



Web-COSI
Web Communities for
Statistics for Social Innovation
INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

Web-COSI “Web COmmunities for Statistics for Social Innovation”

www.webcosi.eu

SEVENTH FRAMEWORK PROGRAMME

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Deliverable 4.4: Workshop on well-being and societal progress crowd sourcing initiatives in Europe

Summary

This report describes the preparation and outcomes of the first of two workshops organised by the OECD in the context of the Web-COSI project, dealing with the engagement of citizens with well-being statistics through digital technology and collective awareness platforms. The workshop, entitled “Using technology to engage citizens with well-being statistics: perspectives from civil society” brought together practitioners working with the issues of crowd sourcing and citizen engagement with data from different angles, and was seen by all participants as a successful example of inter-disciplinary exchange and discussion. In addition, a live webcast was broadcast on the day of the event, and videos were made available on Wikiprogress.org and the Web-COSI website following the completion of the workshop.

Index

Summary	3
Introduction	5
1. Purpose of the activity	5
2. Set up of the activity and its execution	6
3. Summary of the discussions at the workshop	8
4. The results achieved and the open issues	9
5. Conclusions/Next steps	10
Annex 1. Agenda	13
Annex 2. Concept note	14
Annex 3. Speaker profiles	15
Annex 4. List of participants	19
Annex 5. Twitter information for workshop	21
Annex 6. Google analytics	22
Annex 7. Examples of social media posts	23

Introduction

The over-arching objective of the Web-COSI project is to improve people's engagement with Beyond GDP statistics. Finding better ways to engage citizens with measures of well-being and progress is now widely-accepted as an important objective for data producers. While in the past, public outreach has tended to be conducted mainly through the dissemination of data (i.e. one-way communication), attitudes are changing and citizen engagement is increasingly being seen as needing to be an interactive, two-way process, with the public acting not only as an audience for data, but also as participants in the process of selecting and using well-being measures. For example, the influential Stiglitz-Sen-Fitoussi report on well-being measurement stated that "If we want Government to be more ambitious and focus on delivery of well-being, wider open and public discussion will be crucial"¹.

The capacity of data producers (and data intermediaries) to reach out and engage citizens has increased dramatically with developments in digital technology in recent years. Collective Awareness Platforms for Sustainability and Social Innovation (CAPS) allow the possibility to communicate data in increasingly innovative and interactive ways, allowing users to take a more active role in the presentation, analysis and improvement of well-being statistics. CAPS also allow the possibility of citizens to be data providers, through mobile and other digital crowd sourcing technologies. Indeed, the different roles of CAPS in citizen engagement with data are numerous, and include:

- involving people in the development of well-being frameworks (such as online consultation tools and social media);
- engaging people in the findings and analysis of well-being indicators (such as interactive data visualisation tools);
- engaging citizens as data interpreters (such as open data initiatives, or 'civic tech' movement); and,
- engaging citizens as data producers (using technology that allows for the crowdsourcing of well-being data using mobile phones, geographical information systems (GIS) or self-reporting).

The over-arching aim of this workshop was to explore civil society and grassroots experiences with technology, citizen engagement and well-being statistics and data.

1. Purpose of the activity

1.1 To explore the role of interactive technology and web platforms to engage citizens with well-being statistics.

While new technologies hold a lot of potential for reaching the Web-COSI goal of 'statistics for all', in many areas, the use of CAPS for citizen engagement with data is relatively new. The aim of this workshop was to build on the knowledge acquired through Lunaria's webinar (Deliverable 2.2, June 2014) on experiences in Italy and to broaden the discussion to take into account examples from Europe and around the world, in order to gain a clearer understanding of the opportunities as well as the challenges in using technology to engage citizens with well-being and progress measures (i.e. statistics beyond GDP).

The mapping exercise conducted through two online discussions on Wikiprogress, as well as desktop research and discussions with Web-COSI partners (Istat, I-Genius and Lunaria) and other experts and practitioners allowed us to identify the principle types of CAPS for citizen engagement, namely: (i)

¹ CMEPSP Commission on the Measurement of Economic Performance and Social Progress (2009), *Report by the Commission on the Measurement of Economic Performance and Social Progress*, http://www.stiglitz-sen-fitoussi.fr/documents/rapport_anglais.pdf

consultation; (ii) communication; (iii) crowd sourcing/citizen-generated data; and (iv) Open Data (see report for Web-COSI Deliverable 2.3). As there are few examples of CAPS for consultation on well-being measures run by civil society organisations, and the focus of the first workshop was to be on perspectives from civil society and academia, the decision was made to focus principally on examples covering the remaining three types of CAPS for well-being statistics.

The primary purpose of the workshop was therefore to get a broad overview of the different types of approaches, and the lessons learned from those approaches, in the areas of CAPS for communication, crowd sourcing and Open Data, which could be used to feed into subsequent Web-COSI work on best practice conducted by our partners.

1.2 To build upon knowledge obtained from online discussions and mapping, to enable more in-depth discussion about the challenges that new methods and approaches pose.

Many of the speakers and participants were initially identified via our online discussions, social media interactions or mapping exercise. This workshop was part of a larger programme of activity, with the understanding that a small group of 24 people can have more substantial discussion, profiling good practice and begin to address many of the common challenges encountered when trying to engage citizens with well-being data. The workshop also allowed us to explore in more detail examples that had been identified through the mapping exercise.

