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# Public-private data partnership in the Global South

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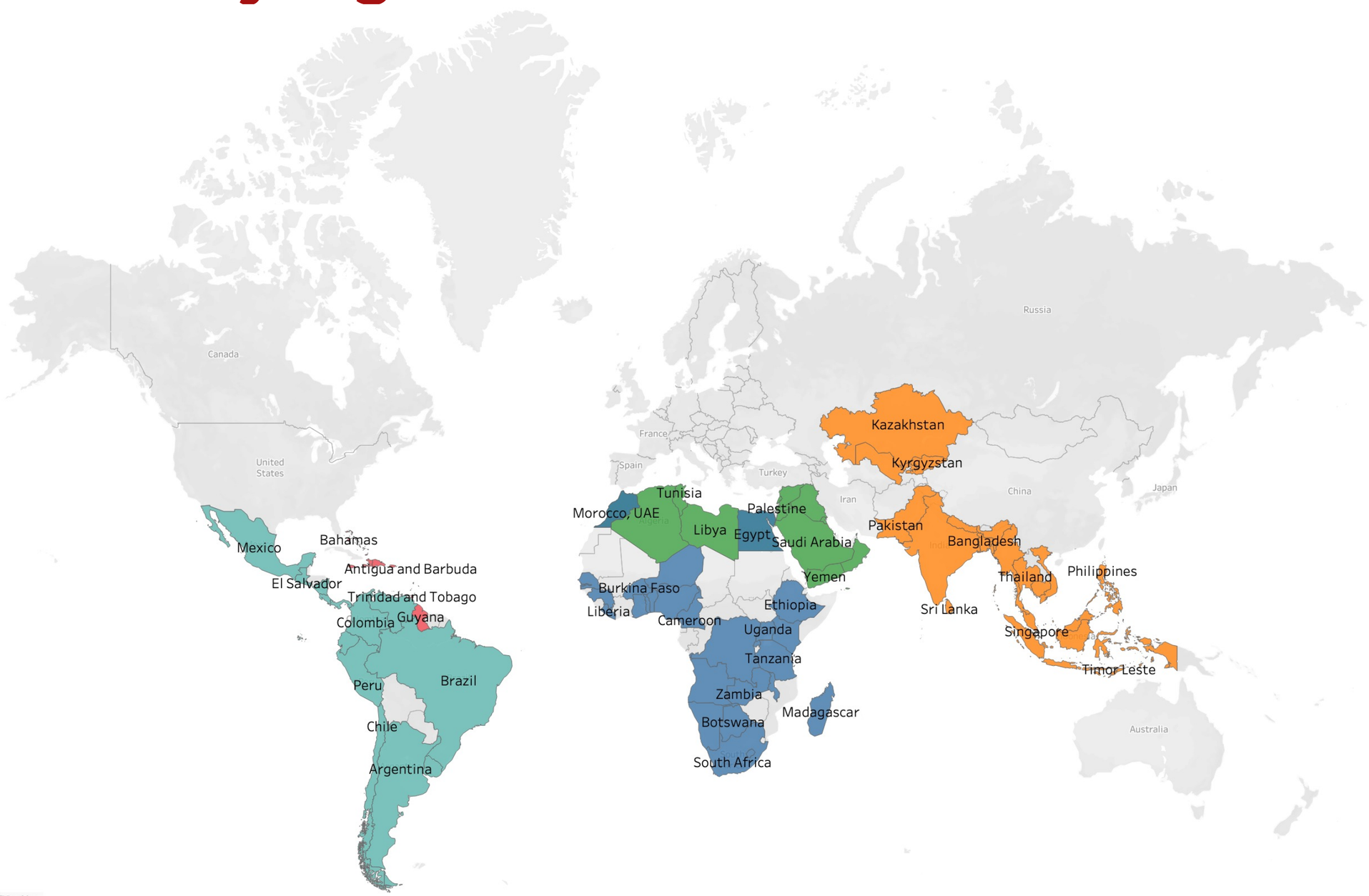
# Context: Public-private data partnerships → attain sustainable development goals

