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|---------------------------|----------------------|----------------|-------|
| Sources                   | The UK Government    |                |       |
| Date                      | December 2020        |                |       |
| Potential scale of impact | Certainty of outcome | Impact horizon |       |
| ★★★★                      | ★★★★                 | H1             | H2 H3 |

Better use of data can help organisations of every kind succeed – across the public, private and third sectors. It can support the delivery of existing services, from manufacturing to logistics, and it can be used to create entirely new products. It is a driver of scientific and technological innovation, and central to the delivery of a whole range of vital public services and societal goals, from tackling climate change to supporting the National Health Service. As businesses embrace technology, data creates jobs, opens up whole new markets and drives demand for a highly skilled workforce.

The [National Data Strategy](#) (NDS) was launched by the UK Government to stimulate wider adoption of data-based services in the wake of the Coronavirus pandemic and also to highlight the importance of digital transformation across the UK in general. It is an ambitious strategy that will adopt a series of priority missions to drive the digital economy and make the UK a world-leading digital nation.

The five priority missions are

- Mission 1: Unlocking the value of data held across the economy
- Mission 2: Securing a pro-growth and trusted data regime
- Mission 3: Transforming government’s use of data to drive efficiency and improve public services
- Mission 4: Ensuring the security and resilience of the infrastructure on which data use relies
- Mission 5: Championing the international flow of data.

The goal is to harness the power of data to drive growth and innovation, and fuel new jobs and businesses. In addition, the Government will be supporting the uptake of technologies that reduce carbon emissions by giving British businesses digital tools that reduce their own emissions as digital innovation drives forward to reach net-zero.

