

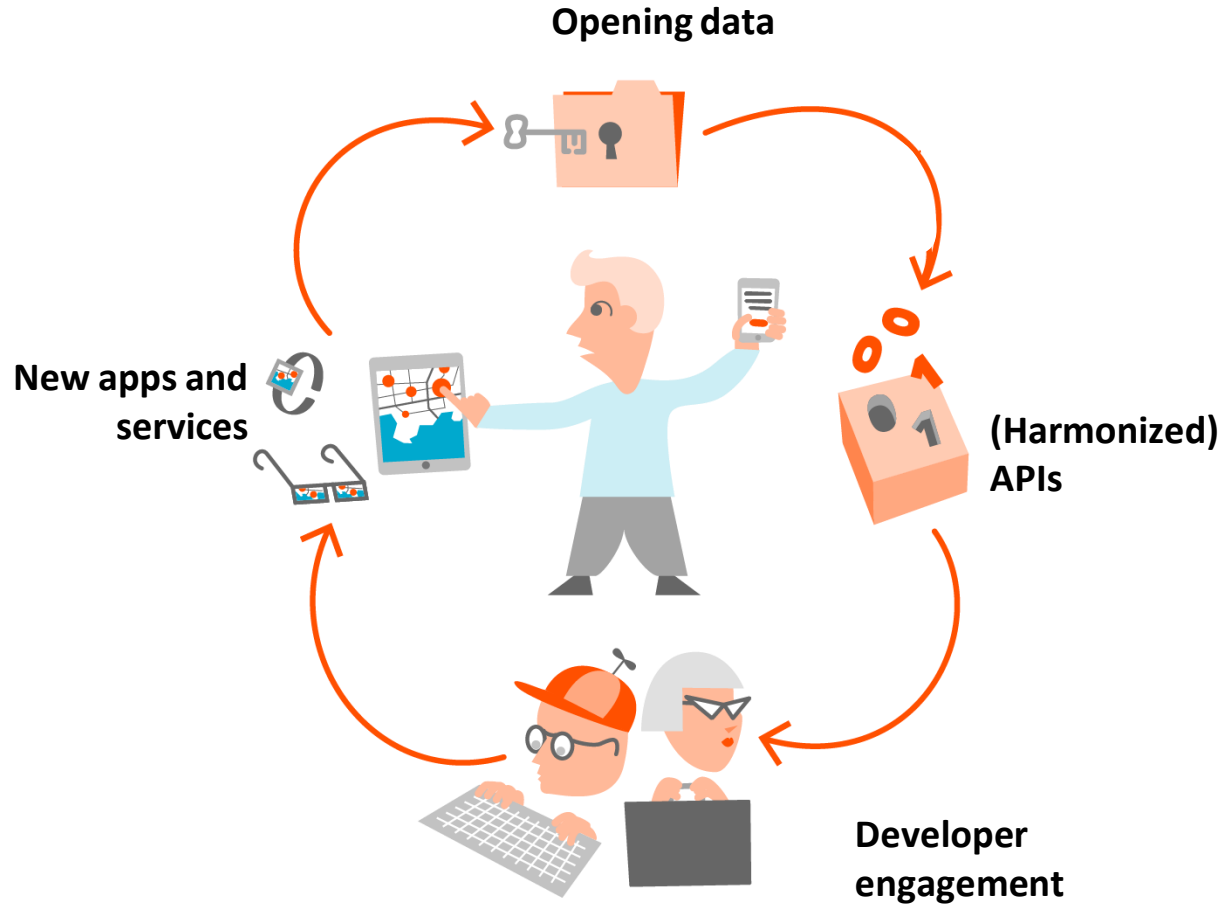
Fair and open smart cities: Helsinki advancing with Mydata

