

Scotland Europa

20th Anniversary Reflections

Paper 2012-2013



20 Years of Networking Scotland in Europe

 **SCOTLAND EUROPA**

www.scotlandeuropa.com

This paper was put together with contributions from Scotland Europa colleagues, members and partners past and present.

Edited by Lynne Ross

Scotland Europa in the beginning

2012 marked Scotland Europa's 20th Anniversary. Presenting us with the opportunity to take time to reflect on our achievements, the challenges and lessons learned over the years and consider how this can inform our work today and in the future. As such we have asked some colleagues, members and partners past and present – in Scotland and Brussels – who have helped to shape and create the Scotland Europa we are today, to reflect on the last 20 years of development.

Scotland Europa opens office in Brussels, press release 26 May 1992:

Scotland Europa launched in Brussels on Tuesday 26 May 1992 at 12:30pm.

The Deputy Chairman of Scottish Enterprise, Ron Garrick, led a team from the Scottish Enterprise Board to the launch, which was attended by representatives from a wide range of Scottish private and public sector organisations committed to Scotland Europa.

The Right Hon. Ian Lang MP, Secretary of State for Scotland, declared the office open.

"This is an important occasion for Scotland, a very significant milestone in the development of our links with our partners in the European Community. I have been immensely impressed by the enthusiasm with which Scottish organisations both public and private have welcomed the initiative.

This enthusiasm shows that Scotland Europa will fulfil a vital role, and I am confident that this early promise will grow into solid and long-lasting success." (Ian Lang MP)



(First Scotland Europa Logo)

Crawford Beveridge, Chief Executive of Scottish Enterprise, said at the launch: "I believe that Scotland Europa will give Scottish interests a powerful voice in Europe and assist in developing our economic influence in a market of 340 million people."

The managing Director of Corporate Services at Scottish Enterprise, Lex Gold, has led Scotland Europa from the idea stage to today's opening.

"This is the culmination of a great deal of hard work by a great many folk and organisations to create a representative centre for Scotland in Brussels. We look forward to working in close partnership with the wide ranging membership of Scotland Europa to seize the economic opportunities membership of the Single Market offers"

Key Facts 1992

- Chairman: Crawford Beveridge
- Chief Executive: Grant Baird
- Development Executive: Ben Duncan
- Personal Assistant: Sylvia Winstanley
- First Scotland Europa Members: ESEC, STUC, Scottish Power, SNH, SCEC, SCDI, SFEU and EuroInfoCentre

Looking back at our 10th Anniversary...

Our 10th Anniversary celebration was held in The Merchant's Hall Edinburgh on Monday 1st July 2002 hosted by the Rt. Hon. Jack McConnell MSP, First Minister who opened the evening reception by describing Scotland Europa as a great success story in ten years of promoting Scotland in Europe. The First Minister also highlighted the important role which Scotland Europa members have to play *"in supporting our aim to bring global knowledge into Scotland."*

The Rt. Hon Helen Liddell, MP, Secretary of State for Scotland attended the main meeting giving a presentation on Promoting Scotland in the EU: commercial and political interests. The secretary's state commented that in the 10 years of Scotland Europa's existence *"Scotland's profile in Brussels has been transformed."*

Drew Scott, from the Europa Institute, University of Edinburgh wrote a 10th Anniversary paper; '10 Years of Networking Scotland in Europe' outlining Scotland Europa's development in its first 10 years. In his paper Drew emphasised that *"in many ways the initial reasons for Scotland Europa's creation remain as valid today as they did 10 years ago – indeed, probably more so now than then"*. In a complex and constantly changing political context, and challenging economic circumstances being the 'new normal' in the EU this comment continues to ring true on the eve of our 20th anniversary too.

Andrew Scott is a professor of European Union studies at the University of Edinburgh and co-director of the Europa Institute. Andrew Scott delivered his inaugural lecture on 13 April 2004, on the topic "Regions and European Union Governance: Lessons from Scotland". He has acted as expert to various EU agencies, including the European Commission. Prior to joining the University of Edinburgh, Andrew Scott was a lecturer at Heriot-Watt University. In addition to this he was joint editor of the journal of Common Market Studies from 1991-98.

