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Session 2
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Content, Creation, Communication, Copyrights

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Moderator:
Hugo Kerschot, Managing Director, IS-Practice, Belgium

Speakers:

Alfredo Ronchi, Secretary General EC MEDICI Framework; Professor Politecnico di Milano, Italy

Alan Shark, Executive Director PTI-Public Technology Institute; Associate Professor of Practice, Rutgers University School of Public Affairs & Administration, USA

Stéphanie Bacquere, Founder nod-A, France

Patrick-Yves Badillo, Professor, Director and Founder Medi@LAB-Genève, UNIGE – University of Geneva, Switzerland

Giovanna Di Marzo Serugendo, Professor UNIGE – University of Geneva, Switzerland

Ismail Dia, Senior Director Government Accounts, Govdelivery Europe, Belgium

Irène Toporkoff, Cofounder and Managing Director, Worldcrunch, France

Andrea Frascati, Business Developer Manager, Smart P@per S.p.A, Italy & **Mario Po'**, Executive Director, Azienda ULSS Venezia, Italy

Session 2

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Day 1 – Afternoon – Parallel Session

Content, Creation, Communication, Copyrights

The moderator of the session, **HUGO KERSCHOT, Managing Director, IS-Practice, Belgium**, welcomed the participants and set the scene by stressing the importance of content as a key driver of our digital age.

What is content? It starts with the "bricks and mortar" of the Information Society, which are its bits and bites, the data—however, they are useless if there is no information behind and if these information is not transferred into knowledge. Knowledge has to lead to added value and such added value can be, e.g., more insights in our democracy or better insights in our businesses, society and culture, better innovation processes…

Citadel on the Move and Open Transport Net are two EU projects (FP7 - CIP). Both projects are working on smart cities and open data—the bits and bites, the CSV files, the spreadsheets, the PDFs…

For a long time, this was the interpretation of open public data for a lot of public services. They put their not-machine readable data on the web and thought the job was done. What Citadel on the Move has done in the first place, was to develop a process for European cities to easily transfer these uninterpretable data in something that is visualisable and comprehensible for the citizens. The project created a converter on an open platform that simply transforms CSV files, spreadsheets, into JSON files. The project created a small template allowing to visualize all these uninterpretable data in a simple and easy to use mobile application.

Three applications created within Citadel were given as example: 1) The Gent Art Galleries, Belgium, allows to visualise all art galleries on the city map. 2) Issy Tree Finder, France, shows the location of all exotic trees with photo on the city map of Issy-les-Moulineaux. 3) Prague for Moms/Dads & Kids, Czech Republic, indicates playgrounds, barrier-free metro access, pharmacies and smoke-free restaurants and cafés on an interactive city map.

These are first steps to put value into open data. Up to now, more than 55 associate cities and local authorities are using Citadel.

The project Open Transport Net tries to create similar applications by going a bit further using more complex data about geo-information.

ALFREDO RONCHI, Secretary General EC MEDICI Framework; Professor Politecnico di Milano, Italy, addressed the challenging question

Does eContent talk to the heart?

The idea to add some value to already existing data was already addressed by the EC within the eContent framework: Content and services sometimes are built on top of existing data sets, and more than ten years ago the European Commission created the eContent framework to improve the added value reuse of public data sets. At that time, one of the challenges faced when submitting project proposals was to understand: which kind of data sets and how to reuse them—according to IPRs, according to privacy rules, etc.?

The recently emerged keyword "open data" represents one of the nowadays' challenges. Institutions and companies are investing time and resources in order to turn such a concept into reality.

Open data refers to the idea that certain data should be freely available for use and re-use. When dealing with open data we must take into consideration, among others, two main aspects: the public body can legally dispose of the processed data using them freely and eventually re-firing them as it may consider useful? How it can be wise to behave in managing their rights?

This is a real problem when dealing with public administrations especially in the field of cultural heritage, because there is a lot of material, such as books, pictures, maps and other potential content, but people don't know exactly how to manage the rights and how to transfer certain rights to people using the material afterwards.

