Stories of use cases: Open data to foster European’s economy and way of life

25 April 2023
14.30 — 16.00 CET
Rules of the game

- The webinar will be recorded
- Please mute yourselves during the webinar
- Please reserve 3 min after the webinar to help us improve by filling in our feedback form
- For questions, please use the ClickMeeting chat.
# Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.30 – 14.45</td>
<td>Introduction to the series ‘Stories of use cases’ and ‘An economy that works for people’ and ‘Promoting our European way of life’</td>
</tr>
<tr>
<td>14.45 – 15.10</td>
<td>Presentation of work by use cases</td>
</tr>
<tr>
<td>15.10 – 15.55</td>
<td>Panel discussion with representatives from use cases</td>
</tr>
<tr>
<td>15.55 – 16.00</td>
<td>Wrap up and feedback</td>
</tr>
</tbody>
</table>
Introduction

Giuseppe Ascone Modica
Knowledge Management,
data.europa.eu

Michail Maragkakis
YouthPOP

Sara Baroni
Wonder Wanderlust Women

Guido Mazza
Wonder Wanderlust Women
Stories of use cases webinar series

Sharing experiences from the **Use Case Observatory**, **EU Datathon** and **data.europa.eu use case repository** to share how initiatives contribute to major global priorities

**What**

Stories help grasp opportunities and showcase their potential and the impact of open data on innovative business opportunities

**Why**

Delve into the social and economic development goals in Europe through 2 open-data-driven initiatives aligning with the Commission’s political priorities

**How**
1st edition: Open data for the European Green Deal

- Delved into the green transition across Europe through 3 open data use cases
- Explored how their respond to environmental challenges
- Presented how open data is used to tackle these challenges
European Commission Political Priorities

- An economy that works for people
- Promoting our European way of life
An economy that works for people

‘A political priority focused on ensuring social fairness and prosperity’

Policy areas:
- Economic and financial union
- Jobs, growth and investment
- Youth employment support
- Internal Market
- The European Semester
- State aid
- Financial services
- Economic forecasts
European Pillar of Social Rights Action Plan

EU targets by 2030

- 78% employment
- 60% in training every year
- 15 million - Tackling poverty
Promoting our European way of life

‘A political priority focused on protecting EU citizens and EU’s core values’
European Health Union

Pharmaceutical strategy

Europe’s beating cancer plan

Crisis preparedness and response

#HealthUnion
Our panellists
Get to know: Wonder Wanderlust Women
Sara Baroni & Guido Mazza
The new portal to women's opportunities
Design your future while closing the gap!

a solution by ITER IDEA
We live and feel like European citizens. Our vision is to sparkle innovation in the many communities in the world that dream big. In the last seven years, we inspired several European communities with our cloud solutions.
Collaboration with smart cities

Collaboration with universities

- 53,665 users
- 116 universities
Collaboration with research centres worldwide

Platform enhanced with AI-powered optimisation capabilities to give a systematic overview of resources’ skills, projects, availability and location.
We are ITER IDEA, an Italian startup founded June 2021.

7+ years of experience in mobile app development and cloud solutions design.

Enterprise Europe Network members and Innovation Managers at MISE (Italian Ministry of Economic Development).

You may know us for Papaya, an ESN matching system used by thousands of students from more than 100 European universities.
Women between 20 and 35 years are experiencing the most difficulties in entering the job market (OECD, CNN, Istat).

They are also one of the categories most affected by the pandemic scenario (Huffingtonpost, Wired).

Companies have increasing attention to the Equal Salary Certification and similar commitments.

Universities and other institutions are improving and promoting their internationalization paths.

Investments and the attention of the EU to reducing the gender gap and promoting transparency of wages by 2030.
Initially, through the support of the European Commission and as part of the EU Datathon 2021 project, we developed a dashboard based on algorithms able to quickly show young women (15-24 and 25-35) the data necessary to support them in the choice of change life.

