



Web-COSI

Web COmmunities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610422.

What is Web COmmunities for Statistics for Social Innovation (Web-COSI)?

Statistics For Everyone

Web-COSI is designed to improve people's engagement with statistics beyond GDP. It aims to:

- ❖ **increase trust** in collectively generated statistics
- ❖ encourage the use of **both official and non-official statistics**
- ❖ improve the **collection, production and visualisation** of data related to societal progress and well-being
- ❖ facilitate access, uploading and use of data produced by grassroots **civil society organisations**
- ❖ promote the use of a broader range of statistics to inform the **development of new indicators**

Improving citizen access and use of statistics beyond GDP by:

- ❖ **mapping existing measurement initiatives** in Europe and around the world
- ❖ **involving communities** to foster the use of locally generated grassroots data (bottom-up)
- ❖ distilling best practice from **civil society initiatives** supporting the need for official and non-official statistics in debating policy issues
- ❖ investigating the **experiences of social entrepreneurs**; highlighting their involvement in measuring well-being and progress to steer socially sustainable and innovative initiatives.

Web-COSI Project Consortium

Web-COSI, is based on a four-partner consortium that sees the collaboration among two powerful Institutions (**Istat** - the Italian National Statistical Institute (the coordinator of the consortium) and **OECD** - the Organisation for Economic Co-operation and Development), characterized by a historical top-down approach, and two young civil society organisations (**Lunaria** – the Italian Promotion Association and **i-genius** – the social entrepreneur business and enterprise community in over 200 countries), representing society at large pushing for a bottom-up approach.



To find out more, visit: www.webcosi.eu



#BeyondGDP #StatsForAll #SocEntData



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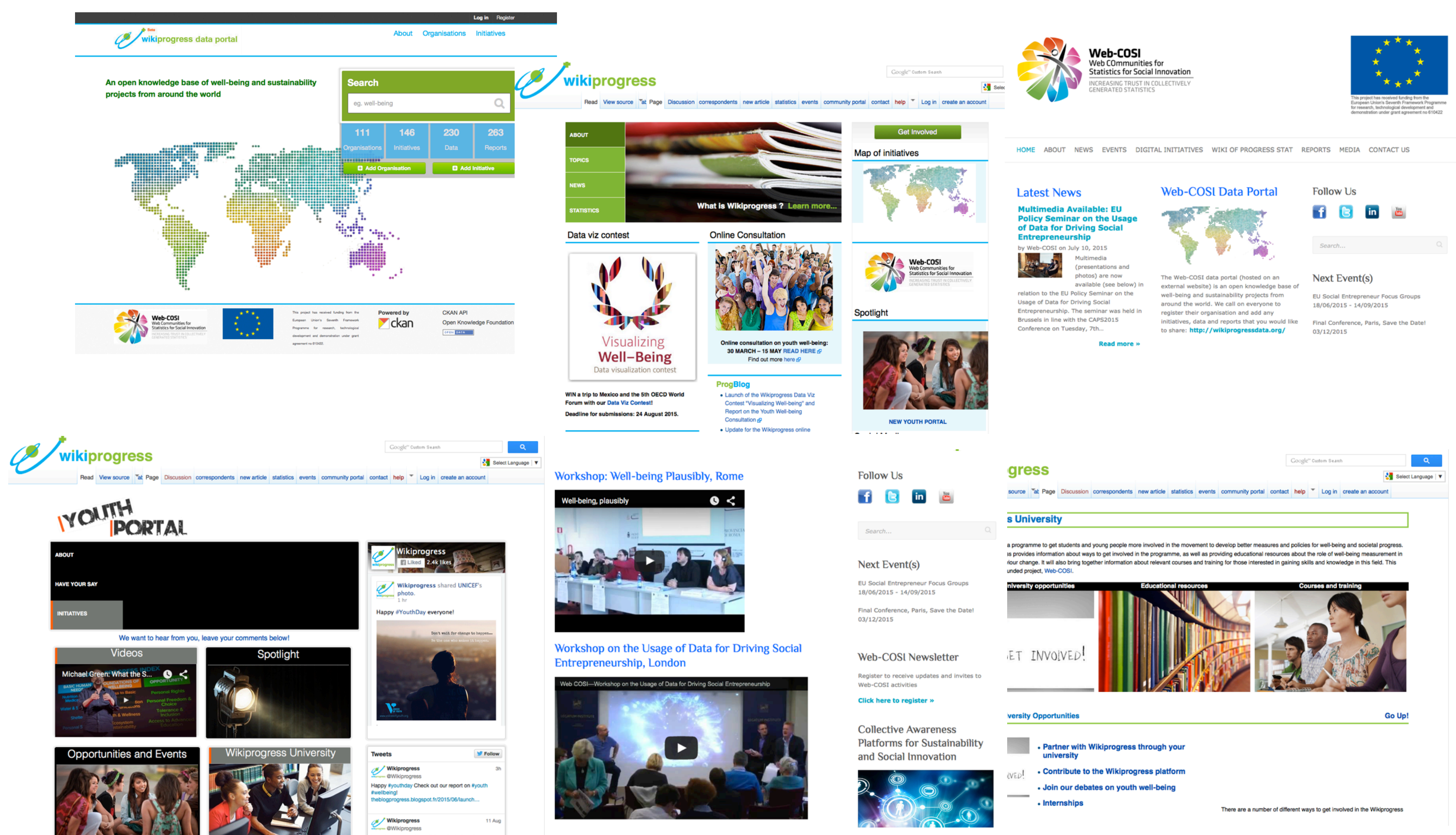
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Activities by Web COmmunities for Statistics for Social Innovation (Web-COSI)

