



The ODI in 2022 – highlights of our 10th anniversary year



Dear colleagues, partners, and friends...

Last year was a milestone for the Open Data Institute. 2022 marked 10 years since Sir Tim Berners-Lee and I founded the ODI.

Many of the transformations that have taken place in the last decade have been enabled by data; opening up possibilities some of which we anticipated, and others that we did not foresee when we set out on this adventure. The ODI has been involved in many of these developments.

The global open banking movement began with a working group co-chaired by the ODI. Over 6 million consumers – in the UK alone – now benefit.

The **OpenActive** initiative which has been run by the ODI since 2016 now makes 500k opportunities to get active available to people in 1,300 locations across England every month.

The startup companies that we incubated in our early days have created more than 1,000 jobs and generated £100m in revenues since 2012. Many of these startups, including **OpenCorporates**, **Mastodon C**, **Transport API**, **Leasehold Knowledge Partnership** and **Provenance** have gone on to be industry leaders.

Since we opened our doors, **we have trained more than 50,000 people** in the foundations of open data, data publication, data governance and best practices around its use. As all this has unfolded, global events have demonstrated how important data is for wider society and the economy. For example, the innovative use of data dashboards during the pandemic made information available to ministers and the public at great speed, highlighting potential uses beyond the crisis.

Stewarding data, and creating secure environments to do so, is a pivotal element of the data ecosystem as it can build trust in the quality of data used, and the practices surrounding it. In March 2022, I had the pleasure of addressing more than 700 people at our event, Sharing Data Better - the Rise of **Data Institutions**. We heard about many different kinds of data institutions, including businesses, charities and cultural organisations, and also learnt about how **people and communities** can be empowered to play an active part in stewarding data about themselves.

We continue to work with **Microsoft** and the **Patrick J McGovern Foundation** to better understand and support data institutions, while our partnership with **Arup** explores how data stewardship can help businesses share data to demonstrate they are working to achieve net zero in a trustworthy way.

The past year has been challenging for many people across the UK and the world, with the cost of living crisis affecting millions.

The ODI's analyses of data about **fuel poverty** and **food insecurity** highlighted the disproportionate effect this has on particular communities, across different geographies. We worked with partners to identify available data sets, brought together expert opinions, and developed tools to accompany our analyses that could highlight risk factors and help address these challenges. Our research on fuel poverty subsequently featured in **Computer Weekly's top 10 information management stories of 2022**.

This ability to convene experts is one of our greatest strengths, and our **annual summit** exemplifies this. In 2022, more than 1,200 people from over 70 countries heard from a diverse range of speakers and panellists on a range of topics including the role of data in the future of AI, food security and climate change.

Our summit is a truly global event, and shows how we can harness data as a force for good.

ODI Summit 2022 – Data Decade

ODI Summit 2022 “The State of the Data Nation” with the ODI co-founders Sir Tim Berners-Lee and Sir Nigel Shadbolt, interviewed by Navdip Dhariwal.

Looking ahead to the next decade, we want the ODI to continue playing a significant role in addressing the major challenges we face globally – and to take an active part in finding data driven and data inspired solutions.

We want to create an open, trustworthy data ecosystem on a global scale. Guiding our efforts is our new **five year strategy**. For us to achieve our ambitions, we must continue to evolve as an organisation. We will work hard to have a social, economic and environmental impact, across the private, public and third sectors.

We will continue to work for a world where data works for everyone. And while openness remains a guiding principle of the ODI (and the very best foundation for our critical data infrastructure), our work continues to encompass the whole **data spectrum**, from closed to shared to open data.

Our new strategy will take us well into our second decade, setting our destination and charting our course. We invite you to join us on that journey.

— Sir Nigel Shadbolt, Executive Chair of the ODI

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Case study: Health – data infrastructure

Primary health data such as electronic health records, health insurance claims and health registry data can be aggregated from population-level sources and used in new ways or secondarily. Yet the necessary policies for best practice data usage are not in place.

“There is an emerging data economy globally that will have an impact on all sectors, but not all sectors understand this or the complexity of the topic.”

— Jennifer Pougnet, Global Data Policy Strategy Lead, Roche

Roche commissioned the ODI to help it understand whether European policymakers were ready for, or already embracing the secondary use of health data.

The findings within the [ODI report](#) have been tabled at established international forums, informing policymakers on the existing health data policy landscape in several European countries.

The accompanying [interactive tool](#) has nearly 5,000 users and, in May 2022, was awarded a silver medal at the DataComms Awards for ‘Best use or visualisation of data from the healthcare and pharmaceutical sector’.

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[Supporting open and trustworthy health data ecosystems in Europe with Roche](#)

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Case study: Health – trusted data required

There is great potential for discoveries and breakthroughs in the data held by health organisations. How this data is stewarded affects the insights, products and services it can generate, the decisions it informs and the activities it supports.

“The acceptable future of fair and accountable use of health data needs public and patients at governance level, and DataTAB is spearheading this transformation.”

– Dr Wen Hwa Lee, DataTAB Chair

Working with the data research hub **INSIGHT**, the ODI established the Data Trust Advisory Board (DataTAB) – directly involving the public, patients and others in decisions about how eye health data is shared and used.

Each year more than 2.25 million people are invited to share their experiences of NHS care and treatment with INSIGHT. Thanks to the work with the ODI, INSIGHT gives researchers access to trusted data that can help understand and develop preventions, diagnoses, treatments and even cures for a wide range of eye conditions and other health conditions.

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[Data Trust Advisory Board](#)
[INSIGHT: Exploring access to eye health data](#)

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Case study: Arup – a decade of data transformation

Arup is a global company, with planners, designers, engineers and consultants delivering projects in the built environment and across industry. They are also one of the ODI's longest-term partners.

Over the past decade we have worked together to identify new trends and challenges in the future of the aviation industry, provided expert advice on diverse business models across the data spectrum, set out the case for net zero data strategies and delivered data skills training.

Most recently, we worked together to explore the possibilities for city authorities across the world to improve public services using data. The ODI worked with Arup to understand the role data can play in the built environment in tackling the climate crisis.