Europa Revisited

It started with an apparently innocent request from Donald MacInnes. Those who know Scotland Europa's former Chief Executive will probably say that there is no such thing as an "innocent" conversation with Donald, but I was naive – it was the first time I had met him and he did not seem to be asking for that much. Little did I guess that it was to lead to a ten year relationship with the company, first as member, then as chair, dozens of visits to Brussels and, of course, legendary lunches and dinners at numberless restaurants, all over the city, each of which were claimed to be Donald's local.

I had newly become Chief Executive of Scottish Financial Enterprise and what Donald wanted was that I organise a debate on the future of the Scottish economy, to be held in Brussels on the day of the official opening of Scotland House. It would, he assured me, fill a gap in the intellectual life of the nation. The gap which needed filling, I subsequently discovered, was the 90 minutes between First Minister Donald Dewar performing the inaugural ceremony and lunch. An expected crowd of more than a hundred of the great and good of Scotland and assorted European regions had to be kept in their seats until the food and wine were served.

I enlisted the help of the Royal Bank's chief economist and the President of the Institute of Chartered Accountants in Scotland and to my surprise the event turned into a lively, interesting and informative discussion. Freed from the constraints of having to look over their shoulders at home, politicians and business men and women got deeply engaged in the issues: what were Scotland's problems and how were they to be overcome? The Europeans joined in and Campbell Christie, then Scotland Europa's chair, asked aloud: "why can't we have a debate this good at home?"

I may be embellishing my memory, but I think there was actually disappointment when Donald called a halt because food and drink were now available.

Shortly after that I took a party of SFE member firms to Brussels and discovered both the extent of the access Scotland Europa was able to give us to Commission officials and their willingness to listen to what we had to say. It led to a subsequent visit to Edinburgh by the Competition Commissioner and the amendment of a draft directive aimed at global investment banks which would have had the unintended consequence of putting small independent fund managers out of business.

When Campbell retired from the board, I was honoured to be asked to take his place, a role I filled for six years, before handing over to Grahame Smith. Now I am back as a member again, as chair of the James Hutton Institute.

One of Scotland Europa's great strengths is that it serves all sections of Scottish society, public and private sectors, big organisations and small, commercial companies, civic bodies, educational and research organisations. Half its budget comes from Scottish Enterprise, for whom it does a very good job in securing European funding for Scottish projects, but the other half comes from its fifty-plus members, whose requirements keep it responsive to the demands of the wider economy.

Donald's lunches may have become the memories from which myths are made, but Scotland Europa's work continues to be as relevant and important as ever.

Ray Perman

Ray Perman was Chief Executive of Scottish Financial Enterprise, the representative organisation for the Scottish financial services sector and Scotland Europa member, from January 1999 to April 2003. Ray was chairman of Scotland Europa from 2005 until 2011. He is now Chair of the James Hutton Institute who are also Scotland Europa members.

Co-operation and development - back-scratching not back-stabbing

Reflecting back over the last twenty years from an EU perspective I am struck by how often development, be it in economic, social or environmental terms is stimulated or improved through co-operation with others. Indeed Scotland Europa itself has played a key role in stimulating co-operation at a number of levels; between Scotland and other countries and regions in the EU, between Scotland and the institutions of the EU and within its membership with their diverse interests.

The importance of co-operation shouldn't come as a surprise. Increasingly the work of evolutionary biologists, anthropologists, game theorists and others suggest that the most effective strategies for survival, growth and development are co-operative. Out and out aggressive competition might get you somewhere in the very short term, but it's unlikely to prove sustainable. Once a core of co-operators establish themselves, they soon begin to prevail and can usually maintain this superiority despite the occasional resurgence of defectors. It appears increasingly likely that the evolutionary success of humans was in large part down to our ability to co-operate with each other. This was facilitated by the development of language and culture, which allowed us to work together to share, copy and build on innovations and lessons from experience and become more efficient and productive through the division of labour and trade.

This virtuous cycle of co-operation and development started in families and small groups (paradoxically often stimulated by competition with other groups), then spread to wider geographical areas, developed into countries and eventually into multi-national undertakings such as the EU and UN. Proximity has played a key role in the evolution of co-operation, but increasingly shared interests have played their part (e.g. within academic disciplines) - something that is now developing further on a global basis helped by e-mail, social networking sites and the internet more generally. Relationships and reputation have also been vital: from kinship, through the direct reciprocity of individual 'back scratching', to indirect reciprocity where reputations have real value - here too the internet looks to have enabled another phase in this process with developments such as the online rating of internet traders.

