

**EMPOWERING THE CARIBBEAN
WITH DATA-DRIVEN INSIGHTS**

Steering Committee Meeting

November 2024

Four Key Activities

Data
Communication

Creating Data Stories

Data Storytelling Training

Disseminating Data Stories

The Business of Data Storytelling

Stakeholder Engagement

Stakeholder
Engagement

1

**Collect, process,
analyze,
impactful data**

2

**Tell powerful, relevant,
timely, stories that
generate interest and
create engagement**

The Current Process is 50:50 “technology” and “human”

Stakeholder
Engagement

SCIENCE

RAW
DATA

Data
Scientists

FILTER
AND
ANALYZE

Data
Analysts

VISUALISE
INSIGHTS

ART

TELL THE STORY

Journalists,
Press Officers,
Marketeers

Foundational Technologies

How data stories are created and consumed.

FOUNDATIONAL TECHNOLOGIES

Stakeholder
Engagement

INTERNET

SOCIAL MEDIA

MOBILE/CELLULAR

CLOUD

RAW
DATA

BIG DATA ANALYTICS

FILTER
AND

VISUALISE
INSIGHTS

TELL THE STORY

Exponential Accelerated Development and Adoption

How data stories will be created and consumed.

FOUNDATIONAL TECHNOLOGIES

Stakeholder
Engagement

INTERNET

Web 3.0 [Decentralized] – Metaverse

SOCIAL MEDIA

Immersive [AR/VR] – AI-Powered

MOBILE/CELLULAR

5G/6G [Ultra-Fast] - Wearables

CLOUD

Distributed - Hybrid - Multi - Edge

BIG DATA ANALYTICS

Real-Time - Synthetic Data - GDPR, HIPAA

RAW
DATA

FILTER
AND

VI

Exponential Accelerated Development and Adoption

Extremely rapid deployment of LLMs is massive accellerant

Stakeholder
Engagement



COGNITIVE COMPUTING/AI

LARGE LANGUAGE MODELS [LLMs]

The Future of Data Storytelling

Stakeholder
Engagement

Automated Data-to-Story Process

Dedicated Digital Data Storytelling Website

Interactivity with AI components

AI Newsreader with Dynamic Narratives



The Future of Data Storytelling

Stakeholder
Engagement

Select level of detail

Select age appropriateness

Select length [headlines only?]

Select video/links

Directly interact with 'story'



((●)) FROM CARIBDATA CENTRAL

DENZEL

**INTRIGUING NEW STATISTICS
RECENTLY SHARED BY THE
BELIZE MINISTRY OF HEALTH AND
WELLNESS.**

ORIGINAL SOURCE: TVSEVEN@BTL.NET

BREAKING NEWS

IN THE LAST 24 HOURS

Type a message here

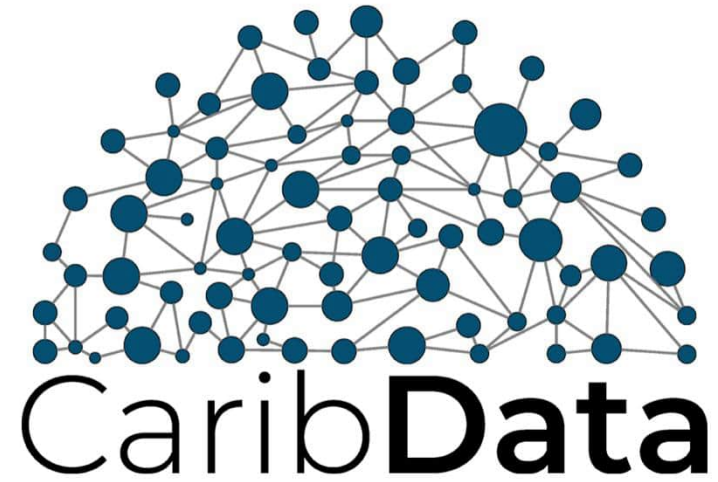
 Live Chat

Testing Results

1. Long delays in Denzil's (avatar) start of the news report.
2. When spoken to, Denzil responded well at times. However, most times he became silent and stopped responding altogether when spoken to.
3. Denzil would not respond via the message box prompt either.
4. Denzil's face would disappear for most of the interaction, as shown below.







EMPOWERING THE CARIBBEAN WITH DATA-DRIVEN INSIGHTS

[EXPLORE DATA STORIES](#)

ABOUT CARIBDATA COLLECTIVE

CaribDataCollective is a collaborative data initiative that brings together insights, storytelling, and community-driven intelligence to drive equitable growth across the Caribbean.




DISCOVER THE CARIBDATA PLATFORM


Explore our evolving platform, offering real-time insights, interactive data storytelling, and community-driven intelligence. By leveraging cutting-edge data visualization tools and regional collaboration, CaribDataCollective empowers decision-makers, researchers, and the public to uncover trends, analyze critical issues, and drive meaningful change across the Caribbean.

[LEARN MORE ABOUT THE PLATFORM](#)

GET INVOLVED WITH THE CARIBDATA COLLECTIVE

Join our growing community of data contributors, researchers, and change-makers. Whether you have insights to share, want to collaborate, or are eager to explore new data-driven stories, CaribDataCollective welcomes you.

 **Submit Data** – Help expand our dataset by sharing valuable insights.

 **Partner with Us** – Collaborate with us on regional data initiatives.

 **Join as a Data Storyteller** – Help translate raw data into compelling narratives.

[GET INVOLVED NOW](#)

CONTACT US

Have questions, feedback, or collaboration ideas? Get in touch with us and let's explore the power of data together.

Name

Email

Message

SEND



REUTERS
INSTITUTE



UNIVERSITY OF
OXFORD

News journalism is more diverse, and in many cases, better than ever.

Media organisations no longer gatekeepers,
platform companies control access to audiences.

