

Data Worth Millions

The Promise of Fair Data Economy

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Sitra by the figures

Investments

by the Finnish State

1967: 16.8 M€
1972: 16.8 M€
1981: 16.8 M€
1992: 16.8 M€

84.1 M€

Annual budget

30-40

million euros

159

employees

in 31 Dec. 2017

Market value
of endowment capital

840

million euros
in 31 Dec. 2017

Average return

in 2017 **7.7%**

66 % women

34 % men

89 % higher education

11 % other education

Founded
in **1967**

Working for
the future
over **50**
years

SITRA'S CONTRIBUTION FOR FINLAND'S EU PRESIDENCY

Transformation to a
**carbon neutral
circular** Europe

Europe as a
forerunner in
a **fair data
economy**

A welfare economy
with **impact
investing**

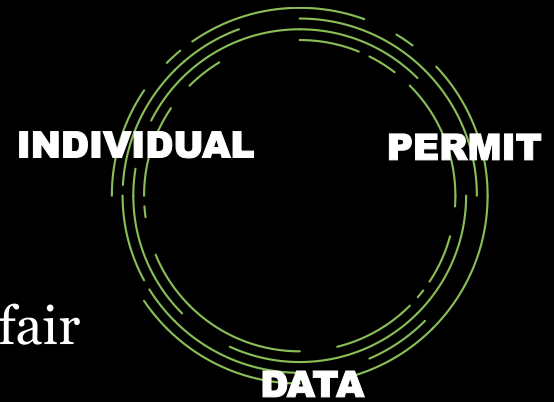
What's in it for the EU?

- **Opportunity to promote sustainable growth** with a cross-cutting approach
- **Brings** EU-countries and different political groups **together** – themes have broad approval
- Supports developing far-reaching effectiveness for European actors and **opens global opportunities**

IHAN® AS AN ENABLER OF
PARADIGM SHIFT

Our project aims to build the framework for a fair and functioning post-GDPR data economy.

The main objectives are to test and create a common concept for data sharing and to set up European-level rules and guidelines for the human-driven use of data.



Enabling innovation and new services

Example **FINANCE**

Insurance tailored to your life situation and lifestyle.



Example **MEDICAL**

A child's diabetes monitoring service enables parents to exchange care info with people involved in the child's care at home, at school and at care facilities.



Example **TRANSPORT**

A service that optimises your travel time, route and carbon footprint.



Europeans attitudes towards the use of personal data

42%

of Europeans say that lack of trusts towards service providers is preventing them from using some digital services



66%

of Europeans think that *It should* be possible to identify services that use data in a fair way



60 platform companies worth

7 TRILLION USD

USA

66%

CHINA

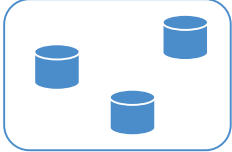
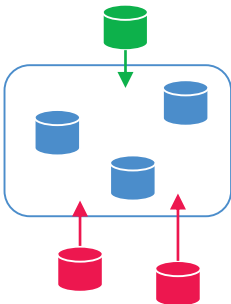
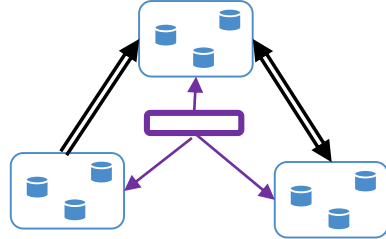
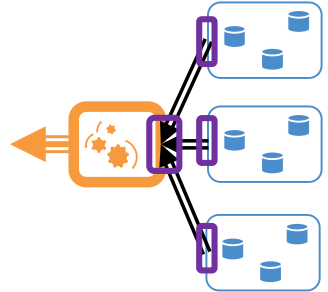
30%

