CONCEPT NOTE

Creating Markets in the Digital Economy: Knowledge Generation & Capacity Building (ID: P168669)

World(OTHER)

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| **BASIC INFORMATION** |

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| **Activity Information** | |
| Project ID | Product Line |
| P168669 | Advisory Services & Analytics |
| Short Name | Full Name |
| Creating Markets in the Digital Economy | Creating Markets in the Digital Economy: Knowledge Generation & Capacity Building |
| Project Status | Completion Fiscal Year |
| Active | 2020 |

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| **Processing** | |
| Is this a Reimbursable Advisory Services (RAS) (CN is required for RAS activities)? | |
| No | |
| What kind of task description is needed? | |
| Concept Note with a Review (Track 2, including Programmatic) | |
| Is this a Programmatic activity? | Does this task require Subtask(s)? |
| Yes | Yes |
| Is this a joint Bank-IFC activity? | |
| No | |

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| **Accountability** | |
| Region | Country, Regional or World |
| OTHER | World |
| Requesting Unit | Team Leader |
| GFCIS(9376) | Jose Ernesto Lopez Cordova, Louise D Twining-Ward, Tingting Juni Zhu |
| Responsible Unit |  |
| GFCIS(9376) |  |
| Practice Area (Lead) | Contributing Practice Areas |
| Finance, Competitiveness and Innovation | Transport & Digital Development |

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| **CONTEXT : STATEMENT OF PROBLEM** |

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| **PDO** |
| **DEVELOPMENT OBJECTIVE** |
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| This project aims to use data from digital platforms (public and private) to improve market efficiency, social inclusiveness, and environmental sustainability, with a focus on industry skill needs, tourism, and value chain competitiveness. |

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| **ACTIVITY TYPE** |
| Is this mainly an analytical or an advisory activity? |
| Analytical |
| Does this task produce analytics of the following type? |
| Other Analytics |

