



## **Open Data on the Web conference**

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Position Paper on CDP

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### **Introduction to CDP**

[CDP](#) is a London-based, international, not-for-profit organization providing the only global system for companies and cities to measure, disclose, manage and share vital environmental information. CDP harnesses the power of market forces to collect information from companies on their greenhouse gas emissions as well as on their climate change and water risks and opportunities. Companies report to CDP in response to an annual Information Request, which CDP sends on behalf of a global network of institutional investors, purchasing organizations and government bodies. Overall, more than 4,000 organizations in some 60 countries around the world disclose their greenhouse gas emissions and climate change strategies through CDP, including over 400 of the world's largest 500 companies and 70 of its most populous cities.

CDP now holds the largest collection globally of primary climate change and water data and puts these insights at the heart of strategic business, investment and policy decisions. Since its formation in 2000, CDP has become the gold standard for annual environmental disclosure by corporations and city governments.

CDP makes our data available to the marketplace in a number of ways. We deliver data to financial markets via Bloomberg terminals, Google Finance, Thomson Reuters, as well as providing direct raw data access to institutional investors. We publish annual reports about the performance of companies in major indices (e.g. FTSE 350, S&P 500) as well as the largest cities in the world (e.g. the C40). And we allow individuals to download up to 20 full-text responses from our website, one at a time.

### **Our Challenge**

CDP's mission demands that we put our data at the heart of business and financial decision-making. Our premise is that, as the data is more widely used, action to stop dangerous climate change will increase. However, our existing business model relies heavily on data sales. Our data provides an important source of revenue that pays our salaries and keeps our non-profit operating. We have long been working to develop new models that allow us to maximize the value of the data while growing revenue.

### **Our Solution**

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<sup>1</sup> The authors are Head of Cities and Technical Director, respectively, at CDP.



CDP has recently launched an Open Data Pilot to test the market interest in open access to CDP data. On 1 October 2012, we made a batch of 2012 data from city governments available for free download from our site. We require only that users provide us with an email address, at which point they can download a series of CSV files.

Since October, over 300 individuals and organizations have downloaded the open data set of CDP Cities data. The list includes staff at cities around the world, including San Francisco, Tokyo, Sydney, and Chicago, as well as organizations like UK Green Building Council, Ceres, WWF, Friends of the Earth, Institute for Sustainable Communities, BRE, Arup, Saab, Energias do Brasil, State of Minnesota, Transport Canada, Columbia University, Northwestern, UMASS, City University of Hong Kong, and College of Mexico. These organizations are using the data for research, visualizations, and action to reduce climate change. We are currently running a small prize competition among users of the data to see who is using the data in the most interesting way. We will have results from that competition to share at the Open Data for the Web conference.

In addition, CDP developed during 2012 a publicly available Climate Change Reporting Taxonomy, using XBRL technology, and is planning to keep developing taxonomies that match the content of its programmes, with the goal of eventually allowing organizations to report to CDP using XBRL. The taxonomy is now available via the web (<https://www.cdproject.net/en-US/News/Pages/xbrl-ccrt.aspx>) and work is being done to make available the 2012 CDP Investor data set using this format. This early step toward more streamlined reporting brings us closer to data that can be more easily accessed, re-used, interpreted and linked with other data sets—and thus to the concept of a semantic web.

#### **Our presentation at Open Data on the Web conference**

CDP is in early stage with our forays into Open Data. We propose to present on our early efforts (Open Data Pilot and XBRL taxonomy), lessons learned, and plans for the future. We hope to use the conference presentation to learn more about Open Data efforts and to build interest in our work and our data.