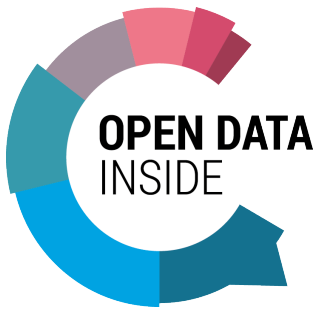


Open Data Inside: Quality seal preparing for international launch

Submitted on 01 Apr 2015 by Sonja Fischbauer

Open Data Inside is a badge that every individual and organisation that uses open data can [download](#) and present on their own website.

It emphasizes the economic added value of open data, while also showing the various opportunities that open up by using them. The project, created by the NGO [Open Knowledge Austria](#) and the startup [zoomsquare](#), has successfully launched in Austria and is now looking for partners to expand internationally.



Open Data Inside strives to visualize a digital quality seal that distinguishes all innovative organisations, companies and individuals who work with open data in any way.

“Open data is a treasure, the commercial potential of which is yet to be fully uncovered by the private sector”, states Helmuth Bronnenmayer, project founder and executive board member of Open Knowledge Austria. To create awareness and highlight the commercial benefits accomplished by those working with open data, the non-government-organisation Open Knowledge Austria and the Austrian startup zoomsquare partnered up to develop Open Data Inside.

Who is it for?

The Open Data Inside badge distinguishes all those who use open data for their applications, services and/or work towards spreading awareness for open data: sole proprietors, companies, private and state organisations, associations, NGOs/NPOs, institutions and academic institutions as well as bloggers, data-driven journalists, programmers, and many more.



- The first Open Data Ambassadors celebrate the project's launch in Vienna. photo: cc-by Open Knowledge Austria.

How does it work?

At opendatainside.com you can download your own badge, ready to be integrated into your website in only two minutes. Everybody who downloads the badge becomes an Open Data Ambassador, and their (company) name, logo and website automatically appears on the list of all current ambassadors.

Preparing for international launch

The project launched with an opening event in Vienna on January 22nd, where the badge was unveiled to Austria's Open Data community; Stefano Bertolo, scientific project officer of the EU scientific commission, joined via video conference. Having now been established for two months, Open Data Inside has achieved success with over 50 open data ambassadors from Austria and Germany.

To promote Open Data Inside beyond the borders of the German speaking countries, Open Knowledge Austria and zoomsquare are currently looking for international project partners and sponsors. If you are interested in a partnership, don't hesitate to get in touch with project manager Sonja Fischbauer and write to [sonja.fischbauer \[at\] okfn.at](mailto:sonja.fischbauer@okfn.at).