



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

**Web-COSI “Web COmmunities for Statistics for Social Innovation”**

[www.webcosi.eu](http://www.webcosi.eu)

### **SEVENTH FRAMEWORK PROGRAMME**

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#### **Deliverable 3.4**

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**Partner in charge: OECD**

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**Authors of this report: Salema Gulbahar and Kate Scrivens**

## **Deliverable 3.4: Workshop on the involvement of the communities for statistics**

### **Summary**

This report describes the preparation and outcomes of the second of two workshops organised by the OECD in the context of the Web-COSI project, dealing with the engagement of citizens with well-being statistics through digital technology and collective awareness platforms.

The workshop, entitled “Using technology to engage citizens with well-being statistics: perspectives from national statistics and government” brought together practitioners working with the issues of crowd sourcing and citizen engagement with data from different angles, and was seen by all participants as a successful example of inter-disciplinary exchange and discussion. In addition, a live webcast was broadcast on the day of the event, and videos were made available on Wikiprogress.org and the Web-COSI website following the completion of the workshop.

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## Introduction

In October 2014, the OECD co-organized (in collaboration with Istat) the second of its two workshops for Web-COSI on Using Technology to Engage Citizens with Well-being Statistics (deliverable 3.4). Whereas the first of these workshops (deliverable 4.4.) focused on perspectives from civil society and academia, the second workshop focused on experiences from government and official statistics.

The role of government and official statistics in citizen engagement is an important one to consider. As the Stiglitz-Sen-Fitoussi report on well-being measurement stated “If we want Government to be more ambitious and focus on delivery of well-being, wider open and public discussion will be crucial”<sup>1</sup>. Furthermore, the need to make use of alternative data sources, such as big data and crowd sourced data, in order to complement official surveys is increasingly being recognised, and citizens can play a role here too. This will be particularly important in the coming years in the context of the data revolution needed for the Sustainable Development Goals agenda.<sup>2</sup> More and more, National Statistics Offices (NSOs) and government departments are making efforts to make their data more easily accessible to citizens, and to consult with the public in the process of developing progress indicators.

Web-COS partners Istat, the Italian National Statistical Institute, and the OECD (whose main stakeholders are member governments and official statistics offices) both have a particular interest in the role of government and NSOs. Technology opens up a greater range of options to better engage citizens with ‘beyond GDP’ data, and while government departments and NSOs tend not to be the quickest to adapt and innovate to make the most of new technology, there is an increasing number of examples of successful innovation from these sectors. The over-arching aim of this workshop was to take stock of the latest developments from government and NSOs in this field, highlighting best practice, lessons learnt and potential challenges for national statistics offices and government in using technology to engage citizens with well-being statistics and data.

### 1. Purpose of the activity

#### *1.1 To explore the role of interactive technology and web platforms for governments and NSOs to engage citizens with well-being statistics.*

While new technologies hold a lot of potential for reaching the Web-COSI goal of ‘statistics for all’, in many areas, the use of CAPS for citizen engagement with data is relatively new. Whereas the first OECD workshop explored experiences from civil society and academia, the aim of this workshop was to explore the role for government and official statistics. The structure of the 1-day workshop mirrored closely the structure of the September workshop, as many of the same issues were addressed, namely: communication and visualisation tools; crowd sourced data; and, Open Data. In addition, this workshop introduced a new element – big data – which had not been discussed at length at the previous workshop, as this was a topic seen to be of particular interest to government and NSOs.

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<sup>1</sup> CMEPSP Commission on the Measurement of Economic Performance and Social Progress (2009), *Report by the Commission on the Measurement of Economic Performance and Social Progress*, [http://www.stiglitz-sen-fitoussi.fr/documents/rapport\\_anglais.pdf](http://www.stiglitz-sen-fitoussi.fr/documents/rapport_anglais.pdf)

<sup>2</sup> IEAG United Nations Secretary-General’s Independent Expert Advisory Group on a Data Revolution for Sustainable Development, “A World That Counts: Mobilising the Data Revolution for Sustainable Development”, [www.undatarevolution.org](http://www.undatarevolution.org)

The primary purpose of the workshop was therefore to get a broad overview of the different types of approaches used by NSOs and government, and the lessons learned from those approaches, in the areas of CAPS for communication, crowd sourcing and Open Data, which could be used to feed into subsequent Web-COSI work on best practice conducted by our partners.

***1.2 To build upon knowledge obtained from online discussions and mapping, as well as findings from the September workshop, to enable more in-depth discussion about the challenges that new methods and approaches pose.***

Government and NSO representatives have tended to be less present in Web-COSI online discussions and social media interactions than civil society and grassroots organisations. However, a few notable examples such as Australia and UK were identified in this way. Other examples of government and NSO projects were identified through the broader mapping exercise and the workshop allowed us to explore in more detail these examples. This workshop was part of a larger programme of activity profiling good practice and addressed many of the common challenges encountered by different sectors of society when trying to engage citizens with well-being data.

***1.3 To bring together representatives from government and official statistics with expertise in communication, open data, crowdsourcing and technology to share experiences and good practice in engaging people with well-being data, as producer, users and interpreters.***

The participants of the workshop represented a diverse range of organisations and interests, ranging from a gaming app developed by the Australian Bureau of Statistics to an Open Data platform established in a UK town to inform residents of well-being issues. Participants were mainly selected from Europe, but innovative non-European examples were also included in the agenda in order to bring a different perspective to the table.

***1.4 To produce content that can be shared widely to build a broader online community around this topic.***

The workshop was designed with the intention that the discussion would be heard by many more people online than were in the room via the live webcast and video recording. The webcast of the workshop was live streamed on the Wikiprogress home page and events page. The video recording of the workshop was later uploaded onto the site.

The discussions of the workshop will be summarised for Web-COSI and Wikiprogress audiences, and the key findings of the day will be fed into subsequent events and report for Web-COSI, including the final report.

