

# YOUR #ODFA GUIDE

***Congratulations – you have downloaded the Open Data For All (#ODFA) toolkit! It will serve as a guide for your own workshop with non-government organizations (NGOs) interested in open data, and it will show you how best to communicate the topic to NGOs by including them in the conversation.***

***This toolkit was jointly developed by the UK agency New Union ([new-union.org](http://new-union.org)) and the Bertelsmann Stiftung's Smart Country project ([bertelsmann-stiftung.de/en/unsere-projekte/smart-country](http://bertelsmann-stiftung.de/en/unsere-projekte/smart-country)).***

**This workshop may be helpful for you in the following situations, among others:**

## **You have an open data portal and you are already regularly releasing data.**

This workshop will help you understand what data NGOs in your community might be interested in and how best to communicate to them why open data can be worthwhile for them.

Why? These organizations work on the ground in your neighborhoods, sometimes in hard-to-reach areas, and they are in a position to bring about social change. Municipalities can foster this by making open data available to NGOs so they can fundraise better, access better information for their work, and participate in other activities such as digital campaigns that can promote their

From an administrative perspective, by holding an #ODFA workshop you are promoting your municipality's open data activities. During the workshop, you learn more about a specific target group's need for open data (in this case, NGOs). This enables you to take a less supply-oriented approach to publishing data (from the public-administration perspective) and a more demand-oriented approach (from the perspective of the target groups). In addition, you can communicate the topic and the benefits of open data to a target group that may not have been conversant in it prior to the workshop.

## **If you do not have an open data strategy.**

The workshop offers you the opportunity to develop an open data strategy by involving the public from the very beginning. You will get an idea of what data might resonate with them and base your strategic evidence on genuine community outreach.

This workshop is also a good opportunity to train your own employees – especially those who are working on digitization projects in your municipality. The range of digital topics is wide. Therefore, it is understandable if not every employee has a deeper understanding of open data. In this workshop, all participants develop a common understanding of the topic, and it may be a useful training experience for them if they are ever challenged by NGOs on what open data is. As a result, they will be more conversant in explaining your open data activities to NGOs.

## What do you need for this workshop?

Let's say for this scenario we have 30 participants who have signed up to attend (it could be more or fewer).

You will need:

- A computer with Acrobat or Reader installed (Adobe Reader is free: [www.get.adobe.com/uk/reader](http://www.get.adobe.com/uk/reader)).
- A projector and screen
- A room with 6 tables (5 participants per table)
- 6 sheets of white paper for the first activity
- A pad of Post-it notes and a place to stick them (e.g., a bulletin board) for the second activity

