

Sustainable Production Group



Charter 2021



Who We Are...

The 2017 Life Sciences Strategy for Scotland – ‘2025 Vision’ aims to grow the industrial turnover of the life sciences sector to £8 billion by focusing on 4 strategic themes.

The Sustainable Production Group (SPG) is one of the working groups formed with the Life Sciences Scotland (LSS) Industry Leadership Group and members of the broader life sciences community to plan and coordinate the delivery of agreed actions under each strategic theme.



How We Work...

The SPG is split into the following 4 sub-teams;



Digital



Innovation



Leadership



MarComms

What We Aim to Achieve in 2021...

The following 4 sections details specific actions and objectives for each of the sub-teams for 2021.





Digital

1. Team Structure

This sub-team is composed of the following members:

- Martin Welsh, Booth Welsh
- John Arthur, MMIC
- Chris Vest, GSK
- Scott Lawson, PWC
- Thomas Blyth, University of Edinburgh
- Michelle Waddell, Wyoming
- Rob Innes, Wyoming

2. Team Purpose

The digital sub-team exists to promote digital and data excellence to manufacturing process industries across Scotland by sharing best practice, creating education events and developing thought leadership pieces for the [Life Science Scotland website](#).



3. Activities

The digital sub-team will meet informally to plan and execute on the team purpose, specifically:

- Planning event presentations and logistics for events, to promote good digitalisation practice.
- Support SPG / ILG in advancing their mission with regard to digital.
- Creating education and best practice content for the [Life Science Scotland website](#) and other online distribution channels when available.
- Connect and engage with other sector groups (for example, SMAS, Universities) to support good digitalisation practice.
- Follow-up actions agreed at the full Sustainable Production group meetings.



- Ad hoc tasks decided by the team members from time to time.

4. Communications

Internal

- The digital sub-team communicates informally with other members of the Sustainable Production group as required to advance projects within scope for the team.
- The sub-team formally report at each meeting of the Sustainable Production group to advise on activities completed, discuss current options and agree future activities.

External

- The digital sub-team will produce one piece of content per quarter for the [Life Science Scotland website](#) and one piece of content per quarter for the group's LinkedIn page.
- The team will aim to participate in one event (in-person or remote) per quarter to present best practice for digital and data operations in process industries.





Innovation

1. Team Structure

This sub-team is composed of the following members:

- Clive Badman, PharmaPlus 4.0
- Euan Cameron, COHESION Medical
- Alison Engles, MMIC,
- Laurie Brown, Syngenta
- William Davis, NiTech Solutions
- Tiffany Wood, Dyneval
- Ed Hutchinson, SE
- Andrew Henderson, SE
- Desmond Mansfield, SE

2. Team Purpose

The Innovation sub-team exists to advance innovation in sustainable manufacturing to process industries across Scotland in the following:

- People – promoting environmental innovation in leadership training
- Processes – showcasing innovation exemplars in sustainable manufacturing and promoting their adoption
- Products – developing opportunities for cross-sector innovation adoption
- Promotion - sharing best practices through education events and thought leadership pieces for the [Life Science Scotland website](#).



3. Activities

The Innovation sub-team will meet informally to plan and execute on the team purpose, specifically:

- Deliver event presentations as required.
- Create content for online media platforms including the [Life Science Scotland website](#).
- Follow-up actions agreed at the full Sustainable Production group meetings.
- Conduct ad hoc tasks decided by the team members as required.

4. Communications

Internal

- Communicate informally with other members of the Sustainable Production group as required to advance projects within scope for the team.
- Report formally at each meeting of the Sustainable Production group to advise on activities completed, discuss current options and agree future activities.

External

- Create one piece of content per quarter for the [Life Science Scotland website](#) and one piece of content per quarter for the group's LinkedIn page.
- Participate in one event (in-person or remote) per quarter to present best practice for innovation activities in manufacturing process industries.





1. Team Structure:

This sub-team is composed of the following members:

- Alison Engles Performance Manager MMIC
- Gary Callachan Project Engineer RSE
- Andrew Henderson, High Value Manufacturing, Scottish Enterprise
- Tiffany Wood, CEO, Dyneval and Senior Knowledge Transfer Fellow, University of Edinburgh.
- Brian Petrie, Director, BrigZ Associates Ltd
- David McKeran, Matrix Business Growth Consultants
- Arelette Halavage Head of HR Global Processes, GSK

2. Team Purpose

Leadership development is a key focus area to support the Life and Chemical Sciences strategy implementation & delivery in Scotland. During a review of Leadership Development programmes in Scotland, an opportunity was identified to create a programme which supported enhanced leadership capability



of emerging leaders in Scotland in the Life and Chemicals Sciences sectors. An annual Leadership Masterclass Programme has been created which supports the development of critical leadership skills for this key group.

Four cohorts of emerging leaders have now attended the Masterclass Programme, their feedback has provided insights to ensure the continued evolution and effectiveness of the programme. The programme has recently evolved to a virtual delivery mode to ensure continued execution in the current Covid context.

3. Activities

Continue to provide and evolve a Leadership Masterclass focussed on the development of emerging leaders in the Life and Chemicals Sciences sectors:



- Provide continued access to thought leadership that will inspire emerging Life and Chemical sciences leaders with innovative ideas.
- Create a network of emerging Life and Chemical Sciences Leaders in Scotland in order to leverage skills, knowledge, support, increase pace of decision making, project implementation, access to funding, create a sense of personal and group accountability for delivery of the strategies.
- Continue to support the development of this critical leader group to enhance skills through ongoing peer to peer shared learning, mentoring, and coaching.
- Create of collection of resources (TED talks, research papers, views from thought leaders in this space) for emerging leaders through the Masterclass social learning portal.
- Introduce online self-assessment tools that enable ongoing development.

