Web-COSI
Web Communities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

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NTTS 2015 - Reliable Evidence for a Society in Transition

Session 6B: Progress in the production and policy use of GDP and beyond indicators

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The potential of Web2.0 communities for statistics

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Summary

In this presentation I illustrate the ICT on going FP7 Web-COSI project - *Web Communities for Statistics for Social Innovation -* which deals with statistics beyond GDP focusing on the potential of Web 2.0 Communities for the construction, understanding and usage of the new measurements of societal progress in terms of well-being and sustainability

➤Web-COSI perspective and aims

➤Web-COSI experience so far

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Web COmmunities for Statistics for Social Innovation

Is a two-year FP7 coordination action (2014-2015) funded by the EC-DG CONNECT within the ICT FP7 Work Programme 2013 under the call [Collective Awareness Platforms for Sustainability and Social Innovation](#) (CAPS)

Is one of the 10 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

Web-COSI Increasing trust in collectively-generated statistics

Web COSI purpose

➢ In this context the general objective of Web-COSI is to implement the engagement of society at large with statistics beyond GDP to foster their understanding and usage

Specific objectives of Web-COSI are:

➢ to explore how digital initiatives are functioning to engage citizens and involve communities to exploit on line data (open data, crowd sourced data)

➢ to implement tools for collecting/producing/visualizing information and data for a better integration and complementarity of official and non-official statistics (development of a Wiki of progress statistics)

Web-COSI Consortium

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

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

•*LUNARIA a Social Promotion Association (www.lunaria.org)*

•*i-GENIUS a World Community of Social Entrepreneurs (www.i-genius.org)*

The consortium sees the collaboration among two relevant Institutions – Istat and OECD- and two young NGOs - Lunaria– a civil society organization from Italy and i-genius – a social entrepreneur community from UK- representing society at large.
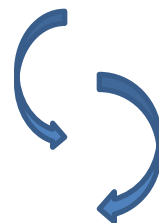
Web-COSI frame

Capitalizes on the last 15 years characterized by epochal innovations for the world of research and beyond:

- The "GDP & Beyond" debate

    - The Internet explosion

        - The Data revolution

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Against this background

Web Communities for Statistics for Social Innovation

an ICT project dealing with beyond GDP statistics

wants to give its contribution *in an era of data deluge* carrying out coordination activities through the following WORKPLAN:

1. **Mapping of digital initiatives** for communities' involvement carried out by NSIs, civil society, social entrepreneurs, governments and International organizations

   ➢ the release of an interactive crowd-sourced map on Wikiprogress.org

2. **empowering the engagement of communities creating critical mass** through

   ➢ various on line initiatives: 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 face2face open events (5 workshops, 4 focus groups and a final conference)

3. the development of a Wiki of progress statistics on the Wikiprogress platform

4. the delivery of 5 stocktaking and reporting documents alongside Policy briefs

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Web-COSI networking strategy

❑ Web-COSI works networking with CAPS projects and with other European and abroad projects and initiatives

❑ Mechanisms for information-sharing with Eurostat, is undertaken for a better dissemination and exploitation of project results and activities. The role and the presence of the relevant EU DGs and of Eurostat are actively encouraged at the workshops and the final conference of the project.

❑ A strong communication strategy on the work on going is carried out through videos and short films for social media distribution

❑ The digital activities of the project are carried on www.webcosi.eu and www.wikiprogress.org and on the other Internet platforms managed by the partners, using social networks, online discussions, blogs, eBrief and an extensive network and local grassroots partnerships.

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Web-COSI outputs so far (1/2)

➢ 3 on line discussions

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

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

      Youth well-being: measuring what matters (December 2014)

➢ 1 webinar

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

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

➢ Workshop on Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from Official Statistics and Government (October 2014)

➢ Workshop on The usage of data for driving social entrepreneurship (February 2015)

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Web-COSI outputs so far (2/2)

➢ the release of the first Beta version of Wiki progress data portal at http://wikiprogressdata.org/
to test with users in the next months

➢ Set up of the Youth Portal

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

➢ Set up of the European Wikiprogress University Programme

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

➢ Set up of an initial interactive crowd-sourced map of digital initiatives in Europe and in the
World   http://wikiprogressdata.org/dataset#

More then 140 initiatives mapped so far

carried out by civil society, NSIs, Governments and International organizations, interacting with citizens to share information and data, combining top-down and bottom-up approaches

➢ Delivery of several reports and of the First Policy Brief

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The discussion so far has involved - directly and indirectly - a large number of participants:

- *about 16.000 proactive participants and followers of the activities carried out*

- *more than 1.500.000 people reached via the Social Media*

Participants represented different sectors of society, including government, research organizations, social enterprise, and civil society.