## **2. Set up of the activity and its execution**

### ***2.1 Scope of the workshop***

The scope of the second workshop had been decided in parallel with the preparations for the first workshop. Initially the title, agenda and target audience for the workshop were agreed. Given the close proximity in time of the two OECD workshops, it was decided that it would make sense to link the two thematically, while still covering the issues promised in the initial agreement (crowd sourcing, involving communities). The title “Using technology to engage citizens with well-being statistics” was selected as allowing us to cover a wide range of issues related to crowd sourcing and community involvement, with the first workshop (deliverable 4.4) focusing on “Perspectives from Civil Society and Academia”, and the second focusing on “Official Statistics and Government”. The fact that Istat would be contributing to the organisation of the second workshop also made it logical to focus on official statistics in the second workshop. However, it was also seen as necessary to maintain some flexibility as the worlds of civil society/academia and official

statistics/government have much to learn from each other, therefore the first workshop also discussed the role of government/official statistics and vice versa. In order to explain the purpose of the workshop to invited speakers and participants, a concept note was drafted which set out the background, objectives and intended reach of the discussion (Annex 1).

Only a slight change was made to the structure of the agenda for the second workshop compared to the first, in order to allow the discussion of new data sources to encompass a discussion on big data alongside open and crowd sourced data. The morning session focused on “Citizens as Audience: Web Platforms for Communication and Dissemination” and the afternoon session entitled “Citizens as Participants and Providers: Opportunities and Challenges with New Data Sources”, encompassing a session on crowd sourced and big data and one on Open Data.

## **2.2 Speakers**

Once the agenda and purpose was decided, speakers were selected to ensure as diverse a representation as possible in terms of area of expertise, experiences, target audiences and geographical coverage.

Consideration was also given to ensuring that participants would learn from each other and extend their networks, hence we brought together “unusual suspects”.

## **2.3 Communication and outreach**

A dedicated online events page was designed and set up on the Wikiprogress platform<sup>3</sup>, as well as on the Web-COSI website. The events pages on the two sites provided the following information:

- Live webcast and later video recording of workshop
- Agenda, speaker’s profiles, twitter handles and hashtags
- All power point presentations

The workshop was in the Wikiprogress home page spotlight for over three weeks. Invitations to join the discussion were disseminated widely through the following channels:

- i. sent to all partners who then disseminated the information via their networks
- ii. emailed to the Wikiprogress mailing list
- iii. profiled via Wikiprogress eBrief (send to 32,500 people);
- iv. emails were sent via the Web-COSI and eFrameNet mailing list; and
- v. the Wikiprogress Twitter and Facebook accounts were actively used to profile the workshop and the live streaming (see Annex 7).

## **3. Summary of the discussions at the workshop**

The workshop was opened with some introductory remarks from Loretta Anania, Donatella Fazio, Marco Mira D’Ercole and Kate Scrivens.

### ***Session 1: Citizens as Audience: Communication and Dissemination***

There were four presentations in the morning session: i) Zoe Hartland, from the Office for National Statistics UK presented the ‘evolution of the national well-being wheel’; ii) Mary McCaughey presented the Eurofound experience; iii) Emily Walter, from the Australia Bureau of Statistics Census Office presented

<sup>3</sup> [http://www.wikiprogress.org/index.php/Event:Using\\_Technology\\_to\\_Engage\\_Citizens\\_with\\_Well-being\\_Statistics\\_-\\_Perspectives\\_from\\_Official\\_Statistics\\_and\\_Government](http://www.wikiprogress.org/index.php/Event:Using_Technology_to_Engage_Citizens_with_Well-being_Statistics_-_Perspectives_from_Official_Statistics_and_Government)

“Run That Town”; and finally iv) Lorena Sanchez and Paolo Veneri presented the OECD Better Life Index and the Regional Wellbeing Index.

Presentations were focused on how to communicate complex multidimensional data, that had multiple layers and in multiple languages. The ONS demonstrated how they moved from static visualizations of data to more interactive visualizations that allowed users to drill down and geo personalise data. Eurofound highlighted the challenges of presenting multi-faceted and multi-lingual data from 28 countries, and like the OECD Regional Wellbeing Index were focusing more on comparisons, trend analysis and evolution across countries and regions. For the OECD BLI the importance of making tools available in multiple languages was noted and how allowing citizens to create their personal well-being index provided the OECD with an opportunity place people at the center as data provider as opposed to mere recipients of information. There was some attempt to create stories around political trust and engagement using cross-country data, as there was a real need in this area.

Discussions centered around how to engage citizens with data and here ABS provided an example of an innovative community engagement tool – a gaming application called “Run That Town” aimed specifically at young people which not only highlighted the value of census data but also provided access to, and use of this wealth of statistical information. The application allows user to make decisions based on real census data. Discussion was had on why young people were targeted, as they were least engaged with data and if ABS would use the data generated by those playing the games.

### ***Session 2: Citizens as participants: Crowd sourced and Big data***

Session two comprised four speakers: i) Stefano Falorsi from Istat, who presented the Small ARea Tool (SMART); ii) Fernando Reis from the Big Data Taskforce at Eurostat provided an overview of their Big Data Strategy and road map; iii) Trevor Fletcher from PARIS21 presented the ‘Informing the Data Revolution’ project; and iv) Vyron Antoniou, from University College London (UCL), presented a selection of case studies from the “Crowdsourcing and Government” project.

Fernando’s overview of the big data landscape, the multitude of data sources and methods available was useful in setting the scene for this discussion. By highlighting the challenges for the Eurostat big data strategy and the range of topics to be covered, from policy, quality, skills and legislation to infrastructure, methods and ethics, one was able to conceptualise the enormity of the ‘big data’ discussion. The session provided numerous examples of government and citizen initiatives and tools that used crowd sourced data quite successfully. Whilst the SMART project provided a detailed example of how official data and crowdsourced data could complement each other, Vyron highlighted best practice, lessons learned and challenges from the 29 global case studies that UCL had analyzed, with clear policy lessons that can be drawn. The crowd sourced Innovation Inventory developed as part of PARIS21’s Data Revolution Project can be seen a useful resources for profiling good practice.

### ***Session 3: Citizens as participants: Open data***

Ulrich Atz presented the Open Data Institute work on open data, Barbara Ubaldi presented the OECD’s Open Government project and Trevor Gibson the Peterborough DNA initiative.

