Open Data & the SDGs

Open Data for Business

Ghana's Data for Sustainable Development Roadmap Forum

April 2017

THE CENTER FOR
OPEN DATA ENTERPRISE

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Economic Value of Open Data

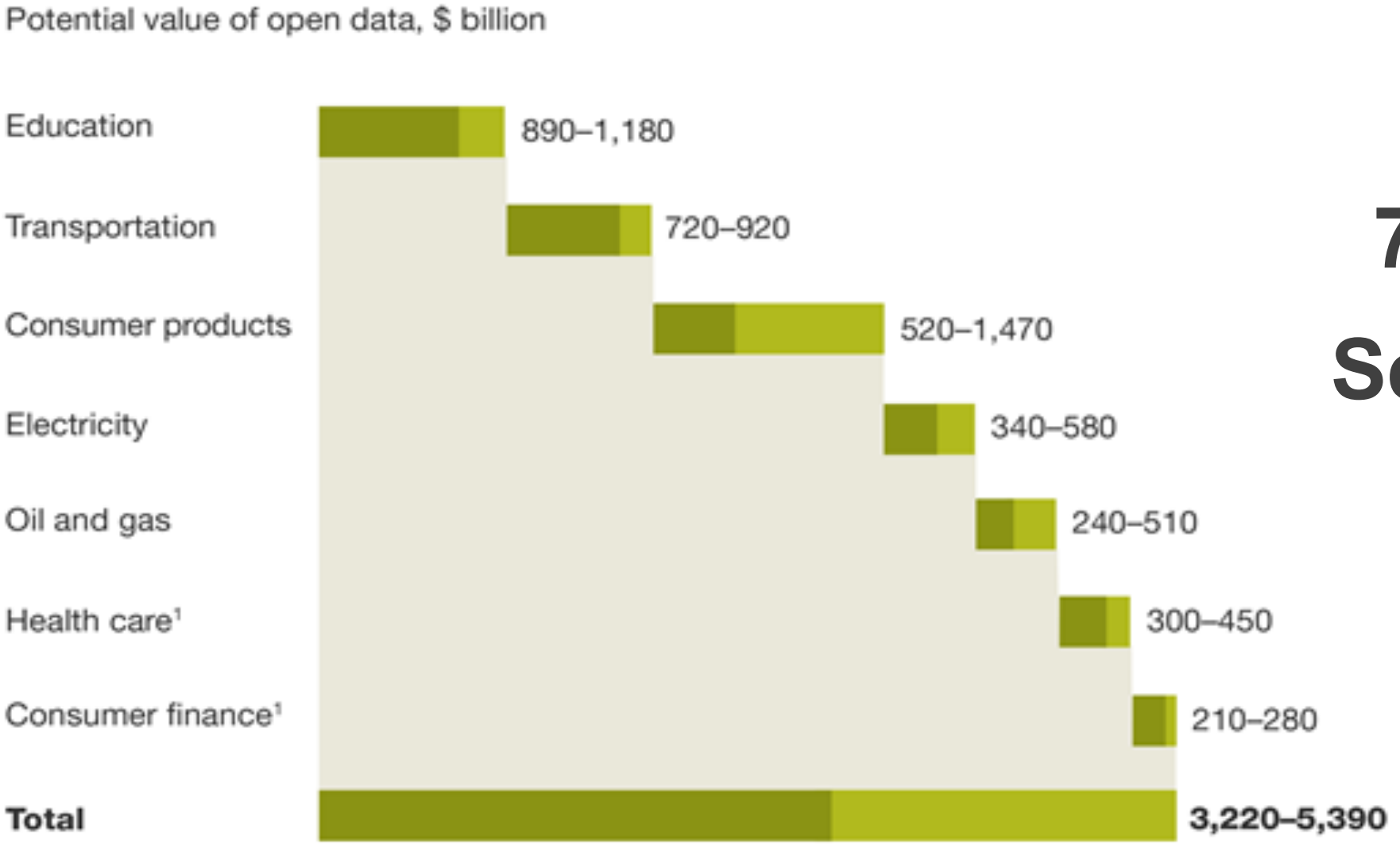
As much as

$3-5 trillion

in global economic *value* annually*

*Source: McKinsey Global Institute

7 Key Sectors



[1]Values for health care and consumer finance are drawn from examples of open-data potential and are not a comprehensive sizing of potential value across the 2 sectors; health-care figures are based on US values only.

