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## SCAN. CHAMBER COUNCIL MEETING, AUGUST 28th, 2025

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### RELEVANT DOCUMENTS

The appendices and documents listed below are of essential value for the understanding of this document.

Document

No.	Document title
1.	20250828_Chamber_Council_Meeting.pdf

### INVITATION

Venue: CityBox Hotel, Laevna tn 1, Tallinn  
Time: August 28th, 2025; 15.30 – 17.00  
Invited: Council Members and Manager and Members



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## AGENDA SCANDINAVIAN CHAMBER COUNCIL MEETING 28TH AUGUST 2025

	Time	Subject	Comment	Resp
1	15.51-15.52	Welcome and Opening of the Remarks		Peter
2	15.52-15.53	Election of Chair and Minute Taker		Everyone
3	15.53-15.54	Approval of the Agenda		Everyone
4	15.54-15.55	Review of Previous Meeting Minutes and Follow-Up items		Peter
5	15.55-16.02	Work Group Updates		Everyone
6	16.02-16.12	Strategic Planning / Survey		Ulrica, everyone
7	16.12-16.19	Financial Overview		Cecilia
8	16.19-16.22	Unpaid Invoices		Cecilia
9	16.22-16.25	Member Status & Update		Cecilia
10	16.25-16.44	Scandinavian Business Awards		Peter, Kristiina & Cecilia
11	16.44-17.02	Event Planning & Upcoming Activities		Cecilia
12	17.02-17.05	Other Businesses		Peter
13	17.05-17.06	Action Points & Next Steps		Peter
14	17.06-17.08	Closing Remarks & Date for the Next Meeting		Peter

### PARTICIPANTS

1. Hans Magnar Aanansen
2. Peter Thomsen
3. Kristiina Koel
4. Ksenia Bogdanova
5. Cecilia Linden
6. Jaanus Stern
7. Ulrica Fors
8. Maarja-Maria Aljas (online)
9. Heigo Kaldra
10. Meerle Schmidt

#### 7.1 Welcome and opening of the remarks

Peter Thomsen opened the meeting and welcomed all attendees. Introductions were made by **Heigo from Manpower**, the Chamber's newest member, and **Meerle from City Box Hotels**, host of the meeting, who presented her company.

#### 7.2 Election of Chair and Minute Taker

The council proceeded with the election of the Chair and Minute Taker for the meeting. Peter Thomsen was elected as Chair of the meeting, and Cecilia Linden was appointed as Minute Taker.



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### 7.3 Approval of Agenda

The Agenda for the meeting was reviewed by all council members and unanimously approved without changes.

### 7.4 Review of Previous Meeting Minutes and Follow-Up Items

Peter reviewed the key decisions and actions from the previous meeting, including:

- The Chamber will focus on **membership growth** and **high-quality recurring events** (company visits, After Work, breakfasts).
- A **no-show fee** will apply to all members for late event cancellations.
- **New membership guidelines** will be finalized and shared; monthly updates will track member changes.
- All events must **cover their own costs**; unpaid invoices will be followed up.
- A **member survey** will guide autumn planning.
- The **ScandiScope magazine** will be printed after summer.
- **Scandinavian Business Awards** will go ahead without external funding.

### 7.5 Work Group Updates

#### Membership & Benefits – Peter, Janar, Kristiina

The group has uploaded the guidelines on the drive.

#### Member Outreach – Veikko, Jaanus, Hans-Magnar

Hans-Magnar shared the poster/ad concept he had created and previously circulated by email. The council discussed its use and agreed that the design can be adapted for social media and other outreach platforms to attract new members.

#### Social Media (SoMe) – Ulrika, Ksenia, Cecilia

Ksenia presented results from the “Facts Friday” posts made during spring. The campaign generated good interaction and an increase in followers on the Chamber’s channels. The working group proposed continuing this format in the autumn.

#### Events – Cecilia

No detailed discussion was held at this point, as events were scheduled for a later agenda item.

#### Scandinavian Business Awards – Kristiina, Peter, Cecilia

The working group held a short pre-meeting before the council, but decided to reserve detailed discussion for Agenda Point 7.10.

#### Scandi Scope – Cecilia

Cecilia reported that several contributors failed to submit promised material before summer. This delayed the release of the magazine, which will now be published in the autumn. She stressed the importance of Scandi Scope for visibility, member value, and outreach.

#### Decisions:

Membership benefits update postponed to next meeting.

- Hans-Magnar’s poster/ad approved for use in outreach.
- “Facts Friday” campaign will continue in autumn.
- Scandi Scope to be published in autumn.



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## 7.6 Strategic Planning / Survey

The council discussed the draft member survey prepared by Ulrika. It was agreed that the survey should be short, simple, and focused on generating as many responses as possible. The structure will include mainly clickable answers, covering satisfaction with events, membership value, and the Chamber's overall services, while also allowing space for open comments.

The council noted that results could be used not only for internal planning but also as marketing material (website, outreach flyer). A QR code linking to the survey can be included in the next issue of Scandi Scope.

Heigo suggested that questions should be non-mandatory, as mandatory surveys often reduce response rates. Hans-Magnar emphasized that the survey must clearly state that it is anonymous.

### Decisions:

- Cecilia will refine the draft survey and upload it to the shared drive.
- Council members must review and propose changes **by September 15th**.
- Survey will include both rating scales and open-answer options.
- The survey will be communicated as fully anonymous.

