

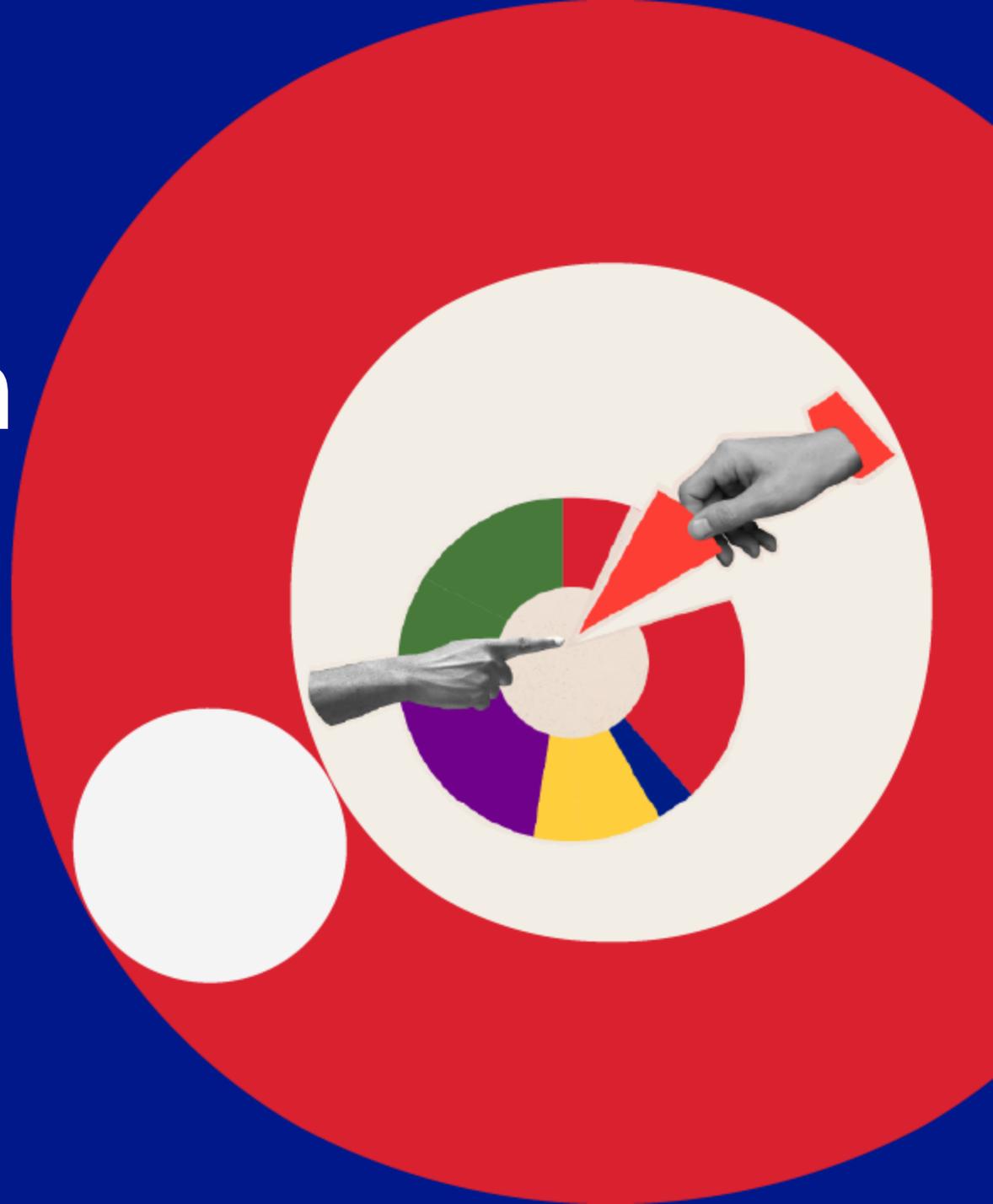
WEBINAR

The final Use Case Observatory: open data with real-world impact

data.
europa
academy

12 December 2025

10:00 – 11:30 CET



Rules of the game



The webinar will be recorded and published on the data.europa academy



For questions, please use the ClickMeeting chat



Please reserve 3 min after the webinar to help us improve by filling in our feedback form



Today's speakers



Hannah Kroker
European Data Portal
(data.europa.eu)
Publications Office of the EU



