

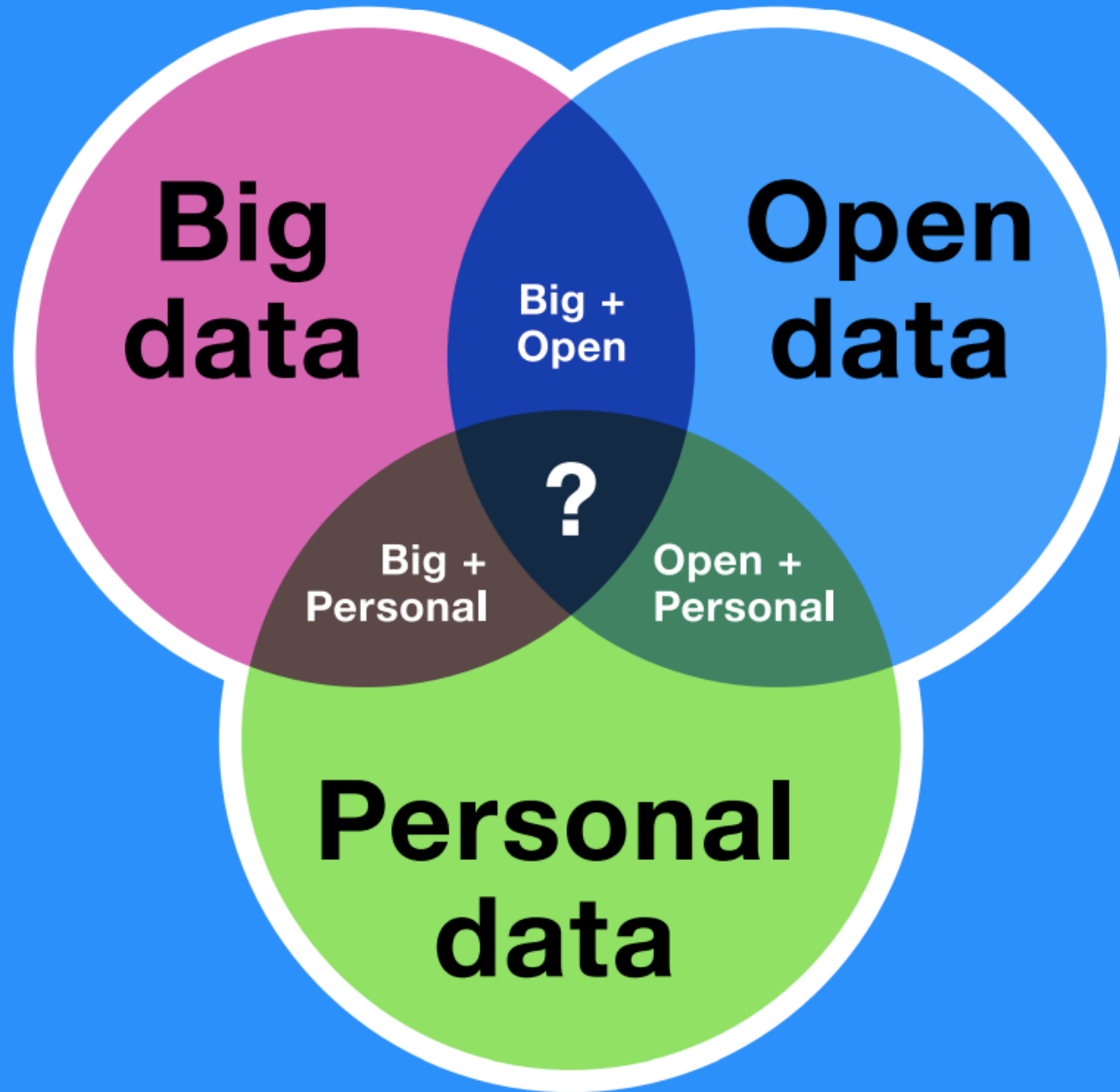


Gavin Starks

@agentGav @ukODI



Sir Tim Berners-Lee, inventor of the web, tweeting from middle of the 2012 Olympics



“Open data can help us address
the greatest challenges of our time
and generate value for everyone”

Open Data Institute 2012

“a new era in which people can use open data
to generate insights, ideas, and services
to create a better world for all”

G8 Open Data Charter 2013



Gavin Starks CEO

18+ years startup experience

20+ years science, web, media, and data



Jeni Tennison CTO

World-leader in open data and linked data

W3C, legislation.gov.uk and data.gov.uk



Stuart Coleman VP Market Dev.

