

# Data-Driven Policymaking Week



Policy Cloud  
Cloud for Data-Driven Policy Management

**Policies Against Radicalisation**



26/04  
14.00-15.00

**Urban Policy Making Through Analysis of Crowdsourced Data**



27/04  
14.00-15.00

**Intelligent Policies for the Food Value Chain**



28/04  
14.00-15.00

**Open Data Policies for Citizens**



29/04  
14.00-15.00

**Data Driven Policymaking Week wants to unite policymakers, public administrators, decision makers, and social science researchers around the four pilot use cases at the heart of the Policy Cloud project.**

Spread across Bulgaria, Italy, Spain, and the United Kingdom, these pilot use cases:

- Serve as demonstrators for data-driven policy management
- Model and showcase best-practice methodologies for engaging communities

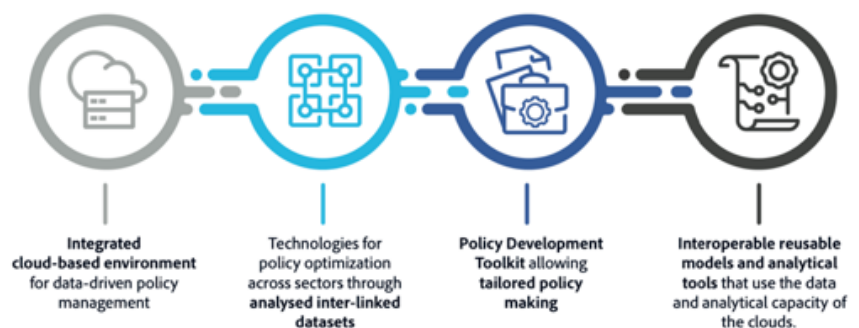
During the week 26-29 April 2021, four webinars were hosted by Policy Cloud consortium technology partners and experts from the Policy Cloud Impact Creation Board. Each webinar focused on one of pilot use cases.

The purpose of the webinars was to introduce the pilot use cases and present the technology solutions being developed to address each one's policymaking challenges and foster wider adoption.

Each session described the pilot's use case, Technology solutions provided by Policy Cloud, the importance of each pilot for the wider context of European policymaking and innovation.

This report explains the added value of Policy Cloud for data-driven policymaking by focusing on the four highly distinct Policy Cloud pilot cases, each dealing with different challenges, all addressed by the project's innovative cloud solution tailored to each pilot's requirements. The report provides policymakers with examples and recommendations to address policymaking challenges in their own organisations through The European Cloud for data-driven policy management will provide integrated reusable models and analytical tools, turning raw data into valuable and actionable knowledge towards efficient policymaking.

**What will Policy Cloud Deliver?**



# The numbers

## The immediate impact of the Data-Driven Policymaking

**203** Registrants (34 Citizens, 40 Policy Makers/Public Administration, 76 Research & Innovation, 21 Industry, & 32 Other)

**99** Attendees (15 Citizens, 15 Policy Makers/Public Administration, 40 Research & Innovation, 9 Industry, and 20 Other)

**70+** Subscriptions to the Policy Cloud newsletter

## Social media impact of the Data-Driven Policymaking

**36.000** Views on social media



**30** Posts

**82** Reactions

**39** Shares

**7200+** Post views <sup>1</sup>

**66** New followers <sup>2</sup>



**32** Tweets

**20** Mentions

**84** Retweets

**28.800** Tweet impressions <sup>3</sup>

**1.282** Profile visits

**37** New Twitter followers

<sup>1 2 3</sup> Reporting period 2 April - 5 May

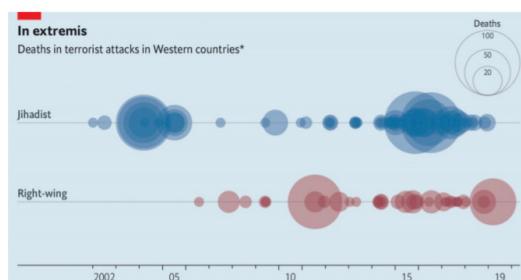


# Policies against radicalisation

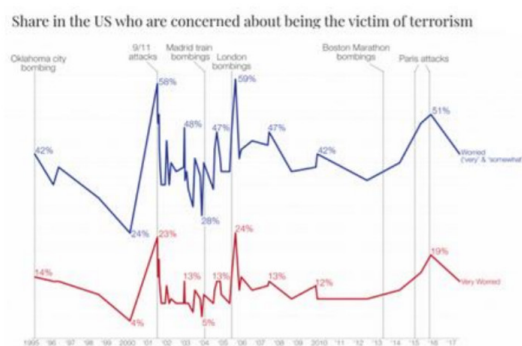
## Scenario A – Radicalization incidents



## Scenario B – Radicalised groups / individuals



## Scenario D – Assessment of online propaganda



### The policymaking challenge

The problem of radicalisation is very high on the European agenda as increasing numbers of young European radicals return from Syria and use the internet to disseminate propaganda.

