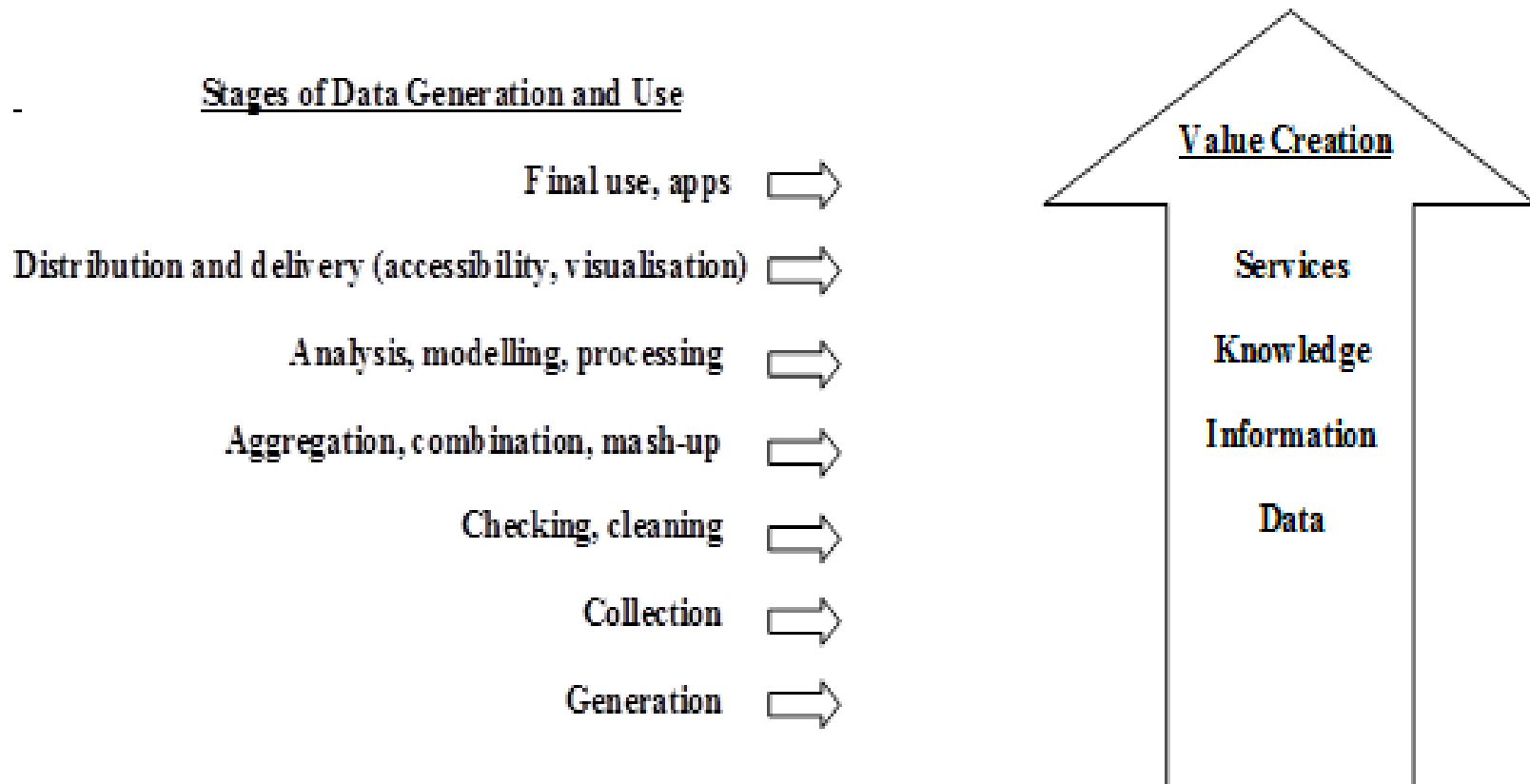# DATA-DRIVEN PUBLIC VALUE CREATION

Barbara Ubaldi
Head of the Digital Government and Open Data Unit
Reform of the Public Sector Division
Public Governance Directorate

The contribution of government data to the public value chain

Stages of Data Generation and Use

Final use, apps ⇨

Distribution and delivery (accessibility, visualisation) ⇨

Analysis, modelling, processing ⇨

Aggregation, combination, mash-up ⇨

Checking, cleaning ⇨

Collection ⇨

Generation ⇨

Value Creation

Services

Knowledge

Information

Data

Source: OECD Working Paper on OGD (2013)

Public data value chain

Four main phases can be identified in the public data value chain:

- **data generation**: this covers the generation of public data, which is normally done by public sector entities even if this function may increasingly become shared with other publicly funded data sources (e.g. social statistics, aerial data). > and with citizens themselves, e.g. through social media

- **data collection, aggregation and processing:** data need to be collected, gathered to enable access, sharing and re-use. Most government data also need to be aggregated, linked, and or manipulated once open in order to add value for the majority of users (*e.g.* to support personal decisions). Many users would in fact not be able to understand and make use of the data 'as it is'. This applies in particular to non commercial re-use of government data.