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| **ACTIVITY SUMMARY** |
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| **Introduction:**  The growing availability of vast amounts of data and the emergence new technologies that disrupt existing business models provide an opportunity to create new markets and improve the efficiency of existing ones. This project brings together and provides a common framework for recent work in FCI that aims to leverage new disruptive technologies to foster private sector development in an inclusive and sustainable fashion. Such work is being carried out working in conjunction with private sector partners and with client governments and consists of three main subtasks: (1) tourism digital platforms; (2) digital sectors and skills; and (3) using blockchain technology to monitor global value chains. Each subtask is discussed next.  **Subtask 1: Leveraging Tourism Digital Platforms**  **The aim of this subtask is to deepen understanding of the economic impact of digital platforms on tourism destinations.** There will be two main sub components:   1. **Knowledge generation.** This subcomponent aims to deepen the phase 1 global engagement Sharing Economy foundation study and ongoing collaboration with external partners (Airbnb, TripAdvisor). Targeted research will be conducted to understand the impact digital platforms can have on the demand for tourism services. The subcomponent will support data processing and analysis, as well as monitoring of ongoing Airbnb pilots. A report summarizing insights and lessons learned stemming from our collaboration with Airbnb will be published. 2. **Knowledge sharing.** The second subcomponent is focused on information sharing. There is a lack of knowledge and understanding amongst clients of how to manage tourism conducted via digital platforms. To address this, two events will be held to share knowledge at a global, regional and country level: (1) an event on "Digital Platforms and the Future of Tourism", in September, to launch two reports prepared in FY18; and (2) an event organized jointly to Airbnb to launch the report on insights on leveraging digital platforms for inclusive tourism.     **Subtask 2: Digital Sectors and Skills - WBG-LinkedIn Data Insights**  The aim of this subtask is to use LinkedIn data to assess new market opportunities through the digital economy, and understand the shifting industry employment trends and skills needs especially in light of the adoption of (disruptive) technology.  ***Deliverables:***   1. To launch the “World Bank-LinkedIn Data Insights” dashboard with a methodology paper. The dashboard contains global benchmarkable visuals, such as emerging digital sectors and skills in a country; 2. Conduct preliminary descriptive analyses using LinkedIn data to contribute to the discussions around creating markets and growth opportunities through the digital economy   ***Activities planned:***   1. **Methodology paper:** 1) describing LinkedIn data characteristics and representativeness worldwide to understand both the strength and limitations of LinkedIn data; 2) outlining the methods used to extract policy metrics from LinkedIn raw data and the validation results of these methods when compared with other data sources; and 3) showcasing some descriptive analyses and visualization examples on how these metrics can be used to inform policy-making in World Bank projects. 2. **Dashboard development and deployment:** In close collaboration with LinkedIn, ECR, ITS, and Legal departments, the team will deploy a joint dashboard on World Bank website to showcase some benchmarkable visualization results using LinkedIn data.  The datasets that underlie the visuals/dashboard that cover more than 100 countries will be downloadable by the general public as a public good. 3. **Launch and communications materials:** In close collaboration with LinkedIn and other WBG units, such as EXC and ECR, the dashboard will have a preview event in San Francisco during Dr. Kim's visit to LinkedIn in September 2018, in front of MENA management team.  All communications materials in support of the launch, such as a global data story on digital economy will be produced accordingly.   **Subtask 3: Monitoring Global Value Chains’ Inclusiveness, Sustainability and Competition using blockchain data**  Developing a standard for real time anonymized blockchain data to monitor inclusiveness, sustainability and competition in different global and regional value chains, across all industries.  Since the use of blockchain technology for publicly available value chain data is incipient and the WBG is already pioneering it in real projects with open source solutions, there is an opportunity to help define the standards that others will follow. These standards should go beyond the pure traceability and financial information and include parameters on social inclusiveness, environmental sustainability and market efficiency.  The activity will also develop a dashboard to monitor WBG projects with value chain components, including IFC investments.  ***Activities planned:***   1. **Selecting key data by WBG** – In coordination with relevant GPs (MTI, ENV, AGR, SPJ, WTR), define the parameters that will help measure the impact of VC on the poor, on women, on climate change and on market competition 2. **Introduce data standard in open source blockchain** – Coordinate closely with supplier developing the open source blockchain solution for the Haiti BDI (P123974), introducing and testing the data collection. (Selection will be made before November from six shortlisted firms). 3. **Develop a web based Data Dashboard that monitors the above data for WBG projects**- Using data presentation software already available in the bank (Tableau), develop an interface that can be used by TTL, M&E and Managers, to see the impact of WBG projects in the inclusiveness, sustainability and competition, of the VC 4. **Promote de diffusion of the Data Standards among blockchain VC solution developers** – Organizing in the bank (with Webex connections), together with the Blockchain Lab, a one-day developers workshop, presenting the results up to date (tentatively scheduled for next February) and introducing the open source solutions available at that time. |

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| **DETAILED ACTIVITY DESCRIPTION** |

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| **DELIVERABLES & SUBTASKS** |

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| **Group By:** Pillar |

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| **DELIVERABLESWITHSUBTASK** | | | | | | |
| **Name** | **Deliverable / Subtask** | **RAS** | **Lead** | **Type** | **Completion**  **Date** | **Processing**  **Type** |
| |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **Building inclusive value chains through blockchain technology** | | | | | | | | |  | Report on policy technical guidelines for using blockchain technology to build more inclusive value chains | Deliverable |  | Emiliano Duch Navarro | Analytical | 29-Mar-2019(P) | DR Required | |  | Dissemination of policy technical guidelines for using blockchain technology to build more inclusive value chains | Deliverable |  | Emiliano Duch Navarro | Analytical | 28-Jun-2019(P) | DR Not Required | |  | Blockchain for inclusive value chains | Subtask | No | Emiliano Duch Navarro | Analytical | 28-Jun-2019 | Track2 |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **Leveraging tourism digital platforms** | | | | | | | | |  | Digital Platforms and the Future of Tourism Event | Deliverable |  | Louise D Twining-Ward | Analytical | 05-Oct-2018(P) | DR Not Required | |  | Report Launch: Leveraging digital platforms for inclusive tourism | Deliverable |  | Jose Ernesto Lopez Cordova | Analytical | 28-Jun-2019(P) | DR Not Required | |  | Leveraging Tourism Digital Platforms | Subtask | No | Louise D Twining-Ward | Analytical | 31-Oct-2019 | Track2 |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **WBG-LinkedIn Data Insights** | | | | | | | | |  | WBG-LinkedIn Data Insights | Subtask | No | Tingting Juni Zhu | Analytical | 31-Oct-2019 | Track2 | | | | | | | |

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| **EXPECTED RESULTS AND OUTCOMES** |

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Do you want to track result indicators for this activity?

