

World Bank: Unlocking the potential of private intent data for development

The 14th Meeting of Heads of BRICS National Statistical Offices

October 11, 2022



WORLD BANK GROUP
Development Data Group

Main messages

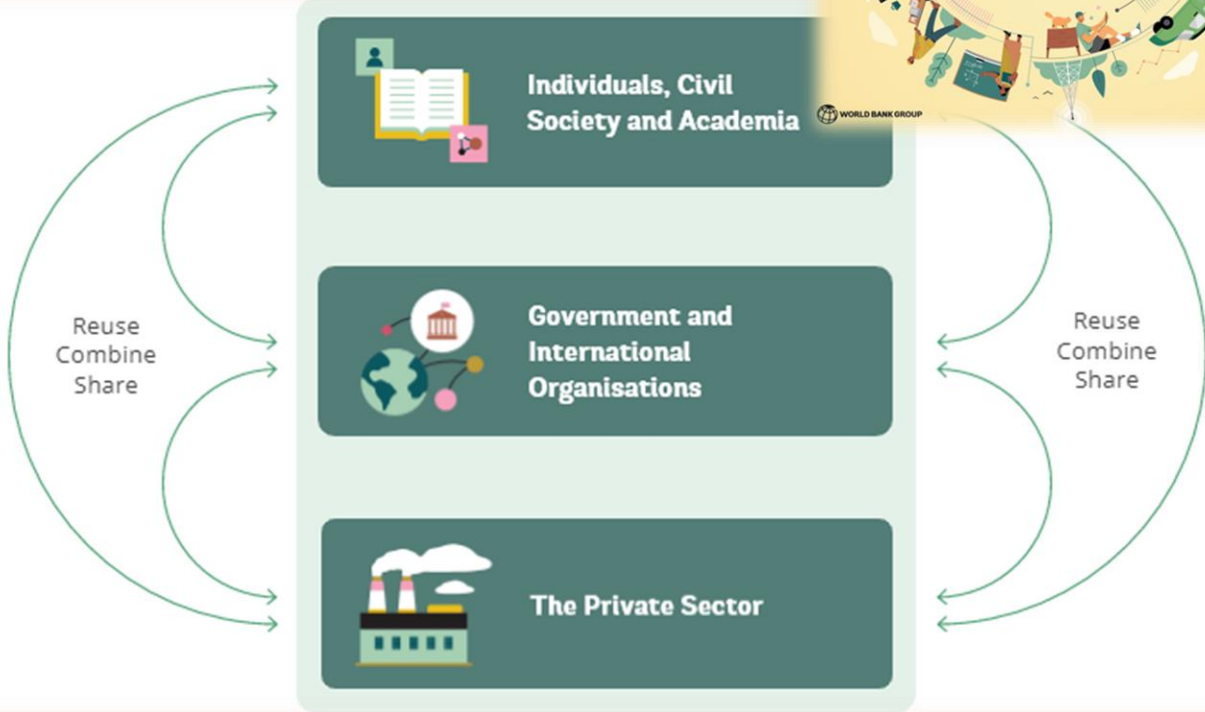
1. The integration of public intent and private intent data has **enormous untapped potential** for development.
2. Combining public and private intent data already has **a proven record of accomplishment** in a variety of development areas.
3. It is important to also recognize the **challenges** around the integration of public intent and private intent data.



The integration of public intent and private intent data has enormous untapped potential for development.

