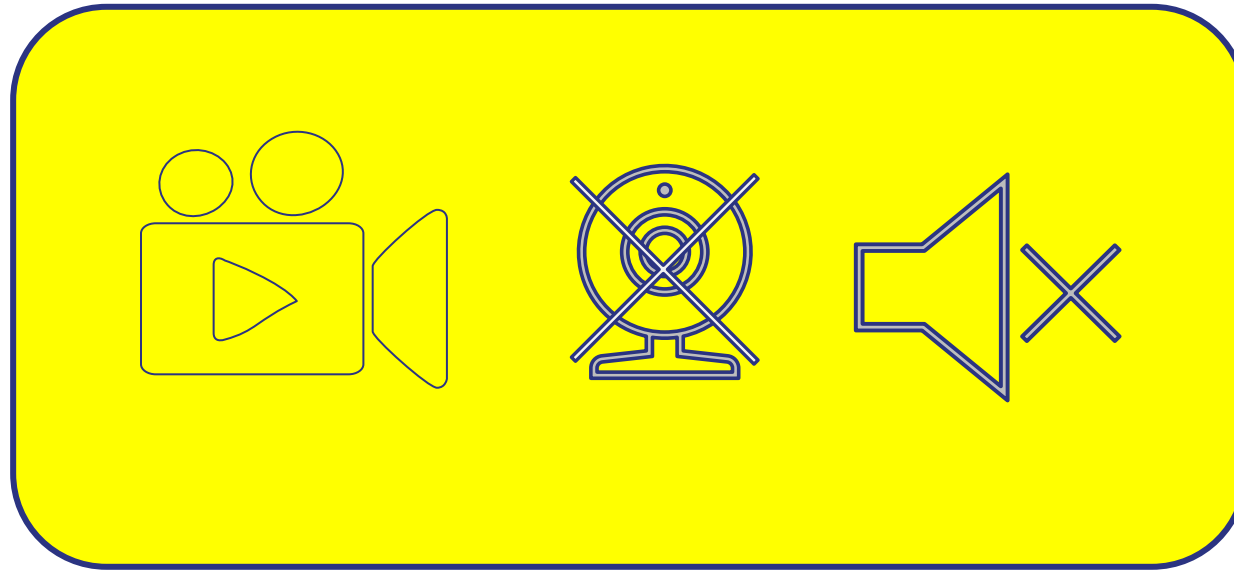WEBINAR

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Measuring open data impact in Europe

30 September 2022

10.00 – 11.30 CET

Rules of the game

Our agenda for today
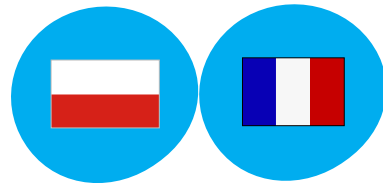
1

Introduction to measuring open data impact

2

Countries´ experiences: Poland and France

3

Panel discussion

4

Q&A and feedback

Our agenda for today

1

2

3

4

Introduction to measuring open data impact

Why measuring impact of open data?

- Measuring impact provides an understanding of both the positive and negative **effects** of an intervention, in a single or in multiple domains.

- According to the **European Commission´s Better Regulation Guidelines**:

  *´impact assessment promotes informed decision-making and contributes to **better regulation** that delivers the full benefits of policies at minimum cost, while upholding the principles of subsidiarity and proportionality`*

- Effectiveness of open data portals
- Usefulness of datasets
Externalities ...

Open Data Directive & Implementing Act on High Value datasets

How is impact of open data defined?

- **A consistent definition does not exist,** but ´impact´ is **positively connoted.**

- The existing open data frameworks most frequently referred to are the **Open Data Maturity (ODM)** and the **Open Data Barometer (ODB)**.

ODM

- Published yearly by data.europa.eu

- 30+ European countries involved

- Focus on open data maturity level along four dimensions: policy, impact, portal, quality

ODB

- Published yearly (2018) by the World Wide Web and the Omidyar Network

- 30 world countries involved

- Focus on accountability (political), innovation (economic), and social impact

2022 ODM has an updated impact methodology

Policy
- Policy framework
- Governance
- Implementation

Impact
- Strategic awareness
- Measuring re-use
- Creating impact
  - Governmental impact
  - Social impact
  - Environmental impact
  - Economic impact

Portal
- Portal features
- Portal usage
- Data provision
- Portal sustainability

Quality
- Currency and completeness
- Monitoring and measures
- DCAT-AP compliance
- Deployment quality and linked data

data.europa.eu
The official portal for European data

A re-structured impact dimension to better distinguish re-use and impact creation