There are some European Regulations in the EU concerning open data; guidelines in order to use such kind of data sets, basically 2 or 3 directives. Some of the EU Member States adopted the European directives at a local level, other countries were able to tune their already existing regulations in order to fit the European directives and other just continued with their already existing regulations.

All public bodies are mainly concerned about data ownership, intellectual property and privacy. These issues are directly related to questions such as the origin of the data sets, i.e., the responsible of the project, data providers, harvesting procedure etc.; the procedure used to collect the data, the intellectual property ownership and transfer, i.e., who is the actual owner, which rights have been transferred, etc.; the protection of sensitive data and related citizens' privacy issues; as well as statistic confidentiality, i.e., data anonymization.

The release and re-use of public bodies' datasets may impact citizens' privacy. Personal information represent a wide range of data; they include any data concerning any identifiable individual and in some countries this applies even to companies if their data may involve individuals.

Typical sensitive data are name, surname, private address, phone, VAT and social security numbers, email, car registration plate and even photo and voice recording. Personal data in addition means physical, physiologic, psychic, economic, social and cultural identity. Off-limits data are the ones pertaining the intimate sphere of an individual, such as racial or ethnic origins, religious or philosophical beliefs, political issues, enrolment in political parties, associations plus health conditions, sexual behaviours and more.

The project "My data belongs to me" was promoted on the occasion of the WSIS 2014 in Geneva in order to create awareness, especially within the young generation about the risk of putting data and personal information on the Internet. "Internet has a huge memory.

Pictures, data and personal information will be stored, sold, duplicated and spread before you can utter the words "my data belongs to me". But what about the human right of data privacy? This issue will generate legal, technological and moral discussions for years to come, when actions need to be taken."

Another important particularity in the context of Internet content and services is the aspect of culture, cultural identity and the presence of different languages in the Internet, and here the possibility to access content either in your own language or by matching between the local language of the people using the Internet and the language in which the content is made available on the Internet (by using automatic translators).

Referring to this particularity, the Internet can be considered both as an opportunity to transfer information and to promote knowledge about different languages and cultures, and as a threat, because there are some very dominant languages on the Internet jeopardising minorities and local cultures. There are positive aspects on one side and potential risks in terms of maintaining the cultural and language diversity on the other side.

Given a world population of around 7.1 billion, the majority of Internet content is still in English. In terms of the number of Internet users by language, Chinese is very close to English.

However, new devices and communication standards are inspiring new languages built on abbreviations, phonetic equivalences, graphic signs and emoticons. Smart phones and tablets are breaking time and space barriers including formerly divided people in the emerging cultural phenomenon. This is true both for young generation but even for elderly people that find tablets and smart phones more user friendly than "old" computers. Digital technology is offering new ways to express creativity in different fields: music, images, videos, physical objects and more, enabling young generation to express their feeling and contribute to the creative industries.

To conclude I would like to introduce my experience as a member of the board of executive directors of the World Summit Award. Since 2003, thanks to my role, I have the chance to evaluate the best eContent & Services created in more than 165 countries all over the world, the first phase of the WSIS held in Geneva. This is a unique opportunity to evaluate the state of the art of the digital "environment" in different countries. Where "environment" means "readiness", infrastructure and applications. With reference to our main topic "diversity" it is not surprising that using the same technical tools products reflects the cultural background of authors. Colours, graphic, look and feel relate to the country of origin. Products coming from multi ethnic countries reflect such richness and offer a multi language interface enabling even small communities to feel "at home".

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart" [Nelson Mandela]

ALAN SHARK, Executive Director PTI-Public Technology Institute; Associate Professor of Practice, Rutgers University School of Public Affairs & Administration, USA, discussed his thoughts and insights from many years working with the public sector:

Content, Creation, and Communications
Understanding The Value

65 percent of Americans are dissatisfied with how government works (Gallup Poll, 2013). 70 percent of Americans don't trust government to do the right thing (Pew Research Center,

2013). 85 percent of Americans are frustrated with government generally (Pew), and 61 percent of the world population do not trust government (Edelman Trust Index, 2014).