Business models for traditional news processes are challenged

Digital media drives people to more diverse sources of information
“automated serendipity”

Journalism is losing people's attention, and in some countries, the public's trust

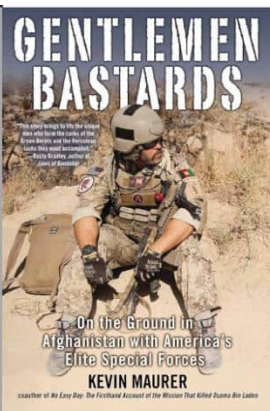
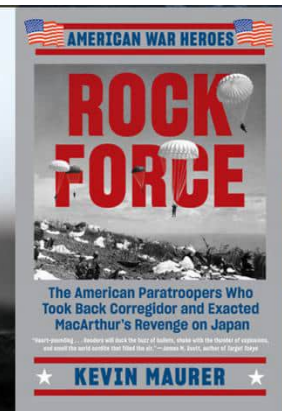
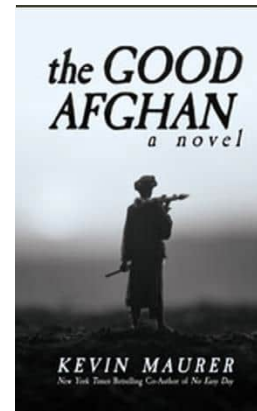
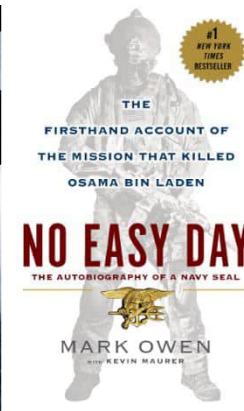
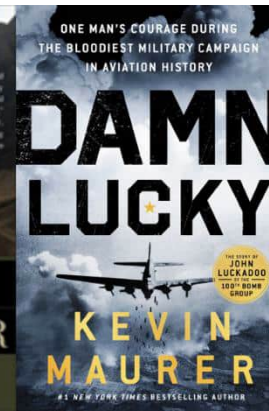
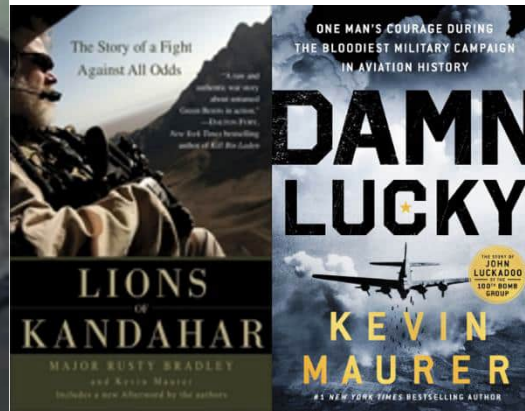


Kevin Maurer

DATA JOURNALIST

Pulitzer-Prize Winning Author, Media Specialist
New York Times bestselling co-author

- known for transforming complex data into engaging and understandable narratives
- track record of producing impactful stories for major news outlets and online platforms
- topics from public health to environmental issues
- worked in Ukraine, Afghanistan, Iraq, Haiti, and Africa
- incl. Washington Post, GQ, Men's Journal, The Daily Beast.

