



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

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation
Coordination and support actions (Coordinating actions)

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Web-COSI Kick off Meeting
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Web-COSI Kick off Meeting

Summary

This report contains the description of the kick off meeting of the project *Web-Communities for Statistics for Social Innovation* organised by Istat, the project co-ordinator, on 9 January 2014 in Rome. The report will give an overview of the presentations in Agenda given by high level representatives of the Italian National Statistical Institute, the European Commission in the person of Loretta Anania, the project officer from DG CONNECT, Marleen de Smedt as Adviser to Eurostat DG together with the partners of Web-COSI consortium. This document reports the contents of the presentations and focuses on the debate that took place with the selected participants invited as representatives of relevant stakeholders for the project: academia, enterprises and researchers from public and private Institutions. This event officially launched the two-year co-ordination action Web-COSI (1/2014-12/2015), coordinated by Istat with the partnership of OECD and two non-governmental organisations (Lunaria-IT and i-genius-UK).



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1. The purpose of the meeting. The Agenda

On 9 January 2014 the Web-COSI kick off meeting was organised by Istat, the project coordinator, to illustrate the project to a selected number of participants invited as representatives of relevant stakeholders for the project (academia, enterprises and researchers from public and private Institutions).

This event officially launched the two-year co-ordination action Web-COSI (1/2014-12/2015), coordinated by Istat with the partnership of OECD and two non-governmental organisations (Lunaria-IT and i-genius-UK).

Web-COSI, *Web-Communities for Statistics for Social Innovation*, is funded by the EC-DG CONNECT within the FP7 ICT Work Programme 2013, responding to the Collective Awareness Platforms for Sustainability and Social Innovation (CAPS) call ICT10. Within Europe 2020 and the priorities of the Digital Agenda for Europe (DAE), the call had the general objective *“to stimulate and support the emergence of innovative ICT based platforms for grassroots Social Innovation, providing societally, environmentally and economically sustainable approaches and solutions to tackle societal challenges. Such collective intelligence platforms will include collective decision-making tools and innovation mechanisms allowing and encouraging individual and community creativity, participation and situational awareness”*

Following the request of the call, Web-COSI was designed with the general objective to foster the engagement of citizens and society at large in the area of new measures of societal progress and well-being using the opportunities given by Web2.0. Specific objective of Web-COSI is to implement tools for collecting, producing and visualizing information and data towards a better integration of official and non-official statistics. The development of a Wiki of progress statistics is envisaged by the project with the aim to involve communities to access data, fostering the use of locally generated grassroots data in a bottom-up approach.

The kick-off Agenda was organised to provide an overview of the content and vision of the project in the light of the “GDP and beyond” statistics debate focusing on the *setting and the challenges for a better integration of official and non-official data*.

To this effect the first session focused on: 1) expectations and potential of the Collective Awareness Platforms for Sustainability and Social Innovation (CAPS) objective, Loretta Anania, Project Officer, EC DGConnect; 2) the Web 2.0 challenges for NSIs, Emanuele Baldacci, Department Director, Istat; 3) the ESS perspectives on GDP and beyond looking at Horizon 2020, Marleen De Smedt, Adviser to the DG, Eurostat. Finally, the session was concluded by Donatella Fazio, Web-COSI project coordinator, Istat, who gave an overview of Web-COSI focusing on its vision, its main objectives and the expected impacts.

In the second session the partners of the project presented their involvement and their planned contributions during the project life cycle: 1) engaging and motivating citizens to contribute, a Wiki for progress statistics, by OECD; 2) information and data from civil society to empower policies, by LUNARIA; 3) data needs to support the effectiveness of social entrepreneurship initiatives, by i-genius.

Moreover, the communication strategy of the project has been presented by the partner in charge, i-genius. Finally, the EU FP7 e-Frame - European Framework for Measuring Progress project (2012-2014), led by Istat, was illustrated focusing on its achievements for stating a European position on “GDP and beyond”.

2. Presentations and discussion

Welcoming address by Emanuele Baldacci, Director Department, Istat

Emanuele Baldacci welcomed the participants to the launch of Web-COSI project underlining the relevance of the project for statisticians in general as well as for a wider public.

The project is challenging as it is starting in a context where the official statistics is moving from traditional to new ways of data collection and production, considering the opportunities given by the Internet. Web2.0 tools, such as social networks and on line platforms, together with the big data available, invite data producers to take on such a great opportunity, which might change things very radically in the future. The project rests on the idea that Web2.0 gives opportunity to combine official tools with other sources of information for collecting data for better statistics. This is considered very positive in order to motivate any type of advance in the production of official statistics, especially in the area of measuring well-being beyond GDP or societal progress, an area that cannot progress sufficiently without the full use of technology or a different approach to data collection, data processing and data dissemination.

