



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

SEVENTH FRAMEWORK PROGRAMME

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Deliverable 4.7

European Union Policy Seminar on the usage of data for driving social entrepreneurship

La Tricoterie, Brussels

7th July 2015

i-genius

DRAFT



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Introduction

“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 entrepreneurship with a view to stimulating social economy and innovation. Social businesses serve social, societal, environmental objectives, often displaying an innovative approach through the goods or services, methods of production, organization and delivery they offer. They often aim to address the problems of society’s most fragile members (socially excluded persons) and contribute to greater 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, often found in the ‘green’ and ‘white’ economy.

The seminar - organized within the activities of the EU FP7 Web-COSI project – aimed to explore the policy implications that have arisen thus far in the context of data usage for driving social entrepreneurship. 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; **iv)** data to measure the overall phenomenon of social entrepreneurship.

Digital technology can help lower the cost of and barriers to market entry. It assists social entrepreneurs in accessing communities and meeting their needs. The aggregation of large amounts of data can help to measure overall effectiveness and shape policy interventions. The seminar aimed to explore digital initiatives set up to foster the interaction between citizens and social entrepreneurs and their usage of data and statistics.

It drew from work already undertaken by the Web-COSI project, including the outcomes of a Workshop in London, a Report and mapping exercise, an online survey and the outcomes of a series of focus groups.

This seminar examined the outcomes of this research and dialogue in each of these areas and its implications for policy makers. The seminar heard the views from experts in data usage and from social entrepreneur practitioners. The seminar covered a wide range of areas, most importantly, the role of government, accessibility of finance, production and availability of official and unofficial, data. As with other elements of the Web-COSI project, it sought to better understand the motivation of social entrepreneurs in their usage of data, what models they currently use and what new models either exist or could exist in the future to better improve the eco-system for supporting social entrepreneurship and the social economy.

1. Aim of the seminar

1.1 To consider the policy implications arising from the Web-COSI project activities undertaken around social entrepreneurship.

The Web-COSI project had hosted a workshop in London on the factors that drive digital usage by support social entrepreneurship in February 2015. This was followed by the publication of a report and mapping exercise, which included the results of an international survey. By the time of this seminar, Web-COSI team had hosted three focus groups of social entrepreneurs in Vilnius, Lithuania, and Amsterdam (a 4th due in Slovenia) with the aim of better understanding the perspective of ‘grass route’ social entrepreneurs in designing new models around the usage of data and statistics. These activities generated ideas and implications to be considered by policy makers, which the seminar sought to explore.

1.2 Facilitate a dialogue between social entrepreneurs, EC officials and stakeholders and broaden the understanding with a wider audience.

The seminar brought together social entrepreneur practitioners and EC representatives with other stakeholders from the NGO sector and academia to opine their views on the policy implications and to stimulate cross sector thinking and dialogue. The seminar was held during a meeting of CAPS and heard input and perspectives from members of an audience comprising almost a hundred people. The core aim of Web-COSI is to stimulate citizen’s engagement and gain a wider perspective. A campaign of social media postings added to the spread of this dialogue

1.3 To better understand the implications of new statistical models social entrepreneurs currently deploy and how these may change in future years.

The Web-COSI project had discovered that social entrepreneurs use data in a wide variety of ways ranging from them being passive recipients of data produced by others (official or non official) to being generators of their own content. The workshop party participants explored these methods with a view to gaining a better understanding of the implications for the development of policy. The seminar also sought to cast a vision into the future and consider how the varying models of data usage may change over time and how these could further affect policy requirements.

1.4 To lay the groundwork for future related activities as part of the Web-COSI project.

The seminar was held during month 19 of the 24-month Web-COSI project. It plays an important part in bringing together some of the key conclusions of Web-COSI (particularly related to implications for policy makers) and to help ensure the successful conclusion of the remainder of the project. This report of the seminar, the report of the focus groups, a public awareness video and the Final conference due in December will, it is hoped, benefit from the outcomes this seminar. The seminar outcomes are also likely to have a bearing upon any future activity the European Union decided to take during and beyond the Web-COSI project with regard to citizens’ engagement in the usage of data and statistics.