Being able to trust one another was a vital element in the evolution of co-operation and was probably one of the main reasons for the development of rituals and customs, which demonstrated you were 'one of us'. However, this culture of co-operation carries with it some disturbing by-products, which we need to try to mitigate. These include discrimination and fear and stereotyping of outsiders; along with group-think, from those who don't want to be seen to rock the boat, which can blind us to serious problems. As we have evolved it is likely many of the traits that promote successful co-operation (good and bad) have become hard wired into our subconscious - what psychologists often refer to as System 1 thinking. System 1 is automatic, effortless, quickly distills a coherent story from a set of facts (then looks for confirming evidence) and tends to be over-optimistic and loss averse. In contrast System 2 thinking is more conscious, logical, evidence based and calculating. System 2 can provide a useful check on System 1 driven decisions, but it requires much greater effort so System 1 tends to predominate; indeed it's largely what got us where we are today. The pace at which we have evolved biologically is probably now way out of step with our societal evolution. In other words we are still a bunch of what are essentially hunter gatherers

operating in the complex environment that constitutes the modern global economy. So the value of engaging both Systems 1 and 2 thinking becomes even greater.

Co-operation was not only fundamental to our development as successful hunter-gatherers and the evolution of modern societies, it remains critical to our future development, probably more so. In business, effective partnerships with suppliers, customers and sometimes competitors are becoming ever more important to successful R&D, marketing etc. For countries and regions it is those whose businesses, public bodies and academic institutions etc. work well together that are often most successful. Co-operation within a place is sometimes triggered by a crisis, which forces people to appreciate that they are in the same boat - such as in Finland in the early 1990s, when its economy came under great pressure as a result of the collapse of the Soviet Union. A major challenge for us in the future will be fostering co-operation without needing the stimulus of a crisis.

Not that we are likely to be short of crises - economic, environmental or social. Such crises can often take the form of 'tragedies of the commons' or 'prisoner's dilemmas' where individual short term advantage, or fear of loss overwhelms the wider collective good - where the wider costs and benefits to society as a whole are not adequately factored into individual decisions. We now have a better understanding of how to address such crisis at a local level (good communication, clearly defined boundaries, clear rules matched to local conditions - devised and monitored by the people affected, clear sanctions, low cost conflict resolution processes etc.). But increasingly such 'tragedies' are occurring on a much wider scale. At a global level co-operation is even more critical as we wrestle with issues like climate change. When multi-national co-operation works, as with the Montreal Accord on CFCs, it can transform our world. But achievements of this scale are few and far between and hard to pull off, particularly when short term domestic pressures bear down on decision makers.

The institutional frameworks that shape societies at all levels, and the relationships within them, can play a key role in fostering co-operation and development. This underlines the important role that culture has played in our evolution. The more inclusive institutions are the more effective they are likely to be. They can enable the development of trust, reduce investment risks, help internalise social costs and benefits into private decision making, and build a sense of fairness and solidarity - and they can help put in place mechanisms to resolve conflict cost effectively and allow the engagement of System 2 thinking to become part of the culture of an area or organisation.

Co-operation and partnership are often seen in 'feel good' terms rather than as hard-nosed essentials. This is to misunderstand the lessons of our own experience as a species and in particular the lessons of our recent history. Co-operation can make us more efficient and effective in most spheres of activity, for example, a recent study for the health service in Glasgow showed when decisions about care were taken by a multi-disciplinary team, rather than one specialist, cancer survival rates were significantly higher. The potential impact of co-operation applies at all levels and areas of society and can be a springboard to sustainable development around the globe.

The EU has been a trail-blazer in promoting and encouraging co-operation - this experience should be invaluable as it wrestles with its current problems. It is certainly no time to retreat behind the barriers of short term, narrowly defined self interest.

Charlie Woods

Charlie Woods was chief executive of Scotland Europa from 1995-1997, he worked for over 25 years in Scottish Enterprise and Scottish Development International in a variety of strategic and operational roles until 2007. Charlie Woods is currently director of Scottish Universities Insight Institute and a visiting professor at the University of Strathclyde, within the European Policies Research Centre.

The political leaders of Central, Fife, Lothian and Tayside regions jointly signed ESEC's membership of Scotland Europa twenty years ago on the 7 of September. It was billed in the press as an historic signing and in many ways it was. ESEC was the first signatory to Scotland Europa and whilst others were still making up their minds about the merit of this new model, we understood the value of partnership working having recently set up ESEC nine months previously and were keen to improve our relationships in Brussels.