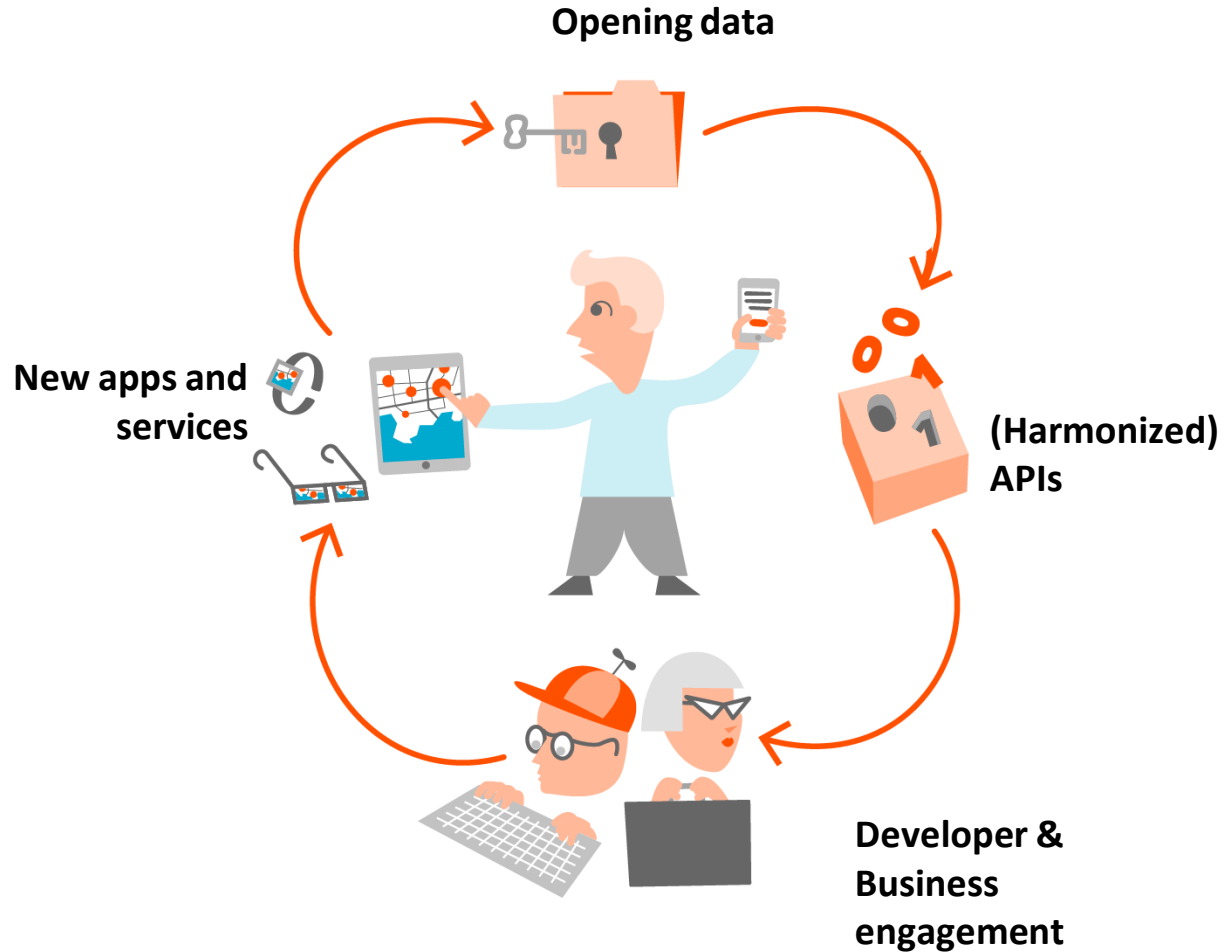
Hanna Niemi-Hugaerts

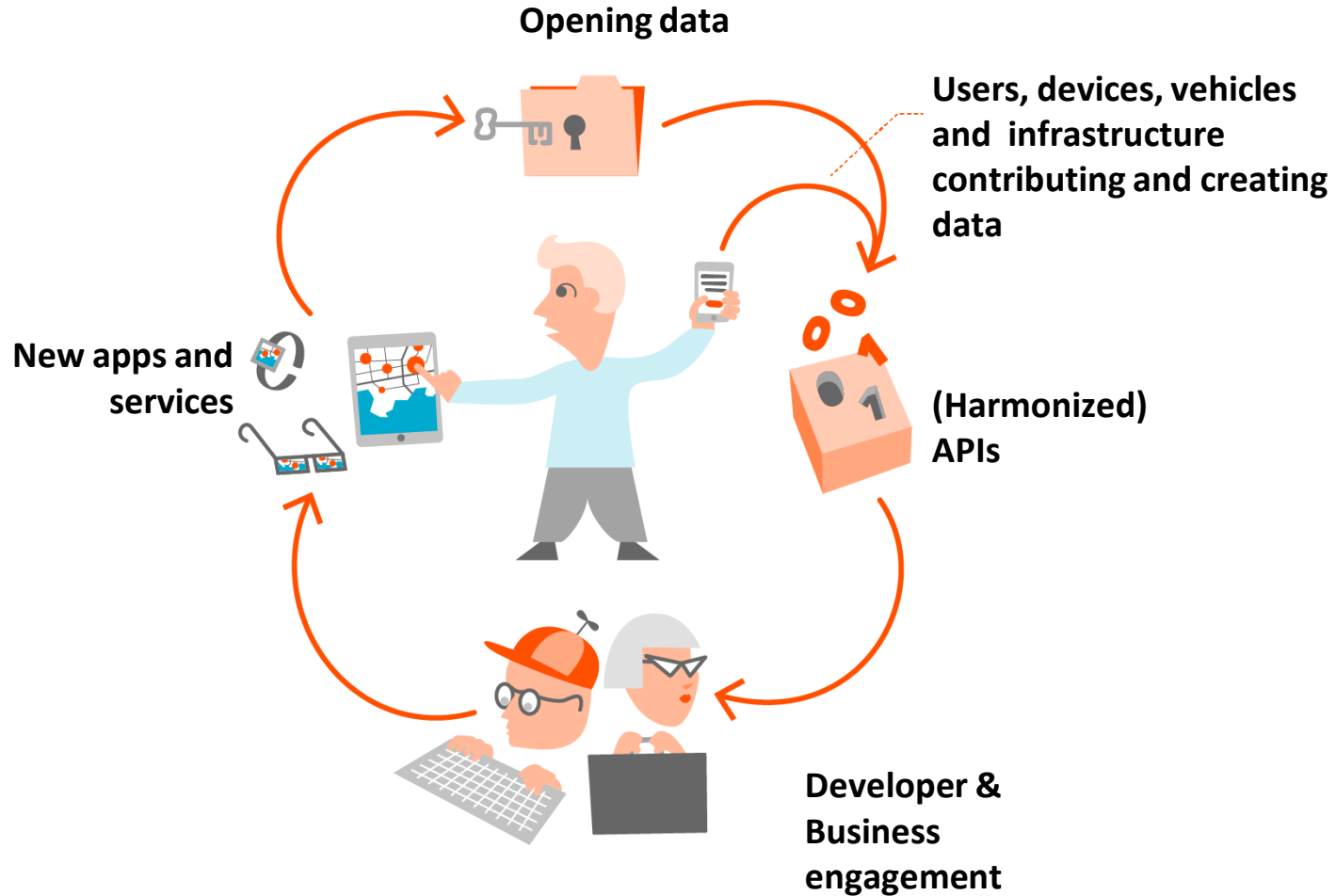
Director, IoT

@CitySDK_Hanna

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VIRIUM
HELSINKI**



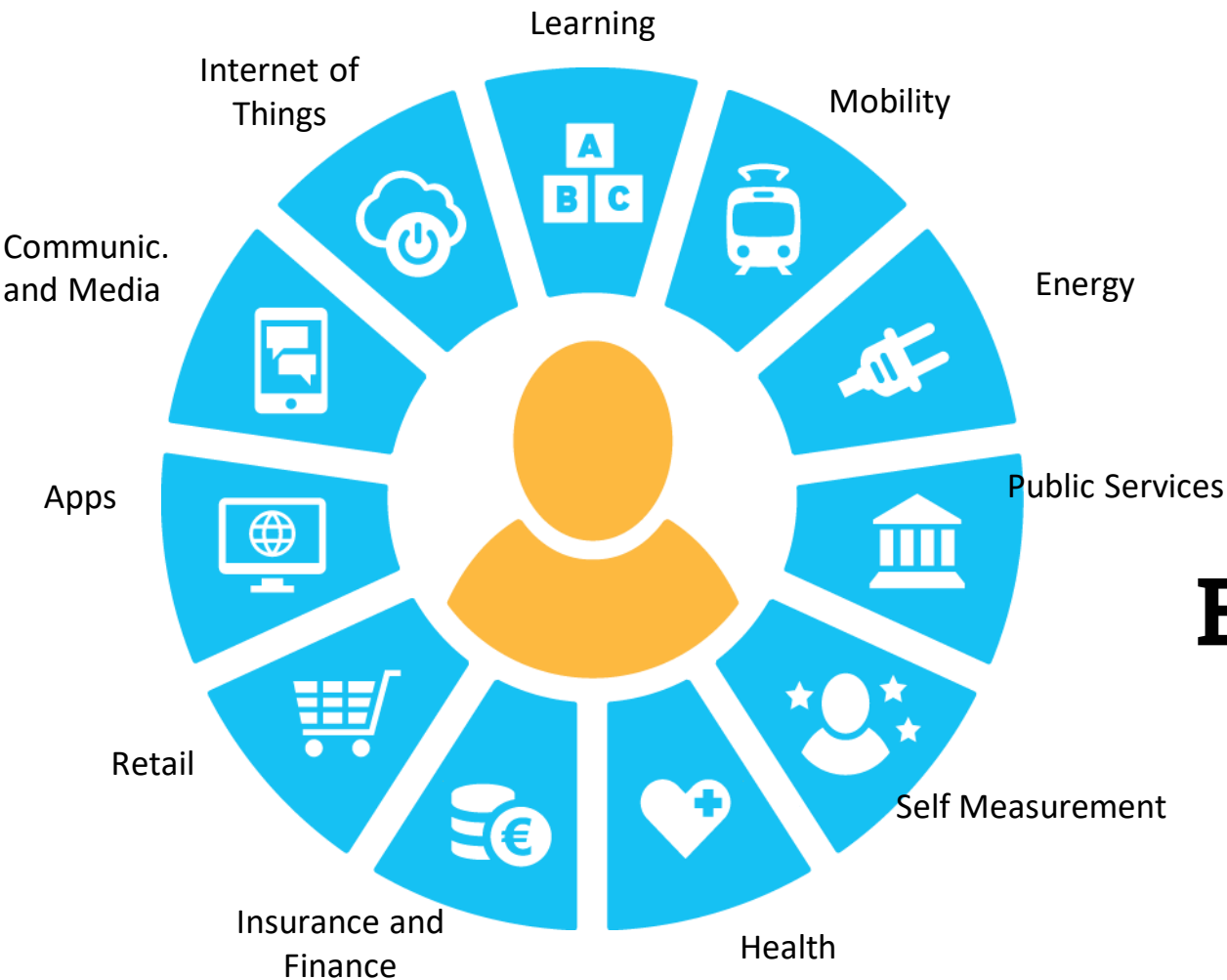




Personal Data

*‘personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, **location data**, an **online identifier** or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;*

