EU Datathon 2018 – Strategy proposal

INTERNAL COMMUNICATION

Contents

1. Introduction

The purpose of the EU Datathon 2018 is to highlight the potential of EU open data. It focuses on the reuse of data available on the EU Open Data Portal, the central access point to open data produced by the institutions and agencies of the European Union.

The competition, organised by the Publications Office of the European Union, will take place on 2 October 2018 and is built around the topic of the future of Europe. In particular, the participants are invited to focus on of the three challenges. At its core are the presentations of the competing finalist teams, from which a jury will finally select a winning app for each challenge.

The finalist apps are evaluated by the following criteria: Relevance to the addressed Datathon challenge; relevance to the digital transformation in Europe and relevance across Europe. The selection of the finalists (5 per challenge) will be done by the teams organising the EU Datathon. The jury members (at least 9) are selected by the co-organisers among internal and external stakeholders and experts.

We plan to have three thematic challenges. Each of them functions as a separate competition of equal importance, under the umbrella of the EU Datathon 2018 (separate registration, shortlisted teams, presentations and prizes). The prizes may differ (in terms of where winners are invited to showcase their app) but the overall 'value' should be the same to keep the challenges equal.

DRAFT: Option 1: **'EU Open Data – Shape the future of Europe'**	**DRAFT:** **'EU public procurement – Follow the money'**	**DRAFT:** **'National and EU law – Make legislation interoperable''**
In cooperation with the EU Open Data Portal and the European Data Portal *Option 2: 'EU Open Data – Design the future of Europe'* *Option 3: 'EU Open Data – For more innovation in society and economy (or in Europe)*	*In cooperation with European Commission Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs*	*In cooperation with ELI – European Legislation Identifier Task Force*

Option 4: 'Understanding the EU through open data'		

2. The competition

Competition timeline:

Launch of competition 16 April 2018	Registration project description 17 June 2018	Notification of shortlisted teams 29 June 2018	Submission of app 16 September 2018	Final event in Brussels 2 October 2018

Final event – date and venue:

2 October 2018 in the [Residence Palace, room Polak, Brussels](#)

Promotion – internal:

- Internal communication:
    - Connected
    - YourOP
    - Commission en Direct
    - MyIntracomm (LuxWeb)
    - PubliCare
    - Mailing

Promotion – public:

- Event website
- Social media: LinkedIn, Twitter, Facebook, Meetup (open science groups) and relevant professional networks will be used to attract participants, jury members, speakers and the press (EurActiv, Politico, press network).
- We intend to promote the Datathon at the national level to increase the proportion of non-local participants via privileged users network (Representations of the Commission – Digital Leaders)
- Interinstitutional social media managers network
- Opportunity for a press release (before or after the event?)
- Mailing with the newsletter list from OP
- Promotion video after the event (see [last year's video](#))

Livestreaming:

- We would like to offer again livestreaming (Facebook live and YouTube live). It helped many people to follow the event.

Jury members – proposals:

- ELI representatives
- DG GROW representatives

- OP representatives
- Luxembourg government / Digital Pole Luxembourg
- Partners (JRC, ESTAT, DIGIT, EP, Court of Justice, EIB, etc.)
- Private data companies
- Academia
- Last year's winners

Moderator – decision to be taken:

Scenario 1 – Internal (OP or EU institution)

- Paola Pepe (non-native; radio experience; OP)
- Tony Lockett (native; HR)
- June Lowery-Kingston (native; CNECT)

Scenario 2 – External

- Jennifer Baker (native; data journalist; last year's moderator)

Panel topic:

- TBD

Prize money:

Each challenge should award the same prize value and a trip to a conference or event depending on the topic, to promote their winning app.

- ODP has EUR 10 000 for prizes through ISA² funding.
- ELI has EUR 10 000 for prizes through ISA² funding.
- DG GROW has EUR 10 000 for prizes.