There has been a very strong push in many governments and there are many similar data sites all over the world. Data.gov is a very interesting website that gives an index of what is going on at least in the US and elsewhere. A large number of cities, counties, and states have open data sites. There is a real movement to look at data.

However, we have still a long way to go. Certainly, we are living in an app-happy world, with apps for everything—and more and more, we are seeing government-apps. More and more, we are seeing cities and counties across the country having their own stores in which you can get apps. But we have not to forget that the apps come about because there has to be some kind of information that is supporting that.

An example is King County, Washington. King County has developed a residential parking calculator. It shows where you can park your car and it goes as far as telling you the property values by houses.

How did this all happen? What does citizens really want? Do they want to absorb government data? Definitely not; no citizen buys a computer or device just to connect to the government. Do they want more information on what government does for them? Do they want more interactive apps and websites? More information about city services? Messages from elected leaders?

The answer is perhaps none of these. We need to develop a new model of thinking that addresses citizen-centric meaningful information, not data. Citizens do want accurate transportation information, schedules, and interactive maps. They do want to transact most business online or through apps. They do want restaurant health ratings and closures. They want really be heard on policy issues. And they want online voting. All of this, hopefully, leads to greater to trust to governments—administratively and politically.

Data is a very interesting thing but most of the countries, whether there are chief data officers or data initiatives, have spent so many time just getting data sites to the point where they can make them public. There are at least 12 to 15 different sites that can be considered excellent for getting data. But that is not where the public is going to go. They are built with the idea that somebody was going to build an app and somehow they would prosper from that. But generally this is not happening. What the citizens want is information; and they really want it in a different format and they need help. We need to provide visualised data in order to help them see things in a more clear manner.

STÉPHANIE BACQUERE, Founder nod-A, France, presented an innovative methodology bringing a new collaboration culture in organisations.

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How to create value from data?

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Creating value from data is a major issue. There is so many data and there are so many questions related to data: how to make them usable? How to link them to the Internet of Things? Finally, if all this matters, it is because there is a lot of value to be created.

A big financial institute such as BNP Parisbas was not able to provide a useful interface to its customers helping them manage their budgets and bank accounts. At the same time, the French start-up Linxo provided an application enabling customers to analyse, manage and optimise their financial assets.

Why start-ups do it better than public organisations or big company? Because they work differently. We always focus on technology and the digital tools, when often it is about the digital culture. The start-ups have introduced new working methods, more agile, more collaborative, more iterative. They don't talk about innovation, they do innovate every single day. They don't plan 5 years, they prototype, they test, they iterate when it is a success. They don't brainstorm—they make storm. And they do meet customers' and citizens' needs.

Big companies are able to do the same, but they need to upgrade, now. To face the unpredictable world, big companies and organisations must adapt the way they work. They have to integrate the digital culture. This is true for various subjects, but it is even more true when it comes to open data.

nod-A is promoting a new methodology called "makestorming". It has been applied over 5 years in very different areas. If makestorming is able to transform companies it is because it doesn't focus on shifting to change, it focuses on making the project right with a different spirit. Makestorming focuses on results.

Makestorming is based on 5 principles: 1) Organise spirits—give yourself space and time to try to work in a different way. Try, and maybe you will fail, but you may also succeed, something you will never do, if you don't try. 2) Gather the key talents. In most companies you have really smart people. If you have an issue, go and gather people within your organisation—don't work by yourself. 3) Work closely together, according to Joy's Law saying, "No matter who you are, most of the smartest people work for someone else." Work with your ecosystem; go and work with other people and companies. 4) Don't start writing hundreds of documents, start to prototype. Start with something small and concrete, and then iterate—not before. 5) Contribute collectively. There are organisations, because we are stronger together, but most of the time we behave like if we were alone and don't exploit the whole potential of an organisation.

Makestorming has got a strong conceptual background. It takes the best from different cultures and methods. It is not a methodology that is supposed to work and that is supposed to boost a project. It is a method that just does it.