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Web-COSI activities from January 2014 – December 2015 include:

- ❖ a **Wiki of progress statistics** where data related to the measurement of the different dimensions of societal progress can be uploaded, accessed and visualised
- ❖ an **interactive crowd-sourced map** of initiatives on well-being and societal progress
- ❖ a **European Wikiprogress University programme** enabling students to develop knowledge and data sharing on open source platforms
- ❖ **engaging citizens in dialogue about societal progress** through social media campaigns, web competitions, crowd-sourcing, online discussions, blogs and eBriefs
- ❖ **engaging and motivating citizens on statistics** beyond GDP via events: workshops, focus groups and a conference.
- ❖ **5 documents on the involvement of communities** have been delivered



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Impact Generated by Web COmunities for Statistics for Social Innovation (Web-COSI)

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Web-COSI results reached so far:

- ❖ Set up of a Wiki data portal on progress statistics engaging civil society, social entrepreneurs, National Statistical Institutes, and International Organizations
 - ❖ **Mapped 145 digital initiatives**
 - ❖ **110 organizations**
 - ❖ **Collected 230 sets of data and 190 reports**
- ❖ Set up of a Youth portal
- ❖ Set up of a Wikiprogress University Programme

Web-COSI impact generated so far:

Through the organization of 4 workshops, 4 discussions online, 4 focus groups and various other digital initiatives:

- ❖ **Active participation of over 16,000 experts and non-experts**
- ❖ **Involvement of more than 1,500,000 citizens from all sector of society**



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Insights by Web COMmunities for Statistics for Social Innovation (Web-COSI)

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Web-COSI observations, insights and further implications:

