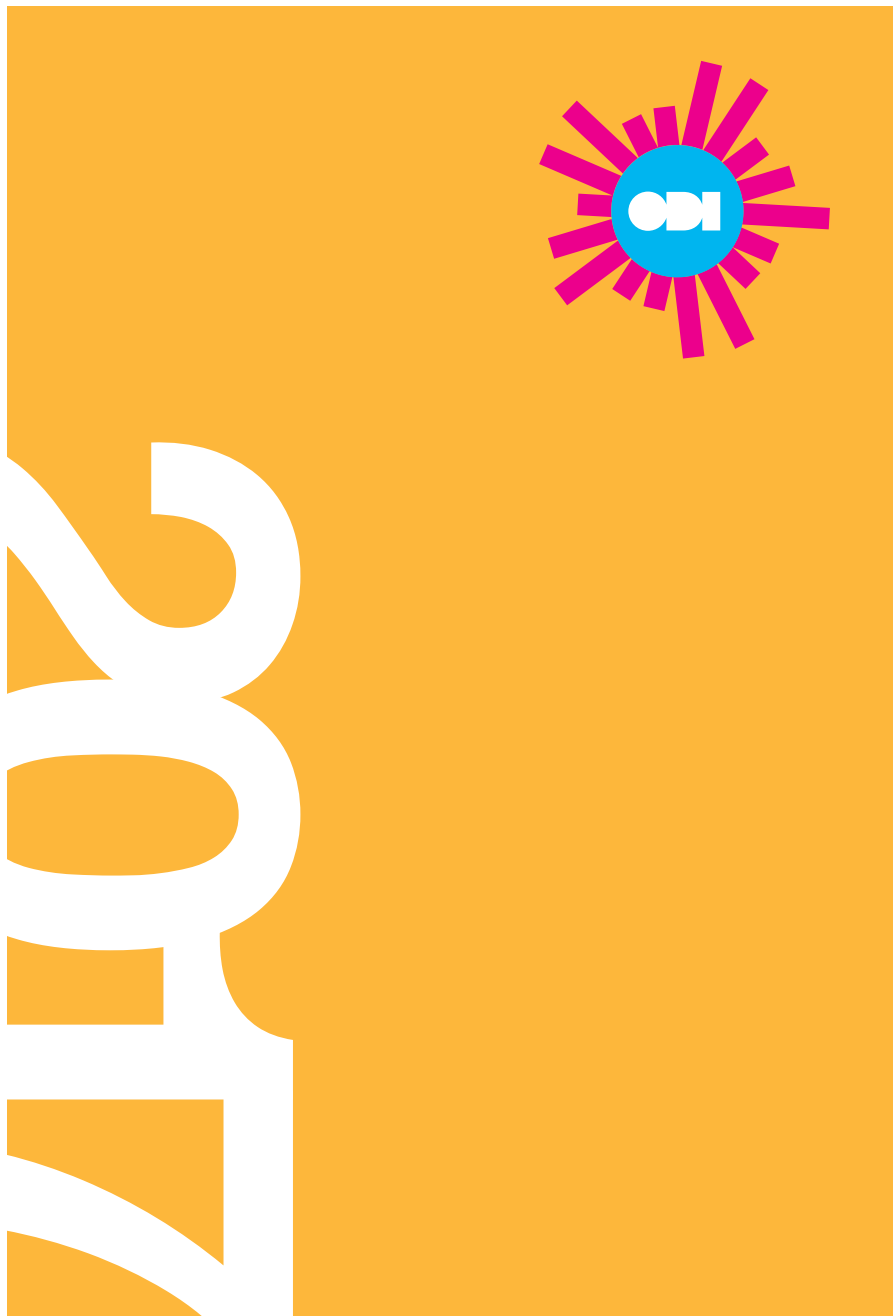




Years on



View from the CEO

Jeni Tennison

2017 was a year of transition for the ODI as we celebrated our fifth birthday and developed our plans for the next five years.

Two big programmes dominated our work. We continued working to get more people physically active by unlocking open data about 76,000 sport and fitness activities each month, through the OpenActive programme supported by Sport England. We also started a £6M three-year innovation programme funded by the UK government, creating practical guidance and tools to help businesses and government navigate our changing data landscape.

