



Open Data and its economic impacts

**Session "OPEN SOURCE AND OPEN DATA FOR GI" at
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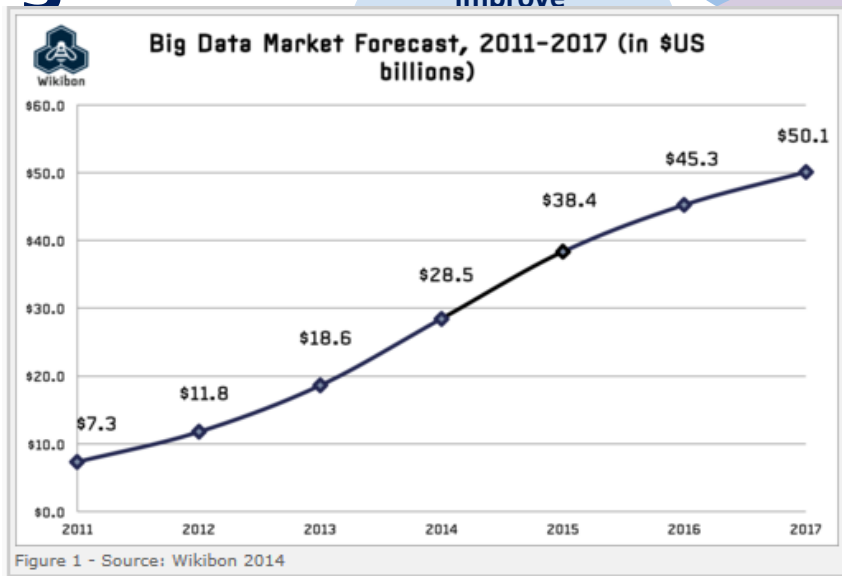
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Towards a data-driven economy for the EU

**... open data is significant
part of it**

Why is data-driven economy important for Europe?

Estimated size of the Big Data market



have a higher share for the EU in the global data market growing by 40% per year

increase by 5-6% the productivity of companies through data-driven business intelligence

better address societal challenges (health, energy, etc)

Data-driven applications ...



lifecycle management



home automation



health



telecom



market research



**information
marketplaces**



**traffic
management**



water management



energy management

... will revolutionise decision making!

... have great economic potential!

Opportunities in individual sectors

Sectors/Domains	Big Data Value	Source
Public administration	EUR 150 billion to EUR 300 billion in new value (Considering EU 23 larger governments)	OECD, 2013
Healthcare & Social Care	EUR 90 billion considering only the reduction of national healthcare expenditure in the EU	McKinsey Global Institute, 2011
Utilities	Reduce CO2 emissions by more than 2 gigatonnes, equivalent to EUR 79 billion (Global figure)	OECD, 2013
Transport and logistics	USD 500 billion in value worldwide in the form of time and fuel savings, or 380 megatonnes of CO2 emissions saved	OECD, 2013
Retail & Trade	60% potential increase in retailers' operating margins possible with Big Data	McKinsey Global Institute ² , 2011
Geospatial	USD 800 billion in revenue to service providers and value to consumer and business end users	McKinsey Global Institute ² , 2011
Applications & Services	USD 51 billion worldwide directly associated to Big Data market (Services and applications)	Various ¹

