ODI

**The ODI in 2023:
Advancing trust in data**

Foreword by Nigel Shadbolt, Executive Chair and Co-founder and Louise Burke, CEO

2023 was a hugely significant year – with generative AI and large language models (LLMs) becoming features of daily life. The ODI championed the central importance of data throughout, maintaining that *without data, there is no AI*. Indeed, the release of our **Five-Year Strategy (2023-2028)** in February gave us the opportunity to set out our view that the future must be built on strong data infrastructure.

The ODI was founded on a belief in trust and openness – essential features for a world where data works for everyone. Our strategy outlined six guiding principles in response to global trends, including those surrounding artificial intelligence and other technological advancements. These principles stress the importance of robust data infrastructure, our belief in open data as foundational, the creation of value through trust, the necessity for oversight from independent bodies – like ours – within the data ecosystem, the reduction of harms through diversity, equity, and inclusion (DEI), and the unlocking of potential through data skills and knowledge.
During 2023, our work focused on delivering activities aligned with these principles and on priorities and commitments structured to advance our mission of creating an open and trustworthy data ecosystem.

We are proud of all we have achieved in 2023, from **advising the UK Government on AI policy** to forging strong links with **new partners in the Global South** – and beyond – and building on our research capabilities and outputs.

We would like to thank all our funders, sponsors, clients and partners for their ongoing support of our work in research, policy, training, advocacy and global outreach. Working together, we will continue to have a lasting and positive impact on the data ecosystem – something we believe is more important than ever before.

ODI

Charlotte Jee interviews Sir Tim Berners-Lee and Sir Nigel Shadbolt during the *State of the Data Nation* session at ODI Summit 2023.

Credit: Paul Clarke Photography

2023 – in summary

In 2023, the ODI redoubled its research efforts, appointing **Prof. Elena Simperl** and **Dr Gefion Thuermer as Director and Head of Research** respectively. We embarked on **five new research programmes**, focusing on diverse topics including privacy-enhancing technologies and data-centric AI. This work and significant contributions to multiple publications and consultations demonstrated our continuing leadership in research and policy advocacy.

We underscored our role as a neutral convener in the data space, running industry roundtable discussions with Google on the topic of open data in the geospatial world, with Arup on net zero data for the built environment, and with a wide group of ODI stakeholders – discussing the role of data – following the launch of our Five-Year Strategy.

Over 12 months, we continued to play a key role in the wider data ecosystem. We partnered with OpenUK as the hosts of the open data track for the inaugural **State of Open Conference**, collaborated on a range of events for the first **London Data Week** and were a **partner for the AI Fringe event**, coinciding with the UK Government's AI Safety Summit in the autumn.

A major focus was on building trust in data. We developed our **framework of nine data practices** and unveiled the Data Practices Assessment Tool and Data Sharing Risk Assessment Workbook.

We also shed light on the international data assurance market with an **International Data Assurance Market Briefing**, demonstrating our ongoing commitment to professionalising the data space. In parallel, we made strides in diversifying our network and funding mechanisms, securing grants and partnerships to underscore our sustainability and global influence.

We furthered our commitment to diversity, equity and inclusion through targeted projects, including those on **participatory data** and appointed our first **Impact and Sustainable Development Lead**.

We significantly advanced data literacy, training more than 1,800 people and developing educational resources to enhance data skills across sectors, including through **our** **self-paced** **and** **micro-courses**.

Our global outreach and impact were amplified in 2023, through international projects and digital tools, aligning with our ambition for global data advocacy.

We worked in multiple regions of the world, including Canada, Thailand and South Africa, and at the **ODI Summit 2023**, we shared a platform with a series of **Data Changemakers** from countries including Uganda, South Korea and India.

We wanted to make our summit as accessible as possible, so for the first time, it was a free event – thanks to our sponsors – and included 26% of speakers and 10% of attendees from the Global South.

The Wizard of AI – a film by Alan Warburton – which premiered at the summit and was commissioned by the **ODI's Data as Culture programme**, has become the ODI's most-watched video of all time, with over 19k views at the time of writing.

Our achievements in 2023 across research, training, policy advocacy, and global outreach have set us on a strong course for the years ahead. We look forward to building on this work in 2024 and beyond.

ODI's Data as Culture presents 'The Wizard of AI'

Alan Warburton's 'The Wizard of AI' explores the new world that artists face with the explosion of AI. The film premiered at the ODI Summit 2023.

Contents

Foreword

View from the ODI Co-founder and Executive Chair Sir Nigel Shadbolt, and CEO Louise Burke

Introduction

Our achievements in 2023

Our principles:

1. Data infrastructure

2. Open data

3. Trust

4. Independent organisations

5. Diverse, equitable, inclusive

6. Skilled leaders

ODI Research

Our new research

OpenActive

Open data for active lives

Data and AI

Leading the debate on AI data infrastructure

Water

A wave of open data

Data story

Data to tackle the cost of living crisis

Advancing trust

New practices and tools

MEL

A systematic approach

Humanity United

Advancing workers' rights with data

Philanthropy

Driving our impact

Advocacy

Global public policy

ODI Summit

Data Changes

Global voices

Data Changemakers

Microsoft

The data divide and climate

Data as Culture

The Wizard of AI

ODI Learning

Scaling data literacy

Data literacy

Empowering civil servants

Acknowledgements

The funders that make our work possible

Contact the ODI

Principle one

We believe that a strong data infrastructure is the foundation for building an open, trustworthy data ecosystem on a global scale and that this can help address our most pressing challenges.

Image: From ODI's *Five-Year Strategy: Illustrated Special Print Edition*, by Adrian Philpott x DALL.E.

ODI

What we set out to achieve in 2023

In 2023, we set out to make a significant positive contribution to building, hosting and stewarding key data infrastructure. The ODI is already a global centre of expertise on novel models of sharing and stewarding data in safe environments and this year, we wanted to contribute further to original research and innovation activities relevant to the changing global environment.

Over the past 12 months, we sought to build nationally significant data institutions and create open data standards to enable innovation in new industries.

We aimed to advocate for effective data infrastructure across our policy and convening work and to create relevant research programmes. And we wanted to continue to steward data infrastructure ourselves.

How did we do?

In 2023, we established **five new research programmes** to support the development of different parts of data infrastructure and published 15 pieces of original **research**.

We advocated for effective data infrastructure in 10 policy consultations, including on AI and data protection. Remaining at the forefront of smart data infrastructure development, we co-founded the government's **Smart Data Challenge**, joined the **Smart Data Council**, and responded to Ofcom's Smart Data consultation.

We also championed new data institutions to support labour rights through our partnership with **Humanity United**. Our advocacy for the core role of data infrastructure also included updating our **Fuel Poverty Index** and producing a report highlighting data's role in tackling the **cost of living crisis**, which received significant coverage in national media. We also convened five roundtables, including on the cross-government adoption of **Open Referral UK**, and secured funding to continue delivering the **OpenActive** data standard for further social impact in 2024.

Spotlight on: ODI Research

We advance trust in data and data-centric technologies through inter-disciplinary research and development, working globally with universities, governments and companies.

In our five-year strategy, we recognised likely global changes, including the increasing adoption of novel data-sharing models, the emergence of new AI technologies, and a shifting landscape of trust in data. We have developed new programmes of work to address these evolving challenges.

