

**modernisation
of european
statistics
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Web-COSI
Web Communities for
Statistics for Social Innovation
INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

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www.webcosi.eu

Data users and data producers interaction: the Web-COSI project experience

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Summary

My presentation on “Data users and data producers interaction” will report on the experience carried out by the ICT FP7 Web-COSI project (2014-2015) - *Web Communities for Statistics for Social Innovation* - funded by the European Commission (DG CONNECT) and led by the Italian National Statistical Institute, for which I’m the Scientific Coordinator.

The presentation will treat the following points:

1. Data users and data producers interaction: the evolution of the concept
 2. Project overview (frame, consortium, objectives and activities)
 3. Project impact with regard to its general objectives
 4. Demo of Web-COSI main digital outputs
 5. Web-COSI insights
 6. Some concluding remarks
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Data users and data producers interaction/1

In the last years the theme of the *interaction* among data users and data producers has become crucial for the National Statistical Institutes. The concepts of **data producers** and **data users** have deeply changed during the time - evolving their interaction - going through several phases:

Phase1 (*until '80s*): data collection by Sample Surveys and Census via Questionnaires designed by Committees of “experts” defining ex-ante the societal information needs

*Citizens, enterprises and Institutions are essentially **respondents***

Phase2 (*'80s–'90s*): the use of administrative data and Web1.0 tools improve the collection of data and foster the release of statistics

*Citizens, enterprises and Institutions are **respondents** and become more and more active **users***

Phase3 (*start 2000*): the Beyond GDP debate opens the perspective towards the stakeholders' inclusion for the construction of new measurements for societal progress. Facilitated by Web2.0 tools

*Citizens, enterprises and Institutions are **respondents**, **users**, and now become **interpreters** of data*

Data users and data producers interaction/2

Phase 4 (*nowadays*)/1

- **ICT technologies have opened-up huge new opportunities**

on one side the availability of new sourced of data on Internet (**Big Data, Open Data**) indirectly generated by citizens, enterprises and other Institutions for many reasons (such as use of Social Media, on-line shopping, mobile phones, etc.) or data coming from satellites, sensors, etc. are calling the NSIs to exploit these new sources of data which belong to specific **providers** (private and public)

on the other side Web2.0 has permitted the availability of **crowd-sourced data** - voluntarily collected by **civil society communities** - through collaborative platforms set-up to share information for different scopes

Data users and data producers interaction/3

Phase 4 (*nowadays*)/1

- **The Beyond GDP debate evolving in movement**

the debate on the new measurements of well-being for a sustainable societal progress has evolved during time so deeply to **involve society at large** (civil society organizations, social entrepreneurs, young people, etc.,..) alongside the **traditional stakeholders** (NSIs, IO, Academia, etc.,..).

This has led to the establishment of the so-called beyond GDP movement with a great participation making possible a strong interaction among expert and non-experts.

Facilitated by the Web2.0, the dialogue spontaneously born converged to a **joined debate among data producers and users** sharing information and data on collaborative platforms for “*better statistics*” beyond GDP

*Citizens, enterprises and Institutions are **respondents, users, interpreters** and potential **producers of data***

Web-COSI project

Against this background, it stands the **Web-COSI** project, coordinated by ISTAT

Web COmmunities for Statistics for Social Innovation

(2014-2015)

was funded by the EC-DG CONNECT under the CAPS call (Collective Awareness Platforms for Sustainability and Social Innovation) based on the vision that collaborating in Internet (using interactive tools and collective platforms) can produce solutions for a wide range of social needs

Web-COSI

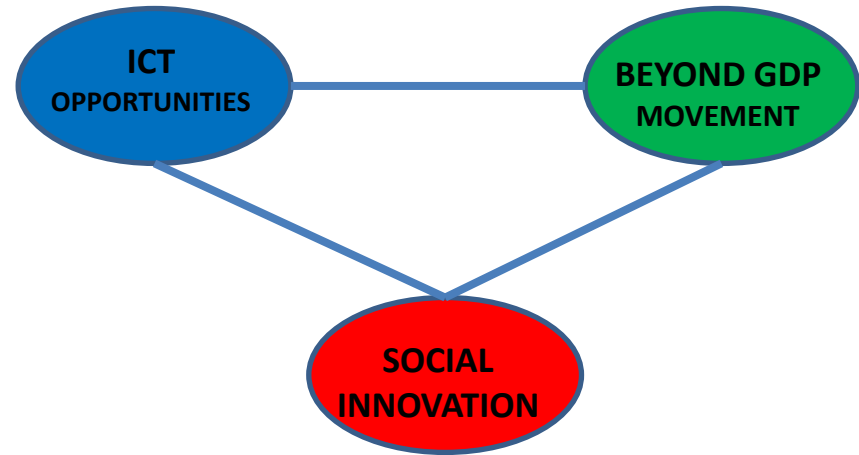
was conceived under the conviction that statistics (beyond GDP)

are a **social need**

fundamental to drive individual and collective behavior
for better lives towards Social Innovation

