



OPEN KNOWLEDGE J e s t i v a l  
17.-22.9.2012 HELSINKI

## FINAL REPORT



Open Knowledge  
Foundation



THE  
FINNISH  
INSTITUTE  
IN LONDON



# ***Facts and figures of the OKFestival***

**1054 participants**

**60 volunteers** helping with the arrangements

Participants from **50 countries**

Participants representing **8 universities/schools, 74 government agencies /public sector employers, 176 associations and foundations, 124 corporate/private sector employers, 176 associations and foundations, 124 corporate/private sector employers and 13 freelancers**

**394 speakers**

**26 keynote speakers**    **306 presentations**

**355 hours and 30 minutes** of presentations

**13 topic streams**

**4 hackathons**

**69 guest programme planners**

**134 sessions**

**17 session venues**

**19 partners**

**8 main partners**

**6 core organizers**

**33694 views** of OKFest **video streams** online

**16 advisory board members**

**18866 online views** of Hans Rosling's speech

**792 likes** in Facebook

**17951 tweets** with #OK-Fest

**Press hits: 9 pieces in Finnish print media, 5 in Finnish TV and radio, 17 online articles in Finland and 10 around the world, 180 other online mentions** (blogs, etc.) that we know of...

# Table of Contents

<b>1 Introduction .....</b>	<b>1</b>
<b>2 Festival Organisation .....</b>	<b>2</b>
2.1 Main Organising Partners .....	2
2.2 Core Organising Team and Advisory Board .....	3
2.3 Partners and Collaborators .....	4
2.4 Target Audience.....	4
2.5 Organisational and Financial Planning.....	5
2.6 Programme Planning.....	6
<b>3 Festival Programme .....</b>	<b>8</b>
3.1 Programme Overview.....	8
3.2 The Hackathons .....	15
3.3 Guest Programme Planners.....	17
3.4 Featured Speakers .....	19
3.5 Evening Programme.....	24
<b>4 Results .....</b>	<b>24</b>
4.1 Festival in Figures .....	24
4.2 Highlights of the Week .....	25
4.3 Launches and New Initiatives .....	26
4.4 Financial Outcome .....	28
<b>5 Response .....</b>	<b>29</b>
5.1 Press and Other Media .....	29
5.2 Feedback Statistics .....	31
5.3 Positive Comments from Participants .....	32
5.4 Negative Comments and Suggestions from Participants .....	34
5.5 General Comments about Open Knowledge.....	36
<b>6 Future Activities.....</b>	<b>37</b>
6.1 The Open Book.....	37
6.2 Open Knowledge Finland Convention.....	38
6.3 Upcoming Events .....	39
<b>7 Thank You.....</b>	<b>39</b>

# 1 Introduction

Post-industrial and developing nations are currently engaged in a period of transformation due to increased understandings about the role of 'openness'. Local, national and international government initiatives are increasingly being introduced which hold public servants accountable by opening up public records for the use of non-governmental actors. From open-source software to data-driven journalism to freedom of information requests, there is a growing demand for increased transparency within public and private sectors. Educational institutions, museums and libraries are working to digitise their archives and materials for widespread public use. Academics are debating the role of the Commons regarding research data and publications across the sciences and humanities. Hackers and corporations are cooperating to fight multinational agreements that impede the democratic rights of Internet users to share data and information.

The idea to organise a week-long festival to highlight these emerging trends was initiated for the first time in 2011 by a team of organisers of the Open Knowledge Foundation's annual events, Open Government Data Camp <<http://ogdcamp.org>> and the Open Knowledge Conference <<http://okcon.org>>, and by a pioneering team of Finns who had been involved in previous open knowledge events. In the autumn of 2011 representatives from this team of international organisations – the Open Knowledge Foundation, the Finnish Institute in London and the Aalto Media Factory in Helsinki – decided to organise this community-focused event on a grander scale than had ever been seen before by open knowledge audiences by combining these past legacies into one event.

Throughout the following months, this idea metamorphosed into an even grander and more ambitious plan with the aim of combining peer-fuelled learning with concepts about open knowledge and innovation in order to provide an opportunity for positive transformation within our information society, where old hierarchies could be replaced by collaborative networks of experimental progress and cooperation. "Open Knowledge in Action" was chosen as the theme of the festival, looking at the value that could be generated by opening up knowledge, the ecosystems of organisations that could benefit from such sharing, and the impacts that transparency could have in our societies.

The exploration of this theme was not only visible in the festival's content, but also in its implementation as the first global event of its kind. The combined legacies of OGD Camp and OK Con allowed OK Festival's organisers to highlight an amazingly diverse set of topics related to open knowledge in its many facets, all crowd-sourced in organisation by global teams of Guest Programme planners. The festival week became a bold experiment in international collaborative event organising, with thematic areas from open democracy and government data to open and smart cities to open business and corporate data to open design and hardware.

When the Open Knowledge Festival finally opened its doors for the first time in Helsinki, participants began to glimpse the first results of these cultural awakenings across a wide spectrum of professional and voluntary sectors within society - and left feeling inspired, with extremely high approval ratings and feedback results. OK Festival 2012 allowed organisers and

participants to explore the complexity and breadth of open knowledge movements across the globe, and their impact on current cultural and digital paradigms across national boundaries.

## **2 Festival Organisation**

OKFestival 2012 was, at its root, a highly experimental and collaborative project, engaging numerous individuals and also a significant number of organisations – 650 in total. Being the first event of its kind that combined the legacy of two past events into a cohesive and fresh whole, it demanded a great deal of attention and cooperation amongst all organisers involved -- whether they were the Organising Partners, Core Planning Team members, Guest Programme Planners, Advisory Board members or sponsors.

### **2.1 Main Organising Partners**

The three main organising partners were the organisational backbone of OKFestival, without whom the event would not have happened. They shared the brunt of financial and human resource-related risk and were wholly responsible for the outcome of the 2012 festival. Where possible, the partners worked as a team, consulting on a wide variety of festival planning topics from media and communication to production to programme curation. These organisers were the Open Knowledge Foundation (UK), The Finnish Institute in London (UK/Finland) and the Aalto Media Factory (Finland).

Aalto Media Factory is a platform for collaboration and development in media-related research and education within the Aalto University, a university created from the merger of three Finnish universities: The Helsinki School of Economics, Helsinki University of Technology and The University of Art and Design Helsinki.

The Finnish Institute in London is a Finnish London-based private trust. Its mission is to identify emerging issues relevant to contemporary society and to act as catalyst for positive social change through partnerships. The Institute works with artists, researchers, experts and policy makers in the United Kingdom, Finland and the Republic of Ireland to promote strong networks in the fields of culture and society. One of the institute's current focus areas is Open Knowledge and Open Society.

The Open Knowledge Foundation (OKFN) is a not-for-profit organisation founded in 2004, which is dedicated to promoting open knowledge in all its forms. It builds tools, projects and communities with a network of international leaders in the field. Its activities are organized around working groups, regional communities and technology-based projects including the School of Data, the Open Definition, the data management software CKAN, working groups like Open Economics and the initiative Where Does My Money Go.

A staff member from each of these three partners was given the task of running the festival on behalf of each partner's interests, and worked together as a group, governed by a Core Organising Team, an Advisory Board, a set of Guest Programme Planners and many production volunteers from around the world.

## 2.2 Core Organising Team and Advisory Board

The Core Organising Team managed the operation of the event, making all final strategy decisions and leading production, communication, partner and programme-based elements of the 2012 festival together. Its members were supported by a team of graphic and spatial designers in Finland, including Inka Kosonen, Juan Hernández, Hye Jin Ahn and Kaisa Takala, and by an Advisory Board. The members of the 2012 Core Organising Team were:

- Kat Braybrooke (Open Knowledge Foundation)
- Juha Huuskonen (The Finnish Institute In London)
- Massimo Menichinelli (Aalto Media Factory)
- Petri Kola (Forum Virium, EIT ICT Labs Helsinki)
- Jussi Nissilä (The Finnish Institute in London)
- Antti Poikola (Otavan Opisto)

These individuals managed incoming public queries via the primary [info@okfestival.org](mailto:info@okfestival.org) email alias, including front-end communications with partners, press, funders and participants. Where possible, they voted on an equal basis regarding major decisions such as the confirmed recipients of the first and second round of international travel bursaries, and allotment of grants and in-kind donations from funders. In the lead-up to OKFestival 2012, some members of the Core Organising Team went into overtime and took on additional work as festival coordinators to finalise several outstanding production, curation and programming tasks.

The Core Organising Team was aided in its largest initial decisions by the OKFestival 2012 Advisory Board, an international group of experts in fields related to open knowledge. Many Advisory Board members had also been to the Open Knowledge Foundation's previous events, OGDCamp and OKCon. Advisory Board helped to guide the festival programme planning, and its members were given free festival tickets and an offer to contribute to The Open Book in return. Advisory Board members included:

- Michel Bauwens (Belgium/Thailand), P2P Foundation
- David Eaves (Canada), Advisor to the Mayor of Vancouver
- Jonathan Gray (UK), Open Knowledge Foundation
- Janet Haven (US), Open Society Foundations
- Augusto Herrmann (Brazil), Ministry of Planning, Budget and Management
- Ossi Kuittinen (Finland), The Finnish Innovation Fund Sitra
- Ben Lucas (UK), 2020 Public Services Hub, Chair of Public Services at the RSA
- Mayo Fuster Morell (Spain), Berkman Centre (US), School of the Commons and Amical Viquipedia
- Catarina Mota (Portugal), Open Hardware Summit 2012
- Jindřich Mynarz (Czech Republic), OpenData.cz
- Rufus Pollock (UK), Open Knowledge Foundation
- Andrew Stott (UK), Member of the UK Transparency Board
- Julian Tait (UK), FutureEverything & Open Data Manchester
- Peter Troxler (Netherlands), International FabLab Association
- Farida Vis (UK), University of Leicester & Open Data Manchester

- Ton Zijlstra (Netherlands), ePSIplatform.eu and FabLab Foundation Netherlands

There were also 60 volunteers helping out during the festival week with the actual arrangements such ticket sales, info desk and lunch voucher sales.

## **2.3 Partners and Collaborators**

A wide variety of organisations engaged with the Core Organising Team to make OKFestival 2012 possible. The diversity and outreach of OKFestival is visible in the long list of OKFestival 2012 partners and collaborators, ranging from ministries and other public sector organisations to corporations and community projects. These organisations provided valuable resources, such as funding, in-kind donations and tech support, which made the festival itself possible on a shoestring budget – but many also gave valuable help in programme planning as well, going above and beyond the call of duty to help the Core Organising Team and help ensure OKFestival 2012 was a great event.

The main partners provided significant investments of their own resources to make OKFestival happen. Main OKFestival 2012 partners were Helsingin Sanomat, IBM, the Finnish Innovation Fund Sitra, Siemens, Sida, Finland's Ministry of Foreign Affairs, Finland's Ministry of Education and Culture and Forum Virium Helsinki.

Other OKFestival 2012 partners also helped greatly with festival organisation by contributing personal time and other resources from funding to technical tools. They included the Sunlight Foundation, Finland's Ministry of Justice, YLE, EIT ICT Labs, Aalto Service Factory, AVO Open Networks for Learning, Aalto Pro, COSS, Martela, Open Ministry, Flo Apps, Tieto, Microsoft, HH Partners, Ixonos, Pixelache, Tieto Näkyväksi, screen.io and SUSE.