The recognition of data as a new form of infrastructure by the UK's National Infrastructure Commission topped off a year where debates about the role of data in our societies and economies came to the fore. Our international work across transport, banking, agriculture and pharmaceuticals has highlighted the importance of our data infrastructure being as open as possible, while protecting privacy and security.

With the General Data Protection Regulation coming into force in May 2018, we expect to continue to focus on the opportunities it brings and provide tools like our Data Ethics Canvas to help organisations use data well and engage with people to build trust.

Highlights



Making data infrastructure more open

Our work on making data infrastructure as open as possible, building capacity and encouraging innovation influenced the UK government's digital and industrial strategy and the National Infrastructure Commission



Leading data innovation in the UK

We started a £6M three-year innovation programme funded by the UK government, creating guidance and tools to help businesses and government navigate our changing data landscape



Sharing our expertise internationally

The Open Data Leaders Network expanded from Argentina to Israel and an African iteration of the peer-network was launched, with support from the International Development Research Centre



Building consumer trust

We launched a report with dunnhumby on how EU General Data Protection Regulation can help build trust with consumers and innovate with data



Transforming the physical activity sector

As part of its sector-change programme, the ODI partnered with Sport England to lead OpenActive, an initiative using open data to develop new products and services that help more people get active



Driving innovation with startups

We completed the Open Data Incubator for Europe (ODINE), an EU-funded programme supporting 57 startups and SMEs, who employed 278 people and generated €23.7M



Building data skills

We trained almost 3,500 people in data via eLearning, face-to-face courses and workshops in the UK and around the world



Celebrating our fifth birthday

Members and friends of the ODI gathered in London at the 'ODI – 5 Years on' party to celebrate and reflect on our successes and challenges so far

Public policy

Peter Wells
Head of Policy

Throughout the year, the ODI has developed and used its positions on openness and trust to help societies around the world get more economic and social value from data.

Our work on making data infrastructure as open as possible, building capacity and encouraging innovation has had its strongest influence on the UK including the government's digital and industrial strategy and the National Infrastructure Commission.

The UK is now making promising movement towards opening up foundational data infrastructure like maps, addresses and business registers. Internationally the Open Data Charter adoption roadmap builds on our work, while multiple countries are also building on our work showing how to make personal data more open while respecting privacy. We are working with our network to develop tools to help policymakers make better decisions in these areas.

Our work on ethics, delivering equitable outcomes and engaging widely to build trust is in an earlier stage of development. We have helped three global philanthropic organisations to improve their donor policies for open data, and published initial work on data ethics to help people make better decisions about how to use data.

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Innovation

Miranda Marcus
*R&D Programme
Manager*

Data is transforming the decisions we make as individuals, organisations and societies, from how we navigate our cities, to finding a loan, to knowing where to invest.

The ODI's innovation programme kicked off in July 2017 to advance knowledge and expertise in how data can shape the next generation of services, and create economic growth. The funds for it were awarded through Innovate UK, the UK's innovation agency, in a three-year programme, running to March 2020 with a funding profile of £2M each year.

The projects are aimed at advancing our understanding of the opportunities data can bring and some of the pitfalls to avoid. They are intended to enable the UK to build on its established strengths in data and data analytics, break new ground in creating value from data across industry, and ensure that the UK remains at the forefront of data innovation globally.

The first year of the programme has six key areas, each of which combines applied research, prototype development and engagement activities.





Publishing

How can better publishing tools improve the quality, speed and cost of data publishing?

We conducted user-research which confirmed that while there is a rich landscape of publishing tools, workflows are poorly integrated, people lack confidence in their quality and it is hard for novices to know where to start. We began work to fix bugs, update workflows, improve user-experience for a range of tools from the ODI's Octopub to GoodTables, and publish new guidance to platforms like Wikipedia.



Standards

How can we help organisations to create better open standards for data?

We combined our own research with that of partners, including The World Wide Web Consortium, Porism, Open Data Services and Open North, to create a body of insights and guidance to support the adoption and development of open standards for data. This is being consolidated into an online guidebook, to be published in 2018.



