Fact Sheet Data cPPP

- Opens up new technological and technology-driven opportunities
- From improving healthcare solutions to better finding the most suitable urban transport
- Creating the cornerstone for future economic development and societal well-being.

What is the challenge?

Big Data is one of Europe's key economic assets. Harnessing its potential could give European industry a huge competitive advantage, creating economic growth and jobs. Today, Europe is not playing the role it should in the global market Only 2 out of the top 20 companies changing lives and making money out of big data are European

For this situation to be reversed, Europe needs to invest to strengthen all parts of the "data value chain", the people and organisations involved in data whether producing, analysing, using or creating value from it.. All the links of the entire value chain have to be strong so that a vibrant Big Data Value ecosystem and data-powered innovative business models can evolve.

What is the data PPP about?

The Public Private Partnership links up European industry (large players and SMEs), researchers, academia and the European Commission to cooperate in data research and innovation, enhance community building around data and setting the grounds for a thriving data-driven economy in Europe.

The Commission will respond to the main research challenges and needs identified by industry and academia in a Strategic Research and Innovation Agenda (SRIA) in future Horizon 2020 work programmes and calls for proposals. and organise a strategic dialogue with the data community on these matters.

The PPP aims at catalysing and initiating further actions in industry, academia, users, society and policy. To reach its objectives the PPP will make use of two major instruments:

Large lighthouse projects in candidate areas like manufacturing, personalised medicine and energy.

I-Spaces, an environment where infrastructure is made available to bring technology providers and end-users together to identify services, skills, business models and ecosystems in which novel technology and applications can be built. The PPP hopes to build on existing national and European initiatives such as Germany's SDIL (smart data innovation lab), France's Teralab or the open data institute in the UK.

What results and benefits do we expect?

Big Data is a key economic asset to achieve competitiveness, growth and jobs due to its potential for impact and as an enabler for both horizontal and sector-specific gains. Mastering the creation of Value from Big Data will be a cornerstone in future economic development and societal well-being. It could mean

- **up to 30% of the global data market for European suppliers;**
- **100,000 new data-related jobs in Europe by 2020;**
- **10% lower energy consumption, better health-care outcomes and more productive industrial machinery.**

The data PPP will contribute to the development of technology and application sand accelerate take-up. It aims to enhance the recognition of benchmarks and formation of new skills and competences of vendors, users, in private and public organisations as well as citizens in general. It will support the development of innovative Big Data technologies that could have an impact on decision-making,

new business models and products and efficiency of public service organizations.

The PPP will mobilise stakeholders in society, industry, academia and research to work towards a Big Data economy, supporting and boosting agile business actors, delivering products, services and technology, and providing highly skilled data engineers, scientists and practitioners along the entire Big Data Value chain.

Particular attention has been given to create an open environment with opportunities for involvement of SMEs, SME associations, web entrepreneurs and start-ups. The result will be an open European innovation environment in which Value creation from Big Data flourishes.

What will the new total budget be?

The total budget devoted to the data PPP is around €500million in Horizon 2020. This is expected to trigger an additional private investment in the ratio of 4:1 (i.e. around €2bn).

How will it be managed or run?

The Data PPP is a partnership between the European Commission and the Big Data Value Association, a the association of the European Big Data community which includes data providers, data users, data analysts and research organisations.

Success Story

Geospatial data is a resource that is growing in size and variety at an exceptionally fast rate, and that has a huge economic potential. Geospatial data provides the basis for a whole range of digital products and services both for the private and public sector. Also, some 80% of decisions in various sectors of the economy have a geospatial element.

Through the intelligent use of geo-data, the SOPCAWIND project has developed an all-in-one tool to optimise the location of wind farms. It considers criteria such as wind power, local environment characteristics, potential interference on communication systems, and visual impact or the existence of archaeological sites. The EU invested €1.9 million to support this initiative which involved partners from Belgium, Germany, Hungary and Spain.

www.sopcawind.eu

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The public and private side will meet regularly in a Partnership Board to discuss and decide joint strategies. The PPP will be led by an executive board consisting of the industry and research centres, as well as the Commission. An advisory board with Members States and EU representatives will provide political support and coordination across national programmes. The data PPP is an open partnership. Entrepreneurs, small, medium or large companies, research centres, user stakeholders or venture capitalists are welcome to take part.

What has been achieved so far?

The data PPP will become operational in 2015. It has been driven by members of NESSI, the European Technology Platform (ETP) for the Digital Information Society and Economy powered by software and services and data and the BIG project (Big Data Public Private Forum). The Strategic

Research and Innovation Agenda, created by the drivers of the data PPP with the input of more than 200 key European stakeholders, will be the main input for Big Data-related calls for proposals in H2020.

The proposal aims to establish an innovation ecosystem which will coordinate, deliver and monitor the PPP's Strategic Research and Innovation Agenda (SRIA). Particular attention has been given to create an open environment with opportunities for involvement of SMEs and start-ups that are both key drivers for BDV innovation and also formalised citizen groups.

Useful links

Making Big Data Work for Europe

Communication: Towards a thriving data-driven economy

www.bigdatavalue.eu/