2. Set up of activity and its execution

2.1 Scope of the seminar

Initially the title, agenda and target audience for the workshop was agreed between the organizer, i-genius, and project coordinator, Istat. The Seminar looked at the four key areas of the study with regard to social entrepreneurship, namely, data usage for getting started with a social business, fostering social business ventures, the measurement of impact, and communicating the overall phenomenon of social entrepreneurship. It heard from the perspective of two social entrepreneurs (one also being an academic) on the needs of social entrepreneurs; it then received a briefing on outcomes of the Web-COSI project to-date including results of a survey and report plus mapping exercise along with the policy implication aspects which arose from a workshop in London and three focus groups held in Lithuania, Latvia and the Netherlands.

2.2 Speakers and Agenda

The full agenda is contained in the appendix.

The speakers were:

Dr. Loretta Anania, EC Programme Officer, DG CONNECT

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

Kelly Hutchinson, University of Melbourne

Oswin Baker, Rockpool

Tommy Hutchinson, Founder & CEO, i-genius (and seminar facilitator)

Ulrich Atz, Open Data Institute (ODI)

James Craven, PNO Consultants (representing CHEST project)

2.3 Communication and outreach

To ensure the widest possible dialogue, the seminar was held in conjunction with a CAPS meeting. The Web-COSI team publicized the seminar, which included:

- CAPs event communications and website
- Agenda, speaker's profiles, twitter handles and hashtags
- Slide presentations following the seminar

Invitations were sent to participants and the event was widely publicized via:

- i. Web-COSI and i-genius newsletters (over 16,000)
- ii. Social media channels on Facebook, Twitter, LinkedIn
- iii. Other CAPS communications – emails, social media, web

3. The presentations and debate

3.1 Summary of the discussion

Session 1: Welcome and overview:

After welcomes from Dr. Loretta Anania, EC Programme Officer, DG CONNECT, the seminar received an overview presentation on the Web-COSI project from Dr. Donatella Fazio, Web-COSI scientific coordinator, Istat.

Session: 2: Needs of social entrepreneurs

The seminar was pleased to hear the perspective from outside the EU with a contribution from Kelly Hutchinson (University of Melbourne) who has wide experience in research and observation of social entrepreneurs in Australia, South and South East Asia, and from the UK via Oswin Baker (Rockpool). Their presentations are included in the appendix. Highlights from their talks were as follows:

Oswin Baker (Rockpool)

Social entrepreneurs are visionary, passionate people often ‘obsessed’ with their issue. Typically they often try to do everything by themselves “it’s their baby”, which can lead to problems concerning delegation and receiving valuable input from outsiders. Tension can arise between the desire to achieve their social objective and the pressures of ensuring the enterprise is financially sustainable. Successful social entrepreneurs recognize the importance of conducting their business activities according to sound business practices. “Enterprise” and “social” are not incompatible terms. Good management capability is necessary if the social entrepreneur is to meet their social goals.

Data is very important for social entrepreneurs but gaining access to it and how it is utilized can be a barrier for many. Common areas where social entrepreneurs need good data usage are in finance where 1/4 of social enterprises seek external funding of which 1/3 do not receive it (compared to 1/5 of mainstream commercial businesses). This unfavorable comparison could in part be explained by a) lack of a quality business plan, and b) a lack of strategic planning during the growth period of early start-up “random expansion”.

Five ‘crises’ areas, which are common during the growth of a social enterprise from its initial start-up phase to its venture growth phase:

- Capacity crisis e.g. lack of finance or resources
- Leadership crisis e.g. when the founder is no longer useful to a growing business
- Autonomy crisis when the business need to be more self-sufficient
- Control crisis when a tension emerges over the delivery of the social enterprise’s objectives or its governance and identity e.g. not for profit vs. private ownership
- Staff crisis when a social business may evolve to such an extent that employees no longer identify with the management practices aimed at achieving its social goals, or even the feeling that it has lost its social mission “this isn’t what I joined”

Areas where data and statistics can support the development of social enterprises and help overcome these crises?

- “Proof of concept” - data should be publicly available in order to enhance market intelligence and to demonstrate the need for the business
- Supporting the securing of external financial - data plays a vital part in financial reporting, management, and comparability – all of which can help overcome a crises of autonomy
- Generation of data for an evaluation and impact reporting
- Enhance organizational stability through the production and usage of management data
- Periodic revisit social mission through the assistance of data on the refinement of the social needs which the business is seeking to address

Areas of improvement: 'what is needed'?

