Running an Open Data Common: a Return of Experience
JUST START
How do I choose the best product?
**Too much information to digest**

**TENDRE GENOISE RECOUVERTE D’UNE MARMELADE D’ORANGE ET D’UNE COQUE DE CHOCOLAT FIN - Ingrédients :** Marmelade d’oranges 41 % [(sirop de glucose-fructose, sucre, pulpe d’orange 4,5 %, jus d’orange concentré 1,4 % (équivalent jus d’orange 7,8 %), pulpe d’orange concentrée 0,6 % (équivalent pulpe d’orange 2,6 %), gélifiant (pectines), acidifiant (acide citrique), correcteurs d’acidité (citrate de calcium, citrate de sodium), arôme naturel d’orange, épaississant (gomme xanthane)], chocolat 24,9 % [sucre, pâte de cacao, beurre de cacao, graisses végétales (ilipe, mangue, sal, karité et palme en proportions variables), arôme, émulsifiant (lécithine de soja), lactose et protéines de lait], farine de blé, sucre, œufs, sirop de glucose-fructose, huile végétale (colza), poudre à lever (carbonate acide d’ammonium, diphosphate disodique, carbonate acide de sodium), sel, émulsifiant (lécithine de soja). Peut contenir sésame.

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**INFORMATION NUTRITIONNELLE / VOEDINGSWAARDE-INFORMATIE / NÄHRWERTANGABEN**

<table>
<thead>
<tr>
<th></th>
<th>100g</th>
<th>1 biscuit (12,5g)</th>
<th>%* / biscuit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Énergie / Energie / Energiewert</strong></td>
<td>1675 kJ/400 kcal</td>
<td>210 kJ/50 kcal</td>
<td>3 %</td>
</tr>
<tr>
<td><strong>Graisses / Vetten / Fett</strong></td>
<td>12,5 g</td>
<td>1,6 g</td>
<td>2 %</td>
</tr>
<tr>
<td><strong>dont acides gras saturés / waarvan verzadigde vetzuren / davon gesättigte Fettsäuren</strong></td>
<td>6,1 g</td>
<td>0,8 g</td>
<td>4 %</td>
</tr>
<tr>
<td><strong>Glucides / Koolhydraten / Kohlenhydrate</strong></td>
<td>66 g</td>
<td>8,3 g</td>
<td>3 %</td>
</tr>
<tr>
<td><strong>dort sucres / waarvan suikers / davon Zucker</strong></td>
<td>49 g</td>
<td>6,2 g</td>
<td>7 %</td>
</tr>
<tr>
<td><strong>Fibres alimentaires / Vezels / Ballaststoffe</strong></td>
<td>2,0 g</td>
<td>0,2 g</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td><strong>Protéines / Eiwitten / Eiweiss</strong></td>
<td>3,5 g</td>
<td>0,4 g</td>
<td>1 %</td>
</tr>
<tr>
<td><strong>Sel / Zout / Salz</strong></td>
<td>0,36 g</td>
<td>0,045 g</td>
<td>&lt;1 %</td>
</tr>
</tbody>
</table>
Let’s start building an Open Data Database!

- Started in 2012 by Stéphane
- Talking to a lot of different people
  - understanding a lot of very different needs around food
- Open Data - Open Source from the start
  - ODbL / CC-by-sa / AGPL
- a model: OpenStreetMap

Yes We Scan!
A small but active community

- Only volunteers
  - coders
  - but also contributors with passion for food and data
  - 16,000 data contributors in 2019

- Very low budget
  - only cost: servers
  - sponsored hosting
  - direct donations by general public
Getting first impact

- Data grows slowly but surely
- Starting to see really interesting use cases in data
  - analysis
  - usage
- Trying to impact major social challenge: health
  - five color score
  - Nova
Impact becomes bigger