Ulrich’s presentation gave an introductory overview of the Open Data landscape and Barbara’s presentation highlighted lessons from a large-scale comparative project looking at best practice in OECD countries. Lessons from both of these presentations showed that running a successful open data project that manages to actively engage citizens depends on a wide range of issues, not least the enabling ‘ecosystem’ such as an active civic tech network. Where such networks don’t exist, governments need to put effort into encourage grassroots capacity-building so that citizens can make the most of open data when it is made available. Trevor’s presentation was welcomed as a concrete example of open data in practice.



## 4. The results achieved and the open issues

### 4.1 *Generated knowledge on the role of CAPS in engaging citizens with well-being statistics and data*

The workshop built on the previous Web-COSI activities such as the online discussions and the webinar held by Lunaria, and successfully generated new knowledge in this area which can be fed into the remaining Web-COSI activities, and particularly:

- the Workshop and Report to be developed by Lunaria in April and August 2015 respectively, on civil society methods for societal innovation in the field of collecting statistics on well-being;
- the various activities of i-Genius looking at data usage and best practices for driving social entrepreneurship to be held throughout 2015; and,
- the various Documents to be developed by Istat. The Policy Briefs in December 2014 and December 2015. The Report on NSIs experience and best practices in April 2015 and a Document to outline the European dimension on the involvement of communities for the integration of official and non-official statistics beyond GDP in September 2015;

### 4.2 *Established relationships and shared understandings between participants to foster a community of practitioners working to improve the use of CAPS to engage citizens with well-being data*

As the report for the first workshop explained, there has not until now been a real community of practitioners taking an overall look at the role of CAPS in engaging citizens with well-being statistics. This is mainly because this is an issue that combines three elements: (i) well-being statistics, (ii) citizen engagement, and (iii) technology. There are many people who are an expert in one or two of these areas, but the people who are expert in all three are very rare. This second workshop continued the important achievement of the first in starting to establish such a community, through the activities and communication materials conducted for Web-COSI. Some participants have followed up with each other after the event to find out more about their respective work. The communications surrounding the workshop have also been a further opportunity (after the online discussions, blogs, and other communication activities related to Web-COSI) to introduce the role of technology to the Wikiprogress community, who tend to be familiar with issues of well-being measurement and citizen engagement, but less so with issues of technology, crowd sourcing and Open Data.

### 4.3 *Created content that has been shared widely across a number of channels*

The workshop was deliberately small in order to encourage active participation and exchange between all attendees (although it was twice as large as the first event, with 56 participants). However, the webcast, video recording and presentation of the workshop have provided rich content that has been shared and discussed beyond the participants of the workshop. This includes the video of the webcast, as well as all Powerpoint presentations presented at the workshop. The outreach of content from the workshop includes:

- 157 page views and 97 unique visitors watched live webcast on the Wikiprogress website;
- 97 views of the videos of the workshop on YouTube;
- 565 page views and 390 unique visitors for the Wikiprogress events page of the workshop (including the video recordings and PowerPoint presentations);
- Over 193 people reached on Facebook via posts related to the workshop;
- Over 60 accounts were engaged on Twitter using the dedicated hashtags during the workshop;

- The Hashtag #CitizenEngagement on twitter reached 28,158 accounts (report from 28 October 2014); and
- The Hashtag #StatsForAll on twitter reached 6,469 twitter accounts (report from 28 October 2014)

## 5. Conclusions/Next steps

The workshop was an important event because it showed that there seems to be a turning point in terms of innovation in citizen engagement on the part of governments and civil society. While there are relatively few examples of governments or NSOs making use of the full potential of technology in this field, those that do exist –such as the Australian Bureau of Statistics (ABS)’s “Run that Town” app – are truly impressive and highly innovative. The overwhelming impression of participants coming away from the workshop was that, while barriers still exist, we are reaching a new frontier in the use of technology for citizen engagement for well-being statistics.

This dissemination of best practice is especially important for the community of governments and NSOs, where the willingness to take risk is much lower, resources for innovation are much scarce, and change is much slower to put into place. By showcasing successful examples and giving them greater prominence, the workshop can help to move forward discussions of what is possible. Many participants said they came away feeling inspired and with new ideas for work, and the videos received much attention through social media outreach.

The workshop again successfully met its objective of bringing together a range of practitioners to discuss the role of communication, open data, crowdsourcing and technology for engaging citizens with well-being statistics. Participants actively participated in sharing good practice and exploring challenges in this area. Whilst the possibilities and potential of open data, crowdsourcing and technology are enormous in terms of meeting data gaps, real-time data, geo-coded information, the examples discussed nonetheless showed that it is possible to involve citizens more directly with well-being and progress statistics through the use of innovative technology. Again, participants were very clear about the challenges of crowd sourced data with respect to the quality of non-official statistics, and the need for standards and harmonization in order that data be comparable and useful.

A number of next steps will be taken to follow on from this first workshop:

- An accessible summary of both workshops will be made available for the Web-COSI and Wikiprogress community in the form of a blog post.
- The summary of the workshops will also be shared and discussed with Web-COSI partners in order to discuss the best ways of incorporating the knowledge generated at the workshop in future Web-COSI activities.
- The video of the workshop will be edited into shorter, more accessible videos of each presentation, so that a broader community will be able to watch, listen to, and share the discussions in a more digestible format.
- As with the findings of the first workshop, an important next step will be to link the outcomes of the discussions to the EU policy context, taking into account such initiatives as the Big Data Public Private Partnership and the Open Data pilot. This could be done through the policy-oriented activities of Web-COSI partners i-Genius, Istat and Lunaria in 2015.