## **2.4 Target Audience**

Open Knowledge Conference (OKCon) has traditionally gathered top-level experts, decision-makers, advocates, and researchers from all over the world each year to debate and advance this rapidly developing field. Open Government Data Camp (OGDCamp) has been the largest open government data event in the world with a series of workshops, lectures and for public sector organisations and non-technical people interested in open data.

At OKFestival 2012, the Core Organising Team aimed to experiment with pioneering new forms of collaboration, new workshop formats and new forms of participation. The festival was innovative in its own right as a concept from the beginning, given that the paradigms of open knowledge and data had never been combined into a weeklong event in the history of such movements.

Another intended aim was to highlight the diversity of Finland's open knowledge communities themselves, encouraging the participation of representatives from Nordic nations and supporting the work of local Finns who had been working in fields related to open knowledge in their own communities. By bringing together civil society representatives, programmers, data wranglers, designers, students, members of government, local communities and educators, OKFestival 2012

was positioned as the key setting for new forms of innovation and collaboration across old paradigms.



Image by Veikko Kähkönen

## 2.5 Organisational and Financial Planning

To start their working relationship, members of the Core Organising Team who represented the main organisational bodies responsible for the event drafted and signed a Memorandum of Understanding (MoU) which set the organisational framework of OKFestival, described the contributions and responsibilities of each Main Organiser, and provided the budget for OKFestival 2012.

When it came to the organisation of funds, there were three budgeting principles adopted. Firstly, the plan was not to make a profit, but to see the event as an investment - so all the estimated income was planned to be reinvested in order to make the event as accessible, productive and enjoyable as possible for all participants. Secondly, the Main Organisers reinforced the fact that they could not bear losses beyond the pledged financial investments, so spending was to be made only within fairly certain and already secured incomes from the event. Thirdly, if the festival did end up producing a profit, it would be used to support the activities of the open knowledge community in Finland, and also to support the organisation of the next year's event.

The budget consisted of the following expense categories: a) venue, furniture and tech costs, b) visitor hospitality, catering and evening programme costs, c) guest travel and accommodation cost, d) staff and volunteer costs, and e) other costs.

Throughout the OKFestival process, Core Organisers realised the necessity of investing in a few specific issues, which resulted in those issues receiving a particular allocation of financial resources.

The first priority became ensuring a wide amount of participation by open knowledge activists from all around the world, which is why a considerable amount of financial resources was allocated to travel bursaries. These bursaries were awarded in three different funding rounds to esteemed individuals who needed financial support in order to participate to OKFestival - and the process of applying for and determining these bursaries was gruelling for both Core Organising team and applicants.

Second, despite the fact that a great deal of festival organisation work was contributed in-kind and outside of office hours by the Core Organising Team, Advisory Board, Guest Programme Planners, various partners and individuals who joined the OKFestival team during the festival week, the Core Organisers also decided to hire a dedicated Festival Coordinator and some other professionals additionally to work on local production issues during the project's most intensive period. Finally, the organisers decided to invest on catering infrastructure and refreshments - including discounted and free meals where possible - so that the huge number of festival attendees could enjoy the programme with a full stomach rather than worrying about food concerns.

The income used to cover this spending came from a wide variety of sources, including the Main Organisers and from organisations and individuals originating from both the private and public sector. In addition to the financial contributions visible in the festival budget, various organisations contributed to the festival organisation by covering certain costs directly themselves. Members of the Core Organising Team, main organising partner organisations and Guest Programme Planners took on a great deal of effort in this area to secure grants, donations and funds for various parts of the OKFestival experience that culminated in a comprehensive whole during the event week.

## **2.6 Programme Planning**

A set of important core values underlined the entire process of OKFestival programme planning: transparency, public inclusion and openness. These underlying values allowed the community itself to play a key role, proposing ideas and contributing to the event in unprecedented ways for all involved. It was both a challenge and a learning process for the organisers to engage with such an open-ended, public-facing programme, and as such the planning process was fairly complex in its promotion of democracy, voting, panel-style discussion and equal decision-making amongst all core organisers.

The programme planning process consisted of following main steps:

- Gathering preliminary ideas for festival content (February 2012)
- Open Call for programme content / Round 1 (deadline 20th April 2012)
- Selecting Topic Streams and programme planners (meeting 24-25 April 2012)

- Open Call for programme content / Round 2 (deadline 1st June 2012)
- Finalising the OKFestival core programme (June–August 2012)
- Last minute programming (September 2012)

A tool that was extensively used in this process was the **Etherpad** system – a real-time, collaborative editing environment located on the Web. Anyone could access the main OKFestival Etherpad page <<http://okfestival.okfnpad.org/helsinki>> and write down ideas or comments - its contents were fully available to the public throughout the planning process. Other important tools included discussion lists, Google Docs (for online forms, shared spreadsheets, etc) and Skype (for monthly - and sometimes hourly - meetings between programme planners leading up to the event).

It was decided in the end that the core OKFestival programme would be divided into 13 Topic Streams with a team of Guest Programme Planners for each. Topic Streams were given their own Etherpad page with the most recent draft of the programme plans and meeting notes, and regular correspondences occurred between Core and Guest Programme Planners (GPPs) through this process. In addition to GPPs, external parties were also encouraged to give input.

The programme-planning schedule was organised mainly around the two rounds of Open Calls. In the first round (deadline 20th April) it was possible to propose Topic Streams and other programme content. The team received **21** proposals for Topic Streams and **58** other proposals - a quantity which allowed them to decide the 13 guiding Topic Streams of the 2012 festival and start building Guest Planning teams for each. On the second round (deadline 1st of June), the Core Organising Team received an additional **127** proposals for distinct workshops, sessions, hackathons and ideas that fit within the paradigms of the existing 13 Topic Streams. In addition to going through these submissions, Guest Programme Planners were also allowed to complement the programme themselves by sending invitations to specific people / projects / organisations they wanted to get involved in their work.

Participation in OKFestival was a main feature of the event's planning for participants. For those who found out about the submission deadlines too late, there was also some room in the programme reserved for very last minute programming. Anyone could propose to give a short lightning talk in the general lightning talk sessions on Tuesday 18 September and Friday 22 September. In addition, many of the OKFestival satellite events - from photo tours to workshops - were added to the programme just a few days before the festival, giving OKFest a grassroots feel despite it having some elements of stricter planning. The evening programme was also predominantly crowdsourced by festivalgoers themselves, based on guidelines (Thematic Dinners, Open Sauna, etc) designed by the OKFestival Core Team.

In addition to making overriding thematic and production-based decisions for OKFestival, the Core Organising Team was directly responsible for a small but important part of the event – the Morning Plenaries. The goal was to feature inspiring presentations that would be relevant for all OKFestival participants and kick off each day with a positive bang. These morning plenaries also included very short introductions to the day's programme and were live-streamed for virtual

guests with a chat room feature that allowed discussion during speeches - and the overall mood was lively for those who came.

Overall, the Core Organising Team received a great deal of positive feedback from Guest Programme Planners about the programme planning process - and the overall quality of the programme was rated highly (see 5.2 Feedback Statistics) by participants. What could have been improved was the communication between Guest Programme Planners from across different Topic Streams. The majority of these Guest Programme Planning teams had members from many different countries and worked on programme planning in their free time as volunteers. It was a challenge for some of these groups to find enough common work time to properly plan the programme of their dedicated Topic Stream, with work schedules and time zones clashing and causing frustration within teams. In conclusion, it seemed that there remained solutions to be explored for increasing global collaboration without increasing workload.

### 3 Festival Programme



Image by Veikko Kähkönen

#### 3.1 Programme Overview

As noted previously, the OKFestival 2012 programme consisted of 13 guiding Topic Streams. Each topic stream was responsible for creating and managing the events, sessions and workshops of their own stream. The festival consisted of four core days, which included 306 presentations and 355 hours of presentations and discussions. It also included several satellite events, which started on Saturday 15th and Sunday 16th of September with a sold-out food based data event - the first of its kind - called "The Art of Data Cuisine: The Open Data Cooking Workshop". On Monday the

Data Journalism and Data Visualisation topic stream was kicked off with a major (also sold-out) satellite conference - the Visualising Knowledge Conference - and a Hacks/Hackers Helsinki meet up. On Monday evening there was also an "Open Publishing and Visual Free Culture" satellite event.

On Tuesday the festival itself kicked off. The four-day programme included 134 different sessions varying from presentations, speeches, panel discussions, workshops and launches to hackathons and live web gatherings. Each of the core festival days started with a Morning Plenary session where two to three keynote speakers gave a talk on a specific subject matter. After the keynote speeches, each topic stream briefly presented their day's programme after which everyone could choose from 17 different session places to go to at the venue. The programme was built around many simultaneous sessions that lasted usually 1.5 hours and contained several presentations, panel discussions or other activities. Each session had a session host who made sure that the programme proceeded according to the schedule. As one festival attendee stated: *"It is usually fun though not challenging to hang out with those who agree with you, but this was different - I found all the different streams I attended both fun \*and\* challenging."*

### Useful links

The full programme online: <http://okfestival.org/onlineschedule/#tue>

Most of the presentations were documented and the videos can be found at:

<http://okfestival.org/streams/>

OKFestival in a nutshell: [http://www.slideshare.net/ardent\\_coeur/ok-festival2012](http://www.slideshare.net/ardent_coeur/ok-festival2012)

OKFestival on Flickr: <http://www.flickr.com/groups/okfest/pool/>

OKFestival on Facebook: <https://www.facebook.com/OpenKnowledgeFestival>

OKFestival on Lanyrd: <http://lanyrd.com/2012/open-knowledge-festival/>

OKFestival on Twitter: <https://twitter.com/okfestival>

The full programme can be found at Appendix 1 (as attachment). Its selection was crosscutting and experimental in fashion, looking at open knowledge from 13 different angles never explored together in one place before. Together, this variety was intended to illustrate the true diversity of interests represented by "open" movements across the world. The Topic Streams of 2012 were as follows:

#### Topic stream 01: Open Democracy and Citizen Movements

This stream explored the recent moves towards a more open and participatory democracy and society. Online tools allow people to speak, be heard, find each other and take collective action in new ways. The stream showcased and debated the topic starting with the formal means of new democracy as for instance; the crowdsourced Icelandic constitutional reform, participatory budgeting and European citizens' initiatives. The theme carried on to the informal, non-mandated citizen movements that are shaping our societies from the bottom up.

#### Topic stream 02: Transparency and Accountability

This stream looked at transparency around data, the emerging ways of building on transparent data, and the related issues and uncertainties around privacy, sustainability and corporate data. There was also a day focused on the state and workings of the Open Government Partnership

(OGP), with emphasis on the perspectives of civil society, and pushing the OGP to achieve its goals for the community, and overcoming what may prevent that. The topic stream sessions were organized in two sub-topics: 1) Open Government Data (OGD) & Open Government Partnership (OGP) debate and 2) Content, Privacy and Use. Beside these two subtopics there were individual sessions listed under Other Transparency and Accountability Sessions.

#### Topic stream 03: Open Cities

This stream explored cities both as systems and as active communities of citizens. The topic stream looked at the existing structures and practices that construct the cities of today. The question was how should future smart city infrastructures be designed and built to support openness in its various forms? More effective usage of public sector data and engagement of new generation problem solvers, such as developers, in the public service production can now be seen as evident elements in the process of shifting to open cities. One great outcome of this development is a variety of apps and services using transport data, creating demand for high quality transport data that is in a machine-readable format and openly licensed to allow for re-use in products and services. Wider use of open data across city borders is currently boosted by data releasing and harmonization efforts in forums such as PSI Sectorial Meeting taking place during the festival week. Collaboration between open cities shouldn't stop there: willingness to share what we know and the readiness to implement innovations envisioned elsewhere are steps towards open cities of tomorrow. Concurrently urban surveillance and data collecting set new opportunities and challenges on the way. Open Cities stream contemplated on the new roles and tools openness calls for the cities, companies, developers and dwellers. What role do digital networks and technologies play?

