Vlaamse overheid

The Public Sector DNA on the web: semantically marking up government portals

Raf Buyle, Laurens De Vocht, Dieter De Paepe, Mathias Van Compernolle, Geraldine Nolf, Ziggy, Vanlishout, Björn De Vidts, Erik Mannens, Peter Mechant

Informatie Vlaanderen, Brussels, Belgium.
IDLab, Ghent University - iMinds, Ghent, Belgium.
MICT, Ghent University - iMinds, Ghent, Belgium.

W3C - Smart Descriptions & Smarter Vocabularies (SDSVoc)
Amsterdam, 30 November - 1 December, CWI, Amsterdam Science Park

INFORMATIE VLAANDEREN

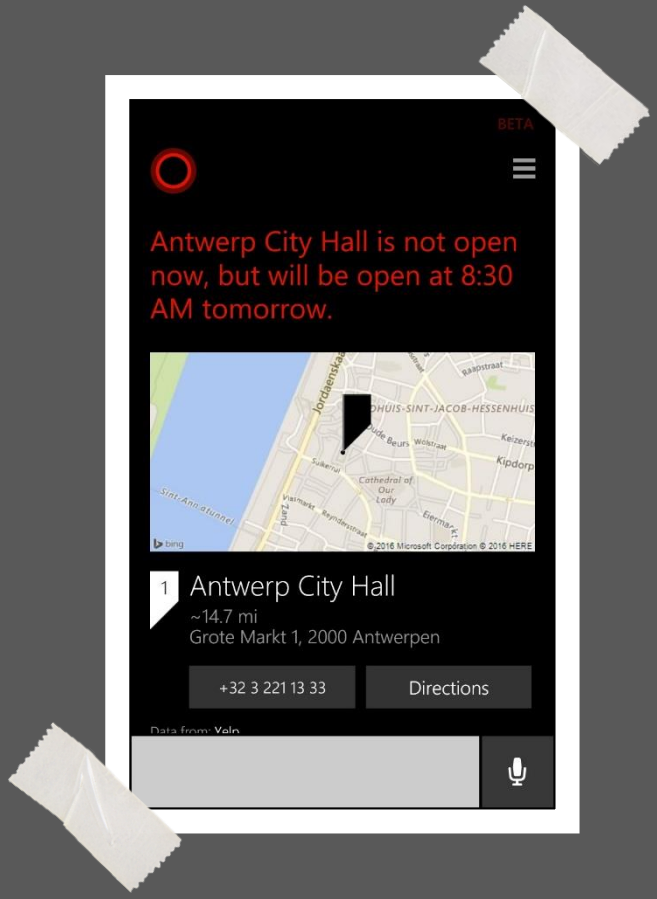
UNIVERSITEIT GENT

imec

WHY

Public services should be centered around citizens and businesses.

Asking your mobile "funding for roof insulation", should provide qualitative personalized information



HOW

we need an appropriate distribution model for government base registries

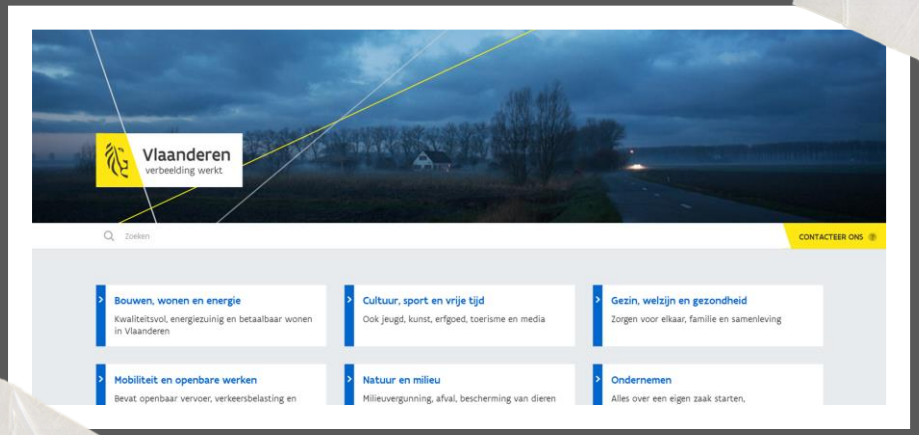
"trusted authentic sources of information under the control of an appointed public administration or organization appointed by the government[1]" containing information about public services

