D5.4 Stakeholder database and network v2

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1. Executive summary

This deliverable D5.4 Stakeholder database and network v2 has been developed in order to ensure that the ODINE project maximizes its reach and keeps track of all the possible open data shareholders. The deliverable describes the current state of the three core elements of the stakeholder database and network:

- ODINE Stakeholder Database
- ODINE500 Stakeholder Database
- ODINE500 Showcase Database

The deliverable also describes the following activities to undertake in order to ensure further updates of the ODINE Stakeholder database and network until the end of the ODINE project.

The report is split into three sections:

- The first section describes the stakeholder databases
- The next section outlines the methodology for those databases
- The third section describes the current findings of our approach

2. Introduction

The Stakeholder database and network v2 has been developed in order to ensure that the ODINE project maximizes its reach and keeps tracks of all possible open data shareholders. This deliverable will describe the current state of the databases and network as well as the activities to undertake in order to ensure updates to the ODINE Stakeholder database and network v2 until the end of the project.

There is a great opportunity for the Stakeholder database and network to create a positive impact on the open data ecosystem.

3. Stakeholder databases

The stakeholder databases is 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 three different databases.

- **ODINE Stakeholder Database**
    - contains the listing of relevant European Open Data stakeholders and organisations for which open data is and could be vital
    - goal is to have tens of thousands of entries in this database
- **ODINE500 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
- **ODINE Showcase Database**
    - the companies listed in this database will be used for dissemination
    - goal of 10 successful European open data companies
        - 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 contains the listing of relevant European Open Data stakeholders, companies and organisations for which open data is relevant. In the final version of the database the goal is to have tens of thousands of entries. These entries are and will be provided by the partners (especially ODI, Wayra, Telefonica and OKFN).

This ODINE Stakeholder Database is used to source and build the ODINE500 Stakeholder Database (see section 3.2).

In addition, we are currently extending the database for LinkedIn profiles and Twitter accounts.

3.2 ODINE500 Stakeholder Database

The ODINE500 Stakeholder Database is the first comprehensive listing of European companies that use open data to generate new businesses and develop new products and services. The goals of the ODINE500 Stakeholder Database is 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. The ODINE500 Stakeholder Database will be displayed on a European Map on the ODINE website as well as the Guardian website. The database will be also available online under a CC by license.

The criteria for the inclusion of an entry into the database are:
- Being officially registered as a company
- Revenue or external funding must exceed 30.000 Euro
- Using open data
- European-based (for European subsidies or branches the exact criteria will be defined)

This ODINE500 Stakeholder Database is used to source and build the ODINE Showcase Database.

3.3 ODINE Showcase Database

These showcases should tell the stories of ten of the most successful European open data companies. Each one of the showcase stories will include:
- Details on how the company was successful
- Details on the business environment (revenue, customers, open data sets, etc...)
- Lessons learned

Ideally, the ten selected cases will show the full heterogenous spectrum of the European Open Data landscape (country, size range from startup, SME to industry, uses and business cases, local, global and social impact).

4. Methodology[1]

The ODINE stakeholder database research is based on a mixed-methods design and was organised in three consecutive phases

- Scoping

- Surveying

- Expert/In-depth interviews

The three stage approach allows us to gather and analyse a breadth of data covering both quantitative characteristics of European open data companies and qualitative accounts of their learnings and perspectives.

4.1 Scoping

In this phase of the stakeholder mapping we use desk research to identify companies working with open data in Europe and aggregate internal resources (contacts, mailing lists, etc...) from the ODINE consortium partners, to identify and develop the ODINE Stakeholder Database. At this stage we kept a wide variety of entries. The criteria to be defined as a stakeholder and be listed in the ODINE Stakeholder Database are:

- 'any group or individual who can affect or is affected by the achievement of the European open data objectives'[2]
- or individual, group or organization that has interest or concern in the European open data field.

This also includes individuals like programmers and non-profit organisations. The results and findings of this first phase leads into the ODINE Stakeholder Database collection.

In the current version of the ODINE Stakeholder Database, the following information is gathered:

- Name or company name
- Email, if available
- optional:

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[1] The Methodology is based on the work of the GOVLAB Data500 team.
[2] Eden, C. and Ackermann, F. (1998)

- URL
- Country
- City / zip code
- Size / full time employees
- Sector
- further valuable information

The following stakeholders are analyzed and collected:

- Open Data contacts from within our network
- Contacts made during the ODINE project
- Mailing lists contacts
- Contacts from conferences
- Twitter interaction
- LinkedIn & Twitter analysis

We are currently extending the database for LinkedIn profiles and Twitter accounts.