#### Topic stream 04: Open Design, Hardware, Manufacturing and Making

This stream covered Open Design in all its various facets (from design as a blueprint to design as process to design as an artefact) and applications (product design, graphic design, fashion design, service design, interior design, architecture, hardware, etc). Topics such as Open Hardware, Open Fabrication and Manufacturing, and Making in general are also covered. The stream showcased contemporary research and practice in this emerging field and addressed some of the greatest challenges in the area. Key topics included: 1) Open Design, co-creation, making: the peer-production of stuff and knowledge, 2) Sharing platform, mechanisms and practices in Open Design, Hardware, Manufacturing and Making, 3) Definitions of Open Design and Open Hardware, 4) Open Design and Hardware in the context of intellectual property legislation. The stream also included a full week's worth of hands-on Open Design and Hardware practice, Making and Manufacturing at the Aalto Fab Lab.

#### Topic stream 05: Open Cultural Heritage

The Open Cultural Heritage stream had the goal of taking the discussion about making cultural data available for anyone to re-use to the next level. Experts from around the world came together to share experiences, lessons learned and to find out what are the next steps that need to be taken to achieve our common goals, or even set new ones. These experiences will be shared with the representatives from cultural heritage institutions and we will help them actively to open up their data by addressing the different barriers and also give them the opportunity to share their experiences with the people working in the sector. There was also a cultural hackday in

cooperation with a number of cultural heritage institutions to show the potential of Open Cultural Data for developers.

#### Topic stream 06: Open Development

Open knowledge – from open data, to open educational resources, to open software – can play a powerful role in supporting sustainable global development. The Open Development stream explored how the OKFestival community could engage with key development challenges, from addressing chronic poverty, to providing access to education and health care and addressing climate change and natural resource management. It also dealt with issues such as bringing voices from development actors into the heart of the Open Knowledge debate, supporting two-way learning about making open data and open knowledge work for development.

#### Topic stream 07: Open Research and Education

Openness is very much in action in the generation and dispersal of knowledge. The Open Research and Education stream offered talks, debates and hands-on workshops geared particularly towards educational specialists, researchers and scientists. The Open Research and Education stream was made up of three related strands; (1) Open Science and Research; (2) Open Education and (3) Open Data Academic Research.

#### Topic stream 08: Open Geodata

The Open Geodata stream aimed to facilitate new collaborations and connections between the already strong geo-information community (GIS) and the open data movement. Much of the programme was therefore organized in collaboration with other streams.

#### Topic stream 09: Open Source Software / Openmind 2012

Open Source Software stream covered various topics related to open source software, including open procurement, best open source practices and fresh showcases where open source has made a difference. Topics discussed on one hand the importance of software freedom and on the other hand the threats to openness and general purpose computing that we are currently facing. There was also a session dedicated to the potential future of mobile technologies – what role could open source software play in these new developments? This year OKFestival's Open Source Software topic stream also acted as **Openmind 2012**, the event in Finland about business, companies and tools around open source.

#### Topic stream 10: Data Journalism and Visualisation

The Data Journalism and Data Visualisation stream combined two closely related disciplines for hands-on practical sessions, discussions, demonstrations and debates. The stream kicked off on Monday with two satellite events, Visualising Knowledge and Hacks/Hackers Helsinki. During the festival itself, there were sessions on how to make data “look beautiful” and a session on using APIs for journalists. There were also debates on how to bring data journalism into the newsroom and make open data mainstream, and on how to use it to track powerful influence groups in the media. The week ended with a Hackday co-organised with Helsingin Sanomat, pioneers of combining Open Data and Journalism in Finland.

### Topic stream 11: Gender and Diversity in Openness

This topic stream featured a set of hands-on, participatory sessions focused on promoting discussion and inspiring action. The aim was to showcase both the challenges and future developments regarding the role of gender embodiment, diversity and accessibility within open data and Open Source movements. Programme included sessions entitled “Gender, Hardware and Open Fabrication” (a discussion co-organised with the Open Design/Hardware/Making stream at the Aalto University FABLab), “10 Women in 10 Minutes” (a participatory, action-focused workshop organised by the Wikimedia Foundation), and “TAKE ACTION: Projects Around the World that Address the Tech Gender Gap” (A series of inspiring lightning talks from women and men which will empower individuals and organisations to take action).

### Topic stream 12: Business and Open Data

This Topic Stream focused on how to support existing business practices within the field of Open Data. It included a day of Open Data in Business Research session as well as a session, which highlighted the good cases of using and providing open data in business. The research sessions were co-ordinated with Aalto University School of Economics and the business practitioners’ session was run by Sitra the Finnish Innovation Fund and IBM Finland. The topic stream brought the business minds and academic minds to discuss on how to build sustainable business on open data.

### Topic stream 13: Open Knowledge and Sustainability

Sustainability is the main challenge of our time. Society needs to adapt and change to avoid environmental collapse and to guarantee the well being of the current and future generations. We believe that open knowledge can be key in helping this transformation. Therefore openness and building up our knowledge commons should be an integral part of sustainability thinking. In this stream we wanted to explore current contributions of open knowledge with sustainability purpose and to discuss and build innovative ideas to showcase this potential.

### **Free and open events during the festival week**

With the 2012 theme “Open Knowledge in Action”, getting involved was one of the most important parts of the OKFestival experience. The week was about looking at the value that can be generated by opening up knowledge, the ecosystems of organisations that can benefit from such sharing, and the impacts that transparency can have in our societies. Apart from the festival itself free public hackathons, satellite events and hands-on workshops gave many opportunities to get more involved. All the free events during the festival week are listed below:

 <p>Obesity of Dogs in UK</p>	<p><u>Dis-information-visualisation workshop</u></p> <p>This all-day workshop held on Saturday 22.9 problematised and re-politicized the practice of information visualisation by deliberately skewing and manipulating the image. In the process, participants surveyed several loopholes in information design methodologies and learned how they can be exploited. Participants were invited to bring their own data sets, statistics and quantifiable stories as a starting point towards a somewhat more sinister use of the information. Participants were also invited to base their projects on existing work and use it as an opportunity for reflection.</p>
	<p><u>Helsinki University Library Tour</u></p> <p>For those who were interested in an intimate tour of the beautiful new Helsinki University City Centre Campus Library at Kaisa House, OKFestival participant Richard Ackerman organised a small viewing on Monday 17 September, the morning before festival events started. Several publishing enthusiasts joined Richard for an informative, interesting outing.</p>
	<p><u>Crowdsourced &amp; Satellite Evening Events</u></p> <p>The many crowd-sourced satellite events that took place outside of regular festival hours included an OKFest Welcome Reception, a Hacks &amp; Hackers meetup, a craft beer festival, a Helsinki bar hop, a Proactum Meetup for “Open Source-minded people”, an Open Sauna scheme and a series of Thematic Dinners based on the Harvard Berkman Centre model.</p>
	<p><u>Data Journalism Hackathon</u></p> <p>This daylong hackathon gave an opportunity to design and build a functional news application from open government data. Finland’s biggest newspaper, Helsingin Sanomat, invited coders, designers and journalists to its Data Journalism Hackathon. Using data from the World Bank and other groups, participants were able to create a working app or visualisation from scratch.</p>
	<p><u>Take Action Lightning Talks</u></p> <p>For those involved with an organization, project, or personal goal to “increase gender diversity in open stuff”, a staff member at the Wikimedia Foundation gave participants an opportunity share their experiences in 5 minutes. TAKE ACTION, a set of resulting public lightning talks with 12 spots, took place on Wed 19 September.</p>
	<p><u>Data Cuisine Workshop</u></p> <p>The world’s first open data cuisine workshop, the “Art of Data Cooking”, took place on 15–16 November. This workshop was a collaborative research experience, blurring the boundaries between teachers and participants, data and food. At its end, an open data menu was created and publicly tasted.</p>

	<p><u>Culture &amp; Science Hackathon</u>  Cultural Heritage and Science met for a joint Culture and Heritage Hackathon on Tues 18th Sept. The hackathon included a Wikipedia edit-a-thon, a chance work with newly released datasets, an opportunity to develop a brand new PyBossa app or hack for Louhos research software libraries and a lot of discussion.</p>
	<p><u>Open Peer Learning Workshop</u>  Outside of open communities, few people know how to apply “open” tools, practices, and standards to their work. Creative Commons, P2PU, and the Open Knowledge Foundation introduced the School of Open and the School of Data, followed by a Q&amp;A and a hands-on, creative workshop to prototype “open” challenges. Participants took an “open” learning challenge and designed their own resource for culture, education, research, or data.</p>
	<p><u>Open Development Hackathons</u>  On Thurs 20th Sept, Open Development Topic Stream planners hosted the third event in the series of 2012 Development Data Challenges – a hackathon. Coders and interested folk were invited to create new ideas for making aid and development data more accessible - and were provided with networking and global development resources in return.</p>
	<p><u>OKFestival Helsinki Photowalk</u>  On Sunday participants had the chance to see the beauty of Helsinki through their own lens during an OKFestival photo walk. Organisers Peter and Irmeli took people to several historical places in Helsinki. The day started with an interactive lecture on the meaning of mindful seeing and noticing within curation, utilization and collaborative (re)construction of open knowledge.</p>
	<p><u>Open Transport Workshop</u>  On 17th Sept, the ePSIplatform team in conjunction with the Open Cities Topic Stream hosted a sectoral workshop on Transport Data with a focus on fuelling future mobility and smart cities. The workshop was a round table meeting of transport data holders (ao HSL, Trafi, SNCF), open data policy makers (ao DG MOVE) and (new) re-users (ao OSM, iRail, Trafiklab, Samtrafiken, Google Transit).</p>
	<p><u>Survey on OKFestival Diversity</u>  The organisers of the Gender &amp; Diversity Topic Stream session “Exclusive Diversity: A Conversation” prepared a short online survey to get anonymous data on the backgrounds of OKFestival participants for use in their session. Contributions were very much appreciated, and useful for efforts to make future Open Data “crowds” more inclusive.</p>

	<p><u>Green Hackathon</u>  Participants took part in opening up knowledge about sustainability to make it more accessible and useful. Two days of working hands-on to improve and disseminate sustainability data, as part of the Green Hackathon series of events taking place across Europe. The hackathon began with a short presentation on Wednesday morning (Sept. 19) and ended with a Show-and-Tell (Sept. 20). Many different fields of open data were present, including coders, designers, data specialists, economists and big thinkers in global sustainability movements.</p>
	<p><u>App Contests Organizers Meetup</u>  By now we've seen many app contests, in many forms, all around Europe. In a way, this continuous sprawl is a success in itself. However, there is a demand and a need to learn from each other and design our next steps. This session brought together seasoned and aspiring app contest organisers, and provided an open space to discuss. App Contests Organizer Meetup was held on Thursday 20th September.</p>
	<p><u>Datavaalit – Data Elections – Launch</u>  Datavaalit (Data Elections) is a network of people, project and website with the aim of gathering elections related data sets into one place in open and easy to use format. The project is based on crowdsourcing (anyone can contribute to the data bank) and the target audience are the data journalists and open democracy application developers. The Datavaalit site was launched during the OKfestival on Friday 21.9. at 9:00 in the main HACK space.</p>

### 3.2 The Hackathons

The core OKFestival programme included four big public hackathons in addition to several smaller events and coding jams. The idea of a hackathon is to bring together small teams with people from different backgrounds to work together to develop new apps, tools and visualisations using open data. The HS Open Data Journalism Hackathon focused on building news apps from open government data. Teams consisting of coders, designers, journalists and open data activists were gathered together to build visualisations and applications. The goal for each group was to make a news application that tells a visual story on a global topic such as health, children's welfare or inequality around the world. A news application could also crowdsource data - and some of the best applications were shared and subsequently published by major Helsinki newspaper *Helsingin Sanomat*.

