

DATA <> PEOPLE

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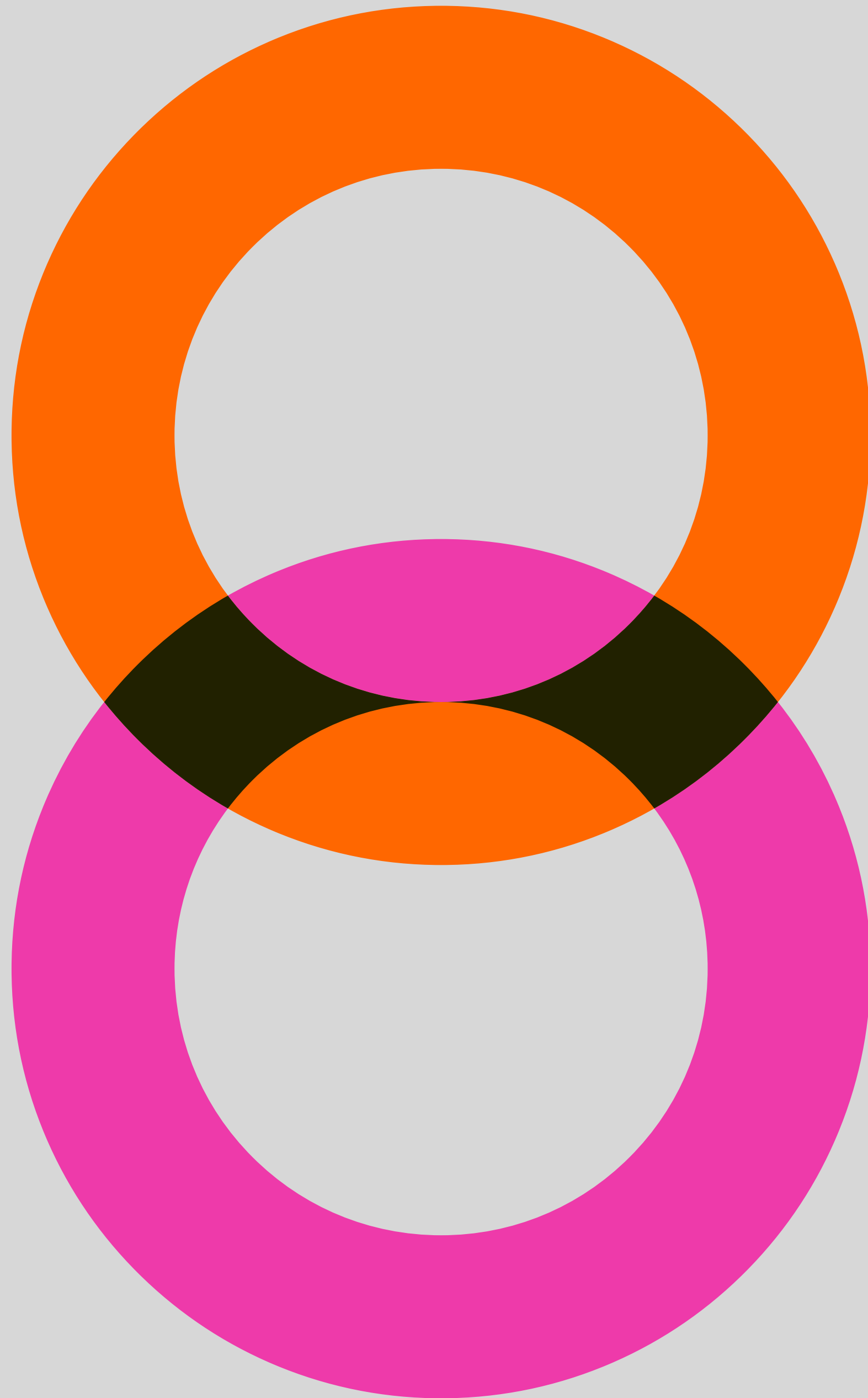
DATA <> PEOPLE NINTH YEAR

DATA <> PEOPLE

DATA 2021 <> PEOPLE

DATA <> PEOPLE

DATA <> PEOPLE ANNUAL REPORT



The global pandemic has highlighted the critical role that data plays in society and the economy. For more than two years, data has been accessed, used and shared more widely and comprehensively than ever before; within and between nations.

As governments and businesses have tracked the behaviour and impact of Covid-19, it has never been more evident that data is as critical a part of our infrastructure as roads, railways and the utility networks on which we rely. And of course, as we have been living through the pandemic, the climate crisis has continued to unfold around us. It's inconceivable that we will be able to address these existential threats in any meaningful sense without data, or without new data institutions, greater trust in data sharing and improved data literacy. →

At the ODI, we focused with even greater purpose in 2021 on the environmental, social and economic value that data can create. With our consultancy work, research, training and events, we sought to play a part not only in addressing the effects of the pandemic but also in preparing businesses, governments and society for the future.

Without trust, we know that the value of data cannot be fully realised. Our research found that increasing trust in data could have a value of up to 2.5% of GDP. Yet our analysis shows that there are still significant barriers between businesses concerning trust in data quality and practices. These include challenges around navigating the real and perceived risks of data sharing and a lack of knowledge about the permissions that are needed for sharing and reusing data.

Creating safe environments in which data can be stewarded, and where organisations can share data without risk, is part of the solution to these challenges. In 2021, through our mentorship, the ODI enabled organisations to realise the potential of data institutions in helping them to achieve these aims. In our work with Microsoft we explored how better data sharing and collaboration across boundaries can help to tackle climate change. And with our partners at Arup we looked at how modern data stewardship practices might help create mechanisms for reliable and trustworthy carbon calculation in our towns and cities.

In business and wider society we continued to enable organisations and individuals to build their understanding of data and data practices, training more than 4,000 people through our bespoke and public courses.

Our community of data ethics professionals continues to grow and we've worked this past year to develop expertise in organisations including Barclays, Sopra Steria and UK Power Networks.

Through our Inside Business track, we encouraged knowledge sharing about data for business leaders. Throughout the year, we sought to positively influence public discourse and policymaking around data and data sharing.