Sem Enzerink
UCO Report Lead
The European Data Portal



Svenja Osmers
Project Manager
Integreat



Antonio Moneo
Founder & CEO
Tangible Data



Agenda

10.05 – 10.10

Welcome and introduction of speakers – *Hannah Kroker*

10.10 – 10.30

Deep dive into the Use Case Observatory Volume III – *Sem Enzerink*

10.30 – 10.50

Use case: Integreat – *Svenja Osmers*

10.50 – 11.10

Use case: Tangible Data – *Antonio Moneo*

11.10 – 11.25

Q&A with the audience – *Sem Enzerink*

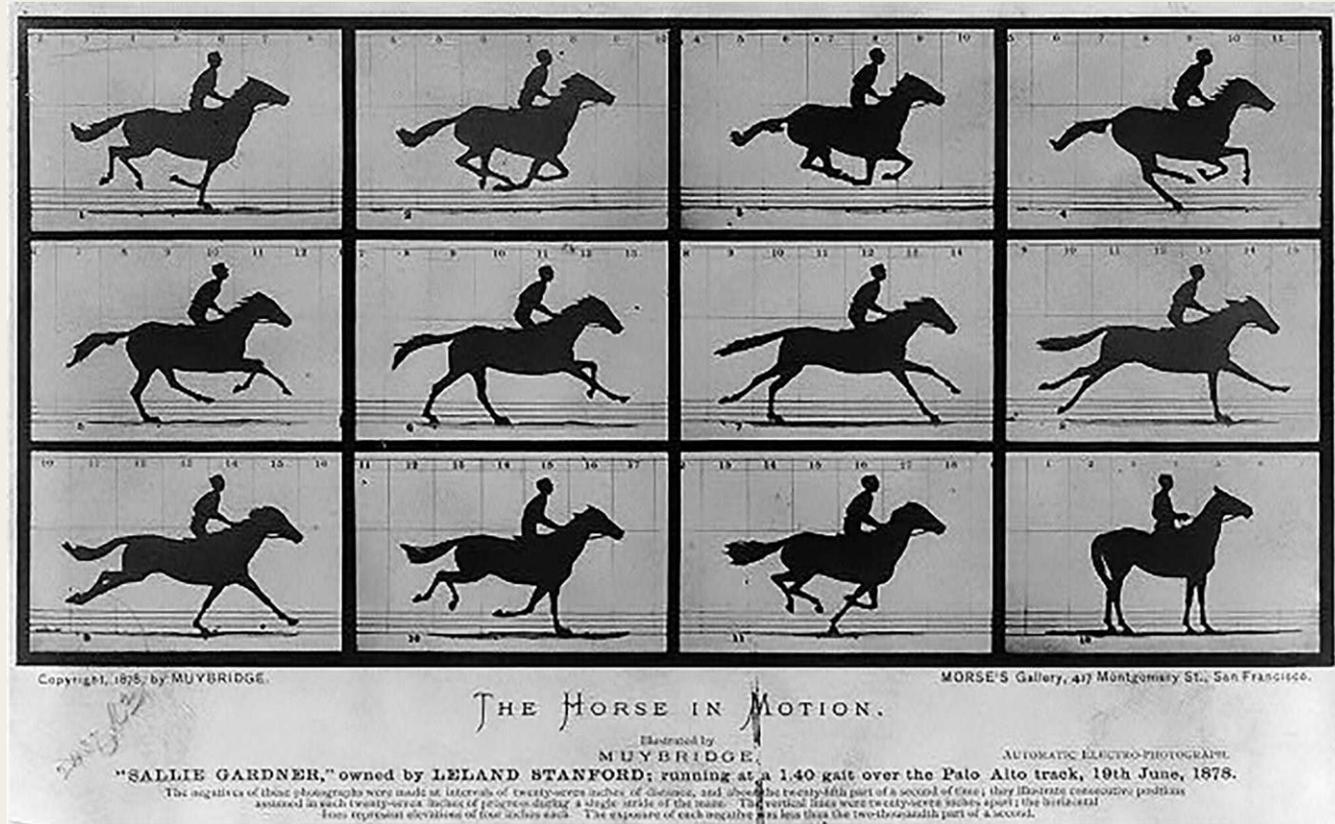
11.25 – 11.30

Closing remarks – *Hannah Kroker*

From a static snapshot to capturing the dynamic nature of open data, long-term ...



Use case repositories on data.europa.eu and national open data portals including data.gouv.fr offer thousands of use cases



Between 2022 and 2025, the impact of 13 open data reuse cases was tracked

Economic

1. Naar Jobs (Belgium)



Governmental

2. Waar is mijn stemlokaal? (Netherlands)
3. Statsregnskapet.no (Norway)



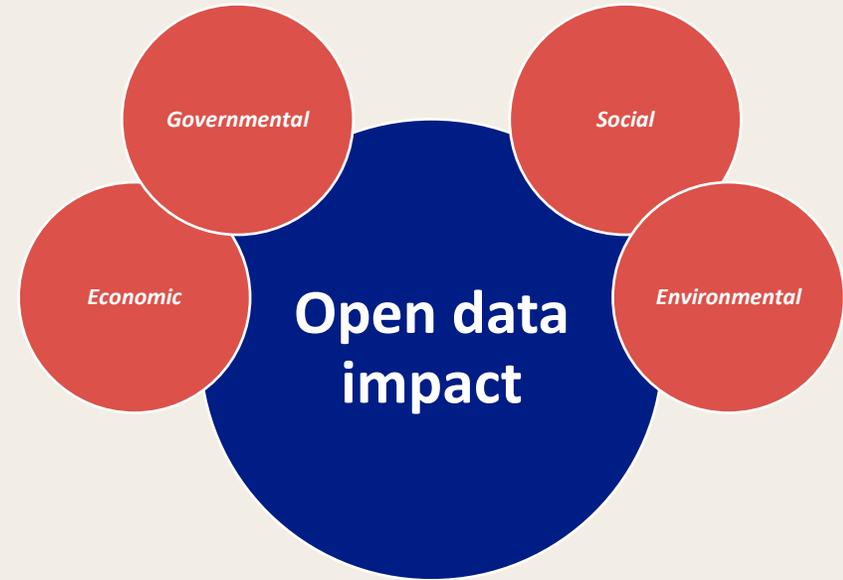
Social

4. UniversiDATA-Lab (Spain)
5. VisImE-360 (Italy)
6. Tangible Data (Spain)
7. EU Twinings (United Kingdom)
8. Open Food Facts (France)
9. Integreat (Germany)



Environmental

1. Digital Forest Dryads (Romania)
2. Air Quality in Cyprus (Cyprus)
3. Planttes (Spain)
4. Environ-Mate (Germany)



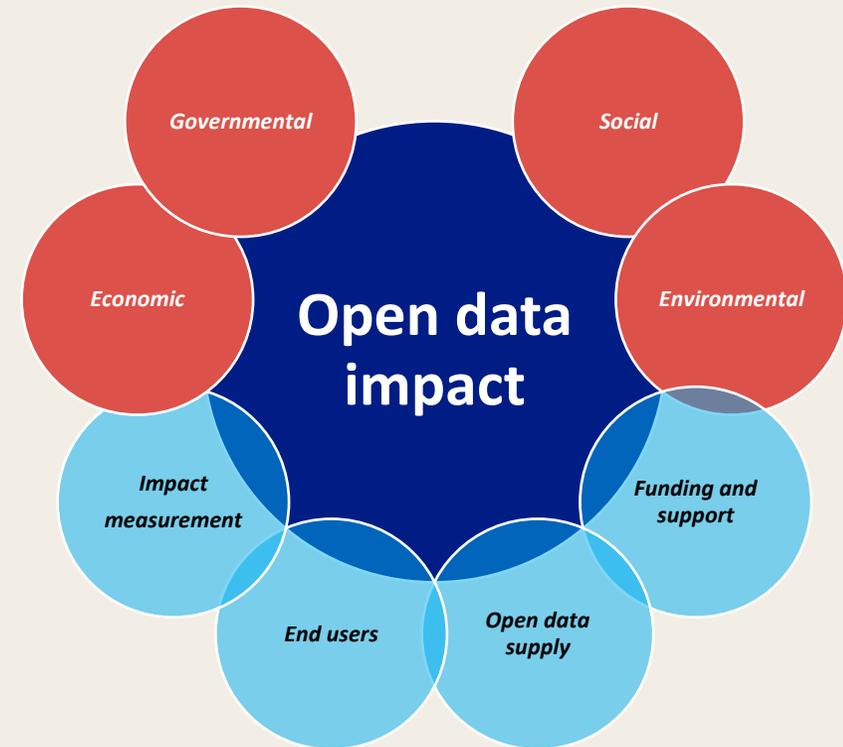
The Use Case Observatory shows key insights into long-term impact realisation

Learnings from the four impact dimensions

- Economic impact: catalysing growth and efficiency
- Governmental impact: enhancing accountable decision-making
- Social impact: fostering collaboration, inclusion and welfare
- Environmental impact: realising green and clean societies

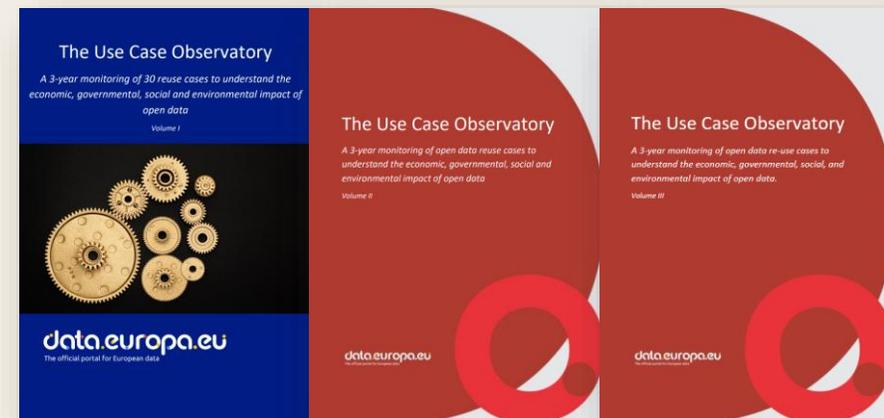
Learnings from long-term use case development

