Cartagena Data Festival
20 – 22 April 2015

There is a central global inequality which hampers progress towards development. At the moment, we know the least about the people who have the least. But these are the people who need the world's attention the most. Turning global or national aspirations to end poverty into real changes in people's lives will involve knowing more about how the poorest people live, and improving their ability to access and use data.

The Cartagena Data Festival, a three day festival in Colombia, is being organised by ODI, Africa Gathering, CEPEI, Data-Pop Alliance, PARIS21, UNDP and UNFPA. The event will focus on solving critical gaps in coverage, access and analysis of data, thereby contributing to the global effort to drive progress in the post-2015 agenda.

Conference objectives
- Drive the changes that are needed to advance a data revolution by bringing together the people and organisations whose innovations, resources, expertise and influence can make them happen
- Develop concrete solutions and practical tools to produce long term and sustainable progress through a data revolution
- Build the ideas, innovations and partnerships needed to monitor the sustainable development goals

The Cartagena Data Festival will bring together 300 participants from across the world – including government representatives, civil society organisations, technical innovators, academics and data activists – to join the global conversation and ensure the data revolution is informed by perspectives at every level.

The event comes nearly one year before the start date for new global goals to inspire and monitor progress towards ending poverty and setting the world on a more sustainable course. While the formulation of the Sustainable Development Goals for the Post-2015 agenda has been largely a job for governments and those who advise and support them, implementing them will require much broader constituencies and more creative coalitions. In Cartagena, we will aim to build the ideas, innovations and relationships that will be needed to monitor the goals and enable them to be met. Partner organisations with specialised knowledge and networks are developing the programmes for different tracks, which will run in parallel during the event offering something of value to each and every attendee.

Event Organisers

Event partners

Map your experience

Over the next three days you will have the opportunity to attend various plenary sessions, conference tracks and side events. Map your experience using the guide below to plan which sessions you choose to attend.

Room guide				
Plenary room: Salon San Cosme y Damian (Ground floor)	**Track room 1:** Salon Juan Bautista Mainero y Trucco (Ground floor)	**Track room 2:** Salon san Carlos Borromeo (First floor)	**Training room 1:** Salon Fray Tomas del Toro (Ground floor)	**Training room 2:** Salon Juan de Badillo (First floor)

Day 1				
8.00	**Registration**			
9.00 - 10.30	**Plenary room: Opening plenary**			
10.30 - 11.00	**Coffee break**			
11.00 - 12.00	**Plenary room: Opening plenary (continued)**			
12.00 - 14.00: Lunch 12.00 – 13.30: Optional side events	**Plenary room:** Sparking country-led data revolutions: Official launch of PARIS21's 'Informing a Data Revolution Road Map' and ODI's Data Revolution: Finding the Missing Millions (PARIS21, ODI)	**Training room 1:** Training session: A people-centred approach to implementing open data in government (Open Data Institute)	**Track room 1:** Humanitarian data and two case studies: Ebola and Colombia (Geopoll, OCHA, HDX)	**Track room 2:** Older people count: Making data fit for purpose in a rapidly ageing world (HelpAge)
13.30 - 14.00	**Lunch (continued)**			
14.00 - 15.30	**Plenary room:** Accountability and citizen engagement	**Track room 1:** Counting what counts	**Track room 2:** Big data	
15.30 - 16.00	**Coffee break**			
16.00 - 18.00	**Plenary room:** Accountability and citizen engagement	**Track room 1:** Counting what counts	**Track room 2:** Big data	
18.00 - 20.30	**Central patio:** Cocktail reception - Data as Culture presents We Need Us and The Future			

Day 2	
8.30 - 9.30	**Plenary room: Opening plenary**

9.30 - 11.00 Optional side events	**Plenary room:** Global Multidimensional Poverty Index and new data for the effective implementation of the Sustainable Development Goals (OPHI)	**Track room 1:** The Data Revolution – showcasing innovations in citizen participation and accountability mechanisms (UNDP, My World, DataShift, UN Millennium Campaign)	**Training room 1:** Connecting the dots: From data points to meaningful messaging (ODI Development Progress)	**Track room 2 (CLOSED EVENT)** Innovation: The driver of the data revolution (CEPEI, DANE, PARIS21, UNFPA)
11.00 - 11.30	**Coffee break**			
11.30 - 13.00 Optional side events	**Track room 1:** The local data revolution: The impact of human-centred design (WEF)	**Track room 2:** Tracking inputs for accountability: Key quick data wins (DFI, IBP, Oxfam, PWYF)	**Training room 1:** Training session: Telling stories with data (Open Data Institute)	**Training room 2:** Harnessing the data revolution for development: Issues in the design and monitoring of SDG indicators (IUSSP, SDSN)
13.00 - 14.00	**Lunch**			
14.00 - 15.30	**Plenary room:** Opportunities and challenges of the data revolution for National Statistics Offices	**Track room 1:** Data journalism	**Track room 2:** Data capsule	
15.30 - 16.00	**Coffee break**			
16.00 - 18.00	**Plenary room:** Opportunities and challenges of the data revolution for National Statistics Offices	**Track room 1:** Data journalism	**Track room 2:** Data capsule	
18.00 - 19.00	**Short break**			
19.00 - 20.00	**Shuttle buses will collect guests from various pick-up points and transport them to the evening reception at San Felipe Castillo**			
20.00 - 22.30	**Data Visualisation Gala Dinner and Evening Reception**			

Day 3			
8.30 - 10.00 Optional side events	**Track room 1:** Geo big data challenges 4 massive collaboration (Geocensos)	**Training room 1:** The big development datashift: From vision to implementation (DataShift)	**Training room 2:** Civil registration and vital statistics - current status and the road ahead (ODI, IUSSP, UNFPA)
10.00 - 10.30	**Coffee break**		

10.30 - 13.30	Plenary room: Closing plenary

Day 1: Registration
8.00

Day 1: Opening plenary
9.00 – 12.00
Plenary room: Salon San Cosme y Damian

This first plenary sets the scene for the Cartagena Data Festival. Keynote speeches from high-level leaders coming from different perspectives on the data revolution will set out the breadth of the challenges and opportunities we face, and a series of short presentations will introduce the different topics to be covered over the next two days.

