

## YOUR WEEKLY UPDATE

20 February 2023

This is your weekly round-up of news and events from HIE.

Details of upcoming HIE events can be found on the HIE website - [www.hie.co.uk/events](http://www.hie.co.uk/events)

Events organised by other organisations e.g. Scottish Enterprise, Business Gateway etc can be found on [www.findbusinesssupport.gov.scot](http://www.findbusinesssupport.gov.scot)

### IN THE NEWS / SNA NAIDHEACHDAN

[www.hie.co.uk/latest-news/](http://www.hie.co.uk/latest-news/)

- Fri 17 Feb: £2.8m for R&D project that will create 500 jobs

### DID YOU SEE? / AM FACA TU?

- Seachdain na Gàidhlig (World Gaelic Week) Monday 20 - Sunday 26 February 2023
- Book the Social Enterprise World Forum (11-12 October) to access world-class content, connect with thousands of other purpose-driven people and be part of the world's largest social enterprise conversation.
- New NIH technology placement opportunity with Highland News and Media

### SOCIAL MEDIA HIGHLIGHTS / BÀRR-PHUINGEAN NA MEADHANAN SÒISEALTA

#### TWITTER Follow us

12 Feb: A Scottish pavilion will return to Aqua Nor this summer.

#### LINKEDIN Connect with us

13 Feb: Firstport are looking for ambitious social and community enterprises, seeking investment to scale their impact, to participate in LaunchMe.

#### FACEBOOK Follow us

10 Feb: We're looking for a project coordinator to join our Science Skills Academy team.

### #FRIDAYFACTS FROM OUR CHIEF EXECUTIVE / #FIOSDIHAOINE BHO AR ÀRD-OIFIGEAR

Follow [@stuartblack\\_HIE](https://twitter.com/stuartblack_HIE)

### EVENTS AND WEBINARS COMING UP / TACHARTASAN IS OIDEACHADH-LÌN RI

Tues 21 Feb: **LinkedIn for business**  
DigitalBoost  
10-12 noon  
Online (national)

Use LinkedIn to market your products and promote your brand.  
**Join**

Tues 21 Feb: **The business benefits of running a sustainable business**  
Business Gateway

Find out how to adopt more sustainable practices into your business that will benefit the planet and work wonders for your brand reputation, growth and sales.  
**Register**

2-4 pm Online (national)	
Wed 22 Feb: <b>Building your digital communications strategy</b> HIE/XpoNorth/ASTAR Media 1.30-2.30 pm Online	Join Murdo MacSween from ASTAR to discuss how you can optimise your digital marketing plan, measure the impact of your work and build a more compelling online story for your business, project or network.  Please note, this online workshop will be delivered in Gaelic and an English transcript will be made available after the event.  <b>Register</b>
Wed 22 Feb: <b>The legal aspects of the employee ownership transaction</b> Cooperative Development Scotland 10-11 am Online	Learn about the legal aspects of the employee ownership transaction. <b>Register</b>
Wed 22 Feb: <b>Email marketing for business</b> DigitalBoost 1-3 pm Online (national)	This webinar will help anyone currently using email marketing to nurture your audience boost the success of campaigns. <b>Register</b>
Wed 22 Feb: <b>How to protect and manage your intellectual property</b> Business Gateway 5.30-7.30 pm Online (national)	Learn how to identify, protect, and exploit your intellectual property and assets. <b>Register</b>
Thurs 23 Feb: <b>Offshore Wind market opportunities in Denmark</b> SDI 9-10 am Online	This session will feature discussion on supply chain needs, policies and how to work with buyers. <b>Register</b>
Thurs 23 Feb: <b>International growth for social enterprise. Mindset and culture</b> International Social Enterprise Observatory ISEO - The Challenges Group 12-1.30 pm Online	This event is designed to support early stage entrepreneurs and existing social enterprise organisations looking to work in emerging economies. <b>Register</b>

