



# Italian National Guidelines for the Valorization of the Public Sector Information

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Agency for Digital Italy

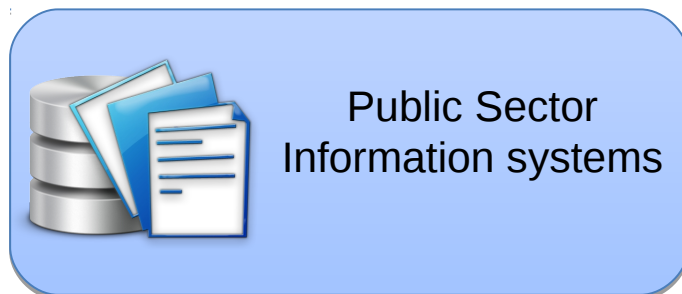
**Share PSI 2.0 workshop**  
**“A self sustaining business model for open data”**

*21 May 2015, Danube University Krems, Krems, Austria*

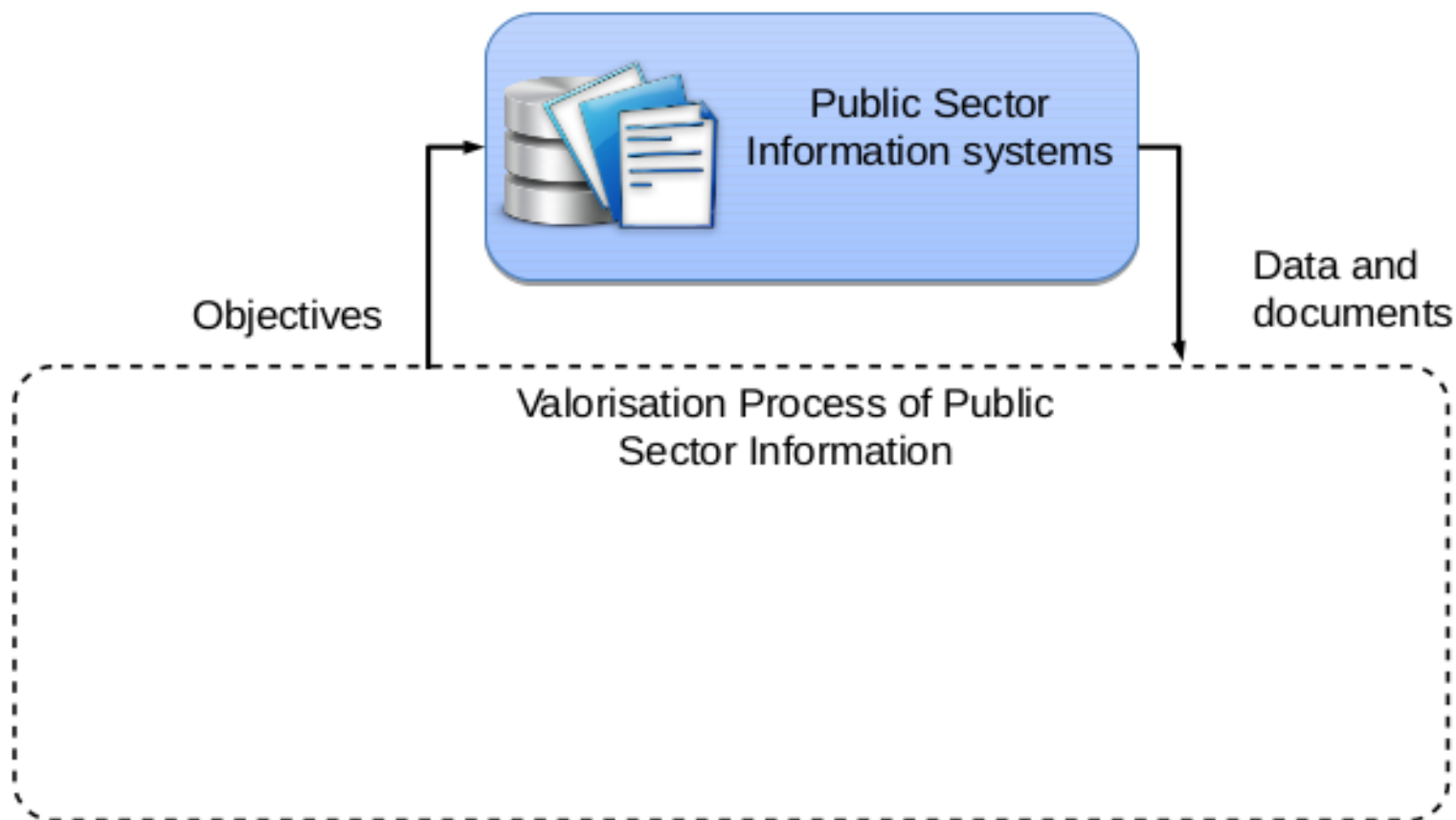
# Outline

- A Process for the Valorization of PSI in Italy
- The Guidelines
- Metadata Management
- Business Models