Back then, Strathclyde Region was the only Scottish organisation to have an office in Brussels and they were benefiting hugely from EU funds. We connected their funding success to their Brussels presence and being pragmatic east coasters (some might say – frugal), we felt the Scotland Europa model offered not only more value for money in terms of keeping a Brussels office but the shared resource of staff meant we would have access to a number of policy specialists. Nowadays we call that a win-win.

We also understood that with the completion of the internal market in 1992 the European Economic Community would become more important to local authorities in terms of policy and legislation. Indeed by 1993 and the signing of the Maastricht Treaty it evolved from a customs union into the European Community. Since then a lot of things have progressed and some might also say at times even regressed. Looking back I am not sure my political contemporaries and I could have foreseen just how important the European Community and now the European Union would be for us a sector. It is estimated that over half of regulation affecting local government now originates from EU legislation.

As a sector we have many avenues to channel our EU engagement and indeed COSLA also offers us Brussels based support. Despite this, ESEC has remained loyal members of Scotland Europa. This has a lot to do with the fact that our focus on EU economic development links in closely with the work of Scotland Europa and the fact that membership continues to open doors for us in Brussels, despite the many connections we now have in our own right. Also, in an EU policy community as small as Scotland's it simply makes sense to work in partnership – not just with Scotland Europa but the wider membership.

“In an EU policy community as small as Scotland's it simply makes sense to work in partnership”

Where we are able to act as “Team Scotland” it has much greater impact with those we need to influence. For that reason, Scotland Europa will continue to have a strong role to play for many years to come.

Cllr Corrie McChord, first Chair of ESEC (1991-1993) and current ESEC Policy Board member

Lessons for the future

In contrast to Corrie, I am not steeped in the history of EU affairs, Scotland Europa or indeed ESEC for that matter. I have only just been elected as Chair of ESEC and have been on a steep but enjoyable learning curve ever since!

However, I am keen to learn from past experiences which often offer valuable lessons for the future. What I took away from Corrie's contribution is that partnership working is integral to how we achieve results on the European agenda. Scotland is too small not to consider collaboration where it is appropriate.

Scotland Europa membership works for us but it has to be said that our officers make the effort to make sure it is of value. Hopefully, we are not described by Scotland Europa staff as 'heavy duty' members but we certainly know how to make the most of it.

Hopefully, we are not described by Scotland Europa staff as 'heavy duty' members but we certainly know how to make the most of it.

I am sure we are not the only organisation to be feeling the effects of austerity and being such a small organisation, we are frequently looking at ways to make our work more efficient.

So on that note we have the following 'lessons for the future' for Scotland Europa:

- The importance of EU Funding on members' agendas is a zeitgeist as it was during recession in the early nineties. However in contrast to the nineties, things have never been so complicated both in terms of EU funding and policy due to the sheer volume of initiatives. Therefore we are delighted to be working with Scotland Europa to establish a platform for signposting members to the most appropriate EU funding sources for the new 2014-2020 Programmes together with a tool for transnational partner matching.
- EU funding opportunities often follow EU policy trends and EU policy is often influenced by operational EU projects. This 'virtuous cycle' is important to remember in all that you do.
- Sadly, international travel is not becoming easier for the public sector yet travelling to Brussels remains vital for all aspects of EU engagement. Whilst we will continue to promote the fact that transnational travel does not equal a 'junket' as the press frequently portray it to be, it would be lovely to see increased use of recession busting webinars in addition to more frequent events in Scotland or even live web streaming of Brussels events.

Cllr Mairi Evans

Current Chair of ESEC (2012-)

20 Years of Networking Scotland in Europe

We were delighted to be in the Scottish Parliament for our 20th Anniversary events – an ideal location for our reminiscing on what has been achieved so far and discussions on the future of our work together to support Scotland’s aspirations in the EU. It was very encouraging to hear very positive feedback from guests, as well as our host for the events, Christina McKelvie MSP (Convenor of the Europe and External Relations Committee) and Cabinet Secretary John Swinney, who joined us for the evening reception. Both Mr Swinney and Ms McKelvie expressed their support and thanks for the work of the Scotland Europa team and members over the years. Ms McKelvie drew particular attention to, “The collaborative approach pioneered by Scotland Europa has done much to raise the profile, strengthen the voice and cement the reputation of Scotland in the heart of the EU.”