- Greater stakeholders mapping - who could produce it? What does it look like? How can it be accessed?
- Proof of concept through more impact measurement requirements
- Enhanced research capacity with the ability to create their own data
- Ability respond to consider areas where data and statistics are not applied – see quotation of US Secretary of State, Donald Rumsfeld “knowing what we don’t know”. Many social entrepreneurs don’t know or do not have the capacity to measure problems and measure their own actions

Kelly Hutchinson (University of Melbourne)

Data drives social enterprises through the measurement of impact, enabling of services and new models of operation and delivery. Examples of excellent usage are

- a) AMANTELEHEALTH ambulance service delivered by the Aman Foundation in Pakistan
- b) Infoexchange which uses smart phones to connect Australian homeless to services where 90% of homeless have a phone (70% with smartphones)
- c) Digital Divide Data which connects young people to training and employment opportunities in Cambodia, Laos, Kenya
- d) Community Insight Australia mapping, analysis and reporting tool to support the design and delivery of community services.
- e) StartSomeGood, global crowd funding platform which includes peer funding and campaign petitioning to influence policy

Data is integral to operations and social mission and for many, drives the business/service model. Cross platform use of data strengthens service delivery. Businesses are highly adept at using social networks leveraged to drive community engagement.

A challenge for businesses such as these will be any transition from owner proprietary towards the trend of open data provision and demands from governments and stakeholders for data homogenization.

Session 3: Findings on social entrepreneurship

Tommy Hutchinson (i-genius) presented the findings thus far from the Web-COSI study. A survey of 174 social entrepreneurs (67% European Union) illustrated that:

- 95% said usage was important/very important
- 92% use official and unofficial
- 73% trust official, 62% trust unofficial (4% do not trust either)
- High number use own data 83% (55% publish it).
- 79% expect usage increase over 1-2 years (50% expect their usage to change)

Reasons as to why they use data are:

1. Measuring impact 68%
2. Development good policy 62%
3. Conducting market research 52%
4. Measuring social media or audience activity 49%
5. Campaigning 42%.
6. Assist in raising finance 41%
7. Support your sales pitch 30%

The Web-COSI project discovered that although proof of concept is important, many start-ups lack the capacity to fully utilize their data usage potential. As the business grows, data becomes increasingly applied for the raising of more sophisticated forms of finance and to improve efficiency.

The measurement of impact most distinguishes social entrepreneurs from mainstream purely commercial entrepreneurs. This has become ever more sophisticated and mechanised with digital technologies being built into product/service design of many from the outset. This capability has enabled social businesses to

commission for public procurement contracts and has helped place them at the forefront of recent government legislation such as the UK's Social Value Act.

Good data helps governments and stakeholders assess the sustainability of social businesses (e.g. employment, prosperity, survival rates). There is a need however to recognize/measure secondary benefits e.g. happiness caused by volunteering and support move away from cumbersome traditional data gathering methodology towards 'rapid, simple' indices.

The focus groups in Lithuania, Riga, and Amsterdam have highlighted a series of interesting trends expressed by grass route sources. These covered areas such as trust, government policy requests and what the future may look like. In summary, social entrepreneurs like others are prone to manipulating data to suit their objectives. Users are becoming savvier or selective on what data they trust and are more likely to trust data sourced from within their own community. There is a strong desire for simplification of official data and greater awareness by government officials to understand the needs and capacity constraints of social entrepreneurs. The usage of data has enhanced efficiency and is affecting the way many social caused are addressed such as in education (recital of knowledge replaced by developing aptitudes e.g. sensitivity) and in health (e.g. food fads). As to the future, the focus groups presented examples of new usages in recruitment (data driven CVs) and in monitoring (black boxes in cars). When asked, which continent will lead the data revolution; some said Asia "because their users accept authority". A full report on the focus groups will be produced after the conclusion of the 4th activity in Slovenia.

The overall trend shows that all major sectors are engaged with some could undergo profound change in their data usage. The availability of indices to harness peer-to-peer comparisons remains relatively under-developed. Digital data usage has strong egalitarian characteristics particularly around access. Methodologies are becoming increasingly sophisticated and multiple players are combining forces. Traditional post activity gathering of data is being replaced by data centred at the concept and design stage. Designers and creative industry providers who use video, animation, info-graphics have become *as important as* researchers and analysts.