## Objectives

- to explore the private sector's involvement in data-related initiatives
- to assess the impact of such initiatives on public policy in the Global South
- to understand the contribution of such initiatives for the fulfilment and monitoring of the SDGs in the Global south

# Our work by region



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# Carried out 2 workstreams to arrive at recommendations

## 1. Structured mapping of public-private data partnership in the Global south

**94 countries**

**394 data actions**

- Capacity building and skill sharing
- Data analysis
- Data collection
- Data governance
- Data infrastucture
- Data mapping
- Data migration
- Data monitoring
- Data for impact assessments and measurement
- Data sharing

## 2. In-depth case studies of public-private data partnership

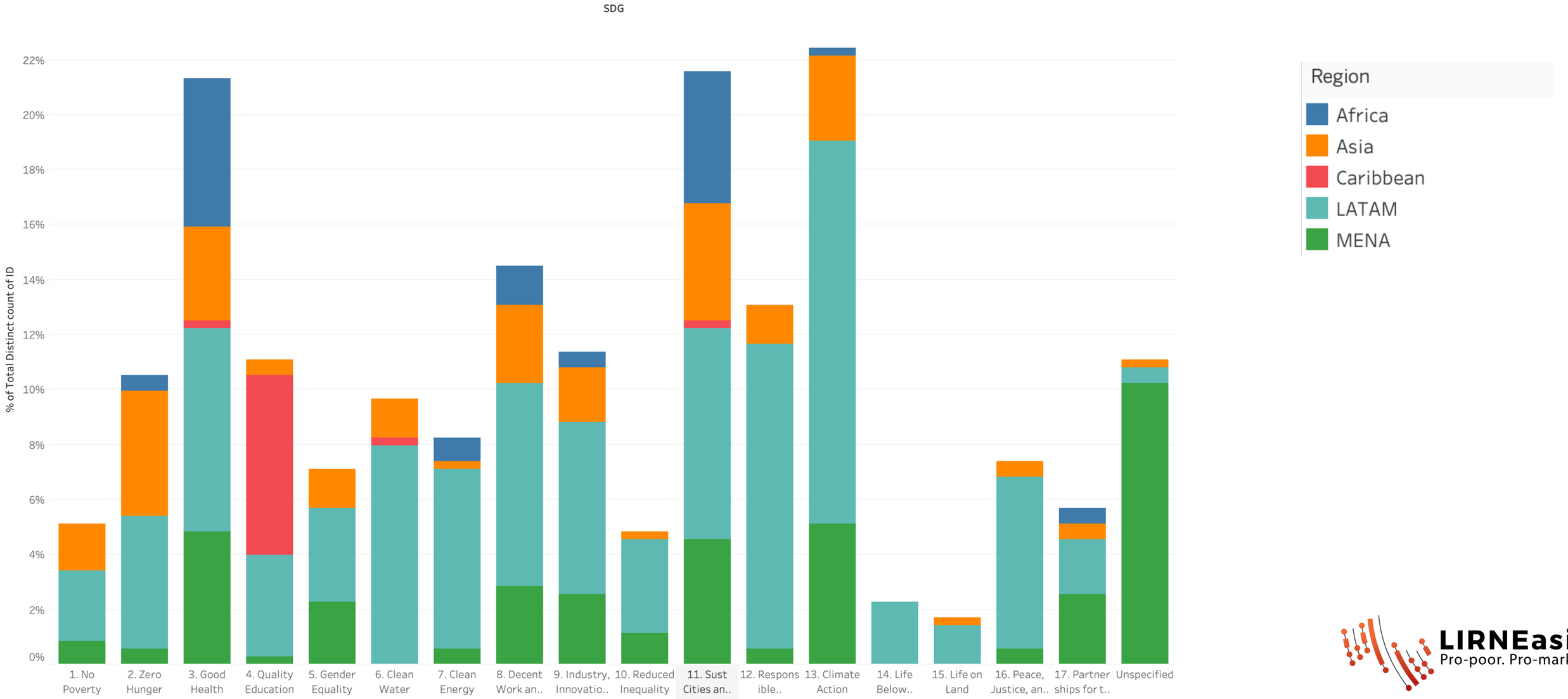
**5 regions**

**8 case studies**

- KaraAgro and Airbus in Africa
- Pulse Lab Jakarata and Microsoft in Asia
- Trust for Americas in Caribbean
- Meta in Middle East North Africa
- The National Institute of Statistics (Chile), Dymaxion Labs in Latin America

# Key findings

# Climate actions, sustainable cities and communities, & good health/well-being are the most common SDGs targeted via data partnerships in the Global South



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# The SDGs covered by partnerships vary by region

| SDG | Africa | Asia | Caribbean | LATAM | MENA |
|---|---|---|---|---|---|
| 1. No Poverty | | 6.48% | | 2.58% | 1.96% |
| 2. Zero Hunger | 3.92% | 14.81% | | 4.87% | 1.31% |
| 3. Good Health and Well-being | 37.25% | 12.04% | 3.70% | 7.45% | 11.76% |
| 4. Quality Education | | 1.85% | 88.89% | 3.72% | 0.65% |
| 5. Gender Equality | | 4.63% | | 3.44% | 5.23% |
| 6. Clean Water | | 6.48% | 3.70% | 8.02% | |
| 7. Clean Energy | 5.88% | 0.93% | | 6.59% | 1.31% |
| 8. Decent Work and Economic Growth | 9.80% | 9.26% | | 7.74% | 7.84% |
| 9. Industry, Innovation, and Infrastructure | 3.92% | 6.48% | | 6.30% | 8.50% |
| 10. Reduced Inequality | | 0.93% | | 3.44% | 2.61% |
| 11. Sustainable Cities and Communities | 33.33% | 14.81% | 3.70% | 7.74% | 10.46% |
