

Communication and policy use of indicators

The Web-COSI project

www.webcosi.eu

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Summary

The presentation will focus on Communication issues on the new measurements beyond GDP in a wide perspective, considering the opportunities given by Web 2.0 technologies to communicate, to disseminate and to collect information and data

In particular it will be illustrated the ongoing EU FP7 Web-COSI project - *Web Communities for Statistics for Social Innovation* – coordinated by Istat, funded by the EC to respond to the need of fostering the engagement of stakeholders and citizens with progress statistics and exploring the opportunities to enforce the usage of non official data

- Web-COSI starting points
- Web-COSI perspective and aims
- Web-COSI work plan
- Web-COSI mid-term results and next activities
- Web-COSI expected impact



The starting points

We all well know that in the last decade discussions on measuring well-being and societal progress beyond GDP have been at the forefront of the **European and global agenda**

The debate and all the initiatives carried out have brought to converge on the necessity to **use** “better statistics” beyond GDP to have a “**real information**” about well-being and societal progress (e-Frame www.eframeproject.eu project contributed)

In this perspective, contextually to the methodological efforts for the new measurement, it is **fundamental** to carry out initiatives **of communication** to foster the understanding and to empower the usage of the multi dimensional indicators and of new sourced of data



Communication has to be carried out at different level (1/2)

- to foster the **culture** on the measurement of well being (*target campaigns for diverse stakeholders*)
- to find a **common language** among the different disciplines involved
- to educate the **opinion leaders** on statistics beyond GDP (*Data Journalism School*)
- to inform and train the **business world** and educate the **market** to read new measurements of progress and well-being as a chance to catch
- to engage **citizens** with new indicators



Communication has to be carried out at different level (2/2)

- to facilitate the **understanding** for policy makers
- to find **a new wording to disseminate statistics** to stakeholders
- to **develop visualization tools** to improve the use of statistics and indicators
- to **foster the involvement of society at large** in statistics beyond GDP
- to **educate data producers and users** on the usage of new indicators (EMOS Initiative, QoLexity Master, e-Frame Summer School)



Communication **through Web 2.0 tools for a bottom-up approach**

- to engage **citizens** to access statistics, contributing to the construction of better data
- to explore **new source of data** available on line (Big Data, Open Data)
- to exploit the usage of **grassroots locally generated data** (crow sourced data)
- to integrate and **complement official statistics with non official data**
- to implement **new ways of collecting, producing and sharing data**



1) Against this background it was set up **e-FrameNET**



e-FrameNet European Network on Measuring Progress was set by ISTAT within the e-Frame Project

- launched in **June 2012** in Paris
- presented at the 4th World Forum in New Delhi **October 2012**

The objective of the Network is to contribute to the establishment of a **European position** in the debate on new indicators for the measurement of societal progress and well-being beyond GDP.

The Network aims at:

- **connecting** all stakeholders, researchers, civil society organisations, policymakers and society at large
- **involving** stakeholders in the activities of e-Frame project and beyond
- **enabling** stakeholders via the platform to contribute to the outputs of the project



e-Frame NETWORK

- e-FrameNET is hosted by **Wikiprogress.org** in a dedicated section to drive the European debate towards the global dimension of the platform hosted by OECD
- It stands alongside the Regional Networks of **Africa** and **Latin America** representing a dedicated space where the European position can be visualised and analysed, so as to support decisions at local, national and international levels
- The members of the Network are organised in a **database**, centrally managed by Istat, that allows for the creation of mailing lists to involve the members in the debate and to disseminate relevant activities linked to the topics beyond GDP



The Wikiprogress platform was launched at the 3rd OECD World Forum on “Statistics, Knowledge and Policy” held in Busan, Korea in 2009. It’s an open source global platform crowd sourced allowing users to generate content by developing information and data. It counts: 30,000 subscribers and about 20,000 monthly visits



e-Frame NETWORK

The European Network on Measuring Progress on Wikiprogress.org offers **interactivity in a global dimension** through [online discussions](#), [blogs](#), [eBrief](#), [news alerts](#),...

