

**gODAN**  
Global Open Data  
for Agriculture & Nutrition



2016 **gODAN**  
**SUMMIT**

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**Executive Report**

GODAN Summit 2016 was the first global conference that advanced the role of open data for agriculture and nutrition in addressing long-standing issues in the sectors: most notably that nearly 800 million people struggle with debilitating hunger and malnutrition in every corner of the globe. That's one in every nine people, with the majority being women and children. We are convinced that the solution to Zero Hunger lies within existing, but often unavailable, agriculture and nutrition data.

The Summit brought together world leaders, researchers, farmers, students, international media and others – public, private and non-profit united around a collaboration on agriculture and nutrition data openness. The dual goals of the Summit were to raise awareness about open data as a means to advance SDG2 in order to change policies, and to illustrate best practices and needed changes to facilitate making agriculture and nutrition data available, accessible and usable in all sectors and all nations.

## SUMMIT IN OUTLINE

The GODAN Summit took place in New York City at the Hilton Midtown on September 15 and 16, 2016. The Summit was a commitment made by five visionary GODAN partners that planned and organized the event with the GODAN Secretariat: the Governments of the United States, United Kingdom and Kenya, and the ONE Campaign and Presidents United to Solve Hunger (PUSH).

The GODAN Summit visionaries received critical logistics support from the Global Partnerships Forum (GPF), serving as the GODAN Summit Coordinator in New York, and Sterling Media, as the GODAN Summit International Communications Partner. This two-day event featured 34 high-level speakers in plenary format, a hackathon and 12 breakout sessions that covered a range of subject areas on agriculture and nutrition open data, including: data rights, funding mechanisms, precision agriculture, SDG2, the agricultural package of the open data charter, nutrition, open data in Africa, and a research symposium.

Over 40 organizations operated exhibit booths throughout the two days. Each plenary and break-out session was recorded, and key commitments made in each session were captured. Videos of all the sessions will be made available on the dedicated GODAN YouTube channel<sup>1</sup>. In addition, session highlights were captured by Drawnalism artists in around 60 cartoon strips, which were very well received by participants. On the final afternoon of the event, head of delegation participants attended the GODAN High-Level Forum at the United Nations Headquarters in the historic ECOSOC Chamber.

This event, which was also attended by mission representatives from several countries, was broadcasted live and featured keynotes from US Secretary of Agriculture Tom Vilsack, Kenya Minister of Agriculture Willy Bett and special advisor to the Secretary General Jeffrey Sachs, as well as interventions from ambassadors and leaders from the governments of US, UK, Kenya, Netherlands, Brazil, Colombia, Mexico, Ghana, Canada, Burkina Faso and France who formally support GODAN, its statement of purpose, and its role in leading thought in open data for the sector<sup>2</sup>.

Rachel Lambert, Deputy Chief Scientific Advisor for DFID said that GODAN had become “a wide and influential partnership”. Minister Bett of the government of Kenya, highlighted open data as a key tool for sustainability in Kenya and Africa, and US Secretary Vilsack made announcements to support semantic architectures in the Global Agricultural Concept Scheme, and announced the opening of the branded food products database.

Speaking on behalf of the PUSH consortium of nearly 90 universities from around the world Mississippi State University President and PUSH Steering Committee Chair Mark Keenum said, “My hope — and that

*of my fellow presidents and chancellors in PUSH — is that this gathering of researchers and leaders from virtually every sector can launch a new way of thinking about open and smart data. And that our universities will be role models in the way that we access — and especially in the way that we share — data.”*

In partnership with Global Citizen, GODAN set up an online petition that calls on international governments, the private sector and civil society to provide open data on agriculture and nutrition as a major tool to end world hunger. More than 20,000 signatures on the petition were presented at the High-Level Forum.

The Summit saw the release of four major publications from the GODAN Secretariat and GODAN partners. Three of which resulted from collaborations through working groups:

- **A Global Data Ecosystem for Agriculture and Food**
- **Ownership of Open Data: Governance Options for Agriculture and Nutrition**
- **Responsible Data in Agriculture**
- **GODAN Success Stories - Issue 1**

Thomas Gass of UN DESA highlighted the contribution that GODAN publications make to global debate in the High-Level Forum: *it strikes me how much it [Responsible Data in Agriculture] applies in concrete terms to the data revolution that is part and parcel of the 20130 agenda for sustainable development.*

Several new working groups were announced at the event, which will be active in 2017: these will focus on well-defined thematic areas: soil, rice, capacity building and data infrastructures. Two working groups - the precision agriculture and nutrition working group - concluded their work at the GODAN Summit. Other working groups on data rights and interoperability challenges are being actively discussed.