In pursuit of our vision to create a world where data works for everyone, we contributed to 14 consultations, including on the European Data Governance Act and the UK Statistics Authority Inclusive Data Consultation. And we worked with Roche to explore the secondary use of health data across Europe – which is about combining health data with other datasets to improve patient outcomes.

We developed the themes in these projects, along with many others at our biggest ever annual summit; asking an audience of more than 1,500 people from 94 countries to consider what it means to be human in a world of data. →

As we look ahead now to our 10th anniversary in 2022, it's clear that addressing global issues involves cross-sector effort and we could not deliver meaningful impact without our clients, funders, partners and members.

Together, we are reflecting on a world that has changed fundamentally as a result of a global pandemic and that none of us could have imagined when we founded the ODI in 2012. We have seen that data can be shared more freely across sectors and borders than many might have thought possible 10 years ago. This new data ecosystem should not just be for the duration of a world health crisis. It should become the norm.

As we look to the future, sharing data within trusted environments will be essential to tackling the existential challenges we face: from climate to health, energy to the built environment. In a future increasingly shaped by AI we will need to ensure that the data underpinning this general purpose technology empowers rather than oppresses us.

We look forward to shaping it further with you, our partners, clients and friends. Today and long into the future.

— Sir Nigel Shadbolt, Executive Chair of the ODI



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DATA <> PEOPLE

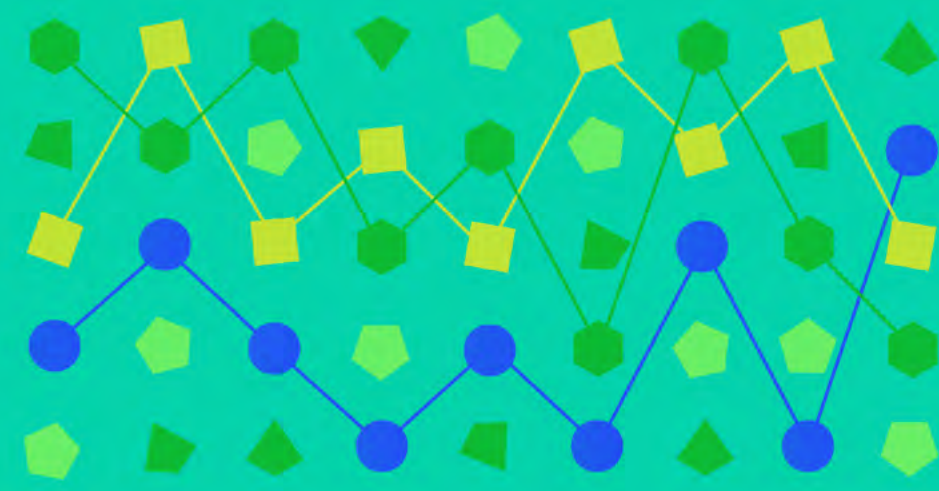
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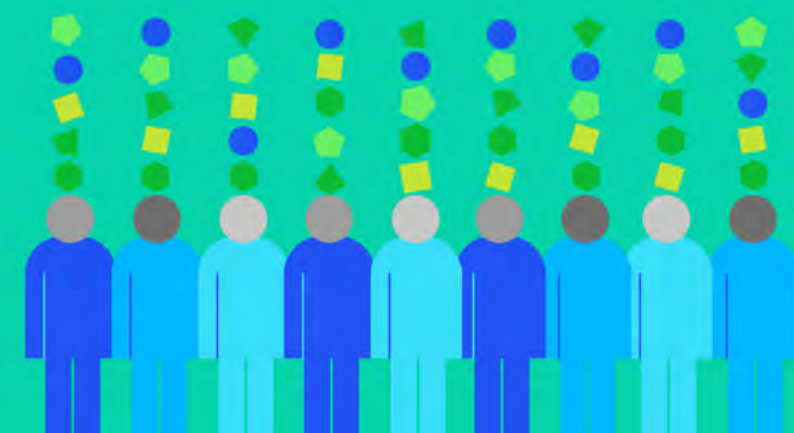
FINANCIALS



WORKING ACROSS SECTORS TO TACKLE GLOBAL ISSUES



Working with our clients, partners and funders we continued to tackle global issues using data



In 2021, data continued to play a vital role in tackling globally important issues such as sustainability, climate, healthcare and agriculture. Collaboration is key to addressing these challenges, and at the ODI we have a unique perspective from the intersection of the private, public and third sectors.

Our political neutrality and long-established independence allows us to work internationally, nationally and locally across tech and civic society to build both economic and social prosperity. Since 2012 we have worked with sectors, governments and businesses to design and build a healthy data ecosystem through our training, research, consultancy, advocacy and policy work.

Against the backdrop of the ongoing pandemic, health and wellbeing remained a significant global concern in 2021. At the ODI, we continued our focus on health and wellbeing where the convergence of medical knowledge, technology and data science has the potential to revolutionise healthcare.

In partnership with Roche, we produced [original research](#) alongside an [interactive tool](#) to highlight the huge potential of the secondary use of health data, and to scrutinise the policy readiness of European countries. We launched the report at the European Health Forum Gastein with over 300 downloads of the report in its first week. We also launched a [health-data governance playbook](#) – commissioned by Roche – to support the use of data in responsible and ethical ways.

HEALTH AND WELLBEING

To support the [Global Health Data Governance Summits](#) in June and September, the [World Health Organization \(WHO\)](#) commissioned us to research and publish three summary reports for international attendees.

In the UK, our flagship investigation explored the importance of data in [social prescribing](#), highlighting how provision of non-clinical interventions, such as physical activity, could lead to improved health and community cohesion while reducing the burden on the NHS.

Jennifer Pougnet

Global Data Policy Strategy Leader,
Roche



“The ODI offers significant data expertise in a range of sectors, the opportunity to learn with and apply this experience in the healthcare sector is significant and an integral step towards progressing health data ecosystems to support delivery of more sustainable healthcare.”

 OpenActive – saw over

75,000

activities published every week across

1,300

locations.

In 2021, the climate crisis intensified, as COP26 brought together global leaders to commit to urgent action.