15+ years in commercial tech space

Formerly HP, CA, and AMEE

Open data for everyone



Global political support

- OGP, US Executive Order, data.gov.[countries]

International commitments

- G8 Open Data Charter, World Bank open contracting



Global Gov2.0 landscape is broadening

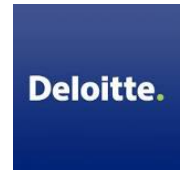
- Strong internal public sector teams
- Effective grass-roots organisations
- Commercial engagement increasing

Public, private and 3rd sector alignment

Technology Strategy Board
Driving Innovation



£10^m public sector funding
£2^m innovation funds unlocked
£500^k from Omidyar Network
£700^k commercial bookings



“train the world’s political and national leaders”

2-year World Bank programme

A convening space for Open Data people

Thousands of visitors to our London space

40 corporate paying members

6 courses launched (130+ trained from 11 countries)

10 start-ups incubated

Support for existing ecosystem (MySociety, OKF, OGP)

Social value

London's Daytime Population 2010

9,300,000

Daytime population

7,900,000

Resident population

Top 5 Boroughs - Daytime Population

1. Westminster 980,000 (253,000 residents)
2. Camden 460,000 (235,000 residents)
3. City of London 390,000 (11,700 residents)
4. Tower Hamlets 380,000 (238,000 residents)
5. Southwark 360,000 (287,000 residents)

Top 5 Boroughs - Daytime Population Density

1. City of London (350,000 sq. mi.)
2. Westminster (120,000 sq. mi.)
3. Kensington and Chelsea (59,000 sq. mi.)
4. Camden (55,000 sq. mi.)
5. Islington (52,000 sq. mi.)

Top 5 Boroughs - Day Trip Visitors*

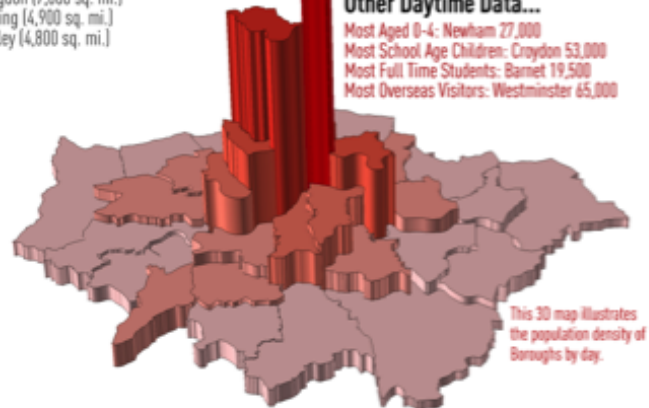
1. Westminster 116,000
2. Camden 34,000
3. Kensington and Chelsea 32,000
4. Southwark 23,000
5. Lambeth 20,000

Bottom 5 Boroughs - Daytime Population Density

29. Enfield (8,800 sq. mi.)
30. Richmond upon Thames (8,200 sq. mi.)
31. Hillingdon (7,800 sq. mi.)
32. Havering (4,900 sq. mi.)
33. Bromley (4,800 sq. mi.)

Other Daytime Data...

- Most Aged 0-4: Newham 27,000
- Most School Age Children: Croydon 53,000
- Most Full Time Students: Barnet 19,500
- Most Overseas Visitors: Westminster 65,000



Data Source: <http://data.london.gov.uk/dataset/package/daytime-population-borough>

Alastair Rae, 2011

‘the Internet is Changing the Way We Think’ [Al Gore]

Data as culture

→ ubiquitous data changes human behavior

Innovation

- transformation from products to services
- scale existing services (e.g. MOOC)
- radically improve data-driven decision-making
- entirely new interactions

Social data?

