EUROPEAN AND EXTERNAL RELATIONS COMMITTEE

AGENDA

21st Meeting, 2004 (Session 2)

Tuesday 7 December 2004

The Committee will meet at 2.00 pm in Committee Room 1.

1. Promoting Scotland worldwide - an Inquiry into the external relations policy, strategy and activities of the Scottish Executive: The Committee will hear from—

   As a panel

   Rt. Hon Robin Cook MP
   Professor Sir Neil MacCormick

2. Promoting Scotland worldwide - an Inquiry into the external relations policy, strategy and activities of the Scottish Executive: The Committee will hear from—

   Rt. Hon Jim Wallace QC MSP, Deputy First Minister and Minister for Enterprise, Transport and Lifelong Learning
   Julia Amour, Scottish Development International
   Ann McVie, Higher Education and Science Division, Enterprise, Transport and Lifelong Learning Department, Scottish Executive

3. Promoting Scotland worldwide - an Inquiry into the external relations policy, strategy and activities of the Scottish Executive: The Committee will hear from—

   Tom McCabe MSP, Minister for Finance and Public Service Reform
   Officials, Finance and Central Services Department

4. Scottish Executive’s International Strategy: The Committee will hear from—

   Tom McCabe MSP, Minister for Finance and Public Service Reform
   Officials, Finance and Central Services Department
5. Involvement of the Scottish Executive in activities during the UK Government’s Presidency of the European Union (July to December 2005) and the G8 summit: The Committee will hear from—

Tom McCabe MSP, Minister for Finance and Public Service Reform
Officials, Finance and Central Services Department

Stephen Imrie
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The following papers are attached for this meeting:

**Agenda Item 1**

BRIEFING PAPER: “Witnesses for the Promotion of Scotland Inquiry: panel of politicians”

**Agenda Item 2**

BRIEFING PAPER: “Written submission of evidence for today’s meeting – Promotion of Scotland Worldwide Inquiry”

**Agenda Item 3**

BRIEFING PAPER: “Written submission of evidence for today’s meeting – Promotion of Scotland Worldwide Inquiry”

**Agenda Item 4**

Scottish Executive’s International Strategy

**Agenda Item 5**

BRIEFING PAPER: “Correspondence with the Scottish Executive on its plans for the UK Presidency of the EU”
1 At an informal meeting held in June 2004, Members agreed that one of the final panels of witnesses would be that of current (or formerly) elected representatives who would have a contribution to make in the areas of external relations, foreign policy and our relationships with the European Union.

2 At today’s meeting, the Rt. Hon Robin Cook MP and Professor Sir Neil MacCormick were able to accept our invitations. Similar invitations were extended to Rt. Hon Sir Malcolm Rifkind and Struan Stevenson MEP for the Conservatives, and to Rt. Hon Sir Menzies Campbell QC MP and Lord Steel for the Liberal Democrats. However, due to diary commitments they were not able to join with us today. The clerks will see if they wish to send any written comments to us.

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BRIEFING PAPER

Written submissions of evidence for today’s meeting – Promotion of Scotland Worldwide Inquiry

1 I attach at Annex, the written submission of evidence from the Scottish Executive. This will cover the evidence of both the Deputy First Minister and the Minister for Finance and Public Services Reform. Most submissions received so far for this inquiry can be seen on the Committee’s homepage within the Parliament’s website:

http://www.scottish.parliament.uk/european/index.htm

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THE SCOTTISH EXECUTIVE

Strategy

1. To what extent does the Scottish Executive have a clear policy, ambition and vision for external relations, what does it comprise of and how is it resourced?

In March 2002, the Scottish Cabinet agreed its priorities for external relations (Annex A). This strategy was the main item presented by the Deputy First Minister when he appeared before the European Committee on 26 March 2002. That strategy is still in place, but is in the process of being revised and updated in light of the Executive’s commitments in the field of external relations in the 2003 Partnership Agreement. These commitments contribute towards the top priority of growing the economy and support other Partnership Agreement priorities including developing excellent public services, supporting stronger and safer communities, and developing a confident, democratic Scotland.

The 2002 priorities for external relations identify three over-arching objectives:

- To promote Scottish devolved policy interests in the EU and internationally;
- To build mutually beneficial links with other regions and countries in the EU and beyond;
- To promote a positive image of Scotland overseas.

To support these objectives, the Executive works directly and through its agencies. It works with many other Scottish bodies, including the Parliament, whose activities directly or indirectly support the Executive's aims. It works with the UK Government and through UK agencies; and with European and international partners and networks.

The First Minister has overall responsibility for Scotland's overseas relationships and the external implications of Executive policies. The Deputy First Minister and Minister for Enterprise and Lifelong Learning is responsible for the work of Scottish Development International, a joint operation between the Executive and Scottish Enterprise, and chairs its Supervisory Board. The Minister for Finance and Public Services is responsible for coordination of the Executive's work on external relations. Other ministers, including the Minister for Education and Young People, the Minister for Tourism, Culture and Sport and the Minister for Transport, supervise the external relations aspects of work in their portfolios.

Nearly every part of the Executive is involved in aspects of external relations policy. Many have relationships with EU institutions given the domestic policy relationship and impact of EU policies. These include Justice Department, Food and Agriculture Group, Fisheries and Rural Development Group, Environment Group, European Structural Funds Division, and Transport Group. Other parts of the Executive also have wider relationships and activities. These include Tourism and Architectural Policy Division, Sport, the Arts and Culture Division, Education Department, and Higher Education and Science Division.

Three Divisions within the Executive are dedicated to external relations work:

- External Relations Division currently comprises 13 staff, divided into two teams: External Relations Strategy and Coordination Branch; and EU & International Relations Branch. The Division coordinates Executive input into EU policy-making,
both directly and through Whitehall discussion. It coordinates work on the Executive’s EU strategy. The Division also promotes Scotland’s government-to-government links with other countries and regions and is the main link with the Scottish Parliament’s European and External Relations Committee, the Foreign and Commonwealth Office (FCO) and the UK Cabinet Office European Secretariat.

- **Promotion of Scotland Division** was created in July 2003 by splitting the existing External Relations Division in two. Promotion of Scotland Division, with 21 staff, coordinates overseas events and inward visits, carries forward the Fresh Talent and Friends of Scotland initiatives and is responsible for the Scottish International Forum. It works with UK bodies such as the FCO and the British Council. The Scottish Affairs Office, located in the British Embassy in Washington, is part of the Division and takes the lead role in promoting Scotland in the United States, working with and coordinating efforts of Scottish agencies operating there. A more detailed summary of the work of the Scottish Affairs Office is at Annex C.

- **The EU Office** in Brussels (SEEUO) is a separate Division. With 12 staff, it works closely with the UK Permanent Representation (UKRep), with Scotland Europa and the many offices in Brussels which represent different interests. The SEEUO presents Scottish views directly to the EU institutions and provides crucial and early intelligence to secure Scotland’s interests. Specifically, it seeks to influence EU decision-making on dossiers of importance to Scotland, working in collaboration with Departments and UKRep, and advises on opportunities for being more proactive in Brussels by, for example, suggesting policy initiatives where Scotland has innovative ideas to offer. The SEEUO reports to Ministers on EU intelligence and the delivery of the Executive’s European strategy in Brussels, and liaises with secondees from the Executive working in the EU institutions.

Scottish Development International and the associated Scottish Enterprise functions involve 175 staff reporting to Ministers through the Executive’s Enterprise, Transport and Lifelong Learning Department. There are six Divisions and around 20 overseas offices dedicated to the promotion of international opportunities for Scottish business and the attraction to Scotland of opportunities from overseas business such as inward investment, as part of the Executive’s Global Connections Strategy.

### 2. How has this strategy developed over time and how might it develop in the future?

As noted above, the Executive outlined its aims in the field of external relations in March 2002. The strategy paper identified key priorities within each aim. In support of these priorities, during the first session of the Scottish Parliament the Executive established new areas of activity.

Activities under the aim of promoting Scottish devolved policy interests in the EU and internationally included the following:

- the Executive's EU Office in Brussels was opened by Donald Dewar in October 1999;
- Scottish Ministers attended EU Council meetings where there were items on the agenda of particular interest to Scotland;
- the Executive established systematic procedures to ensure that all Divisions took full account of EU issues;
- the Executive published its “Global Connections Strategy” and established Scottish Development International in 2001 to take forward key elements of the strategy.
Activities under the aim of building mutually beneficial links with other regions and countries in the EU and beyond the Executive’s included:

- concluding cross-cutting government-to-government co-operation agreements;
- developing Scotland's role as a major player in formations such as the Conference of European Regions with Legislative Powers;
- establishing formal and informal links to support policy development in discrete sectoral areas;
- developing close links with the EU offices of other regions based in Brussels.

Under the third aim of promoting a positive image of Scotland, the Executive’s activities included:

- working with FCO Posts and British Council Offices around the world, managing overseas events, visits and other public diplomacy work which built on high recognition of Scotland's traditional attributes and international interest in the establishment of the new devolved institutions in Scotland;
- establishing the Scottish Affairs Office in Washington in October 2001 and using the Office to promote modern Scotland, to cooperate with a range of Scottish bodies in the US and to engage directly with the Scottish Diaspora;
- establishing the Scottish International Forum to enable those involved in promoting Scotland overseas to share plans and to identify opportunities for joint initiatives;
- The Scotland Office established its 'Friends of Scotland' initiative to make the most of links with the Scottish Diaspora: the initiative was transferred to the Scottish Executive in summer 2003.

In pursuing its external relations objectives, the Executive has sought to work closely with the Foreign and Commonwealth Office (FCO), the Scotland Office, Cabinet Office, and with the other Devolved Administrations. In particular, the FCO and Scotland Office have assisted the Executive in promoting Scotland abroad – by providing assistance for promotional events and in taking forward our Cooperation Agreements. (More detail on the Executive’s work with the FCO is provided in answer to question 5 in this section.) On EU policy issues, the Executive works closely with the Cabinet Office European Secretariat in London, and with UKRep in Brussels – attending meetings and ensuring that the Executive’s position is taken into account. Sir Stephen Wall, Head of the Cabinet Office European Secretariat and the Prime Minister’s EU Adviser, addressed a Cabinet Seminar on European Strategy in October. We also keep in close touch with colleagues in other Devolved Administrations, who often have similar concerns and are keen to share their experiences with us. We also share information with them and sometimes represent them at meetings in London or elsewhere, as they sometimes represent our interests at meetings that we cannot attend.

At the start of the second session of the Parliament the Executive recognised the importance of all these areas of activity by establishing a new strategy and structure for the work. The First Minister established up an Ad Hoc Ministerial Group on European Strategy in June 2003 with a remit to build on the Executive’s achievements in the first Parliament and to set out a strategic framework for handling European issues over the next 4 years

One of the immediate outcomes of the Group’s work was a paper on a European Strategy for the second Parliament, which was approved by Cabinet in November 2003. This will be followed shortly by a similar strategy paper covering the Executive's external relations activity. This paper will evaluate success against the aims set out in 2002, and update the
objectives and key priorities. A key purpose will be to identify Scotland's most important external interests over the course of the Parliament and to prioritise the use of resources to serve those interests best.

3. How is the strategy internally co-ordinated within the Scottish Executive?

Ministers are responsible for the overall coordination and dissemination of the strategy. The Cabinet approves overall strategy and considers important cross-cutting aspects of the external relations effort. This includes a regular – at least twice-yearly – Cabinet discussion to discuss and agree the Executive’s priorities for the forthcoming EU Presidency. It also includes the strategy for Ministers’ attendance at EU Councils where decisions are likely to be taken which could have a significant impact on Scotland and the Executive. Detailed influencing and briefing for individual Councils is prepared by relevant policy Divisions in Departments. External Relations Division maintains an overview of Ministerial activity and influence in this key area. In addition, Ministers’ participation in EU networks such as the Committee of the Regions is handled jointly by External Relations Division and the SEEUO, who assist in ensuring continuity of policy direction with any changes in Ministerial membership of these groups.

In 2002 Cabinet approved six messages to serve as the core of Scotland's overseas promotional activity (see box).

Key messages for promoting Scotland overseas:

- **Pride & Passion** - a growing confidence and pride in Scotland as a nation following devolution, and a self belief in our abilities, whether it be in the business, political or cultural arena;
- **Cultured** - a country with a proud history, strong traditions and customs, a modern, outward-looking country, a country making a continuing contribution to the development of intellectual thought, a country with a vibrant, multi-layered culture;
- "**Must Visit**" - a country with a huge range of things to offer its guests: dramatic scenery; world class festivals and events; a rich built heritage and country that provides a high quality and welcoming experience to visitors;
- **Skilled & Educated People** - a country proud of its distinctive education system but continually looking to improve it to deliver the skills required in the modern economy.
- **Innovation** - although held to be strong on this in the past, we appear to have lost recognition in the current market place for creativity and entrepreneurial ability, and we need to work hard to re-establish this as a strength of Scotland;
- **Inclusion** - we need to promote our message of opportunity for all and the action we are taking to close the opportunity gap and to address issues such as bigotry and racism (the One Scotland: Many Cultures theme).
As Minister with responsibility for external relations, the Minister for Finance and Public Services coordinates the work of the three Executive Divisions most closely involved in that activity (External Relations, EU Office and Promotion of Scotland). He holds fortnightly meetings with officials to review progress.

At official level, these three Divisions work together within the Executive's External Communications Group. They also maintain frequent ad hoc contacts with officials in other Groups, for example those dealing with tourism, trade or EU sectoral issues, who have parallel interests. Officials in these Divisions coordinate with their counterparts in Scottish Development International, for example, collaborating on plans such as proposals for Ministerial visits overseas in which they have a common interest.

At the start of each six month Presidency of the Council of Ministers, the EU Office prepares a “Forward Look” which examines the work programme of the Presidency and identifies the key policy issues for the Executive during that period.

Those Divisions whose subject areas have strong connections with EU policy have an "EU coordinator". These coordinators act as a first point of contact on EU business within their Divisions and, via an electronic distribution list, receive regular (at least weekly) information about EU policy developments. In addition they meet around 3 times a year to discuss horizontal EU policy developments, such as the IGC and REGLEG.

The Executive has an interchange programme which allows staff the opportunity to secure European posts in Brussels. The key aims of the programme are to raise the profile of Scotland in Europe and to provide European work experience for Executive staff. The programme includes secondments to the EU Parliament and Commission, loans to UKRep and participation in other schemes that offer European-based work experience. Relevant posts are advertised in Scottish Executive News and circulated to staff on the Executive’s internal EU Register. Staff return to the Executive with a more outward-looking focus as a result of testing their skills in a new environment, leading to better developed competences, adaptability and confidence. Increasing efforts are being made to place staff returning from the EU institutions into posts with a European content to make use of the knowledge and skills developed during the secondment, bringing significant added value to the individual and to the Executive. The Executive’s Interchange Opportunities Unit coordinates with the EU Office in Brussels and with External Relations Division.

4. How is the strategy externally co-ordinated outwith the Scottish Executive with other governmental, public and private sector bodies?

On EU policy issues, the Executive’s strategy is co-ordinated with other public sector bodies through the European Elected Members Information Liaison and Exchange (EMILE) group. EMILE comprises members of the Scottish Parliament’s European and External Relations Committee, Scotland’s MEPs, members of the Economic and Social Committee and Committee of the Regions, as well as representatives from local authorities, the Conference of Peripheral and Maritime Regions (CPMR) and the European Commission and European Parliament’s offices in Scotland.

EMILE meets 3 times a year, just after the start of each EU Presidency (February and September) and in the autumn to discuss the European Commission’s work programme for
the following year. The objective of these meetings is to share information and intelligence among members and, in the case of the autumn meeting, to promulgate knowledge of the Commission’s work programme and discuss possible ramifications for Scotland.

Given that the European Parliament has in many areas powers of co-decision over EU legislation comparable to those of Member States in the Council, the Executive works closely with Scotland’s MEPs in pursuit of Scotland’s interests. In future this will include specific meetings with MEPs to consider the priorities of the Scottish Executive.

An Executive official sits on the Programme Steering Committees of the four European Structural Fund Interreg IIIB Programmes for which Scottish regions can apply. The Executive also leads for the UK on one of these, the Northern Periphery Programme. The priorities for the Programmes are consistent with Executive policy on a range of issues and the Executive is asked to comment on any project application which includes a Scottish organisation. The Executive provides information to partners about these programmes and encourages them to participate. The Nordic-Scottish Action Plan, for example, encourages partners from Scotland to use the Northern Periphery and North Sea Programmes to work with partners from Nordic countries. The Executive also maintains close contacts with the Programme Management Executives in Scotland and works with partners, particularly through the Scottish European Structural Funds Forum which is chaired by the Deputy Minister for Enterprise and Lifelong Learning. The Programme Management Executives cooperate with some overseas partners in information exchange for example with North Rhine-Westphalia on sustainable development aspects of the mid-term evaluation of Structural Funds programmes.

In promoting Scotland overseas, the primary coordinating body is the Scottish International Forum, created by the Executive to enable better integration of the international promotional efforts of Scottish authorities and agencies. The Forum held its fifth full meeting in October 2003, and also holds subgroup meetings to plan joint participation in forthcoming events such as Tartan Day.

The Scottish International Forum is chaired by the Minister for Finance and Public Services. A list of organisations active in the Forum is attached (Annex B). The Forum has so far:

- provided an opportunity for the Executive, its agencies, and other organisations including the Parliament to share knowledge of their roles and aims in promoting Scotland overseas;
- developed understanding of the potential and limitations of "Scotland-In" events, identified targets for joint overseas activity and agreed to develop a medium-term framework for cooperative activity;
- established a website to share information about its member organisations' forthcoming events, overseas and in Scotland;
- undertaken collective planning of overseas events such as "Scotland with Catalonia" in September 2003.
- held subgroup meetings to plan participation in events in 2004 in the Netherlands and the United States;
- considered longer-term plans such as possible participation in a Scotland Centre alongside the 2006 Commonwealth Games in Melbourne.

Officials of the Parliament's External Liaison Unit and of the European and External Relations Committee participate in meetings of the Forum. Additionally, Executive officials
regularly meet their counterparts in the Parliament to discuss developments and forthcoming inward and outward visits in which they will be involved.

The Executive discusses overseas promotion with partners at the UK level and with the other devolved administrations. The main mechanism for this dialogue is participation in the Public Diplomacy Strategy Board, chaired by the FCO, which includes the devolved administrations, along with other bodies including VisitBritain, the British Council and UK Trade & Investment.

The Scottish Affairs Office in Washington maintains dialogue and cooperation with Scottish bodies active in the United States, including Scottish Development International, the Scottish Parliament, city councils and universities. (Further details on these links are in the final section of this submission.)

The Executive’s EU Office in Brussels is linked to Scottish Development International, COSLA and other Scottish public sector bodies, many of whom are members of Scotland Europa, through their common location in Scotland House. Together they provide information and advice to Scottish organisations on a wide range of issues; brief European decision makers about Scotland's situation and views; and carry out other activities to raise the profile of Scotland in Europe. Contacts and networking in Brussels by the EU Office also extends to the other regions who have offices in Brussels as well as to various interest groups.

