

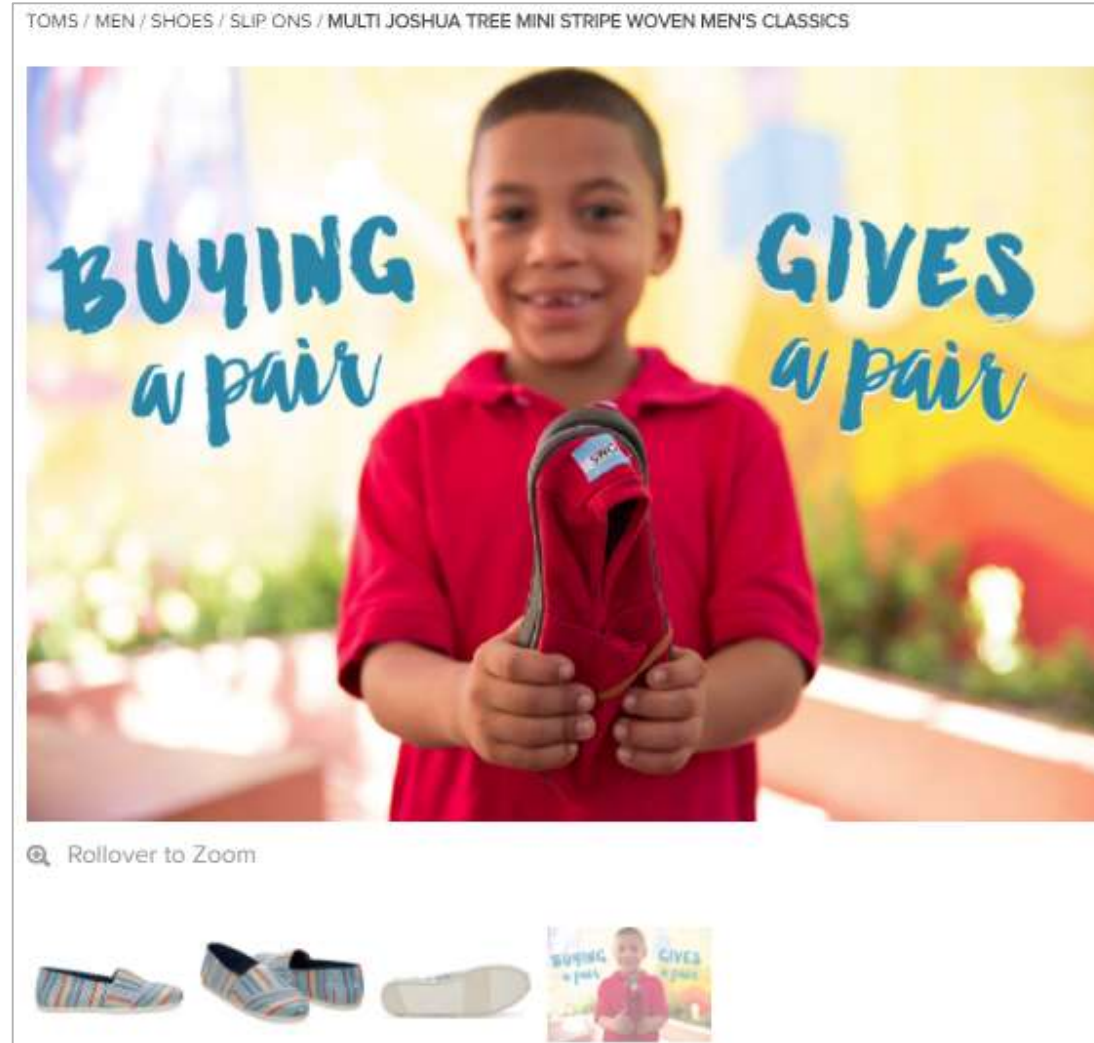
Doing Good With Data: How to Impact Society and Create a "Data for Good" Culture

Cindi Howson
@Blscorecard



Photo source (left): Cindi Howson

Social Purpose: Marketing or Movement?