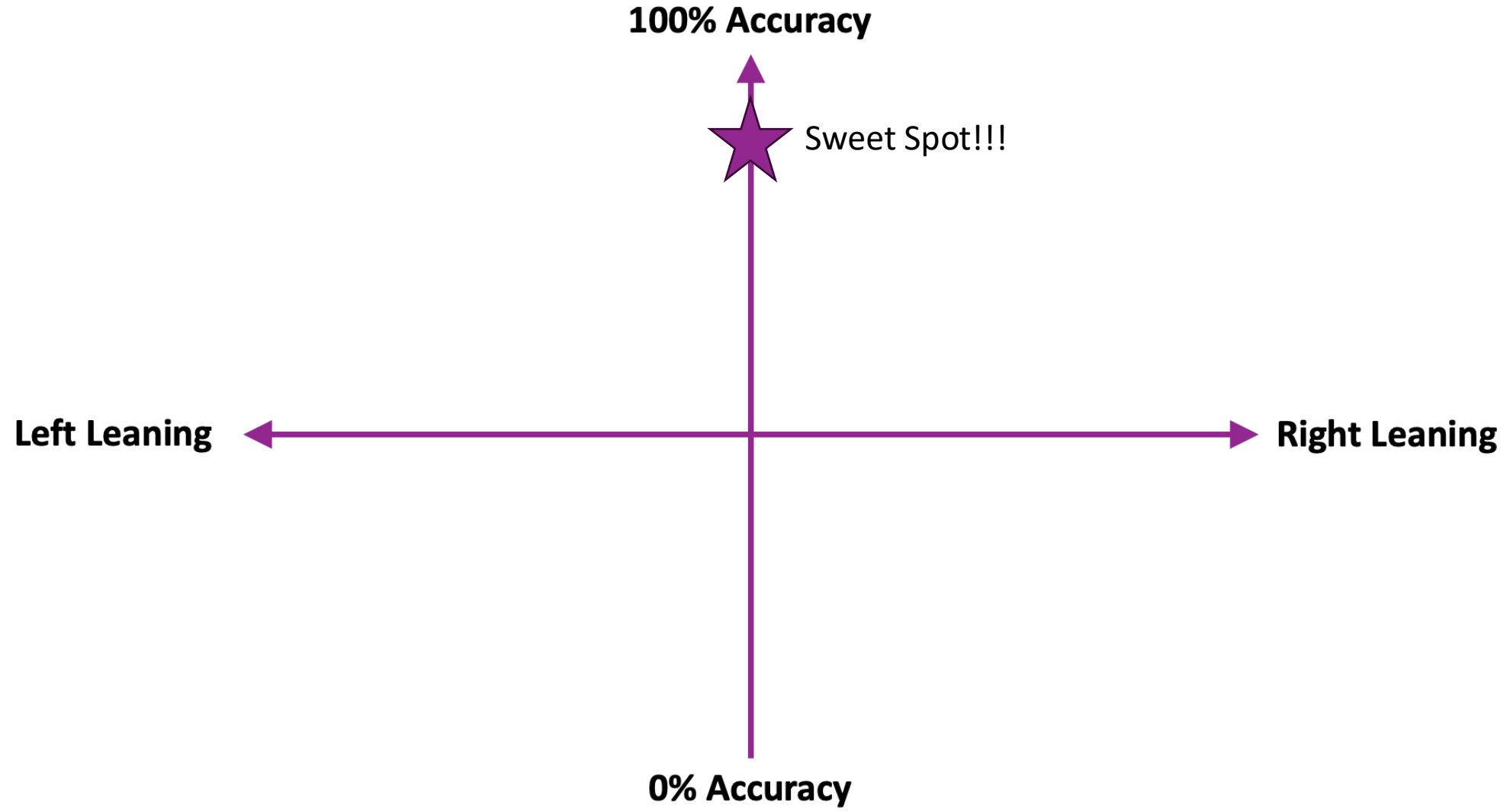




Kevin Maurer

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Integrity and Bias



Sustainability & Growth

Leverage
Data Value



1

**Collect, process,
analyze,
impactful data”**

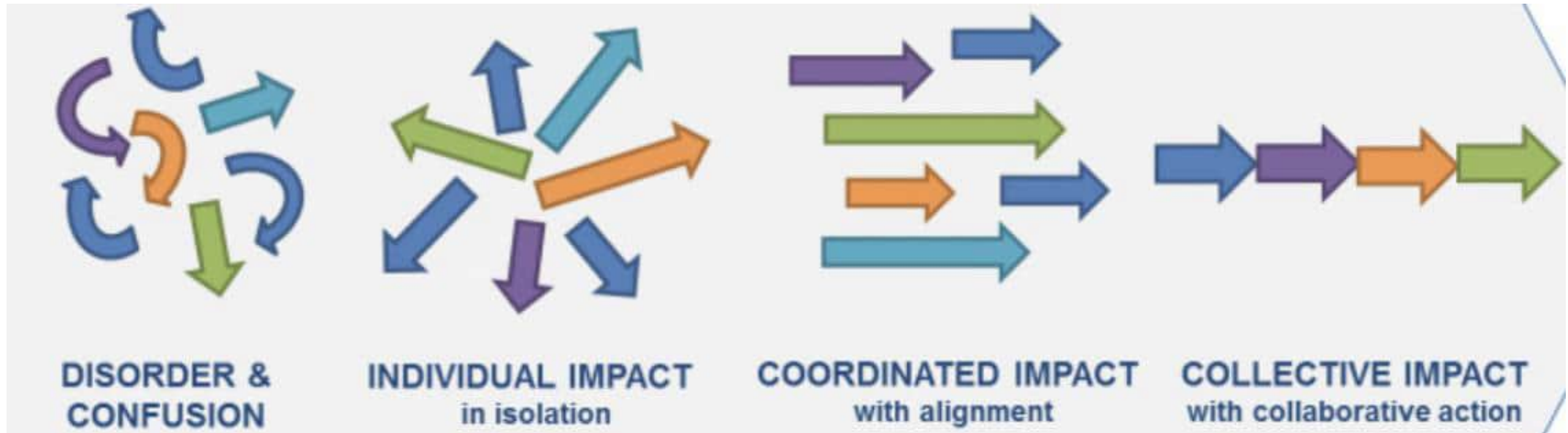
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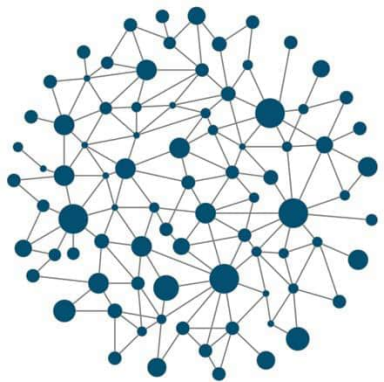
**Tell powerful stories
to generate interest
and create empathy**

3

**Leverage individual
interests and empathy
to generate action, and
capital**

The Future of Data Storytelling





CaribData

Collective Impact brings people together in a structured way to achieve social change.



Improve Infrastructure and Capability of Government Data Statistical Offices in the Caribbean

Build Resilient Infrastructure: Systems capable of supporting regional needs

Standardize Data Practices: Consistency in data collection, storage, governance

Empower Decision-Making: Data that is accessible, actionable, used effectively

Enhance Skills and Capacity: Training and resources for a skilled data science workforce

Promote Data Use and Dissemination: Serve stakeholders across region

Execute a Sustainable, Scalable Business Strategy: Survive then Thrive

Data has Value

Virtually every aspect of society leverages data science.

Profitability, societal impact, and speed of transformation are all major end-points of optimised data use.



Virtually every sector
leverages data science.

