# Unlocking value from open data

Open data has the potential to help grow economies, transform societies and protect the environment.

In this module, we explore how governments, businesses and individuals are using open data to create new value.

**In this module we’ll explore:**

Innovation and growth in businesses

Opportunities for governments

Impact on society and public policy

Benefits for culture and the environment.

# Unlocking value from open data - in 3 minutes

ODI Trainer Ben Cave examines how businesses and governments are unlocking value from open data and the positive impacts this has on the economy, society and the environment.

# Innovation and growth in businesses

Open data is supporting innovation and growth by revealing opportunities for businesses large and small to build new services, identify savings and improve operations.

In Paris, café owners are using open data to attract tourists to the [city's most affordable coffees](https://web.archive.org/web/20150515035949/http://www.paris.fr/accueil/paris-mag/ou-boire-un-cafe-pour-1-a-paris/rub_9683_actu_116311_port_23863), while, in Iceland, farmers are using [open data about the quality of their lambs](http://weblog.linkingpaths.com/post/78767700473/icelandic-open-data-lambs-and-maps) to attract new customers.

Open data stimulates innovation by removing barriers to access, use and shareability of data.

Data literacy is a core skill for businesses looking to take advantage of the opportunities open data offers to create new value and improve operations.

# Opportunities for government

The public sector benefits from open data initiatives in many ways:

## Supporting growing economies

To support the emergence of new data-driven businesses and the growth of existing ones, governments need to publish key datasets.

Governments also need to support data infrastructure that connects data with those who use it.

In return, governments are reaping the benefits of a growing data economy, such as in Finland where SMEs with access to open data grew 15% faster than those without.

[Take me to the Finnish case study](https://web.archive.org/web/20140531085827/http://www.epsiplatform.eu/content/finnish-study-psi-pricing-geo-data)

## Improved service delivery

Governments need to balance the demands of growing populations with the need to tackle small-scale, local issues.

The availability of detailed open data is essential to improving delivery of services at the local level.

Some of these new services are available now:

[Take me to mySociety](https://www.mysociety.org/)

[Take me to the Hungarian 'right to know' portal](http://kimittud.atlatszo.hu/)

[Take me to Fix my Street Norway](http://www.fiksgatami.no/)

## Cost savings

Open data allows governments to make savings in key areas such as healthcare, education and utilities.

In the UK, open data helped reveal [£200 million of savings](https://theodi.org/news/prescription-savings-worth-millions-identified-odi-incubated-company) in the health service.

In France, energy data is being used to drive more efficient energy generation practices.

[Show me the France energy data.](https://www.quandl.com/collections/france/france-energy-data)

Open data can also bring transparency to budgets. In Switzerland, the canton of Bern presented their [€400m annual saving](http://be-asp.budget.opendata.ch/) to the public using open data.

# Changing societies and public policy

Open data is unlocking new social value and enabling better targeted public policies.

## Improving the way we move

Open data has the power to revolutionise the way we travel.

Within the Dutch transport industry, open data is helping a growing number of small companies to develop new services.

[French app Tranquilien](http://www.europeandataportal.eu/sites/default/files/use_case_france_-_tranquilien_v1.pdf) improves passenger comfort on transport and promotes efficient use of public transport by providing relevant information about empty seats, leaving times

A new Dutch app, winner of the prestigious Apps4Europe competition, helps disabled people to book travel assistance for their journeys using open data.

Open transport data saves commuters time, makes journeys more accessible and helps tourists to travel in unfamiliar cities.

## Improving the way we work

Open data is changing the way we work.

Open data reduces the time needed to find information and allows professionals to focus more of their time on productive activities.

OpenCorporates offers an open database of companies around the world, showing their networks, financial stability and environmental impact. This helps organisations learn more about prospective clients, providers and partners.

[Take me to OpenCorporates](https://opencorporates.com/info/about)

[The Finnish Kannattaako kauppa service](http://www.europeandataportal.eu/sites/default/files/use_case_finland_-_kannattaako_kaupp.pdf) provides insights on the price development of real estate in the future, making it easy to compare houses and neighborhoods by price and population.

## Improving the way we govern

Open data is becoming a key source of evidence for governments in the policymaking process.

[Public administration is by far the sector that will gain the most from opening up data, with a value of 22 bn EUR in 2020. This confirms that the public sector is the first re-user of its own data. For agriculture, and the](http://www.europeandataportal.eu/sites/default/files/edp_creating_value_through_open_data_0.pdf) arts and entertainment sector, the benefits expected are smaller with 379 million EUR each. Open Data still has a lot of potential in these sectors but will take more time to reach the full potential.