During our partnership, Arup has moved globally from a business that treats data as 'business as usual' to one that prioritises 'creativity with data at scale'. We are very proud to have been a part of that journey.

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[BDNS open source repository](#)

[Tackling the climate crisis with data: what the built-environment sector can do](#)

[Workshop: Open Cities](#)

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Case study: Open banking – ODI leads fintech innovation and growth

In 2016, the [Competition and Markets Authority](#) found that older, larger banks didn't have to compete hard enough for customers' business.

“Open banking is a UK success story and exemplifies the very best of UK innovation and entrepreneurship, providing benefits to over 6.5 million consumers and small businesses.”

— Marion King, Chair, Open Banking Implementation Entity

Driven by the incoming [European PSD2 regulations](#), and working with [HM Treasury](#) and [Barclays](#), the ODI set up the [Open Banking Working Group](#) to explore how data sharing could help people bank more quickly and efficiently and enable innovation.

The working group published the vital [Open Banking Standard](#) to guide the nascent open banking movement. The Open Banking Standard is now the trusted foundation for open banking.

[Open Banking](#) is estimated to have created revenue opportunities of £7.2bn and is adopted by an estimated 71% of SMEs and 64% of adults in the UK.

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[Open banking: setting a standard and enabling innovation](#)

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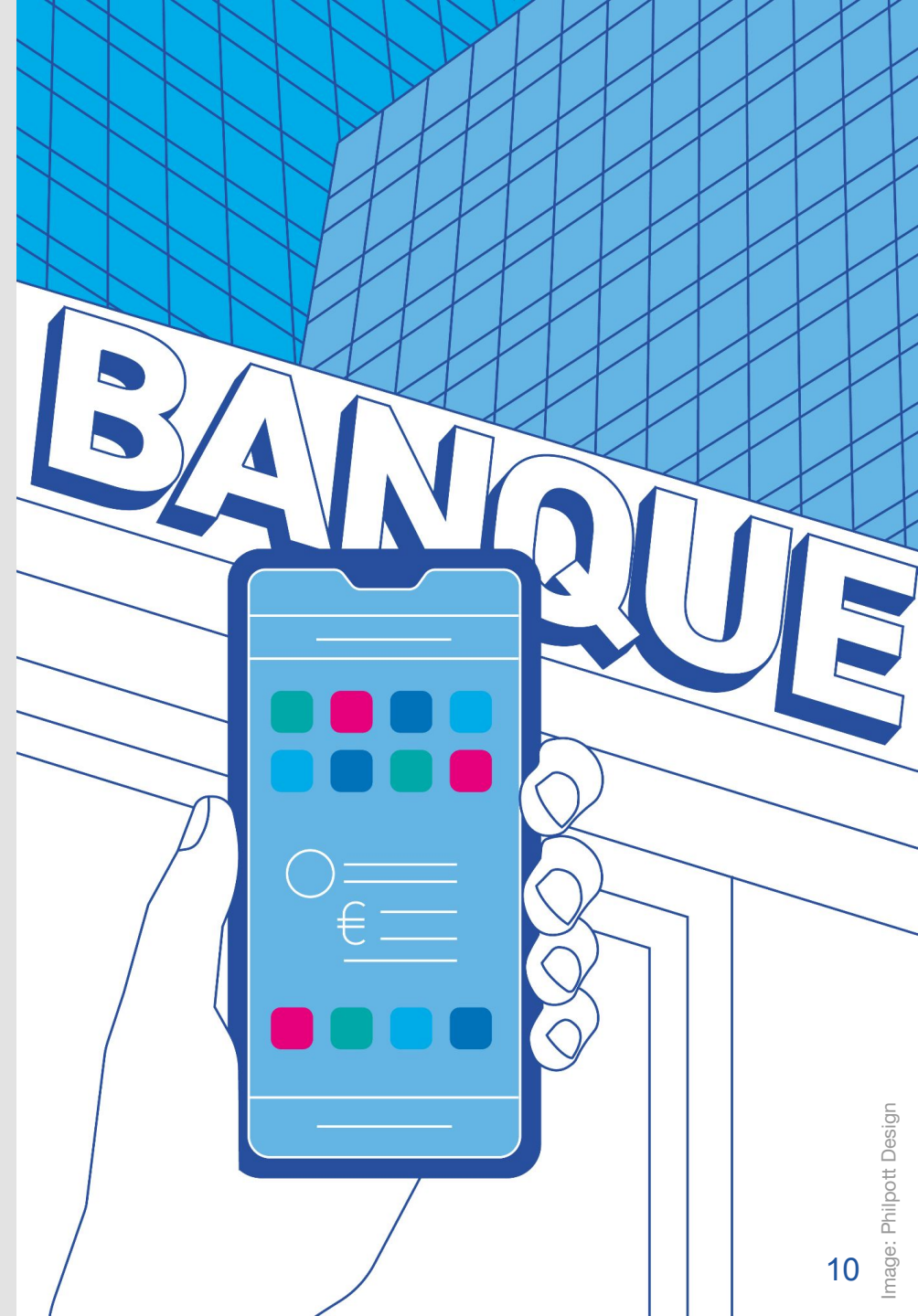
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Case study: OpenActive – open data to improve health and deliver savings

Low levels of physical activity are one of the biggest public health challenges faced by the UK. It causes an estimated 37,000 premature deaths annually and costs the UK economy around £20 billion per year.

As a valued partner to Sport England since 2016, the ODI developed **OpenActive** – encouraging sports providers to publish their data openly, and providing standards to ensure data is trustworthy, high quality and interoperable.

500k+ opportunities are published a month, covering 1,300+ locations across the UK.

Frontier Economics’ impact assessment of the initiative predicts that OpenActive will generate up to £20 million in increased productivity every year by making it easier for people to find and take part in activities, improving their overall health and wellbeing.

The ODI team working on OpenActive is exploring policy challenges around health and wellbeing, data and digital strategies and the economy – as outlined in Sport England’s Uniting the Movement strategy.

