

D5.5 Training curriculum, learning materials and webinar

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Executive summary

This deliverable outlines the current strategy for the development of a training curriculum for open data innovators and provides an update on the activities performed so far.

The core elements relevant to those areas are

- improving access to open data knowledge and technical tools to inform and inspire existing and future entrepreneurs
- providing support to companies in several areas of their business to help them grow and scale
- fostering a sustainable open data ecosystem by sharing learning content and case studies
- measuring the economic impact of incubated SMEs and startups to spotlight the commercial ambition, generate stories and evidence the return on investments, and

It is divided into four sections, which reflect the different type of resources offered:

1. Free webinars for a variety of topics
2. Free online resources for self-learning
3. Training offered by the ODINE consortium and third parties
4. Knowledge Exploitation

Public webinars on a variety of topics

One of the commitment of the project is to offer public webinars that are relevant to the SMEs incubated in the programme, whilst opening them up to the public to achieve a wider reach and impact.

School of data. Our experience running the programme so far showed that even though most entrepreneurs have a solid technical background, there is still great demand to gather more in depthful data science insights. The aim of this webinar run by Open Knowledge Foundation, is to empower people with the skills they need to use data effectively.

Business innovation using open data. This course has been developed in response to the recurring demand to understand how a business based on open data could not only be sustainable, but also achieve a comparative advantage, save money and make a difference. Through practical exercises the ODI trainers helps participants find new business models underlining their innovative ideas and products, whilst maintaining the core of the business.

Funding methods for startup. This webinar allows companies to learn from Telefonica OpenFuture experience running a successful international accelerator, what different methods they can use in order to properly fuel their business. In particular, the workshop covers topics such as funding plan, fundraising material, knowledge of the investment ecosystem and pitching training. Combined with one-to-one mentoring, it serves as the foundation for designing a successful funding strategy to be able to seek investment during and after the incubation programme.

Open & Agile Smart Cities technicalities. Smart cities is a highly interest sector for open data businesses. Over half of the company incubated in the programme so far offer products and services that relate to industries linked to the urban realm, such as IoT, environment and transport. Telefonica I+D provide training in how to reuse open data from Open and Agile Smart Cities initiative and how to engage with cities.

Free online resources for self-learning

One of the challenges of delivering an acceleration programme with overlapping cohorts starting at different times and stage of development, is to offer the right and well-timed bespoke support.

We therefore created a library of resources on the project website where SMEs can tailor their own learning and get access to a wider range of topics, delivered by both the ODINE Consortium and external partners.¹

Training material covers open data, entrepreneurship topics such as business strategy, marketing and funding and technical resources. Some material on entrepreneurship in general are provided by excellent external sources. Already successful open data case studies and stories² are also published as training material to provide evidence of impact, as well as inspiration and training for future entrepreneurs.

The European Data Portal offers an e-Learning platform that enables anyone, from individuals to organisations, to improve their data literacy. Thirteen short modules have been designed for anyone to discover more about Open Data. The modules suit all levels from beginners to experts.³

The ODI has expanded the offer to include new features such as the ability to track and reward progress, and take the learning offline through native mobile applications. This will increase the global reach of the modules, enabling anyone to learn about open data at any time.

The product can also be adapted for organisational training purposes. Content can be modified or replaced to align with organisational data training priorities, and the product can be re-branded and integrated into learning management systems to suit professional development schemes.

The open data knowledge is changing fast and learning needs to adapt to it. The e-Learning platform will help to build a more data literate society reaching new audiences and providing accessible ways for anyone to learn.

¹ <http://opendataincubator.eu/resources/>

² <http://theodi.org/open-enterprise-big-business>

³ <http://www.europeandataportal.eu/en/content/training-library/elearning>

Training offered by the consortium and third parties

Expanding on the bespoke trainings offered as part of the ODINE project, SMEs that require further knowledge of specific topics can also join a wider range of training activities offered by the consortium partners. This has proved to be a popular option for example during the ODI pre-Summit training day, when 21 SMEs attended a mix of the different course listed below.

These is the list of courses on offer.

Open Data Institute⁴

- Open Data in a Day - Introductory, jargon free course that enables to quickly increase confidence in working with open data
- Open Data in Practice - Intensive three-day course that provides participants with essential skills and knowledge to take advantage of open data in their organisation.
- Finding stories in Open Data - This hands-on one-day course is designed for people that want to make open data come to life. It taught how to find interesting stories in data and statistics, and how to analyse and interpret the findings.