Emanuele Baldacci went on stressing the relevant implications of Web-COSI for issues such as quality certification, tools, metadata, methods and techniques, including IT tools that allow combining user-generated data with the data produced by official statistics or international organisations. To integrate traditional official statistics with new ways of collecting statistics, skills, culture and a radical change of mindset are essential elements to take into consideration. Baldacci concluded pointing out that a key output of the project is a big investment in producers and users' skills, in the infrastructures and in the availability of tools that allow combining information coming from different sources.

2.1. Session 1: The setting and the challenges for GDP and beyond statistics

Chair: Vittoria Buratta, Director, Istat

Vittoria Buratta made a brief introduction, underlying that all the themes to be discussed are of great importance. She presented the first session of works and the speakers scheduled.

2.1.1. Context, expectations and potential of CAPS objective by Loretta Anania, Project Officer, EC DG CONNECT

Loretta Anania, the EC project officer, gave her speech focusing on the Web-COSI context, expectations and potential within the CAPS (Collective Awareness Platforms for Sustainability and Social Innovation) projects funded by the call ICT10. She underlined the vision of these projects, based on the word "collective" meaning the bottom-up group based nature of them. This was possible thanks to the advent of the Internet which allows reaching a large amount of people, while in previous communication systems this personalized, interactive and instant scalability aspects was missing. The European Commission is currently very keen to promote a Single Market framework. Namely, the framework exploits a free movement of people, information, capital and goods. A global economy and the disruptive innovation that goes along with it necessitate change and innovation and competitiveness including an internet based approach to the production of new personalized web services. On this side she underlined that the bottom-up collective engagement is

needed not only to “consume” but to “produce” as well. Sustainability involves consuming less non-renewable carbon energy and we assume that 'awareness' and 'engagement' equals behaving 'smarter'. This new CAPS approach, together with the ability to produce tangible evidence of more sustainable lifestyles, including better statistics and better life indicators of progress, will allow the European Commission to make better policies. In this project 'beyond GDP' progress statistics are considered much more important given the current economic, financial and social crisis. CAPS promote shared use of internet data and open software/open hardware for Europe's sustainable growth and for collective production in a shared economy. An open data and a bottom-up approach is very useful not only because it can indicate if progress is going in the right direction but also because it can give power to individuals to personalize what they are doing. Linked to this last aspect, the Project Officer stressed the main point of Web-COSI about the community engagement, highlighting the efforts it requires to reach a sustainable motivation and to achieve continuity in time. As the ICT world from now on asks for a change in the behaviour in order to motivate a community (statisticians, PhD researchers...etc.) Web-COSI will have to work to make clear who they are engaging in statistical production, and what the impact of this result will be.

Loretta Anania explained that in 2014 the main focus is on the issue of how to move beyond research to innovation. Being both a research funding organisation and a political institution, the European Commission, among research policy priorities, has to integrate objective and subjective data to measure those phenomena which need both approaches, such as happiness and GDP. With regard to Horizon 2020 – LEIT – ICT, she briefly illustrated the new programme, the scope and the budget.

Concluding, she pointed out the importance for Web-COSI to involve people outside the project in order to enlarge the work, to continue beyond the 2-year life, to collaborate with other projects so as to maximise evidence based impact for changing policies. She also stressed the importance for the European Commission to have matrix indicators to measure the impact of CAPS projects results. She remained confident that through this project the partners will be able to find the key to learn how to engage communities in statistics using the latest ICT technologies. The project is supposed to produce value and results which will have a relevant impact in the future of each of the organisations represented in the Consortium.

2.1.2. Web 2.0 challenges for NSIs by Emanuele Baldacci, Director Department, Istat

Emanuele Baldacci focussed his speech on key messages thought relevant for Web-COSI in a looking forward perspective. Firstly, he illustrated the current IT evolution from Web 2.0 to Web 3.0 within statistical production. The key question is how NSIs which are producers of official statistical information can make a good use of these new tools. They are related to data production and data dissemination and they foresee collaboration platforms. Web 2.0 is about a collaborative bottom-up production of information, some of which can be fed into statistical process. Some pilots and experimental cases were reported, such as the process of searching and integrating informations from social network platforms, transforming qualitative information contained in statements or twitters into numbers or concepts with statistical sense. On the other hand, rather than connecting people through platforms, Web 3.0 is defined as connecting data and tools generated by the machines in a way that makes sense, thus enabling computers and people to work in cooperation. Another important concept is the linked Open Data, which are very triggered by technological advances and influenced by a democratic approach, giving individuals the possibility to access information produced by governments and to re-use data. In this way more services can be created on the basis of data as well as a value added for economy.