The Executive also has a commitment to encourage the work of Non-Governmental Organisations active in international education and aid programmes, and is developing the basis on which that programme can be carried out.

5. How does the Scottish Executive seek to work with the UK Government's Foreign and Commonwealth Office in terms of promoting devolution, receiving visitors etc?

The 2003 Partnership Agreement commits the Executive to work with the Foreign and Commonwealth Office and the Scotland Office to promote Scottish interests through the UK network of embassies and consulates around the world. Through its overseas posts, the FCO provides the most important means of promoting Scotland overseas, as part of the UK:

- Posts exert influence to promote Scottish policy interests. The work of UKRep with the Executive's EU Office is the most prominent example, but other British embassies and consulates in Europe also lobby in support of UK negotiating positions, which reflect Scottish interests.
- The Executive and the FCO have cooperated in the creation of the Scottish Affairs Office in the British Embassy in Washington.
- Through Scottish Development International, the commercial sections of FCO overseas posts provide assistance to Scottish companies.
- Posts are also partners in planning and executing successful programmes such as visits by Scottish Ministers and "Scotland-In" events.
- Posts are involved in marking St Andrew's Day, either directly or through their work with Scottish organizations in their area.
- The FCO has committed Posts to act as local information centres on the Fresh Talent initiative.

As noted above, the Executive contributes to the strategic effort of promoting the UK overseas by participating in the Public Diplomacy Strategy Board, chaired by the FCO.
Representatives of Promotion of Scotland and External Relations Divisions participate in meetings of the Board's sub-committees, which discuss forthcoming initiatives and campaigns such as in the EU Accession countries.

Many visitors to the UK under the FCO's Sponsored Visits Programme spend time in Scotland. The Executive is responsible for administering these visitors' programmes in Scotland. The FCO’s overseas Posts now hold the area budgets for these visits and therefore have a direct role in instigating visits to Scotland. The Executive is working with the FCO to ensure that visit planners in London and at FCO Posts are fully aware of the facilities available through the Executive.

The Executive also maintains overseas contacts with other bodies and individuals who contribute to supporting the promotion of Scotland. These include British Council and VisitBritain offices and members of the Friends of Scotland network, whose objective of enabling members to raise the profile of Scotland complements the work done by members of the globalscot network to help boost Scotland’s economic success.

Links

1. What government-to-government links have been, and will be, established, and what were the purposes of these links?

The Executive undertook in the 2003 Partnership Agreement to expand Scotland's constructive role in the EU through collaboration with other legislative nations and regions, and to forge links with new EU member states. The Cabinet confirmed in November 2003 that it believes that building strong and mutually beneficial links with other regions and countries in the EU is central to the delivery of economic, trade, political and cultural benefits to Scotland. Links have a range of different objectives include policy development (through networking with relevant EU regions/countries); raising Scotland's profile (with an eye on long-term economic benefit) and influencing what is happening in the EU.

Links to support policy development are pursued in discrete sectoral areas by individual Scottish Executive Departments. Some of these links have been established on a formal basis - for example:

- a health cooperation agreement with Finland;
- a twinning project led by the Executive’s European Structural Funds Division, worked to help the Czech Government prepare for European Structural Funds on Accession;
- the Nordic Scottish Action Plan, which supports co-operation between the Executive and the governments of Nordic countries. Areas identified for cooperation include sustainable development, e-learning & distance learning, broadband technologies for use in rural areas, planning controls over telecoms developments, and maritime transportation; and
- collaboration with other countries on EU PHARE Programme twinning projects.

Cross-cutting government-to-government co-operation agreements to build political alliances and develop networks to deliver practical projects of benefit to Scotland have been signed with:
• Catalonia (May 2002), covering agriculture and rural affairs; architecture; education; research to support innovation; health; housing; urban regeneration and transport;
• Tuscany (November 2002), covering economic development; arts & culture; cultural education & creativity; and EU and international policy;
• North Rhine-Westphalia (February 2003), covering EU policy; science and technology; and the stimulation of entrepreneurship;
• Bavaria (June 2003), covering land use planning & design of development; justice; education; tourism; environment and administration.

Action plans for the implementation of the Catalonia and Tuscany agreements have also been signed, and discussions are underway to agree similar plans for the agreements with North Rhine-Westphalia and Bavaria. These regions have Brussels offices with which the Executive’s EU Office maintains close contact. The Executive is considering the value of further links with one or more new Member States.

In pursuit of its objective to influence EU activity, the Executive founded the Group of Regions with Legislative Powers with six other powerful regions in 2000. The Group now includes the legislative regions in all eight EU Member States where they exist. It has provided a focus for lobbying on behalf of regional governments during the Convention on the Future of Europe, and the Convention’s draft constitutional treaty embodies a significant enhancement of regional involvement in EU decision-making. Contacts with the Brussels offices of REGLEG partners was particularly useful during the drafting of the constitutional treaty.

The Scottish Executive also maintains close contact with 46 consuls and consuls-general based in Scotland as a means of raising the profile of Scottish interests with their governments. Ministers intend to initiate regular meetings with these representatives to update them on policy developments.

2. How effective have the links been, how have they been implemented and reviewed and what benefits are they providing?

The increase in profile that the Executive’s links activity has produced is reflected in the invitation the First Minister received to assume the presidency of the REGLEG Group from November 2003. In this capacity, he will oversee the work of REGLEG in ensuring that the Convention’s proposals for greater regional involvement are retained by the Intergovernmental Conference and implemented effectively once it is over.

The Executive’s bilateral co-operation agreements were intended to deliver benefits over the medium term, and it is still early days for measuring success. Nevertheless, several concrete projects are already informing Scottish Executive policy. For example:

• A pilot service for stimulant users has been set up in Aberdeen, where there has been a significant rise in the number of cocaine and crack cocaine users presenting to services, as well as an increase in police seizures. The Director and Pilot Manager from Drugs Action Aberdeen, the voluntary sector organisation which is running this service, with two Scottish Executive staff, who are involved in the design and evaluation of the pilot, visited Barcelona under the agreement with Catalonia to learn from stimulant services there.
This visit was a useful exercise enabling comparisons between the key features of a service specifically for primary stimulant users with the limited evidence available in the UK. Although there are clearly important cultural differences to be taken into account, a number of the key features of the Catalan services would be applicable in Scotland.

- Along with counterparts in Bavaria, the Executive is working on a comparative study of planning for new housing in Scotland and Bavaria. Planning officials and Hugh Henry MSP, in his previous role as Deputy Minister with responsibility for planning, have visited a range of developments in Bavaria to study the planning system and its achievements. We hope that it will be possible for Scottish house builders to visit at a later stage. Bavarian officials hope to undertake a study visit to Scotland next year.

- The Executive, its agencies, and particular local authorities are in close touch with Tuscan counterparts to help progress initiatives. For example, a landmark “Etruscan Treasures” exhibition will show at the Royal Museum in Summer 2004; and the City of Edinburgh Council is in discussions about hosting the “Gardens of Tuscany” photographic exhibition next year.

3. What were the criteria used for deciding (in the past or in the future) where such links should be made?

In deciding where to form co-operation agreements with other regions, the Executive believed that the best approach was to pursue a limited number of agreements to begin with, allowing it to devote sufficient resources to them at an early stage and to assess their effectiveness before making further commitments. It has therefore been necessary to prioritise amongst the many regional governments which have expressed an interest in building links with Scotland. The Executive has chosen first to concentrate on western European regions because of their proximity and ease of access and because of the interest they share in EU issues. Candidates have been assessed according to two main criteria:

- similarity of policy interests – both in terms of the challenges that their governments face and in terms of the policy objectives they are choosing to pursue;
- the potential for long-term economic benefits - for example where business strengths complement each other and could lead to opportunities for investment and trade.

4. How sustainable have the links been?

A number of lessons have been learned from the establishment of these links. Among these is that, while beneficial, links - particularly twinning projects and formal co-operation agreements - can be very resource intensive. It is important to choose partners who show a high level of commitment. We also need to ensure that we can make available the resources needed to get the most from our contacts and initiatives.

5. How are the formal and informal links co-ordinated internally and externally?

The Executive’s initial strategy for establishing and maintaining links was agreed by Cabinet in 2001. Cabinet reviewed the strategy in November 2003 and determined that its objectives remain valid.

EU coordinators in Executive Departments share information about activity in their areas and co-ordinate the involvement of external agencies such as local authorities. The Executive's
External Relations Division monitors activity under the strategy through ongoing contact with policy divisions and proposes future initiatives.

6. How successful has the Scottish Executive been in encouraging and supporting others in Scotland to benefit from such links?

Some projects already involve agencies outside the Scottish Executive. For example, some of the Programme Management Executives who administer the European Structural Funds on behalf of the Executive participated in the Czech twinning project and have gone on to develop their own twinning links with a number of Accession countries. The Scottish Police College has been successful in bidding for a twinning project on police training in Latvia. The project will be launched in the early part of 2004. The Executive’s co-operation agreements have also involved activity from other agencies such as schools for pupil exchanges, and the pilot service for stimulant users mentioned in the response to Question 2 above.

Other projects – such as EU policy co-operation and the work with the Bavarian Government on civil service administration – are more directly relevant to the Executive itself.

In assessing targets for future cooperation, we work with others such as business organisations to ensure that activity is coherent. We believe there is scope for other bodies to become involved, and we have encouraged members of the Scottish International Forum to do so. We are keen that work to develop closer links with the new Member States of the EU should benefit the economic development activity undertaken by Scottish Development International, the Scottish Council for Development and Industry and other business organisations.

7. What bodies, networks, associations is the Scottish Executive a member of, what is the value of these networks and is membership of any other grouping planned?

As mentioned above, the Executive is a founder member of the REGLEG group of regions with legislative powers, and the First Minister is currently its President. The Executive also sends one representative, currently Peter Peacock, Minister for Education & Young People, to the UK’s representation in the regional chamber of the Congress of Local and Regional Authorities in Europe, which as a Council of Europe body promotes the interests of the legislative regions more widely than the European Union alone.

In September 2002 the Executive joined the Conference of Peripheral Maritime Regions of Europe, selecting it for its profile and effectiveness in representing the interests of maritime peripherality.

Along with the Scottish Parliament and local authority representatives, the Executive became part of the UK delegation to the Committee of the Regions (CoR) at the beginning of 2002. Currently, the Executive is represented on the CoR by the First Minister and the Minister for Transport. The First Minister was Rapporteur for an Opinion on "More democracy, transparency and efficiency in the EU", which formed part of the CoR's submission to the Convention on the Future of Europe. The Executive will seek to prepare those CoR Opinions that help us to secure our EU policy objectives, and will continue to build alliances with European regional and local authorities.
The Executive is also a member of sectoral-specific networks such as:

- the Environment Conference of the Regions of Europe (ENCORE), which organizes the biennial conference of European Regional Environment Ministers and which acts as a forum for cooperation between regions on environmental and sustainable development matters; and
- the European Association of Regional and Local Authorities for Lifelong Learning (EARLALL), which was established to provide a focus for European regional administrations to work together and share ideas in the field of lifelong learning. The Deputy Minister for Enterprise and Lifelong Learning attended the annual EARLALL General Assembly in Cardiff, Wales in September 2003 when Scotland’s candidature was agreed unanimously by existing EARLALL members.

The Executive keeps the options for membership of other organisations under review.

8. What other networks are Scottish politicians a part of and what processes are followed in terms of nominations to such networks?

Representatives of Scottish local authorities are members of various networks and organisations in their own right. They are able to share information about these networks through EMILE.

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**EU decision-making process**

1. How does the Scottish Executive co-ordinate its role in the EU decision-making process (including inter- and intra-UK mechanisms and processes) and in the implementation of obligations?

The Executive has previously submitted evidence to the Committee on this issue as part of its inquiry into Scotland’s representation to the EU.

On **EU policy issues**, the first priority is to ensure that the Executive is fully involved in preparing the UK’s position before an EU Council meeting and that there is a comprehensive understanding and appreciation in Whitehall of the Executive’s position. The Scottish position is, inter alia, derived from consultation with stakeholders in Scotland, and is transmitted to Whitehall through a variety of means, including meetings and correspondence with counterparts at Ministerial and official level. Ministers also attend EU Councils when there are issues with special relevance to Scotland on the agenda.

Ministers also participate in the Joint Ministerial Committee (Europe) (JMC(E)), an important forum for formal discussion by UK and Devolved Administration Ministers of strategic EU issues – such as preparation of a forthcoming European Council or prospects for the next EU Presidency. Ministers have also attended the Ministerial European Coordination Committee (MINECOR) which deals with presentational aspects of EU policy. From December 2003, MINECOR was merged with JMC(E) – to give a higher profile to presentational issues and to ensure that presentational and policy issues are considered together.
Working with the UK Government

The Scottish Executive worked closely with the UK Government and the Welsh Assembly Government to draw up the joint paper 'Europe and the Regions' which Peter Hain submitted to the Convention on the Future of Europe in February 2003 and which represents the agreed UK policy on the role of regions in European decision-making. In addition to calls for Treaty language which were taken up in the Convention's draft, this paper includes proposals for direct pre-legislative consultation with the legislative regions, reform of the Committee of the Regions and measures relating to impact assessments. The drawing up of this paper was instrumental in developing and agreeing a policy across the United Kingdom and Devolved Administrations. It continues to provide an explicit and clear statement of the Executive's key priorities on regional policy in engaging with both the Commission and the Intergovernmental Conference.

Once an EU obligation is agreed, External Relations Division ensures that the relevant policy Division is aware of the obligation and has arrangements in place to transpose the obligation effectively and on time. Regular reports on this transposition process are made available to the European and External Relations Committee. The Executive also has arrangements for the Cabinet Sub-Committee on Legislation to receive regular reports on the process.

2. How effective has this been and what improvements can be made?

The process has been effective, and an improvement on pre-devolution procedures. During the last 4 years our profile within the UK Government and with the EU Institutions has also increased substantially.

For example, every 6 months the Cabinet discusses and agrees the Executive’s strategy and priorities for the EU Presidency, and the Minister for External Relations appears before the European and External Relations Committee to present these and discuss them with the Committee. In addition each Cabinet Minister sets out their priorities for the Presidency within their portfolio, and these are provided to the Committee and the relevant subject Committees for information.

However, experience during the first Parliament has shown us that we need to:

- identify as early as possible, and prioritise, all EU issues with the potential to have an impact on Scotland. We shall work more closely with groups such as European Elected Members Information Liaison and Exchange (EMILE) to ensure EU initiatives are picked up at an earlier stage and are disseminated to relevant stakeholders in Scotland;
- identify our highest priority issues and allocate appropriate resources in the Executive to deal with them
- maximise our effective use of vital on-the-ground intelligence from the EU Office and UKRep, and their ability to influence policy development.

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The Executive will seize all available and appropriate opportunities to influence the European Union legislative process from the very start by meeting directly with Commission officials and Commissioners. We will engage fully with the new EU consultation and Impact Assessment processes. We will also make full use of the new EU subsidiarity mechanism as proposed in the draft Constitutional Treaty. The Executive’s European links strategy – building strong and mutually beneficial links with other regions and countries in the EU – is also central to the delivery of economic, trade, political and cultural benefits to Scotland. We will in future seek to ensure greater co-ordination of the various formal and informal activities and a clearer fit with Executive policies, in particular with Partnership Agreement priorities in terms of economic development, public service delivery and cultural dynamism.

The Committee of the Regions (CoR) has suffered from restricted powers and lack of focus, giving it only limited strategic value to date. The new President of the COR has begun to bring a greater strategic focus to the organisation. These measures, together with greater co-ordination and strategic effort by the Executive, will ensure that our membership of these bodies provides clear longer-term potential for building alliances with European regional and local authorities. We will seek to prepare those CoR Opinions that help us to secure our EU policy objectives.

Within the UK we will seek to improve the understanding and appreciation of Scottish views in Whitehall, and to build on the recognition that the Executive can bring added value to negotiations. We will increase contact and liaison with EU counterparts – at Ministerial and official level, and maintain this throughout the duration of negotiations. We will also report back on meetings attended in Europe and with Whitehall counterparts to secure a co-ordinated approach to Whitehall on EU matters across the Scottish Executive. We will use the new EU Impact Assessment and consultation processes to present our views on the detail of EU proposals to Whitehall Departments.

We will also collaborate with the Welsh Assembly and the Northern Ireland Assembly (when it is reconstituted), and we will increase our influence by acting in concert in lobbying and negotiations in London and Brussels.

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**Promotion of Scotland abroad**

1. *What is the rationale for promoting Scotland abroad, how does the Scottish Executive achieve this, how does it co-ordinate both internally and externally with other bodies?*

The Executive, its agencies and the bodies it sponsors, promote Scotland in line with its commitments in the 2003 Partnership Agreement:

- **encouraging investment from overseas; using the network of commercial sections in British embassies to look for international partnerships and support Scottish business.**

Many companies in Scotland venturing into international markets or seeking to develop more in-depth global links need assistance in doing so. Equally, overseas companies looking for overseas business locations, or access through partners to new investment opportunities, technologies, products, processes or intellectual property, may not be aware of what Scotland and Scottish businesses and organizations can offer. The activity of Scottish Development International, operating under the "Smart Successful Scotland" and
"Global Connections" strategies, aims to provide assistance in both these cases. SDI is a joint Scottish Executive/Scottish Enterprise operation. SDI's access to the staff of commercial sections in FCO Posts, as well as its own network of offices overseas, provides support to Scottish companies looking to internationalize their business. SDI aims to help 600 such companies in 2003-04. SDI also makes use of members of Scottish Enterprise's globalscot network to help provide on-the-ground information and introductions for Scottish business. SDI and Scottish Enterprise both participate in the Scottish International Forum. Information on SDI's work is also being provided to the Committee through the evidence submitted by Scottish Enterprise.

Scottish Enterprise's globalscot project has created a network of Scots and allies of Scotland in business across the world. The globalscot network aims to harness their expertise, experience and willingness to help further Scotland's economic success. To date, globalscot has recruited just over 700 members. Around 25% have already been directly involved in activities to further Scotland's economic development agenda, including working with businesses, schools, universities and the Enterprise Networks.

The Executive also works with other organisations who participate in the Scottish International Forum, including Scotland the Brand, the Scottish Council for Development and Industry, and trade organisations such as Quality Meat Scotland. Scotland the Brand, for example, has facilitated promotional events as part of overseas events coordinated by the Executive.

- connecting Scotland to the rest of the world: The Executive is committed to expanding transport links to Scotland from abroad and in particular, ferry links to mainland Europe. The establishment of the Rosyth-Zeebrugge ferry in 2002 was facilitated by the provision of an £11.1 million Freight Facilities Grant. Scottish Enterprise supported initial marketing efforts and VisitScotland is working with Superfast Ferries on the promotion of the route in main northern Europe markets. Smyril's year-round service between Lerwick and ports in the Faroes and Scandinavia is a commercial service to which the Executive contributed through a grant of £1.384 million for the construction of a new terminal and other port facilities at Lerwick.