Yes

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| **Outcome Indicators** |

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| # of World Bank projects using the WBG-LinkedIn Development Insights | | |
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|  | **Value, Number** | **Date** |
| Baseline | 3.00 | 29-Jun-2018 |
| End Target | 10.00 | 30-Jun-2020 |

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| **Output Indicators** |

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| Number of visits to WBG-LinkedIn Development Insights Webpage | | | | |
| As a global knowledge generation and advocacy project, it is best to track results in people visiting and playing with the data visuals. | | | | |
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|  | **Value, Number (Thousand)** | | **Date** | |
| End Target | | 5000.00 | | 30-Sep-2019 |

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| Overall Comments |
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| **RISKS** |
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| Please describe the risks related to this activity and how they can be managed. |

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| **DISSEMINATION and OUTREACH STRATEGY** |

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| **MILESTONES** |
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| **Schedule** |

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| **Name** | **Original** | **Revised** | **Actual** |
| AIN Sign-off |  |  | 17-Aug-2018 |
| Management Approval of Concept | 21-Sep-2018 | 12-Oct-2018 |  |
| Completion Summary | 31-Dec-2019 | 31-Dec-2019 |  |

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| **BUDGET** |

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| **Budget Plan vs Actual (USD)** | | | | | | | |
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|  | **Cumulative Budget** | | | **Current FY (2019)** | | | |
| **Source of Fund** | **Activity Plan** | **Actual Expenditure to Date** | **Actual vs Plan (%)** | **Activity Plan** | **WPA Plan** | **Expenditure (YTD)** | **WPA Burn Rate (%)** |
| Bank Budget | 600,000 | 41,421 | 6.9 | 600,000 |  | 41,421 | 0 |

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| **Budget Plan (USD)** |
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| Do you want to plan the budget by FY?  Yes |
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| Do you want to plan your budget by Subtasks? |
| Yes |
| |  | | --- | | **Budget Heading** | |
| |  |  |  | | --- | --- | --- | | **Source of Fund** | **2019(Current FY)** | **Cumulative Budget** | |
| |  |  |  | | --- | --- | --- | | **Budget Table** |  |  | | **Grand Total** |  |  | | Grand Total Direct Cost | 800,000 | 800,000 | | Bank Budget | 800,000 | 800,000 |  |  |  |  | | --- | --- | --- | | **Budget Table** |  |  | | **Main Task : Creating Markets in the Digital Economy** |  |  | | Main Task : Creating Markets in the Digital Economy | 50,000 | 50,000 | | Bank Budget | 50,000 | 50,000 |  |  |  |  | | --- | --- | --- | | **Budget Table** |  |  | | **Subtask : WBG-LinkedIn Data Insights** |  |  | | Subtask : WBG-LinkedIn Data Insights | 250,000 | 250,000 | | Bank Budget | 250,000 | 250,000 |  |  |  |  | | --- | --- | --- | | **Budget Table** |  |  | | **Subtask : Leveraging Tourism Digital Platforms** |  |  | | Subtask : Leveraging Tourism Digital Platforms | 200,000 | 200,000 | | Bank Budget | 200,000 | 200,000 |  |  |  |  | | --- | --- | --- | | **Budget Table** |  |  | | **Subtask : Blockchain for inclusive value chains** |  |  | | Subtask : Blockchain for inclusive value chains | 100,000 | 100,000 | | Bank Budget | 100,000 | 100,000 | |

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| **Clients or Audience** |
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| Does this activity have a client? |
| No |

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| Please specify the audience type, check all that apply.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | [✔] | Central Ministry | [] | Parastatal Agency | [✔] | Bilateral / Multilateral Agency | | [✔] | Line Ministry | [✔] | NGO / CSO | [✔] | Academic / Research Institute or Think Tank | | [✔] | Subnational / Local Government | [✔] | Private Sector | [] | Other | |