For 20 years we have used the tagline, *Networking Scotland in Europe* to express this approach. It seems that this resonates as strongly today as it did in 1992, because this explanation acknowledges that people and relationships are at the heart of what we do - the people in our team who understand that ensuring we deliver excellent services and support is about more than writing great briefings but its about developing that professional, yet friendly approach which makes it easier for people – in our member and stakeholder organisations in Scotland - to take the helping hand we offer to navigate the strange and sometimes stormy waters around European policy making and influence.

All our members have their own experiences of how this happens, as you all have your own part to play in the Scotland Europa story. Mr Swinney himself shared his personal role, explaining to guests how he had benefited from the advice, support and welcome of the Scotland Europa team while in Brussels working on Financial Services issues in his time with Scottish Amicable in the 90s.

What he, and all the others who embark on the journey into EU engagement tend to discover is that this is not only a world of words, directives, papers (and non-papers!) but it is also inhabited by people who understand the problems and the opportunities about where the EU goes next – and have the passion to persuade others that this is a project that could benefit us all.

Being part of making these connections to support Scotland is something I and the rest of the team are terribly proud of. Thank you all for your kind words on the achievements of the team to date. I personally appreciated it, and I know it really does go a long way with the rest of the team too. But we know we don’t do this in isolation. We all need to develop contacts, relationships, partnerships and collaborations, to learn about each others backgrounds and contexts. That develops the trust, the reputation and understanding to work together to ensure that our collective influence reaches much further than that which we could achieve alone - and hopefully produces outcomes that are better as well.

Each one of our members has played a role in Scotland Europa’s work during the last 20 years. Without your support and that of other colleagues, partners and friends our work would not continue to be as relevant and important as ever to our colleagues, partners and stakeholders, in Scotland and Brussels – and across the EU . As we’re now working in

circumstances more challenging than we might have imagined on the 20th anniversary of the single market and more than half a century into the EU project, we all need these helping hands as much – if not more – than ever.

We therefore really appreciated the contributions from all our panellists, speakers and participants who joined us to share their stories and learning from the past 20 years at the members' meeting discussions on 7 September. It turned out to be a very open, positive and dynamic discussion, which gave us many lessons for the future of Scotland's EU engagement (see also ESEC article in this edition of Insight for more on that).

The context for discussion is one of change – change at the EU level, change in the UK and Scotland, explained Fabian Zuleeg, Chief Economist at the European Policy Centre. He reminded us that although Scotland Europa and all Scottish partners in Brussels have been successful in influencing policy, accessing and using EU money and being well connected to ensure that “the Scottish voice has been heard in Brussels”, in this changing environment our EU engagement will also have to develop to remain effective. Anne Glover, Chief Scientific Advisor to the President of the European Commission (as well as Professor at Scotland Europa member the University of Aberdeen) echoed his comments, reminding us that there must be an even more coherent and defined strategy for what we do at the EU level and work together across all sectors to deliver this. She gave an inspiring account of her view that we should aim to be “the best partners that anyone can get” and that this would have a “transformational effect for Scotland and the EU.”

We all came away from the events with a greater awareness of the challenges facing Scotland and the EU, but also a renewed sense of enthusiasm for our work. Some guests were even inspired to share their thoughts with a wider audience – ex-Europa, John Edward had an opinion piece on EU engagement and our 20th Anniversary, in this weeks Scotsman, which is posted on our website if you missed it.

On behalf of the Scotland Europa team, past and present, I'd like to thank you for playing a part in our story. We simply could not do our job and continue to network Scotland in Europe, without people like you. We hope that we will maintain those relationships and you will continue to play and active part in our next chapter.

- [John Edward](#)'s opinion piece from the Scotsman, 17 September 2012, can be found on our website.
- On the website you'll also now find the Scotland Europa 20th Anniversary members case studies. This short [video](#) explains what we do and how we work with members to support and develop Scottish-EU engagement.

Sarah English

Head of Scotland Europa, Brussels Office

Sarah English joined Scotland Europa in October 2000. She became Head of the Scotland Europa, Brussels office in 2007, as well as EU Policy Manager for Scottish Enterprise.

Scotland the what?

One of my favourite moments of 12 years in Scotland House was Gert de Boelle (The Whisky House, Affligem, worth a visit) during a whisky tasting for a group from Bavaria describing a particular blend of whisky as “like making love in a canoe. Effing close to water”. I didn’t think the Bavarians would understand but they all guffawed. They know their uisge beatha in Germany. What a great ambassador for Alba.

