

Use of citizen data to gain insights for SDG reporting



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Inclusive data – ensuring everyone in the society is represented in data

- Data robustness: representativeness and statistical validity
- Relevance and depth of the data:
 - For providing local services, data about the local population which their specific services cater to.
 - For users concerned with a particular area or group, data to enable understanding of issues that impact the area/group in a manner that allows for disaggregation by characteristics of interest.

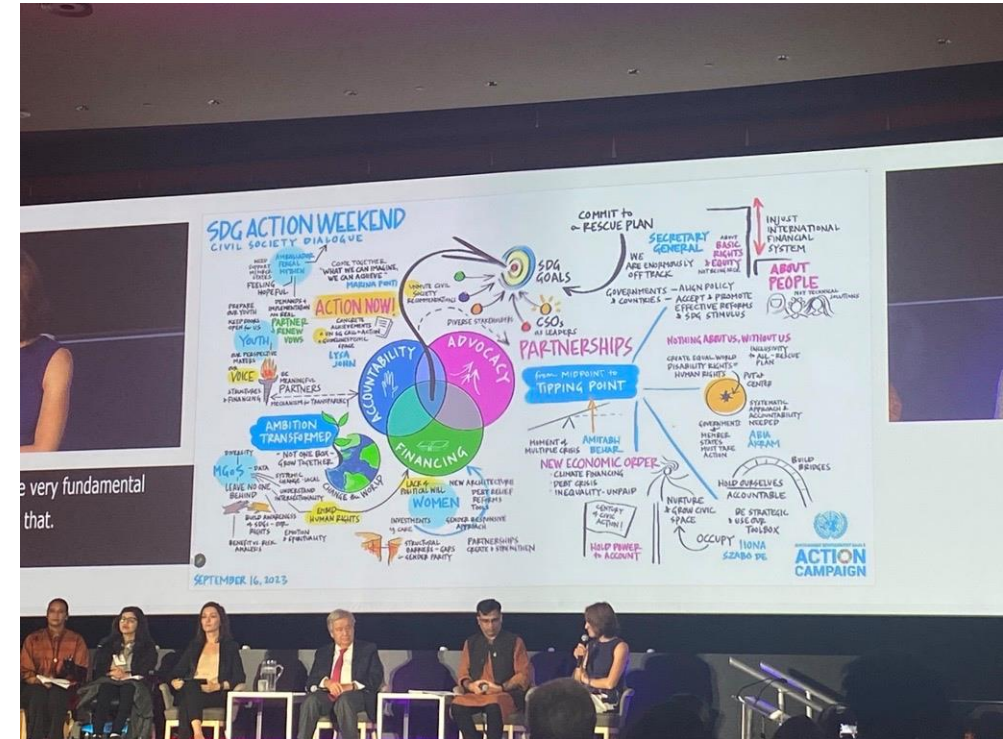
“It is just no use saying, ‘BME people are this,’ or whatever. It is just absolutely useless. [You need] to have it broken down in a way that is meaningful for people to identify with... down to as granular a level as possible, so you can actually say, ‘If we do this action, it will have a positive impact for this community.’ Rather than saying, ‘If we do this, it might impact this massive group of people with such different lives.” CSO working for race and ethnic equality

Inclusive data – what can we do?

- Building trust: engaging with **citizens** across the entire data value chain
- Taking a whole system approach: building partners with **other players** within the national data ecosystem
- Ensuring appropriateness of concepts: reflecting the diversity of the population and are **recognisable and meaningful** to them
- Broadening the range of methods: creating **new approaches** to understanding the lived – varied, innovative and flexible

The importance of citizen-generated data

- “Citizen-generated data allows people and communities to gather and take control of the data affecting their daily lives.” (Secretary-General, WDF 2023)
- With less than seven years remaining to achieve the SDGs, the lack of inclusive data poses a significant obstacle to realizing the aspiration of “**leaving no one behind**”
- **Citizen data:**
 - Empower citizens to be agents of change.
 - Enhance data availability, timeliness, quality, openness, and inclusiveness
 - Provide valuable insights, especially for marginalized populations



Some examples on the use of citizen data

- Brazil: [Hutukara Yanomami Association](#) recorded the deaths of children from diseases that could have been treated with adequate access to healthcare, providing evidence on problems that are overlooked by the State to protect the indigenous populations.
- Canada: CSO collected data highlighting how Women's Shelters supported women and children fleeing violence.
- India: Marginalized communities collect data to assess the level of living standard/access to basic government services, showing a large difference of communities.
- Kenya: National Commission for Human Rights (KNCHR) collaborates with CSOs to collect data on the situation of human rights defenders, feeding into the national monitoring of SDG indicator 16.10.1.