Data is a top political priority: European Council of October 2013

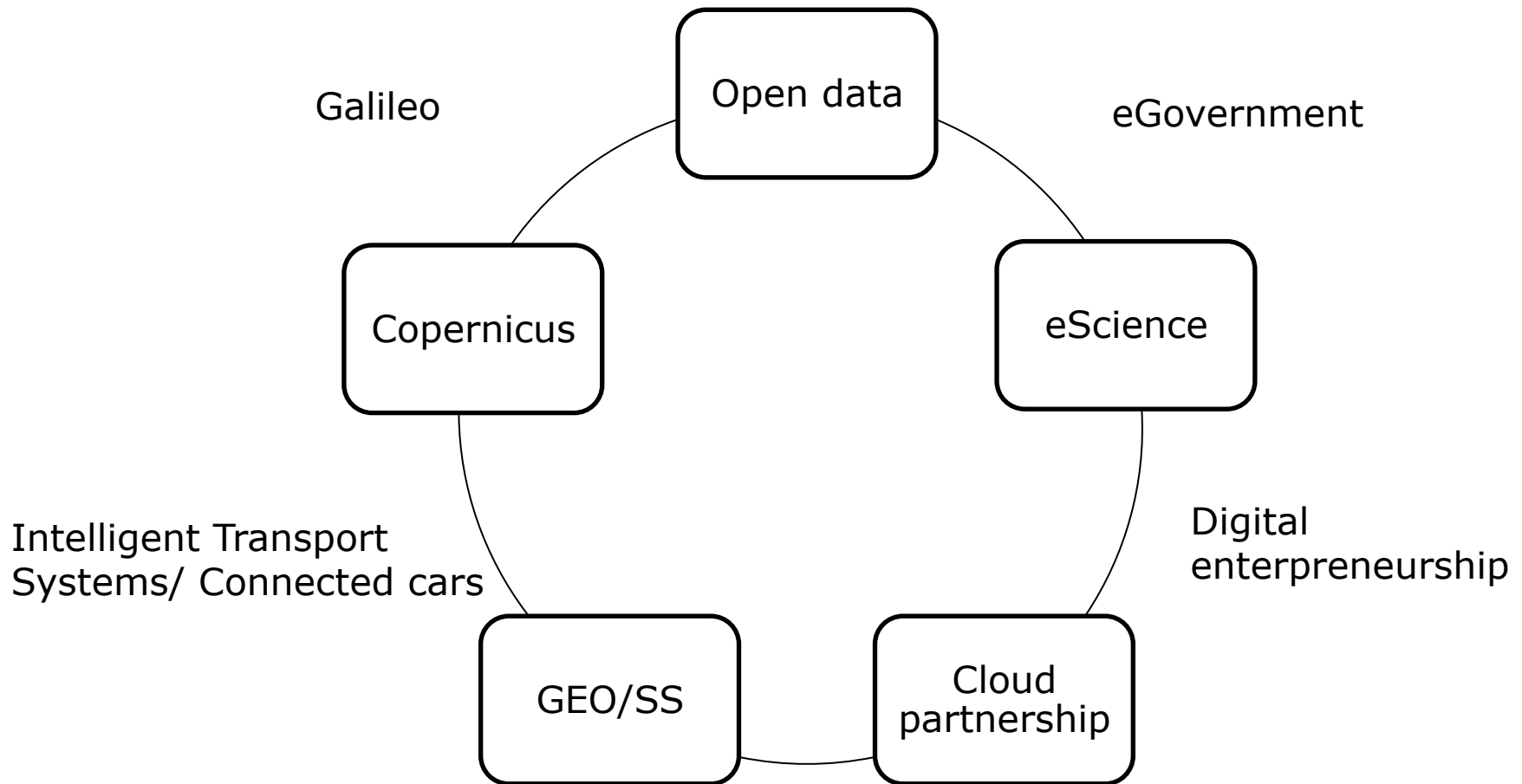


Need to enhance the **potential of 'Open Data'** and **'data-driven innovation'**: 'technologies building on 'Big Data' are **"important enablers for productivity** and better services'

EU Challenges:

- Seize the **opportunities** provided by (open) data:
 - higher **growth**, more and better **jobs**,
 - **better-quality** and **efficiency**
 - more **personalised products** and **innovative services**;
- Boost Europe's **capabilities** with to embrace the potential of (big) data;
- **Preserve European values** (e.g. personal information, multi-lingualism...)