Made me think about how else Scotland should be promoted and how we would like the country to be known.

A recent survey claims that Aberdeen Angus beef and Arbroath Smokies are the two best known Scottish foods internationally. A quick glance at the menus in top Brussels restaurants (or indeed a chat with many of the famed Brussels taxi drivers) will confirm the iconic status of Aberdeen Angus. Despite my favourite Irish butcher in Brussels promoting Irish Angus beef (whatever that is) during the BSE crisis (remember that one?), Scotch beef was quickly back on the Brussels menu before the rest of the UK. Customers appreciated the superior quality. Is it possible to get EU Designation of Origin (PDO) status for Aberdeen Angus? I know that Ian Hudghton MEP led a successful campaign for the Arbroath Smokie.

These early experiences led to a range of promotions over my decade in charge. Harris Tweed is leaving the croft for the catwalk in ever-increasing amounts (1million metres this year from a nadir of 500,000 metres. Available in products such as Doc Marten’s boots, Swedish designed ear plugs and of course soft furnishings). The revival was helped by our promotion of the Clo Mor at the UK Ambassador’s residence and featured on TV, press and radio. That was over ten years ago when BBC Scotland had a Brussels based European correspondent and both the Herald and the Scotsman were also represented. Changed days.

Supported by the EU’s Cultura 2000, a quirky opera about (and partly filmed on) St Kilda ran in 6 countries and has gone on to be the inspiration for a St Kilda Heritage Centre on Lewis and St Kilda is now UNESCO’s only triple designated World Heritage site in the UK (human, cultural, architectural).

The Scots weekend Aulden Biezen every September is still as crazy (sheep dog trials, bagpipe competitions, céilidhs), chaotic and popular as ever. Run by Flemish Scottish enthusiasts (not a Scot amongst them) it attracts up to 40,000 visitors each year with pipe bands from cities such as Cologne, Amsterdam, Aachen – 10 of them from German cities. It is hard to imagine a Belgian weekend in Scotland being so enduring.

Many other ‘One off’ or annual Scottish promotional events such as launching the now gone Superfast Ferries service, MEPs Burns suppers, Scottish Modern Art exhibition, Writers Series, Musicians series, Photography exhibitions and so on have helped to enrich Scotland’s standing and I hope these all grow and develop in the years ahead. I certainly expect to see a Scottish event commemorating the Scottish regiment’s major contribution at Waterloo for the 200th anniversary of the battle in 2015.

Of course we can all (sadly) still expect football to pop up when we Google any combination of Scotland Belgium/Brussels. One day we might just learn to play that game as well as the Belgians have learnt it in recent years. So, plenty initiatives still to undertake. I look forward to applauding from the deck of the boat on the way to St Kilda.

Slainte

Donald MacInnes

Chief Executive of Scotland Europa (1997-2010)

'What does Scotland bring to the European party?'

2012's annual St. Andrew's Day Lecture was delivered by Crawford Beveridge CBE, chair of the Scottish Government's Council of Economic Advisers. In 1992, as Chief Executive of Scottish Enterprise, Crawford took a lead role in the creation of Scotland Europa. His lecture gave us the opportunity to continue our 20th Anniversary reflections, on Scotland's national day.

Crawford admitted that when he first found himself "called to the cause" in 1992, after twenty years of living and working in Switzerland and the United States, he had very little understanding of what was then the European Community. It was a very different landscape in 1992 – there were no thoughts of a single currency, no Schengen agreement, and for a region like Scotland to try and represent itself in Brussels was groundbreaking. Crawford recalled that there were some disagreements about the scale of Scotland Europa's ambition: some thought that an 'office cubicle' might be sufficient for all the engagement they would do! However, it was finally the philosophy he termed "build it and they will come" which prevailed. Scotland Europa moved into an office in Square de Meeus, with a handful of resident members, and it wasn't long until we had to look for a larger premises. This led to the set up of Scotland House with the Scottish Government EU Office, Scottish Parliament Office and 10 resident members in 1999.

For some the motivation for this move was simply about ensuring access to structural funds. However, in Crawford's opinion, on the level of political and business decision-making there was a grander vision. The Brussels of today, reminds you more of Washington DC, with a lobby on every corner, from every region and interest group imaginable, said Crawford.

The following is a short extract from Crawford's lecture on where Scottish and EU interests continue to coincide.