As part of our ongoing partnership with Microsoft, we explored data collaborations to tackle climate change, identifying key areas to accelerate progress. The partnership seeks to advance the cause of open, trustworthy data sharing as a mechanism of climate action.

CLIMATE AND THE BUILT ENVIRONMENT

We explored how city authorities across the world can make better use of data to improve public services, running ‘open cities’ workshops and producing an animated explainer. And we worked with Arup to examine what can be done with data in the built environment to tackle the climate crisis, including using digital representations to drive low-carbon design.

Globally, 1.9 billion people are food insecure, with the majority in Sub-Saharan Africa and South Asia. We worked with **CABI** on a project funded by the **Bill & Melinda Gates Foundation** to improve access to agriculture data in these areas, developing a [data toolkit to help secure food supplies for farming communities](#).

AGRICULTURE AND FOOD SECURITY

And along with Microsoft, we provided mentoring and support through a peer-learning network for seven organisations that steward open data. The network examined organisations' different approaches to collecting, maintaining and sharing data, and [topics ranged from biodiversity data to global supply chains](#), enabling data analysis on topics such as food security and climate change.





SHARING DATA BETTER

Access to the right kind of data is vital in tackling the big challenges we face and plays an important role in driving economic growth



With support from Luminate and the **Department for Digital, Culture, Media and Sport (DCMS)**, we've continued to examine how we can share data better, with a focus on the development of data institutions – organisations that steward data on behalf of others – to help build a data infrastructure that will foster innovation and catalyse growth.

We know that data flows create huge value, with OECD research suggesting that data sharing can create 20 to 50 times more value for the wider economy than the value it creates for data stewards alone. Building on this, we commissioned Frontier Economics to examine the economic impact of trust in data ecosystems, which found that trust is a key determinant of data sharing, and therefore also of value creation from data – up to 2.5% of GDP. Without trust, value cannot be realised.

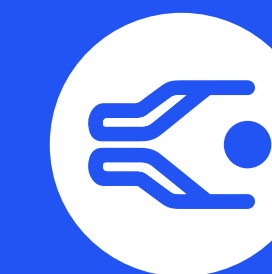
With funding from **Humanity United**, we set up the Data Institutions Register. And we created

tools like the Trustworthy Data Stewardship Guidebook and the Sustainable Data Access Workbook to help shape the future of data sharing in a way that works for everyone.

Alongside the **World Bank**, we researched the growing data institutions landscape across low- and middle-income countries. And with the charity **Action Against AMD**, and the NHS, we've continued developing INSIGHT – a data institution focusing on eye-health data, aggregating anonymised data from eye scans and images, to unlock new insights for disease detection, diagnosis and treatment.

With support from the **Patrick J. McGovern Foundation**, we've examined the different ways that data institutions are able to facilitate safe access to sensitive data – such as data about health, transport or demographics – and explored how this can be safe, ethical, and equitable.





“Our continued partnership with the ODI since 2019 has been pioneering innovative ways to build meaningful trust in health data governance with patients and the public. Citizen-focused, transparent, and ethical use of large-scale ophthalmic data is fundamental to our mission of preserving eye health – the ODI has been, is and will continue to be a key enabler of our vision.”

SKILLS AND CAPABILITY

With support from **Luminate** and **DCMS**, we continued to improve data literacy to help businesses and organisations make better decisions using data

Trained over
4,000

people across

144

courses

Improving organisations' data practices – supporting them to build and manage effective data infrastructure – is key to tackling challenges and reducing friction so that the data ecosystem works better.

In 2021, we increased our focus on data literacy, with new clients using our Data Skills Framework, including Sopra Steria, RAC Australia and the Canadian government. We also trained over 4,000 people across 144 courses, through our tutor-led programmes and assessed and certified online learning platforms – such as Strategic Data Skills and our Data Ethics Professional and Data Ethics Facilitator Certification programmes.

We've worked with **Barclays UK** to help the team consider and document decisions made about data in an ethical way; helped **UK Power Networks** to embed data ethics into its processes to support its open data strategy; and worked with **Sopra Steria** to champion digital transformation and put ethical thinking at the centre of their decision-making.

At sector level, we researched the engineering sector, exploring the extent of data skills and knowledge within the sector, and making recommendations for improvements.

And as part of Learning Month we ran taster training sessions at the ODI Summit. Participants learned about building healthy data ecosystems through the ODI's open data board game, Datopolis; tried to outsmart different types of AI; and used the new online Data Ethics Canvas.

**INSIDE
BUSINESS
SERIES**

4,500+

LinkedIn impressions

83,000

Twitter impressions

564

Webinar registrations

ODI Inside Business offers opportunities for business leaders to explore data governance, and how ethical and trustworthy data sharing can help businesses grow and build resilience

1,683

Podcast listens

2,044

People interacted with Inside Business content

DATA

SUMMIT 2021

PEOPLE



“Our corporate partnership has led to many achievements: data literacy, data infrastructure, data spectrum, data ecosystems. This helped Arup to move globally from ‘data as usual’ to ‘creativity with data at scale’. The next opportunity is in promoting data infrastructure for market openness; and climate change data adoption at scale in the build and natural world. Looking forward to more.”

