

Annex 3.1 GODAN Engagement at events

From day one the Secretariat has used a number of key events as a platform to engage with partners, encourage new partner sign-ups, get input from partners and communicate to the media and the wider public. In addition the first major discussion paper which included a number of key case studies was created in conjunction with the ODI and promoted widely. The following sections outline the major events for GODAN in 2015 to date: The Wageningen-based meetings in January; The International Open Data Conference (IODC) in May, which included the launch of our first key publication 'How can we improve agriculture, food and nutrition with open data?', the Africa Open Data Conference (AODC) in September.¹ and soon, the OGP Summit planned in Mexico at the end of October.

3.1.1 Wageningen meetings January 19 -20 2015

A series of meetings in Wageningen, including a GODAN public meeting, provided the starting point for the GODAN Inception Phase and opportunities to shape activity over the following months in line with our Terms of Reference with the input of partners. It was also an opportunity to participate in an international forum and begin the process of creating an identity as well as networking. A donor meeting and Hackathon augmented the programme.

'Creating Impact with Open Data in Agriculture'²

January 19 -20 2015

Hosted by the Government of the Netherlands, this international workshop was organized by the Open Data Institute and Alterra. It brought together 75 delegates from 14 countries to discuss open data innovation, challenges and future directions in agriculture and nutrition.

GODAN Partner Meeting³

January 20 -21 2015

The first formal partner meeting was held as a facilitated workshop with breakout groups and plenary discussions, notes of which are available on the GODAN website. Topics included

- The structure of the Secretariat
- Secretariat work plan for the Inception Phase
- Review of partner consultation responses and mapping activity
- Outreach and impact: GODAN external representation and calendar planning 2015
- Planning initial GODAN working groups to support the network

¹ A more comprehensive list of events and engagements is given in Annex 3

² <http://www.godan.info/events/event/creating-impact-with-open-data-in-agriculture-and-nutrition/>

³ A full report is available at: <http://www.godan.info/events/event/2015-godan-partners-meeting/>

Donor Meeting³ January 21 2015

Topics discussed included

- Next steps for the Secretariat, including focus on recruitment.
- GODAN Governance and Contracting for the Secretariat, nominating USG as the principal Donor contact point for the Secretariat.

Hackathon on Open Data in Agriculture⁴

19-21 January 2015

Future Food Hack, a GODAN partner hackathon was held in parallel with the meeting 'Creating Impact with Open Data in Agriculture', with the winner announced at the end of the partner meeting⁴.

A workshop report⁵ and a Storify of significant tweets⁵ form a record of these meetings and are available on the GODAN website.

Media tracking

- Report on Hackathon by Tim Davies: 'Five reflections for an open data hackathon'⁶.
- USDA blog by Jaime Adams February 3 2015: 'GODAN Partnership Continues to Flourish in the Netherlands'⁷.
- Article on ICT update: 'GODAN a vanguard global partnership'⁸
- Article on Wageningen UR site: 'GODAN meeting: Open Data for Agriculture and Nutrition'⁹.

3.1.2 Publication of the GODAN / ODI Discussion Paper

Process

The discussion paper titled "How can we improve agriculture, food and nutrition with open data?" was produced by authors from several GODAN Partner organisations¹⁰ on a challenging tight six week timescale in order to seize the opportunity to launch the paper at a high profile event; the International Open Data Conference in Ottawa May 2015.

³ <http://www.godan.info/wp-content/uploads/2015/02/GODAN-Donor-Meeting-Minutes-Wageningen-2015.pdf>

⁴ <http://www.liters.nl/2015/01/liters-wint-futurefoodhack/> (in Dutch)

⁵ <http://www.godan.info/wp-content/uploads/2015/02/GODAN-Partner-Meeting-Wageningen-2015.pdf>

⁶ <http://www.timdavies.org.uk/2015/01/19/five-reflections-for-an-open-data-hackathon/>

⁷ <http://blogs.usda.gov/2015/02/03/godan-partnership-continues-to-flourish-in-the-netherlands/>

⁸ [http://ictupdate.cta.int/Regulars/Online-articles-only/GODAN-a-vanguard-global-partnership/\(79\)/1423856100](http://ictupdate.cta.int/Regulars/Online-articles-only/GODAN-a-vanguard-global-partnership/(79)/1423856100)