The Open Culture and Science Hackday included six different sessions dedicated to working with and building things with open cultural and scientific data. In the Cultural Data Hack session prominent European cultural heritage institutions agreed to open up specific datasets for use at this hackday. The second session was an Edit-a-thon led by Wikimedia Finland. In an edit-a-thon, a group of people come together at a specified time to edit Wikipedia together, usually around a

particular topic. In this cultural heritage edit-a-thon participants collaborated to gather and record cultural heritage information for the Wikipedia. The focus was mainly on Finnish Wikipedia articles, but many of the openly licensed objects that were made available during this day could also be used in Wikipedia for other languages.

The Open Humanities Hack was about building open source tools for working with open content and open data for use within humanities teaching and research. The Open Video Make Session focused on open video as a rich resource for creative reinterpretation as cultural heritage institutions are opening their archives and providing access to various audiovisual content and data online. In the PyBossa session participants could develop their own applications with PyBossa or contribute to an existing project. PyBossa is an open source platform for crowdsourcing online (volunteer) assistance to perform tasks that require human cognition, knowledge or intelligence (e.g. image classification, transcription, information location etc). The sixth session was the 'Louhos hack'. Louhos is a community-driven effort to develop flexible, research-oriented software libraries for open data. The project is coordinated through GitHub, and it provides general-purpose tools to fetch and analyse open government data streams, customized to local standards and needs. The purpose of in this hackathon was to extend these tools and discuss the need for open data analytics in academic context.

In the Development Data Challenge hackathon, the question was how we can use aid and government spending data to answer questions about development. Where does the money go and what has it achieved? Is it possible to find correlations between how money is being spent and how the lives of people are improving? What tools would help make this information more accessible? The event was part of a global series of Development Data Challenges, supported by Aidinfo, DfID, The Guardian, Open Aid Register, Open Knowledge Foundation, Publish What You Fund, Sida and World Bank Finances. Experts on datasets such as the International Aid Transparency Initiative (IATI) were present at the hackathon to help the participants get going and to show what tools were already available for exploring the data. During the hackday, hacks and hackers, developers and development practitioners together interrogated the recently released data on development spending and finance.

The two-day Green Hackathon, on the other hand, was entirely dedicated to hacking and working on applications and visualisations related to working with openness and sustainability. As part of a popular Green Hackathon series, this was the first time it had occurred in Finland - and it provided an unprecedented opportunity to meet developers and sustainability experts working to aid the planet through innovative coding, scraping and building. Its focus was on opening up and improving existing sustainability data and improving existing applications. Following challenges were discussed during the two-day hackathon 1) "A Github for Environmental Data" by Chris Adams, AMEE UK 2) "Energy Pulse" by Thomas Thurner, Semantic Web Company / Open Knowledge Forum Austria 3) "Big Oil Facts/Truth" by Denise Recheis, Renewable Energy and Energy Efficiency Partnership 4) "Sustainable Urban Infrastructure Study – Helsinki" by Markku Suvanto, Siemens Finland and 5) "Land Matrix" by Neil Sorensen, International Land Coalition.

### 3.3 Guest Programme Planners

As noted in previous sections about OKFestival organisation, the Guest Programme Planners were the groups of community leaders behind each of the 13 the topic streams that volunteered to curate each stream's programming using their personal and professional expertise. Guest Programme Planners exercised a great deal of autonomy, acting as direct public points of contact for the public and in some cases seeking out potential contributors and colleagues to aid in topic stream planning. They were a diverse group, with a variety of different organisational and professional backgrounds, and they largely came from nations located around the world, communicating primarily through email and Skype as a group. Sharing ideas virtually within and between these international teams, varying from two to ten individuals in size, was one of the biggest challenges (and successes) of the festival.

As a part of the general spirit of inclusivity that OKFestival 2012 promoted, outside of Guest Programme Planners, all organisers and participants were encouraged to make suggestions and to share their own submissions to the topic streams from two different rounds of Open Call Submissions. The planners used a Public OKFestival programme planning Etherpad to communicate with each other, and it was common for members of the wider public to drop in and provide suggestions and feedback throughout this process. Guest Programme Planners also helped the Core Organising Team to select potential keynote speakers for each topic stream and to find out if they are available to speak at OKFestival. Below is the list of all Guest Programme Planners of OKFestival.

#### Guest Programme Planners

##### Topic stream 01: Open Democracy and Citizen Movements

Joonas Pekkanen, Open Ministry, Finland  
Teemu Ropponen, Ministry of Justice of Finland  
Roope Mokka, Demos Helsinki, Finland  
Raimo Muurinen, Otavan opisto, Avanto Insight, Finland  
Lucy Chambers, OKFN, Open Spending, UK

##### Topic stream 02: Transparency and Accountability

Sam Smith, OpenTech, Cambridge  
Daniel Dietrich, OKFN Germany

##### Topic stream 03: Open Cities

Daniel Dietrich, OKFN Germany  
Daniel Rudmark, Victoria Institute  
Pieter Colpaert, iRail  
Marc de Vries, ePSI platform  
Hanna Niemi-Hugaerts, Forum Virium Helsinki  
Haidee Bell, Nesta  
Hanna Nikkanen  
Petri Kola, Forum Virium Helsinki  
Ville Meloni, Helsinki Region Infoshare

Pekka Koponen, Forum Virium Helsinki

Topic stream 04: Open Design, Hardware, Manufacturing and Making

Peter Troxler, International FabLab Association

Massimo Menichinelli, Aalto University, Finland

Frédérique Muscinési, Spain/France

Jürgen Neumann, Germany

Ton Zijlstra, Netherlands

Topic stream 05: Open Cultural Heritage

Sam Leon, OKFN, UK

Joris Pekel, OKFN, Germany/the Netherlands

Sanna Marttila, Aalto University, School of Art, Design and Architecture, Finland

Maarten Brinkerink, Netherlands Institute for Sound and Vision, The Netherlands

Nikki Timmermans, KnowledgeLand

Topic stream 06: Open Development

Mika Väliälä, Plan Finland

Pernilla Näsfors, Swedish International Development Cooperation Agency (Sida)

Duncan Edwards, Institute of Development Studies, UK

Linda Raftree, Plan USA

Tim Davies, Practical Participation, Consultant on the AidInfo programme

Claudia Schwegmann, OpenAid Project, Board Member OKFN Germany

Neil Sorensen: International Land Coalition, Italy

Topic stream 07: Open Research and Education

Tarmo Toikkanen, Aalto university School of Art, Design and Architecture, Finland

Sridhar Gutam, Central Institute for Subtropical Horticulture, Indian Council of Agricultural Research, Open Access India

Jenny Molloy, OKFN and University of Oxford, UK

Laura Newman, Open Knowledge Foundation, UK

Jane Park, Creative Commons, US

Tom Olijhoek, Dutch Malaria Foundation, SURF-NL, @ccess initiative, Netherlands

Ramine Tinati, Southampton University, UK

Topic stream 08: Open Geodata

Pekka Sarkola, Gispo Oy

Petri Kola, Forum Virium Helsinki

Topic stream 09: Open Source Software / Openmind 2012

Ilkka Lehtinen, COSS ry.

Matti Saastamoinen, COSS ry.

#### Topic stream 10: Data Journalism and Visualisation

Juuso Koponen, Aalto University School of Art, Design & Architecture

Antti Poikola, Otavan Opisto

Lucy Chambers, Open Knowledge Foundation

Jens Finnäs, part time at Sveriges Radio and part time as a freelancer

Johanna Vehkoo, Co-founder of Hacks/Hackers Helsinki. Freelance writer and future-of-journalism preacher.

Miska Knapek, part of the WeLoveOpenData group

#### Topic stream 11: Gender and Diversity in Openness

Kat Braybrooke, Open Knowledge Foundation, UK

Sarah Stierch, Wikimedia Foundation

Mayo Fuster Morell, Berkman Center for Internet & society

Anke Domscheit-Berg, Open Government

Elisabet M. Nilsson, MEDEA Collaborative Media Initiative, Malmö university, Sweden

Silke Meyer

Anna Kuliberda, Techsoup Global, NetSquared Local Warsaw

Alicja Peszkowska, TechSoup Global NetSquared Local Warsaw

#### Topic stream 12: Business and Open Data

Yulia Tammisto, Aalto University

Karoliina Luoto, Sitra

#### Topic stream 13: Open Knowledge and Sustainability

Velichka Dimitrova, Open Knowledge Foundation, UK

Jorge Zapico, Centre for Sustainable Communications, KTH

Hannes Ebner, Media Technology and Interaction Design, KTH

Dirk Heine, Open Economics Core Team

Guo Xu, Open Economics Core Team, UK

Jack Townsend, University of Southampton

James Smith, Cleanweb, UK

Chris Adams, AMEE UK

### **3.4 Featured Speakers**

All in all there were approximately 368 speakers and 26 featured speakers at the OKFestival. The featured speakers were directly nominated based on their influential work in variety of fields related to openness and transparency by Advisory Board members and Guest Programme Planners. The featured speakers are introduced below.

#### **TANJA AITAMURTO**

Tanja Aitamurto is a visiting researcher from Finland at the Liberation Technology Program at the Center on Democracy, Development and the Rule of Law at Stanford University. She has a blog on the Huffington Post and she writes about her research at PBS MediaShift. She crowdfunded a

reporting and research trip to Egypt in 2011 to investigate crowdsourcing in public deliberation and to evaluate the results of Hackathons organised at Stanford after the Arab Spring.

#### EDWARD ANDERSON

Edward Anderson works with the World Bank's ICT Knowledge platform's programme to use digital engagement tools for building greater public transparency and civic participation, as well as more accountability around public services. Anderson's original training is as an aerospace engineer. In 2004 Anderson launched a technology start-up for early warning systems in East Africa. After supporting the 2006 Development Marketplace for Health Innovations, Anderson worked in disaster risk operations for the Inter-American Development Bank and World Bank.

#### PHIL ASHLOCK

Phil Ashlock has spearheaded community-driven civic technology initiatives with global reach. Most recently he served as the Open Government Program Manager at OpenPlans. In partnership with Code for America he also co-founded Civic Commons, an initiative to help governments share technology and their experiences using it. He is currently serving as a Presidential Innovation Fellow with the White House Office of Digital Strategy.

#### YANNICK ASSOGBA

Yannick Assogba joined the Media Lab in October 2009 after graduating with a Masters in Media Arts and Sciences from the MIT Media Lab. Prior to the Media Lab he worked within an artistic context in the area of dynamic typography and its integration with real time human performance.

#### CARSTEN BERG

Carsten Berg is a Political Scientist and has campaigned for participatory and direct democracy at regional, national and transnational levels. He has successfully campaigned for the inclusion of the European Citizens' Initiative (ECI) into EU law. The ECI is the first transnational and digital instrument of participatory democracy in world history. Since then he continues to contribute to the emergence of the European Citizens' Initiative as Director of the ECI Campaign.

#### CARL-CHRISTIAN BUHR

Carl-Christian Buhr, an economist and computer scientist by training, is a member of the cabinet of Digital Agenda Commissioner and EU Commission Vice-President Neelie Kroes. Among others, he advises her on ICT research policy, including Open Access policies, ICT standardisation and interoperability.

