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Deliverable D9.2:
Project brochures, posters and other promotional material

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BYTE has the following work plan

The BYTE project consists of the following work plan, which will produce a **report on societal externalities associated with big data**, a v**ision for big data in Europe**, **policy** and **research roadmaps**, and will build the **big data community**.

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For more information about BYTE or to join the Big Data Community, please contact the project coordinator:

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BYTE project

The Big data roadmap and cross-disciplinarY community for addressing socieTal Externalities

www.byte-project.eu

OBJECTIVES

BYTE will assist European stakeholders in big data by formulating a strategy for harnessing positive big data opportunities and addressing big data challenges. This will lead to policy recommendations that will support European science and industry in the realisation of the big data economy. In order to do so, BYTE will identify and analyse relevant positive and negative externalities. Externalities refer to the effects of a decision that have an impact on a third party (especially members of the public). BYTE will thus aid European stakeholders in making better decisions that amplify positive externalities (e.g., new products and services, efficiencies, economic competitiveness etc.) associated with big data, and diminish negative externalities (e.g. privacy infringements, legal barriers, etc.). As such, the BYTE project has three main objectives:

- *To produce a research and policy roadmap and recommendations to support European stakeholders* in increasing their share of the big data market by 2020 and in capturing and addressing the positive and negative societal externalities associated with use of big data.
- *To involve all of the European actors relevant to big data* in order to identify concrete current and emerging problems to be addressed in the BYTE roadmap. The stakeholder engagement activities will lead to the **creation of the BYTE big data community**, a sustainable platform from which to measure progress in meeting the challenges posed by societal externalities and identify new and emerging challenges.
- *To disseminate the BYTE findings, recommendations and the existence of the BYTE big data community to a larger population of stakeholders* in order to encourage them to implement the BYTE guidelines and participate in the big data community.

BYTE partners are:

Trilateral Research & Consulting

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UNIVERSITY OF OSLO

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Inria INVENTEURS DU MONDE NUMÉRIQUE

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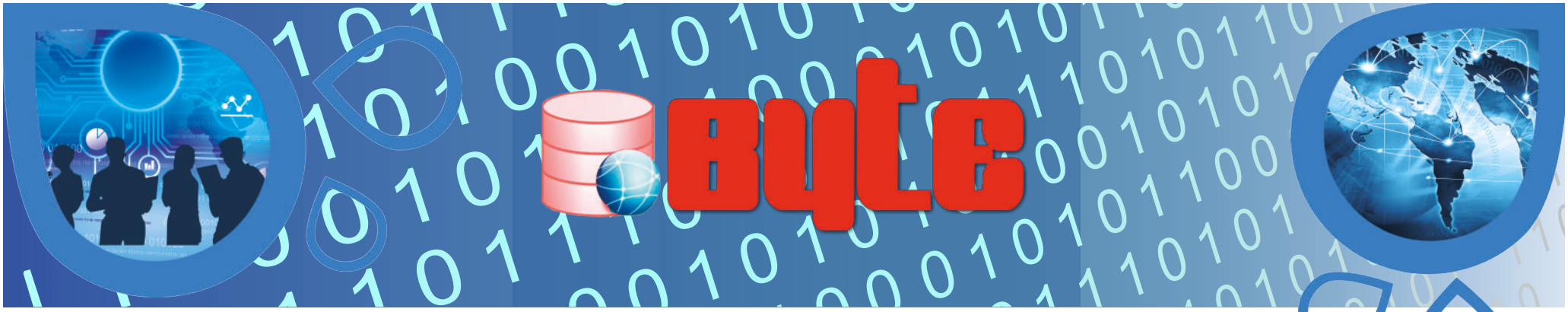
BYTE

Meet us at our First **BYTE workshop**!
11-12 September 2014
Inria, Lyon, France

BYTE team members are also involved in a number of external events. For further information please visit:
http://byte-project.eu/upcoming-events/

Follow us on twitter:
BYTE Project (BYTE_EU)



BYTE key outputs

Report on societal externalities associated with big data

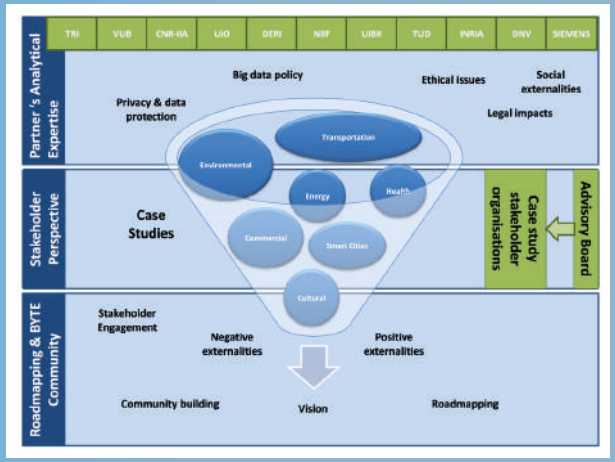
Vision for big data in Europe

Policy roadmap

Research roadmap

Build the big data community

BYTE methodology



The Big data roadmap and cross-disciplinarY community for addressing socieTal Externalities

BYTE aims to assist European science and industry to gain a greater share of the big data market by 2020. In order to do so, BYTE will identify measures that will help big data users to capture and amplify the positive externalities associated with big data (e.g., efficiency, innovation, data sharing, etc.) in a manner that enables them to diminish the associated negative externalities (e.g., privacy, data protection, discrimination, etc.). Examples of such externalities include:

Economic	Legal	Social & Ethical	Political
• Boost to the economy • Innovation • Increase efficiency • Smaller actors left behind • Shrink economies	• Privacy • Data protection • Data ownership • Copyright • Risks associated with inclusion & exclusion	• Transparency • Discrimination • Methodological difficulties • Spurious relationships • Consumer manipulation	• Reliance on US services • Services have become utilities • Legal issues become trade issues

BYTE will conduct primary and secondary research on a series of seven big data case studies in the following sectors: environmental data, commercial data, utilities / smart cities, cultural data, energy, health and transport. By using these case studies, BYTE will be able to examine how big data is actually being used for a range of purposes, what externalities are in evidence and what strategies are being used to capture or diminish these externalities.

BYTE will use these case studies and its advisory board to create a vision and roadmap for big data in Europe. The roadmap will be broken down into:
- Necessary policy steps to achieve a greater share of the big data market, and
- Necessary research steps to achieve a greater share of the big data market

BYTE will also build a big data community to implement the roadmap and build on the gains achieved in the project.

The final result of BYTE will be a healthier, more effective big data economy in Europe that addresses the needs and concerns of science, industry, policy-makers and citizens as well as a steering group to build on those gains and drive the big data economy forward.

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