

## D15. 1st consultation with (EC) experts on “Big data” and Policy Making

The first consultation with (EC) experts was designed to evaluate and scope the BIGPROD workflow and possible adjustments the consortium could do to better respond to policy needs. Figure 1 shows the invitation sent to the workshop. Original invitees were Ana Correia, Petri Backman, Kirsi Haavisto, Richard Deiss, Marek Przeor, Jyri Ylkänen, Martina Kadunc, Athina Karvounaraki, Benat Bilbao-Osorio, Aleksander Rutkowski, Peter Voigt, and Julien Ravet

### Suominen Arho

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**From:** Ad Notten <notten@merit.unu.edu>  
**Sent:** 26. helmikuuta 2020 15:03  
**To:** Martina.KADUNC@ec.europa.eu; Athina.KARVOUNARAKI@ec.europa.eu; Benat.BILBAO-OSORIO@ec.europa.eu; Aleksander.RUTKOWSKI@ec.europa.eu; Peter.VOIGT@ec.europa.eu; Julien.RAVET@ec.europa.eu; Hollanders, H (MERIT); Turkeli, Serdar (MERIT); Suominen Arho; Schubert, Torben; Vilius Stanciauskas d  
**Cc:** Ana.correia@ec.europa.eu; petri.backman@ec.europa.eu; kirsi.haavisto@ec.europa.eu; Richard.DEISS@ec.europa.eu; marek.przeor@ec.europa.eu; jyri.ylkanen@ec.europa.eu  
**Subject:** BIGPROD 1st focus group session on productivity growth measurement  
**Attachments:** BIGPROD-Policy-Brief-#1.pdf

Dear All,

BIGPROD ([www.bigprod.eu](http://www.bigprod.eu)) is inviting you to a scheduled Zoom meeting. Please find an agenda proposal below, and the project's introductory Policy Brief attached.

Topic: BIGPROD: 1st focus group session on productivity growth measurement  
Time: Feb 28, 2020 11:00 AM Amsterdam

Draft Discussion Agenda:

11:00-11:05 Introduction attendees

11:05-11:20 Introduction to BIGPROD

11:20-11:50 Using big data for evidence based policy making: needs and requirements

11:50-12:10 Big data metrics for productivity growth measurement

12:10-12:15 Closing of session

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Please beware that you may need to install the Zoom tool before attending the meeting

**Join Zoom Meeting**  
<https://zoom.us/j/902736766>

**Meeting ID: 902 736 766**

*Figure 1 Invitation to the workshop*

The workshop was held on February 28 2020 from 11.00 to 12.15 as a online workshop. The invitation to the workshop was accepted by Martina Kadunc, Athina Karvounaraki, Julien Ravet from DG RTD, and Aleksander Rutkowski from DG ECFIN. The consortium was represented by Arho Suominen, Ad Notten and Hugo Hollanders.

Below slides include the main content of the workshop. Session started with a brief introduction to the project followed by the consultation part. The session was recorded, enabling further analysis by the whole consortium.

**Session Agenda:****11:00-11:05 Introduction attendees****11:05-11:20 Introduction to BIGPROD****11:20-11:50 Using big data for evidence based policy making:  
Inventorizing needs and requirements****11:50-12:10 Big data metrics for productivity growth measurement****12:10-12:15 Closing of session**