Financial Services: e.g. fraud detection

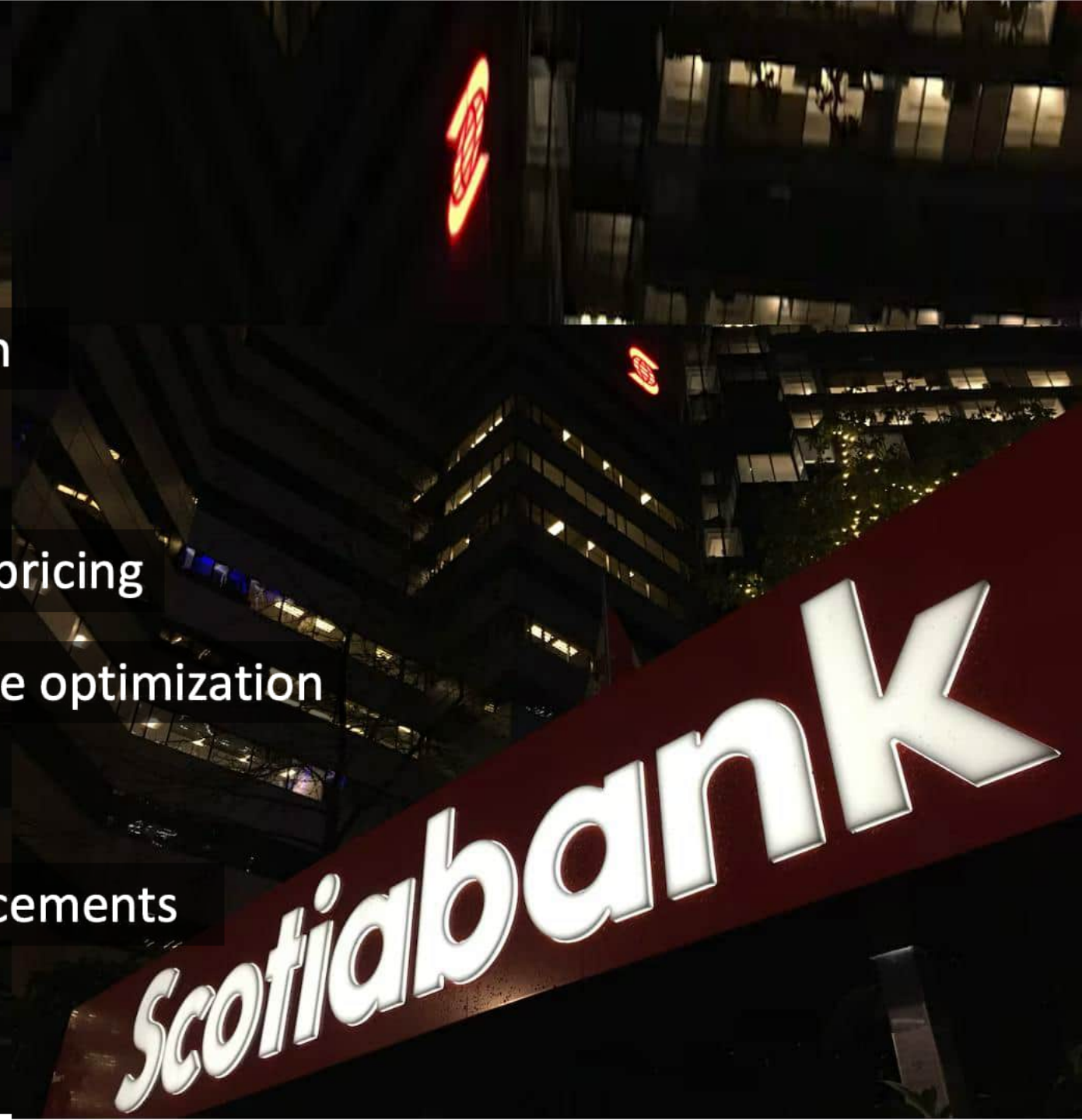
Healthcare: e.g. predictive analytics

Retail and E-commerce: e.g. dynamic pricing

Transportation and Logistics: e.g. route optimization

Energy and Utilities: e.g. smart grids

Media and Entertainment: e.g. ad placements



**Data-as-a-Service (DaaS)**

- data on-demand for market research firms
- Subscriptions, pay-per-use, tiered access pricing

Embedded Data

- integrate data insights into products
- service fees for data-powered features.

Insights-as-a-Service (IaaS)

- process raw data into actionable insights for clients
- consulting fees, subscriptions for analytics dashboards

Advertising and Targeted Marketing

- create hyper-targeted advertising campaigns
- advertising fees, revenue sharing from ad placements.

Data Marketplaces

- buy, sell, or exchange aggregated consumer data
- transaction fees, commissions, subscription fees

Value-Based

- charge based on outcomes or impact of data solutions
- performance-based fees or commissions

Licensing Data

- license proprietary or difficult to obtain datasets
- licensing agreements, royalties on recurring use.

Data-Driven Partnerships

- share data with partners for joint value creation
- revenue-sharing, licensing deals.

Freemium

- free basic datasets but charging for advanced features
- premium subscriptions or upgrades.

Training AI/ML

- collect data to train AI and commercialize solutions
- SaaS pricing, licensing

No Shortage of Business Models

Hybrid Data Ecosystem

In-Network [NSOs, Govt, Universities, Industry, NGOs, SMEs, Not-for-Profit, Charities]

data shared freely with all contributors

data shared freely externally to foster innovation or for social good

Out-of-Network [NSOs, Govt, Universities, Industry, NGOs, SMEs, Not-for-Profit, Charities]

- indirect revenues supporting clients' market leadership or ecosystem growth
 - sub-licensing combined data + public data
 - fees for advanced analytics (insights-as-a-service)
- paid membership subscriptions for access to proprietary reports, insights
 - consulting
- philanthropic investment for specific aligned targets

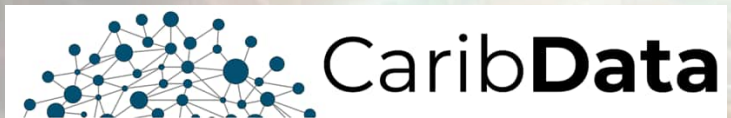
CaribData Collective



Purpose-Trained Data Scientists/Journalists

Data Dissemination Strategy

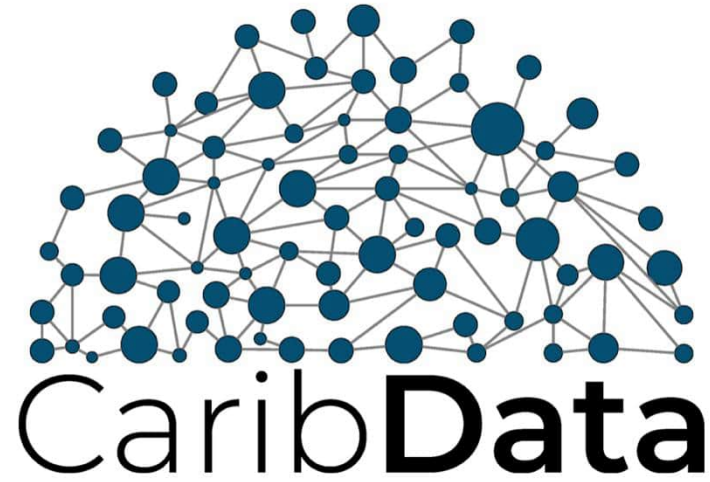
Latest Data Storytelling Technology



Vision Statement

“We envision a **CaribData Collective** where collaborators, no matter how small, access transformative insights generated from shared data.”

“By integrating the latest data storytelling technology, with the integrity and impartiality of purpose-trained data scientists and journalists, CaribData will create a **unified regional platform**, and execute a long-term, **self-sustaining strategy** to inspire social engagement, foster trust, empower collaboration, and drive equitable, data-driven growth for all.”