| 12. Responsible Consumption and Production | | 5.56% | | 11.17% | 1.31% |
| 13. Climate Action | 1.96% | 10.19% | | 14.33% | 13.73% |
| 14. Life Below Water | | | | 2.29% | |
| 15. Life on Land | | 0.93% | | 1.43% | |
| 16. Peace, Justice, and Strong Institutions | | 1.85% | | 6.30% | 1.96% |
| 17. Partnerships for the Goals | 3.92% | 1.85% | | 2.01% | 7.84% |
| Unspecified | | 0.93% | | 0.57% | 23.53% |

% of Total CNT(SDG)

0.57% 88.89%



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# Public-private data partnerships create tangible value

- In monitoring and achieving SDGs.
- Specially useful in moments of discontinuity or during crisis
  - e.g. COVID
  - e.g. Nepal earthquake

# Successful partnerships take time & trust building

- High transaction costs
  - To find the right partners
  - To bridge capacity gaps between parties
- Larger firms with global reach better able to participate and sustain the relationships
- Can be helped by creating legal frameworks that enable these partnerships
- Standard operating procedures can also help

# Govts like to engage with private sector data that support multiple policy areas

- Some data can be multi-purpose
- Reduction in transaction cost: one set of data for multiple purposes
    - e.g. Mobile telecom network data in Indonesia

# "Brokers" can play a vital role

- Convene parties: data users, data owners, technical experts
- Bridge capacity gaps – on all sides
- Provide technical infrastructure
- But need to take an ecosystem approach
  - Open to all
  - Level playing field

# Case studies

# In Africa

- Smallholder farmers face challenges as traditional food crops yield less. The West Africa Centre for Crop Improvement (WACCI) in Ghana partnered with KaraAgro, a technology services company. KaraAgro employed high throughput plant phenotyping (HTPP) using data, drones, and artificial intelligence to analyze thousands of individual plants. This collaboration demonstrates a viable model for public-private cooperation between academia and research, emphasizing the importance of open sourcing algorithms and machine learning datasets funded by public or philanthropic sources.