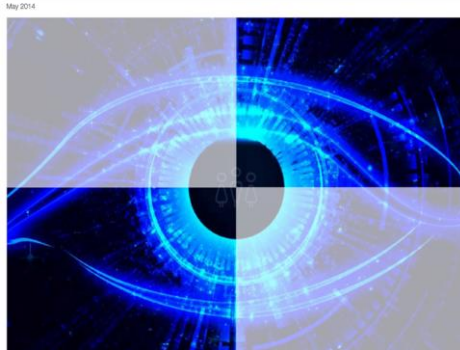
(Source: GDPR Article 4, Definitions)



**PERSONAL
DATA IS
EVERYWHERE**

Rethinking Personal Data: A New Lens for Strengthening Trust

Prepared in collaboration with A.T. Kearney



Personal data is becoming a new economic “**asset class**”, a valuable resource for the 21st century that will touch all aspects of society.

World Economic Forum

**Improving lives and connecting people
vs.
Data breaches, leaks and misuse**

TRUST IS BROKEN

...and even more...

**Personal data we could use in our
everyday lives is NOT available.**

We are not empowered.

We need to put the
human in control of
the data about them





The core idea is that individuals should be in **control of their own data**.

The MyData approach strengthens **digital human rights** while opening new opportunities for innovative services based on **personal data** and built on mutual trust.