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*Defined as those away from home for 3+ hours and undertaking activities that would not usually constitute part of their work or regular leisure activity.

Other Daytime Data...

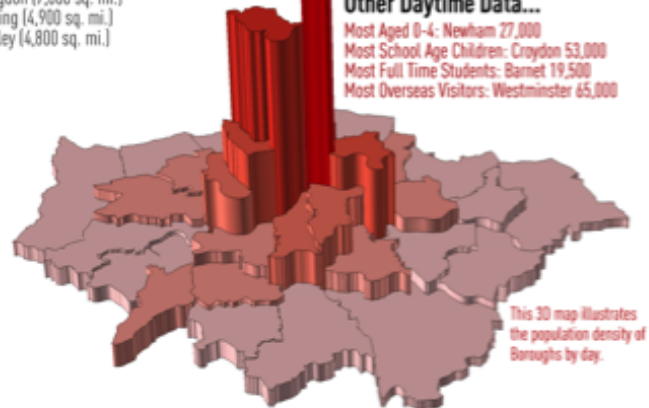
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Alasdair Rae, 2011

Population
Education
Health
Law
Crime
Housing
Transportation and travel
Media & publications
User-generated content
Personal data-shadows

Environmental value



‘I got it wrong on climate change
– it's far, far worse’ [Nicholas Stern]

Stimulate investment and growth

- new energy supply, grids and efficiency markets
- new analytics at scale to assess risk and insurance

Improve governance and accountability

- transparency increases accountability & competition

Address resource scarcity at scale

- effective resource management
- systemic changes in supply-chain management

Environmental data?



Maps / geographic
Terrain / land-use
Weather / climate
Water / hydrographic
Farming / species
Pollution / ecosystems
Materials / resource scarcity

Economic value

“Transparency drives prosperity”

[Open Government Partnership]

Stimulate investment

→ transparent rules-based commercial environments attract investment and make companies (both domestic and international) more competitive

Improve governance and accountability

→ fiscal transparency increases accountability and is self-enforcing
→ shift to data-intensive, regulation-light environments can stimulate growth

Reduce corruption

→ wide participation and systemic changes affect everyone - “race to the top”

“The Internet accounts for 10% of GDP and is growing at twice the rate of any other sector*”

* https://www.bcgperspectives.com/content/articles/media_entertainment_strategic_planning_4_2_trillion_opportunity_internet_economy_g20/#chapter1

Economic data?



Corporate ownership

Corporate tax

Public sector transactions

Peer-to-peer lending

Open procurement

Market information (e.g. commodities)

