

WEBINAR

Stories of use cases: Open data to foster European's economy and way of life

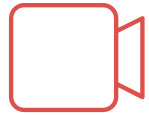
The logo for Data.europa academy is located in the bottom left corner. It features a large red circle with a smaller white circle inside it. The text "data.europa academy" is written in white lowercase letters within the white circle. The word "data" is on the top line, "europa" is on the middle line, and "academy" is on the bottom line. There are small yellow dots above the 'a' in "data" and above the 'o' in "europa".

data.
europa
academy

25 April 2023

14.30 — 16.00 CET

Rules of the game



The webinar will be recorded



Please mute yourselves during the webinar



Please reserve 3 min after the webinar to help us improve by filling in our feedback form



For questions, please use the ClickMeeting chat.

Agenda

14.30 – 14.45	Introduction to the series ‘Stories of use cases’ and ‘An economy that works for people’ and ‘Promoting our European way of life’
14.45 – 15.10	Presentation of work by use cases
15.10 – 15.55	Panel discussion with representatives from use cases
15.55 – 16.00	Wrap up and feedback

Introduction



Giuseppe Ascone Modica
Knowledge Management,
data.europa.eu



Michail Maragkakis
YouthPOP



Sara Baroni
Wonder Wanderlust Women



Guido Mazza
Wonder Wanderlust Women

Stories of use cases webinar series



What

Sharing experiences from the **Use Case Observatory**, **EU Datathon** and **data.europa.eu use case repository** to share how initiatives contribute to major global priorities

Why

Stories help grasp opportunities and showcase their potential and the impact of open data on innovative business opportunities

How

Delve into the social and economic development goals in Europe through 2 open-data-driven initiatives aligning with the Commission's political priorities

1st edition: Open data for the European Green Deal

- Delved into the green transition across Europe through 3 open data use cases
- Explored how they respond to environmental challenges
- Presented how open data is used to tackle these challenges

FELDM

geoFluxus

My Bio
EU BUDDY

European Commission Political Priorities

- An economy that works for people
- Promoting our European way of life

An economy that works for people

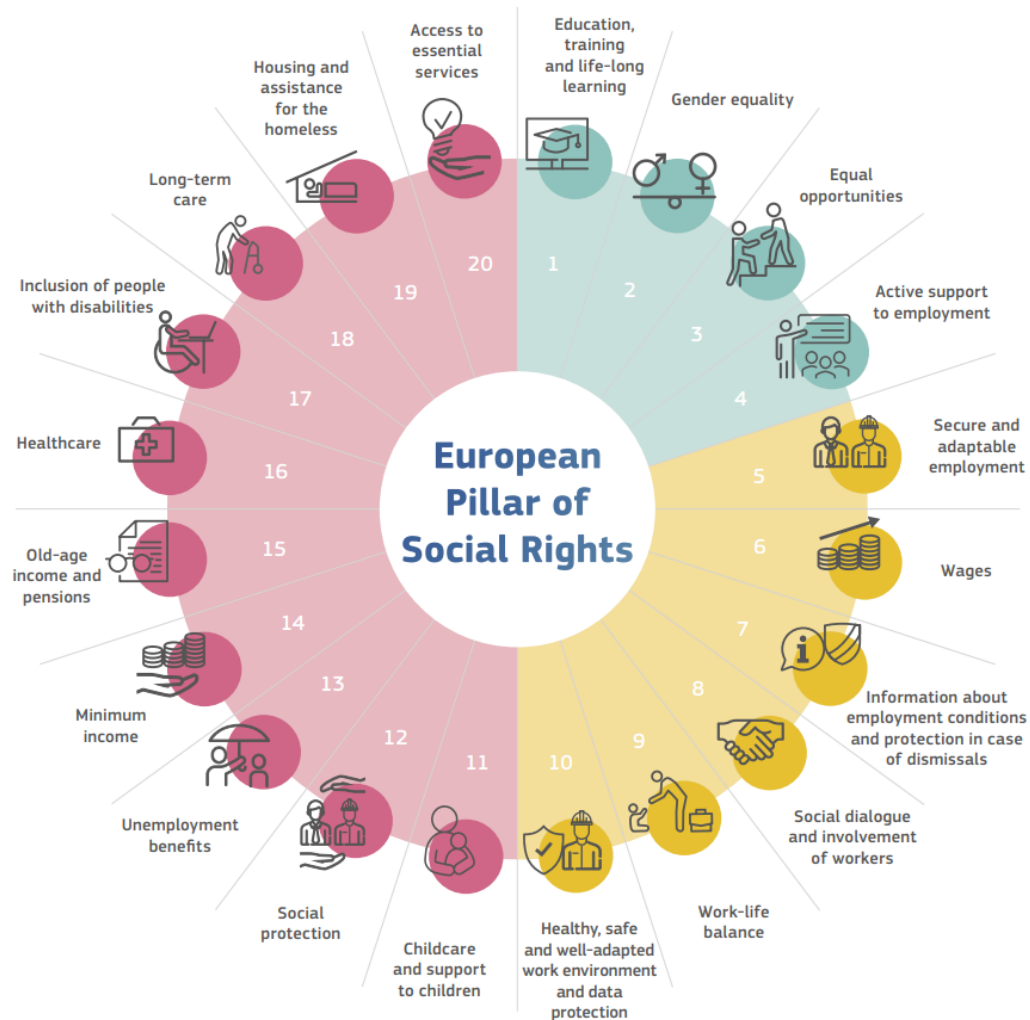
‘A political priority focused on ensuring **social fairness** and **prosperity**’

Policy areas:

- Economic and financial union
- Jobs, growth and investment
- Youth employment support
- Internal Market
- The European Semester
- State aid
- Financial services
- Economic forecasts



European Pillar of Social Rights Action Plan



EU targets by 2030

- 78% employment
- 60% in training every year
- 15 million - Tackling poverty



Promoting our European way of life

‘A political priority focused on protecting **EU citizens** and **EU’s core values**’





European Health Union

Pharmaceutical strategy

Europe's beating cancer plan

Crisis preparedness and response

#HealthUnion



European Health Union

#HealthUnion

Open data use cases:



medicatio



VisImE-360
VISION IMPAIRMENT IN THE EU - 360° VIEW



OpenActive

Hale&Heartly

Our panellists

Get to know: Wonder Wanderlust Women

Sara Baroni & Guido Mazza





The new portal
to
women's opportunities
Design your future while closing the gap!

a solution by





We live and feel like European citizens.
Our vision is to sparkle innovation in the many
communities in the world that dream big.
In the last seven years, **we inspired** several European
communities with our cloud solutions



Collaboration with smart cities

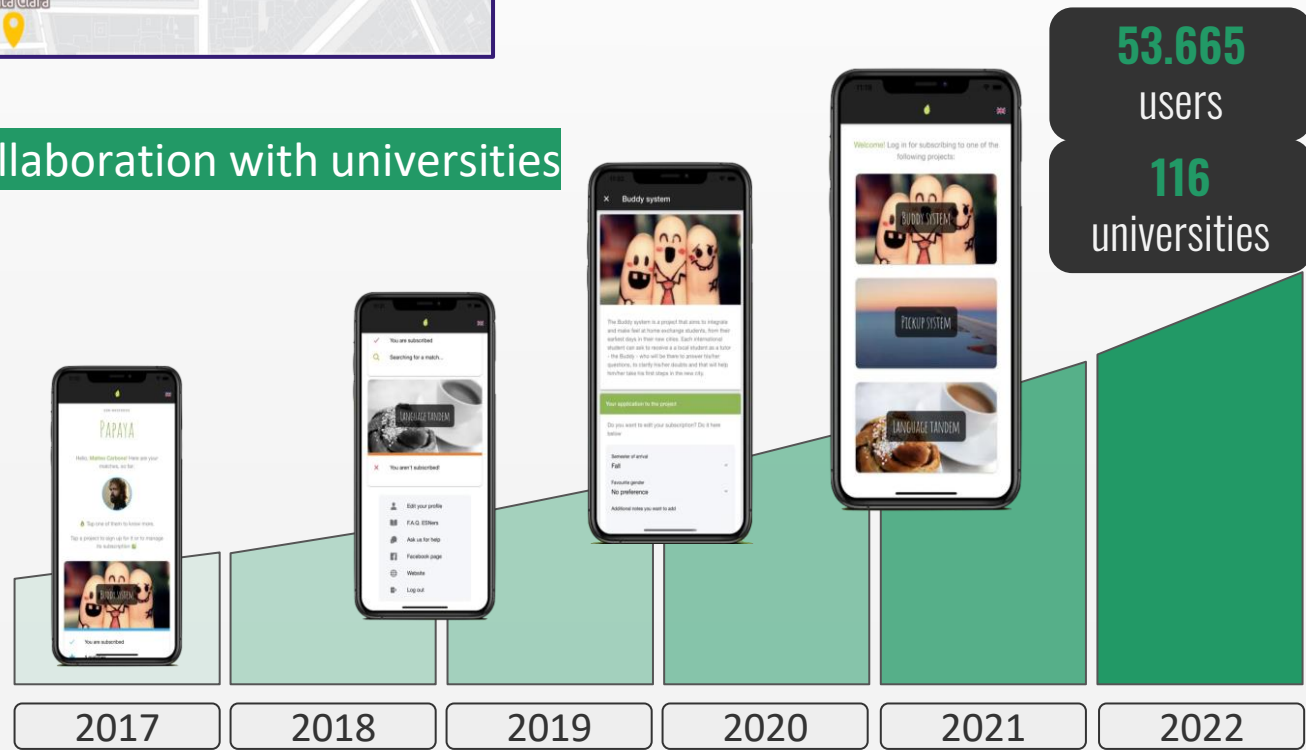
Sort by: **Relevance** ▲

- Analysis of the re...
- Falla Plaza #1
- Torres del #4 Las torres de Senar...