1.3 To bring together civil society organisations with expertise in communication, open data, crowdsourcing and technology to share experiences and good practice in engaging people with well-being data, as producer, users and interpreters.

The participants of the workshop represented a diverse range of organisations and interests, ranging from crowd sourcing methods used to reach older women living in rural areas in Tanzania, to the civic tech movement in Europe, to innovative data visualization and online communication tools. Participants were mainly selected from Europe, but innovative non-European examples were also included in the agenda in order to bring a different perspective to the table.

1.4 To produce content that can be shared widely to build a broader online community around this topic.

The workshop was designed with the intention that the discussion would be heard by many more people online than were in the room via the live webcast and video recording. The webcast of the workshop was live streamed on the Wikiprogress home page and events page. The video recording of the workshop was later uploaded onto Wikiprogress platform and Web-COSI website.

The discussions of the workshop will be summarised for Web-COSI and Wikiprogress audiences, and the key findings of the day will be fed into subsequent events and report for Web-COSI, including the final report.

2. Set up of the activity and its execution

2.1 Scope of the workshop

Initially the title, agenda and target audience for the workshop were agreed. This was the first of two Web-COSI workshops to be organised by the OECD, with the second (co-organised with Istat) to be held in the following month. Given the close proximity in time of the two OECD workshops, it was decided that it would make sense to link the two thematically, while still covering the issues promised in the initial agreement (crowd sourcing, involving communities). The title “Using technology to engage citizens with well-being statistics” was selected as allowing us to cover a wide range of issues related to crowd sourcing and community involvement, with the first workshop (Deliverable 4.4) focusing on “Perspectives from Civil

Society and Academia”, and the second (Deliverable 3.4) focusing on “Official Statistics and Government”. The fact that Istat would be contributing to the organisation of the second workshop also made it logical to focus on official statistics in the second workshop. However, it was also seen as necessary to maintain some flexibility as the worlds of civil society/academia and official statistics/government have much to learn from each other, therefore the first workshop also discussed the role of government/official statistics and vice versa.

In order to explain the purpose of the workshop to invited speakers and participants, a concept note was drafted which set out the background, objectives and intended reach of the discussion (Annex 1).

The agenda for the workshop was designed around the three main types of CAPS, with the morning session focusing on “Citizens as Audience: Web Platforms for Communication and Dissemination” and the afternoon session entitled “Citizens as Participants: Opportunities and Challenges with Open and Crowd sourced Data”, encompassing a session on crowd sourced data and one on Open Data.

2.2 Speakers

Once the agenda and purpose was decided, speakers were selected to ensure as diverse a representation as possible in terms of area of expertise, experiences, target audiences and geographical coverage. Consideration was also given to ensuring that participants would learn from each other and extend their networks, hence we brought together “unusual suspects”.

Speakers were selected principally on the basis of the projects they represented. For the morning session on communication and dissemination, speakers represented Help Age International, the Social Progress Index, and the Institute for Economics and Peace’s Global Peace Index. These were all selected as excellent examples of CAPS for the interactive communication and visualisation of data related to well-being and progress. Projects that were invited to attend and were unable to make it include the Bertelsmann-Siftung Foundation’s Sustainable Governance Indicators and the Sustainable Society Foundation.

For the afternoon session on crowd sourcing, speakers represented projects at different stages of implementation. The Happy City Index is a city-based initiative based in Bristol, UK, which is developing a methodology for community engagement and crowd sourcing which it hopes can be transferred to other localities. EmoMAP was selected as an excellent, concrete example of a crowd sourcing project related to well-being, and the Big Development Datashift project of Civicus was selected as an important project fostering the role of crowd sourced data in the Data Revolution and the Sustainable Development Goals.

For the Final session on Open Data, the Joint Research Council was invited to talk about the research and coordination work it is leading on Open Data for Smart Cities and Quality of Life, and Code for Germany and Five by Five were selected as offering up different examples and approaches of the civic tech movement and its role in fostering the use of Open Data by citizens.

2.3 Communication and outreach

A dedicated online events page was designed and set up on the Wikiprogress platform², as well as on the Web-COSI website. The events pages on the two sites provided the following information:

- Live webcast and later video recording of workshop
- Agenda, speaker’s profiles, twitter handles and hashtags
- All power point presentations

² <http://bit.ly/1tqfrOQ>

The workshop was in the Wikiprogress home page spotlight for over three weeks. Invitations to join the discussion were disseminated widely through the following channels:

- i. sent to all partners who then disseminated the information via their networks
- ii. emailed to the Wikiprogress mailing list
- iii. profiled via Wikiprogress eBrief (send to 32,500 people);
- iv. emails were sent via the Web-COSI and eFrameNET mailing list; and
- v. the Wikiprogress Twitter and Facebook accounts were actively used to profile the workshop and the live streaming (see Annex 7).

3. Summary of the discussions at the workshop

The workshop was opened with some introductory remarks from Loretta Anania, the EC project officer, Donatella Fazio, the Web-COSI scientific co-ordinator, Marco Mira D’Ercole (the Head of Well-being Measurement at the OECD, who was not on the agenda but who was able to attend the morning session at the last moment) and Kate Scrivens, Wikiprogress project manager. Donatella Fazio gave an overall vision of Web-COSI project, its aims and expected impact. The morning session was chaired by Donatella Fazio, and the afternoon sessions were chaired by Kate Scrivens and Salema Gulbahar.