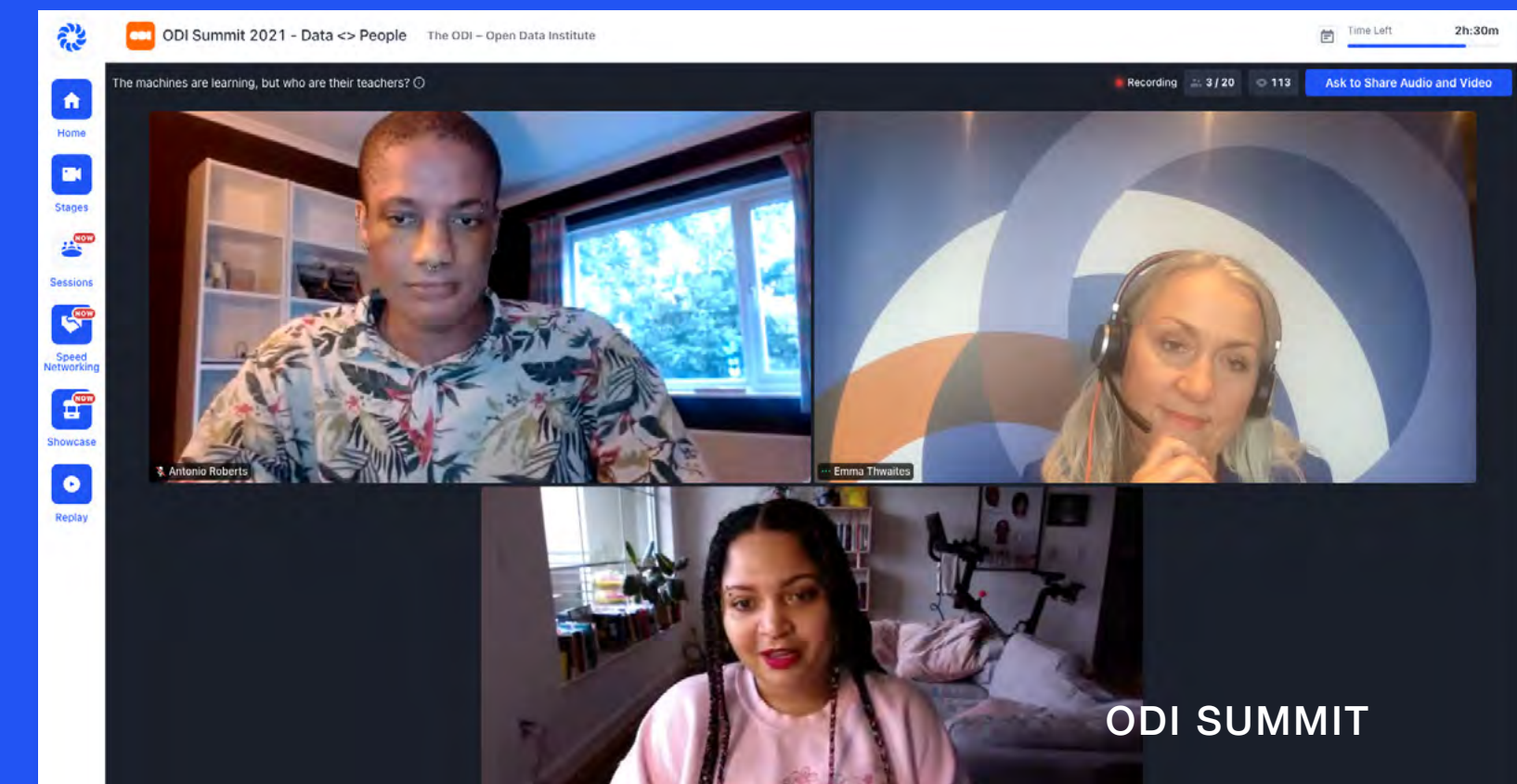
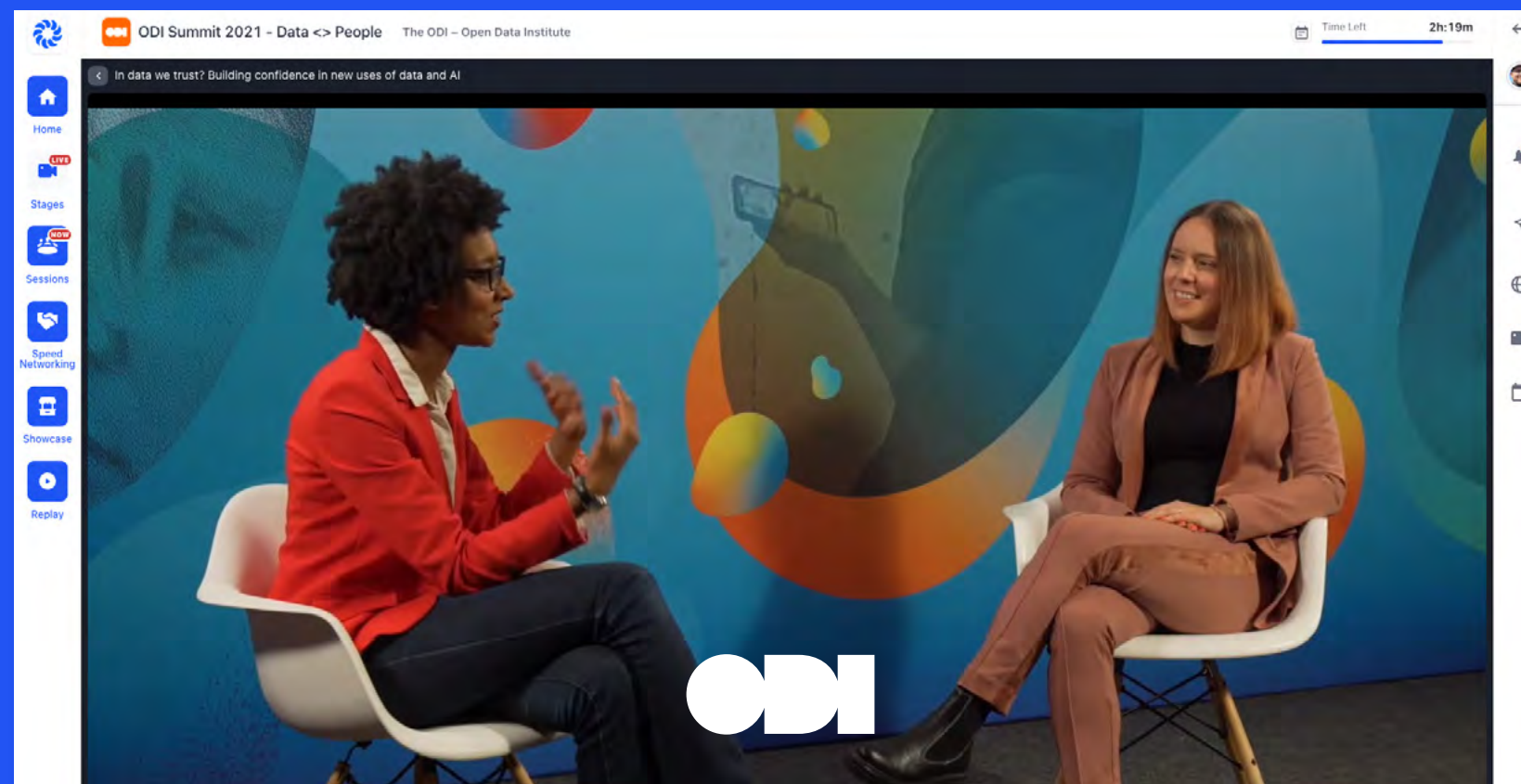
