User-Driven (FerryBox) Monitoring
Lessons learned in Finland

Juhani Kettunen & Seppo Kaitala, SYKE, 5th FerryBox Workshop, 24.4.2013
Monitoring strategy 2020 (launched 2011)

- **Goals derived from customer/decision maker needs**
  - International and national agreements
  - More detailed analysis of clients/needs
  - New products for new customers
- **More and of better quality over the whole production-chain**
  - From sectors to integrated entireness
  - Prioritized and optimized systems
  - Making use of "new technologies"
  - Citizen science and crowdsourcing
  - Labor division between public and private sector
- **From history writing to forecasting and real time estimation**
MONITOR-2020

- Development program for monitoring
- Under preparation – 2012
- Officially launched in March 2013

- Main tool in the preparation phase: Value-chain analysis
Value-chain analysis

Field work ➔ Laboratory ➔ Data storage ➔ Production ➔ Secondary prod. ➔ Solutions

- Data delivery
- Information delivery
- Knowledge delivery
Main results

- Bureaucrats can be right (can you believe):
  - We are not good in serving our customers (hardly know them)

- We are at our best in spending money
Value-chain: Data - Information - Knowledge - Solutions

Production oriented chain
- Excellent quality
  - Certified sampling personal
  - Accredited laboratories
- A lot of information potential not used
- Far from real timeliness
Value-chain in "figures"

Costs to be covered

Costs

Benefits

Sampling
Laboratory
Data handling
Storageing
Reporting
Further production

Costs

Benefits
Solution: New roles of public and private actors

Harmonization/standardization

Information storaging

Primary production

Bucket information

Knowledge

Delivery

Labor division between public/private

Private/public delivery
Solutions

**Feature of data**
- High quality
  - Representativeness
  - Adequacy
  - Reliability
  - Accuracy
  - Precision
  - Promptitude

**Ability to serve**
- Ability to serve
  - Up-to-date
  - Low price
  - Availability
  - Ease of finding
  - Understandability
  - Ease of use
  - Combinability
  - Right viewpoint
  - Attraction

**Desired impacts**
- Desired impacts
  - Use
  - Trust of clients
  - Satisfaction

**Presentation, layout**

**Consumer satisfaction**

**Solutions**

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Traditional model

Alg@line-type model
Other keys for new

- Open data-policy
- GIS
- Censor technology
- Remote sensing
- Mobile technology
- Crowdsourcing
- Data fusion/assimilation
- Models
Decentralised storage saves and lowers risks

Open boundaries, Rules of game,
GIS combines data-sources
Mobile technology shortens value-chain and helps in crowdsourcing
Censor-technology bring real-time and helps in outsourcing
FERRY-BOX

Easily fulfils most of the criteria

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**Feature of data**

**Presentation, layout**

**Consumer satisfaction**
Congratulations Alg@line 20
Thanks!