Impact

1. Strategic awareness
2. Measuring re-use
3. Creating impact

   - Governmental impact
   - Social impact
   - Environmental impact
   - Economic impact

1. **Strategic awareness** – *How important is it in your country to understand the level of re-use and the impact of open data?*

2. **Measuring re-use** – *Is the re-use of open data measured and how?*

3. **Created impact** – *Is data on the governmental, social, environmental, and economic impact of open data available?*

´*Measuring re-use*´ explores the ways in which countries analyse re-use

2. Measuring re-use	

2.1	▪ Activities are in place to understand which and how datasets are re-used, for example:
	  - Log files are analysed to collect and investigate how datasets are being used.
	  - Automated feedback mechanisms are in place to track users´ access to datasets.
	  - Surveys/other extensive research tools are used to measure the re-use of open data.

2.2	▪ Activities are in place to better understand re-users´ needs, for example:
	  - Feedback sessions with portal users are regularly conducted.
	  - Social media sentiment analysis is used.

2.3	▪ A process is in place to systematically gather re-use cases. ▪ Re-use cases are classified according to categories (e.g., environmental, social, economic re-use cases etc.)

Do you track which datasets are used? Through which method?

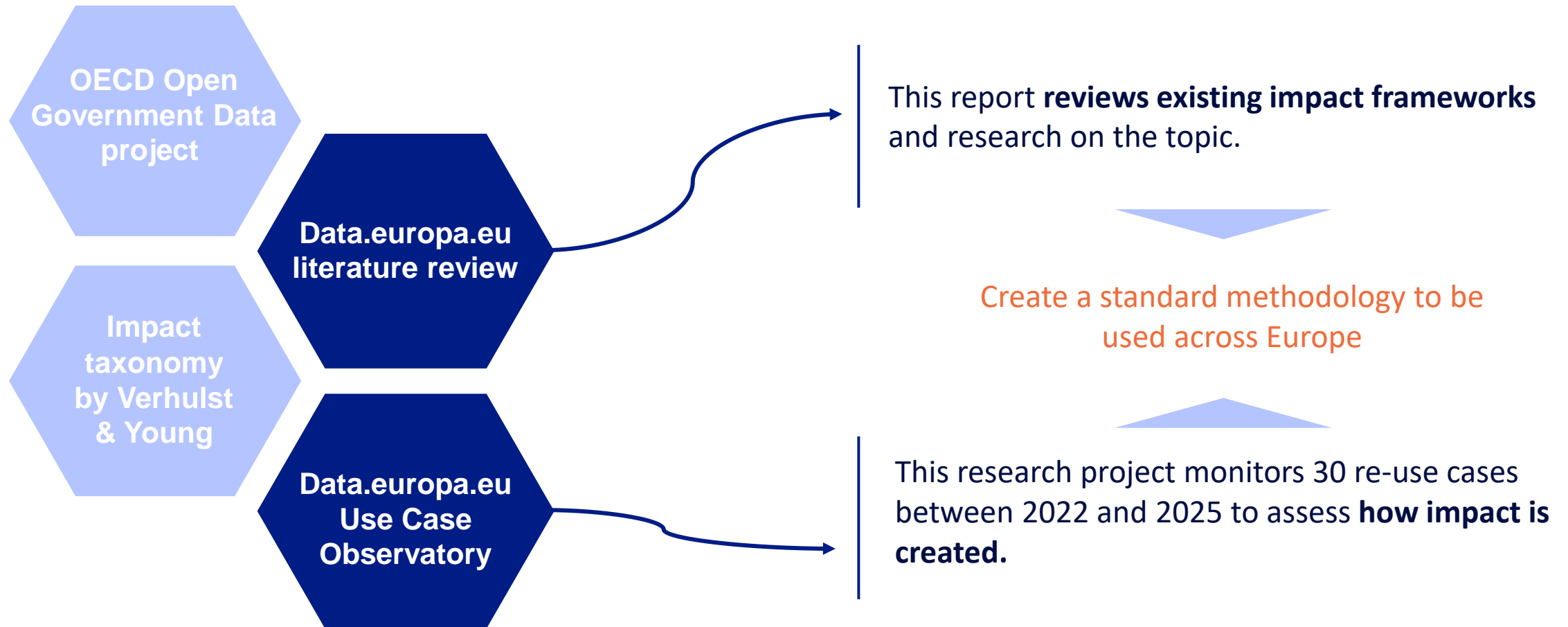*Do you know who the re-users of your datasets are and what do they need? How did you find out?*

Do you have a systematic collection of re-uses, e.g., ordered by impact category?