Source: www.toms.com

Data for Good
is a **movement**
in which people and organizations
transcend boundaries
to use data to
improve society.

Key Issues

1. Why does this matter and who's doing this?
2. What resources and organizations can you leverage?
3. How can individuals and companies participate and missteps to avoid?

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Data for Good: Why It Matters

Provide meaning to our work.

Technology buyers assess vendors ethics and social responsibility.

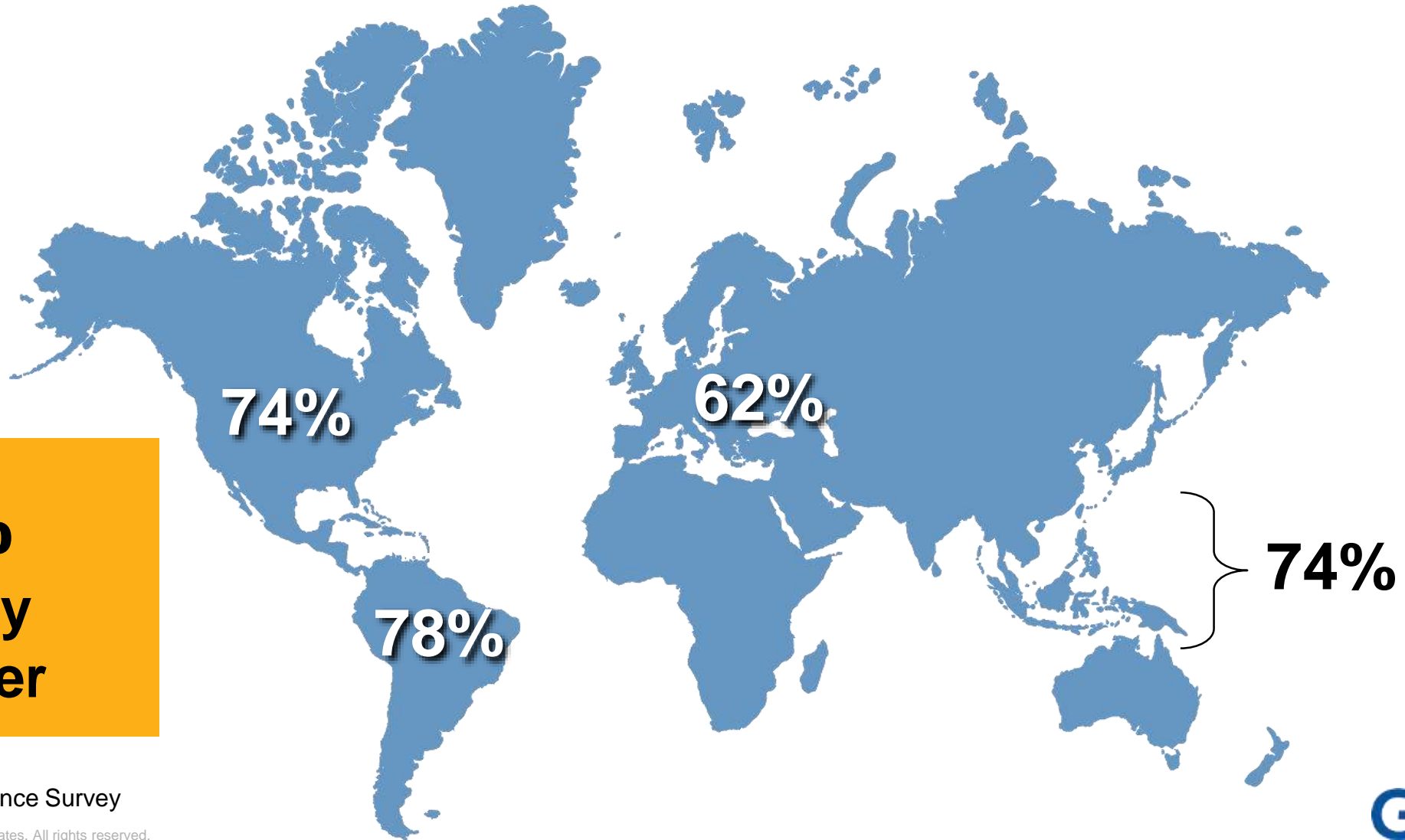
Employers with social initiatives are more attractive employers, in hiring, developing and retaining the best data and analytics workers.

