



## Open Supplier Meeting Outcomes – Scottish Government's Climate Justice Communities Opportunity

[www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

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The Scottish Government, in partnership with the Supplier Development Programme (SDP), delivered two Open Supplier Meetings along with representatives of Scottish Procurement, in relation to the Climate Justice Communities Opportunity. The first event was held on 22 March 2022 with a follow-up event taking place on 5 April 2022.

These events were organised to hear the initial thoughts and views from contractors of all sizes including Tier 1, Tier 2, Tier 3, and SMEs which are interested in being the service provider for the climate justice programme. The programme is multi-year and will require scoping, designing, and delivery of the programme to meet the climate justice needs of communities most at risk to the impacts of climate change within Malawi, Zambia and Rwanda.

The Supplier Development Programme offered event management and project management services to the Scottish Government in advance of the event, to maximise supplier attendance and engagement in Scotland and to connect with businesses based in Malawi, Zambia and Rwanda.

The Supplier Development Programme promoted both webinars widely in advance. The majority of attendees (74%) heard about the events through SDP's marketing and communications efforts.

### **Social Media Analytics**

SDP has a robust social media presence on Twitter, Facebook, and LinkedIn and utilises this to promote contract opportunities and engagement events on a regular basis to Scottish businesses. In advance of the Climate Justice Open Supplier Meeting, SDP promoted the event across its social media channels. The promotion ran from 28 February to 4 April to promote the main event and the follow-up event. Collectively, the posts earned 3,617 impressions (the number of times users saw a post), 94 engagements (total number of times a user interacted with a post) and 528 video views.

### **Newsletter/Mailings**

On 7 March, SDP promoted the event in a monthly newsletter that received 5 clicks. SDP also sent out reminder emails on 15 March that received 3 clicks and 21 March that received 6 clicks. SDP sent out a targeted mailing for the follow up event on 29 March that received 84 clicks.

### **Supplier Engagement and Feedback**

Prior to the events, there were 141 attendees registered across both events – 93 registered for the March event and 48 registered for the follow-up event in April. In total, 98 individuals attended – 61 in March and 37 in April – representing 48 unique businesses across both events. Of these unique businesses, almost two thirds – 30 businesses – were Scottish SMEs.

During registration on the SDP website, businesses were asked about their interests and country of operation in relation to this opportunity. Ninety-two percent of unique businesses that attended stated that they were either a potential bidder, an interested stakeholder, or both in reflection to their interest in the climate justice opportunity. The majority of unique businesses that attended (59%) also declared a local presence in any or all of the countries that are part of the programme, which include Malawi, Zambia and Rwanda. Most

businesses that attended classified their primary area of interest in the opportunity as either 'International Development' (73%) or 'Climate Change/Justice' (74%).

SDP conducted two online surveys for all participants for each event, with a total of 54 responses received.

Responses to the surveys conducted by SDP showed that businesses rated both events as 'excellent' or 'good' for the following:

- Webinar process across both events – 76%
- Training across both events – 83%
- Course content across both events – 82%

The surveys also highlighted that 81% of respondents were encouraged to consider bidding for more contracts having attended these events. Ninety-one percent of respondents also said that they would recommend this type of SDP event to other businesses.

### **Scottish SME Engagement**

SMEs based in Scotland are the key target audience for engagement in public sector contracting.

Out of the 54 responses received for both events, 30 were Scottish SMEs that were based in various local authorities including Edinburgh, Glasgow, Midlothian, North Lanarkshire, and the Highlands.

Responses from these Scottish SME suppliers showed that 72% were more likely to bid after attending these events organised by the Supplier Development Programme. Nearly all (93%) of those SMEs that responded would also recommend this type of SDP event to other businesses.

### **Qualitative Supplier Feedback**

Wherever they are based, comments from all businesses that responded demonstrate the positive impact that the Open Supplier Meetings have had on their experience to engage with the Scottish Government and SDP:

- One supported business said: "The presentations done by the Procurement Team and indeed the entire SDP team were great and very helpful. I enjoyed all sections of the presentations."
- Another supported business based in Rwanda revealed: "As it was my first time attending the event, I definitely enjoyed all parts of the event and I am very interested to know a little bit more."
- A small-sized SME based in Edinburgh mentioned: "The information provided about the future work of Scottish Government was extremely helpful, as was the procurement overview. The overall tone was helpful and supportive."
- A supported business based in Glasgow said: "I appreciated the session! It was very informative," and added, "Very well done! Very transparent process."

### **Contact**

More information on the Supplier Development Programme can be found at [www.sdpScotland.co.uk](http://www.sdpScotland.co.uk) and on social media via [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).