

Digital Engagement at Scottish Government

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Scottish Government
Riaghaltas na h-Alba
gov.scot

MEET THE TEAM

@SCOTGOVENGAGE



CHRISTIAN



CHRIS



ALASTER



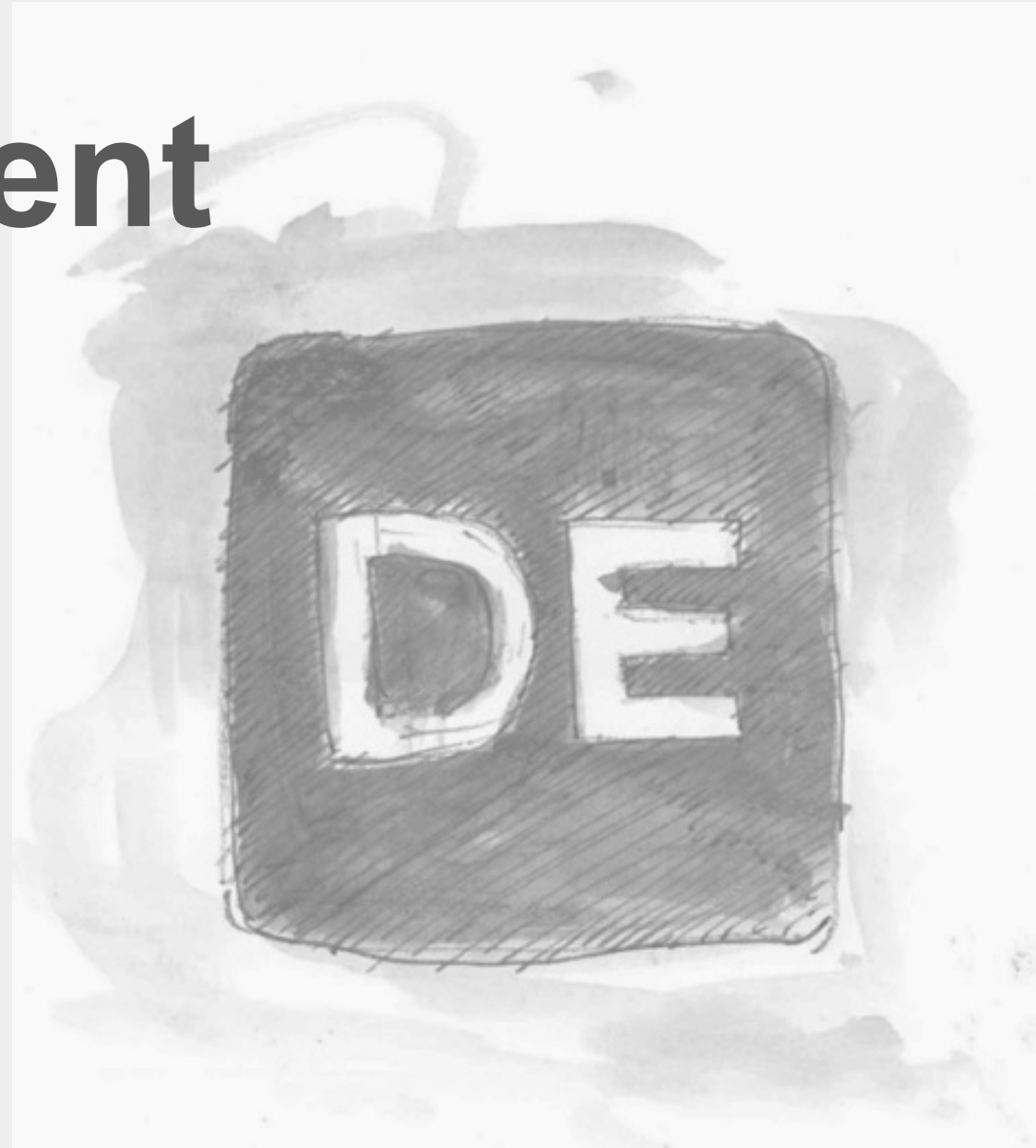
EACHANN

"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



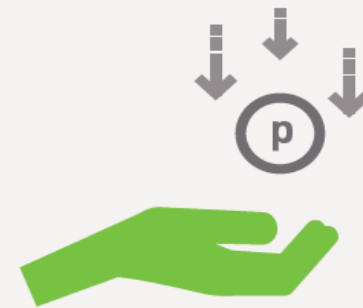
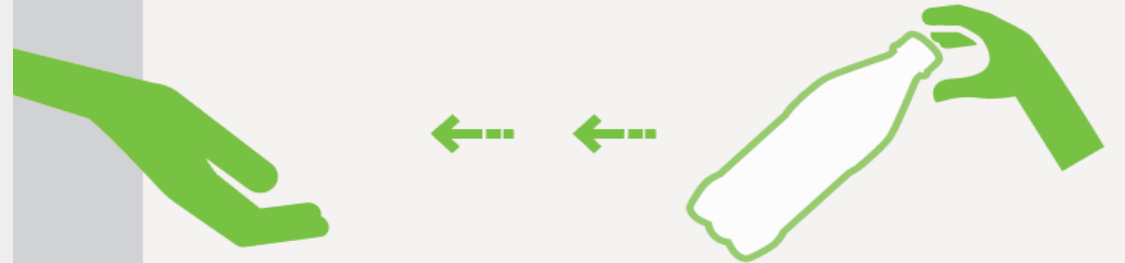
Analysis and
feedback

Deposit Return Scheme

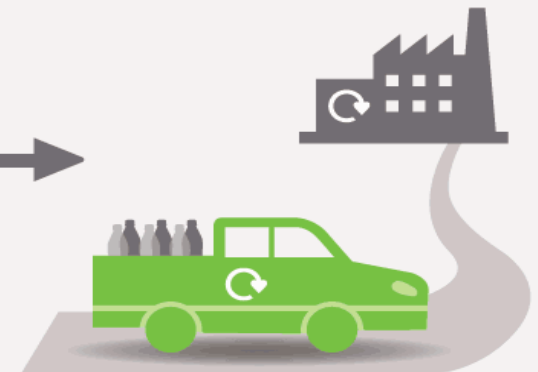
BUY DRINK. PAY DEPOSIT



RETURN THE PACKAGING



DEPOSIT RETURNED TO YOU



CONTAINERS RECYCLED



A Deposit Return Scheme for Scotland

Overview

3,215 *responses*

Closes 25 Sep 2018

Opened 27 Jun 2018

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

Contact

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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?



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.

