Open Data re-use – what are businesses doing with Open Data #ODFEST17
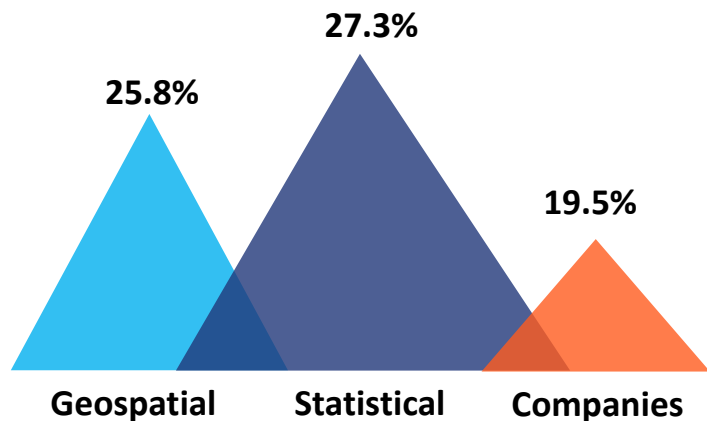Wendy Carrara

EUROPEAN **DATA PORTAL**

Capgemini Consulting   ODI open data institute   INTRASOFT INTERNATIONAL   time.lex   SOGETI   UNIVERSITY OF Southampton   con·terra   Fraunhofer FOKUS

Open Data matters because it represent value for businesses, citizens and public administrations

25.8% Geospatial

27.3% Statistical

19.5% Companies

Top 3 Open Data domains re-used most

- Clear **popularity of three types** of Open Data domains
- Domains expected to have the **highest economic impact**
- **More data on companies** requested most

Top 4 combinations of Open Data categories

- **Regions & Cities** data is often combined with the other 3 categories
- On average companies use **5 categories** of Open Data
- **36%** of the companies **aggregate** the data, regardless of its nature

Regions & Cities

Transport

Population & Societiy

Environment
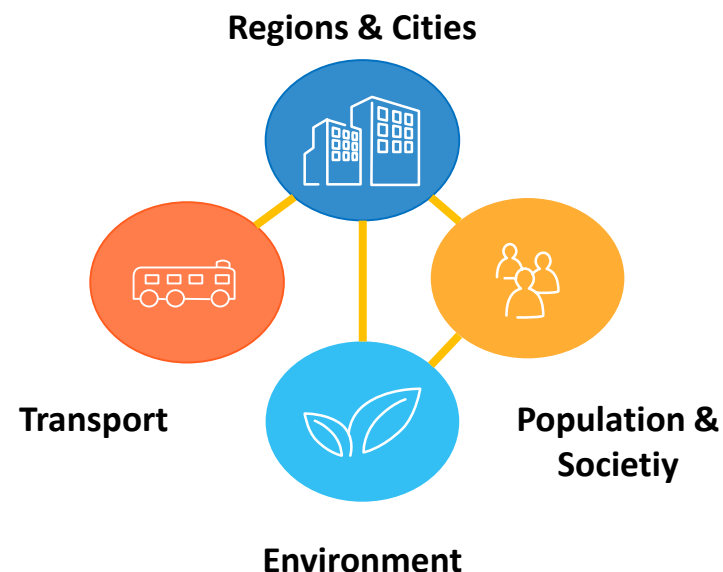
How is the Open Data being re-used? Examples from the field

EUROPEAN DATA PORTAL

SMARTAPPCITY

Regions & Cities

SmartAppCity brings together all the Open Data of a city in 1 application, offering all information for citizens & tourists

fluicity

Population & Society

Fluicity offers a platform for citizens to communicate with their local politicians and administrations, stimulating direct democracy. The Open Data created on the platform is analysed & shared with the city.