**ANNEX 1: Agenda**

**Workshop2: Using Technology to Engage Citizens with Well-being Statistics**  
**Perspectives from Official Statistics and Government**  
27th October 2014, OECD Conference Centre, Paris

9.00 – 9.30 **Registration and coffee**

9.30 – 10.00 **Welcome and opening address**

Loretta Anania, EC project officer, DG CONNECT

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

Marco Mira D'Ercole, Head of Well-being Measurement, Statistics Directorate, OECD

Kate Scrivens, Wikiprogress manager, OECD

**SESSION 1 CITIZENS AS AUDIENCE: WEB PLATFORMS FOR COMMUNICATION AND DISSEMINATION**

10.00 – 12.00 Zoe Hartland – Office for National Statistics (ONS) - UK

Mary McCaughey – Eurofound – EC

Emily Walter – Australia Bureau of Statistics – Australia

Lorena Sanchez & Paolo Veneri - Better Life Index & Regional Well-being tool - OECD

**12.00 – 13.30 Lunch**

**SESSION 2 CITIZENS AS PARTICIPANTS & PROVIDERS: OPPORTUNITIES AND CHALLENGES WITH NEW DATA SOURCES**

*Session 2a. Crowdsourced and 'big' data*

13.30 – 15.30 Stefano Falorsi SMART platform – Istituto Nazionale di Statistica (Istat) - Italy

Fernando Reis – Big Data Taskforce, Eurostat - EC

Trevor Fletcher - 'Informing the Data Revolution' project - PARIS21

Vyron Antoniou – Crowdsourcing and Government project, UCL – Greece

**15.30 – 15.45 Coffee**

*Session 2b. Open Data*

15.45 – 17.15 Ulrich Atz –Open Data Institute – UK

Barbara Ubaldi – Open Government project - OECD

Trevor Gibson – Peterborough DNA - UK

17.15 – 17.30 **Closing remarks**

## ANNEX 2. Concept note

### Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil Society

*“A critical factor is the need for wider civil society to also hold Government to account. What we choose to measure defines what is important, and what Government focuses its effort on. If we want Government to be more ambitious and focus on delivery of well-being, wider open and public discussion will be crucial”*

Stiglitz-Sen-Fitoussi report, 2009

Finding ways to get citizens and communities more involved in the development and use of well-being statistics is an important objective for data producers wanting to maximise the policy impact and relevance of improved measures. Many national and local initiatives are recognising this by consulting with the public when developing measurement frameworks and selecting indicators. Many of these consultations are through face-to-face events and surveys, and these methods can be highly effective. However, interactive technology and web platforms allow the possibility to reach out to a much wider audience, and to engage citizens in a number of different ways beyond consultation.

These include:

- To involve people in the development of well-being frameworks (e.g. through online consultation tools and social media)
- To engage people in the findings and analysis of well-being indicators (e.g. through interactive data visualisation tools)
- To engage citizens as data interpreters (e.g. through government open data initiatives, or through the ‘civic tech’ movement)
- To engage citizens as data producers themselves (e.g. through technology that allows for the crowdsourcing of well-being data using GIS or self-reporting such as ‘Mappiness’, and through the gathering of well-being preferences on the OECD Better Life Index)

The use of technology to engage citizens with well-being statistics is a relatively new area, and the purpose of this workshop is to explore experiences and best practices from both civil society. While technology offers a great potential to involve the public in well-being measurement, there are also challenges - such as sampling issues with crowd sourced data - and this workshop will provide an opportunity to scope out both the limitations as well as the potential of different methods. The findings from the workshop will be made available in a summary report, as well as live webcasts of the sessions being made available on the Wikiprogress website.

**ANNEX 3. Speaker profiles**

<b>Loretta Anania</b>
<p>Prior to joining the RACE broadband activities of the European Commission, Dr Anania received a PhD from MIT with a thesis on Networks in the Information society. She worked 5 years at the MIT Media Lab on the Advanced Television Research Programme (that set the basis for a major change from analogue broadcasting to digital TV standards). She was twice elected chairman of the board of the International Telecommunication Society (<a href="http://www.itsworld.org">www.itsworld.org</a>). She is currently working on collective awareness applications as part of the Net Innovation unit of DG Connect.</p>
<b>Vyron Antoniou</b>
<p>Is a Major serving in the Hellenic Military Geographical Service, where he is head of the Cartography Branch. He has studied Surveying and Rural Engineering at National Technical University of Athens (NTUA, Greece) and holds an MSc in Geoinformation from NTUA. In 2011 he was awarded a PhD from UCL (UK) in Geomatics. His research focused on the analysis of the phenomenon of user generated spatial content and its challenges for mapping agencies. Research was made on the quality of the data generated, the behavior of the users and the spatial dimension of the phenomenon.</p> <p>He is a Lecturer at the Hellenic Army Academy, a guest Lecturer at NTUA and affiliated researcher at UCL. He participates in COST Action ENERGIC “European Network Exploring Research into Geospatial Information Crowdsourcing” where he leads Work Group 2 that focuses on VGI data quality and he is a member in the COST Action TD1202 “Mapping and the citizen sensor”. His research interests are in VGI, GIS, spatial databases, spatial analysis, Web mapping applications, spatial data quality, OGC specifications, ISO standards, XML technologies, Toponyms, Gamification and Web 2.0 technologies.</p>
<b>Ulrich Atz</b>
<p>Ulrich has over seven years practical experience of applying research methods and interpreting data. His background blends modern statistical techniques with storytelling. At the ODI, Ulrich leads research projects, holds training courses, and advises businesses and governments on the benefit case for open data. He holds a Diploma in Economics from the University of Mannheim and a MSc in Social Research Methods from the London School of Economics.</p> <p>The Open Data Institute (ODI) is an independent, non-profit and non-partisan company based in London. The ODI convenes world-class experts from industry, government and academia to collaborate, incubate, nurture and explore new ideas to promote innovation with open data. It was founded by Sir Tim Berners-Lee and Professor Sir Nigel Shadbolt and offers training, membership, research and strategic advice for organisations looking to explore the possibilities of open data.</p>
<b>Stefano Falorsi</b>
<p>Senior Statistician, Head of methodological unit “Methodological innovations for the integration of statistical process” of Methodological Department of Italian National Statistical Office. He works at Istat since 1984.</p> <p>The working activity is involved in the plan and definition of the sampling strategies of the most important social and economic surveys of the Italian National Statistical Office. Furthermore he has been coordinator of many projects aimed to study special statistical techniques for sampling design and estimation. During its working activity Stefano Falorsi has coordinated the research and planning activities of the most important sampling surveys on households and enterprises.</p> <p>The research activities deal with small area estimation, study and implementation of survey designs focusing on optimal allocation and stratification criteria, variance estimation under unit and item non-response, panel surveys.</p> <p>Member of the Scientific Steering Committee on Poverty Mapping the European Commission (formed in April 2012).</p> <p>Expert of DIME Task Force on Accuracy of EUROSTAT (Nov., 2009 - Dec. 2010)</p>