⁹ <http://www.wageningenur.nl/en/newsarticle/GODAN-meeting-Open-Data-for-Agriculture-and-Nutrition.htm>

¹⁰ This paper was authored by Liz Carolan (ODI), Fiona Smith (ODI), Vassilis Protonotarios (AgroKnow), Ben Schaap (Wageningen UR), Ellen Broad (ODI), Jack Hardinges (ODI) and William Gerry (ODI) in collaboration with Jeni Tennison (ODI), Tim Davies (Practical Participation), Sander Janssen, (Wageningen UR), Martin Parr (CABI), Johannes Keizer (FAO), Fabrizio Celli (FAO), Nikos Manouselis (Agro-Know), Daniel Jimenez (CIAT), Shaun Hobbs (CABI), Christopher Brewster (Aston University), Gerbert Roerink (Wageningen UR) and Medha Devare (CGIAR).

The paper highlighted the importance of agriculture and nutrition and identified three specific ways open data can solve practical problems in the agriculture and nutrition sectors, namely:

1. Enabling more efficient and effective decision making
2. Fostering innovation that everyone can benefit from
3. Driving organisational and sector change through transparency

It presented a series of 14 illustrative use cases grouped around these 3 solutions. The case studies show how open data can be useful in different stages of agriculture, food production and consumption: ‘From managing scarce water resources during the California drought or helping farmers in Africa estimate the outbreak of animal diseases, to helping consumers avoid harmful allergens in their food – open data is becoming a valuable tool for policy-makers, industry, small-scale farmers and consumers alike.’ The paper identifies signs that agriculture and nutrition organisations might be ready for open data, and explores the challenges that might endanger the growth of open data in the sector, and concludes by identifying next steps required to realise open data’s full potential.

3.1.3 Release of the GODAN and ODI paper at IODC 15

Pre-launch partner consultation

Prior to the launch at IODC 15 the Secretariat shared a pre-publication version of the discussion paper with all partners by direct mailing and actively sought their comments to help refine the final version and to open the debate which would culminate at face to face events in Ottawa¹¹. We published partner responses on our website in advance of IODC pre-meeting discussions.¹² This consultation period also provided the Secretariat with an opportunity to call for partners to share examples of real-world problems in Agriculture and Nutrition that they believe that open data has the potential to solve.

Partner pre-meeting discussion of GODAN/ODI paper at IODC

The partner pre-meeting on May 27 gave Ms Liz Carolan and Ms Fiona Smith from ODI to share the paper for discussion at a paper pre-launch event just for the partner base. Partners were able to draw on both the document and consultation responses to support discussion¹³. At the event GODAN invited its partners to share further news of use cases and ideas, as well as to identify problems that open data might solve. During this session Ms Jamie Adams updated partners on progress in the development of the Secretariat¹⁴.

¹¹ The discussion paper was also used as a catalyst to discussion at AODC and will be used more widely to guide research next steps and build advocacy cases.

¹² <http://www.godan.info/responses-to-odigodan-discussion-paper-may-2015/>

¹³ <http://www.godan.info/events/event/2015-godan-partners-meeting/>

¹⁴ <http://www.slideshare.net/godanSec/godan-template-with-notes-on-secretariat-ica>

Further discussions by partners were grouped around what were termed the ‘five action pillars’ of the Statement of Purpose¹⁵. Key outputs from the session included a GODAN commitment to support the Open Data Charter, to advocate for new and existing open data initiatives to focus on agriculture and nutritional data and to encourage agreement on and release of a common set of agricultural and nutrition data to fill key data gaps in the sector. There was a specific call for collaboration on future agriculture and nutrition open data endeavours and the need for advocacy to enable good practices and lessons learned particularly by and for the rural and urban poor to be developed. There was a strong focus on the need to raise awareness.

Launch of the discussion paper at IODC¹⁶

The ‘Data + Agriculture’ impact session on May 28 consisted of five impact case study presentations¹⁷ and a panel discussion session. Speakers delivered five excellent short presentations illustrating how open data is already making a difference in solving real-world problems that farmers and consumers face. The paper itself was launched online simultaneously by GODAN and ODI, as was a call for partners to suggest possible solution-focused open data initiatives that would be worth exploring further.