1. Finding funding, business and support models
2. Broadening open data supply concepts
3. Involving end users throughout the full open data life cycle
4. Rethinking open data value and impact measurement



After hearing two real reuse stories, details can be found in the study reports

- [Use Case Observatory – Volume I](#)
- [Use Case Observatory – Volume II](#)
- [Use Case Observatory – Volume III](#)



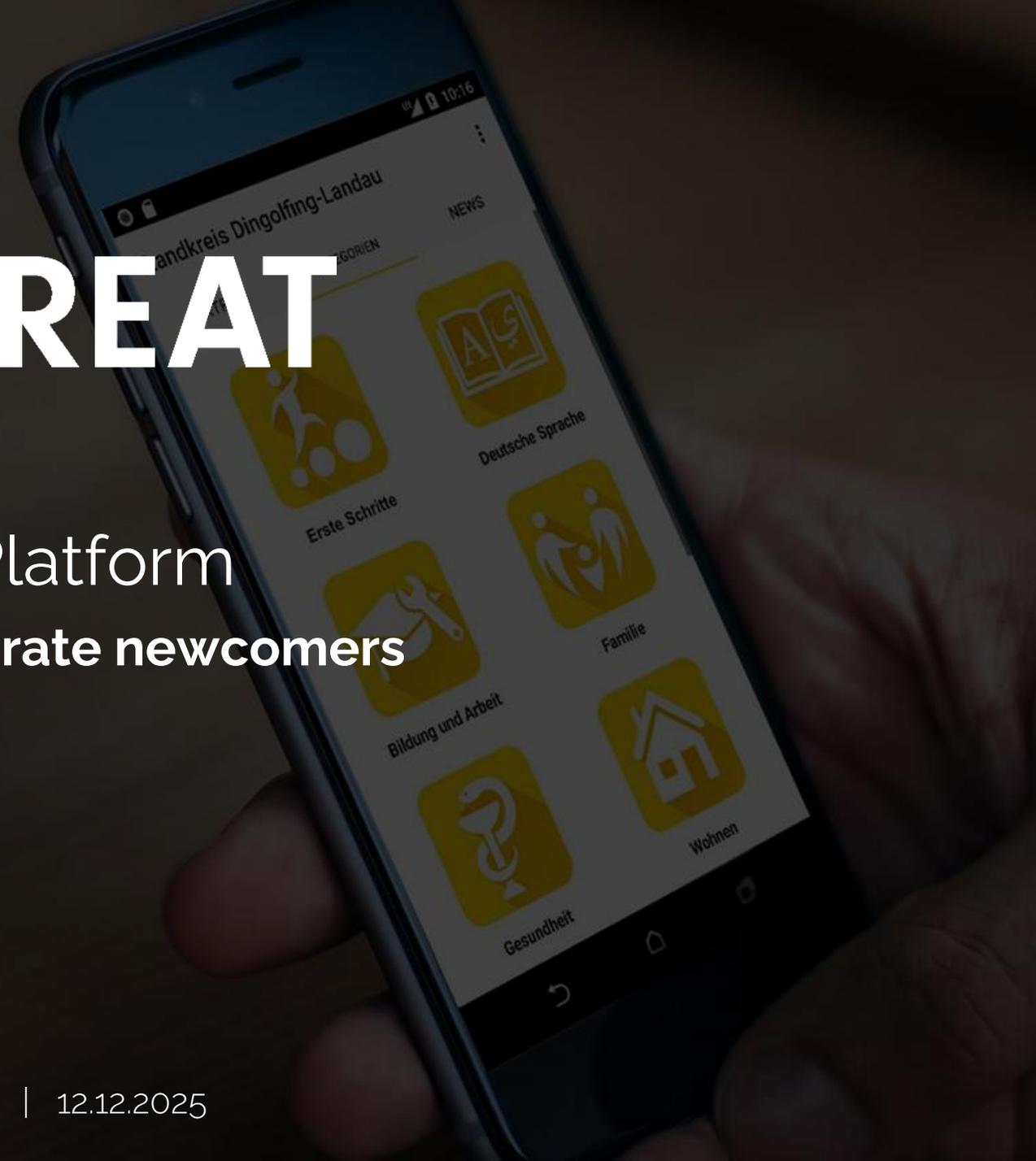


INTEGRAT

Great Integration.

The Digital Integration Platform

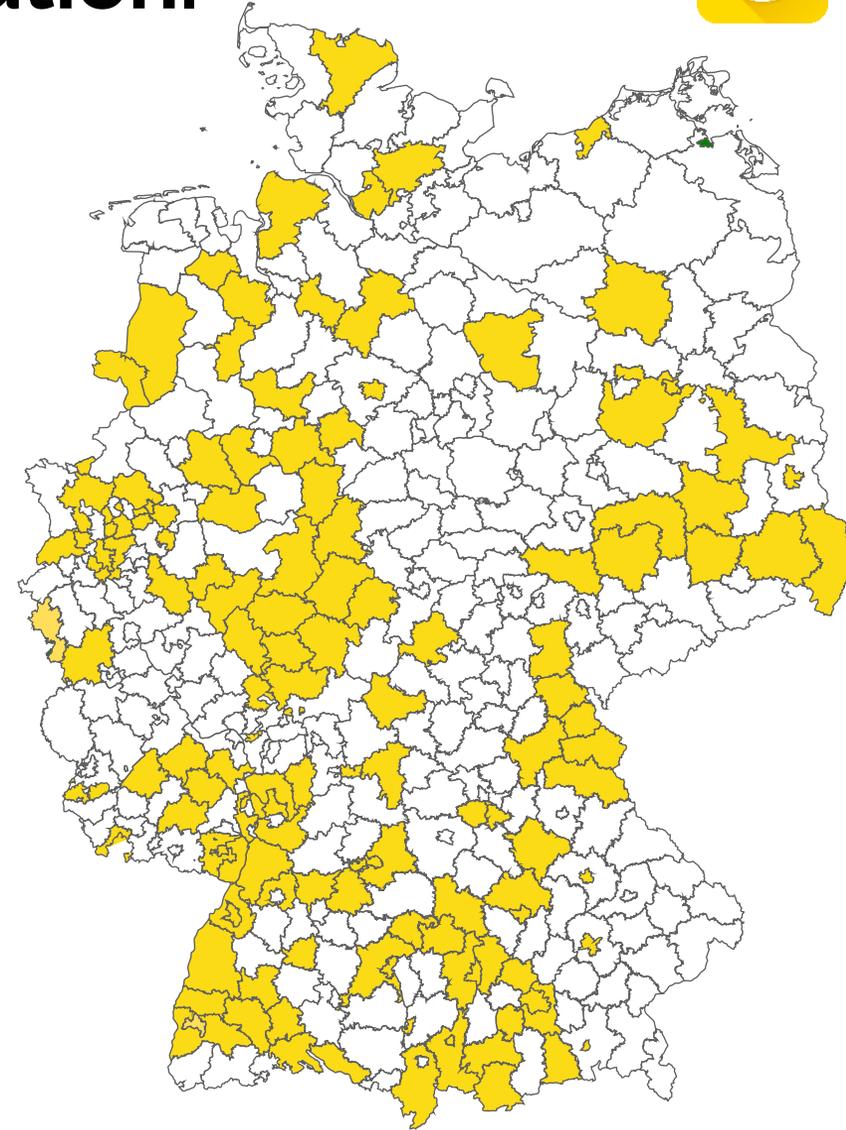
Helping municipalities to integrate newcomers