Map locations: Casual Vintage Valencia, Plaza de Ayuntamiento, Plaza de l'Ajuntament, Calle de las Barcas, Calle Correos, Casual Valencia del Cine, Acampada Valencia, Falla Ribera-Convento Santa Clara, Calle Quevedo, Calle San Pab...



Collaboration with universities

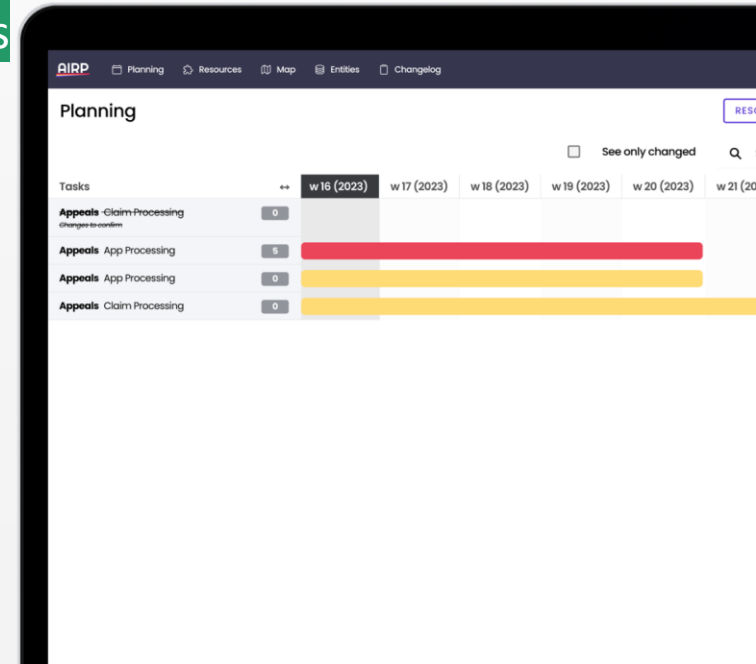


Collaboration with research centres worldwide



Collaboration with Public Sectors (Scottish Government)

Platform enhanced with AI-powered optimisation capabilities to give a systematic overview of resources' skills, projects, availability and location.





Sara Baroni

Journalist

sara.baroni@iter-idea.com



Guido Mazza

Cloud Engineer and Co-founder

guido.mazza@iter-idea.com



Matteo Carbone

Cloud Engineer and Co-founder

matteo.carbone@iter-idea.com



**ITER
IDEA**

- We are [ITER IDEA](#), an Italian startup founded June 2021.
- 7+ years of experience in mobile app development and cloud solutions design.
- [Enterprise Europe Network](#) members and Innovation Managers at MISE (Italian Ministry of Economic Development).
- You may know us for [Papaya](#), an ESN matching system used by thousands of students from more than 100 European universities.

Why UNA Women?

- Women between 20 and 35 years are experiencing the most difficulties in entering the job market ([OECD](#), [CNN](#), [Istat](#))
- They are also one of the categories most affected by the pandemic scenario ([Huffingtonpost](#), [Wired](#))
- Companies have increasing attention to the Equal Salary Certification and similar commitments
- Universities and other institutions are improving and promoting their internationalization paths
- Investments and the attention of the EU to reducing the [gender gap](#) and promoting [transparency of wages](#) by 2030.



Initially, through the support of the European Commission and as part of the **EU Datathon 2021** project, we developed a dashboard based on **algorithms able to quickly show** young women (15-24 and 25-35) **the data necessary to support them** in the choice of change life.

Today the new portal can provide relevant tools for **eliminating the gender gap** through a functional combination of **educational, work and support synergies**.

Target

During the Datathon

- Emilia Spaczynska
 - *Bio:* 22 years old from Lublin PL
 - *Speaks:* Polish, French, English
 - *Studies:* ICT
 - *Motivation:* looking for a destination where to **deepen her studies** and, perhaps, start her **first internship**

Now

- Women 18-35;
- Companies (especially gender equal);
- Certification bodies;
- University;
- Education company.

Datasets & other sources

- 6+ million rows of data processed
- Advantage of cloud technologies
- ~10 European and national sources
- Challenge: linking the same entities across different datasets



** This slide's logos have only explanatory purposes of the data sources implemented; these are not direct partners of the project.*

“Tips” to guide the way



Recently, **1404** people (**53%** female), between **26** and **34** years, participated in an exchange program in Milan.



The Gender Equality Index in **Sweden** is **83.8%**, **higher** than the **European average** (67.9%).



The average cost for public transportation is **30€** per month; the value is **lower** than the average cost in **Portugal** (40€ per month).



The city's universities have an internationalization ratio **28% higher** than the average in **Italy**.



- Data model designed for **speed**, **flexibility** and **scalability**
- Subjects: cities (as mobility opportunities)
- Dynamically elaborated based on the **parameters** provided by the users
- Many different — but interconnected — topics to generate knowledge:
 - Mobility, accessibility, fields of competence, jobs, cost of life, gender equality, etc.
- Together, they contribute to a classification to **suggest** cities

“Tips” to guide the way



Stockholm is a popular destination for people in the field of **Engineering and engineering trades**.



Recently, **113 people (52% Female)** with special needs participated to exchange programs in Stockholm.



Stockholm was recognized in an **Access City Award** (3rd prize awarded in 2013).



The average renting price is **lower** than the average price in **Italy**.



The average cost for public transportation is **130€** per month; the value is **higher** than the average cost in **Ireland** (100€ per month).



Venice is a great opportunity for students of **Architecture and construction** since it hosts the **IUAV University of Architecture**; **349** scholarships will be released between February and March 2022. The IUAV supports students with 14 accommodation facilities and a dedicated [website](#).



Turin's monthly cost of living is estimated around **776€**, which is **7% lower** than the estimated in **Italy**.



In Dublin, the most people are **satisfied** with public transportation (37%).



There are ESN sections in the city: [ESN Modena](#).



The Gender Equality Index in **Sweden** is **83.8%**, **higher** than the **European average** (67.9%).



Milan is a great opportunity for students of **Information Technology** since it hosts partners of **EIT Digital** – Politecnico di Milano. The total number of EIT students who lived an experience in **Italy** is **435** (121 female) in the areas of: **Data Science, FinTech, Human Computer Interaction and Design**.



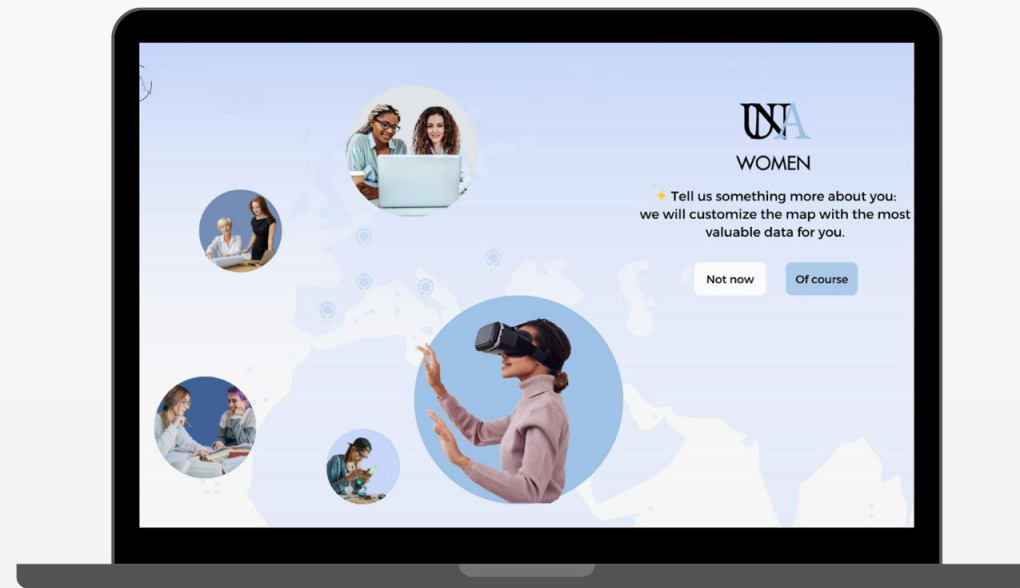
We are aware of **83** job/internship opportunities in Dublin.



