Improving the Open Data System: ODP+
Open Data Platform & SATIN & Gamification extensions

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Technical Advisor: Benjamin Dittwald
Members: Ulrike Hinz, Josefin Lassinantti, Luca Piras, Arganka Yahya, Begüm Ilke Zilci, Luca Calderoni
How we got together

**Berlin 2012:**
How could we make it easier to publish open data in a better way? How to increase usability and re-use of the data?

**Luleå 2012:**
What if EVERYBODY could do their own apps on OPEN DATA? How can we access the data?

**Trento Sept 2013:**
What a great idea to MERGE the three platforms!

**Trento 2013:**
What if we could easily and rapidly apply GAMIFICATION to increase collaboration & participation?
Open Data and respective challenges

- A global scene with many big actors and different advocates
- Small actors are not publishing enough
- Too much data is in non service friendly formats, e.g. .xls
- Data structures varies a lot, makes service creation difficult
- Innovation pace is too slow and addresses both global issues as well as regional
- Current solutions are not covering dialogue, collaboration and data improvement in a comprehensive way

[Open] Data is the new gold! /Neelie Kroes
HOW DO WE FIND OUR WAY IN THIS JUNGLE?
WE TAKE A HOLISTIC VIEW ON THE ONES WITH LEAST SUPPORT TODAY.
The Open Data Portal +

Service developers, entrepreneurs & explorers

- Non-programmers
- NEW: Visual Programming
- NEW: Monitoring and statistics/reports

Programmers
- NEW: Data Improvement
- ECO-system!
- NEW: Publication support with data structures

ODP+
- Market
- Usability
- Gamification
- Collaboration

Data suppliers

National implementers:
- Realisation & assessment
- Evaluating initiatives

Local agencies:
- A ready-to-go solution
- Non-proprietary solutions
Market analysis / benchmarking

Criteria of current OD Portal benchmarking analysis:
- Data availability and quality
- Political leadership, initiative and support
- Data portal usability (user interface, user participation)

All of those issues are directly addressed & improved in our solution

2010: Open Data estimated at €32 Billion in 2010 (EU27)
2011: 28 nations established OD Portals (worldwide)
2012: UK as a leader with 15000 datasets (ODP Germany: 4409)
2013: Trendsetters UK & US
ODP’s have no gamification or App facilitation elements, US has a basic publication process and data visualization and filtering

2013: Firms such as SpazioDati & DataPublica focus on analytics (Big Data) and visualization

Note: Size of bubble represents level of government support.

Source: Capgemini Consulting Analysis „The Open Data Economy“, 2013
Market analysis conclusion

There is no open data platform available today which is targeted at non-programmers, nor is there anyone that integrates data improvers on a crowd sourcing base into the scope and concept. There is no open data platform that consistently uses gamification approaches. Current software competitors focus on analytics and visualization tools more than on integrating all users.
SO...
WHERE DOES THE CASH COME FROM?
Primary business model – Freemium/Premium

E.g. ODP+ Creators account:
(e.g. Euro/month)
→ Selling
→ Branding
→ Evaluations/ratings
→ Extended gaming

E.g. modules:
(e.g. Euro/month)
→ Data web
→ Collaboration tools
→ Statistics & surveys

Free functions:
• Data publishing
• Data improvements
• Data usage as usual & via SATIN
• Basic gaming

Add-on services

Basic features are free

Open platform sold on license

• Innovative data use
• Gradual adaption to becoming a good data provider
• National coherence
CAN WE SOLVE THIS TECHNICALLY?

YES!
Technology behind

**Open Data Platform:** A data catalogue for open government data.

**SATIN:** A visual programming → web applications for non-programmers.

**Gamification Engine (SmartCampus):** Enables gamification of portal features.

**Free tools:**
- Collaboration and social
- Data filtering
- Rating

**Potential partnering tools:**
- Data visualisations (e.g. ENGINE)
Technology solution

Administration and domain specific catalogs
- Web sites of authorities
  - Publish datasets, documents, apps via web form
- Domain specific catalogs (environment, geo, etc.)
  - Publish via API
- Open Data catalogs (Berlin, Bremen, Bayern, Hamburg, ?)
  - Import datasets, documents and apps.