**EMPOWERING THE CARIBBEAN
WITH DATA-DRIVEN INSIGHTS**

Steering Committee Meeting

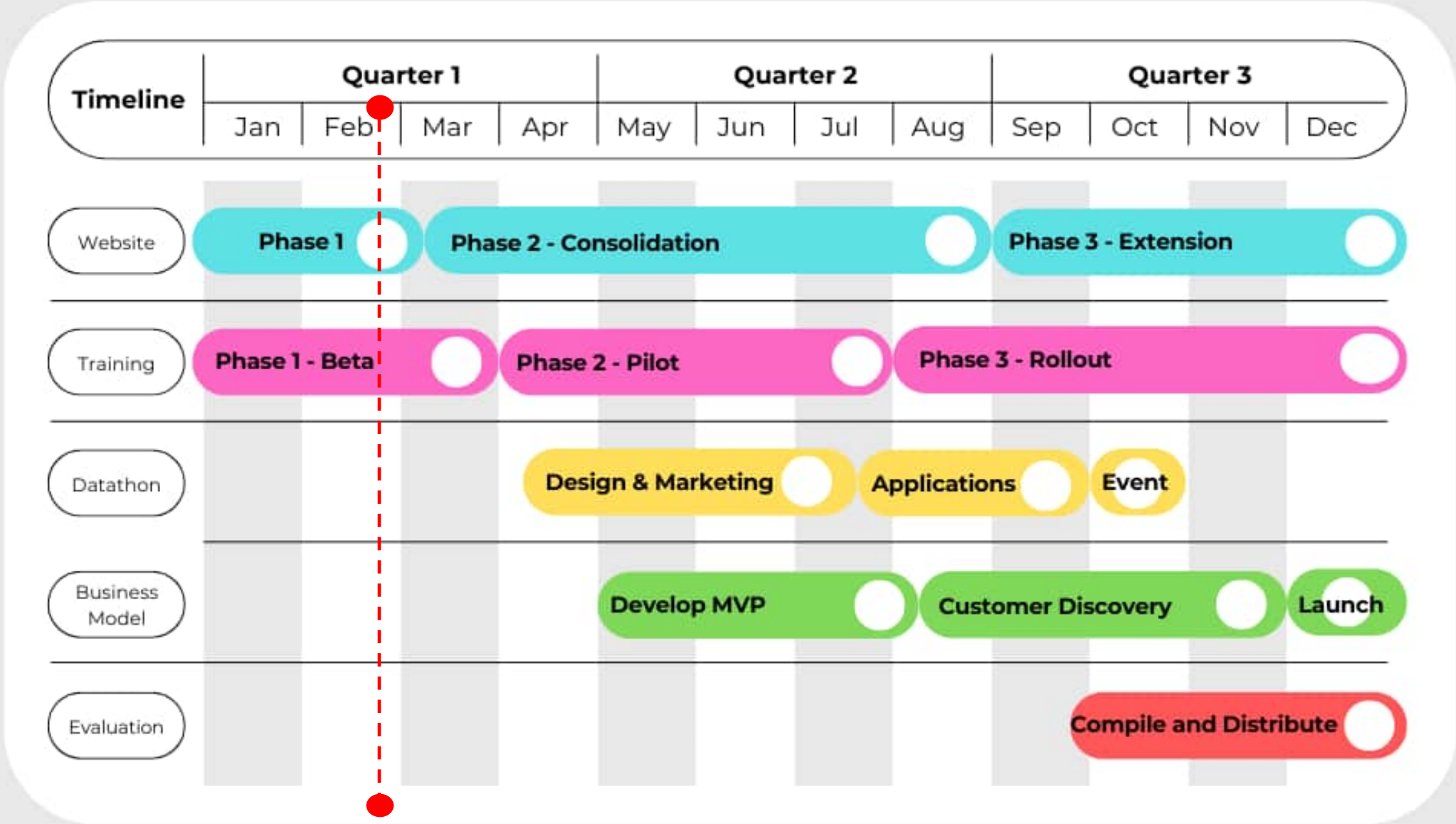
February 2025

Angry Health

Communication Framework

CaribData

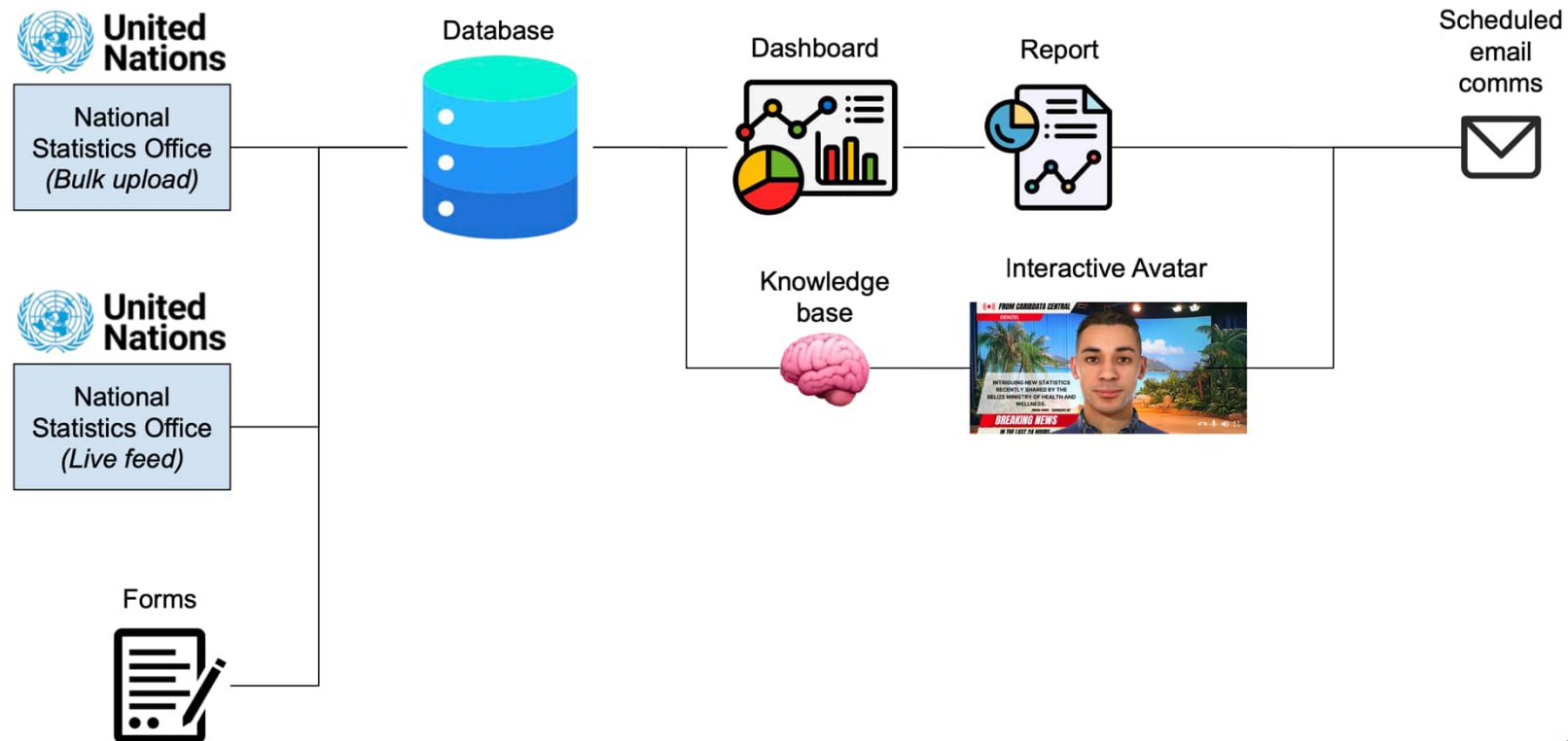
2025



Timeline	Quarter 1				Quarter 2				Quarter 3			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec



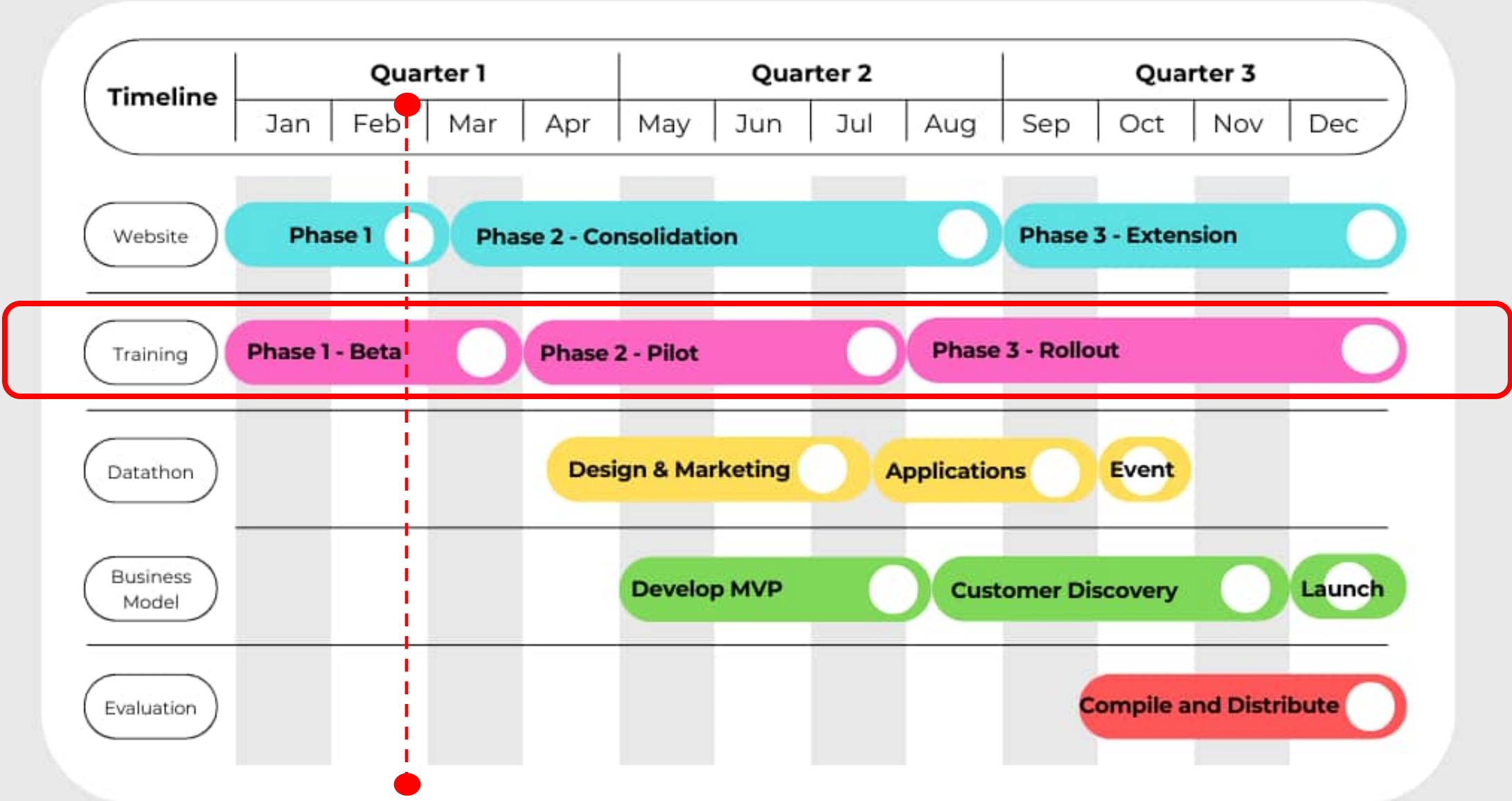
IDB Inter-American Development Bank



Angry Health

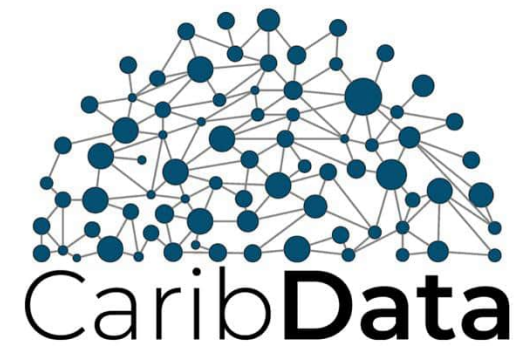
Communication Framework

CaribData
2025



Advancing Data Storytelling

Empower your data. Tell impactful stories. Drive meaningful change.