<p>Thurs 23 Feb: <b>Food and Drink reformulation follow-up webinar</b> HIE 2-3 pm Online</p>	<p>This follow-up webinar will highlight technical support to food and drink businesses from agencies and partners of HIE. Hear from Carol-Ann Adams (Interface), Alastair Trail (SAC Consulting) and Joanne Burns (FDF Scotland). <b>Register</b></p>
<p>Thurs 23 Feb: <b>Research and Development Tax Credits webinar</b> HIE 3.30-4.30 pm Online</p>	<p>This webinar will focus on the upcoming changes in R&amp;D Tax Credits and highlight what this means for businesses. Join leading specialists from Forrest Brown: director Adam Kotas, Calum MacAuley and Angela Banerjee. <b>Register</b></p>
<p>Thurs 23 Feb: <b>Innovation in Highlands and Islands</b> Productivity Club Scotland 3.45-5 pm Online</p>	<p>This month's Productivity Club will focus on innovation. Experts attend to provide further information on the topic. The sessions are interactive with group discussion, Q&amp;A and networking opportunities. <b>Register</b></p>
<p>Mon 27 Feb: <b>Social Media listening with Dr Jillian Ney</b> Business Gateway 1-2 pm Online (national)</p>	<p>Hear the UK's first <i>Doctor of Social Media</i> discuss how every business can benefit from analysing their social and internet data. <b>Register</b></p>
<p>Tues 28 Feb: <b>Tourism industry webinar: free energy-saving advice and funding</b> Business Energy Scotland 11-12 noon Online</p>	<p>Join this free webinar to learn about the funding and support available to tourism businesses. <b>Book</b></p>
<p>Wed 1 Mar: <b>Employee ownership learning journey</b> Co-operative Development Scotland (CDS) In-person visit to Tayside and North East Scotland</p>	<p>Co-operative Development Scotland (CDS) is hosting a free learning journey to Tayside and North East Scotland to showcase employee ownership in successful, growing businesses. Participants will meet award-winning Woollard &amp; Henry Ltd, Accord ESL, 2020 Project Management, Houlder Ltd and Merlin ERD as well as guest speaker Andrew Lane of Union Industries. <b>View the programme and book</b></p>
<p>Thurs 2 and Fri 3 March: <b>SCOTO Scottish Community Tourism gathering and learning exchange</b> In person conference</p>	<p>SCOTO's inaugural conference for those interested or involved in community tourism activities, services or aspiring to set up a tourism offer. Insights, networking, shared learning around the theme: <i>Tourism: A dirty word or a force for good for communities</i>. <b>More information here</b></p>

Duke of Gordon Hotel, Kingussie.	
<p>Thurs 2 Mar: <b>Transforming industrial waste gases (CO/CO2) to chemicals webinar</b></p> <p>Bioeconomy Cluster Builder 10-12.15 pm Online</p>	<p>The Bioeconomy Cluster Builder (BCB) is collaborating with Innovate UK KTN's Circular Economy Innovation Network to bring you this event on transforming waste gases into chemicals.</p> <p><b>Register</b></p>
<p>Wed 14 Mar: <b>Governance – the role of EOT Trustees in delivering a thriving EO business</b></p> <p>Employee Ownership Association 10-4 pm Online</p>	<p>This practical, discussion-based workshop aims to help you understand how an Employee Ownership Trust (EOT) governance model works. This session works best when two people attend from a business; a trustee from the EOT board (ideally employee trustee) and an individual from the main company management board.</p> <p><b>Book</b></p>
<p>Tues 14 Mar: <b>CMS International Women's Day (IWD) - An audience with Charlie Martin</b></p> <p>CMS Legal Services 4.30-6 pm Online</p>	<p>This year's IWD theme is #EmbraceEquity – acknowledging that we don't all start from the same place and recognising the importance of creating a fair and equal world. Hear from Charlie Martin, the first ever professional transgender motorsports racer, who has broken numerous records throughout her career.</p> <p><b>Book</b></p>
<p>Thurs 16 Mar: <b>Leadership – Empowering leadership</b></p> <p>Employee Ownership Association 10-4 pm Online</p>	<p>This workshop is for anyone looking to develop leadership skills to unlock the potential of employee ownership and create high-performing, resilient and innovative teams.</p> <p>It's recommended that a maximum of one person attend from a business.</p> <p><b>Book</b></p>
<p>23 Mar: <b>Engagement and comms – representing and developing employee voice</b></p> <p>Employee Ownership Association 10-3 pm Online</p>	<p>Grow your understanding of employee voice to ensure owners can be part of the solution to challenges or opportunities the organisation is facing. It's recommended that a maximum of one person attend from a business.</p> <p><b>Book</b></p>