In 2023, we developed our cutting-edge research across a range of new themes. We built our entrepreneurial capability and academic excellence through restructuring and new appointments, bringing on board Professor Elena Simperl as Director of Research and Dr Gefion Thuermer as Head of Research. We also strengthened a core set of academic research institution partnerships, collaborating on innovative applied projects and a new horizon scanning function. We share our findings through blog posts, speaking engagements, and community working groups.

We launched five new work programmes in 2023:
- Participatory data
- Privacy-enhancing technologies
- The digital divide
- Global data infrastructure
- Data-centric AI

Each theme responds to emerging needs and builds on cross-sectoral partnerships.

During the year, we:
- collaborated with 12 research institutions
- published 15 pieces of original research
- shared our research at 16 external events
- supported seven ODI fellows

EXPLORE

Our research | The ODI

ODI Research
ADVANCING TRUST IN DATA

Case study: OpenActive, active lives

Finding information about sports and physical activities isn't always easy and can challenge people trying to participate in opportunities. The lack of readily available information about physical activities can be a particular issue for under-represented groups and those facing accessibility challenges, including young people, the elderly, women, disabled people and people from ethnic minorities.

'OpenActive has helped our leisure centre reach a wider audience, especially people with disabilities who can now easily find accessible activities.'
— Leisure provider using OpenActive

The OpenActive initiative, led by the ODI in collaboration with Sport England, tackles this issue by developing a shared standard for activity data, which is published for anybody to access, use, and share.

For instance, leisure providers can publish this data for people to find activities. OpenActive also promotes open data adoption and builds tools and resources.

Over 6,000 organisations have published open data compliant with the OpenActive standard, representing millions of activities. The initiative has made it easier for people to find activities by enabling innovations such as ParaSport's Every Body Moves campaign, which helps people find accessible activities.

Towards the end of 2023, Sport England and the ODI committed to working together for a further 18 months, aiming to ensure that OpenActive endures long into the future as a vital part of national data infrastructure for sport and physical activity.

EXPLORE

Visit OpenActive

SERVICES

Policy   Standards   Tools

Principle two

Strong data infrastructure includes data across the spectrum, from open to shared to closed. But the best possible foundation is open data, supported and sustained as data infrastructure. Only with this foundation will people, businesses and governments be able to realise the potential of data infrastructure across society and the economy.

Image: From ODI's *Five-Year Strategy: Illustrated Special Print Edition*, by Adrian Philpott x DALL.E.

ODI

What we set out to achieve in 2023
Last year, we aimed to maintain our leading edge
in research and thought leadership about open data
and the **Data Spectrum**. We also wanted to enable
more people worldwide to see and use our free
content and tools.

To help us achieve this, we sought funding partners
and invested our resources in original research, national
and international public policy and advocacy work,
together with innovation and thought leadership.
We continued to present our insight at events and
convened stakeholders to foster collaboration where
we identified those with specific needs around data.

How did we do?
We set up a new horizon scanning function to identify
emerging topics and themes relating to data and digital
technologies, steering the strategic direction of the
ODI and the wider data ecosystem. In particular, we
launched a new research programme to examine

global data infrastructure, including the data assets,
tools, standards and practices it needs. We also took an
original approach to research to reach new audiences,
collaborating with artists to produce artwork showcased
at City Hall in London and featured in London Data
Week.

In a busy autumn of events, including the UK
Government's **AI Safety Summit**, we put data at the
heart of the debate, as a founding partner for the
AI Fringe, curating three panels on data assurance,
data literacy and open data ecosystems. Our continuing
partnership with Microsoft, and our work with
Humanity United, have created effective peer-learning
networks that have helped to build a more open and
integrated data ecosystem.

Spotlight on: Data and AI

There is no AI without data. In 2023, the ODI focused on advocating for strong and trustworthy data infrastructure and ecosystems for AI.

During the year, AI's rapid deployment continued to far outpace legislative and ethical frameworks. Many sought to realise its social and economic potential, and national governments and big tech entered an unofficial race to be at the forefront of AI regulation.

The ODI has punched through the hype on AI, leading the debate on the importance of AI data infrastructure and literacy. Building on years of expertise calling for high-quality, accessible, responsible data, our summit theme was 'without data, there is no AI' and we launched the 'Data-centric AI programme', advocating for essential data infrastructure to ensure the benefits of AI can be achieved.

We built cross-sector coalitions advocating for AI data infrastructure which will ensure long-term impact, through new partnerships including with Microsoft, King's College London, the University of Oxford, and the development of an open AI data standard with ML Commons. We helped to grow sector and public awareness on issues such as the development of better AI data by responding to policy consultations on AI, through expert commentary including in The Times and The Guardian, and convening work, including as an AI Fringe founding partner.

EXPLORE

Data-centric AI programme

Participatory data work in AI

Member's roundtable on the AI whitepaper

ODI Research
ADVANCING TRUST IN DATA

Case study: Water – a wave of open data

The UK water sector faces a crisis of trust due to a lack of transparency and environmental scandals. Alongside issues such as the cost of living and climate change, better access to data is being demanded as a solution.

'Having the ODI as a partner in the Stream blueprint design phase has given the project real credibility and confidence that we are following best practice.'
— Andrew Myers, Lead Architect, Northumbrian Water Group

We have worked across the sector, from the regulator Ofwat, to all the major water and sewerage companies individually and through the *Stream* initiative to improve open data maturity and make more open data available. *Stream* is the first open data platform for the water industry, publishing data about water company performance and drinking water quality, with more to come.

Through our support, United Utilities, Northumbrian Water and Welsh Water now have public commitments to publishing open data.

EXPLORE

Enabling innovation across the water sector with Stream

Supporting the development of Dŵr Cymru Welsh Water's open data strategy

Supporting the development of United Utilities' open data strategy

United Utilities Open Data Strategy | 2023

H2Open – Open data in the water industry: a case for change – Ofwat

Northumbrian Water Group | Our Open Data Strategy

Open Data Roadmap

SERVICES

Consultancy Independent Innovation

Policy Research

Credit: Philpott Design

Case study: Data story – the cost of living crisis

Tackling societal issues in a timely and effective way can be challenging without good data. As part of our 'flagship stories' programme, the ODI wanted to see how combining open data sets about the factors contributing to the cost of living crisis could shine a light on the issue, and identify areas for improvement.

'Freely available data visualisation tools using open data sets, such as the one produced by the ODI, are a valuable resource to charities like ours and can enable us to more effectively target help to those in need.' — Matt Copeland, Head of Policy, National Energy Action

We published a report that explores open data across four parts of the crisis: housing, debt, food, and fuel. It is accompanied by two digital tools, drawing together datasets that provide information on the crisis and related support services. The report and tools show how the crisis is affecting different communities across the country.

The ODI's work brought the potential contained within the data to a wider audience – and demonstrated where there are gaps in publicly available data that make tackling the issues challenging.

The work generated coverage in The Daily Express, The Sunday Express (print only), The Daily Telegraph, Politico, Dazed, London Loves Business, and Business Today. Our Global Head of Policy was interviewed for BBC Politics North West and London Live. The Fuel Poverty Index Tool was viewed 6,294 times and the Cost of Living Tool was viewed 2,095 times.