- ❖ The **relationship among NSIs**, citizens and stakeholders has deeply evolved moving from a pure top-down approach to a new one that combines top-down/ bottom-up approaches. To this effect the technology has played a key role in citizens engagement with data. NSIs are setting up Web 2.0 initiatives to foster the interaction with citizens and to empower statistics via the usage of Internet as new source of data.
- ❖ **NSIs** are moving from fostering communication and dissemination of statistical information to the exploitation of new ways of collecting data from communities evaluating the potential of crowd sourced platforms for a knowledge closer to citizens' needs
- ❖ **Citizen engagement** is essential to ensure that '**beyond GDP**' statistics have an impact on policy. If citizens are educated about the role of statistics in society and policy making, and of the need to put issues of well-being, sustainability, and inequality front and centre, then there will be much greater political incentive for decision makers to enact reform, and to override entrenched interests opposing those reforms.
- ❖ **Web 2.0 technology** has a particularly powerful role to play in the communication of data. Web 2.0 technology such as mobile and interactive web platforms allow statistical information to be packaged and presented in a way that is much more meaningful for a wider public. Data visualisations can be very appealing, but their importance goes beyond aesthetics: they provide a unique means of highlighting new patterns in statistics and looking at the world in a different way.
- ❖ **Engaging citizens** to generate data themselves has a huge potential for complementing data gaps in official statistics, but a number of significant challenges remain. Crowdsourcing allows researchers to gather huge amounts of data, cheaply and easily in a short period of time, however crowd sourced data need to be interpreted with caution given the many limitations and opportunities for potential bias that crowd sourcing implies. Over the coming years, given the focus on a "Data Revolution" that will be needed for enhanced monitoring of the Sustainable Development Goals, it is likely that much advances will be made in this field.
- ❖ **Civil society** actors play a major role in providing data and statistics on well-being: they integrate official statistics while covering with adequate, updated and fit-for-purpose statistical information relevant dimensions and aspects which determine or have a direct impact on the quality of life of citizens. The role played by civil society actors is a valuable lever for integration of official statistical information on well-being produced by public institutions at the local, national or supranational level.
- ❖ **Civil society** actors involved in the production of statistical information on well-being show a broad number of (often overlapping) objectives: increasing and "democratizing" scientific knowledge; stimulating advocacy for better public policies; pressuring public institutions; engaging citizens; disseminating to the large public the "fundamentals" (e.g. statistical data, indicators, indexes...) to read and understand changes and challenges occurring in our complex societies.
- ❖ **Open data** are strictly connected to at least two well-being keywords, public transparency and participation: there is no real citizens' participation without real political and institutional transparency, and no political and institutional transparency without the availability of free, accessible, comprehensible and updated data and information which allow citizens to consciously and wittingly participate to democratic life.
- ❖ **Social entrepreneurs** are 'time poor' and often lack resources to provide data to a consistent high level. Greater emphasis should be applied to enabling them to partner with analysts and more awareness on how to access existing open source platforms.
- ❖ The **visualization of data** usage is vitally important in enhancing its understanding and engagement. Designers and creative industry providers who use video, animation, info-graphics have become as important to the development of effective data provision as researchers and analysts.
- ❖ **Enhanced awareness** amongst **policy makers** (and training) is important and they should be encouraged to measure indirect impact of public procurement projects e.g. happiness, volunteering, as well as core objectives.

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Data Visualization Competition by Web COmmunities for Statistics for Social Innovation (Web-COSI)