Emanuele Baldacci pointed out that these new processes result in a trade-off between having more information and the quality of the information produced. The matter is to integrate different information and disseminate data and metadata, granting the quality standards and giving the individuals, companies and governments as well the opportunity to take decisions. Web 3.0 is

aimed at using technology to integrate tools and supply data. Of course, it is necessary to link data and information through a semantic integration which has to be relevant and meaningful in order to create statistical indicators. One of the current issues to face is the amount of information potentially available in the linked Open Data world. This matter, together with the heterogeneity and speed of data, has to be considered very relevant for the project. The challenge to create methods, tools and concepts applicable to data integration, define what data can be integrated, which are the semantic links that matter together with the control of the heterogeneity of sources, have to be considered very important within the statistical organisation for the following years.

Some experiments done in Istat with regard to the dissemination using Web2.0 were mentioned. He illustrated the *I.stat* platform where data are available by thematic area and not by statistical production process. Through this tool information can be obtained not only by single survey but also by domain, given to users the possibility to generate the type of content they are interested in and update it, using visualization tool. Using IT tools users can receive tailored and customized data for their needs. For this reason, the new IT tools are very powerful and the challenge is to make them useful for statistical objectives. To this respect the need to be skilled and to increase statistical literacy among users was deemed very important to face data integration.

Concluding he stressed the key issues of replacing the traditional ways of collecting data with the new ones and of catching information coming from Big Data and from an extensive use of social platforms to better measure well-being and progress of society. Combining data coming from different sources poses the key issue of assuring quality which remains an open issue and a challenge.

2.1.3. Measuring progress, GDP and beyond looking at Horizon 2020 by Marleen De Smedt, Adviser DG, Eurostat

Marleen De Smedt introduced her speech about the theme of measuring progress in the ESS perspective underlying how the need for better statistics, for finding the way to improve quality of life in a sustainable way, is a crucial issue for the NSIs. With the financial and economic crisis there was an increase in the demand of financial and non-financial statistics. Many initiatives have been set up at European level and all their recommendations converged in the so called Europe 2020 strategy which asked for a smart, sustainable and inclusive growth.

She pointed out the need for new indicators to measure progress and well-being of society, as it is necessary to analyse the society from an economic, financial and social point of view, integrating the different aspects. She briefly mentioned how beyond GDP statistics were born and developed within the ESS: starting from the Stiglitz report, through the ESS Sponsorship Group and the Commission Statistical Work Programme. In particular, she outlined the five Sponsorship Group fundamental priorities: complementing GDP with environmental and social indicators; more timely data on environmental and social issues; more information not only on average but also on distribution and inequalities; a score board for the sustainable development; extension of the National Accounts System to environment and social areas. Marleen de Smedt went on highlighting the “Commission staff working document” where an overview of the national and international initiatives done so far on GDP and beyond is given, including e-Frame results and the OECD work “How’s life”. Another result hinted at was the updating of Eurostat webpage and a leaflet as well. The main challenge is giving timely data, using data produced, getting their political acceptance, and giving broader society time to “catch up” with the statisticians. She then stressed the Horizon 2020 three priorities: excellent science, industrial leadership and societal challenges.

She concluded emphasizing the link with the research projects: considering Web-COSI objectives, she underlined the importance of the engagement of citizens by using web technologies as measuring the quality of life matters everyone. Regarding the objective of official and non-official data integration, Marleen de Smedt stressed the necessity to distinguish clearly the official sources of information from others. During the debate which took place the Project Officer

underlined the necessity to define the “near real time” and how it can be reached combining non official data with official statistics. The discussion went on about the different dimensions of well-being and about the open issue to make a composite indicator for all the dimensions into one single figure. Another issue discussed was about the different dimensions of well-being analysed between the work carried out by Eurostat and OECD pointing out the strong cooperation at international level and an agreement on the same topics and indicators analysed. At last Marleen de Smedt stressed the critical point to include all the disadvantaged people into the surveys to be conducted on line by Web-COSI. OECD, in charge with most of the digital initiative planned by the project, assured that in their activity they will take into account also those categories of people. Marleen de Smedt ended emphasising the aspect of the engagement of society as a very good issue in Web-COSI project.

