

OPEN DATA INSTITUTE
2020 HIGHLIGHTS

ODI
EIGHTH YEAR

DATA'S

FUTURE

2020 has been an extraordinary and challenging year, one that has inspired an even stronger focus on our vision: a world where data works for everyone.

The global pandemic has demonstrated the vital role that data can play in making decisions and finding solutions: from contact tracing and understanding virus hotspots, to identifying critical care beds and ventilator availability. With funding from Luminate, we've focused on creating [practical guidance](#) to help organisations respond quickly while factoring in best practices, including the ethical use of data and open data standards. Using data, we've provided insights on the [impact of the pandemic on children's lives](#), and we've examined how Covid-19 has changed the availability and use of [mobile phone data](#).

Our [manifesto](#) sits at the core of everything we do; in it we set out our belief that strong data infrastructure, capability, equity, ethics, engagement and innovation are key to using data to benefit us all. This year was no different; we applied these principles not only to our Covid-19 work, but also to the [UK National Data Strategy](#), enabling us to be both rigorous and aspirational in our response.

Being physically distant has meant we have redoubled our efforts to connect with people online, and this has enabled us to engage with a more international and diverse audience.

At the [ODI Summit 2020 – Data | Futures](#), we welcomed a record audience of 1,000 delegates from 72 countries. We are delighted that 87% of people who filled out the post-event survey scored the diversity and inclusivity of the event as 'very good' or 'excellent'.

Our [OpenActive programme](#) with Sport England has become more relevant than ever with large numbers of people trying to stay active while navigating a labyrinthine array of restrictions and safety measures. OpenActive now publishes over 200,000 physical activity sessions every month, helping people find and book activity sessions to meet their needs; from online classes to outdoor socially-distanced activities.

Access to the right data can help us to tackle the challenges we face, and you will notice that we have placed a strong focus on advancing ['data institutions'](#) over the past 12 months. They have the potential to be game-changing innovations by putting data holders in contact with data users, providing effective and equitable data stewardship. We started a new programme dedicated to advancing data

institutions, and over 1,000 people joined us at an online event. At the event we reviewed existing approaches, the various barriers, challenges and opportunities that data institutions present, and went on to explore how we might develop data institutions fit for the 21st century.

As ever, the mission and work of the ODI is only possible with the support of our funders, partners and collaborators, and I thank them for their continued support in helping us to achieve so much this year.

I look forward to building on our achievements in 2021. We will engage with grassroots activists and boards, with the public and private sector, and with individuals and groups, both nationally and internationally, to help ensure that data is used in ways that lead to the best social and economic outcomes for everyone.

Sir Nigel Shadbolt,
Chairman and Co-Founder,
Open Data Institute

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RAPID RESPONSE IN TIMES OF CRISIS

We reacted quickly to the pandemic, publishing guidance and tools to help others respond



GUIDANCE AND TOOLS

In times of crisis, data is vital for decision making. But it has to be as open as possible so it can be used quickly and easily by those who need it.

As part of our [Covid-19 project](#), funded by Luminate, we published [guidance and tools](#), and worked with people holding pandemic-relevant data to make it as open as possible. We shifted our OpenActive work to prioritise online and socially-distanced activities. And we successfully switched our training to online only.

RESEARCH AND INFLUENCE

RAPID RESPONSE IN TIMES OF CRISIS

We worked with Barnardo's and Mumsnet to look at the impact of the pandemic on children's lives, and on the wellbeing of parents and teachers. This research showed the need for more data sharing to understand the impacts of a crisis in real time.

We called for more transparency from governments around the world to reassure the public that decisions are based on evidence, and to ensure models are open to scrutiny. And in April, we asked why the government wasn't publishing more data about coronavirus deaths.

We explored mobility data – data describing how people move between places which can help explain the spread of disease – and brought together people from local governments and the private sector to discuss how to improve access to data for public benefit. We also joined the discussion around how modelling can help the UK emerge from lockdown.



