Open Data + Big Data for a Better Mexico

Mexico Government has designed a National Digital Strategy that includes data usage for the development and improvement of public policy. There has been defined several Mexico Country Challenges where the goal is the analysis, modeling and evaluation using data as empirical support to the design process and impact of public policies to solve Mexico Challenges.

The initiative includes the development of tools to ensure privacy and management of confidential or personal data along with public information open for research and analysis, and also considers the development of statistical models to answer research questions to help design, tune and evaluate public policies.

Some Challenges to solve using Open Data + Big Data that have been defined are: Social prevention of violence, Natural disaster relief, Maternity mortality prevention, Migratory national distribution.
We will share how Open Data + Big Data initiative evolution with open collaboration in Mexico.

Examples:
Social Prevention of Violence
Understand the evolution of hotspots and criminality rates through mathematical models that explain how those hot spots develop.
Expected outcomes and learning:
- Identify the characteristics of the context or activities that result in high delinquency levels
- Understand the ecology of criminal activity and its implications for a

prevention policy

Disaster Relief
Understand the pattern of movement and evacuation of people after a natural disaster
Expected outcomes and learning:
- Identify the most vulnerable populations
- Identify the priority roads that should be unblocked as well as the best location of shelters

Cruzada contra el Hambre
Understand how current beneficiaries of social programs are using the subsidies as well as locate former beneficiaries to understand the impact such programs had in improving their quality of life. This should help improve the focus the Cruzada program.

Expected outcomes and learning:
- Offer an alternative metric to traditional evaluation approaches
- Detect failures in public policy design and improve it
- Develop more comprehensive and better guided programs

Digital Economy
Understand the incentives, the profile of interested communities and the potential behind crowdfunding strategies

Expected outcomes and learning:
- Identify the potential of crowdfunding to help informal economy to move to the formal economy
- Identify the motivation, fears, risks and opportunities for crowdfunding on a more qualitative way.