Intellectual Capital for Communities in the Knowledge Economy

Public data and innovation
Agency for public intangible of France

• Who are we?
  – Agency depending from the ministry of economy, finances and foreign trade
  – Created in 2007 to value public intangible assets
  – Mainly composed of
    • Legal experts, specialized in IP right
    • Marketing experts
Agency for public intangible of France

- Great diversity of intangible assets

Patents
Trade marks
Know-how
Internet domain names
Software
Internet sites
Intellectual property rights
Public sector information
Agency for public intangible of France

- Our missions
  - Contribute to the modernisation of the administration
  - Unlock the potential of public intangible assets for the State economy as a whole
The open data movement

• Key dates

**World**

- 2003: European PSI directive
- March 2009: data.gov
- April 2010: data.gov.uk
- 2010: many local initiatives + European digital agenda
- 2011: many national initiatives (Spain, Portugal, Belgium, Kenya, etc.)
- 2012: revision of PSI directive

**France**

- 2005: transposition PSI directive
- 2009: first ministerial data catalogues
- 2010: data catalogue city of Rennes + preliminary study national portal
- 2011: many local initiatives (Paris, Bordeaux, Nantes, Toulouse, …)
- December 2011: data.gouv.fr
The open data movement

• Open data, what for?

⇒ Three main objectives

Public sector data

⇒ Open government / Data journalism
  ⇒ Empowering citizens by providing neutral information
  ⇒ Increase involvement citizens (local level)

⇒ Innovation
  ⇒ Semantic web / linked data
  ⇒ Data mining

⇒ Economic development
  ⇒ Digital economy : smartphone applications, content, etc.
  ⇒ Services : marketing, economic intelligence, etc.
The open data movement: what results?

- Open government/data journalism:

  Non profit organisation following the activity of members of parliament: http://www.nosdeputes.fr/

  Data journalism: exemple of newspaper article in « Le Monde » exploiting public data (pricing of physicians)

The open data movement: what results?

- Economic development: some success stories
  - Digital products
    - navX
    - APPLI IPHONE
  - Internet sites
    - fourmi santé
  - Services: economic intelligence and marketing
    - TreeRank
    - vecteurplus
The open data movement: what results?

- **Innovation**
  - Semantic web / Linked data
  - Data visualisation
  - Data mining
  - IT and consulting services around open data
The open data movement: what results?

- **Open Government:**
  - Interesting applications at local level
  - Development of data journalism

- **Situation at date from an economic point of view**
  - Mixed results with some success stories, but few new products created based on open data

  - However, emergence of an economic ecosystem based on services around data (public and private data)

  - This ecosystem is largely based on innovative applications

⇒ The public sector should support the innovative potential of open data
How to support innovation around open data?

- **Role of public sector**
  - Improve the governance of the open data policy
    - Cooperation administrations / local authorities
    - Dialogue with re-users
    - Identification of high potential data
  - Open up more data, and ensure the continued existence of the movement
    - Automatizing the process and real time updates
    - Budget
  - Publish data in machine readable formats and appropriate meta data
Semantic web: one step further

- **What is semantic web?**
  - Term invented by Tim Berners-Lee
  - Enable users to share and combine information without human intervention
  - Data published in specifically designed language for data

→ Huge potential to develop innovative services
Semantic web: one step further

- Example: “Monuments historiques” application
  - Application allowing to research 44,000 French monuments
  - 7 different sources (public and private) and formats

http://blog.antidot.net/2011/12/19/decouvrez-les-monuments-historiques-grace-a-lopen-data/
Semantic web: one step further

• How to develop this data format?
  – A generalization of this format on public open data portals would be too onerous in the short term
  – At longer term, take into account as much as possible these innovative tools when designing new IT systems
  – Alternative:
    o Finance research projects on key data bases: geographical data, statistical data, cultural data, etc.
    o Support the creation of general accepted reference tables
QUESTIONS?

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