Partnership for exploiting innovative sources: Istat experiences

Partnership on scanner data project

Scanner data are strategic to improve the quality of CPI/HICP
This topic is at the center of the debate on consumer price statistics

- In Italy the structure of the operators of the retail trade modern distribution is on average quite complex with a wide variety of business formulas (economic groups, cooperatives of consumers or retailers, with relatively autonomous territorial divisions)

- Greater fragmentation with respect to other European countries. In UK (61%), Germany (61%), France (54%) and Spain (53%) the first three groups concentrated in 2012 more than 50% of the turnover of retail trade of modern distribution; in Italy this figure about 35%
Partnership on scanner data project

Opening and establishing a relationship with the large scale retail traders

The need to find single “door” through which coming into contact with the chains of the modern distribution, avoiding the risks coming from the partial fragmentation

• GS1 Italy (Indicod-ECR) was identified as the “door”

The main companies of the modern distribution operating in Italy are represented in Indicod-ECR (GS1 Italy) by ADM Association – Association of Modern Distribution. ADM was formed in 2003 and it includes 900 Associates and over 32,000 outlets with a turnover of nearly 160 billion euros

Partnership on scanner data project

Scanner data received: main characteristics

• Istat received the data (and is receiving their regular update) of six chains (Coop Italia, Conad, Selex, Esselunga, Auchan, Carrefour, covering almost 57% of the turnover of modern distribution), 37 provinces, with data referred to two years back

• Data belong to Grocery products

• Weekly data (turnover and quantity) referred to each outlet

• In 2015 the entire Italian territory will be covered by the provision of scanner data
**Partnership on scanner data project**

**Key aspects for partnership**

**Commitment**

- Mutual commitments: ADM to guarantee data provision, Istat to further detail the information about inflation compiling and disseminating indices by distribution typology

**Risks**

- Informal agreement
- The passage through Nielsen

**When and how dealing with the risks**

- Before scanner data will be entered into the production process of compiling consumer price indices
- Through the definition of formal agreements that, above all, guarantee the continuity of data flow to Istat and the define mutual obligations
- Preferably accessing the data directly and not through Nielsen

**Partnerships with Mobile Network Operators (MNOs)**

**Use of mobile phone data for official statistics**

**The purpose**

- The aim is to integrate existing population and flow statistics on individual mobility (principally based on administrative sources) with the continuously up-to-date estimates obtained from mobile phone data provided by Mobile Network Operators (MNOs)
- New information in a variety of areas!

**The project “Persons and Places” (2013-2015)**

- The aim was to produce estimates whose reliability is comparable with those obtained by using survey (census) and administrative data

**Partnership**

- Public actors:
  - The National Research Council (CNR)
  - The University of Pisa
- MNO:
  - WIND (Telecom provider)
Partnerships with Mobile Network Operators (MNOs)

Key issues

Access to data ➔ How to obtain access to data on an ongoing basis

- For the time being, Istat has experimented the Access by a trusted third-party partner, in the pilot for «Persons and places» project, where CNR and University of PISA acted as third-party in processing WIND data.
- Istat is going to experiment for the first time transmission of data to NSI for processing and analysis (forniture of CDR from WIND)

Cost ➔ How to evaluate costs related to a new partnership

- Mobile phone data should be considered as a public good, and as such there should be no cost related to their transmission from MNOs to the NSI. ➔ This has been the case in the pilot for the project «Persons and places»

Partnerships with Mobile Network Operators (MNOs)

Key issues

Legal framework and privacy and security ➔ The need to promote the setting-up of a clear legal framework and to address privacy and security issues

In Italy:

- the availability of mobile phone data should be granted in case their use for official statistical purposes has been introduced in the National Statistical Plan. In that case, the MNO can not refuse to make data available
- the access and restrictions to the use of mobile phone data are regulated by the «Guarantor for Privacy».
- At the moment, only anonymised CDRs can be transmitted from a MNO to the NSI, and the aggregated data cannot be disseminated if they identify subgroups of less than 4 for people.
- Moreover, data in the NSI premises must be protected against unauthorised access: only identified persons can have access to them
Partnerships with Mobile Network Operators (MNOs)

Key issues

Data integration ➔ How to improve existing techniques for data integration among different (private) sources

In the processing phase, integration of other sources of data at micro or aggregated level may be required.

In the «Persons and places» project aggregated data derived from administrative sources were integrated to aggregated data obtained by CDRs.

This has been possible because the relation with the third party (CNR and University of Pisa) was regulated by a specific research agreement.

In case of in situ access this has to be convened with the MNO.

Partnerships with Anticorruption Authority (ANAC)

Istat has established a partnership with the National Anticorruption Authority

The partnership is based on formal agreement and involve multidisciplinary skills (legal, statistics, computer science, business)

• Purpose:
  better understanding of the corruptive phenomena and analysis of the underlying factors to identify preventive measures and national policies based on complete and reliable information.

• Activities:
  ➢ Development of knowledge on the corruption phenomena and analysis of factors of corruption, implementation of surveys on perception and experience of the phenomenon;
  ➢ Development of indicators, also in view of better international benchmarking
  ➢ Cooperation on standard costs;
  ➢ Integration of sources in compliance with the rules on statistical confidentiality;