A people-centered approach to open data in government

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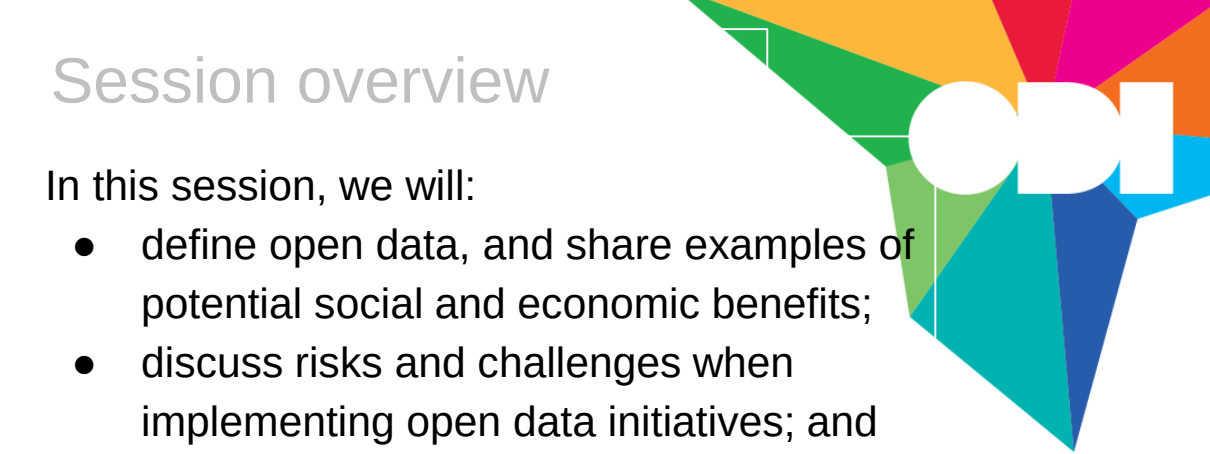
Session overview

In this session, we will:

- define open data, and share examples of potential social and economic benefits;
- discuss risks and challenges when implementing open data initiatives; and
- introduce approaches to managing open data cultural change in government.



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Hello

- Who are you?
- What do you do?
- What was your first experience of open data?

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What is open data?

Open data is data that is available for anyone to access, use and share

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What makes data open?

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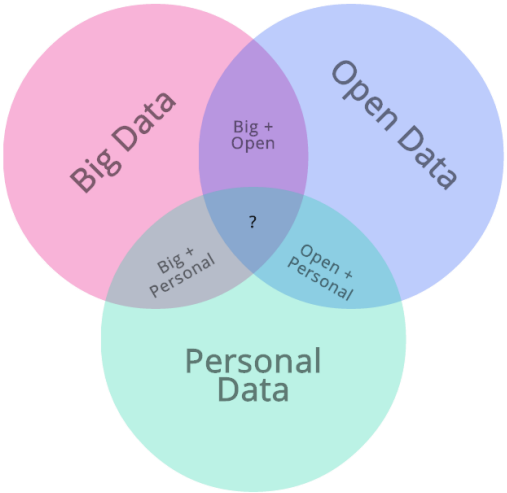
Trends in data



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The data spectrum

Closed | Shared | Open

National security

Commercially sensitive

Your personal finance records

Combined health data

A bus timetable

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Why open data?

- new products and businesses
- improved decision-making and services
- accountability and transparency

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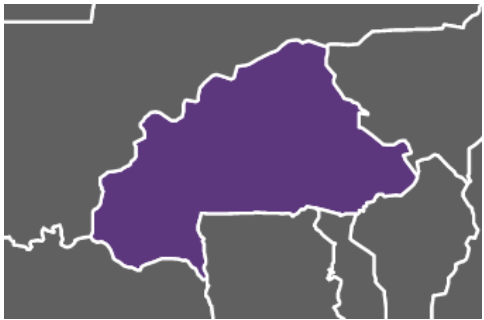
‘Our schools, our data’, Burkina Faso