Source: McKinsey Global Institute analysis

SUPPLY
DEMAND

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Country

Country Income Level

Organization Type

Type of Data Used

Clear Filters

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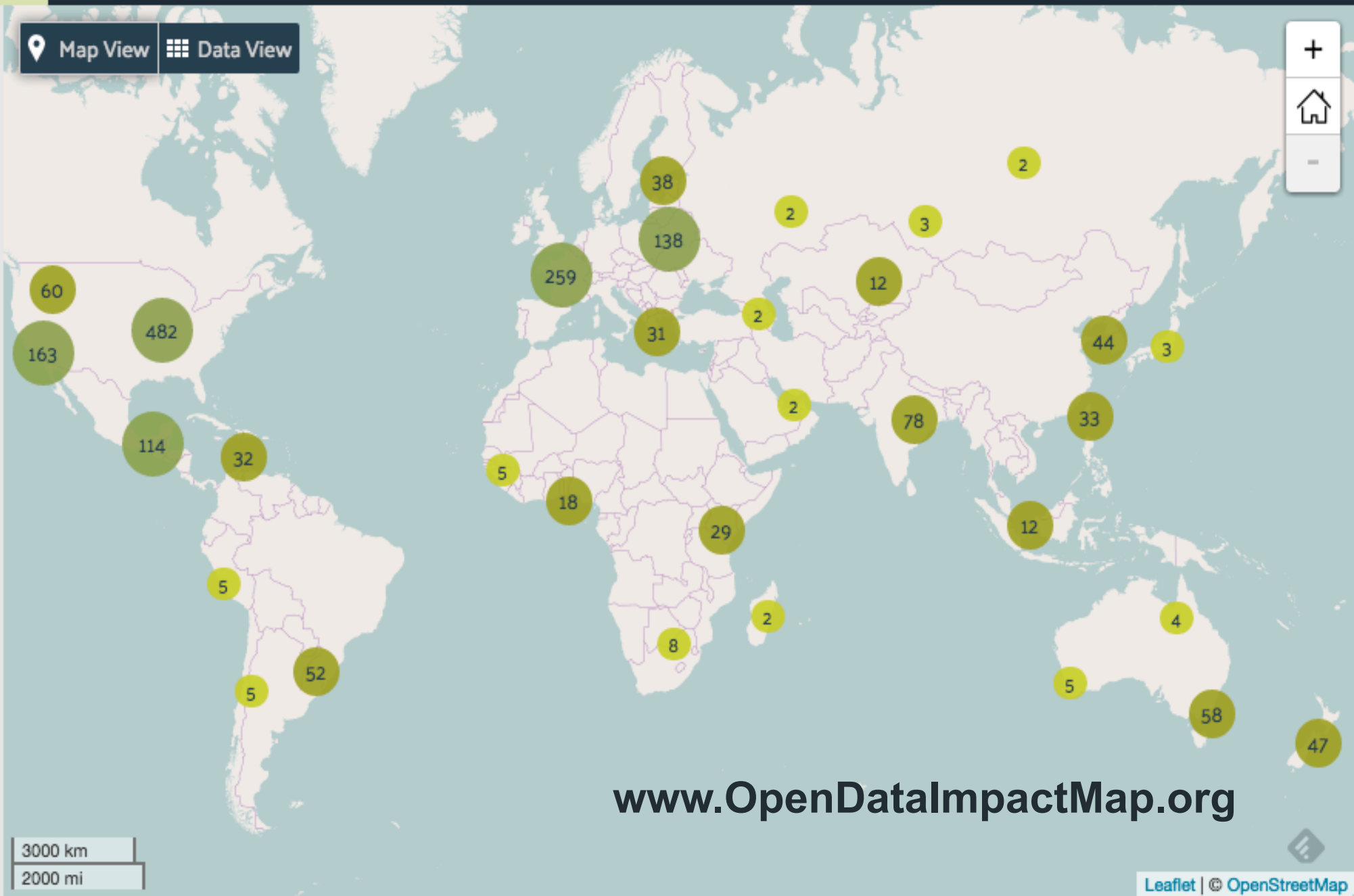
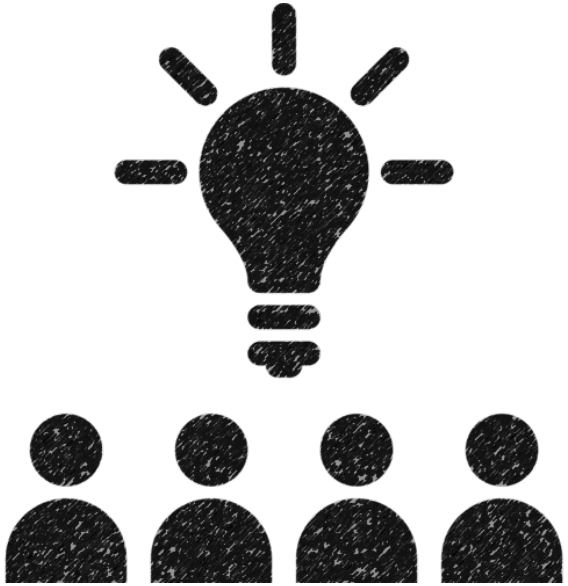