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[OpenActive Steering Committee announcement 2023](#)

[Impact by design: Our approach to OpenActive](#)

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“The ODI team has a wealth of expertise, particularly on the technical aspects in collaboratively creating and maintaining open data standards and tooling. They have worked hard to help improve the sector’s understanding of what open data is, through developing e-learning and courses, as well as helping partners to explore how this open data could benefit the sector.”

— Allison Savich, Strategic Lead
for Innovation & Digital, [Sport England](#)



Case study: Utilities – convening the water sector to deliver value from open data

Open data in the water industry has the potential to improve water quality, sustainability and customer outcomes, but compared to data transformation in, for example, the banking and energy sectors, there is a long way to go.

The ODI has been working with England and Wales water authority **Ofwat** to develop its **H2Open** paper. Convening senior representatives from all the UK water companies in 2022, along with Ofwat, the ODI stimulated a sector-wide step change in understanding the full value of sharing trusted open data.

The ODI is now developing **United Utilities'** open data strategy. We are also providing strategic oversight to the Stream project – a consortium of UK water companies working to drive innovation through data sharing between water and other utilities, for the benefit of industry and the public.

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Supporting the development of United Utilities' open data strategy

Enabling innovation across the water sector with Stream

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Case study: Flagship – mainstreaming data stories

Data is everywhere. It shapes our world and touches many areas of our lives. But for people who don't work in the field, translating stories and themes about data to have real-life relevance can be a challenge. Data is an abstract concept.

The ODI launched [ODI Analyses](#) in 2020. In this workstream, we take a real-world, societal issue, and demonstrate the relevance of data and data infrastructure for a non-technical audience. By engaging the general public in this way, the ODI can demonstrate the practical implications of data, making it more relevant to their lives.

The first flagship story used data to look at the [impact of the pandemic on children's lives](#). Since then, we've examined [social prescribing](#), [food insecurity](#), and [fuel poverty](#).

Each report examines different datasets, working with experts in their respective fields to bring a data perspective to current events.

The stories have been covered in more than 20 mainstream media outlets including the BBC, Good Morning Britain, LBC, the Financial Times, Computer Weekly and the Mirror, reaching over 26 million people.

EXPLORE

[Data about children's lives in the pandemic: report](#)

[The role of data in unlocking the potential of social prescribing: report](#)

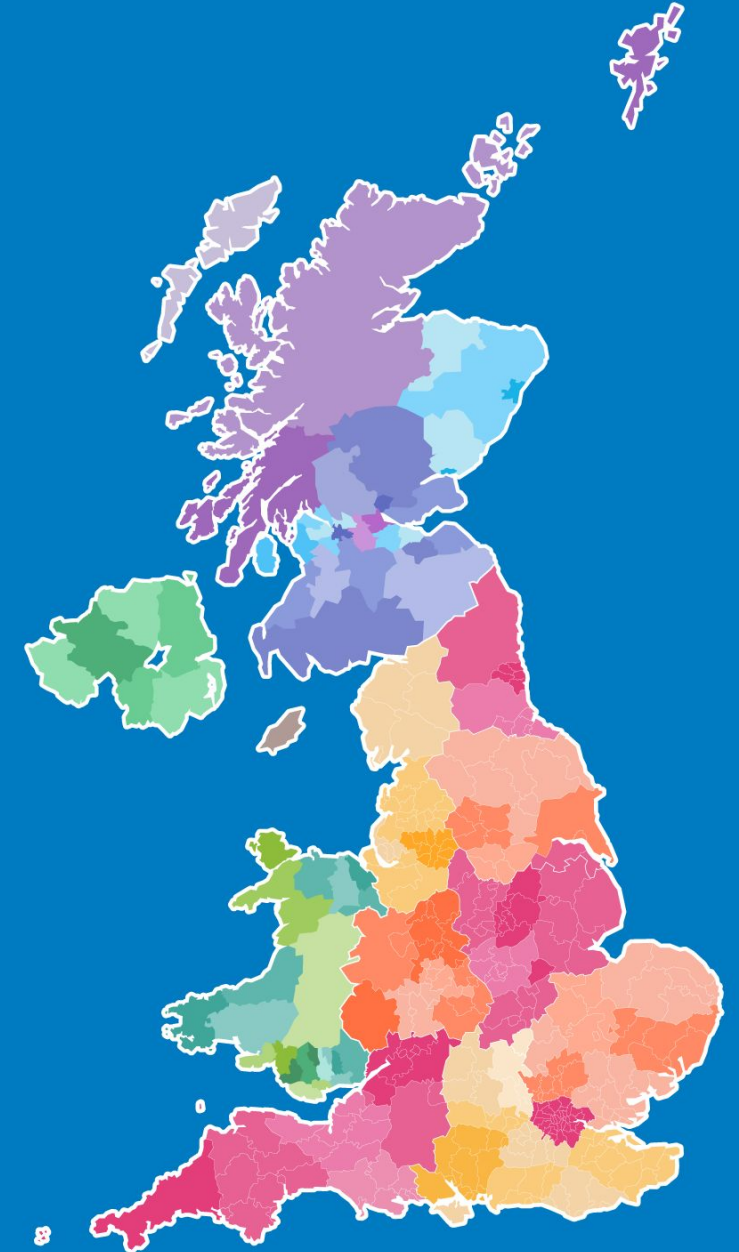
[Food insecurity and data infrastructure: report, video and tool](#)

[Who is most at risk of fuel poverty?](#)

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Case study: Policy – building trust in policymaking

Trust between citizens and governments should be at the heart of data policy. But, in a world with rapidly evolving technology for data capture, how can governments ensure they hear the true voice of their citizens?

Nurturing a trustworthy international data ecosystem is at the core of the ODI's public policy agenda.

“Adapt new technologies to fit with what society is comfortable with, rather than asking society to adapt to new technologies.” — Audrey Tang, Minister of Digital Affairs of Taiwan

Through partnerships, the ODI works to enable cutting-edge data policy, and, to build understanding around the critical role of trust in data policy development.

