

CIVICA

Transforming the way you work

Dialling Scotland in for digital success

Report summary



Renowned Scottish-born scientist and innovator, Alexander Graham Bell, triggered the analogue revolution by inventing the telephone in 1876. While his invention was borne from his dedication to assist those with hearing impairments, his work has pioneered our ability to communicate with each other around the globe.

Today, over 140 years on, we are living in a truly digital world and communicating at the touch of a button. While we have seen more change over the last four years than in the previous 136, our world today is one that Bell has helped shape and build. But for humanity, change is an ever constant.

Bell's Scottish descendants are carrying forward the next part of the revolution; setting the target to make the region a digital nation by 2020.

In light of this digital drive, Civica brought together public sector leaders from across Scotland to discuss how the region can build on Bell's legacy.

Our report, '**Dialling Scotland in for digital success**' summarises the key findings from our senior public sector forum, and together with results from new research from Scottish local authority employees, helps identify the potential bumps and opportunities on the road ahead for Scotland.

Contributors:

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"It's been over 140 years since Bell invented the phone, but we have seen **more change in the last four** than the previous 136."

Chris Doutney,
Executive Director, Civica Digital



Building on Bell's legacy, the digital revolution is already taking hold in the region. However, public sector organisations still have some way to go before they are able to provide the services that consumers in this digital age have come to expect as standard.

With the vision still in reach, public sector leaders and employees across Scotland joined us to discuss the challenges and opportunities that lie ahead. In our report, we look more closely at:

1

Scotland's digital landscape

With the UK's most rural landscape, embracing digital brings a unique set of challenges for Scotland. We explore the region's digital appetite and whether Scotland is ahead of the rest of the UK in providing digital services.



2

Tackling digital exclusion

Scotland has been identified as having the highest level of digital exclusion in the UK. But in the drive to create a digital nation by 2020, we identify the steps the region can take today to tackle this key challenge.



3

Empowering change

For successful transformation 'culture is everything.' We outline how Scotland's public sector can foster and support the right culture – a culture that embraces risk and shares ownership as we continue on the journey to 2020 and beyond.



5

Moving beyond channel shift

In today's world, services not only need to drive efficiencies but also deliver enriched experiences. To compete, we discuss why Scotland needs to embrace and deliver a holistic approach to digital transformation.



4

Redefining & liberating data

Knowledge is the engine of our economy and data is its fuel. We examine why Scotland needs to redefine its relationship with data to help unlock the insight and knowledge required to succeed in our digital world.



In our survey, 57% of local government employees in Scotland do not believe the region will achieve its digital nation vision by 2020. But there is still time to refocus and make this a reality.

Download our new report and ensure Scotland dials in for digital success:
civica.com/digitalscotland

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