Service delivery models

How do we grow the understanding of open data-enabled service delivery models in local government?

Our research with public sector partners created a body of examples for open data-enabled services. We also funded four local government partners to run open data service design projects. We developed plans to create a peer network and inform their processes through the wider research. In 2018, the project will produce alternative learning tools to help to understand the opportunities of an open approach.



Peer-to-peer accommodation

Can we use data better to support businesses, communities and consumers in the peer-to-peer accommodation sector?

We drew insights from interviews and workshops across the country with peer-to-peer platforms, housing associations, local governments and blue-light service providers into the (perceived) impact of peer-to-peer accommodation platforms and how data can help improve them. We shared our findings in a report and planned design prototypes to help bring them to life.



Emerging technologies

How and when should UK businesses adopt emerging technology?

We investigated four areas to provide impartial advice and information. The first is on how we identify regional clusters of technology innovation across the UK in which to invest. The second looks at which business models around data can be used to get the most value out of Artificial Intelligence. The third explores how smart contracts can be used to develop better products and services. The fourth looks at the benefits and limitations of collecting, using, sharing and opening data, based on a person's location, specifically in the context of transport journey data.



UK-France partnership

What are the opportunities for collaboration in data innovation between the UK and France?

Our project funded twinning projects in regional cities with common industries and/or demographics and strong startup communities, and a bilateral workshop for the transport sector. We also drew on experience from the French National Address Database to explore collaborative approaches to data registers. Our research and design patterns will be published in 2018.



Sector programmes

David Beardmore
Commercial Director

The ODI is increasingly being recognised for its leadership in sector change programmes, particularly in **banking** and **agriculture**.

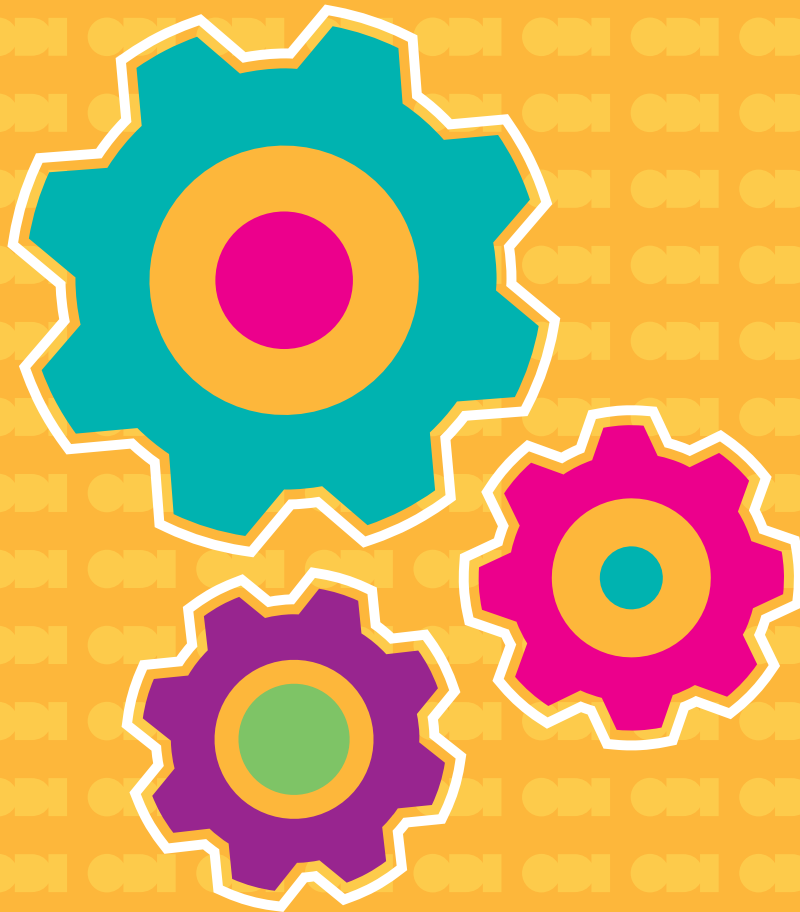
This year, we focused on progressing our work on **physical activity**, as stewards of Open Active, an initiative of over 80 organisations using open data to help people get active.