RAPID RESPONSE IN TIMES OF CRISIS

CAPABILITY AND SKILLS

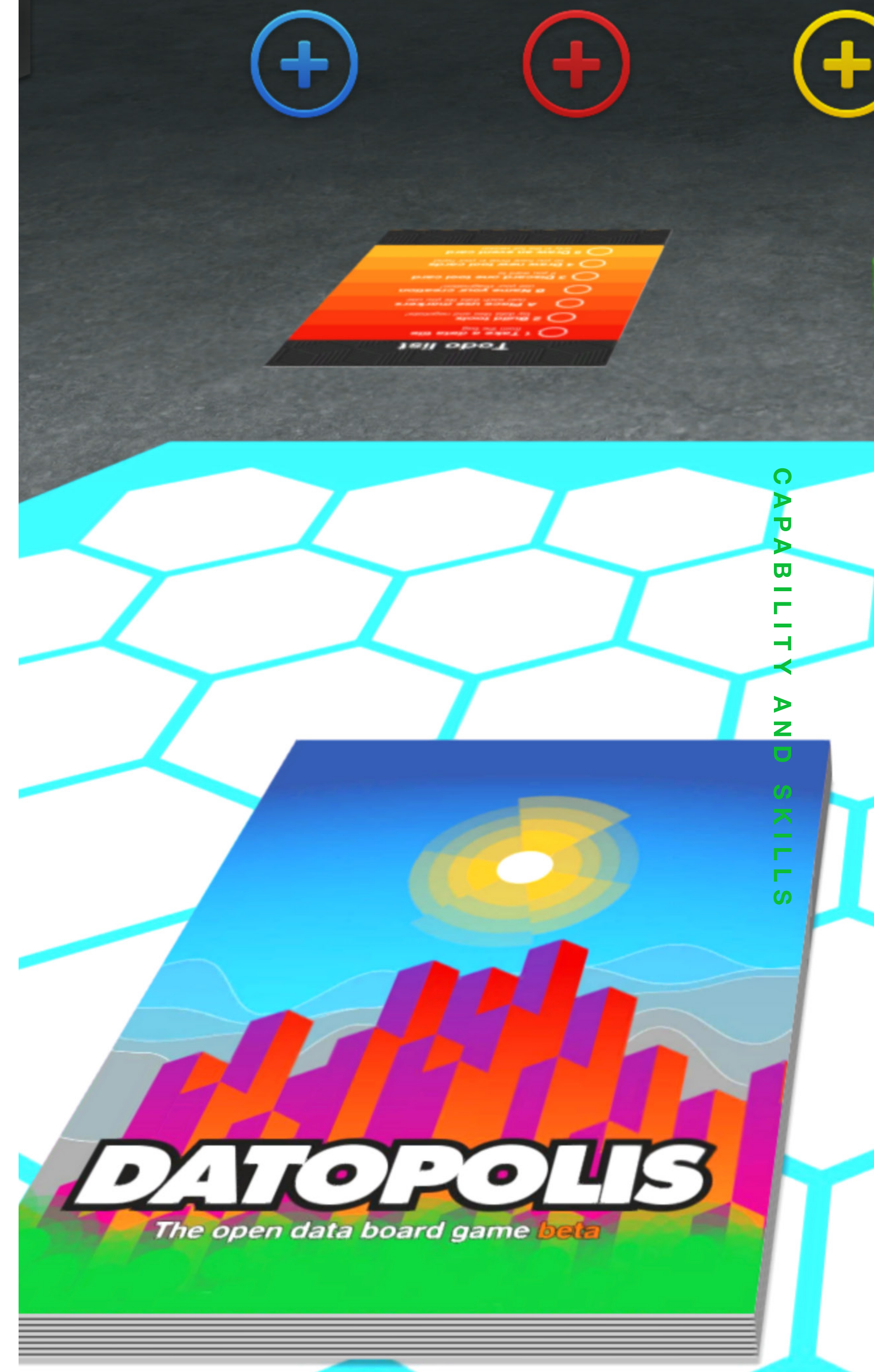
We continued to build data skills and capability through training, e-learning and webinars

Data capability and skills continue to be central to our strategy. In 2020 we quickly adjusted to an online-only approach, training 4,000 people and bringing the total number of people trained since the ODI was founded in 2012 to over 30,000.

New courses and webinars for 2020 covered subjects including anonymisation methodologies; helping cities make the best use of data in the pandemic; and working responsibly with data.

We created training for organisations including Arup, WPP, the BBC and the UK's civil service, and converted the 'Strategic data skills' six-week course into a weekly enrolment programme.

We also created an online version of our popular Datopolis board game, working with businesses like Rolls-Royce and Roche to develop data literacy. Datopolis is now online, and free for everyone to play.



“The course really engaged the team well, gave lots of food for thought, some new techniques, and more importantly a common language for expressing things that we’ve struggled with. Just what we needed.”

James Hastings, HMRC
Course attendee



COMMUNITY

**We were physically apart,
but kept our community
inspired and connected**

We moved our [ODI Members events](#) online and continued to host inspiring talks from data experts in our free [ODI Fridays events](#). Taking our events online enabled us to reach an even wider audience – bringing the total attendees to over 10,000 across 256 events, since launching in 2012.

We worked collaboratively with partners like Microsoft, the Ada Lovelace Institute and Bristol City Council, to deliver high-quality, relevant and impactful work: from our response to the

National Data Strategy, to our research programme with Innovate UK. And we brought our partners together to learn from each other at quarterly roundtable meetings, where we discussed topics including data institutions, our work in the health sector, and the ODI's strategy.

We also continued to support our community through stimulus funds, mentoring and expert advice; and collaborated across key sectors to [help increase trustworthy access to data](#).

683

Media pieces mentioning
the ODI in 2020

16,993

Total subscribers
to the Week in Data

“ODI membership
has provided us
with valuable
insight into new
developments, as
well as facilitating
connections
with like-minded
organisations.”

