

We collaborate with business, government, regional and international partners on supporting responsible business, effective regulation, innovation, and trade to stimulate a thriving economy that contributes to a flourishing society.

Our ambitions are that:

- Our businesses are trusted and socially and environmentally responsible.
- We have the world's best regulatory framework and access to global markets.
- We are a global hub for innovation and enterprise.
- We attract and nurture relevant skills and talent.

What we do is:

- EDO is structured into the following teams:
 - Responsible Business & Supporting London (RBSL)
 - Financial and Professional Services
 - Policy & Innovation
 - Regulatory Affairs, including EU engagement
 - The Brussels Office and the Asia Offices
 - Exports & Investment
 - Events
 - Research and Marketing
 - Central London Forward*
 - Heart of the City*

* these teams are not funded from the EDO budget, but sit within our structure

Our budget is:

	£'000
RBSL	(1,200)
Research and Marketing	(861)
Financial and Professional Services**	(4,017)
Events	(202)
Total	(6,280)

** the requested Brussels uplift is not included in the budget

Our top line objectives are:

Our businesses are trusted and socially and environmentally responsible

- **Trust:** Support businesses to adopt responsible practices, improve public perception of the City and support the development of future, responsible City leaders.
- **Green Finance:** Ensure that London has the environment to attract investment in Green finance and encourage leadership from within the sector and in Government.

We have the world's best regulatory framework and access to global markets

- **EU Market Access:** Achieve the best possible outcome from the BREXIT negotiations and preparing for the 'new normal' of engaging with Brussels.
- **International Market Access and Exports:** Develop and strengthen access to London's most important markets including both mature markets and emerging markets, engaging with emerging global trends.
- **UK Regulatory Framework:** Ensure high standards and promote global regulatory coherence
- **Foreign Direct Investment:** Support and enable the movement of new FPS business into London.
- **Retention, Expansion & Exports:** Encourage FPS firms to remain in, expand across and export out of the UK.

We are a global hub for innovation and enterprise

- **Innovation:** Establish and entrench London's position as the global hub for business innovation and in emerging sectors, including FinTech and Cyber.
- **Enterprise:** Grow the number of London start-ups that scale successfully and responsibly.

We attract and nurture relevant skills and talent

We will measure

- Trust in FPS - as reported in the Edelman Trust barometer
- Sponsorship for the Green Finance Initiative
- The ranking of UK FPS in global indices
- Progress on financial service priorities in Brexit negotiations
- London's ranking in the EY survey of top cities for inward investment
- The volumes in F/X AUM and bond listings especially in Asia
- UK's standing in the Global Innovation Index and London's standing in the Global Cities Index
- FPS skills gaps and shortages
- Diversity in the City's workforce

- **Talent:** Enable FPS firms to attract, recruit and nurture the talent and skills necessary to maintain the City's status as the top global financial hub.

To make a 2% budget saving, we have not taken forward potential projects across our objectives and will look to draw additional support through our partners to support for our joint programmes.

Within **CORPORATE PROGRAMMES** we will:

- Drive a step-change in how the City Corporation manages relationships with business.
- Work with Mansion House to deliver a high-profile programme of international visits to engage with business priorities
- Continue to provide high quality briefing, reports and statistical information to the wider Corporation and senior representatives, supporting the City Corporation's Knowledge and Information sharing.
- Deliver core elements of the Corporation's Employability Strategy and Education Strategy
- Enhance our cyber security offering, by working with other departments to develop the City Corporation's Cyber Security Strategy
- Drive forward EDO's internal responsibility commitments to diversity, opportunity and environmental responsibilities.

- Feedback from EDO's stakeholders through surveys and other engagement
- Feedback from senior representatives on the quality of our support
- Engagement from key partners with our international visits
- EDO's responsible business targets

How we plan to develop our capabilities this year

- Embed the City's expanded Brussels operation to deliver a step-change in the City Corporation's presence and reach with critical decision makers.
- Embed a Strategic Engagement Management System (SEMS) and new approach to relationship management across EDO
- Establish the Green Finance Initiative on a firm and sustainable footing, to build on its strong and growing profile.
- Develop strategic engagement plans for senior officers and representatives
- Develop our presence through programmes, communication and promotion with a particular focus on ensuring that we are effectively communicating the work that we undertake and service offering that we can provide
- Increase our engagement with non-EU stakeholders in Asia and London to support macro trends (e.g. Belt and Road Initiative)
- Improve our induction process so new starters have a good understanding of issues right from the beginning
- Promote a clear vision for the role of EDO as part of the wider City Corporation plan and increase cross cutting work between the different EDO teams and with departments across the Corporation.
- Continue to strengthen effective strategic partnerships with government, business and other entities

What we're planning to do in the future:

- Commonwealth: building on the Spring Business Forum, there is potential for further work supporting Commonwealth collaboration.
- Work with the 'new normal' in Brussels: working with the sector to engage Brussels under the 'new normal' post-Brexit.
- Engagement with international regulators: increasing engagement with international regulators and work on stronger regulatory coherence to open up markets.