Wayra - Telefonica Open Future

Wayra offers access to a number of first-class and verified coaches which specialize in getting startups off the ground. Startups can ask on-demand what types of training they would like to receive and build a personalized training plan. Some of the courses on offer are

- **Human Resources:** Whether it's figuring out a proper compensation plan or learning how to manage larger teams the course helps companies get ready for success.
- **Internationalization:** This course aims at equipping participants with the relevant skills to take their startups to the next level, scale and grow global.

⁴ <http://theodi.org/courses>

Open Knowledge Foundation⁵

The School of Data offers five modules which unpack different aspects of open data.

- **Module 1 Intro.** This module is covering the basics on privacy, security, licenses, standardization, data cleaning and how to how to publish it and how to make it findable.
- **Module 2 Data Fundamentals.** The Data Fundamental module provides a solid overview over the workflow with data guiding you from what data is, to how to make your data tell a story.
- **Module 3 Introduction into Exploring Data.** This set of modules gives the attendees essential tools to explore and analyse data to find insights.
- **Module 4 Introduction into Extracting Data.** The course help people that know that the data they need is somewhere on the Web but face the challenge of how to extract it.
- **Module 5 Introduction to Mapping.** Maps are easy to read, but not that easy to make. The course shows the tools and techniques that enable to make maps for offline and online uses.

Telefonica I+D

Telefonica I+D provides training on FIWARE technologies, from basics and infrastructure to open data issues. Some examples are

- Introduction to FIWARE Lab. From Infrastructure as a Service basics (virtual machine deployment, IPs and networking, security and firewalls) and Object Storage, to advanced topics related to software deployment through blueprints. This is the introduction that startups willing to use the Lab environment need.
- Introduction to Context Management. Context data is one of the key mechanisms in OASC to publish and reuse open (and non open) in-time data in cities (IoT data, public transport, traffic, etc.). This webinar provides an introduction and hands-on webinar on the NGSI API and the Context Broker implementation.

⁵ <http://schoolofdata.org/courses/>

- Exploiting Context data. Following up with the Context Management webinar, this session explains how to store historical context data and analyze it both in real time (Complex Event Processing) and offline (Big Data), as long as using the context short term history API.

University of Southampton

The University of Southampton offers training in two ways: through its MOOC platform and, together with the ODI, IAIS Fraunhofer (Also part of the ODINE consortium) and other european partners, relevant training from the [European Data Science Academy](#) project. Two course are offered via the MOOC platform.

- Digital Marketing: Challenges and Insights This short course introduces people to exciting new concepts and applications of digital marketing. It takes an informal “story telling” approach, encouraging to share stories as consumers and/or marketers for the benefit of the learner group as a whole.
- Contract Management: Building Relationships in Business. Contracts are fundamental to all business activities and relationships are fundamental to all contracts. This free online course helps understand contract management processes; give the confidence to develop new contracts; and help build successful relationships to implement contracts effectively.

i-genius (social entrepreneurs)⁶

Training courses can be joined by ODINE SMEs for free or at a reduced rate. These include

- Basic online course for early stage social businesses⁷
- Advanced course on social entrepreneurship⁸

⁶ <http://www.i-genius.org/academy-and-courses>

⁷ <http://www.i-genius.org/academy-and-courses/online-social-entrepreneur-courses>

⁸ <http://www.i-genius.org/academy-and-courses/advanced-social-entrepreneur-courses>

Tech City UK - Digital Business Academy⁹

Free online courses that consists of short video lessons, giving practical advice from experts and entrepreneurs who've been through it all, with hands-on tasks to help participants practice what they learn during the course. Each course provides participants a digital badge and a certificate.

Knowledge Exploitation

All knowledge developed during ODINE is currently open for access to any interested party and we will maintain it beyond the duration of the project.

We use the ODINE website to publish training documents, toolkits and stories, whereas success stories are featured by The Guardian partner zone, their open data related content site¹⁰. Their well-established reputation in the media sector, will further strengthen the open data community and creating a sustainable impact¹¹.

In order to create a one-stop shop for anyone interested in finding out more about the open data incubation programmes, the ODINE website includes, in addition to the library of training resources mentioned above, a list of all the selected SMEs¹² and the project documentation such as reports and deliverables¹³.

⁹ <http://www.digitalbusinessacademyuk.com/>

¹⁰ <http://www.theguardian.com/odine-partner-zone>

¹¹ <https://opendataincubator.eu/files/2016/01/ODINE-M12-report-D6.2-Sustrainability-strategy-and-workplan.pdf>

¹² <https://opendataincubator.eu/companies/>

¹³ <https://opendataincubator.eu/about/#deliverables>