4. Deliverables

For the Individual: A challenging learning experience that initiates a personal transformation; with greater understanding of both their personal capabilities and a clearer vision of their future aspirations.

For the Company: Return on employee investment, in terms of improved business leadership, higher performance teams and accelerated business growth.

For the Sector: An enhanced talent pool of the next generation of leaders, well integrated both at the peer level and with the current leadership.

5. Communications

Internal

- The sub-team communicates informally with other members of the Sustainable Production group as required to advance projects within scope for the team.
- The sub-team formally report at each meeting of the Sustainable Production group to advise on activities completed, discuss current options and agree future activities.

External

- The sub-team will produce one piece of content per quarter for the Life Science Scotland website and one piece of content per quarter for the group's LinkedIn page.
- The team will aim to participate in one Masterclass workshop event (in-person or remote) to participate in sharing leadership experience and learnings.
- The team will engage with Sector Leaders to identify keynote speaks for Masterclasses.
- The team will engage with Sector Leaders to identify attendees for the Masterclass.
- The team will explore opportunities to promote the Leadership Masterclass within Scotland.





MarComms

1. Team Structure

This sub-team is composed of the following members:

- Brian Petrie, BrigZ Media
- Isla Cummins, GSK

2. Team Purpose

The scope of the sub-team is to support the SPG in identifying and maximising communication and marketing opportunities coming out of the delivery of the agreed actions.

The aim is to develop a **clear identity** for the SPG and create a **dedicated home** on the [Life Science Scotland website](#) website. Defining a target audience will identify the most appropriate channels and platforms to fill with timely, relevant, and **rich content** to keep the profile of the SPG high and demonstrate its value and contribution to the strategic theme.

3. Objectives

1. *Develop Clear Identity*

Introduction piece to be written, building on last years story, to explain the team makeup, objectives, and targets for 2021, giving visibility of potential stories, events and case studies for our audience to look out for. This will be published across all LSS and associated comms channels, including monthly newsletters.

2. *Create Dedicated Home*

Since the termination of The Union's contract in early 2020, full editing rights for the LSS website have still not been transferred to a new owner.



This has restricted our ambition to modify the existing Sustainable Production page on the website to hold a list of links to articles created by the SPG.

However, this will remain an objective and the ongoing website ownership situation will be monitored.

3. *Define Target Audience & Channels*

The life sciences sector is an important contributor to Scotland's economy, providing 40,000 jobs across more than 750 diverse organisations. Whilst the target audience for the SPG could be perceived as only senior leaders and investors, all 40,000 employees across the sector have a role to play in delivering the 2025 Vision and so our communications should reflect this fact.



The communications channels available to the group fall into 3 main categories: website, social media, and external agencies/organisations.

The LSS website is available for the posting of news stories, case studies and events, providing an anchor point for SPG activities.

The LSS LinkedIn and Twitter accounts can be used to enhance and enrich this website content by starting conversations, discussions, and debates. This drives a completely different level of engagement to that achievable through the more static nature of the website.

External agencies/organisations often have a niche membership and focus, with their own events, workshops, social media activity and newsletters. Sharing SPG content with groups such as Opportunity North East (ONE), BioCity, KTN, Scottish Universities Life Sciences Alliance (SULSA) and Interface will increase the reach, engagement, and effectiveness of our communications.

4. *Generate Content Plan*

Emerging from the other charters, a calendar of potential articles, case studies and announcements will be created to keep each subgroup focused on their agreed actions and milestones.

This will ensure a regular flow of news and updates, creating momentum and keeping the profile of SPG as high as possible.



When articles are published, a link to the story will be sent to all members of the SPG for onward circulation, liking and sharing.

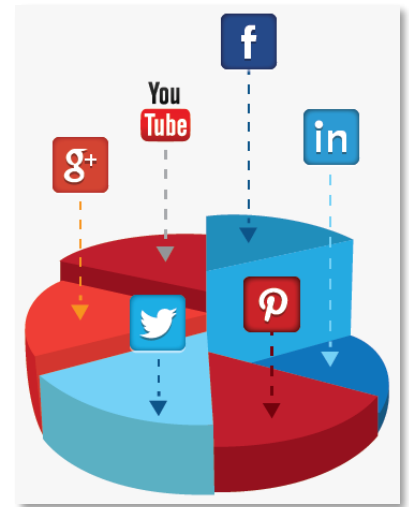
5. *Metrics*

As content is published, every effort will be made to capture relevant analytics in order to understand levels of readership and engagement.

Where possible, this will be used to shape the direction, frequency, and content of future material, so as to maximise the impact and effectiveness of the SPG.

6. *Make Learning Easier*

In an uncertain and ever-changing world, learning has become increasingly important, with many organisations now focussing on reskilling, rapid upskilling, and developing learning agility in their employees to close the skills gap (Read the UdeMy for Business report on Workplace Learning Trends [here](#)).



So why is it important for individuals to continuously learn?

- It helps you remain relevant, as technology disrupts the world of work.
- It prepares you for the unexpected – we all had to rapidly learn how to operate remotely in 2020.
- Boosts your profile.
- Helps you gain confidence in your abilities, feel happier, and more ready to take on new challenges.
- Sparks new ideas and cultivates different perspectives.

The onset of digital has enabled learners to access content and develop skills more easily than ever before.

