

# Profit Through Productivity 2016 - 2017

## OPPORTUNITY

The Scottish Government's current productivity target is for Scotland to be at least equal to OECD top quartile competitors by 2017. Construction is slightly above the average of Scotland's key industries. If our performance increased in line with this target, Construction GVA would grow by £2.6bn.

## PROJECT

A range of awareness-raising PR and associated activity was delivered to generate interest and action within the industry around this issue and promote the support available to businesses.

16 engagement and development events were delivered throughout Scotland by the partners, around different productivity opportunities as Managing People for Growth; Leadership Development; Culture Development Waste Reduction; Manufacturing Optimisation and Efficiency.

## OUTCOMES

- 6 events
- 73 businesses engaged

- Trade and Broadsheet PR campaign featuring 5 well known industry leaders describing their perspective; experiences and successes around improving productivity in their businesses.
- A useful platform for further development of this initiative.

## SUPPORT

Total Project Value  
£31,750

CSIC Contribution  
£N/A (in-kind)

## PROJECT DURATION

October 2016 –  
March 2017



**Innovation Support:** Business & Process Innovation

**Sub Sector:** Pan-Industry