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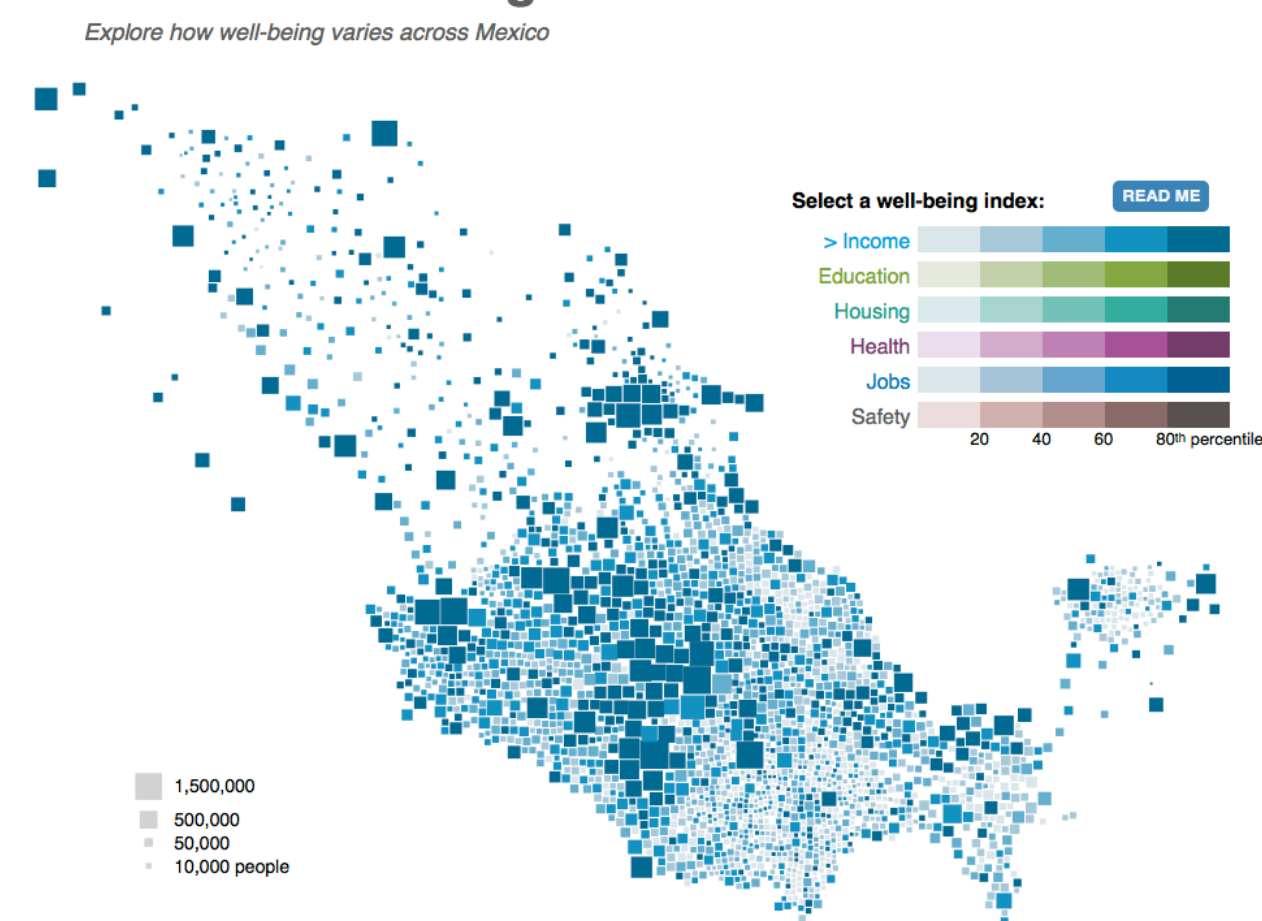
Aim of the Data Visualization Competition:

The aim of the competition was to encourage participants to use well-being measurement in innovative ways to:

- show how data on well-being give a more meaningful picture of the progress of societies than more traditional growth-oriented approaches, and
- to use their creativity to communicate key ideas about well-being to a broad audience.