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| **TEAM** | | | |
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| **Project Team** | | | |
| **Name** | **Role** | **Title** | **Unit** |
| Jose Ernesto Lopez Cordova | Team Leader ( ADM Responsible ) | Practice Manager | GFCIS |
| Louise D Twining-Ward | Team Leader | Senior Private Sector Specialist | GFCIS |
| Tingting Juni Zhu | Team Leader | Private Sector Specialist | GFCIS |
| David Satola | Team Member | Lead Counsel | ICOIO |
| Dina Mohamed Samir El Naggar | Team Member | Senior Communications Officer | ECRGP |
| Emiliano Duch Navarro | Team Member | Lead Private Sector Specialist | GFCIS |
| Qursum Qasim | Team Member | Private Sector Specialist | GFCAE |
| Rajan Bhardvaj | Team Member | Lead IT Officer, Business Solutions I | ITSOC |
| Ramin N. Aliyev | Team Member | Senior Knowledge Management Officer | GFCSO |

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| **Extended Team** | | | | |
| **Name** | **Title** | **Organization** | **Location** |

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| **INSTITUTIONAL DATA** |

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| **activitiesproject** |
| Does this activity inform other existing Bank's projects or activities? |
| No |

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| Does this activity address climate change adaptation, mitigation or both? |
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| No |

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| Is this activity an Impact Evaluation (IE) or does it include IE deliverable(s)?. |
| IE is the study of causal relations between a program, policy or project intervention and outcomes of interest. IE employs counterfactual analysis to evaluate program, policy or project interventions that are either Bank-financed or financed by other governments and institutions. |
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| **ANNEX A. DELIVERABLES DETAILS** |

