Making Citizen-generated Data Work for Sustainable Development

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Who are We?

**CIVICUS** is a global alliance of 3,600+ members of civil society organisations and activists dedicated to strengthening citizen action and civil society around the world.

**DataShift** is an initiative of CIVICUS that builds the capacity and confidence of civil society organisations to produce and use citizen-generated data.
Research into Incentives for CGD Sustainability and Impact

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What is Citizen-Generated Data?

Citizen-generated data (CGD) is data that people or their organisations produce to directly monitor, demand or drive change on issues that affect them.
CGD: People Powered Campaigns

Citizens creating and using their own data, which builds their capacity to

– identify their sustainable development priorities,
– monitor progress and
– hold governments to account.
CGD is Collaboration

• Partnerships & Stakeholders – Align interests
• CGD – Multiple uses
• Implementation – Use existing tech, resources and processes
• Incentives – Trust, context and goal
Citizen Incentives

‘What does an individual citizen get in exchange for contributing data?’

• Address an issue
• Belonging to a community
• Learning from others
• Personal value and interests
CGD Uses

- Setting the policy agenda
- Design the project
- Implementation
- Solution to a problem
- Monitoring
Using CGD for Decision Making

High quality evidence matched to the action

- Monitoring data needs to be repeatable, reliable, accurate, and standardised
- Raising awareness of an issue may need “just good enough” data
Turning CGD into Action

- High quality evidence
- Easily understandable
- Relevant messages
- Targeted engagement