EU

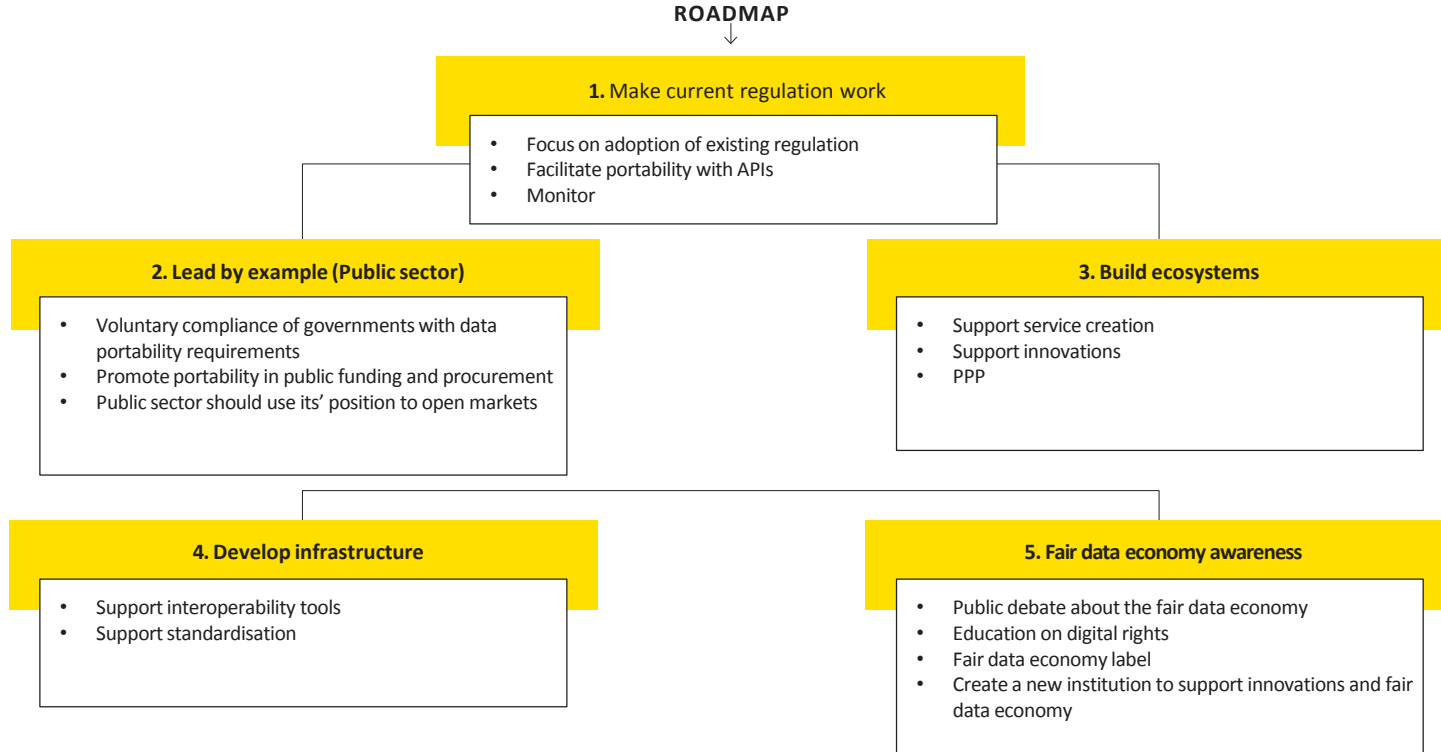
3%



Evolution of data economy

Phase 1	Phase 2	Phase 3	Phase 4
Internal data	Also external data	Sharing of data	Data based services
			
Mostly process optimization	Forecasting, market information	Information sharing within ecosystem – Amazon analytics for merchands	Data sharing over ecosystem boundaries – Open banking