Chairs:
- Philipp Schönrock, Director, CEPEI
- Paul Ladd, Director, Post-2015 Team, UNDP

Speakers:
- Alicia Bárcena Ibarra, Executive Secretary, Economic Commission for Latin America and the Caribbean (ECLAC)
- Gavin Starks, Founder and CEO, Open Data Institute
- Bitange Ndemo, Honorary Chairperson, Alliance for Affordable Internet, Former Permanent Secretary, Ministry of Information and Communications, Kenya

Day 1: Optional side events
12.00 – 13.30

Sparking country-led data revolutions: Official launch of PARIS21's
'Informing a Data Revolution Road Map'and ODI's Data Revolution: Finding the Missing Millions
Who? Open to all conference participants. For more information, please contact: Leslie.RAE@oecd.org.

What? The SDGs apply to all countries, but PARIS21's primary concern is with developing countries where the goals must have their biggest impact. Recognising each country's unique national statistical capacity, what is needed is not one data revolution but individual data revolutions tailored to the specific needs of each country. To spark that process, PARIS21 has launched the Informing a Data Revolution (IDR) project. At its heart is a "road map" that sets out a broad programme of action to help developing countries meet data needs related both to monitoring SDG progress as well as to supporting national priorities. The road map is the culmination of one year's work researching and talking with developing countries about the challenges they face. The resulting Road Map for a Country-led Data Revolution makes a series of actionable recommendations – quick wins and medium- to long-term actions – for strengthening national statistical capacity, including leveraging existing innovations identified by the project. At this launch event, PARIS21 will unveil the road map and issue a call to action for both countries and donors to set the wheels of change in motion. ODI's report Data Revolution: Finding the Missing Millions argues that data is one key element impeding progress. It sets out the evidence that even when people are counted, the counting is frequently not good enough – either for effective government policy or for citizens to hold their governments to account. The report explores how we can fill the data gaps, principally by overhauling how existing data are collated and accessed, but also by embracing big data and other technological innovation. At this launch event, PARIS21 will unveil the road map and issue a call to action for both countries and donors to set the wheels of change in motion; while ODI will discuss how its findings should influence the path ahead.

Where? Plenary room: Salon San Cosme y Damian

Older people count: Making data fit for purpose in a rapidly ageing world

Who? The event will be targeted at academics/researchers, technical innovators, data activists and government representatives. Maximum capacity for this event is 100 people. For more information, please contact: cdobbing@helpage.org.

What? The world is ageing rapidly. Globally, there are already more older people than children under the age of five. This event will showcase innovations on tracking issues of age which are of critical importance to older people. It will look at the Global AgeWatch Index, which brings together a unique set of internationally comparable data based on older people's income status, health status, capability and enabling environment. It will also highlight the gaps and challenges in collecting age-disaggregated data. For example, of the 96 countries in the 2014 Index, a mere 11 countries in Africa are included due to data gaps. Our ultimate aim is to include all 193 UN member states with improved data in all countries on ageing – but for this we need data collection systems to be fit for purpose. Persistent data gaps at the national, regional and international level mean that it is not possible to fully assess the circumstances and needs of older people and support the contributions that older people make to family and community. Furthermore, data on ageing is inadequate in many settings. For example, widely used household surveys for development analysis and programming such as the DHS only ask detailed questions of people from 15-40, while for the MICS the age-range of people surveyed is 10-64. We will split into groups to address the challenges of collecting and disseminating age-disaggregated data at the global and national level, drawing on your expertise to explore opportunities and innovations. We'll also explore ways of engaging citizens to generate data that can fill the gaps and put data in the hands of those who need it to lobby politicians to bring about change. Please join us to exchange experience and ideas and find concrete solutions that will ensure older people are included in line with efforts to "leave no one behind" in the development, tracking, monitoring and implementation of the SDGs.

Where? Track room 2: Salon san Carlos Borromeo

Training session: A people-centred approach to implementing open data in government

Who? Civil servants, international organisations partnering or supporting governments, NGO programme managers. Maximum capacity for this training session is 20 people. For more information, please contact: fiona.smith@theodi.org

What? This session will explore the cultural change required to achieve effective open data policy in government. We will start with the basics, explaining the definition of open data and how it can be applied to address social and economic development, before moving on to discuss the challenges of implementation. Open data is often seen as a technical challenge. But the cultural change bit is often more difficult, as it involves people changing the way they see their role in an organisation: from data protector to data disseminator. We will encourage participants to discuss the practical opportunities and risks of open data from the perspective of a government official or department. Which arguments are most important? How can people be convinced of open data's benefits? And ultimately, how can different actors contribute to bringing about an 'open culture' in government that supports open data? As stimuli for the session, we will share key lessons from our recent study, "Open Data in Government: How to Bring About Change", and invite participants to contribute their ideas to our continuing research in this area.