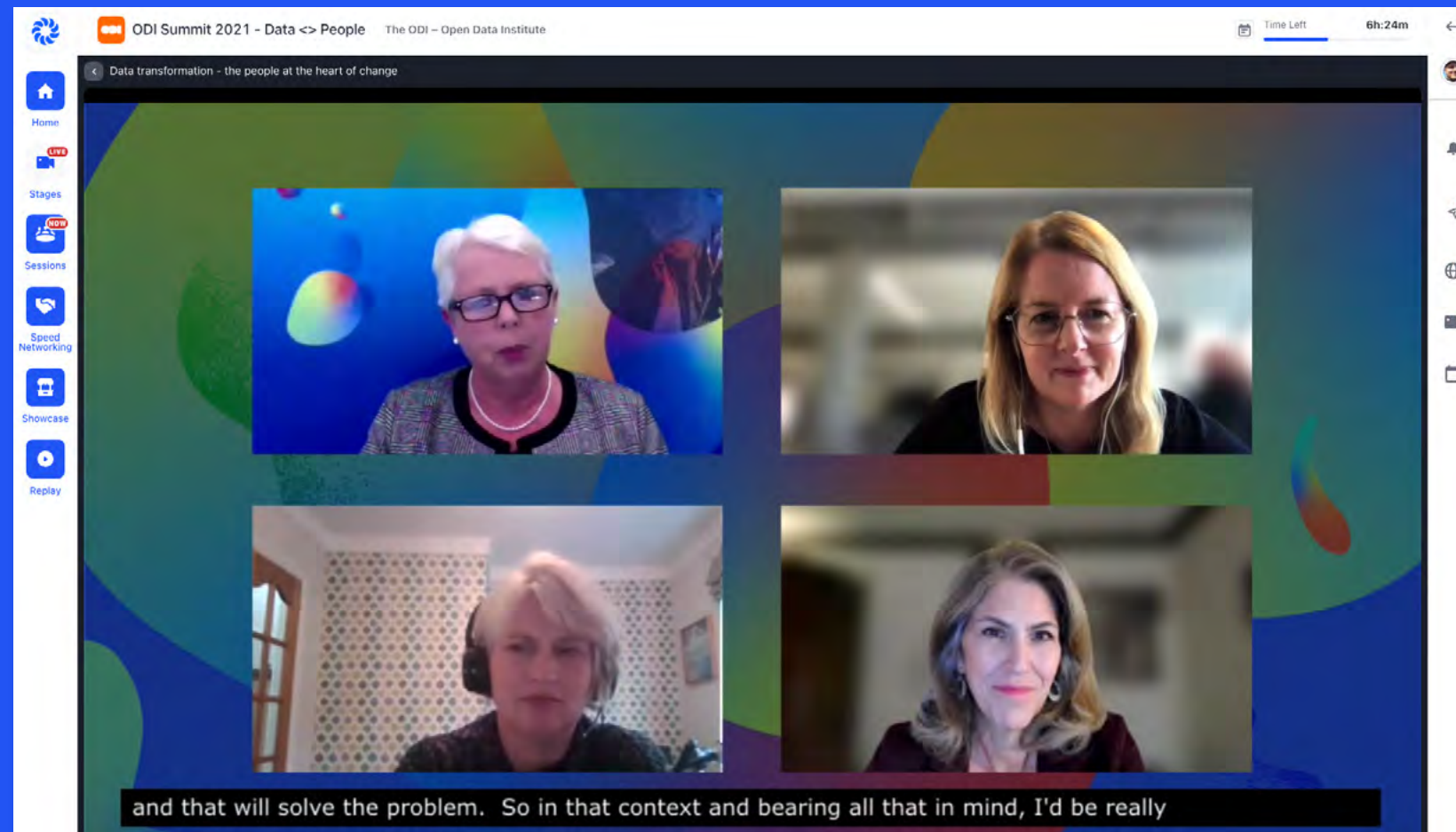
#ODISummit