Session 1: Citizens as Audience: Communication and Dissemination

Alex Mihnovits and Caroline Dobbins from Help Age International presented the [Global AgeWatch Index](#), Jonathon Talbot presented the [Social Progress Index](#), and Philippa Lysaght, presented the [Global Peace Index](#). The main focus of the presentations were on communication, and much of the discussions revolved around the importance of storytelling and the role of visualisation to make people care enough about the data in order for them to be more than just passive receivers of information and to get actually engaged in the data by playing with different views, or analytical tools, or being inspired to take action, etc. This was underlined as particularly important in ensuring that indicators have an impact on policy – sometimes policy makers have to be made to care about issues through public pressure. The issue of crowdsourcing came up as Help Age International gather well-being data through mobile apps from older people in pilot countries, which led to a discussion on how to verify data quality of non-official stats – the need for guidelines or simple data standards, was mentioned, but also the need to improve statistical literacy so people are more aware of what to look for in a good quality data set.

Session 2: Citizens as participants: Crowd sourced data

Liz Zeidler presented the [Happy City Index](#), Haosheng Huang presented [EmoMap](#) (University of Vienna), and Jason Maglaughlin presented the [Big Development Datashift](#) project at CIVICUS - World Alliance for Citizen Participation. Crowd sourced data, that is data mined through social media, or volunteered through mobile devices offers the potential to fill data gaps and to provide real-time, granular, geo-coded information. Jason Maglaughlin listed a number of very effective citizen reporting projects to track corruption (India’s [IPaid a Bribe](#)), sexual harassment and violence (Egypt’s [HarassMap](#)), ocean debris ([Dive Against Debris](#)) and many other issues. The Datashift project is aiming to assess and maximise the potential of crowd sourced data from citizens with civil society organisations to contribute to the “[Data Revolution](#)” in monitoring progress towards the 2015 Sustainable Development Goals (SDGs).

However the challenges that come with crowd sourced data were also discussed, such as the quality of non-official statistics, the need for guidelines, standards, harmonisation and more statistical literacy.

Crowd sourced data has a lot of issues such as self-selecting samples, partial coverage, ethical issues of mining social network data that while it is well- suited for localised, highly specific issues, it is unlikely to be useful for tracking well-being trends in the same way as official statistics, especially as such data is unlikely ever to be fully representative of a country's population, or comparable between countries.

However crowd sourced data does have the potential for policy applications. The EmoMap project demonstrated how understanding people's experiences at and interaction with different environments by enabling human-centered geospatial applications e.g., "the most comfortable route" in navigation systems can successfully alerting public service providers to areas in the city which need attention. The policy relevance of such data is reflected by the local government's desired involvement in the project.

Session 3: Citizens as participants: Open data

Max Craglia from the JRC presented the [EC Inspire](#) project, Julia Kloiber presented [Code for Germany](#) and the civic tech movement, and Kat Borlongan presented her work with her company Five by Five as advisor to the French government on open data, and coordinating the mass mobilisation of 1000 programmers to develop apps to respond to the [post-typhoon emergency response in the Philippines](#) last year.

There was a lot of interest from participants, as to how to make data more easily available and useable (open data) in a way that will be most useful to citizen programmers to re-use the data for social innovation. Examples provide a better understanding of the potential and challenges in this area. Julia Kloiber provided concrete examples of how the civic tech community were able to provide solutions to defined problems using data that had been made open and available by local government. Likewise Kat Borlongan described how open transport data from the French national transport network was used by hackers and those with disabilities to make it easier for people with disabilities to use the transport system.

Max Craglia underlined the massive resources needed for harmonisation and coordination in order to make open data sources comparable across countries. The Inspire project, which aims to use open data related to the environment comparable across the EU is halfway through a projected 15-year deadline, with an estimated budget of 1 billion euros.

4. The results achieved and the open issues

4.1 Generated knowledge on the role of CAPS in engaging citizens with well-being statistics and data

The workshop built on the previous Web-COSI activities such as the online discussions carried out by OECD and the webinar held by Lunaria, and successfully generated new knowledge in this area which can be fed into the remaining Web-COSI activities, and particularly:

- the Workshop and Report to be developed by Lunaria in April and August 2015 respectively, on civil society methods for societal innovation in the field of collecting statistics on well-being;
- the various activities of i-Genius looking at data usage and best practices for driving social entrepreneurship to be held throughout 2015; and,
- the various Documents to be developed by Istat. The Policy Brief in December 2014. The Report on NSIs experience and best practices in April 2015 and a Document to outline the European dimension on the involvement of communities for the integration of official and non-official statistics beyond GDP in September 2015;

4.2 Established relationships and shared understandings between participants to foster a community of practitioners working to improve the use of CAPS to engage citizens with well-being data

All participants found the workshop to be interesting and stimulating, and several participants made a point of saying that it was one of the most useful and valuable workshops they had attended in some time. The reason given for this was the emphasis on diversity and inter-disciplinarity in the selection of participants. In the words of one participant, “Usually at these type of events, you learn very little because everyone is working in the same area, but today I learnt a lot as the projects were so diverse”.