At the ODI Summit 2022, the ODI provided an independent, international platform for **Audrey Tang, Minister of Digital Affairs of Taiwan**, to share **her insights** about the effectiveness of democracy in the data age, and how governments could be hearing the needs of society more effectively. 700+ people from 35+ countries watched the session.

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Public policy at the ODI

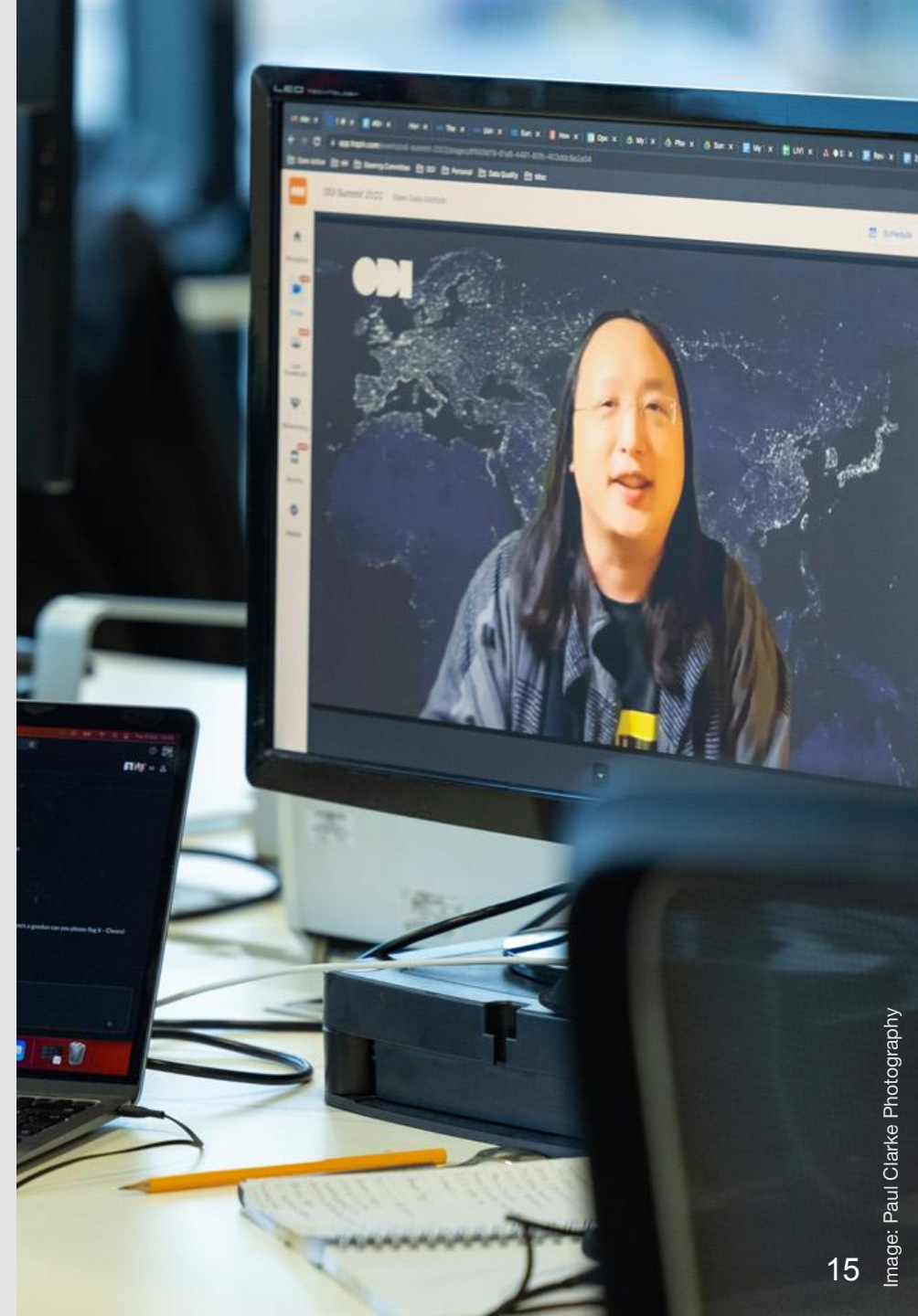
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Image: Audrey Tang, Minister of Digital Affairs of Taiwan, interview at the ODI Summit 2022.



Case study: Environment – increasing soil health and crop yields in Sub-Saharan Africa

In Sub-Saharan Africa and South Asia, most farmers are smallholders and maximising the productivity of farmland is often the best way to increase food security. A lack of access to soil health and fertility data prevents these farmers from growing the most healthy crops, making it difficult to tackle poverty and hunger at scale.

We worked in collaboration with the [Bill & Melinda Gates Foundation](#)'s digital farming services portfolio team and the [Centre for Agriculture and Biosciences International](#) (CABI) to enable access to data in India and Sub-Saharan Africa. Introducing [Findable, Accessible, Interoperable and Re-usable](#) (FAIR) data best practices to enable farmers, organisations and communities to use and innovate with data to make better decisions, more quickly.

We developed a [toolkit of 32 practical guides](#) and [additional materials](#) with support from in-country teams. The foundation used it to assess new projects, including a Covid-19 response-related initiative, contributing to increases in locally-led agricultural transformation and a broader understanding of how to collect and share FAIR data among foundation programme officers and grantees.

