



Client Case Study

SOSE

2023 - Present



SOSE (The South of Scotland Enterprise), is the economic and community development agency responsible for Dumfries & Galloway and the Scottish Borders. It was launched in April 2020 to address the distinct situation of this mainly rural area. SOSE is helping people in the region to play their part in a just transition to Net Zero and their dedicated Net Zero team includes specialists for businesses, communities and social enterprise.



The objective

SOSE contacted Volans early in 2023 for help in designing and piloting an engagement process that would bring stakeholders together to co-create a transformation narrative; a story of change for a resilient region working towards Net Zero. The agriculture sector was the first sector tackled in this way.



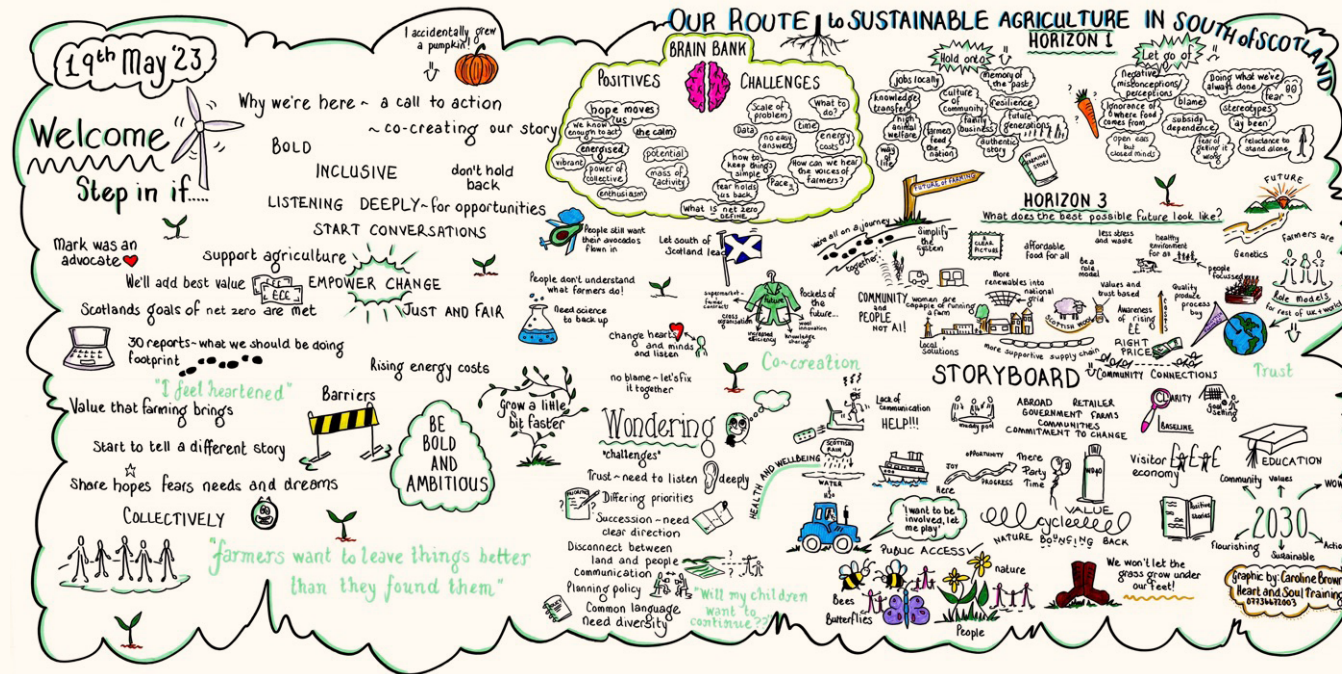
The Challenge

How do we engage with the agriculture sector, one often not asked to tell their own story? In this engagement, how can we recognise and celebrate the pride of the past, identify and demonstrate the current challenges, and paint the picture of a flourishing future?

“As one of the biggest industries in the South of Scotland, agriculture produces a significant proportion of our regional emissions. It is also one of the first sectors to feel the impacts of climate change. However, regional agriculture also holds real opportunities in delivering a just transition to a resilient, net zero and nature positive future.”