From the findings gathered from the study, the key recommendations for policy makers are:

1. Greater usage for business development/sales
2. Promote partnerships with analysts and access open source solutions to overcome social entrepreneur's 'time poor' and lack of resources
3. Greater visualization and accessibility of official data
4. Enhanced awareness amongst policy makers (and training) to measure indirect impact e.g. happiness, as well as core objectives
5. A common glossary of terminology
6. Data driven research into the impact of social entrepreneurship on job creation, efficient use of capital and its impact on wealth distribution
7. Data should be easy to produce, analyze, manipulate
8. Review change/progress in 2 years time

Session 4: Panel discussion

The panel comprised of:

- Dr. Loretta Anania, EC Programme Officer, DG CONNECT
- Kelly Hutchinson, University of Melbourne
- Oswin Baker, Rockpool
- Ulrich Atz, Open Data Institute (ODI)
- James Craven, PNO Consultants (representing CHEST project)

Tommy Hutchinson, i-genius (facilitator)

A summary of key areas covered during the discussion are as follows:

Democratization and transparency

Government's can help ensure access to data is democratized. The EU can develop greater tools for data comparison by increasing search-ability and will enhancing EU expertise. Therefore, non-discriminatory access to data will be important on a local, national and international scale with "meta-data" being the most important. In this context, Loretta Anania referred to the *Helsinki project*. In parallel, it is also important to create programs, which increase transparency.

Support micro-businesses/start-ups access to finance

- Need for reforms in taxation
- Democracy tools development
- Should micro-finance be more regulated?
- Social businesses should be encouraged to seek government grant funding to finance their project but they should also focus on widening their sources of funding beyond public funds
- Streamline and clarify the processes to accessing official funding

Challenge social entrepreneurs' training capacity

University programs are often old-fashioned especially in areas connected with the digital economy. Training programmes can be made more efficient in order to ensure skills development is lifelong, affordable, and accessible (e.g. MOOC, EU university programs). Moreover these programmes would facilitate a certain uniformity of knowledge, language or glossary associated to social enterprise.

Copyrights and Intellectual Property for data should not be created

We need a more sharing and less greedy society that will make businesses more efficient, competitive and more prone to progress and development.

Challenge the global approach to business

Better usage of data can assist economies develop beyond GDP measurements. It can be better applied to support philanthropy and can challenging large institutions and decision-makers, empowering costumers and the people.

Social procurement

Create incentives for a greater usage of data by social entrepreneurs (official and non official) to enable them to better access public procurement programmes and contribute to policies which shape procurement.

Adjusting mindset on competition and transparency

Competition is necessary even if it leads to the success of some social enterprises causing the failure of others. Social enterprises should embrace failure and learn from it. They should demonstrate greater transparency and ensure more accountability. To do this, social enterprises need to become greater producers of consumer data.

Digital currency

The adoption of alternative community currencies has been a new and highly innovative development in the progress of the social economy. Currencies such as the *Brixton Pound* are based around digital applications. Policy makers should closely monitor these developments and be prepared to intervene to ensure good standards are maintained.

Artificial Intelligence

Range of views express about the development of Artificial Intelligence which will greatly challenge the way data is used by businesses.

Impact Reporting and verification

Data will become ever more prominent in giving direction to the development of social policy posing questions around verify the integrity of the data and whether impact measurement should become more standardized (or would this constrain innovation and the development of alternative perspectives in

addressing social challenges). Benchmarking may increasingly become automatic. How best to ensure trust and create confidence in data? Will any market failures be best addressed by policy interventions or left where ever possible to empowered citizens via social media and other routes?

Session 5: Summary and close

Tommy Hutchinson (i-genius) thanked the speakers and participants for their stimulating contributions. He reminded the participants that the EU is a leader in assessing the implications for data usage in supporting the social and digital economy and that it would be of great interest to revisit the project after a period of time to take account of new and as yet, unforeseen developments. Likewise, it would be interesting to expand the Web-COSI project, or similar, in order to examine the issues from the perspective of both European and non-European countries.

