The value of open geographical data – the Danish case

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Opening data session
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THE eGOVERNMENT STRATEGY 2011-2015

GOOD BASIC DATA FOR EVERYONE – A DRIVER FOR GROWTH AND EFFICIENCY

THE DANISH GOVERNMENT / LOCAL GOVERNMENT DENMARK
OCTOBER 2012

Danish Geodata Agency
Positive Business Case

**Open data** in Denmark is an **investment**

• Growth in the private sector (100 mio. d.kr. pr year)

• More effective public sector (‘paying the party’)
Reactions?

"Treasure to be found in open Cadastral Map"
(Sille Wulff Mortensen)

"Joy over government’s data bonanza: breakthrough with open access to Central Business Register and cadastral numbers"
(Henrik Nordstrøm Mortensen)

"...growth adventure waiting for Danish enterprises..."
(Jakob Chor)
Measuring the effect of open data from 2012 to 2016.
The Analytical Design

The AD is used in the baseline survey

Content:
- Change theory
- Value chains
- Data strategy

The results of the post-measurement are compared to the results of the baseline survey
Open data

**Effect on demand**
- Increased demand from existing customers
- Increased demand from new customers
- Increased demand from companies in other industries

**Effect on production**
- New products/services from existing companies
- Increase in new companies (low entry cost)
- Lower prices on existing products/services

**Effect on users**
- **Public sector**
  - Efficiency (self-service, workflow)
  - Better decision-making in public administration
- **Private sector**
  - Efficiency (workflows, higher productivity)
  - Better decision-making
  - Lower prices
- **Consumers and citizens**
  - Lower prices/ increased purchasing power
  - Increased transparency

**Socio-economic effects**
- Increase in GDP
- Increase in welfare, time saved, less pollution, better health ...
Value chain approach

**Value chain**

- **Data provider (Geodata Agency)**
- **Map providers / data enrichment companies**
- **Service and solution companies**
- **End users**

**Information**

- Who was using which data?
- How was the data used
- The size of the geodata marked
- ‘Real economic’ effects (productivity, ...)
- Welfare economic effects (health, environment, ...)

**Data collection**

- Statistics
- Interviews with key informants
  - Public sector
  - Private sector
- Surveys
  - Private sector
  - Public sector
Open data – what happened?

2012 – 800 users

Dec. 2013 > 10,000 users
How many?

Digital May Supply (Web Map Service) – 2005-2013
Open data – Who are the new users?

- Citizens: 66%
- Private sector: 24%
- Public sector: 6%
- NGO: 3%
Consultancy and IT: 37%
Construction: 14%
Water, waste, etc. utilities: 7%
Electricity, gas utilities: 4%
Information and communication: 4%
Others: 32%
Main results – baseline 2012

Barriers

- Accessability and distribution
- The users – capacity and knowledge
- Market insecurity
- Lacking release of other data
Main results – baseline 2012

Potentials

Public sector
• 40% indicate that the data will be of importance for the efficiency in the performance of tasks in 4-5 years
• 80% indicate that there is a savings potential in using geodata

Private sector
• Watch and wait – 5.5% market growth – new positive indications
Questions?

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