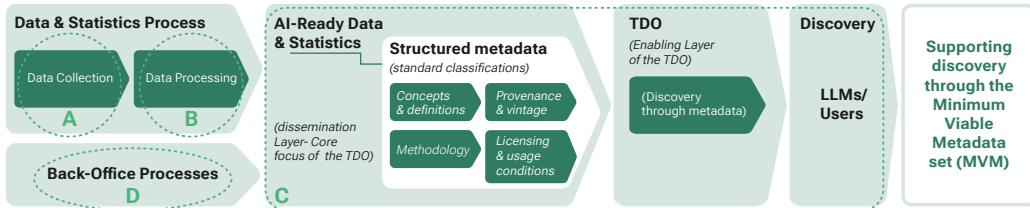


Making trusted data discoverable in an AI-enabled world

TDO focuses on the dissemination of AI Readiness



Why does this matter?

In an era of information overload and AI-generated content, discovering reliable, trusted data and statistics has become increasingly difficult. Even high-quality data produced by governments and international organizations is often invisible to search engines and AI tools. This contributes to confusion in the digital information space, where both accurate information and misleading or deliberately fabricated content – including disinformation and so-called “fake news” – can spread rapidly, hindering informed decision-making, weakening trust, and at times even obstructing international cooperation.

What is the Trusted Data Observatory?

The Trusted Data Observatory (TDO) is a global metadata platform that helps people and machines find trusted data:

- It focuses on metadata, not data: datasets remain with their original producers.
- It uses standardized, open, machine-readable metadata designed for AI-enabled discovery.
- It acts as a trusted discovery layer for official data worldwide.



What problem does the TDO solve?

- Trusted data exists, but humans, AI tools and search engines often fail to discover it.
- Metadata is frequently not open, not harmonized, not machine-readable, or AI enabled.
- Fragmentation and inconsistent application of standards across platforms can make discovery inefficient and unreliable.

The TDO shifts the paradigm from *Data* → *Metadata to Metadata* → *Data* – placing *structured, machine-readable metadata* at the starting point of discovery so trusted data can be found first. Currently metadata sits behind the data and generally is only accessed through the data.

What does the TDO do?

The TDO makes trusted data:

- ▢ Visible – Who produces which datasets, and where
- ▢ Discoverable – For humans and AI systems
- ▢ Accessible – Clear links and access conditions
- ▢ Reusable – Supporting policy, research, and public debate

How does it work?

- ▢ National and international organizations expose a Minimum Viable Metadata (MVM) set from their existing Metadata catalogues.
- ▢ The TDO connects to these catalogues through APIs.
- ▢ Metadata is harmonized centrally, to ensure consistency, and the data stays at source.
- ▢ Search engines and AI systems can reliably point users to authoritative data.

Where are we now?

The TDO has moved beyond feasibility into implementation:

- ▢ Strong stakeholder support from national statistical offices and international organizations
- ▢ Agreement underway on a Minimum Viable Metadata set
- ▢ Proof of Concept planned with global partners
- ▢ Phased development through 2030

Why Geneva?

Geneva offers a unique ecosystem of UN data producers, international organizations, and Switzerland's neutral positioning—providing an ideal home for a global, trusted data initiative. Governance however will be invested at the global level reflecting the global reach of the TDO.

Get involved

The TDO is a collaborative, global effort.

**More information
on the webpage.**



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