Today the new portal can provide relevant tools for eliminating the gender gap through a functional combination of educational, work and support synergies.
Target

During the Datathon

- Emilia Spaczynska
  - Bio: 22 years old from Lublin PL
  - Speaks: Polish, French, English
  - Studies: ICT
  - Motivation: looking for a destination where to deepen her studies and, perhaps, start her first internship

Now

- Women 18-35;
- Companies (especially gender equal);
- Certification bodies;
- University;
- Education company.
Datasets & other sources

- 6+ million rows of data processed
- Advantage of cloud technologies
- ~10 European and national sources
- Challenge: linking the same entities across different datasets

* This slide’s logos have only explanatory purposes of the data sources implemented; these are not direct partners of the project.
"Tips" to guide the way

- Data model designed for speed, flexibility and scalability
- Subjects: cities (as mobility opportunities)
- Dynamically elaborated based on the parameters provided by the users
- Many different — but interconnected — topics to generate knowledge:
  - Mobility, accessibility, fields of competence, jobs, cost of life, gender equality, etc.
- Together, they contribute to a classification to suggest cities

- Recently, 1404 people (53% female), between 26 and 34 years, participated in an exchange program in Milan.
- The Gender Equality Index in Sweden is 83.8%, higher than the European average (67.9%).
- The average cost for public transportation is 30€ per month; the value is lower than the average cost in Portugal (40€ per month).
- The city's universities have an internationalization ratio 28% higher than the average in Italy.
“Tips” to guide the way

Stockholm is a popular destination for people in the field of Engineering and engineering trades.

Recently, 113 people (52% Female) with special needs participated to exchange programs in Stockholm.

Stockholm was recognized in an Access City Award (3rd prize awarded in 2013).

The average renting price is lower than the average price in Italy.

The average cost for public transportation is 130€ per month; the value is higher than the average cost in Ireland (100€ per month).

Venice is a great opportunity for students of Architecture and construction since it hosts the IUAV University of Architecture; 349 scholarships will be released between February and March 2022. The IUAV supports students with 14 accommodation facilities and a dedicated website.

Turin’s monthly cost of living is estimated around 776€, which is 7% lower than the estimated in Italy.

In Dublin, the most people are satisfied with public transportation (37%).

There are ESN sections in the city: ESN Modena.

The Gender Equality Index in Sweden is 83.8%, higher than the European average (67.9%).

Milan is a great opportunity for students of Information Technology since it hosts partners of EIT Digital – Politecnico di Milano. The total number of EIT students who lived an experience in Italy is 435 (121 female) in the areas of: Data Science, FinTech, Human Computer Interaction and Design.

We are aware of 83 job/internship opportunities in Dublin.

Modena joined the program WiFi4EU (Free Wifi for Europeans).
...we needed a way to visually summarize this massive amount of data with the objective of mapping and explaining opportunities
An easy to use and engaging web app that visually displays opportunities and highlights hidden patterns to help young women in taking new chances.
Demo: Emilia on action

The new feminine portal for European mobility: welcome to your new life.
Accessibility

The framework that we used to draw the map doesn’t have much support for accessibility features. Therefore, we created a specific Accessibility Mode that lets you easily explore the opportunities available on the map by using the keyboard or other devices.
Winner of EU Datathon 2021

In the category “An economy that works for people” and most voted app for the Public Choice Award

European Central Bank via Twitter, Huffingpost, Ministero del Lavoro, Dati.gov.it.
Il Sole 24 Ore and Info Data allowed us to share the project on Data Jobs
Startup Magazine, HuffPost, Data.Europa.Eu, ClickLavoro, Regione Emilia Romagna, more...
After the Datathon

- We rebranded the app;
- Increased our solutions and data;
- Opened a website and a blog;
- We were guested for a national radio interview.
WomenX Impact: international event

- Workshop “Women in coding, skills and community to design new paths”;
- Finalist at WomenX Impact Startup Competition;
A new mission, a new app

The elimination of the gender gap is a very complex social and economic issue, it is estimated that it will take about 132 years to see its elimination in Europe.