- **Mr. Matthew McNaughton** presented the work of SlashRoots in the Caribbean¹⁸
- **Ms. Marie-Cécile Huet**, OpenDataSoft, introduced Agri-API, a data platform for agriculture projects¹⁹
- **Mr. Stephen Costello** Lowe presented on how to enable an open data transformation in the USDA²⁰
- **Mr. Enrique Zapata B. Pérez**, Government of Mexico provided insight to data-driven governance in Mexico²¹
- **Ms. Liz Carolan**, ODI presented the paper ‘How can we improve agriculture and nutrition with open data?’ to partners²²

US Secretary Cathie Woteki formally launched the discussion paper before chairing a panel discussion²³ around themes explored in the paper, namely:

1. What are the biggest problems in agriculture and nutrition that open data might have a role in solving?
2. How do you ensure that opening data does not just benefit governments and business but actually translates to on-the-farm impacts to benefit smallholders and the rural poor?

¹⁵ <http://www.godan.info/moving-godan-partners-together-towards-action/>

¹⁶ <http://www.godan.info/768/>

¹⁷ <http://www.godan.info/publications/presentations/> - note that Chris Addison also presented on GODAN in the conference action track <http://www.slideshare.net/godanSec/godan-iodc-action-trackchrisaddison>

¹⁸ <http://www.slideshare.net/godanSec/iodc-dataag-matthewmcnaughton>

¹⁹ <http://www.slideshare.net/godanSec/iodc-dataag-mariececilehuet?related=1>

²⁰ <http://www.slideshare.net/godanSec/iodc-dataag-stephencostello>

²¹ <http://www.slideshare.net/godanSec/iodc-dataag-enriquezapata>

²² <http://www.slideshare.net/godanSec/iodc-godan-premeetinglizcarolan>

²³ Panelists were Mr. Stanley Wood (Gates Foundation), H.E. Nkechi Okwuone (Government of Nigeria), Mr. Steven Adler (IBM), Mr. Federico Sancho (IICA), Mr. Sander Janssen (WUR), and Mr. Matthew McNaughton (SlashRoots).

3. How can the topics at the forefront of GODAN's work be linked to open data from other spheres of activity to achieve interoperability across themes to produce practical results? (e.g. social sciences, healthcare, demographics, environment etc.?)

Key themes that emerged in discussions included: A need to understand the role the whole Agriculture and Nutrition Open Data Value Chain and convening / bringing everybody together to discuss their contribution; The importance of starting with seeking to address real-world problems for farmers and consumers; A need to recognise the role of data scientists and developers as intermediaries in enabling open data to be used; and an understanding that universities are vital consumers of open data in Agriculture and Nutrition. A webcast of this session was later published on the IODC website²⁴.



Panel chaired by Dr Woteki at 'Data + Agriculture' impact session
Photo: GODAN Secretariat

3.1.4 Building impact of the GODAN/ODI discussion paper

The use cases at the heart of the discussion paper illustrate the enormous potential for open data to create positive impact in very diverse applications. Recent discussions with the UK national media indicate that it is this aspect that creates the most interest to them²⁵. The proposed GODAN Advocacy and Influencing Strategy and Implementation Plan recognise the value of use case exemplars as providing real world evidence of the impact that open data can make, and we understand the need to source more of them.

²⁴ <http://opendatacon.org/webcast/recording-data-agriculture/>

²⁵ See <http://www.theguardian.com/media-network/2015/sep/02/open-data-global-food-shortage> which features some of the discussion paper case studies

The GODAN / ODI discussion paper has been distributed widely. At IODC the initial ODI print run was exhausted and GODAN has since had the report reprinted locally twice, once for distribution at FFD3 in Addis Ababa in June and again for distribution in Tanzania at AODC in September. It has been promoted both on the ODI and GODAN websites and continues to feature widely on social media, especially twitter. ODI also promote the publication at their workshops. For example at the ODI Devon Node, Exeter meeting in June hard copies of the report were distributed to each delegate. Feedback from delegates at this event was that the use cases and messaging in this document was effective in raising awareness of how vital open data in the agriculture and nutrition sectors will be in achieving food security. The ODI have recorded that the PDF had been read on Scribd a total of 1,531 times in the first two months of publication alone via links from its website. GODAN Google Analytics record 1,847 visits to the download page over the same period, indicating a likely readership of over 3000 in the first two months of publication. Much of this is likely to be as a result of social media referral²⁶.

