

BEYOND BUSINESS MODELS – STIMULATING BALANCED OPEN DATA ECOSYSTEMS

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OUTLINE OF THIS PRESENTATION..

A. INTRODUCTION

- THE POTENTIAL OF OPEN DATA?

B. METHODOLOGY

- MATRIXALLIANCESCONFLICTSTACTICSOBJECTIVESRECOMMENCATIONS

C. ANALYSIS

- A FLEMISH OPEN DATA PROJECT

D. DISCUSSION & CONCLUSION

THE POTENTIAL OF OPEN DATA

INTRODUCTION

THE POTENTIAL OF OPEN GOVERNMENT DATA

- *“ENORMOUS POTENTIAL TO CREATE MORE ACCOUNTABLE, EFFICIENT, RESPONSIVE, AND EFFECTIVE GOVERNMENTS AND BUSINESSES, AND TO SPUR ECONOMIC GROWTH.”*

G8 OPEN DATA CHARTER

- *A GOLDMINE FOR UNREALISED ECONOMIC POTENTIAL:
“THE COMMISSION HAS LAUNCHED AN OD STRATEGY FOR EUROPE, WHICH IS EXPECTED TO DELIVER A **€40 BILLION** BOOST TO THE EU’S ECONOMY EACH YEAR.”*

NEELIE KROES

- *“OPENING UP PUBLIC DATA MEANS OPENING UP BUSINESS OPPORTUNITIES, CREATING JOBS...”*

BUT...

- HAILED ECONOMIC IMPACT IS INSUFFICIENTLY STUDIED
- UNCERTAIN HOW IMPACT CAN BE ACHIEVED AT ALL
- OPEN DATA = PUBLIC GOOD
- ON THE MICROECONOMIC LEVEL, UNCERTAINTY PREVAILS:
 - HOW CAN EXISTING BUSINESS MODELS BE ADAPTED
 - HOW CAN NOVEL, INNOVATIVE BUSINESS MODELS BE CREATED

SUSTAINABLE OPEN DATA ECOSYSTEMS

- PUBLIC SECTOR PLAYS STRUCTURAL ROLE
 - GATHERING, PUBLISHING/OPENING OF DATA & FINANCING



- SUSTAINABLE OPEN DATA ECOSYSTEMS INTEGRATE COMMERCIAL INCENTIVES
 - ➔ REFINING DATA
 - ➔ RE-USING
 - ➔ ADDING VALUE FOR CONSUMERS
 - ➔ **ACCESSIBILITY**