Where? Training room 1: Salon Fray Tomas del Toro

Humanitarian data and two case studies: Ebola and Colombia

Who? A technical audience. Maximum capacity for this event is 100 people. For more information, please contact: Jeffrey Villaveces, villaveces@un.org; Javier Terán, teran1@un.org; Max Richman, max@geopoll.com

What? Humanitarian data possess many characteristics which distinguish them from other types of data. Of the utmost importance during an emergency, humanitarian data can help to save lives. Humanitarian data requirements are highly demanding, requiring an unusually large amount of real-time data that is highly disaggregated to facilitate mapping. These demanding requirements, combined with a widespread interest in assisting affected populations during emergencies, have led to a dynamic environment in which the volunteer community has merged forces with NGOs, UN agencies and other actors to provide a combined and innovative response during disasters. The case studies of Ebola response and Colombia will be presented and discussed in interactive small group sessions.

Where? Track room 1: Salon Juan Bautista Mainero y Trucco

Day 1: Accountability and citizen engagement
14.00 - 18.00
Plenary room: Salon San Cosme y Damian

This track will serve to reflect on lessons on data, accountability and citizen engagement and explore how a data revolution and post-2015 agenda with accountability and citizen engagement at its core can be achieved.

Time	Session
14.00 – 15.30	**Session 1. Reflecting on experience: Lessons on data, accountability and citizen engagement** *How can citizens be engaged in the collection and use of data to strengthen accountability at the local, national, regional and global levels?* Chair: Dr. Danny Sriskandarajah, Secretary General, CIVICUS Presentations: **Accountability through civic participation in the post-2015 development agenda:** Angelina Fisher, Professor, NYU School of Law **Open data social impact:** Júlia Keserű, International Policy Manager, Sunlight Foundation **Lessons from West Africa:** Lawrence Yealue, West Africa Representative, Accountability Lab Questions from the floor and interactive discussion

Time	Session

14.00 – 15.30	**Session 1. Reflecting on experience: Lessons on data, accountability and citizen engagement** *How can citizens be engaged in the collection and use of data to strengthen accountability at the local*
15.30 – 16.00	**Coffee break**
16.00 – 16.30	**Session 2. Let's launch!** *2-minute rapid fire presentations launching new data-driven, citizen-led accountability initiatives.* Chair: Mariéme Jamme, Founder of Africa Gathering and Data Activist
16.30 – 18.00	**Session 3. Charting Our collective priorities: A data revolution and post-2015 agenda with accountability and citizen engagement at its core** *What can be done to promote and facilitate meaningful citizen engagement, campaigning and citizen-led monitoring and accountability in order to support inclusive and equitable sustainable development progress? What are the opportunities for collaboration and partnerships amongst organizations committed to a data and accountability revolution for the post-2015 agenda?* Chair: Paul Ladd, Director, Post-2015 Team, UNDP Panel: • Hon. Patrick Muyaya Katembwe, Member of Parliament, Democratic Republic of Congo • Muchiri Nyaggah, Executive Director, Local Development Research Institute, Kenya • Minh-Thu Pham, Senior Director of Policy, United Nations Foundation • Catalina Escobar, Executive Director, Makaia

Day 1: Counting what counts
14.00 - 18.00
Track room 1: Salon Juan Bautista Mainero y Trucco

This 'stage' will focus on **'counting what counts'** – efforts to collect and use data that are disaggregated by gender and other important categories, to bring people's views and values closer to the centre of the picture, and to embed new measurement in institutions and in policy.

Time	Session
14.00 – 14.15	**INTRODUCTION AND KEY THEMES** **Keynote Speaker:** Haishan Fu, Director of the Development Data Group, World Bank (Invited)
14.15 – 15.30	**SESSION 1 – GENDER AND BEYOND: NEW TOOLS FOR DISAGGREGATED DATA AND THEIR IMPACT** **Key themes:** • Types of disaggregated data that are needed to design and monitor policy better • Traditional and new tools to collect better data on gender and other important categories • Impact and influence of gender-related and other disaggregated data on policy • Risks involved in collecting more disaggregated data • Ways forward to inform global, national and sub-national agendas **Moderators**: Gero Carletto (World Bank) and Kristen Stelljes (Hewlett Foundation) **Panellists:** • Cheney Wells, Consultant, World Bank and Data2X • Robert Kirkpatrick, Director, UN Global Pulse • Eric Swanson, Director and Co-founder, Open Data Watch and Becca Furst-Nichols, Program

	Officer, UN Foundation • Javier Surasky, Faculty, Instituto de Derechos Humanos, Facultad de Ciencias Jurídicas y Sociales, Universidad Nacional de la Plata • Attila Hancioglu, Multiple Indicator Cluster Survey (MICS) Global Coordinator, UNICEF **Format:** 'Ignite' talks and break-out groups
15.30 – 16.00	**Coffee break**
16.00 – 17.00	**SESSION 2 – BRINGING THOUGHTS AND FEELINGS INTO RELIEF** **Key themes:** • The value of data on perceptions and on people's local realities • How subjective and qualitative data can enable better policy design and monitoring • Challenges in collecting and using these new forms of data • Ways of overcoming challenges and limitations **Moderator**: Jeff Knezovich, Quaternary Consulting **Panellists:** • Mariano Rojas, Professor of Economics, Universidad Popular Autónoma del Estado de Puebla • Claire Melamed, ODI • Francesco Dorazio, Vice President of Product, Pulsar • Hayk Gyuzalyan, Methods Director, TNS Opinion (Invited) **Format:** 'Fishbowl' conversation drawing on questions from audience
17.00 – 18.00	**SESSION 3 – EMBEDDING NEW IDEAS IN INSTITUTIONS** **Key themes:** • How new measurement ideas gain traction and get taken up by governments and other actors • Challenges that may impede the adoption of new ideas on measurement • Ingredients of successful strategies to embed new ideas **Moderator:** Shaida Badiee, Open Data Watch **Panellists:** • Sabina Alkire, Director, Oxford Poverty and Human Poverty Initiative • Jeffrey O'Malley, Director of the Division of Data, Research and Policy, UNICEF • Marcus Peffers, Chief Operating Officer, M&C Saatchi • Zach Brisson, Co-founder and Principal, Reboot **Format**: Short opening statements, followed by moderated discussion and Q&A

