REPORT OF THE SCOTTISH PARLIAMENT’S DELEGATION TO SCOTLAND WEEK IN NEW YORK, APRIL 2012
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INTRODUCTION

1. There are now more people with claims to Scottish ancestry living in the United States of America than there are people living in Scotland. Scotland has long-standing historical, cultural and economic links with Canada. Scotland Week provides an opportunity for the Scottish Parliament to engage directly with the Scottish diaspora, and the wider US public, in order to add value to a broader package of events which promote Scotland in the USA.

2. The origins of the Scottish Parliament’s contribution to Scotland Week date back to 2000, although its history effectively started through the passing of a US Senate resolution in 1998, nominating the date of 6 April each year as ‘Tartan Day’.

3. This year ‘Tartan Day’ fell on Good Friday and as a consequence the ability to undertake activities involving legislatures, and relevant Parliamentarians, was severely circumscribed due to activities taking place during the Easter holiday period. Accordingly, it was decided to develop a programme which focussed solely on New York with a reduced delegation being sent to New York to represent the Scottish Parliament. The Scottish Parliament delegation to Scotland Week consisted of the Presiding Officer, Tricia Marwick MSP, and Elaine Smith MSP. Similarly, the timescale for the visit to New York was shortened to reflect the reduced programme of activities.

4. On this year’s Scotland Week programme the Parliament again worked closely with the Scottish Government to develop a ‘Team Scotland’ approach to the series of engagements across North America which resulted in joint participation at a number of events with Scottish Government Ministers.

5. The key themes which underpinned the events and activities undertaken during Scotland Week 2012 were:

- To highlight the impact of Scottish charitable and philanthropic activities both in Scotland and the United States

- To place an emphasis upon showcasing and promoting Scotland’s cultural and creative strengths as part of a wider set of activities for the ‘Year of Creative Scotland 2012’

- To strengthen the connections which exist between the Scottish Parliament and organisations representing the Scottish diaspora in New York, and

- Participation in the Tartan Day parade, and events associated with it, as the key focal point event for Scotland Week activities in New York.

1 Details of the Scottish Government’s programme during Scotland Week 2012 can be accessed at: http://www.scotland.gov.uk/Topics/International/Americas/north-america/scotlandweek
6. The Scottish Parliament’s UK and International Strategy for Session Four (2012-16) highlights the role of participation in a range of awareness raising events, in partnership with the Scottish Government, during Scotland Week and this year’s programme sought to maximise the opportunities available in New York in this regard.

7. Nevertheless, given the aforementioned timing of ‘Tartan Day’ this year and aware of the need to keep costs to a minimum, a budget of £15,000 was set to cover all costs.

8. Consideration of the environmental impacts of the programme were integrated into the development of the delegation’s itinerary. In particular, shared transport options were utilised at all points in the programme where this was feasible.

9. This report details the main activities carried out by the Scottish Parliament delegation during Scotland Week 2012 structured in line with the themes which underpinned the 2012 Scotland Week programme.

SCENE-SETTING

10. Upon arrival in New York, the Scottish Parliament delegation attended a briefing meeting at the UK Government’s Consulate in New York. The briefing provided an overview of the work of the Consulate in New York and an update on economic and political developments in New York, New Jersey and Pennsylvania as well as federal level political developments in the run-up to the US elections this year. The briefing was attended by Danny Lopez, UK Consul General, Matthew Windrum, Vice-Consul (Politics) and Nick Astbury (Depute Consul-General).

11. Following the briefing session, there followed a wide-ranging discussion between the UK Consulate officials and the Scottish Parliament delegation. This initial meeting on arrival, provided a useful means of setting the economic and political context for Scotland Week prior to embarking on activities directly related to the aims, set out above, for the visit to New York.
12. A significant set of meetings, on the first full day of activities in New York, revolved around highlighting the impact of Scottish charitable and philanthropic activities and in particular to develop links with the Carnegie Corporation of New York. The Presiding Officer held a working lunch with Chair, Angus Hogg, and Chief Executive, Martyn Evans, of the Carnegie UK Trust. The working lunch provided an opportunity to discuss the work of the Carnegie UK Trust and how the wider family of Carnegie Trusts co-operate and work together.