[1] http://ec.europa.eu/isa/actions/documents/isa_1.2_d1.2_base_registry_definition.pdf
http://nl.freeimages.com/photo/silo-1-1209716

WHAT

the Flemish Government is working on a strategy to add markup to government portals

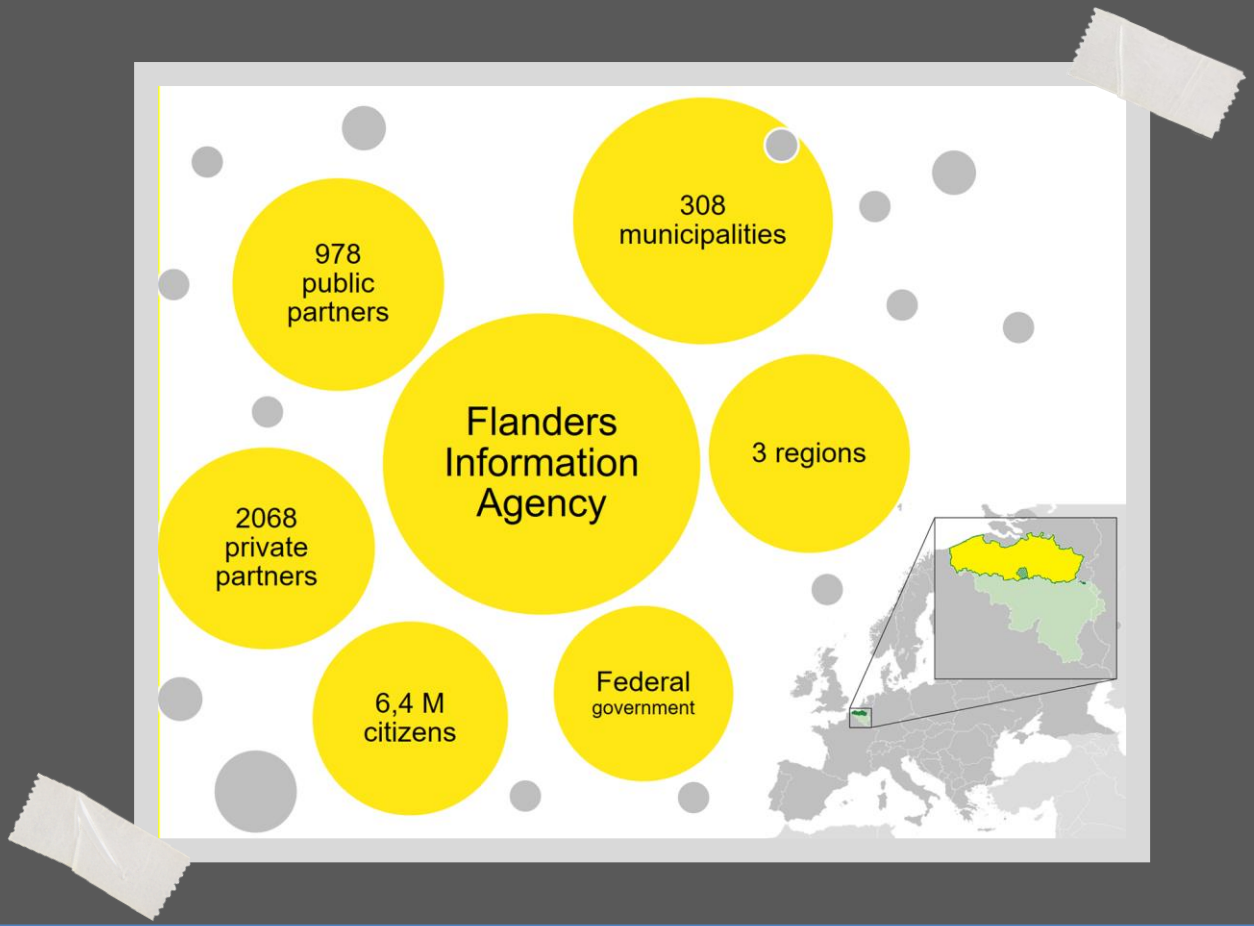
Flemish Government is working on a strategy to add markup to government portals to promote information about their public services on third-party platforms, using both schema.org and the ISA CORE vocabularies.