Lucy Filby, Head of Land and Forestry Transition, SOSE





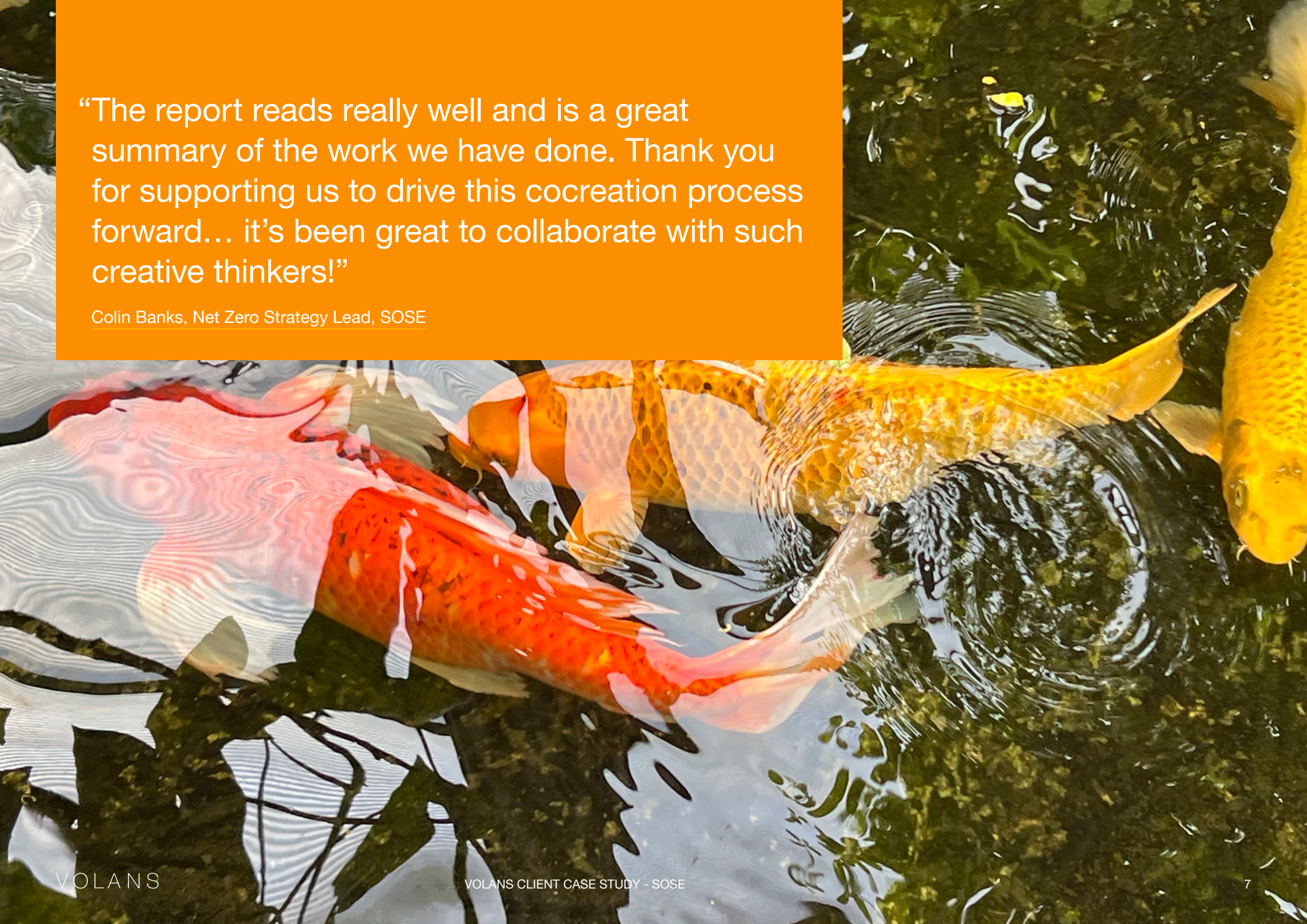
The Approach

Given the daunting task of transformation, Volans designs novel, creative ways of working in which collaboration and research are partnered to unlock insight and prevent paralysis. Working with SOSE, an engagement process was designed that would create space for disruptive and imaginative thinking; a workshop environment in which all the participants are empowered to challenge the assumptions of today and freely explore an exciting vision of the future. The participants, ranging from small-scale and industrial scale farmers to policy makers and members of the creative and design sector, were encouraged to utilise their unique experience to weave a more holistic story. With such diversity of thought, a story capable of empowering the region began to emerge (see above).



The Vision

Not only were relationships strengthened and SOSE seen as a trusted ally and pioneer in the Net Zero challenge, but a vision of the future began to be co-designed for the region: a future that is economically and environmentally sustainable, where agriculture is a resilient, financially secure and viable sector with biodiversity and culture thriving. In this vision, farmers' voices are heard in the decision-making process, their knowledge and produce are valued, and they are viewed as critical to our Net Zero future.



“The report reads really well and is a great summary of the work we have done. Thank you for supporting us to drive this cocreation process forward... it’s been great to collaborate with such creative thinkers!”

Colin Banks, Net Zero Strategy Lead, SOSE