"We did not want to just take from Europe but to make our own contribution. It is I believe a great tribute to Sarah and her team and to those who have gone before that we are still here and still making that contribution twenty years on. These days I split my time pretty much equally between Scotland and California, but until a couple of years ago I was in a role that required me to have discussions at senior levels of government around the globe, on issues of technology policy, and so I was able to spend a lot of time here in Brussels - and indeed my company rented some space from Scotland Europa for our representatives in Brussels. So I have had a continuing opportunity to keep reasonably up to date with the development of the Union. So let me say a bit about where I believe Scottish and EU interests coincide and as you might expect from my background these thoughts are mainly, though not exclusively in the field of business and economics.

Much of Scotland's success now is with high skill level jobs driven in large part by the output of our education system. We have a very strong higher education sector which spends much more than its proportionate share on research and innovation. In 2010 for example, higher education research and development expenditure was 13.6% of the UK total or .81% of Scotland's GDP which was the spend as a percentage highest percentage of GDP of the 12 countries/regions of the UK and 3rd highest amongst the OECD countries. Scotland has

always been involved with the [Research] Framework Programs in Europe and is now strongly embracing Horizon 2020 which is bringing together many of the different research programs under a single umbrella. The requirement for collaboration on these programs fits well with current thinking in the education sector in Scotland where the Higher Education Funding Council for some years has been challenging Universities through various forms of incentives to work collaboratively in the name of innovation.

Energy is another area of focus and although energy policy is a reserved matter for the UK, within the devolution framework we are able to call on the expertise in our universities and our wide experience in the oil and gas sector to build plans that are specific to Scotland. We have a strong focus on renewables. Scotland has 25% of Europe's wind power, 25% of tidal energy and 10% of wave power around its coast all of which are being exploited and encouraged by the devolved government which has set the very high target of producing the equivalent of 100% of Scotland's demand for electricity through renewables by 2020. I hope too that we will be a useful partner on the project of a North Sea Grid.

We also believe we can contribute to the focus on inclusive societies. While I know there are many people in the UK struggling through these times of austerity, there are other parts of society doing very well. Why does this bother me?

There are several reasons. If we were sure this was a short term issue it may be something we can live with. It is a characteristic of all recoveries that sustained gains in employment lag a return to growth. So it will get better, but the underlying trend of increasing inequality is a long term trend and without significant policy change is unlikely to improve even with an improving economy. It would not be too big a stretch to say that some of the social unrest we have seen in the UK and other parts of Europe or the Occupy movement in the US have their basis not just in the current poor economy but in this long term increase in inequality. In addition, there is growing evidence that inequality is one cause of slow growth in the economy.

The Scottish government has taken a different route from the rest of the UK in many areas of social inclusion. I spoke earlier of the decision to help make education more inclusive, but there have been other measures such as the protection of health budgets, freezing of certain taxes, the provision of a wide range of universal benefits and so on. I am sure that many of the other member states have similar programs, but my point here is that there are policy experiments going on in Scotland that we would like to share and test with others and for us this is about contributions to policy not just access to funding.

There are other contributions that we might make because of our size and the nature of our institutions. We have as was mentioned in the introduction created a Council of Economic advisers to bring together non political thinkers to help inform governments economic policy. We set up an independent budget review, similar to the Bowles Simpson review in the US, which has left deep database of financing options to inform policy decisions. Our size means that we can get the main decision makers from business, unions, government and civil society in a room to hash out the way forward so we are in a sense and ideal place to experiment with policy.

We are now seeing several cries for more autonomy within some of the countries in the EU. The Scottish parliament came into being in 1999. Now with 13 years of experience there are

perhaps insights that could be usefully shared with others. [...] The legislation which set up the Scottish Parliament specifically calls out that 'there shall be a Scottish presence in Brussels 'and while I am sure that there are individuals in Scotland sceptical of the value of the EU I have seen few signs if any in the Scottish parliament of the kind of Euroscepticism that is seen so clearly at the moment in Westminster.

In terms of Scotland's involvement in Europe it's not just about representing and defending Scotland's interests. It's also about the positive contribution we can make and what we can bring to Europe, showing real leadership within Europe in areas such as renewables, research and innovation, sustainable fisheries and so on and in working constructively with our European partners, seeking to maximise our long term interests.