We also began to lead a new programme on **pharmaceuticals**, working with the Wellcome Trust to make antimicrobial resistance data more accessible and usable.

On **retail**, we worked with analytics company dunnhumby on a report highlighting opportunities that European Union General Data Protection Regulation will bring to build trust with consumers and innovate with data.

We took a leading role in helping to build the data infrastructure for **transport** services to be built on shared and open data, working with Deloitte and the Transport Systems Catapult.

All these programmes – which deploy many of the ODI’s services – show the impact that working at scale across a sector can have.





Sector focus: physical activity

A lack of adequate physical activity is one of Britain's biggest public health challenges, causing 37,000 deaths annually¹ and costing £20bn a year.²

OpenActive is a transformative community-led sector initiative using open data to help people get active.

This year we developed our stewardship of OpenActive, with organisations and individuals within the sport and physical activity sector, using open data to make it easier for people to discover and take part in suitable activities.

Since the launch of OpenActive, which is supported by Sport England, over 80 organisations have joined, such as Greenwich Leisure Limited and England Athletics.

Already, open opportunity data is being provided totalling over 76,000 sport and fitness activities each month – ranging from swimming to hula-hooping, tennis to yoga, and athletics to football, according to data analysis carried out by imin Ltd. 10 local champions across England are also working to transform their part of the sector with data.

A person is shown in silhouette, performing a yoga pose (Warrior II) on a beach. The sun is low on the horizon, creating a bright, golden glow and long shadows. The person's right arm is raised high, and their left hand rests on their right leg. The background shows the ocean and a clear sky with some clouds.

OpenActive is a
transformative
community-led
sector initiative
using open data
to help people
get active.

Our goal is to agree common standards and develop a web-based platform for making antimicrobial resistance surveillance data openly published.



Sector focus: pharmaceuticals

The threat caused by resistance to antibiotics is a growing and urgent global challenge. Up to 700,000 people die each year because of drug resistance in illnesses such as bacterial infections, malaria, HIV/AIDS and tuberculosis.³

In 2016, pharmaceutical companies signed an industry roadmap to tackle resistant infections and committed to share data to make it accessible to public health bodies and healthcare professionals.

The goal of the ODI programme – funded by the Wellcome Trust – is to agree common standards and develop a web-based platform for making antimicrobial resistance surveillance data openly published.

This will help to improve understanding of resistance trends, to inform appropriate antibiotic and vaccine use, and to increase surveillance capabilities globally.




Sector focus: retail

This year, the ODI focused on exploring opportunities for innovation in the retail sector.

In October, the ODI was invited into Co-op Digital to look at and challenge their data plans. We helped them to understand how to create data infrastructure for members and customers – not just colleagues – push for data literacy across the organisation and lead the way on creating a more open approach.

In November, the ODI released a joint white paper with analytics company dunnhumby to explore the potential of the upcoming European Union General Data Protection Regulation (GDPR).

The report found that GDPR presents opportunities to build trust with consumers, innovate with data and called for cross-sector collaboration to solve challenges.



We helped them to... push for data literacy across the organisation and lead the way on creating a more open approach.



The transport industry is experiencing a massive transformation in the way it delivers services, and data is at the heart of this.



Sector focus: transport

The transport industry is experiencing a massive transformation in the way it delivers services, and data is at the heart of this.

This year, the ODI took a leading role in helping to build the data infrastructure that enables improved transport services built on shared and open data.

We achieved this through our work with Deloitte and the Transport Systems Catapult to guide the government on how to incentivise data sharing to deliver intelligent mobility.

We created training programmes for clients including the Chinese Ministry of Transport. We also started a wide range of research and development into data in the transport sector, including UK-France collaboration, personal data challenges and mapping London's open data ecosystem.

In 2018 we will continue to work with the UK Department for Transport to help bring the legislative commitments of the Bus Services Act 2017 into force by examining how data can be made available by bus operators.

Commercial partners

David Beardmore
Commercial Director

The ODI continued to work closely with its key partners – Arup, Syngenta, Thomson Reuters and Deutsche Bank – throughout 2017.