Dave Hulbert,
Chief Technology Officer,
Passenger Technology Group

2,197

Total ODI
members

62,614

Total Twitter followers
@ODIHQ

COMMUNITY

COMMUNITY



RESEARCH AND DEVELOPMENT

We continued to explore data's impacts as we entered the fourth year of our R&D programme

This year we continued our R&D work, researching **Covid-19 data practices** to inform future crisis responses, and creating **guidance** for those working with Covid-19 data during the pandemic.

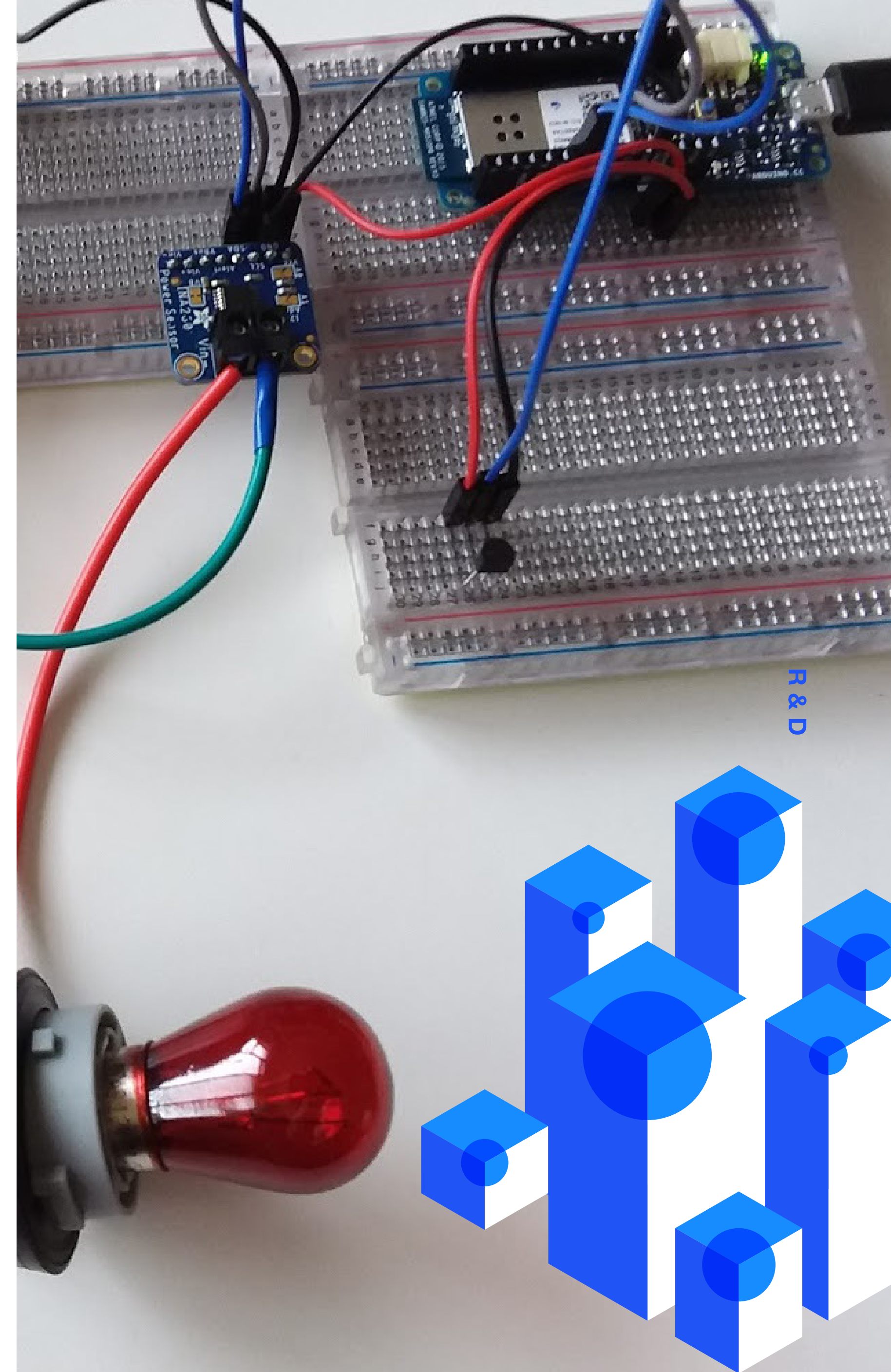
We also collaborated with ReguAltion on **data sharing platforms for industry**, which aim to enable automated, scalable, responsible data access for regulated industries.

As part of our Innovate UK-funded **innovation programme**, we explored new areas such as **building trust** and **sustainable data access**, and completed our previous research on **open cities**.

And with our Research Fellows, we began exploring how data ethics can be applied to **planning permission and higher education**.

We've also created **prototypes** to test our research on **digital twins**, and provided insights on **data sharing in the private sector**, including case studies showing real-world challenges, best practices and benefits.

We continued to make our research accessible through **reports**, **worknotes** and **blogs**, **events** and campaigns.



MAKING DATA RELEVANT

**We commissioned art
and writing to make data
more accessible**

We want a world where data works for everyone, and while the pandemic has brought discussions around data into the mainstream, it can still be seen as an abstract concept. This year more than ever, it was important for us to demonstrate data's impact – both positive and negative – on our daily lives.