#### JAMES CAMERON

James Cameron is a founder and the non-executive Chairman of Climate Change Capital, representing the firm at the highest levels of business and government. He is also a member of the UK Prime Minister's Business Advisory Group, an advisor to the Climate Bonds Initiative and was a member of the Green Investment Bank Commission. He believes that shared knowledge can provide reliable performance indicators for corporate responsibility.

#### MICHAEL EDSON

Michael Edson is the Director of Web and New Media Strategy at the Smithsonian Institution. In addition to developing the Smithsonian's first Web and New Media Strategy and its multi-award winning Web and New Media Strategy Wiki, he helped create the Smithsonian's first blog, Eye Level, and the first Alternative Reality Game to take place in a museum, Ghosts of a Chance. He was named a Tech Titan 2011: person to watch by the Washingtonian magazine.

#### JARMO ESKELINEN

Jarmo Eskelinen leads Forum Virium Helsinki, an innovation company building digital bridges between people and services in collaboration with cities and companies. Originally trained as an architect, Jarmo is an expert in digital content, smart cities and user driven design. He is currently devoted to support open data initiatives.

#### KARSTEN GERLOFF

Karsten Gerloff is the President of the Free Software Foundation Europe (FSFE). Gerloff leads FSFE's participation in community and policy processes at the European and global level, and speaks frequently in a variety of conferences and events. Karsten Gerloff has conducted extensive research on the economic and social effects of Free Software for the European Commission and other clients.

#### ANNELI JÄÄTTEENMÄKI

Anneli Jäätteenmäki is a Finnish member of the European Parliament and vice-chair of the Alliance of Liberals and Democrats for Europe (ALDE). An MEP since 2004 with a diverse background in Finnish and European politics, she has actively worked to increase transparency in the European Union institutions, especially regarding decision-making and citizen access to documents and information.

#### WARREN KRAFCHIK

Warren Krafchik is the Director of the International Budget Partnership (IBP) and has been involved with the IBP for over 10 years, assisting civil society organisations in Africa, Latin America, and Asia to monitor government budgets. Krafchik is also the author of numerous publications on the role of the civil society, legislatures, and Supreme Audit Institutions in budget accountability.

#### TIAGO PEIXOTO

Tiago Peixoto is currently an Open Government Specialist at the World Bank, working on the design and implementation of projects involving technology and citizen engagement mainly in Africa and Latin America. With a focus on citizen-generated data and the co-design of public services, his activities build upon the development of alternative approaches to promoting participation and accountability.

#### VILLE PELTOLA

Ville Peltola looks into the horizon at IBM as a Director of Innovation in the Chief Technology Officer's team in IBM Europe. During the past few years Peltola has been focusing on smart cities

and emerging civic innovation with open public data. Peltola has been appointed to several governmental committees and working groups in Finland which involve the future of the ICT industry and 'government 2.0'. Peltola has also been selected twice into the Top 100 Technology / IT Influencers list in Finland.

#### RUFUS POLLOCK

Dr. Rufus Pollock is co-Founder and Director of the Open Knowledge Foundation, a Shuttleworth Foundation Fellow, an Associate of the Centre for Intellectual Property and Information Law at the University of Cambridge and a fellow of the RSA. From 2007 to 2010 he was the Mead Fellow in Economics at Emmanuel College, University of Cambridge and in 2010 he was appointed as one of the four members of the UK Government's newly created Public Sector Transparency Board.

#### SIMON ROGERS

Simon Rogers edits the Guardian Datablog and Datastore, an online data resource which publishes hundreds of raw datasets and encourages its users to visualise and analyse them - and probably the world's most popular data journalism website. He is also a news editor on the Guardian, working with the graphics team to visualise and interpret huge datasets.

#### TEEMU ROPPONEN

Teemu Ropponen is working as a Project Manager in e-democracy projects at the Ministry of Justice in Finland. He is leading the development of the online system for the collection of statements of support for initiatives. As Finland has indicated its will to join the Open Government Partnership, he is a member of the group assigned to coordinate the preparation efforts.

#### HANS ROSLING

Hans Rosling is an award-winning academic, statistician and a co-founder and chairman of the Gapminder Foundation. Gapminder developed the Trendalyzer software that converts international statistics into moving, interactive graphics. Rosling is known for his TED talk "Stats that Reshape your Worldview" that has been viewed over 4 million times. Rosling was also featured on Time Magazine's list of 100 most influential people in the world.

#### CARLOS ROSSEL

Carlos Rossel is the publisher of the World Bank. A native of Santiago, Chile, he has over 25 years of experience in international scholarly and professional publishing. The Office of the Publisher works with departments across the institution to develop and publish a range of products that cover the full spectrum of economic and social development and that are primarily aimed at policymakers, academics, development practitioners, the business community, and students. He is currently leading the transformation of the programme into a cutting edge open access publisher.

#### MANEL SANROMÀ

Manel Sanromà has occupied several positions in research and management in different Catalan Universities and Administrations. He is currently a Full Professor of Applied Mathematics at the Universitat Rovira i Virgili and the CIO of Barcelona City Council.

#### PHILIP THIGO

Philip Thigo is part of a dynamic team at the Social Development Network (SODNET) that works on developing mobile and web-based technologies aimed at strengthening the role of citizens and civil society in the strategic use of technology. Philip is a Co-founder of INFONET, an initiative rooted in SODNET that is credited with empowering African civil society, governments and citizens to better engage in enforcing budget transparency, service delivery demands and election monitoring. He is actively involved in Kenya as a member of the task force on Open Data and the Open Government Partnership Initiative (OGP).

#### ALISON TILLEY

Alison Tilley is an attorney and Director of the Open Democracy Advice Centre, a law centre specialising in access to information and whistleblowing law in South Africa. She is a member of the board of Goedgedacht Forum for Social Reflection and has consulted for a number of organisations on social justice advocacy, including Rape Crisis. She is also on the National Working Group of the Right 2 Know campaign.

#### MARTIN TISNE

Martin Tisne is a director of policy at Omidyar Network in London. He leads policy, advocacy strategy, and related investments for the global Government Transparency initiative. Most recently, he was founding director of the Transparency and Accountability Initiative, a collaborative of leading funders committed to strengthening democracy by empowering citizens to hold their governing institutions to account.

#### MAT TODD

Mat Todd is a Senior Lecturer at the School of Chemistry at the University of Sydney in Australia. He has been a Wellcome Trust postdoc at The University of California, Berkeley, a college fellow at Cambridge University and a lecturer at Queen Mary, University of London, and is currently Chair of The Synaptic Leap, a non-profit dedicated to open biomedical research. He is also on the Editorial Boards of PLoS One, Chemistry Central Journal and ChemistryOpen. In 2011 he was awarded a NSW Scientist of the Year Award in the Emerging Research category for his work in open science.

#### A'YEN TRAN

A'yen Tran is an Interactive Project Manager for Local Projects, where she produces interactive experiences in physical, online and mobile space. She produced the 9/11 Memorial Names Arrangement Algorithm and Make History, a website to crowdsource the world's images of 9/11 for the National September 11 Memorial & Museum.

#### FARIDA VIS

Farida Vis is a research fellow at the Information School of the University of Sheffield. Her work on open data and data driven journalism has been published on The Guardian Data Blog and elsewhere in the mainstream media. She is the co-author of the Data Journalism Handbook and one of the developers of the Guardian's data visualisation on rumours spread by tweets in the London riots.

### 3.5 Evening Programme

While the main aim of Open Knowledge Festival was to provide an inclusive space for new topics to be presented, issues to be debated and knowledge to be shared amongst the global community, it also provided an opportunity for these communities to meet face to face and learn more about Finnish culture and Helsinki as a municipal area. To facilitate this experience, a variety of free evening events <<http://okfestival.org/evening-programme/>> were organised in addition to the official programme. These events were intended to provide festivalgoers with a fulfilling augmentation to the sessions and ideas they had already engaged with during the day throughout the OKFestival week.



Evening events started on Tuesday night with the OKFestival Welcome Reception at the venue. On Wednesday night a series of Thematic Dinners were organised by Topic Stream Planners. There was also a Proactum Meetup for “Open Source-minded People”. On Thursday night the Open Design and Hardware makers organised an informal get-together at Made in Kallio to connect the international OKFestival guests with local makers as part of the Alternative Design Capital. Also an Open Data Prom was held on Thursday evening. The evening programme of the festival ended on Friday night with the Open Sauna Initiative where the normally closed company saunas around Helsinki were opened up for the festival participants. The organisations opening up their saunas were IBM, Suvilahti, Ministry of Justice, OP-Pohjola and SIEMENS. Picture: <<http://www.opensauna.org/>>.

## 4 Results

### 4.1 Festival in Figures

Based on the statistics gathered before, during and after OKFestival, it is evident that when it came to participation, the event was a genuine success. The number of participants during core days amounted to 1054 -- a sold-out quantity, and a completely unprecedented phenomenon for niche tech events of this kind. The number of online views of OKFestival live video streams was also impressive in number at 12,572. This figure indicates that the festival had a large amount of both physical and virtual interest from participants and viewers around the globe. Furthermore, these figures exclude the number of participants of the various OKFestival satellite events, which add up to approximately 1200 participants. Finally, it was found that over 50 nationalities from four continents were represented at the festival, which made OKFestival a genuinely international event on a scale not seen previously.

Given the aims to produce an inclusive, welcoming event, OKFestival organisers were also happy to find participation coming from a wide variety of backgrounds. Altogether participants from 68 universities and educational units, 74 government agencies or public sector institutions, 176 associations and foundations, 124 corporate and private sector employers took part in the event.

In total of 442 individual organisations were represented at the festival, and in addition to the participants, there were 60 enthusiastic “#OKFestCrew” members who spent a great deal of their free time helping with preparation and practical arrangements during the festival in return for free OKFestival tickets.

Gender statistics were not collected from all participants or events, but for the Guest Programme planners who planned and organised the streams, this data is available. These figures give an estimation of gender parity at the event - a fact that was surprising to some who had been involved in open data and knowledge communities for many years. At OKFestival 2012, 59% of Guest Programme planners were male and 41 % women. Further research on this fact suggested that including an activity directly referring to gender might be a way to improve women’s involvement in conferences.<sup>1</sup> In addition, 30 women out of 110 total applicants applied for the code and programme-based Development Practitioner bursary.

The OKFestival had a diverse and comprehensive programme, covering all aspects of open knowledge. This is confirmed by the following figures. Including the morning plenaries and the 13 Topic Streams, an incredible 134 sessions were held during the core days of the festival<sup>2</sup>, including 306 individual presentations. These presentations and discussions that followed amounted to 355 hours and 30 minutes of well-spent time. In addition the festival hosted 67 hours and 30 minutes of hackathons and 61 hours of satellite events and other additional programme. Altogether, 484 hours of creative time were spent at the OKFestival Aalto University venue in order to celebrate open knowledge.

The Open Knowledge Festival was also widely recognized and shared amongst social media outlets. The OKFestival Facebook page collected 752 likes and a great deal of activity in the form of links, comments, questions and photographs, as did the Flickr photo pool for the event. Twitter was also a popular place for OKFestival participants -- between 14 June and 1 October a total of 17,951 tweets with the #OKFest hashtag were tweeted and re-tweeted around the world. During the festival week, 14,262 tweets with #OKFest were tweeted, amounting to an additional 3566 tweets on average per day. The busiest day regarding the tweeting was Tuesday the 18 September with 4755 tweets.<sup>3</sup>

## 4.2 Highlights of the Week

While OKFestival provided a variety of inspiring and engaging experiences for each participant based on his or her background, an obvious highlight for the majority of those involved was the major keynote speech of the rewarded academic and data visualisation master Hans Rosling. To a packed auditorium, Rosling emphasised in his speech that dividing world into developed and developing countries on the basis of literacy, family size and life expectancy is outdated, as are the idea of exponential population growth and the notion that if living standards in China rise, a global environmental catastrophe will ensue. The lecture was live-streamed via several websites,

---

<sup>1</sup> Information provided by Mayo Fuster Morelli.

