



Dear network, colleagues, partners, friends...

2018 was a very important year for the ODI, and for data more broadly.

Drawing on experience from our first five years, we published [our strategy](#) for working towards [our vision](#) of a world where data works for everyone.

To achieve this, we set out [our mission](#) to work with companies and governments to build an open, trustworthy data ecosystem, and published our [theory of change](#) and [manifesto](#) for bringing about the best outcomes with data.

With stories of data use and misuse filling the news, we focused in particular this year on the roles that trust and ethics play in how data is stewarded. This was a big focus in discussions and keynotes at our [ODI Summit 2018](#), where over 500 people from diverse backgrounds, sectors and perspectives gathered to explore the intersection of data's value across sectors – from commercial business to public services, the arts to charities.

The continued support we have had through core funding from [Luminate](#) helped us to build on and advance our expertise in our programmes of work.

We forged ahead with our £6M three-year [innovation programme](#), funded through Innovate UK, creating prototypes, tools and guidance to help governments and companies shape the next generation of services, and navigate our changing data landscape.

Our projects are examining the challenges of building data infrastructure; innovation, business growth and trade; and data sharing and trust. →

We helped more organisations open up data about sport and fitness activities with our [OpenActive](#) programme, funded by and run in partnership with Sport England, and reached the milestone of unlocking data about 170K opportunities per month, from Abseiling to Zumba.

We have worked with our commercial partners Arup, Deutsche Bank, Co-op, Syngenta and Thomson Reuters, and with organisations such as the BBC, the Bill and Melinda Gates Foundation, University of Southampton, Lloyd's Register Foundation, and the UK's Office for AI.

We continued to develop our training programmes. Our [training](#) in data ethics and data literacy expanded; a highlight being our work with partners in Tanzania to foster innovative uses of open data, support people working towards national and global goals and help build a stronger data ecosystem in the region.

We welcomed many new people and organisations as [ODI Members](#), bringing our community up to 2,224, and organised timely events about topics our members care most about. We also collaborated with members on projects. We worked with [CABI](#) to explore open agricultural data ecosystems, and with [1Spatial](#) to explore geospatial data infrastructure.

And we continued to keep art at the heart of our work with our sixth [Data as Culture](#) art exhibition, 🐱LMAO, with works from nine artists demonstrating playful yet critical approaches to data and its uses, exploring how humour can help us reveal failures and cracks in the system.

The highlights we've featured in this report are only some of the many programmes, projects, events and partnerships that we have learned from and are proud of being part of in 2018.

I look forward to 2019 and the opportunities and challenges it will bring us.

— Jeni Tennison, CEO, ODI

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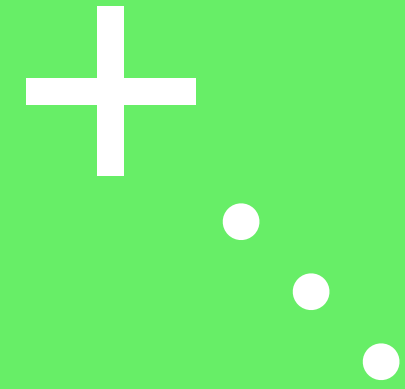
DATA AS CULTURE

FINANCIAL FIGURES



We published our **ODI Strategy** 2018–2022:

what we do, why
and how we do it,
and what direction
we're heading in



Vision

We want a world where data works for everyone.



Mission

We work with companies and governments to build an open, trustworthy data ecosystem.



Manifesto

We set out 6 manifesto points
to help achieve our vision

1 Infrastructure

Sectors and societies must invest in and protect the data infrastructure they rely on. Open data is the foundation of this emerging vital infrastructure.

2 Capability

Everyone must have the opportunity to understand how data can be and is being used. We need data literacy for all, data science skills, and experience using data to help solve problems.

3 Innovation

Data must inspire and fuel innovation. It can enable businesses, startups, governments, individuals and communities to create products and services, fuelling economic growth and productivity.

4 Equity

Everyone must benefit fairly from data. Access to data and information promotes fair competition and informed markets, and empowers people as consumers, creators and citizens.

