



Harnesssing Data for Value Creation Call-for-Collaboration (CFC) Public Briefing

**Arthur Lee, Deputy Director,
Government Infocomm Governance Division, IDA
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data.gov.sg

First-stop Portal to Discover Government Data



Data shared:

- 7500 from 57 agencies
- Textual and spatial datasets

Objective:

- Leverage people and private sectors to create value for economy and benefit public through
 - Generation of ideas
 - Catalysing development of useful applications
 - Facilitation of Research

Applications developed: 60

OneMap (www.onemap.sg)

Platform for Location-based Services

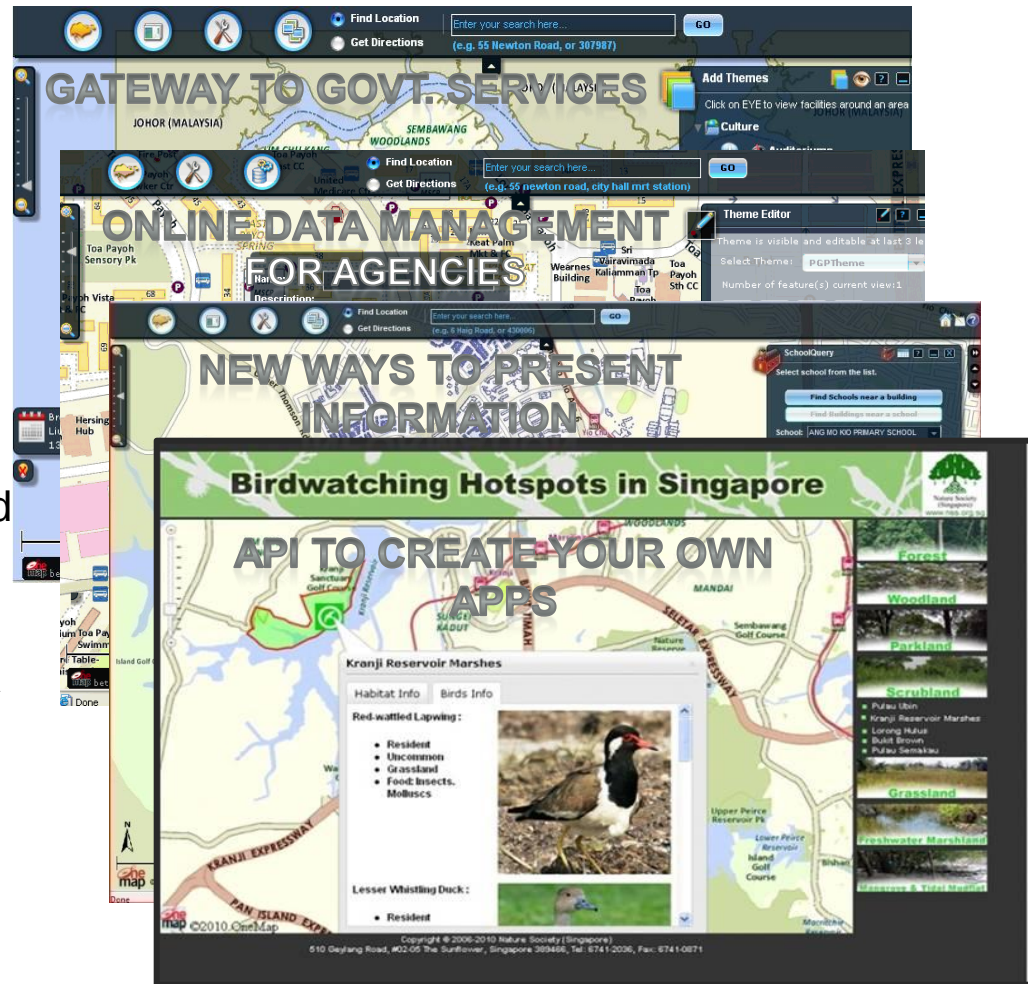
Data shared:

- 51 themes from 28 agencies available as APIs

Objective:

- An integrated map platform for public agencies to publish information and deliver map-based services
- Spur innovations in private sector using government's geospatial data as a service
- Facilitate and promote the use of geospatial information

Services developed: 30



Strategy

Create a sustainable data ecosystem to catalyse demand and drive supply of Government data