We used real-world data stories to highlight bias and inequality. As we said in [our response](#) to the Black Lives Matter movement: data can shine a light on inequality – it matters. We shared [expert reflections on the role algorithms should play in decision making](#) following the exams fiasco; and we published creative pieces by the winners of the [ODI Writers Fund for Black History Month 2020](#) which explored themes of algorithmic bias and data representation.



MAKING DATA RELEVANT

MAKING DATA RELEVANT

processors: 8... platform: ...orientation: landscape... colorDepth: 24... width: 1920... height: 1080

gpu: vendor: Google Inc... renderer: ANGLE (Intel Open Source... localStorage: true... sessionStorage: true... Mesa DRI In... (Kabylake GT2) ... OpenGL 4.5 core)...

indexedDB: true... installed-fonts: Arial... Courier... Times New Roman... ADOBE CASLON PRO... BankGothic Md BT... Helvetica... Impact... MS Gothic... MS PGO... Times New Roman... MS PMincho... PM... Mincho... Minion Pro... MONO... Mincho... INTERSTAT... TRAJAN PRO... Bank... ERSTATE... Minion Pro... MONO... MS PMincho... PM... Mincho... INTERSTAT... TRAJAN PRO... Bank... N PRO... America/Chicago... do-not-t... English... country: UNITED STATES... SimSun... TRAJAN PRO... Bank... GOTHAM... INTERSTAT... MS Gothic... M... localStorage: true

[howtheywatchyou](https://www.howtheywatchyou.com)
 Interactive online essay
 Nick Briz, 2020





A. M. Darke
R&D Artist in Residence, 2020



We used art to make data more accessible and bring the conversation to a wider

audience. Data as Culture, our world-class art programme, launched its [Rules of Engagement](#) exhibition, centred on ethical (or unethical) uses of data. It asks questions such as: Why might there be mistrust in current practices? How are biases encoded into data practices? Who is impacted by data misuse?

We launched Rules of Engagement at this year's ODI Summit alongside interactive versions of pieces from last year's exhibition, [Copy That?](#), and the exhibition was featured in FAD Magazine's [top seven online exhibitions](#) to see in winter 2020/21.

105

Works

12

Exhibitions

DATA AS
CULTURE
SINCE
2012

74

Artists

25

Data types

ODI SUMMIT 2020: DATA | FUTURES

**We took the ODI Summit online,
bringing a global community
together to talk about the
future of data and the urgent
challenges facing society**

DATA SUMMIT 2020 FUTURES

SUMMIT

SUMMIT



Edie @echodeltamoon
Adored my experience of [@everestpipkin's](#)
Shell Song today as part of [@ODIHQ](#)
[#DataasCulture](#) programme, showcased at
the [#ODISummit2020](#). Check it out, it's worth
devoting some time and attention to

ODI'S EIGHTH YEAR

SUMMIT

WE NEED TO TALK

SUMMIT

[It's your move](#)

Poem performed on film

Mr Gee, 2020



Switching to an online event this year – across multiple time zones – gave us the opportunity to make the [ODI Summit](#) more accessible and expand our global reach, convening people from a diverse range of backgrounds, experience and expertise. Over 1,000 delegates from 72 countries joined us for vital discussions about the future of data.

Twenty percent of delegates booked through our Welcome Fund, which was set up for anyone who couldn't afford a ticket, and 87% rated the diversity and inclusivity of the event as 'very good' or 'excellent'.



1,000+
delegates

72
countries

We heard thought-provoking talks from our speakers, including keynotes from Elizabeth Denham, Safiya Umoja Noble and John Whittingdale, and we launched interactive art from our Data as Culture artists.

“If the event wasn’t online I would never have been able to join, as I suffer with severe agoraphobia, causing me to be housebound. It really helped me to know I didn’t have to engage with anyone if I didn’t want to.”

Abby

ODI Summit attendee



DATA FOR BUSINESS

**We worked closely
with businesses to help
them unlock data's
value in an ethical way**

In 2020, we worked with businesses to help optimise data use and realise the benefits of data sharing, including encouraging innovation, optimising supply chains, and demonstrating trustworthiness.

We launched the Data Toolkit for Business, a free set of tools and guides designed to support businesses in unlocking the value of data. And we launched ODI Inside

Business to help business leaders and their teams get to grips with data.

We've worked with a range of businesses on their data practices. For example, with Roche, looking at its policy position on data quality and interoperability standards; with Microsoft on how improved data access can help tackle climate change; and with Arup, exploring new approaches for sharing data in the built environment.

ODI PARTNERS

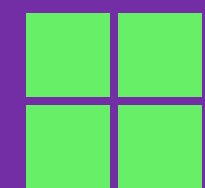
ARUP



Deutsche Bank



Pinsent Masons



Microsoft

REFINITIV™



“The benefit to both business and society will be increased if we can take cost and friction out of the system in the way we share data – whether it’s transport or energy or climate [...] I think this is really heading for a win-win.”