Open data is also making the development of public policy more transparent and supporting dialogue between governments and citizens.

Open data on key issues such as immigration, trade and budget cuts can be used to inform important policy decisions.

[Where do I live](https://www.europeandataportal.eu/elearning/en/module2/www.kurgyvenue.lt) is a Lithuanian tool that provides Lithuanian citizens with information about their neighbourhood such as local level of pollution, noise, crime levels, housing prices, schools, kindergarten, average estate and utility costs.

For example, an analysis of the open data around fire station closures in london helped demonstrate which stations could be closed with the least impact on services.

[Take me to London fire station analysis](http://london-fire.labs.theodi.org/)

# Benefiting culture and the environment

Open data is helping people target initiatives for cultural and environmental benefits.

## Environment

Open data helps farmers to improve yields and support a growing population without the need to destroy valuable habitats.

Plantwise are collecting open data to produce valuable information packs for farmers about plant health and threats from diseases.

[Take me to Plantwise](https://www.plantwise.org/)

CIARD has produced a central repository of more than 1,500 open agricultural research collections worldwide, highlighting new research opportunities.

[Take me to CIARD](http://www.ciard.net/)

## Saving lives

Open data is helping to save lives. Open geographic data and aid statistics are being used by humanitarian groups to deliver targeted supplies in disaster zones.

Open mapping data helped disaster response teams target aid delivery during the 2010 Haiti earthquake.

[Show me the Haiti Open Street Map.](http://hotosm.org/projects/haiti-2)

Open data was also used for responses to the Philippines typhoon in 2014.

## Culture

Open data is connecting people with important cultural issues and helping to shape a more informed

debate around them.

OpenGLAM is helping to capture the heritage and cultural memories of groups in Germany, Switzerland and Finland.

[Take me to OpenGLAM.](http://openglam.org/)

The Open Data Institute is leading a global Data as Culture programme, with artists in residence reexamining the fundamental ways in which data is perceived.

[Take me to ODI Data as Culture](http://theodi.org/culture)

**Are you ready to unlock value from open data?**

There are lots of valuable examples of open data initiatives bringing social, economic and environmental benefits. Are you ready to join the open data movement?

# Innovation and growth in business

**Open data is driving innovation and growth in the private sector by...**

being made available on the Web

revealing opportunities to build new services and improve operations

motivating innovators to use government data

**That’s right!**

Open data is supporting innovation and growth by revealing opportunities for businesses large and small to build new services, identify savings and improve operations.

**Are you sure?**

Open data is supporting innovation and growth by revealing opportunities for businesses large and small to build new services, identify savings and improve operations.

# Opportunities for government

**Open data awareness is no longer a luxury for public servants, it is now...**

a little more important than it used to be something that should be researched more a crucial part of modern service delivery

**That’s right!**

Open data is crucial part of modern service delivery in order to support the emergence of new data-driven businesses and the growth of existing ones.

**Are you sure?**

Open data is crucial part of modern service delivery in order to support the emergence of new data-driven businesses and the growth of existing ones.

# Changing society and public policy

**What is the benefit of having open transport data?**

It saves people time and improves access

It makes trains faster

It makes tickets cheaper

**That’s right!**

Open transport data saves commuters time, makes journeys more accessible and streamlines access for tourists.

**Are you sure?**

Open transport data saves commuters time, makes journeys more accessible and streamlines access for tourists.

# Changing culture and environment

**What type of open data was used to help in disaster response efforts in Haiti and the Philippines?**

Demographic data from the census

Open data on people's salaries

Open mapping data and aid statistics

**That’s right!**

Open data is helping to save lives. Open geographic data and aid statistics are used by humanitarian groups to deliver crucial supplies in disaster zones.

**Are you sure?**

Open data is helping to save lives. Open geographic data and aid statistics are used by humanitarian groups to deliver crucial supplies in disaster zones.

**Ready to unlock value?**

Open data has the power to help grow economies, transform societies and protect the environment.

Open data can help governments grow economies, improve service delivery and save on costs.

Open data can benefit society by improving the ways we move, the ways we work and the ways we govern.

Open data can help save lives and help us better understand the world in which we live.

Ready to get involved? In the next module, we explore how to engage in an open data initiative.

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