13. Following this meeting, the Presiding Officer and the representatives from the Carnegie UK Trust attended a meeting at the Carnegie Corporation of New York. The meeting was hosted by the President of the Carnegie Corporation, Dr Vartan Gregorian and Chair of the Carnegie Medal of Philanthropy Selection Committee. The meeting involved a wide ranging discussion of the work of the Carnegie Corporation and the UK Carnegie Trust as well as considering the life and legacy of Andrew Carnegie and the philanthropic connections which connect Scotland and the USA.

14. The meeting culminated in the Presiding Officer and Dr Gregorian agreeing that that the Carnegie Medal Ceremony in 2013 will be hosted in the Scottish Parliament in celebration of the 100th anniversary of the Carnegie UK Trust (see photo opposite). It was also agreed that the Medal Ceremony will be accompanied by a series of public debates and discussions on international philanthropy. The Carnegie Medal Ceremony will take place on Thursday 17 October 2013.

15. The Andrew Carnegie Medal of Philanthropy was inaugurated on December 10 2001, by more than 20 of the institutions Andrew Carnegie established all over the world during his lifetime. This award, created at the centennial observance of Andrew Carnegie’s official career as a philanthropist, is given every two years to one or more individuals who, like Andrew Carnegie, have dedicated their private wealth to public good, and who have sustained impressive careers as philanthropists.

16. The selection committee for the Medal Ceremony is composed of four members of the steering committee that organized the inaugural medal—Carnegie Corporation of New York, the Carnegie Endowment for International Peace, Carnegie Institution for Science, and the Carnegie Trusts for the Universities of Scotland—along with two additional Carnegie institutions, which rotate onto the

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2 The photo shows, from left to right, Angus Hogg, Chair of the Carnegie UK Trust, the Presiding Officer, Dr Vartan Gregorian, President of the Carnegie Corporation, and Martyn Evans, Chief Executive of the Carnegie UK Trust.
committee each award cycle. William Thompson, great-grandson of Andrew Carnegie and former Chair of the Carnegie UK Trust, is honorary chair of the committee. The selection criteria for the Ceremony are as follows:

- Medalists must have a vision of philanthropy that reflects the ideals and breadth of Andrew Carnegie,
- The work of the philanthropist must have a sustainable track record, and
- The medalists must have made a significant impact on a particular field, nation, or group of people, either nationally or internationally.

17. The Medal Ceremony was previously hosted in the Scottish Parliament in 2005, which is the only occasion on which the Ceremony has not been held in the USA. In 2005, past Carnegie Medal recipients and other distinguished guests from around the world attended the event which took place in the Chamber, chaired by the then Presiding Officer, Alex Fergusson MSP, and compered by BBC broadcaster and journalist Sally Magnusson. The 2005 medal winners were The Aga Khan; Agnes Gund; Sir Tom Farmer; Eleanor Hewlett Gimon on behalf of the Hewlett Family; Anna Southall on behalf of the Cadbury Family; and Susan Packard Orr on behalf of the Packard Family.

18. The announcement, following the meeting, that the Ceremony would be held in Scotland in 2013 received a wide range of positive media coverage.

19. Following the meeting, the Presiding Officer conducted an interview with the ‘Carnegie Reporter’, the in-house magazine of the Carnegie Corporation of New York (see photo opposite).

**Museum of American Finance**

20. The Museum of American Finance hosted an exhibition, during Scotland Week, entitled ‘Andrew Carnegie: Forging Philanthropy’. The Presiding Officer attended a viewing of the exhibition at the invitation of the Museum and the American Scottish Foundation. The viewing was led by Mr David Cowen, Chief Executive Officer of the Museum of American Finance and Camilla Hellman, Director of Development, American Scottish Foundation (see picture below).
21. The Exhibition featured objects and documents from the Museum’s collection, as well as from the Andrew Carnegie Birthplace Museum and the Carnegie Corporation of New York Archives at Columbia University’s Rare Book and Manuscript Library. Highlights of the exhibition included George Soros’s Carnegie Medal for philanthropy, a $100,000 US Steel gold bond certificate issued to Carnegie for part of the sale of Carnegie Steel to JP Morgan, and the two-sided American/Scottish flag that flew at Carnegie’s Scotland estate, Skibo Castle, in the 19th century.

Scotland Unfiltered / Developing World Health

22. Following the agreement reached with the Carnegie Corporation, the Scottish Parliament delegation attended a charity event, being hosted by the Grand Marshall of the 2012 Tartan Day Parade Brian Cox, in aid of his charity of choice Developing World Health (DWH). The actor, Brian Cox, is also an Ambassador for DWH. The event was also attended by Dr Stuart Smith, the Founder of Developing World Health, and the Scottish performer and television host, four time Emmy award winner, Ross King.

