



PD MANAGEMENT CONSULTING LIMITED

# Trusted Data Observatory

Geneva Data Community

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# Reminder to date

- Feasibility report November 2024
- Development of a Trusted Data Observatory
- Geneva to be the home of the TDO
- Challenge in finding trusted data sources in a crowded un-regulated data market
- Metadata is the key – essentially the map/compass to support the visibility and discovery of data
- Need to make metadata AI enabled – open and machine readable
- Now moving into the implementation phase



# The burning platform?

- Crowded data market – competitive & unregulated
- Difficulty in finding/discovering “trusted” – Data Swamp
- Influence of AI on the user community
- Convenience generation – want everything now
- Misinformation and Disinformation



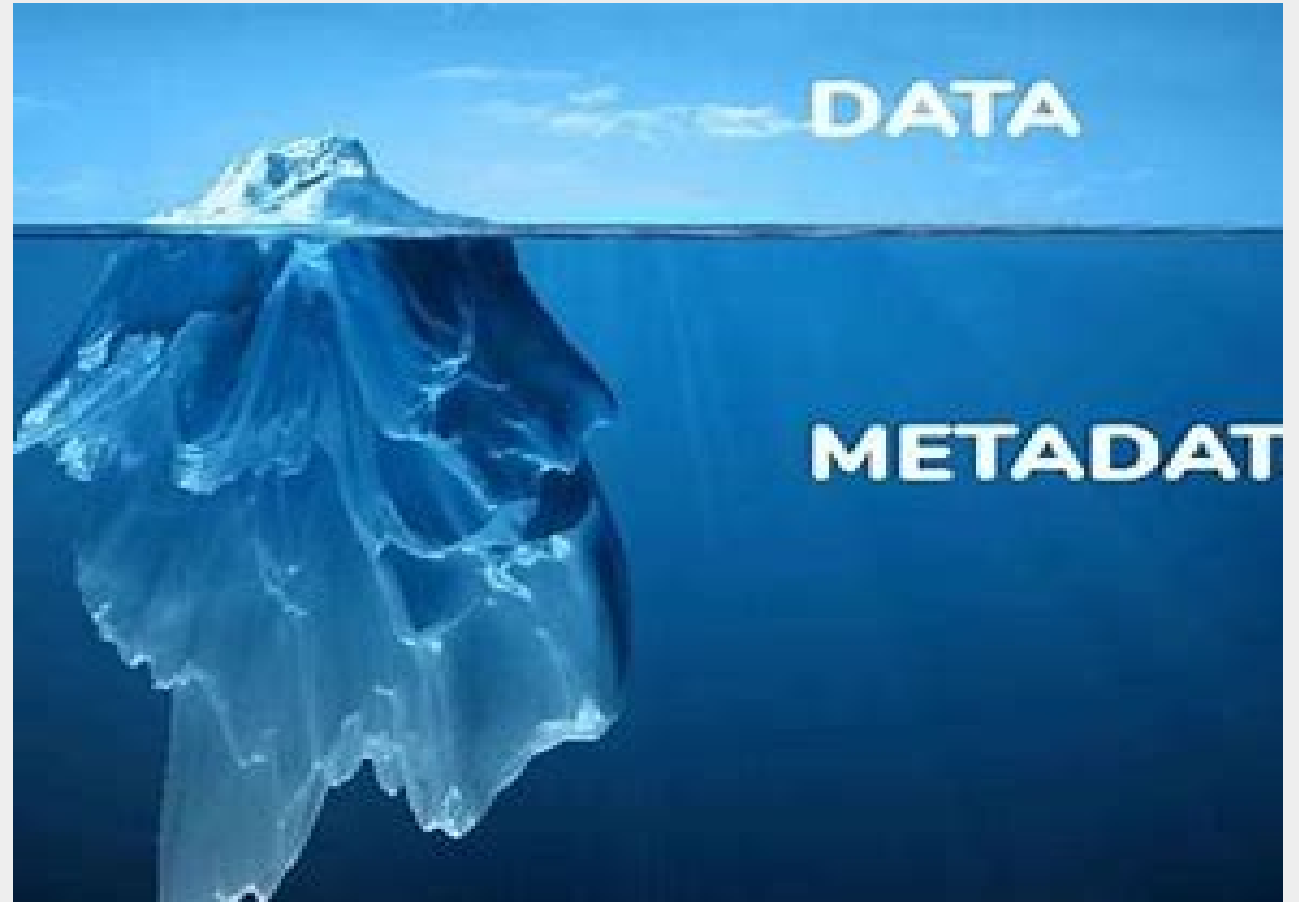
# The need for a Compass!