´*Created impact*` looks at how impact from re-use is measured

3. Created impact	

3.1	▪ Data on the impact created by open data on governmental challenges is available in your country
	▪ Various re-use examples exist that showcase the impact of open data on:
	  - Increasing government efficiency and effectiveness in delivering public services,
	  - Increasing transparency and accountability of public administrations,
	  - Enabling better policy- and decision-making.

3.2	▪ Data on the impact created by open data on societal challenges is available in your country.
	▪ Various re-use examples exist that showcase the impact of open data on:
	  - Better including marginalized groups and reducing inequality,
	  - Increasing awareness on housing issues,
	  - Raising awareness on health- and wellbeing-related issues,
	  - Raising awareness on education issues.

3.3	▪ Data on the impact created by open data on environmental challenges is available in your country.
	▪ Various re-use examples exist that showcase the impact of open data on:
	  - Increasing awareness on biodiversity-related topics (e.g., air and water quality),
	  - Enabling more environmental-friendly cities,
	  - Raising awareness on climate change and connected disasters,
	  - Encouraging a lower consumption of energy based on fuel and the switch to renewables.

3.4	▪ Data on the impact created by open data on the economy is available in your country.
	▪ Various re-use examples exist that showcase the impact of open data on the following indicators of economic growth:
	  - Employment,
	  - Technology and innovation,
	  - Entrepreneurship and business creation.

- *Have you measured the impact of open data re-use?*

- *Instead of merely providing re-use cases, can you explain how this impact is created?*

- *How did open data in your country contribute to cope with specific governmental, societal, environmental, and economic challenges of our time?*
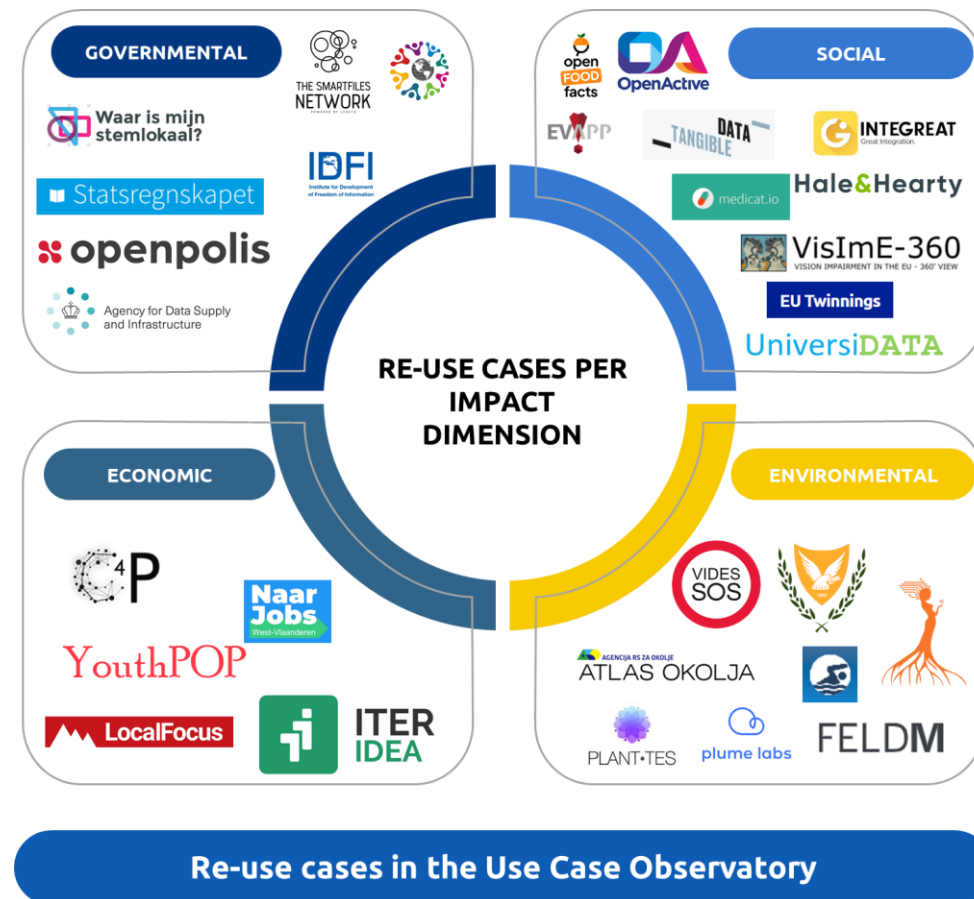
Towards a standard impact methodology

OECD Open Government Data project

Data.europa.eu literature review

Impact taxonomy by Verhulst & Young

Data.europa.eu Use Case Observatory

This report **reviews existing impact frameworks** and research on the topic.

