



PD MANAGEMENT CONSULTING LIMITED



# Data Discovery in an AI enabled world

*Geneva Data Community*

*April 16, 2026*



# The Burning Platform

- Crowded data market
- Inability to distinguish trusted data from poor quality data
- Misinformation and Disinformation
- Data Discovery
- User evolution
  - AI (*when it comes to data - plausible yet inaccurate*)
  - Convenience generation



# Improved Data Platforms the answer?

---

- Myriad of high-quality data platforms in existence
- There are also a myriad of Open Data platforms

## AND YET

- Data Discovery of published data on these platforms remains a challenge for AI enabled search tools!!



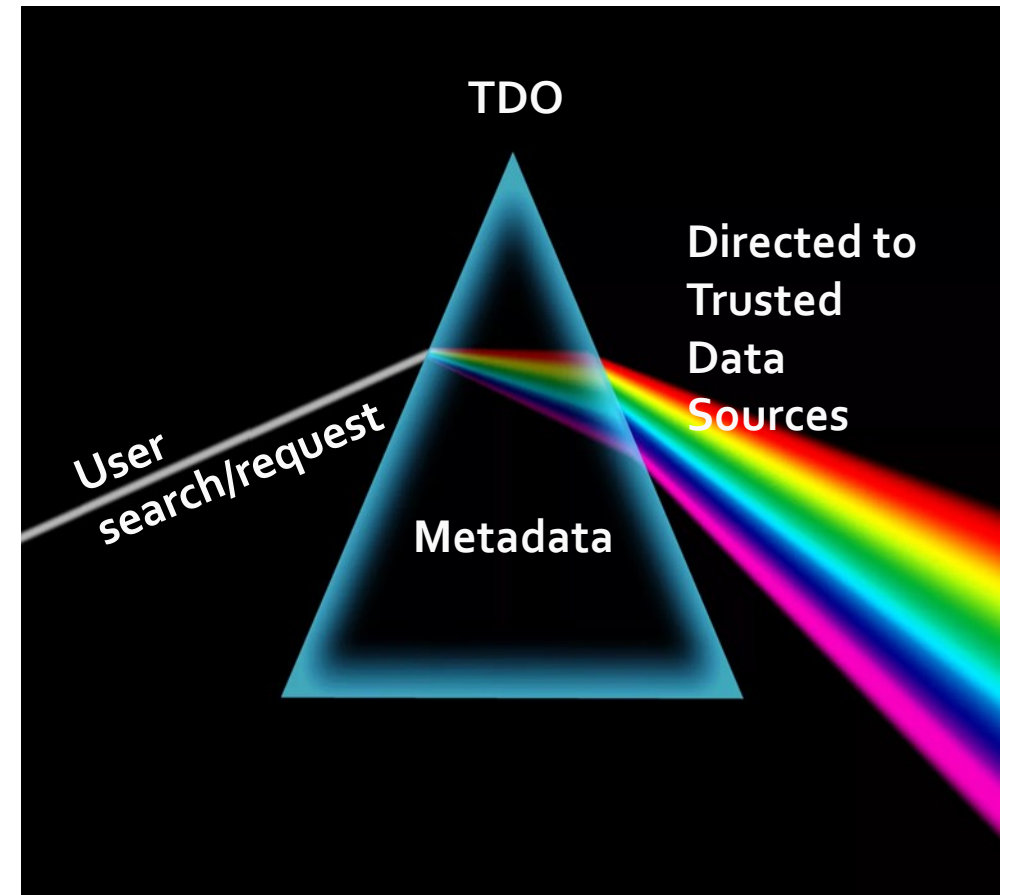
# What can we do?

---

- Put a renewed focus on “Metadata” - (*metadata is data about data*)
- “Data to Metadata” inverted to “Metadata to Data”
- Need open, machine readable, & AI enabled metadata
- Metadata is the sign-post to data in a machine readable or AI enabled world
- Consider the language we use within our metadata
- We also need to simplify things as much as possible to support Discovery

# Global Metadata Platform – The Trusted Data Observatory (TDO)

- Metadata Platform **NOT** a Data Platform
- Simplify (work with what we have – no new standards, limit scope) and minimise work loads (Minimum Viable Metadata – only components that support discovery)
- One focal point to centralise standardisation – avoid decentralised implementation of standards
- Only supports discovery of Trusted data
- How do we define “trusted” data



# The User Community

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



# The Value proposition

---

- Provides a mechanism to challenge those trying to undermine democracy and civil society by spreading falsehoods, either inadvertently or purposely
- Supports data discovery, visibility and transparency of trusted data sources through one platform
- Support users to get the data they need when they need it
- Puts trusted data in the hands of decision makers
- Supports civil society – a society informed by trusted data and information
- Reduces opportunity for “plausible deniability”



# Challenges remain

---

- Won't eliminate the scourge of misinformation and disinformation
- Bad actors will continue to be bad actors
- Encouraging trusted data compilers and users to engage with the vision, objectives and indeed values underpinning the TDO
- Encouraging partners (Big Technology) to engage under the flag of Public Service or Common Good



# Geneva – Host of the TDO

---

- Geneva to be the host location – already an international hub with a global perspective
- Governance will be at the global level – ideally embedded at UN level
- Experience, competence resides in Geneva
- Neutrality supports trust – clearly recognised “brand”
- Ambition, vision, leadership resides in Switzerland
- Elements of necessary infrastructure already in place – scientific and technical infrastructure



# TDO – Project phases

---

- **Phase 1:** Stakeholder engagement
- **Phase 2:** Metadata standards & development of Proof of Concept exercise
- **Phase 3:** Institutionalisation, develop MVP and undertake PoC
- **Phase 4:** Review and refine TDO post PoC
- **Phase 5:** Onboarding and Post 2030 agenda



# Progress

---

- Phases 1 & 2 completed
- A detailed stakeholder engagement process has been completed
- A functional specification and Proof of Concept (PoC) exercise have been developed
- Components of MVM identified and metadata standards to be used agreed (SDMX & DCAT)
- 14 organisations have expressed a willingness participate in the PoC
- 11 organisations have indicated a willingness to provide in-kind support for the project
- Focus of the project now moves to the third phase

# Next phase

---

- Institutionalisation, governance and sustainability
- Development of MVP (build phase using agile approach)
- Conduct PoC
- Continue to build partnerships

# Questions and comments