EU Response: current initiatives (examples)





EC Communication – July 2014

"Towards a thriving data-driven economy"

- **First** ever **EU-wide initiative** addressing data in a holistic manner
- The Communication sketches the necessary features of the **data-driven economy** (vision)
- It sets out a number of operational conclusions to support and accelerate the transition towards it (**actions**) including in the area of cloud computing
- It seeks to **initiate a debate** with the Parliament, Council and other stakeholders in order to prepare a detailed action plan

Data Communication – main elements

Community building

- *Public-private partnership on data*
- *Open data incubator for SMEs*
- *Network of centres of excellence*

Framework conditions

- *Open data*
- *Standards and interoperability*
- *Infrastructures (cloud)*
- *Legal framework (privacy/ data mining)*
- *Skills*



The European Open data strategy

Open (government) data: Why does it matter for Europe?

- 1. Untapped business and economic opportunities:** data is the new gold; possible direct and indirect gains of €140bln across the EU28; Dutch geo-sector in 2008: 15.000 jobs
- 2. Better governance and citizen empowerment:** open data increases transparency, citizen participation and administrative efficiency and accountability
- 3. Addressing societal challenges:** data can enhance sustainability of health care systems; essential for tackling environmental challenges
- 4. Accelerating scientific progress:** e-science essential for meeting the challenges of the 21st century in scientific discovery and learning.

Open data strategy

- ***Communication on Open Data*** ([COM\(2011\)882](#))
- A revision of the ***Decision*** governing the ***re-use of Commission's own information*** ([2011/833/EU](#))
- ***Revision of the Directive on the re-use of public sector information*** ([2013/37/EU](#))
- Commission Notice: ***guidelines on PSI re-use*** ([2014/C 240/01](#))
- ***EU Open data infrastructure***
- ***R+I funding*** for fostering the ***cross-sectoral re-use and combination of different types of data***

Revision of the PSI Directive: main changes

- Creation of a **genuine right to re-use** public information: all generally accessible information will become re-usable
- New default **charging rule based on the marginal cost** for reproduction, provision and dissemination of the information. (In exceptional cases, full cost recovery will remain possible)
- Cultural institutions brought within the scope of the Directive
- **Increased transparency** requirements with regard to charges and conditions applied by public sector bodies
- New rules on digitisation agreements, which protect the cultural sector and the interests of the general public

Guidelines on PSI re-use – 17.07.2014

- Focus on three topics: **licensing, datasets and charging**
- Adoption by the College as Commission Communication in form of a Notice
- Non-binding document
- **Gives guidance and best practice examples**
- Useful for the Member States **during the transposition phase and afterwards**

Towards a pan-European infrastructure for (open) data

- **One single gateway** to reusable information with the aim of enabling combination of information held by various open data portals at various levels throughout the EU
- **Services** around open data
- Additional dedicated service infrastructure for language resources in order facilitate multi-lingual access to online services

G8 Open Data Charter

18 June 2013: the Lough Erne G8 Summit adopted an [Open Data Charter](#)



- very progressive and forward-looking approach to Open Data
- **G8 members commit** to a number of actions, namely that as a general rule **all data they hold** should be made **openly available**, also for reuse
- particular efforts to make available for reuse data belonging to **areas of high value**, both for improving democracies and encouraging innovative re-use of data

We encourage the GI industry to:

- **Materialize** the business and innovation **potential of** open data
- Identify and develop **ecosystem/s** for geo-data-driven innovation
- **Collaborate with** other stakeholders to share best practice and identify cross-border and cross-sector synergies
- **Contribute to the definition of educational needs** to match future demand for data skills
- **Engaging in** the building of the EU **data-community**

Conclusions

- Data has become an **economic and societal asset** creating fantastic **opportunities** for new business but also some **threats** (information overabundance, privacy)
- An **enabling framework** and a dynamic **data community** are **pre-conditions** for a data-driven economy
- Open data offers great opportunities to **develop ecosystems across economy and society**
- **Industry involvement is key** to ensure a successful data ecosystem in Europe
- The **PPP is open and inclusive – join the community!**

Thank you for your attention

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