Online Identity Assurance Programme Board

Paper number: OIAPB-10

Paper title: Draft Communications and Engagement Strategy

Response: for approval

Publication/sharing: For publication

Online Identity Assurance Programme Board
Draft Communications and Engagement Strategy

Purpose

1.   For the Programme Board to consider the content of the draft communications and engagement strategy for the Online Identity Assurance Programme.

Detail

2.   The Draft Communications and Engagement Strategy at **Annex A** sets out the purpose, aim and objectives of the stakeholder engagement and communications work. This strategy should be considered as a flexible document, which will evolve to incorporate stakeholder interests as required, and support the needs of the emerging work.

3.   In order to support the goals for stakeholder engagement, the Online Identity Assurance Team has developed a Product Vision, at **Annex B**. This provides a detailed narrative to set out what the Programme is trying to achieve. It describes the problem, how this differs from existing services, what the products are and how they will be created, and a description of the target customers and users.

4.   The draft was discussed at the national stakeholder group on 31 October 2018. Feedback from the group is at **Annex C**.

Recommendation

3.   That the Board considers the content of the strategy at Annex A and Product Vision at Annex B and if it is content to approve.

Scottish Government Online Identity Assurance Team

November 2018

Annex A

Online Identity Assurance Programme Board
Draft Communications and Engagement Strategy

Purpose

1. This draft strategy sets out the proposed approach to stakeholder communications and engagement for the Scottish Government's Online Identity Assurance Programme. This accompanies the Online Identity Assurance Programme Plan, which sets out the actions to deliver the Scottish Government Digital Strategy commitment to work with stakeholders, privacy interests and members of the public to develop a robust, secure and trustworthy mechanism by which an individual member of the public can demonstrate their identity online (to access public sector digital services).

2. The content of this strategy outlines the key aims and messages for stakeholder engagement and provides details of some of engagement work planned. The strategy should be considered as a flexible document, which will evolve to incorporate stakeholder interests as required, and support the needs of the emerging work.

Aim

3. To engage stakeholders, including privacy interests and members of the public, in the development and delivery of a common public service approach to online identity assurance, designed with and for all its users.

Objectives

4. The stakeholder engagement activity will directly support the objectives set out in the Programme Plan, and ensure that a fully consultative and collaborative approach is applied within the work programme. This will enable the programme to be informed by an understanding of the needs, concerns and views of diverse stakeholder interests. Note that this work is related to but distinct from the separate Service Design/User Research Programme, which is embedded within the Programme's delivery phases, including the alpha project.

Goals for Stakeholder Engagement

5. There are **3 goals for stakeholder engagement** (with more detail described within the diagram below):

- to raise awareness of the programme amongst key stakeholder groups.

- to develop understanding of stakeholder needs and views, in order to shape the programme direction

- to secure buy-in and develop trust in the emerging approach, ensuring that the work is conducted in an open and transparent way

Aims of engagement		Engagement tools
Raising Awareness	• Ensuring the vision and aims of the programme are communicated to and understood by our stakeholders. • Keep stakeholders aware of progress and direction of the programme.	***In person external engagement:*** • participation in face-to-face meetings with stakeholders • email and other (targeted) written communications • presence at relevant external events ***Digital Engagement:*** • Blogs • Pro-active publication of papers • Social media (e.g. Twitter) ***Internal Engagement (within Scottish Government):*** • Participation in meetings and events • Saltire (intranet) article • Internal social media
Developing Understanding	• Targeting communications and dialogue with stakeholders to better understand needs and concerns, and to ensure this feedback is used to shape the development of the programme.	• National Stakeholder Group meetings • Meetings and correspondence with individual interest groups • Show and tells • Presentations and events
Securing Buy-in	• Stakeholder feedback is valued and, where possible, acted on to encourage acceptance, sign-up and buy-in.	• National Stakeholder Group meetings • Continued development of the programme direction and supporting narrative, in response to feedback • Conducting work in spirit and practice of Open Government • Expert Group meetings

Messaging

6. In order to support the goals for stakeholder engagement, the Online Identity Assurance Team has developed a **Product Vision**, at **Annex B**. This provides a detailed narrative to set out what the Programme is trying to achieve. It describes the problem, how this differs from existing services, what the products are and how they will be created, and a description of the target customers and users.

Key Stakeholders

7.   The Communications and Engagement Team have identified the need for stakeholder engagement with broad interest groups, which would include following:

•   **Members of the public** who might be impacted by a future identity assurance approach

•   **Citizen interests**, including those who might help facilitate engagement with members of the public, e.g. Citizens Advice Scotland, Carnegie Trust

•   **Regulators**, e.g. Information Commissioners Office

•   **External public service providers, including Government Agencies**, e.g. Scottish Social Security Agency, Local Government, National Entitlement Card Programme Office, NHS Education Scotland, Transport Scotland, SQA, Education Scotland, Police Scotland, Disclosure Scotland, Student Awards Agency, Registers of Scotland, Further and Higher Education

•   **Scottish Government Internal Stakeholders**, e.g. e-Voting team, e-health, pharmacy team, Ingage Team (leading on Open Government), participatory budgeting, local government, Justice Digital.