Some achievements so far:

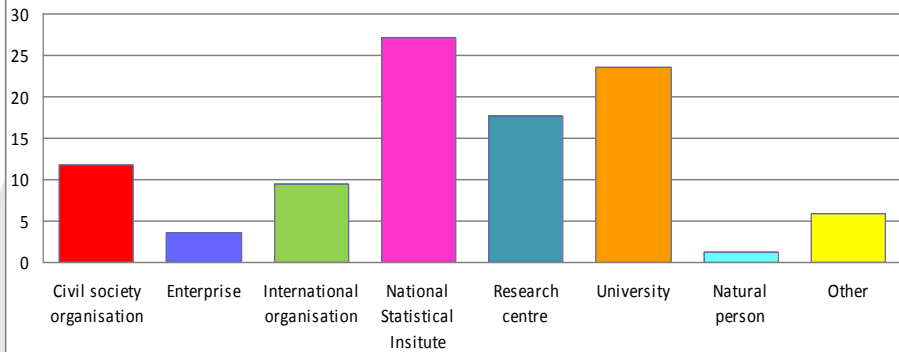
- release of monthly News Alerts
- participation in several on line consultation on Wikiprogress.org. Among these:
 - 1) **Reducing poverty is achievable, 6-15 March 2013**
 - 2) **How Should Child Well-Being be Measured? 19 June – 2 July 2013**
 - 3) **How should older people's well-being be measured? 3 - 15 October 2013**
- blog on
 - 1) **What is the European Network on Measuring Progress? 13 August 2013**



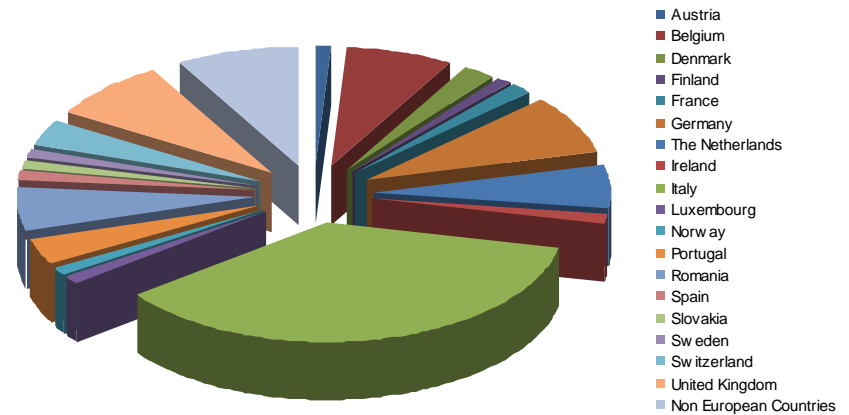
e-Frame NETWORK

e-FrameNET forms a **community** around the subject of measuring well-being in European countries. Key members include European NSIs, civil society organisations, academia and research centres, spread around Europe and abroad.

Members by organisation type
%



Members by Countries





2) Against this background it stands **Web-COSI**

Web Communities for Statistics for Social Innovation is a two-year coordination action (1/2014 -12/2015) funded by the EC-DG CONNECT, within the FP7 Work Programme 2013

**the general objective of Web-COSI is
to foster the engagement of citizens and society at large
in the area of new measures of societal progress and well-being
exploring and exploiting Web 2.0 opportunities**



Web-COSI is a CAPS project

Web-COSI is funded within the call ICT CAPS

Collective Awareness Platforms for Sustainability and Social Innovation

The call, within Europe 2020 and the priorities of the Digital Agenda for Europe (DAE), has 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**”*



CAPS projects <http://ec.europa.eu/digital-agenda/en/caps-projects>

based on the idea that collaborate through crowd sourced platforms can produce solutions for a wide range of social needs

DecarboNet	Raising collective awareness about environmental challenges
CAP4ACCESS	Collectively removing barriers to inclusion
CATALYST	Experimenting new collective forms of creativity and collaboration
Wikirate	Enabling citizens to rate companies on corporate social responsibility
D-CENT	New tools for direct democracy, participation, new economic models
la4Si	Impact assessment of collective awareness platforms
SciCafe 2.0	Promoting new collaboration models
CAP2020	Increasing awareness of the potential of the network effect
CHEST	Seed funding for digital social innovation based on the network effect
Web-COSI	Increasing trust in collectively-generated statistics



Web-COSI perspective and aims

Capitalizes on the last 10 years characterized by the two big revolutions for the world of statistical research and beyond:

- **The “GDP & Beyond” debate** that has dominated the scene of statistical and economic research
- **The Internet explosion** that has radically changed the way in which information is produced and shared. Interactivity is contributing to change the roles of producers and users of data, increasing awareness and bringing to consider a bottom up approach for the construction of statistical information



The **general objective** of Web-COSI is to foster the **engagement of citizens and society at large** in the area of new measures of societal progress and well-being

The **specific objective** of Web-COSI is to implement Web 2.0 applications for collecting, producing and visualizing **locally generated** information and data **empowering the usage of crowd sourced data**

- The **final aim** is to contribute for a better integration and complementarity of official and non-official statistics, **with increasing trust in collectively generated statistics**



Web-COSI is based on a four-partner Consortium

• *ISTAT the Italian National Statistical Institute (coordinator)*



• *OECD the Organisation for Economic Co-operation and Development*



• *LUNARIA the Lunaria- Social Promotion Association (IT)*



• *i-GENIUS the World Community of Social Entrepreneurs (UK)*



The consortium sees the collaboration among **two relevant Institutions** – Istat and OECD- and **two young civil society organisations** - Lunaria and i-genius- representing society at large. All partners are fully involved on beyond GDP debate representing stakeholders' different perspectives.