The Open Data Challenge, which was held in advance of the Summit, was designed and coordinated by GODAN with GODAN partners PUSH and Thought for Food helping with its design and implementation. It had two tracks, the Policy Challenge, and the Open Data Maker's Challenge. As part of the GODAN Open Data Challenge<sup>3</sup>, all finalists attended the Summit. Policy and Maker challenges were judged and awarded, and in the Maker category, five of the six finalists have elected to continue into the next stage of the challenge with a chance of winning the final \$5k prize and an opportunity to pitch their project at Thought For Food (TFF) and UFWH/PUSH Summits in 2017. Four of the six will also participate in the GODAN Mentoring Program powered by TFF in the intervening period.

The GODAN Hackathon, which drew 34 participants, was also led by TFF and PUSH and the 24-hour event took place during the Summit. It was designed to provide a practical demonstration of the energy and innovative potential of young innovators (19-26 year-olds) at the Summit. It presented an opportunity for students and young entrepreneurs to develop products and services and expand their skills whilst potentially winning an opportunity to participate in the next phases of the GODAN Open Data Challenge. Eight teams competed over two days of the event.

The Hackathon winners were 'FarmTrade' (1st place), which aims to create and sustain an online marketplace for biofortified crops, enabling a marketplace based on nutritional quality and not just yield. ContemPLATE (2nd place) provides insight, transparency and social responsibility through Open Data from USDA, FAO, and WFP data sets, and offers a web application that allows users to query restaurants and search through menu list. In 3rd place was 'FarmConnect' which aimed to provide an ICT solution for farmers to improve, facilitate and manage farming, in addition to a platform to connect agronomists and agricultural experts with farmers.

<sup>1</sup> <https://www.youtube.com/channel/UCscOzc843ZSJ5BCiTHAM1Zg>

<sup>2</sup> In addition, a south-south focussed conference session chaired by Minister Bett had senior representation from the governments of Ghana, Liberia, Kenya, Colombia, Argentina, Brazil, Nigeria, Burkina Faso, and Sierra Leone.

<sup>3</sup> <https://www.youtube.com/watch?v=hyOtlcVR0rU>



## MEDIA HIGHLIGHTS

The GODAN Summit 2016 generated a large amount of global media attention stimulated by the Secretariat, its partners, and the media partner Sterling Media. The event was covered by 147 publications, including Reuters, BBC News, the Huffington Post, BBC World TV, News Day, Yahoo, The Daily Mail, Metro, Buzz-Feed, Newsweek - The Daily Beast, ZDNet, Jamie Oliver Food Foundation blog, and Fox News, produced articles and television reports on GODAN and the Summit in the immediate run up to, and just after the Summit, between the 8th and 20th of September. The combined potential reach of these channels is 2.7 billion people<sup>4</sup>. Coverage in blogs from key influencers was high (see e.g. pieces from Cathie Woteki, Jeni Tennison, Alex Howard, Ian Boyd), and because a precondition of support to the Summit was provision of an open blog, we anticipate that coverage of developing country perspectives will be good. White House press releases<sup>5</sup> given at the time of the Summit mentioned GODAN as an initiative of importance to the US Government in support of its data openness agenda.

The Summit kicked off with a video PSA, describing the challenge of global hunger and agricultural sustainability, and solutions that open data may offer<sup>6</sup>. The Summit also provided the opportunity to profile the video case studies prepared by the GODAN Secretariat, for the first time. Episode one of the web series, 'Open Water' was well-received<sup>7</sup>, and was mentioned by ODI CEO Jeni Tennison in the opening plenary of the Fourth International Open Data Conference as an exemplar of the sort of storytelling we should be doing more of if we are to broaden the reach of our message.

Social media coverage of the event was excellent. During the Summit the hashtag #GODANSummit2016 was tweeted over 5,000 times by 1,243 Twitter users, reaching up to additional 23 million users. For several hours during the 15th of September, the hashtag trended at number 2 on the east coast of the US, number 1 in the UK and #opendata trended worldwide. Sterling Media effectively used third party channels such as the Daily Beast to access Facebook audiences - for example, a video post on the Hackathon was viewed by more than 4,600 people<sup>8</sup>.

The GODAN Challenge Facebook posts reached 19,800 people. The online vlogger community was also targeted to help create a wider spectrum of awareness for GODAN. Scientific explanation of the concept resulted in a deeper understanding of GODAN across internet community platforms. YouTube channel – SciQ What If We Couldn't Drink Coffee? (How To Solve Food Insecurity<sup>9</sup>) generated high number of impression amongst the younger population. The video was widely shared on other social media platforms and the vlogger activity generally helped to generate multiple petition signatures.

A social media toolkit was prepared which included key messages and supporting visuals such as infographics, and circulated to all external and internal stakeholders to amplify the social media reach of the Summit.

### Summit top ten online articles

Source	Circulation	Article
Yahoo	2,059,677,231	Hidden data: the new weapon that could beat hunger.
BBC News	107,768,090	Global open data call to deliver world food security.
Daily Mail	97,844,711	Hidden data: the new weapon that could beat hunger.
Huffington Post	96,282,032	Using the data revolution to solve the malnutrition crisis.
Fox News	75,624,593	Can data end hunger? US and world governments hope so.
Reuters	55,694,507	Hidden data: the new weapon that could beat hunger.
Reuters Africa	55,694,507	Hidden data: the new weapon that could beat hunger.