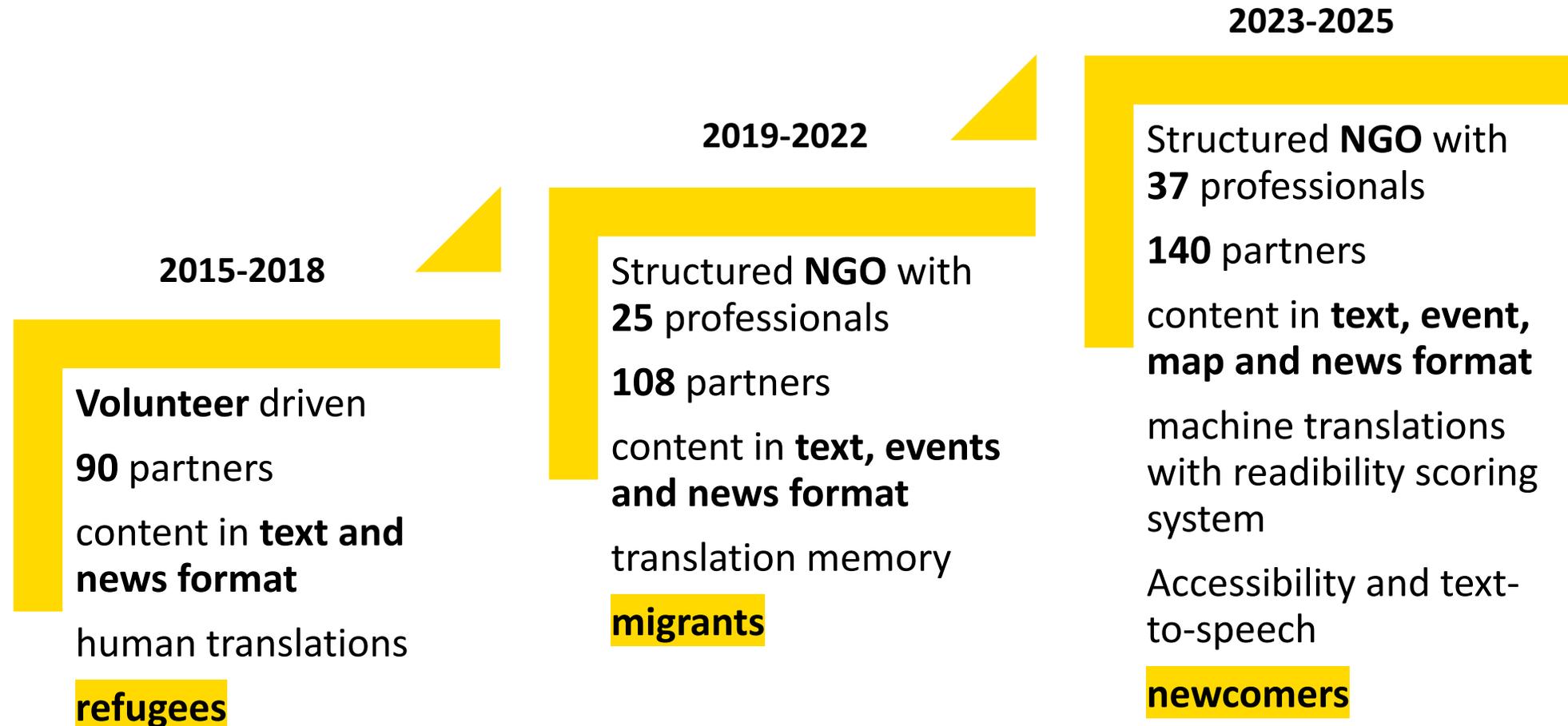


From pilot project to nationwide solution.

- Jointly developed in 2015 by the integration association "Tür an Tür," the Technical University of Munich, and the Social Department of the City of Augsburg.
- Integreat helps ...
 - ... people to find their way in a new environment
 - ... integration officers to do their work quickly and efficiently.
 - ... municipalities to carry out digital integration work cost-effectively.
- Integreat connects integration actors on the ground and is used by ~140 municipalities across Germany.



Open Source Software for public administrations





Integreat decreases information poverty.

Situation



Almost all migrants and refugees have access to a smartphone

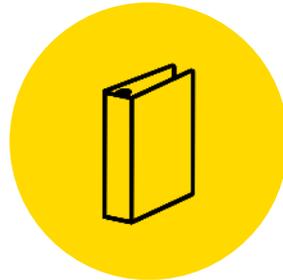


Integration-related topics are very dynamic – as is the content



A stable internet connection is not always guaranteed

Solution



Integreat makes **local** information, offers, tips, contacts and addresses easily accessible.



Authorities and advisory services can focus on 1-on-1 consultations as important resources are freed up.

Creating impact through open-source and open data



- 07** Information poverty is no longer a cause of inequality of opportunity for newcomers.
- 06** Local information is found quickly and easily and integration work is perceived as facilitated.
- 05** Actors in municipal integration work cooperate in the creation of a uniform information platform. Newcomers are actively involved in the process. Digital bridges for newcomers exist at the municipal level.
- 04** Actors in municipal integration work are capable of collecting local information and preparing it for newcomers in a target group-oriented way. Local authorities are aware of the significance of information transparency. Newcomers take advantage of information offers and can identify trustworthy information correctly.
- 03** Municipalities are satisfied with the Integreat offers and communicate Integreat as an information platform for newcomers. Newcomers use the information offers for orientation in everyday life.
- 02** Municipal actors take on Integreat offers and recognise the benefits for their local work. Newcomers are aware of existing information offers and can access them.
- 01** The Digital Factory provides the Integreat platform with target group-oriented information for newcomers and related services (e.g. workshops & dialogue forums) for intra- and intermunicipal cooperation.

- **Local integration information** provided by experts on-site
- **Collaboration and shared usage** of content across municipalities
- **Multilingual content digitally available** and easy-to-find via search engines
- **General content centrally maintained** by federal workers
- **Open Source and Open Data** ensure sustainability and transparency



Facilitating local integration processes.