A Consortium so structured, working together, naturally **bridges the top-down and bottom-up approaches** for the reshape of statistics beyond GDP



Web-COSI work plan

The main activities envisaged in its two-year life cycle are

1. **mapping** of beyond GDP existing digital initiatives for communities' involvement (carried out by NSIs, civil society organizations, social entrepreneurs, ...)
 - set up of **an interactive crowd-sourced map**
 - the conduction of a **survey addressed to NSIs** on Web2.0 initiatives carried out and/or planned to empower statistics using new sources of data
2. **empowering the engagement of communities creating critical mass** through
 - blogs, on line discussions, webinars, news letters,..
 - target citizens campaigns, data visualization competitions, 'youth initiatives',....
 - the set up of a European Wikiprogress University Programme
 - the organization of face 2 face open events : 5 workshops, 4 focus groups and a final conference



3. the development of a **Wiki of progress statistics** on the Wikiprogress platform
 - a tool for the **collection of civil society grass root locally generated non-official data** to integrate with official data
4. the delivery of **5 stocktaking** and **reporting documents** alongside **Policy briefs**

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Web-COSI works networking with European and abroad initiatives. In particular, to create synergies with other **EU FP7** and **CAPS** projects and with **Eurostat** on-going initiatives

Web-COSI is supported by an **Advisory Board**, chaired by Mr Enrico Giovannini



Web-COSI outputs at mid term

The outputs released by Web-COSI - after the [Kick off workshop](#) - are:

- 2 on line discussions organized by OECD on Wikiprogress platform
 - [Engaging citizens in well-being and progress statistics \(April 2014\)](#)
 - [Making data more accessible for society at large \(June 2014\)](#)
- 1 webinar organized by Lunaria on webcosi website
 - [Civil society engagement in well-being statistics: good practices from Italy \(June 2014\)](#)
- the first release of the Beta version of **Wikiprogress data portal** at <http://wikiprogressdata.org/> (August 2014)
- the delivery of the Report on "[Mapping initiatives and best practice: the results of citizen dialogue on well-being and societal progress](#)" by OECD
- 1 workshop organized by OECD on [Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from Civil Society \(September 2014\)](#)



Web-COSI results so far (1/4)

The **activities** carried out so far **have involved a large number** of stakeholders and citizens:

- The two discussions on line and the webinar launched by Web-COSI have been followed by:
 - 84 different participants
 - 2.200 unique visitors
 - 300 twitter reaching about 180.000 accounts
- Participants **represented different sectors** of society, including government, research organizations, social enterprise, and civil society.
- The content of **the discussions provided a useful survey** of current work to map and distil best practices, allowing to develop a simple typology of citizen engagement methods, and to identify the areas where technology and collective platforms can contribute the most effectively
- Participants **included links to relevant websites**, reports and other resources
- The first workshop counted **25 participants from civil society** and was transmitted in streaming with a good number of followers



Web-COSI results so far (2/4)

The discussion generated has focused on the following key questions:

- How can **citizen engagement** improve the development and use of well-being and progress statistics?
- Are there any examples of **good practice** in citizen engagement in well-being and progress statistics?
- What **role can technology** - such as mobile apps or interactive web platforms - play in improving citizen engagement with well-being and progress statistics?
- What role can **Open Data** play to increase citizen's engagement with well-being and progress statistics?
- How can data **visualization and storytelling** be used to increase the understanding of data?
- What are the **best examples** of crowd-sourced data related to well-being and progress?
- How **else can technology** or other innovative methods be used to make data more accessible to society at large?
- Why is it even **important to engage citizens** with issues of well-being data and statistics?
- What can online/digital methods achieve that **other methods can't**?
- How to deal with the issue of **digital exclusion** (socio-economic, generational, skills)?