- MACTOR – BUSINESS MODEL FRAMEWORK – CASE STUDY – METHODOLOGY

METHODOLOGY

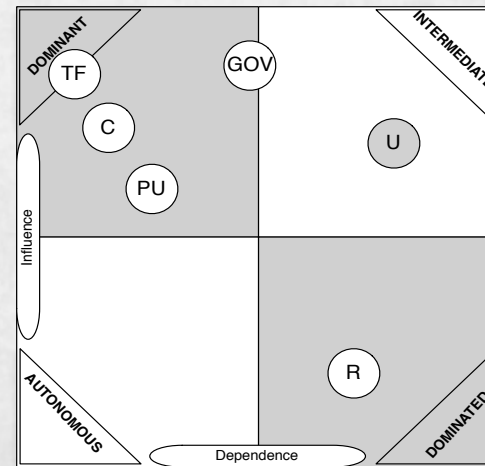
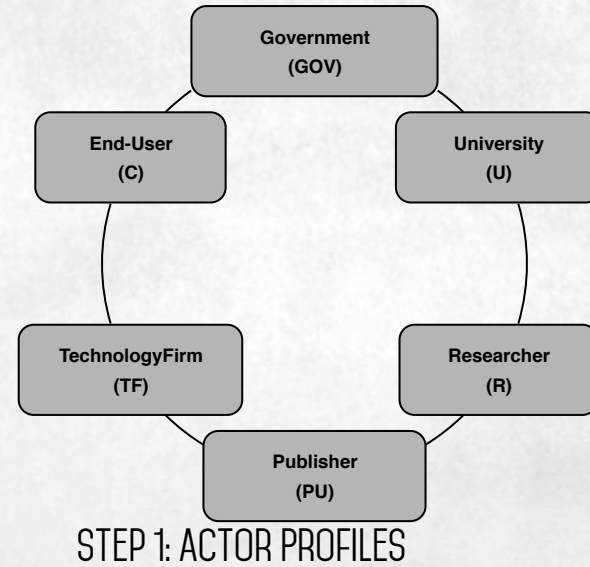
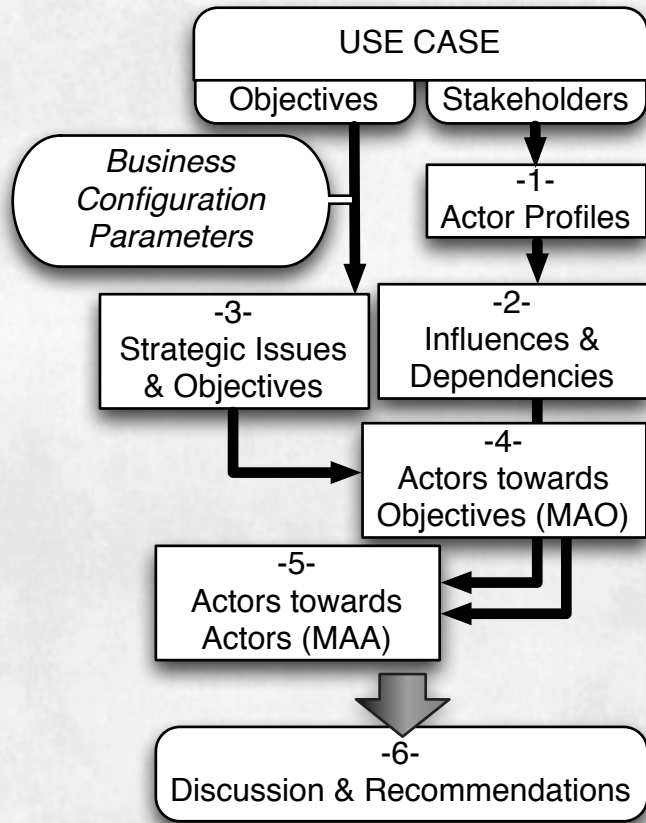
- **MACTOR: INTER-ACTOR RELATIONSHIP ANALYSIS (GODET, 1991)**
- **BUSINESS MODEL CONFIGURATION MATRIX (BALLON, 2007; WALRAVENS, 2012)**

		Control Parameters		Value Parameters	
Business Design Parameters		Value Network	Technical Design	Financial Design	Value Proposition
		Combination of Assets Vertical Integration Customer Control	Modularity Interoperability Intelligence Distribution	Investment Structure Revenue Model Revenue Sharing	Intended Value User Involvement Positioning
Public Design Parameters		Public Governance Parameters		Public Value Parameters	
		Stakeholder Management Good Governance	Technology Governance Data Ownership	ROPI Public Partnership Model	Public Value Creation Public Value Evaluation

- **CASE STUDY**
 - **FLEMISH LINKED OPEN DATA PROJECT, INITIATED BY DEPARTMENT FOR ECONOMY, SCIENCE, INNOVATION**
 - **FOCUS ON INFORMATION & DATA AROUND SCIENTIFIC RESEARCH**
→ “RESEARCH METADATA”