Volker Buscher
Director, Arup (ODI Partner)

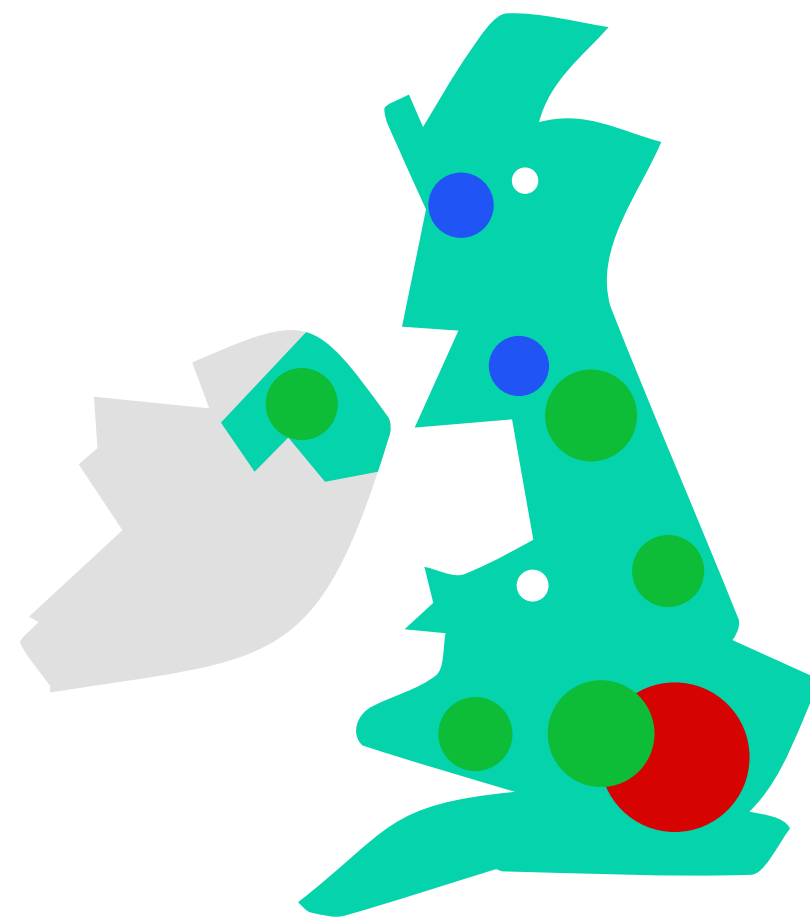
DATA FOR LOCAL COMMUNITIES

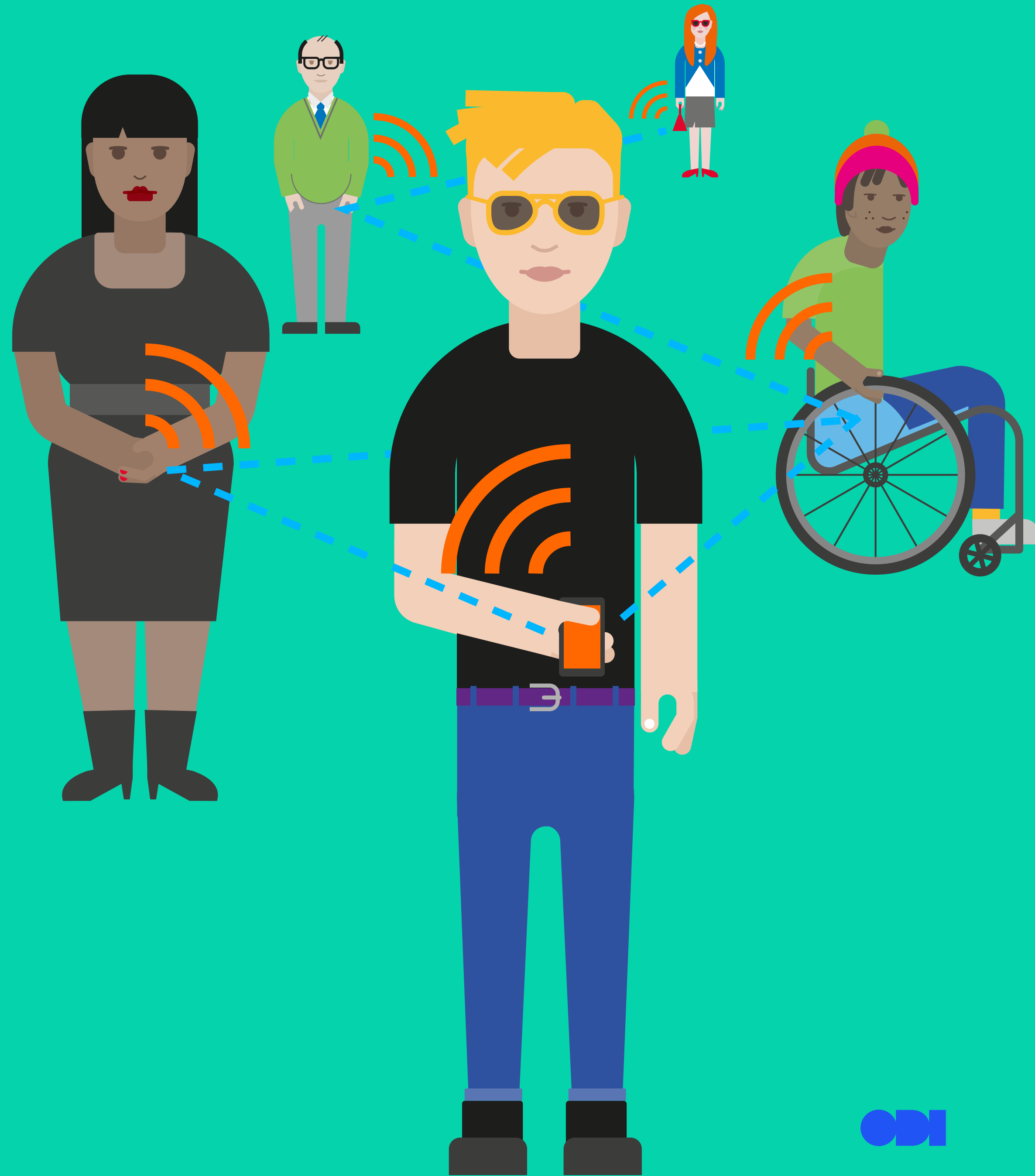
We worked with local authorities to help them improve public services and make better decisions in times of crisis