Roadmap to fair data economy



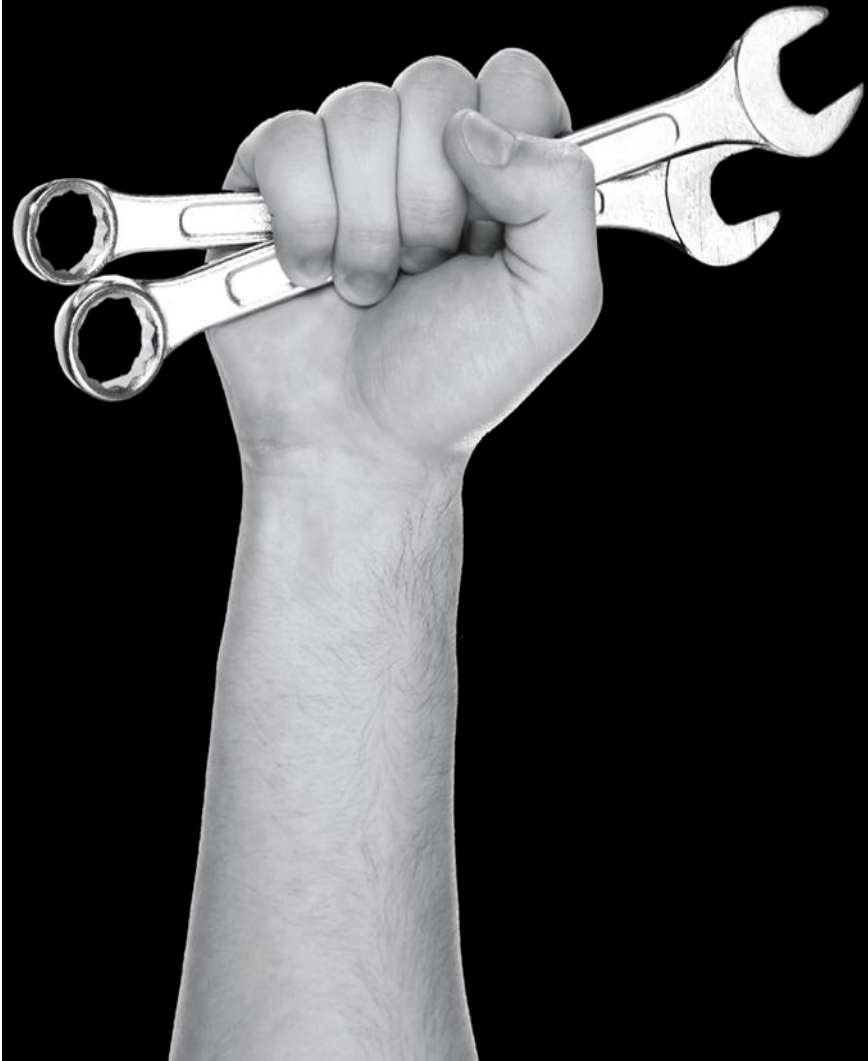
HOW DO COMPANIES SEE THE DATA ECONOMY?

A sneak peek an uropean business survey

Definition of Fair Data Economy

Different market actors exist in joint ecosystems to have access to diverse data through data sharing (and individuals consent).

The parties in the ecosystem ensure usability and optimal utilisation of data, as well as create new applications and services based on them.



European business survey

- Objective is to understand
 - the level of **comprehension, attitude and commitment** to data economy and its business potential in European companies
 - whether an idea of a new data economy model based on “fairness” i.e. consumer consent, data sharing in ecosystems, as well as common rules and guidelines, resonates with business
- Major corporations and SME companies in **Finland, France, Germany and The Netherlands** (n = 1667)
- Launch of survey in full in September 2019
 - Analysis, findings and recommendations
 - Business event coming up