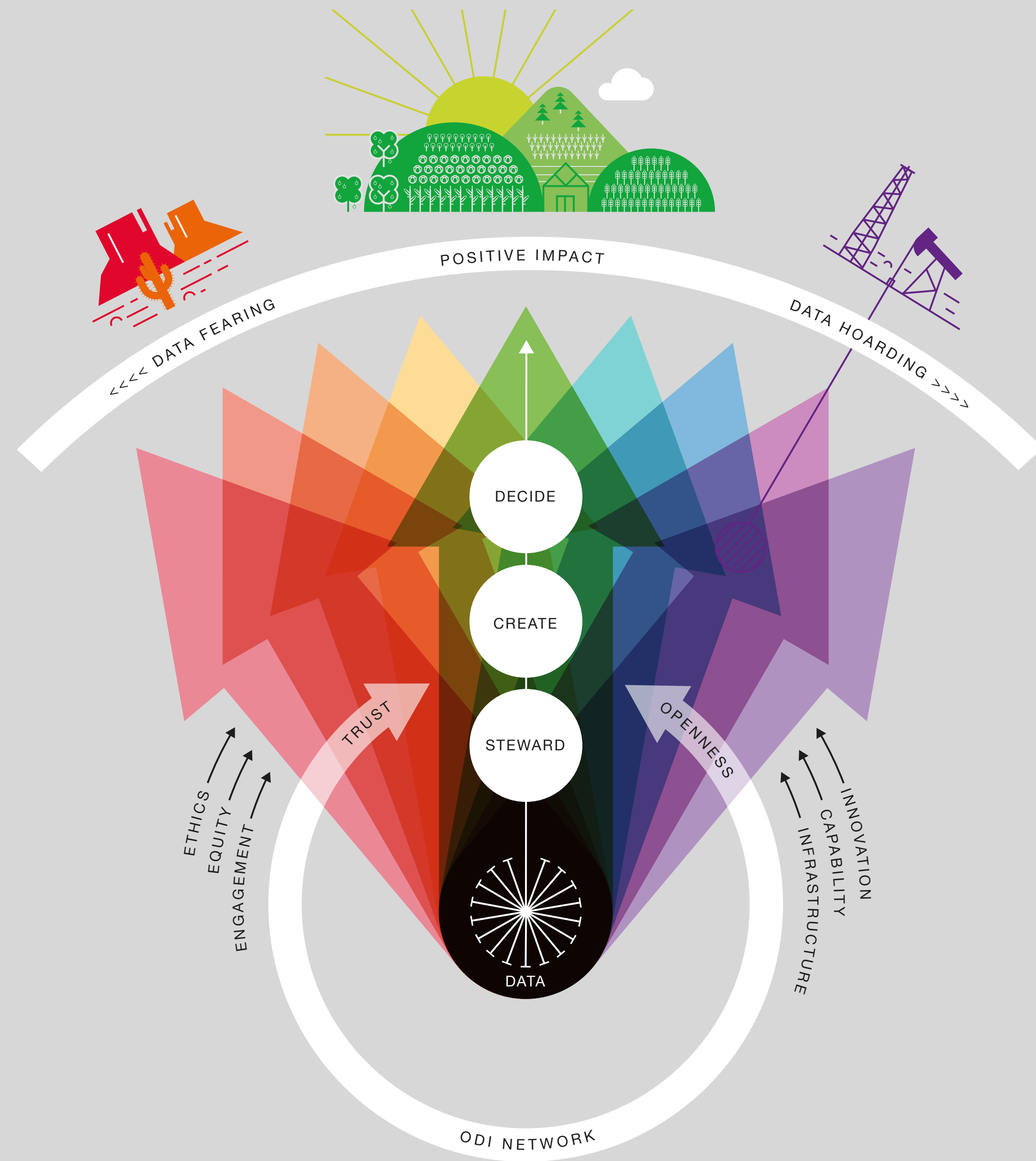
5 Ethics

People and organisations must use data ethically. The choices made about what data is collected and how it is used should not be unjust, discriminatory or deceptive.

6 Engagement

Everyone must be able to take part in making data work for us all. Organisations and communities should collaborate on how data is used and accessed to help solve their problems.

We published our **theory**
of change for achieving the
best outcomes with data



Belinda Clarke, Director,
Agri-Tech East



an ODI Member

“The ODI’s sector-agnostic approach to data sharing is helping to advance the thinking around how information is shared and managed for industries of the 21st Century.”

Thought leadership

This year, revelations about how data about us is shared by companies like Facebook raised important questions about the use and misuse of personal data.

We want the benefits of the data collected by companies to be felt more fairly by us as individuals and society. And if it is shared, we want it shared in ways that are secure and respect our rights.