- **data distribution and delivery:** data need to be distributed to the potential users within and outside the public sector to enable access and re-use.

- **final data use:** (open) government data need to be re-used by a whole list of different users to sustain public value creation.
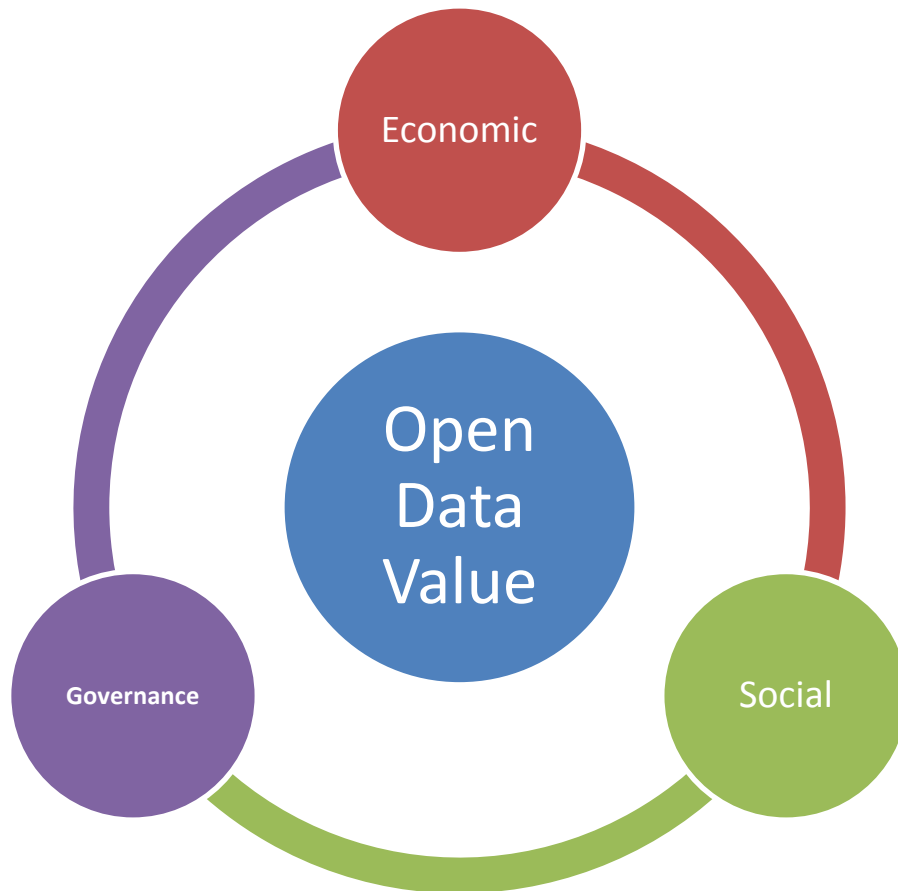
Open Data (including OGD) is <u>an intermediate good</u>.

Why?

- Open Data is (*should be*) re-used and integrated within stakeholders' <u>**value-chains,**</u> allowing them to analyse it, mash-it up with other datasets (**big** data), etc.

- It should be **freely** and **easily** <u>**re-used:**</u> Technically (formats) and legally (no restrictions – ownership, licensing, etc.).

- **The opportunity cost of unused (open) data is high:** (OGD portals, demand, critical mass of users).

… the product?