Create a standard methodology to be used across Europe

This research project monitors 30 re-use cases between 2022 and 2025 to assess **how impact is created.**

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The official portal for European data

Stories from the Use Case Observatory
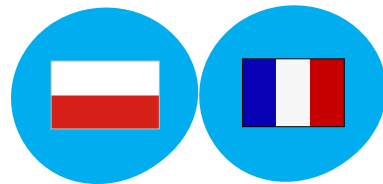
Our agenda for today

1

Introduction to measuring open data impact

2

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3

4

MEASURING OPEN DATA IMPACT – A PRACTITIONER'S PERSPECTIVE

some brief and practical remarks on how to define and assess open data impact on economy and society

Joanna Malczewska, Counselor, Data Management Department, Chancellery of the Prime Minister of Poland
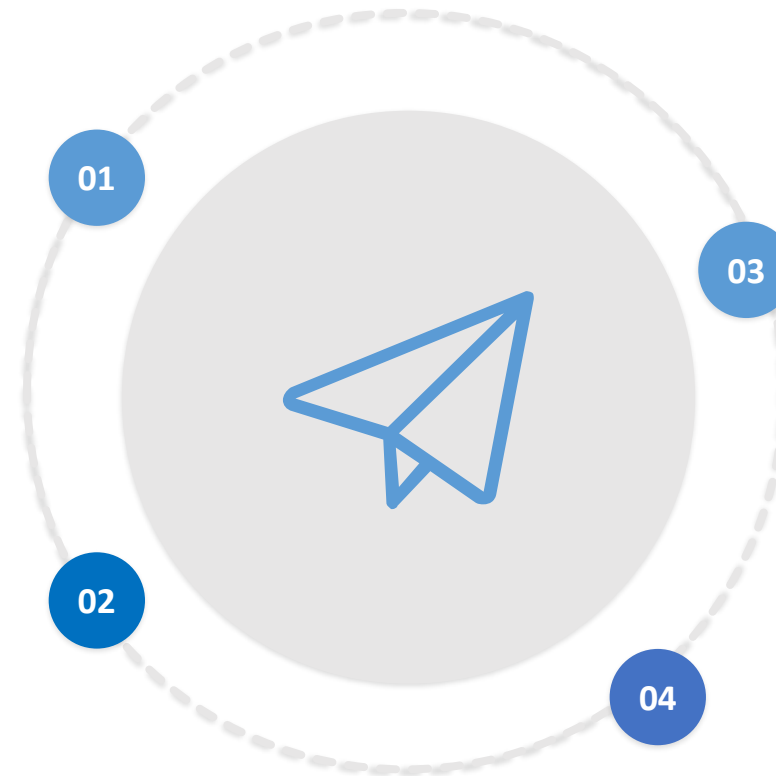joanna.malczewska@mc.gov.pl

1.

From a single survey
to objective impact assessment criteria

Open data re-use among enterpreneurs

level of interest in accessing open data

01

03 identifying market trends in open data

open data as development opportunity for companies

02

04 identifying business sectors that are to gain the most from open data

OTWARTE DANE

2.

What have we done

and what is ahead of us

The surveys **and reports**

01   Smart farming

751 farmers and agricultural enterprises were surveyed – we assessed the level of interest in access to applications and services based on open data, how they are used in agro business and whether - and to what extent – they are perceived as important factor for the growth and development opportunities for the firms

02   Local government

in progress – designing the research tool and deciding on the selection of respondents

03   NGOs

in planning

OTWARTE DANE

3.