The Executive announced the Interim Route Development Fund in November 2002 to encourage the development of new direct air services which improve Scotland’s business links and encourage inward investment and inbound tourism. Although the Fund’s primary focus is in enhancing links with Europe its scope has been extended to incorporate intercontinental services as a result of market interest. Investment offers have been made on 16 new air services including 3 new services between Scotland and Sweden and 2 intercontinental services (Edinburgh – Newark and Glasgow – Dubai).

- working with tourism businesses to improve tourism marketing, in order to make Scotland a “must” for first-time and return visitors. The main vehicle for promoting Scotland overseas as a tourism destination is VisitScotland. Sponsored by the Executive, VisitScotland has full power to promote Scotland overseas. It works in partnership with bodies such as VisitBritain to avoid duplication of effort; and to ensure that activities overseas are aligned where appropriate for the benefit of Scottish tourism. The Board of VisitScotland is responsible to the Minister for Tourism, Culture and Sport. The Minister approves the policy and performance framework within which VisitScotland operates and
determines the amount of grant in aid to be paid. VisitScotland is a member of the Scottish International Forum.

Other sectors also contribute to the success of tourism. For example, a survey by VisitScotland suggests that more than 40% of holidaymakers in Scotland come specifically for cultural activities, while even more take part in cultural activities during their holiday here.

- working with our excellent academic institutions to promote research links, education and student exchanges to raise Scotland's profile and increase opportunities for our young people and build global networks with Scottish institutions at their heart. Attracting greater numbers of international students to Scotland is an important objective for the Executive. According to a recent report commissioned by Universities Scotland on the economic impact of higher education, the Scottish higher education sector attracted total export earnings of over £300 million in 2001/02\(^1\). As well as the immediate financial return, talented individuals make social, cultural and academic contributions to Scottish life. Many such students stay on in Scotland after graduation. Others continue to use their contacts with Scotland after their departure. Through the Fresh Talent initiative (see box on page 19), the Executive is looking at ways of encouraging more of these important individuals to stay in Scotland.

The Executive aims to support and complement the activities which institutions and other stakeholders undertake to promote Scottish education and research links in overseas markets, by contributing towards the funding and strategic development of central initiatives. These include the UK-wide Prime Minister’s Initiative, FCO Chevening Scholarship Scheme, and the activities of EducationUKScotland. To assist with the specific promotion of science and research links overseas, the Executive has recently increased the funding available to the Royal Society of Edinburgh to develop international aspects of the organisation’s portfolio, and has increased the funding available to institutions through the Scottish Higher Education Funding Council for participation in the EU Framework Programme 6.

The Executive is also working to raise the profile of Scottish higher education within Europe through participation in the Bologna process for higher education reform. The Bologna process aims to enhance levels of co-operation between institutions and to facilitate greater mobility for staff and students. The Executive also encourages and supports participation in the Erasmus student exchange programme and contributes on behalf of Scottish higher education institutions towards the 4-Motors Multi-regional International Business Programme, which also aims to promote mobility. In September this year, the Deputy Minister for Enterprise and Lifelong Learning attended the second Ministerial meeting in relation to the Bologna process as part of the UK delegation to promote achievements in Scottish higher education policy and practice. The Executive, in association with appropriate Scottish and UK partners, plans to host a seminar for delegates from across Europe in 2004 to inform the development of the Bologna process.

Scotland House in Brussels is used as a location for presentation of developments in education and science in Scotland. In 2003, separate events in Scotland House included

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\(^1\) Source: “The Economic Impact of Scottish Higher Education”, Universities Scotland (2003). “Export earnings” includes the impact of higher education institutions’ activity plus the additional economic impacts resulting from the personal expenditures of overseas students and by overseas visitors.
one on lifelong learning, a presentation on stem cells by the Royal Society of Edinburgh, and a seminar on agricultural research and competitiveness by the Scottish Crop Research Institute.

The Scottish Affairs Office in Washington has collaborated with the British Council and with a group of Scottish higher education institutions in tours to encourage US students to consider studying in Scotland. The tours have resulted in many requests for further contact and information.

Scottish Networks International, funded by Scottish Development International and run by British Council Scotland, aims to facilitate links between the Scottish business community and international postgraduate students studying in Scotland.

- promoting Scotland as a good place to live and work, with a high quality of life which is attractive to fresh talent from around the world. The First Minister has launched an initiative to attract talented individuals to come to work in Scotland. (See box.)
**Fresh Talent Initiative**

In response to projections for Scotland of an ageing and declining population which will, over time, affect the economy, the First Minister announced an initiative in February 2003 to examine four areas:

- Promoting Scotland as a place to live and work
- Encouraging students to stay in Scotland
- Promoting Scotland as a destination for people taking up work permits
- Improving first impressions of Scotland on arrival

The policy scoping ran from April to September 2003 and had three strands:

- Research (undertaken by the Office of Chief Researcher and by Analytical Services)
- Consultation with stakeholders (undertaken by the Project Manager)
- Marketing (undertaken by the Project Manager and Media & Comms. Division)

A project Steering Group, which included external advisors and was chaired by the Acting Group Head, will report to Ministers by the end of 2003.

On 24 September 2003 at a Fresh Talent Seminar jointly organised by the Executive and the CBI, the First Minister proposed the establishment of a national Relocation Advisory Service to assist in attracting people considering living and working in Scotland by providing them with help in the form of a “one stop” Centre. This Centre would link to the activities currently being undertaken to support the initiative by the stakeholders in Scotland identified during the scoping exercise. The Centre would work in partnership with key stakeholders to deliver a high quality service to assist integration of the diverse client groups. The Executive is working closely with the UK Home Office to ensure compliance with immigration policy which is a reserved issue.

The European Commission has recognised the proposed Centre as “a good example of the kind of initiative which will help to attract and retain the new talent we need and facilitate legal migration.”

**What does the initiative hope to achieve in the long term?**

- In response to the demographic projections, to increase Scotland’s profile to attract talented individuals to consider Scotland as a relocation destination
- To actively encourage people to think about coming to live and work in Scotland, as well as supporting efforts to retain indigenous people who wish to begin, or to further, their careers in Scotland.
- To help achieve the vision of Scotland as a safe, open, tolerant, society offering people an attractive lifestyle.
- To help Scotland’s economic performance and add to the diversity of its population.
maximising the contribution that sport, culture and the arts can play in the promotion of Scotland and in the attraction of international events. EventScotland was created in 2003 as a joint operation between the Executive and VisitScotland with the aim of making Scotland one of the world's foremost destinations for sporting and cultural events by 2015. An early major success was the attraction of the MTV Europe awards ceremony to Edinburgh, in which EventScotland played a key role. The ceremony attracted around 1 billion television viewers. It contributed an estimated £4m into the Scottish economy immediately, which could rise to 2 or 3 times that figure in the long run. MTV has declared Scotland the best host of its awards ceremony for 10 years. The Minister for Tourism, Culture and Sport chairs the advisory board of EventScotland and the Executive is contributing £10m over three years. EventScotland is a member of the Scottish International Forum.

The Executive's National Cultural Strategy prioritises actions to promote international cultural exchange and dialogue, and to showcase cultural excellence. In its sponsorship of arts and culture organisations the Executive's Sport, the Arts and Culture Division ensures that attention is being given to this activity. Through British Council Scotland, which is a member of the Scottish International Forum, the Executive benefits from events and promotions organised by British Council offices overseas, such as the successful "Scotland in Sweden" event in 2002 (see box on page 26).

A number of Gaelic groups, funded by the Executive, have established good international links and contribute to promoting Scotland overseas. An Comunn Gàidhealach, for example, is the parent body for the Royal National Mod, which attracts competitors, visitors and press interest from many countries. The Mod brings important benefits to areas of Scotland in which it is held and An Comunn has members and affiliated societies throughout the world. Other groups funded by the Executive have good links with minority language communities in other countries. These include Bòrd na Gàidhlig, Comunn na Gàidhlig and Proiseact nan Ealan (Gaelic Arts Agency). In 2003, the Minister for Tourism, Culture and Sport visited the autonomous Spanish region of Catalonia and presented a copy of the Great Book of Gaelic.

Scotland House in Brussels is presenting its third contemporary Scottish Art Exhibition in a working office environment. Visitors have praised the quality, the variety of the art pieces and the different techniques that have been used. Catalogues have also been widely distributed and there have been good sales of works from the first two exhibitions.

The Executive aims to carry out effective “public diplomacy” - promoting positive and up-to-date overall perceptions of Scotland. Part of this activity consists in coordinating and reinforcing messages aimed at target markets under the activities outlined above. The Executive’s direct activities in this sphere are described in the next section.

The Executive is examining ways in which the public diplomacy effort can be made more effective. It welcomes the Scottish Parliament's involvement in public diplomacy events, including "Scotland-In" events overseas, and in hosting and participating in programmes for inward visitors.
2. What level of resources is available and what strategies and activities are being used?

In addition to the sponsorship resources and sectoral activities outlined above, the Executive participates directly in overseas promotion.

Ministers play a direct role. During overseas visits they: brief senior counterparts on developments in Scotland; promote specific Scottish interests, either individually or as part of wider business-focused, "Scotland-In" or other promotional events; and undertake public engagements and interviews to project positive images of Scotland.

In Scotland, Ministers maintain contacts with members of the diplomatic and consular corps and overseas press to keep them up-to-date with developments in Scotland. They also help to influence overseas business decisions by meeting senior managers who make visits to Scotland.

At official level, lead responsibility for managing these activities depends on their focus so that different programmes will be organised by different departments or agencies including for example Scottish Development International. Promotion of Scotland Division has the lead role in many programmes. The Division's activities include:

- **Royal Media and Overseas Visitors:** on behalf of the FCO, this unit, staffed by 4 officers, administers the sponsored visits programme in Scotland, arranges working programmes in Scotland for groups of London-based overseas correspondents and plans and manages facilities for overseas media accompanying "Guest of Government" programmes. This activity has exposed guests to a wide range of Scottish organisations, paving the way for future exchanges and cooperation. Since 2000, the Executive has prepared around 220 working programmes for over 800 guests of the FCO.
- **Friends of Scotland:** this unit, which transferred from the Scotland Office in July 2003, is staffed by 5 officers. It aims to project a contemporary image of Scotland around the world, and to harness the considerable goodwill towards Scotland that exists in many countries. Friends of Scotland recruits friends from a wide range of backgrounds throughout the world. The project now has 392 Friends.
- **Profile of Scotland:** this branch, staffed by 2 officers, is responsible for the Scottish International Forum, and supports Ministers in developing policy on public diplomacy issues. It also interfaces on policy issues with officials of the Parliament and with the FCO.
- **Fresh Talent:** 3 officers are involved in the Fresh Talent team. More details of the initiative are contained in the box on page 19.
- **Overseas Events:** the branch comprises three officers, responsible for "Scotland-In" events (see section 4 below).

The EU Office has 4 staff dealing with events as part of their remit. Scotland House has a reputation in Brussels for organising well-attended, quality, events. Most are organised jointly between the EU Office and Scotland Europa. The following themes have been identified for events reflecting the interests of all the partners located within Scotland House:

- Promoting the New Scotland
- EU Policies
- Regional Links
Enlargement  
Trade Promotion  
Tourism  
Education and Youth  
Science and Technology  
Arts and Culture  
Belgian-Scottish links

St Andrew’s Day

The Executive has worked with the FCO to mark St Andrew’s Day. The First Minister has sent a message by FCO telegram to all expatriate Scots and people with affinity for Scotland around the world to mark the day. This is used by FCO Posts at social events they organise or attend. In 2002 at least 56 Posts commemorated the day. This included an event in Prague, where a Scottish Executive secondee working at the British Embassy read out the message to a celebration in the Old Town Square, which featured as second item on the Czech television news that evening.

Working with the FCO’s Parliamentary Relations and Devolution Department, the Executive has encouraged Posts to maintain and increase their activity. In 2003, among Posts’ activities were:

- in Perth, Australia, the Consul-General Hugh Dunnachie read out the First Minister's message when he opened the Armadale Highland Gathering, with an attendance of around 10,000;
- in Hong Kong, the Consul General Sir James Hodge and his wife were guests of honour at the St Andrew's Society Ball, where the Chieftain delivered the First Minister's message to an audience of around 500;
- the British Embassy in Sofia, Bulgaria, organised a St Andrew's Ball where the First Minister's message was delivered. Ticket proceeds went to charity; and monies from the raffle to a Bulgarian orphanage;
- the Head of the Scottish Affairs Office in Washington DC delivered the First Minister's message at the Washington DC Tartan Ball and at a St Andrew's dinner in Virginia Beach.

Events around St Andrew’s Day are part of the annual cycle of events at Scotland House in Brussels. This year the keynote St Andrew's Lecture was given by Dame Helena Kennedy.

3. What success stories do we have, what needs to be improved and what can we learn from other nations/regions?

Qualitative and quantative examples of success include:

- In FY 2003-03 Scottish Development International:
– helped over 700 companies in world markets;
– supported more than one in ten of these firms (79 in total) with deeper forms of internationalisation - such as joint ventures, strategic alliances, licensing agreements, or direct outward investments;
– began to deliver the new focus on high quality, sustainable jobs from inward investors by securing over 900 planned jobs from firms headquartered outside Scotland in the high-skills areas of research, design and development;

• Examples of research, development and design successes during the year include:
  – The expansion of JP Morgan’s IT development centre in Glasgow (150 planned RD&D jobs);
  – Over 30 additional research, design and development jobs planned by British Aerospace at Prestwick. The site was recently selected to house the British Aerospace Regional Support Centre despite being up against BAe's other facilities in Manchester and Toulouse;
  – More than 200 planned 200 RD&D jobs secured in the biotech sector, helping to expand research teams at companies like drug delivery firm Controlled Therapeutics based in East Kilbride (12 planned RD&D jobs).

• Tourism continues to grow strongly: visitor revenues were up 6.5% in 2002 over 2001; so far in 2003 they have grown a further 10%. The number of European visitors in January to May 2003 was up 37% over the same period in 2002.

• At a seminar at Stockholm’s Kulturhuset on 18 November 2002 to launch Sweden’s new country web portal (www.sweden.se), Leif Pagrotzky, the Minister for Trade and Industry, was asked how Sweden could compete with Scotland in changing its image and raising its profile internationally: had ‘Scotland in Sweden’ become the yardstick by which to measure such perception-changing initiatives? Scotland’s enhanced profile and new image in Sweden was cited on several occasions during the discussion about new, more active ways to promote Sweden internationally.

• The Secretary for External Relations for Catalonia, Joaquim Limona, wrote to Executive Ministers in November 2003, describing the “Scotland With Catalonia” programme as “splendid”, and expressing the hope that Catalonia would be able to organise a similar event in Scotland in the near future.

• In the education sector, the number of non-EU undergraduate students attending Scottish higher education institutions continues to rise: according to statistics released in October 2003, the number of such students accepted for courses is up by almost 20% on the same point last year – ahead of the UK average.

• Some inward visits organized by Promotion of Scotland Division result in identifiable benefits for Scotland:
  – Ms Jane Schoettle, Director of the Toronto International Film Festival for Children, visited Scotland in November 2003 to gain exposure to Scottish animation companies and festival organisers with view to raising profile in Canada and North America. She concluded her visit expecting future dialogue and exchange;
− Professor Ene Ergma, Speaker of the Estonian Parliament, visited Scotland in September 2003 to establish contacts with Scotland and expressed enthusiasm for developing economic and commercial ties. Estonia has since announced that it will establish an Honorary Consulate in Edinburgh in January 2004.
− London Based Correspondents – in November 2002 the Executive organised a programme for a group of London based overseas correspondents. Numerous articles appeared in publications in Spain, Italy, Germany and the Czech Republic, as a direct result of the programme.

• In 2003 two of the world's major cultural events have showcased Scotland in a new way:
  − The Executive contributed £150,000 towards Zenomap, the first official presentation of exciting new work from Scotland, at the Venice Biennale. This festival is internationally recognised as the world's longest running and most prestigious celebration of contemporary visual arts. Zenomap attracted almost 5,000 visitors within the first week of opening. Critical reception during the exhibition was exceptionally good and a number of artists have been approached to exhibit work in galleries across the world as a result of the project
  − The "Scotland at the Smithsonian" event in Washington DC drew 1.1 million visitors. Scottish organizations involved have cited the event as useful door-opening activity to both the US public and industry audiences. The CD Scotland the Real: Music from Contemporary Caledonia by Smithsonian Folkways Recordings, for example, was well received, sold successfully and is being considered for a Grammy Award. One hundred practitioners and proponents were invited to represent the many diverse crafts, traditions, pastimes and art forms of Scotland. These included storytellers, musicians, singers, dancers, poets, stonemasons, historians, textile workers and others. A comprehensive evaluation of the Scotland at the Smithsonian event is planned for Spring 2004. The Scottish Affairs Office played a key role in identifying opportunities for Scotland that would come with participation in the festival, acting as a liaison point for the Smithsonian curators, and sat on the leadership committee for the festival. The First Secretary hosted two Scottish evenings at the British Embassy as part of the Smithsonian Associates programme sponsored by VisitScotland.

The Executive aims continuously to improve its activities for promoting Scotland. Constant effort is needed to ensure that resources are allocated to activities with the highest priority. The forthcoming strategy document will support a firm basis for resource prioritisation. We also aim to take a longer-term view of forthcoming activity by the Scottish International Forum, programming possible initiatives over 3 and 5 years: this gives sufficient lead time to allow organisations to align their activities; it also helps ensure that Scotland can create, rather than simply react to, opportunities in areas and markets that are of strategic importance.

Although no other country's experience can be exactly replicated for Scotland, aspects of the work done by other countries can provide helpful lessons and indicators for future work. For example:
• Spain’s success in harnessing talent throughout society, notably its artists and creative talent (eg in the Joan Miro "sun" logo), as part of successful efforts to change perceptions.
The private sector played a leading role, with backing and participation at the most senior political levels, in New Zealand's successful work in updating its “brand” as a source of produce and a tourist destination.

Ireland has successfully promoted itself as a place to live and work by identifying skilled expatriates as a target market. Their return home generated a buzz that attracted other potential migrants.

The Fresh Talent initiative is benchmarking itself against similar efforts globally, including in Italy, Canada, the United States, New Zealand, France and Spain.

The Executive is aware that the Committee has been briefed on other countries’ experiences and would welcome its views on success stories from which Scotland could learn.

4. What are the benefits of the 'Scotland in' series of events (Such as 'Scotland in Sweden', 'Scotland in Brussels' and 'Scotland with Catalonia'), the coherency of the programme and the sustainability of this promotional tool?

"Scotland-In" events provide an opportunity for individual Scottish agencies and companies, as well as the Executive, to promote their interests in an overseas market. Benefits that have accrued from such events in the past have included new business opportunities, increased visitor numbers and opportunities for policy cooperation. The particular advantage of “Scotland-In” events is the broad platform they provide to integrate the activities and messages of a range of different Scottish organisations in an overseas market. They allow Scottish Ministers and MSPs to lend their support to a range of Scotland's promotion activities; and, for a short period, they provide heightened public and media attention in the target country and in Scotland.


