



UNIVERSITY OF EDINBURGH  
Business School



AMERSI FOUNDATION

## **‘Value Scotland’**

**‘Why good companies generate better outcomes:  
a model of responsible capitalism’**

**A Maturity Institute (MI) Project in collaboration with  
University of Edinburgh Business School & Amersi Foundation**

**Evening Seminar**

**Tuesday 13<sup>th</sup> February (1800 to 2000)**

### **Introduction**

“It’s the system.” We might try to blame many of our frustrations on some mythical system but none of us can deny that we are all architects of our own human systems through our voting and purchasing choices. The question here is whether Scotland can design a better version of its own socio-economic system?

Whether you are Scottish or just happen to live in Scotland, is it a country with any unique characteristics? What are its special strengths as a nation and is it making the most of them? How can its weaknesses be seen as opportunities? Is there a unified and cohesive community spirit? Do companies based in Scotland all work in the best interests of all Scottish stakeholders? Is the public sector managed more effectively here than elsewhere? Do environmental initiatives such as ‘Zero Waste Scotland’ have any better chance of succeeding where other countries have failed?

For example, we do not wish to pollute our environment but the transportation system we have designed results in harmful effects. Of course, we trade-off the damage to the environment with our need to get around but we are all increasingly faced with the prospect that we cannot afford to make such trade-offs indefinitely. So what can we do? Can we actually work together to adapt the system for a future where we all benefit? That is the aim of the Maturity Institute and this evening seminar offers both an introduction and a unique opportunity for Scotland.

‘Value Scotland’ is a Maturity Institute Project that invites engagement from all sectors across Scotland’s socio-economic system. Its aim is to maximise the value from everyone who lives in or is connected to the Scottish economy. We measure this in terms of ‘Total Stakeholder Value’ - a key metric that covers both financial and societal impacts – which will be explained and

discussed at the seminar. We have chosen Scotland as the perfect testing ground for our most ambitious and exciting project so far. Whichever perspective you adopt – as a Scottish citizen, employee, public sector worker, corporate executive or policymaker – you will find it has direct relevance to you.

### **Seminar Programme**

- Welcome to the University of Edinburgh Business School (Peter Flett, Director of MBA Programmes)
- Why the Amersi Foundation has chosen to fund 'Value Scotland' (Mohamed Amersi)
- Introduction to the Maturity Institute and Total Stakeholder Value (Paul Kearns, Chair MI)
- Maturity Institute work in practice – Stuart Woollard and Stanislav Tichý
- Panel discussion: (4 invited speakers representing all main sectors of business, community, public sector, government etc.)
  1. "Can Scotland become an exemplar nation?"
  2. "Is such a project feasible?"
  3. "What's stopping us from gaining the benefits?"
- Response from MI (Paul, Stuart, Stanislav) plus Q&A from audience
- Event closes