The challenges and pitfalls from the use of open data

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We connect, equip and inspire people around the world to innovate with data
Open data supporting strategy

1. Enabling more efficient and effective decision making

2. Fostering innovation that everyone can benefit from

3. Driving organisational and sector change through transparency
Enabling more efficient and effective decision making
5,000+ smallholder farmers accessing weather & market advice: Esoko & AWhere
Fostering innovation that everyone can benefit from
Driving organisational and sector change through transparency

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Breathe Heathrow: Democratising air data to meet local needs

London’s air pollution levels frequently breach EU safety limits

Breathe Heathrow uses air quality sensors to help residents understand how the airport affects their area, bringing more data into the hands of communities to address local needs.

Breathe Heathrow in a nutshell

London hosts some of the most polluted areas in the world. The city’s air pollution levels frequently breach EU safety limits and kill approximately 9,500 people annually as a result, according to King’s College London.

Heathrow Airport is the largest air terminus in the UK and is a major source of air pollution in London.
Pitfall 1: thinking of open data as a technical process rather than a culture change or innovation process

Pitfall 2: getting trapped in outdated business models of data sale as revenue

Pitfall 3: starting with the data rather than specific issues or challenges