

Scotland's Data in a Digital World

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Vision for Data









Data is systematically used to improve decision making: saving time, money and lives



A Changing Nation: How Scotland will Thrive in a Digital World

A New Digital Strategy for Scotland



-  Inclusive, Ethical and User Focussed
-  Digital Leadership and Culture
-  Collaborative
-  Data-Driven
-  Technology-Enabled
-  Innovative and Sustainable
-  A Skilled Digital Workforce
-  Secure By Design





Our Vision for AI in Scotland

Become a leader in the
development and use of
trustworthy, ethical and
inclusive AI



Fairer

Ensuring that our Values are
embedded in our approach to
adoption of AI



Greener

Enabling us to make better use of
resources and develop new,
low carbon industries



More Prosperous

Empowering innovation with
confidence building on a
foundation of public trust,
empowering our workforce and
creating high value jobs



Outward Looking

Engaging with global
partners that share our values,
forging partnerships
and contributing to tackling
shared challenges

Value from Data



Trust is Earned

58% of adults trusted public service organisations 'a great deal' or 'quite a lot'

The proportion who trusted public service organisations 'not very much' or 'not at all' has fallen significantly, from 23% in 2017 to 17% in 2019



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Scotland's Data In the service of the people of Scotland

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