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[Data Sharing Toolkit could contribute to unlocking greater food security in Sub-Saharan Africa and South Asia](#)

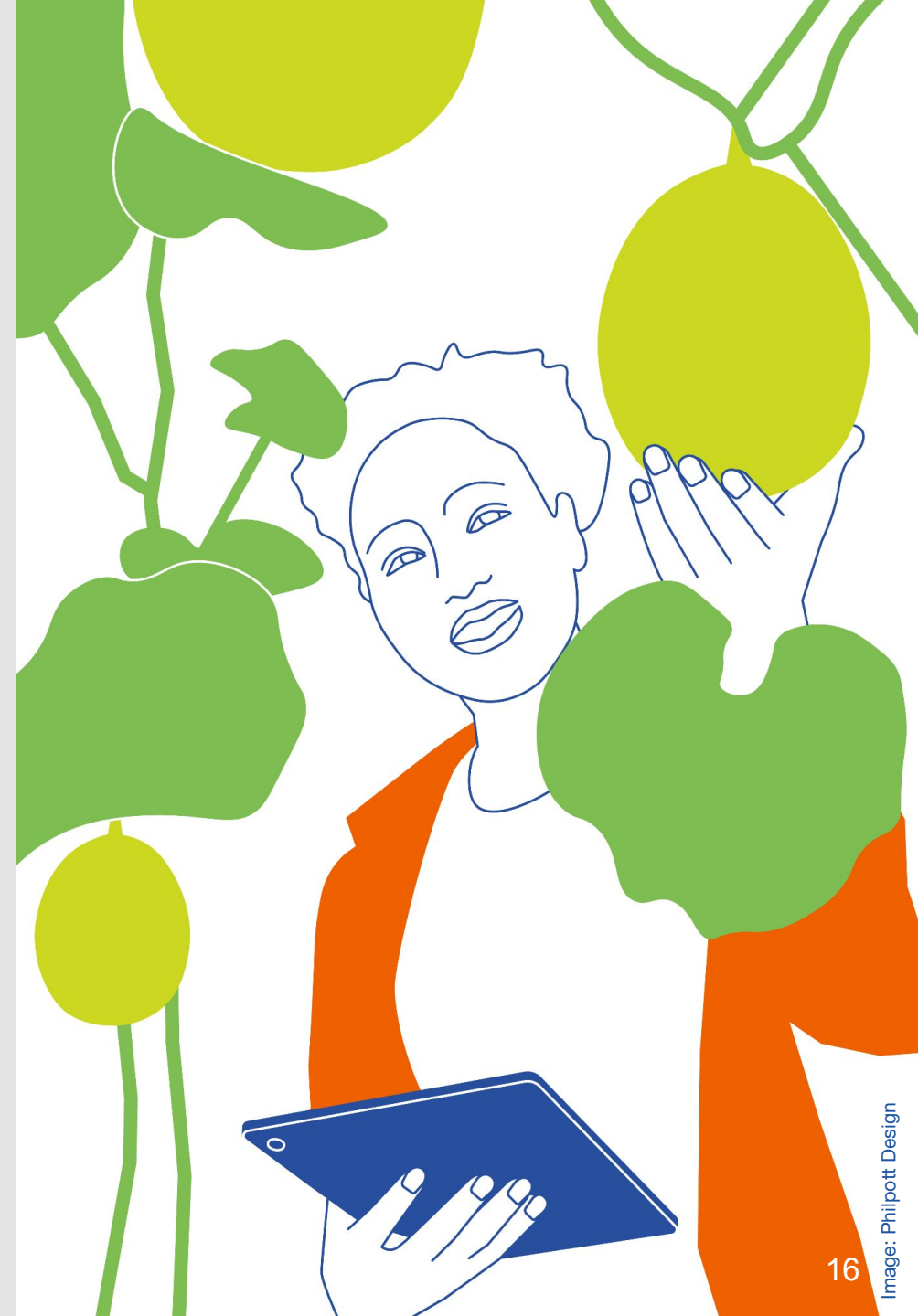
[Enabling data access to support innovation in agriculture](#)

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Case study: Trust – delivering data assurance best practice

ODI research shows that data flows better when trust in data increases. Yet, misuse of data is a mainstream issue, so how can companies build greater trust?

The ODI partners with organisations seeking to be trustworthy and trusted. We deliver skills and expertise for implementing best practice in collecting, managing, using and sharing data. We are helping businesses to create value, limit harm, and gain the trust of the people, organisations and ecosystems they interact with.

The ODI partnered with **Sopra Steria** to champion digital transformation and data ethics.

With **Co-op**, the ODI built internal data capability in data ethics for 70 colleagues, helping them win the **2019 DataIQ Award for Best Data Ethics**.

With the **Bill & Melinda Gates Foundation**, tools, guidelines, and learning programmes were designed to help ensure greater return on their grants.

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The ODI and Sopra Steria join forces to embed data ethics in business practices

Trust in data is ‘new currency’ for the Co-op

Enabling data access to transform agriculture in South Asia and Sub-Saharan Africa

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BILL & MELINDA
GATES *foundation*

Case study: Independent – speaking of the future...

[Statista](#) estimates that, by 2025, there will be 97 zettabytes of data generated across the globe. Governments, industry, and the third sector continue to seek ways to sustainably release the value of this data for the benefit of people, purse and planet.

The ODI believes in nurturing collaboration with the data ecosystem to help deliver positive change. We continue to curate a programme of events, podcasts and films, inviting experts at the cutting edge of their fields – to connect, debate and seek solutions to global challenges.

In 2022 alone, our [Data Decade podcast series](#) has been listened to more than 3,000 times, with 6,000 page views of the accompanying blogs.

Over 2,000 people have attended our in-person and virtual events, including the [ODI Summit](#) and our [Canalside Chats](#).

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[ODI Membership network](#)

[ODI events](#)

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Case study: ODI Summit – Data Decade

In an ever-changing world, it's important to continuously learn and develop our knowledge of data and explore future trends.

A decade of independent research and consultancy for governments, industry and the third sector underpins the ODI as a trusted convener of unbiased expertise and partner organisations.

“A truly inspirational event for how data is used currently and will be used in the future for the good of humanity”

— Vaida Savickiene, Group Data Science Lead, Travis Perkins Plc

The [ODI Summit 2022](#) welcomed 1,200 people from over 70 countries to hear 100+ global AI and data experts, thinkers, practitioners, business leaders and community advocates.



Focusing on how to unlock the value of data sustainably for industry, society and the planet, topics ranged from data strategy for industrial growth to global food insecurity, from data colonialism to the climate crisis.

Since 2012 we have had 59 sponsors, including Omidyar Network, Arup, Microsoft and Roche. We have welcomed more than 7,300 delegates – in person and online – engage with over 650 speakers.

The summit has been a platform for data assurance across 90 nations and counting.

