

What are we interested in?

Data generated through everyday interactions with digital devices and platforms.



Physical environment, mobility and infrastructure

- Navigation systems
- Environmental sensors
- Public transport
- Satellite observations
- Connected vehicles



App-derived data

- Smart phone use
- Media consumption
- Games
- Gambling
- Workplace tools



Finance and economy

- Electronic payments
- Card transactions
- Job websites
- Real estate apps



Social media

- Networks
- Cultural participation
- Mis- and dis-information
- Recommendation systems



Consumer and retail

- Online shopping activity
- In-store behaviour
- Loyalty cards
- Checkout scanner data



Smart devices and sensors

- Wearable technology
- Medical IoT
- Smart agriculture
- Connected and smart home

What issues are we trying to solve?

- Data is hard to find & access
- Bilateral licensing creates inefficiencies, prevents interlinking, and creates reproducibility challenges
- Inequities in data access
- Lack of data → lack of tested, robust new methods, tools, ethical standards, governance practices

What's happened so far?



Funding opportunity

Deliver foundations for a transformation in digital footprint data

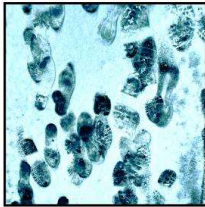
Opportunity status:	Open
Funders:	Economic and Social Research Council (ESRC)
Funding type:	Grant
Total fund:	£2,500,000
Maximum award:	£500,000
Publication date:	26 August 2022
Opening date:	26 August 2022 9:00am UK time
Closing date:	31 August 2023 4:00pm UK time

Timeline

- 26 August 2022 9:00am
Opening date
- 31 August 2023 4:00pm
Closing date
- 1 March 2024
Latest possible project start date

<https://digitalfootprintscommunity.org>

ESRC Digital Footprints Strategic Advice Team



Welcome!

The purpose of this webpage is to provide an overview of current and upcoming ESRC Digital Footprints Strategic Advice Team (SAT) activities and to provide ample avenues for stakeholders and community members to get involved and provide input. The ESRC's Digital Footprints programme presents an enormous opportunity for social and economic researchers across the UK and, to maximise the success of the investment, we are here to collect expertise and perspectives and also share opportunities widely.

This is a simple website by design, aimed to provide easy access to our formal activities, which include:

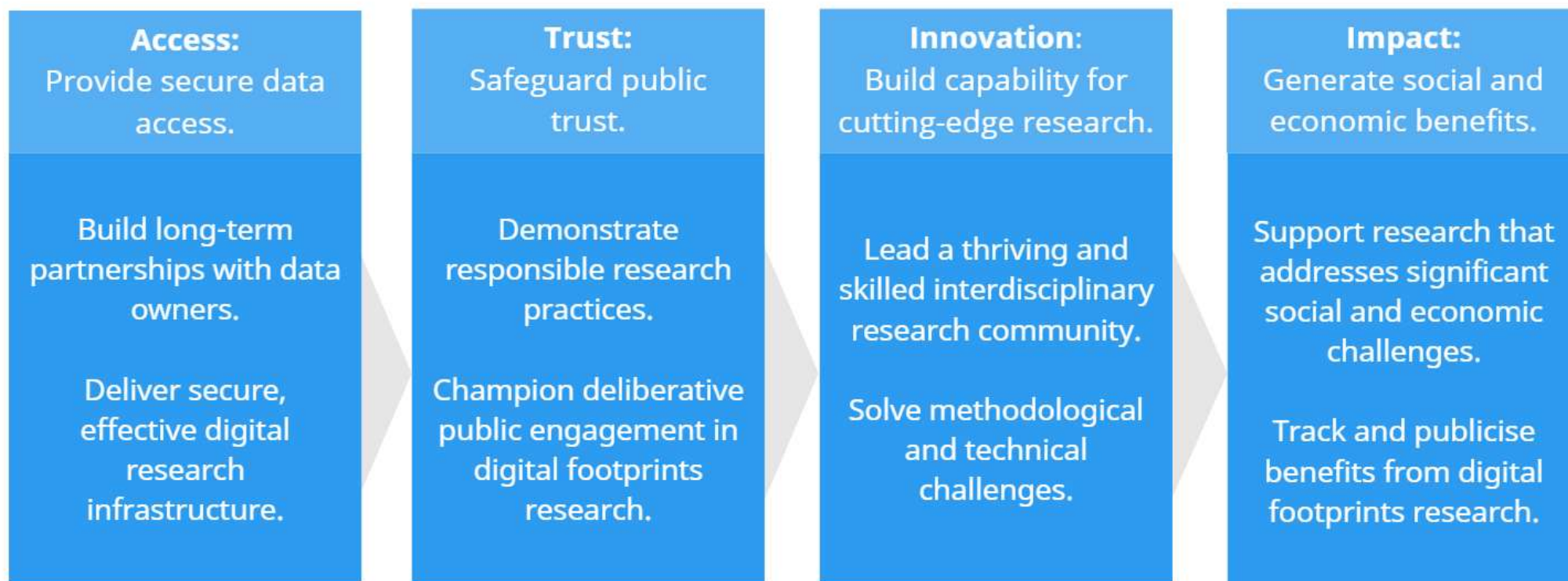
- Workshops
- Interviews and a questionnaire
- Digital Data Dives