To commission or not to commission?
What we found out about pros and cons of public procurement
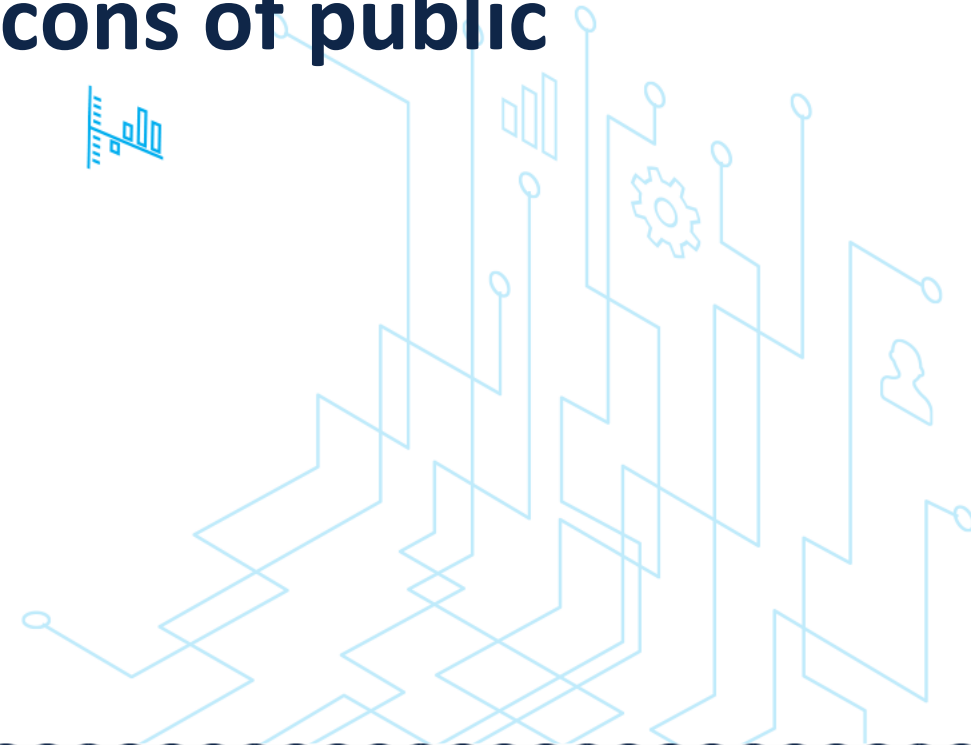
OPEN DATA

Act
of August 11 2021
on the open data and re-use
of public sector information

Directive
of the European Parliament
and of the Council of 20 June 2019 on open data
and the re-use of public sector information

AIM

- increasing supply and better quality of data
- open data ecosystem
- join to the leaders in Europe

Open Public Data Programme
for 2016-2020

NEW
Open Data Programme
for 2021-2027

Calendar
of data opening

Network
of open data oficers

Open Data Academy
Customised training courses
for public administration

Standards
Legal
Security
Technical
API

dane.gov.pl

RESULTS

172 publishers
24 800 resources
437 APIs

14th
at OECD OURdata Index
on Open Government Data

4th
at Open Data Maturity
2021

Study visits

Datathon

Promotion

digital campaign

open data profile

5 steps to data opening

1. Decisions at a political level
2. Choosing a leader and defining his/her tasks
3. Establishing a team
4. Developing the openness policy
5. Ensuring implementation and evaluation

**Data Opening.
Good practice guide**

Portal
development

API
to databases

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Open Data Laboratory
- research
- professional support
- reports

Cooperation with local governments
workshops and conferences

International conference
thefutureisdata.pl

ZAŁOGA OTWARTYCH DANYCH

Thank you for your attention

Joanna Malczewska

Chancellery of the Prime Minister

joanna.malczewska@mc.gov.pl

Measuring open data impact in Europe - The French experience

Antonin Garrone, Product Owner, data.gouv.fr, Etalab-DINUM-Prime Minister's Office of France
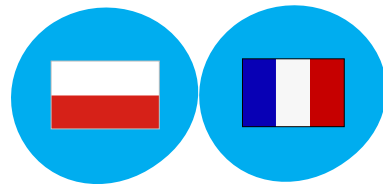
antonin.garrone@data.gouv.fr

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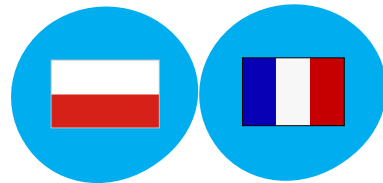
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Don´t miss our upcoming webinars!

WEBINAR

Stories from the
Use Case
Observatory –
Volume I

7 October 2022

10.00 – 11.30 CET

WEBINAR FOR DATA PROVIDERS

Understanding
open data:
technical openness

21 October 2022

10.00 – 11.30 CET

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EUDATATHON'22

Final event,
20 October 2022

Register now!

#eudatathon | op.europa.eu/eudatathon

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