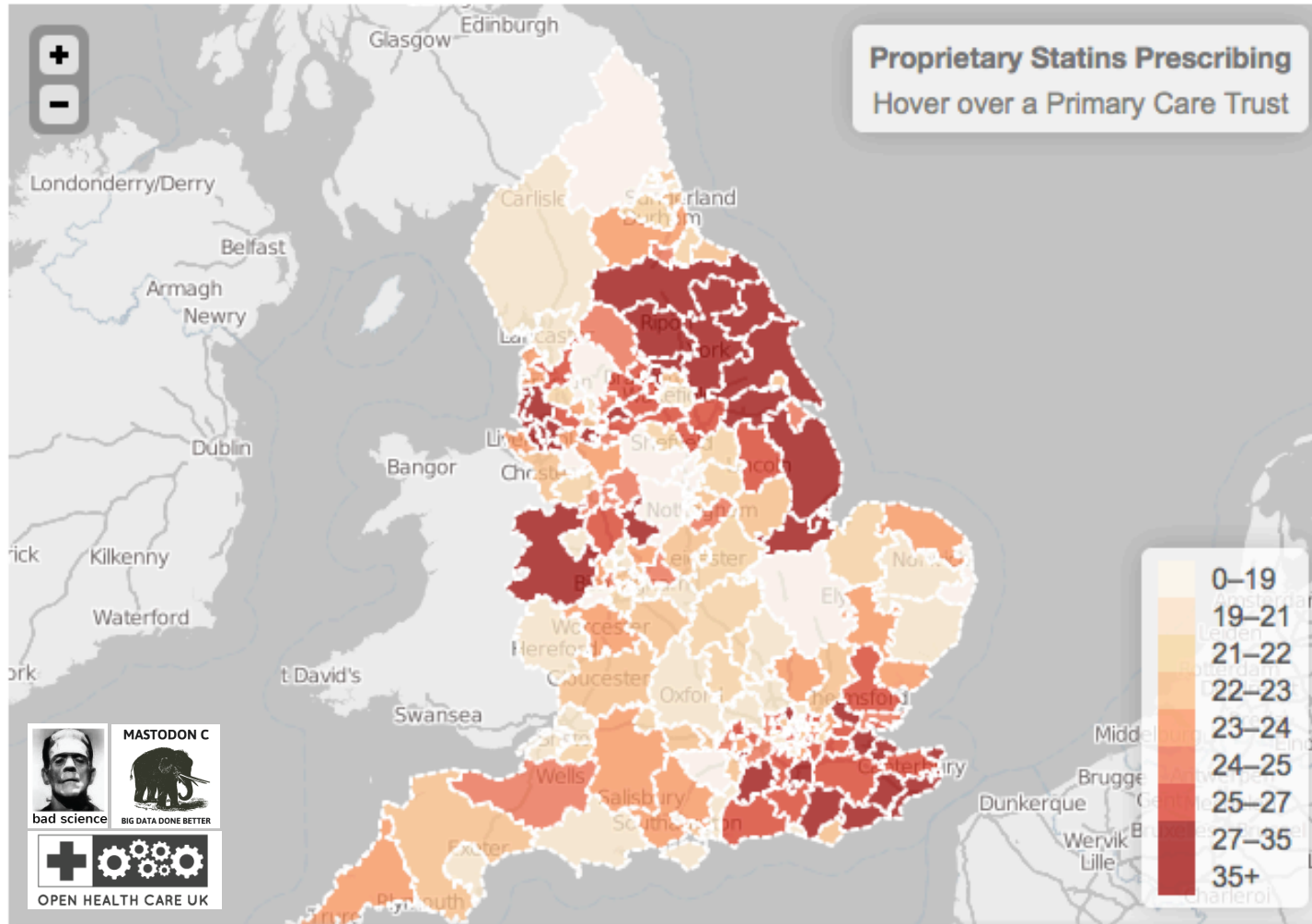
Asset registers (e.g. stranded assets)

Supply-chain transactions

Personal spending

£200^m potential saving identified in 6 weeks

Percentage of proprietary statin prescribing by CCG Sep 2011 - May 2012



Convened domain-experts

- + *health & data analytics*
- + *communications*

Analysed 35m records

- + *all the data & clinical facts*

National & international reach

- + *Economist & FT*
- + *broadsheets & tabloid press*
- + *cited in G8 & govt. reports*

Long-term

- + £100^k now raised for phase 2

Scalable to £1^{bn} [BMJ]

<http://PrescribingAnalytics.com>

OpenCorporates.com maps big banks world-wide interests



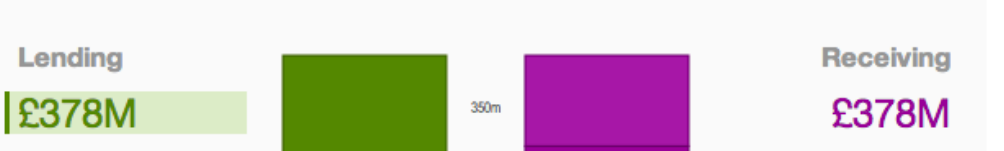
Mapping £378m of peer-to-peer lending across the UK