Day 1: Big data
14.00 - 18.00
Track room 2: Salon san Carlos Borromeo

This track will assess how the ecosystem of new data, methods, tools, new actors and rules, have been established and may become a lasting force for positive socio-economic, political and environmental progress. Honing in on two regional focusses, these sessions will attempt to distill a series of take-away messages in terms of commonalities, differences, obstacles and priorities, trying to highlight the potential for intra and inter regional collaboration for capacity building and multi-stakeholder partnerships.

Time	Session
14.00 – 14.15	**Welcome and introduction:** Emmanuel Letouzé, Director, Data-Pop Alliance, Visiting Scholar, MIT Media

14.15 – 15.00	**Panel and group discussion** • Alicia Bárcena Ibarra, Executive Secretary, United Nations Economic Commission for Latin America and the Caribbean • William Hoffman, Manager of the World Economic Forum's Global Agenda Council on Data-Driven Development 2014-2016 • Yves-Alexandre de Montjoye, Ph.D. Candidate in Computational Privacy at the MIT Media Lab; Research Affiliate, Data-Pop Alliance • Anoush Tatevossian, Strategic Communications & Partnerships Manager, UN Global Pulse
15.00 – 15.30	**Conceptual and methodological frontiers, with short presentations** • Bogdan State, PhD Candidate, Stanford University and Data Scientist, Facebook and Instagram: *"Understanding migration through Big Data"* • Bruno Lepri, Head the Mobile and Social Computing Lab at Bruno Kessler Foundation (Italy), Research Affiliate, MIT Media Lab and Data-Pop Alliance: *"Applications and Implications of Predicting crime hotspots using Big Data"* • Yves-Alexandre de Montjoye: Ph.D. Candidate in Computational Privacy at the MIT Media Lab, Research Affiliate, Data-Pop Alliance: *"The limits and protections of unicity and privacy in a Big Data world"*
15.30 – 15.45	**Coffee break**
15.45 – 16.15	**Key initiatives and challenges in the region** Chair: Priscilla Miranda, Program Officer, CEPEI Speakers: • Diego Silva, Deputy Director, DANE • Juan Manuel Casanueva, Director, SocialTic • Tariq Khokhar, Data Scientist, Data Development Group, The World Bank • Daniel Jimenez, Scientist and leader of Big Data expert group at the International Center for Tropical Agriculture • Julia Manske, Research Affiliate, Data-Pop Alliance
16.15 – 16.30	**Panel discussion** Chair: Sabrina Juran, Technical Specialist, Data and Population Analysis, UNFPA
16.30 – 17.00	**Roundtable discussion** Chair: Cosmas Ochieng, Executive Director, African Center for Technology Studies Speakers: • Mariéme Jamme, Founder of Africa Gathering and Data Activist • Folarin Gbabebo-Smith, Director of the Center for Public Policy Alternatives • Leonida Mutuku, Head of Data Science Lab at iHub Research Nairobi • Robyn Scott, Writer and entrepreneur
17.00 – 17.15	**Group discussion** Chair: Cosmas Ochieng, Executive Director, African Center for Technology Studies
17.15 – 17.30	**Snapshots on Big Data and the SDGs** • Maria Martinho, Sustainable Development Officer, United Nations Sustainable Development Division • Enrique Ordaz, Head of Research, INEGI, co-chair of the UN-World Bank led Working Group on Big Data and the SDGs (TBC)
17.30 – 18.00	**Panel discussion and Q&A: Applications and implications** • Emmanuel Letouzé, Director, Data-Pop Alliance, Visiting Scholar, MIT Media Lab • Mariéme Jamme, Founder of Africa Gathering and Data Activist • Juan Manuel Casanueva, Director, SocialTic

The Cartagena Data Festival will host a cocktail reception for all attendees on Monday 20 April at the Casa 1537. This evening event will mark the opening of an exhibition featuring the Open Data Institute's Data as Culture art programme, a Cartoon Movement 'data cartoon competition' and a showcase of data visualisations. A series of short introductory talks will be delivered before the evening is officially opened and participants will have the opportunity to explore for themselves the ways in which data can be used in creative, artistic and innovative ways through taking a walk around the exhibition.

Time	Detail
18.00	**Cocktail reception begins**
18.15	**Official welcome:** Emmanuel Letouzé, Data-Pop Alliance
18.25	**Overview of work being showcased:** Gavin Starks, Open Data Institute
18.30	**'Illuminating the future with peace' project overview:** Alicia Eggert, TED Fellow
18.35	**Weneedus project overview:** Julie Freeman, Open Data Institute
18.40	**Cartoon Movement overview and winners announced:** Emmanuel Letouzé, Data-Pop Alliance
18.45	**Exhibition opens, cocktail reception continues**

Data as Culture

The Data as Culture art programme at the Open Data Institute engages diverse audiences with artists and artworks that use, or respond to, open data as an art material and subject for artistic research. The Open Data Institute exhibits and commissions artworks for their space and for external venues, independently and with partners. They have shown works from emerging, mid-career and established artists, and commissioned new works, reaching large audiences in Britain and beyond.