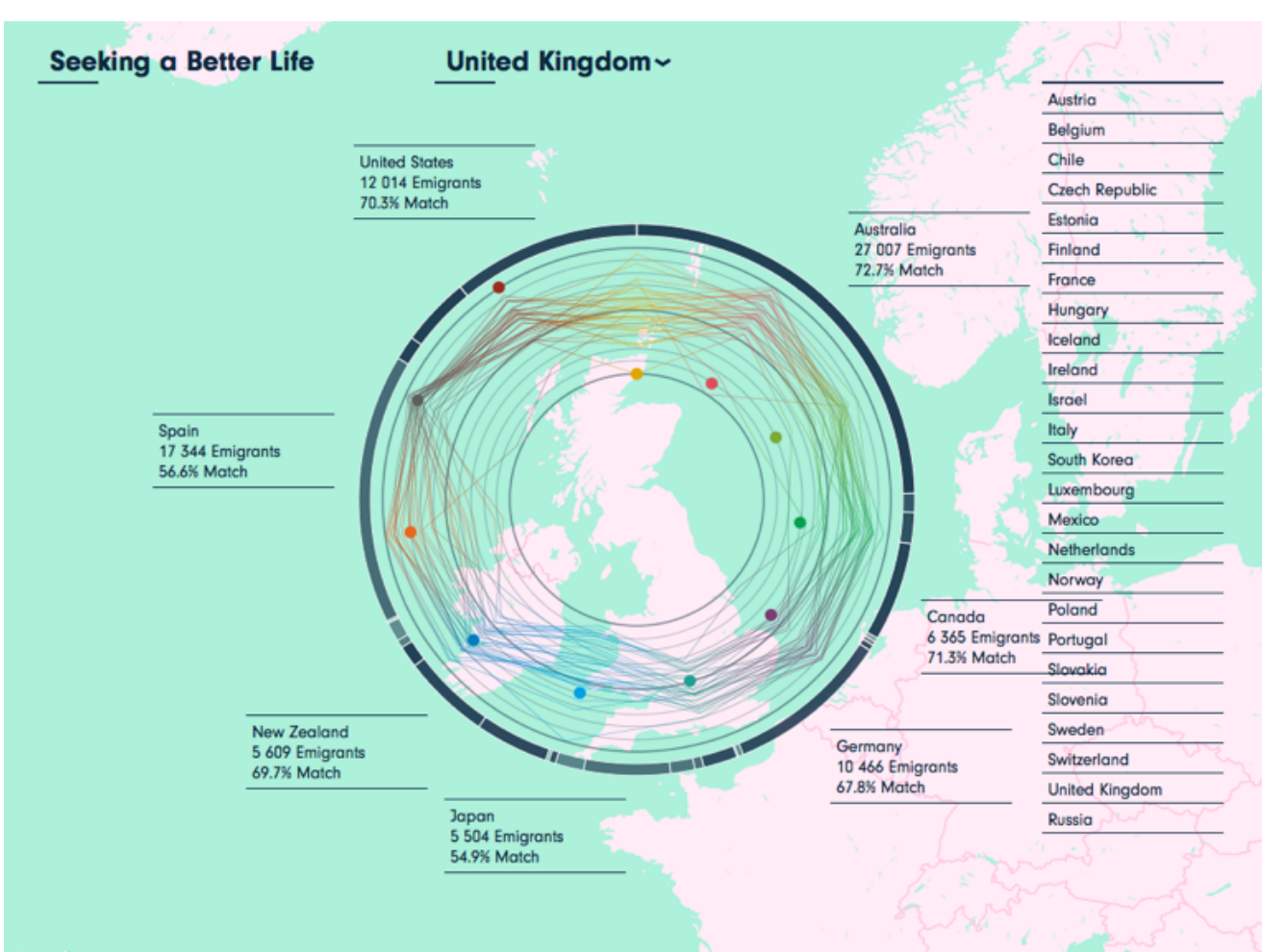
Winning Entries:

Scattered Well-Being



Scattered Well-Being – Andrew Mollica

According to Andrew, his “visualization shows how varied well-being measures can be within a country and consequently how country-wide statistics can over-simplify. While it’s convenient to characterize whole populations by talking about national averages, we are often masking a lot of important complexity. This visualization attempts to make understanding this complexity approachable by allowing users to view the overall distribution of different well-being indexes as well as let them focus on a particular area

