Open Event Data Manifesto

Version 1.0 (1 May 2024)

Events play an important role in the public life of a society. Timely provision of accurate information about upcoming events to potential target audiences plays a key role in bringing people together for purposeful activities. Ensuring the visibility of events and availability of event data in the digital space has therefore become a major preoccupation of producers and organizers of events in the digital age.

There are a variety of initiatives to pool event data on central data platforms, such as event calendars, tourism platforms, cultural agendas, sports agendas, ticketing platforms and the like. While the integration of this data still involves manual effort in many cases, various stakeholders have recognized the potential that lies in automatizing the data transfer and in establishing a culture of sharing in order to facilitate the dissemination of event data.

A distributed data infrastructure based on the FAIR principles (Findable, Accessible, Interoperable, Reusable) has the advantage for producers, organizers, and other stakeholders along the value chain of having to enter their data only once, without having to deal with the lock-in problems resulting from dominant event and ticketing platform providers that rely on a proprietary approach towards data to make their business model work.

We believe that producers and organizers of events that take steps to open up their event-related data and content stand to benefit from these opportunities. We also believe that intermediaries (such as data aggregators, ticketing platforms, event management platforms, etc.) should respect the interests and digital self-determination of their users and clients.

When we say that digital content or data is "open" we mean that it complies with the [Open Definition](#), which can be summed up in the statement that:

> "A piece of data or content is open if anyone is free to use, reuse, and redistribute it — subject only, at most, to the requirement to give credit to the author and/or making any resulting work available under the same terms as the original work."

The first step to making event-related data and content open is to apply an open license and to provide them in a machine-readable format. This is where the story begins. In order to realize the full potential of the internet to efficiently share event information and to work towards a more equitable and inclusive society, a collective effort is required. We therefore invite event producers and organizers, as well as intermediaries and further stakeholders along the value chain to join us on our journey by living up to the following principles:

1. **Share your event data through an open, publicly documented API.**

   This allows for the automatic harvesting and dissemination of your event data and for timely propagation of updates across various data aggregation sites.

2. **Release your event data into the public domain using an appropriate legal tool such as the Creative Commons Zero Waiver.**

   By releasing factual data about your events into the public domain, you allow for the maximum possible reuse of the data and ensure compliance with major data aggregators such as Wikidata, which in turn increases the discoverability of your resources.

3. **When publishing copyrighted material, such as images, video recordings, or longer descriptions, make an explicit and robust statement by means of a standard copyright license of your wishes and expectations with respect to reuse and repurposing. Seek prior consent of the people concerned (e.g. individuals depicted on a photo), respecting their right to digital self-determination.**

   This promotes the maximum possible reuse of the content and allows your resources to become more discoverable whilst also ensuring compliance with the policies of major media repositories such as Wikimedia Commons. It furthermore facilitates the task of heritage institutions which may want to archive material related to your event, while respecting rights holders' interests and individuals' right to digital self-determination.

4. **When publishing data about your events, make use of "bridge" identifiers to unambiguously identify entities related to the events.**

   A bridge identifier is a globally unique persistent identifier (i.e., an identifier expressed as a permanent and dereferenceable URI), assigned by an open authority file or base register, and used across a wide range of information systems. The use of bridge identifiers greatly facilitates the aggregation, reconciliation, and reuse of your event data. It also avoids duplication of effort when it comes to maintaining data about persons, organizations, venues, creative works, etc. Examples of shared authority files or base registers include ISNI, Wikidata, MusicBrainz, GND, or VIAF.

5. **Promote the accessibility of your events by making accessibility-related information about the venues and the events themselves available in a standard format.**

   This greatly facilitates the orientation for people with special needs (physical, cognitive, mental health related, etc.) and allows them to more widely participate in social activities, thus contributing to a more inclusive society.