



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

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation
Coordination and support actions (Coordinating actions)

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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



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Index

Introduction	4
1. Aim of the seminar	5
2. Set up of activity and its execution	6
3. Presentations and debate	7
4. Conclusion/Next steps	11
Annex 1. Agenda	12
Annex 2. Presentations	14
Annex 3. Biographies of presenters and support team	14

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.

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) Infocexchange 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

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.

Colin Douay Jerne, European studies, Kings College London

Guillaume Beaud, European Studies, Kings College London