



EOA ANNUAL REVIEW 2018



BETTER BUSINESS TOGETHER

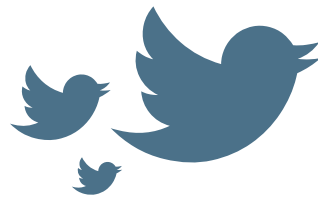
MAINSTREAMING EO IN 2018

CAMPAIGNING & CELEBRATING

THE EOA HAS REACHED OUT TO HELP MAINSTREAM EMPLOYEE OWNERSHIP IN 2018

- Launching the Ownership Dividend - the result of the largest independent inquiry into employee ownership
- Developing partnerships to influence and deliver the recommendations of the Ownership Dividend
- Hosting events, awards and campaigns and speaking at others' events
- National media coverage to link employee ownership to UK macro-economic issues
- Publishing research in partnership and attracting inspiring keynote speakers
- Advising government, business organisations and media on suggestions for future business ownership policy

2,000
PEOPLE ATTEND
EOA EVENTS
IN 2018



3M REACH
EO DAY VIA TWITTER

10

TARGETED
NATIONAL
AND SECTOR
MEDIA STORIES



120+
PIECES OF
MEDIA COVERAGE

12"

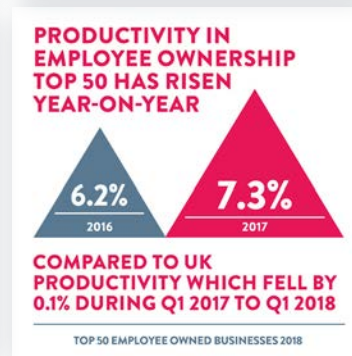
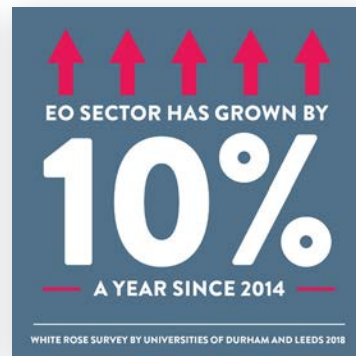
CEO
BLOGS

- 5 -

GUEST
BLOGS

MAINSTREAMING EO IN 2018

GROWING THE EVIDENCE



The EOA worked on two pieces of ongoing research published with partners including with RM2, the UK Top 50 Employee Owned businesses and with the White Rose Centre for Employee Ownership, the update of their Annual Survey. The Ownership Dividend report launched to share the findings and recommendations of the Ownership Effect Inquiry. In 2018 more than 100+ EO case studies were gathered through the Ownership Dividend, EO Day, Regional Networks and EOA Conference

ENGAGING THE INFLUENCERS



FIVE NEW

PARTNER ACTIVITIES AGREED OR DELIVERED WITH FSB, IFB, ICAEW, ICSA and Chartered Banker Institute as a result of the Ownership Dividend



FOUNDER BOARD MEMBER OF THE NEW 'SCOTLAND FOR EO' LEADERSHIP GROUP

6 INSPIRING
AND INSPIRATIONAL SPEAKERS
ADVOCATING EMPLOYEE OWNERSHIP

SUPPORTING, GROWING & EXCELLING

EOA MEMBER PROPOSITION

WE HAVE SUPPORTED AND ENGAGED MEMBERS TO HELP MAINSTREAM EMPLOYEE OWNERSHIP IN 2018:

- Welcoming more members, facilitating transitions and supporting members on their own employee ownership journey
- Working with with Membership Council to develop the member proposition providing challenge and review of EOA activities – 6 key projects and built environment event created
- Developing the EOHub online platform to share best practice, connect members and provide resource library
- Working with members to offer the opportunity to tell their EO story

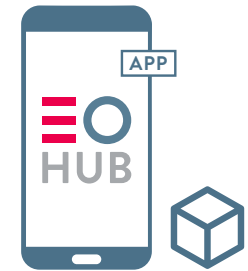


4 MEETINGS EOA
MEMBERSHIP
COUNCIL

6 PROJECTS
SUPPORTED

700+

EO HUB MEMBERS



250
BUSINESSES

30000
MONTHLY LOGINS

18000 MEMBER TO
MEMBER
CONNECTIONS

SUPPORTING, GROWING & EXCELLING

MEMBER GROWTH

260

ENQUIRIES

RESULTING IN

92

NEW MEMBERS



ENQUIRIES

UP 35%

NEW MEMBERS

UP 46%



6 NEW
TRUSTEE
MEMBERS

16 MEMBERS SUPPORTED
TO BECOME
EMPLOYEE OWNED

LEARN & NETWORK

586

PARTICIPATION

IN 20 REGIONAL
NETWORK EVENTS

45 SESSIONS
TO LEARN AND
NETWORK IN 2018

680+ ATTENDANCE
AT EOA ANNUAL
CONFERENCE

EOA STRATEGY 2019-2021

OBJECTIVES

GROW EMPLOYEE OWNERSHIP BY MAKING EOA MEMBERSHIP A MORE COMPELLING PROPOSITION AND USING THOUGHT LEADERSHIP AND MEMBER VOICE TO GENERATE GREATER AWARENESS, DEMAND AND INFLUENCE

- Strengthening two-way partnerships
- Campaigning for EO
- Delivering more member value
- Identify other income sources

OUR TARGET
3 MILLION
EMPLOYEE OWNERS
BY 2030

2019 IS OUR 40TH YEAR



CAMPAIGN

WITH US TO CELEBRATE
EMPLOYEE OWNERSHIP AND
MAKE SOME NOISE



CONNECT

WITH US AND THE NETWORK
VIA EVENTS, INTRODUCTIONS
AND NETWORKS



CHAMPION

USE YOUR EO STORY
AND EXPERTISE TO BE
AN ADVOCATE*

*IF YOU WANT TO RECEIVE UPDATES AND THE LATEST DATA TO SUPPORT BEING
AN ADVOCATE OF EO EMAIL KEELY.LEAD@EMPLOYEEOWNERSHIP.CO.UK

GET INVOLVED IN EOA40

UPCOMING EVENTS

JAN	FEB 26TH TRUSTEE MEMBER WORKSHOP	MAR	APR
MAY	JUN 13TH EOA SUMMER DINNER ----- 28TH EO DAY 2019	JUL	AUG
SEPT TRUSTEE MEMBER ANNUAL DINNER	OCT	NOV 18/19TH EOA CONFERENCE 2019	DEC

WE WILL BE
ANNOUNCING WAYS
TO GET INVOLVED
WITH EOA40
EACH QUARTER
THROUGHOUT 2019.



BETTER BUSINESS TOGETHER