The discussion paper is a powerful tool in creating engagement with existing partners and provides them with a published example of the power of open data in agriculture and nutrition. In advocacy to prospective partners the report provides a compelling case for change and places GODAN in the forefront of conveying the case for a new approach.

3.1.5 Media tracking of GODAN Twitter activity at IODC15²⁷

GODAN has been building its social media presence from next to zero in 2015, with creation of Twitter and Facebook presences²⁸ in February and August respectively. IODC15 provided ample opportunity to engage with partners and attendees at the conference through twitter, and to spread the word about the newly published discussion paper. The hashtags #GODAN and #IODC15 were promoted at all our events.

There were a total of 896 tweets from 194 unique people at IODC15 to use #GODAN²⁹

- Of the 896 tweets, 861 were in English and were from a total of 162 senders.
- Nineteen were in French and were from 18 senders, with nine sent in other languages

@godanSec, @benschp & @AdamsJamieC were the main retweeters in the network, with @CABI_News, @pauladay and @AlbrightKerry. The @godansec account recorded a sharp increase in activity in the approach to IODC, with up to 779 'sessions' in the week commencing May 24. Activity then remained at this level until June 6³⁰. The interactions of @godansec with other twitter users in this period is visualised here.³¹

²⁶ A total of 309 visits to the page in week after IODC 15 (May 28 to June 4) were twitter referrals.

²⁷ These statistics cover the period immediately before and after IODC 15: 20/05/15 to 8:30am 03/06/15

²⁸ @godansec and godansec

²⁹ <https://docs.google.com/spreadsheets/d/1KOEjck8eqn47jsWn1621x0kM4KKfP3UOdDWitAIZ5no/edit#gid=0>

³⁰ Google Analytics

³¹ Secretariat members Ben Schaap, Martin Parr and Ana Brandusescu were all active on twitter at IODC15, as were key partner reps Chris Addison, Liz Carolan, and others. Combined reach for GODAN is the sum of all partners communicating around GODAN. Only when #GODAN is used can we start to picture the full network effects.

ODI Blog 19 June 2015. Post by William Gerry³⁵

Transparify blog 28 May 2015³⁶

“... Here are the most transparent pro-transparency advocates. They set the standard for the field, with 5-star transparency.

- Development Initiatives (UK)
- Global Integrity (US)
- Global Open Data for Agriculture and Nutrition [GODAN] (International) ... “.

GODAN Secretariat press release - published in full on the Bloomberg Business website³⁷

GODAN also published the following on its own website:

- IO DC Storify article³⁸
- a summary blogpost³⁹
- A webcast of the event⁴⁰

3.1.6 Africa Open Data Conference (AODC)

The inaugural Africa Open Data Conference (AODC), which took place in Dar es Salaam between 2nd – 5th September, allowed GODAN to bring together partners and interested participants for the first major opportunity to discuss open data for agriculture and nutrition on the African continent. The absence of African voices at IO DC 15 had been noted and a conscious effort to engage with current and potential partners at AODC was our response. Although open data has been steadily rising up the global agenda, the conversations at AODC represent the early days of a continent-wide open data conversation. Through GODAN sessions at the conference, partners expressed their desire to learn more from each other, and to forge shared agendas and approaches for open data. The GODAN / ODI discussion paper again provided a touchstone for dialogue, as did the responses to the paper, and a series of specially commissioned pieces that framed the discussions at partner meetings, community data events and the Agriculture & Nutrition track⁴¹.

GODAN organized one of the five ‘Open Data @ Work’ sessions at AODC bringing together five speakers to present use cases for open data on the African continent. The panellists were challenged to answer questions raised by moderator Savita Bailur of the Web Foundation. The presentations provided good background material and a solid foundation for a more in-depth panel discussion.