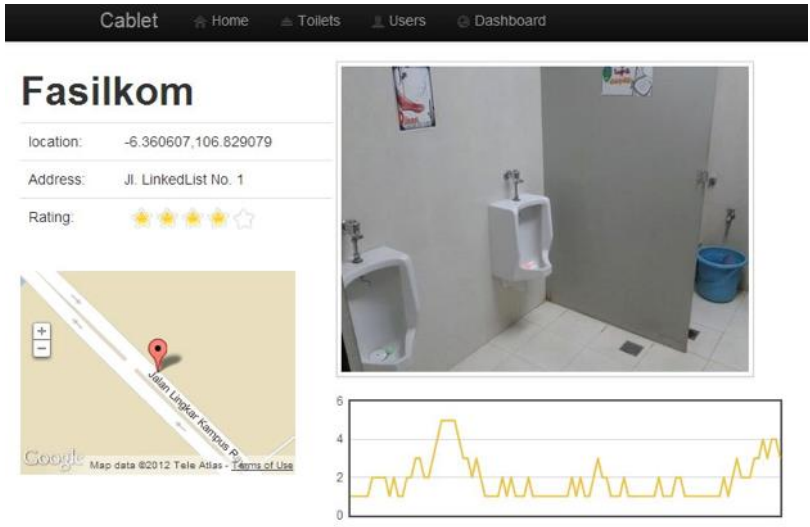


https://vimeo.com/97404977

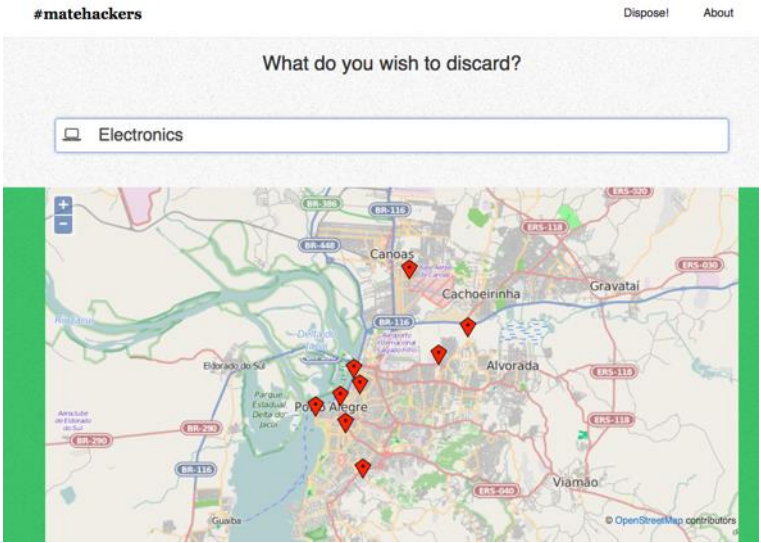
OpenData
Burkina Faso

Budget tracking, Moldova

Public toilets, Philippines



Waste disposal, Brazil



Aid transparency, Nepal

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“Information can long sit in dusty drawers but it only gets value when opened up; turning data into jobs, dust into gold”

Neelie Kroes, former European Commissioner for the Digital Agenda

“Open data cuts across a number of this year’s G20 priorities and could achieve more than half of the G20’s 2% growth target.”