Private Sector Trends

- All sectors of economy utilize open data
- Companies of all sizes
  - 50% of companies are SMEs
  - 20% of companies have +1000 employees
- 40% of companies founded in last 5 years
- Social good component
- Most widely used data include:
  - Geospatial (e.g. administrative and topographic maps, land use)
  - Government operations (e.g. budgets, spending, procurement)
  - Demographic (e.g. census data, household surveys)
  - Economic statistics
  - Company registry

How Businesses Use Open Data

Business Optimization



New Products, or Services

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22:48
medAfrica
increasing access to health related information and services in emerging markets

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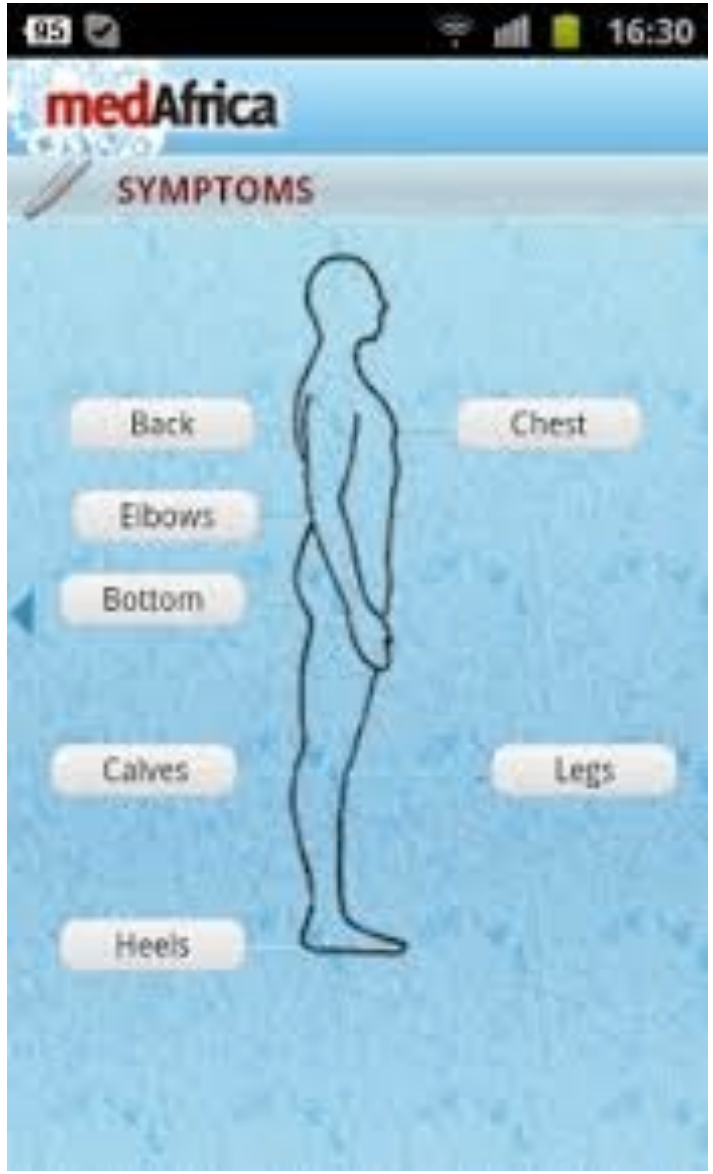
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medAfrica
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Chest
Elbows
Bottom
Calves
Legs
Heels