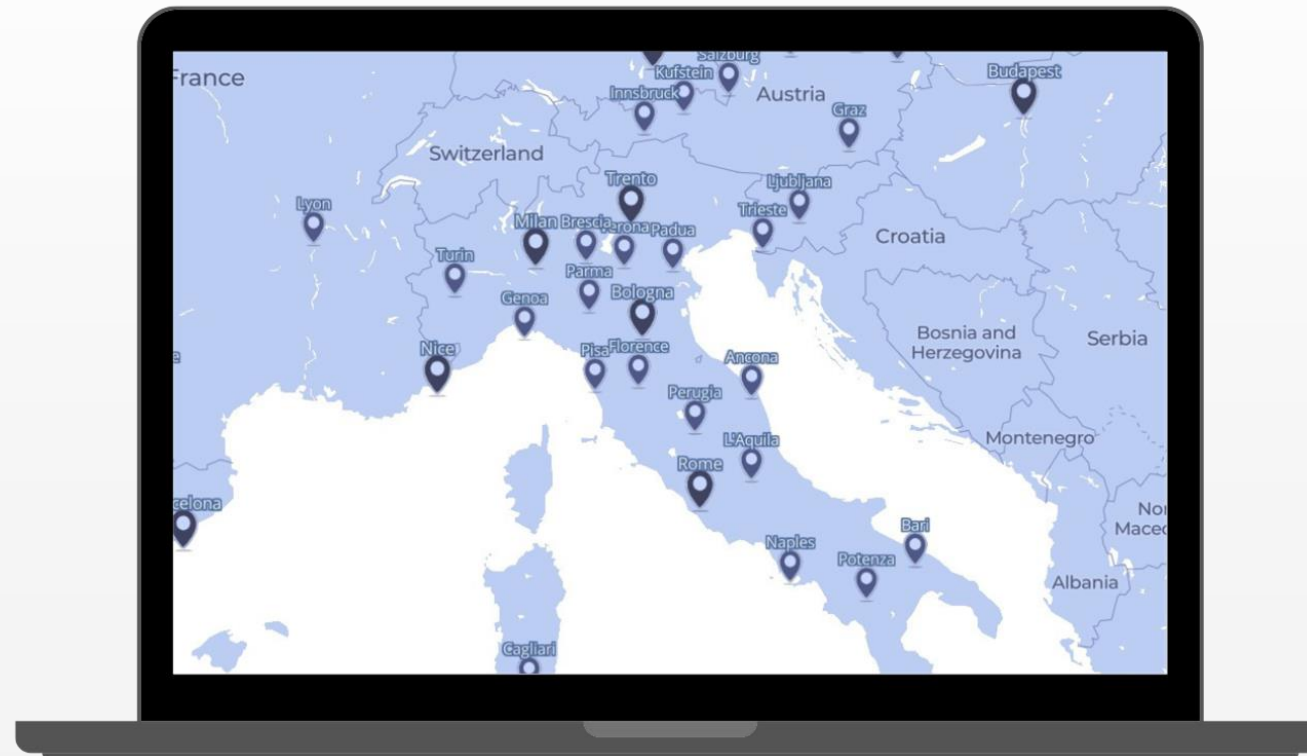
Modena joined the program **WiFi4EU** ([Free Wifi for Europeans](#)).



...we needed a way to visually summarize this massive amount of data with the objective of mapping and explaining opportunities



An easy to use and engaging web app that visually displays opportunities and highlights hidden patterns to help **young women** in taking new chances



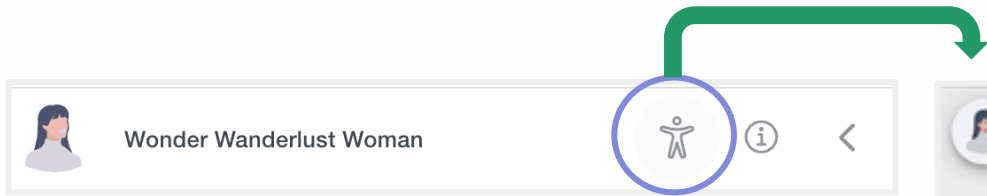
Demo: Emilia on action



*The new feminine portal for European
mobility: welcome to your new life.*

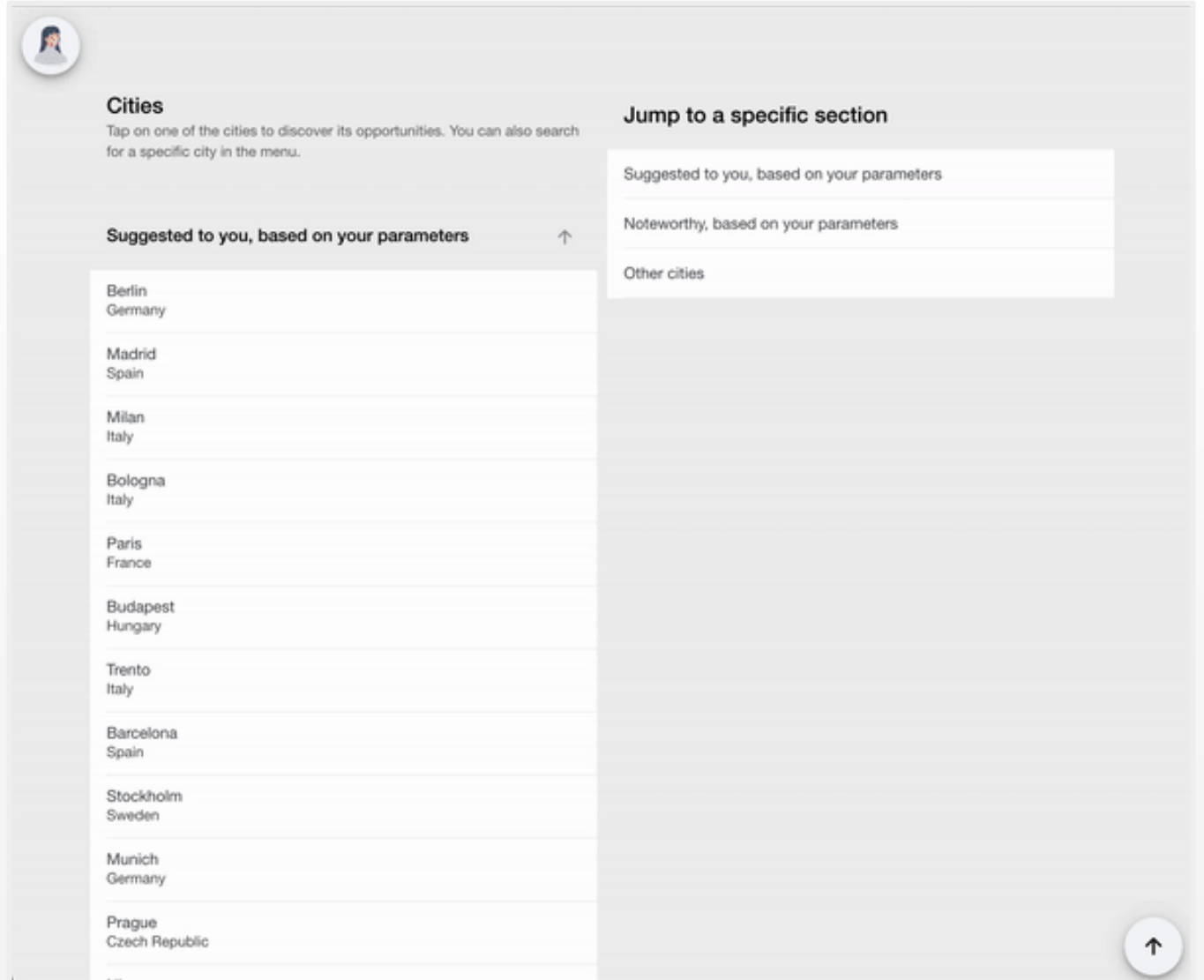


Accessibility



The framework that we used to draw the map doesn't have much support for accessibility features.