http://www.vlaanderen.be/nl

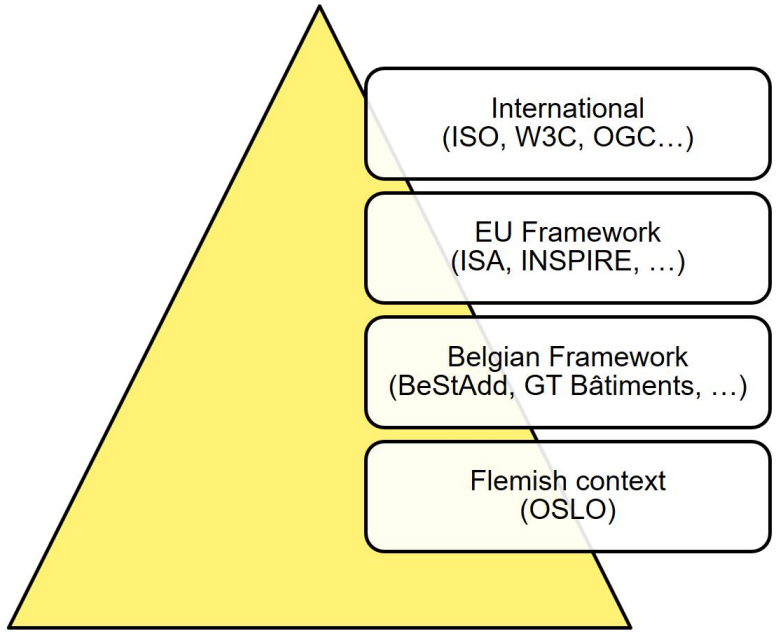
FLANDERS

Informatie Vlaanderen & Flanders Radically Digital



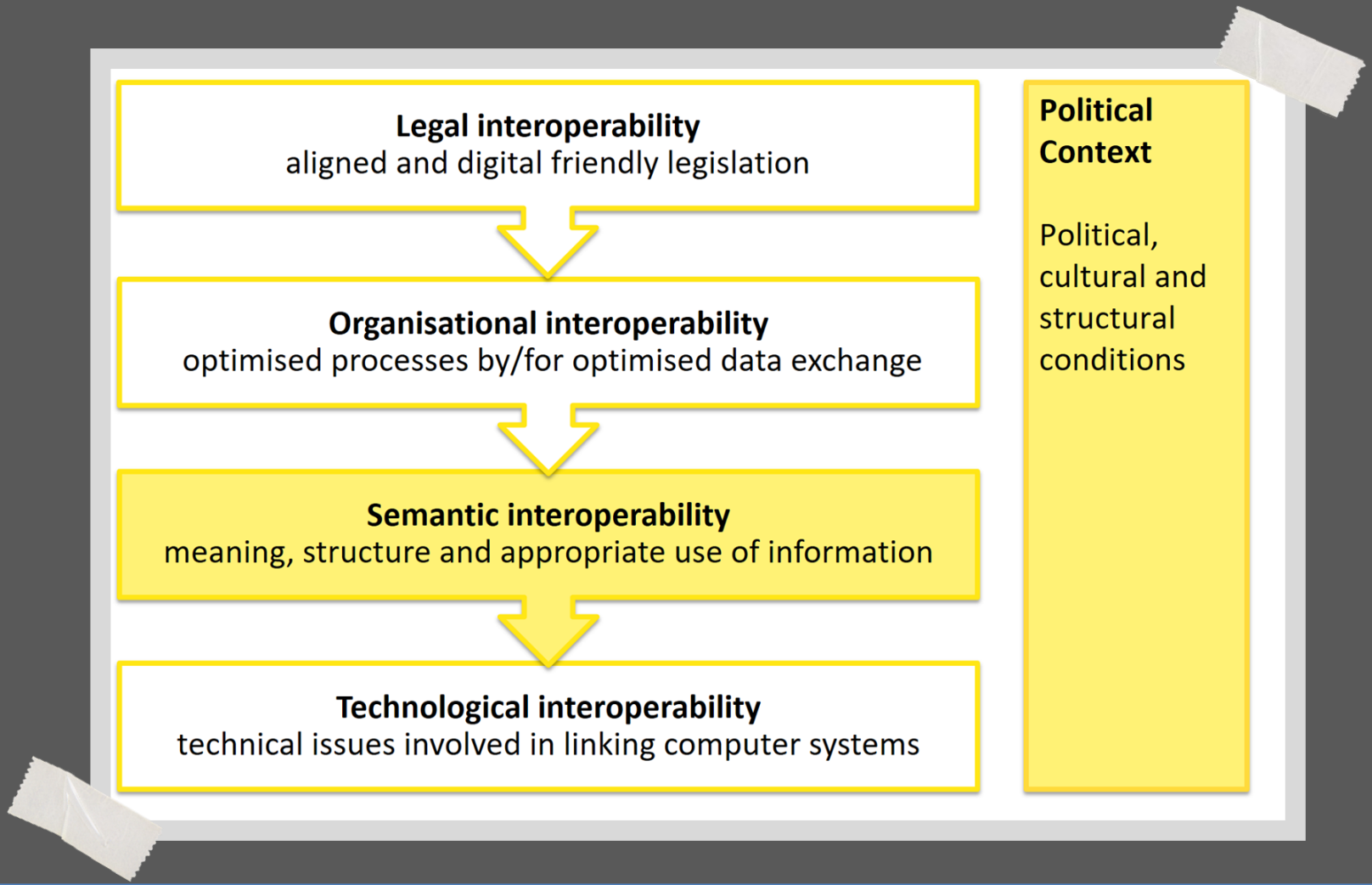
FLANDERS

Open Standards for Linked Organizations



FLANDERS

Interoperability Levels



FLANDERS

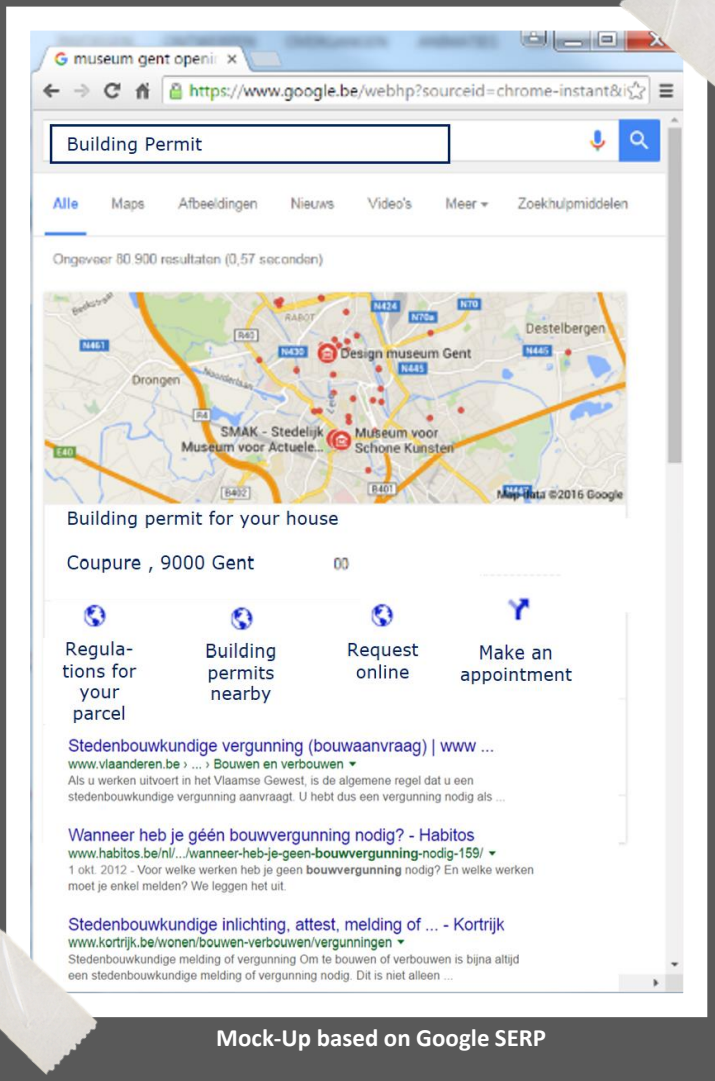
For the public sector, Base Registries are a fundamental footprint like DNA for living organisms.

"trusted authentic sources of information under the control of an appointed public administration or organization appointed by the government[1]" containing information about public services

[1] http://ec.europa.eu/isa/actions/documents/isa_1.2_d1.2_base_registry_definition.pdf
https://pixabay.com/nl/dna-biologie-geneeskunde-gen-163466/

IMAGINE...