OPEN MOVE

Transport

Open Move developed a platform importing Open Data from a city to become a mobile ticketing application. Via this application citizens buy the tickets they need, operators have the tools to control tickets and local businesses can offer tailored promotions.
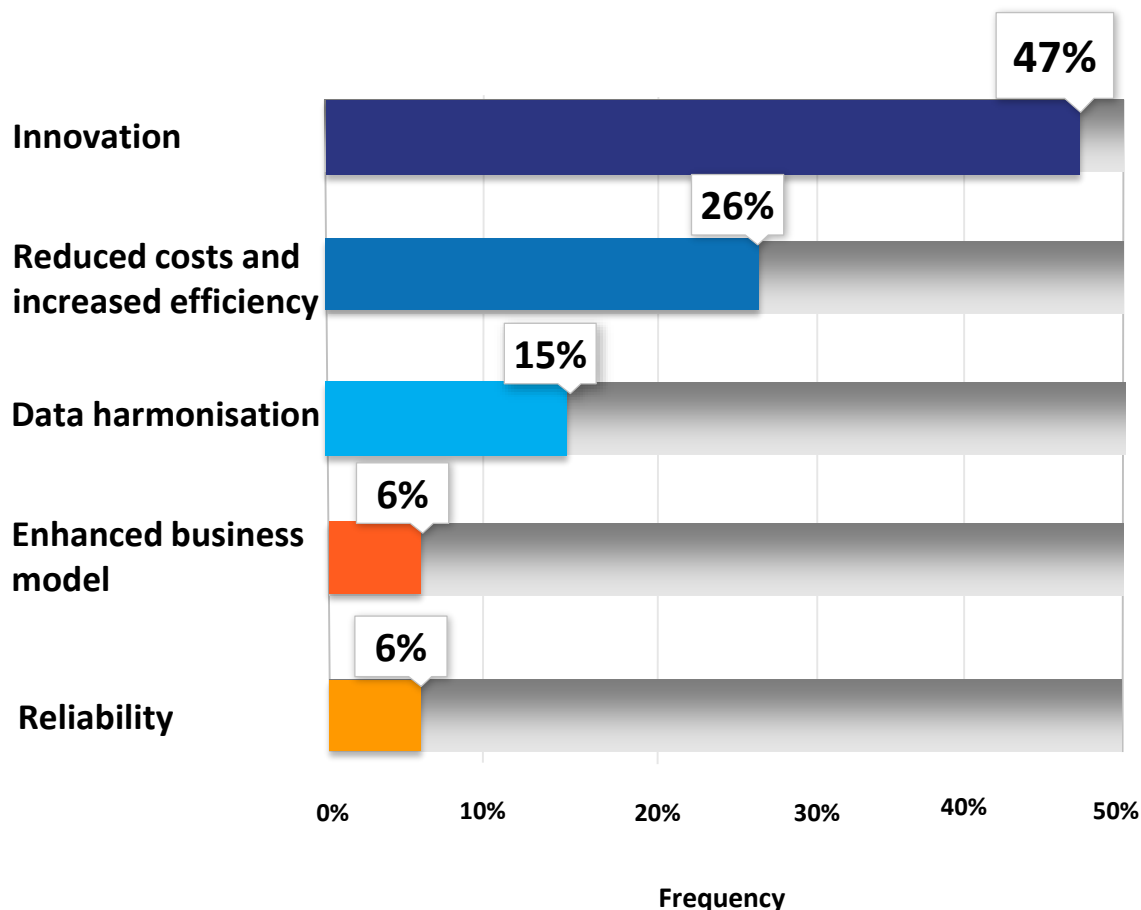
Environment