With support from Arup, we produced the Data Ethics Canvas, which can be used by organisations to navigate ethical concerns in their data practices.

Through our partnership with Syngenta, we have now trained more than 80 Syngenta fellows and colleagues in open data, and supported the publication of its first open datasets.

We also conducted research alongside Thomson Reuters into the current state of data infrastructure in the legal sector, exploring in depth key parts of the landscape. The white paper ‘Using data to take an open approach to investment banking’, produced with Deutsche Bank, was published in December.

We have also welcomed the Co-op as an ODI Partner, and look forward to supporting the organisation’s data programme throughout 2018.



International work

Fiona Smith
*International
Development Manager*

This year, the ODI continued to coordinate the Open Data Leaders Network, a peer network that creates space for civil servants around the world to exchange knowledge, tools, challenges and plans.

We organised two successful sessions, one in London with international leaders, and one in Accra, Ghana with African leaders. The ODI provided training around user needs, stakeholder mapping and how to create an open data policy.

The team also provided support to African initiatives through mini-grants and mentoring. These were distributed to innovative projects applying data to address urban resilience issues within Burkina Faso, South Africa and Ghana.

As a partner of the Africa Open Data Network, the ODI coordinated and facilitated sessions at the 2nd Africa Open Data Conference (AODC), the biggest convening event in the region of open data advocates, civil society, governments, and donors.



Ukraine

The ODI helped Ukraine's open data roadmap as part of the Transparency and Accountability in Public Administration and Services (TAPAS) programme, funded by USAID and UK aid.

We guided a government data audit and ran workshops with academia, business and government to identify important issues to focus on, provided open data training and encouraged peer learning. We also helped set up an open data challenge series and ran a study tour to the UK, introducing them to UK institutions and open data startups.

Tanzania

We completed a programme of policy advice and training for the Tanzania Open Data Initiative (TODI) in partnership with the World Bank. We organised six visits to Tanzania, and one to London, training 222 people and reaching a further 127 with policy advice and engagement, including policy seminars and communications masterclasses.

Malaysia

The ODI gave strategic advice and training to officials leading Malaysia's open data initiative, focusing the country's open data strategy, increasing data literacy of officials across government, and co-creating a plan for the next five years of open data in the country.

Association of Southeast Asian Nations

Building on our experience supporting innovative data startups in the UK and Europe, we took our expertise to Asia, joining forces with local partner MDEC to launch the ASEAN Data Accelerator. The programme has supported 20 startups from Malaysia, Indonesia, Singapore, Vietnam and Philippines so far.



Global network: ODI Members & ODI Nodes

The ODI has a global network of members and nodes around the world who are helping to achieve its mission.

ODI Members are a growing, collaborative global network of individuals, students, businesses, startups and organisations. ODI Nodes are hubs that are hosted by existing organisations. They operate locally and are connected globally as part of the node network.

This year, we had a total of 2,158 ODI Members – 129 organisations and 1,928 individuals. We also had 28 ODI Nodes, from Aberdeen to Accra, Sheffield to St Petersburg.

New ODI Members included the University of Exeter, Standard Bank, Pfizer, Essex County Council, NHS Digital and the Foreign and Commonwealth Office.

We held four members networking events over the year at the ODI's HQ in Shoreditch, giving opportunities for members to demonstrate their products and services to each other, and to network.



Global network: ODI Startups

The ODI Startup programmes connect data-driven startups with private and public sector organisations facing challenges that data can help solve.

This year, we completed the Open Data Incubator for Europe (ODINE), an EU-funded programme supporting 57 startups and SMEs from 18 European countries. The companies employed 278 people and generated €23.7M in sales and investment. The value generated by the ODINE startups that will still be running in 2020 is expected to be €42M, with a 540% return on investment from the €7.8M total investment by the European Commission.

With the launch of Data Pitch, a €7M EU-funded programme, we partnered with industry partners looking to innovate with data and match them with some of Europe's brightest startups that are building data-enabled tools and services.