Currently, while there is a lot of interesting work being done, as the examples presented at the workshop show, there is no real community of practitioners taking an overall look at the role of CAPS in engaging citizens with well-being statistics. This is mainly because this is an issue that combines three elements: (i) well-being statistics, (ii) citizen engagement, and (iii) technology. There are many people who are an expert in one or two of these areas, but the people who are expert in all three are very rare. The activities and communication materials conducted for Web-COSI represent an opportunity to frame the three issues together, and in this respect, the workshop was a success. Several participants have followed up with each other after the event to find out more about their respective work. The communications surrounding the workshop have also been a further opportunity (after the online discussions, blogs, and other communication activities related to Web-COSI) to introduce the role of technology to the Wikiprogress community, who tend to be familiar with issues of well-being measurement and citizen engagement, but less so with issues of technology, crowd sourcing and Open Data.

4.3 Created content that has been shared widely across a number of channels

The workshop was deliberately small in order to encourage active participation and exchange between all attendees. However, the webcast, video recording and presentation of the workshop have provided rich content that has been shared and discussed beyond the 24 participants of the workshop. This includes the video of the webcast, as well as all Powerpoint presentations presented at the workshop. The outreach of content from the workshop includes:

- 248 page views and 160 unique visitors on for the live webcast on the Wikiprogress website;
- 197 views of the videos of the workshop on YouTube;
- 966 page views and 667 unique visitors for the Wikiprogress events page of the workshop (including the video recordings and Power point presentations)
- over 1,000 people reached on Facebook via posts related to the workshop; and,
- over 50 accounts were engaged on Twitter using the dedicated hashtags during the workshop (see Annex 7 for examples).

4. Conclusions/Next steps

The workshop successfully met its objective of bringing together a range of practitioners to discuss the role of communication, open data, crowdsourcing and technology for engaging citizens with well-being statistics. The majority of participants actively participated in sharing good practice and exploring challenges in this area. Whilst the possibilities and potential of open data, crowdsourcing and technology are enormous in terms of meeting data gaps, real-time data, geo-coded information, more citizens generated data and more democratic public services. Participants were very clear about the challenges of crowd sourced data with respect to the quality of non-official statistics, the need for standards and harmonization in order that data to be comparable and useful.

A summary of the workshop specific results with regard to the framework of Web-COSI project and useful for the next activities can be given as follows:

- Civil society has an essential role to play in engaging citizens with ‘beyond GDP’ data.
- While official statistics provide the ‘gold standard’ in terms of data quality, change tends to happen slowly in National Statistical Offices, meaning that innovation in terms of data collection and communication does not happen easily.
- Civil society initiatives on the other hand can often move more quickly to innovate, finding new ways of filling in data gaps, and of communicating data to the public.
- Furthermore, civil society and grassroots initiatives, because of their role in society, are more ready and able to take on advocacy roles, providing a meaning and context for the data which can help to strengthen the impact of ‘beyond GDP’ measures on policy. The workshop showcased a diverse number of experiences, and demonstrated that civil society initiatives are making the most of digital technology platforms to communicate data to citizens and to enhance their participation.
- The theme of ‘Data revolution’ was an especially important one for the workshop, from the example of Help Age International’s project to collect data from the elderly using mobile devices alongside appropriate training, to the Big Development Datashift project from CIVICUS.
- ‘Data revolution’ refers to the need to use new data sources and new data tools to open up the possibilities for monitoring social progress, particularly in the context of the new Sustainable Development Agenda currently being discussed in the UN context.
- This is very close to the Web-COSI interest in the uses of non-official data to complement official data, and the workshop showed that civil society is far advanced in the use of technology to maximise the potential of new data sources, particular through the use of crowdsourced and open data. Projects such as EmoMAP, which uses crowdsourced data to better understand how people actual experience their environment in different locations, has direct applications to government interventions, such as how public spaces are maintained and managed.
- However, while crowd sourced data offers many possibilities, participants were also very clear about the challenges with respect to the quality of non-official statistics, and the need for standards and harmonization in order for non-official data to be comparable and useful.
- There was a similar balance of optimism and caution with regards to Open Data at the workshop, and while the projects presented by the JRC, Code for Germany, and Five by Five were impressive in their achievements.
- There was also a clear message that opening up data in itself provides very few benefits unless we are clear about the problem that we are seeking solutions for.
- The importance of building a civic tech community that has the skills to make data meaningful was also emphasized.

A **number of next steps** have been outlined to follow on from this first workshop:

- The second workshop on “Using technology to engage citizens with well-being statistics” will take place in October 2015, focussing on perspectives from official statistics and government.
- An accessible summary of both workshops will be made available for the Web-COSI and Wikiprogress community in the form of a blog post.
- The summary of the workshops will also be shared and discussed with Web-COSI partners in order to discuss the best ways of incorporating the knowledge generated at the workshop in future Web-COSI activities.
- The video of the workshop will be edited into shorter, more accessible videos of each presentation, so that a broader community will be able to watch, listen to, and share the discussions in a more digestible format.
- An important next step will be to link the outcomes of the discussions to the EU policy context, taking into account such initiatives as the Big Data Public Private Partnership and the Open Data pilot. This could be done through the policy-oriented activities of Web-COSI partners i-Genius, Istat and Lunaria in 2015.