- We can't use, what we can't find, and don't TRUST
- Visibility
- Discoverability
- Accessibility



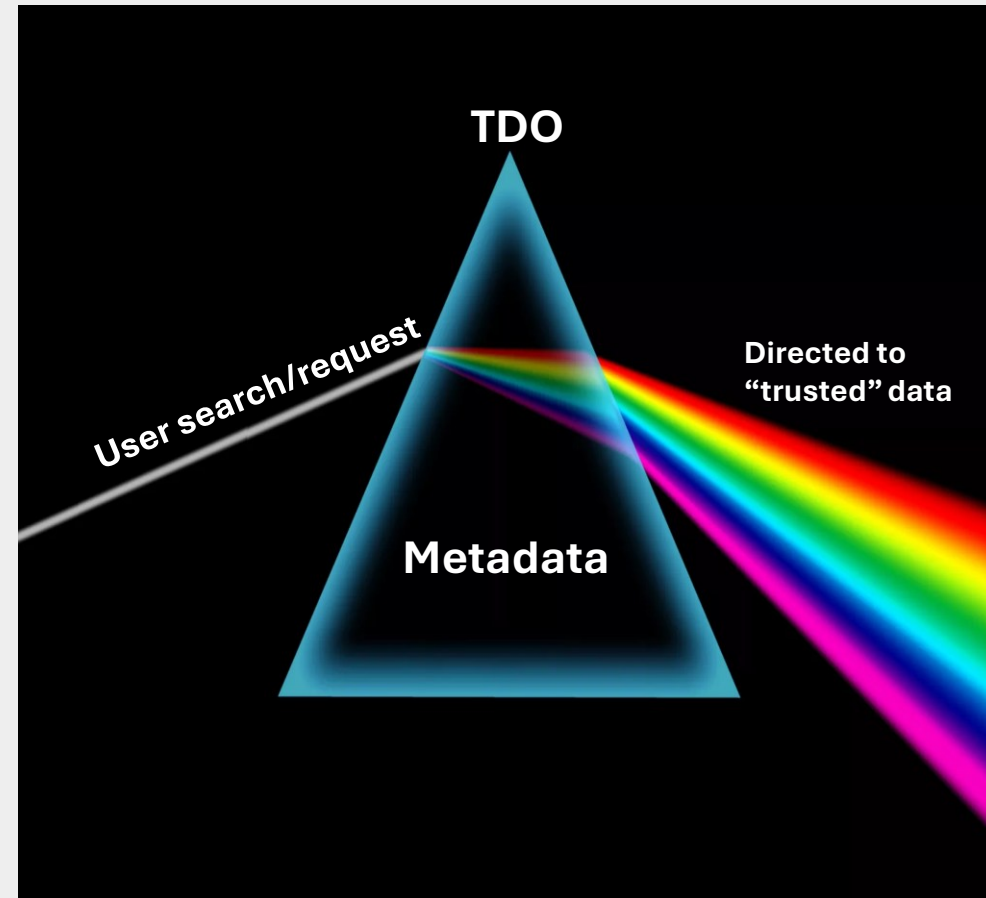
# What is Metadata?

- Metadata is “data about data”
- Traditionally find “metadata” through “data” – very much still the case
- But we now operate in a “machine readable” world
- Means we need to invert the graphic
- Metadata is key to discovery and transparency
- Minimum Viable set of Metadata (MVM)



# Global Metadata Platform – Trusted Data Observatory

- Metadata Platform **NOT** a Data Platform
- Data stays where it is
- Decisions on access rests with Data Compiler
- Only supports discovery of Trusted data
- Focus is metadata to support - Discovery, Comparability & Accessibility
- Machine readable and AI enabled
- Harmonised and standardised metadata





# Phase 1 – Key elements

- Planning
- Operationalise governance
- Influence – Who, when, how
- Stakeholder engagement
- Develop first prototype
- Risk identification and mitigation
- Broader engagement and influencing



# Phase 2 – Key elements

- Metadata – agree MVM and associated standards
- Specification for the TDO
- Hosting service
- Proof of Concept design
- Recruitment of PoC participants
- Engage with big tech – Open AI community (Chat GPT), Google (Gemini), Microsoft (Copilot)
- International engagement and influencing



# Phase 3 – Key elements

- Build the TDO
- Put hosting environment in place
- Train PoC participants
- Run the PoC
- Learn PoC lessons
- Update the TDO based on lessons learned
- Continue engage with big tech – Open AI community (Chat GPT), Google (Gemini), Microsoft (Copilot)
- International engagement and influence to drive usage and by extension value
- Sustainability



# Phases 4 & 5

- **Phase 4:** Review and refine the TDO post completion based on user experience
- **Phase 5:** Ongoing activity focussed on “on-boarding” and how the TDO can support the post 2030 agenda



# The value proposition

- Discovery and visibility
- Targeted search results/answers
- Training algorithms
- Drive usage of, and users to, trusted data
- API and AI enabled
- Contributes to fight against misinformation and disinformation



# Challenges

- Getting buy-in
- Standardisation and harmonisation of metadata
- Sustainability of the TDO
- Creating an active user base
- Engaging big technology companies to develop their AI algorithms and LLM's to use the TDO



# The user community – the audience

- Government's
- Policy makers
- Non-governmental organisations
- Business Community
- Civil Society – the Public
- The media/data journalists
- Research community
- Academics
- Data compilers
- Big tech – including Open AI, Google, Microsoft etc.