Innovate with Data

Harnessing Value of Data



Demand
- Use of data

Supply
- Availability of data

Consistent Data
Quality

Improved Data
Access

Contribute more Data

Harnessing Value of Data (past year)



Crowd source ideas – “ideas4apps Challenge”

- Feb – Apr 2012
- > 700 ideas received
- Citizens voted best ideas

Develop mobile apps – “AppVenture Challenge”

- Jan - May 2011
- 18 apps developed

SLA’s OneMap Challenge

- Dec 2011 – Mar 2012
- 17 apps developed

Develop geospatial apps “iSingapore@Work CFC”

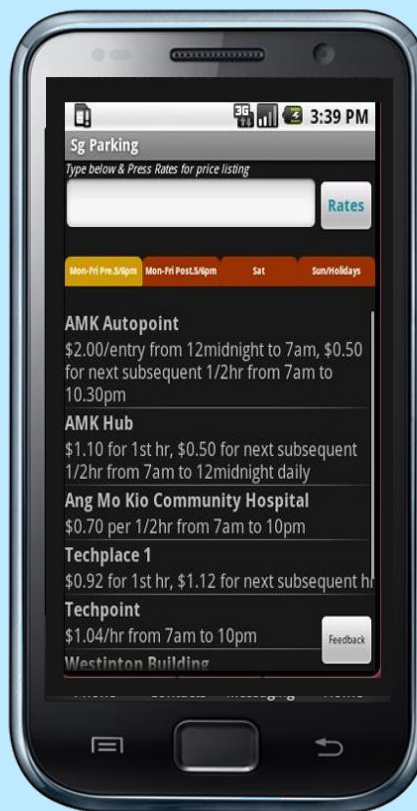
- Apr- Dec 2011
- 9 apps developed

AppVenture Challenge Winners

Other Apps Developed by Private/People Sectors



buUuk
Weather Info



Germs Factory
Parking Info



Nanyang Poly
Pasir Ris Park
attractions

SLA's OneMap Challenge Winners

Other Apps Developed by Private/People Sectors

Mobile Application
Category: ecoFinder



Mobile Application
Category: iGoNYP



Mobile Application
Category: ImHungry@SG



Web Application
Category: NearbyTutors.sg



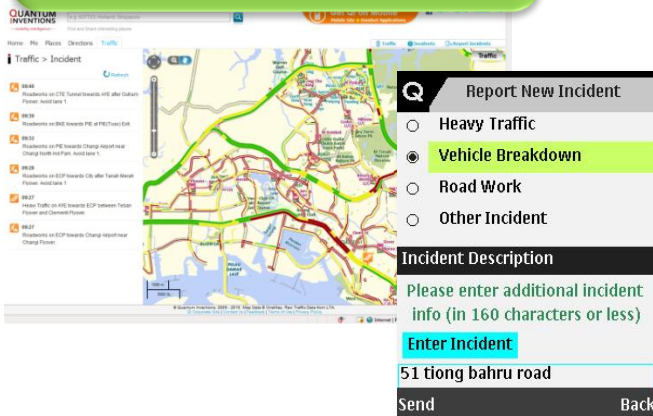
Web Application
Category:
OMG, It's OneMap Game



i-Singapore

Catalysing Private Sector Geospatial Applications

Dynamic Real-time Navigation Quantum Inventions



Report New Incident

- ☐ Heavy Traffic
- ☒ Vehicle Breakdown
- ☐ Road Work
- ☐ Other Incident

Incident Description

Please enter additional incident info (in 160 characters or less)

Enter Incident

51 tong bahru road

Send **Back**

Business Intelligence ShowNearby



Location Intelligence made smarter and friendlier.

Discover businesses and amenities in your location

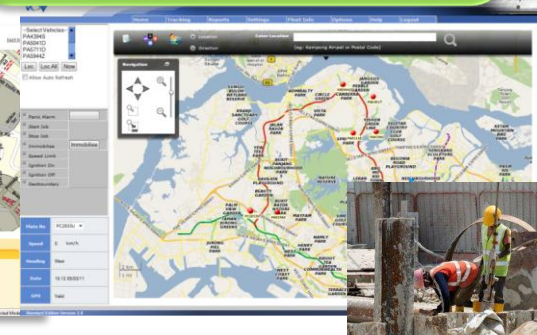
Recent Search

- Alford Road, 20 Mins Garden, Singapore 670002
- Alford Road, 20 Mins Garden, Singapore 670002
- Alford Road, 20 Mins Garden, Singapore 670002