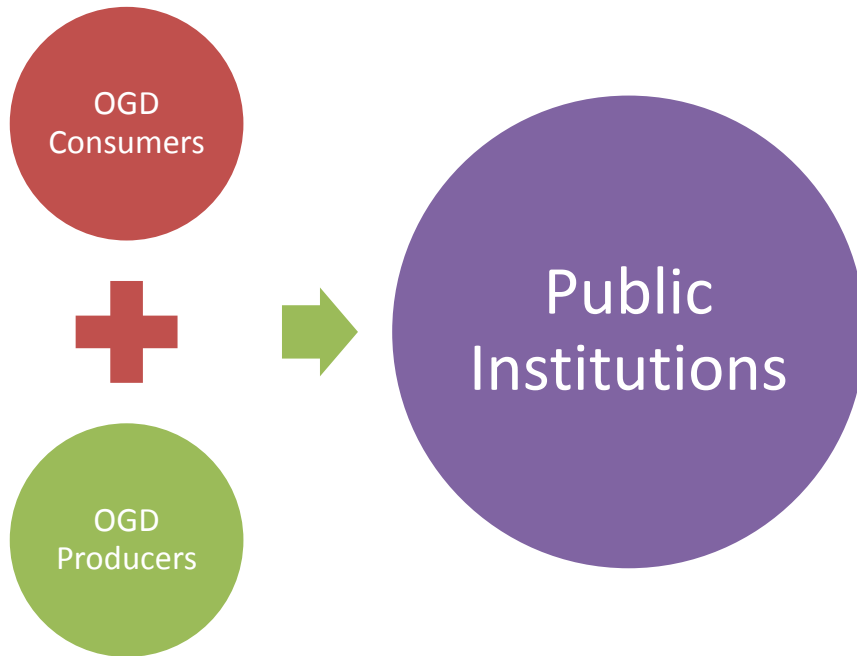# Open data as a good: Which is the final product?

- **Economic Value**
  - Growth and competitiveness in the wider economy (business development, employment).
  - Innovation, efficiency and effectiveness in **government services** (internal and external)
- **Social Value**
  o Citizens' empowerment
  o Social control, audit and oversight
  o Social participation
  o Public engagement
- **Public Governance Value**
  o Improving accountability
  o Transparency
  o Public sector efficiency
  o Anti-corruption

What are the key requirements for value co-creation?

What are the key required conditions for value co-creation?

- Open Data Availability

- Open Data Accessibility

- Open Data re-use

Which is the role of public institutions?

OGD Consumers

+

OGD Producers

Public Institutions

- Open *Government* Data as a result (**output**) of governmental processes: **Open by default.**

- Open data (external and internal) should be **integrated** as an **input** within organisational processes (i.e., evidence-based policy making).

- OGD **incorporated in the open data environment**, to be reused by *all* stakeholders.

Value *co*-creation : with whom and how?

- **Which ecosystem?**
  - **Inside the public sector:** gather, integrate, validate, release, up-date and promote re-use of data (statistical offices, archives, sector data producers, etc.)
  - **Outside the public sector:** sustain data re-use (media, private sector, civil society, librarians, developers, community of practitioners, etc.)