Today, BNP Parisbas is also one of the clients of nod-A. The company wanted to innovate on their living insurances. Usually, it takes them 3 years to launch an app on the market. Thus, even if the project is good, it is already outdated, when comes to the market. Using nod-A's makestorming, it took them less than 9 month from the idea to the launch of the mobile application on the market.

An advice when it comes to creating value from data: Stop planning 5 years; focus on a concrete project, don't try to change everything, focus on something small enough for you to be successful and something that you can measure if you want it to become bigger; work differently, allow yourself to work in different way and make it a success. And only then, grow bigger and go viral.

PATRICK-YVES BADILLO, Professor, Director and Founder Medi@LAB-Genève, UNIGE – University of Geneva, Switzerland, presented a research project showing that creation, content and innovation are more and more based on media.

Innovation and social media: a "media based" golden age?

SMAshIng (Social Media and Innovation) is an international research project involving Switzerland, Australia and Luxembourg. The project is funded by the National Swiss Foundation. First project results are now available.

The first results are based on the following research scope: A quantitative survey—a sample of over 150 members working on innovation, e.g., Chief Innovation Officers. This was followed by a qualitative survey (interviews with representatives of the World Bank, Kurt Salmon, Easyjet and many more), and the development of case studies with specific industries.

When putting in correlation innovation and social networks in the francophone world, it becomes obvious that both strongly increased in the last years.

When asking the 150 innovation professionals to estimate the importance of social networks to foster innovation, on a scale from 0-10, most considered social networks as very important for innovation (the marks 7 and 8 are predominant, with some answers going even above this).
Furthermore, the empirical research done has shown, that there is a so-called digital paradox, i.e., innovation is not leveraged to its full potential since there is no exchange (and therefore cross-fertilisation) between heterogonous actors, due to the clustering amongst homogenous groups.

Internal social networks, i.e. social networks inside companies, behave differently from public social networks. There is a clear dichotomy success versus failure, with very little middle ground.

Specific functionalities such as video perceived as key for fostering innovation. E.g., YouTube, internal social network for large multinational group based on videos.

Millennials /the Generation Y uses social media differently than all other generations combined, thus there are different innovation patterns.

Social networks and innovation patterns strongly influenced by the company cultures.

Giovanna Di Marzo Serugendo, Professor UNIGE – University of Geneva, Switzerland, provided insights in

Participatory platforms for democracy and engagement

When looking at collaboration, participation and engagement, there is a panel of different levels, types and domains of engagement.

First, there is the basic way of information sharing and exchanging of information, such as Twitter. This is one way of collaborating. But there is also the trend of considering citizens as sensors. An example is the application "Fix My Street". The basic idea of this application is that people seeing a problem or something broken can report and it becomes visible. It is a way to report to public authorities or governments. Going further than just being a sensor, citizens can be scientists. There are a lot of movements in the direction that citizens can participate or engage in science projects. A forth level of engagement or participation are tools for improving democratic engagement.

Different types of technology tools have been used with varying levels of success, these range from Internet based online platforms to gather opinions, e.g., social media, to innovative crowdsourcing techniques for engaging citizens, to diffusion of information through mobile phones, to actual participative design methods. One example is the TERA (Trilogy Emergency Relief Application) SMS text system which was developed by the International Federation of Red Cross and Red Crescent Societies and mobile telecommunications specialist. It is a two way communication between disaster affected people and aid agencies. It was originally used to help combat cholera in Haiti and will now be used to combat Ebola. In terms of democracy, there are also initiatives of open source platforms to help people engaging in democracy.

As regards platforms for democracy and engagement, there are voting tools, such as the eVoting platform of Geneva, as well as platforms to gather signatures in an electronic manner to raise and to built initiatives. There are also tools like voting advice, where people answer questions and by answering they get an idea of which type of party they belong to.

There are other tools like preferential voting and gathering of opinions, e.g., LiquidFeedback.org, and information, conversation, and vote.

Of course there are ethics issues and risks to be considered: There are privacy and data protection considerations, as well as the freedom of expression. Moreover, these tools should not be used for surveillance or manipulations by government (propaganda). They should support transparency.