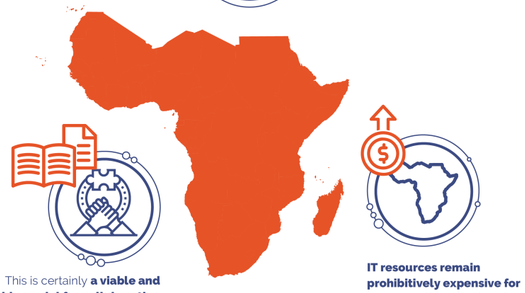
- In Vihiga, Kania, officials use spatial data to make decisions. In a constituency called Emuhaya, a geospatial information systems (GIS) lab has been providing data and testing to the government for years. Vihiga's GIS laboratory was instrumental in developing a policy to improve maternal healthcare outreach in Emuhaya constituency. Vihiga's GIS Lab demonstrates the feasibility of a public-private data initiative model that can support sustainable development actions at the local level.

### KaraAgro

WACCI sought out KaraAgro, a technology services company, to try a new approach to plant phenotyping known as high throughput plant phenotyping (HTPP). **KaraAgro used their expertise on data, drones and artificial intelligence, coupled with the plant breeding expertise from WACCI, to collect and analyze data from thousands of individual plants.**

### Main findings

It is crucial to **actively promote the open sourcing of algorithms and machine learning datasets** that are supported by public or philanthropic funds.



This is certainly **a viable and replicable model for collaboration between private sector and the public sector**, in this case **academia and research.**

**IT resources remain prohibitively expensive for many small institutions in Africa.**

### Airbus Defence and Space

Airbus Defence and Space provided satellite imagery of the County, at first for free and thereafter at a highly concessional price. Esri contributed ArcGIS software to support analytics functions over the imagery, and a local company, LocateIT, **supported the development of tailored services and solutions to help translate the analytics into actionable insights for the local government.**

### Main findings

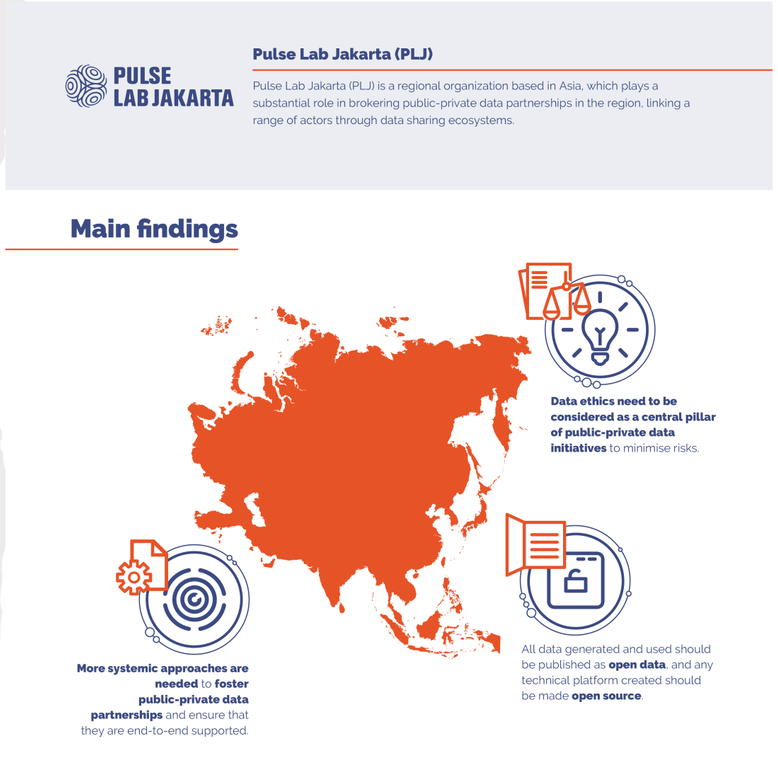
**Vihiga's GIS Lab** demonstrates the feasibility of **a public-private data initiative model that can support sustainable development actions** at the local level.