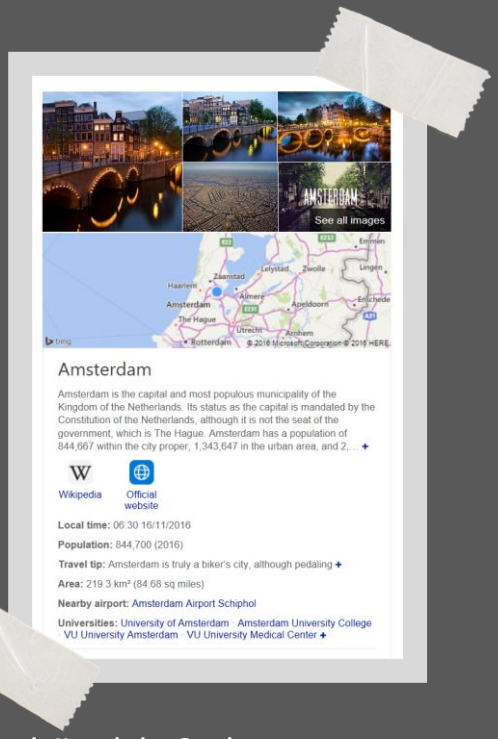
Qualitative, personalized information about public services at your fingertips

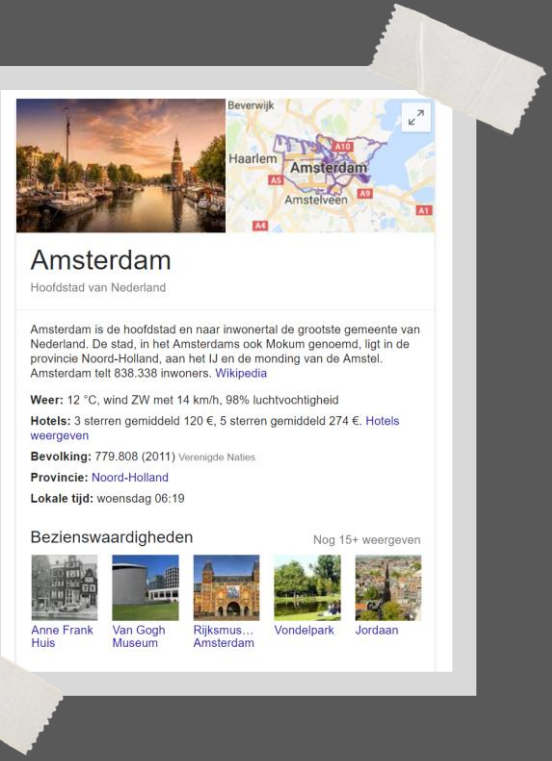


Mock-Up based on Google SERP

>> SHIFT

Annotated Data: from the search engine result pages to an important data source



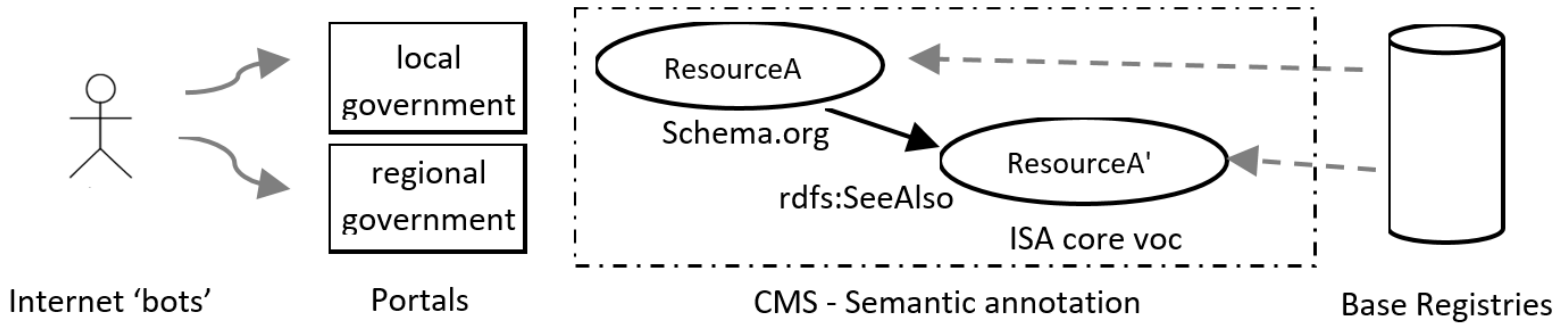


Microsoft Bing Beta (uk) and Google Knowledge Graph
https://www.bing.com/search?q=amsterdam&form=EDGEAR&qs=PF&cvid=2c51da0f4bd74f88b87bd819d5728877&pq=amsterdam
https://www.google.be/webhp?sourceid=chrome-instant&rlz=1C1AVNE_enBE673BE673&ion=1&espv=2&ie=UTF-8#q=amsterdam