Given the range of interests involved, the Executive can play a role in ensuring coherency within each Scotland-In event. Ministerial involvement in programmes helps to establish continuity among the different organisations involved. The Overseas Events unit of the Executive’s Promotion of Scotland Division acts as coordinator in planning each of the events. This is a careful balance: while Scotland has its own priorities for each event, programmes work best when they also respond to local needs and opportunities. During planning for the "Scotland With Catalonia" event in September 2003, for example, an opportunity arose to arrange a Ministerial visit to a village built by Coates of Paisley as a replica of New Lanark. This unexpected element in the programme helped emphasise Scotland's longstanding connections with Catalonia and focus attention on possibilities for tourism to Scotland.

The Executive also aims to use the Scottish International Forum to ensure that as a whole the series of "Scotland-In" events, and other longer programmes, support the strategic priorities of the Executive and the other organisations involved. This does not mean that every member of the Forum is involved in every programme: events vary in their emphasis according to the interests of each organisation. But the Forum is a primary tool for planning, both of individual events and for the choice of future events.
Like other aspects of the work to promote Scotland, "Scotland-In" programmes are a developing tool. In 2004, for example, plans are geared at experimenting more ambitiously with developing "seasons" of activity, in France and in the Netherlands, where Scottish promotional activity is sustained over several weeks and months. There may also be a short programme in Bavaria later in the year. Evaluation is a most important part of the process, and an immediate evaluation is completed after every programme, including the “Scotland in Sweden” programme. Some of the benefits of that programme are set out in the box below. The Executive also reports to the Scottish International Forum on the outcome of each programme.
‘SCOTLAND IN SWEDEN’

Working with the British Embassy and the British Council in Stockholm, the Executive organised a 4-day Ministerial programme in October 2002. The programme stimulated positive media coverage in Sweden and Scotland and generated follow-up activity.

Political/Governance Follow-up

The Fresh Talent initiative (see box on page 19) was in part stimulated by the First Minister’s meeting with the Swedish Prime Minister Goran Persson.

Economic/Transport Follow-up

Following the Life Sciences Day jointly organised by the Royal Society of Edinburgh (on the Executive’s behalf) and the Karolinska Institute, the British Council in Sweden are funding an International Networking for Young Scientists project. This connects young stem cell researchers in Sweden with their counterparts in the UK, many of whom are in Scotland.

Galvanised by the programme, two new direct air routes between Scotland and Sweden have since been launched with support from the Executive’s Interim Route Development Fund.

Food trade interests are also being followed up by Scottish food & drink exporters as a result of the showcasing of Scottish food & drink during the programme.

Culture/Tourism Follow-up

VisitScotland reported a significant increase in numbers of Swedes visiting Scotland (for city breaks and golf breaks) following the launch of Ryanair’s Skavsta (Stockholm) and Gothenburg services.

The Ministerial programme took place against the background of a British Council 9-month ‘Scotland in Sweden’ cultural programme, promoting Scottish artists, writers, architecture and theatre. The Council reports good reactions in Sweden. Scotland’s enhanced profile in Sweden has been cited in discussion of new, more active, ways for Sweden to promote itself internationally.

5. What visits, delegations or trade missions has the Scottish Executive participated in and what measures are planned?

Scottish Development International co-ordinates the production of the Scottish Exhibitions & Missions Programme (SEMP) each year, which covers planned trade missions and delegations to trade events led by SDI or other delivery partners such as local authorities, Chambers of Commerce and the Scottish Council for Development & Industry. The SEMP
for the operational year 2003-04, covering around 130 planned missions and exhibitions between April 2003 and March 2004, is available on the internet at:


An updated version covering the second half of 2003-04 was recently published at:


The involvement in the Scottish International Forum of arts and culture organizations, as well as Scottish Development International and other economic development organizations, enables these organizations to identify opportunities to run concurrent cross-cutting activity in overseas markets. This includes promoting the Fresh Talent initiative where there are appropriate opportunities to do so. Members also enter forthcoming events on the Forum’s website, for example, and can identify opportunities among events posted by other members or announced at Forum meetings.

Examples of visits and trade missions in which the Executive has participated include:

- The then Minister for Enterprise hosted a prestigious business breakfast meeting at the New York Stock Exchange during his visit to the US in November 2002, attended by senior figures from large American multi-nationals. The event aimed to promote Scotland as a prime location for high-value financial services functions, and guests heard from US inward investors JP Morgan about their positive experiences setting up in Glasgow.

- The Deputy First Minister & Minister for Enterprise opened the ‘Meet the Buyer’ event in Barcelona in September 2003 at which around 20 Scottish food and drink companies had the opportunity to meet key Spanish buyers and distributors for major department stores and supermarkets.

- The Deputy First Minister made an 8-day visit to Japan, Singapore and Malaysia in October 2003 which focused on helping Scottish companies to establish global connections in the Far East, exploiting Scotland’s increasing excellence in key clusters such as life sciences and micro-electronics, developing partnerships to support the activities of Interactive University, and enhancing relationships with companies who have already invested in Scotland. His visit included:
  - The opening of the new Scottish Development International incubator in Singapore
  - A speech at the British Embassy in Tokyo to key Japanese investors
  - Meetings with companies including Fujisawa Pharmaceutical, Mitsubishi Pharma, NEC, Nikon and Japan Storage Battery
  - Assisting the promotion of textiles firm Lochcarron of Scotland in Tokyo
  - Meeting the Singapore Economic Development Board and the Minister of State for Foreign Affairs and Trade and Industry
  - Promotion of Scotland through interviews with media in Japan and Singapore
  - Attending the opening of the Global Entrepolis technology and innovation exhibition in Singapore as guest of honour, supporting Scottish companies at the event
  - Supporting Glasgow company Picsel at the announcement of the opening of their Asian HQ in Malaysia.
**Tartan Day and wider Scottish-North American links**

1. *What is or should be the purpose of the Scottish input into Tartan Day?*

The purpose of promotional work in the US has a different emphasis from that in Europe: whereas Scotland’s interests in Europe are dominated by the impact of EU institutions, in the US the Executive has a strong focus on making the most of personal links. Most estimates agree that more than 20 million Americans have ancestral links to Scotland. Many more are aware of and feel warmly towards Scotland through cultural and educational links such as Highland Games. Tartan Day is therefore primarily a celebration of traditional Scotland and Scottish roots in North America. But it is also an opportunity to promote the best of contemporary Scotland at times and to audiences where interest in Scotland is heightened. It is an opportunity for the Executive, its agencies and other bodies to take forward their own priorities, within the overall Tartan Day context. Different key messages will be to the fore in different events and depending on the lead bodies. The Scottish organisations involved need to strike a balance between promoting Scotland overseas in line with our objectives and working alongside the US organisations for whom Tartan Day has considerable significance.

2. *What strategy has been used in the past to promote Tartan Day events and what are the Scottish Executive’s plans for its involvement in the future, both in North America and in Scotland/UK?*

Tartan Day is a celebration that is expanding rapidly. The Scottish Affairs Office, located in the British Embassy in Washington, takes the lead in assessing that expansion to identify the most effective ways of harnessing the goodwill towards Scotland it demonstrates, and coordinating Executive input. The Embassy’s First Secretary (Scottish Affairs) has addressed the Scottish International Forum on possible strategies for participation in Tartan Day 2004 and discussions are being taken forward within the Forum to turn this strategy into practical effect. Scottish Executive Ministers attend Tartan Day events in the US as well as activities relevant to their own particular portfolio. Wherever possible the Scottish Affairs Office in Washington seeks to add value to these visits by maximising opportunities for Ministers to promote Scotland in its widest sense.

3. *What level of resources has been spent in the past and how might this change?*

The Scottish Affairs Office was established in October 2001 to, in the then First Minister’s words, "bring greater knowledge of contemporary Scotland to the work of the Embassy while at the same time benefiting Scotland by developing links across a wide range of sectors of importance to the United States and Scotland". It comprises two staff - a First Secretary, plus a full time secretary. Running costs in Washington are £200k. An Edinburgh-based policy officer was appointed in December 2002. Further details of the role of the Scottish Affairs Office are attached (Annex C)

4. *How can the co-ordination with others, both within Scotland and externally, be improved in relation to Tartan Day?*

The Executive has convened a sub-group of the Scottish International Forum to coordinate involvement in Tartan Day 2004. A paper presented to the Forum by the Scottish Affairs
Office is attached (Annex D). A parallel group meets in New York under the leadership of First Secretary (Scottish Affairs) at the British Embassy.

5. What are the Executive's broader plans for Scottish-North American relations, promotional events, trade etc?

The key areas of activity for the Scottish Affairs Office are:

- **liaison with Scottish organisations:** a wide variety of Scottish organisations and individuals contact the Scottish Affairs Office for advice on planning their American activities and visits. The Scottish Affairs Office works with them and puts them in touch with relevant bodies in the US. The Office has, on occasion, hosted events at the British Embassy for them. The Office has worked closely with the FCO, Marshall Commission, British Council and Scottish universities to attract more Marshall scholars to Scottish universities, as well as undergraduates and Junior Year Abroad students. Many of Scotland's cities and local authorities have made use of the Scottish Affairs Office, and the First Secretary (Scottish Affairs) has accompanied the Lord Provosts and councillors from Edinburgh, Glasgow and Dundee on US visits. The First Secretary also works closely with officials in the Scottish Parliament, ensuring that they receive information relevant to the Parliament, and assisting with US visits of MSPs and MPs. The First Secretary works with Scottish Development International in the US, sharing information about opportunities to promote Scotland and Scottish business, and has attended and addressed several meetings of globalscot members. Working with Scottish Enterprise Glasgow, the First Secretary chaired the steering group of the inaugural "Scotland: Young Leaders" programme in 2002-03.

- **liaison with Scottish-American organisations:** the Office has built up contacts with over one thousand individuals and organisations with an affinity to and interest in Scotland. The First Secretary keeps these contacts up-to-date with news about innovation in, and the strengths of, contemporary Scotland, through newsletters, public speaking engagements, and in response to direct contacts (around 450 per week).

- **work with FCO Posts:** the Office has worked with the British Information Services, based in the Consulate General in New York, to develop dedicated Scottish pages on the "Britain in USA" website. A dedicated website for the Scottish Affairs Office is under construction. The Office has also taken other opportunities to update and complete information held by FCO Posts on developments in modern Scotland, including where Scottish policy and experience diverges from that of England and Wales. It helps ensure Scottish representation in US/UK conferences, such as that held to discuss education and citizenship in 2002. The Office works with representatives of other administrations, including the Northern Ireland Bureau in Washington DC, to build links and share best practice.

- **Scotland at the Smithsonian:** A range of Scottish agencies worked together to present Scotland at the Smithsonian, a 6 months long series of events in 2003 relating to Scotland: Scottish Executive, VisitScotland, Scottish Arts Council, National Museums of Scotland and Scottish Universities. The First Secretary played a key role in identifying opportunities for Scotland that would come with participation in the festival, acting as a liaison point for the Smithsonian curators, and sitting on the leadership committee for the festival. The First Secretary hosted two Scottish evenings at the British Embassy as part of the Smithsonian Associates programme sponsored by VisitScotland.
The USA is the largest economy in the world with a high concentration of companies and organisations in key industries for Scotland. From its offices in Boston, Chicago, Silicon Valley and Houston, SDI promotes a full range of opportunities to support ‘knowledge out’ to American markets and to bring ‘knowledge in’ to Scotland from North America.

As resources permit, it is planned that the Scottish Affairs Office will have a role in identifying key US legislatures - both at state and city level - where meaningful policy exchanges can take place. It will also take every opportunity to promote the Fresh Talent initiative.

Conclusions

The Executive’s external relations activity contributes to the achievement of many of the commitments in the 2003 Partnership Agreement. In the area of EU decision-making, Scotland has over several years established strategies, structures and procedures to ensure that Scotland’s interests are prosecuted successfully in EU institutions. A broad range of activity has also been set up to promote policy cooperation with other regions and nations with similar experience to Scotland’s. The strategies are continually revised and refined to ensure they remain appropriate, that priorities are up-to-date and that lessons are learned.

Promotional activity also contributes to many of the Executive’s Partnership Agreement aims, but is at an earlier stage of development. It is an area in which the Executive plays a strategic and coordinating role that can add value to the work of the many organisations already involved in their own areas. There is also scope for the Executive to advance overall messages about the modern Scotland through Ministerial and other public diplomacy activity. New initiatives have been tried, with varying degrees of success, and new directions are being explored. There is ample scope for new ideas and initiatives to promote innovative and joined-up activity.

At the same time, the Executive cannot pursue all opportunities at once. The strength of a strategy-based approach is in its alignment of activity with long-term priorities. A key element of the Executive's work will therefore be to identify top priorities, individually and in cooperation with its partners in the Scottish International Forum.

This is therefore a good moment to be reviewing the promotion of Scotland. The Executive welcomes the Committee's initiative in carrying out this inquiry and looks forward to further dialogue and in due course its proposals for future development.
THE SCOTTISH EXECUTIVE’S PRIORITIES FOR EXTERNAL RELATIONS
(March 2002)

What are external relations, and why do they matter?

1. As far as the Scottish Executive is concerned, ‘external relations’ means everything we do to handle the EU and international aspects of our devolved responsibilities.

2. On this definition, nearly every part of the Executive is in some way involved in external relations. For example:
   - for many policy areas, most notably agriculture, the environment and fisheries, most of the important decisions are made at an EU level. The Executive has to make sure Scottish interests are taken into account in those decision-making processes, and has to implement the decisions made;
   - there is an immediate international dimension to enterprise and trade policy, as described in the Global Connections Strategy. There is also an increasing EU dimension to enterprise policy (the ‘Lisbon agenda’); and
   - much of tourism policy is aimed directly at markets overseas.

Obviously, it is crucial that the Executive is able to handle these aspects of its devolved responsibilities effectively.

3. Besides all this, all parts of the Executive can make better policy by learning from best practice elsewhere in the world. And, furthermore, we have more general opportunities to represent Scottish interests overseas, for example, by:
   - contributing to cross-cutting debates in Europe, such as on the future of the European Union;
   - taking opportunities to promote a positive image of Scotland overseas; and
   - promoting contacts with other regional and national administrations.

What this paper is for

4. This paper:
   - states the Executive’s over-arching objectives in the field of external relations; and
   - maps out the activities it will undertake, or continue to undertake, in pursuit of those objectives, including its current key priorities.
Objectives

5. The Scottish Executive’s over-arching objectives for its external relations work are as follows:
   - to promote Scottish devolved policy interests in the EU and internationally;
   - to build mutually beneficial links with other regions and countries in the EU and beyond; and
   - to promote a positive image of Scotland overseas;

Promoting Scottish interests in the EU and internationally

6. The significant effect on policy-making in Scotland of decisions taken at an EU level is unquestionable. **We need to make sure, therefore, that decisions taken at this level as far as possible reflect Scottish circumstances and concerns.**

7. The UK Government leads for the whole of the UK in the European Union; but there is an important role for the Executive in feeding a Scottish perspective into the UK position. Under the **Over-arching Concordat on EU Policy Issues**, the UK Government is obliged to consult the Scottish Executive on matters touching on devolved responsibilities. The Concordat also makes clear that Scottish Ministers can attend, and speak at, Council meetings, with the agreement of the lead UK Minister. In doing so, Scottish Ministers are of course bound to the UK line which they played a part in developing. The Concordat also provides for meetings of the Joint Ministerial Committee on the European Union, involving representatives of all 4 UK administrations.

8. All parts of the Executive therefore seek to develop a strong relationship with their Whitehall counterparts, at Ministerial and at official level, to help make sure that the Executive is continuously engaged in EU issues. Good links with counterparts in the devolved administrations in Wales and Northern Ireland are also valuable. Alongside this, the Executive is able to develop its own contacts with, for example, officials in the European Commission and the European Parliament, as sources of information and as subjects of influence. The Executive also seeks to have its officials take part in relevant Council Working Groups, and maintains direct contact with MEPs on matters of direct concern to the Scottish Executive. Events such as visits to Scotland by European Commissioners also provide important opportunities to influence the long-term direction of EU policy.

9. The Executive also regularly looks ahead to identify upcoming issues in which there may be a significant Scottish interest, based mainly on the Presidency priorities and the Commission’s Work Programme. The Deputy First Minister has also undertaken to appear before the European Committee of the Scottish Parliament on a 6-monthly basis, to provide an opportunity to look ahead to the main issues likely to arise in each new Presidency, and for the Minister to update the Committee on the Executive’s current priorities in external relations.

10. The Executive’s work in all these areas is supported by the Scottish Executive European Union Office in Brussels, who will have a desk officer covering their policy area; and by External Relations Division in Edinburgh, particularly in terms of their relations with Whitehall counterparts. Parts of the Executive with particularly strong EU interests will also
often have local EU co-ordinators to provide additional, specific support for those involved in 
EU work.

11. The key objective in all this is to ensure that the UK’s ‘line’ on a particular issue, for 
extample, one that is to be discussed at a Council of Ministers meeting, always takes into 
account any Scottish devolved considerations. Sometimes, however, it will be appropriate 
for the Scottish Minister to join the UK’s delegation to Council meeting in person – normally, 
where there are significant and distinctive Scottish interests at stake. Scottish Ministers 
therefore look ahead to anticipate which Councils they might wish to attend, and discuss this 
with their counterparts in the UK Government.

12. Once EC legislation is agreed and adopted, responsibility for implementation within 
Scotland in devolved areas rests with Scottish Ministers. The Executive seeks to ensure that 
EC obligations are implemented in good time, in a way which reflects Scottish circumstances 
and concerns. The Executive has established a system of central monitoring of progress on 
implementation, and the Deputy First Minister acts as a ‘champion’ of implementation within 
the Ministerial team.

13. Besides specific policy areas, the Executive also engages with cross-cutting EU issues 
of importance to Scottish devolved interests. Current examples include the debate on 
Governance, where the Executive and CoSLA have been contributing jointly; the linked 
debate on the Future of Europe; and the Enlargement process. On Future of Europe, the 
Executive is pursuing action on a number of fronts to ensure the perspective of the Executive 
as a sub-member state administration is fed into the work of the Convention, including 
through the UK Government delegation to the Convention and through the network of 
regions in which we have an established place. On enlargement, we will monitor its likely 
effects on Scotland, and where necessary contribute a Scottish perspective to the UK’s 
position on these issues. We are playing an active role in the debate on the future of 
European regional policy, and are actively involved through the Commission-run twinning 
programme in supporting the preparation for accession of the Czech Republic and to a lesser 
extent Estonia, with both of whom we also propose to develop further our trade and 
collaborative links.

14. Internally, External Relations Division takes forward a range of activities aimed at 
maximising the effectiveness of the Executive’s handling of EU business, for example 
through the provision of guidance and seminars for Executive officials.

15. A number of devolved policy areas have a direct international dimension; and Scottish 
Ministers and Departments responsible for these areas have to deal with this international 
dimension in the same way that others deal with the EU dimension to their business. Most 
prominent among these are economic development, within the responsibility of the Minister 
for Enterprise and Lifelong Learning, and tourism, within the responsibility of the Minister 
for Tourism, Culture and Sport. Policy in these areas is set out in detail in other publications 
and statements.
Key priorities

- continuing to engage very positively with EU aspects of our devolved policy responsibilities, to ensure that decisions taken at an EU level reflect Scottish circumstances and concerns;
- through the UK Government and through other routes, contributing positively to the work of the Convention of the Future of Europe;
- ensuring that implementation of EU obligations on devolved matters is carried out in good time, and in a way which reflects Scottish circumstances and concerns; and
- dealing effectively with the international dimension to our devolved policy responsibilities.