2.1.4. Overall Web-COSI vision, structure and objectives by Donatella Fazio, Project Coordinator, Istat

Donatella Fazio, the project coordinator, gave an overview of Web-COSI vision, structure and objectives. Web-COSI wants to contribute to the consolidated need to bridge the top-down and bottom-up approaches for the construction of better statistics beyond GDP. Web-COSI capitalizes on the ICT innovations that, in the last decade, have been directly impacting on statistical data collection, production, dissemination, visualisation and retrieval. Web2.0 applications (Wikipedia, Facebook and Twitter) have introduced a new participatory process. The interaction among the on line communities allows producers and consumers of information to meet without “boundaries” exploring the role of official and non official statistics, contributing to shape “the way” information and data are collected, produced and shared. Built up on the increasing trust in collectively generated statistics (crow sourced data) the project is designed with the general objective to foster the engagement of citizens and society at large in the area of new measures of societal progress and well-being using the opportunities given by Web2.0. The specific objective is to implement tools for collecting, producing and visualizing information and data towards a better integration of official and non-official statistics. The development of a Wiki of progress statistics is envisaged with the aim to foster the use of locally generated grassroots data towards a “near real-time” statistics.

Web-COSI is based on a four-partner consortium that sees the collaboration among two relevant Institutions (Istat - the Italian National Statistical Institute and OECD - the Organisation for Economic Co-operation and Development) and two young civil society Organisations (Lunaria – the Italian Association for Social Promotion and i-genius - the Social Entrepreneur Business and Enterprise Community) representing society at large. The consortium is multidisciplinary and well-balanced to work in order to create synergies towards a growing integration of the different approaches.

Web-COSI will work in the context of the CAPS projects, all based on the idea that collaborating through crowd sourced platforms can produce solutions for a wide range of social needs, creating synergies with the diverse categories of the communities of users and stakeholders. The two-year work plan foresees a number of activities carried out by the four partners: starting from the mapping of beyond GDP existing digital initiatives thus distilling the best practices of the involvement of the communities for the progress statistics (experiences carried out by the NSIs, by civil society organizations and by social entrepreneurs). On next months the work plan will carry on specific initiatives and targeted on-line campaigns with the aim to empower the engagement of communities in the debate on progress statistics, reaching a high level of citizens’ involvement at the end of the project. The development of a Wiki of progress statistics, at mid-term of the project, will constitute a tool to manage for the collection of civil society grass root locally generated non-official data to integrate with official data. Moreover, five stocktaking and reporting documents on the involvements of communities on statistics beyond GDP in Europe and abroad will be delivered.

Finally communication and dissemination face-to-face events will be organized: 5 workshops, 4 focus groups and a final conference.

The digital activities of the project will be carried out on Wikiprogress.org and www.webcosi.eu and on the other Internet platforms managed by the partners, using social networks, online discussions, blogs, eBriefs and an extensive network and local grassroots partnerships. A strong communication strategy on the on-going work will be carried out through videos and short films for social media distribution connecting the diverse categories of stakeholders (from the academia, the business world, the civil society organizations and the producers of data to the citizens and society at large).

2.2. Session 2: Towards a better integration of official and non-official statistics beyond GDP

Chair: Donatella Fazio, Web-COSI Project Coordinator Istat

Donatella Fazio chaired the second part of the meeting. She introduced the presentations scheduled in the agenda and the speakers committed in. She underlined that the force of this Consortium relied on the interactivity among partners and their work as a real team. Such value was assured to be exploited as much as possible.

2.2.1. Engaging and motivating citizen to contribute. A Wiki of progress statistics by Katherine Scrivens, Wiki Manager, OECD

Katherine Scrivens presented the work that will be carried out by the OECD during the two-year life of the project. She started by underlining the role of citizens in the beyond GDP movement, representing a change not only in *what* is measured but also in the *way* it is measured. Democratizing the statistical production process means give data more legitimacy, accuracy, efficacy and accountability. She cited the Wikiprogress platform which is hosted by the OECD, stressing that the wiki is a shared creation of knowledge. She also referred to the evolution from Web 1.0 (top-down, passive approach) to Web 2.0 (crowd-sourcing, collaborative approach) to Wikiprogress which gives an emphasis on community and content as well. In the Web-COSI project, Wikiprogress will engage more citizens divided into three groups: data providers (NGOs, universities,...), data users (students, researchers,...) and data communicators (journalists, bloggers,...). The presentation went on describing the work packages OECD is involved in: Work package 2 (Mapping and exploiting well-being and societal progress initiatives) aims to take stock of the existing digital initiatives and highlight best practices while Work package 3 (The integration of official and non official statistics) will develop a Wiki of Progress Statistics, having among its most important activities the re-design of *WikiProgress.Stat*.

