

Aberdeen Responsible Businesses: Increasing collaboration with Community Planning Aberdeen



What are we trying to achieve?

We are aiming to increase the number of responsible businesses we are working with through community benefits and corporate social responsibility activity by 200% by 2023.

How are we doing this?

Through our multi agency improvement project we are testing the following improvements:

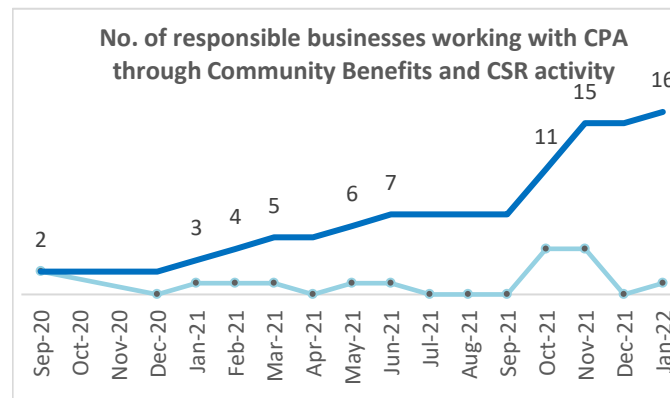
- A central point of contact to manage all business enquiries and relationships
- Annual Aberdeen Responsible Business Event to attract more businesses to get involved in improving shared outcomes. Watch it back:



- Working in partnership with Business in the Community (BITC) Scotland to reach out to business contacts
- Online [responsible business platform](#) to show businesses what they can do

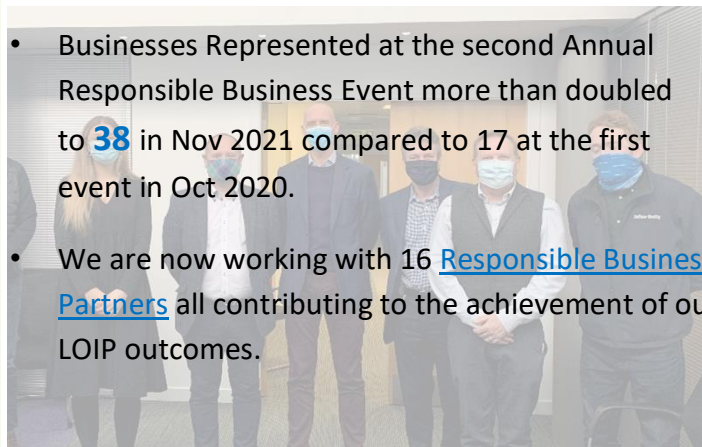
What have we achieved?

- **128%** increase in responsible business partners since Sep 21 and 700% increase since Sep 20.



- **160%** increase in new enquiries from businesses about working with CPA since Sep 2021

- Businesses Represented at the second Annual Responsible Business Event more than doubled to **38** in Nov 2021 compared to 17 at the first event in Oct 2020.
- We are now working with 16 [Responsible Business Partners](#) all contributing to the achievement of our LOIP outcomes.



What impact have we had?

Children & Young People

Barclays Bank awarded £200 worth of Aberdeen Gift Cards to three young carers to say thank you for their fantastic work and are now sponsoring activities for all young carers.

CMS, Worley and CNOOC working with us to give young people work experience through programmes such as the Lift Off Event and providing learning opportunities.

Economy

TAQA, BP and New Machar Golf Club: Donated devices, training and funds to support digital connectivity during the pandemic and working with us to provide further support.

Balfour Beatty, CHAP, Robertson and Neos Networks delivering community benefits to develop the workforce.

ETZ Ltd providing training for unemployed, graduates and supporting small businesses

Place

Barclays and Worley contributing to protecting our natural environment through their community clean up days.