# WHAT IS BIGPROD

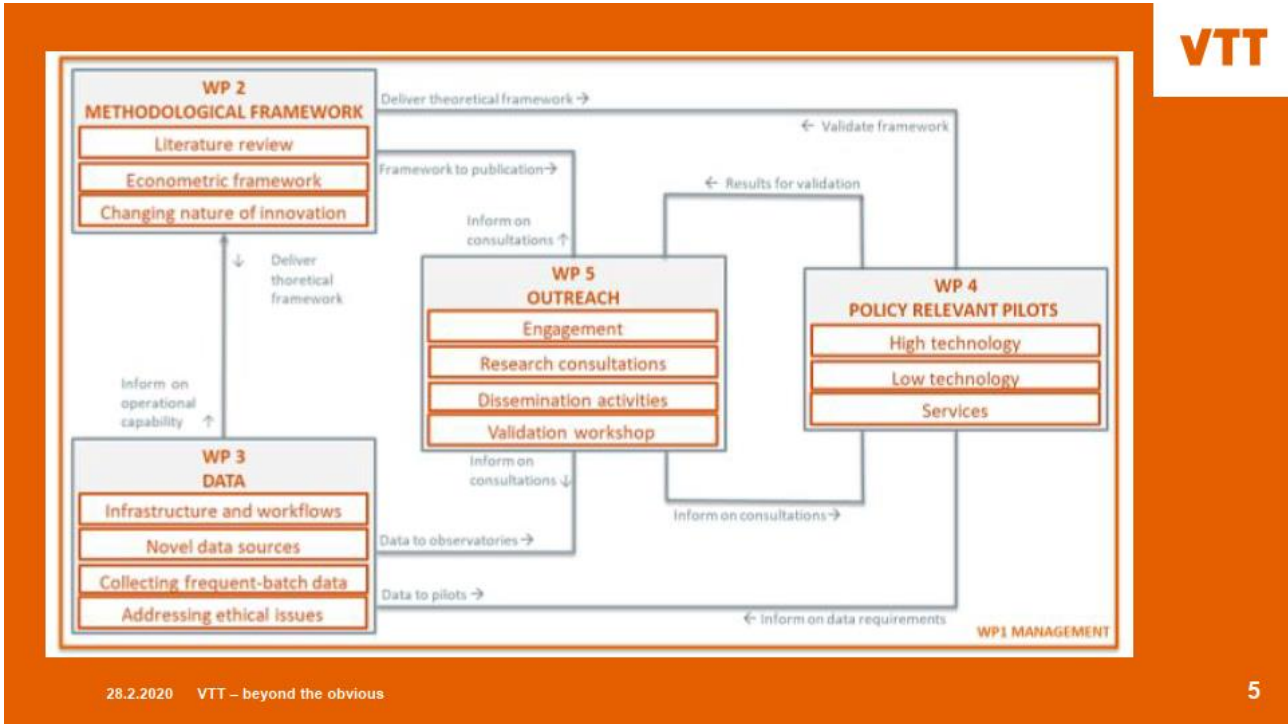
## Addressing the productivity paradox

The objective of the project is

1. to extend existing econometric approaches on productivity with a theoretically sound “Big data” measures that can be operationalized and validated through pilots.
2. To have deep stakeholder consultation mitigating the skills gap, creating transparency, enabling stakeholder influence in sources and tools and enabling policy makers being informed on tools and pilots.

## Objectives

1. Management and coordination for utilizing “Big data” for innovation and productivity assessment
2. Creating an extended econometric framework for the evaluation of the productivity-innovation link based on “Big data”
3. Building a large-scale data platform and framework which will yield frequent batch data on company performance and innovation activities
4. Create policy-relevant pilots that measure the impact of proposed changes, while enabling policymakers being informed on tools developed and piloted.
5. Utilizing the most effective tools available to effect stakeholder engagement and co-creation, while simultaneously ensuring the dissemination of the knowledge gained in this process to the wider public.



## Outcomes

The consortium will

1. Provide a theoretical framework and methodology with a detailed description of the indicators, parameters and weights and how they interact together.
2. Methodologies will be made available for free as it will be used for dissemination to teach how the system works and to explain the underlying philosophy. Python programming language notebooks with the basic calculations will also be provided.
3. Implementation of a methodology to gather, store and make an accessible novel variable for public policy productivity analysis.

# WHY IS BIGPROD IMPORTANT

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7



Brussels, 26.2.2020  
COM(2020) 150 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE EUROPEAN COUNCIL, THE COUNCIL, THE EUROPEAN  
CENTRAL BANK AND THE EUROGROUP

2020 European Semester: Assessment of progress on structural reforms, prevention and  
correction of macroeconomic imbalances, and results of in-depth reviews under  
Regulation (EU) No 1176(2011)

[SWD(2020) 500-527 final]

**“Productivity growth remains a challenge, even more so in the light of demographic change...**

**...There are multiple causes for this weak performance...**

**...Policies to foster productivity need to be tailored to national circumstances...”**

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8

# WHO IS BIGPROD

## Consortium members

Role	Name	Country
Coordinator	VTT Technical Research Centre of Finland (VTT)	FI
Partner	Fraunhofer Institute for Systems and Innovation Research (ISI)	DE
Partner	Public Policy and Management Institute	LT
Partner	Maastricht University - Maastricht Economic and Social Research Institute on Innovation and Technology	NL
Partner	Technische Universiteit Delft	NL
Partner	University of Strathclyde	UK



### Using big data for evidence based policy making: Inventorizing needs and requirements

- What are your experiences with previous projects using big data?
- What are your expectations when talking about using big data for evidence-based policy making?
- What are your specific expectations if we focus on the use of big data for productivity measurement?
- What are your specific requirements for such data and the resulting metrics (beyond reliability and timeliness)?

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11

### Big data metrics for productivity growth measurement

- BIGPROD's preliminary focus is on company websites and business reports. What are your thoughts on these sources?
- In terms of productivity measurement BIGPROD thinks the highest gains could be made by researching intangible assets. Do you agree?
- Which big data sources are in your opinion the most promising?
- Which metrics would you think would:
  - Be the most urgently wanted?
  - Be the easiest to gather and implement?

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12