Web-COSI
Web Communities for Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

i-genius™

Web-COSI Final Conference
3dt December 2015
OECD, Paris

Istat

OECD

lunaria

www.webcosi.eu

The Web-COSI project experience

Donatella Fazio, Istat
Web-COSI Scientific Coordinator

Web COmmunities for Statistics for Social Innovation

a two-year FP7 ICT action (2014-2015)
funded by the EC-DG CONNECT under the CAPS call
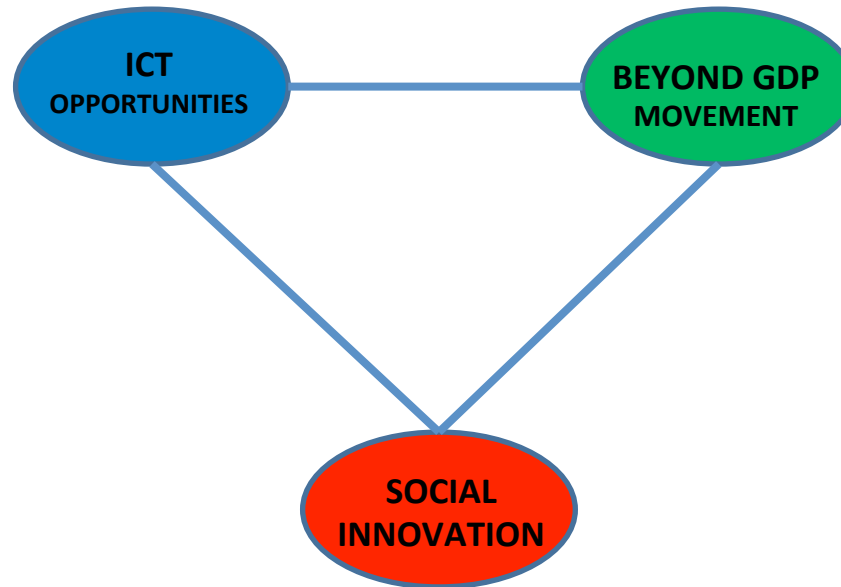(Collective Awareness Platforms for Sustainability and Social Innovation)

Web-COSI

is built up on the conviction that statistics
(data and information leading to knowledge)
are fundamental to drive individual and collective behavior for better lives
towards a conscious Social Innovation

Web-COSI frame

capitalizes on the two epochal revolutions that are characterizing the present era – the ICT explosion and the beyond GDP movement - that together push towards Social Innovation

Web-COSI wants to give its contribution in the debate on
Data Ecosystem

Web-COSI purpose

- implement the engagement of society at large with statistics beyond GDP
- foster the dialogue and interaction among old and new stakeholders, experts and non-experts

Specific objectives

- map the digital initiatives carried out - by the various stakeholders - to engage citizens and to exploit online data and information beyond GDP

- analyse the perspectives of the various actors involved by Web-COSI for the construction and usage of data beyond GDP (official and non-official)

- implement tools for producing, collecting, visualizing information and data bridging top-down and bottom-up approaches

Web-COSI consortium

ISTAT - Italian National Statistical Institute (coordinator)

OECD - Organisation for Economic Co-operation and Development

LUNARIA - Social Promotion Association (www.lunaria.org)

i-GENIUS - Web Community of Social Entrepreneurs (*www.i-genius.org*)

The four partners represent stakeholders' different perspectives, naturally bridging the top-down and bottom-up approaches.

Web-COSI activities

➢ 4 on line discussions

> Engaging citizens in well-being and progress statistics
> Making data more accessible for society at large
> Youth well-being: measuring what matters
> Civil society engagement in well-being statistics: good practices from Italy

➢ 5 workshops + 4 focus groups

> Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from Civil Society
>
> Using Technology to Engage Citizens with Well-being Statistics in the Perspectives from NSIs and Governments
>
> Well-being, plausibly. Civil society's initiatives, tools and challenges to improve the quality of life of people and territories
>
> Seminar on the usage of data for driving social entrepreneurship
>
> Focus groups on the data need for social entrepreneurs

➢ Participation in National and International Conferences (5th OECD World Forum in Mexico)

➢ Connection with CAPS projects and other EU projects and initiatives

➢ Communication activity via Social Media

Web-COSI impact

The engagement of citizens and stakeholders reached by Web-COSI is extraordinary

18.000

proactive participants and followers

1.5 million

people informed via social media

with the support of a strong communication strategy

Web-COSI debate (1/4)

The debate generated by the project activities interacting with old and new actors was impressive.