Building links with other regions and countries

16. As a devolved Government, we have the capacity to develop relationships with other administrations, at national or regional level, anywhere in the world. These can take a variety of forms:

- an informal bilateral contact at official level, allowing exchange of information on policy and practice;
- a more established contact, perhaps involving reciprocal visits;
- an established relationship involving exchanges across a range of policy areas, and with regular Ministerial involvement; or
- a broad relationship founded on a formal co-operation agreement.

17. Many policy areas in the Executive have already established contacts with another region or country, at least at the first level above. Those who do have found real benefits can be achieved in terms of improving policy or practice in Scotland. We will continue to explore the possibility for fruitful policy exchange, with the ultimate aim that each and every policy area in the Executive will have established an informal policy exchange with at least one other national or regional administration.

18. Besides these subject-specific contacts, the Executive has already developed more broadly based relationships with a number of regions and countries in Europe, including Catalonia, Bavaria, North Rhine Westphalia, the Nordic countries, Ireland and the Czech Republic. Some of these, such as with the Czech Republic, have developed from subject-specific relationships, in that case on Structural Funds. Investing time and resources into a limited number of more broadly based relationships such as these can bring benefits – by establishing Scotland as an active player in Europe, by providing a foundation for policy exchanges in new areas; and by providing a vehicle for the high-level contacts which can help policy exchange flourish.
19. Where a broadly-based relationship exists, we have the option of formalising the arrangement by signing a co-operation agreement. This would be particularly appropriate in the case of European ‘constitutional regions’, who have similar legislative powers to Scotland. We are discussing the possible benefits and scope of such an agreement with a number of European regions, with the aim of signing at least two partnership agreements in the next 12 months.

20. Besides bilateral contacts and relationships, membership of European organisations and networks can also bring benefits to Scotland, in terms of establishing Scotland as an active player in Europe, and in strengthening the voice of the regions in debates such as the Future of Europe. We have therefore played an active role in the ‘Flanders’ group of constitutional regions, which has been considering issues relating the Future of Europe debate; we have a full member on the UK delegation to each of the Conference of Local and Regional Authorities of Europe and the Committee of the Regions (along with Scottish Parliament and local authority representatives); and we are currently considering membership of the Conference of Peripheral and Maritime Regions of Europe.

21. Any contact with another government works better if we have access to a range of information about existing contacts between Scotland and that country. Working with other partners in Scotland, including the Parliament and the Consular Corps in Scotland, we therefore propose to develop a system of ‘Scottish Country Briefs’, paralleling the FCO’s long established country briefs detailing connections between the UK and given countries.

### Key priorities

- working towards the aim of every policy area in the Executive having developed an informal policy exchange with at least one other regional or national administration;
- working towards the signing in the next year of partnership agreements with at least two other European regional administrations;
- with partners, developing a system of ‘Scottish Country Briefs’, describing Scotland’s links with a number of countries.

### Promoting a positive image of Scotland overseas

22. Besides the direct promotion of Scottish policy interests described above, more general promotion of a positive image of Scotland could yield significant medium and long-term benefits. We want influential people around the world to think of Scotland as a dynamic and modern country, with well-educated and enterprising people, with stable and responsive political structures, with a clean environment and effective transport connections, with a thriving artistic and cultural life, and as an excellent place to visit.

23. In doing so we need to build on a high recognition rating for Scotland’s traditional attributes – such as tartan, golf and whisky – and on any family connections to Scotland people may have. And we need to exploit the genuine international interest in the establishment of the new devolved institutions in Scotland.
24. Many agencies and organisations in Scotland are already involved in some way in promoting a positive image of Scotland overseas. The Executive wants to encourage all those involved to work together to maximise the overall benefit for Scotland; and wants to use its position as the devolved government for Scotland to promote a positive image of Scotland overseas.

25. In doing so we need to make best use of the network of UK Embassies, Consulates and High Commissions overseas, each of which has the responsibility to promote Scotland as part of the UK; and to use the parallel network of British Council offices across the world. Given the particular importance of the United States market, an Executive official is seconded to the British Embassy in Washington as First Secretary (Scottish Affairs).

26. A further active partner in this effort will be the Scotland Office, which is taking forward its ‘Friends of Scotland’ initiative, aimed at promoting a positive image of Scotland overseas in particular by building links with the Scottish diaspora and others with a particular interest in Scotland.

27. Executive action in pursuit of this objective will take several forms: co-ordination; event management; ad hoc public diplomacy work; welcoming prominent visitors to Scotland; and the provision of promotional materials.

28. The centre-piece of efforts to co-ordinate the promotion of Scotland overseas will be the Scottish International Forum, which met for the first time on 12 February. This group provides an opportunity for all those involved in promoting Scotland overseas to share their plans, and to identify opportunities for joint initiatives or otherwise to achieve ‘critical mass’ in their promotion activities. Members will be able to exchange information between meetings by means of a new website, currently in development.

29. Events management will take a number of forms. Ministers and Divisions may be involved in international events primarily organised by other agencies and organisations, in Scotland or overseas, most often in the field of arts and culture, each of which will make some contribution to the promotion of Scotland overseas – one exceptionally significant example of this being the planned joint bid for Euro 2008 with Ireland. But, working with partners, the Executive will seek to promote a number of programmes of events in particular countries overseas, in a concerted effort to make a substantial impact in the country concerned. The main example of this to date has been Tartan Day 2001, which built a number of events around an existing American initiative to celebrate connections with Scotland. A similar effort will be made for Tartan Day this year; and the Executive is playing a leading role in the development of ‘Scotland in Sweden’, a programme of events planned for October 2002. The Executive will continue to take a leading role in promoting co-ordinated programmes of this kind, taking into account an evaluation of the benefits of events in 2002.

30. Scotland Week in Brussels, which has now been staged twice, has focussed on promoting awareness of Scottish devolution; on increasing Scottish influence in EU policy making; and in bilateral trade and tourism promotion in Belgium.

31. Besides these major events, we recognise that every Minister travelling overseas has the opportunity to help promote a positive image of Scotland overseas. Every Minister travelling overseas, for whatever purpose (though excluding routine trips to Brussels for EU
business), will therefore seek to build some element of public diplomacy work into their programme – for example, an interview with local media.

32. Of course, it is not always a case of our Ministers travelling overseas – we are very often in the position of welcoming prominent visitors to Scotland. It goes without saying that dealing with visitors in the right way can leave a lasting impression on those concerned, and can make a major contribution to Scotland’s positive image overseas. A high proportion of prominent visitors to the UK now wish to include a day in Scotland in their programme, because of the existence of the Parliament, and because of our good reputation in making people welcome (a reputation we work hard to maintain.)

33. All efforts such as these can be assisted by good promotional materials – be they glossy publications, factfiles, videos, posters, CD-ROMs, or whatever. Many organisations and agencies in Scotland produce materials such as these for specific purposes; and the FCO produces a very wide range of materials promoting the UK, some of which refer to Scotland and one of which – an A4 brochure – deals specifically with Scotland. We need to ensure that these materials reflect the modern image of Scotland we wish to present.

34. We will therefore take forward work aimed at, firstly, bringing together the materials already produced, to place it better at the disposal of all those involved in promoting Scotland overseas; and producing new materials to fill any gaps in this set of materials, focussing particularly on the governance of Scotland. In doing so we will work with FCO and with members of the Scottish International Forum, in particular, the Scottish Parliament and the Scotland Office.

Key priorities

- through the Scottish International Forum, maximising the impact in terms of Scotland’s profile overseas of the efforts of public bodies and other organisations in Scotland;

- promote a range of major events to promote Scotland overseas, including Tartan Day 2002;

- continuing to welcome visitors to Scotland in a way which reflects well on Scotland; and

- working with partners to develop new materials on Scotland and its governance for an international audience.

Scottish Executive External Relations
March 2002
SCOTTISH INTERNATIONAL FORUM
Organisation Members

1. Scottish Executive
2. The Scotland Office
3. SLAED
4. Glasgow City Council
5. South Lanarkshire Council
6. Scottish Enterprise
7. Scottish Development International
8. Highlands & Islands Enterprise
9. COSLA
10. British Council (Scotland)
11. Scottish Arts Council
12. VisitScotland
13. Scottish Parliament
14. Scottish Chambers of Commerce
15. CBI Scotland
16. Scottish Council for Development & Industry (SCDI)
17. European Commission representation in Scotland
18. Edinburgh City Council
19. The Royal Society of Edinburgh
20. Food From Britain
21. National Galleries of Scotland
22. Education UK Scotland
23. Scottish Trade Union Congress
24. National Museums of Scotland
25. National Library of Scotland
26. Scotland the Brand
27. Quality Meat Scotland
28. Scottish Quality Salmon
29. Aberdeenshire Council
30. Universities Scotland
Scottish Affairs Office, British Embassy (Washington)

Background to post

The decision to appoint a First Secretary, Scottish Affairs to work out of the British Embassy in Washington DC was announced by the then First Minister during Tartan Week in April 2001. Susan Stewart, formerly depute head of the Executive's press office, took up post on October 1 that year.

At the time of the appointment the First Minister said:

"This is an important role. It reflects Scotland's new position in post devolution Britain. Woking with others in the Washington Embassy, the post will bring greater knowledge of contemporary Scotland to the work of the Embassy while at the same time benefiting Scotland by developing links across a wide range of sectors of importance to the United States and Scotland."

Estimates of the number of Americans claiming Scottish heritage vary, but most agree that upwards of 20 million Americans have some ancestral links to Scotland. Many more are aware of, and feel warmly towards, Scotland through cultural and educational linkages (e.g. taking part in Highland Games, and Scottish cultural festivals, or student exchanges).

Remit

The initial remit of the post was;

1. Promoting Scotland in the United States.
2. Liaison with all Scottish agencies working in the US (whether based there or not).
3. Outreach to Scottish-American organisations and societies.
4. Working with the British Embassy's press and public affairs network to provide information services about Scotland.
5. Organising the Executive's contribution to Tartan Day and other events, which promote Scotland throughout the US.
6. Assist with the organisation of visits by Scottish Ministers and senior officials to the United States and other Scottish visitors as appropriate (e.g. MSPs).
7. Assist with the organisation of visits by influential Americans to Scotland.
8. Promote educational, cultural and other exchanges between Scotland and the US.
9. Helping to market Scottish Universities to US scholarships and fellowship applicants.

The running costs of the office were initially set at £200k per annum and remain so. The DC office was supplemented by a full time secretary in February 2002, (currently Carolyn Ritchie), and an Edinburgh based US policy officer was appointed in December 2002 (Stuart McLean). As part of his remit, Stuart keeps in regular contact with Scottish organisations active in the US (such as visitscotland, Scottish Enterprise, and the Parliament), as well as working in a cross-cutting way across Executive departments.
US STRATEGY; KEY AREAS OF ACTIVITY

Liaison with Scottish organisations

A wide variety of Scottish organisations and individuals have contacted the Scottish Affairs office for advice on planning their American activities and/or visits. The Scottish Affairs Office has been happy to work with them and has, on occasion, hosted receptions at the Embassy and/or dinner for them, often putting them in touch with relevant bodies in the US.

The office has worked closely with the FCO, Marshall Commission, British Council and Scottish universities to attract more Marshall scholars to Scottish universities, as well as undergraduates and Junior Year Abroad students.

Many of Scotland's cities and local authorities have utilised the Scottish Affairs office, and the First secretary has accompanied the Lord Provosts and councillors from Edinburgh, Glasgow and Dundee on US visits.

Additionally, the First Secretary works closely with officials in the Scottish Parliament, ensuring that they receive information relevant to the Parliament to, and assisting with proposed US visits of MSPs.

The First Secretary works with Scottish Development International in the US, and has attended and addressed several globalscot meetings in the US.

Liaison with Scottish American organisations

The First Secretary has built up a contact database of over 1000 individuals and organisations with an affinity to and interest in Scotland. Through periodic newsletters, they are kept abreast of innovation and the strengths of contemporary Scotland. She also facilitates contact between individuals and groups in the US and Scotland.

The First Secretary is a frequent public speaker to a diverse range of organisations, ranging from St Andrews's societies, to business and educational audiences.

The office averages around 300 e-mails and 150 phone calls per week. Many of these seek general information about Scotland, and some can be referred to more appropriate agencies and/or websites. That number has increased steadily as the existence of the office becomes more widely known about. Work is in hand to construct a Scottish Affairs Office website.

Work with FCO and Consulate network

The Scottish Affairs office worked with British Information Services, based in the New York consulate, to develop dedicated Scottish pages on www.britainusa.com, a public information website which currently receives around 10 000 hits per month. The site now also includes links to various bodies, including the Scottish Parliament and Executive.

The office has also worked with others to identify gaps in the FCO's UK promotional material where information about Scotland is missing or inaccurate.
The office plays a role in keeping the Embassy and Consulate network abreast of Scottish policy and political development through regular briefings and newsletters.

Working with colleagues in the Embassy and consulate network, the Scottish Affairs office advised the Friends of Scotland project, formerly run by the Scotland Office, helping to minimise duplication and maximise impact.

Co-operative work with representatives of other devolved government continues, particularly with the DC based Northern Ireland Bureau, to build mutually beneficial links and share best practice.

**Tartan Day:** Scottish involvement in Tartan day (6 April) has grown over the past 3 years, as more Scots recognise the promotional opportunities afforded by this American celebration. The Scottish Affairs Office has had the lead role in co-ordinating the Executive's participation in Tartan Day events (including Ministerial participation) and liaison with American Scottish societies and Scottish agencies. The newly created Promotion of Scotland division in the Executive, within which the USA office sits, will continue to work with the range of Scottish organisations participating in Tartan Day. Tartan Day is a US celebration and is expanding rapidly; the Scottish affairs office has a key role in assessing that expansion to identify the most effective means and mechanisms of harnessing the reservoir of goodwill towards Scotland which resides in the US, to Scotland's long term benefit.

**Contributing to Executive policy development/co-ordination and sharing of best practice**

As resources permit, it is planned that the Scottish Affairs Office will have a role in identifying key US legislatures - both at state and city level - where meaningful policy exchanges can take place.

The First Secretary's participation in the Embassy's Domestic policy Group ensures that others in Embassy and consulate are kept abreast of Scottish policy innovations and points of divergence from England and Wales. It also helps ensure Scottish representation in US/UK conferences (e.g. education and citizenship conference 2002).

Working with Scottish Enterprise Glasgow, the First Secretary, chaired the 2002/03 US steering group of the inaugural Scotland: Young Leaders programme; this was a pilot programme designed to help develop international leadership and entrepreneurial skills in Scottish undergraduates. Twelve young people from Glasgow institutions were placed in a range of blue chip US companies, and also had a private tour of the US capitol and a familiarisation visit to the British Embassy in DC, facilitated by the First Secretary.

The Scottish Affairs Office has identified opportunities for both Executive Ministers, and SE officials to meet counterparts in the US, and has assisted with the visits of Ministers, parliamentarians (from Scotland and Westminster), Executive and Parliamentary staff.

**Scotland at the Smithsonian:** The First Secretary played a key role in identifying opportunities for Scotland that would come with participation in the folklife festival. She acted as a liaison point for the Smithsonian curators, and sat on the leadership committee for the festival. The festival, held in summer 2003, drew upwards of 1 million visitors. A range of Scottish agencies worked together to present Scotland at the Smithsonian, a 6 months long
series of events relating to Scotland: Scottish Executive, VisitScotland, Scottish Arts Council, National Museums of Scotland and Scottish Universities. The First Secretary hosted two Scottish evenings at the British Embassy as part of the Smithsonian Associates programme sponsored by VisitScotland.

**Tartan Day 2004**

**Purpose**

1. A discussion paper for the Scottish International Forum; focusing on Tartan Day, its purpose and the opportunities it affords for Scotland, the Scottish Executive, agencies and the public and private sectors and to suggest methods of delivery on both sides of the Atlantic

**Background**

2. Tartan Day was established in the USA in 1998, with a Senate resolution sponsored by then Republican Leader Senator Trent Lott. The date, 6th April, was chosen because it is the anniversary of the Declaration of Arbroath, thought by many to have influenced the American Declaration of Independence.

3. Since then Tartan day has developed across the US, with many hundreds of celebrations of varying sizes. By far the largest and most publicly recognised celebrations are held on the East coast, notably New York City and Washington DC, although Chicago's celebrations have grown in recent years. The number of events, and the number of organisations marking Tartan Day increases every year, as does the number of individual states and cities officially designating Tartan Day.

4. Scotland - its government, agencies, and public and private sectors have grasped the opportunities offered by Tartan Day to promote the best of contemporary Scotland. Starting in 2000, each year the involvement of the Executive and its agencies has been larger.

5. Critically, Scottish agencies and organisations have only engaged in those areas where American Scottish organisations have already established Tartan Day and those areas which are priority markets for us.

6. However, although Tartan Day has been seen by organisations and individuals here in Scotland as an opportunity, it is important to always remember that Tartan Day is primarily an American celebration with both a date and a name that are fixed.

7. The events that have proved to be most successful those when Scottish organisations have both worked effectively together and in partnership with US organisations, sharing information and liaising carefully with them. The benefits of Scottish and transatlantic partnerships were also seen clearly in this year's Scotland at the Smithsonian celebrations.

8. To continue to utilise the opportunity of Tartan Day effectively we must strike the balance between our promoting Scotland overseas in line with our objectives and working alongside the US organisations for whom Tartan Day has considerable significance.
Promoting Scotland

9. The First Minister has said that he wants to see Scotland viewed in the world as a good place to work and live, to do business with and to visit. A number of different activities are underway, both within Executive and elsewhere (such as the Fresh Talent initiative and Entente Cordiale), which aim to both promote Scotland and take forward key policy objectives. The Forum has previously identified the need to highlight themes which should be used in promoting Scotland overseas – these were;

- Pride and Passion
- Cultured
- Must Visit
- Skilled and Educated People
- Innovation
- Inclusion

10. Work on refining the messages which can be used for promoting Scotland is nearing completion, but these themes can offer a useful basis in helping determine the shape and extent of Scottish involvement in National Tartan Day 2004.

Engaging with the USA

11. A central objective for the Executive in public diplomacy is the effectiveness of our engagement with the USA. Our broad aim is to ensure a wide understanding in the USA of the new Scotland - in political, governance and cultural as well as in economic terms. It is for that reason, the Executive set up the Scottish Affairs Office in the British Embassy in Washington.

12. Scotland has many unique selling points and there are advantages in Scotland being understood as a distinct cultural and political entity within the UK. Helping to promote and reinforce that understanding is the work undertaken to foster educational and cultural promotion and exchange. This is carried through in partnership with other agencies, such as the British Council and examples of it are the forthcoming Marshall Scholar reception in early 2004 and the Tomorrow's Leaders Programme. The latter was initiated this year as a joint venture between the Scottish Executive and Scottish Enterprise Glasgow to encourage the development of leadership skills in Scotland's leaders of the future.