- Five colors score becomes **Nutri-Score** and Open Food Facts is part of the story
  - as an important asset to calibrate it
  - as the main media to spread it
  - fosters an ecosystem
- Some **3rd party apps** begin to have success
- Appearance in a popular **primetime show**
NOW A DIGITAL COMMON
A Clear Mission

Empowering consumers, producers, researchers, governments... to measure and change at large scale the impact of food on our health and on the planet.
A clear vision

The virtuous circle of food transparency

- **Data**: Open and reusable for a multitude of products
- **Products**: Healthier products, with a lower environmental impact
- **Usages**: Scientific knowledge and numerous applications
- **Enlightenment**: Better-informed users and food producers
- **Commitment**: A more engaged community of contributors & raised awareness

Source: Open Food Facts
A Big Database

The database as a lot of products and it’s growing

2.5 million products on openFOODfacts

#YesWeScan

More Data → More Usages → More Value

More Contributors → More Impact
A Large Ecosystem

A lot of re-users heavily rely on it:
- Mobile applications
- Startups
- Researchers

Nutriscore spreads in Europe
With new challenges

- Even if motivated, it’s still a relatively Small Community behind the scene
- There are always more solicitations
- Managing Data Quality is even more a challenge
- Technical debt is growing
- Infrastructure is under pressure
Get funding

- A chance that Santé Public France identified systemic role of Open Food Facts
- Google Impact Challenge selection also thanks to project notoriety
- **A red line:** no funding from agro-industry
Growing a permanent team

- At a controlled pace
- Beware the risk for the project to lose its Spirit
- Mind the gap with the volunteers
Involving new actors: Producers Platform

Producers sending their data to Open Food Facts
Reaching a larger public: a new mobile app
Empowering contributions

Contributors
add data and photos

“Business Rules”
structure data
identify errors

Machine Learning
Makes contributions
easier and more effective

Community
helps
reviews
fix
Launching new projects faster: ECO-Score

2020 - French government launches an initiative for a standardized environmental label

640,000 products scored

Low environmental impact

Very high environmental impact

Retailers adopt the Eco-Score

Development of the Eco-Score in 50 countries using AI

Adjusted by a consortium of food and digital experts
Keeping a vibrant community

- Meeting at Open Food Facts days
- Be welcoming, value diversity
- Work together to define the future
• On boarding process
• Documentation matters
• More coordination needed
• Technical debt can hinder contribution
Going global

- Can we bootstrap self-sustaining local communities
- Can we decentralize
Measuring impact

- 57 scientific articles based on or citing Open Food Facts
- 3 Million/month visitors
- Action metrics are easy
- Impact is harder to measure and prove
Address more in a sustainable way

- **Horizontal**: more products type
- or **Vertical**: more data on products
- what should we **do**, or let do to re-users or other open-source projects
Most fundings wants new projects

Harder to fund the common
- nurturing the community
- continue growing database
- fixing bugs
- following specific inspirations

How to balance sources?
- public / private / general public
Crowdsourcing means you need contributors which in turn need a desirable goal.

Secure data acquisition

- Should you avoid competition with your re-users?
- Which are the win-win collaborations?
JOIN THE FOOD REVOLUTION
Contribute as

**An informed consumer 🍫ovation**
- By **using the Open Food Facts database** to make better food choices for you & for the planet
- By **adding new products or filling in the missing data** (this ensures more scores get displayed).

**A volunteer 🧡**
- Help us build this community project by sharing your skills in:
  - Tech
  - Communication
  - Copywriting
  - Mentoring
  - Admin and many other aspects!

**A producer 🏬📦**
- **regain control** over public data
- **get tailored & free recommendations** to improve your products
- **spread a positive brand image**
- **get access to benchmark tools** for **advanced analysis**.

**A donor 🙌**
- Information about what we eat is of **public interest** & needs to be public, free and open.

Your donations ensure the **non-profit’s complete independence** of the food industry.
THANKS

contact@openfoodfacts.org