



THE UNIVERSITY of EDINBURGH  
**informatics**

# Kevin Collins

# Data Driven Innovation Programme - Briefing



# Invitation to City Region Deal Information Events from SVP Charlie Jeffrey



Dear colleagues,

This spring, the University will hold information events about our landmark Data-Driven Innovation Programme, a key part of the [City Region Deal](#) for Edinburgh and South East Scotland.

The Programme is about engaging our research and our students – while they are studying and after they graduate – with the impacts and opportunities of the big data era. This university is at the forefront of secure data curation, data analytics, and data-driven technologies. Over 15 years, we aim to build on this to increase the contribution of research and our students to the economy. The ambition is to establish the region as the Data Capital of Europe.

Within the University of Edinburgh, the DDI Programme will open up many new opportunities to work with partners in the public, private and third sectors to deliver better insight for them from the data that underpins what they do, and for us to develop new teaching and research.

It also opens up opportunities for us to play a leading role in developing the ethical, regulatory, privacy and security standards that should define not just our work, but also that of our partners, as we look to unlock the social and economic benefits of data-driven innovation.

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# Invitation to City Region Deal Information Events from SVP Charlie Jeffrey



The events will offer a chance to find out more about our plans and the opportunities for academic staff. Beginning on Wednesday 25 April, these will cover all main campus areas and include talks and a Q&A session with senior academic staff closely involved in the City Region Deal.

Events will take place on the following dates:

- King's Buildings, Joseph Black Building, Wednesday 25 April, 12.00
- Central, David Hume Tower, Lecture Theatre A, Thursday 26 April, 13.00
- Easter Bush, Lecture Theatre 2, Vet School, Wednesday 9 May, 12.00
- Western General, IGMM Lecture Theatre, Wednesday 9 May, 15.00
- Little France, Wellcome Auditorium, QMRI, Thursday 10 May, 10.30
- Moray House, Paterson's Land LG34, Tuesday 15 May, 10.00

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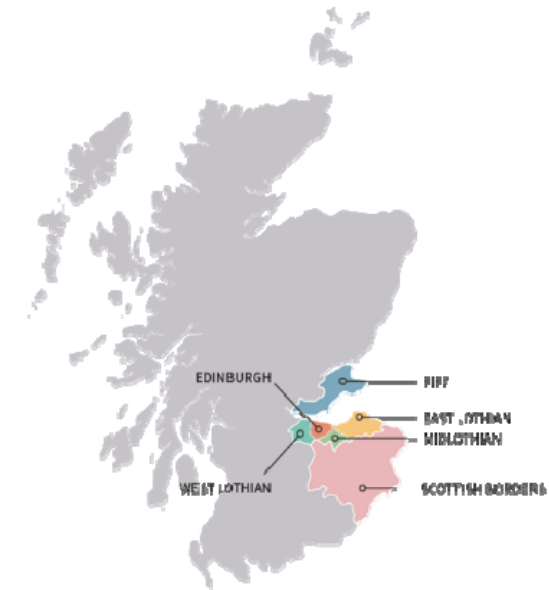


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# City Region Deal



- The Edinburgh and South East Scotland City Deal bid started in 2015. The partnership includes the six local authorities working with academic and business partners.
- It is a mechanism for **accelerating growth** by investing this funding in transport, housing, culture, skills and innovation to support significant improvements in the region's economic performance and draw in significant additional funding.
- In late 2016 Government feedback identified that innovation, and particularly Data Driven Innovation, as a key priority area for investment leveraging the analysis in the Science and Innovation Audit.
- From this the **Data Driven Innovation Programme** was developed within the City Region Deal.



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# The Data Capital of Europe



## DDI

- The Data Driven Innovation Programme has a clear aim:

"Our aim is to help establish the region as the Data Capital of Europe, drawing in inward investment, fuelling entrepreneurship, and delivering inclusive economic growth."

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# Background: DDI Definition



*“We are now entering an era when the generation, collection, analysis and monetisation of huge volumes of data underpins the Digital Economy. The value of data comes from use in real-time, or aggregation over long periods, to understand and predict behaviour.*

*Whilst data has become ubiquitous, the challenges for all organisations are effectively to use this data to shape, develop and deliver innovative processes (including new digital products and services) to consumers and citizens.*

*This is what we call Data Driven Innovation (DDI)”*

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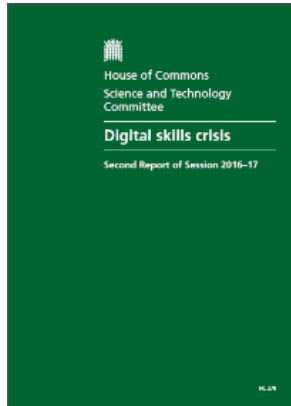


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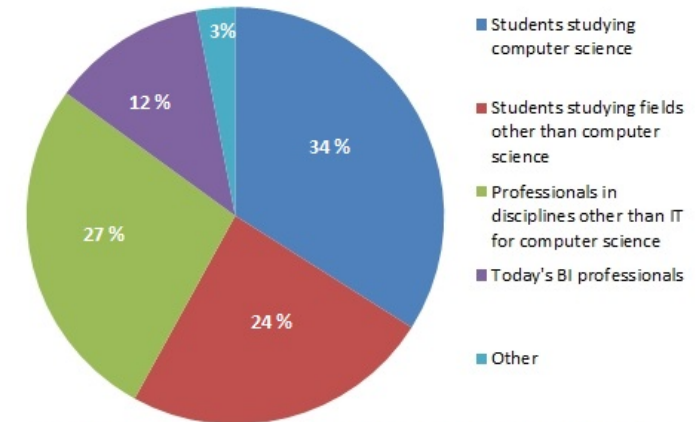
# The Primacy of Talent



## Data scientists

The McKinsey Global Institute estimates that there's going to be a shortage of a total of 100,000 plus resources in the analytics field by 2020.

## What is the best source of new data science talent?



Source: EMC Data Science Community Survey, 497 data scientists and business professionals, Dec. 2011

- Key issue is Digital Skills Deficit.
- Scotland needs ~11k p.a. (growing at ~2k)
- We produce ~4k p.a.
- Anticipate shift to data science skills.
- Clear need to address the emerging gap.

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# Is City Deal relevant to you?



- Yes if:
  - You want to work with regional partners and/or regional data to advance the impact of your research
  - You want to develop new initiatives that increase data literacy and “hands-on” skills for traditional and non-traditional learners
  - You want to start a data-centric company

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# Industry Engagement



Talent	Recruit	Collaborate	Share Data	Sponsor	Improve Skills	Engagement	Fund
Research		Collaborate		Seminars		Sponsor	
Adoption	Consultancy	Co-Location	Sponsor	Assessment	Engagement	Events	
Datasets	Sandpit	Data pooling		IP Licensing	Sponsor	Insights	
Entrepreneurship	Collaborate	Mentoring		Sponsor	Engagement	Fund	

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