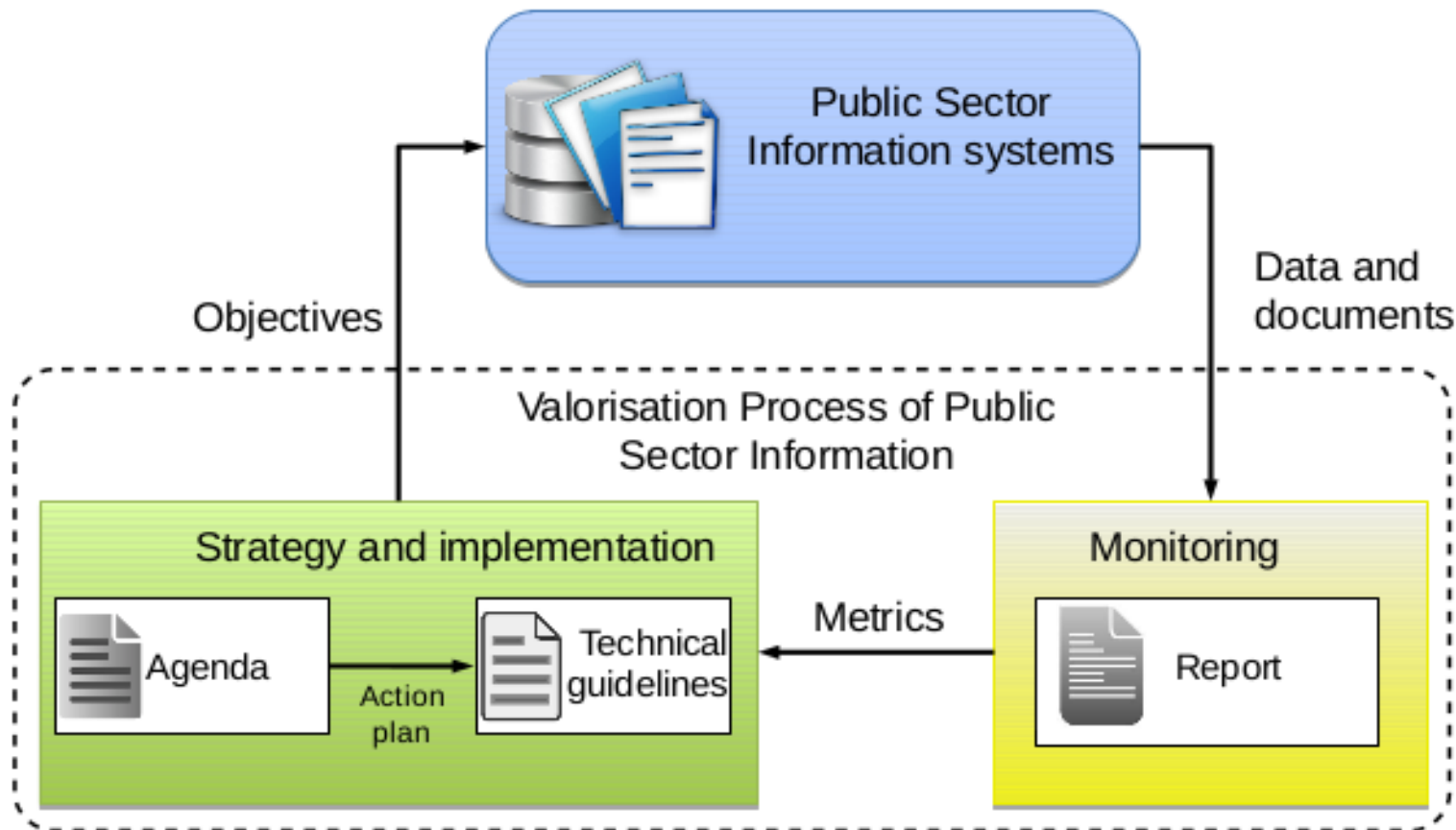
# The Valorization Process



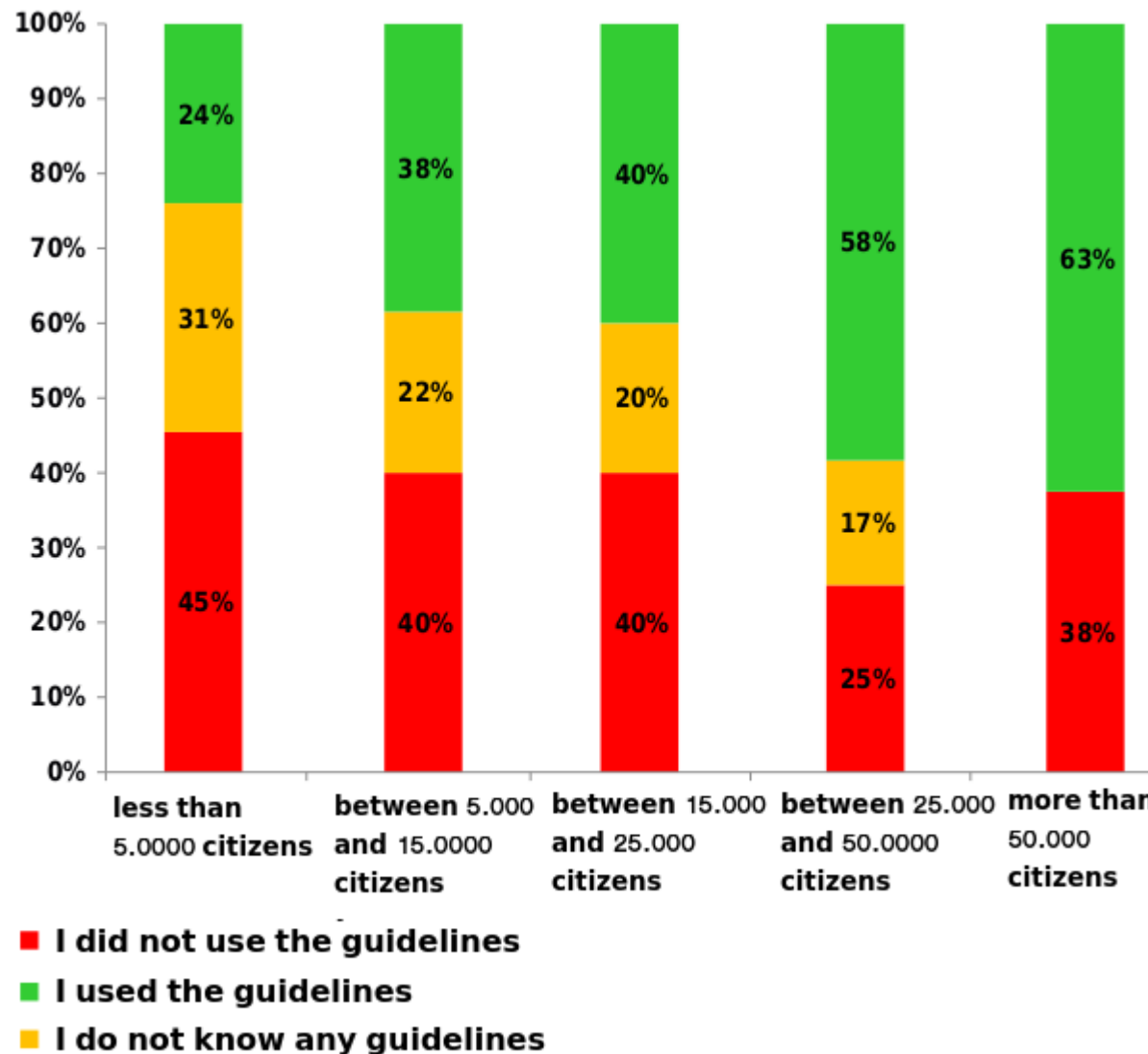
# The Valorization Process



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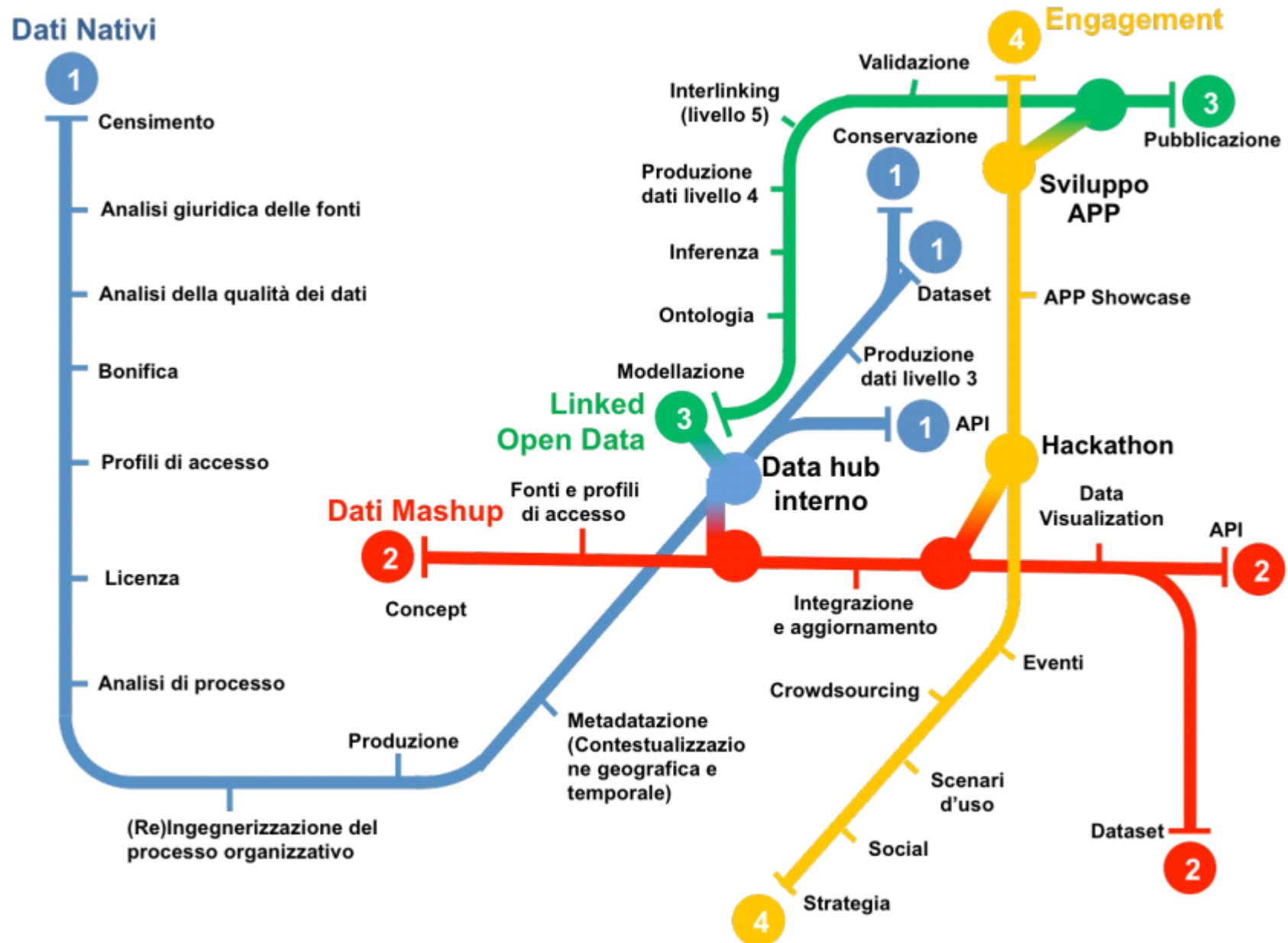


# The Guidelines: Adoption\*



\*Data gathered by the eGovernment Observatory of the Technical University of Milan and Lombardia Region

# The Guidelines: Organizational Model



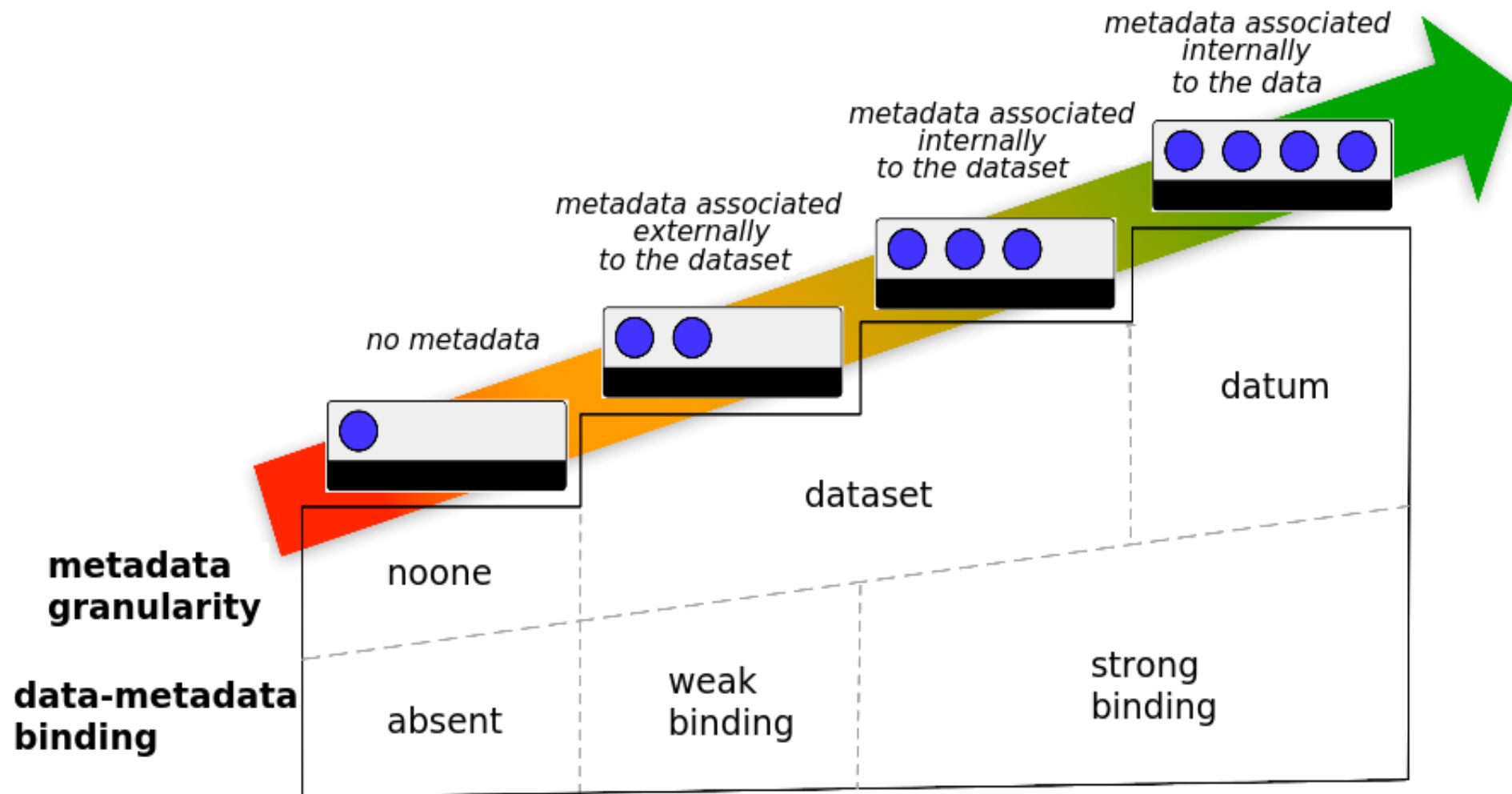
# The Guidelines: Licensing Scheme

<div>Licenza opera derivata</div> <div>Licenza opera originaria</div>	CC0	CC-BY	CC-BY-SA	IODL v. 2.0	IODL v. 1.0	ODbL
CC0						
CC-BY						
CC-BY-SA						
IODL v. 2.0						
IODL v. 1.0						
ODbL						

Derivative Work is allowed
  It is unclear if Derivative Work is allowed
  Derivative Work is not allowed



# The Guidelines: Metadata Management



# The Guidelines: Metadata Profile

Campo	Provenienza	Descrizione e note
publisher	DC	Indica il soggetto che pubblica il dataset. Spesso coincide con creator.
creator	DC	Indica il soggetto che ha prodotto il dataset. Spesso coincide con publisher.
rightsHolder	DCMI	Indica il soggetto o l'organizzazione che detiene e gestisce i diritti sul dataset.
title	DC	Indica il titolo del dataset.
description	DC	Indica la descrizione in linguaggio naturale del dataset.
modified	DCMI	Indica la data di ultimo aggiornamento. Il formato della data segue le specifiche dello standard ISO 8601, i.e., <i>yyyy-mm-dd</i>
accrualPeriodicity	DCMI	Indica la frequenza di aggiornamento dei dati.
license	CC	Indica la licenza utilizzata.
keyword	DCAT	Indica le parole chiave, separate da virgole, che descrivono il dataset
...	...	...