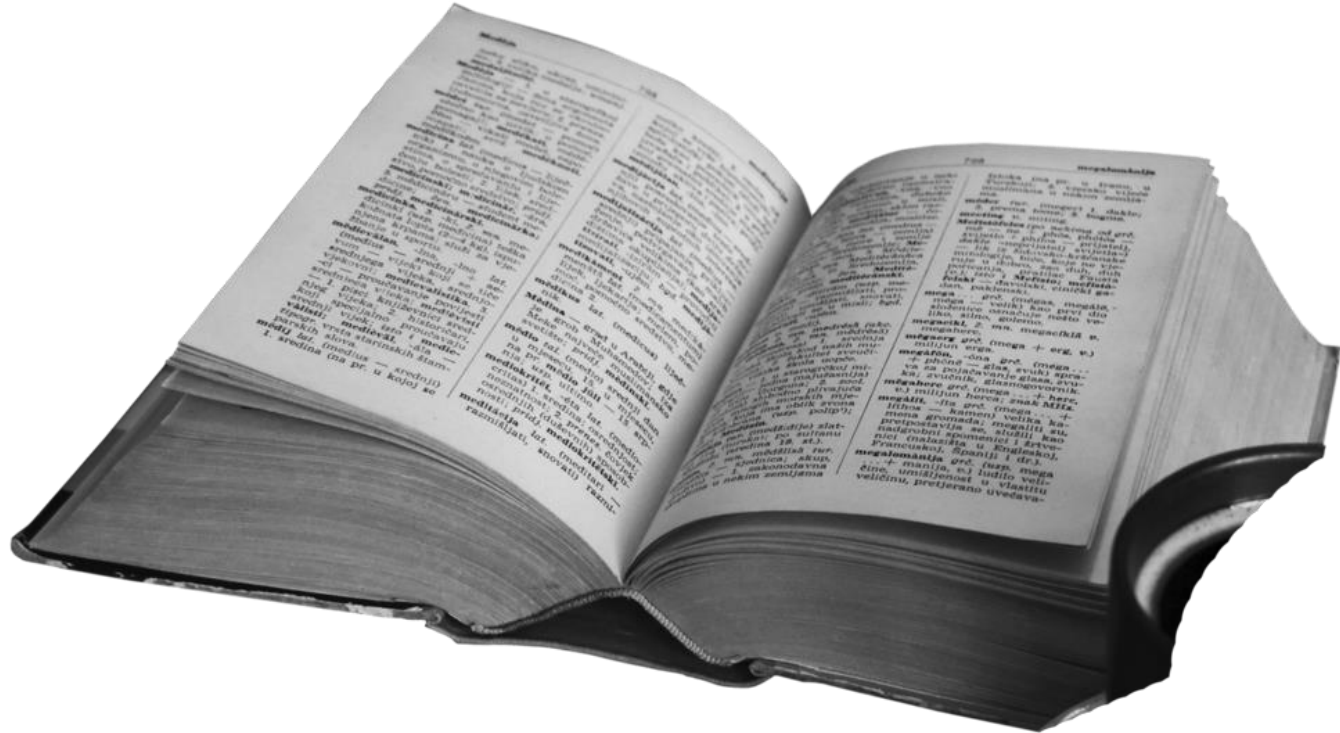


Proposition	The Netherlands	Finland	Germany	France
Sharing data with other organisations is a good thing	3,49 / 3,32 -0,17	3,49 / 3,08 -0,41	3,29 / 3,11 -0,18	3,50 / 3,33 -0,17
It is good that using personal data needs consent	3,59 / 3,32 -0,27	3,86 / 3,71 -0,15	3,68 / 3,45 -0,23	4,02 / 3,80 -0,22
One needs to strive for consumer trust	3,62 / 3,43 -0,19	4,18 / 3,97 -0,21	3,74 / 3,59 -0,15	3,98 / 3,81 -0,17
The respect for individuals' privacy must come first – even at the cost of customer experience	3,61 / 3,24 -0,37	3,92 / 3,75 -0,17	3,87 / 3,63 -0,24	4,20 / 3,84 -0,37
There needs to be ethical rules for using and gathering data	3,84 / 3,68 -0,16	4,10 / 3,86 -0,24	3,85 / 3,67 -0,19	3,95 / 3,76 -0,19
User terms and conditions need to be customer-friendly	3,82 / 3,61 -0,21	4,07 / 3,75 -0,32	3,84 / 3,66 -0,19	4,04 / 3,82 / -0,23

Main Outcomes

- The principles of fair data economy is seen positively and gets backing
 - In all countries 3,8-3,9 out of 5,0
- “Sharing data with other organisations is a good thing”
 - possibly a bottle neck as only 15% of respondents strongly agree
- The biggest gap is in respecting the consumers’ privacy at the cost of customer experience
 - may indicate that implementing fair data economy principles is not only beneficiary to the companies. However, the gap is moderate (0,29)