UK

lending totals



receiving totals



Lending

£378M

48,891

lenders

8 lenders per 10,000



£7,736

average lent

£1,290

median lent

Receiving

£378M

59,851

recipients

9 recipients per 10,000

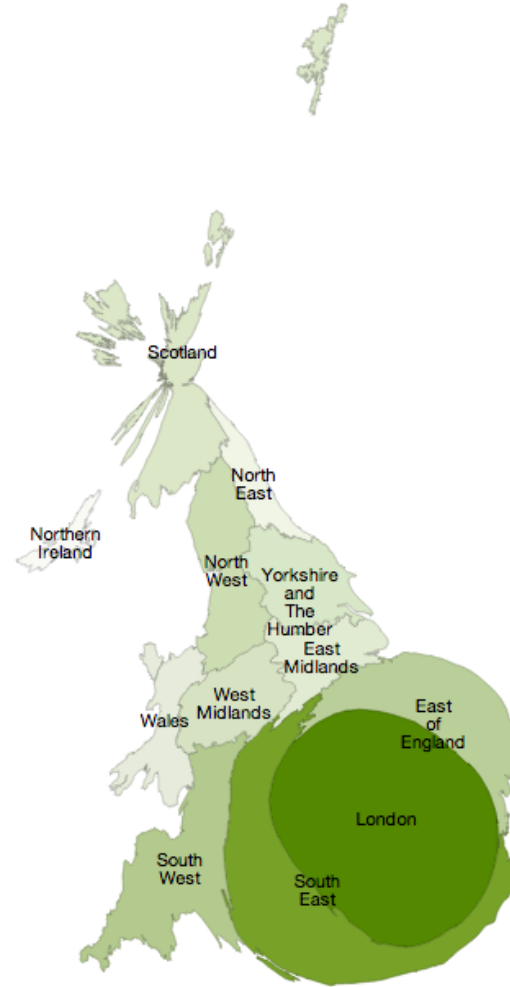


£6,320

average received

£4,160

median received



Convened domain-experts

- + *p2p lenders*
- + *banking professionals*
- + *data analytics (ODI)*
- + *communications (ODI)*

Analysed 14m records

- + *all the data*
- + *anonymised and analysed*
- + *ODI research*

National & international reach

- + *Front-page Financial Times*

Long-term

- + *Create real-time view*
- + *Stimulate market*

Data as Culture

The world's first "Data as culture" art commission

+ 89 respondents from 20 countries in 2 weeks

+ Global coverage (WSJ, main TED conference in LA)

+ 3,000+ visitors to the ODI London space

+ Significant response from cultural leaders

"You've set the agenda for data as culture

-- so what's next?"