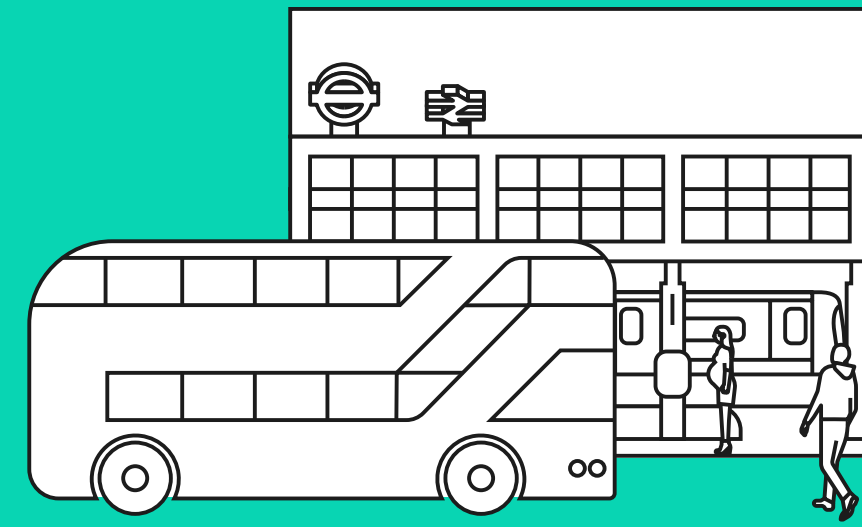
In the wake of the Facebook / Cambridge Analytica scandal, we featured widely in television and print media, advocating for data about us to be used and shared in well governed and trustworthy ways.

We also published thought pieces on the implications for access to data, why we need a data rights framework rather than data ownership, and why getting paid for personal data won't make things better. We were very pleased to see people listening to those pieces and changing their opinions as a result.

We want the benefits
of the data collected
by companies to be felt
more fairly by us
as individuals and
society.


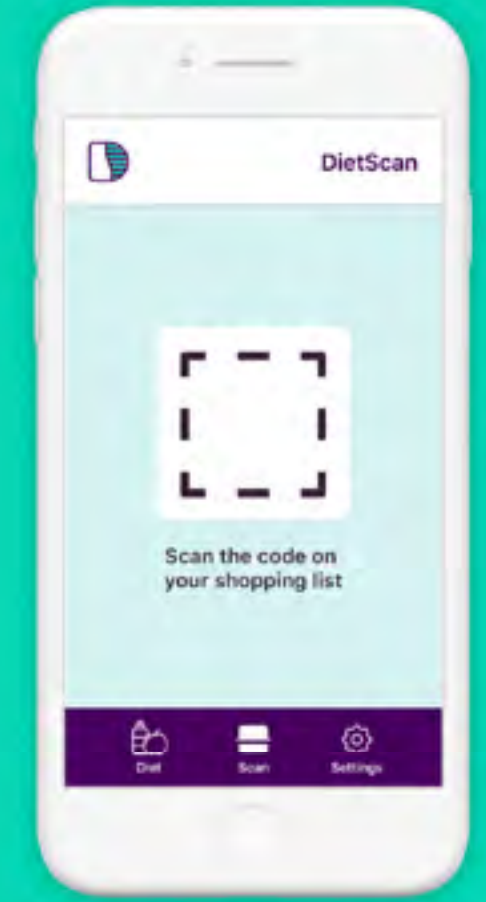


“What’s my favourite thing about the ODI? I just love the audacity of the dream to change the world through data and open standards.”

