The OECD Global Forum on the Knowledge Economy

Draft Agenda (Ver. 17.06.2014)

Data-Driven Innovation for a Resilient Society

2-3 October 2014

Tokyo, Japan
The particular aim of the Global Forum on the Knowledge Economy (GFKE) is to strengthen the OECD’s global relations on the contribution of science, technology and innovation to the knowledge economy, which is essential for designing policy frameworks that will drive growth and well-being in the 21st century. It provides a vehicle for dialogue among policy makers, business, consumers and other stakeholders in Member and Partner (i.e. non-member) economies on policy approaches that will help expand the benefits of the knowledge economy to all countries, including the less developed ones.

The overarching theme of the GFKE 2014 is **data-driven innovation for a resilient society**. It will aim at accelerating discussions at the international level on the collection and use of data throughout the economy and society for enhanced growth and well-being. A confluence of significant technological, social and economic trends is generating huge streams of data, commonly referred to as “big data”. Creating economic value from these large data sets is at the leading edge of business innovation, with companies that base their decisions on data and analytics outperforming other firms in terms of productivity growth. Innovation will be further driven by open access to data which also enables consumers to be better informed. In addition, substantial social benefits are also expected from collection and analysis of data, for example, when addressing aging society and natural disasters. However, the use of data and analytics come with serious policy challenges including, but not limited to, the promotion of trust among individuals and consumers and the development of data-analytic skills that if not supplied could lead to missed opportunities for job creation in the data-driven economy.

The Forum will be held in **Hotel Okura, Tokyo, Japan, in 2-3 October 2014**. Intended to be interactive, the fourth meeting of the GFKE will engage roundtable discussions with panellists both from developed and emerging countries, with mixture of public sector, business and academia. It will also support networking and interaction among other participants in addition to the panellists. Details including practical information will soon be provided on the OECD website\(^1\) or official website that will soon be established and accessible from there.

**Partnership**

- Directorate for Science, Technology and Industry of the OECD
- Relevant ministries of the government of Japan:
  - Ministry of Internal Affairs and Communications (MIC)
  - Ministry of Economy, Trade and Industry (METI)

The fourth meeting of the GFKE will be one of the events related to the 50th anniversary of the accession of Japan to the OECD.

\(^1\) [www.oecd.org/innovation/inno/globalforumontheknowledgeeconomy.htm](http://www.oecd.org/innovation/inno/globalforumontheknowledgeeconomy.htm)
Thursday, 2nd October 2014

Opening

Session 1: Illustrating the economic benefits

The collection and exploitation of large data flows, commonly referred to as “big data”, is leading to a shift towards a data-driven economy in which data is a core asset for new industries, processes, services and goods.

This session will illustrate the potential of big data for establishing resilient economy. In this session, participants will in particular discuss the economic benefits of using big data and present case studies to show the growing role of data-driven innovation in businesses.

Questions to be discussed include, but are not limited to:

- What is big data and how powerful are data analytics today?
- How do businesses use data analytics to increase productivity growth and expand their businesses?
- How does data spur innovation and influence our daily lives?
- How can data promote economic growth?

Session 2: Addressing complex societal challenges

Past experiences show that collaboration between private and public sector actors has been the basis for data-driven value creation in complex environments characterized by high uncertainty.

This session will show the potential of data for risk management with a focus on disaster management. It builds on past experiences for establishing a more resilient economy and society. In this session, participants will discuss the role of cooperation between private and public sector actors.

Questions to be discussed include, but are not limited to:

- How can data and analytics be used for enhancing disaster response and risk management?
- How can governments promote secure and robust infrastructure through the use of data and analytics?
- Are current policy frameworks suited to enable data-centric collaboration between the private and the public sector?
Data is becoming a critical resource for improving the living standards in increasingly aging societies. For example, the rapid growth of the range of data collected (behavioural, genetic, environmental, epigenetic, clinical, administrative data, etc.) and the development of large databases and their linkage is used for research on, and the evaluation of, complex diseases such as the Alzheimer’s disease and dementia.

This session will shed light on the importance of data and analytics in an aging society. Participants will discuss the potential of data and analytics highlighting good practices for the use of big data to empower elderly people, and as an opportunity for social growth and innovation.

Questions to be discussed include, but are not limited to:

- How can we take advantage of data and analytics in an increasingly aging society?
- How can society address the implications of demographic change through the use of big data and analytics?

**Friday, 3rd October 2014**

**Session 4: Promoting skills for the data-driven economy**

There are still considerable mismatches between the supply of and the demand for skills in particular areas (i.e. data specialists). Furthermore, data scientist skills are not enough; they need to be accompanied with domain-specific competencies on how to interpret and make best decisions based on the results of the data analysis. This mismatch and lack of skills may lead to missed opportunities for job creation across the economy.

This session will discuss the labour market and skills implications of an economy becoming more data-driven. It will discuss the potential for new jobs as data specialists and the required skills and competencies. It will also discuss the potential structural change induced by data-driven process automation and the implications for labour markets.

Questions to be discussed include, but are not limited to:

- Does society have the necessary level of skills and awareness to embrace big data and analytics?
- What skills are needed for innovation through data and analytics?
- What role can the public and the private sector play in promoting the right skills and competences for a data-driven economy?

**Session 5: Building trust in the data-driven economy**

Data analytics pose difficult issues when the data collected and analysed is related to individuals. The insights gained from analysis of the movements, interests and activities of individuals raise issues ranging from unanticipated uses of personal data to potential discrimination.

This session will discuss the emerging challenges to ensuring trust in a data-driven economy with a focus on privacy.

Questions to be discussed include:
What are the most important challenges raised by data analytics for individuals?
How should we secure personal data in the context of data analytics at large scale?
How can governments build consumer trust in the data-driven economy?

Session 6: Encouraging open data across society

Access to, and the re-use of, data are crucial pre-conditions for data-driven innovation. The intangible nature of data suggests that non-discriminatory access to data (i.e. open data) can maximize the economic and social value of data.

The public sector is one of the largest sources of data and it has become an important national data stock which can be exploited not only within the government, but increasingly also across the economy. Governments across OECD and Partner economies are leading by example by opening up some of their data repositories via open government data initiatives as encouraged by the OECD (2008) Council Recommendation on Enhanced Access and More Effective Use of Public Sector Information (PSI) and the G8 Open Government Partnership Summit in 2013.

An increasing number of private and public sector initiatives are also promoting access to private sector data, some of which have led to the formation of data markets. Examples include the provision of operational data of public transportations in Tokyo. Furthermore, government initiatives such as, for example, the midata project in the United Kingdom give consumers better access to their personal data in a portable, electronic format.

This session will focus on the importance of open data across the economy. It will highlight that open data is a concept that spans a continuum ranging between limited access to non-discriminatory access to the public. In this session participants will discuss the potential of open data in areas such as government, science and research, and network industries. They will address key demand side issues such as portability and standards, including related consumer issues. They will also discuss key supply side issues, some of which related to economic incentives and business models to encourage open data.

Questions to be discussed include, but are not limited to:

- How can open data contribute to economic growth and well-being?
- What are available mechanisms to assess private sector and citizen demand for data?
- Are current policy frameworks suited to address key supply and demand side issues?
- What is the role of public-private partnerships in advancing open data across the economy?

Conclusion and future work

This session will sum up the discussion at this Global Forum and discuss and show the direction for further work of OECD.