



## **THE CHALLENGES AND PITFALLS FROM THE USE OF OPEN DATA**

**Ms. Liz Carolan**

**International Development Manager**

**The Open Data Institute**

While there has been a lot of publicity around the potential of open data to drive efficiency, innovation and transparency, turning this promise into real-world impact is not easy. It requires institutions which hold data to change their practices, policies and overall approach to external engagement. It requires the private sector to adapt to disruption in markets with new business models. While there are technical aspects to open data, the major obstacles are actually cultural and about behavioural and institutional change. The Open Data Institute is an organisation that was set up in order to support organisations through this process, which it has been doing for the last three years. In this presentation, Liz will outline some of the lessons she and her team have learnt from supporting governments and other organisations to unlock their data. This includes exploring tools being developed to help the process, such as the Open Data Certificates, and networks of innovators working together to solve issues, such as the Open Data Leaders' Network. The talk will also cover how to develop both business cases and business models for data publication and innovation, explained using examples for existing companies and startups using open data to develop new business lines. Finally, it will touch on considerations about balancing a drive to openness with the need for data privacy. It is hoped that this talk will provide audience members with a set of practical insights and ideas they can take back and incorporate into their work.