Therefore, we created a specific **Accessibility Mode** that lets you easily explore the opportunities available on the map by using the keyboard or other devices.



Winner of EU Datathon 2021

In the category “An economy that works for people” and most voted app for the Public Choice Award

[European Central Bank via Twitter](#), [Huffingpost](#), [Ministero del Lavoro](#), [Dati.gov.it](#).

EU OPEN DATA DAYS 
EUDATATHON'21

Challenge 2
An economy that works for people

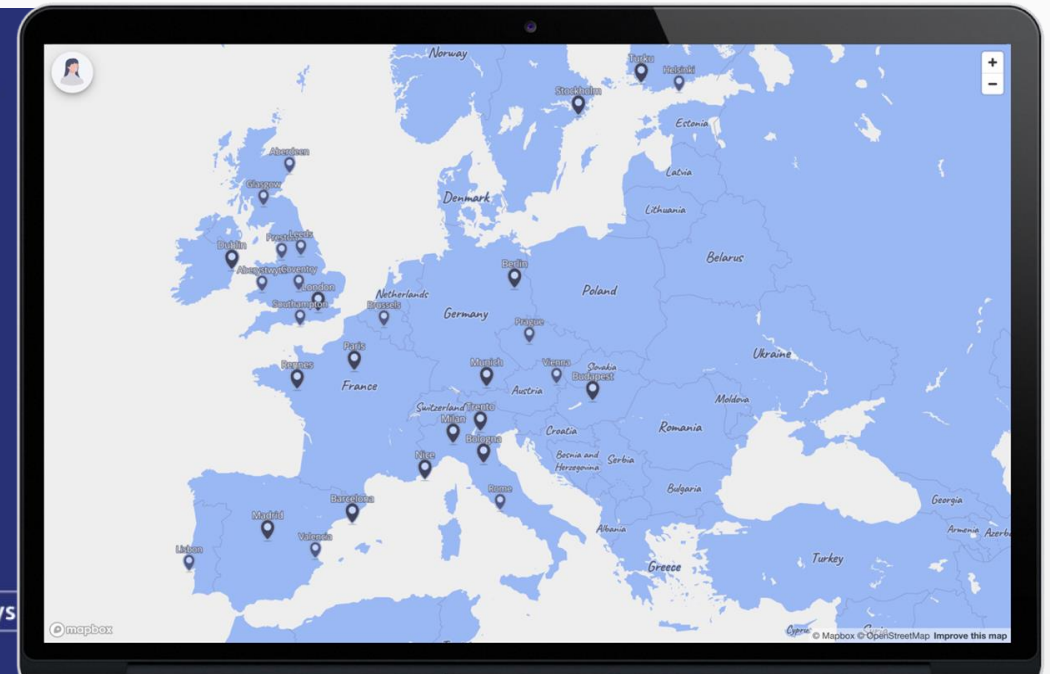
Finalist team

ITER IDEA

Guido Mazza
Matteo Carbone
Sara Baroni

Teams are listed by challenge and then alphabetically





Press

Il Sole 24 Ore and [Info Data](#) allowed us to share the project on Data Jobs

INFO DATA - IL SOLE 24 ORE
a colloquio con
GUIDO MAZZA
Co-founder Iter Idea

DATA JOBS
*La giornata tipo
di chi lavora con i numeri*

MERCOLEDÌ 19 GENNAIO ALLE 14:00
TWITCH.TV/INFODATA24

Zoom meeting participants:
Guido Mazza
Luca Tremolada
Andrea Gianotti

Shared screen content:
Wonder Wanderlust Women
Finally, a portal facilitating women's mobility in Europe



PRESS

ClickLavoro
October 28th, 2021

www.unawomen.com

PRESS

Regione Emilia Romagna
November 15th, 2021

www.unawomen.com

PRESS

Data.Europa.Eu
October 22nd, 2021

www.unawomen.com

PRESS

HuffPost
August 21st, 2021

www.unawomen.com

[Startup Magazine](#), [HuffPost](#), [Data.Europa.Eu](#), [ClickLavoro](#), [Regione Emilia Romagna](#), more...





After the Datathon

- We **rebranded** the app;
- **Increased** our solutions and data;
- Opened a **website** and a **blog**;
- We were gusted for a national **radio interview**.

CO-FOUNDER: UNA WOMEN

INFO@UNAWOMEN.COM

BARONI SARA
GIORNALISTA DIGITAL-FEMMINISTA

WWW.UNAWOMEN.COM



WomenX Impact: international event

- **Workshop** “Women in coding, skills and community to design new paths”;
- Finalist at **WomenX Impact Startup Competition**;





A new mission, a new app

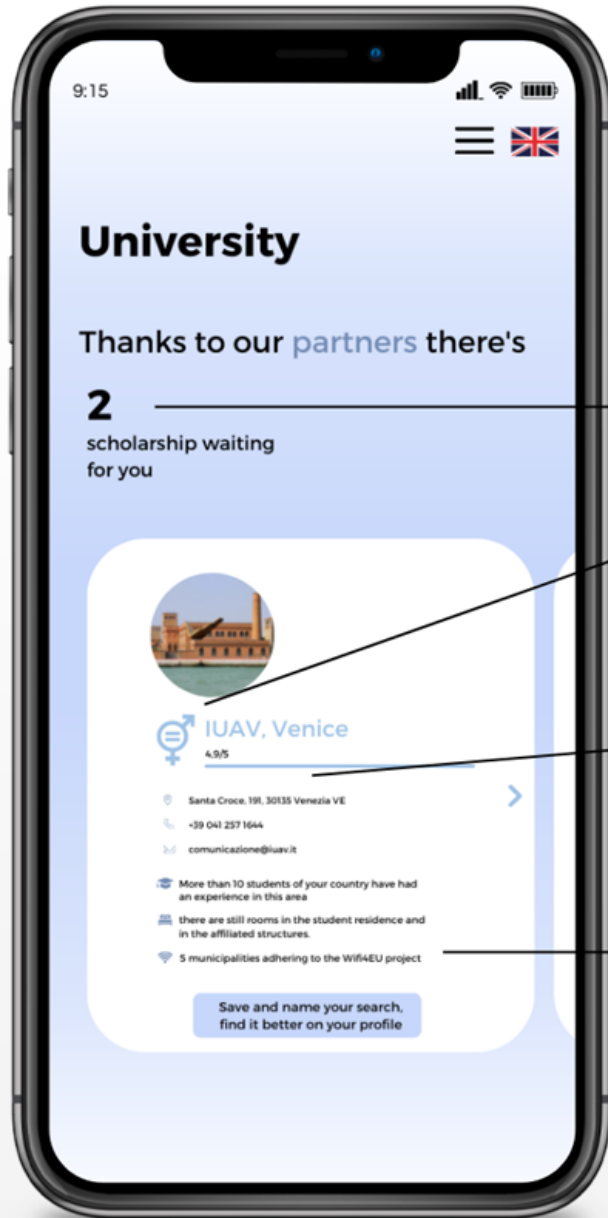
The elimination of the gender gap is a very complex social and economic issue, it is estimated that it will take about 132 years to see its elimination in Europe.

We can't wait that long: to accelerate the closing of the gap women must be allowed to enjoy all the conditions necessary to reach their maximum potential.

How? By simultaneously working on three areas through data, AI and community.

This is our new formula, this is our mission.





University

Partners

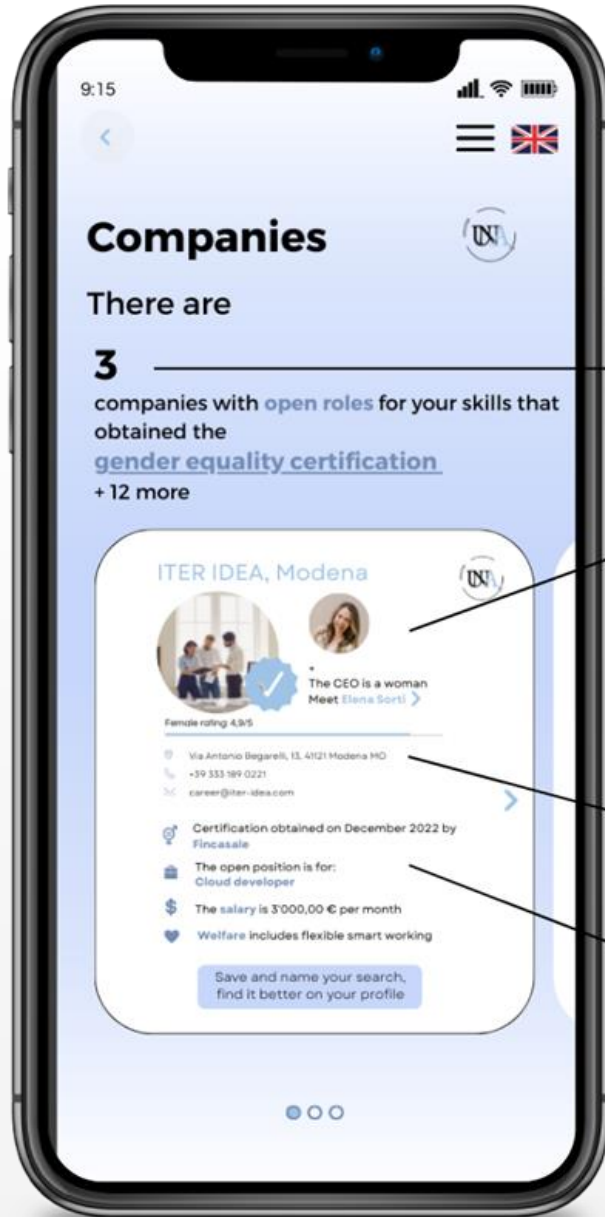
Symbol to indicate the universities with the highest gender equality in the area

The women who study here think that (...)