<p>Coordinator of the EU project ESSnet on small area estimation for social surveys. Within the project he was Discussant of the five meetings held.</p> <p>Coordinator for Istat of the WP6 - European project BLUE-ETS (duration 36 months from April 2010)</p> <p>Italian scientific coordinator of the project EURAREA - "Enhancing Small Area Estimation Techniques to meet European needs"</p> <p>National Survey Manager of the Programme for the International Assessment of Adult Competencies (PIAAC) with the scientific coordination of WESTAT and OECD.</p> <p>Chair activity in the 2012 ESSnet Workshop (panel discussion on Centres of Competence/Centres of Excellence).</p>
<p><b>Donatella Fazio</b></p>
<p>Senior Statistician at Istat is Head of the "R&amp;D Projects" Unit in the Directorate of Development of Information Systems and Corporate Products, Information Management and Quality Assessment. She is the scientific co-ordinator for the Consortium of Web-COSI project. The main topics on statistics recently treated at international level include: the integration of official and non-official data; the role of Web 2.0 platforms and networks; Big Data and Open Data; new measurements on well-being and societal progress. She is the manager of the European Network on Measuring Progress - sponsored by the EC within e-Frame project - hosted on Wikiprogress.org platform (OECD). She has coordinated several SSH FP7 projects: e-Frame project European Framework for Measuring Progress (<a href="http://www.eframeproject.eu">www.eframeproject.eu</a>); BLUE-ETS Enterprise and Trade Statistics (<a href="http://www.blue-ets.eu">www.blue-ets.eu</a>). She has been speaker at many International workshops and Conferences, among these the 4th OECD World Forum on "Measuring Well-Being for Development and Policy Making", 16-19 OCTOBER 2012, New Delhi. She has published many research papers in peer-reviewed journals and conferences proceedings.</p>
<p><b>Trevor Fletcher</b></p>
<p>Trevor Fletcher is currently Senior Project Co-ordinator in the "Informing a Data Revolution" Project in the Partnership in Data for Development in the 21st Century (PARIS21) and has worked in the Information Technology sector since the 1980s in both the private and public sectors.</p> <p>He was formerly Head of Statistical Information Management and Support Division in the OECD Statistics Directorate. Prior to that he was Head of the Analytical and Statistical Systems Unit within the OECD IT division, managed the team responsible for development and support of software systems that underpin the Organisation's analytical and statistical activities.</p> <p>He has also worked for the UK Government, New York and Sydney-based consultancies, Reuters in London and the Food and Agriculture agency of the United Nations (FAO) in Rome .before moving to the Organisation for Economic Cooperation and Development in Paris in 1995.</p>
<p><b>Trevor Gibson</b></p>
<p>Trevor Gibson is part of the "Peterborough DNA" team, delivering the city's Future City Demonstrator Programme. He has a particular interest in Open Data and has delivered a number of projects in that area. He chairs the BSI Interoperability Committee and is a member of the All Party Parliamentary Group on Smart Cities as well as the national Smart Cities Advisory Group. Trevor has run his own consultancy company since leaving Local Government in 2009.</p>
<p><b>Zoe Hartland</b></p>
<p>Zoe Hartland is a Senior Research Officer in the Data Visualisation Centre at the Office for National Statistics, she has developed numerous interactive products help visualise economic, census, labour market and well-being data.</p>
<p><b>Mary McCaughey</b></p>
<p>Is Head of Information and Communication at European Foundation for the Improvement of Living and Working Conditions (Eurofound). She is a business and politics graduate of Trinity College, Dublin and an 'ancienne' of the College of Europe in Bruges, Mary McCaughey began her career in journalism in</p>

<p>Brussels in 1990 with the European news information agency, Europe Information Service, writing for European Report and Social Europe as well as other publications, and was a founding editor of Europe East. From there, she spent several years working for the Wall Street Journal Europe before moving to South Africa where she contributed to the WSJE and the Irish Times as a features writer. In 1998 she took up the post of spokesperson with the Delegation of the European Commission to South Africa, heading up the press and information department until 2001 when she moved to Belgrade, Serbia. While there, she worked as a communications consultant for the European Agency for Reconstruction until taking up her post in 2003 as Editor in chief at Eurofound in Dublin. In October 2007 she was nominated to her current post with the Foundation.</p>
<p><b>Marco Mira d'Ercole</b></p>
<p>Is Head of the Division for Household Statistics and Progress Measurement in the Statistics Directorate of the OECD. He has worked on measures of well-being, income distribution and various aspects of social policies He has been one of the “rapporteurs” of the Commission on the Measurement of Economic Performance and Social Progress established by former President Sarkozy in early 2008. Since joining the OECD he has worked in the Directorate for Employment, Labour and Social Affairs, in the Economics Department and in the Private Office of the OECD Secretary General, as well as spending two years at the International Monetary Fund. He holds a degree in Economics from the University of Modena and a M.Phil from Oxford University.</p>
<p><b>Fernando Reis</b></p>
<p>Member of Eurostat big data task-force in charge of developing a strategy for the integration of big data in official statistics at EU level. Fernando is involved in the discussion of strategic issues concerning big data and statistical production, including methodology, quality, skills, ethics, communication, legislation, big data policy and IT infrastructure. He oversees pilot experiments on the use of big data sources for official statistics and conduct some studies himself, namely involving mobile phone data and web activity data.</p> <p>He also works on the modernisation of social statistics, more concretely on the design of a global architecture of social surveys covering all the domains of social statistics.</p> <p>He has been working in official statistics for 17 years at national and at European level, working in several statistical domains in business and social statistics.</p>
<p><b>Lorena Sanchez</b></p>
<p>Lorena Sanchez is the Project Coordinator of the OECD's Better Life Index (<a href="http://www.oecdbetterlifeindex.org">www.oecdbetterlifeindex.org</a>), an interactive tool that invites citizens to measure and compare well-being across countries. Prior to joining the OECD, Lorena worked in higher education, focused on university admission. She has a postgraduate degree in Public Diplomacy (combined strategic communications and international affairs) from the University of Southern California, where she specialized in cultural diplomacy and the soft power of international institutions.</p>
<p><b>Kate Scrivens</b></p>
<p>Has 11 years' experience at the OECD, working in the Public Affairs and Communications directorate as a campaign manager, and since 2008 in the Statistics Directorate as a researcher working on issues of progress and well-being. Kate has been closely involved in the OECD's work supporting 'beyond GDP' statistics, first through the Global Project on Measuring the Progress of Societies, which she represented at conferences and workshops around the world, and in the last three years as a member of the Better Life Initiative research team, where she has written papers on societal progress indicators, vulnerability and resilience, the measurement of social capital, as well as contributing chapters to the flagship 'How's Life?' publication. Kate has a Masters in International Political Economy from LSE and has a strong interest in the role of civil society in influencing national and international policy, which was the topic of her masters dissertation. Kate is responsible for managing the team working on Wikiprogress and the associated Web-COSI deliverables.</p>
<p><b>Barbara-Chiara Ubaldi</b></p>
<p>Since October 2010, Mrs. Barbara-Chiara Ubaldi leads the OECD work on Digital Government within the</p>