- **What activity?**
  - Data mining, data analytics (for policy making and service delivery), crowd-sourcing to innovate services, social innovation, evidence-based performance, improved financial decisions, data mash-up and data sharing, licensing, standards, hackathon events, metadata, machine learning.
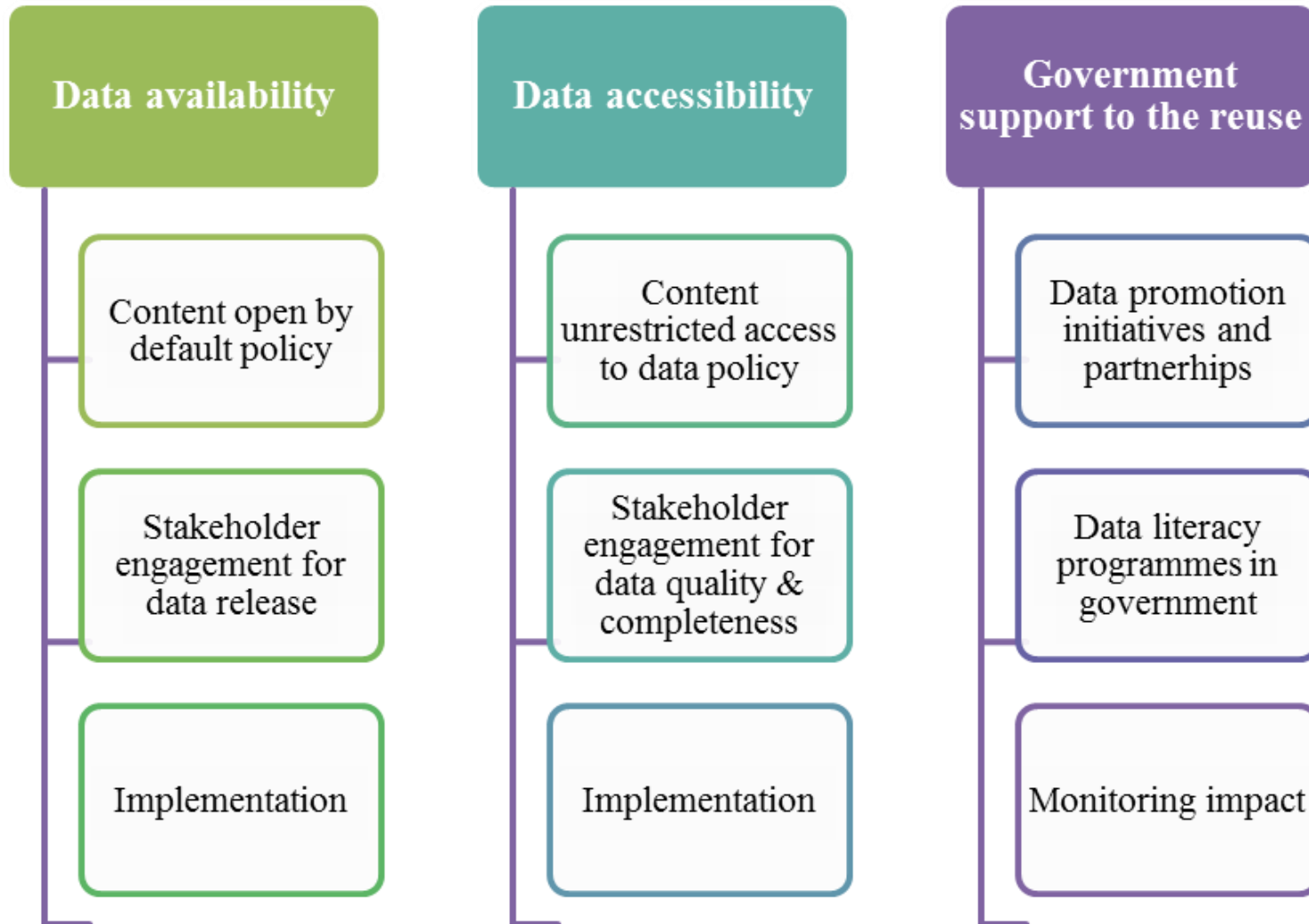
- **Which capacities within the organisation?**
  - To ensure sustainability and autonomy: data scientist, visualisation expert, statistics and data analytics expert, computing and systems programming skills, policy analysis expertise, public engagement.
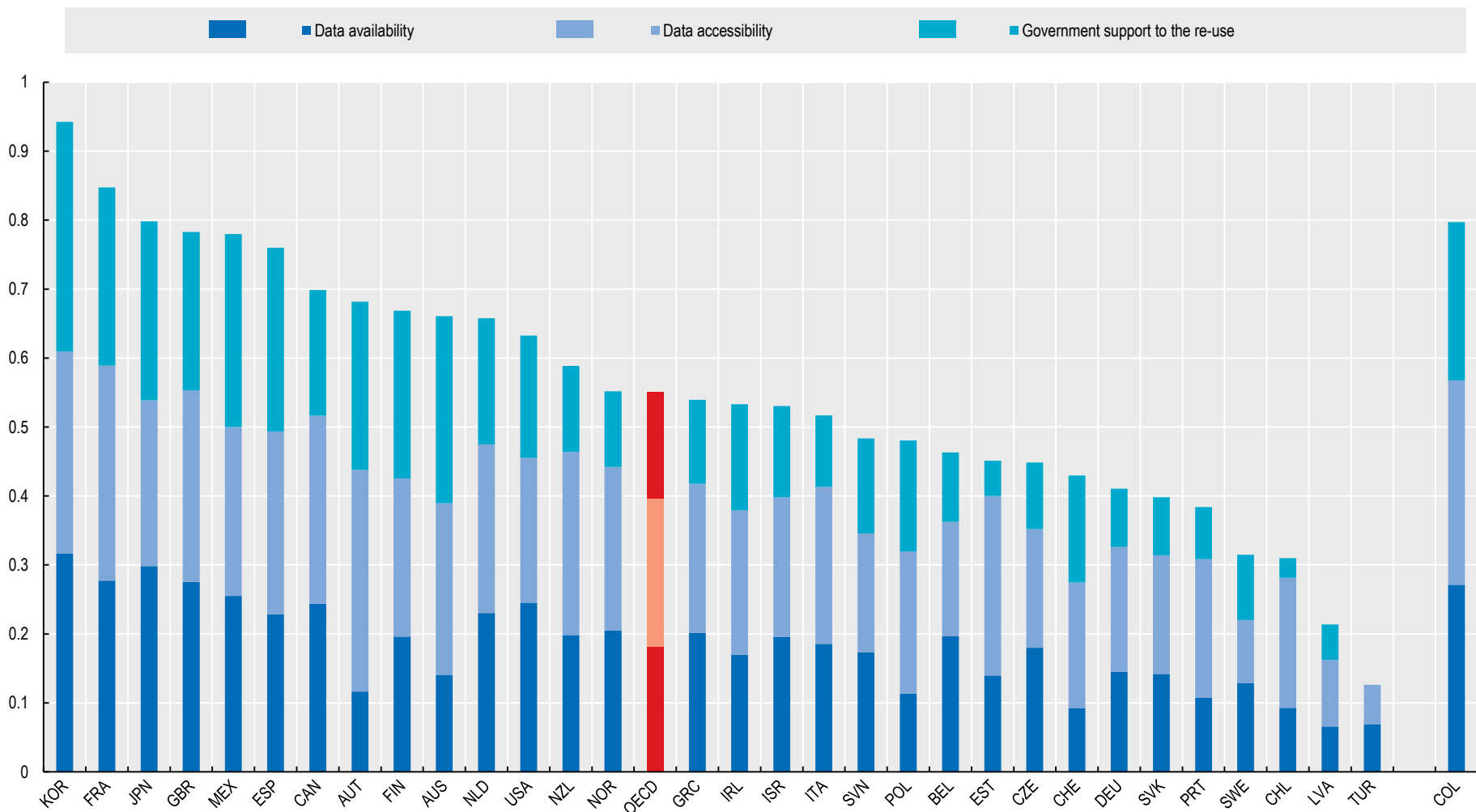
HOW ARE GOVERNMENTS ADDRESSING VALUE CO-CREATION?