23. The Scottish charity, Developing World Health, is primarily focused on developing new treatments and disease prevention measures for neglected tropical diseases (NTDs). It is currently estimated that the top seven NTDs, including Schistosomiasis (Bilharzia) and Leishmaniasis affect 1.4 billion people worldwide. Schistosomiasis is endemic in 76 countries with 180 million people infected in Africa alone out of an estimated 200 million cases worldwide.

24. NTDs are comprised of 17 parasitic, viral and bacterial infections and are the most common afflictions of humankind, affecting one sixth of the world’s population. 90% of the disease burden of NTDs is in Africa where they are responsible for over 550,000 deaths annually. They cause human misery, due to social stigma, deformities, chronic and debilitating pain. Children are the most
vulnerable, where these diseases can not only kill but impair growth and cognitive development.

25. DWH aims to build on the historic contribution and influence that Scottish scientists and physicians such as Dr David Livingston and Sir Patrick Manson have had in Tropical Medicine and the new aspirations of Scotland to make a national contribution to global poverty reduction and development as evidenced by the Scotland:Malawi Partnership.

26. NTDs permanently curtail human potential, cause an enormous economic burden for endemic countries. They significantly reduce the economic productivity of the adult population thereby anchoring millions of people in poverty. The charity DWH has two main strategic aims:

- the development of new treatments for NTDs such as leishmaniasis, African trypanosomiasis, Chagas Disease and Dengue Fever, and

- Fundraising and advocacy to help implementation of NTD mass drug administration to treat the 7 most common NTDs in Sub Saharan Africa (SSA).

27. The charity event, which was addressed by the Presiding Officer (see picture below), raised $20,000 for Developing World Health.

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3 For more information on Developing World Health, see: http://www.developingworldhealth.org/
Mary’s Meals

28. The final event undertaken by the Scottish Parliament delegation, which sought to support charitable / philanthropic aims, involved the delegation travelling to Newark, New Jersey, to meet staff and volunteers at the recently opened office of the charity Mary’s Meals (see photo opposite). Mary’s Meals is a charity, established by two brothers from Scotland, which aims to provide chronically hungry children with one meal a day in school. This approach also seeks to encourage the children to obtain an education as a means of accessing a route out of poverty. The charity now undertakes work in 17 countries (including the United States). The office in Newark is the charity’s first office in North America.

For more information on Mary’s Meals, see:
http://www.marysmeals.org.uk/
PROMOTING SCOTLAND’S CULTURE AND CREATIVITY

29. The broader theme for Scotland Week this year was to promote Scotland’s culture and creativity as part of the ‘Year of Creative Scotland, 2012’. Accordingly, the delegation undertook a range of activities which sought to further these aims.

Big Apple Clef Award

30. On their first night in New York, the delegation attended a performance by the Scottish musician Phamie Gow and the band ‘Song of Return’. The ‘Big Apple Clef Award’ is organised by the American-Scottish Foundation, Creative Scotland and the Nordoff Robbins Music Therapy in Scotland charity and sponsored by Clash magazine. The winners of the award this year, were Glasgow-based band ‘Song of Return’. ‘Song of Return’ won the 2011 Big Apple Tartan Clef recognizing them as the newest freshest talent in Scotland: Best New Band of 2011. The award is part of the Nordoff Robbins Music Therapy in Scotland Clef Awards and involved enabling ‘Song of Return’ to travel to New York and undertake a series of showcases during Scotland Tartan Week 2012 as a part of The Year of Creative Scotland. Phamie Gow performed at the event in her capacity as an Ambassador for the Nordoff Robbins Music Therapy charity.

31. Nordoff-Robbins Music Therapy in Scotland is the largest music therapy charity in the country. The charity provides music therapy to both children and adults who find themselves isolated from the world due to disability, illness, autism or through other traumatic experiences. Covering most of Scotland, Nordoff-Robbins’ therapists have seen a rise in referrals and now see over 300 children and adults during a typical week (within school term time). Group and individual therapy sessions take place at four bases: Glasgow, Edinburgh, Crosshill (Fife) and Dundee as well as in schools, hospitals and other healthcare/community settings throughout Scotland. The charity receives no statutory funding and requires approximately £450,000 a year to fund current operations. Fundraising efforts are critical for the continuation of vital work in local communities; almost 70% of service users require some subsidy from the charity to access music therapy.