Tips:

- available scholarships;
- dormitory/apartments affiliated with the university

Scholarships made available by project partners and/or open data provided by EU/international scholarship portals are highlighted.



Work

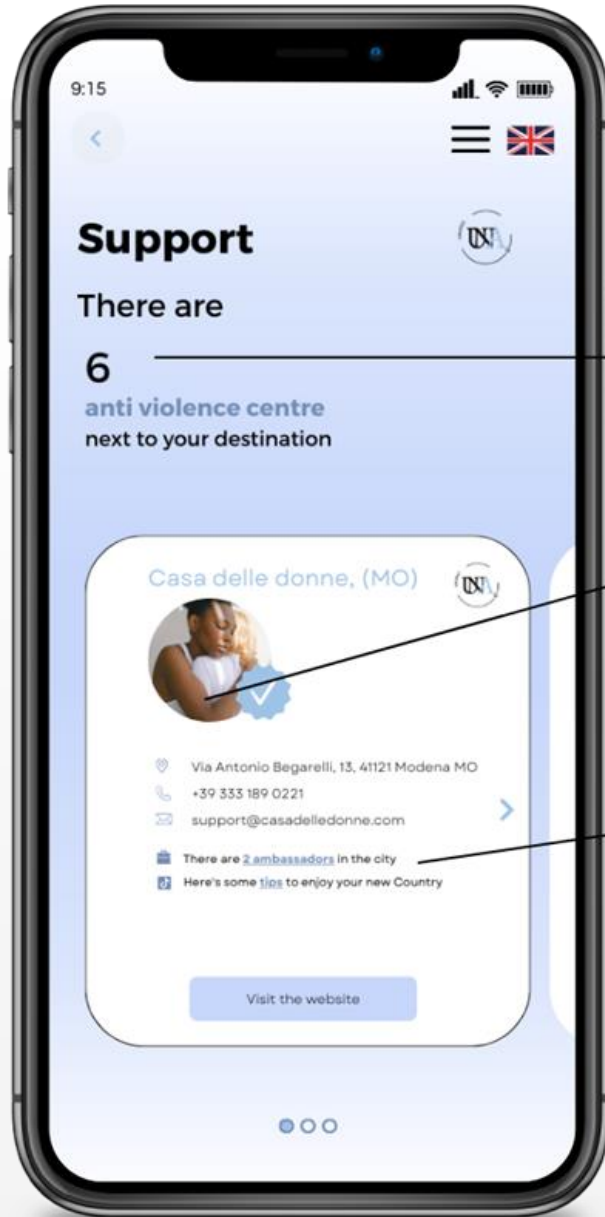
Companies certified for gender equality are highlighted

Space is given to women in managerial positions who adhere to programs relating to training services useful to users

The women who work here think that ... (anonymous reviews)

The certifying bodies are valued to ensure that more companies adhere to the certification

Each topic then opens up to the real job opportunities made available by the project partners and/or by the open data provided to us by the EU.



Support

Anti-violence centers (for now collaboration with the D.I.Re network, soon with the European ones)

By activating the appropriate filter, the algorithm highlights opportunities compatible with proximity to anti-violence centres

Tips:

- presence of local ambassadors;
- events and physical places where you can meet the ambassadors;
- links with advice from the ambassadors for settling in certain cities

Contact information is shown on a single channel and based on proximity to the opportunities found.

Unlike other platforms, where you need to follow various affiliate links to get to the contact information of the centres.

What's coming

- **New collaborations** with the 12 best universities for STEM subjects in Italy;
- **STEM specialized workshop** in Italian STEM universities;
- Partner of a national **summer coding camp** for girls in Italy;
- Partnership with the **EDGE Empower** certification company.





(some of) Our partners & supporters



I
- - -
U
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V
Università Iuav
di Venezia



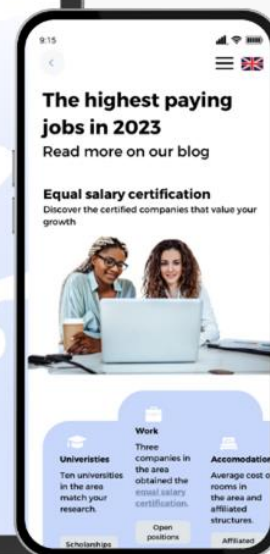
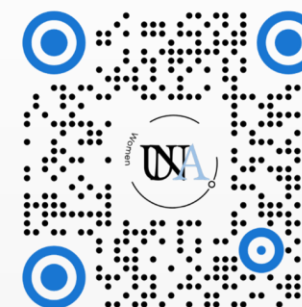
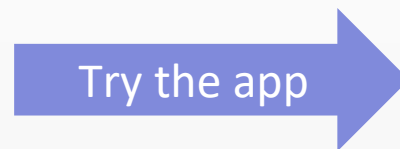
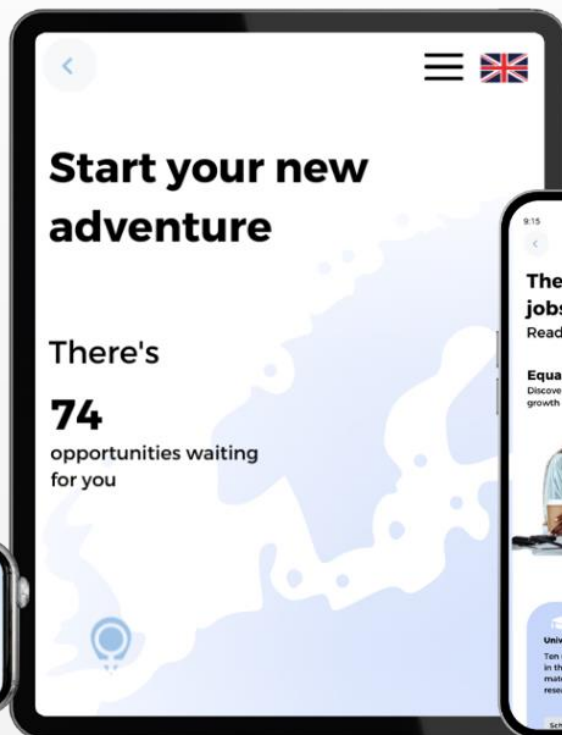
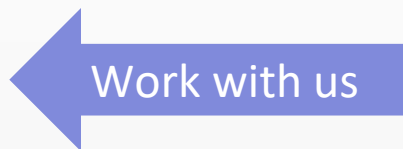
* Only "AWS activate" is a funding partner (through a credit program)





Thank you!

www.unawomen.com



Get to know: YouthPOP

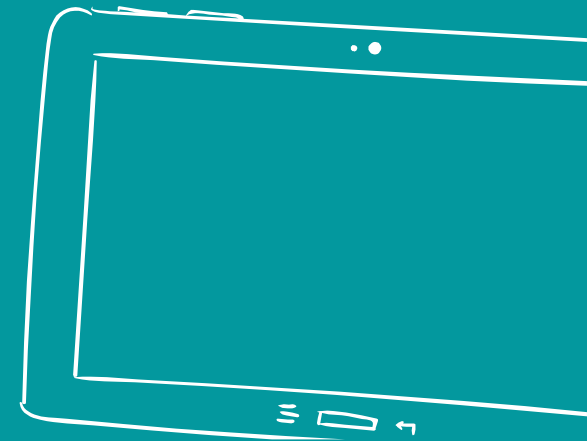
Michail Maragkakis





YouthPOP

Youth Public Open Procurement
Make Public Procurement POPular to Youth!



CHALLENGES



Every year, Public Authorities in the EU spend more than 1.9 trillion euros mainly in sectors such as Construction.

