The final event of the plan4business project took place in Dublin, Ireland, 14 March 2014. The discussions resulted in a set of advantages and challenges of the plan4business platform.

- **Advantages**
  - innovative solution
  - big market potential
  - collection of large amount of data
  - establishment of an umbrella organisation for open data sharing – Plan4all
  - vision for
    - business – financing - pricing
    - data collection
    - technology development
  - interoperable solution
  - uptake by upcoming projects
    - SmartOpenData
    - SDI4Apps
    - Open Transport Net

- **Challenges**
  - complexity of spatial planning data
  - data liability
  - data update/quality
  - data availability
  - added value
  - legal aspects (licensing issues, privacy, security, ...)
  - organisational aspects (capacity building, cultural and social differences, willingness to cooperate, different financial models, ...)
  - political background – to open or not to open, ...