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| **Building inclusive value chains through blockchain technology** | | | |
| Deliverable Name | Decision Review Required? | |
| Report on policy technical guidelines for using blockchain technology to build more inclusive value chains | Yes | |
| Status | Deliverable Creation Date | |
| Planned | 17-Aug-2018 | |
| Planned Completion Date | | |
| 29-Mar-2019 | | |
| Lead | | Type of deliverable |
| Emiliano Duch Navarro | | Analytical |
| Provide a brief description of the deliverable | | |
| BUILDING INCLUSIVE VALUE CHAINS THROUGH BLOCKCHAIN TECHNOLOGY  • Phase 2. Report Production: drafting of policy technical guidelines  01/2019 – 03/2019; | | |
| Provide a brief summary of outputs before changing its status to Delivered (or before recommending decision review of the deliverable, if needed). If applicable, include links to external documents and websites | | |
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| **Building inclusive value chains through blockchain technology** | | | |
| Deliverable Name | Decision Review Required? | |
| Dissemination of policy technical guidelines for using blockchain technology to build more inclusive value chains | No | |
| Status | Deliverable Creation Date | |
| Planned | 07-Sep-2018 | |
| Planned Completion Date | | |
| 28-Jun-2019 | | |
| Lead | | Type of deliverable |
| Emiliano Duch Navarro | | Analytical |
| Provide a brief description of the deliverable | | |
| One internal dissemination/validation event in FCI and one open to other GPs  One external dissemination event (held in the bank and via WebEx), directed towards developers of blockchain solutions. | | |
| Provide a brief summary of outputs before changing its status to Delivered (or before recommending decision review of the deliverable, if needed). If applicable, include links to external documents and websites | | |
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| **Leveraging tourism digital platforms** | | | |
| Deliverable Name | Decision Review Required? | |
| Digital Platforms and the Future of Tourism Event | No | |
| Status | Deliverable Creation Date | |
| Planned | 06-Sep-2018 | |
| Planned Completion Date | | |
| 05-Oct-2018 | | |
| Lead | | Type of deliverable |
| Louise D Twining-Ward | | Analytical |
| Provide a brief description of the deliverable | | |
| This flagship World Bank Group tourism event has three objectives:   * To discuss the impact of digital platforms on the future of tourism for development with a global audience and World Bank staff * To gain the perspective of tourism-sector experts and digital platform leaders on the opportunities of the sharing economy and user-generated-content for emerging economies * To showcase the work of the World Bank Group and private sector partners in leveraging disruptive technologies to support tourism for development | | |
| Provide a brief summary of outputs before changing its status to Delivered (or before recommending decision review of the deliverable, if needed). If applicable, include links to external documents and websites | | |
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| **Leveraging tourism digital platforms** | | | |
| Deliverable Name | Decision Review Required? | |
| Report Launch: Leveraging digital platforms for inclusive tourism | No | |
| Status | Deliverable Creation Date | |
| Planned | 06-Sep-2018 | |
| Planned Completion Date | | |
| 28-Jun-2019 | | |
| Lead | | Type of deliverable |
| Jose Ernesto Lopez Cordova | | Analytical |
| Provide a brief description of the deliverable | | |
| This event will be bring together strategic players in tourism and technology with three key objectives:   * To release a WBG-Airbnb with insights from our joint collaboration on digital tourism platforms * To discuss how to harness the tools of the sharing economy to promote women’s entrepreneurship; * To exchange knowledge and connect with new partners about disruptive technology solutions and platforms that can help meet the twin goals. | | |
| Provide a brief summary of outputs before changing its status to Delivered (or before recommending decision review of the deliverable, if needed). If applicable, include links to external documents and websites | | |
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| **ANNEX B. SUBTASKS DETAILS** |
| |  |  |  | | --- | --- | --- | | **Blockchain for inclusive value chains** | | | | Project ID | Short Name | |  | Blockchain for inclusive value chains | | Status | Is this a Reimbursable Advisory Services (RAS) (CN is required for RAS activities)? | | Planned | No | | ADM Responsible Team Leader | Co-Team Leader(s) | | Emiliano Duch Navarro | --- | | Requesting Unit (e.g. ECCU2) | Country, Region or World | | GFCIS (9376) | World | | Responsible Unit (e.g. GEE03) | Pillar Name | | GFCIS (9376) | Building inclusive value chains through blockchain technology | | AIN Sign Off | ACS Sign-off | | 29-Aug-2018 | 28-Jun-2019 | | Practice Area (Lead) | Contributing Practice Areas | | Finance, Competitiveness and Innovation | Fragile, Conflict & Violence, Jobs, Poverty and Equity | | Type of subtask | | | Analytical | | | Describe the contribution of this activity to the overall development objective | | | BUILDING INCLUSIVE VALUE CHAINS THROUGH BLOCKCHAIN TECHNOLOGY  • Phase 1. Research to identify the requirements for supporting SME inclusion in agricultural value chains using blockchain technology along the three main areas (poor and women, climate change and market competition): 07/2018 – 01/2019; • Phase 2. Report Production: drafting of policy technical guidelines  01/2019 – 03/2019; • Phase 3. Documentation: global dissemination both within the WBG and externally to clients 04/2019 – 06/2019 | |  |  |  |  | | --- | --- | --- | | **Leveraging Tourism Digital Platforms** | | | | Project ID | Short Name | |  | Leveraging Tourism Digital Platforms | | Status | Is this a Reimbursable Advisory Services (RAS) (CN is required for RAS activities)? | | Planned | No | | ADM Responsible Team Leader | Co-Team Leader(s) | | Louise D Twining-Ward | --- | | Requesting Unit (e.g. ECCU2) | Country, Region or World | | GFCIS (9376) | World | | Responsible Unit (e.g. GEE03) | Pillar Name | | GFCIS (9376) | Leveraging tourism digital platforms | | AIN Sign Off | ACS Sign-off | | 17-Aug-2018 | 31-Oct-2019 | | Practice Area (Lead) | Contributing Practice Areas | | Finance, Competitiveness and Innovation |  | | Type of subtask | | | Analytical | | | Describe the contribution of this activity to the overall development objective | | | **The aim of this subtask is to deepen understanding of the economic impact of digital platforms on tourism destinations.