Watch Mr Gee's poem 'Data People'

We are the people



We had more than 40 panels, talks, roundtables and immersive experiences





1,539

Attendees
(up 44% from 2020)

Welcome Fund

122

Tickets via
the Welcome Fund

Recognising obstacles to participation for events such as the ODI Summit – from the cost of the ticket through to barriers such as structural racism, sexism and ableism – **we offered Welcome Fund tickets to help overcome those barriers.**

Audience ratings

(overall average, ranking 1–5)



ODI Summit overall

4.50 out of 5



Content quality

4.56 out of 5



Speaker/panel quality

4.58 out of 5



Speaker/audience diversity

4.40 out of 5

Hopin platform rating

(ranking 1–10)

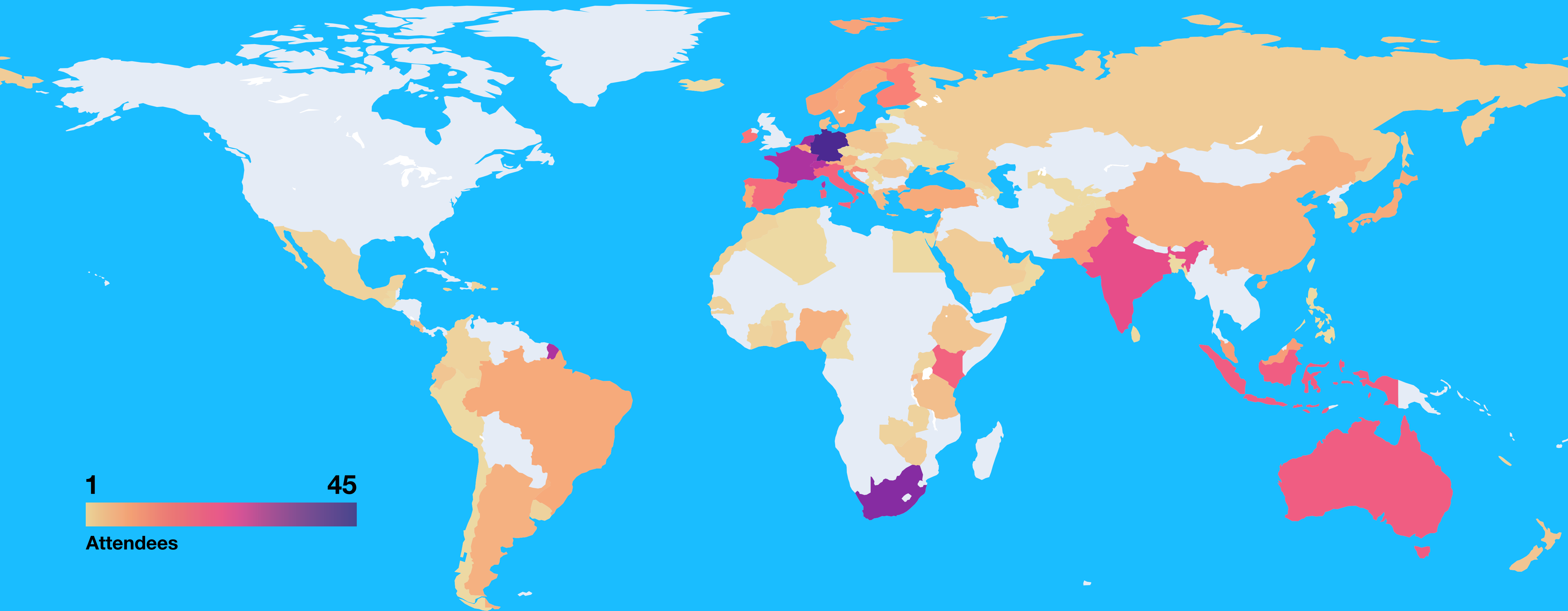


Hopin user rating 8.75

(up 7% from 2020)

ODI Summit 2021 country representation

(Excluding UK, USA, and Canada as the top 3 outliers)

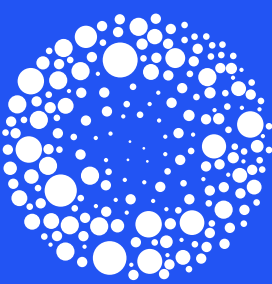


ODI Summit 2021 sponsors

ARUP


DAMA UK
Nurturing a community
of data professionals


DNV


MediaFutures

 Microsoft


Roche

sopra  steria


an IPRO company



A	80%	B	60%
C	40%	D	20%

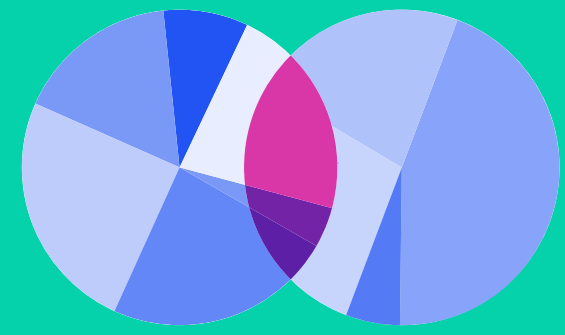
Jen Rodvold

Head of Sustainability,
Digital Ethics & Social Value Consulting,
Sopra Steria

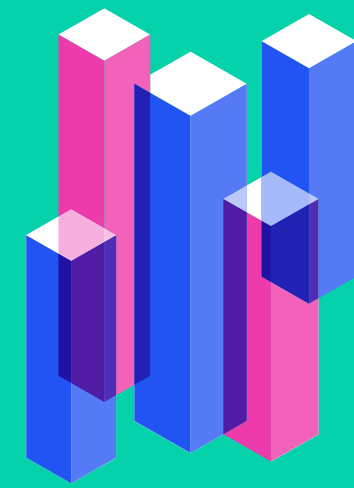


sopra  steria

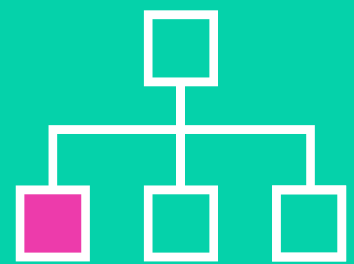
“What a brilliant event. It was a super stimulating evening spent with extremely thoughtful people discussing some of the big challenges of our time, how data can help, and the integral role of ethics. It’s fantastic to be partners of the ODI and have access to this network and this type of opportunity.”



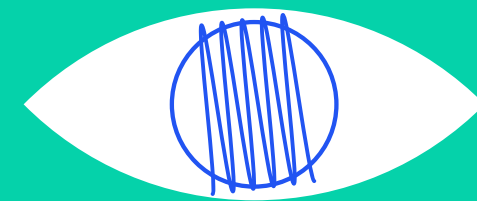
R&D



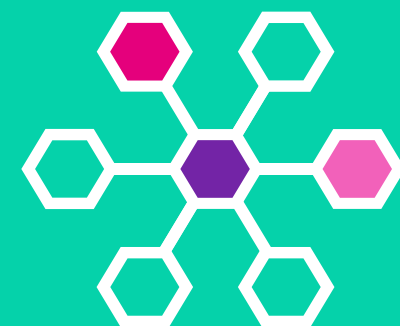
PROGRAMME



2017–2021



Watch the highlights from our four-year research and development programme, funded by Innovate UK.



FELLOWSHIP PROGRAMME

Our academic fellowship programme produced original research on

‘Data governance for online learning’

and

‘Digital planning and its implications’

which examined the rapidly evolving data use, capture, processing and sharing possibilities in the planning and building development sectors.

