

Open Data Re-use by The Connemara Programme



EUROPEAN
DATA PORTAL

January 2017



“Open Data needs to reflect a real life function”

The Company

The Connemara Programme is a company from Ireland founded in 2011. They are active in the Information and Communication sector and provide services and advertisements

<http://www.connemaraprogramme.com>

Key Facts



Type & Ownership

- For-profit organisation
- Two business owners

Employees

- 0 – 5 FTE internal

Open Data



Importance

- 96 – 100 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data

- From which domain?
 - Statistics, Geospatial & Companies
- From which countries?
 - Ireland
- From which sources?
 - Directly from the public organisation

The Business Model: Connemara Programme is an aggregator

Clients

- B2B

Sources of revenue

- Selling services

Distribution mechanism

- Website & Database cuts

“We are making a geo-digital map of 7 categories with information about the Connemara region. The data is made available as Open Data for which regional companies pay €100,- a year and free for local communities”



The challenges with Open Data

Finding Open Data

- Is particularly difficult at the lower government levels

Working with Open Data

- Requires the creativity to imagine how others see the data

Commercialising Open Data

- Connemara Programme uses Open Data to enhance products and services, and to provide data and information as a service

Jobs and Open Data

Profile

- Someone who understands the real-live function of the Data concerned

Skills

- Basic technical skills but more importantly cultural knowledge

Training

- For the technical part is by doing, for the cultural part is by exchanging experiences

Language

- English



Open Data for Connemara



Most important benefit

“Making information better accessible and easier to find”



Most important barrier

“To fit the data into a context to make them comparable to other sets”



Wishlist

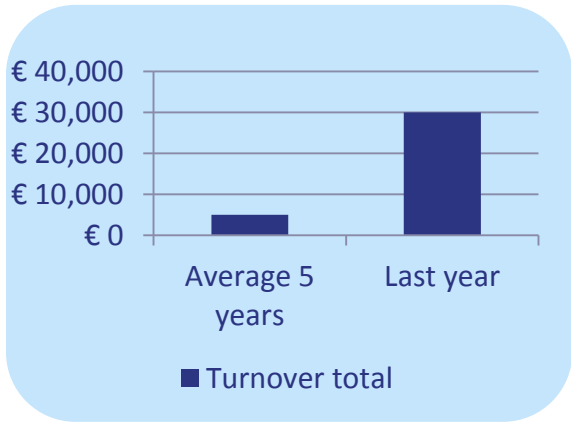
“Not necessarily more data but a tool to create or capture new Open Data directly”



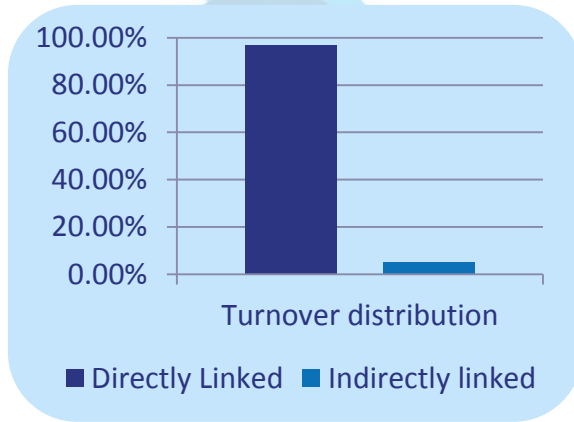
Success factor

“Categorising the data correctly and making sure the data is cross comparable”

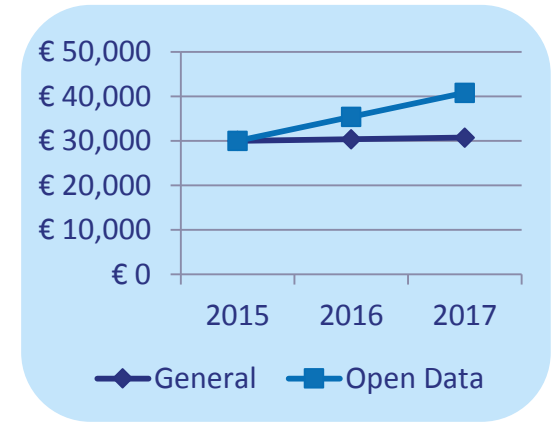
Turnover total



Turnover linked to Open Data



Forecasted growth



The Connemara Programme collects, normalises and makes accessible data from over 1,400 websites!