³⁵ <http://opendatacon.org/open-data-agriculture/>

³⁶ <http://www.transparify.org/ioc15/>

³⁷ <https://drive.google.com/drive/folders/0B5IE2emtvI9vfnlrSWHHzBmUzdUWDgzUm9uOE1jbE1hRnFmdURNOfB6S1lZVFpYdjIKbn>

³⁸ <https://storify.com/godanSec/ioc15>

³⁹ <http://www.godan.info/768/>

⁴⁰ <http://opendatacon.org/webcast/recording-data-agriculture/>

⁴¹ See especially the pieces on data ownership at

<http://www.godan.info/challenges-for-global-open-data-in-agriculture-and-nutrition-the-godan-debate-at-aodc/> and <http://www.timdavies.org.uk/2015/09/02/openness-community-ownership-and-the-commons/>

Connecting with farmers: presentations and key messages

A number of our speakers focused in on the question of how open data can be used to make a difference at the grass root level. Musa Jega of EASTC emphasized the importance of “reliable and timely agricultural information, making it available at all time, and adequately disseminated to all categories of users”. Kiringai Makau from the Government of Kenya said that “farmers own the competitive tail-end of data”, highlighting the importance of farmers as data producers as well as users.

For Maryia Nakirya of BROSDI “Open Data is more relevant to farmers if they are part of the processing procedures”. This point was reiterated by Nkechi Okwuone from Edo State, Nigeria, who added that “we must meet the farmers interest” and that there are still challenges ahead. These points from both Nkechi and Maryia complemented the message of Fatma Ben Rejeb (PAFO) who asked for more participatory approaches and an enhanced role for farmers organisations.⁴²

Digging deeper: panel discussions

As an introduction to the following panel session Liz Carolan presented the GODAN/ODI Discussion paper ‘How can we improve agriculture, food and nutrition with open data?’ launched in Ottawa earlier this year. She also briefly presented the responses the discussion paper has generated so far, and invited all attendees to submit ideas⁴³ for solution-focused open data initiative for agriculture and nutrition. The following panel discussion surfaced a number of key themes.

⁴² Full presentations from AODC speakers are at <http://www.godan.info/publications/presentations/>

⁴³ <http://bit.ly/godan-ideas>



Dr. Savita Bailur (Web Foundation) kicking off the panel discussion. From left to right: Casper Sitemba (Government of Kenya), Ednah Karamagi (BROSDI), Matthew McNaughton (SlashRoots), Carlos Quiros (ILRI), Dr. Khadija Y. Malima (COSTECH), Dr. Theo de Jager (PAFO/SACAU).

Nutrition data gaps

“Can you give me examples of important datasets?” asked Savita Bailur to Dr. Khadija Yahya-Malima (COSTECH, Tanzania). Being a nutrition expert Dr. Khadija Yahya-Malima made a strong point. She said that “People don’t die of hunger, rather from acute malnutrition and related diseases”. Open data for nutrition should be tailored for the right people and the data should be easy accessible. Ednah Karamagi from BROSDI (Uganda) completely agreed with this statement and added that for better application of knowledge on nutrition we must not lose sight of cultural barriers that need to be overcome before local communities can fully use the potential of open data in the nutrition sector.

Potential of Open Data to African Farmers

Coming from the private sector and being a farmer himself Theo de Jager, President of the Pan African Farmers Organisation (PAFO) was very clear about the most useful datasets for farmers. “The top three datasets used are weather data, market price data, and agricultural inputs data” he said. “We know these key datasets could be used much better in Africa. “Farmers look at data for weather, market & price information – in that order of importance.”

“Farmers look at data for weather, market & price information – in that order of importance” – Theo de Jager.

“A modern farmer uses a lot of data. The mechanisation of farming introduce a tremendous amount of data. Precision farming increases yields. And open data is the precision in precision

farming.” said Theo de Jager. “To increase yields farmers need to put away the hoe and put a smartphone into their hands”.

From a research perspective the panellists agreed that key datasets need to be available for farmers to make the right decisions and investments. “We learned that agricultural research institutions have massive datasets available with potentially great impact but that they are not currently used” said Carlos Quiros from the International Livestock Research Institute (CGIAR-ILRI). If farmers want to make better decisions private-public sector collaboration is needed including responsible use of data for each actor involved. In the case of Kenya the government puts the data revolution at the heart of agricultural transformation in order to achieve the Sustainable Development Goals. However, there are still challenges, “we need to make the data accessible, not only on a national level but also on a subnational level, and there are still challenges ahead” said Casper Sitemba (Government of Kenya).