We can't wait that long: to accelerate the closing of the gap women must be allowed to enjoy all the conditions necessary to reach their maximum potential.

How? By simultaneously working on three areas through data, AI and community.

This is our new formula, this is our mission.
University

Thanks to our partners there's

2 scholarship waiting for you

Symbol to indicate the universities with the highest gender equality in the area

The women who study here think that (…)

Tips:
- available scholarships;
- dormitory/apartments affiliated with the university

Scholarships made available by project partners and/or open data provided by EU/international scholarship portals are highlighted.
Work

Companies certified for gender equality are highlighted

Space is given to women in managerial positions who adhere to programs relating to training services useful to users

The women who work here think that ... (anonymous reviews)

The certifying bodies are valued to ensure that more companies adhere to the certification

Each topic then opens up to the real job opportunities made available by the project partners and/or by the open data provided to us by the EU.
Support

Anti-violence centers (for now collaboration with the D.I.Re network, soon with the European ones)

By activating the appropriate filter, the algorithm highlights opportunities compatible with proximity to anti-violence centres

Tips:
- presence of local ambassadors;
- events and physical places where you can meet the ambassadors;
- links with advice from the ambassadors for settling in certain cities

Contact information is shown on a single channel and based on proximity to the opportunities found. Unlike other platforms, where you need to follow various affiliate links to get to the contact information of the centres.
What’s coming

- New collaborations with the 12 best universities for STEM subjects in Italy;
- STEM specialized workshop in Italian STEM universities;
- Partner of a national summer coding camp for girls in Italy;
- Partnership with the EDGE Empower certification company.
(some of) Our partners & supporters

* Only “AWS activate” is a funding partner (through a credit program).
Thank you!

www.unawomen.com
Get to know: YouthPOP

Michail Maragkakis
YouthPOP
Youth Public Open Procurement
Make Public Procurement POPular to Youth!
Every year, Public Authorities in the EU spend more than 1.9 trillion euros mainly in sectors such as Construction.

- Info is scattered to each contractor’s website or hidden into big open data
- Lack of connection between young people
- Limited Knowledge about Market Growth, Size or Competition

CHALLENGES

Young People
**SIMPLIFY**
The access to Info

**INVESTIGATE**
Potential Partners/Competitors or Relocation Criteria.

**NETWORKING**
Expand the communication channels

**MAXIMIZE**
The success in Bids.
Marina
- 24 years old from Greece
- Architect Engineer
- Small-Medium Company Owner
  - Visually impaired

Paul
- 25 years old from Netherlands
  - Civil Engineer
  - Employee who plans to upgrade his skills

Both (Marina and Paul) are interested in:
- Countries: France, Germany, Belgium
- CPV*: "Architectural, construction, engineering and inspection services“ (45000000)

*Common Procurement Vocabulary (CPV): Establishes a single classification system for public procurement, aimed at standardising the references used by contracting authorities and entities to describe procurement contracts.
All Trends are extracted by Contract Award Notices 2018-2019 and 2020. Marina and Paul can check the Trends for the:

- ✔ 45 Main CPVs,
- ✔ 15 most Popular Contractors with significant activity,
- ✔ 15 most Popular Bidders with significant number of wins,
- ✔ Types of Contracts (Works, Supplies, Services),
- ✔ Contractor’s Activity (Defense, Electricity, Other) for each Country.
Paul chooses one of 103 KEYWORDS for 15 MOST POPULAR CPVs.

QUERY SENT TO European Skills, Competences, and Occupations (ESCO) API

As a final step, Paul can check each Occupation’s suggested DEGREES through EUROPASS PLATFORM.