ODI Data as Culture
new Embedded
Artist in Residence:

ROHINI DEVASHER



Since 2012, Data as Culture – the ODI’s agenda-setting art programme – has produced:

106

Works

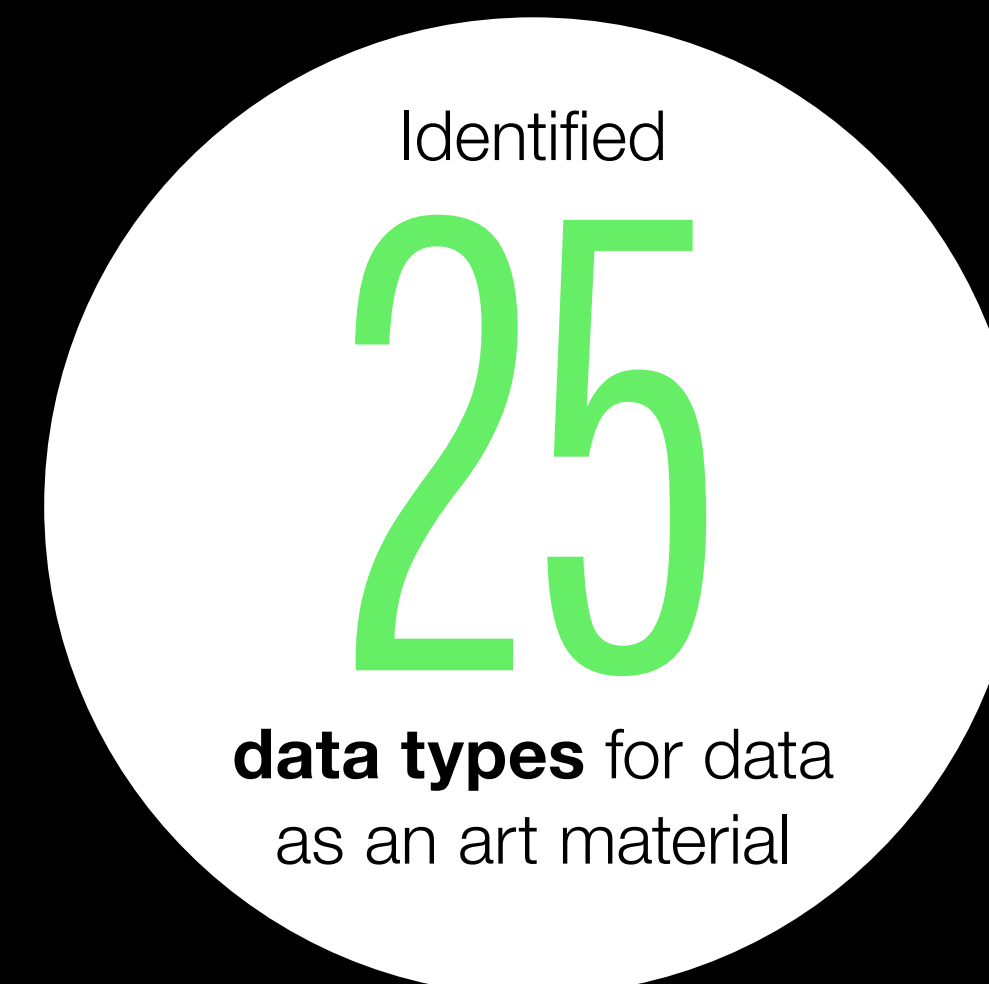
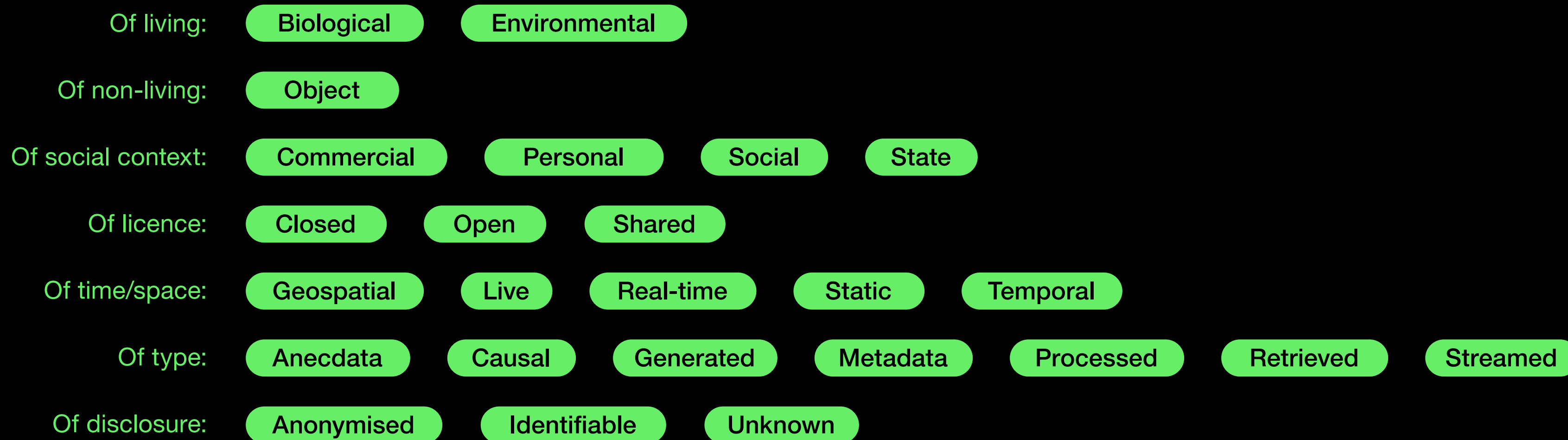
12

Exhibitions

75

Artists

DATA TAXONOMY



Source: *A Concise Taxonomy for Describing Data as an Art Material*, J. Freeman (ODI Art Associate) et al. MIT Press, 2018.

ENGAGING WITH
'DATA: A NEW
DIRECTION'


EXPERIMENTALISM
AND
THE FOURTH
INDUSTRIAL
REVOLUTION

LEADING POLICY

MAPPING DATA
IN THE UK
GOVERNMENT



We used our expertise to shape data policy
and lead the conversation

DATA ON TEACHERS' LIVES
DURING
THE PANDEMIC



In 2021, the ODI's public policy work shaped our position on the role of data in society and the economy. We provided thought leadership on emerging issues in data policy and digital technologies throughout the year.