Martin Tisne, Omidyar

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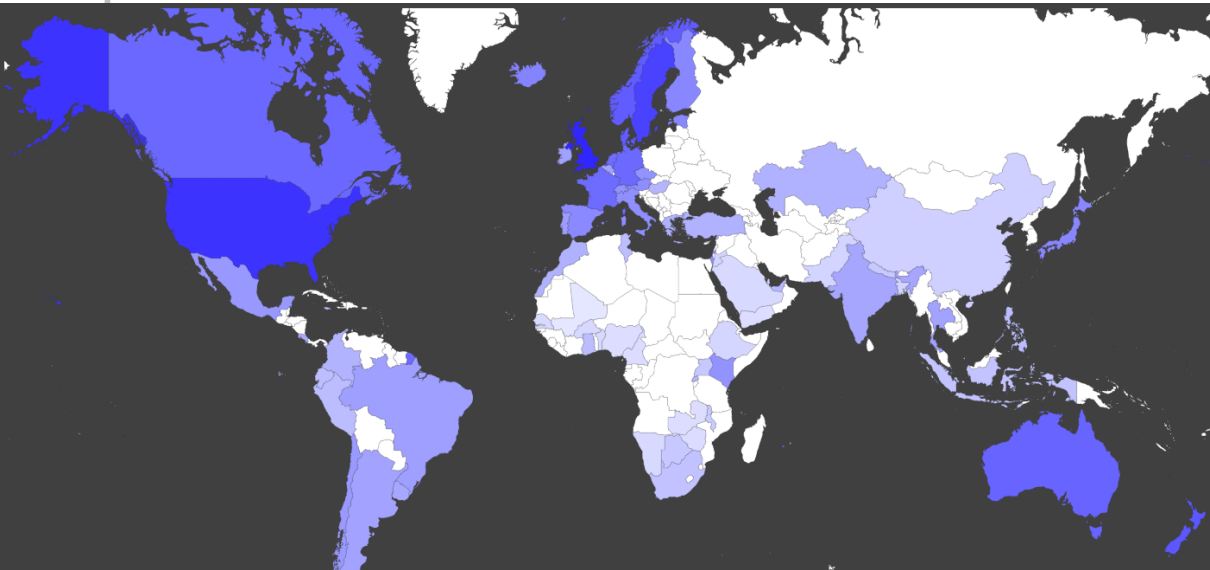
Open data barometer



“I used to think that developing countries faced more challenges than developed countries. But now I see that ***it’s all about people, and people are the same everywhere****… [so our challenges are very similar]”*

Livia, Moldova

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What could be some risks or challenges when implementing an open data initiative?

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Common challenges

- Opposition from other bureaucrats or politicians
- Resources (time, money and people)
- Lack of understanding or training about open data

Literature Review

+

Interviews with officials in seven countries

to develop:

A change framework that provides guidance for governments looking to sustain progress on open data

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Ingredients for Open Data Success (1)

1. **Articulate a clear and practical vision**

1. **Develop and maintain support across government**

- Political will
- Senior officials on board
- Individual frontline champions – incentives and rewarding success

3. **Create cultural change champions**

- Who will be responsible for guiding through cultural change?

Articulate a clear and practical vision with examples of the benefits open data will bring

"The success of police.uk was partly because accessibility for the public, and a vision of how open data would help them, was built in from the beginning – it was part of providing a service, a cornerstone of standard police service." (crime.gov.uk)

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Make an argument that works for government (Kenya)