A FLEMISH OPEN DATA PROJECT ANALYSIS

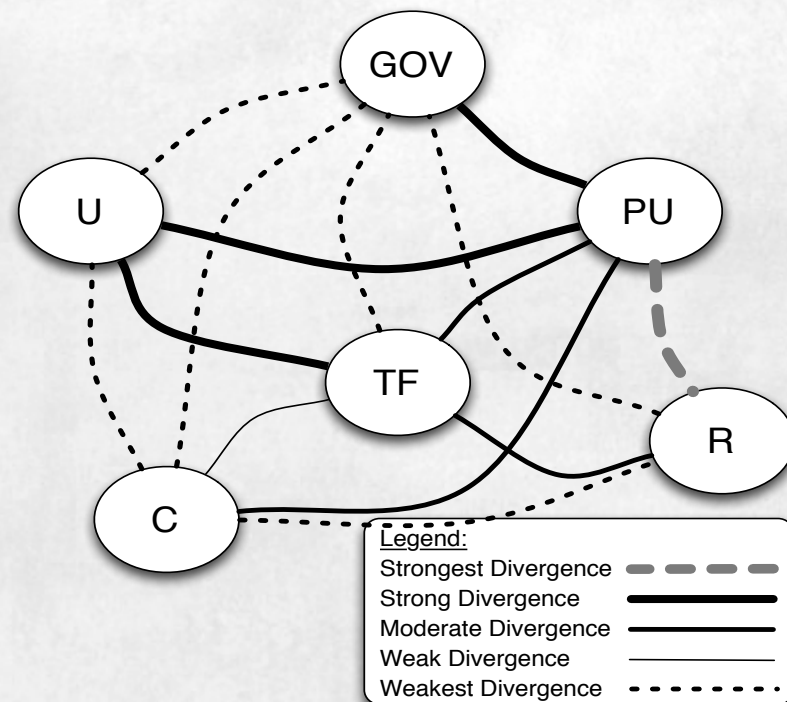
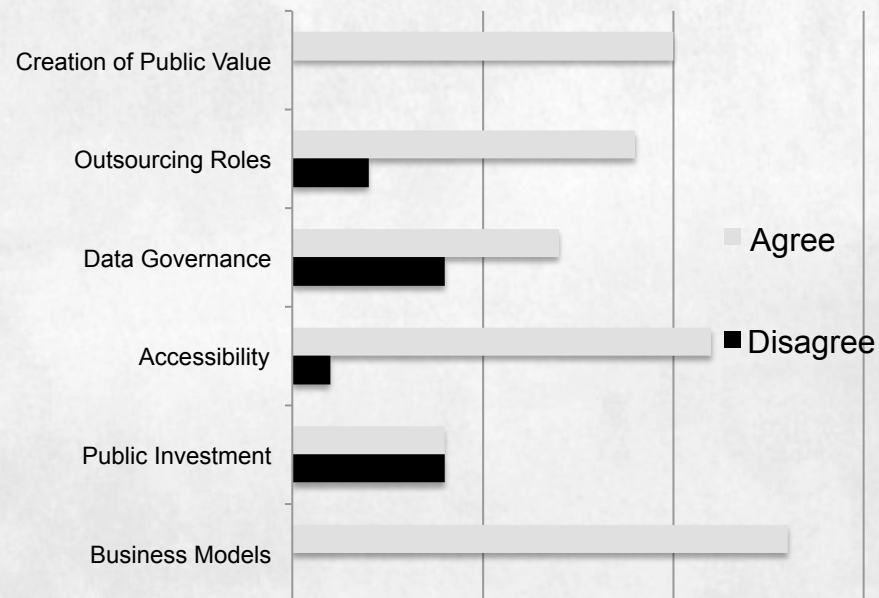
6 STEPS OF THE MACTOR ANALYSIS



