



Web-COSI
Web Communities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS



**Web-COSI Advisory Board
First Meeting
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Istat, Rome**

**Web-COSI - Web COmmunities for Statistics for Social Innovation:
an overview of its aims, mid-term results and next activities**

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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 under the FP7 Work Programme 2013, ICT- Information and Communication Technologies within the call launched by [Collective Awareness Platforms for Sustainability and Social Innovation](#) (CAPS)

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

Web COSI context

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

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
SciCafe2.0	Promoting new collaboration models
Ia4Si	Impact assessment of collective awareness platforms
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 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

The four partners are fully involved on beyond GDP debate, representing stakeholders' different perspectives, naturally bridging the top-down and bottom-up approaches for the fostering of statistics beyond GDP.

Istat, the coordinator of the project, is the historical producer of official statistics characterized by a top-down approach. Now NSIs are conscious that have to face the opportunities given by the new sources of non official data in a bottom-up approach.

Web-COSI frame

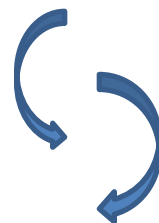
Capitalizes on the last 10 years characterized by epochal innovations for the world of research and beyond:

- The “GDP & Beyond” debate



- The Internet explosion

- The Data revolution



GDP and Beyond debate

Since the beginning of the new millennium, the need to integrate GDP with new indicators for the measurement of well-being and societal progress aroused an **intense debate** on the complex phenomena to this related.

Fundamental **international initiatives** have been carried out, by the public and private world of research and at institutional level, in order to pave the way towards better statistics beyond GDP. The pillars:

- **OECD World Forums** (Palermo 2004, Istanbul 2007, Busan 2009 and New Delhi 2012)
- the **EU “Beyond GDP” Initiative** launched in 2007(EU Roadmap 2009)
- the **Stiglitz-Sen-Fitoussi Commission** (2008)
- the European Statistical System **Sponsorship group on ‘Measuring Progress, well being and sustainable development** (Final Report 2011)

The GDP and beyond debate **has reached stable points** on the construction of indicators for well-being, societal progress and sustainability. Research, pushed by the increasing discussion over the last fifteen years, has broadly **converged in terms of methodology and techniques** for an integrated framework of measures able to represent a “real tool” to explain the phenomena beyond GDP.

Many European projects

e-Frame European Framework for Measuring Progress
www.eframeproject.eu

The Internet explosion

Contextually to the growing debate on beyond GDP, Internet has **revolutionised the manner in which information is created and shared**

Web 2.0 applications (Wikipedia, Facebook and Twitter) have introduced a new **participatory process** expanding the horizons, encouraging the sharing of information and data

The Web 2.0 technologies have a **direct impact on statistical data** collection, production, dissemination, visualisation

The interaction among the online 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

Taking advantage of Web 2.0, over time **the beyond GDP debate** grew up enormously involving countless of local, national and international actors creating a global movement including civil society organisations, social entrepreneurs, researchers, consumers, workers, citizens and society at large willing to give voices.

Many initiatives have began to set up to involve communities for definition of new indicators to go beyond GDP bringing to a bottom-up approach.

Data Revolution

The inexorable Internet evolution has opened huge new opportunities for the collection and production of statistics

Now we are facing a Data Revolution in which

“New technologies are leading to an exponential increase in the volume and types of data available, creating unprecedented possibilities for informing and transforming society”

A world that counts (www.undatarevolution.org)

The Secretary-General’s Independent Expert Advisory Group on a Data Revolution for Sustainable Development (IEAG), chaired by Enrico Giovannini, November 2014

The *liquid data* available in the Net - **Open Data**, **Big Data** and **crowd sourced data** - are challenges for data producers who are called to explore how to exploit them as new sources of data to integrate and complement the official statistics

 GDP and Beyond

Against this framework

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**

Web-COSI outputs so far

- the release of the first Beta version of **Wiki progress data portal** at <http://wikiprogressdata.org/> (August 2014) to test with users in the next months
- 2 on line discussions
 - Engaging citizens in well-being and progress statistics (April 2014)
 - Making data more accessible for society at large (June 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** (18 September 2014)
- Workshop on **Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from Official Statistics and Government** (27 October 2014)

The discussion so far has involved a **large number of participants**

- the two discussions on line and the webinar have been followed by:
 - 84 different participants
 - 2.200 unique visitors
 - 300 twitter reaching about 180.000 accounts
- the workshops counted 60 participants and were transmitted in streaming with a large number of followers :
 - about 400 visitors for the live webcast for each event
 - about 1000 page views and 700 unique visitors for the Wikiprogress event page of each workshop
 - over 1000 people reached on Facebook via posts related to each workshop
 - over 50 accounts were engaged on Twitter during each workshop

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

The debate generated was very impressive. Its themes are deeply illustrated in the reports on the activities released on www.webcosi.eu

The results of the mapping exercise so far

The mapping exercise so far brought to list a large number 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)

A - Public consultation initiatives

While public consultation is the type of citizen engagement most closely associated with the new measures of well-being and progress, it is an area where the **potential of interactive technology is still to be fully realized.**

- **Notable initiatives carried out by Statistical Offices using a mix of offline events and surveys with online consultation tools are:**
 1. UK's 'Measuring National Well-being' Programme, managed by the Office for National Statistics
 2. Italy's 'Equitable and Sustainable Well-being' (BES) project, led by Istat
 3. 'Measures of Australia's Progress' (MAP), run by the Australian Bureau of Statistics

- **Other notable initiatives for consultation carried out on line by civil society are:**
 1. Italy's Sbilanciamoci and Rome Province project
 2. Ireland's Health and Wellbeing Cluster on Collective Intelligence and Wellbeing

B - Communication and dissemination (1/2)

➤ Initiatives carried out by Statistical Offices

On this side the NSIs are investing a lot to improve the communication and dissemination of statistics using Web2.0 tools.