•   **Third Sector**, e.g. Scottish Council for Voluntary Organisations, Young Scot, Scottish Human Rights Commission

•   **Privacy Interests** e.g. No2ID and Open Rights Group Scotland

•   **Identity providers and technology providers**, including Improvement Service, Government Digital Service, and private sector providers.

•   **Equalities interests**, e.g. Scottish Blind, Forth Valley Sensory Centre, Scottish Refugee Council, carer groups

Digital Engagement

8.   The Communications and Engagement Team have, and will continue to, publish regular blogs via the [Scottish Government Digital Blog](#), with the

intention of informing those with an interest in the programme of our progress and activities and to encourage an open dialogue with these stakeholders.

9.   In keeping with our commitment to work in the spirit and practice of Open Government, where possible, meeting papers from the Programme Board, National Stakeholder Group and Expert Group will continue to be made publically available.

10. In addition to publishing blogs to reflect our progress the team have, where possible, shared video of key events on YouTube. This includes the meeting of the National Stakeholder Group in June 2018.   The team are also continuing to explore the potential for live streaming of external facing events.

11. Other digital engagement activity will be identified to align with the delivery phases of the work programme, with a potential schedule of activity to be built around emerging milestones and dates of interest.

Open Government

12. The Programme Plan sets out the commitment to conduct the work in the spirit and practice of Open Government. An Open Government approach aims to foster openness, transparency and citizen participation. The project team is working with the Scottish Government Ingage Team and others to shape the approach to Open Government, including identifying good practice that can be adopted.

Communications and Engagement Team Who's Who

- The Communications and Engagement Team sits within the Scottish Government's Digital Identity Unit (the Online Identity Assurance Team) and is headed-up by Maria Campbell who has overall responsibility for the Communications and Engagement Strategy. Ross Clark is the Digital Communications and Open Government Lead and Jessica Roscoe is the Stakeholder Engagement Lead within the team. Leona Devlin provides support across the Online Identity Assurance Team.

Scottish Government Online Identity Assurance Team
November 2018

Annex B

Online Identity Assurance Programme Board – Product Vision

Vision

Our vision is to help people to prove who they are online, in a safe, secure way, for easier access to public services.

Problem Statement

As a person living in Scotland:

- I want to access or interact with a service run by a public authority, such as local government (e.g. housing, schools, council tax), health or social security.
- I choose to do this online, in the most convenient way for me, e.g. using my smartphone.
- The part of the service I want to access is specific to me, e.g. I want to access or update my own personal records, make a new application, make a payment, or make an appointment. Because this involves exchange of my personal information, I need access to be private and secure. In order to provide a personalised service, the public authority therefore needs to be sure of my own identity. I therefore need to prove who I am, in order to access to the service.
- I access a straightforward process to prove who I am. I can do this using the proofs of identity available to me (e.g. I can still do this even if I don't have a passport/driving license).
- Once I get through these checks, I have a digital identity that I can use again.
- I can re-use my digital identity to access the same service again, or a different one, even if this is run by another public organisation.
- When I re-use my digital identity, I know that my personal information will be kept secure and my privacy is protected.
- My personal information wouldn't transfer automatically to another organisation, without my consent. However, if this is something that I specifically wanted to happen (e.g. to make my life easier and prevent me from having to share the same information multiple times), there would be a way that this could happen with my consent.

How this is different from existing services

As an individual:
- Access to my digital identity is straight forward and easy – the whole service has been designed around my needs.
- It's convenient and consistent – I can re-use my digital identity and I don't need to continually prove my identity to multiple agencies, in multiple ways.
- Even if I don't drive or have a passport, or have a limited credit history, I can still access a digital identity that enables access to personalised digital public services. This means a more inclusive and equitable service.
- If I have a disability, barriers to online access, or rely on another person to support my daily life, I can still access the same personalised services.

- I can be confident that in creating and using a digital identity, my privacy will be protected, and my personal information will be kept safe and secure.
- A digital identity service that also supports secure, consent based, sharing of personal data can make my life easier and stop me from having to do the same things over and over, across different services.

As a public service provider:
- A common approach to digital identity means that we don't need to reinvent the wheel to develop our own approach to digital identity.
- A common approach will offer access to up to date technology and standards.
- This would also offer a consistent and effective approach to privacy, where members of the public can be confident that their personal information is kept safe and private.
- This will help us to offer access to personalised digital public services that suit the differing needs of people seeking to access them. This will help us to deliver more efficient, customer focused services.
- We can also decide the level of proof of identity (levels of assurance) that we need, according to our specific service and potential risks involved. This means that we do not put in place unnecessary barriers to access to those services.
- The digital identity approach does not exclusively depend on the NHSCR data spine (which only specific organisations can make use of).

