote and protect the economic well being of the city;
- Scottish Business Pledge and “fair work” values.

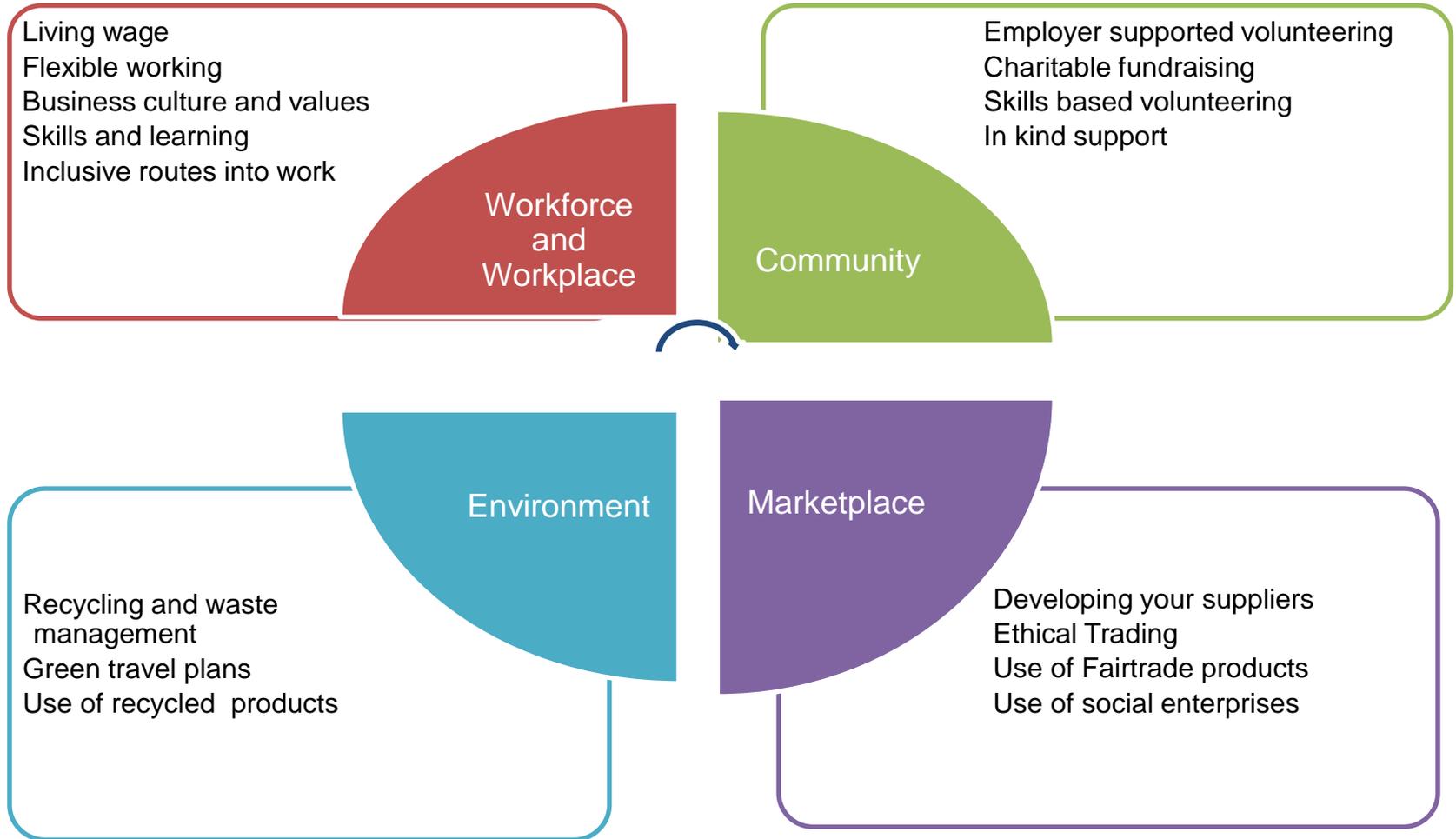
Vision and objectives

The programme will aim to improve both the take-up and effectiveness of CSR among Edinburgh's businesses, public sector and third sector organisations to help mitigate poverty, disadvantage and inequality across communities in the city.

We want to:

- Make “responsible business” more easily understood;
- Make it easier for a wider range of businesses and communities to engage;
- Maximise the impact of responsible business activity on the city, communities and citizens; and
- Demonstrate the business and social benefits of this activity.

Programme work areas



Progress to date

- Business surveys and KPI research;
- Living Wage and breakfast influencer events;
- Business Gateway master class sessions;
- Online checklist and toolkit for SMEs;
- Chamber of Commerce events, blogs and business award;

Measuring success

- *Number of new businesses achieving accreditation as a Living Wage Employer;*
- *Number of businesses signing up for the Scottish Business Pledge;*
- *Number of new businesses offering job opportunities for school leavers;*
- *Number of volunteer hours/pro bono support contributed to the city.*

Community Connections

How do we connect local businesses up with groups needing help, make use of pro bono volunteering?

Do we link in to existing online platforms like [Neighbourly](#) or investigate demand for a tailored product for Edinburgh?

Can we build on the success of [Edinburgh Soup](#) and do we need to broaden this approach, set up a One City online portal for wants and offers?

Feedback and keeping in touch

Web www.edinburgh.gov.uk/csr

Blog onecityedinburgh.com

Email csr@edinburgh.gov.uk

Twitter <https://twitter.com/OneEdinburgh>