<sup>2</sup> Core days of the OKFestival were 18–21 September 2012.

<sup>3</sup> Statistics of Floapps Ltd.

and it has been viewed more than 19 000 times. Rosling's speech can be seen in <<http://bambuser.com/v/2996396#t=2048s>>.

Other high-profile speakers included data journalist Simon Rogers from the Guardian, data journalism advocate and researcher Farida Vis from the University of Sheffield, member of the European Parliament Anneli Jäätteenmäki, founder of Climate Change Capital James Cameron and Tiago Peixoto, an Open Government specialist at the World Bank. Rogers shared his knowledge on data journalism in the Datajournalism and Visualisation stream on Tuesday. Vis gave an intriguing speech in the morning plenary session on Tuesday presenting how data journalism can make a difference. In the Wednesday morning plenary Jäätteenmäki highlighted the importance of transparency in governance, using her extensive experience as an advocate for transparency in the EU parliament. Following her, James Cameron gave an inspiring speech on how open data can make a difference in monitoring climate change. Tiago Peixoto's keynote speech on participatory democracy and budget planning in developing countries gave a good overall picture of how open data can improve democracy. All recorded presentations can be found in <<http://okfestival.org/streams/>>.

Later in the week, the guests were able to test the CNC mill (computer numerical control mill), built in the Open Design, Hardware, Manufacturing and Making topic stream, and use the Aalto Fablab laser cutter.



Image by Veikko Kähkönen

Worthwhile is to mention that Aalto Fablab is the first fablab in Finland. In addition to the official programme, several evening events and satellite events took place during the festival including the open sauna. To find out more about these events, please see chapter 2.4. From hands-on hackathons and workshops to lectures to public lightning talks to extracurricular tours of Helsinki, each OKFestival participant seemed to cite a different personal highlight that made the week worthwhile for them.

### **4.3 Launches and New Initiatives**

During OKFestival 2012, the Transparency and Accountability Topic Stream concentrated especially on Open Government Data (OGD) and the Open Government Partnership (OGP), and provoked a great deal of fruitful discussion about the challenges and important themes of each paradigm. Finland itself was a centerpoint of these discussions. On Tuesday, the Finnish OGP roadmap was presented (for more information in Finnish, see Avoin hallinto and in english

Ministry of Finance - press release)<sup>4</sup>. This autumn, a concrete national action plan for Finland will now be finalised through a comprehensive process of involving citizens and civic society organizations, and Finland will also be joining the Open Government Partnership at the next OGP annual meeting in March 2013 -- two results which are seen as great successes by members of the Open Government community worldwide.

As part of the Open Cities Topic Stream, the Finnish Code4Europe Fellowship programme was also published at a Code4Europe launch event on 19th of September 2012 at OKFestival. Code4Europe – taking after the Code4America – is an initiative in which talented web developers, designers and entrepreneurs work for municipalities and other public institutions in seven European cities for a fixed period of time. They build web and mobile applications for the civic innovations and contribute to making cities more open and efficient. At the launch, a Code4America fellow spoke about his experience, and spirits were high from all of the city officials, organisers and planners involved.

Another new initiative launched at OKFestival was the Cultural Commons Programme, which focuses on sharing works in the Public Domain with larger audiences. The Cultural Heritage topic stream dedicated a full day on Wednesday for groups and individuals involved in the open cultural movement across the globe to join the dots between disparate efforts and encourage future collaborations at Sitra, the Finnish Innovation Fund – and as it was the first time this theme had been introduced as the Topic Stream of a major festival, programme planners cited that a great deal of essential linkages were made.

As part of the Open Democracy and Citizen Movements stream a satellite event was organised for the launch for a crowd sourced law proposal to replace the Finnish Donations Act.<sup>5</sup> Also some of the attendees noticed that Open Democracy had been among the fastest advancing open data fields during 2012.

To kick-off the Open Design, Hardware, Making and Manufacturing stream the report “Design for Growth and Prosperity” by the European Design Leadership board to the European Commission, DG Enterprise and Industry was presented at the start of the OKFestival.<sup>6</sup> OKF participants were also the first ones to test the beta version of the Design Capitalia OS framework – an Open Source thinking tool prototype – by testing it on real-life scenarios they brought to the event. This was a follow-up workshop to the presentation “Design Capitalia An Open Source framework for co-futuring”.<sup>7</sup> During the OKFestival the Open Hardware and Design Alliance OHANDA held a campaign called the RE\*CAMPAIGN to promote Copyleft.<sup>8</sup> The Open Design, Hardware, Manufacturing and Making stream also worked with a current initiative that is working on developing the Open Design Definition, which is a process open to everybody at <<http://design.okfn.org>>.

---

<sup>4</sup>In Finnish: [http://www.vm.fi/vm/fi/05\\_hankkeet/0238\\_ogp/index.jsp](http://www.vm.fi/vm/fi/05_hankkeet/0238_ogp/index.jsp), in English: [http://www.vm.fi/vm/en/03\\_press\\_releases\\_and\\_speeches/01\\_press\\_releases/20120614Finlan/name.jsp](http://www.vm.fi/vm/en/03_press_releases_and_speeches/01_press_releases/20120614Finlan/name.jsp)

<sup>5</sup> For more information in Finnish, see <[www.rahankerayslaci.com](http://www.rahankerayslaci.com)>

<sup>6</sup> For more information see <<http://europeandesigninnovation.eu>>

<sup>7</sup> For more information, see <<http://window874.com/2012/09/28/designcapitalia-launched-at-okf/>>

<sup>8</sup> For more information, see <[http://www.ohanda.org/sites/default/files/RE\\_CAMPAIGN\\_promo.pdf](http://www.ohanda.org/sites/default/files/RE_CAMPAIGN_promo.pdf)>

A Finnish open knowledge organisation, the Open Knowledge Foundation Finland (OKF Finland), will also be founded to continue the festival’s legacy from a Finnish perspective. This new organisation gives the possibility to bring together different Finnish open knowledge actors so that activities can be coordinated better and more sufficiently. OKF Finland as one single actor can better represent the wide field of open knowledge and enhance the use of open knowledge in cooperation with governmental, university, business as well as civil society actors. A conference is being planned for next year.

#### 4.4 Financial Outcome

Overall, OKFestival was a financial success. The festival organisation followed the OKFestival budget very closely with some, mainly positive, exceptions. Income was raised more than budgeted, with more sponsorship and ticket income resulting from positive attention. The total income of the festival was 172,602.21 €. Costs were overall less than budgeted, even if some budget items were exceeded. The total costs of the festival were 157,087.98 €, and hence the festival financials show 15,514.23 € surplus. The table below depicts the OKFestival financial outcome.

The surplus will be used in total to support the organisation of Open Knowledge Foundation’s yearly events in 2013 and Finland’s open knowledge community activities.

OKFESTIVAL FINANCIALS SUMMARY TABLE	
TOTAL COSTS	€ 157,087.98
TOTAL INCOME	€ 172,602.21
BALANCE	€ 15,514.23

In the tables below costs and income have been specified according to the main budget lines, including main expenses and income sources.

All budget lines expect “Visitor hospitality, catering and evening programme” stayed within budget. Catering generated more costs than expected particularly due to low number of evening snack sales and because lunch voucher sales were not originally included in the budget as costs and income. In addition, a welcome reception was decided to be organised after securing additional income.

Largest part of “Venue, furniture and tech” costs consists of the rent of the main venue. Two thirds of the “Guest travel and accommodation” costs were used for travel bursaries in order to enable people around the world to attend the festival and the rest to support the travel of invited speakers.

Largest share of the “Staff and volunteer” costs amounted from festival coordinator, graphic design and spatial design personnel salaries. The “Other costs” consisted of miscellaneous costs

and a buffer for any unexpected costs, which proved to be mainly additional human resources acquired during the festival and documentation costs.

<b>BREAKDOWN OF OKFESTIVAL COSTS</b>	<b>ACTUAL COSTS</b>
VENUE, FURNITURE AND TECH	€ 21,464.43
VISITOR HOSPITALITY, CATERING AND EVENING PROGRAMME	€ 36,490.21
GUEST TRAVEL AND ACCOMMODATION	€ 36,425.16
STAFF AND VOLUNTEERS	€ 53,511.37
OTHER COSTS	€ 9,196.81
<b>TOTAL COSTS</b>	<b>€ 157,087.98</b>

On the income side each of the main organisers gave a financial contribution to the festival, the festival received income from festival ticket and lunch voucher sales and financing from the partners. Ticket sales exceeded even the most positive expectations as the event was sold out. Part of the surplus is also explained by the fact that partner financing was secured late in the planning process.

<b>BREAKDOWN OF OKFESTIVAL INCOME</b>	<b>ACTUAL INCOME</b>
TICKET AND LUNCH VOUCHER SALES	€ 57,933.02
FUNDING FROM MAIN ORGANISERS	€ 26,665.00
FUNDING FROM STATE INSTITUTIONS	€ 56,394.60
FUNDING FROM COMPANIES	€ 31,329.59
OTHER INCOME	€ 280.00
<b>TOTAL INCOME</b>	<b>€ 172,602.21</b>

This financial outcome calculation shows only how external funding raised for the festival was spent. In addition to these figures, there were countless amounts of working hours, travel costs and other 'in-kind' expenses that the organisers and partners invested in the event. Most of the work related to festival organisation was contributed in-kind by the Core Organising Team, the Advisory Board, the Guest Programme Planners, various partners and the individuals who joined the OKFest Crew during the festival week. The main organisers, Aalto Media Factory, The Finnish Institute in London and The Open Knowledge Foundation, contributed a lot of in-kind work hours and staff to make the festival happen, of which the Open Knowledge Foundation's share alone was calculated to cost over £24,000 in direct costs. Also most of the partners contributed much more than just monetary sponsoring, so the table above shows only part of the whole picture.

## 5 Response

### 5.1 Press and Other Media

Open Knowledge Festival was a triumph from the perspective of communications and media teams involved in the event, attracting a high amount of attention from both mainstream and

independent press, including print media, TV and radio, online magazines and newspapers as well as various other online media such as blogs and group-edited websites. Over 200 OKFestival features were recorded in total.

The majority of these features were in Finnish or Swedish, but international journalists gathered in Helsinki also reflected to the wide national spectrum of articles written in French, Italian and Japanese and other languages. Approximately 35 of the largest and most significant mainstream media hits related to OKFestival were in print or online newspapers and magazines, including major Finnish newspapers such as Helsingin Sanomat, Talouselämä, Hufvudstadsbladet, Kauppalehti and Suomen Kuvalehti and foreign papers such as Le Monde, Le Point and Wired Italia.

One of the most significant triumphs of OKFestival 2012's press coverage was the fact that OKFestival was so well presented in Finnish-specific TV and radio - a fact unprecedented in previous conferences held by the Open Knowledge Foundation. Finland's national public service broadcasting company, Yle, covered the Festival four times in programmes such as A-studio, Yle Nyheter, Min Morgon and a Live Broadcast with Farida Vis and Simon Rogers. Yle also presented OKFestival in radio, in the Aktuellt -programme, and in many other local news outlets.

