

Open & Big Data Potential: 2% of Additional GDP for EU-28 before 2020

Submitted on 01 Feb 2014 by Karolis Granickas

How do we measure the impact of releasing and re-using Open Government data? A million dollar question. The ePSI Platform together with other organizations and individuals have been addressing this question since the beginning of data revolution. We have been closely watching efforts to grasp open data impacts and many of these efforts failed to convince us that we actually know what the potential of open data is.

The new [report](#) commissioned by think-tank [demosEUROPA](#) (Centre for European Strategy Foundation) and conducted by the Warsaw Institute for Economic Studies (WISE) just had another attempt at grasping the economic potential of open & big data and this effort certainly cannot go unnoticed.

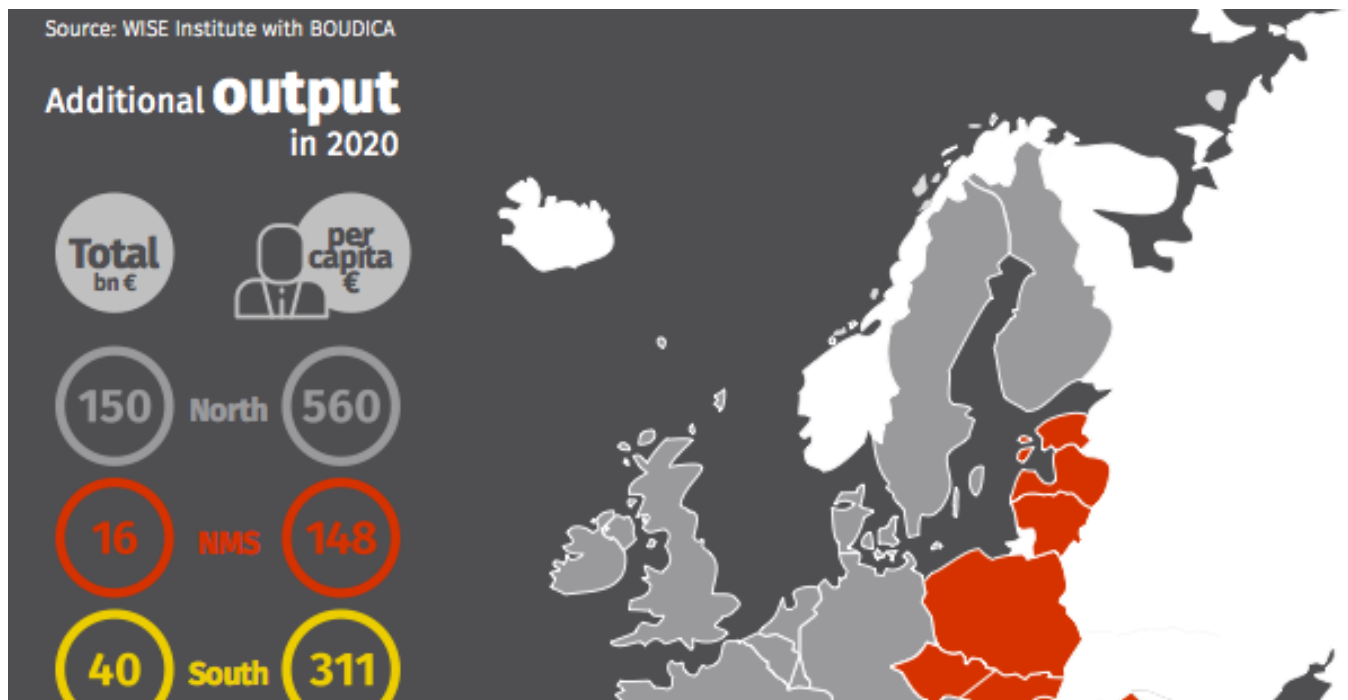
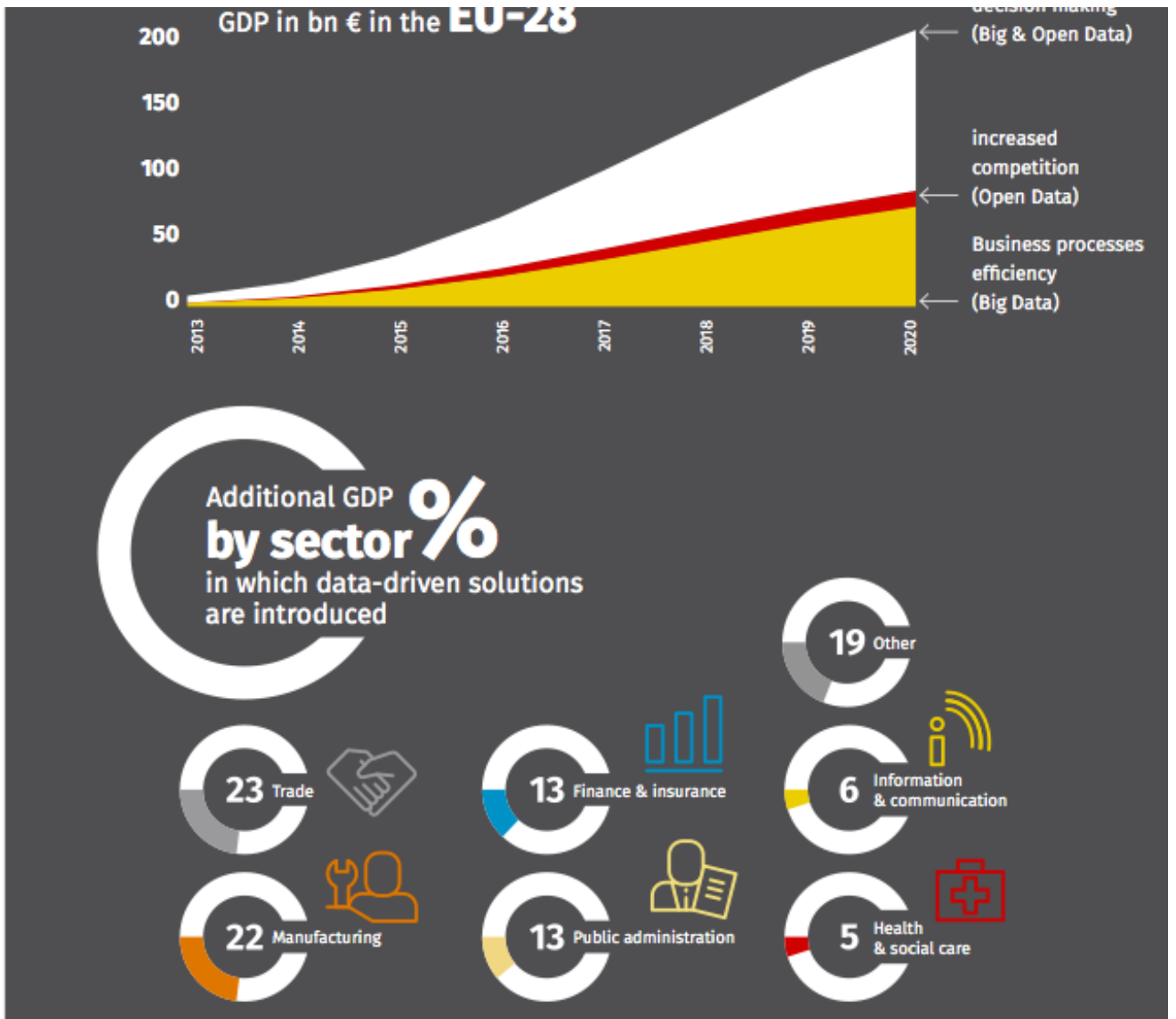
The calculation says that the EU economy can potentially grow by a staggering **1,9 per cent by 2020** as a result of reusing big & open data. It suggests that the direct macroeconomic effect of open data will be relatively modest, but it will play an important role as complimentary element of the big data revolution.

The report goes on and predicts that richer countries, with better-developed ICT infrastructures should benefit more than those that lag behind in these areas. Therefore the Northern Europe (except France) will feel more of data revolution than the most new member states, with a clear exceptions being the Czech Republic and Poland.

Surely, these numbers and predictions are not a given. The three main steps that the EU has to undertake to be able to unleash the potential of big & open data are (1) recognizing open data readiness of individual Member States, (2) then addressing them with tailored policy choices and (3) integrate big & open data challenge into a broader policy agenda as opposed to having it as an isolated issue.

The key findings are in pictures below but you are encouraged to have a look at the report itself - it's worth it!





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Trade



Manufacturing



Health



Information & communication



Finance & insurance



Public administration



Other

Additional **increase** in GDP level by country and sectors

%