13. The Executive has priorities for its work in the USA, both overall in terms of the Scottish Affairs Office in Washington and those which are more specifically focussed for SDI or VisitScotland, in relation to their core business. Our aim is for these to sit alongside each other in a complementary and mutually beneficial way.

Tartan Day

14. Tartan Day provides a ready-made public diplomacy opportunity to promote Scotland in the US. It allows the Executive to articulate its vision of the new Scotland, and allows Executive agencies and other bodies to take forward their own priorities, within the overall Tartan Day context. Different key messages will be to the fore in different events and depending on the lead bodies.
15. But, as with the Executive’s 'Scotland In' promotions, it is critical to ensure co-operative and complementary approaches, and a model of joint, integrated action. This is particularly true in the US. Scotland is a small country attempting to make an impact in a very large one. There are clear advantages over the 'Scotland In' approach in that local organisations and activity already exists and these allow Scotland to build upon a larger base each year.

**Tartan Day 04**

16. In its wider US strategy, the Executive is already focusing on science and technology - which is also a central theme in the UK's public diplomacy promotion. 'Skilled and Educated' and 'Innovative' are, therefore, the 2 key themes which are to the fore.

17. Because of the twin importance of partnership with US organisations and the advantages of building on Tartan Day branding, the Executive and its agencies will continue to focus primarily on those areas where substantial Tartan Day activity already exists – New York, Washington DC and to a lesser extent, Chicago. This makes sense because it allows us to take advantage of the critical mass available from the work and enthusiasm of others.

18. Experience in the US and elsewhere has shown us the critical importance of planning and preparation if we are to meet the objectives of the Scottish Executive and support other organisations to meet theirs. Between us we have agreed the 6 key messages that best promote Scotland, but each of us has our own ‘core business’ and each will have different measures for success. With preparation and planning we can secure the collaborative and complementary approach which allows us to effectively promote Scotland in a way that maximises impact by its unity and by the flexibility it allows each to meet discrete objectives.

19. For Tartan Day 2004, we are proposing three strands to our joint planning and preparation.

- Set up a sub-group of the SIF, involving interested parties - both public and private, and convened before end October. It is suggested that the group is chaired by John Henderson, of External Relations. The purpose of the group will be to share information and agree shared priorities for Scottish engagement in Tartan Day 04. The group will look at the most efficient way of delivering on agreed plans, including working with other organisations and commercial agencies. The Scottish Affairs Office in the US would liaise regularly with this group, providing background information and information on US plans as they develop.

- In the US the Scottish Executive’s First Secretary, Susan Stewart, convene a meeting in New York and invite all interested parties including American Scottish organisations and Scottish organisations active in Tartan Day. The objective here would be to encourage organisations to share information and build on our successful attempts in 2003 to get disparate organisations and individuals to work together.

- To aid the planning process on both sides of the Atlantic and to provide a single information ‘site, we propose that all contact with the FCO consulate network and with American Scottish organisations should be channelled through our Scottish Affairs Office in Washington. In this way, we can keep American organisations...
informed of Scottish plans, and the Scottish based group up-to-date with US plans as they emerge.

**Media and Presentation**

20. We can never begin our thinking and planning on this too early. In the past, Scotland has not made the most of Tartan Day opportunities, both with our home media but also and importantly, with the media in the US. So running parallel with the 3 strands, we suggest that the PR officers from all Scottish based agencies involved in Tartan Day meet regularly and share communications plans from an early stage. These can be fed into our Scottish planning group and through the Washington Office, to the Embassy press team.

21. Building our individual and shared media strategy will be critical to winning maximum impact from the opportunity of Tartan Day and a return which helps all our work in the months that follow.

**Conclusion**

22. That the Scottish International Forum agree;

- The main focus of Scottish involvement in Tartan Day should be New York, DC and Chicago
- The 6 themes which the Forum has already highlighted and Fresh Talent initiative, will form the context for Scottish involvement in Tartan Day
- A Tartan Day working group, chaired by John Henderson, be convened immediately

SUSAN STEWART  
First Secretary (Scottish Affairs)  

September 2003
THE SCOTTISH EXECUTIVE’S

International Strategy

Scottish Executive
Edinburgh 2004
THE SCOTTISH EXECUTIVE’S INTERNATIONAL STRATEGY

Foreword

Rt Hon Jack McConnell, MSP
First Minister of Scotland

Rt Hon Jim Wallace, MSP
Deputy First Minister of Scotland

1. Today’s Scotland is filled with new ambition and opportunity. The creation of Scotland’s Parliament has helped put Scotland on the international map once more. There is enormous goodwill internationally towards Scotland and there is an increased interest in all things Scottish. It is the job of this devolved government to harness that interest and goodwill for the benefit of all Scots.

2. In business, education, culture, transport, major events and many other areas we will work with partners in Europe and throughout the world to promote Scotland’s interests.

3. We have worked with a number of different nations and regions since devolution having agreed the first set of aims in external relations in 2002. But as devolution matures, the scope to enhance the scale and range of these activities increases. That is why, during this second Parliament, we have the deliberate aim of drawing the work together within an overall framework that ensures that whenever we engage with an international partner, we are doing our best for the whole of Scotland.

4. This work is well under way. In January 2004 we published a European Strategy setting out our strategic aims in that area, along with the mechanisms we propose to use to achieve them.

5. On 1 July 2004 details of a global campaign to promote Scotland were announced. This campaign systematically targets people and places with messages about modern Scotland. Pulling everyone together to make a much bigger impression on the rest of the world. Our aim is for all our public agencies, Scots abroad, our top companies, the UK government, and Scotland’s devolved government to speak to the world with one voice. All with their particular message to their particular audience, but each contributing to the big picture.

6. The increased activity of Scotland’s devolved government on the international stage must be underpinned by a strategic overview. This International Strategy describes areas of work that are new, or in which we have taken new initiatives, such as the Fresh Talent project to attract new Scots to live, work and study in Scotland. Just as importantly, however, it shows how we are bringing together international work already set out in existing documents such as the Global Connections Strategy, A Framework for Higher Education in Scotland and the Tourism Framework for Action 2002-2005. Finally, it demonstrates that, though Ministers
play an important role in providing a strategy and framework, successful delivery depends on effective collaboration with public and private sector partners.

7. Through this International Strategy, our ambition is to maximise the benefits to the people of Scotland from our international work, and to ensure that we are working for the long term, with the right partners, and on the right issues. More than this, we in Scotland are determined to do all we can to support the countries of the developing world in meeting the challenges they face. This is because we believe that devolved regions and nations can contribute to meeting the shared responsibilities of the international community. The Strategy is designed to provide a strategic focus for the efforts of the Scottish government and the agencies it funds, to improve coordination and collaboration among the various players on the international scene, whilst enabling each to continue to develop and implement plans and programmes appropriate to their specific target markets.

8. We intend to re-energise our international networks and this Strategy aims to secure the maximum leverage from activities at UK level. And we will work increasingly closely with the Foreign and Commonwealth Office and the British Council who are key delivery partners across the world.

9. Scottish Ministers are determined to ensure that we in Scotland rise to the challenge of a global economy, and the potential across the world for closer friendships and new partnerships. We hope this strategy provides the direction to which others can make their contribution.

Rt Hon Jack McConnell, MSP  
First Minister of Scotland

Rt Hon Jim Wallace, MSP  
Deputy First Minister of Scotland
THE SCOTTISH EXECUTIVE’S INTERNATIONAL STRATEGY

Introduction

1. The purpose of this document is to:

   a. Set out the strategic goals for the Executive’s international activity;

   b. Outline the international priorities on which the Executive plans to engage; and

   c. Identify the key mechanisms for delivering our top priorities.

2. The paper updates and develops the themes of the External Relations Priorities paper agreed by the Scottish Executive in March 2002. It refers to existing strategies where appropriate, including in particular the Global Connections Strategy and the European Strategy document published by the Executive in October 2001 and January 2004 respectively.

3. “International activity” for the purposes of this paper covers:

   a. Promoting a positive image of Scotland overseas. This includes:

      - promoting Scottish business interests overseas;
      - promoting Scotland as a place to live, work, visit, study and do business;
      - promoting international awareness of modern Scotland;
      - promoting Scotland’s transport links with the rest of the world;

   b. Promoting Scottish devolved policy interests internationally. This includes:

      - participation in the negotiation of European and wider international commitments impacting on devolved areas of responsibility;
      - cooperating with other countries and regions through direct bilateral links and participation in regional and wider networks.

Strategic goals for the Executive’s international activities

4. This Strategy sets out a proposed framework to guide the work of the Scottish Executive, and its NDPBs and agencies, on international issues at the broadest level. It starts from the premise that international activity is not an end in itself, but must support Scottish interests identified in the aims of the 2003 Partnership Agreement. The activity is therefore focused on the themes of the Partnership Agreement:

   a. growing the Scottish economy;
   b. delivering excellent public services;
   c. supporting stronger, safer communities;
   d. developing a confident, democratic Scotland.

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1 Appendix A contains an assessment of progress against the priorities set out in that paper.
5. The strategic goals for Scotland’s international activity for 2004 to 2007 are:

   a. to position Scotland internationally as a leading small nation, attractive to potential overseas partners and visitors and with a thriving and dynamic economy; and

   b. to bring effective influence to bear on the UK Government, other countries, regions and institutions on international policy issues affecting Scotland; and, within the scope of the Executive’s devolved responsibilities, to encourage and support Scotland’s contribution to international development.

6. The Executive’s international policy will therefore focus on:

   a. **Enhancing the profile of Scotland**: promoting Scotland supports our top priority of growing the economy by enhancing our reputation internationally as a tourism and business destination of choice and an innovative place to do business in and with. It also develops our profile as a small nation with real and growing influence, particularly within Europe, and an attractive place in which to live, work and study. Our aims here are to:

      - Support and expand Scotland's international business connections;
      - Attract fresh talent, tourists, businesses and major events to Scotland;
      - Build strong ties of economic, political and cultural benefit to Scotland.

   b. **Promoting Scotland’s policy interests**: the Executive will continue to seize opportunities to promote, represent and advocate Scotland’s policy interests directly and through the UK Government. This will be accomplished by working:

      - Through the UK, by continuing our engagement with the UK Government on external issues in order to maintain a culture of automatic recognition and understanding of Scottish interests; and by adding value to the UK Government’s efforts by reinforcing and forging new links across Europe and beyond;
      - Directly, by promoting Scotland’s policy interests directly with overseas institutions and administrations. This includes developing cooperative links and ongoing engagement that can help inform best practice in Scotland and raise awareness of Scottish policy perspectives.

7. To achieve these objectives the Executive will:

   a. In promoting the profile of Scotland:

      - work directly and through public and private sector organisations to project powerful messages that enhance Scotland’s international profile;
      - strike a balance between creating opportunities ourselves and taking advantage of opportunities created by others in the public and private sectors.
b. In pursuing its policy interests:

- focus on prioritising and engaging on key issues likely to have a significant impact on people’s lives in Scotland;
- identify the most appropriate and effective strategies for achieving outcomes;
- ensure that these strategies and their operational arrangements are efficient and deliver value for money.

c. Work closely with the Foreign and Commonwealth Office and the British Council, whose overseas Posts and offices promote Scotland and Scottish interests as part of their work to deliver UK-wide international priorities. The Executive will also contribute, within the scope of its devolved responsibilities, to the delivery of these UK-wide goals.

d. Cooperate in international activities with the Scottish Parliament to ensure that together we maximise the benefits of our effort for the people of Scotland.

e. Work closely with local government, which has a prominent role to play internationally in projecting Scotland’s cities and regions and in developing partnership links.

f. Review progress annually on the priorities listed in paragraph 6.

**International priorities on which the Executive plans to engage**

8. The main strands of work in which the Executive will be engaged to support these strategic goals follow the four themes of the Scottish Executive’s 2003 Partnership Agreement. In taking forward this work, as in the Partnership Agreement itself, the Executive is committed to an approach across the four themes that delivers sustainable development.

**Growing Scotland’s Economy**

9. Growing the economy is our top priority. A successful economy is key to our future prosperity and a pre-requisite for building first class public services, social justice and a Scotland of opportunity.

a. Encouraging Scottish companies to develop their international business and helping overseas companies do more business in and with Scotland:

- working with Scottish Enterprise through our Scottish Development International joint venture to achieve the goals of the Global Connections Strategy\(^2\);
- supporting Scottish companies and other organisations to generate value from their knowledge and involvement in overseas markets, using both our own staff and the network of commercial sections in UK overseas Posts;

\(^2\) More detail on the Global Connections Strategy is provided in Appendix B.
- persuading overseas companies and other organisations to generate value from their knowledge by trading and partnering with Scottish organisations and by investing in Scotland.

b. Promoting Scotland as a good place to live, work and study, with a high quality of life that is attractive to fresh talent from around the world. The decline in Scotland's population impacts on our economy, strains public services and diminishes cultural life. As well as working to build a confident and economically successful Scotland that provides opportunities for Scotland’s existing population, and encourages expatriate Scots to return, the Executive has set out its aim to boost the working age population through the Fresh Talent initiative. This includes:

- promoting Scotland overseas as a good place to live, work and study, including through the new Relocation Advisory Service;
- encouraging students who are able to do so to stay in Scotland after graduation;
- promoting Scotland as a destination for people taking up work permits;
- improving first impressions of Scotland on arrival.

c. Attracting overseas students and world class researchers helps to diversify the profile and funding of Scotland’s higher education institutions and to maintain the international reputation for excellence of Scotland’s research base. As the ability to make connections between the academic research base and industrial sectors becomes an increasingly important driver of economic success, the Executive is:

- working with academic institutions to promote research links, education and student exchanges;
- providing funding to support the efforts of Education UK Scotland to attract international students to Scotland;
- working with Scottish Enterprise to promote transatlantic university collaboration; and with the Royal Society of Edinburgh (RSE) to demonstrate the strength of Scotland’s research base, including through the International Science Manager appointed by British Council Scotland and the RSE.

d. Working through VisitScotland towards the shared ambition to grow tourism revenues by 50% over the next decade. Tourism is of vital importance to the social, economic, environmental and cultural well-being of Scotland, from major cities to rural areas, many of which depend on the industry for jobs and infrastructure. Scotland is well placed in what it has to offer, but has to better understand changing customers’ needs. Better cohesion and co-operation among all the partners will help raise our game:

- developing a strong destination brand which meets visitors’ needs;
- focusing on core market growth;

3 More information on these Fresh Talent actions is contained in Appendix C.
- identifying and developing seed markets for longer term growth;
- identifying synergies across all public sector agencies.

e. Working through EventScotland to deliver Scotland’s Major Events Strategy 2003-2015, “Competing on an international stage”. World-class events hosted in Scotland demonstrate that we are a dynamic and modern country capable of making an impact - and delivering - on an international stage. As well as the direct economic benefits of events, global media coverage can attract future tourism and further economic growth:

- attracting, supporting and creating an international portfolio of events which are achievable and sustainable;
- promoting Scotland by capitalising on events in Scotland that attract global attention and increasing the amount of international coverage they receive;
- realising the potential of events in Scotland to benefit the Scottish economy.

f. Establishing transport links. Direct routes to and from Scotland improve Scotland’s connectivity and offer more international opportunities for Scottish companies and inbound tourism. The Route Development Fund encourages and speeds up introduction of new direct air routes. It has been welcomed by the industry and has supported 9 new routes offering direct economic benefit to Scotland since it was established in November 2002. The priorities will involve:

- working with Scottish Enterprise and VisitScotland in the Route Development Fund;
- extending direct air routes;
- improving ferry links to mainland Europe.

g. We recognise the importance of developing our cities as competitive international locations to support our priority of growing the economy. Promoting regeneration in urban and rural Scotland and securing the development of our cities and the wider city regions is also a priority and we will use the National Planning Framework to guide the strategic investment and infrastructure needs of Scotland through to 2025. We will work with our cities on their:

- branding and marketing;
- application of international best practice in design and the renewal of the physical environment;
- promotion of investment opportunities in Scotland.

h. We seek to identify and maximise opportunities for economic development through the Executive’s links and other forms of cooperation with international partners.
Delivering excellent public services

10. The Partnership Agreement emphasises that people deserve and expect public services that are of the highest possible quality and offer the greatest possible choice. International engagement is necessary to take account of the context in which decisions are taken on public services. This can be shaped by discussion and decisions in regional and international organisations such as the World Health Organisation, the World Trade Organisaton and of course the European Union. These discussions require a level of engagement internationally, particularly with and through the UK Government, to represent Scottish interests and to ensure that Scottish decisions take account of external changes.

11. Many of Scotland’s international partners face similar challenges in shaping their public services. Working with these partners can help ensure that our public services, and theirs, are designed and delivered around the needs of individuals and the communities within which they live. We can learn from others, work in partnership on common problems and share internationally acknowledged best practice.

a. Contributing to the development of education internationally, promoting a range of Scottish educational products and promoting a positive image of Scotland through cooperation and exchanges:

- through work following on from the successful 15th Conference of Commonwealth Education Ministers’ group, influencing international discussions that shape the future of education;
- hosting the Third World Youth Congress in Stirling in 2005, including activities and projects championing the UN’s Millennium Development Goals;
- participating in international agreements such as the cooperation agreement with France in education to be signed on St Andrew’s Day 2004;
- supporting the development of overseas partnerships by the Scottish Qualifications Authority;
- as part of the monitoring and evaluation process for the Lifelong Learning Strategy, assessing Scotland’s position in relation to the top quartile of other OECD countries;
- international comparisons of educational performance and attainment, sharing ideas and best practice with others;
- working with the British Council and other partners to promote Scottish education internationally.

b. Enhancing and developing our health protection capacity in Scotland in partnership with colleagues elsewhere in the UK and internationally:

- close co-operation with colleagues in the Department of Health, on EU and international matters ;
- participation in international health agreements.

c. Encouraging international investment in infrastructure, such as the present involvement of the European Investment Bank in funding a number of schools projects:
the Executive looks to encourage international investment in infrastructure developments in Scotland through partnership arrangements such as Public Private Partnerships (PPPs). There is a high level of overseas interest in Scotland’s PPP track record and the Executive aims to engage with countries holding similar interests.

**Supporting stronger, safer communities**

12. The Executive aims to make communities safer places to live and work, and to make Scotland a place where everyone can enjoy a decent quality of life. At the broadest level, Scotland benefits from cooperation to ensure international security, such as collaboration against international terrorism; and sustainable quality of life, such as in exchanges and initiatives to promote quality and diversity through cultural provision, and in protection of the global environment.

13. Scotland also contributes to these international goals through its own actions, and helps others including developing countries by sharing its knowledge and experience. Operating in direct cooperation with external partners can also help bring benefits in specific policy areas.

a. Promoting excellence in culture and sport throughout Scotland, to build on the nation’s already strong reputation for creativity and to ensure these aspects of Scottish life play a part in the wider promotion of Scotland’s image overseas and in the attraction of more cultural and sporting events to Scotland. A series of promotions, over recent years and continuing, has sought to build Scotland’s international image as a cultured, cosmopolitan, twenty-first century nation and a producer of world-class cultural output. In 2003, two highly prestigious events did much to boost international understanding of Scotland’s cultural strengths: the *Scotland at the Smithsonian* programme in Washington DC was an excellent showcase of the country’s living cultural traditions, and the cutting edge work of Scotland’s visual artists was exhibited to significant acclaim at the Venice Biennale – our first independent showing at that festival.