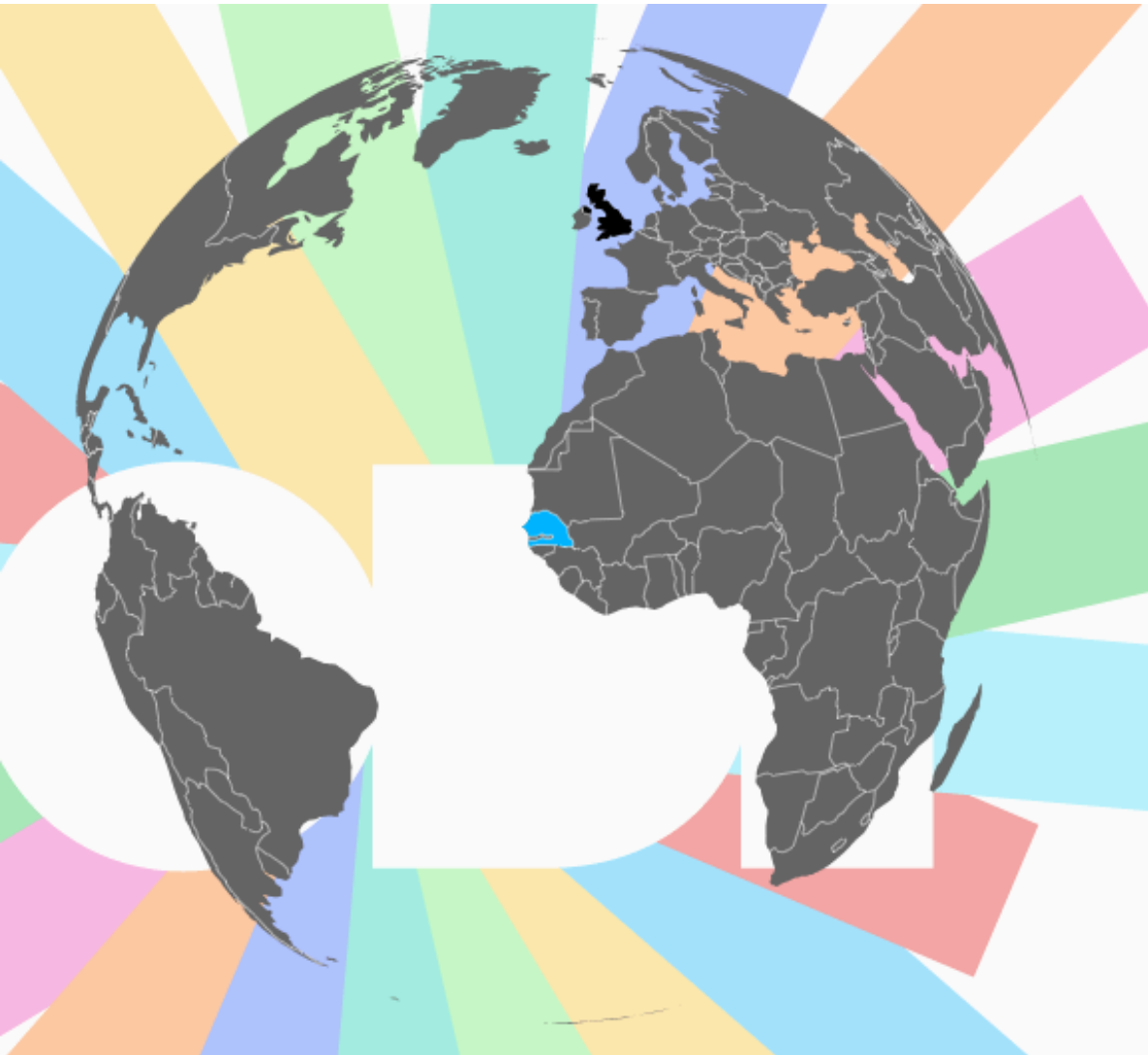
Honor Harger, Creative Director, Lighthouse Arts



Catalyse the evolution of open data culture
to create economic, environmental, and social value

ODI mission statement

http://certificates.theODI.org



Where can you create certificates?

Different countries have different laws, so their certificates are slightly different too. Choose your country to create the right certificate.

Senegal

Create a certificate

SN alpha

This certificate hasn't been properly localised yet, and we need your help! Please contact certificate@theodi.org

Legend

Certificate in alpha stage

Certificate in beta stage

Certificate in final stage

<http://certificates.theODI.org>



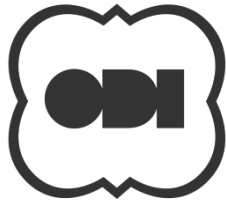
Expert

An exceptional example of information infrastructure.



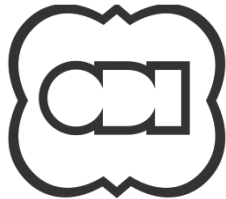
Standard

Regularly published open data with robust support that people can rely on.



Pilot

Data users receive extra support from, and can provide feedback to, the publisher.



Raw

A great start at the basics of publishing open data.