Info is scattered to each contractor's website or hidden into big open data



Lack of connection between young people



Young People



Limited Knowledge about Market Growth, Size or Competition



YOUTHPOP TARGETS

SIMPLIFY

The access to Info



T

INVESTIGATE

Potential Partners/Competitors
or Relocation Criteria.



I

Expand the communication
channels



N

The success in Bids.



M

NETWORKING

MAXIMIZE

DATASETS - TOOLS

DATASETS



eurostat 

data.europa.eu

~3 millions
contract award lines

>2000 Skills
>20000 Occupations

TOOLS



php



YouthPOP

TRENDS

PROBABILITY OF
SUCCESS

PARTNERS /
COMPETITORS

RELOCATION
PARAMETERS

REFERENCES &
SKILLS

USERS

Marina



- ✓ 24 years old from Greece
- ✓ Architect Engineer
- ✓ Small-Medium Company Owner
- Visually impaired



Paul

- ✓ 25 years old from Netherlands
- ✓ Civil Engineer
- ✓ Employee who plans to upgrade his skills

Both (Marina and Paul) are interested in:

- Countries: France, Germany, Belgium
- CPV*: "Architectural, construction, engineering and inspection services" (45000000)

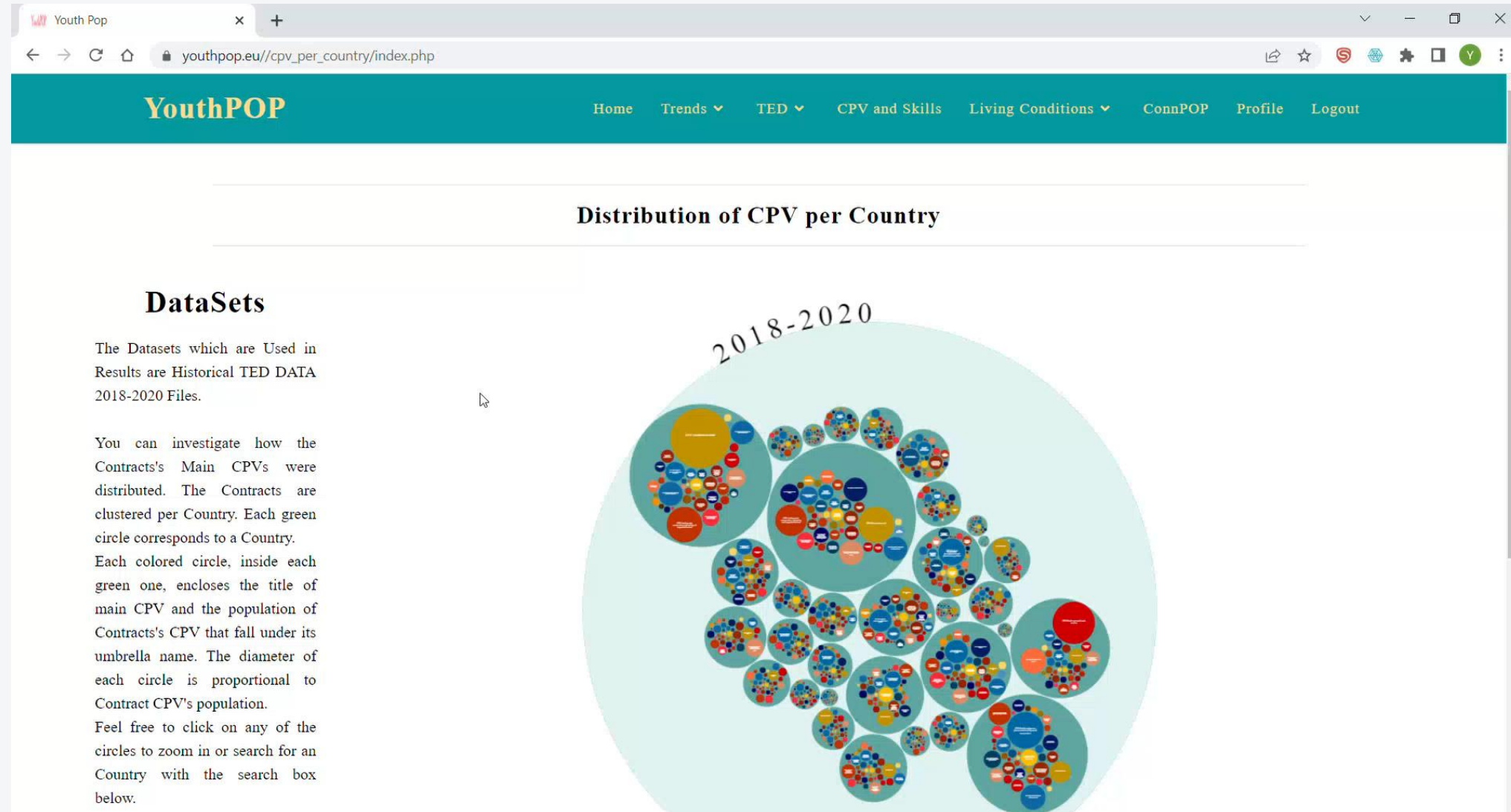
***Common Procurement Vocabulary (CPV)**: Establishes a single classification system for public procurement, aimed at standardising the references used by contracting authorities and entities to describe procurement contracts.

TRENDS

All Trends are extracted by Contract Award Notices 2018-2019 and 2020.

Marina and Paul can check the Trends for the:

- ✓ 45 Main CPVs,
 - ✓ 15 most Popular Contractors with significant activity,
 - ✓ 15 most Popular Bidders with significant number of wins,
 - ✓ Types of Contracts (Works, Supplies, Services),
 - ✓ Contractor's Activity (Defense, Electricity, Other)
- for each Country.



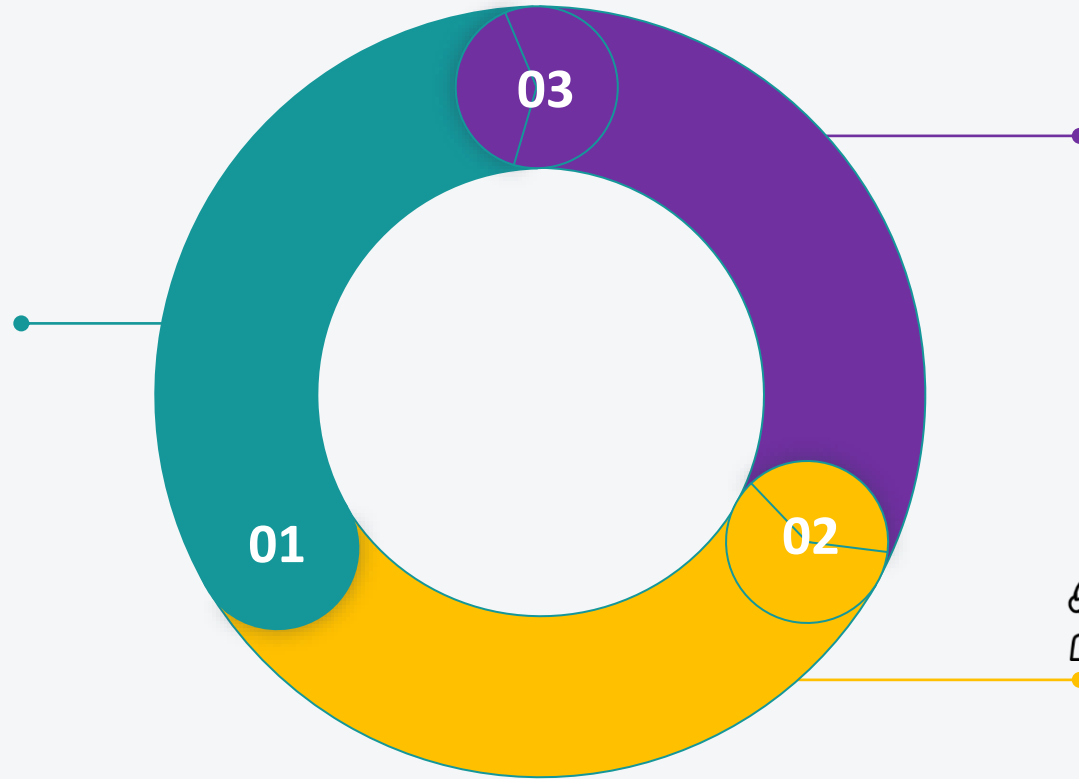
CPV AND SKILLS



Paul chooses one of 103
KEYWORDS
for 15 MOST POPULAR
CPVs



QUERY SENT TO
European Skills, Competences,
and Occupations (ESCO) API



EUROPASS



As a final step, Paul can check each Occupation's suggested DEGREES through EUROPASS PLATFORM.