INTEGREAT
Great Integration.

www.integreat.app

„Після прибуття до Німеччини я була перевантажена.
Через додаток **INTEGREAT** я отримала огляд усіх
важливих контактів моєю рідною мовою.“

- Альона, 32 роки, Україна

DOWNLOAD NOW

QR code and app store links (Google Play, App Store)

- Municipal integration officers are supported by the Integreat team in their responsibility to provide **information transparency** on a local level.
- A **shared communication space** between integration actors, volunteers, migrants and the municipality is created.
- **Knowledge transfer** between all municipal partners is encouraged and enabled by annual regional and nationwide events.
- While events such as the Covid-19 pandemic or the war in Ukraine spark **awareness for necessity of lasting cooperations and easy-to-adapt solutions**



Studies and open data

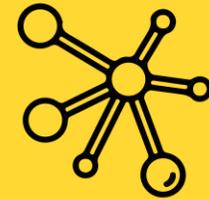
- **Multiple studies on Integreat** conducted in the last years
 - Randomised control trial
 - Explorative Large-N Analysis
 - Communal studies and surveys
- Results are **shared** among municipalities
- Clear **calls to action** are given
- Open Data makes **reuse** of adapted content possible





Challenges

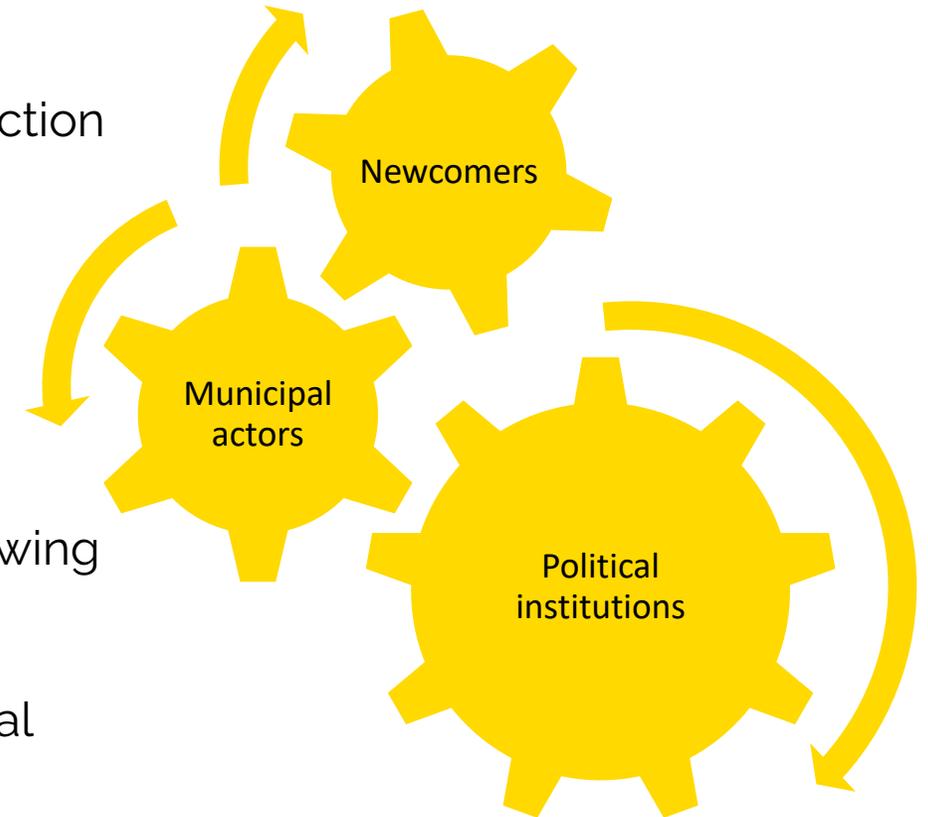
- **Limited personnel and financial** resources within the municipalities
- **Changing political climate** – migration and integration support at the frontline of budget cuts
- Bringing **user needs and municipal capacities** together
- **Scaling internationally** – success depends on in-country project teams with in-depth knowledge
- Creating **added value** for municipalities in the face of chatbots and new technologies





Looking ahead.

- **Improved understanding of migrants' needs** through randomized controlled trial and closer target group interaction
- **Strengthening links to municipal websites** by enabling integration of Integreat
- **Easing information search** within Integreat by scaling our search assistant across municipalities
- **Improved accessibility** through design components following WCAG standards
- **Scaling the impact beyond Germany** through international cooperations





CONTACT

Tür an Tür – Digitalfabrik gGmbH
– *Integreat* –

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-  www.integreat-app.de
-  facebook.com/integreatapp
-  github.com/digitalfabrik
-  Instagram.com/integreatapp



TANGIBLE DATA

Transforming data into
tangible experiences that everyone can feel
and understand.

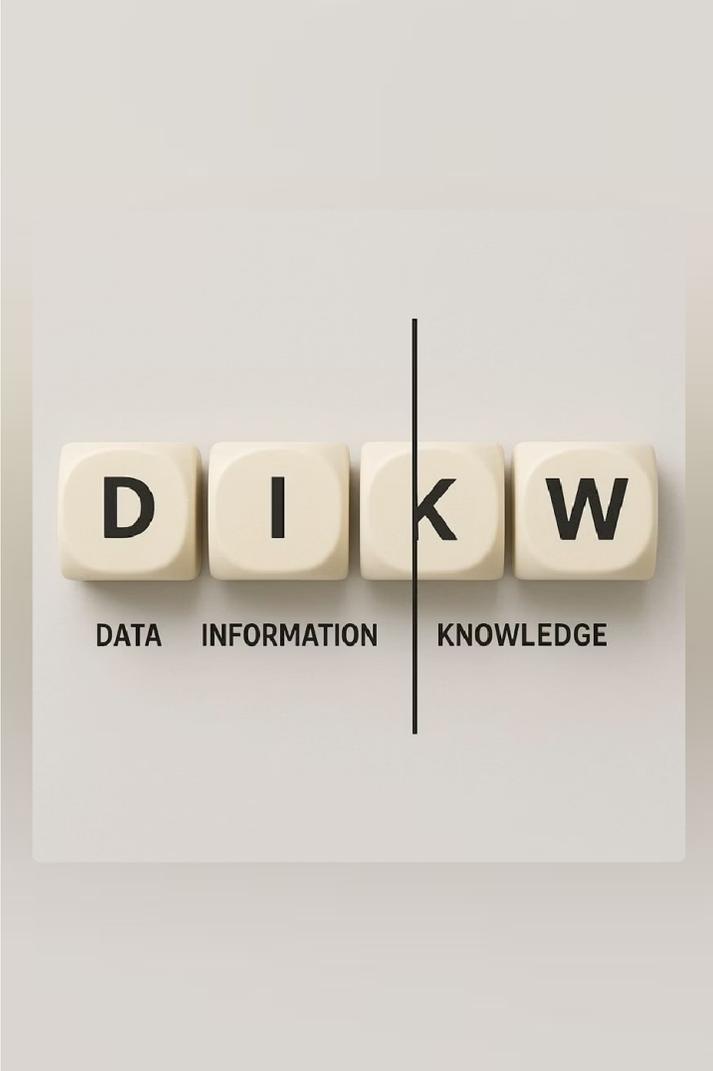
Antonio Moneo Lain

CEO & Founder









The Information Paradox

We live in a world with more information than ever before, yet simultaneously more skepticism. This creates a paradox: high evidence but low trust. Our work aims to bridge this gap by moving sustainability communication from the paradox quadrant (high evidence, low trust) to the sustainability quadrant (high evidence, high trust) through tangible, emotional experiences with data.