What is the product that is being created?

The Scottish Government is developing a new way for people in Scotland to prove their identity when they access public services online.

The intention is to create a common approach, which would apply across multiple public services. This would enable individuals to create a digital identity, which then can be used and re-used for secure access to personalised services, from public service providers.

This would contribute to a simplified landscape that supports access to public services, which is consistent across multiple providers and easy to use for individual citizens.

How are you creating this product?

The Scottish Government seeks to realise this vision by working to develop and deliver a common approach to digital identity for people who use Scottish public services.

This will support the landscape and direction for delivery of digital public services, in line with the Purpose stated in the National Performance Framework:
> 'To focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing, and sustainable economic growth'.

The team is working in the spirit and practice of open government, to ensure that all work is open, transparent, and accessible.

The team is also working with stakeholders, privacy interests, members of the public, representatives of civic society and service providers, to develop an approach that is effective, proportionate, and that stakeholders can support.

The programme applies the Scottish approach to service design, ensuring that these new digital services are designed around the needs of all who use them.

Who are the target customers and users?

In terms of individual users, these are people who use Scottish public services. We know that within this there are groups with different needs, such as disabled people, people who have barriers to online access, vulnerable, elderly and young people. There are also those who might rely on another person to help support their day to day living.

This work is also targeted at public service providers. These are the organisations that seek to deliver digital public services, personalised to the needs of individual citizens who need to access them.

What are the public commitments for digital identity?

The Scottish Government's Programme for Government 2018-19 (September 2018) states:
> We are working with stakeholders and interest groups to develop a common public sector approach to online identity assurance. The aim will be to test ways in which we can deliver an online ID scheme which safely provides easier and better access to public services for Scotland's citizens.

The Scottish Government's Digital Strategy (March 2017), contains the commitment to:
> Work with stakeholders, privacy interests and members of the public to develop a robust, secure and trustworthy mechanism by which an individual member of the public can demonstrate their identity online.

Scottish Government Online Identity Assurance Team
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Annex C

Online Identity Assurance Programme Board
Outputs from Third National Stakeholder Group Workshop Discussion

1. At their meeting on 31 October 2018, the National Stakeholder Group were asked to consider and share their thoughts on the Draft Communications and Engagement Strategy. The table below contains the themes that emerged from these discussions.

2. The Scottish Government OIA programme team are analysing the feedback, with a view to using it to refine the Communications and Engagement Strategy and associated actions. An updated Communications and Engagement progress report will be provided to the next National Stakeholder Group and to Programme Board at their next meetings.

Question	a) Do the overall Communication and Engagement goals sound right?	b) Which other individuals or groups should we engage with?	c) How else we best engage with our stakeholders?
Comments from the Group	The Communications and Engagements Strategy needs to be aligned with, and highlight the key milestones in alpha and beyond.	The Group highlighted the need to engage with a number of groups of individuals that are likely to use the service, such as pensioners, single mothers and patient groups.	General discussion on tone and language used to communicate with stakeholders – need to keep it simple and effective.
	Communications and stakeholder work needs to be aligned to the overall	A number of additional organisations were also identified, including Police Scotland and universities.	Need to explain and promote the benefits by highlighting the value of the system for different

	programme and engagement activities of Social Security Agency.		individuals and clearly presenting ease of accessibility.
	Stakeholders appreciated the intentions for equalities work, but stressed this must be an ongoing concern in the development of the Communications and Engagement Strategy.	Data Lab and SCVO's Digital Team were also raised as potential sources of positive engagement.	Need to create the right system and conditions for stakeholders to feedback back views and experiences.
	General agreement on the goals. However, the strategic communications work would benefit from a greater focus on 'fears and concerns over what is being delivered' and on how we communicate the migration from what exists at the moment to what will be developed in the future.	There were some specific detailed technical suggestions and interest groups relevant to the work of the Delivery part of the OIA Team, and can be taken forward separately from the communications/engagement work.	Views expressed that the plans for digital engagement are too 'one-way'; i.e. SG pushing out information, rather than collaborating in a digital space.
	Some concern over monitoring – how we intend to monitor *who* the messages are reaching and *what* effect they have.	Some discussion about engaging and learning from other professional bodies that use unique IDs, such as SQA and Seemis.	Suggestions for widening the scope of engagement, e.g. securing a presence at community events like the Data Lab Annual Data Festival and Summit.

		Need to maintain a good awareness of work elsewhere in Scottish Government and include consultations, and feed-in to these as appropriate.
		A number of suggestions around raising the profile of this work, e.g. presenting and promoting the work in GP surgeries, local newspapers and radio.
		Explore the potential for straightforward, easy to understand visuals (e.g. a poster) to outline the programme.

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