The majority of the articles published in official news media, either online or in print, focused on simply introducing what the festival was about. The point of view in these articles was mostly describing and explaining the whole concept of open knowledge and the programme of the festival. In addition to 'OKFestival' and 'Open Knowledge Festival', keywords receiving the most mentions in media were 'Open Data', 'Data journalism', 'Open Movement', 'Crowdsourcing', 'Open Knowledge Foundation', 'Open Ministry' and 'Hackathon'. Open Sauna and Open Data Cooking Festival also received attention in the media as new ideas.

Three names that appeared in the articles more often than anything else were – perhaps unsurprisingly – Hans Rosling, the superstar of data visualisation, Simon Rogers, acknowledged data journalist from *The Guardian* and UK academic Farida Vis. Several articles focused specifically on Rosling himself and on how he has managed to make statistics interesting for a wider audience. The large quantity of coverage on Rosling can partly be explained by the timing of the Festival - the Swedish statistics guru had already become global a phenomenon in social media, openness and data visualisation before the OKFestival week, and his name was familiar to many.

In addition to mainstream media, numerous other online media such as blogs featured OKFestival and its programme. In total nearly 90 features related to OKFestival were recorded on blogs and group-edited websites. An interesting phenomenon seen in OKFestival 2012 press coverage was that while many of the articles published in print media were general and descriptive, online magazines and blogs offered more detailed and in-depth coverage of specific parts of the Festival – hackathons, workshops and in-depth participant interviews. It seems that less limited space allotted to online articles has allowed for broader reporting of the event.

All in all, the tone in most blog posts about the Festival was extremely positive and enthusiastic. Bloggers around the world were seemingly impressed with the broad topic streams and new ideas

offered at the OKFestival. Many writers also took these ideas even further in their posts and wrote on what could open knowledge possibly mean in their own professional field, such as development, international aid, design or journalism, to name a few. Among the most interesting and amusing blog posts were those in which the writers got truly engaged and shared their own personal festival experiences: some reported on their attempts to find open source transport to Helsinki, others on how it felt to participate in OKFestival peeragogy workshop via Brooklyn apartment.

In addition to praise, bloggers also questioned some aspects of open knowledge. Some posts featured challenges such as “What are the practical tools for more openness”, “how can the hype around open data be turned into practical use” and “does open equal accessible”.

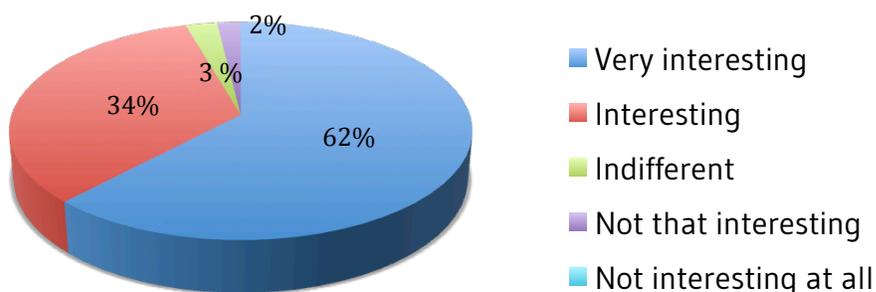
On Google, 124,000 hits were also recorded with the filter “open knowledge festival”.

## 5.2 Feedback Statistics

Feedback was gathered from the festival participants via a feedback form that was made available both in paper and online forms. Roughly 15% of the participants submitted the feedback form.

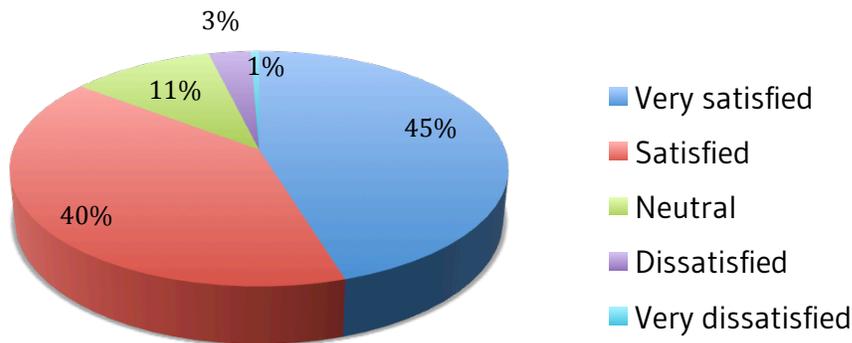
Feedback from the participants was generally very positive, including suggestions for future improvement. According to the 158 feedback forms that were handed in, 62 per cent regarded the content of the festival as very interesting, 34 per cent as interesting, 3 per cent as indifferent, 2 per cent as not that interesting and 0 per cent as not interesting at all. See the chart below for visualisation.

**What did you think about the content of the festival in general?**



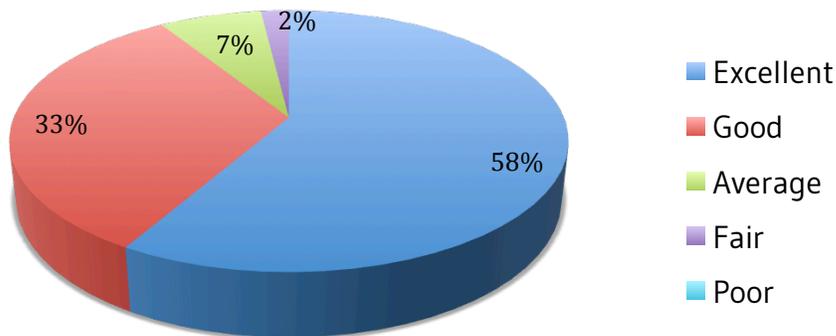
Feedback concerning festival arrangements was positive as well. Of the 157 participants who answered the question 45 per cent were very satisfied, 40 per cent satisfied, 11 per cent being neutral, 3 per cent dissatisfied and 1 per cent very dissatisfied with the festival arrangements. See the chart below for visualisation.

### How satisfied were you with the festival arrangements?



The OKFestival in general was seen as a success among the participants. From the 156 participants who answered the question, 58 per cent regarded the whole festival as excellent, 33 per cent as good, 7 per cent as average, 2 per cent as fair and 0 per cent as poor. See the chart below for visualisation.

### Which grade would you give the festival as a whole?



### 5.3 Positive Comments from Participants

The participants had also an opportunity to give verbal feedback. Here are some excerpts from participants, who were asked to answer the general question *“Do you have any comments or greetings to the organisers?”* and also give their overall views on the festival’s success or failure. The diversity and breadth of OKFestival’s programme was one of the most commonly cited areas for positive feedback.

- “How on earth were you able to manage with this vast amount of everything?! I got 'movemented' and want more!” - Anne Karkulahti, project manager, Finland
- “As a new Creative Commons employee, and one attending OKFestival for the first time, I was so heartened at seeing what I kept on calling in mind, "My community, my tribe." It is usually fun though not challenging to hang out with those who agree with you, but this was different -- I found all the different streams I attended both fun \*and\* challenging. Oh, and please let me know who thought of hosting the event at that Aalto School of Design... the space embodied everything that the event was about, or vice versa.. It will be hard for me now to go to other events, because I will end up judging them against the OKFestival, and they will fall short.” - Mr. Puneet Kishoor, Creative Commons, USA
- “Everything was so awesome [that] I wished I could have clones as most of the sessions were running concurrently and I could only attend one at a time. But it was very well planned. I'd love to thank the organizers very very much because they helped me learn a lot as regards Open knowledge and helped me do a lot of networking... it was really a life changing experience for me. I wish it had lasted longer as I was learning so much and having so much fun. Next time, make it 2 weeks!” - Janet Maranga, lecturer and speaker, Kenya
- “Sessions ... were generally very well run. I thought some of the real time participatory elements were quite brave and groundbreaking. I am interested in sustainability, open data, open source, civic engagement, and mapping data visualisation. It was a no brainer for me and am glad I went.” - Peter Kittas, mapping and data visualisation developer, USA
- “At the beginning it was hard to understand what to follow because of so many different topic streams. But I admit, given the number of streams and sessions, the information work was done very well. The online schedule and the printed map of venue in the booklet were especially useful... I had several professional and academic interests during this visit, and all of them are now fulfilled... talking to anybody, literally, ANYBODY in conference area was either useful, interesting, just pleasant or, most of the time, all of that combined. I have been to quite a few conferences, but the networking intensity here - that was something!” - Juris Jerums, educator from Latvia
- “Great organizing, all tech worked well, interesting programme, excellent live streams & records. Not enough time! Wanted ability to multiply oneself during the festival (to be able to simultaneously participate to several sessions! Great opportunity to network and share ideas.” - Mika Väilitalo, ICT4D Programme Manager, Finland
- “A magnificent event done with minimal resources! As Michael Edson said, out of this autumn's seminars this was the one with biggest sex appeal. I would not have missed it for millions - it's one of the changing forces of our society now.” - Karoliina Luoto, marketing manager, Finland

- “Greetings and respect! The wifi worked, the planning worked ... really it was great! Oh, and prize for the coolest badges ever.” - Helen Darbshire, executive director and speaker, Europe
- “Overall, you did an amazing job: good atmosphere, overall an excellent programme. I hope the next org crew for the Festival in Geneva, 2013, can learn a lot from you and improve on those details that could be improved ... I think what particularly matters about open knowledge is its broad definition as lived and expressed at the OKFestival -- on top of the relevance of openness and transparency in general.” - Peter Troxler, open design practitioner, Switzerland
- “Excellent job, extremely friendly and helpful staff and volunteers, and a fantastic overall organisation. With sessions actually starting and finishing on time! Refreshing :)” - Nils Walravens, researcher, Belgium
- “Great content. Positive energy! Truly international crowd doing fabulous things & bringing us all hope for the future! To me professionally the cultural heritage stream [was most important], but also had a chance to sneak in to open journalism and others. And it was all exciting!” - Johanna Berg, senior advisor, Sweden
- “Very cool and well organized event! Being in a big building it was difficult to find the right rooms, but in a way added to the fun :)” - Christophe Gueret, researcher, France
- “Great work, can't say anything else. Really impressive how the organisation got together in the end and made such a great and at the same time relaxing festival.” - Joris Pikel, community coordinator and Guest Programme planner, Netherlands

## 5.4 Negative Comments and Suggestions from Participants

Other suggestions and feedback received gave additional signals that some things could also have been better. Below are listed some of the most typical participant responses to the question “Do you think there was something that would need improvement?” The diverse and busy programme of the core days had its own negative impact for some participants as well. Much of the negative feedback from the feedback form’s open questions revolved around the overlapping sessions and lack of information on last minute changes in the programme.

- “Definitely the programme introduction! Several people, incl. me, felt it was difficult to get comprehensive information on discussion topics and speakers since the programme online was presented more in categories. Traditional way is not always bad. Now it was VERY confusing to read the programme or find info on when a certain speaker would be speaking. Because of this some people dropped out at they felt this might not have been something for them. The programme is the single most important information at a conference and now presentation of it failed.”
- “Spaces for sessions seemed to dispersed in many buildings and some of them were not easy to find. But this was not a big problem.”

