

ODI has created an online tool that organizations can use to assess the legal, practical, technical, and social aspects of their open data. If it is of high quality, the organization can earn ODI's Open Data Certificate, a globally recognized mark that signals that their open data is useful, reliable, accessible, discoverable, and supported.⁴

Separate from commercial activities, the ODI generates funding through research grants. Research includes looking at evidence on the impact of open data, development of open-data tools and standards, and how to deploy open data at scale.

Creative Commons 4.0 licenses cover database rights and ODI recommends CC BY, CC BY-SA, and CC0 for data releases. ODI encourages publishers of data to use Creative Commons licenses rather than creating new "open licenses" of their own.

For ODI, *open* is at the heart of what they do. They also release any software code they produce under open-source-software licenses, and publications and reports under CC BY or CC BY-SA licenses. ODI's mission is to connect and equip people around the world so they can innovate with data. Disseminating stories, research, guidance, and code under an open license is essential for achieving that mission. It also demonstrates that it is perfectly possible to generate sustainable revenue streams that do not rely on restrictive licensing of content, data, or code. People pay to have ODI experts provide training to them, not for the content of the training; people pay for the advice ODI gives them, not for the methodologies they use. Producing open content, data, and source code helps establish credibility and creates leads for the paid services that they offer. According to Jeni, "The biggest lesson we have learned is that it is completely possible to be open, get customers, and make money."

To serve as evidence of a successful open business model and return on investment, ODI has a public dashboard of key performance in-

dicators. Here are a few metrics as of April 27, 2016:

- Total amount of cash investments unlocked in direct investments in ODI, competition funding, direct contracts, and partnerships, and income that ODI nodes and ODI start-ups have generated since joining the ODI program: £44.5 million
- Total number of active members and nodes across the globe: 1,350
- Total sales since ODI began: £7.44 million
- Total number of unique people reached since ODI began, in person and online: 2.2 million
- Total Open Data Certificates created: 151,000
- Total number of people trained by ODI and its nodes since ODI began: 5,0805

Web links

- 1 e642e8368e3bf8d5526e-464b4b70b4554c1a79566214d402739e.r6.cf3.rackcdn.com/odi-business-plan-may-release.pdf
- 2 directory.theodi.org/members
- 3 theodi.org/odi-startup-programme; theodi.org/open-data-incubator-for-europe
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