Division for Public Sector Reform at the Public Governance and Territorial Development Directorate.

Mrs. Ubaldi has been serving the OECD as Policy Analyst since February 2009. In this capacity, she managed a number of thematic reviews on e-government and participated in several Public Governance Reviews, which include Denmark, Greece, Mexico, Italy, Estonia, Egypt, Spain and France. Mrs. Ubaldi has been co-ordinating for the past five years the OECD work on e-government indicators and the analysis on the use of new technologies - e.g. cloud computing, mobile technology – to enhance public sector’s agility and mobility, as well as the Open Data in government (ODG) project.

Prior to joining the OECD she worked for more than seven years as Programme Officer at the United Nations’ Department of Economic and Social Affairs in New York where she was responsible for the full scale management of technical cooperation programmes targeting e-government and ICT use in the public sector, and for developing the content of online self-assessment and capacity building tools in the area of e-government and knowledge management.

#### **Paolo Veneri**

Is economist in the Public Governance and Territorial Development Directorate. He has been working in the Division of Regional Development Policy since 2011. He’s one of the authors of the recent OECD report *How’s Life in Your Region?*. He has worked on the construction of the OECD Regional Wellbeing database and on the identification of ways to communicate regional well-being statistics for people and policy makers.

Paolo contributed to the identification of the OECD definition of cities and the relative database and he is also the co-ordinator of the OECD report “Rural-urban partnership: an integrated approach to economic development”, 2013. He has authored various academic works on urban and regional economics. He holds a PhD in Economics from the Marche Polytechnic University (Italy) and has experience as research fellows at the Autònoma University of Barcelona (Spain) and at the Free University of Amsterdam (Netherlands).

#### **Emily Walter**

Emily Walter is an Assistant Director with the 2016 Population Census program at the Australian Bureau of Statistics. She is currently leading the Census Analysis and Output Strategies team to produce the Dissemination Strategy for the 2016 Census. Emily has been involved in the Australian Census program for over ten years and has a wealth of experience helping the community understand Census data.



## **ANNEX 4. List of participants**

### **Aldo ALDAMA**

First Secretary  
Permanent Delegation of Mexico to the OECD  
Tel: +33 1 56 59 29 21  
Email: aaldama@sre.gob.mx

### **Mr. Yasin AKCELIK**

Economic Counsellor  
Permanent Delegation of Turkey to the OECD  
Tel: +33 1 42 88 50 02  
Email: yasin.akcelik@tcmb.gov.tr

### **Dr. Loretta ANANIA**

Scientific Officer  
DG Information Society, EC  
Email: Loretta.Anania@ec.europa.eu

### **Mr. Christoph BREINSCHMID**

Permanent Representation of Austria to the OECD  
Tel: +33 1 53 92 23 36  
Email: [christoph.breinschmid@bka.gv.at](mailto:christoph.breinschmid@bka.gv.at)

### **Mr. Stefano FALORSI**

ISTAT  
Email: [stfalorsi@istat.it](mailto:stfalorsi@istat.it)

### **Mrs. Donatella FAZIO**

Head of Unit R&D Projects  
Italian National Statistical Institute (ISTAT)  
Tel: +390646733358  
Email: [dofazio@istat.it](mailto:dofazio@istat.it)

### **Mlle. Anne-Lise FARON**

OECD  
Tel: +(33-1) 45 24 93 06  
Email: Anne-Lise.FARON@oecd.org

**Mr. Trevor FLETCHER**

Senior Project Co-ordinator  
PARIS21  
Tel: +(33-1) 45 24 16 44  
Email: Trevor.FLETCHER@oecd.org

**Dr. Maria Grazia CALZA**

Italian National Statistical Institute (ISTAT)  
Tel: +39 (6) 46733312  
Email: calza@istat.it

**Mr. Trevor GIBSON**

Environmental Advantage Ltd  
Tel: +44 (0) 7545 520572  
Email: trevor@environmental-advantage.co.uk

**Miss Zoe HARTLAND**

Data Visualisation Centre  
Office for National Statistics (ONS)  
Tel: +44(0)1329447826  
Email: zoe.hartland@ons.gsi.gov.uk

**Mr. Fernando REIS**

European Commission - Eurostat  
Bâtiment Bech - 5, rue Alphonse Weicker  
Tel: +352430136568  
Email: fernando.reis@ec.europa.eu

**Mr. Tuomas SUKSELAINEN**

Counsellor (Economic, Financial and Tax Affairs)  
Permanent Delegation of Finland to the OECD  
Tel: +33 1 45 24 72 14  
Email: tuomas.sukselainen@formin.fi

