



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

**i-genius™**

**Istat**

**Web-COSI EU FP7 Project**  
**Web-COMMUNITIES for Statistics for Social Innovation**  
[www.webcosi.eu](http://www.webcosi.eu)

**Workshop on the usage of data for driving social entrepreneurship**  
**19<sup>th</sup> February, 2015**

**Legatum Institute**  
**11 Charles Street Mayfair, London, W1J 5DW United Kingdom**  
[www.li.com](http://www.li.com)

*“Social enterprises contribute to smart growth by responding with social innovation to needs that have not yet been met; they create sustainable growth by taking into account their environmental impact and by their long-term vision; they are at the heart of inclusive growth due to their emphasis on people and social cohesion. In other words, their key aim is to effect social and economic transformation which contributes to the objectives of the Europe 2020 Strategy.”*

EU Social Business Initiative (25.10.2011)

Europe2020 strategy is pushing to create a favorable climate for social enterprises recognized as key stakeholders in the social economy and innovation. Social enterprises seek to serve the community's interest (social, societal, environmental objectives) rather than profit maximization. They often have an innovative nature, through the goods or services they offer, and through the organization or production methods they resort to. They often employ society's most fragile members (socially excluded persons). They thus contribute to social cohesion, employment and the reduction of inequalities. Two cornerstones of social entrepreneurship are: i) the ever-increasing need for social services, for example in the health and nursing sectors — due not least to the demographic changes arising as a consequence of an increasingly ageing society; ii) the potential of social ventures to increase global competitiveness with new jobs, which are mainly to be found in the 'green' and 'white' economy.

Against this background, today's workshop - organized within the activities of the EU FP7 Web-COSI project – aims at analyzing the data usage for driving social entrepreneurship as a crucial element to take into consideration. Data needs for social entrepreneurs can be considered in different perspectives: i) data on the citizens' problems and needs to drive the start of the social venture; ii) data to foster the venture on-going; iii) data to evaluate and measure the impact of social ventures; data to measure the overall phenomenon of social entrepreneurship. Nowadays, Web2.0 technology offers a great potential to collect and use data among stakeholders and involving the public to give individuals a voice, empowering the essence of the social entrepreneurial approach which is the partnership between the social entrepreneur and the community she or he serves. Technology lowers the cost of and barriers to listening to the voice of individuals in disadvantaged communities, responding to their needs, and aggregating large amounts of data to measure overall effectiveness and shape policy interventions. The workshops aims at exploring digital initiatives set up to foster the interaction between citizens and social entrepreneurs.

**Web Communities for Statistics for Social Innovation** is a two-year FP7 co-ordination action (Jan 2014 –Dec 2015), funded by the European Commission DG Connect -CAPS projects (<https://ec.europa.eu/digital-agenda/en/caps-projects>) which stand at the forefront on how to measure social innovation and on how to improve its indices. Web-COSI is coordinated by Istat (the Italian National Institute for Statistics) with the partnership of OECD, Lunaria, and i-Genius. The project aims to foster the engagement of stake holders and society at large with new measures of societal progress, well-being and sustainability through online initiatives and public webinar with the participation of Institutional actors (such as National Statistical Institutes, Eurostat, and the JRC) alongside civil society organizations, social entrepreneurs, and society at large. To massively engage citizens and young people in beyond GDP analytics, Web-COSI has set up a crowd sourced map of digital initiatives in Europe and in the World, released a Wiki progress data portal, a youth portal, and a European Wikiprogress University Programme on the global platform [www.wikiprogress.org](http://www.wikiprogress.org). Web-COSI envisages the organization of workshops, focus groups, seminars and conferences in Europe and abroad. Web-COSI is showcased at the 5th OECD World Forum on Statistics, Knowledge and Policy in Mexico in October 2015.



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

# AGENDA

## ARRIVAL

9.30 **Registration**

## OPENING SESSION

10.00 – 10.20 **Welcome and opening address**

Sian Hansen, Executive Director, Legatum Institute  
Loretta Anania, EC project officer, DG CONNECT  
Tommy Hutchinson, Founder & CEO, i-genius

10.20 – 10.30 **Web-COSI overview**

Donatella Fazio, Web-COSI scientific co-ordinator, Istat

10.30 – 11.00 **Collating and usage of wellbeing data**

Stephen Clarke, Research Analyst - Prosperity Index, Legatum Institute

## SESSION 1 **DATA TO ASSES SOCIAL NEEDS TO SET UP AND FOSTER THE VENTURE. INTERACTING WITH CITIZENS**

11.00 – 12.30 Usage of data in initiating social businesses 'Get Started' Oswin Baker (Rockpool) and Richinda Taylor (Eva Women's Aid), Jide Johnson (Aniboxx)

Forster social business ventures: Martyn Oliver (3SC), Ann Fazakerley, London School of Hygiene & Tropical Medicine (PEEK project)

12.30 – 14.00 **Lunch**

## SESSION 2 **DATA TO EVALUATE THE SOCIAL IMPACT AND TO UNDERSTAND THE SOCIAL ENTREPRENEURSHIP PHENOMENON. INTERACTING WITH CITIZENS**

14.00 – 15.30 Evaluate and measure impact - Steve Coles (Intentionality) and Prof. Olinga Ta'eed (Centre for Citizenship Enterprise and Governance)

Better understand and communicate the overall phenomenon of social entrepreneurship – Tommy Hutchinson (i-genius), Chris Durkin (University of Northampton) and Andrew Rzepa (Gallup),

15.30 – 16.00 **Conclusions and Closing remarks**

Tommy Hutchinson  
Donatella Fazio

The Legatum Institute Foundation

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