Web-COSI frame

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



Web-COSI wanted to give its contribution in the debate on the construction of

Data Ecosystems

build up on Web2.0 technologies aiming to complement data from official and non-official sources based on data users and data producers interaction

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 purpose

The project was a coordination action with the broad purpose of fostering statistics beyond GDP

General objectives

1. **implement the engagement of society at large** with statistics to foster the dialogue among old and new stakeholders, experts and non-experts
2. **map** the digital initiatives carried out by NSIs, civil society, IO, social entrepreneurs,..., to engage old and new stakeholders and to exploit online data and information. A specific survey was submitted by Istat to EU and non-EU NSIs.
3. **analyse the perspectives** from the various actors involved by Web-COSI for the construction and usage of data beyond GDP (official and non-official)

Specific objective

- Set-up of a **Web-COSI Wiki progress portal** to share information and data on progress statistics and to promote target activities to engage experts and non-experts for “*better statistics*” beyond GDP

Web-COSI activities

To reach its general objectives the project has carried out several activities

➤ 4 on line discussions

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

➤ 5 workshops, 4 focus groups, the final conference

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

- 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 - First general objective

Foster the engagement of society at large with statistics beyond GDP

the number of citizens and stakeholders involved by Web-COSI activities is extraordinary

40.000

proactive participants and followers

2.5 million

people informed via social media

with the support of a strong communication strategy

Web-COSI impact - Second general objective

The mapping exercise

a crowd-sourced interactive map was set-up to provide a tool to be a dynamic inventory of the existing digital initiatives carried out by old and new stakeholders. Up to date it provides an easily searchable map of organisations and their initiatives, with international coverage:

201 organisations

413 initiatives

The types of organisation included can be broken down as 85 international, 98 national and 18 sub-national organisations (with either regional or local initiatives).

The international organisations are mostly of global scope and the majority of them focus in Europe (14 organisations).

Web-COSI impact - Third general objective/1

Analyse perspectives from the various actors involved

The debate generated by the project activities interacting with old and new actors has permitted to highlight key elements and open issues in the perspectives from the various actors about the fostering of the construction, usage and understanding of statistics beyond GDP

National Statistical Institutes

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

Complementing 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 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 impact - Third general objective/2