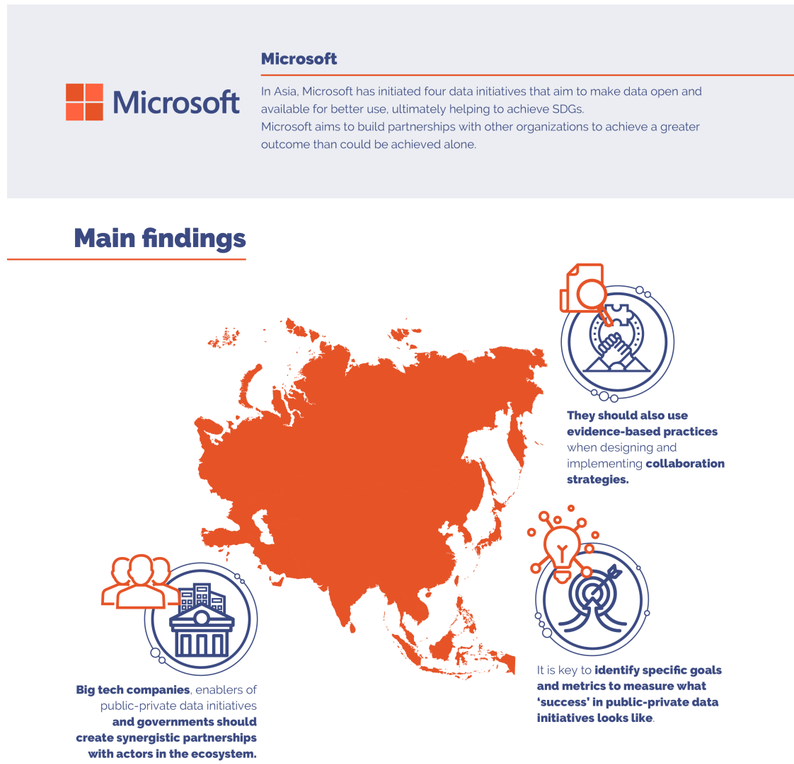
In Vihiga, Kenya, officials use spatial data to make decisions. In a constituency called Emuhaya, **a geospatial information systems (GIS) lab has been providing data and testing to the government for years.**

**Vihiga's GIS laboratory** was instrumental in **developing a policy to improve maternal healthcare outreach in Emuhaya constituency.**

