

WHY?!

Sustainable is...

- Why do we preserve data?
- What is data worth?
- Who should pay to keep it?
- Is that sustainable?

Recommended reading
What to Keep: A Jisc research data study



To paraphrase Jessy J...

Its **ALL** about
the money,
money
money

(despite what Jessie J says)



The data conundrum in a nutshell

- It costs money to create data → Data has value (probably)
- It is difficult to place a value on that data
- It costs money to keep data
- Forecasting the future value of data and the future cost of data is DIFFICULT!
- There are risks associated with loosing/deleting data
- Project funding is not a sustainable business model
- A government/ funder mandate is not a sustainable business model
- What happens when the money runs out?

Valuation

Some ways to derive a numerical value

- What did it cost to produce?
- What's it worth to a reuser?
- What would it cost you if you lost it?
- What's the insurance valuation?
- What's the tax valuation?
- What would someone pay for it?