EXPLORE

Cost of living: how data can help tackle the crisis

Fuel poverty index 2023

Fuel poverty index 2023, map tool

SERVICES

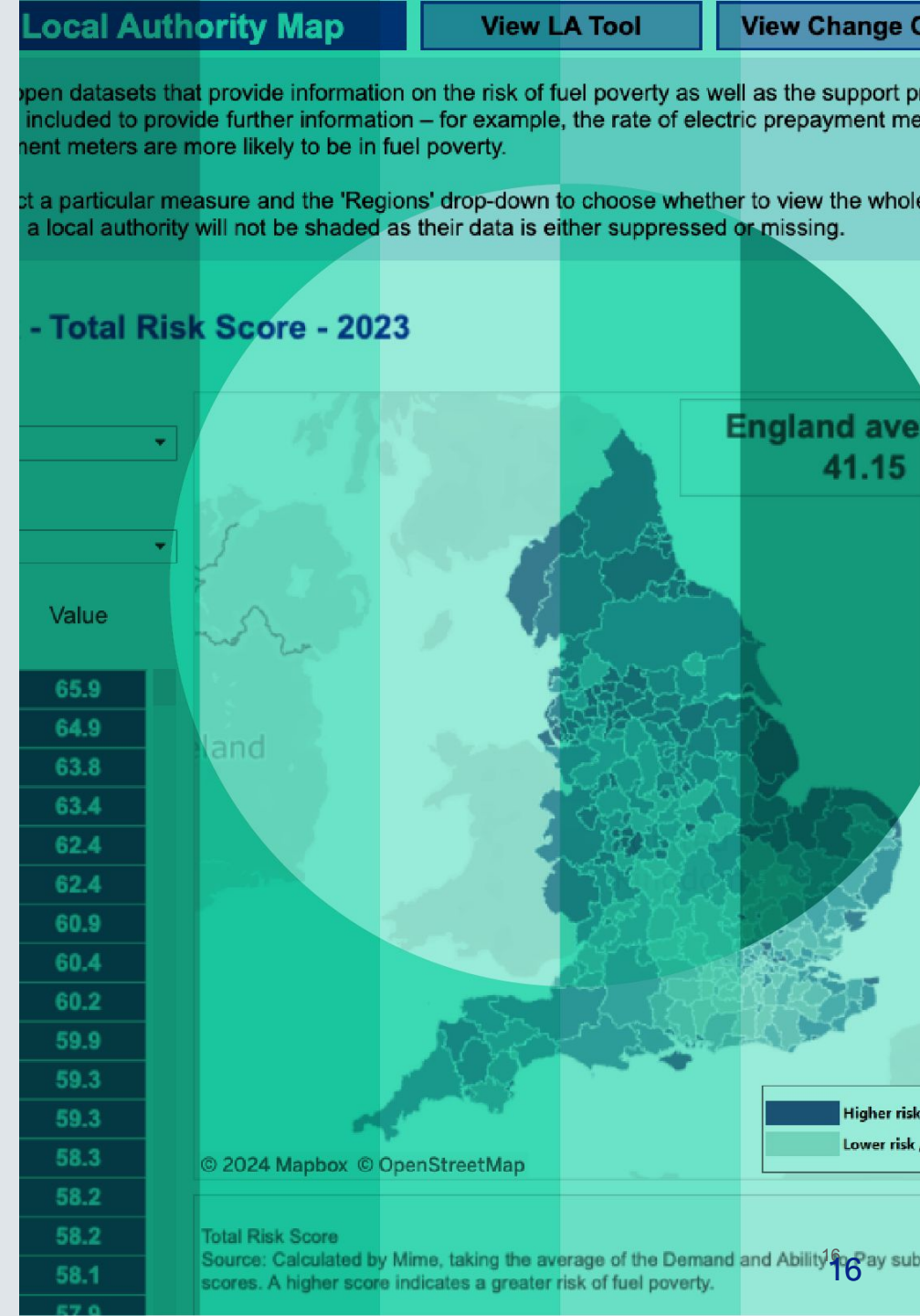Independent   Policy   Research

Thought leadership   Tools

Image: Fuel poverty index 2023, map tool

Principle three

For data to work for everyone, it needs to work across borders – geographic, organisational, economic, cultural and political. For this to happen ethically and sustainably, there needs to be trust – trust in data and trust in those who share it.

Image: From ODI's *Five-Year Strategy: Illustrated Special Print Edition*, by Adrian Philpott x DALL.E.

ODI

What we set out to achieve in 2023

Last year, we set out to work with others to build systems and processes to significantly advance trust in data and professionalise the data ecosystem. We also aimed to work with governments to inform policies on trusted data sharing and the action needed to make it a reality.

To achieve this, we developed products and services that make it easier for organisations to share data and assure them of the quality and efficacy of the data shared by others. We further developed our consultancy and advisory services to help organisations demonstrate and deliver trusted data and trustworthy data practices.

How did we do?

We published a data assurance market briefing, analysing the international market for business-to-business data assurance products and services; highlighting the growing need for recognised standards and codes of conduct. We built a framework of nine data practices, to help people to understand – and then fill the gaps – between strategic and technical capabilities within organisations. Building on this framework, we created two new tools to help organisations assess whether their data practices are trustworthy – the Data Practices Assessment Tool, and the Data Sharing Risk Assessment – used by 130 people so far in our beta tests.

We contributed to key policies on trusted data sharing by participating in consultations with key stakeholders, including the Central Digital and Data Office (CDDO), the Centre for Data Ethics and Innovation (CDEI) and the Expert Data Standards Panel. We also worked with the government of Singapore to inform policies on trusted data sharing by mapping the benefits and challenges of developing, supplying and using decentralised personal data management solutions, presenting the findings at AsiaTechX.

Case study: Advancing trust in data

Access to trustworthy sources of data is essential for building capable artificial intelligence (AI) and digital systems. Organisations that fail to demonstrate good practices when collecting, using and sharing data are less trusted, and have lower economic, social and environmental impact.

Building on years of research, we developed a framework of nine data practices and two tools to help organisations assess their trustworthiness when creating, using or sharing data.

The Data Practice Assessment provides organisations with an indicator of trustworthiness based on the data practices framework, while the Data Sharing Risk Assessment guides organisations to assess risks when sharing data. Ultimately, the tools will provide users with a pathway – through training, consultancy and expert guidance – towards more trustworthy, and less risky, data practices.

Over 300 people participated in the development of the framework and the tools, including 130 who took part in beta testing. The Data Practice Assessment helps people think about the gaps in their organisational processes while the Data Sharing Risk Assessment has been identified as a practical tool that can be embedded into data-sharing platforms. Our work in 2023 has helped create a clear direction for the further development of these tools through 2024 and beyond.