The process is using profiles containing "opendata" or "open data" in the LinkedIn profile or description. For Twitter we also monitor open data related events (like ODIsummit, EDF, ODconf, events we attended, …) and the twitter stream for open data related topics. Furthermore we manually sorted twitter profiles and lists by the categories, partners, media, investors, open data companies and startups. For specific data sources and technical description see Appendix 6.1.

This broad collection is narrowed down by additional desk research on the companies found. In our research we use search engines and companies information listings to collect detailed company data. In a first round, we check whether the company is a legal entity. Once that is established, we gather addresses and relevant contacts' names and email addresses from public sources. Additionally, we develop a description of the entity and their open data usage.

In this process, the following selection criteria are used to narrow down our initial collection:

- Being officially registered as a company
- Revenue or external funding must exceed 30.000 Euro
- Using open data
- European based (for European subsidies or branches the exact criteria will be defined)

4.2 Survey

The stakeholder database survey serves two purposes. First, it broadens the view beyond the partners own networks and search-results and actively uses the partners' existing networks to identify second tier connections. Secondly, the results feed into a database of hopefully more than 500 companies in Europe that innovate with Open Data.

The ODINE500 stakeholder database follows the example of the New York Universities' Gov Lab OpenData500 project. This project lists 500 companies per country and per sector that work with open government data to create economic value. Similarly to ODINE, they work with a mixed methods approach.The lists are not meant as rankings or ratings, but show networks of companies and allow us to test economic value.

We follow this approach and focus on innovative open data companies in Europe. For the ODINE500 lists we survey a few selected countries: Germany, Italy, Austria, UK, Spain, Ireland, Belgium and France.

We gathered the following parameters (in brackets are the given options to choose from) in the survey:

- 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, etc...)
- Description of the company
- Data used
- Financial information of the company (past and projected revenue and operational information)

In August 2015 the survey was first sent around. Germany was selected as the starting point, for it is Europe's major economy, has a thriving start-up scene and strong civic tech and open data networks that are easily accessible through the networks of Open Knowledge Germany. For German-speaking countries we used an adapted survey in the German language. Germany has served as a test-case for the roll out of the survey in other countries. For more details on the survey see Appendix 6.2. For further country specific details see Appendix 6.3.

4.3 Expert/In-depth interviews

Following the desktop research and collection of the survey responses, we conduct follow-up interviews with ten companies who are in the ODINE500 Stakeholder Database. This enabled us to gain further insights into their work with open data. Based upon the results obtained we will create ten Open Data showcases to be displayed on our digital outlets.

Based on the ODINE500 Stakeholder Database ten companies (Five European Open Data companies plus five ODINE companies) are selected. We select ten companies who have significant roles or inspiring example in the European open data ecosystem from a diverse backgrounds.

Selection criteria are:

- Positive, inspirational, successful and with strong impact
- Provides strong learnings for other companies
- Is Cross-European
- Has important lessons-learned to be exposed

The in-depth interviews with experts from the field of open data are following the themes of the survey questionnaire; the interview guide with additional questions can be found in Appendix 6.4. In order to get a better analysis of possible success indicators we ask for additional information, like the biggest challenge they faced and how they overcame it. This enables us to gain further insights into their work with open data. These interviews are completed either in person or via Skype/Hangout/phone and last between 30 and 60 minutes.

5 Findings

5.1 Findings ODINE Stakeholder Database

The ODINE Stakeholder Database currently holds more than 5000 (as of January 2016) entries in these sections:

- Twitter: our real more than 2000 followers (as of January 2016)
- Twitter (hashtags monitoring): 3150 accounts
- Applicants: >300
- Mailing contacts: >1000
- LinkedIn: > 1000

The LinkedIn collection is still ongoing and should be finished in spring 2016.

5.2 Findings ODINE500 Stakeholder Database

For the ODINE500 Stakeholder Database we currently have more than 400 entries.

The current version and also the ODINE500 map display and information can be seen at http://opendataincubator.eu/ODINE500.

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

This database will be connected to database recording information about existing data-value chain examples in Europe conducted by IAIS in WP4. The data-value chain database will collect a large set of use cases and examples of open data reuse 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 ODINE500 website (the original name opendata500.eu was revised due to name issues),

and stakeholders and interested parties will be able to collaboratively add their success stories and examples to it.

The website is currently under development. The launch of the site is estimated by spring 2016.

5.3 Findings ODINE Showcases Database

As of the end of 2015 the current list of European showcases includes the following companies:

- allyapp (changes, startup-adaption)
- arup (big company, great study case)
- DeutscheBahn (late adopter, interesting story, ODINE is supporting)
- ESA/CERN (scientific case, big & open data)
- citymapper (great showcase for transportation)

And from the ODINE programme, the following teams are considered as possible candidates for the showcase database:

- opencorporates (team, big scope)
- openlaws (legal, semantics)
- provenance (blockchain)
- thingful (IOT)
- unigraph (eastern Europe)

Starting in Spring 2016 the show cases will be published on a section of the new ODINE website. We also plan to show those selected companies on the Guardian Open Data Economy Network website.