The EC Project Officer Ms Loretta Anania asked about the number of Wikiprogress users (174.000 in 2013, reaching over 20.000 monthly visitors by the end of the year) and about the difference between the current use of Wikiprogress and what will be done with Web-COSI project. To this regard, Katherine Scrivens pointed out that most of the work will be conducted developing contents on the platform so as to engage a wider audience, taking into account the difficulties which occur in uploading and updating data. It was also underlined that an improvement of the interface was in plan in order to render it more user-friendly, thus giving all users, not just experts, the opportunity to create data visualizations and storytelling. To this point the invite came from the EC PO to benefit from other CAPS 2020 projects as some of them are actually intended to offer solutions in the area of Open Data production, suggesting having them linked on Wikiprogress.

2.2.2. The information and data from the civil society to empower the policies by Grazia Naletto, President, Lunaria

Grazia Naletto started her speech stressing that statistical information on well-being needs to be adequately legitimized. However, due to the present rising complexity of the social order, full legitimacy of public decisions cannot be exclusively produced by formal institutions, and has to be based as well on civil society activation, involvement and contribution. In other words, civil society is becoming nowadays a fundamental agent in order to grant legitimacy to well-being indicators beyond GDP. Moreover, in the last decades we are witnessing a growing awareness that growth, taken in its narrow sense as a mere increase in income, level of industrialisation or investment, can have distorting and negative consequences in terms of both well-being if not combined with appropriate social and environmental policies. In this light, the recent proliferation of alternative statistical indicators to GDP developed through the involvement of civil society actors is the sign that the turn towards the definition of measures of well-being is as much a cultural and democratic process as a scientific and methodological challenge. The speaker went on describing Lunaria's activity and its experience in the measurement of well-being at the national and local level, and concluded her speech illustrating Lunaria's involvement in the Web-COSI project.

Some questions were raised in relation to the civil society indicators Web-COSI will focus on. Grazia Naletto replied that, during the project, the choice of the case studies at local, national and international level to be analyzed in detail will be discussed and agreed upon within the Consortium, in particular with the OECD. In this light, the most important criterion for the selection of these case studies will be the major impact on public policies. Grazia Naletto went on explaining that Lunaria will first select the best practices, and then deliver the outputs according to the (DoW – Description of Work). The Project Officer underlined the strict review of deliverables that will be done by external reviewers, who will focus on the project impact. In particular, the Project Officer suggested taking in high account not only the deadline of each delivery, but especially the new knowledge the activity will bring about and the number of people that will be reached.

2.2.3. The data needs to support the effectiveness of social entrepreneurship initiative by Tommy Hutchinson, CEO, i-genius

Tommy Hutchinson started his speech introducing i-genius activity to support social entrepreneurs. He stressed that Web-COSI is their first EU project and so they have to learn rules and to get experience. Being the world largest social entrepreneur community, a brief hint was made at the activities carried out among which the organisation of events, the promotion of the development of social entrepreneurship as well as the encouragement at academic level to study social entrepreneurship. He then moved to loosely define social entrepreneurs as people who create a business primarily to address a social or environmental issue, stressing that defining the term too rigidly is counter-productive and leaves little room for true innovation. The main social entrepreneur problems are: access to information which has to be tailored on them; the development of the capacity to interpret data, without the help of an *ad hoc* research team of experts; the creation of a platform to share data. In this regard, a great importance is given to data but it was underlined that they have to be selected and interpreted. Three essential issues were mentioned: 1) easy access to obtain and share data; 2) community to engage with; 3) trust and integrity of the data. About the last point, the warning was expressed to check social media sources because sometimes they offer a distorted reality. The need of a code of ethics to adhere to was also suggested. With reference to this, the EC PO mentioned some CAPS projects as examples of collaborative economy type projects to which i-genius can refer to. Tommy Hutchinson went on to focus on questions such as how social entrepreneurs utilise data at present, what they need and what the added value of Web-COSI is for social entrepreneurship. He concluded his presentation describing i-genius' work plan

within the project, listing the scheduled activities, among which are workshops, a seminar and a showcase video of about 4 min. to present the project's activities.

Loretta Anania stressed the Commission interest in the need to develop a common shared open source platform, and to create a corporate social responsibility– (she hinted at the *Wikirate* project, whose aim is to offer citizens the opportunity to rate companies on collaborative social responsibility). As far as the output of the video in charge of i-genius was concerned, Loretta Anania suggested that the question to be addressed in it should deal with the highlighting of the work done, the resulting data which proved relevant, and the project impact in the direction of the use of skills, in particular the technological ones, to facilitate and advantage everyone. Another suggestion was to always keep in mind the digital future scenario and all the implications a bottom-up approach could give to it through the engagement of citizens in the use of statistical data.