4. Conclusions/Next steps

The main conclusions were as follows:

4.1 Data forms an important part in the development of social entrepreneurship and the social economy. It is imperative that policy makers follow the developments closely in this fast changing environment.

4.2 There are a series of core issues around the usage of data to enhance the focus and competitiveness of social businesses. Alongside this, is the usage of data and statistics to enhance transparency and accountability of such businesses, especially with regard to their impact on social outcomes and policy.

4.3 Policy needs to take account of non-official as well as official data usage. A full list of recommendations is outlined above in *Session 3*.

4.4 Innovation in the usage of data and statistics plays a vital part in measuring social as well as economic progress and enabling the EU and its member states to improve outcomes on well-being which are beyond the measurement of GDP. The Web-COSI project is performing a valuable contribution to ensuring that social entrepreneurs and civil society is better understood and capable of supporting this agenda.

The next steps for the Web-COSI project in direct relation to social entrepreneurship are:

- Fourth and final focus group which will take place in Ljubljana
- Exhibition at the OECD World Forum, Guadalajara, October
- Video for enhancing public awareness
- Preparation for the Final conference, Paris, 3rd December

Annex 1. Agenda

Web-COSI EU FP7 Project
Web-COMmunities for Statistics for Social Innovation
www.webcosi.eu

European Union Policy Seminar on on the usage of data for driving social entrepreneurship
1:30 pm to 5:30 pm
7th July 2015
La Tricoterie, Rue Theodore Verhaegen 158, 1060 Saint Gilles, Brussels

“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. As many affect some of society’s most fragile members (socially excluded persons), they 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.

The seminar - organized within the activities of the EU FP7 Web-COSI project – aims to explore the policy implications that have arisen thus far in the context of data usage for driving social entrepreneurship. 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; iv) data to measure the overall phenomenon of social entrepreneurship. Web2.0 offers great potential to collect and use data among stakeholders and in giving individuals a voice. Technology lowers the cost of and barriers to listening to individuals and disadvantaged communities. It assists responding to their needs, and aggregating large amounts of data to measure overall effectiveness and shape policy interventions. The seminar aims at exploring digital initiatives set up to foster the interaction between citizens and social entrepreneurs. It will draw from work already undertaken by the Web-COSI project, including the outcomes of a Workshop in London, a Report and mapping exercise, a online survey and preparations being made for a series of focus groups.

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. 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.

AGENDA

13.30 – 13.50 **Registration**

13.50 – 14.00 **Welcome and opening address**

Dr. Loretta Anania, EC Programme Officer, DG CONNECT

14.00 – 14.20 **Web-COSI overview**

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

14.20 – 15.00 **Needs of social entrepreneurs**

Kelly Hutchinson, University of Melbourne
Oswin Baker, Rockpool

15.00 - 15.30 **Findings from Web-COSI study**

- 1) **London workshop**
- 2) **Report and mapping exercise**
- 3) **Survey**
- 4) **Focus groups (work in progress)**

Tommy Hutchinson Founder & CEO, i-genius

15.30 – 15.50 **Break**

15.50 – 16.50 **Implications for policy makers (round table discussion)**

Dr. Loretta Anania, EC Programme Officer, DG CONNECT
Ulrich Atz, Open Data Institute (ODI)
Kelly Hutchinson, University of Melbourne
Oswin Baker, Rockpool
James Craven, PNO Consultants (representing CHEST project)

Facilitator: Tommy Hutchinson, i-genius

16.50 – 17.00 **Conclusions and Closing remarks**

17.00 Refreshments

Annex 2. Presentations

Donatella Fazio, Istat/Web-COSI – [View Presentation](#)
Kelly Hutchinson, University of Melbourne – [View Presentation](#)
Oswin Baker, Rockpool – [View Presentation](#)
Tommy Hutchinson, i-genius/Web-COSI – [View Presentation](#)

Annex 3. Biographies of presenters and support team

Biographies of presenters

Loretta Anania is a programme officer with the European Commission, DG Communication Networks Content & Technologies, Net Innovation Unit. An Italian citizen, she earned a BA from Sussex University (UK) and a PhD from MIT. She taught there and worked five years at the Media Lab. She published in the domain of internet policy (access pricing, broadband, multimodal interfaces, and more recently on social innovation and emergent behaviours. She was invited by the Australian government to help launch the first EU S&T Agreement (Israel, Canada and others followed since then). Dr Anania was twice elected Chairman of the Board of the International Telecommunications Society (www.its-world.org). She is scientific editor for Communication & Strategies journal (IDATE France). She is on the Steering Board of QoMEX (www.qomex.org) quality of experience metrics. Her projects include CAPS WebCOSI, Impact Assessment, P2PValue, CHEST, and WeHubs, a Startup Europe initiative to support female founders in digital startups.

