

The3rdimagazine Limited – Fair Comment project

At the 3rdimagazine, we believe that it is time that women themselves took the lead in not only challenging male-dominated cultures in the workplace, but challenging the very way in which we do business itself. We believe that by working together to make changes to improve the world of work for ourselves, we can bring new values and approaches which will result in more equitable and ethical outcomes for everyone involved.

The Fair Comment initiative, for which SEDF support was requested, satisfies a number of our objectives by:

- Providing peer networking for business leaders
- Providing mentoring and support for women led businesses
- Generating funds to support community leadership initiatives

It is essentially a “Dragon’s Den” style initiative, with the big difference being that the expert panel is supportive of the business women making their presentations. The panel is drawn from the3rdi Magazine community of experienced and dynamic business women, all of whom give their time free of charge and brainstorm ideas in order to address the issues brought to them. It

The support from SEDF allowed us to start the programme much sooner than would otherwise have been possible. It also allowed us to run the first three events, which took place in Edinburgh and Glasgow between April and June.

The initiative has been hugely well received and some 40 senior businesswomen have now committed themselves to supporting this project. Nine women-led businesses have been helped on the night through the ideas generated and all have gone away with much more than that too. For example, Hays Recruitment have made their sales training programme free to everyone involved in the project. Several women went away with business partnerships and all left with assurances of long term support and mentoring from the panellists.

The August event will be hosted by Perth and Kinross Council and we have plans to launch in Aberdeen in the Autumn.

While we will need further support to grow the business into the medium term the SEDF support has meant that we have been able to get much further, much quicker than would otherwise have been possible and in doing so we have already helped women led businesses and raised much need funds for the Women’s Fund.

Further details on the SEDF supported initiative: www.fair-comment.co.uk

Further details about the3rdimagazine: www.the3rdimagazine.co.uk