Use of Strategic Indicators to Show the Impact of Geospatial Information

GWF 2021
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Spatineo

**Focus**: intersection on Cloud, Data APIs and Geo

**We do**: Software development, testing, standards, cloud infrastructure, monitoring & analytics, assessments

**For**: our customers are in the data business, both public and private sector

**We are**: based in Helsinki, 1.5M revenue for 2021, growing at 50%
Determining success for SDIs

Success of an SDI is dependent on multiple factors:

- **Organisation**: KPIs and strategic goals
- **Employees**: fulfilling a purpose
- **Users**: serve their needs, directly or indirectly

Ultimate goal: ensure the data and services bring value to society

- **Innovation**: new business, new services

SDIs and responsible organisations have KPIs for these .. ?
Spatineo Impact

1. Strategic goals
   - Indicators, KPIs

2. Data acquisition

3. Data processing

4. Impact assessment, analysis & visualisation

5. Recommendations

6. Implementation
Case: Finnish Environment Institute

SYKE: open data on environment since 2008

- Strategic goal is to respond proactively to society’s ever-changing information needs

(1) Indicators derived from strategic goals set by governing ministry
(2) Produced survey data and analyzed data usage information
(3) Custom data processing
(4) Built comprehensive dashboards to visualise indicators
(5) Recommendations to increase their SDI’s impact
Key takeaways

- Social impact should be part of strategic goals of the organisation => makes it a priority for management
- Best strategic goals are measurable and have clear goals
  - Unfortunately goals often missing, unclear or not measurable
- Analysis combining information and knowledge leads to insights on what data & services serve users best
- Dashboards breathe life into data
Case: Finnish Meteorological Institute

One of the largest open data providers in Finland, weather information open data since 2013.

Main goals for FMI:
- understand the impact of open data
- prioritize which data sets to open next

Combined user surveys, API access, Google Analytics
Key takeaways

- Many strategic goals unfortunately not measurable
- Largest user of data: private companies (81.5%)
- Regular users (0.015%) make 33% of requests
- 14% of companies reported indicated new business on account of FMI open data in the previous 3 years
- More work required for advanced analytics:
  - identifying usage related to specific projects or themes (climate crisis, autonomous car development)

2021: started the design of operationalised dashboards
Case: Geological Survey of Finland

PoC (2018): indicators developed based on internal requirements
=> GTK negotiated new, measurable goals with their governing ministry

Operational platform: 2019 - ongoing
- Management dashboards for internal reporting, development
- Clear indicators for reporting to ministry
Our vision

• Organisation KPIs and strategic goals will include data business
  • Best indicators are measurable and have clear goals

• SDI, and data business, indicators will be part of organisations’ management dashboards

• Data driven & operational data flow
  • Providing up-to-date information enables quick response to change

=> increase value from data, serve users and society better