ANNEX 1: Agenda**Workshop: Using Technology to Engage Citizens with Well-being Statistics***Perspectives from Civil Society and Academia*18th September 2014, OECD Conference Centre, Paris**ARRIVAL**9.00 – 9.30 **Registration and coffee****OPENING SESSION**9.30 – 10.00 **Welcome and opening address**

Loretta Anania, EC project officer, DG CONNECT

Donatella Fazio, Web-COSI scientific co-ordinator, Istat

Kate Scrivens, Wikiprogress manager, OECD

SESSION 1 CITIZENS AS AUDIENCE: WEB PLATFORMS FOR COMMUNICATION AND DISSEMINATION

(Moderator: Donatella Fazio, Istat)

10.00 – 12.00 Alex Mihnovits and Caroline Dobbing – Help Age International - UK

Jonathan Talbot – Social Progress Index – US

Philippa Lysaght – Institute for Economics and Peace - Australia

12.00 – 13.30 Lunch**SESSION 2 CITIZENS AS PARTICIPANTS: OPPORTUNITIES AND CHALLENGES WITH CROWDSOURCED AND OPEN DATA***Session 2a. Crowdsourcing* (Moderator: Kate Scrivens, OECD)

13.30 – 15.00 Liz Zeidler – Happy City Index – UK

Haosheng Huang – EmoMAP – Austria

Jason MagLaughlin – The Big Development Datashift/ CIVICUS – South Africa

15.00 – 15.15 Coffee*Session 2b. Open data* (Moderator: Salema Gulbahar, OECD)

15.15 – 16.45 Max Craglia – Joint Research Centre (Citizen Science and Smart Cities project) - EC

Julia Kloiber - Code for Germany – Germany

Kat Borlongan – Five by Five – France

16.45 – 17.00 **Closing remarks**

ANNEX 2. Concept note

Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil Society

“A critical factor is the need for wider civil society to also hold Government to account. What we choose to measure defines what is important, and what Government focuses its effort on. If we want Government to be more ambitious and focus on delivery of well-being, wider open and public discussion will be crucial”

Stiglitz-Sen-Fitoussi report, 2009

Finding ways to get citizens and communities more involved in the development and use of well-being statistics is an important objective for data producers wanting to maximise the policy impact and relevance of improved measures. Many national and local initiatives are recognising this by consulting with the public when developing measurement frameworks and selecting indicators. Many of these consultations are through face-to-face events and surveys, and these methods can be highly effective. However, interactive technology and web platforms allow the possibility to reach out to a much wider audience, and to engage citizens in a number of different ways beyond consultation.

These include:

- To involve people in the development of well-being frameworks (e.g. through online consultation tools and social media)
- To engage people in the findings and analysis of well-being indicators (e.g. through interactive data visualisation tools)
- To engage citizens as data interpreters (e.g. through government open data initiatives, or through the ‘civic tech’ movement)
- To engage citizens as data producers themselves (e.g. through technology that allows for the crowdsourcing of well-being data using GIS or self-reporting such as ‘Mappiness’, and through the gathering of well-being preferences on the OECD Better Life Index)

The use of technology to engage citizens with well-being statistics is a relatively new area, and the purpose of this workshop is to explore experiences and best practices from both civil society. While technology offers a great potential to involve the public in well-being measurement, there are also challenges - such as sampling issues with crowd sourced data - and this workshop will provide an opportunity to scope out both the limitations as well as the potential of different methods. The findings from the workshop will be made available in a summary report, as well as live webcasts of the sessions being made available on the Wikiprogress website.

ANNEX 3. Speaker profiles

▪ **Loretta Anania**

Prior to joining the RACE broadband activities of the European Commission, Dr Anania received a PhD from MIT with a thesis on Networks in the Information society. She worked 5 years at the MIT Media Lab on the Advanced Television Research Programme (that set the basis for a major change from analogue broadcasting to digital TV standards). She was twice elected chairman of the board of the International Telecommunication Society (www.itsworld.org). She is currently working on collective awareness applications as part of the Net Innovation unit of DG Connect.

▪ **Kat Borlongan**

Is one of France's open data pioneers. Currently, she is the co-founder and CEO of Five by Five, the first innovation agency specialized in open data. She is also the director of the Open Data Institute (ODI) Paris. Co-founded by the inventor of the Web, Sir Tim Berners Lee, the ODI is the global network for open data innovation, research and training. Kat also serves the French Government as one of the youngest advisors to its open data taskforce and sits on the French Ministry of Health's Open Data Commission.

Manila-born, she also led the Office of the President of the Philippines' volunteer tech team during the Typhoon Yolanda, the strongest storm to hit land in recorded history. In a previous life, she was the Country Director of Reporters sans frontières Canada where she spent her time supporting journalists in conflict zones, advocating for net neutrality and developing cyberdissidence training for journalists threatened by oppressive regimes.

▪ **Max Craglia**

Max has been at the center of Spatial Data Infrastructure developments for many years. He is no uncritical enthusiast: in addition to helping to nurture such infrastructures he has been a constructive critic, drawing lessons from many developments across the world and applying them in his own work. That work has extended across many areas of geographic Information. His current research interest are in helping develop Digital Earth, as an interactive, multi-disciplinary, ICT-enabled infrastructure fostering a shared understanding of the complex relationships between society and the environment. To do so, he is interested in linking existing multi-disciplinary data infrastructures with models and dynamic real time data flows from citizens and sensors.

