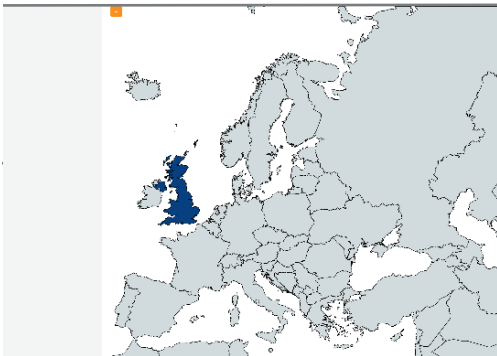


## DATADIVE IN LONDON

Software, sensors and mobile phones produce a goldmine of data. Today, most companies are working closely with data scientists to get the most out of this data to better serve their customers. DataKind works with non-profits to uncover the power of data science and predictive analytics for their mission-driven organizations. Through a DataDive or two-day hackathon-style event, DataKind brings together volunteer data scientists and social change organizations to solve key problems in their communities.

A group of 'Data Ambassadors' or experienced volunteers work closely with the nonprofits during the six weeks leading up to DataDive to identify the most salient data questions, and to prepare or 'clean' the datasets for the DataDive. Participating in a DataDive serves as a unique opportunity for volunteers to learn and test out new skill sets, build cross-industry connections, and utilize their data science talents to produce actionable, meaningful results for mission-driven organizations.



### Beneficiary group

The 2019 DataDive worked with 3 non-profits:

- *Street League* supports unemployed 16-24 years old to move into employment using the power of sport, teaching them key life and work skills they need for sustainable employment.
- *Mind* is driven by the needs of people experiencing mental distress by offering a wide range of services and support in London.
- *The Mix* provides a free, confidential multi-channel service offering support for under 25 year olds - so that all young people are be able to make informed choices about their physical and mental wellbeing, to live better lives.

### Budget

\$25,000

### Primary outcome

DataKind helps charities to harness the power of data science to boost their impact and make meaningful contributions to the communities they serve.

### Goals

- **Turn ideas into technical projects** - Turn nonprofits' initial data challenges into a technical project scope that meets their needs.
- **Provide answers** – Use the DataDive event to uncover answers to the questions that the nonprofits have posed.
- **Build capacity** - Work with nonprofit partners to ensure that they develop a greater understanding of data use and data science and how to sustainably embed these skills in their organization.
- **Increase data maturity** – Improve the ability of the nonprofits to use data to develop their senior leadership's engagement in and understanding of predictive analytics; ensure that staff have the critical tools they need to use day to day.

### Milestones

The July 2019 DataDive was held at the Elsevier London office.

**100** data scientists involved, including 3 'Data Ambassadors' leading and managing the project after conception, and teams of 20-30 pro-bono data scientists supporting each non-profit throughout the weekend

**3** charities supported

### Level of evidence

Level 1	Quasi-experimental
Level 2	Pre-post or cross-sectional
Level 3	Point-in-time study
Level 4	Performance metrics/stats
Level 5	Anecdotal evidence

*DataKind measures impact by assessing organizational data maturity of the nonprofits before and after joining their programs (Level 2). DataKind also collects self-reported assessments of impact through a survey and a more qualitative discussion (Levels 4 and 5).*

### Future plans

The London chapter of DataKind run DataDive projects on a rolling basis and have organized 30 to date, 3 of which have been supported by the Elsevier Foundation. Our aim is to continue supporting this critical data change management work in the nonprofit sector.



Above: Nelly Lukwo (second from right), a reporting lead at Elsevier, talks with other volunteers at the London DataDive. The 2019 event was Nelly's second DataDive, after she participated in the 2017 one.



Left: The July 2019 DataDive at the London Appold St office was made possible by a dedicated team of colleagues from the technology teams in the UK.

“Having a company like Elsevier involved helps because it’s been through that journey to become much more data driven. There are challenges that Elsevier has overcome, and it’s a similar conversation to the one we have with the non-profits.”

— EMMA PREST, Former Executive Director, DataKind UK