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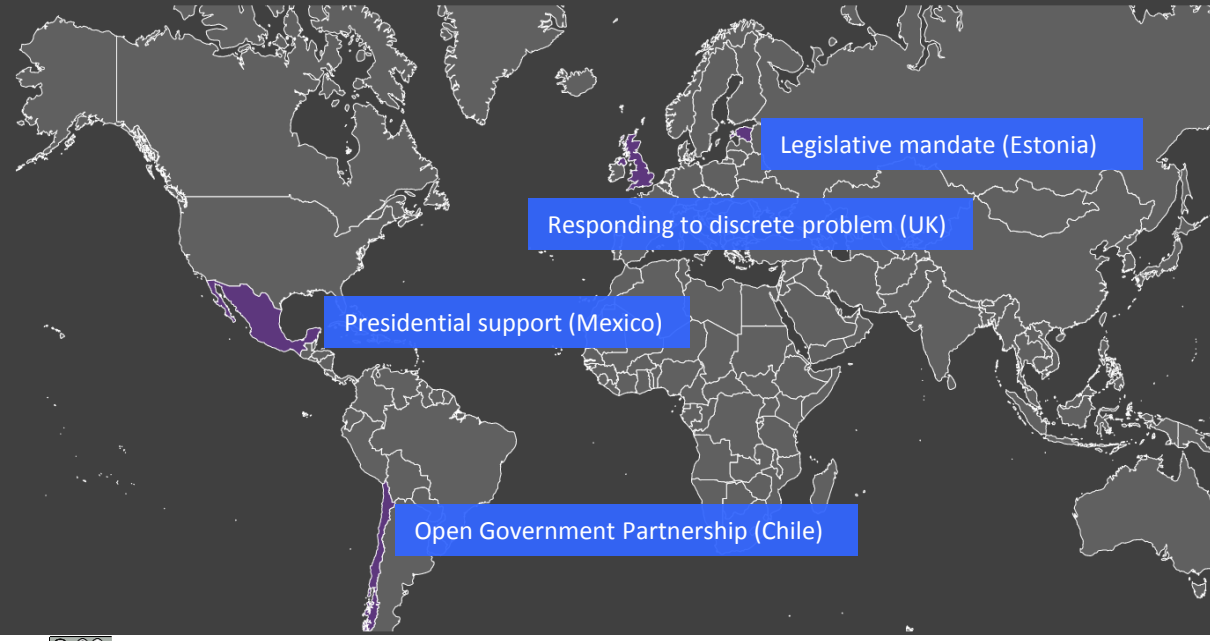
Legislative mandate (Estonia)
Responding to discrete problem (UK)
Presidential support (Mexico)
Open Government Partnership (Chile)

Develop and maintain support across government; from both senior/political leaders and officials

"There are a lot of people who just don't know what open data is, so if a mandate comes and says you have to open your data and these are the ways you're going to do it, they just don't get it. We think you have to work first on getting everybody or most people understanding what you're talking about, and then maybe come up with a mandate." ***(Chile)***

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Create culture change champions

"It can be extremely top-down. The direction and priorities come from Ministers. What we have started getting better at doing is, even when there is that top-down direction on something, trying to reverse-engineer user engagement." ***(Macedonia)***

Ingredients for Open Data Success (2)

4. Create systems to encourage feedback: internal and external

- Who are you relying on to use your data? How can you help develop those communities?
- How will data users easily and regularly provide feedback?

5. Embed quick wins in a long-term strategy

6. Know what success looks like, and how you will measure it.

- How will you measure progress as you go?
- How will you evaluate the initiative after 2-3 years?

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Create systems to encourage feedback: internal and external

What was a one off meeting is now a regular event aimed at sharing experiences

Did you know there were journalists [students and NGOs] using your data

It makes the work more rewarding! ***(Chile)***

Enable quick wins in a long term strategy

“They did a really good job in getting around 200 institutions publishing. The thing is because they didn’t work in culture change, that didn’t evolve into an actually ***living open data portal.”*** ***(Chile)***

Know what success looks like, and how to measure it

Few references to how leaders are monitoring and measuring success.

Building in metrics to regularly evaluate open data activities will help to measure progress, benchmark success and identify areas for improvement.

Ingredients for Open Data Success (3)

7. Plan for change: be agile and respond to shifting opportunities and needs

- Does your plan have space for adjustments?
- What are the right times to review the open data strategy?

8. Give communities inside and outside government opportunities to keep learning

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Plan for change: be agile and respond to shifting opportunities and needs

"You know the problem with governments in general is that [they] suffer from inertia, and the only way to break inertia is by getting something started. So one of the things that happened is, based on the fact that we launched opendata.gov.ke […], the next year we were in campaign mode, and the electoral commission then started publishing data relating to the elections, because now they had an example [to look to]." **(Kenya)**

Give communities inside and outside government opportunities to keep learning

Who will need avenues for training and development as plans progress?

Questions

Which of the recommendations for implementing open data initiatives resonate with you?

What additional advice would you give? What did we miss?

What would you put into practice?

Resources and more

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Thank you!

Knowledge
for everyone

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