'*I support organisations managing data. This tool [Data Practices Assessment] will really help standardise practices across our network and raise their data management standards.*' —participant in ODI's beta tests

EXPLORE

Data assurance page on the website

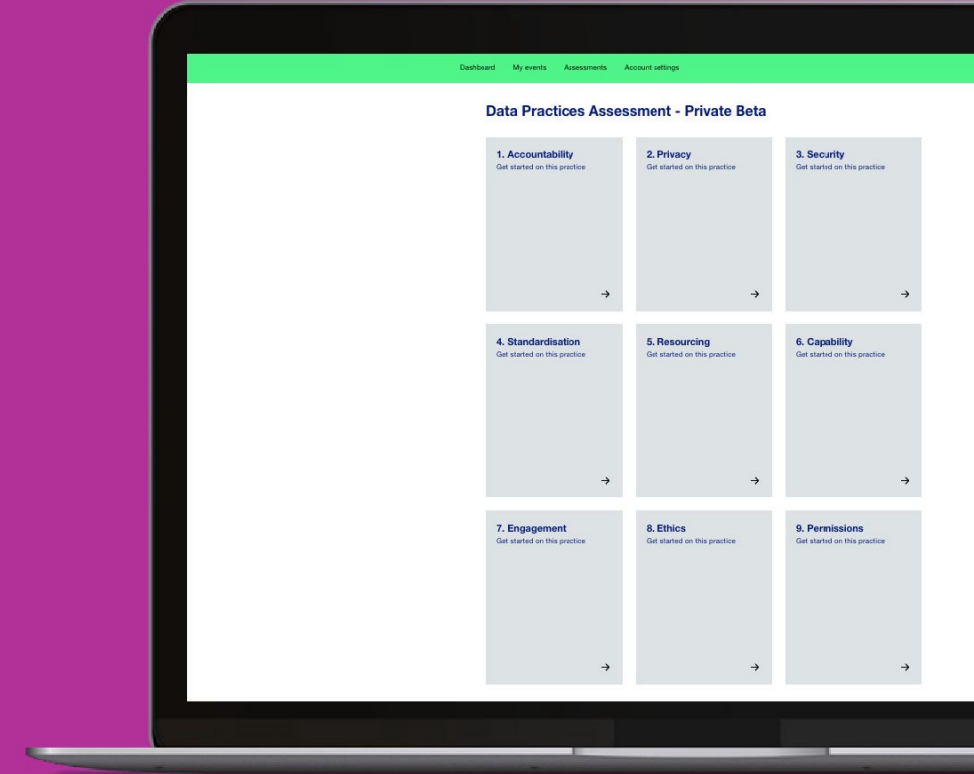**The ODI announces new framework of data practices and tools**

SERVICES

Consultancy   Standards   Tools

Image: The Data Practices Assessment Tool beta test

Credit: Philpott Design

Principle four

There is greater need than ever for trusted, independent organisations to help people across all sectors, economies and societies to benefit from better data infrastructure.

Image: From ODI's *Five-Year Strategy:*
Illustrated Special Print Edition, by Adrian Philpott x DALL.E.

ODI

What we set out to achieve in 2023

At the beginning of the year, we set out to further diversify our network and funding mechanisms while remaining committed to our original mission and ensuring our sustainability through a funding model that maintains, protects and grows the ODI's institutional core.

We committed to building a sustainable business model, one that is sufficiently varied to allow us to remain independent of any one – or small number of – vested interests and enables us to explore potentially diversified revenue streams.

How did we do?

We strengthened our research partnerships with a core set of academic institutions to expand our capacity to do original, rigorous research, including with the University of Oxford, Duke University and the Department of Informatics at King's College London. We also onboarded a third cohort of research fellows to explore the value of data, ensuring continuous progress and innovation in an important research topic.

To maintain and protect the ODI's institutional core, we worked with a long-term supporter, the Omidyar Network, to transition their grantmaking to core, unrestricted funding, securing $250,000 to support the implementation of our strategy, and invest in our policy, thought leadership and dissemination functions. We also secured a £985,000 extension for OpenActive, focused on making the initiative sustainable within 18 months. We secured a further $250,000 from the **Patrick J. McGovern Foundation** in December to support both our core activities and our data-centric AI work.

Towards the end of the year, we launched our new membership scheme, including a refreshed identity and value-based offering, and a new web platform. This makes it easier for people to get involved with the ODI, to become part of our community, and to access our free content, helping us maintain our institutional core. Also, it creates a digital infrastructure that is much more robust and scalable, enabling us to reach many more people worldwide.

Spotlight on: Monitoring, evaluation and learning (MEL) – a systematic approach

At the ODI, we have monitored and published our impact for more than a decade, demonstrating our value to funders and tracking progress across separate projects and programmes of work. More recently, we introduced an organisation-wide approach to impact, implementing a consistent and robust approach to monitoring, evaluation and learning (MEL).

We established a comprehensive MEL framework built on several key principles:

- Outcome-orientation: setting specific, measurable goals;
- Proportionality: MEL methods adapt to project size, funding, and team capacity;
- Integrity: honest reporting facilitates learning and course correction;
- Utility: continuous feedback, reflection, and refinement.

The MEL approach has significantly improved impact assessment at the ODI. Precise data shows the effectiveness of our work, informing future strategy and decision-making, as can be seen in the Open Active, Humanity United, and Smart Data Challenge projects. It has also resulted in stronger stakeholder engagement, with our funders and partners including the Patrick J McGovern Foundation, the Department for Science, Innovation and Technology (DSIT), and the Omidyar Network. This has helped us to align our work with the ODI's mission, vision, and strategic goals.

EXPLORE

The ODI's MEL vision document
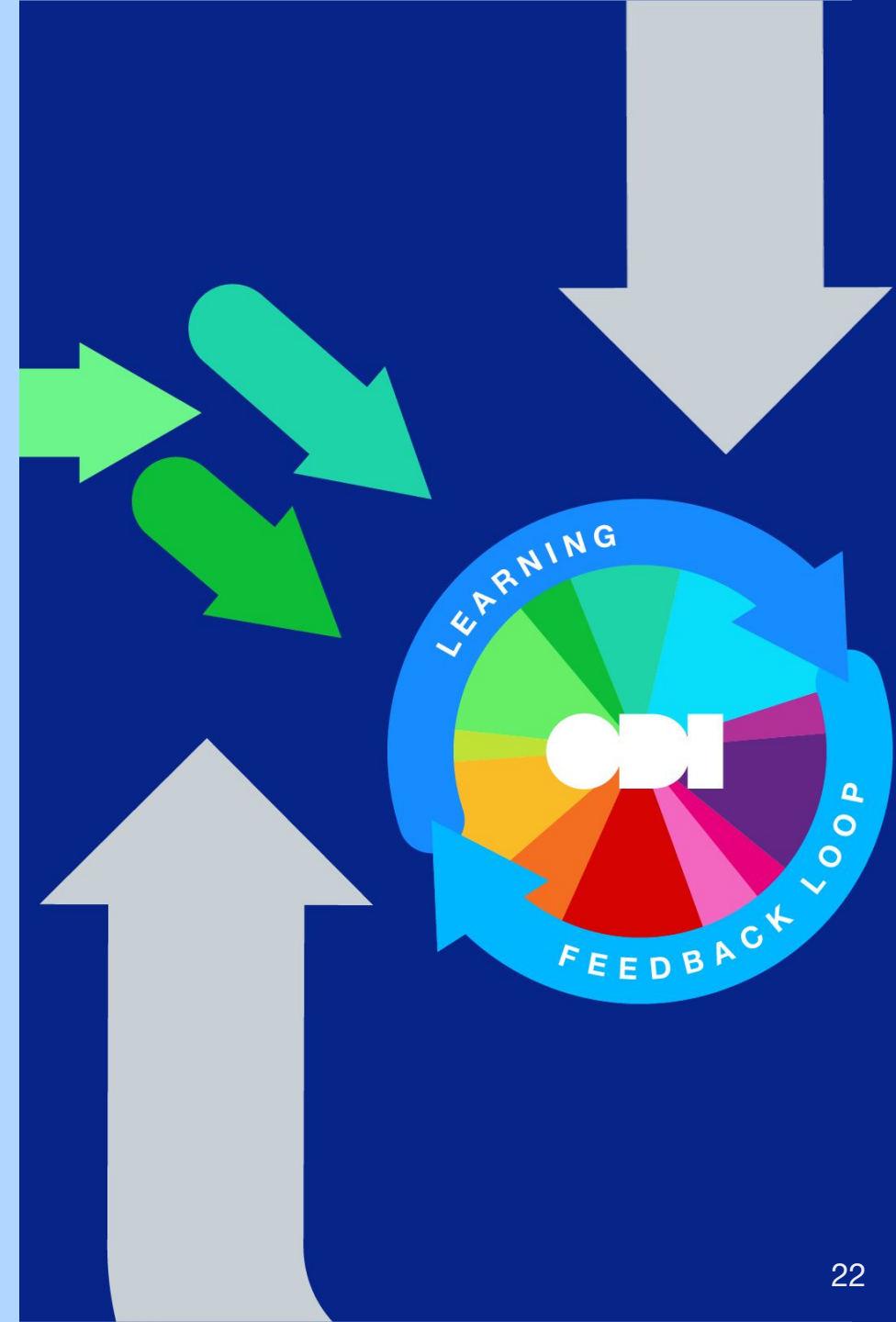
Case study: Humanity United – advancing worker rights with data