Web-COSI results so far (3/4)

The discussion generated has pointed out some key elements:

- The usage of crowd sourced data has to be considered from different perspectives that need to be combined/distinguished:
 - the perspective from NSIs
 - the perspective from researchers
 - the perspective from civil society
 - the perspective from policy makers

- The usage of crowd sourced data has to be considered at different levels that give them different weights:
 - Local level
 - National level
 - International level
 - Global level



Web-COSI results so far (4/4)

- The usage of crowd sourced data to complement/integrate official statistics is an opportunity to evaluate:
 - to have real time data
 - to narrow the distance between what official statistics say and what people perceive
 - to have new data not included in the official Surveys
 - in a cost benefit perspective

- Finally, during the discussions all agreed that the statistical information (generated by non official data together with official data) has to be organized in an integrated framework to be understood and to represent a real tool for policy makers to drive policies close to the real citizens needs in terms of well-being



Web-COSI next activities

Conduct a Survey addressed to NSIs on Web2.0 initiatives carried out and/or planned to empower statistics using new sources of data	November 2014
Set up of a European Wikiprogress University Programme	November 2014
Set up of an interactive crowd-sourced map of initiatives in Europe and in the World	December 2014
Citizens campaign and 'youth section' and data visualisation competition on the Wikiprogress platform	December 2014
A short film for YouTube and social media distribution to showcase better practice examples with reference to the needs defined in the data gathering process	October 2015
Workshop on the involvement of the communities for the statistics. The development of Wikipedia of Progress Statistics	October 2014
Workshop to create new methods and develop existing methods on creating critical mass on the usage of data for driving social entrepreneurship initiatives	February 2015
Workshop to promote and disseminate the contents and methods implemented by civil society for societal innovation in the field of collecting statistics on well-being	April 2015
EU Seminar comprising social entrepreneurs and EU policy makers to explore the findings of the data and consultations in order to explore implications for policy	August 2015
Four focus groups of social entrepreneurs in four EU locations to gain a sample perspective on how data can be best utilised in their locality	September 2015
Final Conference	December 2015
Report on better practice models in a variety of areas related to social entrepreneurship (e.g. health, education, community cohesion) and on the mapping exercise	April 2015
Report on the NSIs experiences and best practices, focus on EU level	April 2015
Report on the potential in civil society participation in the definition of statistics for societal progress beyond GDP, leading to suggestions to civil society networks and EU policy makers	August 2015
Document to outline the European dimension, in a global perspective, on the involvement of communities at large for official and non official statistics on well-being and societal progress	September 2015



Web-COSI expected impact

- encouraging communities to share, collaborate and **make use of data** and information beyond GDP at **local and global level**
- contributing to create a critical mass on the importance on the **usage of non-official sources** as an **opportunity to catch**
- pushing to create **consensus**, also at political level, to support research **fostering partnerships** between NSIs, the academia, civil society organizations and communities at large
- paving the way **for future research needs** identifying the **open issues** for the exploitation of crowd sourced data (validation, quality framework, sampling issues, complementarity)
- contributing to increase **awareness** that citizens can give their voice for the construction of better statistics
- In Web 2.0 era as the power of online communities grows ever stronger institutions of diverse type and scope cannot ignore their centrality for the “definition” **of better statistics for better policies for a better quality of life**



Web-COSI details

Funding scheme: Coordination and support actions (CA)

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FP7 EU Financial Contribution: EUR 589.000

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Hyperlinks

e-FrameNET <http://www.eframeproject.eu/index.php?id=103>

Wikiprogress http://www.wikiprogress.org/index.php/Main_Page

CAPS <http://ec.europa.eu/digital-agenda/en/collective-awareness-platforms-sustainability-and-social-innovation>

CAPS Projects <http://ec.europa.eu/digital-agenda/en/caps-projects>

OECD www.oecd.org

LUNARIA www.lunaria.org

i-genius www.i-genius.org

Web-COSI kick off workshop <http://www.webcosi.eu/web-cosi-news/kick-off-meeting-2/>

On line discussion Engaging citizens in well-being and progress statistics (April 2014)

http://www.wikiprogress.org/index.php/Online_Discussion_Engaging_citizens_in_well-being_and_progress_statistics

On line discussion Making data more accessible for society at large (June 2014)

http://www.wikiprogress.org/index.php/Online_Discussion_Making_data_more_accessible_for_society_at_large

Webinar on Civil society engagement in well-being statistics: good practices from Italy (June 2014)

<http://www.webcosi.eu/web-cosi-news/web-cosi-webinar-by-lunaria/>

Wikiprogress data portal <http://wikiprogressdata.org/>

Report on "Mapping initiatives and best practice: the results of citizen dialogue on well-being and societal progress" by OECD http://www.webcosi.eu/images/2013/11/Web-COSI_Deliverable-2.3.pdf

Workshop organized by OECD on Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from Civil Society (September 2014)

http://www.wikiprogress.org/index.php/Event:Using_Technology_to_Engage_Citizens_with_Well-being_Statistics_-_Perspectives_from_Civil_Society



THANKS FOR YOUR ATTENTION!

QUESTIONS ?

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