** There will be two main sub components:   1. **Knowledge generation.** This subcomponent aims to deepen the phase 1 global engagement Sharing Economy foundation study and ongoing collaboration with external partners (Airbnb, TripAdvisor). Targeted research will be conducted to understand the impact digital platforms can have on employment, visitor spending and market diversity. Monitoring will also take place of Airbnb pilot activities and lessons learned will be collated. 2. **Knowledge sharing.** The second subcomponent is focused on information sharing. There is a lack of knowledge and understanding amongst clients of how to manage tourism conducted via digital platforms. To address this three events will be held to share knowledge at a global, regional and country level. These will include an event in September at the IFC to launch the two phase one reports, the annual meetings in Bali to highlight the pilots, and an OECS regional event to share best practice on managing digital platforms. | |  |  |  |  | | --- | --- | --- | | **WBG-LinkedIn Data Insights** | | | | Project ID | Short Name | |  | WBG-LinkedIn Data Insights | | Status | Is this a Reimbursable Advisory Services (RAS) (CN is required for RAS activities)? | | Planned | No | | ADM Responsible Team Leader | Co-Team Leader(s) | | Tingting Juni Zhu | --- | | Requesting Unit (e.g. ECCU2) | Country, Region or World | | GFCIS (9376) | World | | Responsible Unit (e.g. GEE03) | Pillar Name | | GFCIS (9376) | WBG-LinkedIn Data Insights | | AIN Sign Off | ACS Sign-off | | 31-Aug-2018 | 31-Oct-2019 | | Practice Area (Lead) | Contributing Practice Areas | | Finance, Competitiveness and Innovation | Transport & Digital Development, Education, Jobs | | Type of subtask | | | Analytical | | | Describe the contribution of this activity to the overall development objective | | | FCI GP signed a three-year non-remunerative MoU in August 2017 with LinkedIn Corporation.  The objective of this project is to use LinkedIn data to assess new market opportunities through the digital economy, and understand the shifting industry employment trends and skills needs especially in light of the adoption of (disruptive) technology. A launch of the online visualization tool “World Bank-LinkedIn Data Insights” with downloadable datasets covering over 100 countries is planned in November 2018.    ***Deliverables:***   1. To launch the “World Bank-LinkedIn Data Insights” with a methodology paper.    * WBG-LinkedIn Data Insights, covering 100+ countries, is designed to make LinkedIn aggregate data available to development community for benchmarking and evaluating a country's human capital assets and emerging (digital) industries, especially in the context of adopting (disruptive) technology for economic growth. This aggregate data might be combined with other third party data for analytical exercise in order to maximize policy insights that are related to job creation. It is envisaged that the aggregate benchmarking results will be visualized on a publicly accessible WB website.    * A peer-reviewed methodology paper underlying the WB-LinkedIn Data Insights will also be made available to the public highlighting the strength, limitations and potentials of the LinkedIn data.  All datasets that populate the visuals will be downloadable by the general public as a public good. 2. Conduct preliminary descriptive analyses using LinkedIn data to contribute to the discussions around creating markets and growth opportunities through the adoption of technology and digital economy.  These preliminary analyses will be used for promotional materials such as press release and/or data story.   ***Activities planned:***   1. **Methodology paper:** 1) describing LinkedIn data characteristics and representativeness worldwide to understand both the strength and limitations of LinkedIn data; 2) outlining the methods used to extract aggregated policy metrics from LinkedIn raw data and the validation results of these methods when compared with other data sources; and 3) showcasing some descriptive analyses and visualization examples on how these metrics can be used to inform policy-making in World Bank projects. 2. **Dashboard development and deployment:** In close collaboration with LinkedIn, ECR, ITS, and Legal departments, the team will deploy an online data visualization tool on World Bank website to showcase some benchmarkable visualization results using LinkedIn data.  The datasets that underlie the visuals/dashboard that covers more than 100 countries will also be made available to the general public as a public good. 3. **Launch and communications materials:** In close collaboration with LinkedIn and other WBG units, such as EXC and ECR, the dashboard will have a preview event in San Francisco during Dr. Kim's visit to LinkedIn in September 2018, in front of MENA management team.  All communications materials in support of the launch, such as a global data story on digital economy will be produced accordingly. | | |

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| **ADDITIONAL INFORMATION** |

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