We Need Us (2014) – Julie Freeman

'We Need Us' is a living artwork, shaped by people, and influenced by data. It is a real-time, online, animated artwork that explores both 'life data' and the life of data. The primary material used to create the sounds and animation in the work is metadata – data about data – which it draws from the activities of over a million people participating in the citizen science website, Zooniverse.org. Unlike traditional data visualisation, which helps us understand and make sense of information held in large data sets, 'We Need Us' investigates the unique properties of the data as a whole. It asks 'if the data had lives of their own, how would they be revealed?' while being dependent upon the extent of human endeavour that generates the large data sets it shapes itself from. 'We Need Us' would cease to exist without this real-time human activity. As with much technology, people are at the heart of the process. Commissioned by The Space and the ODI. **URL:** www.weneedus.org

The Future (2015) – Alicia Eggert and Safwat Saleem

'The Future' illuminates the overall state of peace or conflict around the world. Each light bulb represents one of the world's 206 sovereign states; bulbs representing states at peace are lit, while bulbs representing states in conflict are unlit. By intentionally simplifying complex issues and representing peace and conflict as binary on/off states, 'The Future' is designed to instigate conversations and create awareness about conflicts across the globe that affect billions of people. 'The Future' may look rather grim and dark at this particular moment in time, but our hope is that the project inspires people to reflect on what can be accomplished to make the

world brighter and more peaceful. Determinations regarding the peace or conflict status of individual sovereign states are made using data culled from the Institute for Economics and Peace and warsintheworld.com. Commissioned by FineActs.co. **URL:** http://fineacts.co/alicia-eggert-safwat-saleem

Cartoon Movement competition

The Cartoon Movement is a global collaborative platform for editorial cartoons and comics journalism that publishes new content at least four times a week. In the lead-up to the Festival, the Cartoon Movement set up a newsroom calling for submissions of artwork relating to data and development. A showcase of 20 cartoons from this competition will be showcased throughout the festival and four winners will be announced at the cocktail reception.

Innovations fair

Innovations are key to making the Data Revolution happen. Bright new ideas can come from all areas of data collection, processing and dissemination. But in addition to a great idea, an innovation needs a platform to get the attention it deserves. As part of the Cartagena Data festival we are organising an Innovations Fair to showcase innovative uses of new technologies to give great ideas a global stage. Case studies from across the following areas will be showcased as part of this interactive fair:

- · Data Collection
- · Data Dissemination
- · Data Visualisation
- · Open Data initiatives
- · Use of "Big Data"

The Innovations fair will be open throughout the 3 days and participants are encouraged to come and learn more about the bright ideas that could catalyse the data revolution!

Day 2: Opening plenary

8.30 – 9.30

Plenary room: Salon San Cosme y Damian

Why should governments and other organisations invest in data? What difference can having better data make to the effectiveness and responsiveness of governments, companies and civil society organisations? This plenary will set out three very different perspectives on this question, and focus on the role of data in improving people's lives.

Chair:

- Claire Melamed, Head of GPIP Programme, ODI

Speakers

- Lina Castro, Deputy National Statistician, Philippines Statistics Authority
- Marcus Peffers, Chief Operating Officer, M&C Saatchi
- Dr. Danny Sriskandarajah, Secretary General, CIVICUS

Day 2: Optional side events
9.30 – 11.00

Global Multidimensional Poverty Index and new data for the effective implementation of the Sustainable Development Goals

Who? Participants interested in SDGs and ways to effectively implement them and participants interested in new technologies to evaluate, improve, design and/or help implement policies and programmes. For more information, please contact: erin.hespe@qeh.ox.ac.uk

What?
- Multidimensional Poverty Index in the SDGs
- MPIs at the national and regional level
- The need for new and improved data

Where? Plenary room: Salon San Cosme y Damian

Connecting the dots: From data points to meaningful messaging

Who? Data journalists, data users (researchers) and data providers. Maximum capacity for this event is 70 people. For more information, please contact: a.lenhardt@odi.org.uk

What? As the push continues for more and better data to measure development processes and outcomes, so too must thinking around how we intended to convey this data. Data visualisation is a rapidly expanding field, with new styles and formats emerging. Single, hard-hitting statistics are often used alongside more nuanced messages to give them context. What are the implications of this expanding field for the design of new and better data? Could surveys be better designed with the end product in mind? And the reverse, could messaging make better use of the data we have? This discussion sets out to connect the dots between data design and the information products generated from that data. Presenters will reflect on each of the stages of communicating data from conceptualising the idea, sourcing and organising the data to convey that idea, and producing creative and accurate communication tools to engage audiences around the idea. This discussion will include the winner of the data visualisation competition to learn from the process they followed in connecting the dots, a presentation from the Development Progress project on its experience in measuring and communicating progress in development over the past 5 years, and a data visualisation specialist.

Where? Training room 1: Salon Fray Tomas del Toro

The Data Revolution - showcasing innovations in citizen participation and accountability mechanisms

Who? Civil society organizations, governments, services' providers, international agencies, donors, and others organizations and experts using innovative methodologies in data collection.

What? Various ongoing citizens-generated data collection mechanisms are underway which serve as an invaluable source of knowledge to shape realities, aggregate peoples' views and assist decision makers in adopting sustainable solutions based on localized evidence that can be regional and globally aggregated. At the dawn of the data revolution and the paradigm shift from the Millennium Development Goals to the new era of the Sustainable Development Goals, these examples are worthy of investigation to learn how the general public can play an active role in collecting data to enhance transparency, accountability and improve service delivery.

By showcasing information on powerful and successful data visualizations, this side event aims to display some of the most innovative ways to engage citizens in collecting data and share the benefits and challenges of participatory approaches in this field. Objectives: Show the power of participatory approaches in data gathering; Display innovative visualizations from existing peoples' driven data case studies; Share lessons on how new technologies can be used to generate quantitative and qualitative data collected by citizens for public good.