Duration: 8 weeks

Format: 100% online/virtual

Credits: 3 credits [accreditation pending]

* **Mode of Learning:** Engaging mix of self-paced exercises, case studies, and interactive assessments

What You'll Learn

- data-driven storytelling techniques to engage audiences and inform decision-making
- problem-solving skills through real-world case studies in health and climate change
- hands-on experience with data visualization tools

* **Opportunity:** apply your knowledge in a **Storython**, where you'll craft and present a compelling data story

Course Structure

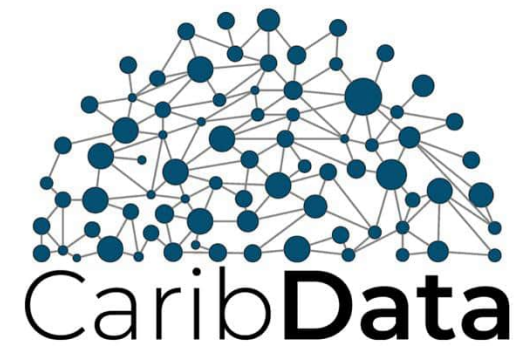
- each module follows same structured approach
- **Introduction:** objectives, learning outcomes, key concepts
- **Theory:** core principles through texts, videos, and illustrations
- **Self-guided exercises:** practical applications and exercises
- **Assessment:** auto/instructor-graded quizzes and assignments

* **Key Features:** single case study throughout course for deeper learning; flexible learning to suit busy professionals

* **Future:** sponsored Capstone Project opportunities post-course for real-world application.

Advancing Data Storytelling

Empower your data. Tell impactful stories. Drive meaningful change.



Who Should Apply?

If you are a **data scientist, journalist, researcher, or policymaker** looking to elevate your storytelling and visualization skills, this course is for you.

Secure Your Spot Today! Visit **CaribData.org** to learn more and apply for the next cohort.

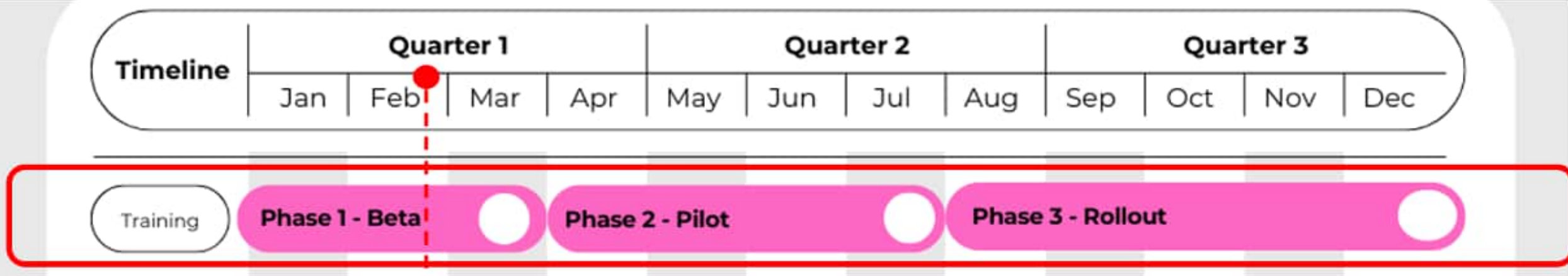
Enrolment

Course Fee: \$4500 (payment plans available)

Start Date: Rolling intakes, multiple cohorts per year

Class Size: Optimized for interaction (Cohorts of 6 - 10 students)

Training Schedules



- Eo March: Beta [test]** Identify administrative, technical, and content-related issues in small controlled group
- **Expect** - platform glitches, scheduling conflicts, module pacing issues, poor engagement, feedback gaps
 - **Response:** Pinpoint & fix major content, tech & admin issues, assess initial participant reactions, adjust course length, activities, materials

- Eo July: Pilot [rehearsal]** fully structured trial to ensure all course elements work as intended.
- **Expect** - minor refinements, but no major overhauls after this stage

Training Schedules



Key Goals for Beta

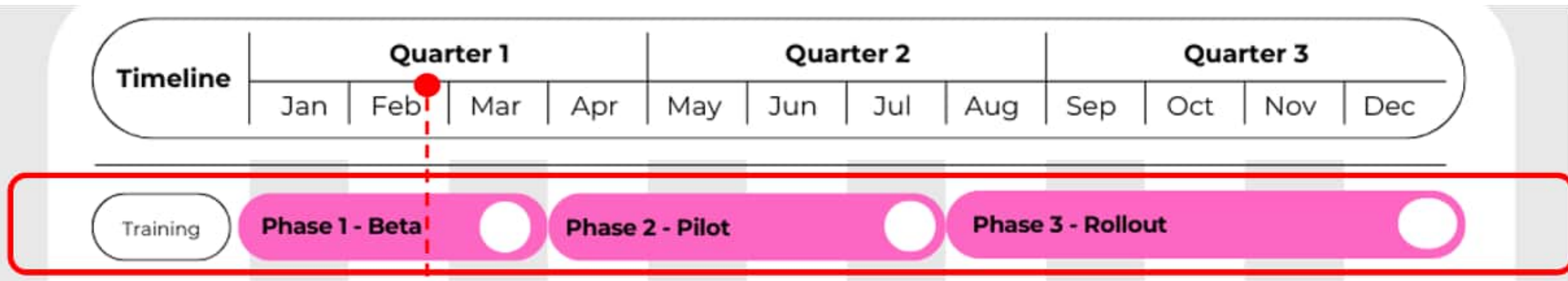
- ✓ Identify content clarity issues – Is the material clear, structured, and engaging?
- ✓ Find technical issues – Do platforms, visualization tools, and interactive features work?
- ✓ Assess delivery effectiveness – Does the structure flow well? Are discussions engaging?
- ✓ Gather participant feedback – What works? What's confusing? What needs improvement?
- ✓ Test logistics – Scheduling, coordination, admin workflows.

Key Goals for Pilot

- ✓ Deliver course in its final form—content, schedule, materials, and interactions should be fully refined.
- ✓ Test scalability—Can this program work for a larger audience (20-30 participants)?
- ✓ Ensure admin & tech processes work seamlessly (enrollment, course navigation, support).
- ✓ Measure engagement & outcomes—Are people understanding, participating, and benefiting?
- ✓ Train instructors & moderators—Can facilitators deliver the course without issues?

Delivered asynchronously through self-paced modules and recordings, including quizzes, project reviews.

Training Schedules



Eo March: Beta [test & improve with 6 participants]

- Can we agree a window for this date?
- Can we commit to 1 or 2 participants from each NSO?

Eo July: Pilot [dress rehearsal with 6 participants]

- Can we agree a window for this date?
- Can we commit to 1 or 2 participants from each NSO?

