

# OPEN DATA INSTITUTE



The Open Data Institute is an independent nonprofit that connects, equips, and inspires people around the world to innovate with data. Founded in 2012 in the UK.

**theodi.org**

**Revenue model:** grant and government funding, charging for custom services, donations

**Interview date:** November 11, 2015

**Interviewee:** Jeni Tennison, technical director

*Profile written by Paul Stacey*

Cofounded by Sir Tim Berners-Lee and Sir Nigel Shadbolt in 2012, the London-based Open Data Institute (ODI) offers data-related training, events, consulting services, and research. For ODI, Creative Commons licenses are central to making their own business model and their customers' open. CC BY (Attribution), CC BY-SA (Attribution-ShareAlike), and CC0 (placed in the public domain) all play a critical role in ODI's mission to help people around the world innovate with data.

Data underpins planning and decision making across all aspects of society. Weather data helps farmers know when to plant their crops, flight time data from airplane companies helps us plan our travel, data on local housing informs city planning. When this data

is not only accurate and timely, but open and accessible, it opens up new possibilities. Open data can be a resource businesses use to build new products and services. It can help governments measure progress, improve efficiency, and target investments. It can help citizens improve their lives by better understanding what is happening around them.

The Open Data Institute's 2012–17 business plan starts out by describing its vision to establish itself as a world-leading center and to research and be innovative with the opportunities created by the UK government's open data policy. (The government was an early pioneer in open policy and open-data initiatives.) It goes on to say that the ODI wants to—