Data practices within labour and supply chains can be opaque, hindering efforts to ensure worker rights. There is limited access to trustworthy data, making it difficult to identify and address issues like unfair wages, unsafe working conditions, and unethical supply chains.

'This network is crucial for building collective power with data. By working together, we can ensure data is used responsibly to advance worker rights and hold ourselves accountable.'
— Anonymous peer learning network participant

Humanity United partnered with the ODI to launch a peer-learning network for organisations using data to promote worker rights. The network brings together diverse stakeholders – unions, NGOs, tech companies, and data experts – to share best practices and challenges, and to advocate for improved data practices.

So far, seven organisations have been reached through the peer learning network, who have directly or indirectly worked with 547,993 workers globally. The network is creating a valuable knowledge base through workshops, webinars, and resource sharing. By promoting responsible data practices, the network aims to empower stakeholders to hold organisations accountable and create a fairer, more sustainable global economy. While the work is ongoing and the full impact will be in the future, we will see the greatest benefit in areas such as workers' rights, human rights, fair work, gender equality and livelihoods.

EXPLORE

Meet the participants in our data for workers' rights peer-learning network

SERVICES

Consultancy   Tools

Spotlight on: Philanthropy driving the ODI's impact

Collaborating with forward-thinking philanthropists to fuel impactful data initiatives around the world.

Limited resources and fragmented efforts can impede wide adoption and positive impact of open data, trustworthy data practices, and thought leadership in data. There is also a risk disadvantages that already exist in regions and communities are exacerbated as technology advances.

The ODI fosters strategic partnerships with philanthropists like the Omidyar Network and the Patrick J. McGovern Foundation to secure vital funding, expand geographic reach, deepen expertise, and amplify impact. The partnerships can help to sustain critical research on data, address global challenges and tackle complex emerging issues. They can also help to address inequalities in the global data ecosystem.

Through these partnerships, the ODI has developed new programmes of work exploring topics such as data-centric AI, participatory data, privacy-enhancing technologies (PETs) and global data infrastructure. In these new research areas, we have engaged with stakeholders through meetings, webinars and speaking opportunities on over 100 occasions.

EXPLORE

A new partnership with Omidyar Network and the ODI

A new partnership with the Patrick J. McGovern Foundation and the ODI

Image: PETs in Practice Kumu presentation

ODI Research
ADVANCING TRUST IN DATA

Spotlight on: Advocacy and convening

ODI advocacy and convening work is undertaken across the team, particularly within our policy team. We work on global issues.

We recognise the rapidly evolving technological landscape and the need to develop a trustworthy international data ecosystem.

We focus on tangible impact and influence on global public policy. We maintain the ODI's reputation as thought-leaders through blogs and op-eds, speaking on panels and convening roundtables. We work with international partners including Google, Roche, and international Governments, and brief policymakers, civil society, and industry on data policy. We sit on Government boards including the Smart Data Council.

In 2023, we briefed 100+ parliamentarians and stakeholders and responded to 10 consultations. We gave evidence to four Parliamentary Select Committees influencing Committee recommendations and hosted global roundtables to build a coalition and shape policy recommendations for the government. As founding partners of the AI Fringe, we influenced the narrative on AI policy and shaped the debate on data policy through features in 60+ pieces of national media.
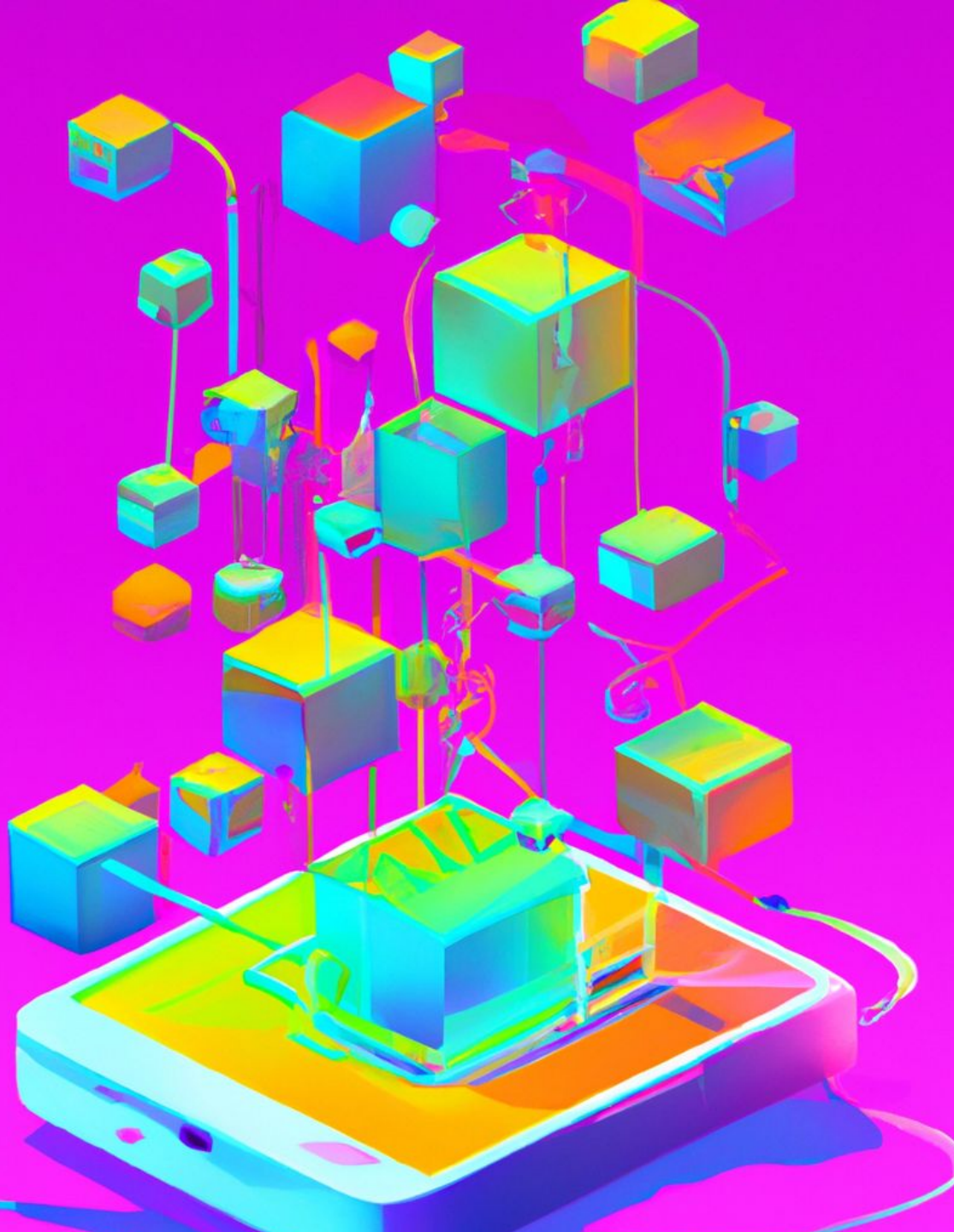
EXPLORE