The Executive’s cultural policy seeks to establish Scotland as an internationally recognised creative hub; and the Cultural Commission appointed by Scottish Ministers is currently undertaking a review of culture, expected to involve and enthuse the cultural community in Scotland and internationally. The Executive pursues the following objects in its policy for culture:

- maximising the contribution that sport, culture and the arts can play in the promotion of Scotland, including by capitalising on events in Scotland that attract global attention and by celebrating Scotland’s cultural heritage and its full diversity;
- working through EventScotland to make Scotland one of the world’s foremost destinations for sporting and cultural events;
- promoting international cultural exchange and dialogue;
- working through the Head of International Arts, jointly funded by British Council Scotland and the Scottish Arts Council.
- supporting the Scottish Year of Highland Culture in 2007 and using the celebration in 2009 of the 250th anniversary of Burns’ birth as one means to encourage Scots worldwide to return to Scotland;
- strengthening the link between Scotland’s arts and culture and the promotion of tourism and economic growth;
- establishing support for international festivals; supporting the promotion of Scottish films and TV programmes overseas.

b. Adopting international best practice to protect and enhance Scotland’s environment and helping others by promoting Scottish initiatives overseas:

- ensuring that Scottish views and circumstances are taken into account in the context of new international environmental commitments made by the UK Government;
- learning from experience overseas;
- building on our participation at the World Summit on Sustainable Development held in Johannesburg by working with the UK Government, where appropriate, to meet our commitments to tackle climate change, and promote renewable energy and other aspects of sustainable development.

c. Terrorists and criminals have no respect for borders or jurisdictions. That is why the Executive is committed to co-operation and joint working across administrative boundaries and jurisdictions, to ensure that those who would perpetrate such crimes have no hiding place. The Executive provides dedicated funding for counter terrorist policing in Scotland as well as making financial contributions towards Europol, Interpol and a number of UK-wide law enforcement programmes, all of which facilitate national and international cooperation. The Lord Advocate has ensured that there is Scottish representation on Eurojust, the EU judicial body responsible for the coordination of the fight against serious, cross-border crime. The Executive also supports measures to close every possible door against those who would threaten our communities, such as the European Arrest Warrant, introduced across the UK in January 2004. The Crown Office is the Scottish Central Authority for the operation of the European Arrest Warrant and works with partners both in the UK and abroad to ensure that a person who is accused of a serious crime in one EU country but flees to another is quickly arrested and returned to stand trial. The separate status of the Scottish legal system is properly reflected in the recent creation of a separate Central Authority in Crown Office, under the auspices of the Lord Advocate, which is responsible for all international mutual legal assistance in relation to Scotland, but which retains its close links to the Central Authority in Home Office and with other UK stakeholders. The Executive also welcomes the excellent links developed by the Scottish Police Service with other law enforcement agencies in the UK and overseas. In short, the Executive is actively promoting cross-border cooperation against serious international terrorism, at both judicial and law enforcement levels, in order to ensure that Scotland does not become a haven for criminals, and is:

- working to deliver a safer, stronger Scotland for those who live in Scotland and those who come to Scotland through an efficient and
effective justice system founded on the basic principles of fairness and equality;
- continuing to resource and reform police, agencies and the courts to tackle crimes of all kinds, including those committed by serious organised criminal groups with links outside Scotland;
- working with and through the UK Government, the Police service and UK law enforcement agencies to safeguard Scotland from international terrorism.

**Developing a confident, democratic Scotland**

14. The Executive aims to make Scotland a forward-looking successful country, working with others to shape effective partnerships which put the needs of communities and the country first. Confidence underpins promotion of Scotland’s place in the wider world. Although this work sometimes requires the creation of new channels or links, the aim is usually to implement activities in a way that gains extra benefit from networks and channels which already exist.

15. Although the UK Government is responsible for the issue of international development assistance and co-operation, all levels of Government in the UK have a responsibility to help create a fairer world. Executive Ministers meet Ministers from the Department for International Development and officials cooperate over issues of shared interest such as education. The Executive can encourage and support the work of many Scots in making their contribution. The Executive has supported NGOs active in development education programmes, for example, through grants totalling over £81,000 this financial year. £405,000 has also been granted for the British Council and the League for the Exchange of Commonwealth Teachers to support exchange programmes between teachers in Scotland and the rest of the world. £40,000 was made available to the Network of International Development Organisations in Scotland (NIDOS) in 2003, as well as the secondment of 5 Civil Servants, to help co-ordinate a Scottish response to the humanitarian situation in post-war Iraq. A further secondment has been made for 12 months in 2004-5 to help NIDOS build its relationship with key agencies.

16. High levels of international interest, including from developing countries and from international bodies such as the Commonwealth Secretariat, in Scotland’s model of devolved government demonstrate that Scotland can contribute to the development of democratic institutions internationally. At the same time Scotland benefits from the experience of international partners – as for example in work on the Executive’s Renewing Local Democracy agenda, where the experience of international partners has been useful in areas such as local governance and voting systems.

**Championing Scotland’s place in the wider world:**

- working with the Foreign and Commonwealth Office and the Scotland Office to promote Scottish interests through the network of UK overseas Posts around the world;
- expanding the constructive international role of Scotland through collaboration with other legislative regions and nations;
- building on the interest the establishment of the Scottish Parliament has generated by forging links with other countries, including developing countries;
- welcoming overseas visitors to Scotland and providing working programmes which expose official and media guests to a wide range of Scottish organisations and pave the way for future exchanges and cooperation;
- encouraging the work of Scotland’s NGOs which are active in international education programmes, disaster relief and encouraging international development;
- developing and coordinating the collective promotional efforts of public sector bodies through joint marketing activities;
- building on these efforts through the new global campaign to promote Scotland’s image internationally launched by the First Minister on 1 July 2004;
- working with local authorities to help secure the economic potential of their international links and networks, including twinning arrangements.

Key Mechanisms for Delivering our Top Priorities

17. The Executive carries out international activity directly. But successful delivery of the Executive’s international aims also depends on effective collaboration with public and private sector partners. Cooperative work takes place directly between the Executive and partner organisations, and through wider collaborative bodies such as the Scottish International Forum. Partners are active at Scottish, UK and international levels.

18. Working with partners in Scotland:

- Scottish Executive activity including overseas activities, Ministerial visits and meetings, media activities and online communications, promotional material, sponsorship activities, focused activities to promote the Fresh Talent initiative and to promote up-to-date and positive overseas impressions of Scotland, and the work of Scottish Development International in implementing the Global Connections Strategy.
- Other bodies including members of the Scottish International Forum (SIF) such as Scottish Enterprise and VisitScotland, and business organisations such as CBI Scotland and SCDI. The SIF has been created by the Executive to enable better integration of the international promotional efforts of Scottish organisations.
- Local Government. Local Government participates in the SIF. Local authorities and chambers of commerce are also partners with Scottish Development International in the Business Gateway International Trade network, which provides local access to help Scottish businesses expand overseas. Many local authorities have European and international strategies to support the development of their area, through building networks and the creative use of twinning. The Executive is already gathering information to provide an overall view of the formal international links established by local authorities in Scotland. We will develop our work with them and their local partners to achieve their local aspirations.
- The Scottish Parliament, which is engaged in a wide range of international activity, including welcoming visitors from abroad, building links and contacts with international institutions and other European nations and regions. The Parliament has developed its own external liaison strategy.
- Higher education institutions – the Executive aims to support and complement activities which institutions undertake individually and through sectoral bodies such as Universities Scotland.
- Members of the Consular Corps. We will increase our engagement with Consular Missions in Scotland to inform other countries about Scotland. Focused and well-timed interventions with the Corps have the potential to achieve influence over decisions taken overseas that affect Scotland.

19. Working with and through UK partners:

- Ministerial committees, which provide an important forum for formal discussion by UK and Devolved Administration Ministers.
- FCO. The Executive works with the FCO across a broad range of policy and promotional issues. These include work in the Public Diplomacy Strategy Board, through the commercial sections of UK overseas Posts, marking St Andrew’s Day, deriving benefit from scholarship schemes and reflecting Scotland’s interests in EU work.
- British Council. The Executive works with the British Council both in Scotland and overseas. It also works with EducationUKScotland, a British Council initiative in partnership with the education sector in Scotland which aims to promote Scottish education and training opportunities in international markets.
- Other UK Government Departments including the Scotland Office, the Department of Trade and Industry, UK Trade & Investment, the Department for International Development and the Cabinet Office.
- MPs, through the work of the UK Parliament, which continues to be important in this area.
- Devolved Administrations. The Executive collaborates with the Welsh Assembly and the Northern Ireland Assembly (when it is reconstituted) on EU issues. It also works with the devolved administrations on promotional issues through the Public Diplomacy Strategy Board.

20. Working internationally:

- Scottish Executive EU Office (SEEUO). The SEEUO presents Scottish views directly to the EU institutions and provides early intelligence to secure Scotland’s interests. It also uses quality events to promote Scotland in Brussels.
- Scottish Affairs Office Washington. The Office promotes Scotland in the USA, working with US organisations and Scottish agencies active in the US. It promotes and takes forward the policies of the Scottish Executive, with particular focus on Fresh Talent, higher education, science and technology. It also enhances the knowledge and awareness of organisations and agencies in the US of contemporary Scotland and assists in developing policy relevant links with the US.
The overseas offices of Scottish Development International, which aim to support Scottish companies and organisations to generate value for Scottish knowledge in markets around the world and to attract overseas companies and organisations to generate value for their knowledge by exploiting it in Scotland or in partnership with Scottish companies and organisations.

- MEPs and EU bodies including the Committee of the Regions. We will continue to work with Scotland’s MEPs, including through a series of 6-monthly meetings to consider the priorities of Scottish Ministers.
- Other European coordinating bodies (REGLEG, CLRAE, CPMR) to ensure that our membership of these bodies provides clear long-term potential for building alliances.
- Overseas cooperation partners, including regions and countries. We work with these partners directly, through the UK Government and within EU and wider international institutions. We will ensure that there is a clear fit between Executive policies and the formal links or informal activities we establish with these partners;
- International treaty organisations and EU negotiations with non-EU countries – for example in fisheries policy, supporting the work of the North Atlantic Salmon Conservation Organisation, and in EU/Norway and EU/Faroese negotiations;
- Commonwealth networks and institutions, such as the Commonwealth Secretariat, Commonwealth Law Conference and the League for the Exchange of Commonwealth Teachers;
- Global Friends of Scotland and GlobalScots. The Global Friends of Scotland network harnesses the considerable goodwill that exists towards Scotland in many countries. This is being developed to ensure that the opportunities it provides are integrated with other efforts to enhance Scotland’s international profile. In particular the network has the potential to communicate key messages to a targeted audience and to support specific initiatives such as Fresh Talent. Global Friends of Scotland will also work to complement the work done by members of the international GlobalScot network, which is more narrowly targeted at securing assistance from senior business people to help boost Scotland’s economic success.

**Targets and Milestones**

21. Monitoring and evaluation of international work is essential. It enables delivery to be assessed and lessons to be learned. It identifies areas where the strategy needs to evolve and adapt to new circumstances and situations. It enables clear reporting to Parliament by the Executive. Many areas of policy activity are already subject to specific regular review. We are developing techniques for assessing the success of activities to enhance Scotland’s international profile, including by tracking studies of international perceptions of Scotland and by measuring the impact of overseas activities.

22. **Strategic Goal 1** - to position Scotland internationally as a leading small nation, attractive to potential overseas partners and visitors and with a thriving and dynamic economy:

a. Ensure that implementation of the Executive’s strategies is fully aligned with our wider international priorities;
b. Through our Fresh Talent initiative and with the support of other bodies such as SDI and VisitScotland, we will actively support Scotland as a place in which to work and live;
c. Work towards the international objectives outlined within the Framework for Higher Education in Scotland published in 2003;
d. Ensure that public sector agencies project a consistent and powerful message that accurately promotes the new Scotland;
e. Using the strategic resource of the Scottish International Forum we will organise overseas promotional activities involving a range of Scottish public sector organisations in priority countries in 2004 to 2007;
f. Through our overseas links and networks, including those of the UK Government, we will promote Scotland to overseas businesses and administrations as a country to do business with;
g. Through our Co-operation Agreements and the further collaborative links that we forge with other countries we will seek to secure tangible political and economic benefits for Scotland;
h. We will take advantage of opportunities to promote Scotland offered by the UK presidencies of the EU and G8 in 2005.

23. **Strategic Goal 2** - to bring effective influence to bear on the UK Government, other countries, regions and institutions on international policy issues affecting Scotland; and, within the scope of the Executive’s devolved responsibilities, to encourage and support Scotland’s contribution to international development:

   a. We will continue to engage with relevant contacts and institutions to raise awareness of Scottish views;
   b. We will use cooperative links and contacts on policy issues with other regional and national administrations to identify best practice and areas for collaboration;
   c. We will encourage the work of Scotland’s NGOs which are active in international education programmes, disaster relief and encouraging international development.

Scottish Executive
October 2004
Appendix A

Progress against March 2002 Priorities

In March 2002 the Executive set out its priorities for external relations. These are set out below, along with an indication of the progress made against each priority.

Priority: continuing to engage very positively with EU aspects of our devolved policy responsibilities, to ensure that decisions taken at an EU level reflect Scottish circumstances and concerns;
Progress: Scottish Ministers have attended over 50 EU Council meetings since 1999 and led for the UK at 3 of these. Executive Ministers have attended or been represented at all 18 meetings of Joint Ministerial Committee (Europe) that have taken place since 1999. Following the work of the Ad Hoc Group of Ministers on European Strategy, the Executive published its European Strategy in January 2004. Cabinet now regularly discusses the Executive’s policy priorities for each Presidency of the European Union, and Ministers have provided written statements of their specific priorities for the Presidency. The Minister responsible for External Relations meets the Scottish Parliament’s European and External Relations Committee to discuss these priorities, most recently on 14 September 2004. The results of this increased positive engagement are that decisions taken at the EU level have increasingly taken into account Scottish circumstances, research and views.

Priority: through the UK Government and through other routes, contributing positively to the work of the Convention of the Future of Europe;
Progress: Scottish Ministers participate in discussions of strategic EU issues in the UK-level Joint Ministerial Committee (Europe). The Executive worked with the UK and Welsh Assembly Governments to draw up a paper on Europe and the Regions submitted to the Convention on the Future of Europe. The Executive has also contributed to the work of the Convention through the REGLEG group of regions with legislative powers and through the Committee of the Regions and welcomes the proposals made by the Convention for enhancing the role of the regions in European decision-making.

Priority: ensuring that implementation of EU obligations on devolved matters is carried out in good time, and in a way which reflects Scottish circumstances and concerns;
Progress: Executive Ministers now receive regular reports on the transposition and implementation of all EU obligations that fall to the Executive and Parliament to implement in Scotland. These reports provide an overview of all EU obligations, including the timescale and the means of transposition and from September 2004 will be provided to the European and External Relations Committee of the Scottish Parliament.

Priority: dealing effectively with the international dimension to our devolved policy responsibilities;
Progress: the Executive promotes international aspects of its devolved policy responsibilities, including economic development, transport, education and culture. Specific strategies and policy statements have been established, such as the Global
Connections Strategy and the Cultural Policy Statement, which identify Executive action directly and with other public sector bodies at the UK and Scottish levels to promote Scottish interests. In some policy areas, units have been identified with specialist responsibility for dealing with international issues. Under the Links Strategy, formal and informal connections have been established with international analogues to inform policy-related best practice in Scotland and to raise awareness of Scottish policy perspectives.

Priority: working towards the aim of every policy area in the Executive having developed an informal policy exchange with at least one other regional or national administration;
Progress: formal and informal policy exchanges have been established in many areas including health, drugs policy, environment, land use planning and design of development, and culture. The Executive is also a member of sectoral-specific networks such as:
- the Environment Conference of the Regions of Europe (ENCORE), which organizes the biennial conference of European Regional Environment Ministers and which acts as a forum for cooperation between regions on environmental and sustainable development matters; and
- the European Association of Regional and Local Authorities for Lifelong Learning (EARLALL), which was established to provide a focus for European regional administrations to work together and share ideas in the field of lifelong learning.

Priority: working towards the signing in the next year of partnership agreements with at least two other European regional administrations;
Progress: Cross-cutting government-to-government co-operation agreements to build political alliances and develop networks to deliver practical projects of benefit to Scotland have been signed with:
- Catalonia (May 2002), covering agriculture and rural affairs; architecture; education; research to support innovation; health; housing; urban regeneration and transport;
- Tuscany (November 2002), covering economic development; arts & culture; cultural education & creativity; and EU and international policy;
- North Rhine-Westphalia (February 2003), covering EU policy; science and technology; and the stimulation of entrepreneurship;
- Bavaria (June 2003), covering land use planning & design of development; justice; education; tourism; environment and administration.
Action plans for the implementation of the Catalonia and Tuscany agreements have also been signed, and discussions are underway to agree similar plans for the agreements with North Rhine-Westphalia and Bavaria. The Executive is considering the value of further links with one or more new Member States.

Priority: with partners, developing a system of ‘Scottish Country Briefs’, describing Scotland’s links with a number of countries;
Progress: Information on ongoing and future activities with other countries and regions is shared with partners through the Scottish International Forum. This group provides an opportunity for all those involved in promoting Scotland overseas to share their plans, and to identify opportunities for joint initiatives or otherwise to achieve
‘critical mass’ in their promotion activities. Members are able to exchange information between meetings by means of the Forum’s website.

Priority: through the Scottish International Forum, maximising the impact in terms of Scotland’s profile overseas of the efforts of public bodies and other organisations in Scotland;
Progress: the Forum has undertaken collective planning for overseas events such as “Scotland With Catalonia” and Tartan Day; it has provided opportunities for communication among bodies involved in promoting Scotland; and developed understanding of the potential and limitations of “Scotland-In” events. The “Scotland With Catalonia” programme included political, business, economic and social/cultural events. SDI’s trade mission was closely linked to the successful ‘Showcase of Scottish Food and Drink’ and received very positive feedback.

Priority: promote a range of major events to promote Scotland overseas, including Tartan Day 2002;
Progress: the Executive has coordinated participation in overseas events including Tartan Day in 2002, 2003 and 2004, as well as other events such as “Scotland in Sweden” (2002), the Scottish programme for the centenary of the Entente Cordiale (2004) and “Scotland in the Netherlands” (2004).
“Scotland in Sweden” was a successful 4 day Ministerial programme which generated positive media coverage and a number of important follow-up activities/initiatives including Fresh Talent and the introduction of the International Networking for Young Scientists project and further galvanised the two new direct air routes between Scotland and Sweden. VisitScotland also reported a significant increase in the number of Swedes visiting Scotland for city and golf breaks. “Scotland in the Netherlands” is a season of promotional activity across the Netherlands which includes health, culture, sport, and justice events with much of the focus on best practice and knowledge sharing.

