**From:** 38(1)(b) @scotent.co.uk>
**Sent:** 11 December 2025 17:52
**To:** 38(1)(b) gov.scot; 38(1)(b) @scotent.co.uk>
**Cc:** 3 gov.scot; 38(1)(b) @scotent.co.uk>
**Subject:** RE: GDC "Marketing" Vision Assets

Thanks 38(1)

I think that this is about articulating SG's vision / a positive vision for data centres investment in Scotland. And that it builds upon the research we have already done (both 38(1) work but also the general work that's been done on data centres) and what we already know (essentially the reasons why we're already working on this). It also builds upon a lot of 38(1)(b) visioning work and I think that this would be an excellent use of his time in the new year. I'm also very keen to input into this.

Ideally this would probably come after the socio-economic work but that is not where we are with the timelines. We can try and connect the two as much as possible.

Let's chat about it tomorrow as it's vital we're on the same page.

Best wishes,

38(1)

**From:** 38(1)(b) 38(1)(b) @gov.scot>
**Sent:** 10 December 2025 19:14
**To:** 38(1)(b) @scotent.co.uk>
**Cc:** 3 gov.scot; 38(1)(b) @scotent.co.uk>; 38(1)(b) @scotent.co.uk>
**Subject:** RE: GDC "Marketing" Vision Assets

**WARNING:**This email originated outside of Scottish Enterprise. Make sure it's safe: Do you know the **sender**? Are any **attachments/links** safe to open? If you have **concerns**, use the Report Message button or contact SE's Cyber Security Team.

Hi 38(1

Thanks for this. As discussed, I understand you are going to get a cost based upon the brief as it stands.

However I did not realise that the commission does not include sourcing the material to inform the assets. That does give me a concern given there is a broad range of complex policy areas to be covered. Do you/team SE have capacity to do this research?

Best,

38(1)
(b)

38(1)(b)
**Scottish Government** | Directorate for Digital | Digital Connectivity Division | Digital Connectivity Policy Team
38(1)(b)
Atlantic Quay, 150 Broomielaw, Glasgow G2 8LU

**From:** 38(1)(b) @scotent.co.uk>
**Sent:** 04 December 2025 09:32
**To:** 38(1)(b) @gov.scot>; 38(1)(b) @gov.scot>; 38(1)(b) @gov.38(1)(b) @scotent.co.uk>; 38(1)(b) scotent.co.uk>
**Subject:** GDC "Marketing" Vision Assets

Hi both,

Now that we have got the commissions for clean heat and economic impact agreed and underway there is a need to do the same for the remaining ~£25k earmarked for marketing/vision.

We can use SE's existing marketing framework for this and should aim to get something out asap.

With this in mind, I attach a draft brief to our marketing providers. I think this is a good way for us to define/discuss what it is we need. Once we're happy with it our marketing team will also input and we'll get it sent to the provider.

These are my first thoughts based on our discussions but please either modify or email me what you think. I want to leave us flexibility around defining the actual "scenarios" until the provider has agreed to do the work, but it's good to identify any I may have missed. I also think that graphics/animations/infographics will be more powerful than video for what we want this for – detailed communication to small audiences illustrating SG/SE vision – but if you think video or some other approach is better we can specify that too. In any event I have asked the supplier to quote for both.

I'm also happy to have a quick call – **perhaps tomorrow? (Friday)**

This would ensure we can get it out in time.

Best wishes,

38(
1)
(b)
**Manufacturing and Digital Economy**
***Scottish Enterprise*** | www.scottish-enterprise.com

38(1)(b)

38(1)(b)

| | |
|---|---|
| **Commission Title and Reference Number** | Green Data Centres Vision and Action Plan |
| **Procurement Reference Number** | ??? |
| **Procurement Contract Title** | Provision of Digital Marketing Services |
| **Version** | 1 |
| **Author** | 38(1)(b) |

*NB. Depending on the scale and nature of the project, it may not be necessary to complete all sections of this template. In general, short term, tactical and / or low-cost projects will require less detailed information than projects of a larger scale.*

**Describe the scope of work which you are asking the agency to undertake**

This is a project focussed on supporting Scottish Government and Scottish Enterprise create assets relating to the "Green datacentres and digital connectivity: vision and action plan for Scotland". Specifically, assets are required that will communicate potential positive visions for data centre sites investment and data centre sites in Scotland.

This vision is a detailed one and any assets will go beyond simple positive messaging, instead articulating clear specific messages about specific benefits relating to data centres (e.g. that they can provide heat to local heat networks)

We require assets that:

- Enable SG to communicate its vision for green data centres to investors, industry, and the public.
- Are engaging and professional

It is expected that the scenarios that will be depicted may include:

- The role a data centre can play in a local heat network (it can provide the heat)
- The environmental role a datacentre campus could play (e.g. investment in wildlife and habitat on the site, a closed-loop water system)
- The role a data centre can play in Scotland's Innovation Ecosystem
- The role a data centre can play in supporting local communities
- Why Scotland is a good place to build green data centres (e.g. abundant renewable energy, land)

These assets could take multiple forms but could include videos or graphic illustrations in static and animated versions.

**When is this required for?**

Delivery end of March 2024, please supply a timeline to meet this deadline. We expect that the project will consist of two phases. Phase 1 will involve discussing and agreeing with SG/SE the assets to be produced. Phase 2 will involve producing the assets.

**Which business / marketing objective does this work relate to?**

Green datacentres and digital connectivity: vision and action plan for Scotland – SE is the "Strategic Delivery Partner".

Accelerating Energy Transition – it is expected that at least one asset will communicate potential clean heat benefits of data centres (directly supports mission milestone)

Scaling Innovation – it is expected that at least one asset will illustrate the potential positive impact on the innovation ecosystem,

Capital Investment – data centres represent significant capital investment projects in their own right and it is thought that in some scenarios they could crowd-in or unlock additional capital investment in businesses that will drive productivity gains

**SMART Objectives and KPIs (if appropriate)**

N/A

**Context/Background**

N/A

**Who are the customers we are targeting with this activity? Try to be as specific as possible. How large is the overall audience?**

The overall audience includes:

- Data Centre Operators and Developers
- Investors
- AI Companies and stakeholders

The assets will support communication of Scottish Government's vision to selected individuals and are not planned for a general marketing campaign but for use in targeted conversations.

The assets may feature in future SG strategies or be hosted on the SG website.

It is possible that the assets could be used by SDI in the future.

**What's the proposition (and what do we want our customers to do or do differently as a result of this activity?)**

Key Messages – Potential Investors

- Understand our positive vision for data centres in Scotland
- Recognise Scotland is a desirable place to invest or construct data centres
- Understand that data centres are expected to play an active role in the Scottish ecosystem and their local community

**Target customer insights: What are their needs? What motivates them? What barriers exist?**

N/A

**Information about media approach and tactics if appropriate**

There is no plans at present to use these materials in campaigns – but they will be available for colleagues, partners and stakeholders to showcase to targeted audiences.

**Information about marketing channels and tactics if appropriate**

Unknown at present but may include Scottish Government website or SE/SDI materials. Partners (e.g. local authorities) may also seek to use them.

**Does this relate to specific content? If so please give details**

N/A

**Timing (if including digital content, please say how long this content will be useful to our customers – and therefore the date when the content can be unpublished)**

N/A

**Budget**

£25k

We would be grateful if you could supply costs and options for video and static/animated graphics.

**Procurement route if applicable**

Dentsu Creative Framework contract for Digital Marketing Support P23-0134

**Anything else the agency should know?**

n/a

**Responding to this brief: what would you like the agency to produce?**

- Quote
- Timings