Tommy Hutchinson, Founder and CEO of i-genius studied economics at Leeds before being elected National Treasurer and head of the international department of the National Union of Students and was appointed the first Chair of the European Students Bureau (ESIB). He then worked for ten years in the City of London as a aerospace analyst, European markets analyst before becoming Political Adviser to the NatWest Group. He stood for the UK Parliament as the Labour candidate for Chingford and Woodford Green in the 1997 general election. Leaving NatWest, Tommy became Director of the Industry Forum developing relations between the business community and governments in UK, Brussels and USA and led two delegations to the World Trade Organisation in Geneva. He later chaired a youth charity and created a series of social businesses in events, media and marketing before founding i-genius, the largest world community of social entrepreneurs with projects in over 30 countries (including European Union) and members in over 200 countries. Tommy is also Co-founder of the Global Centre for Healthy Workplaces. He is Visiting Fellow at Liverpool Hope University, honorary adviser to Hunan University (Changsha) and trustee of Maytree Respite Centre for the suicidal. He co-authored a booklet entitled ‘A risky business.’

Donatella Fazio is Senior Statistician at Istat is Head of the “R&D Projects” Unit in the Directorate of Development of Information Systems and Corporate Products, Information Management and Quality Assessment. She is the scientific coordinator for the Consortium of Web-COSI project. She has an excellent experience of EU research policies and strategies in the official statistical field. She has participated to several international projects carrying out research on various fields. The main topics recently treated include the integration of official and non-official statistics, the role of Web 2.0 platforms and networks to implement new ways of collecting data, Big Data for statistical production, new measurements on well-being and societal progress, the Modernization of European Enterprises and Trade Statistics (MEETS). Currently, she coordinates two SSH FP7 projects, funded by the DG Research and Innovation: BLUE-ETS – *Enterprise and Trade Statistics* and e-Frame – *European Framework for Measuring Progress*. She is the manager of the European Network on Measuring Progress hosted on the Wikiprogress.org platform (OECD). Donatella is a senior expert in communication and dissemination strategy of International research projects. Member of Organizing Committee of various international conferences. Speaker/chair/rapporteur/facilitator of international workshops and conferences. Speaker at the 4th OECD World Forum, “Measuring Well-Being for Development and Policy Making” – 16, 19 OCTOBER 2012, New Delhi.

Oswin Baker, rockpool's director, has worked in the field of social research and policy for the last two decades. He began his career at the Institute for the Study of Drug Dependence, where he edited *Druglink*, Britain's leading drug policy magazine. Since then, he has been an associate director at Ipsos MORI and headed up research functions at the National Treatment Agency for Substance Misuse (now part of Public Health England) and at Dr Foster Intelligence.

Since setting up rockpool four years ago, Oswin has evaluated the UK's global health strategy for the Department of Health, gathered and analysed data for the Health Foundation and the King's Fund, developed data manipulation tools for charities and social enterprises, worked with cancer charities to understand the patient perspective, and evaluated services and programmes for London councils.

Oswin is currently working with leading charities and social enterprises to establish ongoing leadership and professional panels so that they can better understand the pressures faced by their sectors, and he is acting as a research mentor for a leading healthcare provider.