### Room layout:

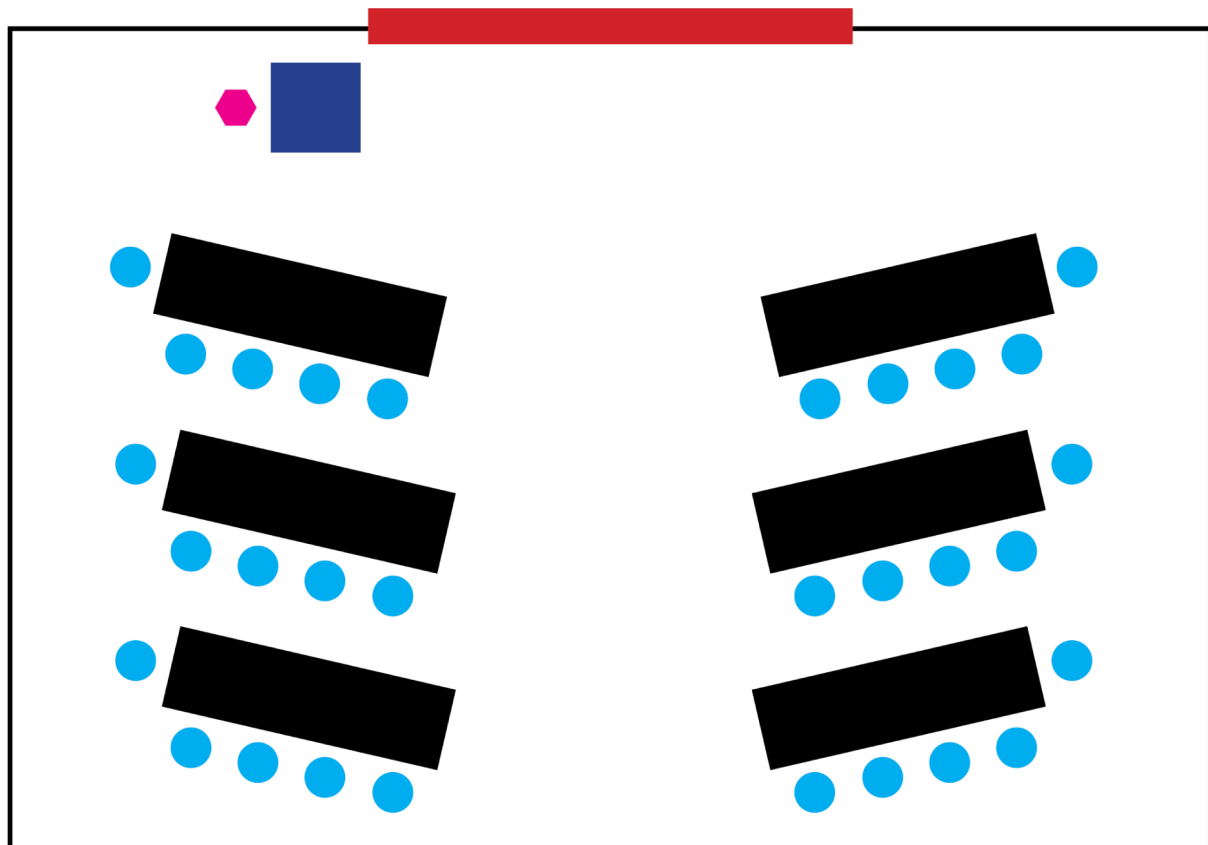
**Red:** Projector

**Pink:** Workshop facilitator

**Dark blue:** Facilitator's table for laptop and workshop materials, such as pens and paper

**Black:** Tables

**Light blue:** Chairs for the participants



### Q&A:

#### Are there any fees or hidden costs?

No – there are no hidden or upfront costs. The workshop should be offered free of charge.

## Does the facilitator have to be an open data expert?

No. Anyone with knowledge of open data can lead this workshop. After all, the first thing is to impart basic knowledge about open data. The ready-made presentation and the “manuscript” for the workshop will guide the facilitator, slide by slide. However, the person conducting the workshop should be involved in the municipality’s open data activities so they can answer any questions related to your projects.

## What is an open data steering group?

A steering group offers the opportunity to involve NGOs so that you, as a municipality, are continuously aware of the third sector’s open data needs. The steering group should be community-led but include a representative from the municipality. That means you may have to initiate the process of forming a steering group, too.

## Advertising your #ODFA event

We recommend at least a month’s notice for your event, but you can promote it as you see fit.

Set up an invitation page using a tool like Eventbrite: You will find a banner and text in the promotional materials. You can use these materials as branding for your event

There is a sample blog, which you can edit and publish in an appropriate place, and then promote through your social media channels and newsletters.

Post your second blog two weeks before the event.

Once both blogs are online, continue to share them along with your event page on social media until your event takes place.

## After your #ODFA event

We’ve already mentioned that you could use the evidence from the workshop to develop strategy, but let’s take a look at what else you can do.

## Create a steering group.

You will find everything you need to set up your open data steering group in the folder “Materials for the open data steering group”.

## Write a blogpost and share it with us after the workshop (optional).

Since this is a workshop about open data, it would be good practice to share information from the workshop with the public as well. Briefly communicate the day’s results and possible next steps. We would also greatly appreciate being able to reference your workshop. For example, feel free to send a brief summary to Mario Wiedemann (Smart Country Project, Bertelsmann Stiftung): [mario.wiedemann@bertelsmann-stiftung.de](mailto:mario.wiedemann@bertelsmann-stiftung.de). Or mention us on Twitter: @SmartCountryDE.