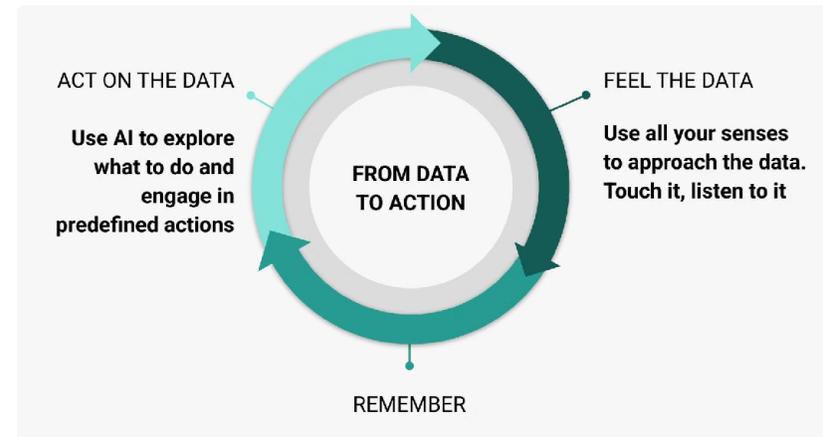


Our Hypothesis

When data becomes understandable, it becomes a space for collective discovery and new shared stories about our world. By transforming abstract datasets into accessible, tangible experiences, we can bring people together—especially young people, seniors, and people with disabilities—empowering everyone to engage, imagine, and take part in shaping the future.

From Data to Action

From Data to Action is the journey through which raw data is transformed into meaningful decisions and real-world impact. It starts by **collecting data**, then **organizing and interpreting it** to create information. With context and understanding, that information becomes **knowledge**, which allows us to identify problems, opportunities, and patterns. Finally, when that knowledge guides **choices, policies, behaviours or designs**, we arrive at **action**—the stage where data stops being abstract and starts improving people's lives.



Our Approach

Museums

We improve innovation and understanding of museum collections

Schools

We familiarize students with statistics and data in a tangible way

Third Sector

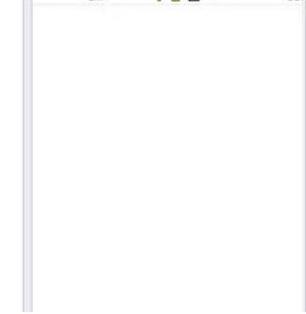
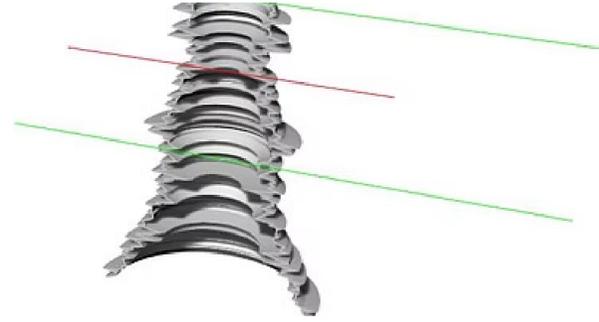
We increase visibility of specific issues and encourage participation

CSR

We improve visibility and active engagement with beneficiaries

Governments

We facilitate communication of public policies in an accessible way



AI: A Transformative Bridge for Open Data



Extraction and Manipulation

AI optimizes and improves the programming of data extraction and manipulation.



Fusion and Contextualization

It allows integrating information from different sources to generate connected knowledge.



Transformation and Tangibilization

It converts data into formats like sound or visualizes abstract concepts.

Our Solutions



Data Sculptures

We transform complex information into tangible and memorable physical objects, facilitating deep and lasting understanding.



Interactive Applications

We develop digital tools that complement our physical installations, offering immersive and personalized experiences.



In-Person Labs

We create spaces for workshops and co-creation, where we explore and design innovative solutions together with our clients.

Tangible Data Apps

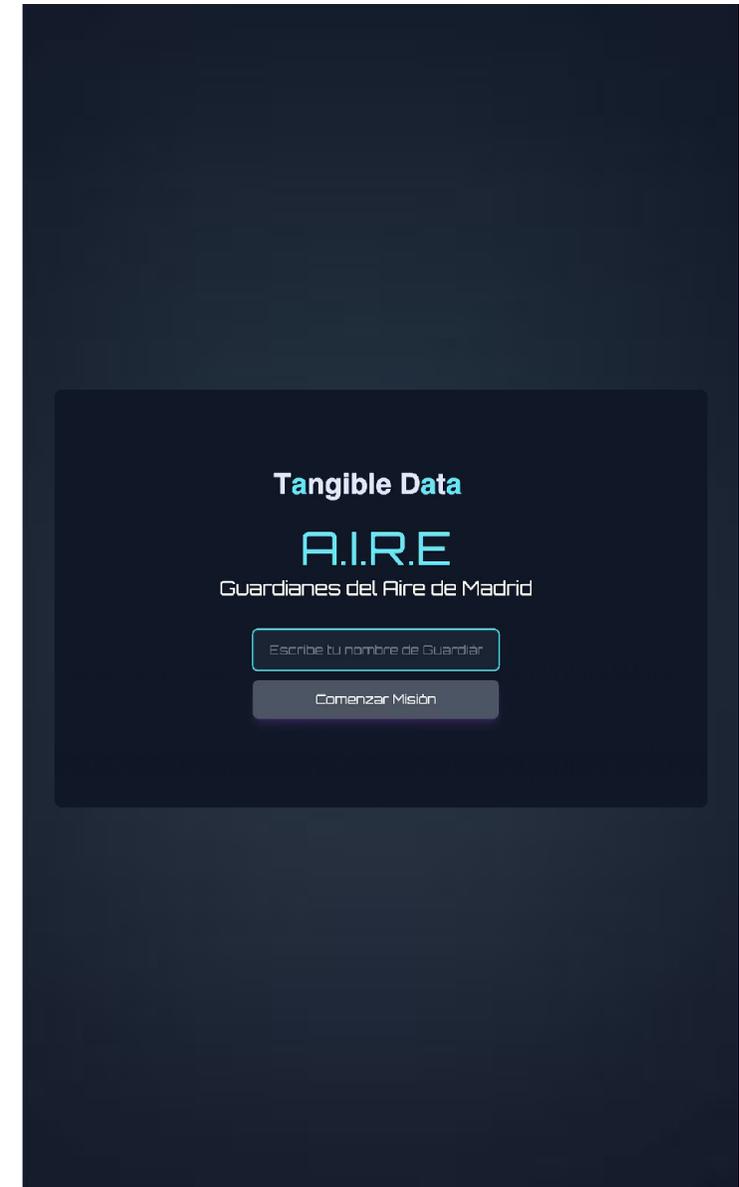
Tangible Data Apps are web and mobile applications that allow for the interactive, intuitive, and accessible exploration of public data. They are the digital layer that accompanies the sculptures and Labs, amplifying their impact.

What They Offer:

- Dynamic visualizations (2D/3D), maps, VR/AR, sonification, and interactive narratives
- AI assistants with specific knowledge and guardrails (Museums, SDGs, climate...)
- Access from QR codes printed on the sculptures to delve deeper into the original data
- Immersive experiences (WebXR/WebVR) for exploring ecosystems, climate, or air quality
- Scalable code based on Firebase, Google AI Studio, public APIs, and automated pipelines

Examples:

- clima.tangibledata.xyz – historical climate analysis (NASA GISTEMP)
- aire.tangibledata.xyz – 20+ years of air quality in Madrid
- usera.tangibledata.xyz – data exploration of the Usera neighborhood in Madrid
- Educational apps in schools or museums with questionnaires, certificates, and gamified challenges





Tangible Data Labs

Learning the world through tangible data

Tangible Data Labs is an educational laboratory transforming public data into physical, visual, and auditory experiences using AI, digital fabrication, VR/AR, and human-centered design.