<sup>4</sup> Estimated online news articles read by over 5 million to date.

<sup>5</sup> <https://www.whitehouse.gov/the-press-office/2016/09/28/fact-sheet-data-people-people-eight-years-progress-opening-government>

<sup>6</sup> <https://www.youtube.com/watch?v=ZNKkMCsQwcl&t=7s>

<sup>7</sup> See for example twitter comments <https://twitter.com/search?q=open%20water%20godan&src=typd>

<sup>8</sup> <https://www.facebook.com/thedailybeast/videos/10154641685954203>

<sup>9</sup> [https://www.youtube.com/watch?v=r8MRXHp\\_byA](https://www.youtube.com/watch?v=r8MRXHp_byA)

Meet Up	43,745,185	This Week In Silicon Alley (GODAN Summit).
Talking Pix	23,027,327	Open Data on Agriculture & Nutrition – The key to end hunger on earth.
Paepard	23,027,327	GODAN Summit 2016.

## SUMMIT FEEDBACK

Overall respondents enjoyed the conference and suggest it fulfilled all their expectations<sup>10</sup>. Most respondents learned something new about open data, and specifically highlighted the issue of data ownership as the most important new concept. Participants believed the call to action was clear but a few would have welcomed a call for more concrete actions that they could join. Many agreed that they will now approach open data in a different way in their own organizations and want a stronger relationship with GODAN moving forward. Approximately half of survey respondents were not GODAN partners. Of those, around two thirds are now thinking of becoming GODAN partners.

## SUMMIT IN FIGURES

Summit attendees	792
of which men	426
of which women	366
of which were from a GODAN partner	271
Institutions represented	425
Partner organisations represented <sup>11</sup>	123 of 370
Students	140
Hackathon participants in final round	34 in 8 teams
Breakout sessions	12
Speakers and Panelists <sup>12</sup>	116
Number of mainstream online & print media covering the event in September	147
combined monthly reach of these publications	2.7 billion
Tweets	>5000
potential tweet impressions	23 million
Attendees at GODAN High Level Forum	85
Applications made to the GODAN Challenge	60 of which 42 deemed eligible
Working groups in session	5
New GODAN working groups formed	4
% attending with no travel support from GODAN Secretariat	90
Number of new GODAN partners registered at Summit	10
Number of new GODAN partners in September	51
Exhibit hall booths	42
Number of countries represented	46
Number of developing countries represented <sup>13</sup>	16

<sup>10</sup> based on an initial sample of 47 respondents to an online survey.

<sup>11</sup> Number of partners at 15 September was 370.

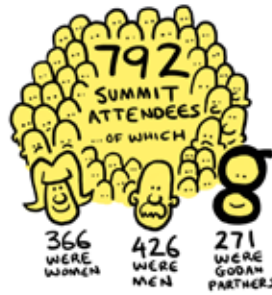
<sup>12</sup> 71 men, 45 women.

<sup>13</sup> Lower middle income and low income by GNI, 2012 [http://www.un.org/en/development/desa/policy/wesp/wesp\\_current/2014wesp\\_country\\_classification.pdf](http://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf)



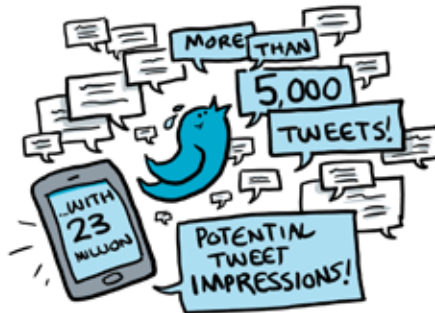
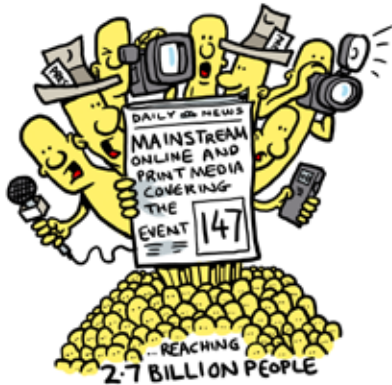
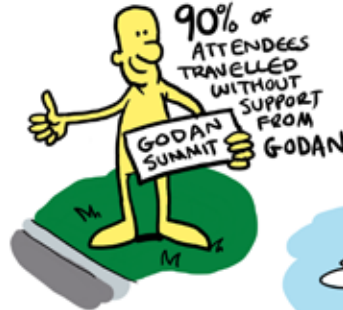
46 COUNTRIES REPRESENTED...

...OF WHICH 16 WERE DEVELOPING COUNTRIES!



# 2016 GODAN SUMMIT

IN FIGURES!



Thinking of becoming a GODAN partner? Visit <http://www.godan.info/become-a-godan-partner>