6. Appendix

6.1 ODINE Stakeholder Database current lists and sources:

- OKFN EU business list[3]
- ODI Open Business UK list[4]
- Shared PSI[5]
- EPSI platform[6]
- Psialliance.info biz members[7]
- OKFN mailinglists
- various startup directories
- Opencorporates
- various business directories
- FS6
- ODI
- Wayra
- various smaller sources
- LinkedIn
- Twitter
- ODINE applicants

Technical implementation:
- Database (which platform/technology)
    - currently a Google Spreadsheet, it makes it easy to share on the Web and to collaboratively edit it
    - in case it is needed, a later upgrade to a different platform/technology can be made
- Imports from other sources and updates are being streamlined (ODI, business directories, Twitter, LinkedIn …)

Establishing of the databases

Outreach Campaign & crowdsourcing:

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[3]
https://docs.google.com/spreadsheet/ccc?key=0Ams8fpz2_77XdEV0Q0VWQjJ6SXd0X0xOTi0tdUdHUXc#gid=0

[4] http://theodi.org/open-business-uk-list

[5] http://www.w3.org/2013/share-psi/workshop/lisbon/agenda/

[6] http://www.epsiplatform.eu/

[7] http://psialliance.info/

- 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

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

- 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 http://digiwhist.eu/
- EuropeanDataportal.eu http://www.europeandataportal.eu/

The following EU projects, proDataMarket, EuDEco, AEGLE, WeLive, ROUTE-TO-PA, Flex4Grid, CITYKEYS, BigDataScore were 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 seedcamp, startupbootcamp and EIT and their networks, are already informed and contacted. Further incubators and accelerators are being currently contacted to be gained as partners.

6.2 ODINE500 surveys

See the english version of the survey here.

For further surveys see the listing under http://opendataincubator.eu/ODINE500.

6.3 Country details

Germany

As a first step in Summer 2015 we identified companies, organisations and individuals working with open data in the German and Berlin area. We collected related information from several sources (startup scene, OKF mailing-list, directory, startup-digest Berlin mailling list, participants of open data events in Germany and Berlin).

We sent the link to the online survey to all parties we identified and sent out the mail over OK-Mailingslist, TSB, OK-Lab, Twitter accounts from OKF and Codelab and involved several individuals. Additionally, we sent out personal invitations to people and companies to fill out the survey.

We have reached out to more than a 1000 companies, got responses from 76 and out of those responded to 26 that use or provide open data. We added a further 11 companies via extensive desktop research and our partner TSB. There will also be a report in February 2016 for Berlin Open Data companies produced by our partner TSB. The findings will be published online and on the Guardian open data economy webpage.

Austria

Similar to the approach in Germany we started the survey for Austria in fall 2015. For the mailing and survey we re-used the German version of the survey and the templates. We joined forces with OKF Austria and the opendataportal.at. All represented companies were included in the survey. Additionally, we sent out an email to various networks and mailing-lists and are going through the same process as described above for Germany. Currently there are more than 30 entries from Austria and the process is still ongoing.

Italy

Since last summer there has been an effort by Open Data 200 Italy - opendata200.it to survey the Italian open data ecosystem. Currently there are more than 20 new entries from Italy. The estimate is there should be around 150 Italian entries by the end of the project. This survey is more time intensive since it is based on opendata500.com Govlab method and makes an interview with each company after the survey was filled out. The survey is in the Italian language. We adapt findings to our standard.

UK

Following the excellent ground work done by the consortium partner ODI, we are updating and checking their 270 listings and are completing our listing with new entries in the UK based on our ODINE500 standard survey. This resulted in the set of more than 280 companies to be found in the public database. Further combined update effort is coordinated. For a detailed methodology from the data of UK please take a look here.

Slovakia has a translated survey and is currently in the process.

Currently we are running a survey in the following countries: Spain, Ireland, Belgium.

Next countries in spring 2016 are France as well as a focus on Eastern Europe and Scandinavia.

6.4 In-depth Interview Guide Showcases

For the personal ODINE Showcase interviews we ask the following information:

- Growth expected
  - jobs
  - revenue
  - data usage
- Data needed/wanted by the companies
  - which datasets?
  - provider of the datasets would be?
  - urgency, on a scale 1-7
  - benefits of opening the dataset for the society, on a scale 1-7
- 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...
- Learning from the open data experience, including surprises
- Suggestions