

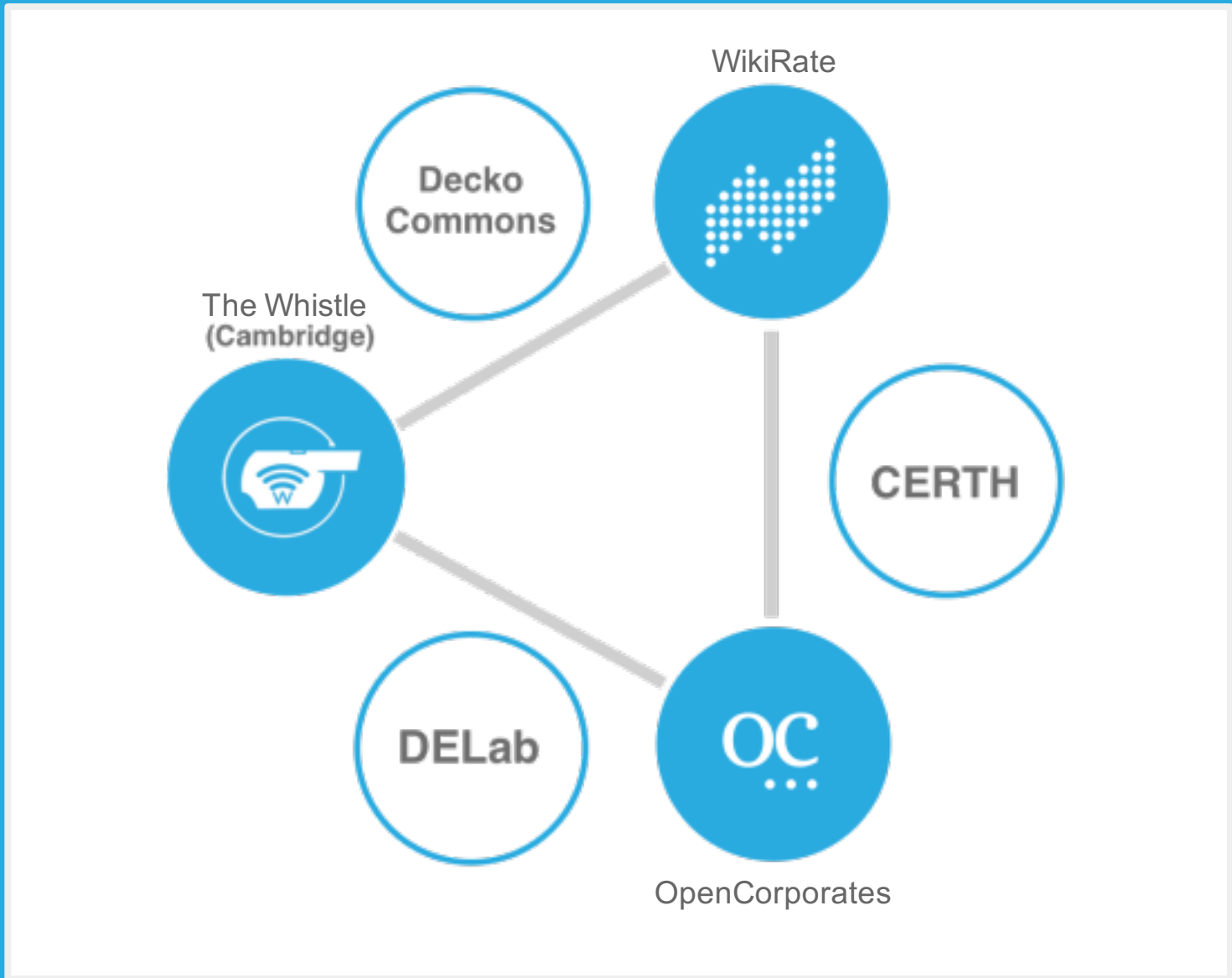


2nd CAPS Community Workshop
12/7/2017, Volos, Greece

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Objectives - Short Form

1. Identify irresponsible corporate activity
 - a. Create reporting platform
 - b. Run reporting campaigns
2. Map corporate networks
 - a. Seed with existing public data
 - b. Deepen with new data
3. Incentivize companies to address issues
 - a. Develop network-aware metrics
 - b. Run issue-focused campaigns