30 TIDY TREES (2 TREES PER CPV)

Paul will check, through ESCO API Response:

>2000 Skills in total
>20000 Occupations in total

CPV AND SKILLS
Contract Award Notices Data, 2018–2020

1. Does Open Contract include One or multiple CPVs?
   - One CPV
   - Multiple CPVs

2. Does Open Contract include One or multiple CPVs?
   - Competitors for this CPV
   - Partners for all CPVs, excluding CPVs that User is interested in & Competitors for all CPVs that User is interested in them too.

3. Open Contract, daily downloaded (XML Data)
   - Train a Probabilistic Network
   - Trained Probabilistic Network (Bayesian Network)

4. Train a Probabilistic Network
   - Correspond each Winner’s Name with a CPV
   - Create Winners / Companies List per CPV

5. Correspond each Winner’s Name with a CPV
   - Create Winners / Companies List per CPV

6. Create Winners / Companies List per CPV
   - TED Table

7. TED Table
   - Open Contract, Award Notices Data, 2018–2020
   - Partners / Competitors Tables

8. Partners / Competitors Tables
   - Does Open Contract include One or multiple CPVs?
CPV - Skills - Occupations - Degrees

- Agricultural, farming, fishing, forestry and related products
- Architectural, construction, engineering and inspection services
- Business services: law, marketing, consulting, recruitment, printing and security
## TED Probability Table

<table>
<thead>
<tr>
<th>TED DOCUMENT NUMBER</th>
<th>CITY</th>
<th>SHORT DESCRIPTION</th>
<th>DEADLINE</th>
<th>POTENTIAL SUCCESS (%)</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>438870-2022</td>
<td>Bordeaux</td>
<td>Construction work / aebc pour des operations de modernisation, adaptation, de mise aux normes et de renovation partielle ainsi que des operations de petites constructions neuvres VRD - 40-33 Base de Defense de Mont de Marsan</td>
<td>20221020 16:00</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>470372-2022</td>
<td>Lyon</td>
<td>Building construction work / execution des travaux deadaptation de la zone technique pour laccueil des VBM du programme SCORPION et lamenagement dune espace NEB Simu au Quartier ROLLET du 1er REG. Lieu dexecution des travaux : LAUDUN (30) - quartier ROLLET - 1er Regiment etanger</td>
<td>20221107 16:00</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>
Since in many contracts, relocation is necessary, we present basic info about Income Parameters and Quality Parameters for the countries that the Users follow.

We all understand how important is for a young person to find info about the quality of life in the country she/he plans to relocate.
Plans and Ideas for Future Development

- **MAY ‘23**: Automatic Translation of each Open Contract’s Info in Young User’s native language.
- **SEP ‘23**: Ability to Export Reports including Parameters focused on Youth.
- **DEC ‘23**: Integration with existing eProcurement Platforms.
- **MAR ‘24**: Artificial Intelligence (AI)-powered chatbot will guide Young People by streamlining the end-to-end procurement process.
- **MAY ‘24**: Add Job seeking feature. We will connect new Job Ads with CPVs and Skills of Young People based on ESCO API.
Thank you!

Sign Up
www.youthpop.eu

Contact Us
@YouthPOP1

youthpopeu@gmail.com
sofia@youthpop.eu

Woman and Man icons created by catkuro – Flaticon
LinkedIn 2 icon by Icons8
Panel discussion

Leave your questions in the chat!
The panel discussion starts with a few structured questions

1. How does your initiative make an impact on societal challenges?

2. What open data do you use for your initiative?

3. How do you gather your necessary data and what are the (quality) standards you maintain?
The panel discussion starts with a few structured questions

4. What challenges have you faced when founding your initiative?

5. What tips do you have for the open data community to start their own initiatives?

6. Questions from the audience
Stay up-to-date on our 2023 activities!

• New webinar series on data spaces and open data – to start on 12 May

• Webinar series dedicated to the Open Data Maturity dimensions – To be continued during July

• Webinar series dedicated to use cases continued – Stay tuned
Please provide your feedback!
Thank you