30 TIDY TREES
(2 TREES PER CPV)

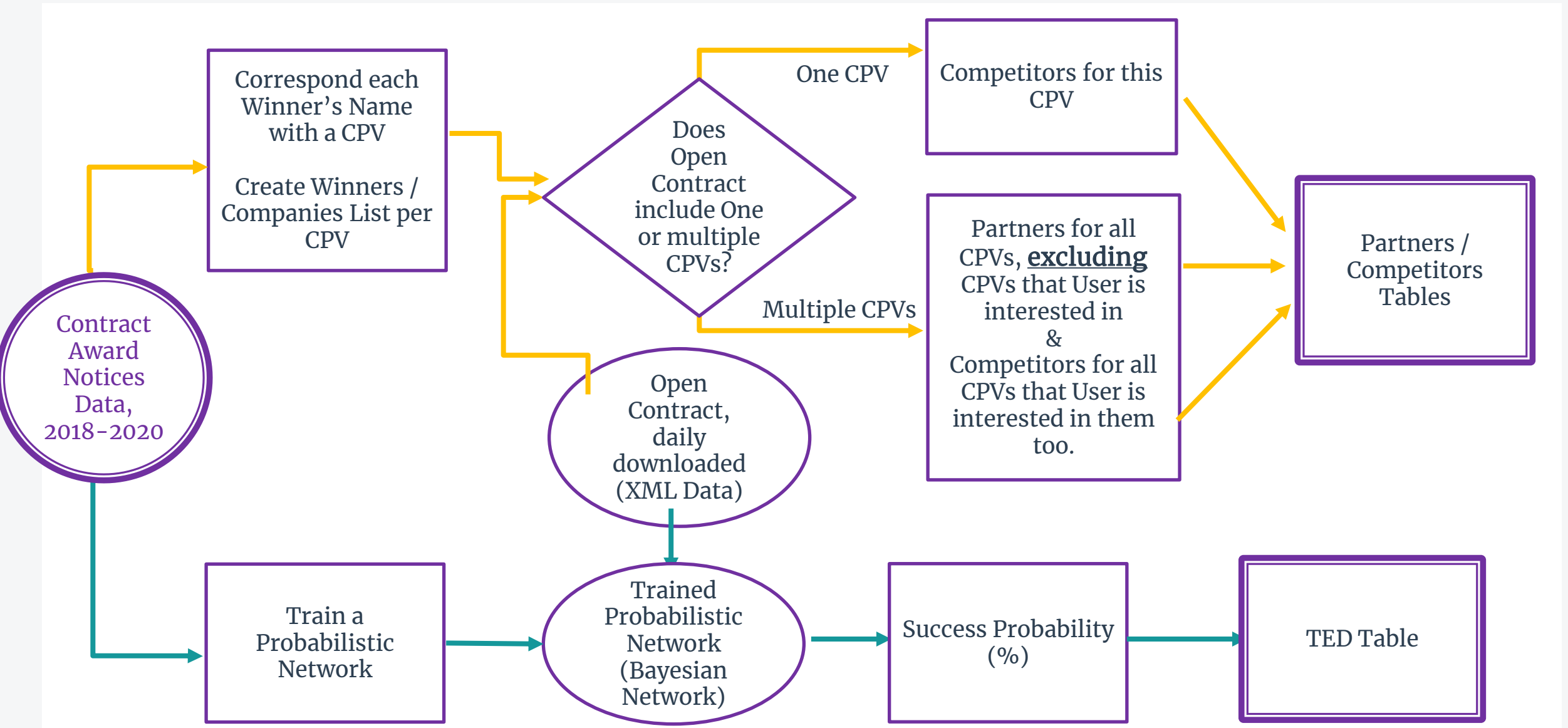


Paul will check, through ESCO API Response:

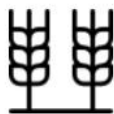
>2000 Skills in total

>20000 Occupations in total

PROBABILITY OF SUCCESS - PARTNERS / COMPETITORS



CPV - Skills - Occupations - Degrees



Agricultural, farming, fishing, forestry and related products

[See More](#)



Architectural, construction, engineering and inspection services

[See More](#)

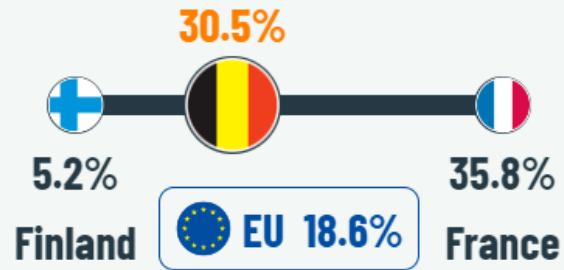


Business services: law Business services: law, marketing, consulting, recruitment, printing and security

TED DOCUMENT NUMBER	CITY	SHORT DESCRIPTION	DEADLINE	POTENTIAL SUCCESS (%)	ACTIONS
438870-2022	Bordeaux	Construction work / acbc pour des operations de modernisation, dadaptation, de mise aux normes et de renovation partielle ainsi que des operations de petites constructions neuves VRD - 40-33 Base de Defense de Mont de Marsan	20221020 16:00	38	SAVE
470372-2022	Lyon	Building construction work / execution des travaux de ladaptation de la zone technique pour laccueil des VBMR du programme SCORPION et laménagement dun espace NEB Simu au Quartier ROLLET du 1er REG. Lieu dexécution des travaux : LAUDUN (30) - quartier ROLLET - 1er Regiment etranger d	20221107 16:00	75	SAVE

RELOCATION

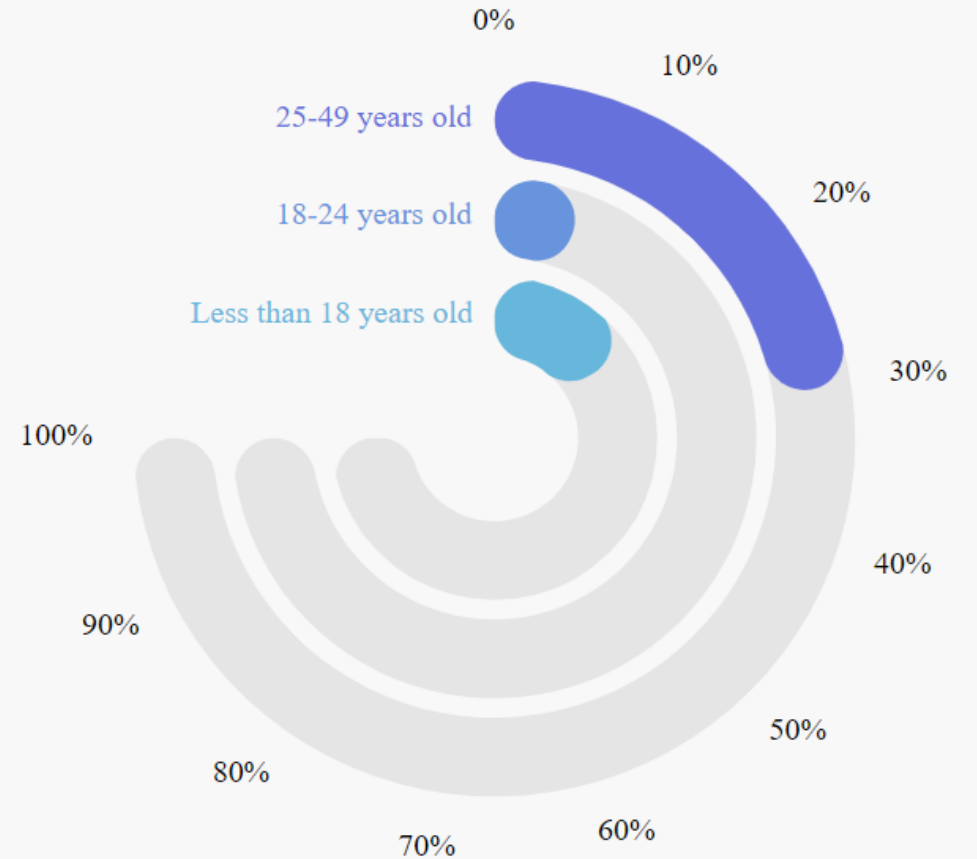
You are part of the **30.5%** of young people aged 20-24 years in Belgium who have attained tertiary level of education.



