

Methodology

The study was conducted following a case-study-based methodology. 14 case studies were selected and analysed in detail (interviewing both providers and reusers of LOGD) according to the dimensions of the Business Model Canvas⁽¹⁾. Nine of the case studies came from four EU Member States, namely Austria, Germany, Italy and the UK. Four of the case studies came from the European Union Institutions (i.e. DG for Health and Consumers, the European Environment Agency, the EU Publications Office and Europeana). Finally, one case study from the United Nations was also analysed.

(1) Osterwalder, A., & Pigneur, Y. (2009). Business Model Generation.

Links

<http://semic.eu>

<https://joinup.ec.europa.eu/asset/adms/description>



An action supported by ISA

This activity is supported by the European Commission's ISA programme. ISA stands for interoperability solutions for European Public Administrations.

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Business models for Linked Open Government Data (LOGD)

ISA programme
Interoperability Solutions
for European Public Administrations



Linked data as a means to increase efficiency of internal data integration or to support data exchange in existing collaborations between organisations.

Business need

Governments and public organisations in Europe and beyond are experimenting with Linked Open Government Data. As the interest in this emerging technical paradigm is growing, sharing knowledge and experiences with regard to the expected costs and benefits, and also the barriers and enablers, becomes increasingly important. In this vein, this study answered the following questions:

- **Value:** What value does Linked Open Government Data (LOGD) bring to businesses, citizens and public administrations? For example, can LOGD lead to cost reductions? Can LOGD foster semantic interoperability of information exchanges?
- **Cost structures:** What does it cost to provide LOGD services?
- **Revenue streams:** Who pays for the provisioning of LOGD?
- **Barriers and enablers:** What are the enablers and barriers with regard to the value creation of LOGD?

Main findings

The main findings of the study, organised according to the Business Model Canvas, are listed below:

- **Value proposition:**

1. *Flexible data integration: LOGD facilitates data integration and enables the interconnection of previously disparate government datasets.*
2. *Increase in data quality: The increased (re)use of LOGD triggers a growing demand to improve data quality. Through crowd-sourcing and self-service mechanisms, errors are progressively corrected.*
3. *New services: The availability of LOGD gives rise to new services offered by the public and/or private sector.*
4. *Cost reduction: The reuse of LOGD in eGovernment applications leads to considerable cost reductions.*

- **Key resources:**

1. LOGD is applied most successfully in *reference data*.
2. *URI design policies* are generally in place, while persistence is not often made explicit.
3. Many organisations cite a *lack of tools* that meet their specific need in their specific context.
4. *Skill and competencies* are mostly acquired in-house with some help from external consultants.

- **Key partners:** most providers apply LOGD in the context of *existing peer networks*; there is little use of LOGD outside of those networks or by businesses.
- **Key activities:** providers consider the development and maintenance of LOGD services *as part of their normal system maintenance* and operational activities; only a few invest in promotional activities.
- **Cost structure:** many providers consider LOGD activities as part of their core business; therefore, *no separate cost structure* of the Linked Data activities is available. Where figures on finances or staff resources were mentioned in the case studies, these spanned a wide range depending on the approach taken.
- **Customer segments:** LOGD is mostly used or reused internally in *existing peer networks of government and non-government organisations*; there is little reuse of the LOGD by businesses.
- **Revenue streams:**
 1. The predominant revenue model is public funding, as part of the normal budgets.
 2. The data is provided free of charge.
 3. Licences are either open or not explicitly defined.
- **Channels:**
 1. Distribution channels include *direct URI resolution and SPARQL endpoints*.
 2. *Bulk downloads* are almost always offered.
 3. Proprietary apps and Web applications are less common.
- **Customer relationships:** There is *little branding or advertisement* of LOGD services, and little user support; feedback is typically through informal communications as part of institutional collaborations.