

D5.3 Stakeholder database and network v1

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1 **Executive summary**

The Stakeholder database and network v1 has been developed in order to ensure that ODINE project maximizes its reach and keeps tracks of all the possible open data shareholders. This deliverable will describes the current state of the databases and network as well as the following activities to undertake in order to ensure the creation of the ODINE Stakeholder database and network v2, which is due project month M12.

There is huge opportunity for the Stakeholder database and network to create a positive impact on the open data ecosystem. We will also contact many partners, projects and acceleration programme to further enrich the database.

2 Introduction

The Stakeholder database and network v1 has been developed in order to ensure that ODINE project maximizes its reach and keeps tracks of all the possible open data shareholders. This deliverable will describes the current state of the databases and network as well as the following activities to undertake in order to ensure the creation of the ODINE Stakeholder database and network v2, which is due project month M12.

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3 Stakeholder databases

The stakeholder databases are a crucial component for the success of the ODINE project.

To foster the European open data business environment the ODINE project is currently working on 3 different databases.

- **ODINE Stakeholder Database**
 - this database will reflect the requirements of the deliverable D5.4
 - goal is to have 300 000 entries in this database
 - contains the listing of relevant European Open Data stakeholders and organisations for which open data is and could be vital
- **Opendata500.eu stakeholder database**
 - this databases holds information about companies being active in the field of open data
 - goal is to map all active open data market players, who are fulfilling the criteria, by the end of the project
 - estimated up to 500 entries
 - visualization of the entries on a map of Europe
- **Showcase database**
 - the companies listed in this database will be be used for dissemination
 - goal of 10 great show cases
 - details on how they got successful
 - details on the business environment (revenue, customers, data sets)
 - lessons learned

These databases play an important part for our networking and dissemination activities.

For example the outreach and the newsletters will be sourced by these databases.

3.1 ODINE Stakeholder database

The ODINE-Stakeholder database will contain the listing of relevant European Open Data stakeholders, companies and organisations for which open data is relevant. It will fulfill the requirements of the deliverable D5.4 which is due on M12. In the final versions of the database the

goal is to have 300.000 entries. These entries are and will be provided by the partners (especially ODI, Wayra, Telefonica, Global Incubator and OKFN). In the current version of the database following information is gathered:

- Name or company name
- Email if available
- optional:
 - URL
 - Country
 - City / zip code
 - Size / full time employees
 - Sector
 - further valuable information

Technical implementation:

- Database (which platform/technology)
 - Google Spreadsheet for the beginning, it makes it easy to share it on the Web and to collaboratively edit it
 - in case it is needed, an upgrade later to a different platform/technology can be made
- Import from other sources needs to be streamlined (ODI, business directories ...)

Data-sources are:

- Opencorporates
- various business directories
- Globalincubator
- FS6
- ODI
- Wayra
- various smaller sources

This database will be used to make a call to the opendata500.eu survey/submission (see section 2.2). Currently the question of how to deal with Opt-out option for receiving updates is being in the process to be solved.

3.2 Opendata500.eu stakeholder database

The Open Data 500 is the first comprehensive listing of European companies that use open data to generate new business and develop new products and services. The goals of the Opendata500.eu service/database are to provide a basis for assessing the economic value of open data, to encourage the development of new open data companies and to foster a dialogue between government and business on how government data can be made more useful.

A selection of the best companies of the Opendata500 will be featured at the ODINE website and as well at the Guardian site. The criteria for the inclusion of an entry into the database are:

- Being officialy registered as a company

- Revenue or external funding must exceeds 30.000 Euro
- Using open data
- European based (for European subsidies or branch the exact criteries will be defined)

3.2.1 Opendata500.eu standard data

The following information for the Opendata500.eu entries will be collected (this list is compatible with opendata500.com)

- Name/Company name
 - contact person first, last name, title, phone, email
- URL
- Country
- City / zip code
- Size / full time employees (1-10, 11-49, 50-99, 100-499, 500-1000, 1000+)
- Type / sector
 - public / private / non-profit / other
- Revenue Source / business model (B2B, B2C, B2G)
- Societal impact (citizen engagement, public safety, consumer empowerment, ...)
- Description of the company
- Data used (sources listed)
- Financial information of the company (past and projected revenue and operational information)

3.2.2 Opendata500.eu additional data

The Opendata500.eu database was inspired by and will be similar to the opendata500.com, but in order to get a better analysis of possible success indicators we include additional information.