### The data

To enable policy makers to design policies to address radicalisation effectively, Policy Cloud consortium partner Maggioli collects and analyse data from social media and other sources including:

The open-source Global Terrorism Database (GTD) which contains information about terrorist events occurring between 1970 and 2015.

The Onion City search engine which accesses data over the TOR dark web sites.

Twitter data accessible through Firehose - to be analysed using sentiment analysis and opinion mining software.

### The Policy Cloud solution

The full range of Policy Cloud services will be used to transform the raw data into actionable knowledge which is of practical value to policy creators.

For instance, analytics tools such as sentiment analysis and opinion mining software will be applied to Twitter data to identify radicalisation efforts and link those efforts to particular terrorist groups or attacks.

Analytics will also be used to segment radicalisation efforts demographically, visualise radicalisation trends, and assign risk profiles to individual suspects. Analysis activities will respect the privacy requirements established within the Policy Cloud Ethics Framework.



# Moving your organisation towards data-driven policymaking



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Radicalisation



## Speakers



**Marieke Willems**

Project Manager Trust-IT Services



**Armend Duzha**

Senior Project Manager and  
Research Associate at Maggioli S.p.A.



**Daniele Crespi**

Head of the eGovernment and  
Innovation Services at Maggioli S.p.A



**Tjerk Timan**

Policy Researcher TNO & Policy  
Cloud ICB

## Recommendations for policymakers

### Daniele Crespi



Our approach is to collect and analyse data and to try to make decisions more data driven. This is something being developed more and more by public administrations. It is important to have a broad reach amongst many stakeholders that can help you better understand the phenomenon of data-driven policymaking.

### Armend Duzha



Data is the key for evidence based policy making. Start investing in it! Hire a dedicated person who follows these activities or build new skills amongst the policy makers you already have.

### Tjerk Timan



Experiment with it! But experiment wisely. Try to envision how you can reinvent your vision and your work using these tools. Be prepared to change how you are currently doing things as a result.

# Urban policy making through analysis of crowdsourced data



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## Webinar

27/04 14.00-15.00



Data Driven  
Policymaking:  
**Urban Policy Making  
Through Analysis of  
Crowdsourced Data**

## The policymaking challenge

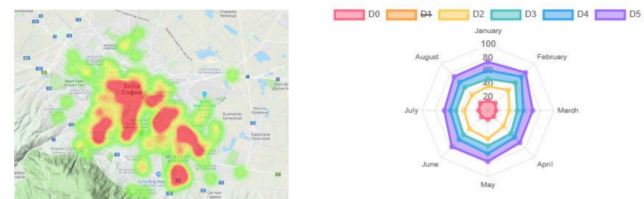
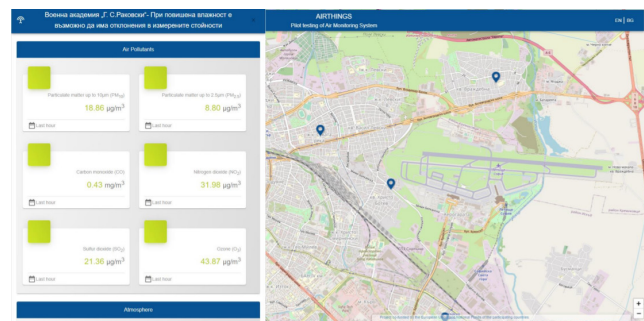
Sofia is the capital of Bulgaria and the biggest political, administrative, cultural and educational centre in the country, with a current population of 1,8 million inhabitants. The municipality of Sofia is constantly working to improve the urban environment and meet the challenges that the city is facing. Evidence-based policy making is crucial for addressing urban challenges in a cost-efficient way.

## The data

Through its involvement in Policy Cloud, the Sofia Municipality will address urban policy as a critical success factor in improving the overall urban environment of the city. Policy design will be adapted based on analysis of big data sourced from the following sectors:

- Transport, parking and road infrastructure
- Waste collection and waste disposal
- Cleanliness of public spaces
- Ecology, green systems
- Violation of public order
- Others, of importance to citizens
- In designing policy, we will combine the data from both existing sources and from new open data sets that become available.