In addition, Max was the technical coordinator of the EuroGEOSS project developing INSPIRE-compliant GEOSS Operating Capacity in three thematic areas of drought, biodiversity/protected areas, and forestry. Between 2010 and 2013 he has also led projects on citizens' science in the area of forest fires and the use of civilian drones to collect environmental information.

▪ **Caroline Dobbins**

Is Online Communications Manager at HelpAge International, a global movement for the rights of older people. She is responsible for the organisation's websites, digital marketing and social media activities, intranet and supporter database.

With over 12 years' experience of writing and editing online content and creating digital multimedia resources, Caroline has led the expansion of the HelpAge's online presence. This has included launching two major website redevelopments and microsites for specific campaigns and regional audiences. Caroline is digital lead for the Global AgeWatch Index, the first ever measure of quality of life and wellbeing for older

people around the world.

▪ **Donatella Fazio**

Senior Statistician at Istat is Head of the “R&D Projects” Unit in the Directorate of Development of Information Systems and Corporate Products, Information Management and Quality Assessment. She is the scientific co-ordinator for the Consortium of Web-COSI project. The main topics on statistics recently treated at international level include: the integration of official and non-official data; the role of Web 2.0 platforms and networks; Big Data and Open Data; new measurements on well-being and societal progress. She is the manager of the [European Network on Measuring Progress](#) - sponsored by the EC within e-Frame project - hosted on Wikiprogress.org platform (OECD). She has coordinated several SSH FP7 projects: e-Frame project *European Framework for Measuring Progress* (www.eframeproject.eu); BLUE-ETS *Enterprise and Trade Statistics* (www.blue-ets.eu). She has been speaker at many International workshops and Conferences, among these the 4th OECD World Forum on "Measuring Well-Being for Development and Policy Making", 16-19 OCTOBER 2012, New Delhi. She has published many research papers in peer-reviewed journals and conferences proceedings.

▪ **Salema Gulbahar**

Oversees the activities of the global progress and well-being networks (Research, Europe, Latin America, and Africa) and wiki community. She manages the Wikiprogress engagement tools that include online discussions, blogs, social media and the eBrief bulletin that goes to 32,500 subscribers.

Prior to working at the OECD Salema produced the first “Women’s Enterprise Action Plan” for the London Development Agency; worked towards the MDG “Education for All” targets at UNESCO; developed business and fundraising plans for NGOs in India and started her career as a detached youth worker on the streets of London. Salema has a MBA from the Ecole Nationale des Ponts et Chaussée; a Degree in Geography and Politics from SOAS and Certificate in Youth Work from Goldsmiths.

▪ **Haosheng Huang**

Is a research and teaching assistant at the Research Group Cartography, Vienna University of Technology, Austria. He received his master degree in Computer Science from South China Normal University in 2006, and his Ph.D. degree in Geoinformation and Cartography from Vienna University of Technology in 2013. Haosheng's research mainly focuses on location-based services, behavior modeling, and crowdsourcing. He is interested in the use of geospatial information for assisting people's decision-making and activities in daily life. He is an editorial board member of Journal of Location Based Services, and a member of several commissions in International Cartographic Association. He has published more than 20 research papers in peer-reviewed academic journals and conferences, and co-edited two conference proceedings.

▪ **Julia Kloiber**

Is the Project Leader for the Open Knowledge Foundation, Germany. Her focus is on projects in the field of open data and civic apps, such as: Stadt Land <Code>, Apps and the City and Energy Hack. Julia holds a Bachelors in Information Design and a Masters in New Media and Digital Culture from Utrecht University. She is currently working on a fellowship program in cooperation with Code for America and Code for All Germany.

▪ **Philippa Lysaght**

Is a global expert in engaging civil society with issues of related to peace, security and social justice. She has over a decade of experience communicating complex data driven research for some of the world’s leading think tanks and intergovernmental organisations.

Currently, Philippa is the Communications Manager at the Institute for Economics and Peace, an internationally renowned think tank dedicated to shifting the world's focus to peace as a positive and achievable measure of human well-being. In her role she is responsible for developing and executing innovative communications strategies to ensure leading research outputs are made meaningful, engaging and understandable to individuals and organisations around the world. Prior to joining the Institute for Economics and Peace, Philippa worked for the Organisation for Economic Cooperation and Development (OECD) in Paris where she worked on a number of ground-breaking digital information sharing projects on statistics related to human well-being and development.

She has an academic background in the use of digital technology for civic participation and peacebuilding. She holds a Master of Digital Communication and Culture from the University of Sydney.

- **Jason Maglaughlin**

Is based at CIVICUS headquarters in Johannesburg, South Africa, and is the project manager for The Big Development DataShift (www.thedatashift.org). He has lived and worked in Africa for many years, and brings a broad range of project management and civil society experience to the DataShift.

- **Alex Mihnovits**

Alex is Global AgeWatch Programme Assistant at HelpAge International, a global movement for the rights of older people.

He is responsible for managing the Global AgeWatch programme and building learning and sharing capacity across the organisation and the HelpAge network. He also works with partners to deliver, analyse and present data on ageing, including data for the Global AgeWatch Index, which measures quality of life and wellbeing for older people around the world. Alex holds Master's degree in Development Economics from the University of Gothenburg.