In 2020, data has played a vital role in providing essential public services and allocating resources effectively – from the public health response to the pandemic, social care and education, through to support for vulnerable people.

As part of our response to the crisis, we ran a [webinar](#) for over 150 participants, exploring how data can help city officials make better decisions, and addressing concerns around Covid-19.

And we continued to support councils with our [Data and Public Services Toolkit](#) – which helps local governments use data more effectively – running a [webinar](#) for over 250 attendees.





“The tools have offered us a way to navigate through the data challenges we face as an organisation and champion data issues amongst colleagues.”

**Bristol
Connected City**

DOING DATA RIGHT

**Drawing on our manifesto,
we contributed to
international data policy
and responded to the UK
National Data Strategy**

We contributed to work led by Deloitte for the European Commission to explore high value open data across Europe and options for implementing the European strategy for data. We also supported the new [Global Partnership for on Artificial Intelligence \(AI\)](#), co-chairing its [Data Governance Working Group](#).

In 2020, funded by the Gates Foundation, and in collaboration with CABI, we built on our previous work to [enable data access to support innovation in](#)

[agriculture](#), developing tools, guidelines and learning programmes.

[We responded to the UK National Data Strategy \(NDS\)](#), setting out how governments can create positive change and help us achieve our vision of a world where data works for everyone. We drew on our [manifesto points](#) (highlighting [infrastructure](#), [capability](#), [innovation](#), [equity](#), [ethics](#) and [engagement](#)) to think about the way data is managed, used and governed in the

UK – and how that can be developed for the good of society and the economy.

We worked collaboratively on a series of events in partnership with the [Ada Lovelace Institute](#), the [Centre for Public Data](#), the [Institute for Government](#) and the [Royal Statistical Society](#). This helped us shape our aspirational thoughts around the potential of the NDS, as well as coordinate our [formal response](#).

CHALLENGES AND INNOVATION

To boost innovation, we offered funding and support to projects addressing challenges in their sectors