# The Guidelines: Business Models

• Support the “exceptional cases” of

**DISCLAIMER**

**NONE OF THE AUTHORS IS  
AN ECONOMIST**

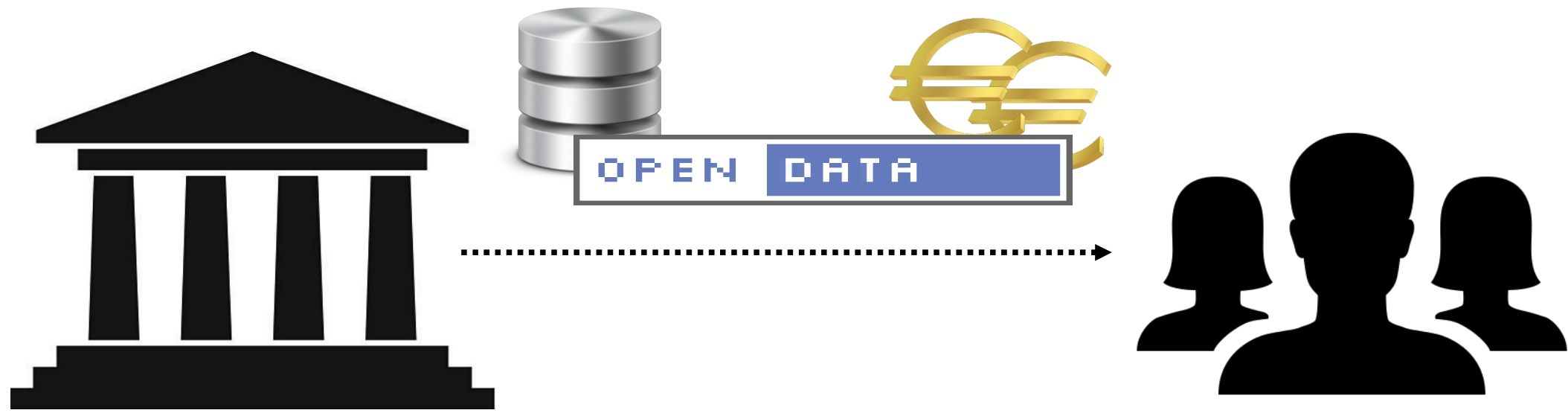


• Favor long term sustainability of Open Data  
initiatives

# The Guidelines: Business Models

- Support the “exceptional cases” of administrations that can provide open data not limited to the marginal costs of reproduction, provision and dissemination (as for the new PSI directive)
- Involve external stakeholders (e.g., SMEs)
- Favour long-term sustainability of Open Data initiatives