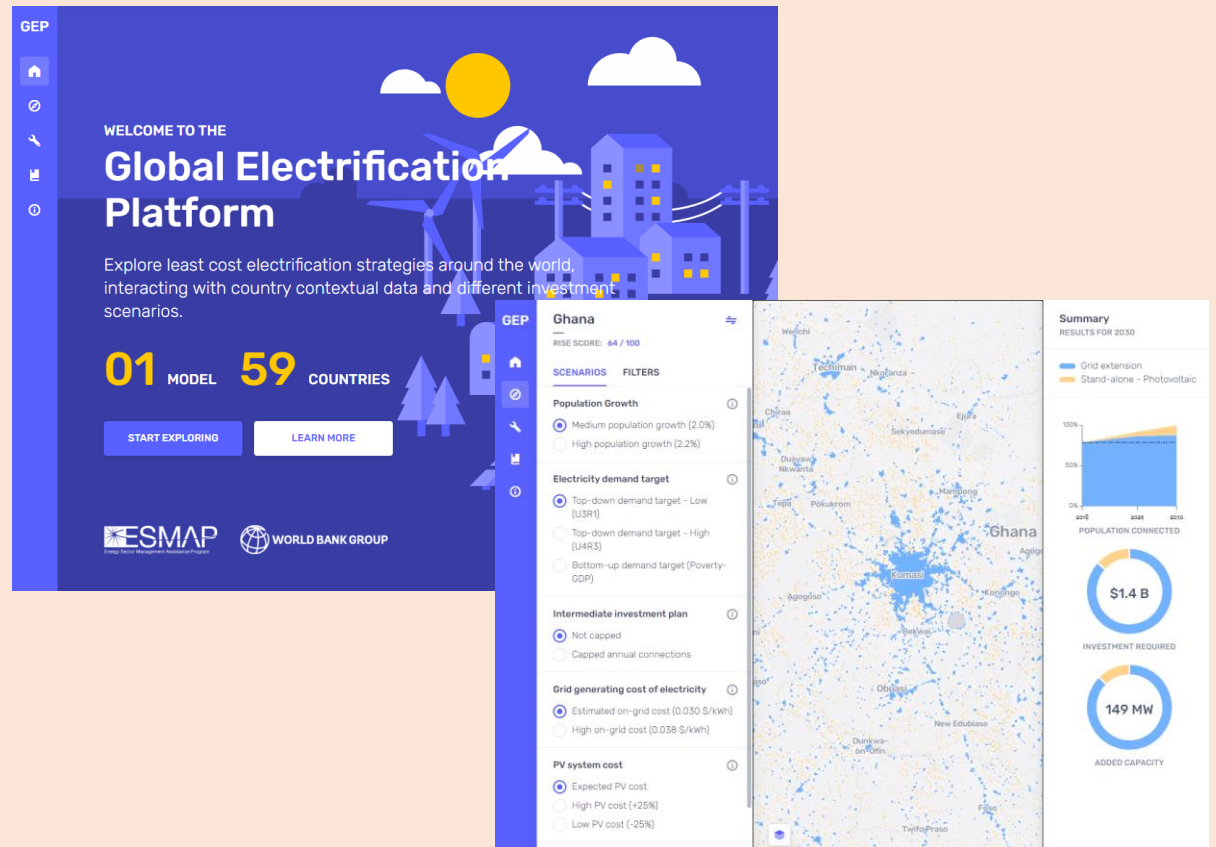
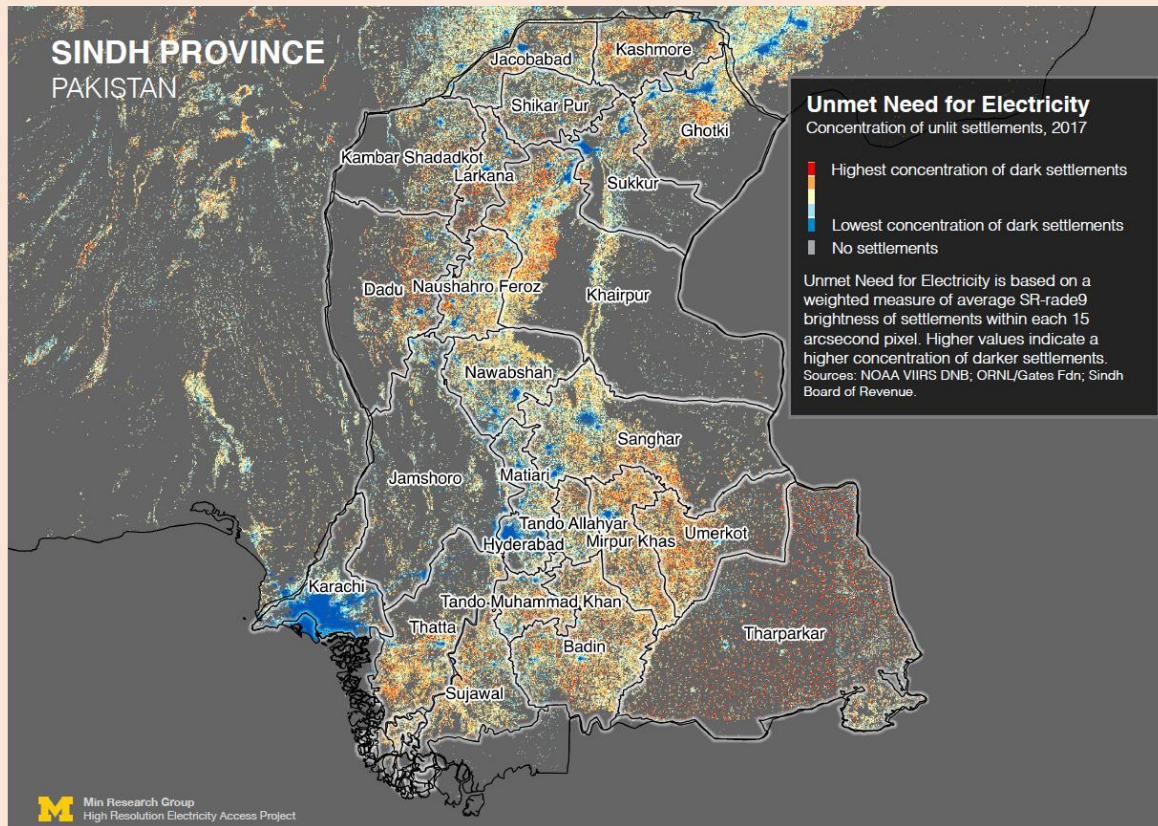
*World Development Report 2021:
Data for Better Lives:*