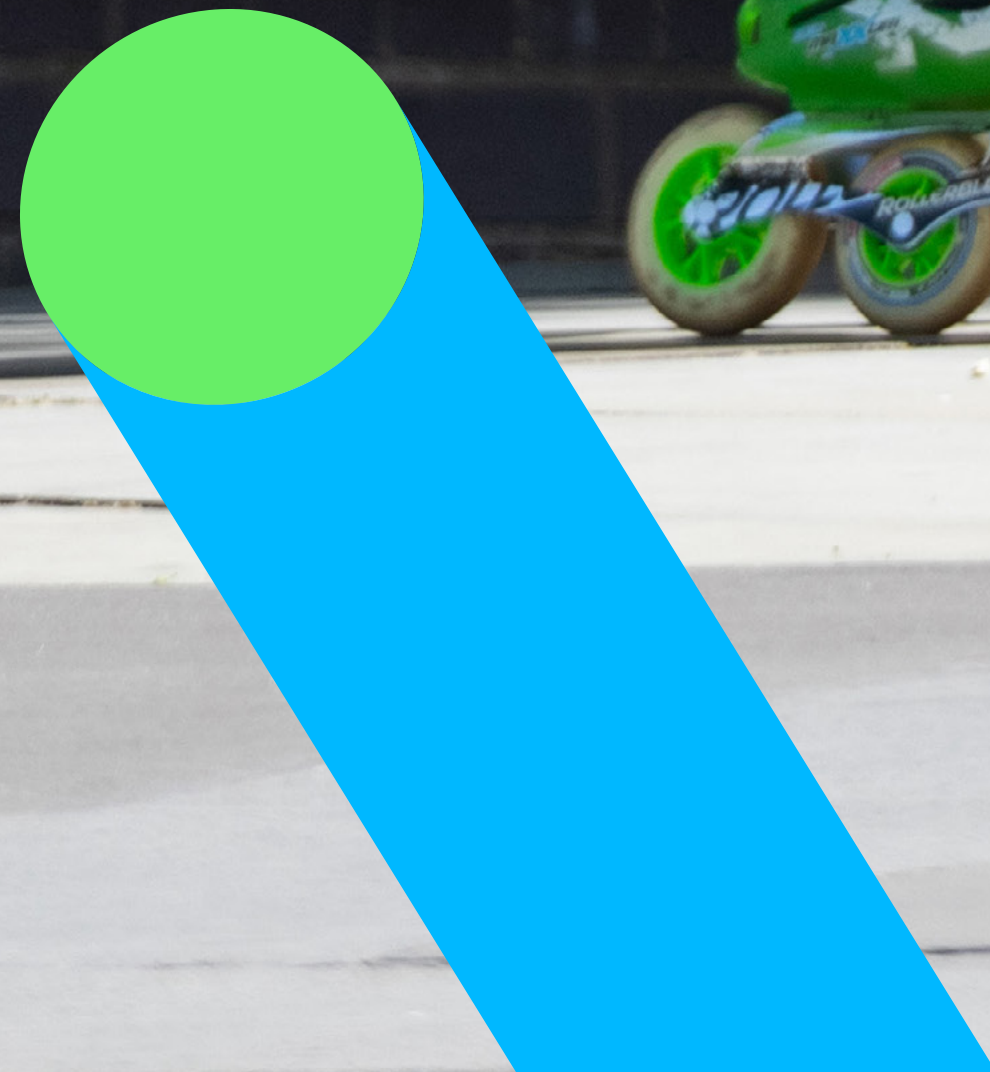
With funding from Lloyd's Register Foundation, we supported projects that increase access to data across the **engineering, construction and transport sectors**, with an emphasis on increasing safety. We provided support, advice and mentorship to **seven data institutions and data access initiatives** with a mission to increase trustworthy access to data in key sectors.

Funded by Wellcome's Data for Science and Health priority area, we delivered a **scoping project** to design a series of health data challenge prizes, running over five years. We identified pressing health issues across the UK, sub-Saharan Africa and India which could be meaningfully addressed with data.

In November, we partnered with Microsoft to launch the **Education open data challenge** to better understand the impact of access to digital services on education.

And towards the end of 2020, we joined a consortium of partners to run **MediaFutures** – a virtual, EU-funded innovation hub that aims to bring together artists and startups to tackle challenges in the media sector through responsible and innovative uses of data.





This year, with support from Sport England, OpenActive worked with existing fitness initiatives and grassroots organisations, to open and publish data to make exercise information easier to find.

To help people get active during the pandemic, the priority was online and socially-distanced activities. OpenActive continued to grow in 2020, with over 200,000 physical activity sessions now openly published every month.

**OUR
INNOVATION
PROGRAMME
SINCE 2012**

£73M

aggregated impact unlocked

6000

jobs created

DATA INSTITUTIONS

We expanded our work on data institutions – organisations that manage data on behalf of communities

We've been looking at how new **data institutions** can provide access to data while retaining trust. We think they can help us to **tackle society's big challenges** – from the earlier detection of disease to reducing pollution in urban spaces.