In two years Scots will be asked to vote in a referendum that will decide whether Scotland should remain as part of the UK or return to the status of an independent nation state which it was prior to 1707. Whichever path is chosen the people of Scotland will want to maintain and grow our relationship with Europe and I hope that tonight I have given you some reasons why Europe might want to grow its relationship with Scotland."

Crawford Beveridge

Chair of the Scottish Government's Council of Economic Advisers

Crawford Beveridge is a technology industry veteran with more than 35 years of experience with companies such as Sun Microsystems, Hewlett-Packard, Digital Equipment Corporation and Analog Devices Inc. In 1991, Beveridge left Sun to become the Chief executive of Scottish Enterprise, the lead economic development organisation for Scotland. In this role he oversaw business development, venture capital, skills development, exports, infrastructure and inward investment (as well as the creation of Scotland Europa in 1992!). Beveridge returned to Sun in April 2000 and, before his departure in January 2010, represented Sun's interests in geographies outside of the U.S., particularly in high growth geographies such as the EU, Brazil, Russia, India and China.

In addition to being non-executive Chairman of the Board of Autodesk, Beveridge is Chairman of Scottish Equity Partners Ltd, a non-executive board member of eSilicon, and a non-executive board member of iomart Group plc. He is the current Chair of the Scottish Government Council of Economic Advisers. Beveridge holds a B.Sc. in Social Sciences from the University of Edinburgh, Scotland and an M.Sc. in Industrial Administration from the University of Bradford, England. He was also awarded a C.B.E. (Commander of the Order of the British Empire) in the Queen's New Years Honours list in 1995.

Looking to the future

As our anniversary year draws to a close and we begin to collate all the lessons we learned throughout our reflection on Scotland Europa's work over the last 20 years, using them effectively to support our members and partners in the period 2013-2014, our chairman Grahame Smith takes one last look at the year past, our achievements and key reflections for the future.

Anniversaries offer the opportunity to celebrate the past and look forward to the future. As I reflect on the activities of the past year to mark Scotland Europa's 20th anniversary, I am more than satisfied that we took full advantage of that opportunity.

As the STUC was one of the founder Members of Scotland Europa, I was well aware of the value of the organisation. However, having met and talked with a wide range of our members and partners at events throughout the year, I was struck by *just* how highly regarded and respected we are both in Scotland and in Europe.

As governments continue to seek a sustainable solution to the Eurozone crisis and with euro-scepticism on the increase not only here in the UK, one thing is clear, the Europe of tomorrow will not be the Europe of today. Relationships will change and irrespective of the outcome of the Scottish Independence referendum or any future referendum on the UK's relationship with the EU, in the immediate future EU initiatives and programmes will offer considerable opportunities for Scottish industry, academia, local authorities and our economic development agencies. This was a message that came across loud and clear from our excellent Members' meeting in the Scottish Parliament in September.

The other strong message I took from that meeting and from talking to our Members and European colleagues during the year was the importance of collaboration. Given the capacity we have built over the past 20 years, Scotland Europa is well placed to support our members and partners to take advantage of the opportunities that exist, whether they be to exert strategic influence over EU developments that affect Scotland's key economic sectors, or to influence policy and maximise funding for R&D and innovation or skills development, or to influence thinking on vital issues such as energy and climate change. We are also well placed to shape the new Structural Funds programme in ways that maximise its impact on economic development and job creation.

Our chance of success will be greater if we can speak with one voice, if we can make 'Team Scotland' more than just a slogan, if we can genuinely align our approach. As fiscal consolidation continues to put pressure on the public finances, collaboration will be all the more essential. Scotland Europa has so much to contribute to this collaborative effort, not just in Brussels, but in helping lead the development of a single Scotland strategy in key areas, as we have done on Horizon 2020.

Of course, it is not just about what Scotland gets from Europe that is important, it is what we have to offer, as Crawford Beveridge so correctly reminded us in his thought provoking St Andrew's day lecture. Crawford was amongst those who had the insight and foresight to establish Scotland Europa in 1992. They recognised the impact that the EU had and would

continue to have on the Scottish economy. That we have gone from strength to strength since then, is testament to them and those organisations at the start but also to everyone who as contributed along the way, none more so than our terrific staff. My thanks to them for all they do and, particularly in the year past, for making our 20th Anniversary one to remember.

Grahame Smith

Chairman of Scotland Europa

Grahame Smith is the current chair of Scotland Europa and general secretary of STUC. Grahame joined STUC in 1986 and was appointed general secretary in 2006.