Normative analyses business transactions on their environmental impact using Open Data to automatically create sustainability reports for big companies.
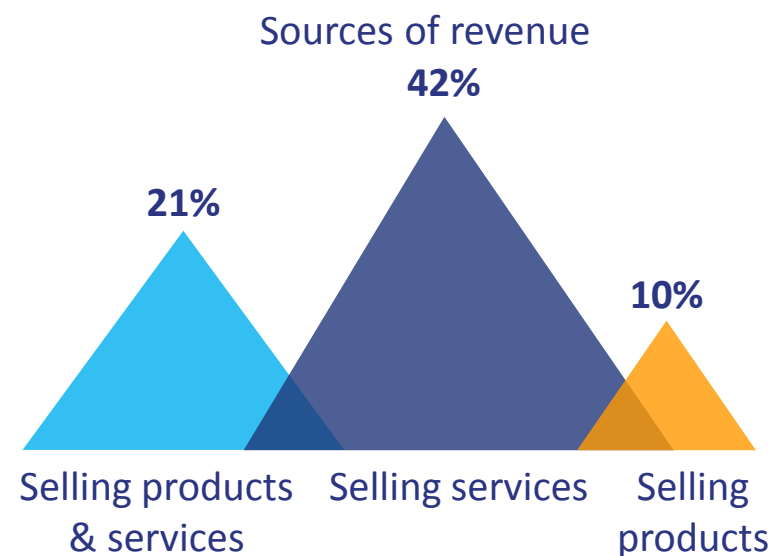
Capgemini Consulting · ODI open data institute · INTRASOFT INTERNATIONAL · time.lex · SOGETI · UNIVERSITY OF Southampton · con·terra · Fraunhofer FOKUS

Businesses see Open Data leading to innovation and efficiency as well as a source of revenue

Main benefits of working with Open Data

- Innovation: **47%**
- Reduced costs and increased efficiency: **26%**
- Data harmonisation: **15%**
- Enhanced business model: **6%**
- Reliability: **6%**
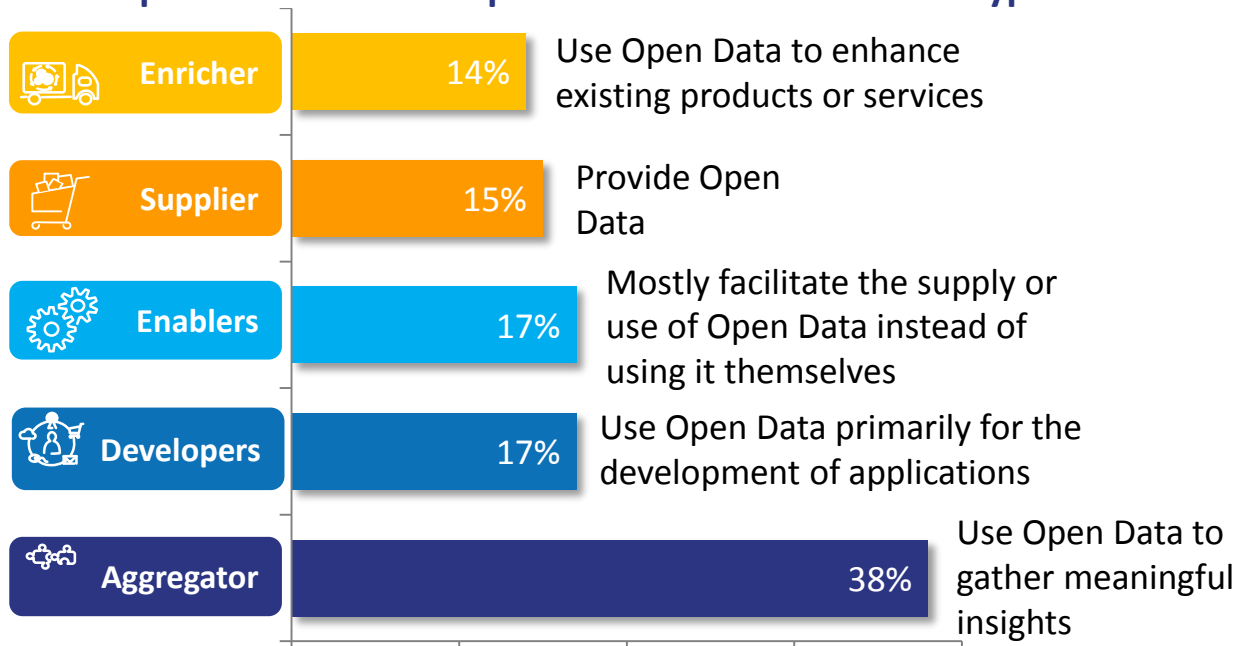
Frequency (0% – 50%)