“If farmers want to make better decisions private-public sector collaboration is needed including responsible use of data for each actor involved” – Carlos Quiros

Many of the discussions connected with key themes from the blogpost “Four key issues to tackle at Africa Open Data Conference” published in the week before AODC⁴⁴. However, it was clear from the discussions that we’re just at the early stages of tackling these issues. GODAN partners bring together a wealth of insights and experience, but there is much more work to be done together to build on shared learning to address critical questions on securing open data impacts.

3.1.7 Brussels Briefing “Data: the next revolution for agriculture in ACP countries?”

February 18 2015

GODAN (Ben Schaap and Partner rep Chris Addison) attended ‘Brussels Briefing’ on the subject of ‘Data the next revolution for agriculture in Africa, Caribbean and Pacific (ACP) countries⁴⁵’. Ben Schaap prepared a report for partners. This appeared on the GODAN website and, was included in the March newsletter. It was also and was promoted through social media and a Storify article prepared by CTA.

Global Forum on Innovations in Agriculture (GFIA), Abu Dhabi

March 10 2015

This event⁴⁶ focused on how technology has been employed to produce more food, sustainably, with fewer resources. Mark Holderness, Executive Director of the Global Forum on Agricultural Research (GFAR)⁴⁷ chaired a session organised by Medha Devare of the CGIAR to look at the open data situation in the agriculture community, the key challenges and aims. See the report on the GODAN website⁴⁸. Ajit Maru of GFAR also contributed to the debate and spoke on issues of interest to GODAN. A partner newsletter was sent out ahead of the session and promoted through the CABI network and a partner briefing paper was created.

⁴⁴ <http://www.godan.info/four-key-issues-to-tackle-at-the-africa-open-data-conference/>

⁴⁵ <http://brusselsbriefings.net/past-briefings/40-data-the-next-revolution-for-agriculture-in-ACP-countries/>

⁴⁶ <http://www.innovationsinagriculture.com/>

⁴⁷ <http://www.eqfar.org/>

⁴⁸ <http://www.eqfar.org/>

3.1.8 Other events attended by Secretariat

3rd International Conference: Financing for Development #FFD3⁴⁹

Addis Ababa, Ethiopia

July 13-16 2015

Attended by Martin Parr. At this event significant additional USG funding for GODAN was announced. GODAN joined the Global Partnership for Sustainable Development and announced the forthcoming GODAN Summit. This event allowed us to cement the relationship with a number of new partners and during or shortly after the event five new partners joined: Government of Kenya, PUSH, ONE, the Open Institute and Rezatec.

UK Government Department of Environment Food and Rural Affairs data release⁵⁰

June 25 2015

Announcement of release of at least 8,000 datasets

Attended by Elizabeth Dodsworth, we had discussions with DEFRA and how we might promote use of these datasets

ODI Open Data 'Beyond the Smart City' Devon⁵¹

June 25-27 2015

Conference explored the applications of open data in a rural context

Attended by Jo Shockley, (June 26)

RDA 5th Plenary Meeting, San Diego

March 9 2015

Attended by Johannes Keizer⁵²

'ELIXIR Innovation and SME Forum: Data-driven innovation in the agri-food industries'⁵³

Wageningen

March 18 2015

Attended by Ben Schaap

⁴⁹ <http://www.un.org/esa/ffd/ffd3/>

⁵⁰

<http://www.godan.info/defra-announces-major-release-of-uk-datasets-on-agriculture-and-food/>

⁵¹ <http://beyondthesmartcity.com/odi-devon/>

⁵² <https://rd-alliance.org/ig-agriculture-data-interoperability-p5-meeting-session.html-0> See presentation at http://www.slideshare.net/CIARD_/introducing-the-godan-secretariat

⁵³

<http://www.wageningenur.nl/en/activity/Datadriven-innovations-in-the-agrifood-industries-1.htm>

3.1.9 Events where partners have promoted GODAN include

Westminster Forum Food & Nutrition conference⁵⁴

Phil Abrahams, (CABI), Tim Wheeler (DFID) and Roger Mireles (USDA-FAS) promoted GODAN

IT Food Summit, Birmingham⁵⁵

July 7 2015

Partner contact Christopher Brewster (University of Aston) promoted open data in the food industry

⁵⁴ <http://www.westminsterforumprojects.co.uk/forums/showpublications.php?pid=945>

⁵⁵ <http://www.itfoodsummit.com/>