What We Do

Interactive data sculptures, tactile maps, VR/AR experiences, and creative workshops with real data.

Where

Museums, schools, communities, fairs, and scientific events.

Why

Making complex 21st-century problems understandable through simple, multi-sensory experiences.

What Makes Us Unique

Open data + AI assistants + Multi-sensory approach + Replicable model.



Data Sculptures

Data Sculptures are large-scale physical pieces that transform complex datasets into tangible three-dimensional objects. Through techniques such as 3D modeling, printing, machining, and metal structures, Tangible Data converts indicators on climate, poverty, biodiversity, or air quality into forms understandable by any audience.

What They Offer:

- They make the invisible visible: allowing audiences to 'touch' trends, anomalies, and patterns
- They serve as exhibition pieces for museums, city councils, and organizations
- They foster scientific literacy and critical thinking through art
- They allow for extending the exhibition with digital layers (AR/VR, audio, apps, etc.)

Examples: The Climate Change Skeleton (3 m³, 2000 kg), Usera mountains by income or air quality, urban surfaces, and data ecosystems.

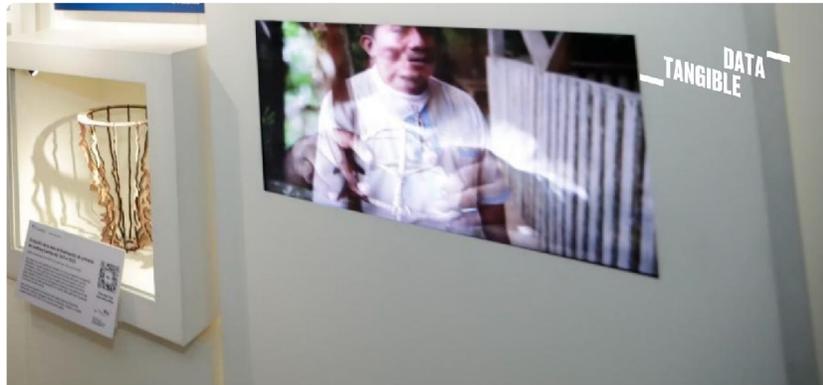
Case Study: IE University Sustainability Week

We partnered with IE University to create an exhibition explaining the ESG (Environmental, Social, and Governance) components of sustainability during their Sustainability Week. The physical sculptures allowed students and faculty to engage with complex sustainability concepts in a more intuitive, memorable way.

The exhibition generated significant interest and helped participants develop a deeper understanding of sustainability principles and their practical applications.



Case Study: EFE News Agency



EFE News Agency invited us to participate in their exhibition "50 years in Central America." We created a piece representing the evolution of primary education in six Central American countries since 1970.

The sculpture transformed decades of educational statistics into a tangible form that visitors could interact with, creating a powerful narrative about educational progress in the region and highlighting both achievements and ongoing challenges.

Case Study: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data invited us to present a large sculpture at its biennial conference with statistics experts from around the world.

Our installation created a focal point for discussions about how to make data more accessible and impactful. The physical representation of complex datasets helped bridge communication gaps between technical experts and policy makers, facilitating more productive conversations about data-driven solutions.



Case Study: BBVA Data Quality Award



We collaborated with BBVA to develop a special award for teams that had worked to ensure data quality during the pandemic. The physical sculptures served as meaningful recognition of their critical work.

This project demonstrated how data physicalization can be used not just for communication but also for recognition and celebration, creating lasting symbols of achievement in data management.

Case Study: The impact of AI on the Workforce

aijobs.tangibledata.xyz is an application developed within the Tangible Data ecosystem. This tool evaluates the impact of artificial intelligence on the labor market.

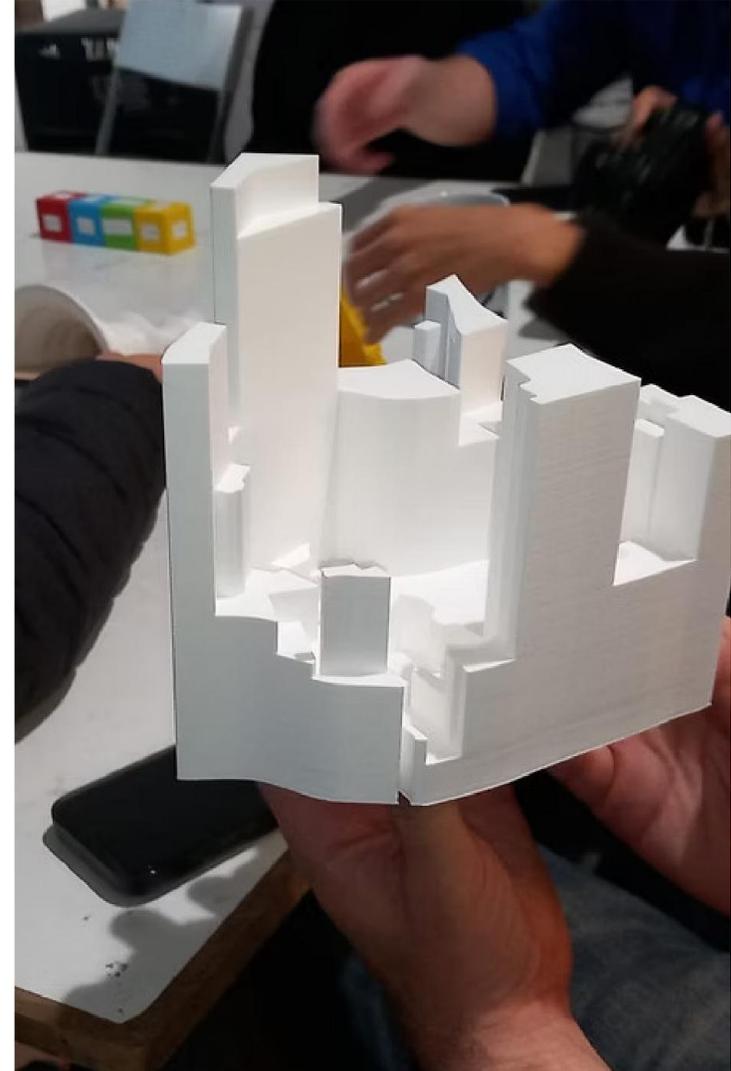
It uses the O*NET dataset and advanced economic models for its analyses. The application integrates Gemini 2.5, allowing it to refine descriptions, interpret skills, and evaluate tasks with great precision.

Its design enables organizations, analysts, and talent managers to model, simulate, and plan the evolution of professional roles in the face of generative AI adoption. The tool offers a structured framework for understanding and adapting to these changes



Vision 2025-26: Tangible Data, Tangible Future

Our vision for the next two years focuses on expanding our reach and impact through innovative exhibitions, educational programs, and technological advancements. We aim to make data real, allowing people to feel it, reflect on it, and shape a more sustainable future based on evidence and emotional connection.



Ecosystem

We are proud to have collaborated with different partners and are looking forward to expand this network

Friends and Institutional Support



EU Publications Office

The EU Publications Office selected Tangible Data in the 2022 Datathon and included the project in the Open Data Use Case Observatory over the three editions. It also invited Tangible Data to participate in the 2025 EU Open Data Days and in the observatory's results presentation webinar.