Some examples on the use of citizen data

- Tunisia: Citizens at two locations in Tunisia (Slouguia and Medjez-N5) have monitored discharge of the Medjerda river (the most important water resource in the country) using a mobile phone application for a series of hydrological events.
- Ghana: CSOs in Ghana have been collecting data on marine litter but started to collaborate with Ghana Statistical Service to align their methodology with internationally agreed standards for SDG reporting
- Mexico – INEGI: Volunteers were called to help classify social media posts and support machine learning models. Citizens (volunteers) in this case are actively engaged in the data analysis.
- Webscraping social media posts for sentiment analysis

Some examples on the use of citizen data

- Humanitarian OpenStreetMap Team (HOT) activated their network of volunteers to create base maps of areas affected by the hurricane, in particular coastal communities in the path of the storm
- Digital data donation to researchers becomes possible when General Data Protection Regulation (GDPR) enables users to download the data that digital platforms and other companies have about them. These data can be donated for scientific research.
- Facebook, in partnership with University of Maryland and Carnegie Mellon University, invited Facebook users to take surveys conducted by these two partner universities to self-report COVID-19-related symptoms.
- Ghana: NSO carried out surveys through a phone app on violence against women

Marine litter, Ghana



Mobilising Networks

For over a decade beach clean ups have been happening on a large scale across Ghana's coast by leading NGO Smart Nature Freaks (SNFYVF). Since 2016, they have used the ICC Ocean Conservancy methodology to collect volume and type of waste collected on beach cleanups.

Plastic Punch, another NGO, customized their own data collection tool to nationalize the taxonomy of items collected.

This was the first time in Ghana that Citizen Science data have contributed to reporting a national statistic and also the first time Ghana has reported on 14.1.1b



United Nations

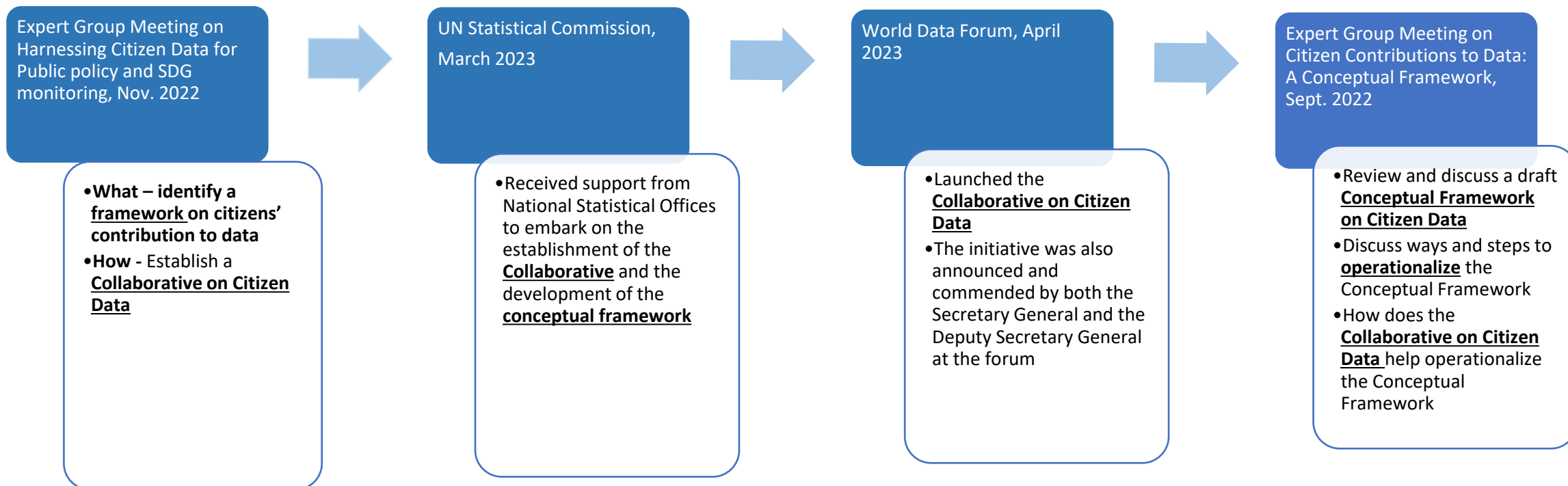
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Citizen generated data, Kenya



- Engage with communities for local-level data collection, especially for the most marginalized population groups
- Promote participation of marginalized groups in public debate for improving access to services and ensure their voices are heard
- Improve accountability of stakeholders and foster more responsive action for more inclusive and equitable planning for communities towards the realization of SDGs.

Citizen data at the global level: what we have done





- Mobilize resources and partners
- Develop and finalize the Copenhagen Framework on CGD
 - Proof of concept/testing applicability with national case studies
 - Global and regional consultations
- Support the implementation of the Framework:
 - Supporting mapping exercise, establishing a baseline and designing of national roadmaps on citizen data within the country;
 - Assessing capacity building needs and provide guidance and technical assistance, for citizen data to adhere to the principles and for cultivating an enabling environment, for the sustainable coordination, production and use of citizen data;
 - Building capacities of national actors to citizens/communities/CSOs and to other stakeholders within the national data ecosystem, including NSOs and other players within the national statistical systems;
 - Encouraging the establishment of similar structures as the Collaborative on Citizen Data at the regional and national level, to inform and amplify the work of the Collaborative.



Way Forward



March 2024 (UN Statistical Commission)

Draft conceptual framework and a road map



June 2024: Expert Group Meeting



March 2024- March 2025

Draft conceptual framework/roadmap
global consultation

Country case studies/piloting

Identify areas that need methodological
development

Work with other key collective groups that
have a strong presence of CSOs and human
rights institutions to bring the different data
partners together



March 2025 (Statistical Commission)

Final conceptual framework/roadmap

Thank You!
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Collaborative on Citizen Data