Selling services most important source of revenue

- Nearly half of the Open Data re-use is for selling services
  - 34% of these services are based on software
  - 25 of these services are consulting

Sources of revenue

- Selling products & services: **21%**
- Selling services: **42%**
- Selling products: **10%**

Business is developing at all stages of the Open Data value chain

Respondents as their Open Data Value Chain archetype

Archetype	%	Description
Enricher	14%	Use Open Data to enhance existing products or services
Supplier	15%	Provide Open Data
Enablers	17%	Mostly facilitate the supply or use of Open Data instead of using it themselves
Developers	17%	Use Open Data primarily for the development of applications
Aggregator	38%	Use Open Data to gather meaningful insights

The emergence of Data Brokers

- To become useful, data needs to be **collected** and **cleaned**
- Most companies are working on the **collection and aggregation of Open Data**
- Creating a new position as **data broker**

Aggregation, analysis and development of new services - an example

urbanData Analytics

- Using Open Data can help build real estate data indicators
- segmented mirco located data
- Enabling comparisons and further data aggregation

People   **Economics**   **Move**   **Shape**   **System**   **Environment**

Re-users are looking for quality and continuity

My company is...

- relying on data from a specific organisation
- relying on real-time data
- relying on quality data
- relying on a specific dataset
- relying on the systematic and continued publication of specific data sets
- not using data as a critical business source

Bar chart values:
- relying on data from a specific organisation: 12,2%
- relying on real-time data: 16,9%
- relying on quality data: **27,3%**
- relying on a specific dataset: 12,8%
- relying on the systematic and continued publication of specific data sets: 25,6%
- not using data as a critical business source: 5,23%

X-axis: Times mentioned (in percentages) — 5%, 10%, 15%, 20%, 25%, 30%
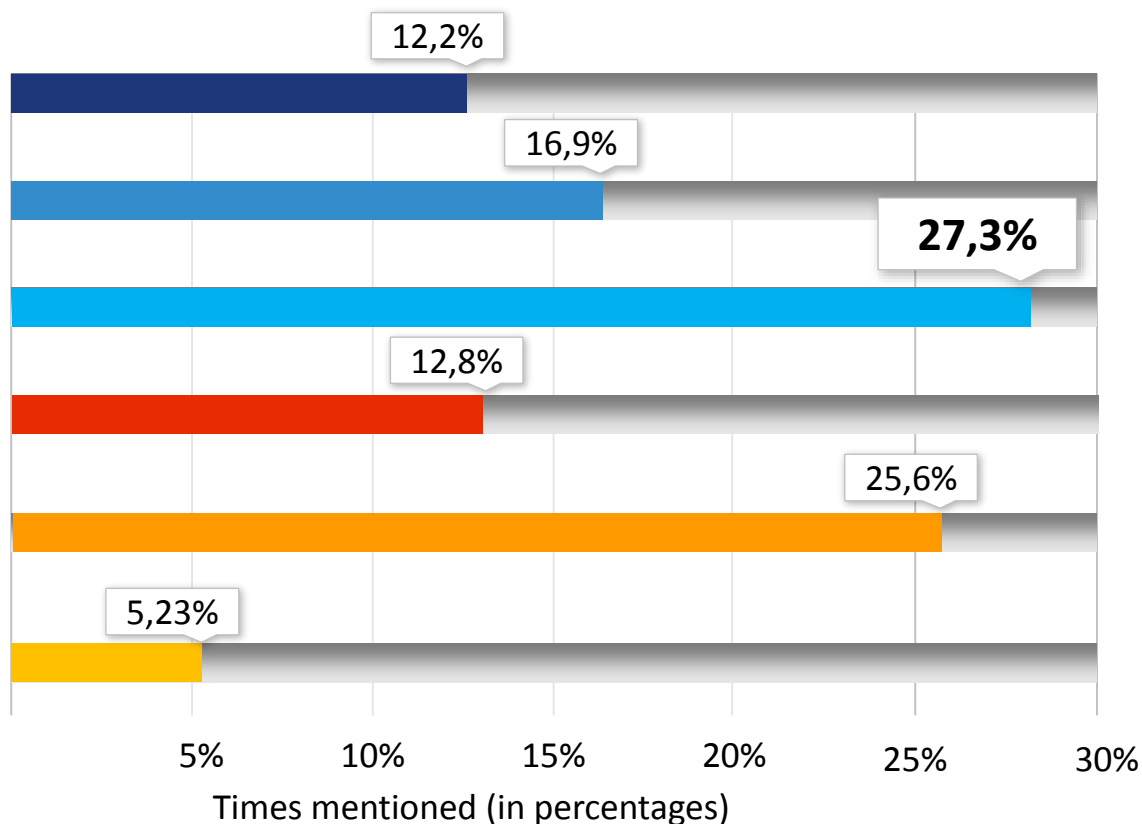
The systematic and continued publication of quality Open Data is essential for re-users, and to a lesser extent real-time data