-
- Who should be beta and pilot participants?



CaribData Training Course: Advancing Data Storytelling

Title Slide – CaribData Training Course: Advancing Data Storytelling

"A Practical Guide to Data
Storytelling, Visualization, and
Audience Engagement for
National Statistical Offices"

Structured, training on how to effectively communicate
data insights, create impactful visualizations, and engage
audiences using modern data storytelling techniques.

The Need for Data Storytelling



Data alone isn't enough
Storytelling makes data valuable and engaging
Acts as a bridge between science and journalism



Five-Part Storytelling Structure

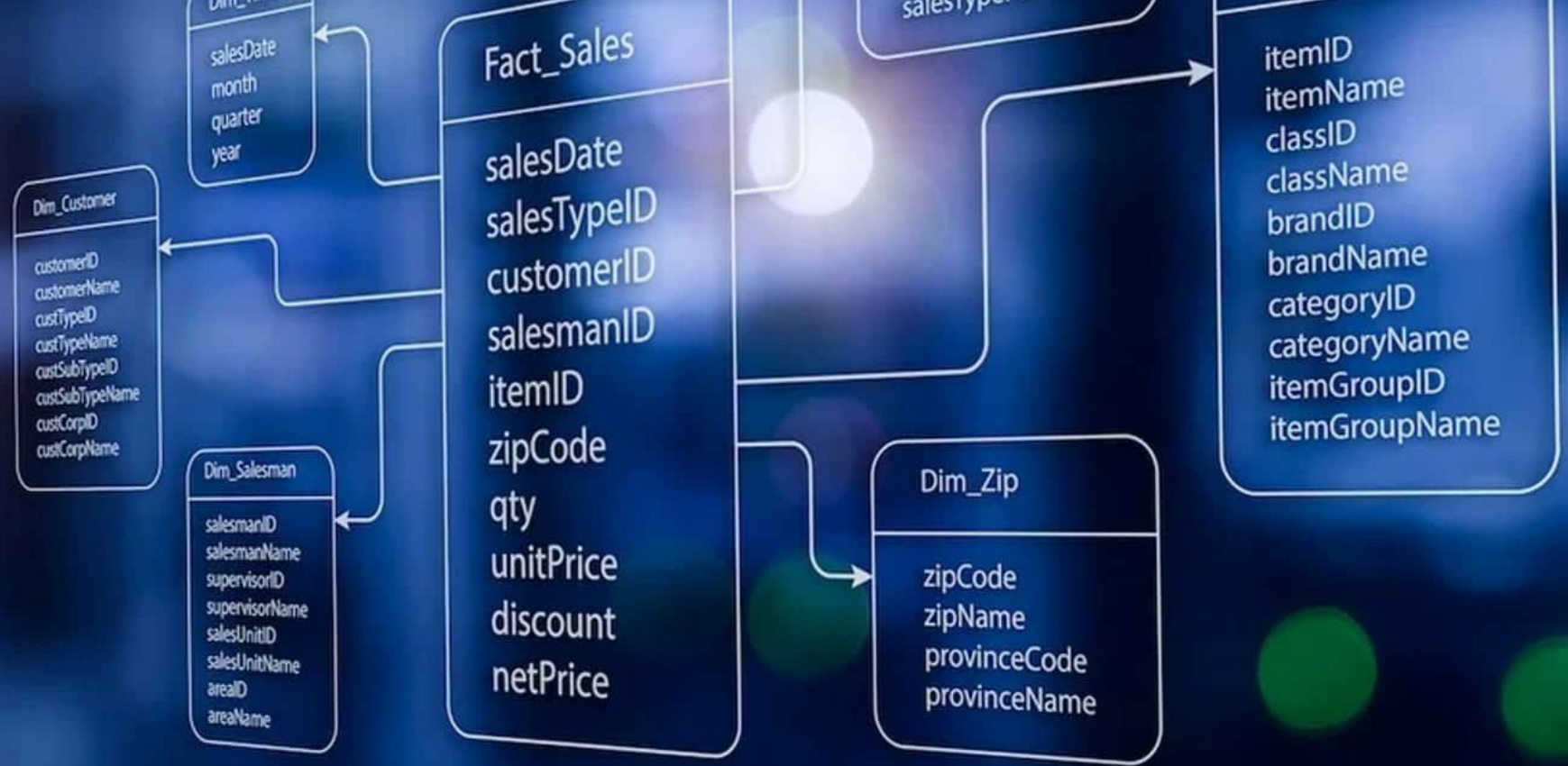
Setting the stage: issues and characters

Data-driven context: why does the story matter

Humanizing the story: anecdotes & real-world cues

Analysis & interpretation: expert/local perspectives

Resolution: closing the loop, answering the initial question



Exploring & Modelling Data, and Story Awareness (Modules 1-4)

Understand data (bias, errors, assumptions, misinterpretation)
Modelling for clarity & audience impact
Align data with an impactful narrative
Ensure data relevance: adjacent datasets, alternative story angles



Bringing Stories to Life (Modules 5-6)

Graphing & Visualization:
enhancing clarity through visuals

Identifying the Good Story:
narrative impact & lessons
from journalism

Module 7: Skills in a Real- World Context

Hands-on creativity,
collaboration, audience
Integrating storytelling
techniques for impact.

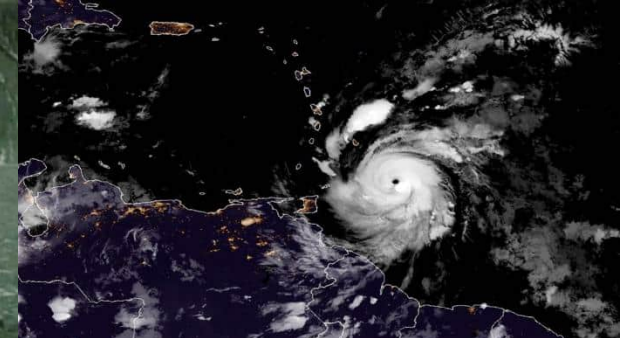
Module 8: Storython

real-world stories
competitive event





Data Science vs. Human Journalism
AI & Automation vs. Classic Data Science



Discussion

What is the right balance?

Data Science vs. Human Journalism
AI & Automation vs. Classic Data Science