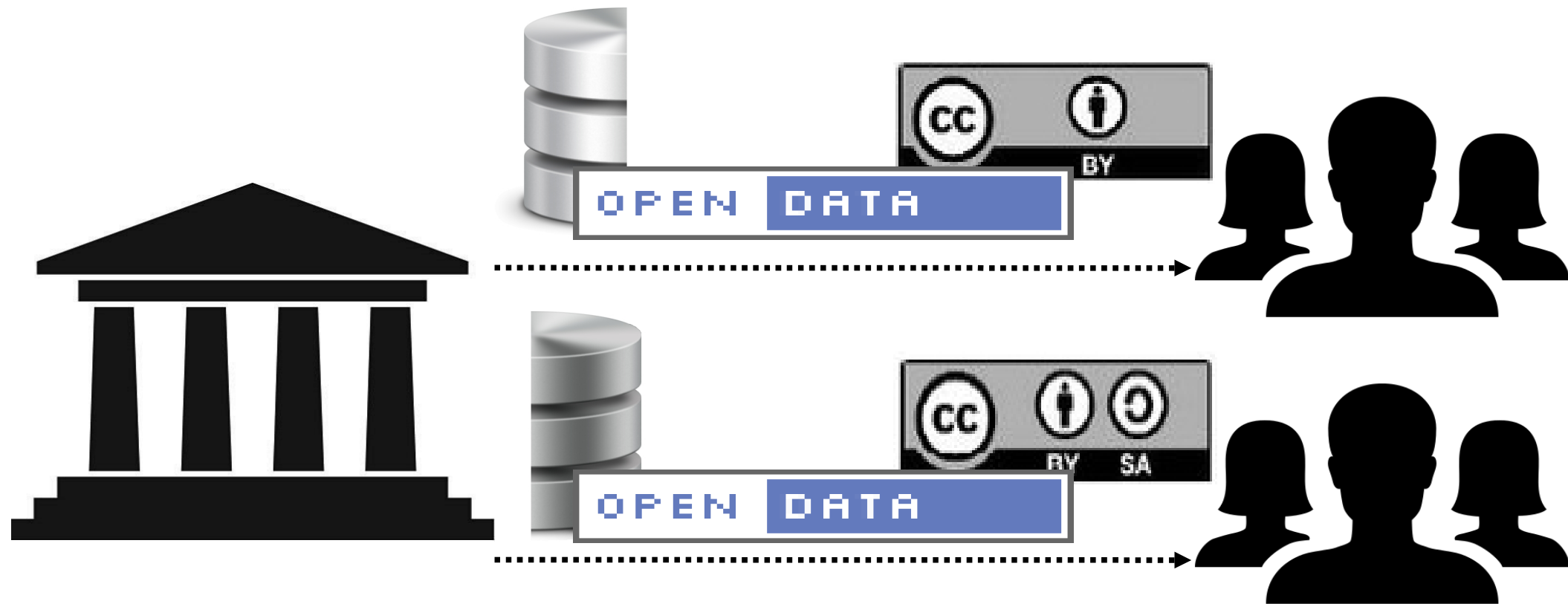
# Fixed Price



- ✓ easy to implement
- ✓ easy to understand

- ✗ lack of flexibility
- ✗ the cost analysis is tricky

# Dual Licensing

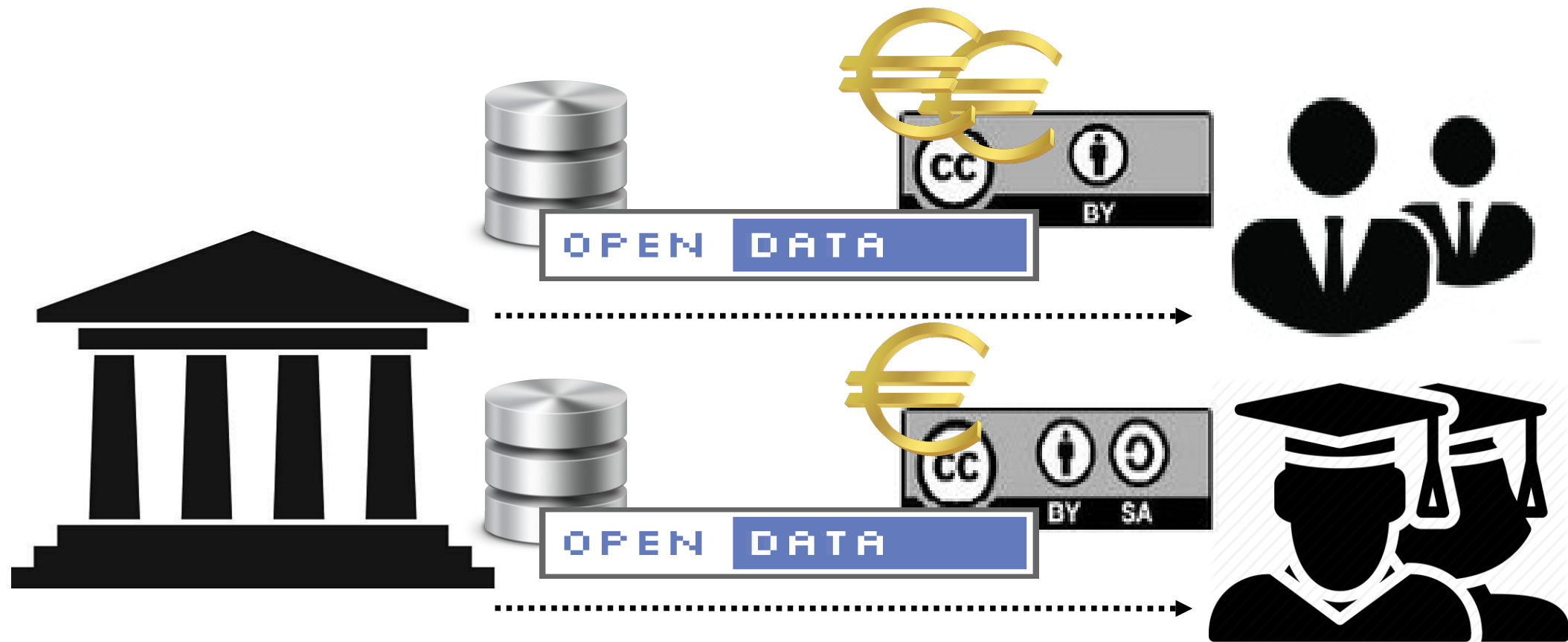


flexible and targeted licensing



higher complexity

# Dual Licensing with Charge

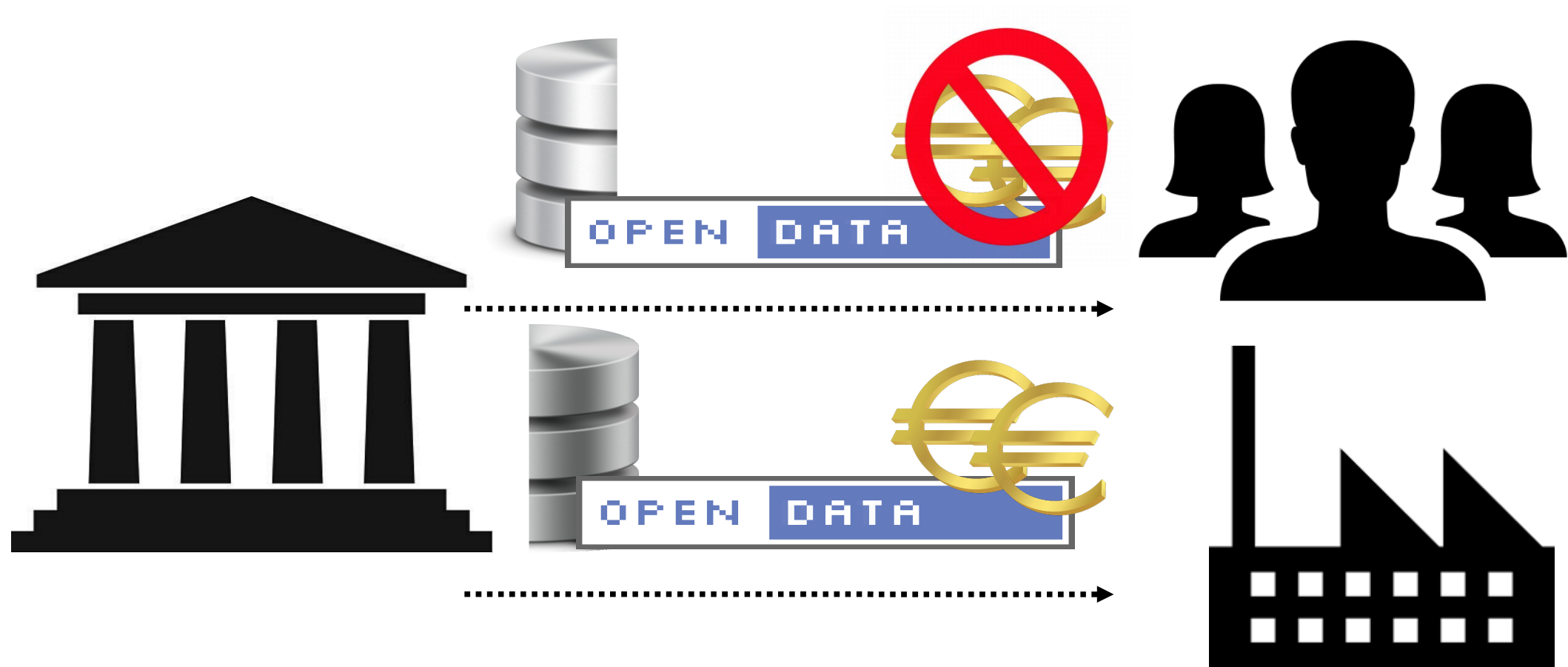