2.2.4. Web-COSI communication strategy by Barry Crisp, Director of Media & Communication i-genius

Being i-genius in charge of the project communication tools, Barry Crisp started with the description of the project logo, giving some indications on: the kind of a full and fresh model shaped to attract all different type of audiences; the reasons of the different colours of the rainbow selected which represent the different audiences; the man in the centre as the centre of the statistical and economic evaluation; the circle shape, associated to concepts such as the universe and a concrete unit. He went on briefly describing the website which represents the main platform where all relevant information about the project can be updated and shared. To this effect he invited all project partners to send documents and contributions to him, even if the website is currently in development but to be released respecting the deadline. As for the use of social media, i-genius demonstrated the many different tools ready to go live such as Facebook, YouTube, LinkedIn, Twitter so as to engage as many people as possible from different cultures and interests according to their specific use, such as the sharing of photos, business or quick updating. Other dissemination tools, such as newsletter and events will be provided in the course of the project.

As far as the brochure is concerned, it was explained that under its conception there is the need of good quality visualization. Therefore, the document is primarily visual with limited text in order to make it as easily accessible and communicative to the wider public.

Close collaboration between Web-COSI project website and Wikiprogress for the exchange and uploading of data was underlined as a key element for the success of the project. Following a question by the PO, Kate Scrivens clarified that Wikiprogress is hosted by OECD website but it is not an OECD corporate product and although people working on it are from such organisation, it keeps a special status of independence.

2.2.5. The experience of e-Frame project by Marina Signore, e-Frame Project Coordinator, Istat

Marina Signore's presentation aimed at giving an overview of the e-Frame project experience as well as its main outcomes, as contribution to the European agenda on the theme "GDP and Beyond", considered particularly relevant also in the context of Web-COSI project.

The experience of the Summer School was mentioned, as positive example of advanced training in order to improve skills. Other outcomes listed were the nine thematic workshops and the conferences which responded to the aim of dissemination the beyond GDP topics within e-Frame project. A particular emphasis was given to the European e-Frame Network on Measuring Progress set up because of its strict relation with the Web-COSI project's objective to involve citizens in the dialogue about societal progress through the use of social web tools. Other relevant outputs mentioned were: 1) the handbook to collect stocktaking results and activities to foster the policy use of indicators, thus providing advices and elements to support political decisions; 2) a roadmap to

help to move forward in the sharing of data. In this perspective it was underlined that Web-COSI will respond to some of the needs explained in the roadmap, thus sharing a background where experiences of integration of official and non-official statistics do already exist.

The Project Officer, Loretta Anania, observed that all the activities within the e-Frame project should create a network, because it is more and more important finding out how to sustain society interests and maximise the results of the lessons learned.

Concluding address by Donatella Fazio, Web-COSI coordinator, Istat

Donatella Fazio concluded the meeting thanking all the participants for the fruitful debate and wished to the Consortium to proficiently work as a team in collaboration, confident that Web-COSI will contribute to a growing integration and complementarity of official statistics and non official data. This will promote the construction of better statistics beyond GDP, fostering the engagement of society at large for their understanding and usage.

3. Moving forward

As the starting point of the project, the kick off meeting represented a very fruitful event which placed Web-COSI in its context and defined its activities in the wider frame of the integration of official and non official data, recognising the need to empower the contribution of community to shape better statistics beyond GDP.

During the presentations and discussion many elements on the project in view of its activity emerged. Some of them represent points of strength and others key points that shall contribute to steer the activities of the just started Web-COSI:

- The Consortium is multidisciplinary and well-balanced to work creating synergies in order to impact in view of a growing integration of top-down and bottom-up approaches for better statistics beyond GDP.
- The activities will be carried out connecting the diverse categories of stakeholders: from the academia, the business world, the civil society organisations and the producers of data to the citizens and society at large.
- The results of the activities will be considered to give measurements of their impact.
- The project will work basing on the Eurostat Sponsorship final report recommendations pushed by the awareness that it is vital to consider the grassroots data in order to have integrated statistics for describing the emerging “beyond GDP” phenomena.
- Mechanisms for information-sharing with Eurostat will be undertaken and these will lead to better dissemination and exploitation of project results and activities.
- The role and the presence of the relevant European Commission DGs (CNECT, RDT, ..) and of Eurostat will be actively encouraged at both the workshops and the final conference of the project.
- The project will take advantage of the results of on-going or just completed related EU FP7 and Eurostat initiatives. Connections and interactions with projects will be fostered.
- The Consortium will be supported by an Advisory Board, composed by outstanding known personalities, who will provide advice and guidance for the development of the project to ensure high quality and excellence.