Where? Track room 1: Salon Juan Bautista Mainero y Trucco

Day 2: Optional side events
11.30 – 13.00

Training session: Telling stories with data

Who? Data users, practitioners, data journalists. Maximum capacity for this training session is 20 people. For more information, please contact: fiona.smith@theodi.org

What? This session introduces data as a resource with which to tell stories and your rights to do so. Following examples of stories with data at their heart, we look at how to discover data on the web and the steps in producing a great story.

Where? Training room 1: Salon Fray Tomas del Toro

Harnessing the data revolution for development: Issues in the design and monitoring of SDG indicators

Who? Technically-oriented data users and/or producers, and organisations involved in projects to assess the proposed SDG indicators and the monitoring approach. Maximum capacity for this event is 100 people. For more information, please contact: tk.legrand@umontreal.ca

What? Organised as a round-table discussion and focusing primarily on indicators that are based on population data, this meeting will aim to address three questions in regard to the proposed SDG indicators: *What should be the guiding principles for SDG indicator design? What levels of disaggregation are possible for the production of high-quality indicators as implied by the 'leave no one behind' principle*? *What are the core sources of data for SDG monitoring? How do we modernize tools to produce higher quality, comparable data, and to reconcile disparate estimates from different sources?* The goal of this meeting is to generate concrete

ideas on how to tackle these issues and to provide guidance for the production of high-quality indicators. The meeting will be structured around brief opening remarks on each of the topics, followed by comments from the panellists. Afterwards, time will be available for comments and questions from the floor.

Where? Training room 2: Salon Juan de Badillo

The local data revolution: The impact of human-centred design

Who? Practitioners, policy makers, data holders, civil society, developers and implementers. Maximum capacity for this event is 100 people. For more information, please contact:personaldata@weforum.org

What? Led by the World Economic Forum's Global Agenda Council on Data-Driven Development, this workshop will focus on the importance of local information ecosystems and human-centred design for delivering meaningful impact to the most vulnerable. An element of an ongoing global dialogue that was kicked off in Davos earlier this year, this workshop reflects collaboration with the American Red Cross, The Earth Institute at Columbia University, Internews, the ONE Campaign, IMPACT Institute, Rhode Island School of Design and Stanford University. Key issues to be addressed include: Key factors shaping the dynamics of the data revolution and the importance of shared data ethics; The critical importance of understanding local information ecosystems; Leveraging agent-based simulation models to demonstrate the importance of trust for establishing sustainable ecosystems; Exploring the attributes of individuals who serve as "beacons of engagement" for driving intended impact.

Where? Track room 1: Salon Juan Bautista Mainero y Trucco

Tracking inputs for accountability: Key Quick Data Wins

Who? The session would be expected to attract government officials, donor and multilateral agencies, and civil society organisations analysing and advocating budget, revenue and aid transparency and accountability, and open government data, as well as current users of these data who have suggestions for how they could be made more useful. Maximum capacity for this event is 100 people. For more information, please contact: matthew.martin@dri.org.uk

What? To ensure the post-2015 agenda is implemented, it is vital to track the inputs or "means of implementation" via government budgets: financing through budget revenue, aid and other development finance; and government spending on the goals. Only these data will hold governments and other actors accountable for their funding of the post-2015 goals. This panel will present existing progress on tracking inputs and their impact on results, and identify key low-cost and easily implementable "quick wins" which could further improve transparency and accountability. It will be jointly supported by Development Finance International, the International Budget partnership, Oxfam International and Publish What You Fund.

Where? Track room 2: Salon san Carlos Borromeo

Day 2: Opportunities and challenges of the data revolution for National Statistics Offices

14.00 - 18.00

Plenary room: Salon San Cosme y Damian

Time	Session
Data sources post-2015: Complements & Substitutes	
How can we substitute traditional data sources (censuses and surveys) with administrative records (including civil registration) and complement them with non-traditional (new) data sources to obtain accurate and timely information for decision-making processes?	
14.00 – 14.10	**Keynote speech:** Mauricio Perfetti del Corral, Director, National Administrative Department of Statistics, DANE, Colombia
14.10 – 14.50	**Panel discussion** **Key questions to be addressed:** What are the opportunities and challenges? What are the implications (i.e. legal, economic, political and institutional) for countries using new data sources of information for official statistics? What new and innovative tools and techniques are available for data collection, processing and dissemination? Which ones are more feasible? **Moderator:** • Johannes Jütting, Secretariat Manager, PARIS21 **Panellists** • Mauricio Perfetti del Corral, Director, National Administrative Department of Statistics, DANE, Colombia • Sam Clark, Associate Professor, University of Washington • Dirk Jaspers, Director, Population Division, ECLAC • Edilberto Loaiza, Senior Monitoring and Evaluation Advisor, UNFPA • Shaida Badiee, Managing Director, Open Data Watch
14.50 – 15.25	**Open discussion and questions for panellists**
15.25 – 15.30	**Summary of discussions**
15.30 – 16.00	**Coffee break**
Can institutions rise to the challenge?	
Official statistics are subject to a diversity of demands, from internationally comparable data to immediate and relevant data for addressing national issues. Can institutions adapt to these new challenges?	
16.00 – 16.50	**Fishbowl discussion** **Key questions to be addressed:** How do we minimize the risk of growing tension and mismatch between societal demands and official supply? How feasible is it for countries to manage data needed to monitor new goals? And what about the use of data beyond the SDGs? How can countries build and sustain effective capacity to produce more high quality statistics and create effective data dissemination mechanisms? What tools and mechanisms are available for effective data analysis to inform decision making within government departments? Which existing partnerships and initiatives could help facilitate this? **Moderator:** • Bruce Campbell, Director, Technical Division, UNFPA **Panellists:** • Dr. Nyi Nyi, Director of Population, Central Statistical Organization, Myanmar • Pali Lehohla, Statistician-General, Statistics South Africa • Lina Castro, Deputy National Statistician, Philippines Statistics Authority