- “If a festival asks a three day speaker for a royal 120 euro fee, in general that would take in account some lunch, drinks etc. I was stunned the organisation was even asking 8 euro's for a lunch and 4 euro's for snacks afterwards. Given the list of sponsors this gets painful commercial for a non-profit.”
- “I wished we could have had more interaction between the various streams -- there seems to be a lot of potential to explore common grounds, say on the topic of smart cities, data visualisation... overall I feel the festival was a little too inclusive (including my stream) and would deserve more rigorous selection of contributions -- which probably would include more strict peer-reviewing of submissions.”
- “An organisational issue was around the food. Aside from the initial confusion in the programme as to where lunch vouchers were valid, there's a general issue with charging for food on the day. While I understand that the aim is to minimise the cost of the conference for participants, with food charged on the day with vouchers, it's much more difficult to figure out the expenses for your employer. It also caused general confusion over what food was free and what food had to be paid for, which was quite frustrating.”
- “Many have said this: the programme listing was very difficult to read, practically impossible on mobile. You should see right away the times, places, topics and speaker info in the same place. But overall, great job, this stuff really matters!”
- “I would have liked the festival to have had programme geared to those people (like myself) that are not familiar with matters considering open data and ICT. Most of the participants of the festival seemed to be professional (or amateur?) programmers and information technology specialists - but there were us "laymen" also... Maybe there could be some "lessons on open data for beginners" next year. Starting from basics: what is open data anyway? Is it in text format or is it pictures or diagrams? Do every document on paper need to be digitalised for it to become "data"? What does Creative Commons mean? etc.”
- “Have a big bang every morning: Start with a well designed and structured show, which invites more 'traditional' audience to participate when marketed well beforehand.”
- “The partner stands where far away from all visitors in a dead corner - there was hardly any traffic during the day there to show people what the partners did, all movement took place upstairs, not down in the basement where people only went if they truly had to. The partner presentations were too late and only attended by other partners while the rest of the crowd was planning to grab a cup of coffee or go into town.”
- “The badges were wonderful :) But as day delegate I didn't get one :( Location was a bit dispersed, but very good nonetheless. Staffer on front desk was left a bit isolated for the start of day rush: looked like lots of chiefs but only one Indian, who kept having to ask qq of people who weren't being as hands on as he was. But these are tiny quibbles: excellent event.”

- “It might be a good idea to add the possibilities for different people to contribute to the event. When there are more people in the organising the event, then there are more possibilities to do new things :D Do we need more crowdsourcing and maybe crowdfunding into the event?”
- “It is hard to achieve with 13 topic streams that are being organised bottom-up, but a bit more focus would have been nice. I got the impression that it was not always clear for which audience this festival was. But its really impressive how the organisation all came together in the end.”
- “Open data for the sake of open data seemed to have co-opted a lot of the festival - rather than a more focused discussion on open knowledge and its mechanisms etc.. Open data is a significant part of this, but is only a small part of the story. A bit more critical debate, as well as artistic/hactivist practice (at least in the streams I was able to attend) would have been appreciated.”

## 5.5 General Comments about Open Knowledge

In addition to the feedback on the programme and practical arrangements of the OKFestival, many participants shared their views on the present state and future of open knowledge. Below are some of the participant testimonials from the feedback forms.

- “The purpose of the festival was to broaden the public debate about open data and open knowledge. The festival was very successful in doing so: in addition to the over thousand participants on site people participated to the discussions through video streams, Twitter and other social media both in Finland and in several other countries,” - Raija Koli, Director of the Finnish Institute, London
- “I admire and appreciate OKFN's mission to develop understanding and promote openness in the widest range possible. Knowledge ... has a certain structure which is often very rigid and is full of boundaries which limit the flow of knowledge ... between different disciplines, art and science, cultural and corporate, public and private, academic and non-academic, organizational and individual, producer and consumer, amateur and specialist, teacher and student, learning and doing, experimentation and production. Many of them are hard to cross ... openness dissolves these boundaries. If knowledge is power, openness is a tool to empower people.” - Attila Bujdosó, senior research advisory, Hungary
- “Great work all of you. I think it was a very good event and I am really looking forward to coming to one next year... Open knowledge is part of what we need to bring society to the next level.” - Thomas Bjelkeman, director, Sweden
- “For me, open design was key... I wanted to introduce people to laser cutting and how to make use of these increasingly accessible machines to make stuff... but it was great to have the mix of all the different topic streams and getting everybody together in the same place

for the same event... Thanks to all involved, a great job in coordinating something so big from so many different places." - Stuart Childs, designer and do-er, United Kingdom

- "A huge team, and great coordination. As a designer, my home market/country is rather small. Open sharing and hackable hardware are a great opportunity to expand, be available, be noticed." - Anna-Liisa Unt, landscape architect, Estonia
- "At the core of the open philosophy is a belief in an equal world full of possibilities – that a good idea, expertise or the right trigger can come from anyone, from anywhere. As the festival rolled on, it continuously demonstrated that this belief is well-grounded with amazing innovations being exhibited, performed, curated and created there itself." FutureChallenges.org

## 6 Future Activities

As Core Organiser and OKFestival coordinator Kat Braybrooke wrote in her post "OKFestival 2012 One Month Later: Successes and Happy Tidings" <<http://blog.okfn.org/2012/10/29/okfestival-2012-one-month-later/>> on the OKFN.org blog, it is "exceedingly difficult to describe what the experience of such a remarkably positive event was like for those who could not join us this year. How does one explain that the air in Helsinki felt thick with the sense of new opportunities? How does one describe what it feels like to glimpse a movement in the midst of its own community renaissance?" With over 355 hours of recorded video footage from seven simultaneous live stream recordings <<http://okfestival.org/streams/>> of OKFestival 2012 sessions, workshops, satellite events and receptions, and hundreds of Flickr photographs <<https://secure.flickr.com/groups/okfest/pool>> and participant feedback forms to sift through, the production of final reports has been slow-going for all involved. This year's Open Knowledge Festival was the first event of its kind to address open knowledge on such a large scale – and its overwhelming success <<http://www.finnish-institute.org.uk/en/news-archive/406-open-knowledge-festival-was-a-spectacular-success>> has marked a significant push forward for open knowledge movements both in Finland and abroad. We are still understanding what those impacts will be, both locally and globally -- and there are already a few future activities being pushed forward by those involved in the OKFestival 2012 experience. We hope there will be many more of these activities and inspiring moments yet to come.

### 6.1 The Open Book

One of the many legacies of the OKFestival 2012 moment is *The Open Book*. *The Open Book* (currently in progress) is a multi-author publication, inspired by OKFestival 2012, which is intended to contextualise the international open knowledge movement in the words of those who are helping to build it today. What are the aims and motivations of this movement's pioneers, and how do concepts about digital transparency, open data and the Commons impact society?

This book, based on the projects and ideas of 1,000 participants from over 50 nations who came together in September 2012 to attend the world's first Open Knowledge Festival in Helsinki, will highlight the hopes and motivations of those currently working to promote global change, and

introduce the movement to new audiences. Based on contributions from a variety of leaders working in fields as diverse as sustainability, design, business and development, *The Open Book* will serve as a platform for discussion and a launching pad for new ideas about the future of a global movement in a time of rapid technological and societal change.

From makerspaces to data wrangling schools to digital archives to international conferences, peer-fuelled learning is being combined with concepts about open knowledge and innovation to build new projects and share ideas in ways we have never seen before. At the Open Knowledge Festival, we began to glimpse the first results of these cultural awakenings across a wide spectrum of professional and voluntary sectors within society - and we left feeling inspired. The purpose of *The Open Book* is to introduce the complexity and breadth of open knowledge movements across the globe, and how they impact current cultural and digital paradigms across national boundaries. The submissions highlighted in this book will explore the *value* that can be generated by opening up knowledge, the ecosystems of organisations that can benefit from such sharing, and the impacts transparency can have in our societies as a whole.

*The Open Book* will consist of two parts, followed by a contextual graphic-based inset about OKFestival 2012 in Helsinki and a concluding note. Part One will feature members of the OKFestival Advisory Board introducing open knowledge as a *movement*, explaining its history, context in society, connection with other movements related to transparency and openness, and musings regarding potential future scenarios. Part Two will delve into the specific manifestations of the open knowledge movement, featuring a series of contributions from the programme planners of OKFestival's 13 guiding Topic Streams. This section will explore the ways that the open knowledge movement has affected a variety of different disciplines, from academia to sustainability to business to design. Each part will consist of 10–15 of these crowdsourced articles, with an overall page count of approximately 115 pages. Contributing authors will be positioned as the pioneers of this movement – movers and shakers from across the open knowledge spectrum.

The book will be published in February 2013 by the Finnish Institute in London in collaboration with the Open Knowledge Foundation in the "Reaktio" book series. More information can be found online at <<http://www.finnish-institute.org.uk/en/reaktio>>.

## **6.2 Open Knowledge Finland Convention**

Years 2011 and 2012 have been breakthrough moments for the wider open knowledge movement in Finland, largely because of the various communities and energies that culminated to make the OKFestival experience happen for such a large number of foreign and overseas guests. As a result of this fact and the impressive coverage the event garnered on national and local media outlets, the topic of open data has been widely visible in public discussions across Finland as it had never been before, and significant steps have been taken to open up and use data from a Finnish perspective. The great success of the OKFestival 2012 in Helsinki has been one apparent sign of this new state of mind in Finland, and the Finnish open knowledge community has already organised into the Open Knowledge Foundation Network's first group in the country.

The next step, or perhaps a giant leap, of the Finnish open knowledge scene will be taken on 8-9 February 2013 when Open Knowledge Finland Convention will be organised in Tuusula. This event will bring together a hundred movers and shakers from Finland and abroad to debate, brainstorm and hold workshops on the future of open knowledge. The event has four goals. First is to build the local Finnish Open Knowledge Community stronger and more interconnected, second to establish officially the Open Knowledge Foundation Finland association, and third to bring concrete benefits through networking for the Finnish Open Knowledge Projects and fourth to clarify the identity of Open Knowledge Foundation Finland for all participants. More information can be found at <<http://fi.okfn.org/meetups/open-knowledge-finland-convention/>>.

## 6.3 Upcoming Events

Best of all, in 2013, the Open Knowledge Foundation will continue the legacy of this event by holding the next Open Knowledge Festival in Geneva with local organisers who produce popular annual LIFT events and the Open Knowledge Foundation Swiss chapter in Switzerland. The event will occur in mid-September 2013, and is already in its initial planning stages. While it will not include the participation of 2012 Core Organising Team members (all of whom are taking a break this year in order to devote their attention to other equally inspiring projects!), it is believed the event will be situated in an ideal moment where international organisations and power-holders can engage directly with citizens, hackers and community members on a global scale to deal with the unique set of issues and ideas which the OKFestival / OGDCamp / OKCon series is now known for showcasing.

In 2014, the location is up for grabs -- and it is intended that this year will be crowd-sourced so that new and yet-undiscovered nations can benefit from the festival experience. *"I got 'movemented' and want more!"* a local Finn wrote after the festival – and many share his excitement about the next instalment of this unique community experience.

## 7 Thank You

**The most important (and most often neglected) section of every report is its moment of gratitude for all those involved in the pioneering event, which made such a report necessary. From all of us on the Core OKFestival 2012 organising team, we give our deepest thanks** to our 2012 partners the Finnish Institute in London and Aalto Media Factory, to the Core Organising Team and to our Guest Programme Planners, volunteers, media members, subcontractors, participants, sponsors, partners and online viewers. The festival was a success and in addition very much fun because of you -- this year has been an unforgettable experience for all of us.

## Main Organisers



## Main Partners

HELSINGIN SANOMAT



SITRA



ULKOASIAINMINISTERIÖ  
UTRIKESMINISTERIET



SIEMENS



Ministry of  
Education  
and Culture



FORUM VIRIUM  
HELSINKI

## Partners



tieto.com



OPEN MINISTRY



IXONOS



PI-ELACHE

screen.io