Social ethics influences consumer spending.

Valuation of firms with better environmental and social performance correlates with higher growth and lower cost of capital.

How a Vendor's Ethics, Culture, Diversity Impacts BI and Analytics Customer Buying Decisions

71%
Heavily
Consider



n = 710, ABI MQ Reference Survey

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Data for Good Initiatives in Analytics and BI

13 of 35

vendors assessed
have foundations
or data for good
programs.

An additional
7 are emerging.

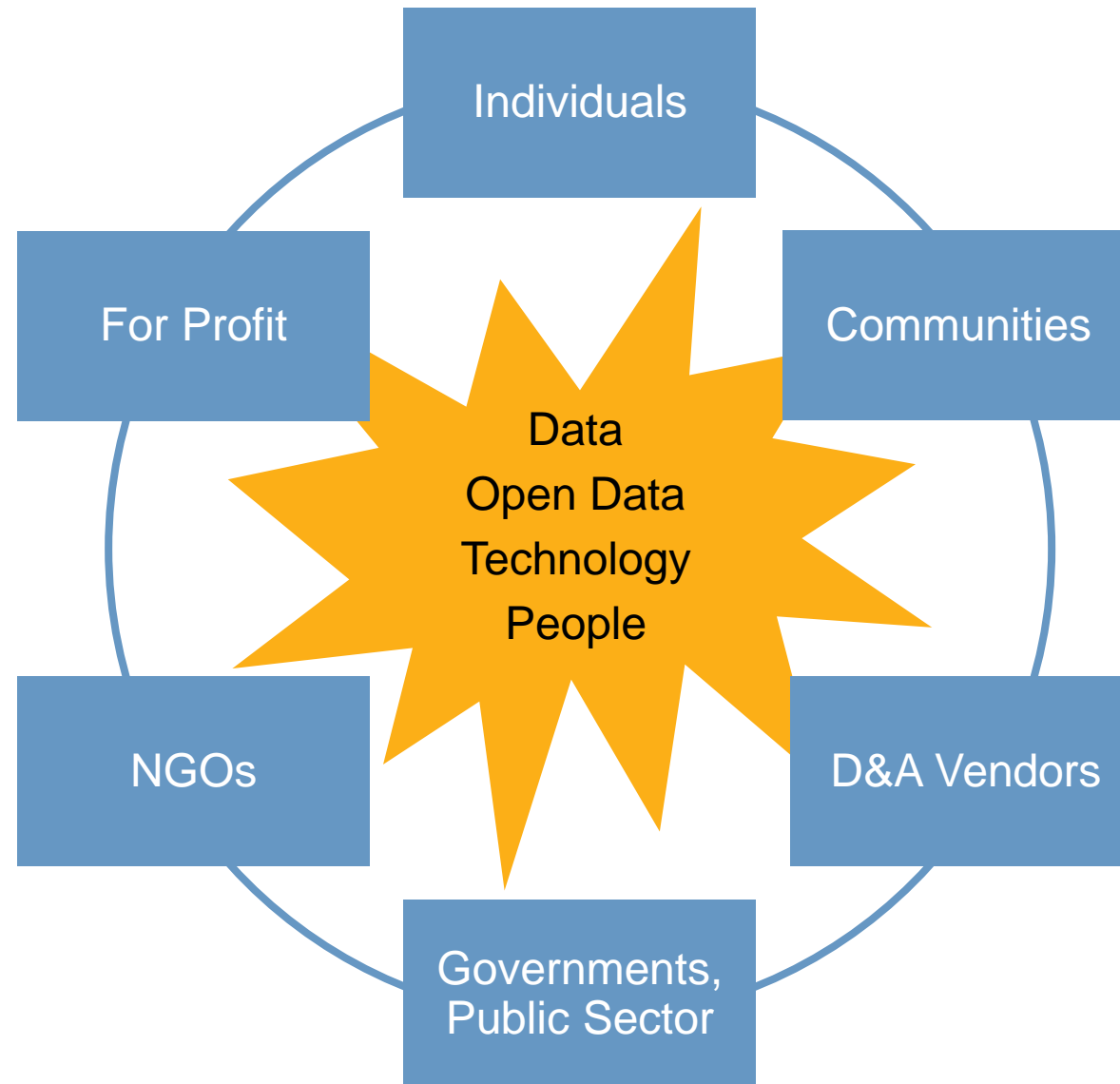
5 of 7

vendors in the
Visionaries quadrant
have foundations
or data for good
programs.

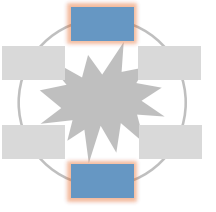
3 of 3

vendors in the
Leaders quadrant
have foundations
or data for good
programs.

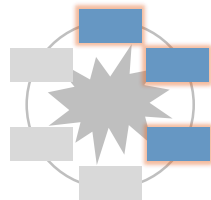
Who Is Doing This?



Government and Individuals: Homelessness

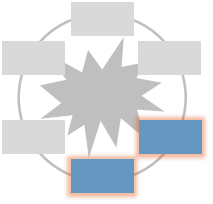


Individuals, Vendors, and Nonprofits: Harold, Tableau Software and World Wildlife Fund