- **Kate Scrivens**

Has 11 years' experience at the OECD, working in the Public Affairs and Communications directorate as a campaign manager, and since 2008 in the Statistics Directorate as a researcher working on issues of progress and well-being. Kate has been closely involved in the OECD's work supporting 'beyond GDP' statistics, first through the Global Project on Measuring the Progress of Societies, which she represented at conferences and workshops around the world, and in the last three years as a member of the Better Life Initiative research team, where she has written papers on societal progress indicators, vulnerability and resilience, the measurement of social capital, as well as contributing chapters to the flagship 'How's Life?' publication. Kate has a Masters in International Political Economy from LSE and has a strong interest in the role of civil society in influencing national and international policy, which was the topic of her masters dissertation. Kate is responsible for managing the team working on Wikiprogress and the associated Web-COSI deliverables.

- **Jonathan Talbot**

Director of Communications and Outreach at the Social Progress Imperative, the U.S.-based nonprofit which created the [Social Progress Index](#) and which supports the growing Social Progress Network. His decade of experience focused on communications for international networks of changemakers builds on an MS in science and medical journalism from Boston University and a BA in Science & Technology Studies from Cornell University.

- **Liz Zeidler**

Is co-founder and Director of Happy City, a ground breaking Charity and Social Enterprise based in Bristol UK. Happy City works to focus energy into ways of being and acting that allow people to thrive and the planet to sustain itself. It delivers training, projects and measurement tools to support individuals, communities and better policy. It's flagship Happy City Index project is creating an innovative and interactive new measure of prosperity for city regions.

ANNEX 4. List of participants

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Ms. Liz ZEIDLER
Happy City Initiative, United Kingdom
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ANNEX 5. Twitter information for workshop

Short link to the events page that will be streaming a live webcast: <http://bit.ly/1tqfrOQ>

Hashtags: **#CitizenEngagement** and **#StatsForAll**

Speakers and organisation handles (in order of appearance on agenda)

Loretta Anania, DG CONNECT European Commission	@LorettaAnania @DigitalAgendaEU
Donatella Fazio, Istat	@istat_it @WebCOSI
Kate Scrivens Wikiprogress	@katescrivens <u>@Wikiprogress @WebCOSI</u>
Alex Mihnovits, Help Age International	<u>@helpage</u>
Caroline Dobbing Help Age International	@dobberina <u>@helpage</u>
Jonathan Talbot Social Progress Index	@orgdotcomm @socprogress
Philippa Lysaght, Institute for Economics and Peace	@lysaghtp <u>@GlobPeaceIndex</u>
Liz Zeidler , Happy City Index	@Happycityuk @happybristol
Jason MagLaughlin CIVICUS	<u>@bombambaya</u> @CIVICUSalliance
Max Craglia, Joint Research Centre, EC	@EU_Commission
Salema Gulbahar, Wikiprogress	<u>@salemagulbahar</u> <u>@Wikiprogress @WebCOSI</u>
Julia Kloiber Code for Germany	@j_kloiber <u>@codeforde</u>
Kat Borlongan , Five by Five	@KatBorlongan @fivebyfiveio

ANNEX 6. Google analytics

Google analytics page views and unique visitors to Events page with live video and presentations

On 18 September 2014

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	1,159 % of Total: 100.00% (1,159)	943 % of Total: 100.00% (943)	00:04:34 Site Avg: 00:04:34 (0.00%)
1. /index.php/Event.Using_Technology_to_Engage_Citizens_with_Well-being_Statistics_-_Perspectives_from_Civil_Society	248 (21.40%)	160 (16.97%)	00:07:14
2. /index.php/Main_Page	97 (8.37%)	64 (6.79%)	00:03:26

Between 20 September until 28 October 2014.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	1,665 % of Total: 3.17% (52,520)	1,146 % of Total: 2.57% (44,580)	00:04:19 Site Avg: 00:02:37 (64.61%)
1. /index.php/Event.Using_Technology_to_Engage_Citizens_with_Well-being_Statistics_-_Perspectives_from_Civil_Society	966 (58.02%)	667 (58.20%)	00:04:37

ANNEX 7. Examples of social media posts

Examples of Twitter and Facebook posting and profiling.

 Wikiprogress shared a link.
Posted by Emma Beer [?] · October 14

What do Social Progress Index, Global Peace Index and Global AgeWatch Index have in common? They were all part of "Using Technology to Engage Citizens with Well-Being Statistics" at the OECD on 18 September. Take a look at the webcast in full here. <http://bit.ly/1IZz69W>



Event:Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil...
www.wikiprogress.org

12.00 – 13.30 Lunch SESSION 2 CITIZENS AS PARTICIPANTS: OPPORTUNITIES AND CHALLENGES WITH CROWDSOURCED AND OPEN DATA Session 2a...

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 619422

Unlike · Comment · Share ↗ 1 Share


 Wikiprogress, Social Progress Imperative, Gene Shackman and Eugénie Cornuet like this.

 Write a comment...

434 people reached

WATCH the 1 min video of Caroline Dobbing from HelpAge International!


<https://www.youtube.com/watch?v=q1w-c07rXGo>





What well-being and data related issue do you wish politici

Caroline Dobbing from Help Age International tells us why data on older peoples well-being is important. This was after Caroline participated in the Wikiprog...

Unlike · Comment · Share ↗

 Wikiprogress likes this.

