Digital Engagement at Scottish Government

Chris Connolly
Senior Digital Engagement Manager
MEET THE TEAM

@SCOTGOVENgage

CHRISTIAN  CHRIS  ALASTER  EACHANN
"I intend that we will be the most open and accessible government that Scotland has ever had."
Digital Engagement

Using digital tools and techniques to involve more people in the development of better, more accountable policies.
eConsultation
Revamping how we consult with citizens

Skills
Helping to make SG a truly digital organisation

Experimentation
Developing innovative solutions to policy challenges
GOOD PRACTICE
PRINCIPLES

Goals  Audience  Incentive  Resource  Analysis and feedback
Deposit Return Scheme

BUY DRINK. PAY DEPOSIT

RETURN THE PACKAGING

DEPOSIT RETURNED TO YOU

CONTAINERS RECYCLED
A Deposit Return Scheme for Scotland

Overview

Consultation on the options for distinct elements of a deposit return scheme on beverage containers, seeking views on which options will deliver the best results for Scotland.

Why We Are Consulting

We want to design a deposit return system that will work well for everyone in Scotland, providing increased recycling rates and quality of recycling, reductions in littering and business opportunities. We want a wide range of people and groups to participate in and contribute to this consultation process.

Closes 25 Sep 2018
Opened 27 Jun 2018

Contact
0131 244 7869
DRSinScotland@gov.scot
Twitter poll
(7,000+ votes)

We're creating a deposit return scheme where you get money back when you recycle your empty drinks containers.

1. Buy a drink (& pay deposit)
2. Return the container
3. Get your deposit back
4. Containers are recycled

How much do you think the deposit should be?

- 10p: 29%
- 20p: 46%
- More than 20p: 25%

7,052 votes - Final results
Chatbot
Facebook Messenger

container, like a bottle or can, and you then get the deposit back when you return the container.

1. Buy Drink, Pay Deposit.
2. Return the Packaging.
3. Deposit Returned to You.
4. Containers Recycled.

The aim of the scheme is to increase recycling and reduce litter.

(privacy policy)

Do you agree with the above privacy policy, and...
Chatbot (896 responses)
30 engagement events across Scotland
Challenges
Thank you.

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