Barriers
in working with Open Data

Political

Organisational

Legal

Technical

Financial

Awareness

Barriers hinder the Open Data community to reap the full potential of the re-use of Open Data

Heterogeneity
- Of formats, standards and structures
- Hindering the development of automated processes

Quality
- In detail and completeness
- Making the data less of interest

Metadata
- In correctness and standardisation
- Creating the stringent need to control

Availability
- In discovering and accessing the data
- Creating available yet unused datasets

Awareness
- On the specific needs of re-users, and on the availability of Open Data
- Creating a mismatch between the re-users and providers
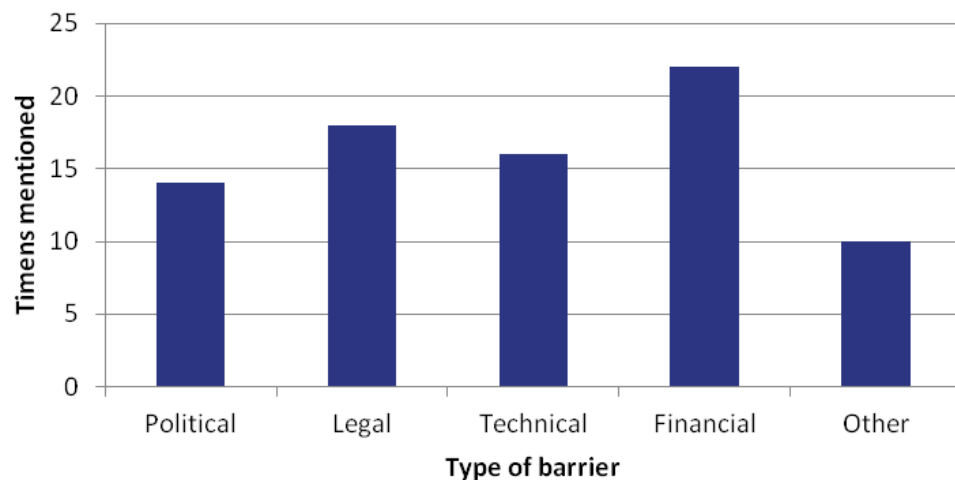
Open Data catalyses growth

- 37% expect to see their **turnover to grow by 61%** or more
- For 30% of the companies Open Data accounts for **11-95%** of turnover

Open Data can also drive cost savings

- **1.7 Bn EUR of cost savings** for European public administrations by 2020

Despite the growing popularity of data portals, 25% of businesses still adresses administrations directly

Capgemini Consulting   ODI open data institute   INTRASOFT INTERNATIONAL   time.lex   SOGETI   UNIVERSITY OF Southampton   con·terra   Fraunhofer FOKUS