innovations in repurposing and combining public intent and private intent data are opening doors to development impacts previously unimaginable.



Combining public and private intent data already has **a proven record of accomplishment** in a variety of development areas.

Case study: Unmet need for electricity



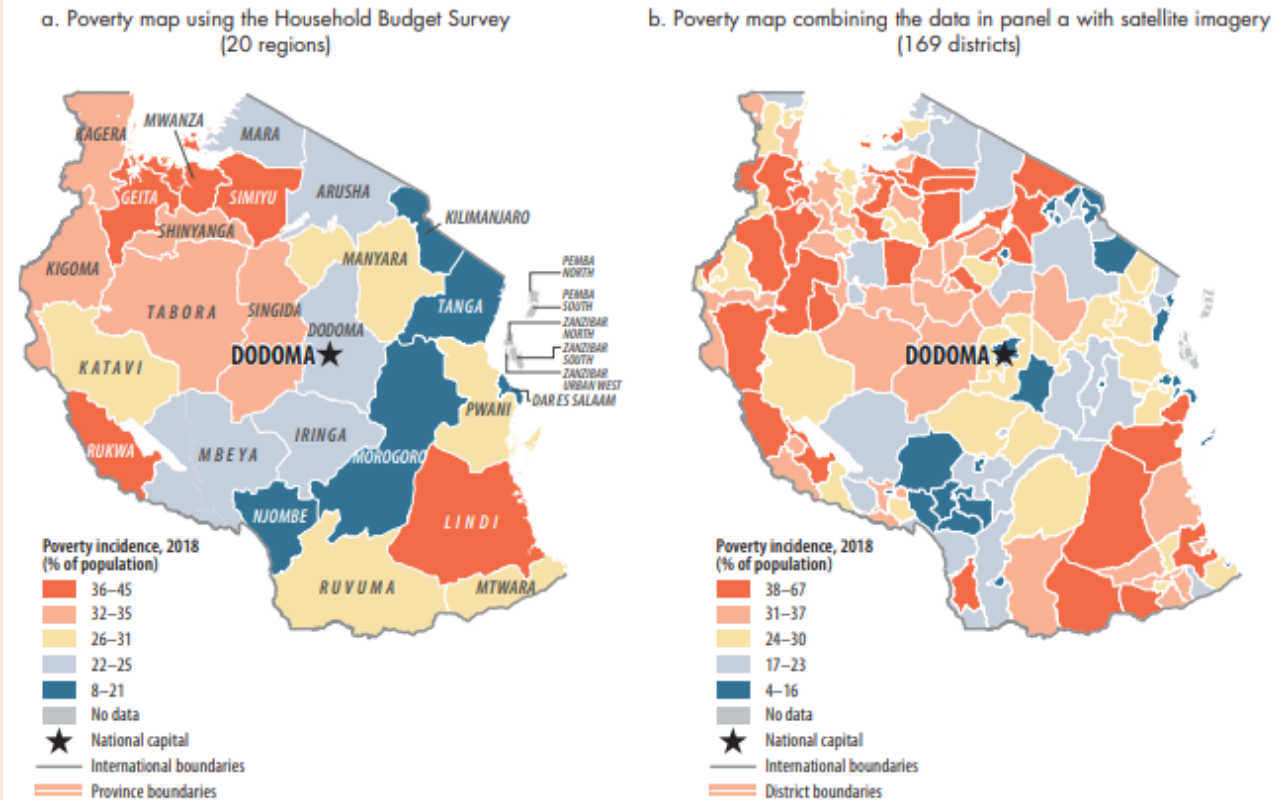
World Bank: *Unlocking the potential of private intent data for development*