The Autumn of AI

Roundtable on the UK Government's AI White Paper

AI & Global Elections

Image: Sir Nigel Shadbolt, Chloe Smith MP and Resham Kotecha at the AI Fringe

Credit: Sam Frost Photograph

Principle five

For data to work for everyone, those collecting and using it need to be highly alert to inequalities, biases and power asymmetries. All organisations working in data must take proactive steps to ensure that they contribute fully and consciously to creating a diverse, equitable and inclusive data ecosystem.

Image: From ODI's *Five-Year Strategy: Illustrated Special Print Edition*, by Adrian Philpott x DALL.E.

ODI

What we set out to achieve in 2023
As an organisation, we made a commitment to diversity, equity and inclusion (DEI) in everything we do – from our internal operations to the delivery of projects and services. We champion diverse, inclusive and equitable approaches to the use of data, including by amplifying the voices of marginalised, minoritised and oppressed communities, centring their perspectives in our work.

How did we do?
In 2023, we delivered a range of projects that champion diverse, inclusive and equitable approaches to the use of data.

The Humanity United Peer Learning Network supports emerging data institutions working to champion labour rights, with four participating organisations based in the global south. A project funded by the International Maize and Wheat Improvement Center explored potential new models for data sharing in the Guatemalan agricultural sector.

Further projects with FCDO South Africa, FCDO Bangkok, GPAI, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the participatory data programme co-delivered with the Aapti Institute in India have all championed diverse, inclusive and equitable approaches to the use of data. We also worked with Women in Data, a community of 60,000 women and allies with representation across 85 countries, joining their working group on data infrastructure.

Our annual summit in 2023 was the most diverse yet, with 10% of the audience, 26% of the speakers, and eight of our outreach partners coming from the global south. As part of the summit, we commissioned eight short talks by data changemakers in the global south to highlight their positive contribution to the development of open, trustworthy data ecosystems.

Case study:
ODI Summit 2023

In an era of rapidly evolving technology, particularly AI, there is a risk that attention focuses disproportionately on the 'bright shiny' tech, and that the critical role played by data is sidelined or ignored.

'*Without* good *data there is no* good AI'
— Sir Nigel Shadbolt, Executive Chair and Co-founder of the ODI

In an autumn schedule of events and debates dominated by AI, the ODI wanted to put data front-and-centre – and to do so in an inclusive and globally-focused way. Unlike other events, we wanted ours to be open to all, accessible to the majority and full of diverse voices and views. Our funding from the Omidyar Network and sponsors made it possible for us to offer tickets to this event for free. Registrations for the event increased to just under 2,000, almost 30% more than in 2022.

We covered a range of topics in depth, including big tech and AI, innovation with health data, and the 'State of the Data Nation' with Sir Tim Berners-Lee and Sir Nigel Shadbolt.

Across the event, 60% of speakers were women, including seven of our eight Data Changemakers lightning talks. With 10% of the audience, 26% of the speakers, and eight of our outreach partners coming from the global south, the ODI Summit 2023 was our most diverse yet.

EXPLORE

Watch ODI Summit 2023 on Vimeo

SERVICES

Consultancy   Independent   Innovation

Learning   Membership   Policy

Research   Thought leadership   Tools

WITHOUT DATA, THERE IS NO AI.

ODI

SUMMIT 2023

Case study: Data Changemakers – global voices at ODI Summit 2023

The current data landscape can perpetuate historical biases and marginalise diverse voices. Asymmetries in data ownership and participation sometimes lead to biased AI systems and can further entrench inequalities.

In the Data Changemakers series at the ODI Summit 2023, we commissioned eight short talks by data changemakers. These individuals represented marginalised communities such LGBTQI+, people with disabilities, and indigenous groups. They explored a variety of topics including human rights, climate change, and youth empowerment.

'Our data reflects our world. To build a just world, we need diverse perspectives reflected in our data collection and analysis.' — Alicia Mbalire, Women Income Network

By providing a platform for diverse voices, the Data Changemakers series challenged audience members to rethink the status quo. The talks exposed the limitations of current data practices and inspired action towards building a more inclusive and equitable data ecosystem.