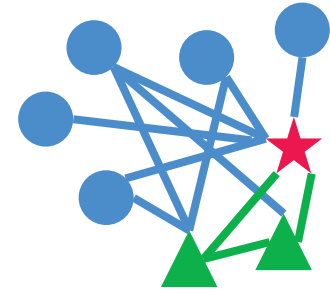
RULEBOOK



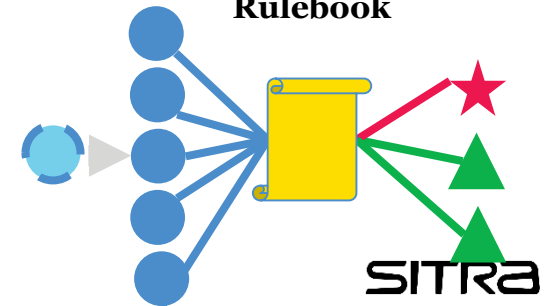
Need for Data Ecosystem Rulebook

- Ecosystem Rulebook is the founding document that members of a data ecosystem sign to adhere to
- Rulebook helps the ecosystem orchestrator to create the rulebook together with its ecosystem partners
- Rulebook template contains a set of control questions that drive the results to fill the rulebook section by section:
 1. Business
 2. Technical
 3. Legal
 4. Data
 5. Ethical

Multiple bilateral agreements



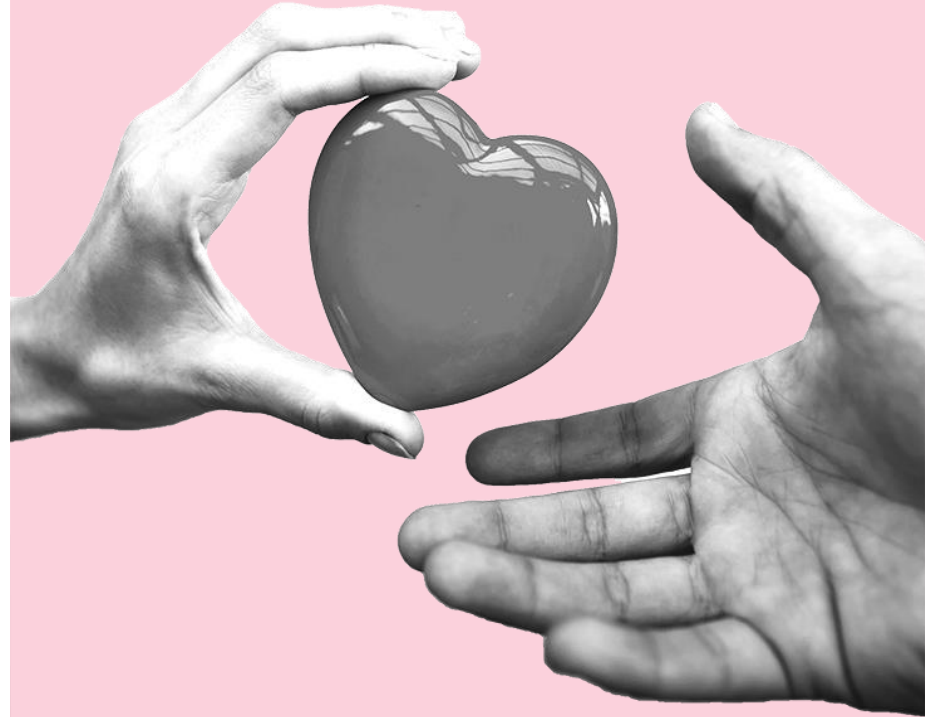
Rulebook



Maintaining **trust** – Europe's biggest opportunity

*Europe's biggest
opportunity, however,
may be political and
regulatory
rather than technical...*

Source: *The Economist*, Big Data, small politics –
Can the EU become another AI superpower?



How to Own the World?

- Owning the IDENTITY
[”Integrity is a luxury for those who can afford it”]
- Owning our TIME and PLACES where we talk
[Middlemens, sousveillance]
- Being the LINK between the PEOPLE
[”FB is becoming a phone book of the world”]

IHAN[®] ENABLER OF A
PARADIGM SHIFT

**JOIN THE DATA
REVOLUTION**



SITRa