Combining public and private intent data already has **a proven record of accomplishment** in a variety of development areas.

Case study:

In Tanzania, the government combined household survey data with satellite imagery data to **estimate poverty** for each of the country's 169 districts.

Map O.3 Combining satellite imagery with household survey data increases the resolution of the poverty map of Tanzania



Source: World Bank 2019. Data at http://bit.do/WDR2021-Map-0_3.

IBRD/TAN4642 | MARCH 2021

*Combining public and private intent data already has **a proven record of accomplishment** in a variety of development areas.*

Development Data Partnership:

*The World Bank, IMF, IADB, OECD, UNDP have joined forces to establish and expand the Development Data Partnership **between international development institutions and private companies** to explore how private intent data can be used for social good.*

*Through harmonized legal agreements and secure IT platform, the Partnership has supported **nearly 200 projects** that address the Sustainable Development Goals, using private intent data.*



*It is important to also recognize the **challenges** around the integration of public intent and private intent data.*

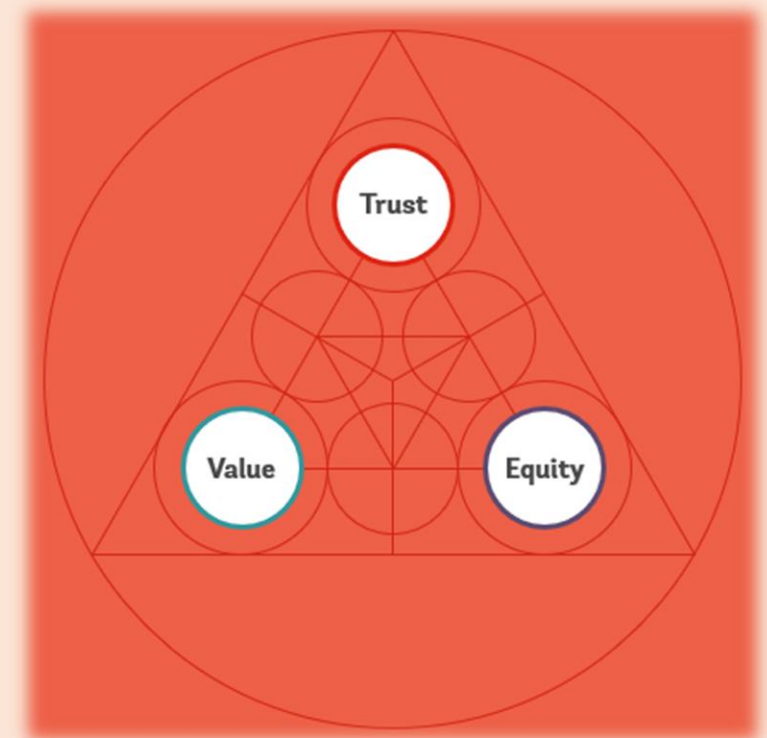
Main challenges:

- 1. Private intent data can be difficult to understand, monitor, and regulate. They may also miss the poorest or other marginalized populations and perpetuate **discrimination and biases**.*
- 2. Using private intent data for effective policy making also requires short- and long-term coordinated **investments** in capacity-building, data partnerships, research, and IT infrastructure.*
- 3. Best practices and **guidelines** need to be developed.*



Conclusion

The World Development Report's new social contract for data:





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Thank you!

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