The additional opendata500.eu data:

- Growth expected
 - jobs
 - revenue
 - data usage
- Data needed/wanted by the companies
 - which datasets?
 - provider of the datasets would be?
 - urgency, on a scale 1-10
 - benefits of opening the dataset for the society, on a scale 1-10
- Customers
 - sector

- size
- revenue
- Connected to
 - companies, agencies, programs, associations, ...
- Open Data provided by the companies (returned back to the society/community)
- Background of the establishing and founding of the company (to gain possible success parameter)
 - year
 - occasion
 - reason or opportunity
 - event or programme (like Apps4EU, accelerators, ...)
- Cross-linking of companies (i.e. cooperations ...)
- Tracking of updates of those companies (when, what partnerships, investments, major product releases...)
- To be able to run queries (number employees, customers, size, ...)

The entries of this database will be displayed on a map of Europe.

Additional ideas to map and visualize the listing are currently being investigated internally and also externally with several different partners like datalandscap.eu.

Currently discussed is to connect this database to another database recording information about existing data-value chain examples in Europe run by IAIS in WP4. The data-value chain database will collect a large set of use cases and examples of reuse of open datasets for different domains and purposes. Various cases of reuse of open data products will be generated by the ODINE startups themselves. These successful examples of data reuse and enrichment will be the starting point for the generation of a sustainable network of data-value chains where value is added to open data and new possibilities and ideas for its reuse are created. The data-value chain database will be made public, together with the Opendata500 website, and stakeholders and interested parties will be able to collaboratively add their success stories and examples to it.

The opendata500.eu website is currently under development. The launch of the site is estimated by the end of summer 2015.

3.3 Showcase database

These showcases should tell the stories of 10 of the most successful European open data companies. Ideally, the 10 selected cases will be heterogenous (country, sizes range from startup, SME to industry, uses and business cases, local and global impact).

Each one of the showcase stories will include:

- Details on how they got successful
- Details on the business environment (revenue, customers, data sets)
- Lessons learned

Selection criteria are:

- Positive and inspirational
- Cross-Europe
- High lessons-learned factor

Currently the companies Allryder, zoomsquare, and provenance are already considered as possible candidates for the showcase database.

4 Establishing of the databases

Outreach Campaign & crowdsourcing:

- Mass email to over 1,000 contacts in the ODINE network
- Mass email to over 2,500 contacts in partner networks (ODI, Wayra, OKFN ...)
- Import of current sources (ODI, OKFN, ...)
- Blog posts on ODINE and partner networks (Apps4eu, EPSI, ...)
- Social media recommendations
- Media coverage in the Guardian
- Conferences and presentations

Expert Advice:

- Recommendations from government, non-governmental and business organizations
- Guidance and feedback from ODINE, App4EU ... advisors & partners
- ODI, Wayra, OKFN ... network feedback

Current lists and sources:

- OK¹FN EU business list
- ODI Open Business UK list²
- Shared PSI³
- EPSI platform⁴
- Psialliance.info biz members⁵
- OKFN mailinglists
- various startup directories

5 Further networks

The following partners have been contacted to create a cross-benefit of a cooperation for the stakeholder databases:

1

https://docs.google.com/spreadsheet/ccc?key=0Ams8fpz2_77XdEV0Q0VWQjJ6SXd0X0xOTi0tdUdHUXc#gid=0

2 <http://theodi.org/open-business-uk-list>

3 <http://www.w3.org/2013/share-psi/workshop/lisbon/agenda/>

4 <http://www.epsiplatform.eu/>

5 <http://psialliance.info/>

- European Data Market study <http://datalandscape.eu>
- Apps4EU <http://www.appsforeurope.eu/>
- Finodex <http://www.finodex-project.eu/>
- OpenDataMonitor <http://opendatamonitor.eu/>
- OpenAIRE2020 <https://www.openaire.eu/>
- FIWARE <http://fiware.org>
- DIGIWHIST

The following EU projects proDataMarket, EuDEco, AEGLE, WeLive, ROUTE-TO-PA, Flex4Grid, CITYKEYS, BigDataScore will be further contacted to gather their insights and also to provide their valuable information to our incubator companies regarding specific market aspects or data sources.

The following accelerators their networks seedcamp and startupbootcamp are already informed and contacted. Further local incubators and accelerators are being currently contacted to gain as partner.