	• Ricardo Fuentes, Head of Research, Oxfam GB
	• Johannes Jütting, Secretariat Manager, PARIS21
	• Werner Hernani, Executive Director, Foundation ARU Bolivia
16.50 – 17.45	**Live Twitter feed questions & fish bowl**
17.45 – 17.50	**Summary of discussions**
	• Bruce Campbell, Director, Technical Division, UNFPA
17.50 – 18.00	**Final closing statements**
	• Mauricio Perfetti del Corral, Director, National Administrative Department of Statistics, DANE, Colombia
	• Johannes Jütting, Secretariat Manager, PARIS21

Day 2: Data journalism

14.00 - 18.00
Track room 1: Salon Juan Bautista Mainero y Trucco

This track will serve to identify how data journalism can make a contribution to the post-2015 agenda, determine the difference between traditional coverage and coverage using data journalism, present examples of good practice that could highlight the link between data journalism and the post-2015 agenda and highlight the difficulties and risks of accessing and processing data and statistics.

Time	Session
14.00 – 14.40	**Panellist presentations** Topics: • Background of work using data journalism as a tool • Possibilities for using this tool as a resource in the post-2015 agenda Speakers: • Carlos Eduardo Huertas, Director, Connectas • Emilia Diaz-Struck, Research Editor, ICIJ • Daniel Bramatti, Editor Estadão Dados, Journalism Blog O Estado
14.40 – 15.30	**Discussion** Moderator: • Carlos Serrano, Director of Digital Content and Strategy, Gabriel Garcia Marquez Foundation (FNPI). Key questions to be addressed: • How can Data Journalism make a contribution to the post-2015 agenda? • What is the Data Journalism's added value in terms of traditional coverage? • What good practice examples and tools stand out? • What have the difficulties been in accessing and processing data related to development? • How is Data Journalism related to Big Data for development and to the world of statistics?
15.30 – 16.00	**Coffee break**
16.00 – 17.00	**Continuation of discussion**

17.00 – 18.00	**Q&A and conclusions**

Day 2: Data capsule
14.00 - 18.00

Track room 2: Salon san Carlos Borromeo

The Data Capsule is a solution-driven collective exercise whose participants are encouraged to use data and innovation to better understand and address a social issue — here, *public safety in Colombia* ['Seguridad']. The Data Capsule will focus on the issue of public safety, recognized as a key priority for Colombia and the world as evidenced by its proposed inclusion in the post-2015 SDG agenda.

This session format involves attempting to use data and innovation to solve a problem that is expected to have a lasting impact.

Time	Session
14.00 – 14.30	**Definition and comprehension – part 1** This session will feature a series of short presentations from a senior official from the national police, a researcher working on public safety in Colombia and a community organiser
14.30 – 15.00	**Definition and comprehension – part 2** Visualisation of crime patterns: Hands on work on data visualisation tools
15.00 – 15.30	**Ideation and identification** How can data and innovation be used to enhance public safety?
15.30 – 16.00	**Coffee break**
16.00 – 17.00	**Experimentation** Hands on working session with crime data in groups with mentors/ facilitators to determine predictive modelling of crimes
17.00 – 17.30	**Implementation – part 1** • Presentations of possible solutions and main take-aways • Discussions around how, why and by whom these solutions can be implemented
17.30 – 18.00	**Implementation – part 2** • Setting up medium to long term follow up plans

Day 2: Data visualisation gala dinner and evening reception
20.00 - 22.45
Castillo San Felipe de Barajas

In the lead-up to the Cartagena Data Festival, the Human Development Report Office ran a **data visualisation competition** based on its own human development data. The objective of the competition was to allow a broad cross-section of data users and artists to share their interpretation of human development data. The data visualisation gala dinner and evening reception will showcase the winning entries from the competition at an awards ceremony hosted at the San Felipe Castillo in Cartagena.

Alongside the speeches and announcements, participants will be served a three-course meal and refreshments. The dinner is open to all participants of the Cartagena Data Festival and shuttle buses will be provided from designated pick-up points following the conference and will be provided again to bring participants back into town following the reception. Further details on pick-up locations and timings will be provided at the conference.

Time	Detail
19.00	Shuttle buses pick up guests from points across Cartagena
19.30	Guests begin to arrive and are seated for dinner and cocktails
20.0	Welcome address: Dioniso Velez Trujillo, Mayor, Cartagena
20.05	Introduction to the data visualisation competition and human development: Eva Jespersen, Deputy Director and Head of National Human Development Reports Unit, UNDP
20.15	Overview of Data Visualisation Competition entry: Finalist 1
20.20	Overview of Data Visualisation Competition entry: Finalist 2
20.25	Finalists are awarded and award ceremony closed
20.30	Dinner is served
21.45	First shuttle bus taxis guests back to drop-off points
22.45	Last shuttle bus taxis guests back to drop-off points

Day 3: Optional side events
8.30 – 10.00

Civil registration and vital statistics: Current status and the road ahead
Who? Open to all conference participants. For more information, please contact: Emma Samman (e.samman@odi.org.uk)