Achieving its results, Web-COSI will pave the way for future research needs identifying the open issues on the integration of official and non-official statistics.

Annexes

Annex 1: Agenda



Web-COSI EU FP7 Project Web-COMMUNITIES for Statistics for Social Innovation

www.webcosi.eu

Kick off Meeting

Rome, 9 January 2014

Venue: Istat, Aula Magna, via Cesare Balbo 14

This event officially launches the activities of the two-year co-ordination action *Web-COSI* project (1/2014-12/2015), funded by the European Commission - DG CONNECT within the 7th Framework Programme, coordinated by Istat with the partnership of OECD and two non-governmental organisations (Lunaria-IT and i-genius-UK). *Web-COSI* is designed with the general objective to foster the engagement of citizens and society at large in the area of new measures of societal progress and well-being using the opportunities given by Web2.0 and with the specific objective to implement tools for collecting, producing and visualizing information and data towards a better integration of official and non-official statistics. *Web-COSI* will develop a Wiki of progress statistics involving communities to access data, fostering the use of locally generated grassroots data (bottom-up).

The kick-off meeting intends to provide an overview of the main activities of the project in the light of the “GDP and beyond” statistics debate focusing on the setting and the challenges for a better integration of official and non-official data. To this effect, after the welcome address of the Istat President, the first session focuses on expectations and potential of the *Collective Awareness Platforms for Sustainability and Social Innovation* (CAPS) objective of the ICT EC Work Programme; on the Web 2.0 challenges for NSIs and on the ESS perspectives on GDP and beyond looking at Horizon 2020. An overview of *Web-COSI* work plan will conclude the session focusing on the main objectives and the expected impacts.

In the second session the partners of the project will describe their involvement and their planned contributions during the life cycle of the project: 1) engaging and motivating citizen to contribute. A Wiki for progress statistics; 2) the information and data from the civil society to empower the policies; 3) the data needs to support the effectiveness of social entrepreneurship initiatives. Moreover the communication strategy of the project will be presented. Before the open discussion, the EU FP7 e-Frame - *European Framework for Measuring Progress* project (2012-2014), led by Istat, will be illustrated focusing on its achievements for the statement of a European position on “GDP and beyond” looking at the Post2015 agenda.



This project is funded by the European Union under the
7th Framework Programme (Theme ICT-2013-10) GA nr 610422



Agenda

- 10.20 - 10.50 **Registration and welcome coffee**
- 10.50 - 11.00 **Welcoming address**
Emanuele Baldacci | Department Director | Istat
- SESSION 1 THE SETTING AND THE CHALLENGES FOR GDP AND BEYOND STATISTICS**
Chair: Vittoria Buratta | Director | Istat
- 11.00 - 11.20 **Context, expectations and potential of CAPS objective**
Loretta Anania | Project Officer | European Commission DG Connect
- 11.20 - 11.40 **Web 2.0 challenges for NSIs**
Emanuele Baldacci | Department Director | Istat
- 11.40 - 12.00 **Measuring progress, GDP and beyond looking at Horizon 2020**
Marleen De Smedt | Adviser to the DG | Eurostat
- 12.00 - 12.20 **Overall Web-COSI vision, structure and objectives**
Donatella Fazio | Web-COSI Scientific Coordinator | Istat
- 12.20 - 14.00 **Lunch**
- SESSION 2 TOWARDS A BETTER INTEGRATION OF OFFICIAL AND NON-OFFICIAL STATISTICS BEYOND GDP**
Chair: Donatella Fazio | Web-COSI Scientific Coordinator | Istat
- 14.00 - 14.30 **Engaging and motivating citizen to contribute. A Wiki for progress statistics**
Katherine Scrivens | Wiki Manager | OECD
- 14.30 - 15.00 **The information and data from the civil society to empower the policies**
Grazia Naletto | President | Lunaria
- 15.00 - 15.30 **The data needs to support the effectiveness of social entrepreneurship initiative**
Tommy Hutchinson | CEO | i-genius
- 15.30 - 15.40 **Web-COSI communication strategy**
Barry Crisp | Director Media & Communications | i-genius
- 15.40 - 16.10 **Coffee break**
- 16.10 - 16.30 **The experience of e-Frame project - European Framework for Measuring Progress**
Marina Signore | member Web-COSI Advisory Board | Istat
- 16.30 - 16.50 **Open discussion**
- 16.50 - 17.00 **Concluding address**
Donatella Fazio | Web-COSI Scientific Coordinator | Istat



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Annex 2: List of participants