We also developed plans to further disrupt digital innovation in the sport and physical activity sector with the launch of the OpenActive Accelerator that will support up to ten startups in 2018. The programme is grant-funded by Sport England and includes partners such as Greenwich Leisure Limited, the Lawn Tennis Association and British Cycling, that are publishing data for the first time.

Training

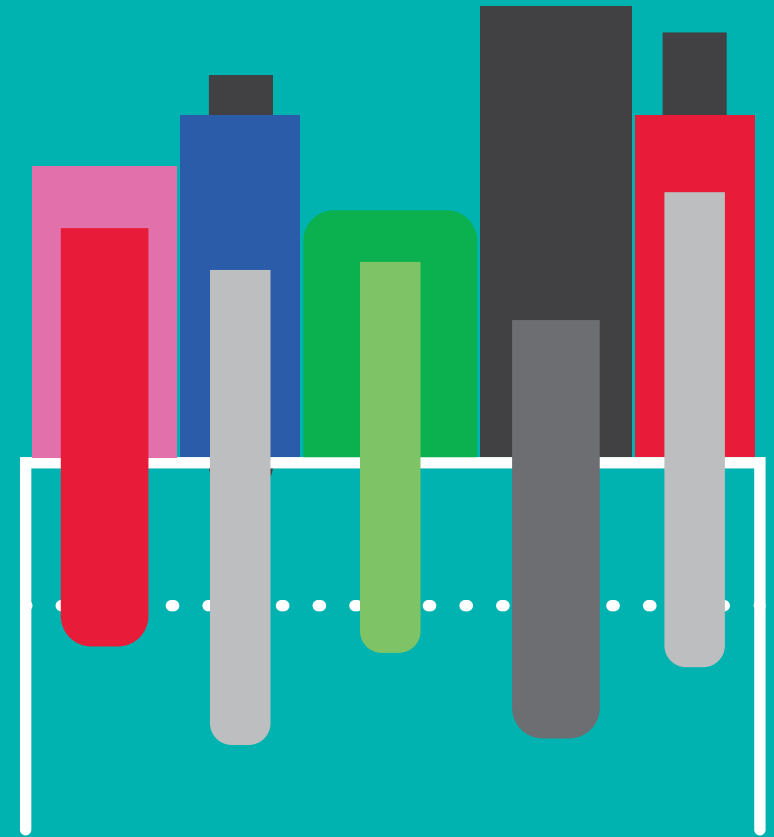
Mandy Costello
*Project & Business
Manager*

This year we trained almost 3,500 people via eLearning, face-to-face courses and workshops.

We have been exploring new ways of reaching people online with our data literacy training. We finished a series of webinars for the Local Government Authority reaching almost 500 people in total and we delivered an online, guided, problem-based learning course in alliance with the Southampton Data Science Academy.

We wrapped up our project with the World Bank in Tanzania where we trained 222 people in total. Our six ODI Registered Trainers in Tanzania continue to grow the number of people trained.

In Malaysia, working with the Malaysian Administrative and Modernisation Planning Unit (MAMPU), we developed eLearning modules for Malaysia's open data portal and helped equip Malaysia's government officials with the skills to advocate for open data through face-to-face training.



Consumer research poll

In November 2017 we commissioned a poll by YouGov. We wanted to understand current attitudes of UK adults online towards sharing personal data about themselves.

We found some surprising insights into how young adults viewed data about themselves, compared to their parents' generation. We also discovered the power of trust in and knowledge of a company in making people feel happy to share with it data about them.

64%

64% of UK adults online trust National Health Service and healthcare providers with personal data about them, above friends, family and banks (57%)

14
in

One in four young UK adults trust social media platforms with data about them, compared to just one in 20 of their parents' generation

