

Open Data Hub Ambassador Factsheet

This document is meant to offer Ambassadors of the Sustainable Digital Infrastructure Alliance (SDIA) Open Data Hub information about how to perform their duties and meet the expectations of the role. It includes details about how to contribute to the [Open Data Hub](#), how SDIA can facilitate engagement with their network, links they can share, and more. We also [welcome](#) feedback or additions.

[What is an Open Data Hub Ambassador?](#)

[Who to reach out to directly?](#)

[How can my contacts contribute to the development of the Open Data Hub?](#)

[How will we create content together?](#)

[What is the process for handing over leads to SDIA?](#)

[How will you receive updates on the development of the Open Data Hub?](#)

[Where can I find more information?](#)

What is an Open Data Hub Ambassador?

As an Open Data Hub Ambassador, an individual approved and guided by SDIA, you will spread and advertise the idea of an Open Data Hub for the digital infrastructure sector across your network. You will help to create a network of leads that we can talk to and create awareness for and trust in the Open Data Hub. As a result, you will pave the way for the successful implementation of the first Open Data Hub of the digital economy.

Who should I reach out to directly?

Initially, the focus will be on defining the data collection process and gathering feedback since the existence of data is a prerequisite for other functionalities of the Open Data Hub. Thus, target leads will mainly be data centers since they are easiest to collect data from. Apart from targeting data centers and colocation providers individually, we should also contact data center associations, Internet exchange point (IXP) operators, and developers of data center management systems.

Priority should be given to data center operators who own their facility and hardware to avoid data ownership problems between facility and hardware owners.

How can my contacts contribute to the development of the Open Data Hub?

These identified companies will be given the opportunity to sponsor the Open Data Hub, which will make them visionaries in the industry. Additionally, they can also become Launch Partners and join our Steering Group where we address critical questions that come up during the development process.

How will we create content together?

Now that you are an Ambassador for the Open Data Hub, we will discuss how we can collaborate and create value for your and our network in a small onboarding session. Based on this discussion, we will have different opportunities to tell the world about the Open Data Hub.

- *Interviews*

The aim of the interviews are to ask questions that explore why the Open Data Hub is critical, especially in reference to how it will benefit the industry. The interviews can be created in different formats as well (e.g., written, recorded, live as a podcast, etc.).

- *Short videos*

The short videos are expected to be 2-3 minutes long. You will explain why you support the Open Data Hub and why it is important to support it.

- *Around the Alliance on LinkedIn Live*

The LinkedIn Live sessions are an alternative to interviews. The live sessions allow for interaction between you and the participants. The audience will be able to ask questions in real time, and we will be able to answer them directly.

- *Direct emails*

You can also leverage your network and approach some of your contacts directly. This is the simplest way to spread the message, however, it is also the most ineffective since it is so limited.

- *Content pieces on our blog, LinkedIn, and/or Twitter*

The SDIA will support the Ambassadors on these kinds of content ideas, providing pre-written articles and questions for the interviews.

What is the process for handing over leads to SDIA?

Ideally, we want the time from first contact to meeting with an SDIA representative to be as short as possible. Yet, we would also like to avoid spending too much time explaining the basics of the Open Data Hub to our leads. Therefore, the process should start with an interaction between you and the qualified lead (e.g., via an email or a reaction to content we created), giving a quick introduction into the Open Data Hub. After that, the lead should be transferred to SDIA by introducing them to and scheduling a video call with [Max Schulze](#) or [Daan Terpstra](#). This call is aimed to target specific content questions and to show leads where they could contribute. With the introductory video call, the transition is complete and the lead gets transitioned into our membership pipeline.

How will you receive updates on the development of the Open Data Hub?

Since most updates on the development of the Open Data Hub will come from our Steering Groups, we will share the meeting notes with you after each session. This will be biweekly or monthly based on the workload. In case these minutes do not answer all of your questions, you can reach out to [Inky Vos](#) and we will come back to you.

Where can I find more information?

- The [official announcement](#) on SDIA's blog
- The [list](#) of Frequently Asked Questions
- The Open Data Hub [landing page](#) on our website
- [Contact](#) our Community Team.