flexible and targeted licensing



higher complexity

# Freemium



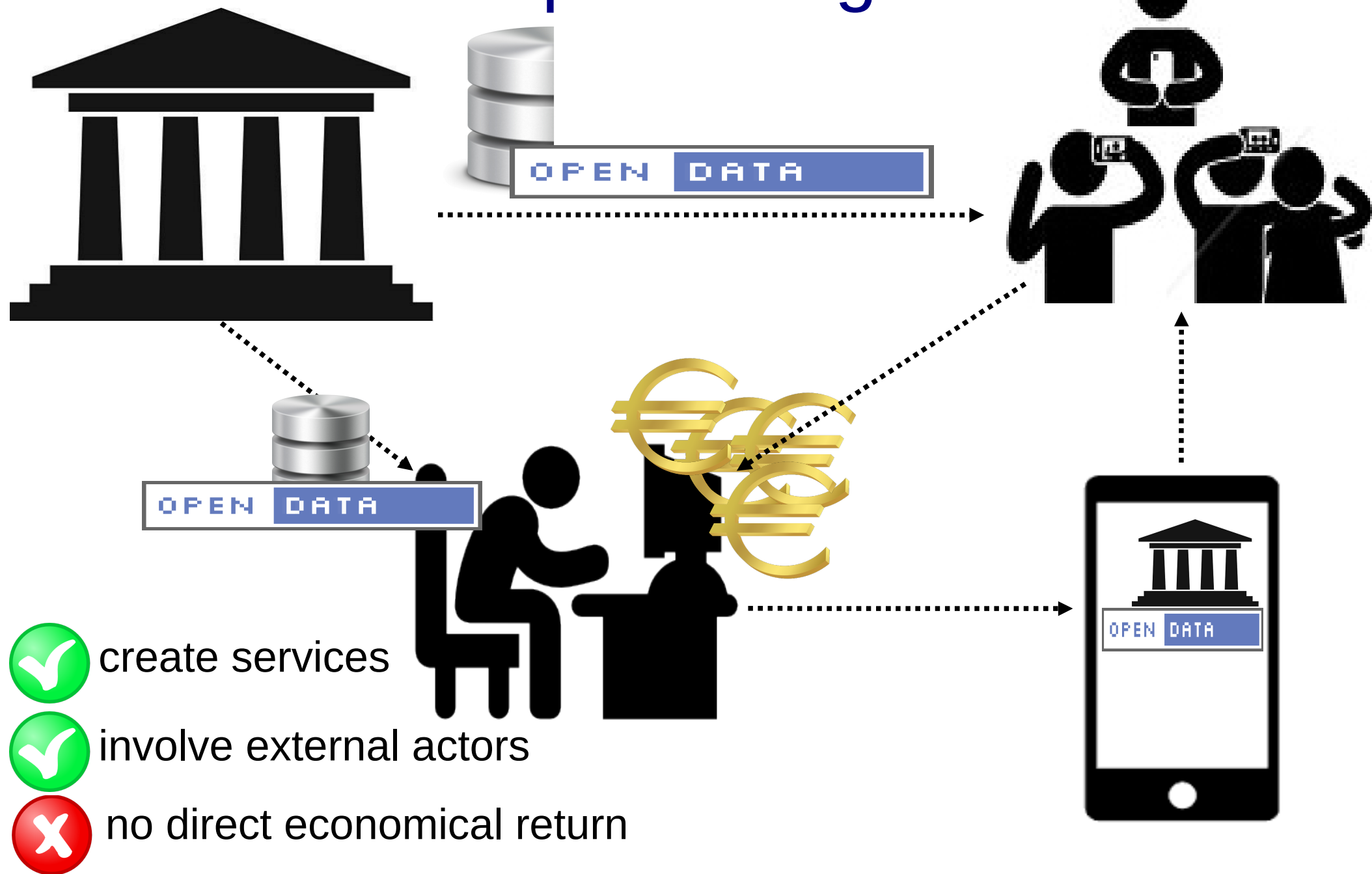
still release open data for free



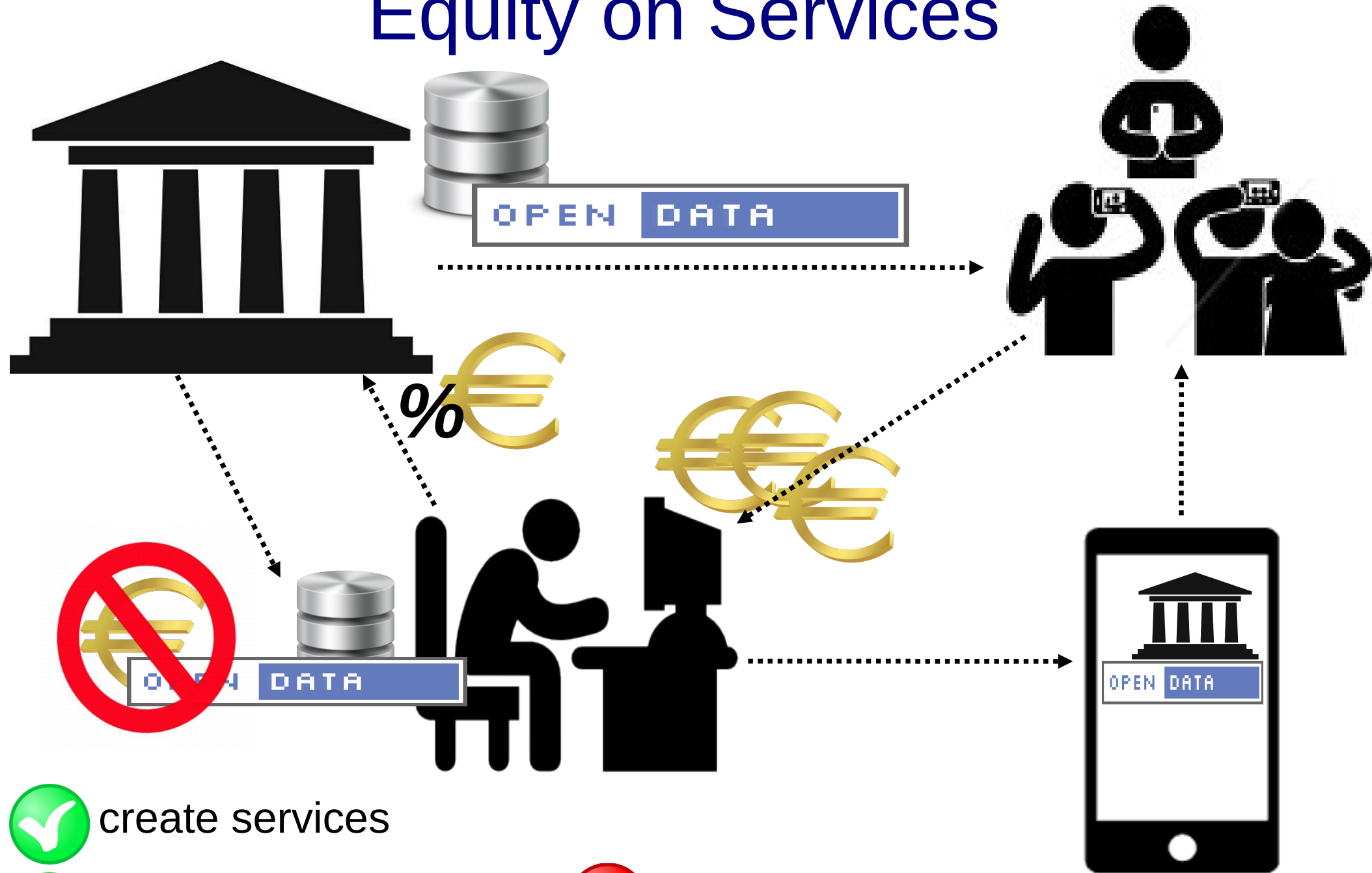
risk to not cover the costs



# Sponsoring



# Equity on Services



create services

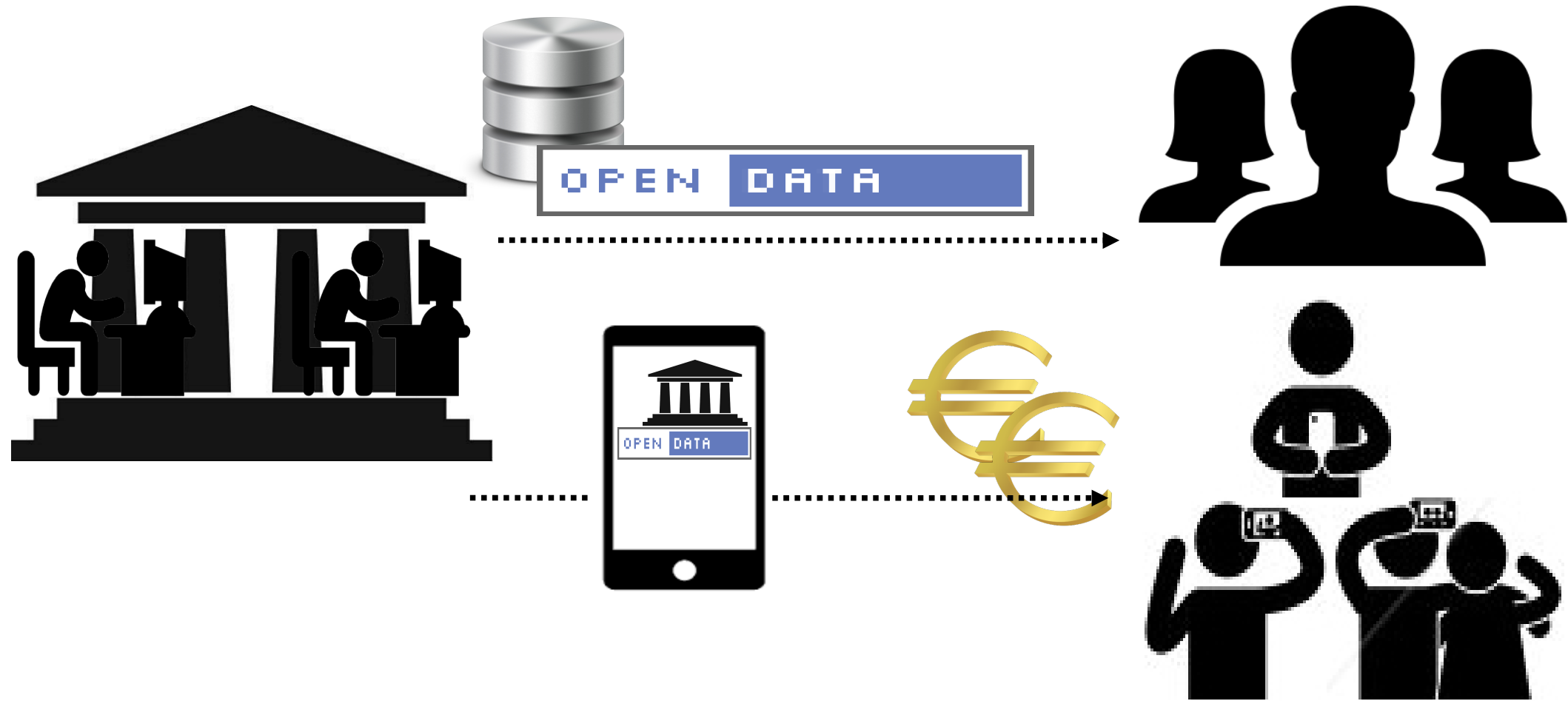


involve external actors