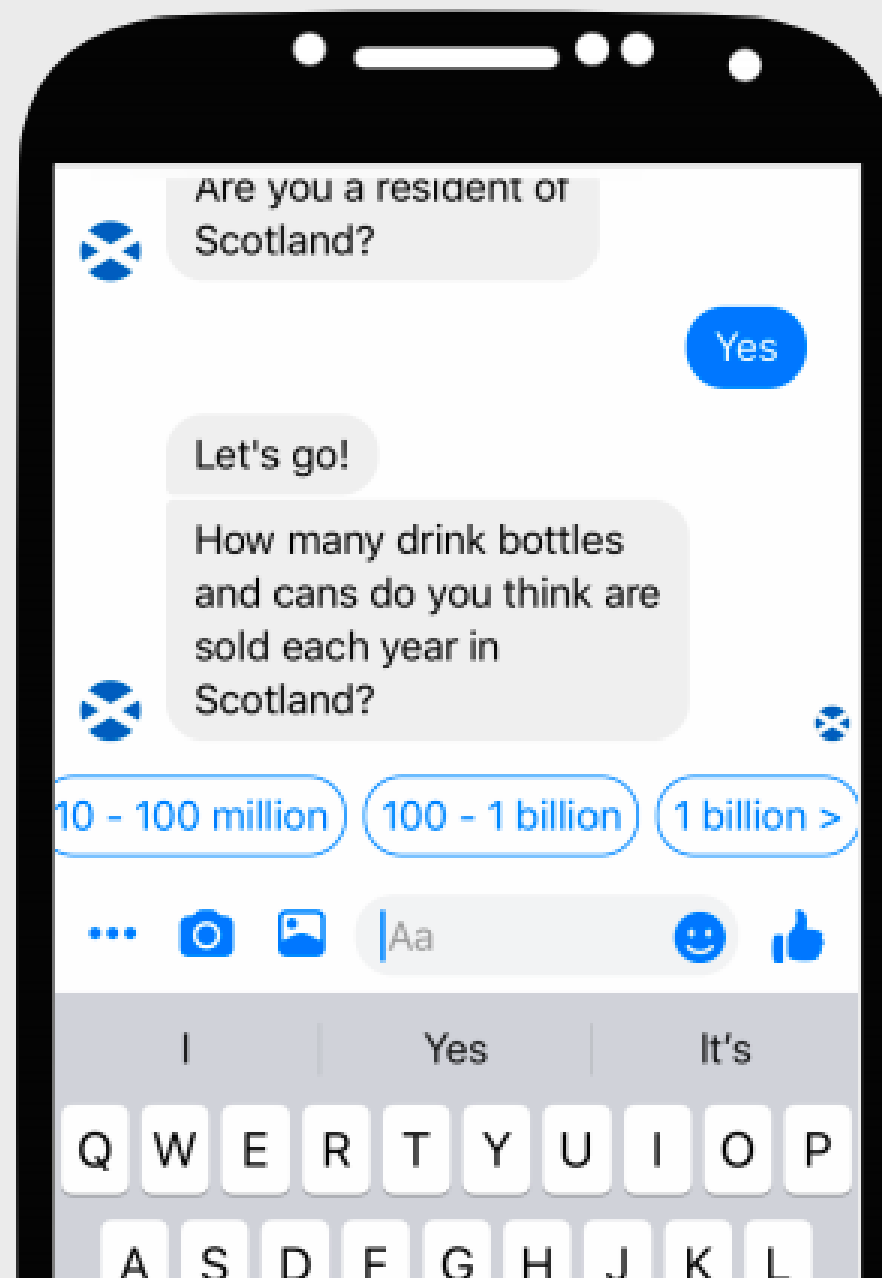


The aim of the scheme is to increase recycling and reduce litter.

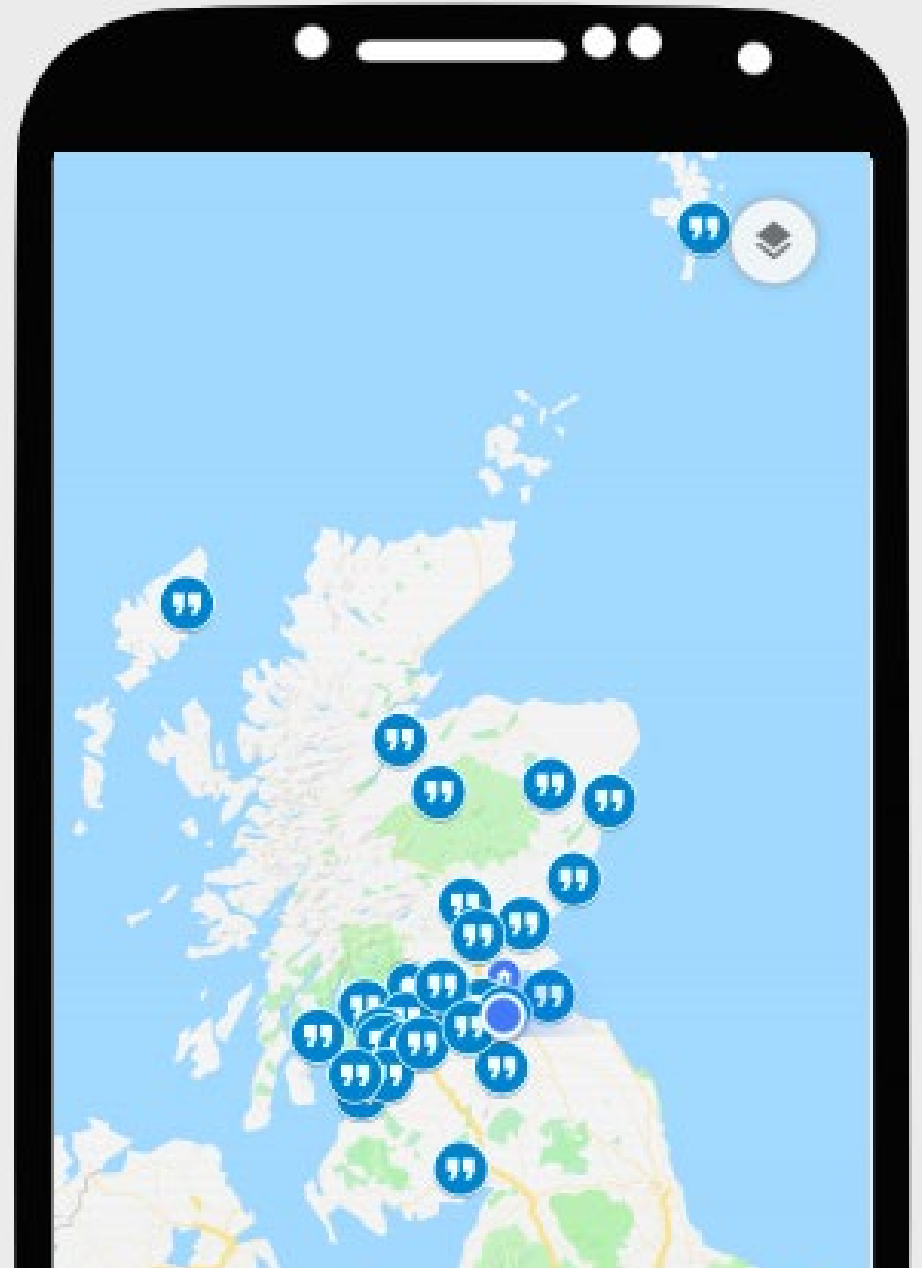
[\(privacy policy\)](#)

Do you agree with the above privacy policy, and

Chatbot (896 responses)



30 engagement events across Scotland



Challenges



Thank you.

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