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[ODI Summit](#)

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Image: Audience at the ODI Summit 2018.



ODI Summit 2022 – Data Decade

Data in Indigenous communities: where power lies, why it matters and what we can learn at the ODI Summit 2022, chaired by Bernadette Hyland-Wood, with Arthur Gwagwa, Keoni Mahelona, Harmony Johnson and Levi Craig Murray.

Case study: Policy – experimentalism in the Fourth Industrial Revolution

For data to work for everyone, those collecting and using it need to be highly alert to inequalities, biases and power asymmetries. But how can organisations ensure they are taking proactive steps and contribute to creating a diverse, equitable and inclusive data ecosystem?

This international project focused on opportunities for the UK, marginalised communities in North America and Europe, and experimentation and innovation opportunities and needs by and for the Global South.

It explored how policymakers can work in innovative ways to adapt to the fast-moving societal and economic challenges and opportunities of data availability and digital technologies.

The ODI convened 18 partner organisations across domains and sectors to bring together 250+ international experts to discuss new frontiers in data policy and practice over 9 roundtables.

The resulting collaboration was a 100+ community of practice from the international group that spanned academia, government and civil society.

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Experimentalism and the Fourth Industrial Revolution

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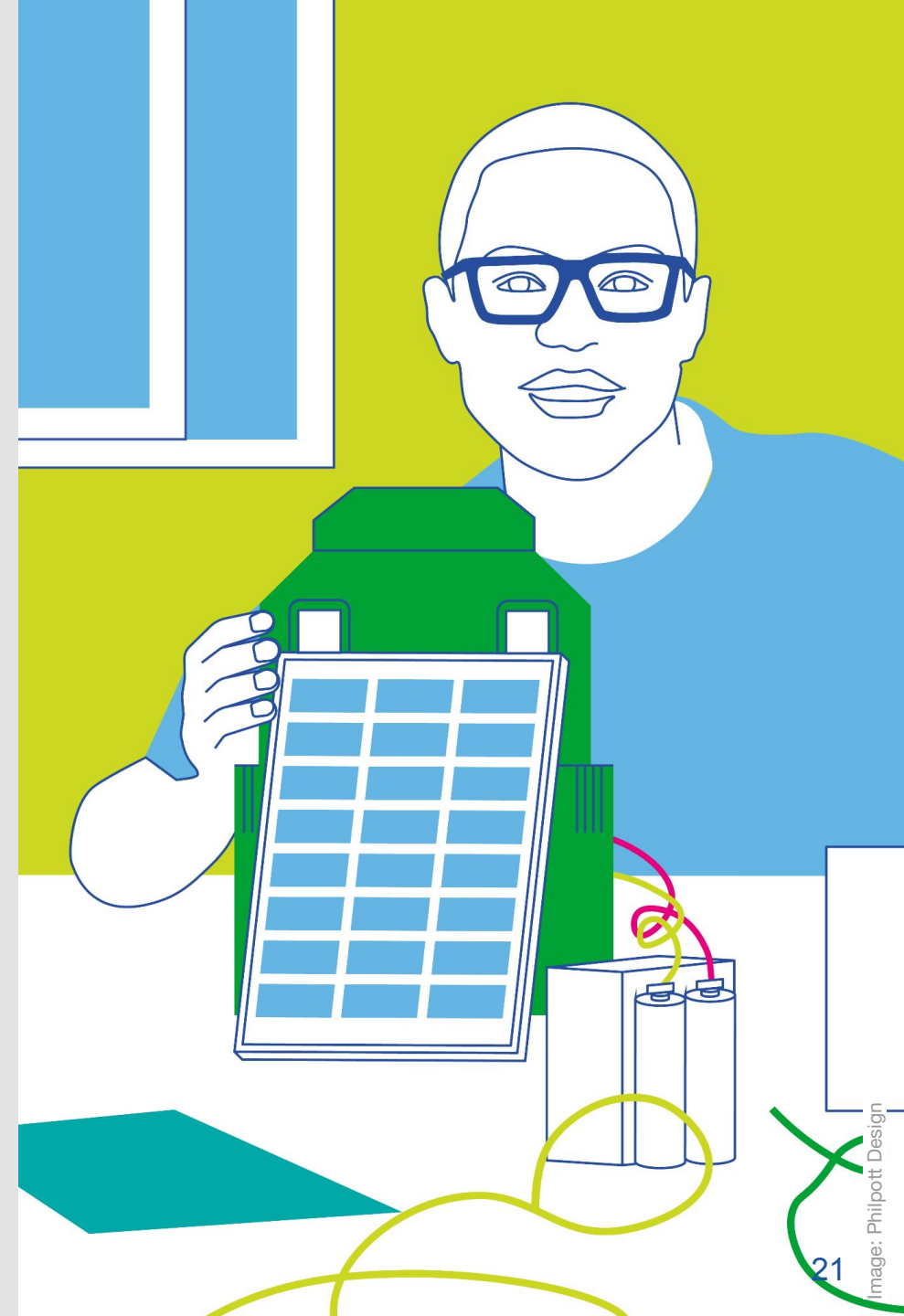
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Case study: Data as Culture “why should I care?”

Data and how it is used is relevant to everyone. Yet, data can sometimes seem rather technical which presents a challenge for those who don't work with it directly every day.

Since 2012 the ODI has, through its Data as Culture art programme, sought to engage a broad audience with the challenges and opportunities presented by data.

“Artists demystify, and communicate what data actually means for people.”

— Antonio Roberts, artist and curator

Rohini Devasher was the ODI's artist-in-residence for 2022. During her residency, she created '[One Hundred Thousand Suns](#)', a major four-channel film installation.

Since 2012, Data as Culture has presented:

- 14 audience-focused exhibitions
- 108 critically engaged artworks including more than 40 new commissions
- 77 international artists – renowned, mid-career and emerging.

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[ODI's Data as Culture](#)

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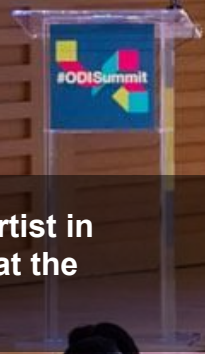
Image: ODI Data as Culture, Rohini Devasher, artist in residence 2021.