no direct economical return

# In-House Development of Applications



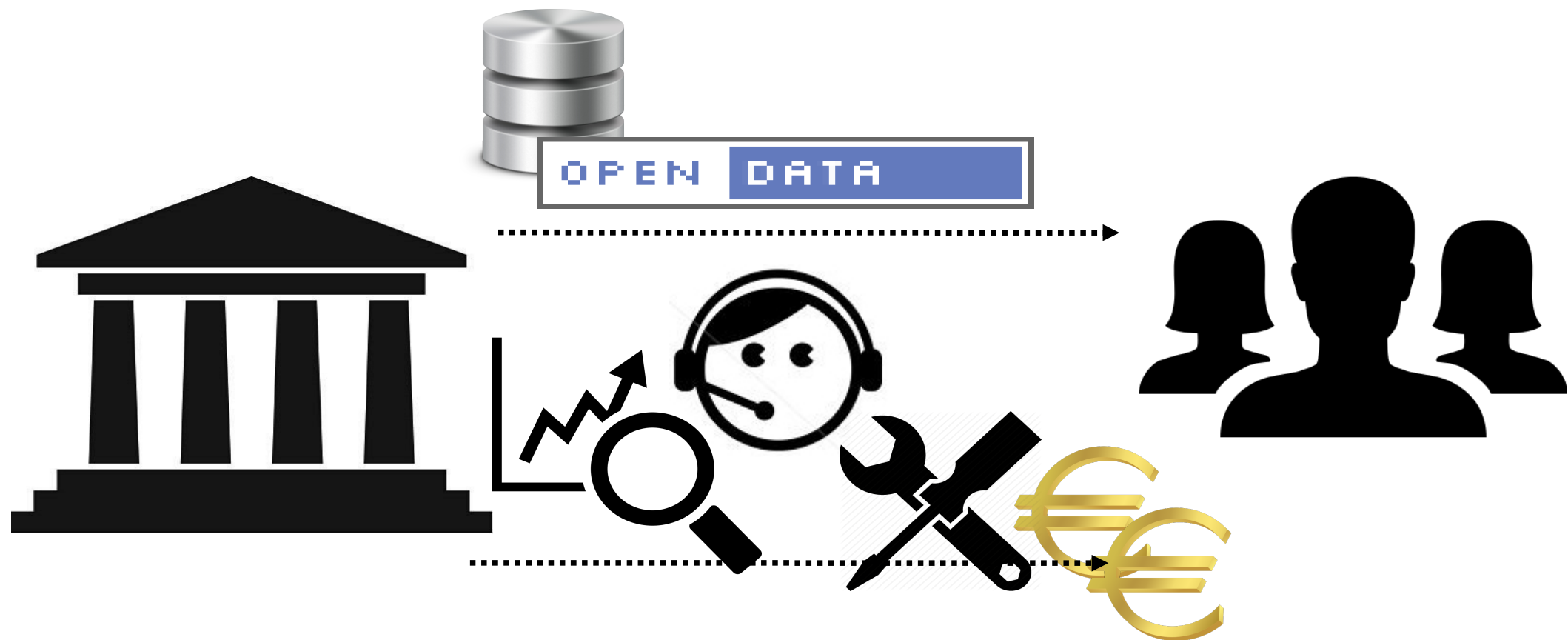
✓ high exploitation of open data

✓ create services

✗ need specialized skills

✗ validation lack of the concept

# Support Services

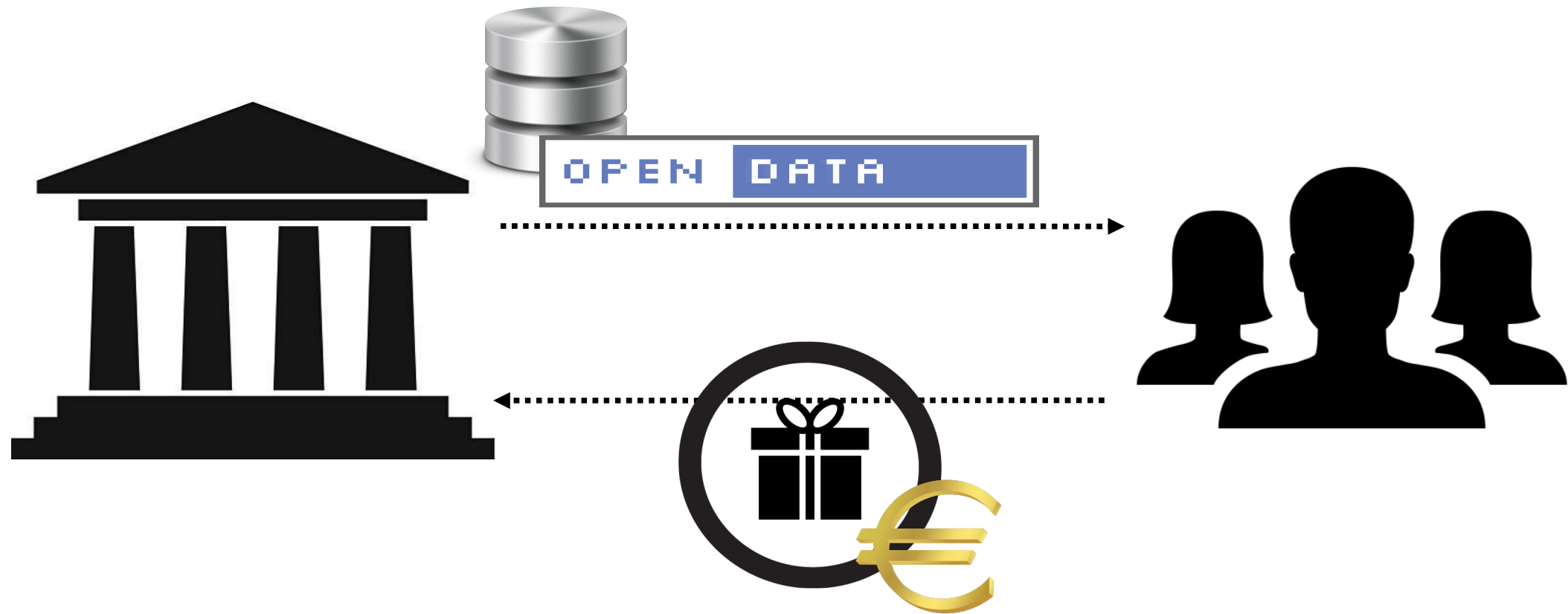



tend to create added value



risk to not cover the costs

