

Data Delivery Group

07 October 2019

Positioning Scotland as an international centre of data expertise

Purpose of paper

1. To propose a shared piece of work to develop a strategic communications approach that positions Scotland as an international leader around data driven innovation. To identify the most relevant people to help develop this approach, and shape this proposal.

Background

2. A significant part of the potential for data technologies to be a driver for inclusive and sustainable economic growth in Scotland is about securing investment into the country. This is because we have excellent data, world-class academic power in informatics, public trust in using/handling data, and good links between universities and the NHS in particular.
3. We often hear that people outside Scotland aren't aware of the great work we're doing here and so we are missing out on significant potential. There are a number of us who present to international audiences, though we may not be presenting something that covers the totality of what Scotland has to offer.

Proposed aims for work

4. To come to a shared view about the business segments we'd be targeting with our story, and about the most significant drivers for these organisations in investing in Scotland.
5. To develop a shared presentation that people across Scotland in the technology space can give to international audiences. This would cover:-
 - the natural assets of Scotland in the data space, and what makes Scotland unique
 - our vision for improving wellbeing with data,
 - the range of action we're taking to make this vision real.
 - the offer to business.
6. To develop an approach to using our shared story – who will best deliver this, and what a plan for this would be.
7. To agree an approach for review to keep this fresh and current.

How we take this forwards

8. This is an area where no one organisation can do this alone. Rather, organisations need to work together with one voice to achieve a common goal, as part of our High Level Delivery Plan for data.

9. We bring together a group of people to a workshop to work up this presentation: making sure we have a shared vision for this work, sharing what we already have to draw upon, and shaping the broad outline for a shared story. As a minimum, this workshop needs to include people from...

- Scottish Development International
- The DataLab
- Edinburgh City Region Deal DDI programme
- Scottish Government
- NHS-National Services Scotland

10. Scottish Government can play a role in convening a workshop. We can also bring in expertise in strategic communications to shape the presentation. We will need a contribution from others both in making sure the approach is developed in a way that we have a common Scottish voice on this and as a result this delivers tangible benefits.

11. As with other developments in the data space, we will be developing this using Open Government approaches and principles.

Questions for the Group?

1. Beyond developing a polished narrative, what is the approach we should take to deliver that story that would influence organisations to invest in Scotland?
2. Who needs to be involved in developing this story and approach?

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