We will review and digest the input we receive across these various activities, providing a series of reports and roadmaps, as we go.

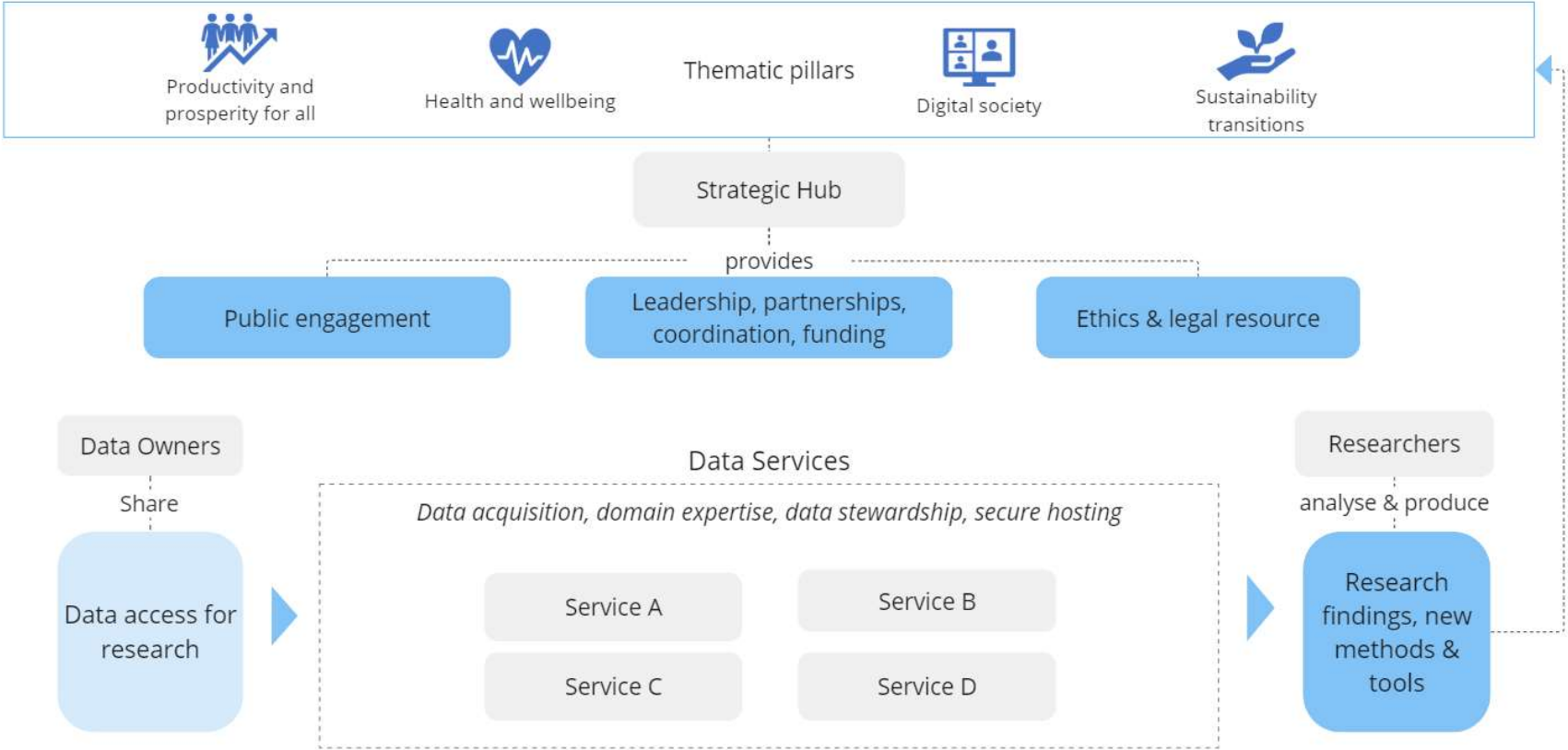
About the ESRC Digital Footprints Programme

An overview of the Digital Footprints programme and ESRC contact information can be found [here](#). As Phase 2 opportunities become available...