Global demand

Global challenges

Government leadership

Open Data Charter

Commercial value

A unique moment

Emerging Standards

Third sector engagement

Investment in Open

Growing capabilities

Global community

ODI Nodes



Businesses + Universities + NGOs

ODI Nodes connect the organisations that support open data projects and people

Supporting local, national and international impact



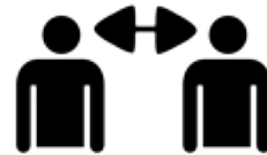
Country Node

Country-lead, close to government, independent



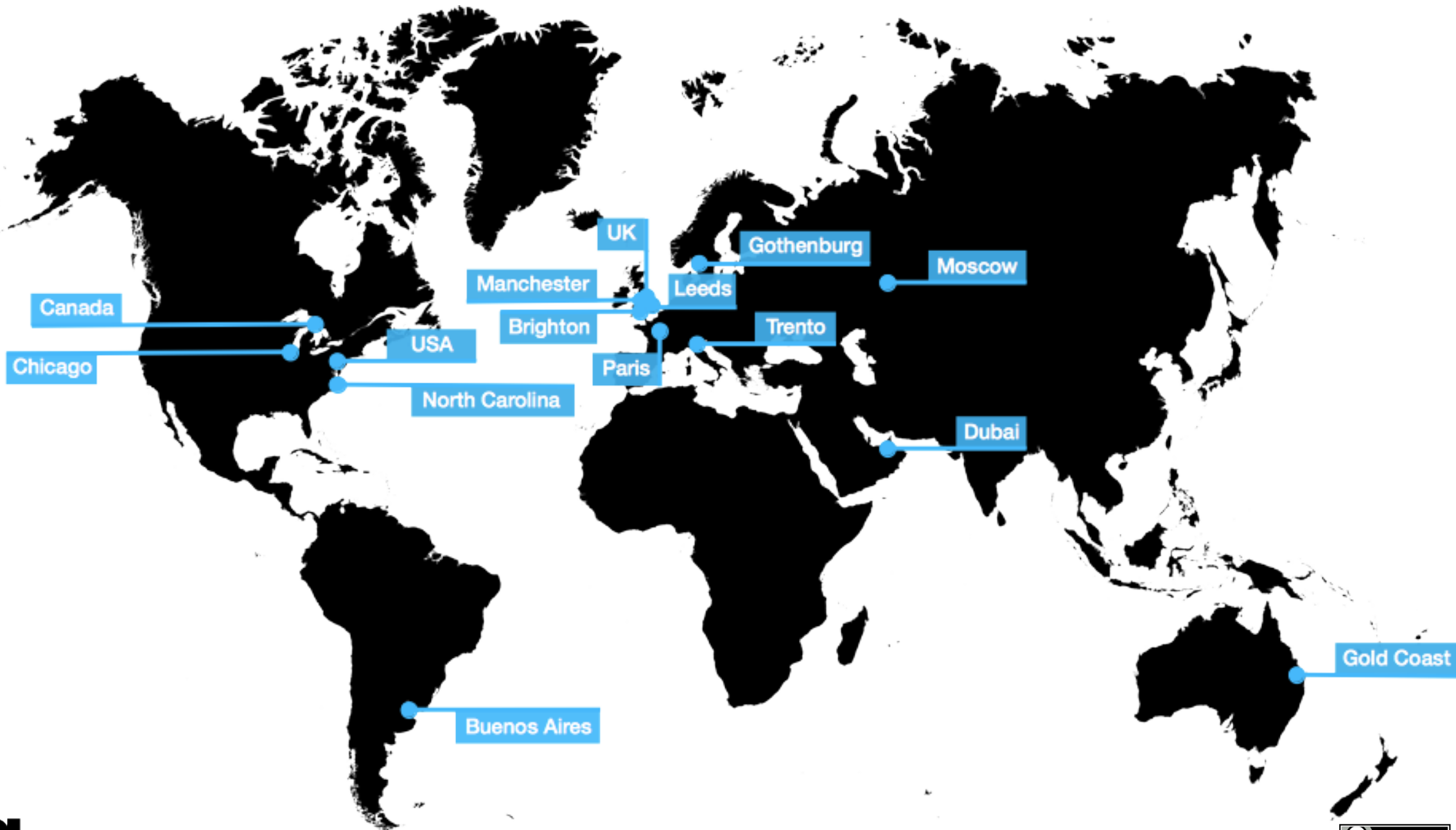
City or Region Node

Deliver projects, training, research, and development



Communications Node

Amplify use-cases to, and from, around the world





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