Trainer guidance: OGD Pilot project design

Learning materials provided by the Guide on Open Government Data (OGD) Action Planning for Sustainable Development can be used for sensitization and training of government officials and other OGD actors. This document aims to provide guidance to trainers who will use the learning materials on *OGD Pilot Project Design* as a training module on this topic.

Module Overview		Notes
Type	Group work with short introductory lecture/presentation	Followed by Q&A moderated by facilitator
Time	120 minutes	○ 10 min introductory lecture/presentation followed by group work. ○ 10 min briefing on group work methodology ○ 70 min group work. Each group has one facilitator and one rapporteur ○ 30 min reporting back to plenary
Target Participants	Groups B to F (see below)	Max 30 participants, in groups of 5 to 6 per table
Prerequisites	None	
Materials	○ Prioritisation template and ○ OGD Pilot project planning template	○ One laptop per group ○ One flipchart per group ○ Stickers and pens
Presentation	Slides English	OGD Pilot project design
Further reading	OGDCE Guidelines	OGDCE Guidelines

Learning objective

By completing this training module participants will learn about:
- Best practice approach for OGD pilot projects
- Identifying a real-world problem and starting with a problem statement
- Identifying stakeholders, resources and prerequisites
- Using the Prioritization template to prioritize ideas for pilot projects
- Using the pilot project template to design a pilot project

Methodological approach for OGD Pilot projects

Potential OGD pilot projects should be discussed with stakeholders and evaluated against the following criteria:

1. availability of data
2. ease of release as open data
3. ease of implementation
4. relevance to solve a specific identified problem
5. relevance to the country's main development goals
6. availability of internal champions

Ideally these pilots should be aligned to the main objectives of OGD (see Guide on OGD Action Planning for Sustainable Development, Section 3)

Group work setup

10 min	Lecture presentation on the topic - by an expert on OGD for Sustainable Development
10 min	Group work introduction
70 min	Group work - facilitated by Facilitators (please see "methodology" below)
30 min	Presentation and discussion of result - by Rapporteurs (please see "methodology" below)

Group work flow

Exercise 1. brainstorm and prioritize ideas for action plan (35 min)

- Brainstorm ideas for action plan
- Prioritize ideas using Prioritization template

Exercise 2. draft actions for action plan (35 min)

- Design pilot projects using Pilot project planning template

Report back to plenary (30 min)

Action planning for pilot projects

Each pilot must have an action plan. The action plan should define specific actions that:

- address key challenges in the different dimensions presented in this assessment
- are relevant to the country's main development goals
- are Specific, Measurable, Agreed upon, Relevant and Time-based (S.M.A.R.T.)
- specify each responsible action owner

Actions should be described with details in a table like the one below:

Ref	Action	Responsibility	Timescale	Comments

The Pixar Pitch

The 'Pixar Pitch'[1] is a framework that can be used to tell a story of change. It describes a deceptively simple way to practice using narrative as a way of engaging others. The structure has six sequential sentences:

Create a pixar pitch for your pilot project to report back to the plenary.

Once upon a time _____.
Every day _____.
One day _____.
Because of that, _____.
Because of that, _____.
Until finally, _____.

A widely-cited example[2] is:

"**Once upon a time** there was a widowed fish named Marlin who was extremely protective of his only son, Nemo. **Every day**, Marlin warned Nemo of the ocean's dangers and implored him not to swim far away. **One day** in an act of defiance, Nemo ignores his father's warnings and swims into the open water. **Because of that**, he is captured by a diver and ends up as a pet in a fish tank of a dentist in Sydney. **Because of that**, Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way. **Until finally** Marlin and Nemo find each other, reunite, and learn that love depends on trust."

Guiding Questions

By completing this module participants will be able to answer the following guiding questions:
- What is the best approach for designing OGD pilot projects?
- Why to start with a problem statement?
- How to prioritize pilot projects?
- What is the role of OGD pilot projects in relation to the OGD strategy and action plan?

Expected outputs

Through this module participants will be able to:
- Explain best practice approach for OGD pilot projects
- Identify a real-world problem and start with a problem statement
- Identify stakeholders, resources and prerequisites
- Use the Prioritization template to prioritize ideas for pilot projects
- Use the Pilot project planning template

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[1] Developed by Emma Coats, a former story artist at Pixar, who "argues that every Pixar film shares the same narrative DNA, a deep structure of storytelling." In Daniel Pink, 2009, To Sell is Human: The Surprising Truth About Moving Others, www.danpink.com/books/to-sell-is-human

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Methodology

This module will be conducted by an expert on OGD for sustainable development and a group of facilitators at a ratio of one facilitator per ten participants. The expert will introduce the module and provide an overview on the methodology, learning objectives, materials to be used, expected outcomes, and required documentation and reporting. The expert will then deliver a 10 minute presentation on the subject.

After the presentation, participants will split in small groups of 5 to 6 people for hands on group work for 45 to 60 minutes. Each group will have one facilitator who will facilitate the discussions, help the group meet the learning objectives, use the materials and produce the expected outputs. Each group will have one laptop with Internet access and standard office software. Each group will nominate one group member as rapporteur. The rapporteur will take notes and capture the main discussions and outputs of group work. After the group work, the rapporteurs will summarize the discussions and present the outputs to the plenary (5 minutes for each group). The presentations from the rapporteurs will be followed by a Q&A session moderated by a dedicated facilitator.

Target Participants

A. Government leaders (top-level, policy/decision makers)
B. Government specialists and technicians (mid-level, FOI officers, ICT department, statistical officers)
C. Civil Society Organizations (CSO) representatives
D. Independent journalists and representatives from media organizations
E. Academia (public administration, informatics, statistics)
F. Private Sector (ICT companies and start-ups)