



The Geneva Data Community: Bringing data, digital and AI together for better health

Summary of the meeting of 30 October 2025

Metadata platform

The first part of the meeting focused on the progress of the Trusted Data Observatory (TDO) project www.trusteddataobservatory.org, whose goal is to make reliable data more accessible and visible in an environment increasingly dominated by artificial intelligence (AI) and large language models (LLMs). The TDO aims to establish a common framework to connect and make discoverable datasets produced by trusted sources as national statistical offices and international organisations, using standardised metadata. The types of data concerned and the criteria to identify what constitutes « trusted » data, beyond official statistics alone, is a balance between a limited start and gradual extension of the scope of action. At the heart of the project lies a paradigm shift: moving from a data-centred approach to a metadata-centred one, to facilitate the searchability and interoperability of information in the AI era. The Federal Statistical Office (FSO) informed that the funds were secured from various philanthropic foundations and the Federal Department of Foreign Affairs. The project has officially been launched on 1st of October.

Participants emphasised the need to strengthen collaboration between public and private institutions, to ensure the quality and transparency of information, and to involve major technology companies so that their algorithms prioritise sources recognised as trustworthy.

The project is being implemented in several phases: the first focuses on governance and stakeholder engagement; the second on working on a common metadata standard; and the third on developing an operational prototype that will enable the automated discovery of trusted data.

Discussions also highlighted the importance of data literacy, clear communication with the public, and the creation of a sustainable economic model to ensure the long-term viability of the project. Participants agreed that the success of the TDO will depend on international cooperation, technical standardization, and the ability to make public data truly accessible and understandable to everyone, in the service of a better-informed society.

Partnerships for data

The second part was dedicated to WHO's renewed focus providing trusted, digitalized data for Health Systems impact and Universal Health Coverage. Within the new Division of Health Systems, Access and Data, the new department of Data analytics, Digital and AI has been created. This department renews focus on data, digital technology and artificial intelligence to strengthen resilient health systems. The use of reliable, high-quality trusted data, drawing on data science, digital technologies, governance and AI will improve the transparency, accountability and use of data for policies, programs and budgets. Department objectives will be achieved through four units: 1. Data, Standards & Analytics (manages health data standards and classifications and statistical comparability); 2. Digital Health and Information Systems (digital health and system interoperability and standards); 3. AI & Frontier Technologies (AI and emerging technologies security, ethics and regulatory frameworks); and 4. In-sights, Capacity and Operations (assessing national capacities and providing operational support to Member States).

The resulting discussion emphasised the role of partnerships, particularly with the Geneva community, universities and Swiss institutions, to build sustainable, trusted and equitable data systems. Several WHO tools and platforms were mentioned: the Global Health Observatory, the World Health Data Hub, WHO data principles, Health inequality monitoring, disease classification (ICD-11), and many others.

The discussion also included aspects of trust that go beyond purely the technical elements and standards to ensure quality data, but also the human and political factors, as trust is based on relationships, communication and transparency between institutions. Persistent challenges included lack of funding, some legal barriers, low adoption of certain tools, and the difficulty of reconciling interoperability, ethics and national sovereignty.

To conclude, the meeting emphasised the need for collaboration in support of trusted data, to strengthen national capacities, coordinate initiatives between partners and put reliable data back at the heart of public health and sustainable development decisions.

Follow-up

- I. The Project team of the TDO are currently working on Phase 1 of the TDO. Another project team member will also be supporting Pádraig Dalton on this project.
- II. A questionnaire has been sent out to launch the Phase 1 of the project. Please indicate your interest and how you would/could be involved in the TDO. The questionnaire is available at the following [link](#). Deadline is 14 November.
- III. The FSO will schedule the next meeting of the *Geneva Data Community*. An extended format may be used to include additional actors. Further information will follow in due course.
- IV. Please, take a moment to watch the video about the Trusted Data Observatory:
<https://www.youtube.com/watch?v=tE4nBL5GSrs>