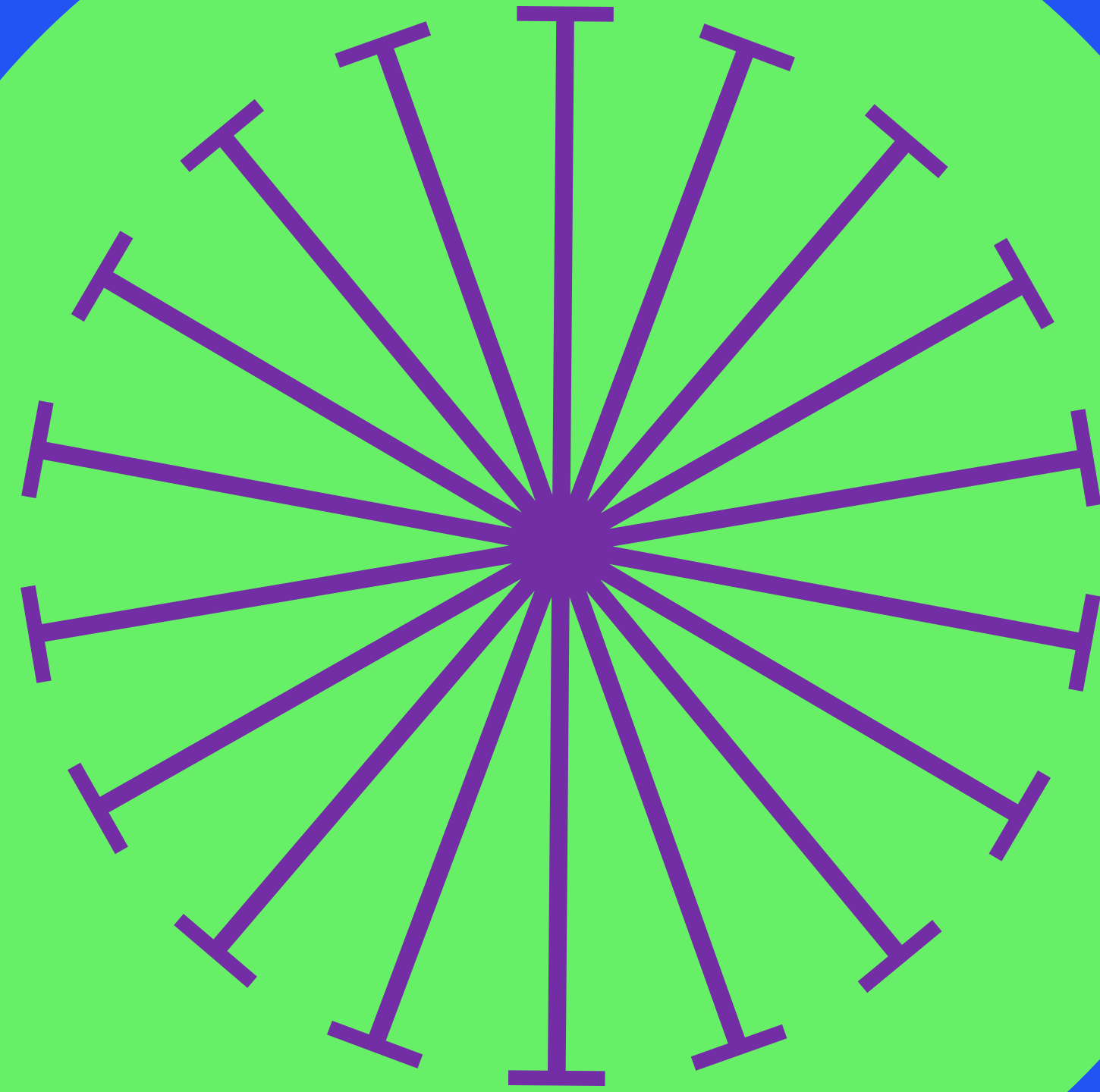
In September, we hosted an **online event** to explore our thinking around data institutions. Over 1,000 people joined the discussion, with speakers from Rolls-Royce, NHS Digital, and the Ada Lovelace Institute.

We've also been looking at **how data institutions can be properly funded**, making them sustainable for the future and more affordable to run.

On the practical side, we're working with the **INSIGHT Health Data Research Hub**, bringing the public, patients and other stakeholders together to tackle eye diseases such as age-related macular degeneration. And we examined **new models of data stewardship in the health and care sector**, with support from The Health Foundation.

As part of our R&D programme **our stimulus fund** is providing support to those seeking to set up data institutions. And **with support from Microsoft**, we've set up collaborations to develop data institutions and to help organisations realise the benefits of data.





“We’re excited to partner with the ODI in supporting people, communities and organisations to create trusted institutions to steward data responsibly.”

**Patrick J McGovern
Foundation**

“The ODI is our fundamental partner in the co-development and deployment of new governance models, with transparent and true influence by patients and public on how digital health data can be used. This is the first step of a paradigm shift...”

Wen Hwa Lee

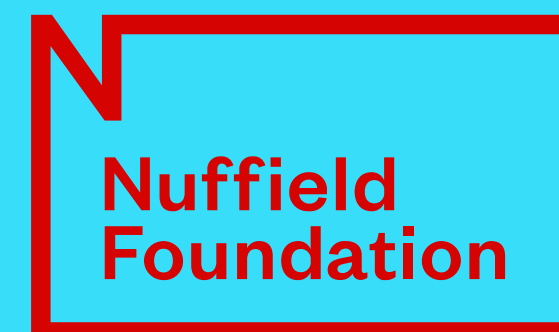
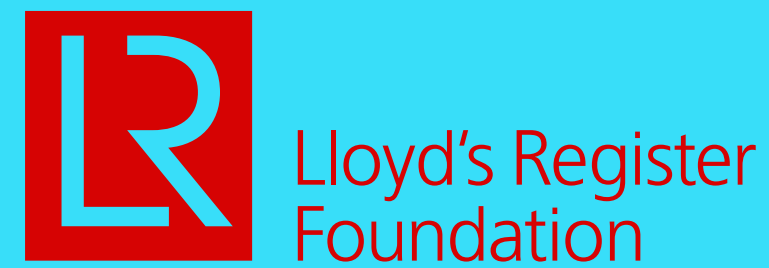
Chief Executive Officer, Action Against Age-related Macular Degeneration



FUNDERS AND SUPPORTERS

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FINANCIALS



£4.92M

Earned revenue



£0.88M

Core funding



£0.07M

Funded from reserves

FINANCIALS

FINANCIALS

These figures are unaudited.

[See expanded figures](#)

**MAKE DATA WORK
FOR EVERYONE**