

Project Acronym: DEAS

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O.T2.2

DEAS Toolkit to support OD/LOD exploitation

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Contents

1.	Purpose of the document	3
2.	Methodology to achieve the output.....	4
3.	Description of the output	5
4.	Estimated target users	7
5.	Transferability of the output.....	8
6.	Durability and sustainability of the output	8
7.	Conclusions.....	9

1. Purpose of the document

The purpose of this document is to describe the benefits of the DEAS Toolkit for the project and beyond. Open data holds significant value potential. However, its development can only be made possible through the re-use of the data. As public authorities are the providers of this Open Data, the toolkit aims to support them in co-creating with various stakeholders from business, academia and citizens to develop new services that motivate the private sector to use the data and create value from the Open Data through resulting (improved) products and services. Therefore, the toolkit contains different guides and tools to serve these stakeholders during the value creation process. This document describes how the DEAS Toolkit will improve the framework conditions for innovation (OI1.1.3).

2. Methodology to achieve the output

As said the DEAS Toolkit accompanies the value creation process of OD based Services. To facilitate this process, the toolkit provides guidance and offers tools that support the systematic process of moving from open data to a business-ready concept.

The Open Data value chain (Figure 1) contains all the steps necessary to create value from Open Data. Figure 1 shows which stakeholders need to be involved along the value creation process according to the so-called archetypes which are the target users of this output and will be described in section 4. Each of the steps should then produce an output (described in section 3) as an intermediate result, while the final result of the innovation creation approach developed in DEAS is a business concept. To produce these outputs the DEAS toolkit provides support and guidance.

An essential value is to provide guidance for the interplay between the private and public sector in order to develop business opportunities from raw public data. While the public sector is responsible of providing Open Data, according to today's economic system the private sector is indispensable to create an added value of it on the on hand. On the other side, only an economic model enables the development of a sustainable service and therefore long-term value of the re-used Open Data. Alpine Space (AS) entrepreneurs will profit from the DEAS toolkit getting support in identification relevant LOD and their exploitation, in the development of customer-oriented products and its business model and in increasing their competitiveness and attraction.



Figure 1: Open Data Value Chain (Source: https://www.europeandataportal.eu/sites/default/files/re-using_open_data.pdf)

To make sure that this is the right way to achieve the output the toolkit will be tested at transnational and local level during the project (O.T3.1&T3.2) as supporting services for the quadruple helix actors to raise awareness, competitiveness & attraction via matchmaking between Alpine Space demand & solutions with Application Programme Interface (API) development on mobility, environment, tourism & culture and finally to accompany the pilots to create new service & products with APIs developed assisting SMEs, start-ups, researchers.

3. Description of the output

As described in section 2 the DEAS toolkit is accompanying each step of the value creation process and therefore provides intermediate outputs as well as a final output of the whole process. These outputs are listed and described step-by-step as follows:

Intermediate output – Step 1: User needs / expectations identification:

- List of validated needs

Intermediate output – Step 2: Data availability / evaluation

- List of available, relevant and qualitatively usable Open Data

Intermediate output – Step 3: Service concept / use case design

- Service concept containing:
 - o Underlying need of the service
 - o Target group of the service
 - o Added value created by the service
 - o Competitive comparison of your service
 - o Qualitative data to be used to implement the service
 - o Missing, relevant data necessary to implement the service
 - o Initial thoughts on the implementation and feasibility of the service