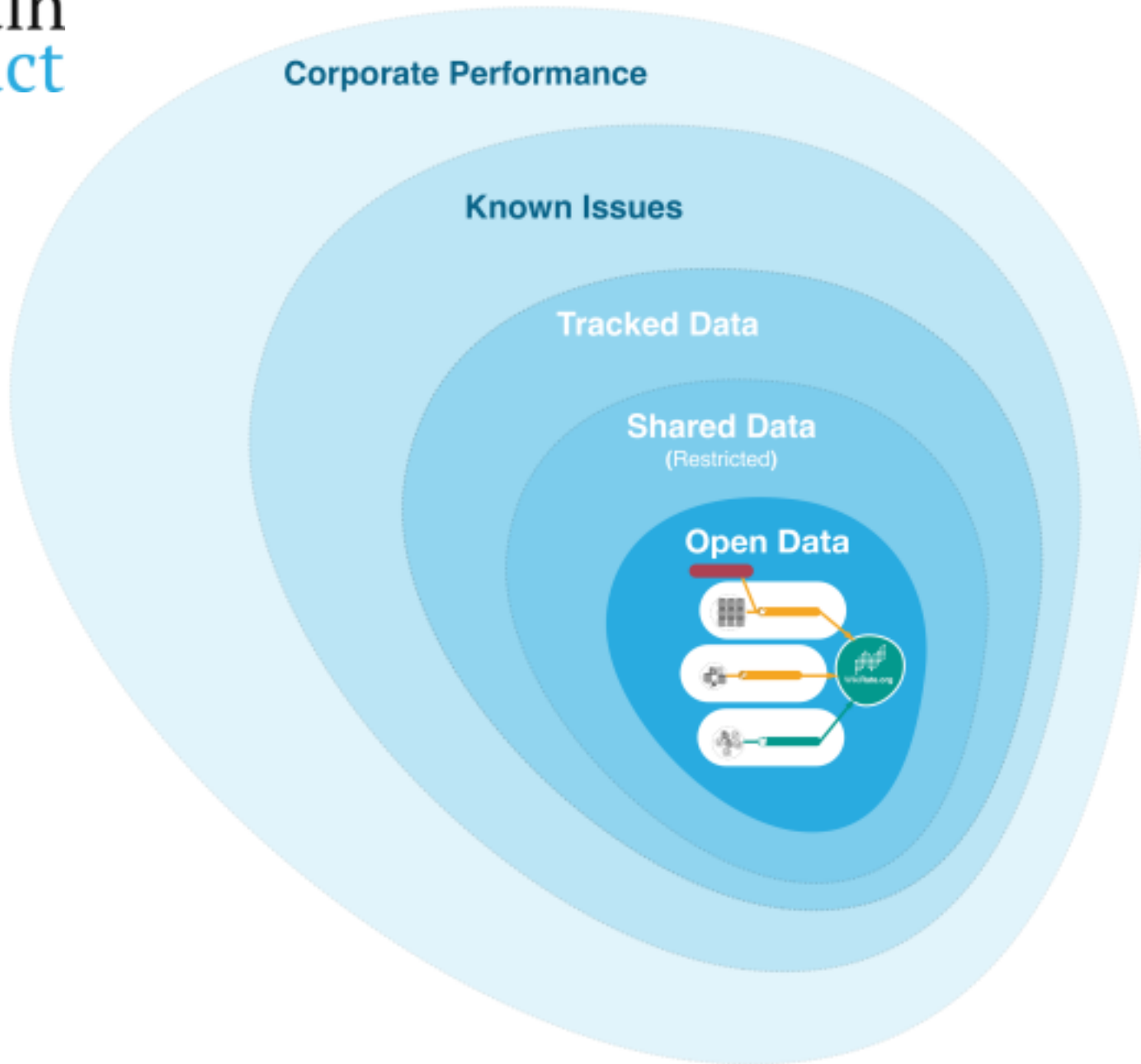


To 'Voice' and to be 'Heard' are **not** the same.

In most cases....

Reporting = To 'voice'

Verification = To be 'heard'



Open Data

opencorporates

Structured



API

Semi-structured



Scraping

Unstructured



Crowd Research



What is a 'company'?



'Apple'
'Reckitt & Colman'
'Danone'



Progress

- User oriented design
- Positioning around external data and social data environment
- Gaps, opportunities identified
- SMART target framework to manage complexity
- Prototype deployed
- Ready for exploitation

Outputs

- Whistle platform for reporting
- WikiRate companies relationship metrics
- OC integrations - Wikipedia and web data on WikiRate

Unexpected

- Scale of data challenges
- UN HLPF invitation
 - High-Level Political Forum 2017 - Sustainable Development

Learnings

- In reaching impact, need to target a chain of stakeholders
- Linking communities is key
- SMART targets + impact frame enhances delivery