

Principles of good data



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Make data work for people

Good data starts with the right questions. Questions help us make sense of the world, and it's the same with data. Data should be useful, solving real problems and helping people make better decisions.

Enable collective ownership

Data is a shared resource, and responsibility for its accuracy, security, and use should be distributed rather than controlled by a single person

Context matters

Data does not exist in a vacuum - understanding its origins, meaning, and limitations is crucial to avoid misinterpretation and misuse.

Use data for conversations

Data should be a tool for discussion, learning, and collaboration, rather than just a static output or a final answer



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Keep Data Actionable

Data should be collected, presented and talked about in ways that lead to meaningful action rather than just accumulation of information

Design for Adaptability

Data systems should be flexible enough to evolve as needs, technology, and circumstances change

Open by Default

Data should be open and accessible unless there are strong reasons to keep it restricted, such as privacy or security concerns

Minimise Friction

People should be able to contribute, access, and use data easily, without unnecessary complexity or barriers



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Govern Data for Collective Benefit

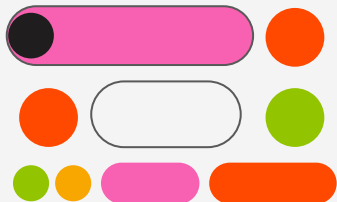
Data governance should be transparent, inclusive, and accountable, ensuring that data benefits people, communities, and the environment rather than concentrating power or enabling harm.

People should have a say in how data that affects them is collected, shared, and used.

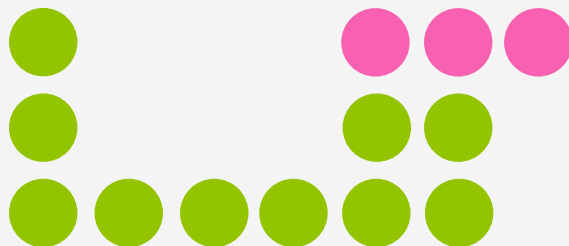
Build on What Exists

Instead of duplicating efforts, use and improve existing data sources, standards, and infrastructure to create more value.



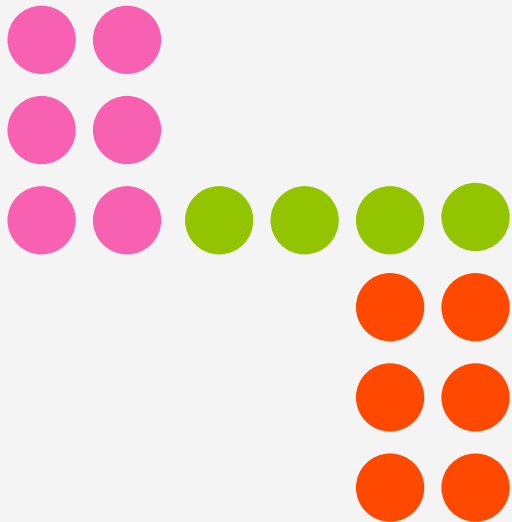


Make data work for people



Enable collective ownership

data
for
action

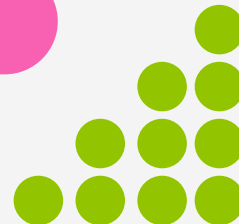


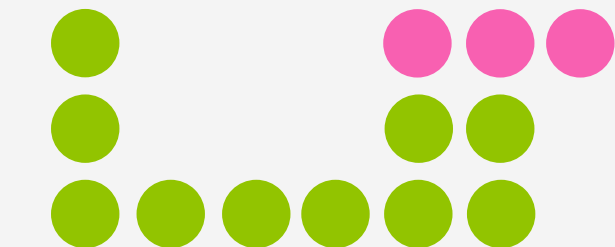
Context matters



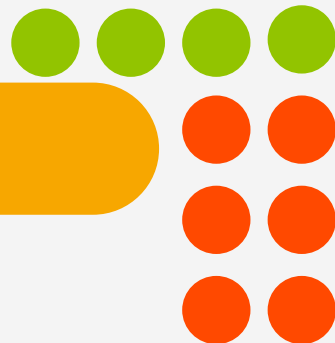


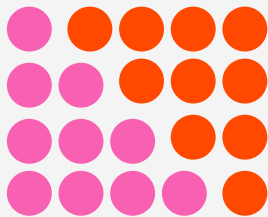
Use data for conversations



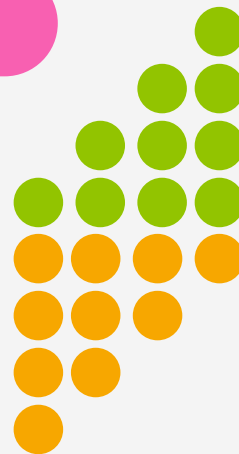


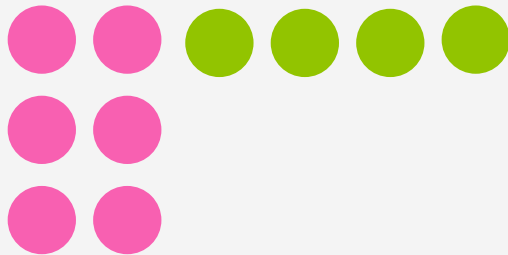
Design for Adaptability





Keep Data Actionable





Open by Default







Build on What Exists





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