## 7.7 Financial Overview

Cecilia presented the updated budget received from the Chamber's accountant. The finances are currently on track, but the large number of unpaid invoices remains a major risk. If these remain unsettled, the Chamber could face a deficit of approximately **€5,000** by the end of the year. Most of the unpaid items are membership fees, although a few event invoices are also outstanding.

### Decisions:

- Financial status noted as stable for now, but vulnerable.
- Close monitoring and follow-up of unpaid invoices to continue.

## 7.8 Unpaid Membership Invoices

The council reviewed the situation regarding unpaid invoices. It was agreed to go through the full list of unpaid memberships and event fees at the next Tuesday session. A **final reminder email** will be sent to non-paying members, including a copy of the invoice. If payment is not made, further steps will be taken such as direct phone calls, blocking registrations for upcoming events, and issuing consolidated invoices for overdue event fees.

### Decisions:

- Final reminder emails with invoices to be sent.
- Direct phone calls will follow for non-responses.
- Members with unpaid invoices may be blocked from event registration.
- Event-related fees may be consolidated into new invoices.

## 7.9 Membership Update

Cecilia presented the current membership situation, covering both new members, companies that have left, and those showing interest in joining. The Chamber currently has **five partners**. Peter suggested adding **Dansk-Estnisk Selskab** to the membership list.



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**Decisions:**

- Monthly membership updates to continue.
- Dansk-Estnisk Selskab to be considered for inclusion.

**7.10 Scandinavian Business Awards**

Cecilia, Kristiina, and Peter presented outcomes from their pre-meeting on the awards. To keep the format simple and manageable, they proposed starting with two categories:

1. Company of the Year – stable economy, strong performance, low staff turnover.
2. Rising Star – a fast-growing company (exact title to be finalized by Peter).

The council discussed whether the awards should be open to non-members. It was agreed that one category will be for members only, while the other will also be open to non-members, with winners offered a free year of membership.

Potential partners for the initiative could include the Nordic Council of Ministers, EAS, and the Estonian Ministry of Economy. The awards event will be combined with the Chamber's Christmas Dinner and Lutefisk Dinner, creating one large end-of-year celebration.

Jaanus will upload the NECC award criteria to the shared drive for adaptation. The Chamber will already begin scouting for suitable hotels capable of hosting a combined event of this size.

Menu ideas were also discussed: a Swedish starter with traditional Christmas food, and main course options of Lutefisk or Danish *flæskesvær*. The Chamber will check if the hotel chefs can prepare these, or if outside partners need to be involved.

**Decisions:**

- Two award categories approved: *Company of the Year* and *Rising Star*.
- One category for members only; one category open to non-members.
- Potential partners identified (Nordic Council of Ministers, EAS, Ministry of Economy).
- Event to be combined with Christmas and Lutefisk Dinner.
- Jaanus to upload NECC criteria for adaptation.
- Venue scouting to begin.

**7.11 Event Planning and Upcoming Activities**

Cecilia reviewed the upcoming events:

- **Crayfish Party:** Current hotel offer would require a ticket price of approx. €120. Concerns were raised about cost, especially given Royal Members' free attendance. Maarja suggested introducing a participation fee for Royal Members to cover food costs. Cecilia will negotiate further with the hotel, possibly together with Pelle, and explore importing crayfish from Sweden with Tallink's support for transport.
- **Scandi Social Hours:** Potential venues suggested included **Fragmented (Old Town)** and **Manpower's office**.
- **Executive Breakfasts:** To launch in **October**, with suggested speaker **Karten Stehr (TalTech)**.
- **Company Visits:** A visit to **Orkla** was proposed, either as a closed company visit or as part of a wider industry discussion. Kristiina will explore possibilities internally.
- **Manpower Workshop:** Suggested as a way to introduce the company and provide networking opportunities.
- **Regional Cooperation:** Peter proposed inviting the other Scandinavian chambers in the Baltics to Tallinn in **2026**.



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**Decisions:**

- Cecilia to renegotiate Crayfish Party costs and explore crayfish sourcing from Sweden.
- Social Hours venues shortlisted: Fragmented and Manpower.
- Executive Breakfasts to launch in October; Karten Stehr proposed as speaker.
- Orkla visit to be developed.
- Manpower workshop under consideration.
- Invitation to Baltic chambers in 2026 supported.

**7.12 Other Businesses**

Cecilia raised the issue of **non-member participation** in events. A recent Baltic event with Grant Thornton highlighted potential conflicts, as non-members sometimes offer services competing with member companies.

The council agreed that members should always be prioritized as speakers. Collaboration with non-members should only occur in cases where no member can provide equivalent expertise.

**Decisions:**

- Priority for event speakers will go to members.
- Collaboration with non-members will be considered only if necessary.

**7.13 Action Points and Next Steps**

The following action points were confirmed:

- Membership benefits update by Peter, Kristiina, and Janar.
- Hans-Magnar's outreach poster/ad to be used in recruitment campaigns.
- Survey draft finalized by Cecilia and uploaded; council feedback due by Sept 15.
- Unpaid invoices followed up with final reminders, calls, and restrictions.
- Scandi Scope to be published in autumn.
- Business Awards: categories confirmed, NECC criteria adapted, and venue scouting to begin.
- Crayfish Party: renegotiation with hotel and crayfish sourcing from Sweden.
- Executive Breakfasts: to launch in October with Karten Stehr.
- Company visits/workshops (Orkla, Manpower) to be developed.
- Regional cooperation with Baltic chambers in 2026 to be explored.

**7.14 Closing Remarks and Next Meeting**

Peter closed the meeting, thanking all participants for their contributions and active involvement. The next council meeting will take place on **September 25<sup>th</sup>** (venue to be confirmed).