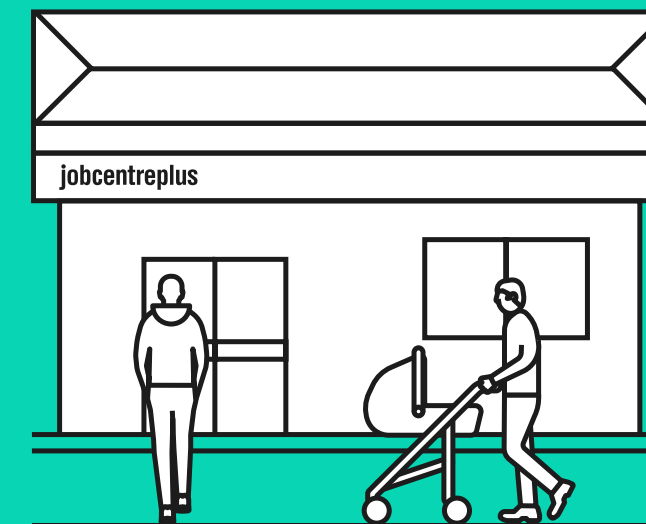


1	Chicken fillet	£3.87
1	Leg of lamb	£9.81
3	Rump steak	£7.36
2	Lactofree cheddar	£1.80
1	Cooked ham	£2.00
6	Pink lady apple	£1.50
1	Courgettes loose	£1.30
1	Plum tomatoes	£0.92
2	Artichoke hearts	£4.00
1	Trimmed beans	£0.50
1	Black bin bags	£1.50
1	Potato waffles	£2.42
1	Poppadoms	£1.48
1	Strawberries	£2.00
2	Porridge oats	£4.90
TOTAL		£65.98

Scan this code for:
- Nutritional information
- Repeat shopping

We developed prototypes to shape future services



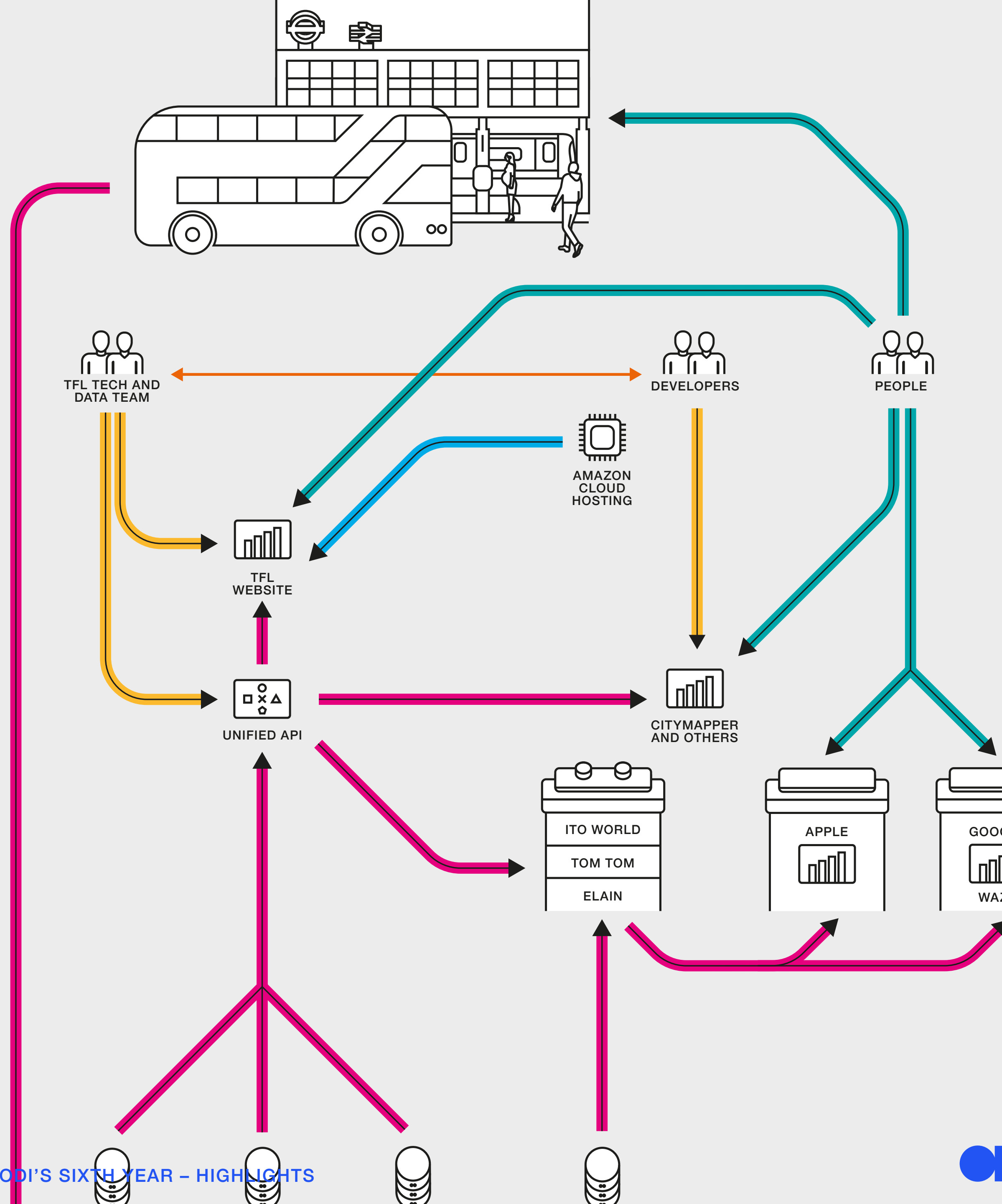
As part of our innovation programme, funded through Innovate UK, we ran projects to help develop the next generation of public and private services.