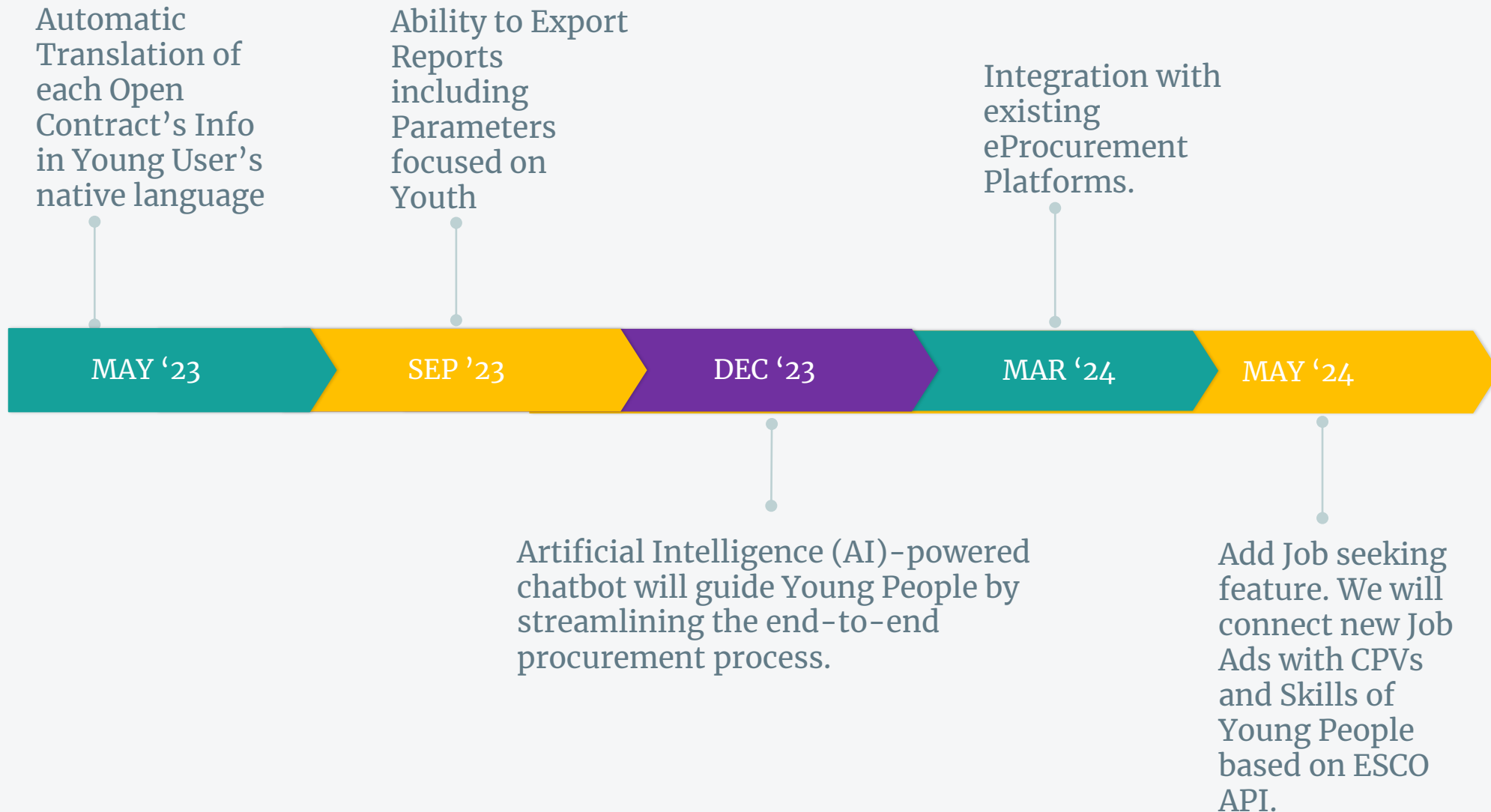
Since in many contracts, relocation is necessary, we present basic info about Income Parameters and Quality Parameters for the countries that the Users follow.

We all understand how important is for a young person to find info about the quality of life in the country she/he plans to relocate.

POPULATION BY AGE (BOTH MALES AND FEMALES AGED 18-49)



PLANS AND IDEAS FOR FUTURE DEVELOPMENT



THANK YOU!

Sign Up



www.youthpop.eu

Contact Us

[@YouthPOP1](https://twitter.com/YouthPOP1)



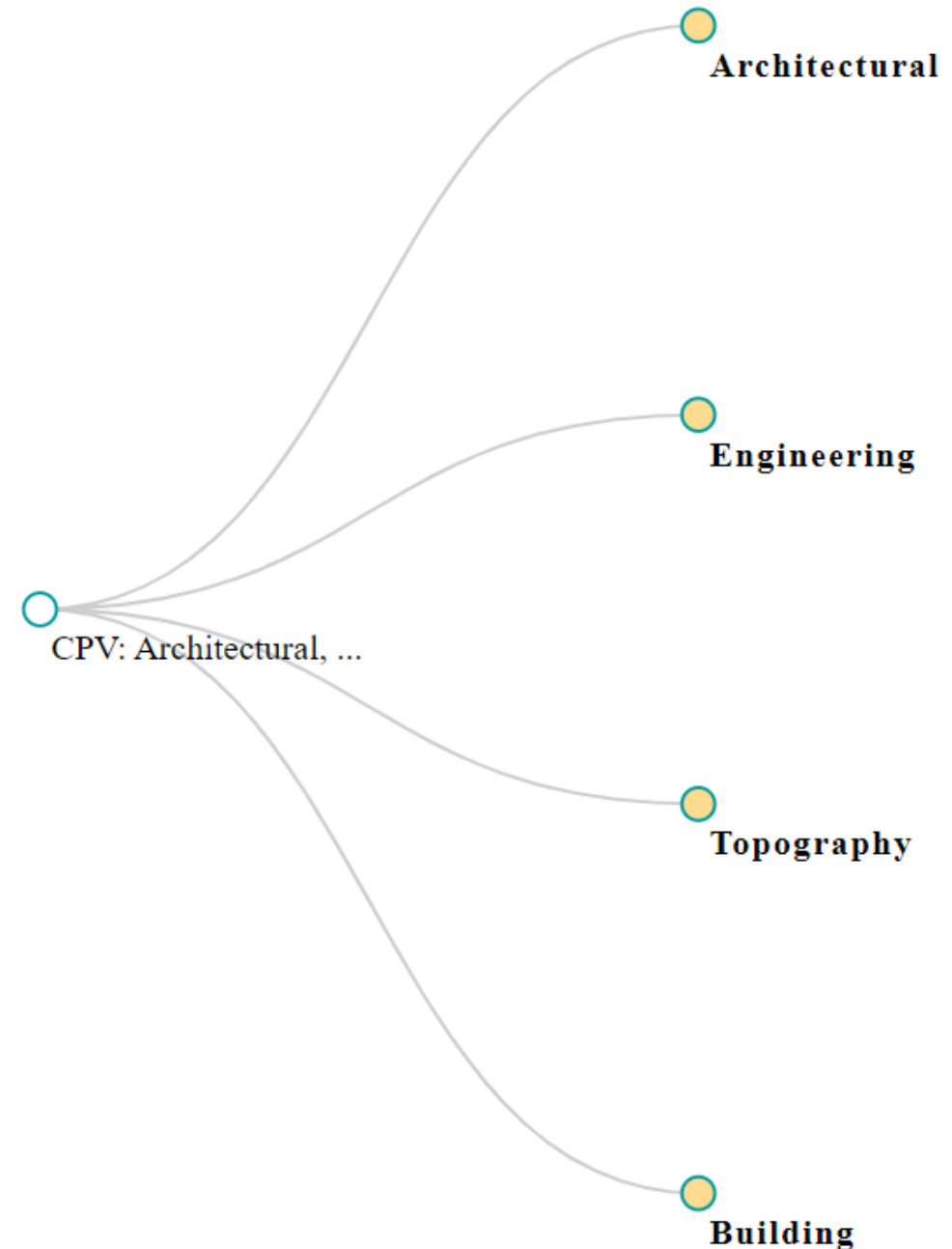
youthpop.eu@gmail.com

sofia@youthpop.eu



[Woman and Man icons created by catkuro – Flaticon](#)

[LinkedIn 2 icon by Icons8](#)



Panel discussion

Leave your questions in the chat!



The panel discussion starts with a few structured questions

1

How does your initiative make an impact on societal challenges?



2

What open data do you use for your initiative?



3

How do you gather your necessary data and what are the (quality) standards you maintain?



The panel discussion starts with a few structured questions

4

What challenges have you faced when founding your initiative?



5

What tips do you have for the open data community to start their own initiatives?



6

Questions from the audience



Stay up-to-date on our 2023 activities!

- **New webinar series on data spaces and open data** – *to start on 12 May*
- **Webinar series dedicated to the Open Data Maturity dimensions** – *To be continued during July*
- **Webinar series dedicated to use cases continued** – *Stay tuned*

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data.europa.eu The official portal
for European data



Please provide
your feedback!



Thank you