Priority: continuing to welcome visitors to Scotland in a way which reflects well on Scotland.
Progress: the Executive has announced a task force to report on first impressions of Scotland by the end of 2004. On behalf of the FCO, the Executive administers the sponsored visits programme in Scotland, arranging working programmes in Scotland for overseas correspondents and other guests.

Priority: working with partners to develop new materials on Scotland and its governance for an international audience.
Progress: the First Minister announced details of a new campaign to promote Scotland on 1 July 2004.
## Global Connections Strategy

The Global Connections Strategy was published in October 2001 and sets out the Executive's policy priorities to ensure that Scotland achieves the maximum benefit from its economic links with the rest of the world. The main strands of action are set out below. The Executive, Scottish Development International and the Enterprise Networks are the major players in the delivery of the strategy. The strategy sets out the following medium to long term priorities, which will be updated as necessary following the refresh in autumn 2004 of the Framework for Economic Development in Scotland and the Smart Successful Scotland strategy.

- **Increase involvement in global markets**, by helping Scottish companies to compete in world markets using an ever wider range of market entry mechanisms, such as technology licensing and joint research deals; by combining support for new exporters with an increasing focus on assisting existing exporters to deepen their degree of internationalisation; and by fostering innovative international company relationships including partnerships, alliances and outsourcing.

- **Encourage investment into Scotland** with a clear focus on sectors and technologies where Scotland has sustainable international strengths, working to improve perceptions of Scotland as a place to do business in and with, as well as to encourage existing investors in Scotland to diversify their businesses and move into higher-value activities; and targeting wider forms of international investment such as venture capital.

- **Develop Scotland as a globally attractive location**, building international networks and seeking to attract an inflow of talented and entrepreneurial individuals, capitalising on the commercial potential of academic research, and improving Scotland's business infrastructure and skills levels.
Appendix C

Fresh Talent

The main strands of action under the Fresh Talent initiative are:

- **Promoting Scotland as a place to live and work.** There will be a global campaign to promote Scotland and a discrete Fresh Talent promotion campaign including advice and information for potential in-migrants. A Fresh Talent website was launched in May 2004. A Relocation Advisory Service, to be located in Glasgow, will be established by October 2004. There will be further research work on targeting tourists as potential in-migrants.

- **Promoting Scotland as a destination for people applying for UK work permits,** in which the Executive is working with Work Permits UK (WPUK). Areas of activity include the UK website on economic/highly skilled migrants' schemes, briefing and training Scottish employers more effectively, providing an easy-to-use toolkit for small businesses considering employing staff who require a work permit, and promoting WPUK proactively to Scottish business.

- **Encouraging students at Scottish universities to stay in Scotland.** The Executive is working with the Home Office to implement by summer 2005 the agreement to allow overseas graduates from Scottish universities who are able to do so to stay on for two years beyond the current October deadline, to seek employment. The Executive will also put in place measures to make it easier for overseas post-graduates to find work placements in Scotland, including a scholarship scheme, the appointment of champions to encourage students to consider staying in Scotland after graduation, and working with employers to encourage the provision of work placements and traineeships to high quality overseas graduates.

- **Improving first impressions.** A senior Scottish figure is leading a task force to examine this issue, and will report back to the First Minister by the end of the year.
EUROPEAN AND EXTERNAL RELATIONS COMMITTEE

BRIEFING PAPER

“Correspondence with the Scottish Executive on its plans for the UK Presidency of the EU”

Introduction

1 The UK Government takes over the Presidency of the European Union on the 1 July 2005 for a 6-month period. This affords the Scottish Executive an opportunity to promote itself across the EU as part of the UK Government’s plans for this period and to play an active role in any activities that take place during this time.

2 The Committee has been in correspondence with the Scottish Executive on this issue. Copies of letters are attached as Annexe A.

3 Additionally, I have asked the Clerk to prepare a short background paper on the UK Presidency and issues for the Scottish Parliament; see Annexe B.

John Swinney MSP
Convener
Tel: 0131 348 5234
Email: europe@scottish.parliament.uk
CORRESPONDENCE WITH THE SCOTTISH EXECUTIVE

LETTER TO THE MINISTER FROM THE COMMITTEE (17 SEPTEMBER)

At our meeting of 14 September we discussed the issue of the UK’s Presidency of the EU and how the Scottish Executive and Parliament can be involved. It would be very valuable to the Committee to receive an update on your discussions with UK Ministers and the possibilities for involvement during the Presidency.

I understand from discussions in the National Assembly for Wales that they have been successful in securing the agreement of the UK Government to host an event on youth and that DCMS and UKREP have agreed that an official from the National Assembly will chair the EU’s Cultural Affairs Committee. It would be useful to us to see how successful the Scottish Executive has been in its priorities.

I would be grateful if you could look in to this matter for us. It would be helpful if this information could be provided to us in advance of our meeting of the 28 September or, if that is not possible, the 26 October. I thank you in advance for your assistance and look forward to hearing from you.

LETTER FROM THE MINISTER TO THE COMMITTEE (7 OCTOBER)

NB. Available only in hard copy versions of this paper. Copies available from the Clerks to the Committee
UK PRESIDENCY OF THE EU

This paper updates the Committee on preparations for the United Kingdom’s Presidency of the Council of the European Union, which commences on 1 July 2005.

Summary

There will be a considerable number of Ministerial meetings held in the UK and in Brussels during the Presidency, pursuing a policy agenda set out in a three-year rolling programme. It is believed that the Scottish Executive has been exploring with the UK Government the potential for more of these high-level events to be held in Scotland.

Background

The United Kingdom will hold the Presidency of the European Union during the second half of 2005, following Luxembourg and preceding Austria. It is understood that the Scottish Executive wants to contribute to the achievement of the UK Government’s objective of managing a modest but successful Presidency.

A number of events are scheduled to take place throughout the UK as part of the Presidency, though the main summits are to be held in Brussels, as provided for in the Nice Treaty. The key events in the UK will be a number of informal Council meetings, the costs of which will be borne, in the main, by the host Department.

During the Presidency, UK Ministers and officials will be expected to participate in a heavy schedule of meetings. An early Whitehall estimate of the possible scale of meetings is:

- 2 European Councils
- 40 Councils of Ministers
- around 10 informal Councils of Ministers (to be held in the UK)
- 60 Ministerial appearances before the European Parliament
- 80 COREPER meetings; and
- 2,200 Council working group meetings

Other expected events include 100 third country meetings and 53 country summits with India, China, Russia, Canada and the Ukraine. There will also be a range of conferences, seminars etc.

Priorities of other parts of the UK

Other constituent nations in the UK are keen to be involved too. In Wales, an official has been nominated to co-ordinate the Welsh Assembly Government’s involvement and she and her team are working closely with Whitehall to maximise the potential benefits to Wales of the Presidency. In addition, it has been agreed with DCMS and
UKRep that an official from the Welsh Assembly Government will be chairing the EU Cultural Affairs Committee to be held during the Presidency.

In addition to this, it is customary for Presidency holders to host other complementary high-profile events, and it has been confirmed that Wales will host a Youth Event. The theme of the event will be 'the participation of young people in policy-making and delivery at local, regional, national and international levels'. Preliminary arrangements have been made to hold the event in Cardiff City Hall over the period 25-27 October 2005.

According to papers received from our ‘sister’ committee in Wales, this will present a good opportunity to promote the excellent work happening there in Wales, and help further raise their awareness of and involvement in, the European youth agenda.

It has also been mentioned that Rt. Hon Rhodri Morgan AM has discussed with UK Government Ministers, including with the Prime Minister, his hope that at least one informal Council of Ministers can be located in Wales. His officials have been working closely with their UK Government counterparts on this for some months. He will report on this to their European and External Relations Committee when he is in a position to do so.

Policy Priorities for UK Presidency

The UK Presidency falls halfway into the 2004-06 Multi-Annual Work Programme. This is the first three-year strategic programme endorsed by the European Council. The European Parliament has also been informed about the programme’s purpose and content. It has been prepared jointly by the six presidencies which, in turn, will assume stewardship of the Council over that period: Ireland, the Netherlands, Luxembourg, the United Kingdom, Austria and Finland. They are collectively responsible for seeing that the Council delivers on its agreed priorities up to 2007 efficiently and on time.

The Programme is intended to steer the Council's work by setting milestones and, where possible, a structured timeframe for implementing commonly-agreed priorities without pre-empting the outcome of future negotiations. It sets out specific objectives to be achieved as part of the drive for economic competitiveness, full employment, social inclusiveness, environmental improvement and internal and external security, key concerns for citizens in all Member States.

The multi-annual programme has been produced in close consultation with the Commission and complements the Commission's own annual policy strategy.

The UK and Luxembourg are also involved in the preparation of an annual operational programme for the European Council for 2005. Some of the principal themes of next year's programme are: the future Financial Perspective of the EU (2007-13 budget); the mid-term review of the Lisbon agenda (including better regulation); the Constitutional Treaty; and future EU enlargement.
**Financial Implications**

In the main, it is expected that the Scottish Executive’s contribution to the success of the Presidency will be based on the administrative contribution being made by officials. Should any informal European Councils of Ministers take place in Scotland, there would be a need to maximise the potential to showcase Scotland, taking the likely costs carefully into our considerations. According to our colleagues in Wales, these would have to be met from within existing budgets: the Treasury is making no additional funding available to UK Government Departments for Presidency activities, so there will be no Barnett consequential to Scotland.

**Previous Presidency**

The Belgian Presidency of the EU also provides some interesting examples of involvement by sub-state governments. It is important to recognise, however, the differing constitutional arrangements. Nevertheless, the following provides some of the examples of the different activities during this Presidency.

*Council of EU ministers meetings and other ministerial gatherings*

- Research ministers, held in Brussels and chaired by the Prime Minister of the Brussels region
- Formal Education and Youth Council, chaired by the Flemish Education Minister
- Formal Tourism Council, chaired by the Flemish Tourism Minister
- Informal Culture Council, chaired by the Flemish Culture Minister
- Formal Culture Council, chaired by the Walloon Minister for Culture
- Ministerial meeting on sport, chaired by the Flemish Sports Minister

*Other*

- Presidency Conference on linguistic diversity, held in Flanders
- 34 other events (either official meetings or own-initiative) by Flemish Government during the Presidency
Dear John,

UK Presidency of the EU

On 1 July 2005 the UK takes over the Presidency of the EU for a period of 6 months. The overall UK aim for its Presidency will be to drive forward the EU agenda in an efficient, effective and impartial way, working closely with key stakeholders, including the other EU Member States, the European Commission and the European Parliament. The UK will also hold the Presidency of the G8 at the same time.

The UK Presidency of the EU represents a major opportunity for the UK and for Scotland. Opportunities for Scotland include the chance to showcase Scotland, and Scottish expertise, to a wider audience. It will also strengthen understanding and appreciation within the UK Government of the Executive’s role in working with it and in developing and supporting UK positions.

The UK Presidency priorities are based on the work that the UK will inherit, and the initiatives agreed in the Multi-Annual Strategic Programme (MAP) for 2004-06.

UK Departments have been asked to provide likely policy themes in their own areas and the Executive has been engaging with colleagues in Whitehall to ensure that the policy themes agreed meet the objectives of the European Strategy. From the responses received to date, the overarching priorities emerging are:

- Delivering sustainable prosperity;
- Strengthening justice and security;
- Enhancing global stability and prosperity; and
- Making the enlarged Union work.
The Executive is represented on the UK Presidency Co-ordinators Group by External Relations Division and this group is made up of officials from all Whitehall Departments and the other Devolved Administrations.

In terms of Council preparations, UK Ministers will chair Councils and UKRep and Whitehall officials will chair working groups. However, it has been agreed that Executive officials will chair two working groups (one on transport and the other on civil justice) and an Executive official will also take the UK delegation seat on police co-operation.

External Relations Division has been in contact with colleagues throughout the Executive and in Whitehall to discuss the possibility of bringing events to Scotland during the Presidency. I am delighted to say that there are some 19 events planned to take place in Scotland of which 12 are definite/confirmed and 7 are provisional. Details of each event are provided below.

Best wishes

TOM McCABE
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<th>EVENT</th>
<th>DATES</th>
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<tr>
<td>Asia-Europe Meeting (ASEM) of Customs Director-Generals/Commissioners</td>
<td>27-29 June 2005</td>
<td>Peebles Hydro Hotel (but with social programme in Edinburgh)</td>
<td>This will be the 6th meeting of the ASEM. It is an informal process of dialogue and cooperation bringing together the 25 EU Member States and the European Commission with 10 Asian countries (Brunei, China, Indonesia, Japan, South Korea, Malaysia, the Philippines, Singapore, Thailand and Vietnam). It aims to promote closer cooperation between the customs authorities in Europe and the 10 Asian countries and is attended by the Directors-Generals and senior officials of the customs services of the 35 countries with high ranking officials from the European Commission and Council.</td>
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<tr>
<td>European Social Services Conference</td>
<td>4-6 July 2005</td>
<td>Edinburgh</td>
<td>This is the 13th meeting of the European Social Services Network. It brings together policy makers, senior managers and political representatives responsible for social care (may also include health, education, housing, employment etc) to exchange expertise and experience in delivering social policy and practice across Europe.</td>
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<tr>
<td>COREPER II Informal Meeting</td>
<td>21-23 July 2005</td>
<td>Edinburgh</td>
<td>Meeting of the Permanent Representatives of each of the Member States.</td>
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<tr>
<td>3rd World Youth Congress</td>
<td>30 July - 8 August 2005</td>
<td>Stirling (although Action Projects will span Scotland)</td>
<td>This event brings together 600 young people from over 100 countries worldwide (with approx 100 from Scotland). The delegates will discuss, facilitate and expand practical youth action for sustainable development; prepare a policy document for the UN General Assembly; and participate in a range of exemplar projects around Scotland (and be introduced to the wealth and diversity of Scottish culture). Though not formally a Presidency event, the Congress is relevant to Scottish objectives for the Presidency; there are also clear opportunities to exploit links with the G8 summit.</td>
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<tr>
<td>Chief Veterinary Officers Informal Meeting</td>
<td>6-9 Sept 2005</td>
<td>Edinburgh</td>
<td>This meeting brings together the CVO's of each Member State and senior officials. There will be a formal meeting held on the first day followed by a social programme where there will be the opportunity to demonstrate aspects of Scottish agriculture and production and then a further meeting.</td>
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<tr>
<td>International Council for the Exploration of the Sea (ICES) Annual Science Conference</td>
<td>19-25 Sept 2005</td>
<td>Aberdeen</td>
<td>The ICES conference will discuss the latest developments in science related to fish populations and the marine environment such as pollution and ocean climate. The conference will also agree the tasks to be undertaken by working groups that will deliver the advice requested by policy makers. It is intended that fishermen will participate through a dedicated discussion forum on a topical subject.</td>
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<tr>
<td>European Forum on Architectural Policies</td>
<td>Oct 2005 (dates tbc)</td>
<td>Edinburgh &amp; Glasgow</td>
<td>This forum is an intergovernmental network for cooperation between the different Member States of the EU on questions of architecture. It is expected that the new Scottish Parliament building will form a major centrepiece and that delegates will have the opportunity to visit the building.</td>
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<tr>
<td>EU Poverty Round Table Conference</td>
<td>17-19 Oct 2005</td>
<td>Edinburgh &amp; Glasgow</td>
<td>The purpose of the Round Table is to provide a forum for discussion and sharing of good practice between those with an interest in social inclusion issues across Europe. The event brings together a wide range of stakeholders (academics, NGOs, MEPs, local governments as well as national governments and the Commission). The Round Table is also seen as an important part of the process of involving civil society (an in particular, people experience social exclusion) in developing the EU strategy on social inclusion. The UK intends to make the Round Table the focus of action to develop the UK’s National Action Plan – in particular by working in partnership across Government and with NGOs to deliver and event which relates to the concerns of people at risk of social exclusion. The Round Table also offers the opportunity to make contact with key people at the EU level to ensure that the UK position on poverty is understood.</td>
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<tr>
<td>Informal meeting of EU Fisheries Directors</td>
<td>Sept/Oct 2005</td>
<td>St Andrews</td>
<td>In line with a tradition built up over the years where the Presidency hosts an informal meeting of senior Fisheries officials from all EU States plus the Commission. Defra and SEERAD will jointly host this event in Scotland.</td>
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<tr>
<td>Innovative Public Services Group (ISPG) Meeting</td>
<td>1-2 Dec 2005</td>
<td>Edinburgh or Glasgow</td>
<td>The ISPG is a sub-group of the European Public Administration Network. This meeting will determine and finalise the work programme for 2005-2007.</td>
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<tr>
<td>European Police College (CEPOL) Board Meeting</td>
<td>Dec 2005</td>
<td>Edinburgh</td>
<td>UK lead board member is Director of Scottish Police College</td>
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<tr>
<td>Policing with Young People</td>
<td>TBC</td>
<td>Stirling</td>
<td>Possible event funded by AGIS. Designed to bring together police and other practitioners from Member States and regions to share best practice. Postponed from 2004.</td>
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<tr>
<td>Civil Justice</td>
<td>TBC</td>
<td>TBC</td>
<td>Possible event promoting better access to justice and supported by DCA – details still to be finalised.</td>
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<tr>
<td>Heads of Agencies Human Medicines Meeting</td>
<td>TBC</td>
<td>Edinburgh</td>
<td>Includes various experts from Member States discussing the implementation of EU legislation and other technical issues relating to medical devices and medicines.</td>
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<tr>
<td>Medical Devices Competent Authorities</td>
<td>TBC</td>
<td>Edinburgh</td>
<td>Includes various experts from Member States discussing the implementation of EU legislation and other technical issues relating to medical devices and medicines.</td>
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<tr>
<td>Legal Issues Pharmaceuticals</td>
<td>TBC</td>
<td>Edinburgh</td>
<td>Includes various experts from Member States discussing the implementation of EU legislation and other technical issues relating to medical devices and medicines.</td>
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<tr>
<td>Fresh Talent Conference</td>
<td>TBC</td>
<td>TBC</td>
<td>Possible event to discuss the Fresh Talent initiative.</td>
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<tr>
<td>UK Committee of the Regions (CoR) Annual Meeting</td>
<td>Late 2005</td>
<td>Edinburgh</td>
<td>This meeting will discuss the work of the CoR for the year ahead, identifying priorities for UK members and potential Opinions that might be applied for, as well as receiving presentations from representatives of the UK Government and the forthcoming EU Presidency.</td>
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<tr>
<td>European Economic and Social Committee (ECOSOC) Meeting</td>
<td>Late 2005</td>
<td>Edinburgh</td>
<td>Possible event of either a group or section meeting to discuss policy issues.</td>
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<tr>
<td>Council of European Municipalities and Regions (CEMR) Policy Committee Meeting</td>
<td>Late 2005</td>
<td>Edinburgh</td>
<td>Possible event to determine the overall approach to the full range of European policy issues. Attended by 120-150 prominent politicians representing local and regional authorities from over 30 countries.</td>
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