

Making Citizen-generated Data Work for Sustainable Development

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January 2017



Who are We?



CIVICUS

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