Place	Prize money	Diploma	Trophy
1	EUR 5 000	Yes	Yes
2	EUR 2 500	Yes	No
3	EUR 1 500	Yes	No
4	EUR 500	Yes	No
5	EUR 500	Yes	No

Invitations to:

- For challenge 1: Invitation to 'Big Data Value Forum ' (12-14 November in Vienna)
- For challenge 2: Invitation to 'Digital transformation procurement conference' organised by DG GROW (18 October in Lisbon)
- For challenge 3: Invitation to the next ELI event

Follow-up of the event:

- Invite the three winning teams to DIGITEC (20 November in Brussels) to promote OP
- Invite the three winning teams to OP to present their app in a lunchtime conference

Annex 1 – Agenda of the final event

Start	End	Mins	Session name
09:15	**09:45**	30	**Registration and welcome coffee**
09:45	**10:00**	15	**Welcome speech OP**
10:00	**11:15**	75	**"Challenge - ODP and EDP"**
			Introduction speech by representative (max. 10 minutes)
			Presentations of the projects by the finalists (7-10 minutes)
11:15	**11:45**	30	**Coffee break**
11:45	**13:00**	75	**"Challenge - DG GROW"**
			Introduction speech by representative (max. 10 minutes)
			Presentations of the projects by the finalists (7-10 minutes)
13:00	**13:45**	45	**Lunch**
13:45	**15:00**	75	**"Challenge - ELI"**
			Introduction speech by representative (max. 10 minutes)
			Presentations of the projects by the finalists (7-10 minutes)
15:00	**15:45**	45	**Coffee break and open forum**
15:45	**16:45**	60	**Panel**
			Keynote speech (10 minutes)
			Panel discussion (50 minutes)
16:45	**17:15**	30	**Award ceremony**
			Nomination of the winner for each challenge
			Closing speech
17:15	**17:15**	0	**Networking cocktail reception**

Annex 2 – Logistics

Timeline:

1. Finalise challenges and rules and announce the competition: mid-April (along with intensive communication campaign on social media to attract potential competitors)
2. Webinars with partners: mid-May (ODP will contact data providers)
3. Team registration with project description:17 June 2018 (~1 month after webinars, to allow potential competitors to check which data is available, check what can be done with it and draft a project description)
4. Notification of shortlisted teams: 29 June 2018 (2 weeks after project description due date; includes internal hierarchical validation; should be completed before holiday period; followed by a second wave of communication based on the finalist app and the promotion of the final event)
5. Submission of final app: 16 September 2018 (11 weeks after notification; accompanied by last communication push)
6. Final event in Brussels: 2 October 2018

Conference logistics:

- The stage should look similar to EU Datathon 2017, to give the impression of a TED talk and to generate a pleasant atmosphere for discussions.
- We would like to use the tool Sli.do to interact with the audience, and to fill transitions in the programme or technical breakdowns (all presentations will be on one laptop, so there should be no transition problems between the presentations).
- To do: book room and catering (room was pre-booked)
- To do: pre-book hotel room for OP staff
- Each finalist team (two persons max) will be reimbursed for their travel expenses (flight plus two nights in the hotel). No daily allowance will be paid.

Promotional materials:

- ONLY AS FILE: Banners for Facebook, Twitter and website (original files to change dates)
- ONLY AS FILE: GIFs for promotion
- ONLY AS FILE: Visuals for teams (profile pictures)
- ONLY AS FILE: PowerPoint layout
- ONLY AS FILE: Graphics for winners (like a diploma for their website and Email signature)
- ONLY AS FILE: European Data Portal and EU Open Data Portal combined logo
- PRINTED: Chevalet (for speakers & to reserve seats)
- PRINTED: EU Datathon 2018 Booklet, presenting agenda, finalists, speakers & jury
- PRINTED: Badges (finalist, speaker, jury, staff)
- PRINTED: Diploma for winners
- PRINTED: Roll-up agenda
- PRINTED: Roll-up title
- OPTIONAL: 'goodie bag' with branded/promo materials (notebook, pens, pins, T-shirts etc.)

Annex 3 – Rules (published on the website)

What is the Datathon about?

Just as would be the case in a hackathon, participants are invited to develop applications or mobile solutions. The difference is that developers will not be gathered in the same place on a certain day but will send their project descriptions to the jury for preselection before a given date. The preselected teams will then be invited to develop their app and to present it in Brussels during the main event, on 2 October 2018.

Participants can register for **only one** of the three following challenges:

- **'EU Open Data – Shape the future of Europe'**

    o Condition for competition: The goal of this challenge is to combine one dataset from the EU Open Data Portal **and** one dataset from the European Data Portal.

- **'National and EU law – Make legislation interoperable'**

    o Condition for competition: [Challenge from ELI]

- **'EU public procurement – Follow the money'**

    o Condition for competition: [European public procurement data (either EU level or national or regional/local level, primarily from opentender.eu)]

Each challenge is a separate Datathon for itself but all of the preselected teams (5 for each challenge) will present their app in the final event. Furthermore, there will be one winning team for each challenge.