Source: <https://public.tableau.com/en-us/s/>

Government Agencies Plus: NOAA, deepsense.ai — Save Whales

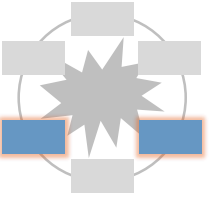


NOAA FISHERIES

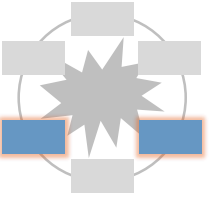
deepsense.ai
BIG DATA SCIENCE




Vendors and Nonprofits: Qlik and Crossroads Foundation



Vendors With Nonprofit: SAS and NetHope in Puerto Rico

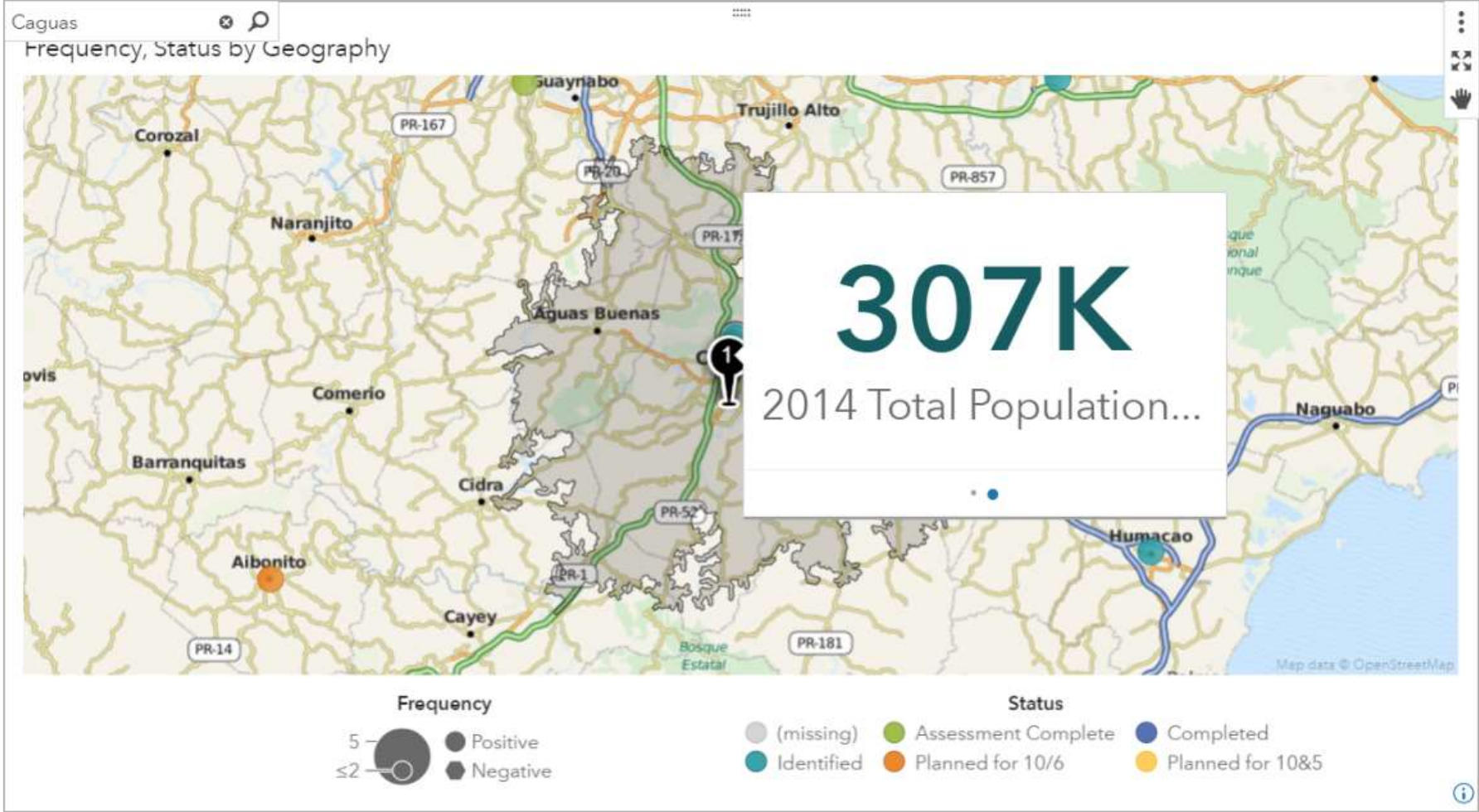
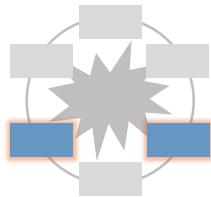


Analytics helps Puerto Rico restore communications
after disaster

by **MARY OSBORNE** on NOVEMBER 3, 2017  1
COMMENT

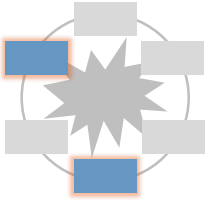
Source: <https://blogs.sas.com/content/sascom/2017/11/03/analytics-helps-puerto-rico-communications-disaster/>

Vendors With Nonprofit: SAS and NetHope in Puerto Rico



Source: <https://blogs.sas.com/content/sascom/2017/11/03/analytics-helps-puerto-rico-communications-disaster/>

Data for Good as Business Model: Digital Reasoning, Police and Government



CULTURE

At Digital Reasoning, we're writing the next great chapter in technology. It's an exciting narrative where passionate people make smarter software to build a better world.



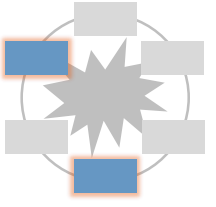
6000 sex trafficking victims rescued

Source: www.digitalreasoning.com

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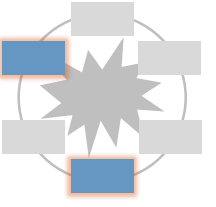
For-Profit Spinoff: MasterCard Center for Inclusive Growth; Smart City Initiatives in Bike Sharing and Free Wi-Fi



Data
+
Expertise
+
Technology
+
Philanthropy



For-Profit Spinoff: Nationwide Insurance and Learning Circle to Improve Reading, Math, Student Outcomes



Key Issues

1. Why does this matter and who's doing this?
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Resources for You

1. Advice on launching your own data for good initiative
2. Software and technology — discounted or free
3. Services and expertise
4. Community support
5. Data