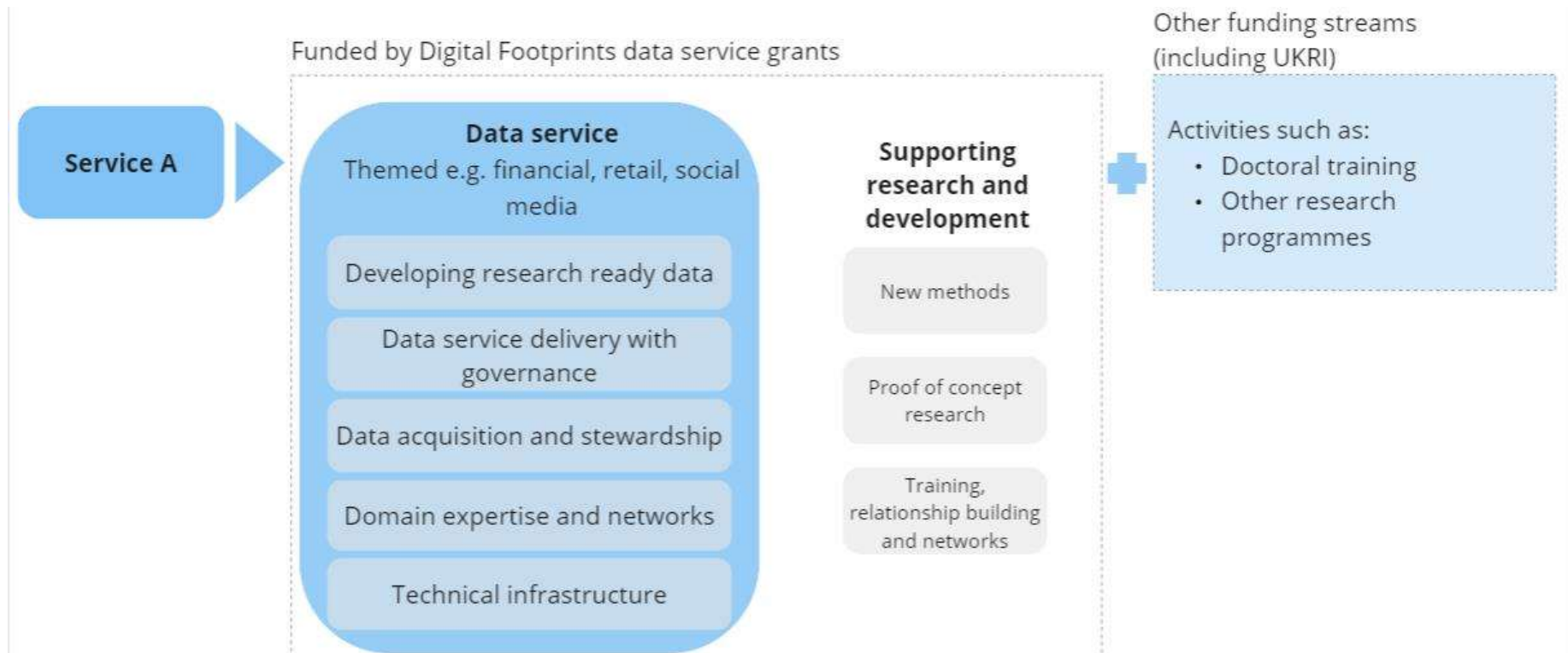
What are we seeking to achieve?



What are we going to do?



What are the data services going to do?



What will the accelerator programmes do?

- Methodological and technological development
- Capacity building
- Innovation grants
- Research
- Network building

What do we want from you?

- Advice and guidance on our Strategy
- Opening summer and closing in October 2023

What questions do we have on our strategy?

- Do you agree with how we have defined the data in scope?
- What advice can you share on our challenges and opportunities?
- Do you agree with how we have framed our aim and objectives?
- What do you think of the four proposed thematic pillars?
- Is our delivery approach the right one to meet our objectives?

What do we want from you?

- Indications of interest (light touch) to deliver phase 2 data services
- Opening soon and closing in October 2023
- Full call for data service proposals, early 2024

What are we seeking?

- A range of ideas
- Contribution to our four thematic pillars and beyond
- Teams of interdisciplinary experts
- Project partners
- High level costs

What do you need to know?

- Funding limits for indications of interest not set
- Funding: 2024 - 2029
- We will provide
 - informal feedback
 - connect teams
- You will not be held to indications of interest
- You can submit to the full call, regardless of whether you have submitted an indication of interest
- Indications of interest submitted via Citizen Space



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Thank you

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