EXPLORE

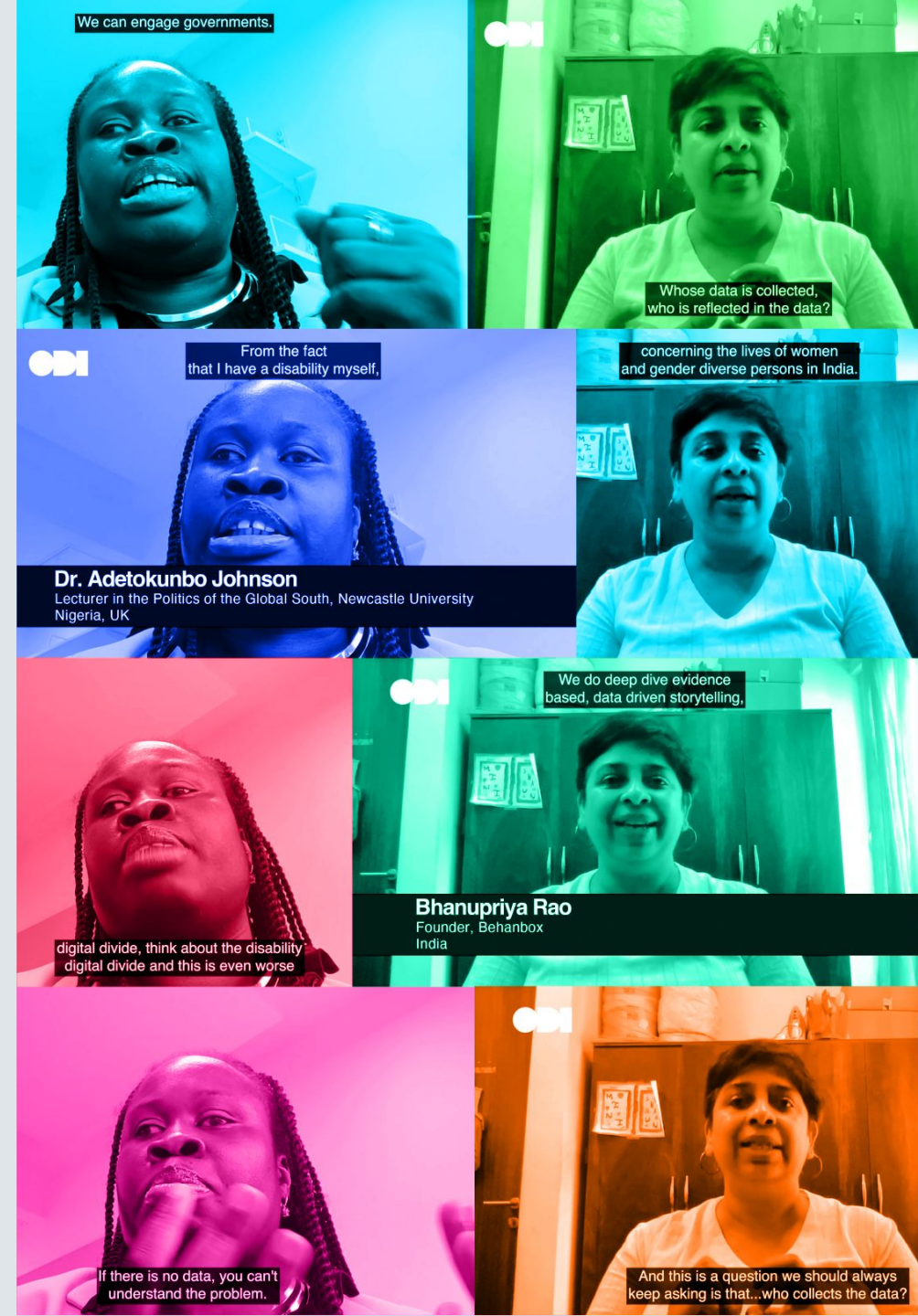**ODI Summit 2023: Data Changes – Data Changemakers**

SERVICES

Independent   Innovation   Learning

Membership   Thought leadership

Images: Data Changemakers at the ODI Summit 2023

Case study: Microsoft year three – the data divide and the climate

There is a gap between organisations that have access to and benefit from data, data-driven technologies and those that do not, known as 'the data divide'. This data divide exacerbates all societal inequalities, including ways to address the climate crisis.

The ODI supported two Microsoft initiatives, the Open Data Campaign and the Industry Data for Society Partnership to close this data divide. This included building open tools and resources, convening climate data organisations and running an open data challenge.

We built an international peer-learning network around data sharing for climate resilience. Through our Data for Local Environments challenge, we funded three climate data projects in the UK and Kenya to help local communities combat the climate crisis, with a prize pot of $100,000.

EXPLORE

Reflections on our data and climate resilience peer-learning network

Exploring the landscape of open data user communities

Supporting new data publishers to take a user-centric approach to data publishing

Industry Data for Society Partnership challenge: Using openly available data to improve local environments

Winners and judges announced for the Data for Local Environments Challenge

Industry Data for Society Partnership — 2023 Year in Review

SERVICES

Consultancy   Innovation

Thought leadership   Tools

Case study: Data as Culture – The Wizard of AI

2023 saw various high-profile news stories about the creative industries instigating legal battles with generative AI platforms, as systems scrape artworks as their source material without consultation, compensation or credit. The ODI wanted to explore the challenges facing artists as a result of rapid advancements in emerging technology.

'Absolute genius and full of perspective we all need to become comfortable with, one way or another.' — Steven Da Costa, Chairman, Link Digital

The ODI's Data as Culture programme commissioned Alan Warburton to create 'The Wizard of AI', the world's first AI-generated documentary, to address the issue. The film raises urgent ethical questions about the source material and sources of data upon which these systems and their business models depend, highlighting the possibilities of generative AI models and the potential pitfalls of in-built biases and redundancy of creative practice.

'The Wizard of AI' film attracted enthusiastic feedback from the 2023 ODI Summit attendees, was reviewed positively in international publications The Guardian and Verdict, and at the time of writing, has been watched more than 19k times.

EXPLORE

Data as Culture

The Wizard of AI

There's no winning strategy, The Guardian

Businesses still needs human artists in the age of AI, Verdict

SERVICES

Independent   Innovation

Thought leadership

Image: Still from the film 'The Wizard of AI' by Alan Warburton

ODI

Principle six

The world needs a new cohort of data leaders – individuals who have data knowledge and skills and are equipped to understand the value, limitations and opportunities offered by data, data practices and data sharing.

What we set out to achieve in 2023

In 2023, we sought to build greater data literacy worldwide, helping business and public sector leaders to make the decisions they need to run fully data-enabled organisations.

To achieve this, we evolved the ODI's online learning offerings, creating micro-courses and developing asynchronous learning. This has enabled many more thousands of people across the world to take part in and benefit from our courses, giving people the skills they need to run organisations in trustworthy, reliable and ethical ways.

How did we do?

We developed new data literacy learning modules for six organisations, including ITV, Standard Chartered and Chase Bank. We continued to evolve our courses to cater for the needs of a rapidly developing, data-enabled world. We introduced our first entirely digital course, and our second fully self-paced course, *Understanding Data Ethics and AI*, released to the public in December.

We repackaged several of our existing learning offerings into micro-courses to meet the requirements of time-poor executives. So far, eleven micro-courses have been released, focusing on building a healthy data ecosystem, data analysis, telling stories with data, and organising and validating data, with more to follow in 2024.

Across the year, we trained 1,849 people, giving them the skills they need to run fully data-enabled organisations in trustworthy, reliable and ethical ways.

Spotlight on: ODI Learning – scaling data literacy

With the fast pace of technological advance, we need to respond to innovation, upskill greater numbers of people across multiple sectors, and embed ethics, especially amidst rapid advances in AI.

Data literacy is the ability to think critically about data in different contexts and examine the impact of different approaches when collecting, using and sharing data and information. Our online learning courses are an opportunity to develop data skills with the support of expert trainers.

We collaborate across government, the private and public sectors to empower employees to fulfil their roles in safely opening and publishing data, embedding governance and data processes, operationalising data ethics, and enhancing data quality.

We launched two comprehensive 15-hour digital courses, one emphasising strategic data-driven decision-making and another centred on understanding data ethics in the AI era.

We introduced 11 micro courses, developed an AI tutor, and introduced a prototype *Consequence and Risk Evaluation (CARE) with AI capability* which equips users to identify both intended and unintended consequences stemming from technology deployment.