The existing data source is the citizens' Contact Centre, which has been operational since 2014 and facilitates direct communication from citizens, industry and institutions wanting to signal non-urgent deviations from normal practice within the urban environment.



## The Policy Cloud solution

Analysing the territorial distribution of these signals by category will enable municipal and district administrations to identify problems, issues, and behaviour trends in the urban environment. The analysis will also facilitate monitoring and control of the services under review, enabling preventative action to be taken where potential risk is identified, and guiding decision making around policy adjustment and/or adoption and also around the effective use of budget and public resources.

Crucially, where policy is introduced or changed as a result of the insights obtained, data analytics will enable the authorities to understand the effects of the change and find explanations for the behaviours observed.

Policy Cloud big data streaming and real-time big data platform will enable Sofia municipality to improve operational efficiency, transparency, and decision making.

# Moving your organisation towards data-driven policymaking



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Urban Environment



## Speakers



**Marieke Willems**  
Project Manager Trust-IT Services



**Ana D. Georgieva**  
Innovative Sofia, Sofia Municipality



**Petya Bozhkova**  
Operative Director, OKYS



**Liliana Carrillo**  
Founding Director at CollectiveUP and  
Co-founding Director at the European  
Digital Development Alliance (EDDA)



## Recommendations for policymakers



**Ana D. Georgieva**  
Involve the citizens as much as possible! Focus on the co-creation process... and OPEN DATA, OPEN DATA, OPEN DATA!



**Petya Bozhkova**  
I think it is important for policy makers to become more visionary in this subject, especially when talking about urban and city administrations. So my recommendation would be to invest more in human potential, in data analysts. I think this is very important!



**Liliana Carrillo**  
Pay attention to digital skills at a local level. And as Ana said, open data! Be creative, the data can be used in many more ways than its original intent.



# Intelligent Policies for the Food Value Chain



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## Webinar

28/04 14.00-15.00

### Data Driven Policymaking: Intelligent Policies for the Food Value Chain

## The policymaking challenge

The agri-food industry in Spain's Aragon region has annual sales exceeding €2.5 billion, representing 8.8% of production and 11.86% of industrial sector employment in the region.

As globalisation and increasing market complexity threaten traditional industries, public company Sarga will leverage Policy Cloud big data analytics technologies to drive policy creation and implementation around the establishment of a Denomination of Origin strategy in the food processing industries of Aragon.

Sarga has been recognised as an Innovative Business Association (AEI) by the Spanish Ministry of Industry. Its goal is to facilitate innovation through branding and cooperation across the whole food value chain, supporting the visibility and growth of the companies and knowledge institutions making up the Aragon Food Cluster.

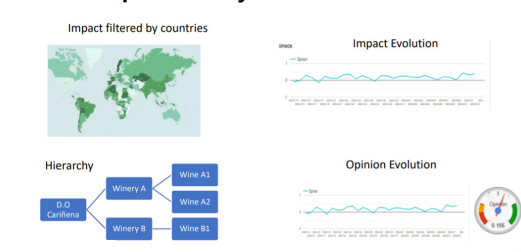
## The data

The raw data to be consolidated includes all available information originating from the Aragon government related to agricultural and livestock production, active cooperatives and so on, as well as externally sourced weather and industry information, worldwide Denomination of Origin statistics and social media data - both quantitative and qualitative - from portals such as Open Data Aragón, Centros Rurales Agrupados (CRA), and Open Social Aragón.

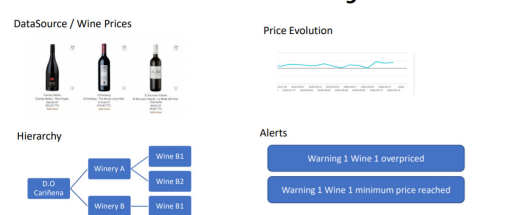
### Scenario 2: Trends Analysis



### Scenario 1: Opinion Analysis



### Scenario 3: Wine Sales Price Monitoring



## The Policy Cloud solution

It is estimated that around 1 Terabyte of structured and unstructured data will be collected and analysed in order to identify high potential markets and develop appropriate Denomination of Origin policy.

Sarga will use the Policy Cloud real-time big data platform to assemble constantly updated data about the agro-food industry and also to perform analytical queries to evaluate and compare the impact of the policies being applied in different areas.