Top Search

- Alford Road, 20 Mins Garden, Singapore 670002
- Alford Road, 20 Mins Garden, Singapore 670002
- Alford Road, 20 Mins Garden, Singapore 670002

Site Monitoring & Construction Services V3 Teletech [Workforce Productivity]

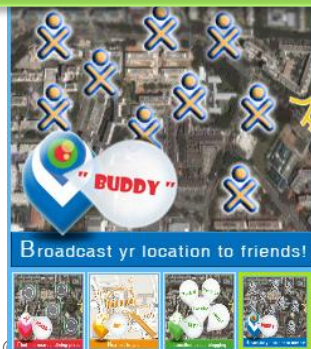


Site Monitoring & Construction Services

V3 Teletech

[Workforce Productivity]

Neighbourhood Community Geo-tagging MapKing

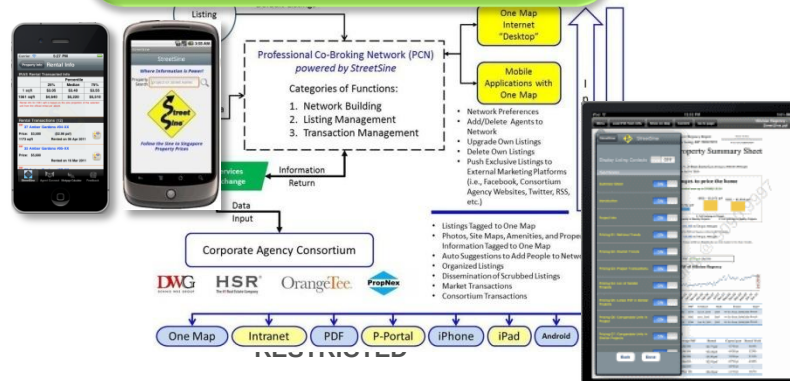


Buddy

Broadcast yr location to friends!

All Rights Reserved.

Trusted Co-broking Platform for Real Estate Agents StreetSine [Demand-Supply Matching]



Location-based Commerce Surround Networks



Surround Networks

My Location

Surround Networks

Surround Networks

Two vertical pink bars of different widths are positioned on the left side of the slide. The left bar is thin, and the right bar is wider.

Details of Harnesssing Data for Value Creation Call-for-Collaboration

Objective of CFC

The objective of this CFC to **harness the value of government data** by the people and private sectors to

- Empower the **general public** with information and the ability for informed decision-making
- Enable **business enterprises** to improve productivity, enhance business planning and create new business value

Scope of CFC



Business Planning



Description

Provide strategic insights and information for organisations and/or individuals to aid in their business activities such as planning, strategy, or process optimization

Problem Statements

- How to help businesses better optimize their resources and investments in the area of supply chain management, investment portfolio management etc
- How can companies aggregate data (private & public) to operate new business models through monetization of data e.g. Analyze mashed data to release reports , provide data analysis services
- How to help businesses gain better understanding of the market /customers for improved customer relationship management,targeted marketing or product development.

Business Planning

Example of Solution

A geospatial application incorporating demographic information on households that would allow business consultants to better advise clients on the suitable locations for business ventures reaching out to specific target segments such as families with young children.

Other Examples of Data

- Demographics
- Economic Statistics
- Business Registration Information
- Street Maps
- Transport Maps

Conservation & Environment

Description

Present end-users with information in innovative manners that can allow informed decisions to be made on a daily basis such in areas such as weather, conservation of electricity, flora and fauna, in the anticipation of changes in the environment.

Problem Statements

- How to use data to create awareness on conservation and environmental issues to reduce wastage, increase recycling and reuse resources?
- How to enable tracking of usage of resources that can have adverse effects on the environment (e.g. electricity, carbon emissions)?

Conservation & Environment



Example of Solution

An application that uses energy consumption data for end-users to monitor their home or office energy consumption and identify areas of high usage to implement measures for reducing them.