Data as Culture “why should I care?”



#ODISummit
Epimorphics
esa
sponsors



Mr Gee, ODI Data as Culture artist in residence 2018, performance at the ODI Summit 2018.



Case study: Skills and knowledge – data ethics

Barclays had more than 250 people overseeing data projects, but they didn't have the right tool to consider and document decisions made about data in an ethical way.

“The Data Ethics Canvas gives us a new lens – it’s an objective, external standard that others (and not just Barclays) are confident in.” — Russell Barton, Head of Information Management & Policy, Barclays UK

The ODI worked with Barclays UK to develop a customised version of the Data Ethics Canvas. Following this project, Barclays UK won the ‘Best Data and AI Ethics Initiative’ category in the 2021 DataIQ Awards.

Since its launch in 2017, ODI has been supporting data leaders to embed the canvas into their organisation and their sector. The Data Ethics Canvas continues to be one of our most popular tools with more than 70,000 page views.

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The Data Ethics Canvas

Helping Barclays build trust through data ethics

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Case study: Training – leaders in data literacy

Inadequate skills and knowledge can impede an organisation’s ability to use data effectively. This can impact business outcomes, hold back digital transformation, and, reduce the ability of an organisation to compete in an increasingly data-enabled, digital-first environment.

The ODI has created new training methodologies and tools that develop new cohorts of data leaders and individuals every month online and in person. Partnering to co-develop precision courses and tools with government, industry, and the third sector empowers their teams to act on opportunities offered by data best practices and data sharing.

From 2018, the **BBC** in partnership with the ODI developed courses on machine learning, AI and ethics.

These have been delivered to hundreds of employees and have led to changes in the way the BBC takes responsibility for its use of these technologies.

Since it opened its doors in 2012, the ODI has trained more than 50,000 people worldwide.

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BBC Datalab: Developing new services, maintaining values

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5 Year Strategy



theodi.org/strategy



**For a world
where data works
for everyone**



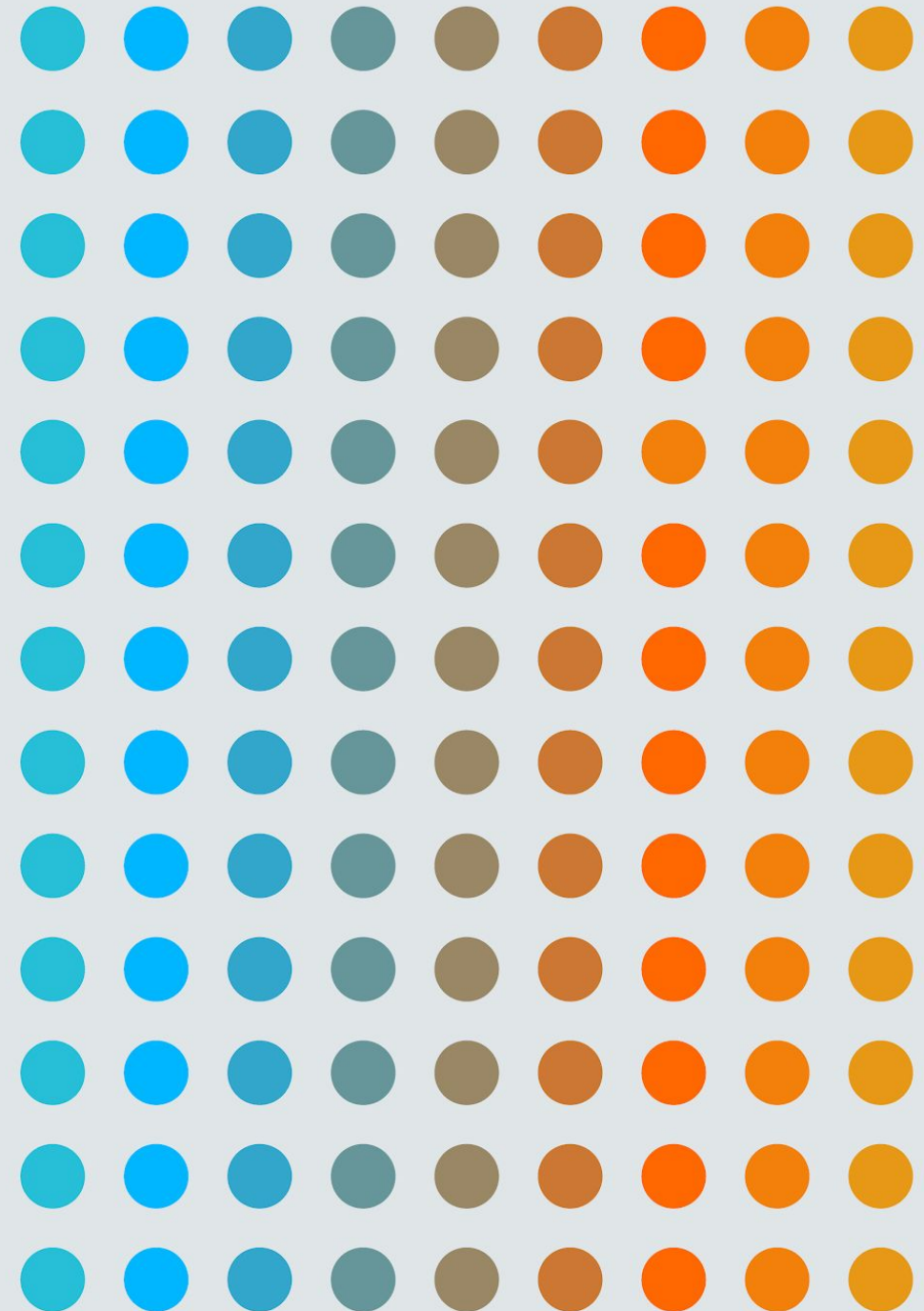
theodi.org/strategy

Our independent, non-partisan status, our trusted convening power and our extensive body of work – over 10 years – make us unique in the world.