# Moving your organisation towards data-driven policymaking



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Food Value Chain



## Speakers



**Marieke Willems**  
Project Manager Trust-IT Services



**Mariano Navarro**  
HEAD OF ICT/R&D at TRAGSA



**Miguel Angel Gracia**  
ITAINNOVA



**Javier Sancho Royo**  
Sarga



## Recommendations for policymakers



**Mariano Navarro**  
A bottom up approach will guarantee success.



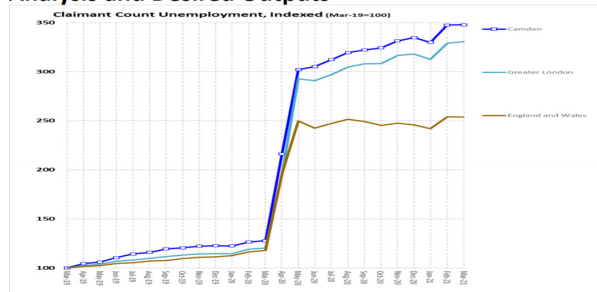
**Miguel Angel Gracia**  
Try to engage the citizens and analyse the available data.



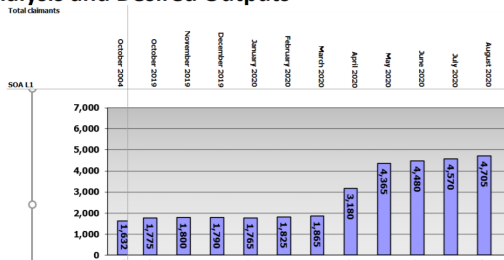
**Javier Sancho Royo**  
Get the rest of the stakeholders involved!

# Open Data Policies for Citizens

## Analysis and Desired Outputs



## Analysis and Desired Outputs



## The policymaking challenge

With a population of 262,000, the London Borough of Camden is one of the twelve boroughs of inner London. The southern tip of Camden forms a small section of Central London. There are about 31 districts in Camden.

Policy Cloud will address social services policy planning in Camden by predicting risk factors across four distinct domains:

- Housing and adult social care
- Children, schools and families
- Culture and environment planning
- Building and parking services

## The data

The Council is committed to the publication of open data and adheres to the Council Open Data Charter which is underpinned by the notion that residents have the right to access data which does not compromise individual privacy.

## The Policy Cloud solution

The plan is to apply predictive analytics techniques to data sourced from the target domains in order to identify risk factors across the full range of services offered by the Council. Examples of information to be obtained using these techniques include:

The extent of the relationship between housing repairs required and other higher cost services such as social work. Such information would enable the Council to identify potential cases where early intervention in one area could prevent cost escalation in another, related area.

Car licensing data. Providing this information to the parking services department would enable planning for temporary events which might require additional resourcing.

Data which enables forecasting of the numbers of people requiring adult social care services in future, principally older people, in order to plan future services.

A comprehensive overview of the totality of each resident's interactions with the Council.

Using the information harvested from data analytics, the Council will be able to design evidence-based policies and evaluate their economic feasibility, their political viability and their legitimacy, thereby improving the quality of the services offered to citizens, and achieving the efficiency and effectiveness which are key elements of good governance.



# Moving your organisation towards data-driven policymaking



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Policies for Citizen



## Speakers



**Marieke Willems**

Project Manager Trust-IT Services



**Francesco Mureddu**

Director, Lisbon Council for Economic Competitiveness & Social Renewal & Policy Cloud ICB



**Ben Williams**

Senior Data Engineer  
Camden Council



## Recommendations for policymakers

### Francesco Mureddu



Firstly, I would advise you to share success stories, to show everyone that opening data is very useful and is actually a boost for the economy. Secondly, create portals that are usable, in the sense that they are accessible by everybody, not just the 50 geeks in town. They need to have visualisations and accompanying services.

### Ben Williams



I recommend that policy makers initiate discussions about relevant KPIs and requirements from data that they already have available. For example, you might have data and statistics available on air quality, but you're not actually using it at the moment. Set requirements and know what you want from your data.

# Missed the Data-Driven Policymaking Week?



**Download the slides**

<https://zenodo.org/record/4733856>



**Watch the recordings**

<https://youtube.com/playlist?list=PLndH-BnbXfcnJaz8gxWiq8mHoX21jYRvb>

## Interested in adopting the Policy Cloud Solution as a Service? Interested in our Technologies?

Drop us a mail: [info@policycloud.eu](mailto:info@policycloud.eu)

## Join the Policy Cloud Community!

**NEWSLETTER** <https://policycloud.eu/policy-cloud-newsletter>



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