THE OECD OURDATA INDEX

Analytical framework

Data availability	Data accessibility	Government support to the reuse
Content open by default policy	Content unrestricted access to data policy	Data promotion initiatives and partnerhips
Stakeholder engagement for data release	Stakeholder engagement for data quality & completeness	Data literacy programmes in government
Implementation	Implementation	Monitoring impact

2017 OECD Open Useful and Re-usable Data (OURdata Index)

Legend: Data availability · Data accessibility · Government support to the re-use

Source: OECD Government at a Glance 2017

Main overall trends – key findings 2017 OURData Index

- Important efforts to support provision of a large quantity of data in an open, free and accessible format, but further efforts needed to pro-actively support data re-use.

- At the central/federal level great variations of the extent to which countries conduct initiatives to promote data re-use outside government (such as hackhatons and co-creation events) and inside governments (e.g. trainings, information sessions)

- Few countries monitor the economic and social impact of open data as well as the impact of open data on public sector performance.

- Implementation gap in a number of countries where policy developments have been introduced very recently whereas early adopters of OGD have been able to introduce and implement large range of policies to promote data availability, accessibility and re-use.

- In the majority of OECD countries stakeholders are regularly consulted by line ministries and agencies to understand data needs but few countries have developed a central/federal data portal conceived as an exchange, collaboration and crowdsourcing platform where users are empowered to submit data and provide feedback on the quality and limitations of the data for continuous improvement.

Open Data can be a great enabler for the government to act as a platform!

"At the heart of the maximization of the potential value of open data lies collaboration between governments and the ecosystem of data users"

The Open Data Portal as a platform for co-creation of value!

www.data.gouv.fr

data.public.lu/en

OECD

OECD Digital Government Studies

Open Government Data Review of Mexico

DATA REUSE FOR PUBLIC SECTOR IMPACT AND INNOVATION

OECD Digital Government Studies

Digital Government Review of Norway

BOOSTING THE DIGITAL TRANSFORMATION OF THE PUBLIC SECTOR
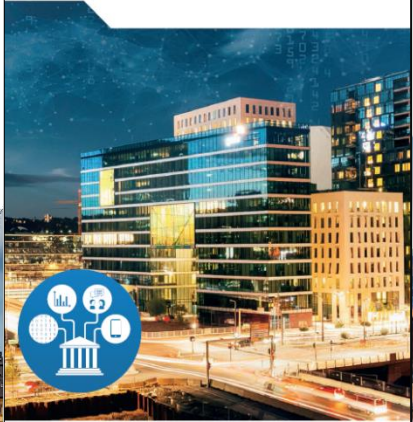
OECD

OECD Digital Government Studies

Digital Government Review of Sweden

OECD

OECD Digital Government Studies

Open Government Data Review of Poland

UNLOCKING THE VALUE OF GOVERNMENT DATA

OECD

THANK YOU!

Barbara-Chiara Ubaldi
barbara.ubaldi@oecd.org
http://www.oecd.org/gov/digital-government

@BarbaraUbaldi

@OECDgov

#digitalgov

#opendata

#digitaltransformation