Some of our highlights:

DATA AS INFRASTRUCTURE

As part of our R&D work promoting **data as infrastructure**, we developed the open standards for data guidebook to help people find, adopt and create open standards for data.





INNOVATION, BUSINESS GROWTH AND TRADE

As part of our R&D work to enhance **innovation, business growth and trade**, we explored how open data is used to help deliver public services – enabling collaboration, joint problem-solving and open innovation.

DATA SHARING AND TRUST

As part of our R&D work on data sharing and trust, we explored rights to data portability when data describes more than one person, in collaboration with Projects by IF.

In a different project, we imagined future worlds and services that could be made possible with increased data portability, and debated their risks and benefits.

This is the Reputation Barometer – a service that measures and monitors an individual's standing by giving an overall score for their reputation. This reputation score would be informed by behaviour renting or letting properties on peer-to-peer accommodation platforms. It could be used by other users of the peer-to-peer platform or services outside the sector to make decisions about whether and how to interact with that person.



Claire Melamed, CEO,
Global Partnership for Sustainable
Development Data



an ODI Summit speaker

“What I love most about the ODI is their open, positive attitude, their huge technical expertise and their commitment to data that improves people’s lives. A great group of people to work with!”



We worked to get more people active with open data

We helped more organisations open up data about physical activity opportunities for anyone to access, use and share, with our **OpenActive** programme in partnership with  **SPORT ENGLAND**

SINCE  OpenActive
LAUNCHED, IT
HAS REACHED:

27

Open datasets published (conforming to the OpenActive data standards)

40

Activity types listed, from Abseiling to Zumba

254

People trained on open data (face-to-face and eLearning)

170,000

Opportunities published per month

10

Startups supported by the OpenActive Accelerator

DATA ETHICS DATA



Data is becoming more abundant and accessible. It helps us to **improve efficiencies**, support innovation and help deliver **social justice**. But there is also the very real risk that data practices can have an **adverse impact** on people and society.

To address this risk – and to help ensure ethics are considered alongside efficiency and innovation – we have developed tools to help organisations build **data ethics** into their work and make better decisions around data.

One of our ‘practical advocacy tools’ is the [Data Ethics Canvas](#) which aims to improve ethical practices in data projects, helping to build trust in data. It asks the user to consider 15 aspects of data ethics – from **bias in data sources** to **mitigating negative effects** on people – to prompt **critical thinking** around how to use data ethically.

We have also developed guides, tools, and workshops and interactive training courses.

These introduce **data ethics as a concept**, give practical tips, and help people and organisations to **build ethics into every element** of their data policies and projects.

Private and public sector groups are using our materials to develop products, inform investment decisions and design research projects internationally.

“
The workshops proved extremely useful in guiding our discussions and thought processes about the subject, and we hope to embed this thinking in future data-enabled projects.”

– [Waltham Forest Council](#)



“As COO of a software technology company, it is important to me that we stay both aware and aligned to industry and regulatory trends in technology, the ODI helps us to do just that.”



**We helped
14,000 people
worldwide build
their data skills**

We train people around the world to build their **data literacy skills**. We do this through in-person training, workshops, webinars and eLearning.

This year alone, we reached over 14,000 people – more than double what we reached in all previous years combined.

Following our work with the [Tanzania Data Lab \(dLab\)](#) last year, our registered trainers there have trained over 1,000 people. And the [GODAN Action Programme on Open Data Management in Agriculture and Nutrition](#), which we helped to develop, reached over 3,000 people from over 30 developing countries.

We rolled out eLearning modules on the EU General Data Protection Regulation (GDPR), ran our first online blended learning programme. We also launched a new machine learning, AI and ethics course with the BBC, ran the first of public introduction to data ethics courses, and ran a **Train the Trainer** course in Nepal to build our network of trainers there.