At the moment, these platforms for democracy are only an aggregation of opinions and preferential votes, but they also convey collaboration instead of actual participation.

There are also other issues, like cultural aspects, i.e., something that works in Switzerland may not work at all in another country or continent. There are also usage issues, and issues related to the digital divide and the different possibilities that people have or not. Another point is the lack of incentives—even though e-voting exists, people don't necessarily vote.

How to go further? If we want to keep this transparency and avoid propaganda, software should be open source. Moreover, instead of just collaboration and collecting information, we should go further than that: extreme citizen science is where people really work together to express their problem and to try to solve it, not just only to discuss it. From the citizen as a sensor and the citizen as a scientist, we could go towards the citizen as a policy maker. We

have to think about good incentives in order to make people come, stay and discuss. Of course, ethics and privacy should be respected.

From a research point of view, the ICT part should help finding emerging trends in discussions and involve expert advice. Another aspect is to involve ethics and privacy by design.

ISMAIL DIA, Senior Director Government Accounts, GovDelivery Europe, Belgium, provided insights in the process of content:

GovDelivery

Open Government is a government that creates a governance ecosystem involving the different actors. It has at the core its citizens and businesses to engage them and shaping policy and co-create policies and public services that respond to their wishes, interests and needs in collaborative and two-way interactions.

Internet has transformed not only governments in being more engaged with their citizens but has offered citizens a powerful tool—to create, exchange and inform their peers. The classical silos approach, that has dominated public administrations for centuries, is slowly phasing out for more transversal, open and transparent governments.

Starting this transformation is not easy for governments without being accompanied or supported by their peers, but also by two-way communication systems between them and their citizens.

How can, for example, a company like GovDelivery help empowering the government of tomorrow? GovDelivery is a complete communication system for governments putting citizens at its core. In an open government ecosystem two-way communications between the different actors accede to identify their wins. Without it, there will be no co-creation, no new services and no transformation. As technology is rapidly evolving, GovDelivery is trying to continuously develop and fine-tune the service capabilities to assist and help governments evolve, communicate and empower their stakeholders.

To understand the content process, there are certain points that have to be considered:

Create, edit and manage. To create content for government communication, an organisation needs to assemble a team developer workflow that makes sense; establish rules, everybody will play by; and agree to follow a predetermined game plan.

Then, we have aggregate, curate and optimise. In this step, the organisation aligns content across a larger narrative plus content from this locations and teams; curate it, to provide a consolidated distinct point of view; and optimises it for various channels.

Promote, converse and listen. Here, the organisation stays focussed. Managing inbound conversations and publishing outbound content. It understands, that it has to promote content through traditional marketing methods, as well as socialise it within communities.

Then, last but not least, measure, analyse and learn. During this phase, the organisation measures and analyses the data to understand how the content is changing or enhancing conversation rates, engagement, loyalty or other key performance indicators, and ultimately consumer behaviour.

GovDelivery tries to regroup all these major aspects of the content process. In some ways, you have to create synergies. This is called the content collaboration tool, where "create, edit and manage" overlaps with "aggregate, curate and optimise". Here GovDelivery facilitates content, editorial workflow, empowers the organisation to manage teams, either externally or internally, and enables collaboration on content for government communication purposes.

Next, there is the curation and conversation tool, where "aggregate, curate and optimise" overlaps with "promote, converse and listen". Here, GovDelivery helps to promote, publish and aggregate content in meaningful ways. In many cases, the company also helps manage the content optimisation process by using social signals and can even facilitate some level of unified content conversation.

Then, there are social content analytical tools, where "promote, converse and listen" meets "measure, analyse and learn". Here, GovDelivery helps maintain relevance in conversation, while also providing insights into what we should be talking about, from specific social channel analysis to semantic processing of social media conversations.

And, finally, engagement automation tools, where "measure, analyse and learn" comes back around to overlap with "create, edit and manage". Beyond classical automation, GovDelivery has not only the ability to manage most of the content but they can do so from the point of view of helping to optimise content for engagement and conversation purposes.

IRÈNE TOPORKOFF, Cofounder and Managing Director, Worldcrunch, France, presented a pioneering way to produce high-quality content.