47%

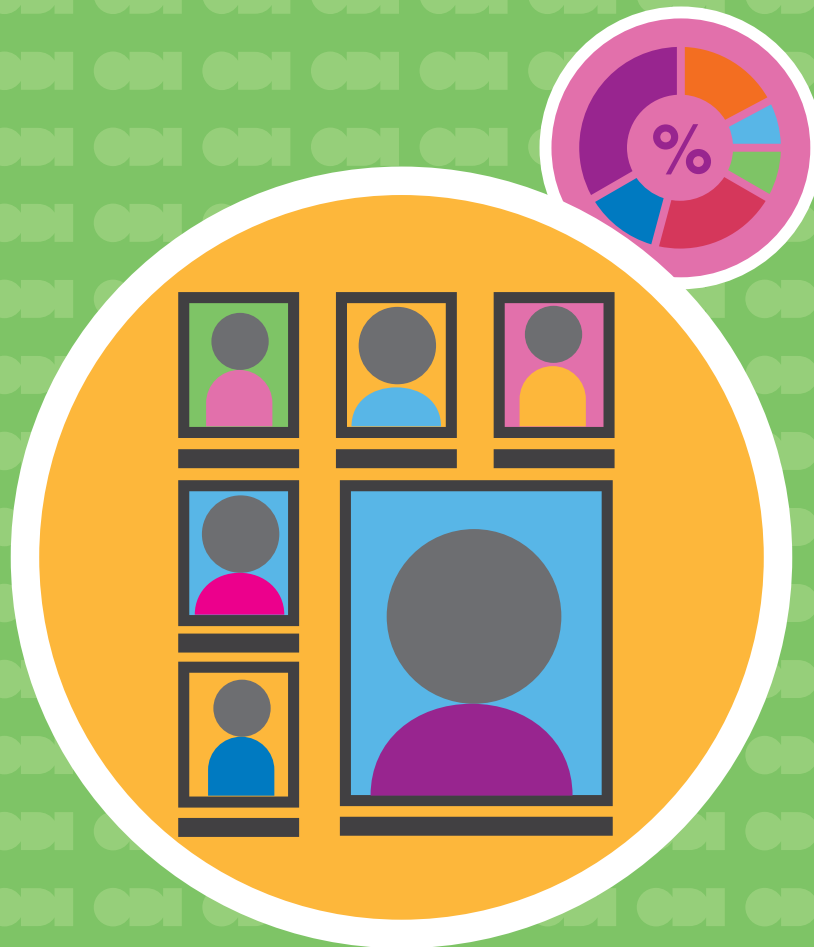
Nearly half of respondents (47%) would share medical data about themselves, if it helped develop new medicines and treatments – the most popular 'data trade off' in the poll

Engagement metrics

Hannah Foulds
Head of Marketing & Membership

We reached more people in 2017, with a 20% increase in Twitter followers, a 9% increase in website visits, and a significant increase in the number of lunchtime lecture audience members – by 65% – thanks to sponsorship by data.world.

We did not run an ODI Summit in 2017 – and as a result our total event attendee numbers fell by 10% – but we continued to run our ever-popular ODI Lunchtime Lectures, which rose in viewers by 6,000.



	2016	2017	%increase/ decrease
Total ODI website	416,143	451,723	9%
ODI content viewed on third party sites	643,017	647,720	1%
Attendees at ODI events	2,219	2,012	-10% (no ODI summit)
Twitter followers	35,305	42,500	20%
E-newsletter sign-ups	8,239	9,362	14%
Lunchtime lectures audience (online and in person)	7,135	11,675	64%

Financial figures

Profit and loss account (unaudited) for the year ended 31 December 2017

£

Turnover

Earned revenue	4,285,087
Grant Funding	2,335,598
	<hr/>
	6,620,685
Administrative Expenses	-5,467,649
Profit on ordinary activities before taxation	<hr/>
	1,153,036

Balance sheet (unaudited) as at 31 December 2017

£

Fixed assets	45,284
Current assets	2,963,746
Total assets	<hr/>
	3,009,030
Creditors: amounts falling due within one year	-1,266,622
Net current assets	<hr/>
	1,742,408
Creditors: amounts falling due after more than one year	0
Net assets	<hr/>
	1,742,408
 Capital and reserves	 <hr/>
	1,742,408





ODI Co-Founder Sir Tim Berners-Lee at the 'ODI - 5 Years on' party

We would like to thank all our partners, members, nodes, clients, friends and team for your support this year. Thanks in particular to Innovate UK and Omidyar Network for providing core funding to support our mission.

Learn more at theodi.org

@ODIHQ

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