The ODI provides us with expert advice and support including Open-Shared-Closed business models, technical foresight, knowledge development and training.”

— **Volker Buscher, Director, [Arup](#) (ODI Partner)**

IN 2018
ODI TRAINING
REACHED:

18

Regions across
Tanzania with dLab

14,000

People trained worldwide by the ODI

GODAN Action:

3,100+

People completed the free online course:
[Open Data Management in Agriculture and Nutrition](#)

Nearly

5,000

Foreign and Commonwealth Office
staff completed the [GDPR eLearning module](#)



MEMBERS

Many of you joined us as **ODI Members**

Over 300 members joined – both as organisations and individuals – in 2018, growing our community to 2,224 ODI Members.

2,224

ODI Members

124

Organisations

1,981

Individuals

ODI Members come in all shapes and sizes, from small organisations – such as fashion startups – starting to explore how to use data, to large specialist organisations – such as the European Space Agency – who are actively changing the data landscape.

Nearly 100 of our ODI Members attended the ODI Summit and 248 joined our quarterly networking events. Our events took on a fresh format this year, themed around timely topics that members care about such as GDPR and sector transformation.

New members joining us in 2018 included: **Co-op, Parliamentary Digital Service, Trust-Hub, Food Standards Agency, Corporate Risk Associates, National Institute for Health Research, Lloyd's Register Foundation and Mellanox.**

Vania Sena, Professor of Management
Science and Entrepreneurship,
University of Essex



an ODI Member

“I love the ODI Fridays. The range of topics is mind-boggling and I love the way they can help make the data relevant to everyday life.”

WORLD VALUE

We talked about what's important at the ODI Summit



THIS IS HOW

Zamila Bunglawala, Deputy Director,
[Race Disparity Audit, Cabinet Office](#)



an ODI Summit speaker

“The ODI Summit was the first time I was in a room full of open data and digital experts talking about diversity in the sector and the need to improve outcomes.”

500

Tickets booked

4,356

Tweets

1,191

Online contributions

ARUP

data-pitch
INNOVATION PROGRAMME

 data.world

Innovate UK
Technology Strategy Board

 Mellanox[®]
TECHNOLOGIES

Eleven sponsors: x1 Gold, x4 Silver, x6 Bronze

 OpenActive

 Epimorphics
CONNECTING DATA

 esa

 ontotext

 Ordnance
Survey

Softwire

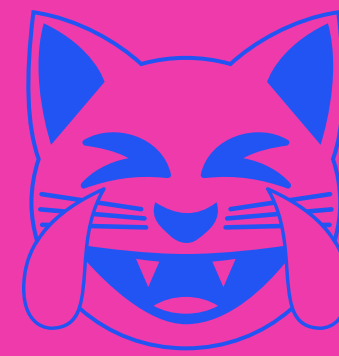


“ I was blown away by the enthusiasm and diversity of attendees and speakers at the ODI Summit 2018. The mix of government, industry, research and NGOs was so powerful and unrivalled by other conferences.”



We kept art at the heart of our work with LMAO

Our sixth Data as Culture exhibition shows the funny side of data, with work from nine artists



Artists were invited to consider how in these meme-fuelled, statistically ‘mythological’ times, data — and the algorithms that thrive on it — are often presented as a privacy-obliterating risk-based menace, but that there are more sides to any story.

Works were selected for their playful yet critical approach to data and its uses. The exhibition explores how humour can help us reveal failures and cracks in the system.



101

Works

9

Exhibitions

65

Artists

BY 2018, DATA
AS CULTURE HAS
CUMULATIVELY
DELIVERED OR
COMMISSIONED:

100,000+

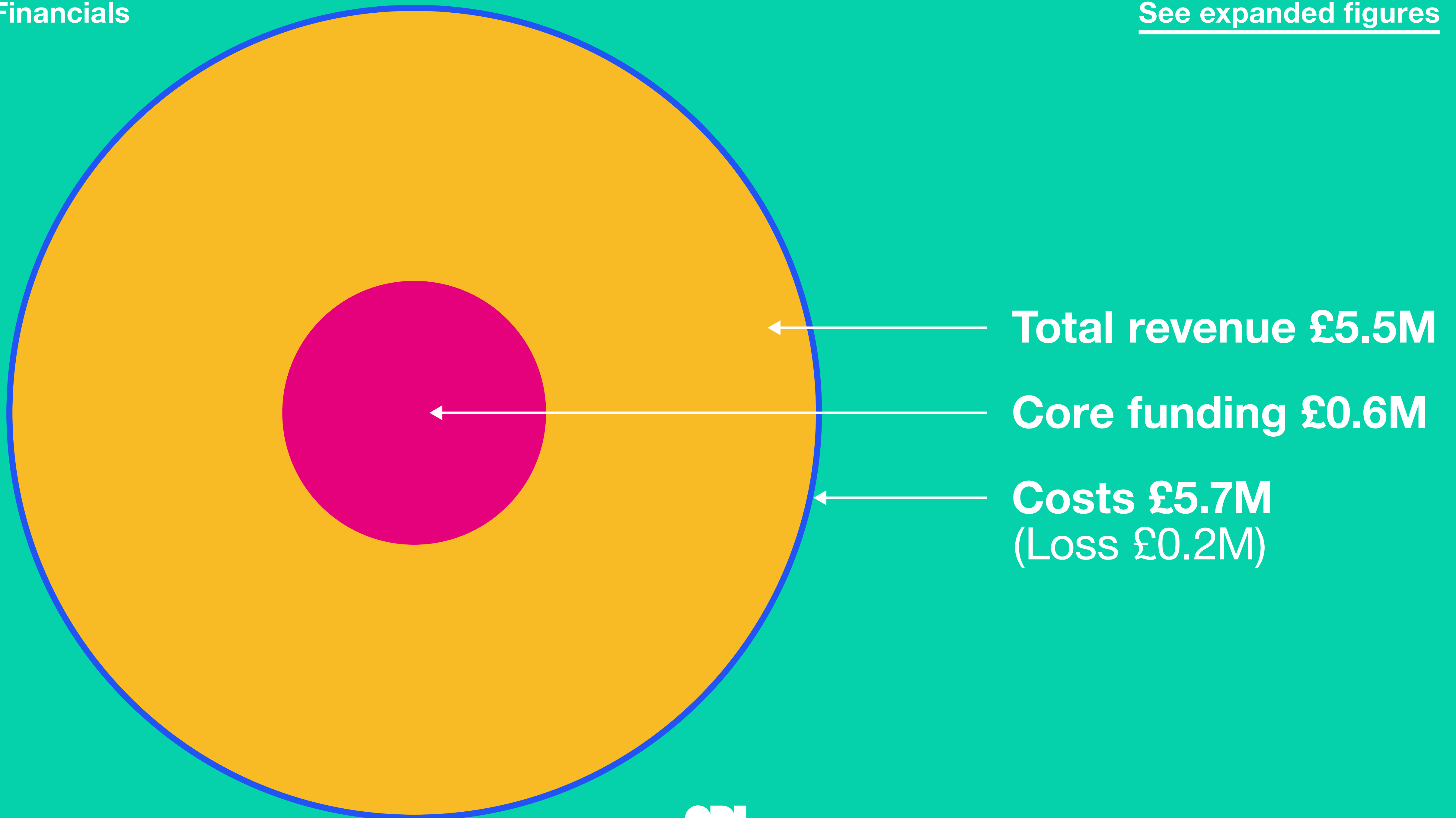
Live visitors to exhibitions and events (with MILLIONS of online engagements)

25

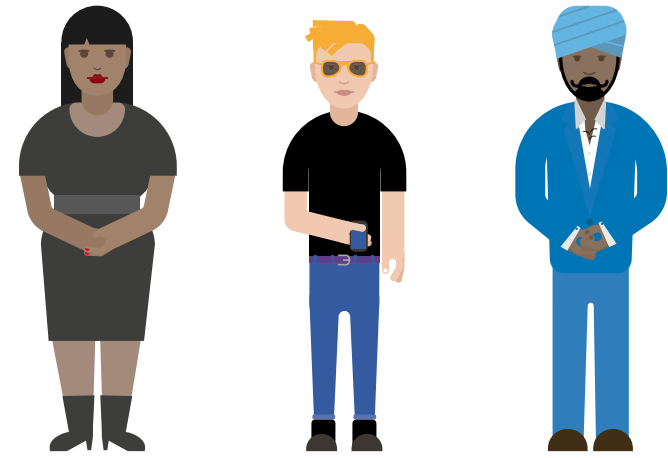
Data types



“With the ODI we’re exploring open data for engineering. Their independence and network enable them to gather like-minded organisations with shared aims, which is a real benefit.”



