

Share PSI - Lisbon - Workshop topic: “Encouraging open data usage by commercial developers”

Session title: “Events, hackathons and challenge series - stimulating open data reuse”

Structure

10 - 15 minutes presentation maximum

Structured discussion (led by Simon Whitehouse and Amanda Smith) with flip charts to capture key points

Materials needed

Flip chart, marker pens

Content

When engaging with the open data community, an organisation may hold an event to achieve one or more of the following aims: data awareness; understanding demand for, and improving the quality of, their datasets; and to encourage the reuse of datasets to create apps and other services.

We'd like to host a workshop that explores a categorisation placing these (and other) aims against the sort of activities that organisations might engage in to achieve them.

A possible introduction to the session could be to echo the sort of comments we've heard from managers along the lines of *“We opened up some data, held a hackathon, fed people pizza, now where are all the cool apps?”*.

We would like to use this session to demonstrate to an organisation what they might get out of different activities, and in addition, explore what the blockers might be for ensuring sustainable data reuse following the investment of data publishers and consumers at such events.

Reflecting on experiences from the Open Data Challenge Series (a programme managed by NESTA and the ODI), we will explore how significant investment in time and resources can create credible services, products and businesses.

For example:

| Type of event | Result |
|--------------------------|--|
| Talk by open data expert | Publicity and awareness raised |
| Hackathon | Publicity and awareness raised + Proof of concept + |

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|--|--|
| | Outreach to (local) developers with an interest in open data |
| <p>Hackathon (plus!) - eg: Rewired State</p> <p>[Included as a separate option to Hackathons as it involves paying a team who will work directly with an organisation]</p> | <p>Publicity and awareness raised</p> <p>+</p> <p>Working directly with an organisation to solve a specific problem, or focus on a dataset (cleaning, refining) to generate concepts and ideas for future products</p> |
| <p>Open Data Challenge Series (ODCS)</p> | <p>Publicity and awareness raised</p> <p>+</p> <p>Outreach to developers with an interest in open data, focusing on solving problems faced in specific sectors (energy, environment, housing)</p> <p>+</p> <p>Projects that are capable of being developed into commercial products/services and the potential creation of start-ups and SMEs.</p> |

Discussion points and outcomes

- Outline the types of activity (as above) and encourage a discussion about these in the context of activities that the group may have undertaken themselves.
 - Develop a list of best practice “dos and don’t”
- Discuss how a simple talk may evolve into a wider programme of work (such as the Open Data Challenge Series - and discuss how this programme has evolved in its past year, as more resources have been applied to it)
- Discuss what work needs to be done to support such an activity (both before and after)
 - What promotional work is involved leading up to it?
 - Which stakeholders and communities need to be involved for the greatest success?
 - What needs to be done afterwards? How can we make great ideas turn into sustainable services?