All news is global...

Newspapers are still a very valid source of information. The problem is the language. There are a lot of interesting newspapers; in every country there is least one interesting source of content.

Worldcrunch was born three years ago as an innovative digital source for news and journalism. The idea was to translate the best of the non-anglophone press into English. Worldcrunch selects, translates, and edits the most relevant content from the best global publications everyday, making top-shelf international journalism.

Today, Worldcrunch has world-class source partners, some of the most reputable newspapers, across the 5 continents, and the number of partners is continuously growing.

Worldcrunch selects its content from more than 35 source-papers from all around the world. The idea is also to inform in a different way: On any topic, there is not only a bias according to the writer of a story, but also a cultural bias. Worldcrunch provides different visions of the same topic. For instance, if you translate on the same day the information from a French newspaper, a Russian newspaper, a German newspaper or Brazilian on exactly the same topic, e.g., on what is currently happening in the Ukraine, the cultural bias becomes obvious.

Translation is done manually by journalists as it requires the complexity of human minds able to understand the context of the content.

Information is made available on Worldcrunch.com and mobile Apps. Furthermore, Worldcrunch regularly publishes electronic newsletters and has established a B2B model by selling content to third party newspapers, especially in the US, where newspapers have less foreign correspondents. The distribution partner is the New York Times Syndicate.

On the occasion of the Global Forum, Worldcrunch launched its premium weekly newsletter on Smart City innovations from around the world, compiling information on what the smartest cities and enterprises are doing to improve life and chart a new urban future together.

Worldcrunch is already partner of the most prestigious universities, including SOAS, the University of London, Goldsmiths, Science Po Paris, ESCP, the EMLYON business school.

ANDREA FRASCATI, Business Developer Manager, Smart P@per S.p.A, Italy & MARIO PO', Executive Director, Azienda ULSS Venezia, Italy, presented an ambitious project:

Humanities 2.0 in Venice:
The e-Museum of Medical Science

Venice is one of the worldwide cities that best represents, in its secular history, innovation, challenge, creativity, and sustainability. Venice is also the summit of culture, an art and a science like no other.

Landmarks of this priceless value are those which refer to San Marco: the Basilica, the Bell Tower, the San Marco Square, and near to the border of the lagoon, the ancient Scuola Grande of San Marco (SGSM). This school, that has been for centuries the most powerful private organization in Venice, is today a very important museum centre for the medical science history.

This historical pole of human sciences that has accumulated culture for seven centuries, today, thanks to technological innovation, can also spread it and multiply it with the opportunities of the network, respecting the compatibility of this complex place.

To fully benefit from open data, it is crucial to put information and data into a context that creates new knowledge and enables powerful services and applications. As linked open data facilitates innovation and knowledge creation from interlinked data, it is an important mechanism for information management and integration.

The transition from open data to linked open data was best described by the 5 Star Model presented by Sir Tim Berners-Lee.

The power of linked open data. We know that the web is like a giant global database. You want to build a new application that shows the correspondence among economic growth, renewable energy consumption, mortality rates and public spending for education. You can already do all of this today, but you probably won't. Today's measures for integrating information from different sources, otherwise known as mashing data, are often too time-consuming and too costly.

Two driving factors can cause this unpleasant situation: First of all, databases are still seen as "silos", and people often do not want others to touch the database for which they are responsible. Secondly, data is still locked up in certain applications. Data cannot be re-used as easily as it should be.

Although the idea of linked open data (LOD) has yet to be recognised as mainstream, like the web we all know today, there are a lot of LOD already available. The so-called LOD cloud covers more than an estimated 50 billion facts from many different domains like geography, media, biology, chemistry, economy, energy, etc.

All of the different ways to publish information on the web are based on the idea that there is an audience out there that will make use of the published information, even if we are not sure who exactly it is and how they will use it, e.g. Twitter.

In some ways, we are all open to the web, but not all of us know how to deal with this rather new way of thinking. Most often the "digital natives" and "digital immigrants" who have learned to work and live with the social web have developed the best strategies to make use of this kind of "openness." Whereas the idea of open data is built on the concept of a social web, the idea of linked data is a descendant of the semantic web.

