G-8 International Conference on Open Data for Agriculture

Washington, D.C.
April 29-30, 2013
Open access to publicly funded agriculturally-relevant data is critical to increasing global food security

BACKGROUND: there is an open call for ideas (to be presented in 5 minutes and/or in an exhibit at the conference) for the G8 conference on open data for agriculture and food security. Applications have to be submitted through the form https://sites.google.com/site/g8opendataconference/preces before Feb 28th.

We believe Open Food Facts (http://openfoodfacts.org) can play an important role in food security (especially on nutrition) and that this conference would be a great opportunity to present the project to an international audience. This document is an evolving draft of our proposed application. Please do edit and comment it!

Open Call to Innovators: Apply to present at G-8 International Conference on Open Data for Agriculture

Are you interested in addressing global challenges, such as food security, by providing open access to information? Would you like the opportunity to present to leaders from around the world?

We are seeking innovative products and ideas that demonstrate the potential of using open data to increase food security. This April 29-30th in Washington, D.C., the G-8 International Conference on Open Data for Agriculture will host policy makers, thought leaders, food security stakeholders, and data experts to build a strategy to share agriculture data and make innovation more accessible. As part of the conference, we are giving innovators a chance to showcase innovative uses of open data for food security in a lightning presentation or in the exhibit hall. This call for ideas is a chance to demonstrate the potential that open data can have in ensuring food security, and can inform an unprecedented global collaboration. Visit data.gov to see what agricultural data is already available and connect to other G-8 open data sites!

We are seeking top innovators to show the world what can be done with open data through:

* Lightning Presentations: brief (3-5 minute), image rich presentations intended to convey an idea

* Exhibit Hall: an opportunity to convey an idea through an image-rich exhibit.

Presentations should inspire others to share their data or imagine how open data could be used to increase food security. Presentations may include existing, new, or proposed applications of open data and should meet one or more of the following criteria:

* Demonstrate the impact of open data on food security.
* Demonstrate the impact of access to agriculturally-relevant data on developed and/or developing countries.
* Demonstrate the impact of bringing multiple sources of agriculturally-relevant public and/or private open data together (think about the creation of an agriculture equivalent of weather.com)

For those with a new idea, we invite you to submit your proposal to present it to leading experts in food security, technology and data innovation. Proposals should identify which data is needed that is publicly available, for free, on the internet. Proposals must also include a design of the application including relevance to the target audience and plans for beta testing. A successful prototype will be mobile, interactive, and scalable. Proposals to showcase existing products or pitch new ideas will be reviewed by a global panel of technical experts from the G-8 countries.

RULES

Registration is FREE and open to anyone, including individuals and multi-disciplinary teams of students, innovators, data scientists, IT experts, designers, and engineers. You have until midnight on February 28, 2013 to submit your application. Each team [participant or group] can submit a maximum of two proposals. Groups should register under the one name and in the submission should appear all the credits.   Please submit your application BELOW. GOOD LUCK!

APPLICATION

I am interested in applying for: *Lightning presentations will take place on Monday, April 29. Each presentation will be 3-5 mins in length. The presentation should illustrate innovative uses of open data, presentation should use open data from multiple sources, include an upbeat and exciting presentation using either slides or live presentation. The exhibit hall will allow for static displays that will be available for viewing by conference attendees during the conference. You will be responsible for set-up, staffing, and clean-up of your exhibit.
●   Lightning Presentation
●   Exhibit Hall
●   Both

-> Both.

If accepted, we will need to either find a local person who can present (maybe through the Open

Knowledge Foundation OKFN network) or travel to Washington from France.

Last Name *As the applicant, this is your information as you will be the primary contact for this proposal.

First Name *

Contact Information *E-mail required, address/telephone optional

Team Participants (Full Names and e-mails)(Please leave blank if you do not have a team and are applying as an individual) Example: John Doe / John.Doe@xyz.com; Jane Green / Jane.Green@abc.com

I am a / our team is: *
● Private Company
● Public Sector
● Government
● International Organization
● University / Faculty and/or Student
● No Affiliation
● Other:

-> International Organization

Future correspondence related to this proposal, please contact: *
● Me Only
● Entire Team

Proposal *(select all that apply)
● Demonstrate the impact of open data on food security
● Demonstrate the impact of agriculturally -relevant open data on developed and/or developing countries
● Demonstrate a global data-sharing platform that would bring worldwide agricultural public and/or private open data together

-> 1 and 3

Proposal utilizes the following publically available data found on the internet *Please include sources and websites for each dataset. Judges must be able to access data utilized in the proposal.

-> The Open Food Facts database is available under the Open Database Licence (ODbL) and can be downloaded in CSV and RDF formats from http://openfoodfacts.org

-> We also use geographical data from OpenStreetMap http://openstreetmap.org

Proposal is best described as *
● Mobile application
● Computer program
● Technology
● Other:

-> Mobile application + Other: database

Proposal Title *(Limit to 10 words)

Open Food Facts: a global and open food products database

Proposal Summary *(Limit to 75-100 words)

Open Food Facts is like a Wikipedia for food products: volunteers from around the world scan barcodes with their phone and take pictures of the ingredients list, nutrition facts etc. The data is gathered in a global database licensed under the Open Database Licence (ODbL) and can be used for free by anyone, for any purpose.
Since the beginning of the project in May 2011, more than 300 contributors have added 5000 products, and translations are in progress for 10 languages.
Applications of the data include improving traceability of food products and ingredients and educating about nutrition.
http://openfoodfacts.org

[80 words]

Comments? Other ideas/points to mention?

The Future *What future benefits are possible with this proposal?

Food availability and food access used to be the main food security issues in developing countries. However inappropriate food use and the resulting obesity have quickly become major concerns.

The Open Food Facts data can help people make better choices by deciphering labels with a mobile app (e.g. E-numbers for additives), displaying personalized alerts when products contain too much fat, sugar, salt, or allergens etc.

The data can be used to easily compare products and therefore motivate the industry to offer better products. For instance here is a scatter plot of 150 sodas available in France, showing the amount of sugar and the number of additives
http://fr.openfoodfacts.org/operation-sodas - in French

The data can also be used for traceability. For instance to track products affected by the "horsegate" scandal happening in Europe right now.

We could also show the production and distribution points of products on a map, as well as the origin of their ingredients. Here is a prototype that shows where products are manufactured in France on a dynamic map:
http://cestfabriquepresdechezvous.info/

In the future, the data could also be used for research purposes, for instance to look at the nutritional differences of products from different parts of the world and to look for correlations with the prevalence of different types of affections like obesity and diabetes.

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Comments? Other ideas/points to mention?