 Write a comment...

 Jaime Fernandez Older people are more and more... who knows how long we will live in the future. We will be the largest share of population needing jobs to pay for our food, shelter and other basic needs. The Malthusian anxiety seems present again.

Like · Reply · October 19 at 3:43pm

59 people reached


 Wikiprogress shared a link.
Posted by Deborah Orfei [?] · September 11


Watch LIVE Using Tech to Engage Citizens with #Wellbeing Stats Workshop
18 Sept 9:30 -17:00 GMT+1 <http://bit.ly/1tqfrOQ>









Event:Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil...
www.wikiprogress.org



A live webcast of this workshop will be showing , on 18 September from 9:30 (GMT +1) until 17:30 (GMT +1) HERE, on this page and on the Wikiprogress homepage.


 **Happy City Bristol** @happybristol · Sep 18
@Wikiprogress thanks for the prompt! We're tuned in and have put it out there :)
← ↻ ☆ ⋮ View conversation


 **Happy City Bristol** @happybristol · Sep 18
See Liz Zeidler present Happy City Index in Paris today at 1.30 - webcast link here wikiprogress.org/index.php/Even... #CitizenEngagement @Wikiprogress
← ↻ ☆ ⋮




 **CheshireKaz** and **Happy City Bristol** retweeted a Tweet you were mentioned in · Sep 18
Sep 18: "People, not policy makers, are the key to change"
@happycityuk @happybristol bit.ly/1tqfrOQ @webCOSI @Wikiprogress
 


 **CheshireKaz** and **Economics & Peace** retweeted you · Sep 18
Sep 18: DON'T MISS LIVE webcast @codeforde @fivebyfiveio @happybristol @GlobPeaceIndex talk #CitizenEngagement & tech @OECD bit.ly/1tqfrOQ
 


 **Gérard Chenais** retweeted your Retweet · Sep 18
Sep 18: Marco Mira d'Ercole @OECD : Decisionmakers need to choose which Index to defer to? How to make sense of quality issues? #CitizenEngagement






 **Economics & Peace** @GlobPeaceIndex · Sep 18
@dobberina of @helpage "by 2030 there will be more people over 60 than under 10" @webCOSI @Wikiprogress
← ↻ ☆ ⋮




 **Economics & Peace** @GlobPeaceIndex · Sep 18
@lorettaanania of @digitalagendaEU talking about #peace as key foundation for wellbeing @wikiprogress ##statsforall
← ↻ ☆ ⋮


 **FRANCHE** and **Valden Advisory** followed you · Sep 18
 


 **Social Progress** @socprogress · Sep 18
#CitizenEngagement @OECD @wikiprogress workshop getting started now! livestreamed all day: ow.ly/BDdAd
← ↻ 1 ☆ ⋮

 **Economics & Peace** @GlobPeaceIndex · Sep 18
Excited to be @OECD today to speak about engaging civil society with metrics #citizenengagement #statsforall @wikiprogress
← ↻ 1 ☆ 1 ⋮




 **UniteWomen Arkansas** and 3 others retweeted a Tweet you were mentioned in · Sep 17
Sep 16: Excited to present @OECD @Wikiprogress event Thursday on using technology to engage citizens around wellbeing stats bit.ly/1tqfrOQ
  


 **Connor N Garrity** and **Social Progress** favorited a Tweet you were mentioned in · Sep 17
Sep 17: Just put final touches on @socprogress presentation for Thursday workshop with @OECD @Wikiprogress bit.ly/1tqfrOQ. Tweet questions!
 




 **Justin Edwards** and **Social Progress** retweeted a Tweet you were mentioned in · Sep 17
Sep 17: Just put final touches on @socprogress presentation for


-  **Caroline Dobbing, Anita Vatland and HelpAge** retweeted you

Oct 7: Did you miss the 2014 Global #ageingindex Read the blog!
@helpage bit.ly/ZO7CKC









Oct 8
-  **Paul Morran, Isc zumma and Claudia Schwegmann** followed you




Oct 7
-  **Leanne McDonald, Jonathan Talbot and Social Progress** favorited your Tweet


Oct 7: Watch workshop -Using Tech for #CitizenEngagement & hear @orgdotcomm of @socprogress bit.ly/1tqfrOQ





Oct 7
-  **Age Joyfully, Alice Sinigaglia and HelpAge** retweeted you

Oct 6: What's new in this year's Global AgeWatch Index? Find out from @JaneAScobie of @helpage bit.ly/ZO7CKC






Oct 7
-  **Jonathan Talbot** @orgdotcomm · Oct 7



@Wikiprogress Thanks for including me in this great event!




 1


[View conversation](#)


Oct 7
-  **Jonathan Talbot and Social Progress** retweeted you


Oct 7: Watch workshop -Using Tech for #CitizenEngagement & hear @orgdotcomm of @socprogress bit.ly/1tqfrOQ



Oct 7
-  **Valerie Wright** favorited your Tweet

Oct 7: Did you miss the 2014 Global #ageingindex Read the blog!
@helpage bit.ly/ZO7CKC



Oct 7
-  **Gérard Chenais and Happy City Bristol** retweeted you

Oct 7: Watch workshop 'Using Tech to Engage Citizens with Stats' #CitizenEngagement @happybristol bit.ly/1tqfrOQ

Oct 7
-  **...**

Oct 7