Over 12 months, we convened international expert roundtables on topics such as Experimentalism and the Fourth Industrial Revolution; produced high-profile research and analysis – including 'Data on teachers' lives during the pandemic' – and published topical commentaries in the national press, including The Times and The Independent. In the UK, we mapped who is responsible for data in government and launched pioneering work on inclusive data; internationally we worked with the World Bank and the UK's 2021 G7 Presidency.



Our policy team responded to 14 calls for evidence and consultations including on the UK government's proposed reforms to UK data protection and the UK's draft data strategy for health and social care. We worked collaboratively with others in the field, embracing a wide range of feedback via Twitter threads and open documents, and hosting our policy discussion meetings in partnership with national and international academic and civil society organisations.

ODI MEDIA STATS

Our thought leadership articles were featured in The Independent, The Times, the New Statesman, the Register and many others

337

Media articles with a potential online readership of 28 million

65,400

Twitter followers
(up from 62,614 previous year)

650,725

Unique visitors to our website in 2021 –
(up 13% on the previous year)





































17,264

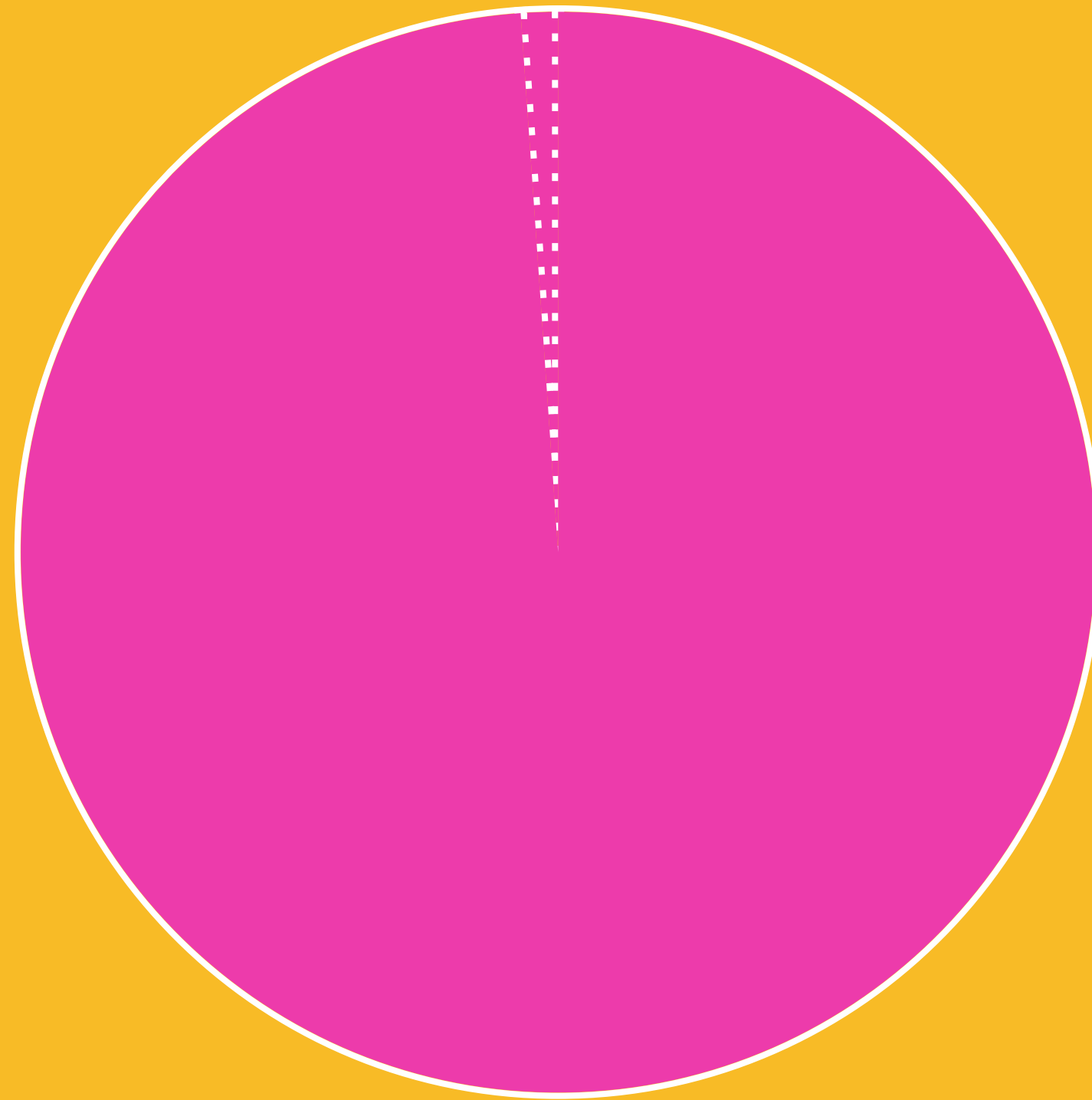
The Week in Data newsletter subscribers
(up from 16,993)



“ Working with the ODI on data ethics has been a really enjoyable experience. The Data Ethics Canvas represents an objective standard that is recognised across the industry and has brought knowledge and credibility to our work on data ethics. The workshops and support we have had were challenging, thought provoking and fun.”

Our sincere thanks to funders, partners and supporters

	 Action Against AMD	 The Alan Turing Institute			 BILL & MELINDA GATES foundation		
	 Data Communications Company	 Department for Business, Energy & Industrial Strategy	 Department for Digital, Culture, Media & Sport		 European Commission		
	 HSE Health & Safety Executive	 HUMANITY UNITED	 Innovate UK Technology Strategy Board		 Lloyd's Register Foundation	 Luminate Building stronger societies	
 MediaFutures	 MyEd	 Of Wat	 Patrick J McGovern FOUNDATION	 REFINITIV	 Regulation	 Regulators' Pioneer Fund	 Roche
 sopra steria	 SPORT ENGLAND	 UK Power Networks	 Unilever	 THE WORLD BANK IBRD · IDA	 World Health Organization	<p>And thanks to all the other organisations we have collaborated with in 2021 across the extended network.</p>	



£6.68M

Revenue



£0.1M

Contribution to reserves

These figures are unaudited.



**MAKE DATA WORK
FOR EVERYONE**