**Mr. Jan Robert SUESSER**

Senior adviser  
Ministère de l'Economie, de l'Industrie et du Numérique

Tel: +33 1 43483302  
Email: [jrsues@wanadoo.fr](mailto:jrsues@wanadoo.fr)

**Mrs. Emily WALTER**

Census  
Australian Bureau of Statistics  
Tel: +61 (2) 6252 7713  
Email: [emily.walter@abs.gov.au](mailto:emily.walter@abs.gov.au)

**Mr. Jonathan WEYER**

Economics and Finance Advisor  
Permanent Delegation of the United States to the OECD  
Tel: +33 1 43 12 74 25  
Email: [weyerjc@state.gov](mailto:weyerjc@state.gov)

**OECD**

**M. Vincent FINAT-DUCLOS**

Statistical Editor  
OECD  
Email: [Vincent.FINAT-DUCLOS@oecd.org](mailto:Vincent.FINAT-DUCLOS@oecd.org)

**Mr. Damian GARNYS**

Statistical Editor  
OECD  
Tel: +(33-1) 45 24 97 79  
Email: [Damian.GARNYS@oecd.org](mailto:Damian.GARNYS@oecd.org)

**Ms. Salema GULBAHAR**

Coordinator, Wikiprogress  
OECD  
Tel: +(33-1) 45 24 99 52  
Email: [Salema.GULBAHAR@oecd.org](mailto:Salema.GULBAHAR@oecd.org)

**Ms. Sue KENDALL-BILICKI**

Senior Editor  
OECD  
Tel: +(33-1) 45 24 81 57  
Email: [Sue.KENDALL-BILICKI@oecd.org](mailto:Sue.KENDALL-BILICKI@oecd.org)

**Mrs. Kate LANCASTER**

Editor  
OECD  
Tel: +(33-1) 45 24 90 75  
Email: [Kate.LANCASTER@oecd.org](mailto:Kate.LANCASTER@oecd.org)

**Ms. Michela MEGHNAGI**

Statistician  
OCDE  
Tel: +(33-1) 45 24 75 85  
Email: [Michela.MEGHNAGI@oecd.org](mailto:Michela.MEGHNAGI@oecd.org)

**Mr. Marco MIRA D'ERCOLE**

Head of Division  
OECD  
Tel: +(33-1) 45 24 87 48  
Email: [Marco.MIRA@oecd.org](mailto:Marco.MIRA@oecd.org)

**Mr. Dan MORRISON**

Head of Media  
OECD  
Tel: +(33-1) 45 24 80 90  
Email: [Dan.MORRISON@oecd.org](mailto:Dan.MORRISON@oecd.org)

**Miss Marta RILLING**

OECD  
Tel: +(33-1) 45 24 18 72  
Email: [Marta.RILLING@oecd.org](mailto:Marta.RILLING@oecd.org)

**Ms. Lorena SANCHEZ**

Communications Project Coordinator  
OECD  
Tel: +(33-1) 45 24 79 91  
Email: [Lorena.SANCHEZ@oecd.org](mailto:Lorena.SANCHEZ@oecd.org)

**Ms Katherine SCRIVENS**

Project Manager  
OECD  
Tel: +(33-1) 45 24 89 79  
Email: [Katherine.SCRIVENS@oecd.org](mailto:Katherine.SCRIVENS@oecd.org)  
Ms. Carina LINDBERG

Policy Analyst  
OECD  
Tel: +(33-1) 45 24 19 55  
Email: Carina.LINDBERG@oecd.org

**Miss Anna SIMS**

Social Media Specialist  
Tel: +(33-1) 45 24 15 41  
Email: Anna.SIMS@oecd.org

**Ms. Carolina TOBON**

Junior Project Manager  
Tel: +(33-1) 45 24 81 07  
Email: Carolina.TOBON@oecd.org

**ANNEX 5. Twitter information for workshop**

## Tweeting

Short link to the events page that will be streaming a live webcast: <http://bit.ly/1tqfrOQ>

Hashtags: **#CitizenEngagement** and **#StatsForAll**

**Speakers and organisation handles**

Loretta Anania, DG CONNECT European Commission	@LorettaAnania @DigitalAgendaEU
Vyron Byron Antoniou, Extreme Citizen Science , University College London	@UCL_ExCiteS
Donatella Fazio, Istat	@istat_it @WebCOSI
Kate Scrivens Wikiprogress	@katescrivens @Wikiprogress @WebCOSI
Ulrich Atz Open Data Institute	@statshero @UKODI
Stefano Falorsi, Istat	@istat_en @istat_it
Trevor Flecher	@ContactPARIS21
Trevor Gibson	@PeterboroughDNA
Zoe Hartland ONS	@HartlandZoe @ONS
Marco Mira d'Ercole, Statistics Directorate OECD	@OECD_Stat
Mary McCaughey, Eurofound	@eurofound
Lorena Sanchez, OECD	@OECD
Paolo Veneri, Public Governance and Territorial Development Directorate OECD	@OECDgov
Emily Walter, ABS	@ABSStats

## ANNEX 6. Google analytics and Tweetreach reports

Google analytics page views and unique visitors to Events page with live video and presentations

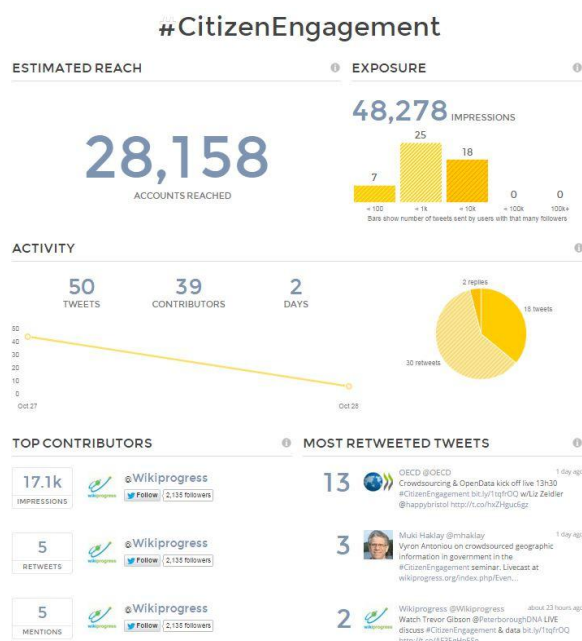
On 27 October 2014 (day of workshop)