5 For more information on the Year of Creative Scotland, 2012, see: http://www.visitscotland.com/about/arts-culture/year-of-creative-scotland/
32. Elaine Smith MSP met with Ms Jenni Wolfson the Managing Director of WITNESS, who is originally from Glasgow, at the organisations offices in New York. WITNESS is an international not-for-profit organisation that uses video and storytelling to raise awareness of human rights abuses. The organisation was co-founded in 1992 by musician and human rights advocate Peter Gabriel, Human Rights First and the Reebok Human Rights Foundation.

33. In broad terms the organisation seeks to empower defenders of human rights to use video to fight injustice, and to transform personal stories of abuse into powerful tools that can pressure those in power or with power to act. By bringing often unseen images and seldom heard stories to the attention of key decision makers, the media, and the public – WITNESS catalyzes grassroots activism, political engagement, in order to bring about lasting change. The organisation seeks to bridge the worlds of human rights, media and technology by incorporating cutting-edge innovations into traditional approaches to advocacy. WITNESS’ aims to contribute to the human rights community by serving as a global authority on best practice in the use of video for human rights purposes and a frontline resource for training and expertise.

34. Upon her return, Elaine Smith MSP lodged the Motion below relating to her meeting with Ms Wolfson:

Cameras Everywhere

S4M-02889 Elaine Smith (Scottish Labour): That the Parliament notes the Cameras Everywhere campaign by Witness, which aims to ensure that the thousands of people using video for human rights work can do so as effectively, safely and as ethically as possible; recognises that Witness attempts to bring often unseen images and seldom heard stories to the attention of key decision-makers, the media and the public; understands that Witness has developed a comprehensive training approach focused on video advocacy and has partnered with more than 300 human rights groups in over 80 countries and trained over 3,000 human rights defenders; recognises the increasing importance of video footage to human rights work, and wishes Witness every success with its campaign.

Visit Scotland and Creative Scots Trade and Media Event

35. Elaine Smith MSP also attended a Trade and Media Event organised by Visit Scotland. The event, which was addressed by the Minister for Energy, Enterprise and Tourism, Fergus Ewing MSP, was aimed at raising the profile of Scotland in North America as a world class cultural tourism destination as part of the Year of Creative Scotland. The event showcased the launch of a Visit Scotland documentary style video focussed on the creativity of Scotland and how Scotland’s landscapes provide inspiration for culture and creativity. Attendees at

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6 For more information on the work of WITNESS, see:
http://www.witness.org/
the event, which was held in Broadway, were primarily drawn from New York based travel, lifestyle and arts media outlets. In total, 20 delegates from media organisations and 17 representatives of trade organisations attended the event. Accordingly, participation at the event provided an opportunity to take a ‘Team Scotland’ approach to supporting the launch.
SUPPORTING THE SCOTTISH DIASPORA IN NEW YORK

St Andrew’s Society of New York

36. On their first full day in New York, the Scottish Parliament delegation attended the St Andrew’s Society of New York National Tartan Day reception at which the Presiding Officer addressed the assembled guests. The St Andrew’s Society of New York was established in November 1756 making it the oldest charitable organisation in the State of New York. The event was also addressed by William T Maitland, 98th President of the Society, and Brian Cox in his capacity as Grand Marshall of the 2012 Tartan Day Parade. Other attendees included David Mundell MP, Parliamentary Under-Secretary of State, Scotland Office.

Tartan Day Observance

37. On the following day, Elaine Smith MSP attended a Tartan Day Observance event which was organised by the American-Scottish Foundation. In 2005, the US House of Representatives unanimously adopted House Resolution 41, designating April 6 as National Tartan Day “to recognize the outstanding achievements and contributions made by Scottish Americans to the United States”. In 2008, President George Bush (Junior) signed a Presidential Proclamation marking April 6th as National Tartan Day. The Tartan Day Observance is intended to offer a means of celebrating the meaning of Tartan Day and the contribution that Scotland has made to the wider world. Elaine Smith MSP addressed the audience at the event (see opposite). The event was also addressed by Brian Cox and the playwright Gerda Stevenson who gave readings from the ‘Declaration of Arbroath’ and from the Robert Burn’s poem, ‘A Man’s a Man an A ‘that’.