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Some metrics on the impact so far

Web-COSI activity (direct/indirect)	Participants/Persons	Visits	Users	Page Views	News Stories	Comments/blogs	Newsletters Sent	Newsletters Subscribers	Social Media Posts	Social Media Followers	Twitter accounts engaged	Twitt Reach	Facebook	Event Page views	Event page unique visitors	Page views live webcast	Unique visitors live webcast	Page views video recording	Unique visitors video recording	Followers You Tube video	
Kick off meeting (Del 1.1)	36																				
On line discussion on well-being & societal progress initiatives in Europe - good practice (Del 2.1)	32					93					100	200.000	594	1.500	1.000						
On line discussion on making data more accessible for society at large (Del 3.1)	23					60					120	850.000	594	1.377	1.018						
On line discussion on Youth well being: measuring what matters (activity within Del 3.5)	38					62						385.000		2.470	1.852						
Webinar to promote and disseminate the most incisive contents and methods implemented by civil society for societal innovation in the field of collecting statistics on well-being (Del 2.2)	30										40			40	50						
Workshop on the involvement of the communities for the statistics (Del 3.4)	56										60	35.000	193	157	97	157	97	565	390		
Workshop: well-being and societal progress crowd sourcing initiatives in Europe (Del 4.4)	24										50		1.000			248	160	966	667	197	
Wikiprogress University Programme (Del 3.2)		113	166	63																	
Wikiprogress Youth Portal (activity within Del 3.5)		214	103	462																	
Wikiprogress Data Portal (Del 3.3)		546	382	2.735																	
Other dissemination activities (Seminars, Conferences, etc)	400																				
Contact by e-FrameNET (Istat)	300																				
Web-COSI Website		2.650	1.911	6.393	19		8	226													
Web-COSI Facebook									118	61											
Web-COSI Twitter									118	81											
Web-COSI LinkedIn									118	138											
i-genius Social Network activities					2		6	16.000	164												
TOTAL	**939**	**3.523**	**2.562**	**9.653**	**21**	**215**	**14**	**16.226**	**518**	**280**	**370**	**1.470.000**	**2.421**	**5.554**	**3.967**	**405**	**257**	**1.531**	**1.057**	**197**	**1.519.710**

The debate generated was very impressive

It is deeply illustrated in the deliverables released and in other documentation available at http://www.webcosi.eu/about/outputs-and-documentation/

The results of the mapping exercise so far:

The mapping exercise so far brought to list a large number (more than 140) of Web2.0 initiatives carried out by civil society, NSIs, Governments and International organizations, interacting with citizens to share information and data, combining top-down and bottom-up approaches.

The initiatives aim, in various ways and at global, national, local level, to:

A. include people in the development of well-being frameworks (e.g. through online consultation tools and social media)

B. facilitate the access to the findings and analysis of data (e.g. through interactive data visualization tools)

C. engage people as data interpreters (e.g. through open data initiatives)

D. engage people as data producers themselves (e.g. through technology that allows for the crowdsourcing)

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The mapping exercise so far has highlighted:

NSIs are investing a lot to improve the communication and dissemination of statistics using Web2.0
and are beginning to develop tools to make "use" of on line data (Open data, Big Data, crowd sourced data)

Civil society engagement with statistics through technology can take many forms
with the development of technology citizens can be collectors, interpreters, communicators, developers, and informed users of different types of data, ranging from unprocessed forms of open data, through to official statistics packaged in the form of ready-made visualizations

Opening up data by Governments , IO and others means more than putting it on a website
for data to be truly open, not only must it be freely available online, but it should also be presented in a format that maximizes its potential for re-use. Methodology to re-use data is needed. Linkage of Open Data from different sources

Digital technology can be a powerful tool for social inclusion, but not everyone has the capacity to make the most of it
more effort needs to be made to combat digital exclusion and to build up capacity in marginalized groups (e.g. developing countries, the young, the elderly, the poor, and low-skilled)

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The debate generated so far has highlighted:

The new sources of data arises many open issues on their usage:

- The trade-off between having more and real-time information and the quality of the information produced
- The validation and certification of crowd sourced data
- Legal aspect on data protection and privacy
- Metadata
- Meta information
- Need of a narrative and story telling
- The different weight of the usage of crowd sourced data at local, national and global level
- Way to integrate and complement non official data with official data (labeling)
- Methodology to re-use open data
- Linkage of Open Data from different sources
- New skill to treat new sources of data

How to organize the statistical information beyond GDP (generated by non official data together with official data) in an integrated framework to represent an understandable " real tool" for policy makers to drive policies close to the real citizens needs in terms of well-being ?

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The next main activities:

➤ data visualization competition (Spring/Summer 2015)

  to make data more accessible in the Wiki progress stat data portal

➤ the conduction of a Survey on "Web2.0 NSIs' initiatives vs citizens for statistics" addressed to European NSIs and some abroad (April 2015)

➤ on line discussion in the perspective from social entrepreneurs

- Four focus groups of social entrepreneurs in four EU locations to gain a sample perspective on how data can be best utilized in their locality
  Amsterdam, March 2015
  Rome, April 2015
  Riga, June 2015
  Ljubljana, August 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   Rome, 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   Bruxelles, July 2015

➤ **Participation of Web-COSI in 5th OECD World Forum on Statistics, Knowledge and Policy**
  Mexico, October 2015

- Web-COSI Final Conference   Paris, 3 December 2015

Web-COSI moving on

➢ Web-COSI has experimented that encouraging communities to share, collaborate and make use of data and information beyond GDP at local and global level is a winning exercise.

➢ Web-COSI Consortium is experiencing the interactivity between communities, endorsing that statistics beyond GDP - measuring societal progress in terms of well-being and sustainability - are fundamental to drive people's behaviour for social innovation.

➢ Web-COSI keeps on working under the conviction that, as in the Web 2.0 era the power of online communities grows ever stronger, Institutions of diverse type and scope cannot ignore their centrality for the collection of data for better statistics, for better information, for better knowledge, for increasing awareness to drive policies for the real citizen's needs and to steer individual behaviour.

Better statistics ➡ information ➡ knowledge ➡ awareness ➡ behaviour

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THANKS FOR YOUR ATTENTION

Follow us!

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