PILOT

Annotating must be easy…

1. *Users can annotate addresses, provisioned by the address base registry , and Opening Hours through a CMS (Proof-Of-concept)*
2. *The data is annotated both in Schema.org and EU ISA core vocabularies. The vocabularies are linked by a 'rdfs:SeeAlso' statement,* **used to indicate a resource that might provide additional information about the subject resource[1] ('loosely coupled' <> skos[2])**

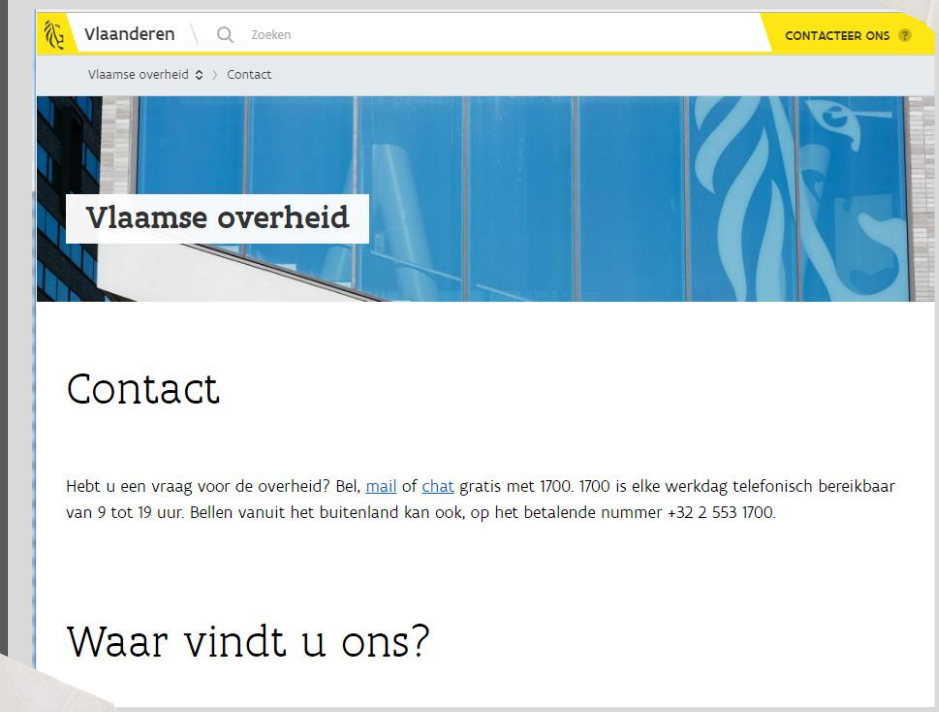


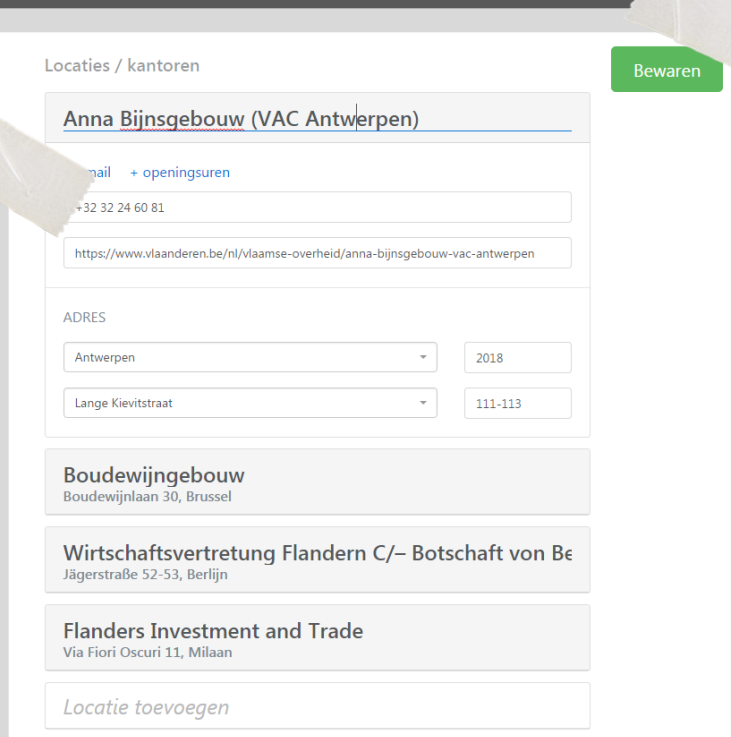
[1] https://www.w3.org/TR/2004/REC-rdf-schema-20040210/#ch_seealso
[2] https://www.w3.org/TR/skos-reference/

PILOT

Annotating must be easy…

Proof Of Concept: back-end (left) and front-end (right).