Web-COSI Kick-off Meeting

Rome (Italy), 09 January 2014 - h 10:00 - 17:00

Istat – Via Cesare Balbo, 14 - Aula Magna - 2nd floor

N. Participant	Affiliation	Country	Surname	Name
1	European Commission	BE	Anania	Loretta
2	Eurostat	LU	Marleen	De Smedt
3	Istat	IT	Baldacci	Emanuele
4	Istat	IT	Buratta	Vittoria
5	Istat	IT	Calza	Maria Grazia
6	Istat	IT	Carciotto	Arianna
7	Istat	IT	Carrino	Tiziana
8	Istat	IT	Castanò	Francesco
9	Istat	IT	D'Ambrogio	M. Francesca
10	Istat	IT	Falorsi	Stefano
11	Istat	IT	Fazio	Donatella
12	Istat	IT	Grimaccia	Elena
13	Istat	IT	Rondinella	Tommaso
14	Istat	IT	Rossetti	Stefania
15	Istat	IT	Scannapieco	Monica
16	Istat	IT	Scanu	Mauro
17	Istat	IT	Signore	Marina
18	Istat	IT	Virgillito	Antonino
19	Istat	IT	Zangla	Tamara
20	OECD	FR	Gulbahar	Salema
21	OECD	FR	Scrivens	Katherine
22	Lunaria	IT	Naletto	Grazia
23	Lunaria	IT	Ricci	Chiara
24	Lunaria	IT	Zola	Duccio
25	i-genius	UK	Crisp	Barry
26	i-genius	UK	Hutchinson	Tommy
27	i-genius	UK	Patel	Shivang
28	Engineering	IT	Nucci	Francesco
29	Engineering	IT	Ficano	Ivan
30	Nuovo welfare	IT	Monteverde	Emiliano
31	Rete Rurale Nazionale (MipAAF)	IT	Festuccia	Andrea
32	Social Watch	IT	Nardi	Jason
33	T6 Ecosystems	IT	Nicolai	Andrea
34	T6 Ecosystems	IT	Passani	Antonella
35	Università degli Studi di Firenze	IT	Maggino	Filomena
36	Università di Pavia	IT	Chiappero	Enrica

Annex 3: Presentations

The full presentations are available at www.webcosi.eu

Session 1: The setting and the challenges for GDP and beyond statistics

Web - COSI EU FP7 Project
Web-Communities for Statistics for Social Innovation
Kick off Meeting

Web 2.0 Challenges for NSIs

Emanuele Baldacci
Italian National Institute of Statistics (Istat)
Head, Department for Integration, Quality, Research and
Production Networks Development (DIQR)

Rome, 9 January 2014





Web-COSI Kick-off Meeting
Rome, 9 January 2014

Measuring progress, GDP and beyond looking at Horizon 2020

Marleen De Smedt
Adviser to the DG, Eurostat,
European Commission





Web-COSIEU FP7 Project
Kick off Meeting
Rome, 9 January 2014
Aula Magna, Istat, Via Cesare Balbo 14

Web-COSI
Web COMMUNITIES for Statistics for Social Innovation:
overall vision, structure and objectives

www.webcosi.eu

Donatella Fazio, Istat
Web-COSI Scientific Coordinator



Session 2: Towards a better integration of official and non-official statistics beyond GDP

**Engaging and motivating citizens
to contribute:**

A Wiki for Progress Statistics

Web-COSI Kick-off Meeting
Rome, 9 January 2014
Katherine Scrivens, Wikiprogress Manager, OECD





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

Web-COSI EU FP7 Project

**Towards the integration of official and non-official statistics
beyond GDP**

Kick off meeting - Rome, 9th January, 2014

**The information and data from civil society
to empower the policies**

Grazia Naletto
President of Lunaria, coordinator of Sbilanciamoci!



The data needs to support the effectiveness of social entrepreneurship initiative

Web-Communities for Statistics for Social Innovation
Kick-Off Meeting, Rome, January 9th 2014
Tommy Hutchinson, i-genius



The project is funded by the European Union under the 7th Framework Programme (ICT-2013-10) Grant Agreement n° 619462

Web-COSI Communications Tools

Web-Communities for Statistics for Social Innovation
Kick-Off Meeting, Rome, January 9th 2014
Barry Crisp, i-genius



Web-COSI Kick off Meeting
Rome
9 January 2014

The experience of e-Frame project

Marina Signore
Web-COSI Advisory Board
e-Frame Project Coordinator
Director of Research, Istat

Donatella Fazio
Web-COSI Scientific Coordinator
e-FrameNET Coordinator
Senior Statistician, Istat