It has permitted to highlight key elements and open issues from different perspectives about the engagement of web communities for statistics and the exploitation of new technologies for "better" data beyond GDP

National Statistical Institutes

Exploiting Open, Big and crowd sourced data for the construction of "better" statistics

Complement official statistics with non-official ones

Open issues on quality, validation, privacy and legality

Empowering the dissemination and communication of statistics

Set-up of interactive tools

Foster data visualization

Role of supporting policy making with efficient indicators

Lisbon Memorandum (9/2015)

Academia and research world

Carrying out theoretical and applicative exercises (jointly with NSIs) to explore the potential of new sources of data (e.g. text mining, text grasping, open data linkage, geo-referenced data)

Need for new university curricula

Social entrepreneurs

Foster the usage of quantitative data and qualitative information to implement social business

Need for a common language

International organisations

Pushing for the usage of integrated (official and non-official) datasets in a wide perspective

Need to harmonise the processes and the data in order to permit comparisons among Nations

Web-COSI debate (2/4)

Civil society

Fundamental role at International, National and local level

Providing information to understand the real needs of citizens

Crucial role at local level

Need to foster the interaction between citizens and policy makers

Business

Need to understand beyond GDP statistics to know better the consumers' needs

Corporate Social Responsibility

Private ICT companies (such as Google, Facebook, etc.) are providers of Big Data

Need of Private and Public Partnerships

Governments and local administrations

Opening the data related to their actions and results in favour of public transparency and democracy

Best practices of local interactive platforms for citizens' participation

Need for methodologies to re-use data and for the linkage of open data

Young People

Key stakeholders with a fundamental role to play

Willing to push for a societal progress close to their expectations for the future

The new constructors of data and statistics

Need to set up training courses to learn new skills

Need to foster the young participation

Web-COSI debate (3/4)

Besides the insights highlighted in the previous slides - in the perspectives from the various stakeholders the Web-COSI debate has pointed out some cross-cutting issues about the web communities' engagement and the exploitation of liquid data on line to construct and access "better" statistics beyond GDP:

Present statistics in a way that are much more meaningful for a wider public

- Foster the data visualisation
- Foster the storytelling and narrative
- Combine quantitative indicators with qualitative information, use "alternative data"

Complement official data with non-official data

- Steer the exploitation of the liquid data available on line (role of NSIs)
- Metadata and meta information
- Strong need for sub-national data
- Data Ecosystem at local, National, International and Global level (different weights)

Interact with citizens for "better" statistics

- Combat digital exclusion and build up capacity in marginalised groups

Web-COSI debate (4/4)

How to facilitate the policy usage of statistics beyond GDP

Organize the statistical information beyond GDP (generated by official data together with non official data) in an integrated framework to represent a "real tool" for policy makers to drive actions close to the "real citizens needs" in terms of well-being– overcoming the traditional stove-pipe approach

Policy makers' usage of statistics beyond GDP

Consolidated practices of policy frameworks, that put the notion of well-being at the centre of the decisional process, are well known:

Bhutan, with its Gross National Happiness (GNH) synthetic index

New Zealand, with the Treasury's Living Standards Framework

Scotland, with Scotland Performs Strategic Goals

New projects to put well-being agenda into policy discussion have been highlighted at the 5th OECD WF:

at national level in Slovenia, Ecuador, Finland and Thailand

at local level in Mexico and Latin America (Jalisco Bienestar initiative)

Web-COSI documents

Exhaustive illustration of Web-COSI activities and of the debate generated is reported in **6 documents** delivered by the Consortium and available on Web-COSI website:

- Web communities' engagement and exploitation of new technologies for statistics. Web-COSI experience (ISTAT)

- How to do (good) things with data. Civil society data-driven engagement for societal progress and innovation (LUNARIA)

- Better Practice Models for Social Entrepreneurship (i-genius)

- Mapping initiatives and best practice: the results of citizen dialogue on well-being and societal progress (OECD)

- The involvement of communities for statistics: the National Statistical Institutes' experiences (ISTAT)

- Engaging Citizens in Web 2.0 Technology and Data, Citizens' Campaign, Youth Section and Data Visualisation Competition on the Wikiprogress Platform (OECD)

Web-COSI digital outputs

Interactive crowd-sourced map of digital initiatives

Wiki progress data portal

data visualization competition

Youth Portal

www.wikiprogress.org

European Wiki progress University Programme

VIDEO

Concluding

Encouraging communities to share, collaborate, and make use of data and information at both the local and global levels is a winning exercise

Vital importance of the partnerships among different sectors of society

The importance for the EU of supporting such projects

Web-COSI does not end here!

the nature of the project means that it is just a starting point, and its main outputs will be implemented in the future to keep the debate alive amongst citizens and stakeholders, and so continue to work jointly towards a real social innovation based on knowledge.

THANKS FOR YOUR ATTENTION!

Donatella Fazio dofazio@istat.it