STEP 3: STRATEGIC ISSUES & OBJECTIVES

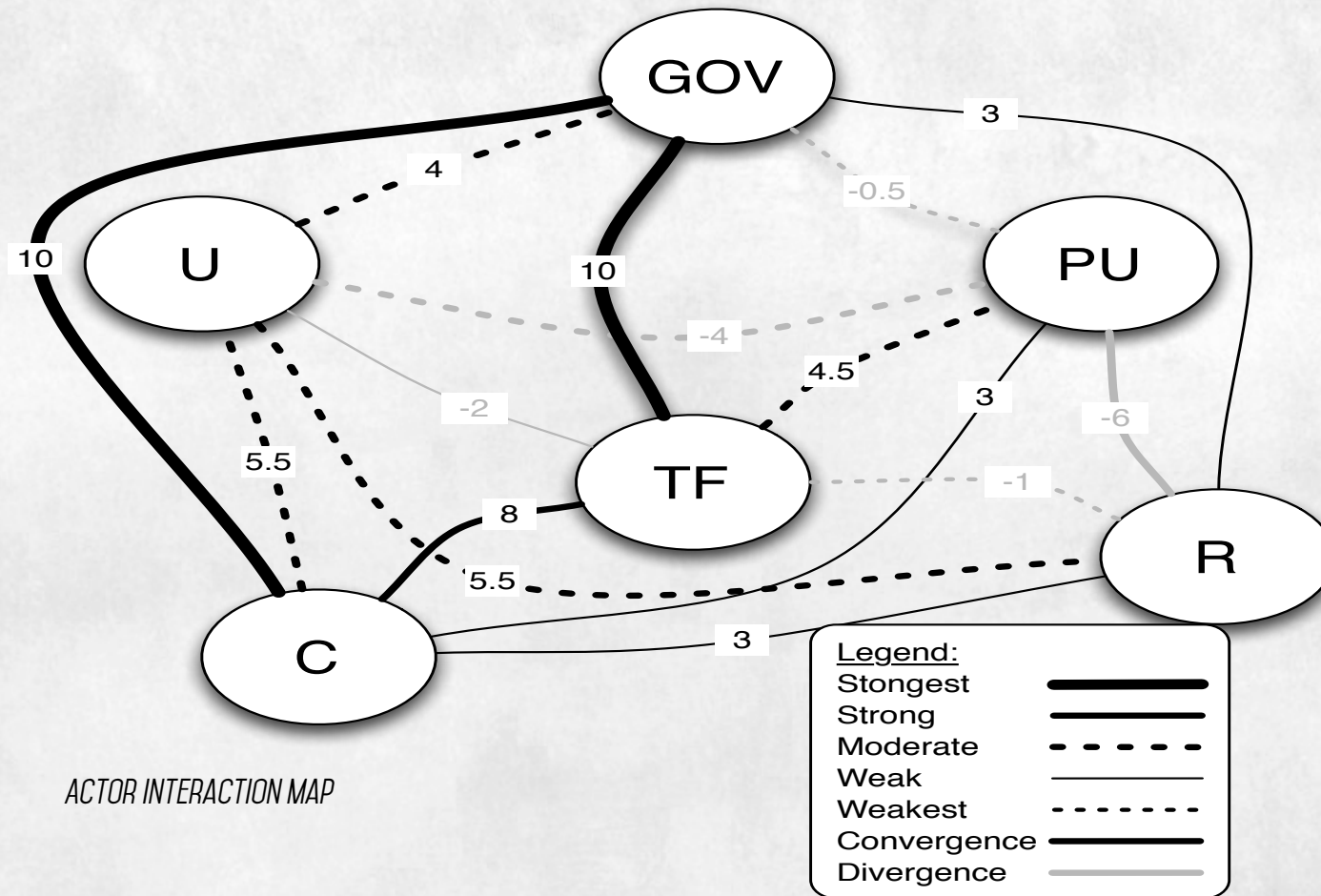
OBJECTIVE	PARAMETERS
1) CREATION OF VALUE FOR THE PUBLIC	<i>INTENDED VALUE/ PUBLIC VALUE CREATION</i>
2) OUTSOURCING ROLES TO PRIVATE ACTORS	<i>COMBINATION OF ASSETS/ STAKEHOLDER MANAGEMENT</i>
3) DATA GOVERNANCE	<i>PUBLIC DATA OWNERSHIP/ TECHNOLOGY GOVERNANCE</i>
4) ACCESSIBILITY	<i>TECHNICAL ARCHITECTURE/ PUBLIC VALUE EVALUATION</i>
5) PUBLIC INVESTMENT (RISK DISTRIBUTION)	<i>PARTNERSHIP MODEL/ RETURN ON PUBLIC INVESTMENT</i>
6) BUSINESS MODELS FOR PRIVATE PARTNERS	<i>INVESTMENT STRUCTURE/ REVENUE MODEL</i>
...	

STEP 4: ACTORS VS. OBJECTIVES



ACTORS' DISAGREEMENT OVER OBJECTIVES

STEP 5: ACTORS VS. ACTORS



ACTOR INTERACTION MAP

DISCUSSION & CONCLUSION

MUTUAL BENEFITS?

- RELATIVELY HIGH DEGREE OF AGREEMENT BETWEEN ACTORS THAT CONTROL KEY VARIABLES
- PROJECT CAN BE FEASIBLE
 - ➔ POTENTIAL BENEFITS THAT ALL EXPECT IN THE PROJECT
 - STRUCTURED, LINKED & ACCESSIBLE DATA
- RELATIONS OF POWER
 - STRONG INDIVIDUAL POSITIONS ENTAIL THAT SINGLE ACTORS CAN IMPEDE/SHAPE OUTCOMES ACCORDING TO THEIR STRATEGY
 - PROJECT DEPENDS UPON PRIVATE ACTORS TO COLLABORATE

DATA GOVERNANCE & PUBLIC INVESTMENTS

- 03-DATA GOVERNANCE, OR WHO OWNS THE DATA
 - RAW DATA NEEDS TO STAY OPEN AND PUBLIC, BUT MAKING IT SUBJECT TO COMMERCIAL VALUE-CREATING ACTIVITIES MUST POSSIBLE

➔ LICENSES

- 05 – HOW JUSTIFIED IS THE PUBLIC INVESTMENT
 - IS THERE A NEED FOR THE INVESTMENT

➔ GOVERNMENT NEEDS TO CREATE INCENTIVES FOR COMPANIES, CITIZENS, DEVELOPERS ETC. TO SEE THE VALUE

THANK YOU!

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