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	<b>157</b> % of Total: 11.11% (1,413)	<b>97</b> % of Total: 8.23% (1,178)	<b>00:04:34</b> Site Avg: 00:03:08 (45.85%)
1. /index.php/Event:Using_Technology_to_Engage_Ci tizens_with_Well-being_Statistics_-_Perspectives_ from_Official_Statistics_and_Government	<b>157(100.00%)</b>	<b>97(100.00%)</b>	<b>00:04:34</b>

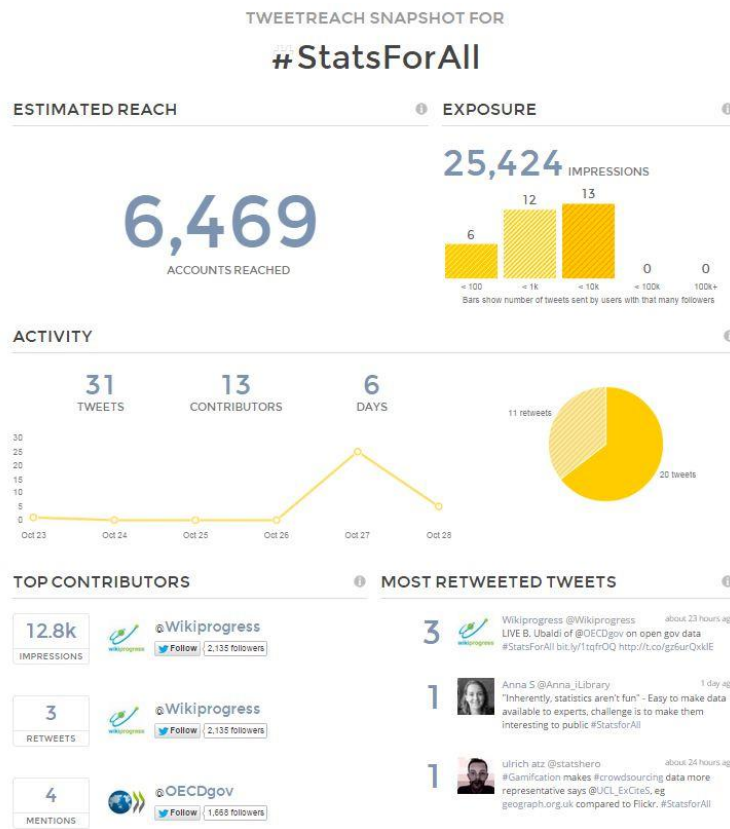
On 19 October until 27 November 2014

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	<b>565</b> % of Total: 1.24% (45,517)	<b>390</b> % of Total: 1.00% (38,936)	<b>00:03:30</b> Site Avg: 00:02:54 (20.94%)
1. /index.php/Event:Using_Technology_to_Engage Citizens_with_Well-being_Statistics_-_Perspect ives_from_Official_Statistics_and_Government	<b>565(100.00%)</b>	<b>390(100.00%)</b>	<b>00:03:30</b>

The Hashatg #CitizenEngagement on twitter reached 28,158 accounts (report from 28 October 2014)




The Hashatg #StatsForAll on twitter reached 6,469 twitter accounts (report from 28 October 2014)







## ANNEX 7. Examples of social media posts

Examples of Twitter and Facebook posting and profiling.





 **Open Source News** favorited your Retweet Oct 27


Oct 27: The 'wheel of happiness' from the @ONS is open-source? #StatsforAll neighbourhood.statistics.gov.uk/HTMLDocs/dvc14... cc @HartlandZoe







 **Sophie Birmann** @sophiesbir · Oct 27


The beauty of #Data, yet another angle: Using Tech for #CitizenEngagement bit.ly/1tqfrOQ via @Wikiprogress

  1  



 **Open Data Manchester** and 4 others retweeted you


Oct 27: WATCH LIVE @UKODI @UCL\_ExCiteS & @ONS talk on Using Tech for #CitizenEngagement with data 9:30 (GMT+1) TODAY! bit.ly/1wUgt7W


 **Ina Dimireva** and **Peterborough DNA** retweeted you Oct 27


Oct 27: Watch Trevor Gibson @PeterboroughDNA LIVE discuss #CitizenEngagement & data bit.ly/1tqfrOQ


 **Fernando Reis** retweeted you Oct 27


Oct 27: How can you empower the respondent ask @reisfe of @EU\_Eurostat LIVE #CitizenEngagement & data bit.ly/1tqfrOQ






 **Brian Murphy** favorited your Tweet Oct 29

Oct 27: Watch Trevor Gibson @PeterboroughDNA LIVE discuss #CitizenEngagement & data bit.ly/1tqfrOQ pic.twitter.com/AF35gHp5Se



 **Ubaldo Gonzalez, Satyendra Prasad** and **OECD Governance** retweeted you Oct 28

Oct 27: LIVE B. Ubaldi of @OECDgov on open gov data #StatsFor... bit.ly/1tqfrOQ



**Wikiprogress** shared a link.  
Posted by Emma Beer [?] · October 22

Have you ever thought that you could run your town better? See the Australian Bureau of Statistics' prize-winning app "Run that Town":  
<http://bit.ly/1sYXUBa>



#### Australian Bureau of Statistics - Census "Run That Town"

This interactive work was produced by Leo Burnett Sydney on behalf of the Australian Census. // Follow Leo Burnett: Twitter: <http://twitter.com/leoburnett> Fa...

35 people reached

Boost Post



**Wikiprogress** shared a link via The Big Idea Restless Development.  
Posted by Salema Wiki [?] · October 13

Find out how young people feel access to data will improve their lives and wellbeing!



#### Young people's hopes for 2030.

Young people care about society and government. These are their hopes for 2030 that they wanted to share with you. This video was produced for the event "End...

56 people reached

Boost Post