Elaine Smith MSP addressing the audience at the Tartan Day Observance event.
New York Caledonian Club

38. On the evening prior to the Tartan Day Parade, the Scottish Parliament delegation attended the New York Caledonian Club Annual Pre-Parade Ceilidh. The delegation were guests at the Ceilidh of Lesley MacLennan Denninger, Chairperson of the National Tartan Day New York Committee (NTDNY) for 2012. Music at the event was provided by the band Scocha, who are based in Hawick. The Ceilidh was also attended by the broadcaster Kirsty Wark and David Mundell MP.

Kirkin’ of the Tartan

39. The final day of the delegation’s Scotland Week programme culminated in participation on New York’s Tartan Day Parade. The traditional prelude to the Parade is a ‘Kirkin’ of the Tartan’ which involves a non-denominational Church service being held to commemorate Tartan Day and the Scottish diaspora, both past and present, for the contribution they have made to the United States of America. The service, which was sponsored by the St Andrew’s Society of New York, was held in the Church of Our Saviour on Park Avenue. The Presiding Officer provided the welcome address to the congregation which was also addressed by the Reverend George William Rutler and Brian Cox.

Tartan Day Parade

40. The Scottish Parliament was proud once again to be represented in the annual New York Tartan Day Parade. The Parade is the focal point for a week long programme of activities for Scotland Week in New York which are organised by the National Tartan Day New York Committee (NTDNY) and brings together three key New York Associations under the one umbrella: the St. Andrew’s Society of New York, the New York Caledonian Club and the American Scottish Foundation.

41. For the Parade, the Scottish Parliament delegation joined this year’s honorary Grand Marshal, Brian Cox, Fergus Ewing MSP, Minister for Energy, Enterprise and Tourism, and David Mundell MP, Parliamentary Under Secretary of State, Scotland Office, at the front of the procession along New York’s famous Sixth Avenue (pictured below).
42. Along this stretch of road - from 45th to 58th Street which is also known as the Avenue of the Americas - pipe bands, organisations and clans from all over the United States and Scotland joined the supporting crowds celebrating our Scottish-American heritage and friendship.

43. Following the parade, the Presiding Officer addressed the post-Parade reception organised by the American-Scottish Foundation.
Brick Presbyterian Church of New York

The final event in the programme, prior to flying back to Scotland, was to attend a service at the Brick Presbyterian Church of New York. The Brick Church, whose congregation includes a large number of individuals of Scottish descent, and was the place of worship of Andrew Carnegie, provided a fitting setting for the delegation’s final activity. Each Presiding Officer of the Scottish Parliament has attended a service at the Brick Church as part of Scotland Week. The Presiding Officer gave words of welcome to the congregation, which stressed the connections between Scotland and the Brick Church, prior to delivering a passage of Scripture as part of the service.
Annex A : Scotland Week 2012 Programme

Wednesday 11th April

- Briefing from the UK Consul General
- Big Apple Tartan Clef Award

Thursday 12th April

- Meeting with the Carnegie UK Trust
- Meeting with the Carnegie Corporation of New York
- Meeting with the Managing Director of WITNESS
- St. Andrew's Society National Tartan Day Cocktail Reception
- Developing World Health charity event

Friday 13th April

- Meeting at Mary’s Meals USA Office
- Attendance at the Tartan Day Observance
- Visit to the Museum of American Finance
- Attendance at a Visit Scotland ‘Creative Scots’ media / trade event
- New York Caledonian Club's Annual Pre-Parade Ceilidh

Saturday 14th April

- Participation in the Kirkin’ of the Tartan
- Tartan Day Parade
- Attendance at the American Scottish Foundation Post-Parade reception

Sunday 15 April

- Service at Brick Presbyterian Church
Annex B – Organisations supporting the Scottish Parliament delegation to Scotland Week 2012

Our sincere thanks to the following organisations involved in the arrangements and delivery of the Scottish Parliament’s Scotland Week 2012 programme.

Organisations

- American Scottish Foundation
- Brick Presbyterian Church
- Carnegie Corporation
- Carnegie UK Trust
- Developing World Health
- Mary’s Meals
- Museum of American Finance
- New York Caledonian Club
- New York Tartan Day Committee
- Scotland Unfiltered
- St Andrew’s Society of the State of New York
- WITNESS

Government

- The Scottish Government
- UK Consulate General in New York

We also wish to thank www.scotland.org for their permission to use photographs of the Tartan Day Parade.