What? Registries of births, marriages and deaths are crucially important. There is an intrinsic logic – being counted is a fundamental human right. The logic is also instrumental – these registries are vital to ensure accurate population counts and to compute accurate measures of fertility and mortality. To date, CRVS systems have been patchy in many parts of the world. It is estimated that just one quarter of countries in South Asia, less than half of countries in Latin America and the Caribbean and less than 6% of those in sub-Saharan Africa have complete civil registration systems. Moreover, as late as 2010, commentators observed that virtually no progress had been made in recent decades in improving registration globally. But there are signs of progress, such as the Africa Programme on Accelerated Improvement of Civil Registration and Vital Statistics. Some innovative methods of collecting CRVS data are being used (e.g., through mobile phones) and demographers are working on 'in-depth' small area demographic surveillance systems. But moving forward in this area will require first and foremost the political will and decision to develop further the public administrations that collect and process these data. This event will aim to give a

clear picture of the current state of civil registries and vital statistics from global, regional and national perspectives, and to pinpoint where work is underway to improve systems and where more work is needed.

Where? Training room 2: Salon Juan de Badillo

Geo big data challenges 4 massive collaboration

Who? This event is targeted at technical officers from national statistics offices, representatives of other organisations that have been working on geo big data and geoinformation developments in the public sector, and geoinformational activists, including the communities of ethical hacking and organised developers, such as OSM, Geo Geeks and GeoCensos Community. The main objective is to share, enhance and jointly evaluate geo big data ideas, and spread the outcomes of those ideas to other interested countries. Maximum capacity for this event is 100 people. For more information, please contact: javier.carranza@geocensos.com

What? As digital social media have become increasingly ubiquitous, many public and civil organisations have turned their attention to harnessing these massive data sets to produce a more accurate and complete understanding of political, economic, social or environmental issues. Many of these organisations also focus their work on both, territorial and some of these specific issues. National Statistic Offices, on one side, has seen how their geographic departments have advanced and sophisticated their outcomes favoured by the arising of new geoinformation technologies together with the pressure of producing more detailed geodatabases for their countries censuses and short term statistics. On the other side, the rise of technologically oriented civil society organisations such as Open Street Map, Geo Inquiets, GeoCensos and Crisis Mappers – to mention a few – have produced remarkable outcomes in the humanitarian and socio territorial fields, showing a promising potential of massive collaboration for the surveying of territorial issues. This side event proposes to share experiences from the public and the civil sector, portraying the most recent geo big data trends, aiming to build and strengthen the dialogue and relationships between geographic departments at NSOs – including other geographical public organisations – and the so called "geo hacking" community, in order to unleash the potential of massive collaboration for a more integrated geo big data development.

Where? Track room 1: Salon Juan Bautista Mainero y Trucco

The Big Development DataShift: From vision to implementation

Who? Civil society organisations interested in improving the ways they collect and use data and/or sharing their experiences in this regard; organisations and experts using innovative methodologies and initiatives which leverage better data for improved development outcomes; actors interested in the monitoring and accountability agenda for post-2015; international agencies, governments and other donors keen to support civil society capacity building around data collection and use. Maximum capacity for this event is 100 people. For more information, please contact: jack.cornforth@civicus.org

What? Technological advances in citizen reporting, engagement and monitoring provide us with an unprecedented opportunity to enable more meaningful interaction between citizens and governments. More specifically, citizen generated data, which provide unique citizen perspectives, can be used by civil society to monitor economic, social or environmental policies and practices, inform decision making, promote accountability or advocate for change. The Big Development DataShift is an ambitious, multi-stakeholder initiative which aims to build civil society capacity to generate, leverage and curate citizen-generated data to monitor development progress, demand accountability and campaign for transformative change. This side

event will provide an introduction to the DataShift, outlining its plan for bringing citizen voice to the heart of sustainable development by building a community of people and resources that can foster a people-centred data revolution. A key priority for the DataShift is connecting organisations with a strong track record in generated and using data for development with organisations that want to learn how to more effectively use citizen-generated data in their advocacy and programming. This event will therefore also provide an opportunity for participants to find out how they can become involved in the DataShift, whether through the sharing of good practice and expertise, or identifying ways that the initiative can help their organisation overcome key challenges and capacity gaps.

Where? Training room 1: Salon Fray Tomas del Toro

Day 3: Closing plenary
10.30 – 13.30
Plenary room: Salon San Cosme y Damian

This last plenary is the opportunity to hear about the outcomes of the different tracks and to lay out some of the next steps in the 'Data Revolution'.

Chairs

- Anne-Birgitte Albrectsen, Deputy Executive Director, UNFPA
- Johannes Jütting, Secretariat Manager, PARIS21

Speakers

- Muchiri Nyaggah, Executive Director, Local Development Research Institute, Kenya
- Daniella Ballou-Aares, Senior Adviser for Development to the US Secretary of State
- Rudi Boormann, Innovation and Open Government Director, Buenos Aires City Government
- Pali Lehohla, Statistician-General, Statistics South Africa

End of Festival

Logistical information

Venue and logistical team information

Address and contact information of the conference venue, Casa 1537:

Calle del colegio 34 -75 Centro Histórico

Cartagena, Colombia

Phone: + 57 (5) 647 8898

http://www.casa1537.com

For operational or logistical enquiries, please contact:

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Emergency services

Police - Tel: 123

Ambulance - Tel: 667 5344

Fire station – Tel: 119

The closest hospitals to the venue are the following:

Naval Hospital (3km from the Venue)	San Martin Avenue, Cartagena. Phone: (+57-5) 6655360
Cartagena del Mar Hospital (3km from the Venue)	Calle 30 # 20-71, Pie de la Popa Phone: (+57-5) 6724260, 6724261