Barriers for Open Data publishers and re-users

Barriers for Open Data publishers

Barriers for re-users of Open Data
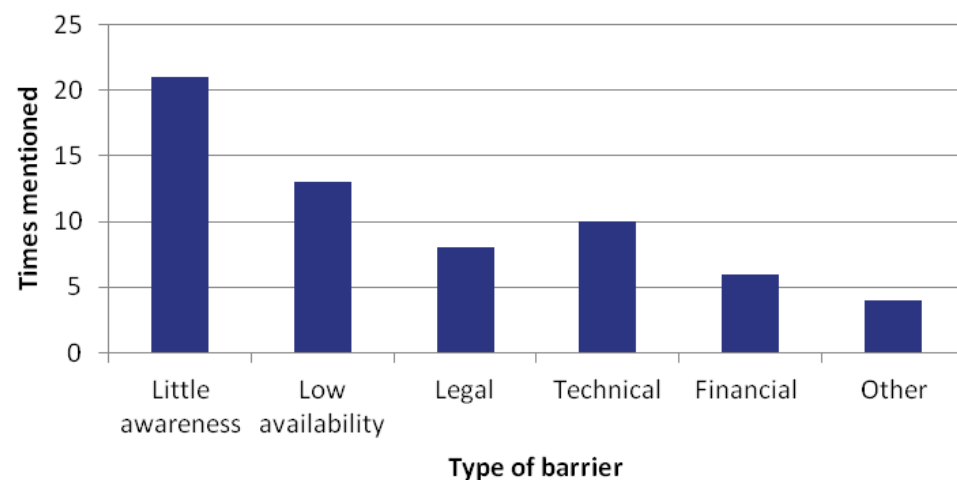
Main barriers for publishers:

- Financial: main barrier for 71% of EU countries
- Legal: 2nd most important barrier for 58%
- Technical: 3rd barrier for 52%
- Political: 4th barrier for 45%
- Other, such as organisational barriers and lack of awareness

Main barriers for re-users:

- Lack of awareness: main barrier for 68%
- Low availability: 2nd most important for 42%
- Technical: 3rd barrier for 32%
- Legal: 4th barrier for 26%
- Financial: 5th barrier for 19%
- Other, such as political barriers

Capgemini Consulting · ODI open data institute · INTRASOFT INTERNATIONAL · time.lex · SOGETI · UNIVERSITY OF Southampton · con·terra · Fraunhofer FOKUS