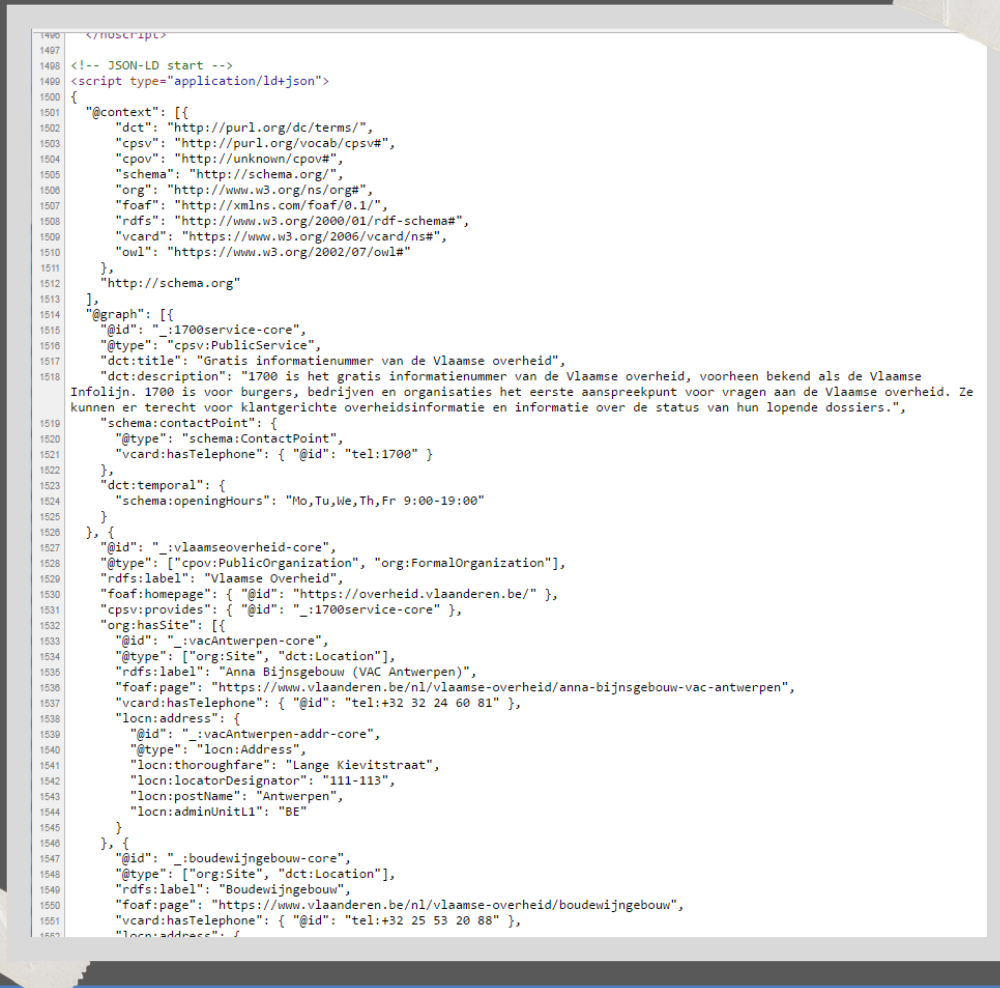


PILOT

Annotating must be useful…

1. We're annotating public services, opening hours and addresses

2. Both on the site of a local government (Ghent) and the regional government (Flemish Governent)



```
</noscript>

<!-- JSON-LD start -->
<script type="application/ld+json">
{
  "@context": [{
      "dct": "http://purl.org/dc/terms/",
      "cpsv": "http://purl.org/vocab/cpsv#",
      "cpov": "http://unknown/cpov#",
      "schema": "http://schema.org/",
      "org": "http://www.w3.org/ns/org#",
      "foaf": "http://xmlns.com/foaf/0.1/",
      "rdfs": "http://www.w3.org/2000/01/rdf-schema#",
      "vcard": "https://www.w3.org/2006/vcard/ns#",
      "owl": "https://www.w3.org/2002/07/owl#"
    },
    "http://schema.org"
  ],
  "@graph": [{
      "@id": "_:1700service-core",
      "@type": "cpsv:PublicService",
      "dct:title": "Gratis informatienummer van de Vlaamse overheid",
      "dct:description": "1700 is het gratis informatienummer van de Vlaamse overheid, voorheen bekend als de Vlaamse
Infolijn. 1700 is voor burgers, bedrijven en organisaties het eerste aanspreekpunt voor vragen aan de Vlaamse overheid. Ze
kunnen er terecht voor klantgerichte overheidsinformatie en informatie over de status van hun lopende dossiers.",
      "schema:contactPoint": {
        "@type": "schema:ContactPoint",
        "vcard:hasTelephone": { "@id": "tel:1700" }
      },
      "dct:temporal": {
        "schema:openingHours": "Mo,Tu,We,Th,Fr 9:00-19:00"
      }
    }, {
      "@id": "_:vlaamseoverheid-core",
      "@type": ["cpov:PublicOrganization", "org:FormalOrganization"],
      "rdfs:label": "Vlaamse Overheid",
      "foaf:homepage": { "@id": "https://overheid.vlaanderen.be/" },
      "cpsv:provides": { "@id": "_:1700service-core" },
      "org:hasSite": [{
        "@id": "_:vacAntwerpen-core",
        "@type": ["org:Site", "dct:Location"],
        "rdfs:label": "Anna Bijnsgebouw (VAC Antwerpen)",
        "foaf:page": "https://www.vlaanderen.be/nl/vlaamse-overheid/anna-bijnsgebouw-vac-antwerpen",
        "vcard:hasTelephone": { "@id": "tel:+32 32 24 60 81" },
        "locn:address": {
          "@id": "_:vacAntwerpen-addr-core",
          "@type": "locn:Address",
          "locn:thoroughfare": "Lange Kievitstraat",