We help organisations realise the potential of data, understand its properties and value through our research, and build skills and strategies for safe, ethical and trusted data sharing that benefit customers, people and stakeholders.

We help leaders understand the value of data, and we show governments how creating standards for data and data practices can enrich public services. We break down barriers, help others forge alliances and create safe spaces for divergent views to be heard and for (sometimes conflicting) interests to align around a common cause.

You can find out more at theodi.org/strategy



Our new strategy

At the ODI, our founding vision remains unchanged – to build a world where data works for everyone: for businesses, governments communities, and individuals.

In response to an increasingly complex and data-enabled world, we have defined six core principles that will guide our work over the next five years.

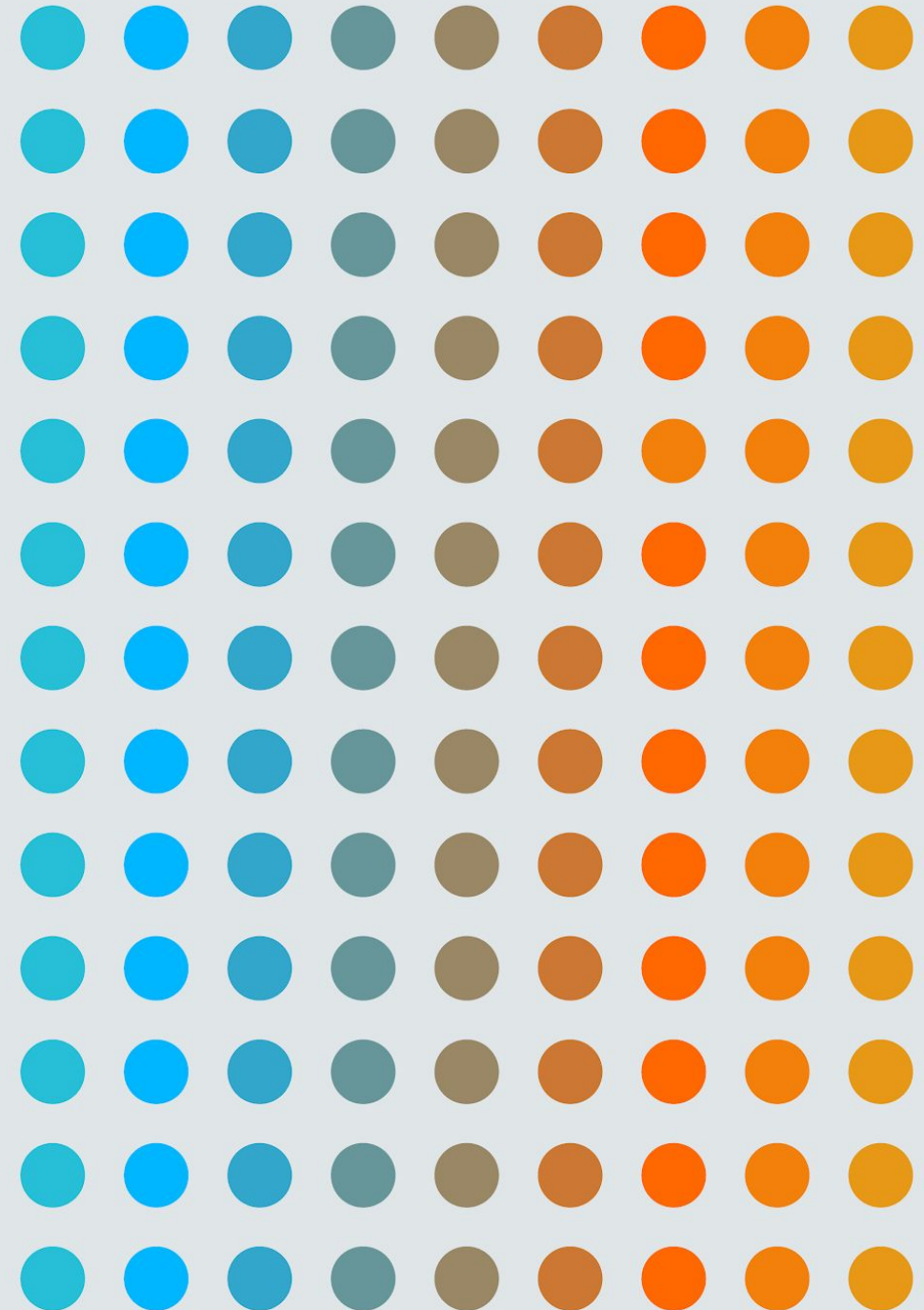
These principles are deeply rooted in our core identity; what we believe in, and our unique body of knowledge and expertise.

In the next five years, the ODI will contribute further to the global data ecosystem, by working on original research and innovation activities, and by continuing to be at the centre of global expertise on pioneering models for sharing and stewarding data in safe environments.

The ODI will partner with industry, non-profits and governments to build systems and processes to significantly advance trust in data. We will professionalise the data space, working towards the development of standards for data and organisations' data practices.

In line with the changing world, the ODI will diversify our funding models, working with even more mission-aligned organisations, to generate social, economic and environmental value across the private, public and third sectors.

You can read the full ODI Strategy 2023–2028 at theodi.org/strategy





theodi.org/strategy

The ODI organises its work around:

Consultancy – enabling businesses and business leaders to understand how to make the most of their data, and embed best practices in their organisations.

Research – working on applied research projects that show, for example, how the relationship between people and those who hold data about them can be made more equitable.

Public policy – advisory and consultancy services, working with policymakers, governments and corporate entities to both inform policy making and build an understanding of data policy around the world.

Products and services – specific products and services that address particular customer needs (for example, data ethics, data assurance and organisational data strategies).

Learning – bespoke and public training courses, that enable leaders to build their own skills, and those of their organisations – making them better equipped to develop their own data strategies and infrastructure.

ODI partners and clients, current and past, include:



Get in touch

For more information about how the ODI can support your data need:

- **Consulting services**
- **Research and policy**
- **Membership**
- **Training**

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