# In Asia

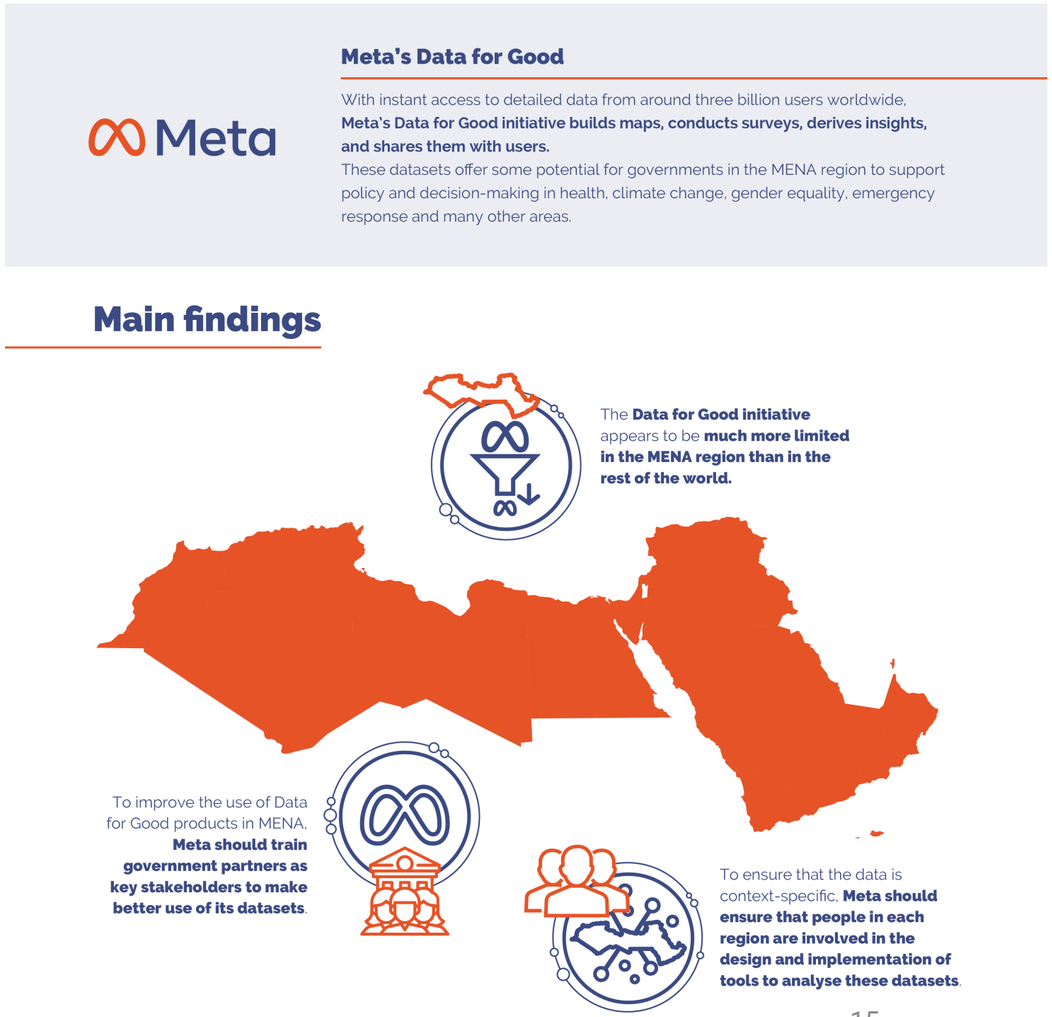
- Asia has witnessed several private sector initiatives aimed at optimizing data for policy formulation and achieving SDGs. Pulse Lab Jakarta (PLJ), a regional organization, played a vital role in brokering public-private data partnerships in areas such as climate change, gender equity, urbanization, food security, and more. The report highlights the importance of data ethics, systemic approaches, and open data publication for successful public-private data partnerships in the region.
- Microsoft initiated four data initiatives in Asia to make data open and available for better use. These initiatives underscore the importance of evidence-based practices, partnerships, and specific metrics to measure the success of public-private data initiatives.



# In the Middle East and North Africa (MENA)

- MENA faces significant socioeconomic, political, and demographic contrasts, requiring substantial data and insights for regional development and humanitarian issues. Meta's Data for Good initiative has the potential to support policy and decision-making in areas like health, climate change, gender equality, and emergency response. To enhance the initiative's effectiveness in MENA, training of government partners and context-specific involvement of regional stakeholders in designing and analyzing datasets are recommended.



# In Latin America

- The National Institute of Statistics (INE) in Chile innovated with the use of scanner data to compile the Consumer Price Index (CPI) during the COVID-19 pandemic. This initiative demonstrates the potential for private-sector data to have public value and suggests that such models can be expanded and replicated in other areas where private-sector data can contribute to SDGs.
- Geospatial data derived from earth observations (EO) is a promising source of high-value data for public decision-making. Dymaxion Labs leveraged machine learning and computer vision to analyze vast geospatial data derived from EO, providing valuable insights and data for governments in Latin America.


# In the Caribbean

- The Trust for the Americas, a non-profit organization affiliated with the Organization of American States (OAS), focuses on facilitating public-private initiatives in the Caribbean related to digital skills development, youth education and training, employability, and community development. This model emphasizes the need for defining roles, promoting joint work between sectors, and creating opportunities for dialogue to measure, monitor, and achieve the SDGs.