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

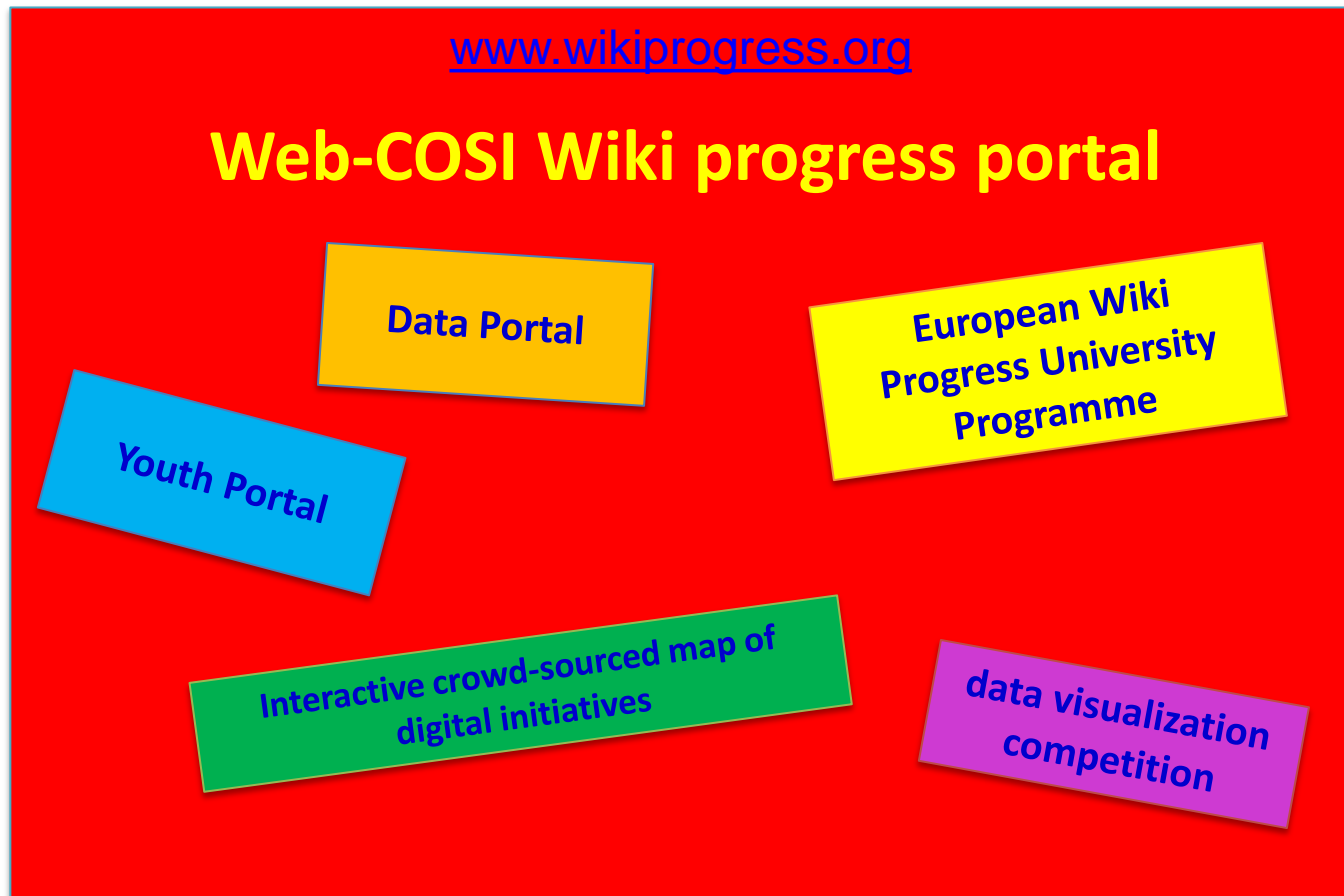
The new constructors of data and statistics

Need to set up training courses to learn new skills

Need to foster the young participation

Web-COSI specific objective

Web-COSI Wiki progress portal to share information and data on progress statistics and to engage experts and non-experts for “*better statistics*” beyond GDP



Web-COSI insights/1

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 ones, use “alternative data”

Integrate/complement official data with non-official data

- Steer the exploitation of the liquid data available on line (role of NSIs)
- Metadata- 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

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 a 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 documentation

Exhaustive material illustrating Web-COSI activities and results is available on www.webcosi.eu. Among this, **6 documents** delivered by the Consortium report on the various perspectives treated by the project

- *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)*

Some concluding remarks

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**

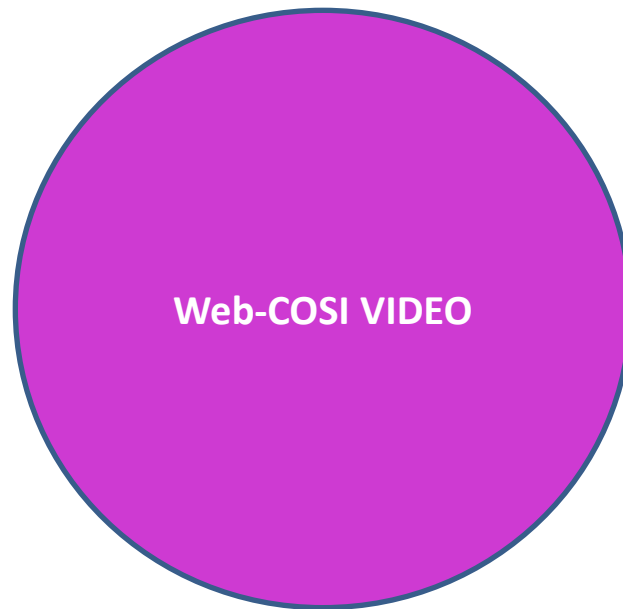
The importance for the EU in **supporting such projects**

Web-COSI does not end here!

Web-COSI
Wiki Progress Portal

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

IMPORTANCE OF DYNAMIC COMMUNICATION STRATEGIES TO OPEN-UP STATISTICS TO WIDE AUDIENCES !!!



THANKS FOR YOUR ATTENTION!

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