RECOMMENDATIONS

Have a **business plan** and clear **governance structure** in place

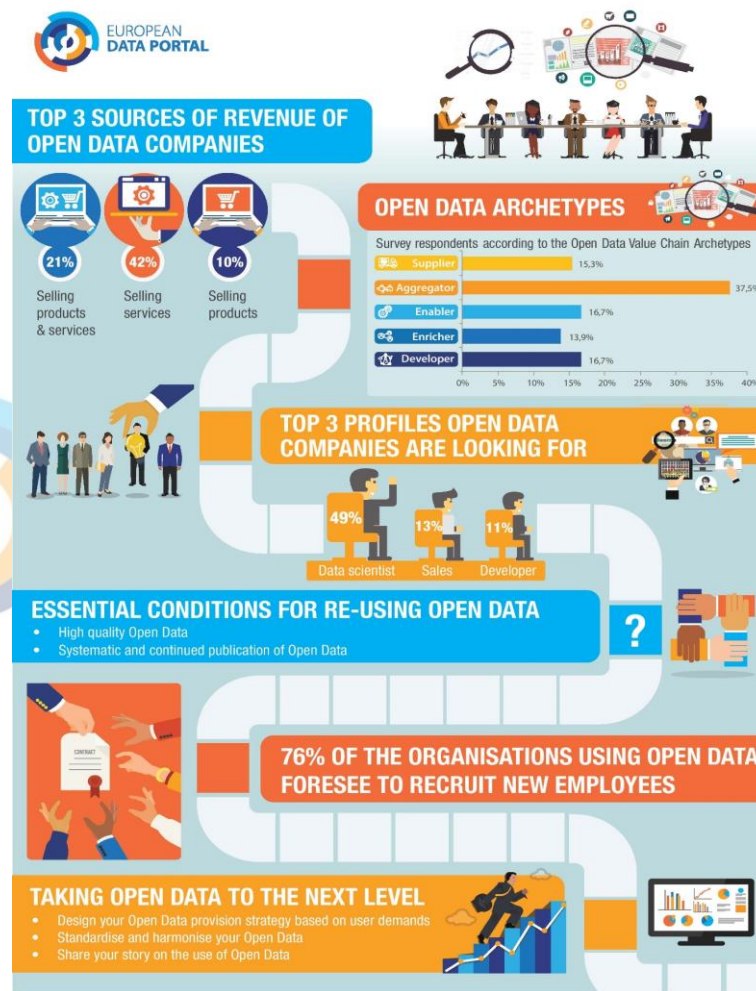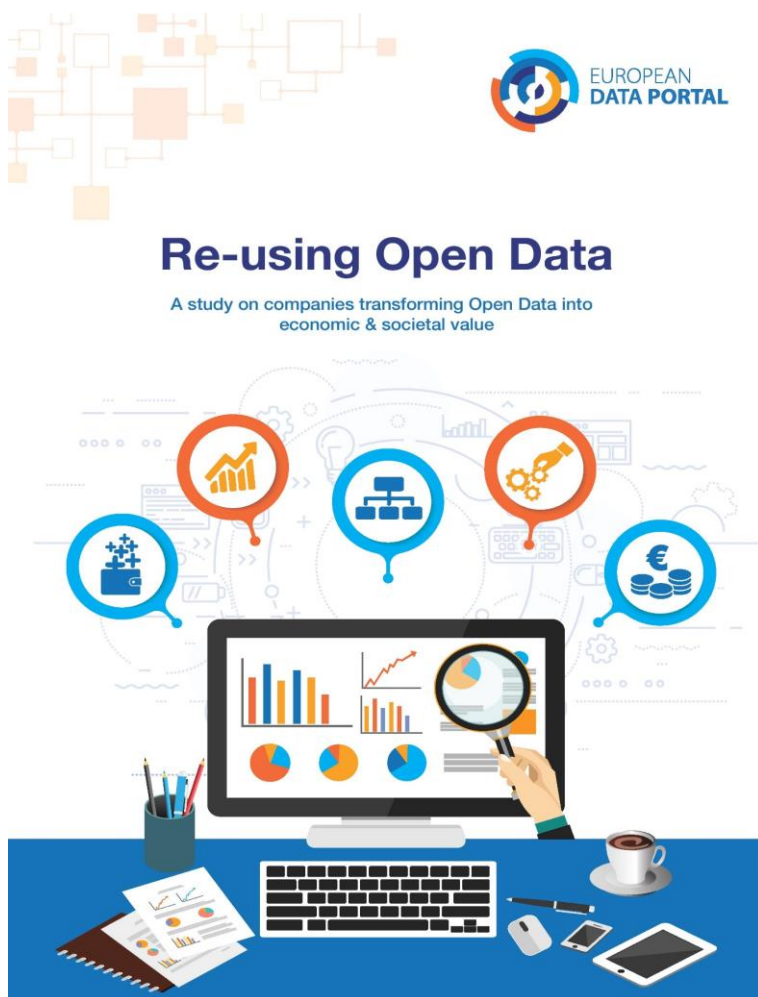**Build responsiveness** into your governance structure to manage change

Bring publishers and data users together to **address specific challenges**

Create **hard levers** to set and enforce **data quality** and **metadata standards**

Create a **non-ministerial leadership role to champion data publication**

Recent EDP reports – Re-using Open Data

https://www.europeandataportal.eu/en/highlights/how-open-data-being-re-used-europe

PORTALE EUROPEO DEI DATI

Portale Europeo dei Dati

🏠 | Cosa facciamo ▾ | Dati ▾ | Fornire dati ▾ | Usare i dati ▾ | Risorse ▾

Ricerca dati

Inserisci le parole chiave...

Ricerca Q

Ricerca SPARQL

Data, learning resources, studies and uses cases

Creating Value Through Open Data	Open Data & Digital Transformation	Open Data & E-Skills	Open Data & Privacy	Open Data & Cities	Open Data Maturity in Europe	Re-using Open Data	Recommendations for Open Data Portals	Barriers in working with Open Data

data.europa.eu/europeandataportal