Core Business Is Data for Social Good: DataKind

Launched in 2011, headquartered in New York City with six global chapters



Core Business Is Data for Social Good

- ODI — 2012, London, International
- Digital Impact — 2012, The Stanford Center on Philanthropy and Civil Society, World Tour. Worldwide Grants.
- Data Orchard — 2013. England, Community and Neighborhoods.
- Bayes Impact — 2014, San Francisco and Paris. Focus on Health, Unemployment, Justice.
- DrivenData — 2015, for Profit Within Harvard Innovation Lab, Hosts Contests.
- Minerva Collective — Sydney, Founded in 2016 With Funding From Data Republic. Battered Women, Societal Well-Being, Youth Mental Health.
- Big Data Social Justice Foundation — 2017.

Universities and Communities

- University of Chicago, Data Science for Social Good
- Bloomberg — 2014, Annual New York Event, #d4GX
- University of Utah, Sorenson Impact Center
- University of North Carolina, Charlotte — 2018, Extending to Portugal
- Goethe University, Frankfurt Big Data Lab — 2015
- INFORMS — The Institute for Operations Research and the Management Sciences, Annual Competition
- Viz for Social Good — 600 Volunteers
- Nesta — U.K., Primarily Innovation but With Data for Good Grants
- Kaggle — Data Analytics Competitions

Source: Twitter



Sample Vendors With Well Established Data for Good Programs

- Alteryx for Good
- Qlik Change Our World
- Salesforce 1-1-1 Philanthropic Model
- SAS — GatherIQ Mobile Application
- Tableau Foundation and Tableau Public
- Teradata Cares

Salesforce: 1-1-1 Initiative



Photo source: Cindi Howson

Key Issues

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Getting Started With Doing Good With Data

1. Praise and shame. Engage in the conversation.
2. Look internally for opportunities:
 - Reduce emissions, measure carbon footprint, recycling.
3. Evaluate your internal data; how could it be used externally for social good?
 - Do you own data that could be actionable when combined with others?
4. Start a data for good program as part of internal charitable and giving initiatives.

Where to Start?

Biggest,
most
impactful
cause?



Easiest,
cleanest,
available
data?

