

Understanding Smart Data Disclosure Policy Success: The Case of Green Button

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Open data policies are expected to promote innovations that stimulate social, political and economic change. In pursuit of innovation potential, open data has expanded to wider environment involving government, business and citizens. The US government recently launched such collaboration through a smart data policy supporting energy efficiency called Green Button. This paper explores the implementation of Green Button and identifies motivations and success factors facilitating successful collaboration between public and private organizations to support smart disclosure policy. Analyzing qualitative data from semi-structured interviews with experts involved in Green Button initiation and implementation, this paper presents some key findings. The success of Green Button can be attributed to the interaction between internal and external factors. The external factors consist of both market and non-market drivers: economic factors, technology related factors, regulatory contexts and policy incentives, and some factors that stimulate imitative behavior among the adopters. The external factors create the necessary institutional environment for the Green Button implementation. On the other hand, the acceptance and adoption of Green Button itself is influenced by the fit of Green Button capability to the strategic mission of energy and utility companies in providing energy efficiency programs. We also identify the different roles of government during the different stages of Green Button implementation. **[Recipient of Best Management/Policy Paper Award, dgo2013]**