Open Government Platform for Germany
- Portal-Liferay
  - Library (Web portal + CMS)
  - User interface to catalog
  - REST interface
  - CKAN catalog
  - REST interface
  - CSW/CKAN Harvester
    - Query datasets via API
    - Import datasets, documents, apps

End users and app developers
- Browser
  - Browse datasets, documents, apps
- Apps
  - Send Component Metadata via REST

Gamification Engine
- Gamify ODP portal functions
  - REST interface
SO, WHAT WAS THIS ALL ABOUT?
Roadmap for future introduction

**Funded by EU**
Incentives:
- Political will
- Capture value of OD
- Increased transparency

**Crowd funding options** once critical mass is reached and full value of OD acknowledged

**Increased collaboration and standardization of data sets**

**Implementation and operation on regional, national and international level**

**Producer Incentives** through stakes in sold apps and commercialized datasets, structure improvers receive bonuses to use additional tools

**Improved data and produced output (apps and SATIN components)**

**Crowd-based improvement and development**

**Mainly non-for-profit crowd initiatives** and parts of derived value from ODP+ products

**Partly government-funded**
Incentives:
- Increased amount of open data
- Increased economic activity in the region
- Higher generated value

**START**
(Development and) Improvement of ODP+
THANKS!
/The FOKUS team
EXTRAS:

WHAT EXACTLY CAN EACH TARGET GROUP GET?

CHECK IT OUT!
What the Top-level management gets:

(National\textsuperscript{A} governments or Industry organisations\textsuperscript{B})

A system that:

- Gets a broad range of smaller actors \textbf{starting quickly} and without surprises from creative & revenue driven IT-companies
  \rightarrow \textit{less resources needed for fuelling the realisation of PSI directive}

- Makes assessment of \textbf{compliance} to standards\textsuperscript{A} easier and quicker (automatic compliance through process)
  \rightarrow \textit{less work with adhering to EU directives, saves money and resources}

- Makes them able to handle all smaller actors (municipals\textsuperscript{A} or companies\textsuperscript{B}) as a \textbf{“bunch”}
  \rightarrow \textit{saves times and money}

- Enhances both regional and \textbf{national innovation} on a broad scale
  \rightarrow \textit{supports other national initiatives}

- Access to advanced report/monitoring tools, collaboration and participation tools (towards both municipalities and citizens)
  \rightarrow \textit{easier to manage the above tasks}

EX UNDER DISCUSSION!
What the Data providers gets:

(*Municipalities or ^Companies*)

A system that:

- Makes basic data publishing easier and safer (**compliance**)
  ➔ less threshold to get started since they won’t “get stuck” in early & costly portal design with IT-companies, also less need for competence development

- Gives their data a broader visibility and diffusion (**market**)
  ➔ leveraged value of data publishing

- Makes it **a question about data** rather than about technology
  ➔ focusing on the right things

- Enables **knowledge sharing** and collaboration with fellow municipalities
  ➔ easier to get rid of technology discussions and start focusing on “creating value” discussions when you’re on the same platform

- Enables them to **adapt** “their” portal with add-on services like an inside-portal-web for contextualising their data, extended collaboration and participation tools and extra gamification tools
  ➔ easier for a smooth start and to “grow into it”
What the Programmers gets:

(Éprivate persons or Ḟcompanies)

A system that:

- Provides local data for free (as other platforms)
  → source material for new services or for making other fun stuff

- Possibility to share data improvements with data owners
  → supports the “crowd source mentality” and fuels data fill up

- Data visualisations tools and possibility to share either with data owner or on a common web (ENGINE?)
  → improving data and sharing (included combined datasets)

- The ODP+ creators account (e.g. monthly/yearly subscriptions)
  → Getting points/scores/recommendations/evaluations/money for job done (e.g. data improvements or SATIN components.
  → Access to an app marketing platform
  → Payment models depends on size of company?
  → Personal branding

EX UNDER DISCUSSION!

Schools license?
What the Non-programmers gets:

({private persons} or {companies})

A system that:

- Provides local data for free (as other platforms)
  - source material for new services or for making other fun stuff

- Visual programming editor for service development
  - makes them able to try out their ideas

- Data visualisations tools and possibility to share either with data owner or on a common web (ENGINE?)
  - improving data and sharing (included combined datasets)

- The ODP+ creators account (e.g. monthly/yearly subscriptions)
  - Getting points/scores/recommendations/evaluations/money for job done (e.g. data improvements or SATIN components.
  - Access to an app marketing platform
  - Payment models depends on size of company?
  - Personal branding
  - Access to SATIN components that otherwise are paid
  - GAMIFICATION elements

EX UNDER DISCUSSION!

Schools license?