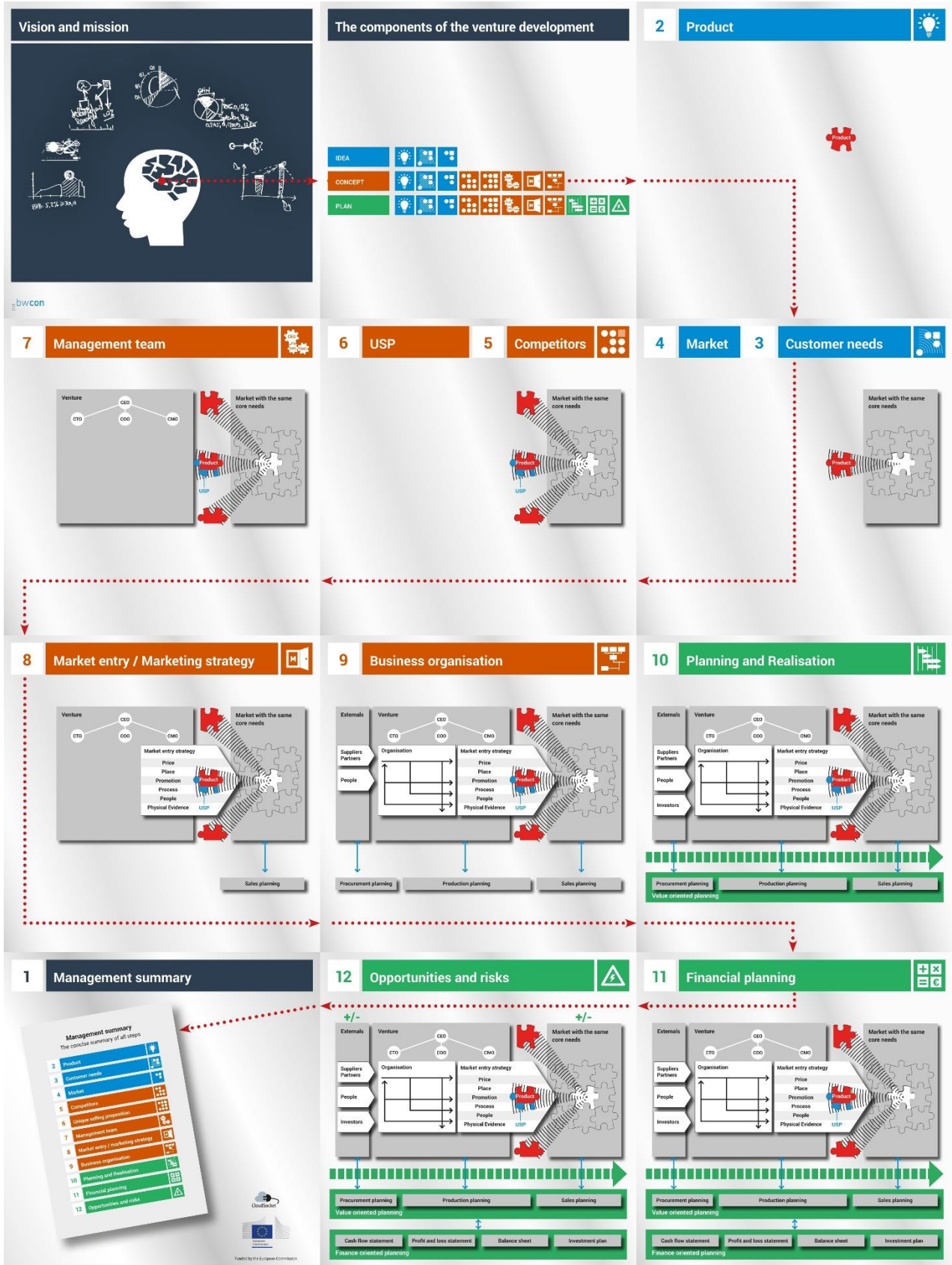
Intermediate output – Step 4: API development

- API developed
- API promotion one pager
- Detailed API promotion document
- Internal strategy to promote the API

Final output – Step 5: Pilot development

- Business concept: The business concept includes information on different categories displayed in the following scheme:

DEAS – O.T2.2DEAS Toolkit to support OD/LOD exploitation



4. Estimated target users

The set of tools is addressed to intermediaries and sectoral agencies in charge for digitalisation, innovation and marketing to promote the entrepreneurial approach to OD/LOD exploitation as well as to Public Actors to raise OD quality and quantity. According to the value creation steps elaborated in this document one can also define which users are targeted with which tools of the toolkit at which stage. This is listed below. In general the target users are the following:

- local public authority
- regional public authority
- sectoral agency
- interest groups including NGOs
- higher education and research
- SME
- business support organisation
- International organisation under inter-national law
- General public
- Universities, Higher education and research institution

Targeted users at specific stages:

Step 1: User needs / expectations identification:

- Needs detection: Citizens, SMEs/entrepreneurs, Tourists, students
- Needs analysis: Citizen Representatives, SMEs/entrepreneurs, Public authorities, Science

Step 2: Data availability / evaluation

- Data platforms and providers, data analysts / experts

Step 3: Service concept / use case design

- Citizen (representatives) / NGOs, Science / students, Public Authority, SMEs/entrepreneurs, Business/Innovation Intermediaries

Step 4: API development

- Citizen (representatives), Science / students, SMEs / entrepreneurs, data analysts / experts

Step 5: Pilot development

- Citizen (representatives), Science / students, SMEs / entrepreneurs, Business / Innovation intermediaries

5. Transferability of the output

DEAS toolkit will guarantee a qualified assistance provided by trained operators from intermediary organization and service providers; the toolkit will include a wide range of tools able to strengthen marketing & business-oriented activities, design value services, develop concrete Application (Application Programme interface) and establish cooperation with Research and Technology institution for disruptive applications from OD/LOD exploitation

DEAS Platform will be open to all users interested to strengthening the exploitation of OD/LOD to support well-being, attractiveness and competitiveness of Alpine Areas; Public Actors, Regional Authorities, Association, local network could access DEAS platform or could become members of the DEAS federation (T4.3.1). Transferring actions aims at achieving these goals and spread knowledge and information on the potentialities of OD/LOD exploitation.

The transferring actions will focus on the DEAS Strategy, DEAS Platform and toolkit and will prepare the invitation to join DEAS federation (T4.3.1).

6. Durability and sustainability of the output

At the end of the project, O.T2.1, OT2.2 will be transferred to <https://dati.veneto.it/> that is the regional platform of Veneto Region in charge to collect, organize and promote the exploitation of OD/LOD. Additionally, the Regional Platform is going to have a dedicated section to manage API (D.T3.2.1; D.T3.2.2; D.T3.2.3). The Regional platform will integrate DEAS platform, the toolkit, the products developed, particularly the APIs.

Additionally the Project Partners assures the follow-up for the toolkit and the entrepreneurial opportunities by OD/LOD exploitation. Partners, local working groups and observers will define a follow-up plan to continue the exploitation of OD/LOD on environment, mobility, tourism & culture, identify new topics, further exploit the APIs (T3.1.1), maintain the toolkit, etc.

7. Conclusions

The DEAS Toolkit can be seen as a collection of helpful guides and tools for adding value to Open Data based services. It breaks down this process in detail and shows which tools are used at which stage, which target groups are addressed in each case and which results are achieved accordingly. The final output is the business concept.

In principle, in the case of the value creation of OD services, the public authorities are the driving and constantly involved stakeholder, who also plays a central role at the beginning as a data supplier. However, it is recommended that the public authorities are supported throughout the process by a business support or innovation intermediary who accompanies the process and provides appropriate support in the application of the toolkit. These stakeholders are therefore a crucial factor to enable the transferability of the toolkit in all regions of the Alpine Space and therefore also an essential target group for the trainings and workshops on the presentation and application of the toolkit.

In order to enable and promote the sustainable use of the toolkit, the toolkit will be made available to these stakeholders via the DEAS platform, will be an essential part of the DEAS Strategy and will be made available to the DEAS federation as a tool. In order to ensure the best possible conditions for the sustainability of the use of the toolkit, it will be made available on the OD website of the lead partner Regione Veneto (<https://dati.veneto.it/>) and a sustainable use concept will be developed by the partners.