Q&A – data.europa academy webinar on ´Measuring open data impact in Europe` - 30 September 2022

Q: What is Omidyar Network?
- https://omidyar.com/

Q: Do you meant Local Governments as users of open data? They are more providers of data...
- You are right of course. This is one of the reasons we – in Poland - didn't started our impact research from this group of users.
- Yet, local governments can be both providers and users. E.g., they could use data provided by others to improve services (e.g., waste collection, public transport, road-infrastructure, ...) in their locality.

Q: Joanna, based on your experience, what would be your concrete lessons learned for other public administrations?
1. Be sure what groups of users are your priority and start your research from them.
2. Apply experience gained to further studies.
3. Have a good research specialist on your team.

Q: In the Polish Open Data infographic there is an Open Data Laboratory, where the research component was highlighted. Can more information be provided?
- Open Data Laboratory offers expert assistance for open data professionals from administration (a network of open data officers) we work most closely with - reports, studies and analysis.

Q: Joanna, the infographic is very nice. Is it the situation seen from the PL perspective or EU (or any other)? Are the acts listed Polish, EU, ... acts?
- A: The infographic is from a Polish perspective. The acts are both Polish and UE laws

Q: I am very much interested in the infographic on open data you shared. Would it be possible to forward the infographic? Thank you.
- A: The infographic can be found in the slides of the session uploaded on data.europa.eu.

Q: Antonin, can you say a bit more on the incentives you give to re-users?
- What we – in France - did is to assign someone in the team to solely contact re-users and ask them to reference their work on the platform. In this way, we found out that many times people did not share because they were not aware of the possibility to share. We therefore focus more on understanding the reasons for sharing and not sharing. At the same time, we also focused more on the product itself, on how to give more visibility to the shares and visits. This also because scaling the outreach approach is very time-consuming.

Q: Can anybody share some techniques or methods to encourage "silent" re-users to communicate their use cases with open data publishers? It's really hard to grasp the part of the iceberg below the sea surface. Also, does anybody carry any proactive "outreach" activities to expand re-users base?
- France relies much on incentives, for example one cannot download or use data on the portal without having an account. Another good example relates to data journalists. data.gouv.fr has many data journalists using the portal and some ´silent` data journalists use open data only to prepare on-field investigations. This is a kind of usage that cannot be shared as a re-use – as there is no maps or visualisation. Therefore, one would want to stay available for re-users and spend time with them on the usage. It is a learning that cannot come just out of the portal.
- Poland does not want to rely to much on the portal to avoid being too intrusive with questions on re-use. They prefer to exploit leaders in the field of open data and enthusiasts´ networks to expend their outreach.

Q: Antonin, measuring the second and third level of reuses looks tricky to get some reliable KPIs measurement for decision making on your portal evolution. How do you reliable measure the second and third levels currently? what are the resources you allocate to their measurement (time, people, money, etc)?

- Second level: we monitor the reuses published on the portal only
- Third level: this is more an opportunist measurement when we believe one use case is particularly interesting or when we conduct a study on a specific subject.
- One person in the team the "Data Editor" of the portal is in charge together with the Product Owner (myself) to learn those usages.

Q: Antonin, how do you find the right KPIs in order to have a solid and sustainable source for a decision process?

- This is very tricky but in a nutshell:
    - We have generic KPI who helps us to have the "big picture" (e.g., number of action per visit)
    - We have specific KPI on features (average time spent on pre-visualisation)

Q: is it possible to say that impact is something we could and even should consider when talking about HVD (high value data(sets))? i.e., the value of these data should contribute to the impact, while at times indicators used for measuring the impact are the one to be potentially used to identify HVD (at least certain aspects of such)? Is it so or not really?

- According to Antonin, we have to listen and understand usage to prioritise what to open and how but it should never contradict the ´open by default` principle. France has carried out impact assessment on its own HVD in France this year: https://www.data.gouv.fr/fr/datasets/exemples-dexploitation-des-donnees-de-reference-du-service-public-de-la-donnee-spd/
- For Joanna, it is both. According to HVD definition in the Open Data Directive it is defined by its impact (there is reference to important benefits for society, environment, and economy). However, in practice what data is or is not of high value will be decided by the EC's implementing act soon to be published.

Q: Antonin, how do you ensure the quality the data you publish on your portal?

- Anyone can publish data on our portal there is no control before publication. We provide tools, scoring and assistance to producers if needed.

Q: Joanna and Antonin, many thanks for the presentations from your national perspectives. Where you have made reference to use cases i.e., concrete cases of reuse, is there any literature available that documents the use cases?

- Here a few examples of resources from France:
    - Series of articles
    - Some examples of use cases
    - Reuses on the portal

- For Poland: There are some info here on the portal and there are presentations by partners during the conference (video materials): https://www.youtube.com/watch?v=VBJJseKpMbI; https://www.youtube.com/watch?v=O8oiKonEmyY; https://www.youtube.com/watch?v=_VWcVs22mt0&t=2s

Q: The presentations of Joanna and Antonin made me also reflect: who's best placed to do open data impact assessments / to measure the impact of open data? Are open data portals? Someone else / other organisations?

- In France, for the first to third level it is done by themselves by monitoring usage, re-use, and conducting interviews. For the more in-depth economic impact, there is the need for a proper research methodology. Hence, the French open data team finances different non-for-profit associations that release long-term studies

on the impact. The Prime Minister also commissioned an impact study with French deputies. Overall, relying on external researchers is also hard as there might be still a conflict of interest. So probably the best institutions to conduct impact assessments are international bodies such as the OECD or the European Commission. It is hard to have in one´s department people with the right skills to conduct such research.

- Poland has collaborated with NGOs but this is usually not a long-lasting collaboration. They also once found a partner in the research institute to evaluate smart data entities, but this was also incidental. Hence, in the end, the Polish open data team relies much more on own resources and expertise. For example, they have a sociologist in the team who is responsible for methodologies and research. What is important is in fact not being able just to send a survey but to analyse the results and prepare recommendations.

Q: Thanks, Joanna and Antonin, for your presentations. I wonder whether you could provide any insight on how to make impact assessment one of the key aspects to be taken into account when designing and implementing an open data project. Also with the objective of understanding how to improve the impact of your data.

- According to Antonin, every platform developed with taxpayer money should be driven with transparent impact. Some interesting resources can be found here: https://doc.incubateur.net/communaute/gerer-sa-startup-detat-ou-de-territoires-au-quotidien/je-gere-mon-produit-et-son-impact/definir-et-mesurer-limpact
- According to Joanna, it really depends on the nature of the project. If you want to improve the impact of the data you plan to publish it is crucial to make a good ex-ante analysis of the needs of your target groups of stakeholders and of the possible barriers they may encounter while re-using your open data. Do not forget to educate you project team – the need an excellent understanding what are the benefits, barriers and need of the concrete groups of your stakeholders, how to reach them and how to popularize your project's products among them.

Q: Antonin, this "meet & greet" offer is a nice idea. Do you have many people asking you for a rdv?
- It depends on how public we make it but it is not too crowded.

Q: I've missed the first part of webinar. Has it been recorded, and is it possible to access that?
- The recording and the slides of the session are available on data.europa.eu.