The basic idea of a semantic web is to provide cost-efficient ways to publish information in distributed environments. To reduce costs when it comes to transferring information among systems, standards play the most crucial role. An ideal scenario would be a fully-harmonised internet where all of those layers are based on exactly one single standard, but the fact is that we face too many standards or "de-facto standards" today.

Linked open data projects are happening all around the world, expanding the way that we access cultural heritage. Libraries, museums, and archives are figuring out new ways to export their data in triples, integrate external linked datasets into their collections, and develop new interfaces for users to experience cultural heritage.

Several organisations and informal groups have made headway in developing new user interfaces that allow those interested in culture heritage to experience open and linked collections in new ways. Many of these projects are still at a proposal stage, but highlight the work that has yet to be done and the challenges that will have to be met in order to integrate linked open data into every cultural heritage users experience.

Why is Linked Open Data important for Humanities 2.0 and its community? The goal of the LOD program is to publish its library data on the Web in a way that makes its semantic relationships available to other data sources. The SGSM describes linked data as the appropriate conceptual framework for achieving this goal.

The SGSM will release Linked Object Datasets comprising 10 000 medical objects reflecting the evolution of cultural history of medical science between 1190 to 1850. It links 5 datasets containing information about the historical medical-library, archival documents of hospital since 1190, the museum of pathological anatomy, the museum of medical instruments, and an 18th century historical pharmacy. The metadata, serialized in RDF-XML format, are available via a web service interface.

The results of the project will be presented in May 2016.

Q&A

The first questions addressed to the panellists were, how to overcome this mass amount of information and make this jump from information to knowledge? And, will data and information be free but are we all going to pay for knowledge?

Irène Toporkoff, Worldcrunch, stressed that there is a lot going on in terms of providing information, but either it is too dry, just one data after the other and even if you are an expert, it is not easy to read, or it is culturally biased. Worldcrunch tries to avoid these two issues and, with the help of a network of journalists all round the world, provide information in a very editorial way. But is also the look and feel of information provision. People are less and less inspired when reading information. But people need this moment of getting inspired when reading—but, that has a cost and people are willing to pay for that. Another approach, where the end user may not pay, is a B2B solution customizing information on specific topics for certain businesses.

Alfredo Ronchi, MEDICI, underlined that it will be necessary to add the context, to add connections and thus to make relations between specific sets of information and connecting all the things and then we built the integral context on order to try to get closer to knowledge.

Alan Shark, PTI, emphasized that knowledge is like wine; it comes with age. Humans have to absorb the information from which to make sense of it in a knowledge kind of way. We cannot make that bridge between information and becoming knowledge, but we can bring information at a higher level for people. It might be necessary to rethink some things. We have to expect more from the citizen and the consumer; they have to make sense of it.

Mario Po', Azienda ULSS Venezia, explained that open data stay in the past. The past and the future are our culture. Our culture and civilisation have a process. Its important to work on scientific historical documents because this is the focus of our future. There are three questions in the context of healthcare: How citizens, nurses and physicians can use this data? How the memory of science can support the development of healthcare? What are the methods and the content to support our actions?

A question from the audience was "What is the role of storytellers within this very academic conversation content creation and communication?"

Irène Toporkoff, Worldcrunch, pointed out that journalism is about stories. When presenting 3 different stories about the same topic, but from three different important newspapers, the fact of placing those three stories next to each other is a choice and storytelling itself. There is not only the storytelling of the story itself, but the way it is presented. The way the stories are presented next to each other is an editorial choice. When reading these three stories on the same topic under three different angles, this takes to your heart and people will choose a side.

Alan Shark, PTI, stressed that is important to use storytelling where it is appropriate. When teaching we are storytelling. This is the way students learn. But when it comes to governments and important information and knowledge this is a serious business. We can make it look better and make information more digestible. Storytelling can be done in pictures, it can be done in graphics etc. but governments have to be careful not to be too clever in their presentations.