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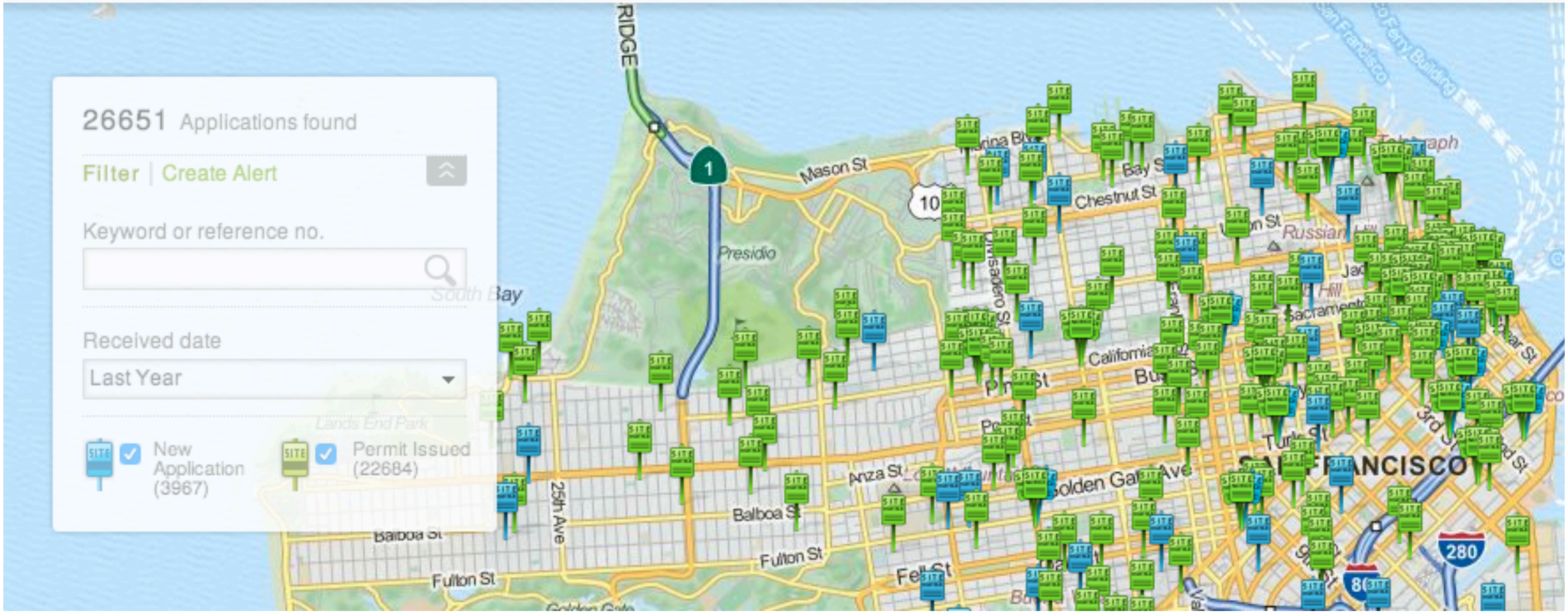
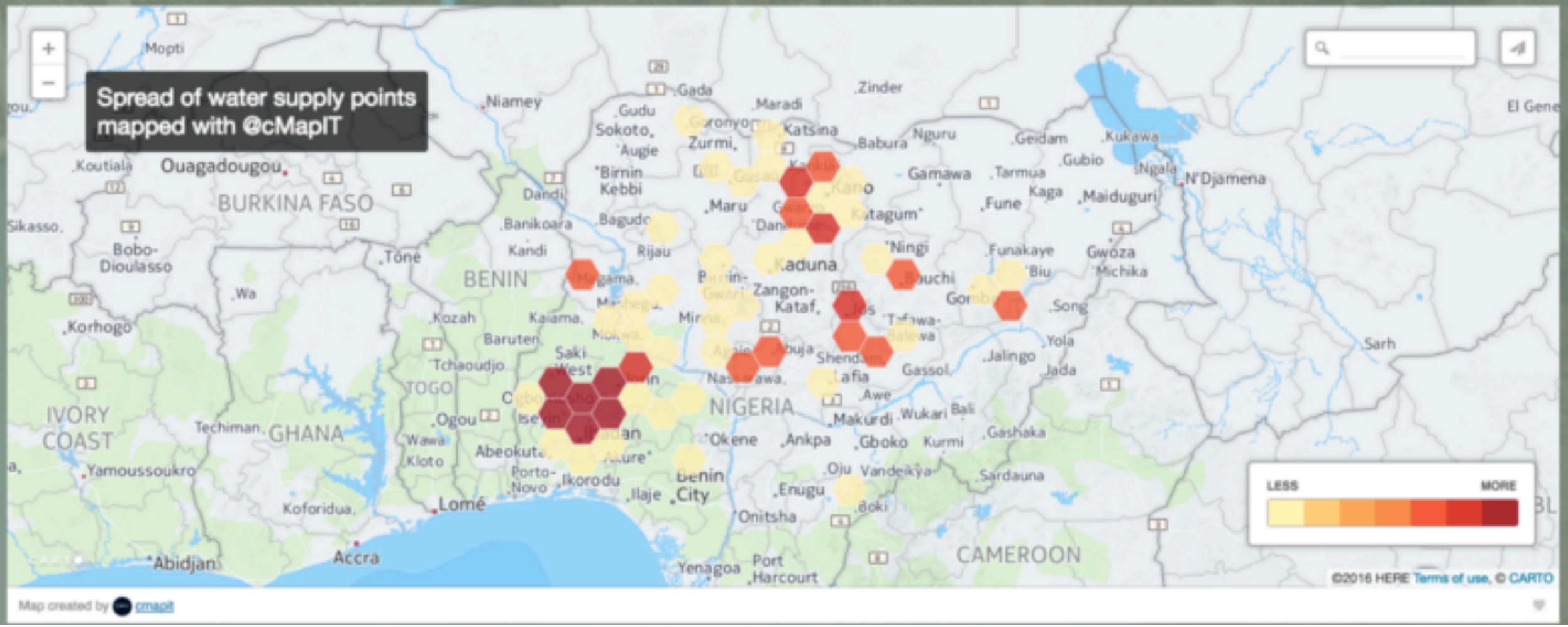
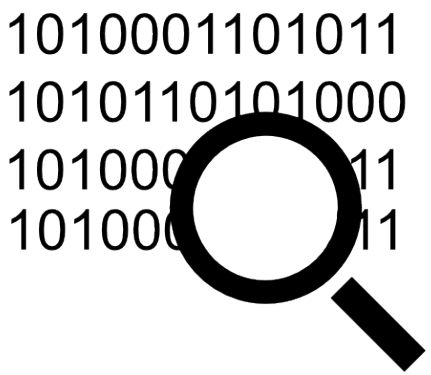


REAL-TIME REPORT MAP

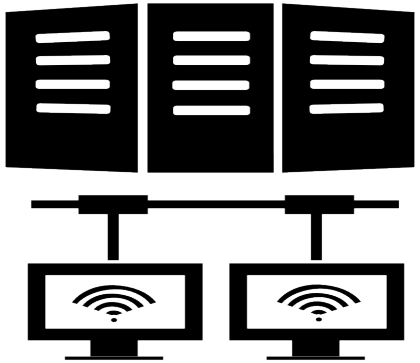


Demand-Driven Open Data = Higher ROI

Collaboration & Partnerships



DATA



INFRASTRUCTURE

LITERACY & SKILLS

Opportunities

- ✓ **Prioritize Demand Side**
- ✓ **Create a Data Catalog**
- ✓ **Identify High Value Data**
- ✓ **Develop Iterative Cycles for Feedback**
- ✓ **Build Collaborations for Data, Skills, Infrastructure, and Awareness**

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