



Agency for
Data Supply and
Efficiency

Sustainable Business Models From product to platform – Open Data in Denmark

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Moving from maps to open geodata and beyond

1. Getting the 'open data part' right – as a geospatial agency
 - The value proposition and changing the way to operate – financial model etc.
2. Building on open data to take on a 'broader role' in the public sector
 - Utilising skills within data and digital infrastructure beyond the geospatial domain

Open data – the value proposition



Basic data programme (2011-15)

- *Coherent basic data* (people, businesses, property, geography), maintained at the source
- *Free access* to basic public data for all users



- *Improved services* for citizens and businesses with digital solutions
- *A more efficient, transparent and productive* public and private sector

Open data – the business case for geospatial data

Zooming in on geospatial: The why and how to open geospatial data in Denmark

- Open geospatial data generates a production (more and higher value) and an efficiency (quicker and better) effect
- The benefits for the entire Danish economy were estimated to more than €200 million/year
- A budget transfer from various government departments and municipalities was brokered by the Finance Ministry to fund the opening of geodata (budgets cut by same amounts as previous year's purchase)

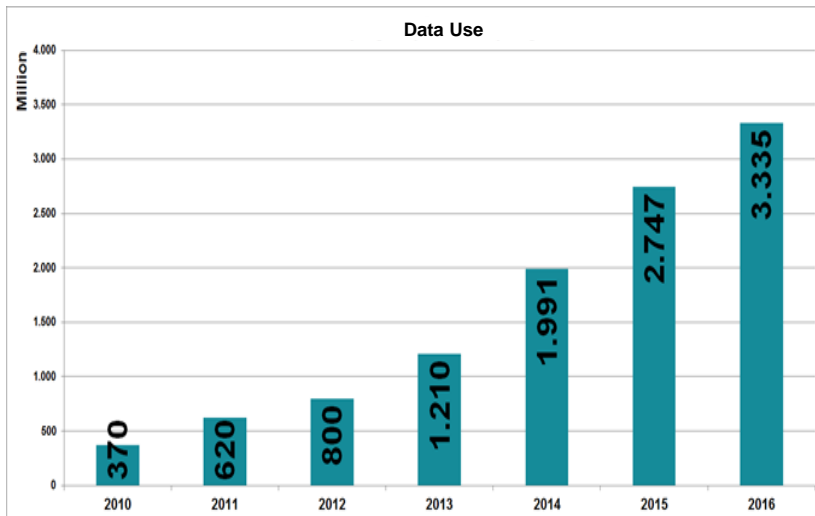
Transition 1: ‘The open data part’ (2013-2016)

Letting go of license income and contract management

- *Challenges* – ‘*the information vacuum*’: without contracts / license agreements, direct customer contact is reduced – and it’s ‘free’ to ask for data and services
- *Counter Measures* – ‘*analytics and piloting*’: Business Analytics on data use, a data “lab” providing access to proto-types and cutting-edge technologies and infrastructure for all users
- *Worth it..*: A 2016 Follow-up analysis estimated annual socio-economic value of open geo data to €500 million

Value Creation from open data

Changes from 2012 to 2016	
No. of users	+ 75 times
Data usage	+ 4 times
Value of geodata	+ 2 times



Efficiency improvements: The cost savings obtained in private companies and public authorities through the use of open data.

- 60 pct. of public organisations experience greater efficiency. Up from 12% in 2012

Production improvements: Production and services based on free geospatial data in private companies and public authorities.

- Over 50 pct. expect that geodata will improve their innovation. Up from 25 pct. in 2012

Transition 2: ‘The broader role part’ (from 2017)

Building on digital infrastructure and data (modeling) skills

1. From distributing geospatial data only to *distributing public sector data* – basic data and other open data. Hence the “data supply” in the new name..
2. *Improving public sector service delivery*. 75% of legislation has a geospatial component. Example – integrating data from other sources to develop and supply geographic variables to a new property taxation system. Hence the “efficiency” in the new name..

The new strategy and model for SDFE



From Infrastructure
to Policy

**A Data Driven Denmark
(digital solutions)**

**Digital Connectivity
(enabling services)**

**Digital Infrastructure
(management of data)**