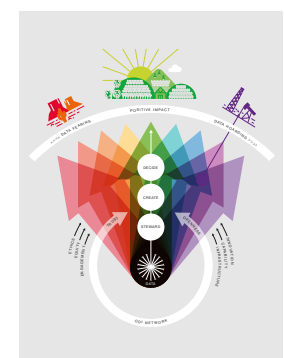




FRONT COVER
and
DATA ETHICS
Persona illustrations
by Ian Dutnall.



ODI MANIFESTO
Original illustrations by
Adrian Philpott, feature in
the ODI Strategy 2018–2022
publication.



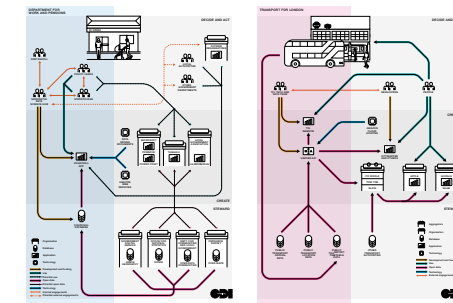
THEORY OF CHANGE
Achieving the best outcomes
with data. Illustration by
Ian Dutnall.



THOUGHT LEADERSHIP
Jeni Tennison, CEO, ODI –
speaking at the ODI Summit.
Photography by Paul Clarke.



R&D: Data as infrastructure
'Open standards for data
guidebook' illustrations by
Ian Dutnall.



**R&D: Innovation, business
growth and trade**
'Using open data to deliver
public services' report
illustrations by Ian Dutnall.



R&D: Data sharing and trust
(Top) 'Data portability and data
about multiple people' report
illustration by Projects by IF.



(Bottom) Data portability and
peer-to-peer accommodation:
four scenarios for the future
report illustrations by Dust.



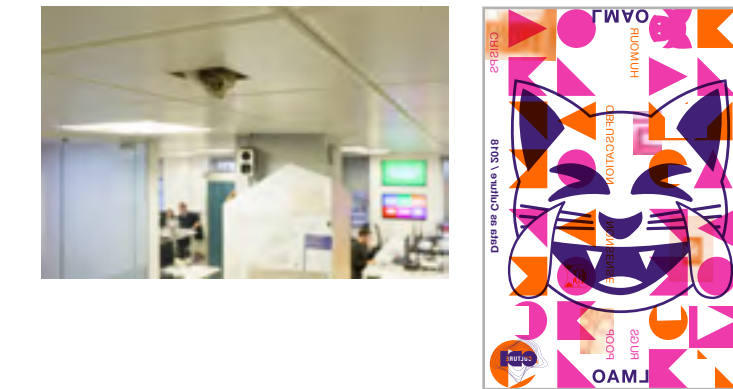
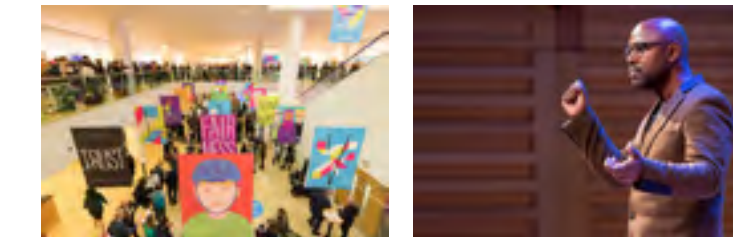
OPEN ACTIVE
Youth Mellor Primary School,
photography courtesy Sport
England.



ODI TRAINING
Tanzania Data Lab (dLab)
workshop photography by
Dave Tarrant.



ODI SUMMIT 2018
20 Nov, King Place, London.
Summit 2018 Data|Value brand
identity by Adrian Philpott and
assistant graphic design by
Caley Dewhurst. Photography
by Paul Clarke.



DATA AS CULTURE
LMAO exhibition at the Open
Data Institute, London.
(Photo) *Ceiling Cat* by Eva
and Franco Mattes 2016.
Exhibition photography by
Theo McInnes. Graphic design
by Adrian Philpott.



A GIFT FROM THE ODI
Design by Adrian Philpott.

Design and art direction by Adrian Philpott
Production by Philpott Design and Caley Dewhurst
Editing by Anna Scott

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**MAKE DATA WORK
FOR EVERYONE**