Throughout 2023, over 1,800 people have benefitted from our learning products and our commitment to innovation and improvement.
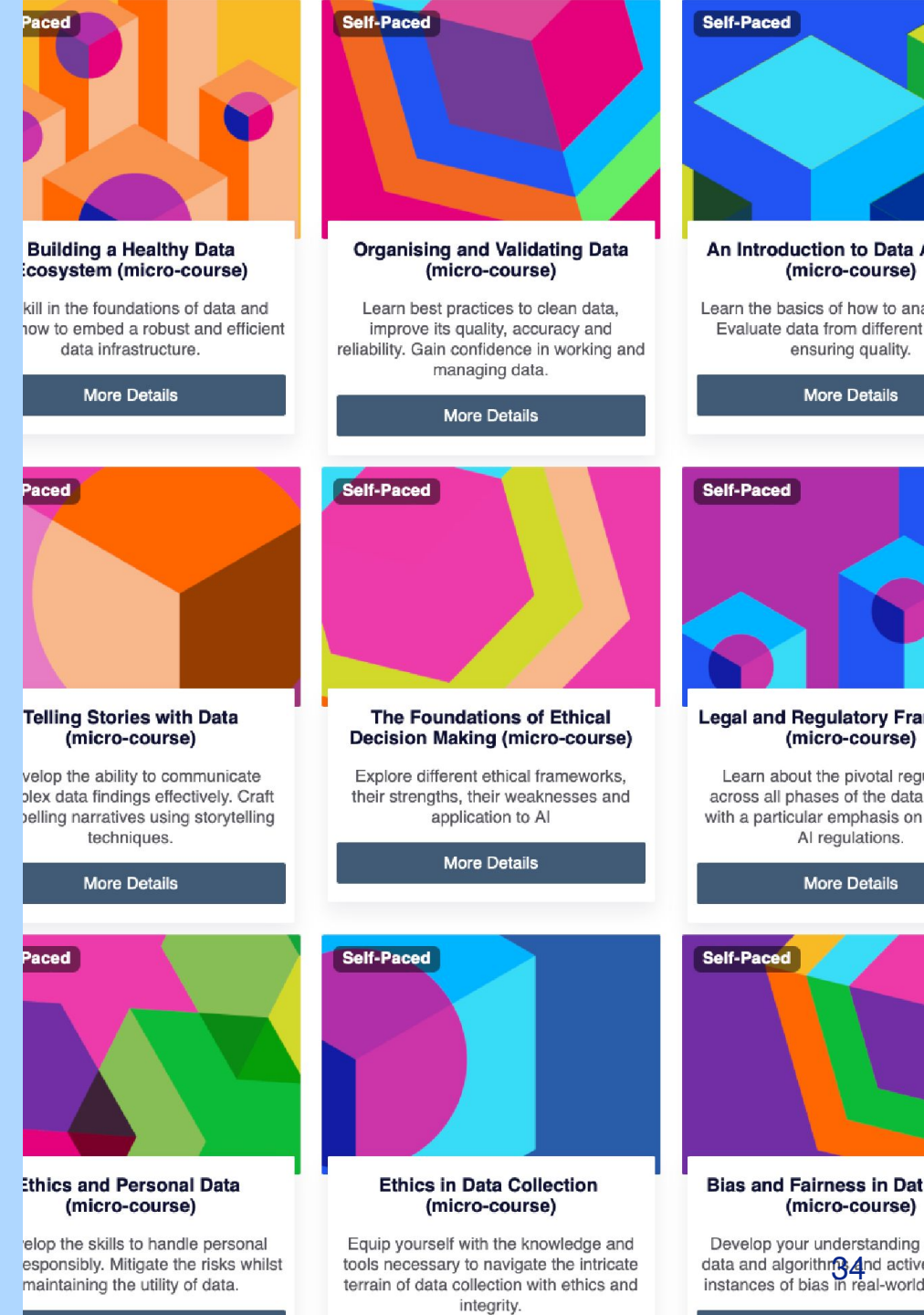
EXPLORE

ODIs course portfolio

AI Assistant Tutor

CARE Tool

Image: ODI Learning courses

Case study: Data literacy – empowering civil servants

Data is becoming increasingly central to the role of the civil service. However, existing learning focuses on tools, not practices. We believe in contextualising learning and fostering critical thinking, empowering professionals to utilise data effectively in diverse roles and with any tools they use.

'**[An]** *excellent reminder of the impact analysis can have, the importance of asking yourself what you are wanting to achieve, whether what you are presenting could possibly impact some groups negatively.*'
— Course participant

Our *Data and Analysis* course equips civil service professionals with the confidence and skills to understand, analyse, and communicate data effectively. Through workshops and case studies, participants learn to navigate the complexities of data and make informed decisions.

KPMG is a learning provider for the government, with the ODI as one of the delivery partners. We have worked with KPMG for a number of years, collaboratively identifying and delivering appropriate learning for civil servants. By enhancing data literacy, professionals are empowered to produce policy recommendations based on robust analysis, leading to improved decision-making across the civil service. In 2023, our collaboration with KPMG resulted in 939 people being trained through 84 delivery sessions.

Building on this success ODI is now launching a wider portfolio of learning available to UK Civil servants.

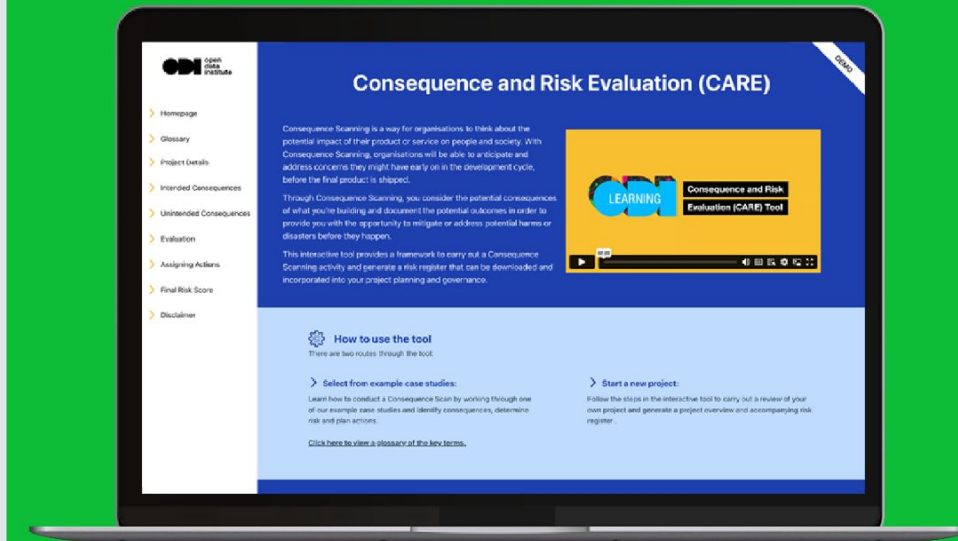EXPLORE

Government Campus

SERVICES

Consultancy   Learning

Thought leadership   Tools

Image: The Consequence and Risk Evaluation' (CARE) prototype

Acknowledgements – our achievements in 2023 would
not have been possible without the following funders:

Get in touch

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

- ○ Research

- ○ Consulting services

- ○ Policy

- ○ Membership

- ○ Learning

Open Data Institute   info@theodi.org
Kings Place   +44 (0)20 3598 9395
4th Floor
90 York Way
London N1 9AG
United Kingdom