Kelly Hutchinson is an Australian researcher experienced across professional and academic settings at the University of Melbourne. A passionate digital advocate and social change agent, Kelly delivers results through building strategic partnerships that go beyond 'the usual'. Establishing khonex in 2012 to pursue both dimensions of what is the growing 'social' phenomena. Focusing on digitally enabled social entrepreneurship particularly in Australia and emerging markets. As mobile and broadband technologies become drivers of economic growth they must be harnessed to provide opportunities for new models of business and bring benefits to communities. Kelly has undertaken projects for international development agencies, multilateral donors and commercial enterprises in Southeast Asia from 2000-2007. In Australia, Kelly has worked with industry associations, state and federal governments and the not-for-profit sector giving her unique insight to a range of issues. Kelly was awarded a Strategic Australia Postgraduate Award to undertake her PhD with the Melbourne Social Equity Institute and Melbourne School of Government in 2014. The project is investigating 'Improving social outcomes. Digital social innovation and public policy in Australia'. This follows on from her Master's degrees in Communications and Business IT (RMIT University), which explored social entrepreneurship and ICT in Cambodia. She was also a member of the i-genius International Commission on social entrepreneurship to Pakistan in 2013. Kelly is Deputy Director of the Pearcey Foundation, managing Australia 3.0, a digital innovation summit debating how to harness the power of technology for Australia's future. She also represents i-genius in Australia.

James Craven graduated from Salford University in 1994 with a BSc (Hons) in Business and Management Studies. James currently works for PNO Consultants, Europe's leading innovation consultancy. Prior to joining PNO in 2009 James worked in the UK Venture Capital industry, focused primarily on investments in early stage digital and biotechnology companies. James became a director of PNO UK in 2011, where his particular area of expertise is in helping organisations access growth and innovation funding. During his career at PNO he has participated in several EC funded collaborative research projects, focussed on the Industrial Biotechnology, ICT, Digital Social Innovation and Healthcare sectors, with a current focus on the [CHEST](#) project. CHEST is supporting the rapidly growing European community of technology and social entrepreneurs to advance ideas that focus on the use of digital technologies (such as open data, open knowledge, open hardware, and open networks) to deliver solutions to key societal challenges.

Ulrich Atz is the Start-up Programme Manager for Open Data Institute (ODI). Ulrich specialises in using data for research, government and business, combining technical knowledge with practical impact. At the ODI he oversees the [ODI startup programme](#) and the [Open Data Incubator for Europe](#). Prior to joining the ODI in 2013, Ulrich worked as quantitative expert identifying commercial opportunities with market research and, before that, explored the future of economies with Matthias Horx and Richard Florida. He has trained and consulted hundreds of people on data, statistics and entrepreneurship. Ulrich was one of the first members of the London Quantified Self community and regularly contributes. He developed an [app](#) for behaviour change that has over a 100,000 downloads. He holds a Diplom (BSc + MSc) in Economics from the University of Mannheim and a MSc in Social Research Methods from the London School of Economics. He grew up in South Tyrol in the Italian Alps.

Biographies of consortium members and support team

Maria Grazia Calza is Web-COSI project manager and Senior researcher at Istat “R&D Projects” Unit, is the project manager for the Consortium of Web-COSI. Since 2001 she has been working as a member of the Istat scientific staff for the coordination of several EU FP projects (Diecofis, Nesis, Euroky-Pia, Blue-ETS, e-Frame) related to cross-cutting aspects of strategic importance for official statistics in order to enable data to be more user-oriented and to respond more effectively to emerging needs. Work has dealt with the drafting of the project proposals, the delivery of several reports and other project outputs and with administrative and financial matters related to the coordination of the consortia. Maria Grazia has a Ph.D. in Economics from University of Naples and a MSc in Straight Economics from University of York. Her research fields include business and households taxation, microsimulation of fiscal policies and public and Industrial economics.

Barry Crisp is i-genius’ Director of Media and Communications. He is a specialist in online marketing, digital media, social media and consumer engagement communications with combined success in education and business training both in the UK and Japan. Bringing added organisational value and return on investment he has worked on local and international projects from small to large campaigns across a range of industries with a particular focus on social and environmental related businesses, education, well-being and workplace health. Barry gained the accolade of best film student at Middlesex University under Joose TV’s Creative Director, developed international youth engagement strategies for One Young World, was adviser to Japan Board of Education in re-writing the national English curriculum and a winner of the Oxford Health Alliance’s Fit City competition in redesigning urban landscapes in Sydney, Australia (and adviser on the summit youth panel and resulting network, 3Four50). Barry currently manages and co-ordinates the marketing strategy and digital communications for Web-COSI, Global Centre for Healthy Workplaces and i-genius. He also is the author of Replug YOU – a pocket guidebook for busy people seeking work-life balance and a holistic well-being solution for mind and body.

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