          "locn:locatorDesignator": "111-113",
          "locn:postName": "Antwerpen",
          "locn:adminUnitL1": "BE"
        }
      }, {
        "@id": "_:boudewijngebouw-core",
        "@type": ["org:Site", "dct:Location"],
        "rdfs:label": "Boudewijngebouw",
        "foaf:page": "https://www.vlaanderen.be/nl/vlaamse-overheid/boudewijngebouw",
        "vcard:hasTelephone": { "@id": "tel:+32 25 53 20 88" },
        "locn:address": {
```

PILOT

Annotating must be useful…

Overview of the vocabularies

Schema.org	ISA² Core Vocabularies
GovernmentService	cpsv:PublicService
GovernmentOrganization	cpov:PublicOrganization, org:FormalOrganization
Place	org:Site, dct:Location
PostalAddress	locn:Address

PILOT

Test scenario

1. *Create an **annotated webpage** containing:*
   Address, Telephone and Opening hours
   https://informatievlaanderen.github.io/OSLO-Annotated-Data-POC/example/

2. *Annotate the webpage **using schema.org and ISA Core Vocabularies**, linked using the 'rdfs:seeAlso' statement (JSON-LD)*

3. *Publish the testpage containing valid information on the website of a **local government** (Ghent) & **regional government** (Flemish Government)*

4. ***Test the uptake** by major search engines*

5. *Test the uptake in Google & Bing Knowledge Graph*

6. ***Which influences the uptake** of the information, published on both Ghent.be & Vlaanderen.be*

https://pixabay.com/nl/statistiek-wordpress-web-data-1820320/

FEEDBACK

1. Is annotated data the new data portal?
2. Will annotations support the uptake of authoritative government information?
3. Is it 'wise' to focus on both Schema.org & CORE vocabularies?
4. How can we add a built-in feedback loop?
5. Can Schema.org & ISA² manage a mapping together?

https://pixabay.com/nl/feedback-gesprek-boord-krijt-1186347/

INFO

1. Position Paper (W3C workshop)

http://www.w3.org/2016/11/sdsvoc/SDSVoc16_paper_1

2. Overview of the vocabularies

http://informatievlaanderen.github.io/OSLO/vocabularia/

3. Annotated page

https://informatievlaanderen.github.io/OSLO-Annotated-Data-POC/example/

Annotated with CORE vocabularies & Schema.org “noindex, nofollow”-version.
HTML version at Gent.be & Vlaanderen.be [expected December 2016]

4. About OSLO²

https://joinup.ec.europa.eu/community/oslo2/home

@rafke