# Donations

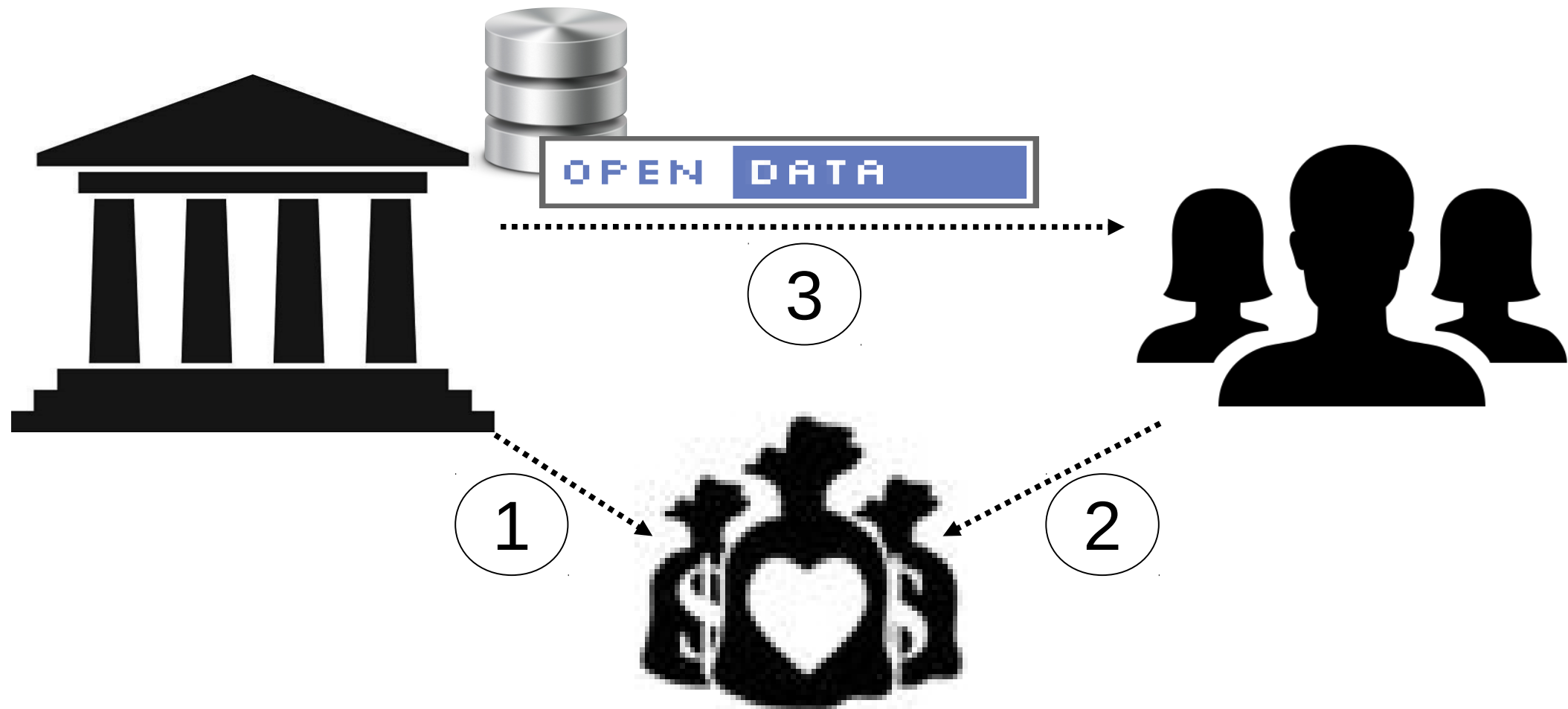


 reduced effort

 reluctance of people to finance public administrations

 risk to not cover the costs

# Crowdfunding



- ✓ reduced effort
- ✓ minimized risk

- ✗ reluctance of people to finance public administrations
- ✗ risk to not release the data

Thanks for your attention