Examples of Data

- Locations of Recycling Bins
- Energy Consumption Information
- Parks' Amenities
- Weather Data

Contextual Content, Connecting People

Description

The library aims to develop an information ecosystem for greater handling of information and better discovery experience for consumers, by connecting consumers with the libraries' growing content (e.g. digital content, AV materials, catalogues, etc.) and services (information search, curation, etc.). This will allow multiple feedback and contribution channels

Problem Statements

- How to offer intuitive discovery experience and findability of information, especially Singapore content through mash-ups of various content (text, metadata, images, audio, video, etc.) and touchpoints (web, touch capability, mobile, etc.)
- How to connect people with well-connected content through sharing of reading experience, e.g. by implementing and capturing social component (feedback, sharing, tags, etc.) in this information ecosystem

Contextual Content, Connecting People

Example of Solution

A mobile application that allows users to browse NLB's catalogue and uses social media technology to tag book reviews to specific books.



Examples of Data

- Singapore content from NLB's digital library
- Library catalogue
- Title Recommendation System
- Book lists (new arrivals, etc.)

Healthy Lifestyle

Description	Empower individuals with information to make the right choices concerning health matters such as food and accessibility to healthcare institutions
Problem Statements	• How to empower people with relevant information to make responsible decisions for their health? • How to disseminate public health information and enable effective planning and decision making? • How to set baseline of health literacy in Singapore and a monitoring tool? • How can gamification be used in health promotion programmes to make them more engaging for all life stages, and enhance the support and sustainability of the modified behaviour

Healthy Lifestyle



Example of Solution

An application that helps to find the nearest clinic, the online registration for a queue number, and tracking of waiting time at government clinics and hospitals using map data and relevant data from healthcare institutions.

Examples of Data

- Nutritional Database
- List of healthcare providers
- List of treatments and charges at healthcare institutions
- Real-time updates on queue nos. at clinics

Optimised Mobility

Description

Harness both road and public transport networks through unwarranted situations such as traffic incidents or adverse weather conditions, and for various segments such as general commuters, the mobility-challenged and business enterprises

Problem Statements

- How to enhance and optimize business productivity by making use of street maps and real-time traffic data to do effective route planning for its fleet?
- How to optimize route planning for diverse commuter groups (eg. mobility-challenged, cyclists, pedestrians etc)?
- How to personalise and optimise travelling route to reach one's destination based on real-time traffic info, modes of travel, cost,time, comfort, weather?

Optimised Mobility



Example of Solution

A route planning application involving real-time traffic information for a courier company to optimize route planning for its fleet.

Examples of Data

- Traffic incident information
- ERP charges
- Traffic camera data
- Street maps

Evaluation Criteria

Innovativeness of the application or service

- Creative use of government data
- Effective mash up of government data with data from other sources

Value-add of the proposed solution

- Better decision-making
- Cost savings
- Convenience/Improved lifestyle
- Extent of business process optimisation and productivity

Sustainability and Scalability

- Potential for widespread use by consumers
- Number of new products and services
- Creation of new lines of businesses and revenue models

CFC Participants

Participants shall submit proposals as a Consortium or as an Individual Organisation

Consortium

Each Consortium shall consist of:

- A lead organisation; and
- Two (2) or more end-user organisations
- Consortium with one (1) end-user organisation shall demonstrate that the proposed product or service has market potential for industry wide adoption

Individual Organisation

Individual organisations shall demonstrate that the proposed product or service has market potential for industry wide adoption or for widespread use by the general public

CFC Funding Support

Co-Funding Model

- Amount of co-funding will depend on the merits of the project
- Participant will fund the rest
- Funds will be administered on a reimbursement basis

Components eligible for funding support typically include

- Manpower
- Training
- Hardware
- Software
- Materials and ICT Services
- Intellectual Property
- Professional Services

Data Sources

Sources for publicly-available government data

- data.gov.sg Portal (<http://www.data.gov.sg>); or
- OneMap Portal (<http://www.onemap.sg>).

For other government data that are not available on either portals above, participants can write in to ida_dgs_admin@ida.gov.sg for consideration

Timeline of Events

Date	Event
31 May 2012	Issuance of CFC
13 Jun 2012	CFC Briefing & Networking Session (see following slide)
23 to 27 Jul 2012	Pre-Submission Presentation by Participants
31 Aug 2012	Deadline for Proposal Submission
Sep to Dec 2012	Evaluation of Proposals
Dec 2012	Announcement of Award

Pre-submission Presentations

Date: 23rd to 27th July 2012

Time: TBD

- Feedback session for Participants to share their intended submissions
- Each presentation will be given 15 minutes to present followed by a Q&A Segment
- A template will be emailed to registered Participants
- To register, pls email ida_dgs_admin@ida.gov.sg by 16th July 2012

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Thank You