Espacio Oculto

Tangible Data has collaborated with Espacio Oculto in the revitalization of the Usera Tangible Data Lab, combining art, data, and community participation to activate new ways of understanding the neighborhood.



Global Partnership for Sustainable Development Data

In Uruguay, Tangible Data and the Global Partnership for Sustainable Development Data collaborate to transform public data into accessible and meaningful experiences that strengthen decision-making and citizen engagement with the SDGs.



Museo Nacional de Ciencias Naturales

Tangible Data colaboró con el Museo Nacional de Ciencias Naturales en el diseño, instalación y dinamización de la escultura "el esqueleto del cambio climático", inaugurada el 27 de noviembre de 2025



Inter-American Development Bank

The Inter-American Development Bank invited Tangible Data to share its experience at the Montevideo Data Camp, organized by AGESIC in November 2025.



BMW Foundation Responsible Leaders Network

The Tangible Data project in its current format emerged during the BMW Foundation's Dawn program. We currently collaborate with the network and its working groups.



AGESIC - Uruguay

The Agency for Electronic Government and Information and Knowledge Society invited Tangible Data to share their experience in the AIRE project - The Air Guardians in Madrid, at the Data Camp in November 2025.



Revolve Media

REVOLVE Magazine es un medio internacional dedicado a la sostenibilidad que publica reportajes, análisis y comunicación especializada sobre energía, agua, clima y economía circular.

Join Us

Putting data in the hands of those who need it.

We invite organizations committed to sustainability to partner with us in transforming their data into powerful physical experiences that inspire understanding and action.

Together, we can bridge the gap between information and impact—turning complex datasets into stories people can see, touch, and share.



Q&A



Hannah Kroker
European Data Portal
(data.europa.eu)
Publications Office of the EU



Sem Enzerink
UCO Report Lead
The European Data Portal



Svenja Osmers
Project Manager
Integreat



Antonio Moneo
Founder & CEO
Tangible Data



Stay up-to-date on our
2026 activities!

The logo for Data Europa Academy is located in the bottom left corner. It consists of a dark blue circle containing the text "data.", "europa", and "academy" stacked vertically in white lowercase letters. The dots in "data." and "europa" are stylized with small yellow and orange accents. The entire logo is set against a red circular background that partially overlaps the blue background.

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Continue the discussion after the webinar!

European data

data.europa.eu The official portal for European data

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Home > ... > Collaboration channel > Data reusers > Academy webinars > The final Use Case Observatory: open data with real-world impact

The final Use Case Observatory: open data with real-world impact

Submitted by [Hannah KROKER](#) on Tue, 11/25/2025 - 12:09

Topic: [Academy webinars](#)

Excited for our **webinar on the final Use Case Observatory** report on the 12th of December, featuring real examples of what open data can achieve?

Perhaps the work of our first use case **Integreat** to support refugees and migrants with accessing important services and information in their language struck a chord with you. **Do you have ideas of how such a programme could benefit people in your community?**

Or maybe you see yourself as more of a creative person, wanting to reach others by employing data in novel, artistic ways, like **Tangible Data**, our second use case, does. **Can you think of other projects and causes that could be tackled through unconventional visualisations of data?**

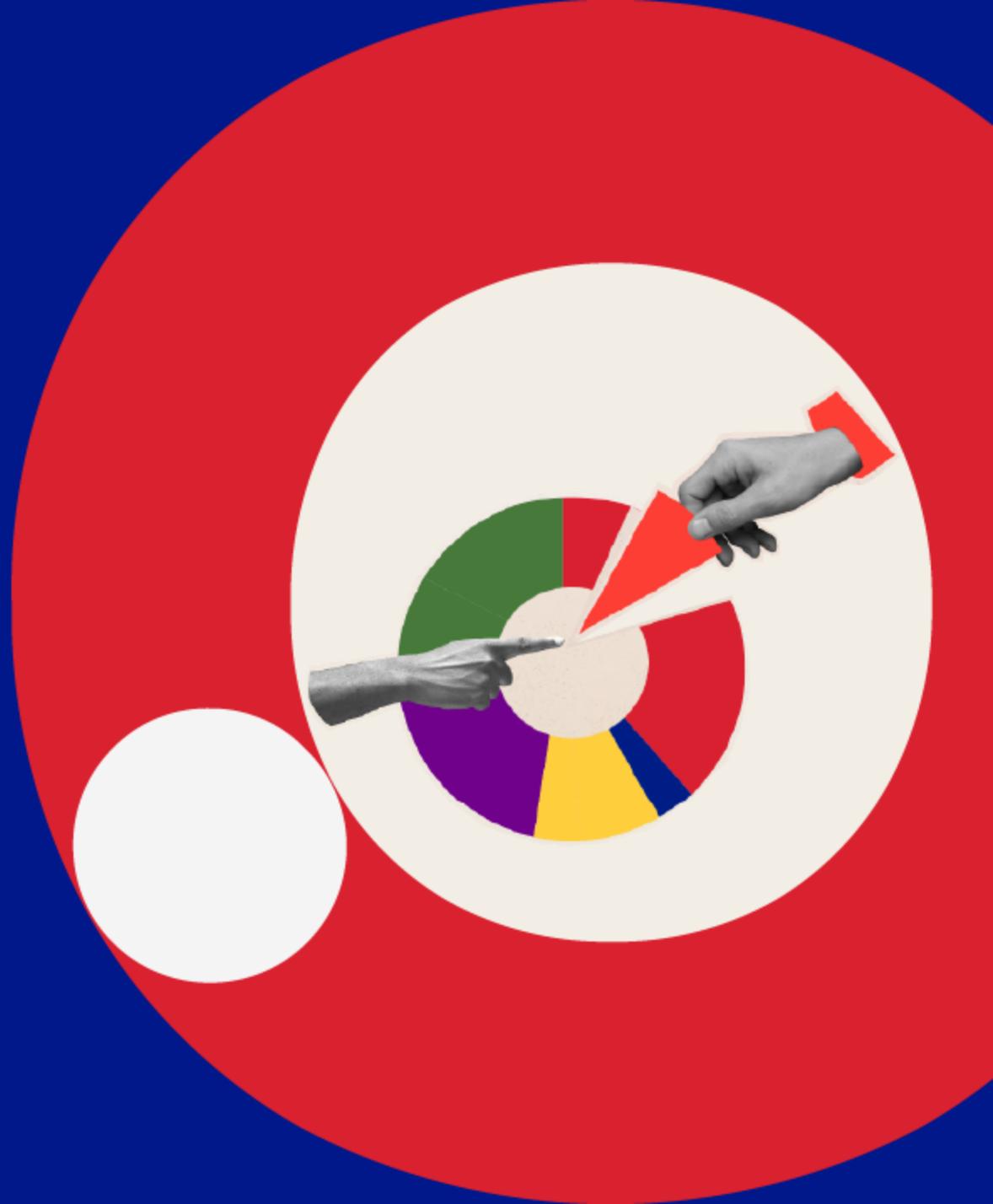
Whether you feel inspired by these stories or have completely different ideas of how open data can have a real-world impact – **this is the place to discuss your thoughts and questions about the webinar with our data community.**



Your opinion is
important to us!



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Thank you!