Teams are encouraged to build apps that address a policy or societal challenge of their choice. These could be apps that use open data for such goals as improved mobility, education or public health, healthier environment etc.

Why a Datathon?

- Showcase the advantages of a European Legislation Identifier;
- or highlight the potential of EU public procurement data;
- or promote the reuse of open data as an enabler in the growing data economy;
- and/or produce innovative applications, including visualisations;
- stimulate the use of open data issued from the public administrations and to engage with new audiences.

Who can participate?

The EU Datathon is open to anyone, including data scientists, computer programmers, graphic and interface designers, data journalists, data community activists, IT project managers, etc. who are interested in trying to creatively tackle societal challenges through data exploration and/or create prototype products based on open data.

The EU Datathon is open to teams and companies based in the EU or EFTA (European Free Trade Association) countries.

One member of the team will be the contact person. For the preselected teams, two team members will be invited to the final event in Brussels on 2 October 2018.

The finalists of the Datathon 2017 can only participate with a new project description.

The EU Datathon competition is not open to staff working in the EU institutions.

The majority of the app must have been created since the official announcement of the Datathon 2018.

Expected results

The result should be an original mobile or web application that could help improve the everyday lives of all citizens.

For more information about these features or any other dataset, there will be explanatory webinars.

Timeline

Phase 1 – Launch of the competition (Mid April)

[Social media and ODP Home tab]

Phase 2 – Introduction webinars (May and June)

The EU Datathon will start with explanatory webinars (registration being optional) addressing the three different challenges and will allow participants to learn more about the datasets they are interested in.

Phase 3 – Team registration with project description for an app

Participants will submit a project description (short description of the idea) for the mobile or web application they wish to develop by 17 June 2018.

Phase 4 – Notification of shortlisted teams

Preselection: The internal panel will evaluate the proposed project description based on the criterion 'Relevance' and announce the shortlisted teams on 29 June 2018.

- Relevance to the addressed Datathon challenge;
- Relevance to the digital transformation in Europe;
- Relevance across Europe.

(Selection in the final event in Brussels: The evaluation of the finalist teams will follow the 'Evaluation criteria'.)

Phase 5 – Submission of final app

The teams will submit their final app for the evaluation by 16 September 2018.

Phase 6 – Final event in Brussels

The preselected teams (represented by one or two members) will be invited to the final event in Brussels on 2 October 2018. Please do not book anything in advance as refunds will not be possible. The final event will include:

- pitch presentations and demonstrations of the projects by the teams (7-10 minutes each);
- speeches from international open data experts on relevant topics;
- announcement of the winners and award of the prizes.

Evaluation criteria

	Criteria	Points
1	Impact: • Is there an evident added value of the solution? • Is the solution relevant across Europe? • Replicability: is the solution easy to implement/use across Europe?	40
2	Innovation: • Does the solution introduce new ideas or methods? • [Is this app new?]	30
3	Technical achievement: • Readiness to use • Ease of use • To what extent are the principles of openness applied?	20
4	Excellence: • Does it make optimal use of open data?	10

Jury

The Datathon jury members will come from within and outside the European Union institutions, from statistical domain to policymaking domains. The full list of jury members will be announced later this year.

Prize

Each challenge will receive a separate prize but each of them will have the same value. The exact prizes will be announced at a later point in time.

Cancellation

The Publications Office has the right to terminate the contest before its closing date without any obligation to indemnify contestants.

Intellectual property and copyright

Phase 1: the description of projects submitted for the preselection will remain property of the participants and will not be made public (or disclosed).

Phase 2: the shortlisted full projects will remain property of the developers but will be accessible to the jury and to the participants of the event.

Phase 3: the three winning app(s) will remain property of the owner(s). However, the EU institutions will be allowed to mention and promote on their channels (website, social media, press releases, etc.) the winning app(s) without any further economic compensation. In particular, the winning app(s) will be featured in the 'Applications' section of the EU Data Portal. Other shortlisted apps may also be promoted under these conditions. Where appropriate, the name and copyright of the creators will be mentioned.

In case the participants use pre-existing material for their apps, they guarantee that they have obtained all the necessary authorisations in order for such material to be used according to the rules described above.