UK, France and the US are examples of official statistics whose websites provide a significant number of **interactive data visualisation tools**

Germany, Italy, the Czech Republic, Slovenia, Croatia, Estonia, Hungary, the Netherlands, Austria, Portugal, Belgium, and Switzerland are examples of official statistics whose websites provide **well-designed data visualisation tools**

Some specific **digital interactive initiatives** are being carried out by NSIs to facilitate the access to information and data. Some of these:

1. Office for National Statistics, UK: **Measuring National Well-being Wheel** - tools that engage citizens with well-being measurement data, including interactive maps and which allows users to select dimensions
2. Australia Bureau of Statistics: **"Run that Town"** - a tool which is a game able to engage citizens with official statistics from Census data in a fun way

B - Communication and dissemination (2/2)

➤ Initiatives carried out by civil society

1. Global AgeWatch Index, Help Age International, UK : Monitor wellbeing of older people across the world
2. Global Peace Index, Institute for Economics and Peace, Australia: Aims at building a greater understanding of the key drivers and measures of peace identifying the economic benefits of increased peacefulness
3. Social Progress Index, Social Progress Imperative, US: offers a rich framework for measuring the multiple dimensions of social progress

➤ Initiatives carried out by International organizations

1. Eurofound – EC: New way of presenting survey data online, allowing users to select findings they wish to view. It provides knowledge in the area of social and work related policies. Facilitating user engagement with data.
2. Better Life Index and Regional well-being tool, OECD: Interactive and web-based tool to engage people in the debate on well-being. People can create their own index and thus it can function also as a “rudimentary” consultation tool

C - Open Data initiatives

From the mapping exercise we can list some platforms that have been set up to give access to open data.

➤ Some initiatives carried out by civil society

1. Code for Germany: A civic tech community that provides solutions to specific problems in using and re-using open data made available by local government.
2. Peterborough DNA: A living data portal developed by the council city that intends to provide an intelligent online platform that encourages greater sharing of data between organizations in order to boost economic growth and improve social well-being.

➤ Some initiatives carried out by International organizations

1. Inspire project, Joint Research Centre EC: the project aims at establishing an Infrastructure for Spatial Information in the European Community to use open data related to the environment comparable across the EU.
2. Open Government project – OECD: It investigates among OECD countries the initiatives undertaken to promote re-use of open government data and how governments track the economic or social values of this data re-use

D - Crowd sourcing initiatives (1/2)

From the mapping exercise we can list interactive platforms that have been set up to foster data collection and usage:

➤ Some initiatives carried out by civil society

1. Happy City Index – UK: Combines technology and community engagement in a highly interactive process. It engages, informs and enables people to transform their own lives, in simple, low-cost, low-carbon, high-happiness ways.
2. EmoMAP – Austria: Acquisition of people's affective responses (subjective information) to environments (via smartphones or social media) and use of the information for navigation system that can provide more satisfying routing results
3. Big Development Datashift, CIVICUS – South Africa: An initiative aiming at leverage the potential of new technologies for more creative and effective social accountability. It would promote coverage and comparability of citizen-generated data to monitor the post -2015 goals.
4. The Civic Online Monitoring of Italian Public Policies (Monithon), Italy: A civic initiative for monitoring European public financed projects. By collecting available open data provides information on the process of implementation of the projects and on their results.

D - Crowd sourcing initiatives (2/2)

➤ Some initiatives carried out by NSIs

1. SMART platform, Istat: It is an innovative tool developed by Istat that allows informed citizens (local policy makers) to obtain local statistics using official data tailored uploading local specific information. The web system is based on a robust methodology to produce small area estimates in the labour market and thus provides an innovative and interactive tool for local economic planning activities.

➤ [The Wiki of progress statistics on Wikiprogress platform](#)

The platform, released in August 2014 as Web-COSI output, is based on open-source software, CKAN (by the Open Knowledge Foundation) and was developed with a user-friendly interface and functionalities that make it easy to access, share, visualize, upload and interact with information and results (including data and metadata). The platform is open and all data is freely available.

The data portal will contribute to bring together both official and non-official statistics, into what will eventually be a comprehensive catalogue of data and statistical resources related to the measurement of well-being and progress.

It will be tested during the next months of the project.

The mapping exercise so far has highlighted:

NSIs are investing a lot

to improve the communication and dissemination of statistics using Web2.0 tools 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)

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 ?

The next activities (1/3)

Web-COSI is at mid-term, the following activities are envisaged in the next months:

- The conduction of a Survey on “Web2.0 NSIs’ initiatives vs citizens for statistics” addressed to European NSIs and some abroad
- Digital Initiatives for fostering the engagement of communities by:
 - Citizens campaigns, ‘youth section’ and a data visualisation competition on the Wikiprogress platform
 - Set up of a European Wikiprogress University Programme

The next activities (2/3)

➤ Organization of events in the perspective from social entrepreneurs

- Workshop to create new methods and develop existing methods on creating critical mass on the usage of data for driving social entrepreneurship initiatives
- 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
- 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

➤ Organization of event in the perspective from civil society

- 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

The next activities (3/3)

➤ Release of documents

- 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
 - Report on the NSIs experiences and best practices, focus on EU level
 - 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
 - Final 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
- The release of the interactive crowd-sourced map of initiatives in Europe and in the World on Wikiprogress.org

THANKS FOR YOUR ATTENTION

www.webcosi.eu

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