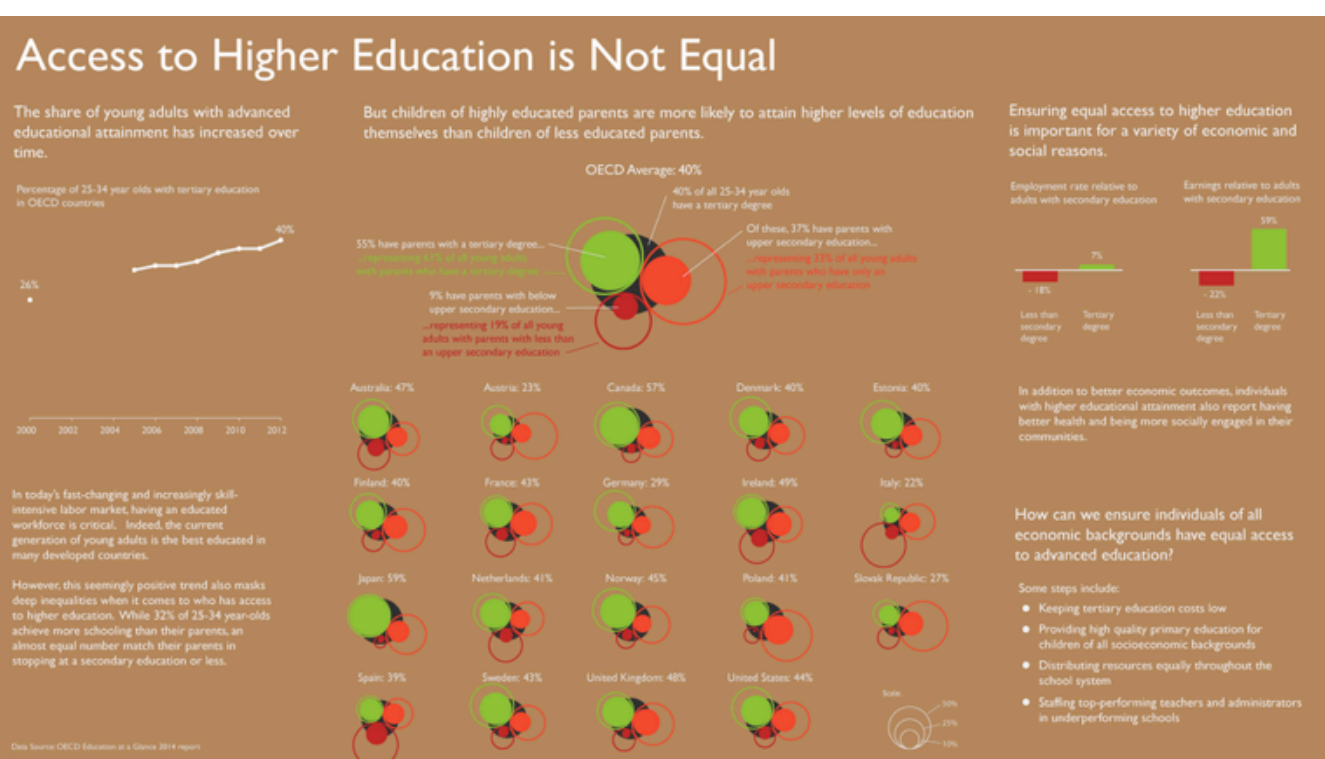


Seeking a Better Life – Fidel Tomet

According to Fidel, his visualization “takes a look at what people say is most important to them in life and how this reflects in their choice for a new home. It thereby also raises the question how other aspects, like distance, language and immigration laws, affect the decision.”

Access to Higher Education is Not Equal – Alice Feng

According to Alice, the concept she is trying to show is, “that although young adults in developed countries have generally become increasingly well-educated over time, when we take a closer look at the family backgrounds of those young adults, we see that children of less educated parents are under-represented relative to children of highly educated parents. Indeed, most college students come from already privileged backgrounds; children of parents with at most a secondary education are much less likely to enroll in higher education. Since higher levels of education are linked with greater earnings and better economic outcomes, this situation perpetuates inequality.”





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Final Conference by Web COnmunities for Statistics for Social Innovation (Web-COSI)

Statistics For Everyone

Paris, France, 3rd December 2015



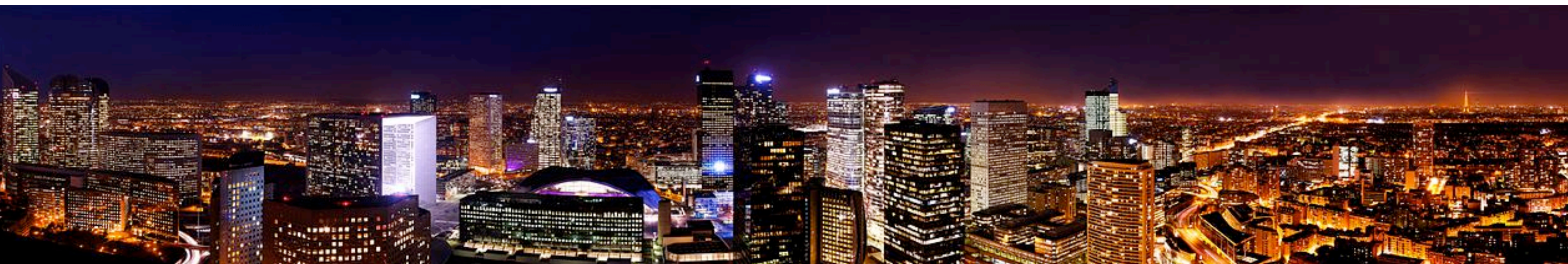
Web-COSI's Final conference will be held at the OECD in Paris on 3rd December, 2015 – **Save the date!**

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Register your interest in
Web-COSI's Final
Conference by e-mailing:
team@i-genius.org



We look forward to you registering your interest.



To find out more, visit: www.webcosi.eu



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