Money Matters



1. Pursue grant opportunities
2. Seek funding from foundations
3. Several organizations in this space are now defunct

Does the Purpose Align to Brand and Values

Dove: Real Beauty

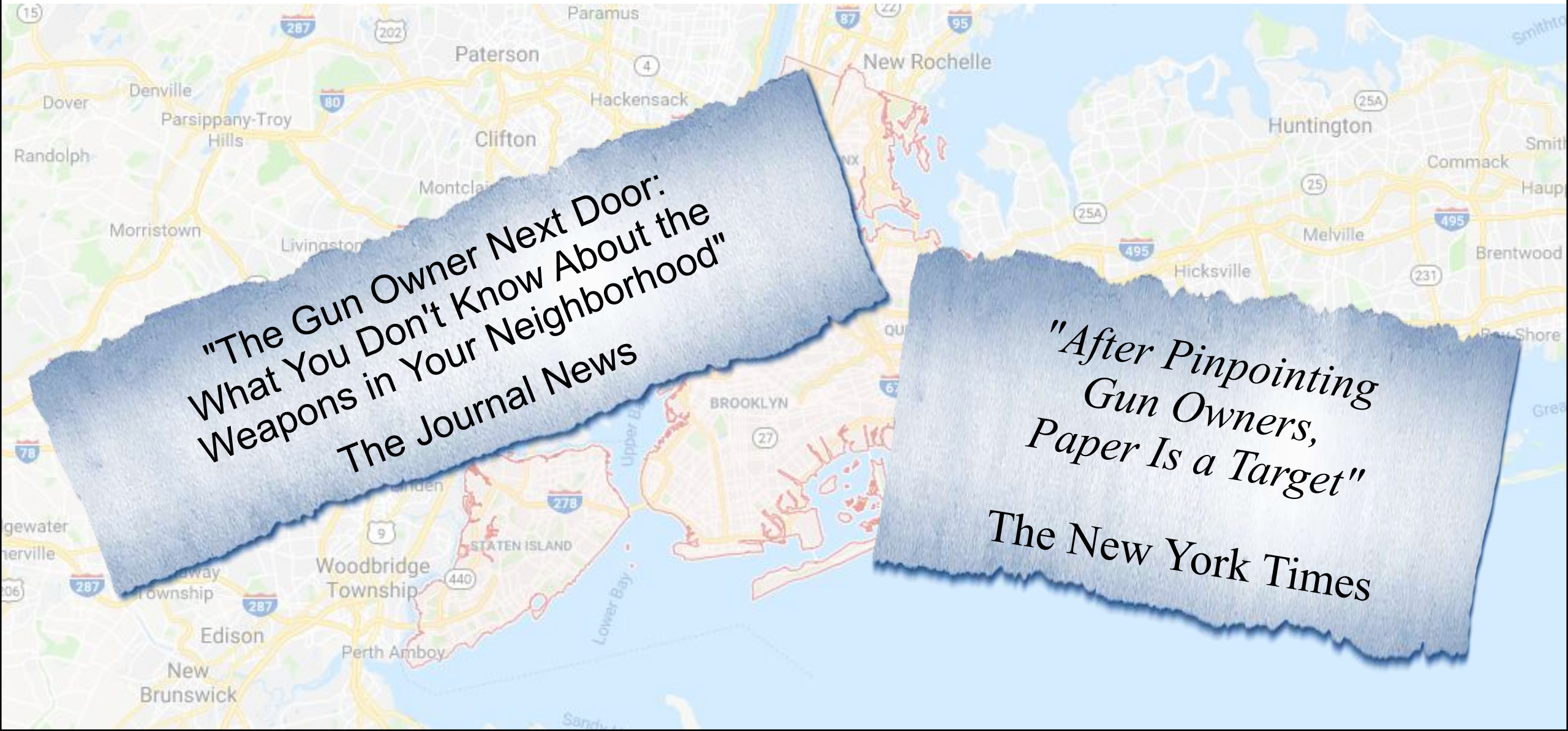


Clorox: Green Works



Sources: www.unilever.com (left); www.clorox.com (right)

Missteps to Avoid: Open Data to Shame



"The Gun Owner Next Door:
What You Don't Know About the
Weapons in Your Neighborhood"
The Journal News

"After Pinpointing
Gun Owners,
Paper Is a Target"
The New York Times

Not Sharing Data Leads to Social Harm

Recommendations

- ✓ Get active as an individual:
 - Donate your skills and time to causes you are passionate about.
- ✓ Evaluate and pursue open data initiatives.
- ✓ Develop and implement clear data ethics and usage rules.
- ✓ Think about how this relates to your organizations goals and values.
- ✓ Be realistic about backlash and missteps ... but keep going!

Where Is Gartner in Data for Good?

- Gartner Gives
- Individual Efforts
- BI Bake-Off:
 - [Homelessness](#)
 - [College Tuition and Value](#)
 - [Traffic Fatalities](#)
 - Opioid Epidemic
- Facilitating the Conversation



Cindi
Howson



Carlie
Idoine



Mark
Beyer



Lydia
Clougherty Jones



Photo sources: Cindi Howson (top right); Gartner Gives (bottom right)

Recommended Gartner Research

- ▶ [Research Presentation for 'The CIO's Guide to Digital Ethics: Getting it Right in the Digital Society'](#)
Frank Buytendijk, Heather Colella and Christie Struckman (G00335855)
- ▶ [Build Alliances to Thrive in Business Ecosystems](#)
Remi Gulzar (G00314260)
- ▶ [Measuring Employee Engagement: Past, Present, Future](#)
Ron Hanscome and Helen Poitevin (G00345724)
- ▶ [Differentiate Your Brand on Social Impact](#)
Jay Wilson (G00320088)