Currently:

- Organizations manage the whole value chain
- Integrating data from multiple sources is hard



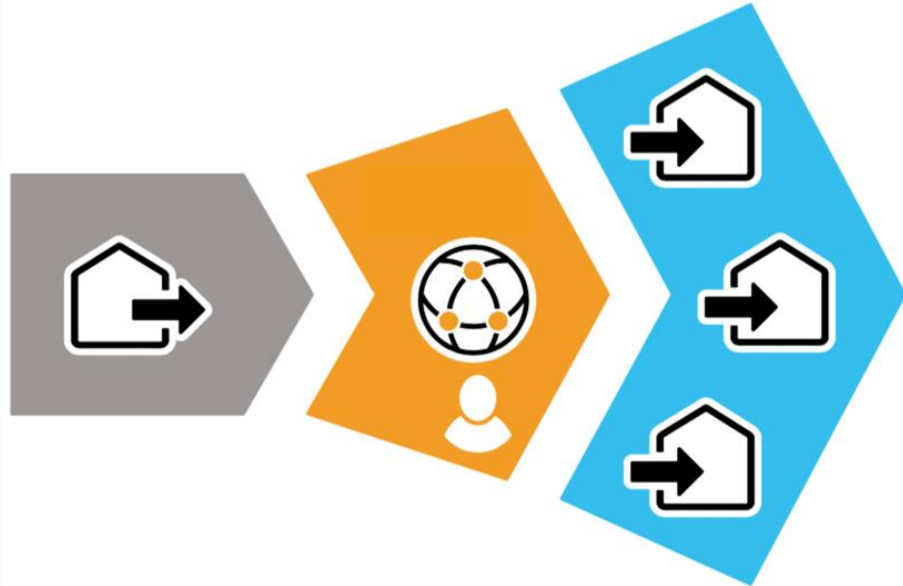
Collect

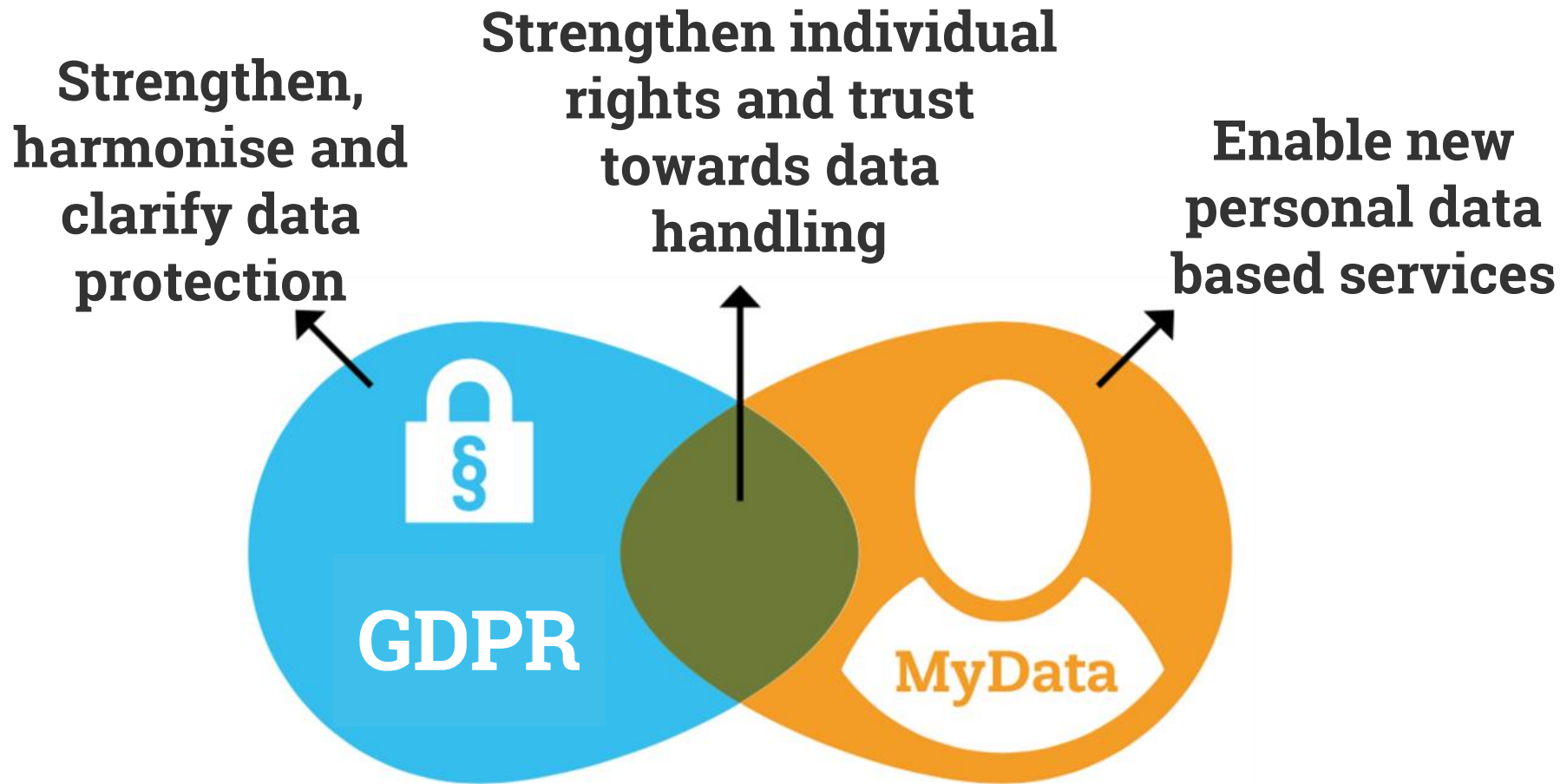
Manage

Use

Future:

- Specialized services for different parts of the value chain
- Need mechanisms for permissions (consent etc.)





Partly overlapping aims of the GDPR and MyData -approach

mydata.org/declaration

For a just, sustainable, and prosperous digital society

- 1 Formal → actionable rights
- 2 Data protection → data empowerment
- 3 Closed → open ecosystems

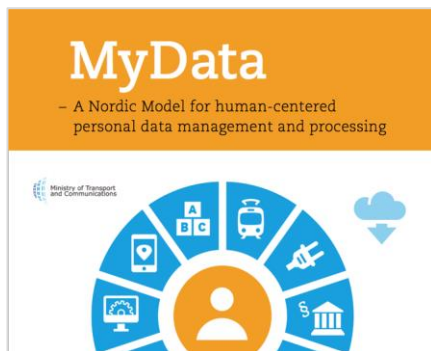
<https://mydata.org/declaration>

BUSINESS

LEGAL

TECH

SOCIETY



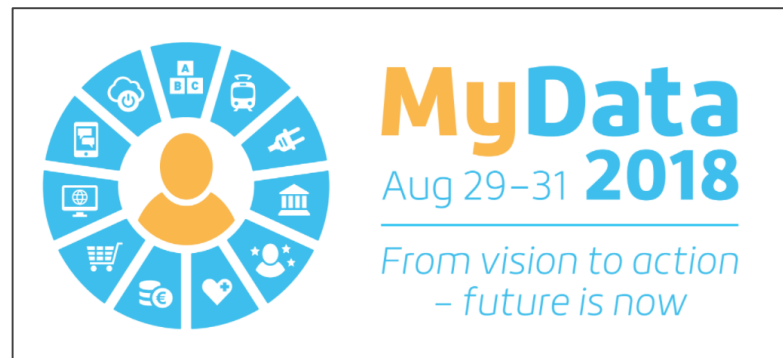
White papers

2014 (FI), 2015 (EN) and
2018 (FI)

**“People’s right to decide about
and monitor their personal
information will be enhanced”**

**“start MyData based pilot
projects”**

**Government agenda &
spearhead programmes
2015 →**



International conferences 2016, 2017 & 2018

mydata2018.org

MyData Alliance
40+ organizations
Facilitate pilots
Create interoperability



Specification + Code
Architecture
documentation &
Reference implementation

inrupt

mylife
digital

MIDATA

digi.me

Tilaajavastuu

**PLATFORM
OF TRUST**

mydex

powr of you

Personium

Cozy Cloud

meeco

DataSign

onecub

datamixer
DATA DRIVEN HAPPINESS

Qiy digital me

**MY DATA
INTELLIGENCE**

**[&] fair &
smart**

HAT
Hub-of-All-Things

FIndy

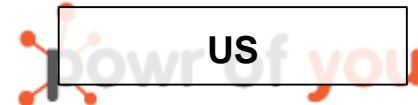
DATA COUP

comuny

PLANETWAY

healthbank

people.io



Case Helsinki

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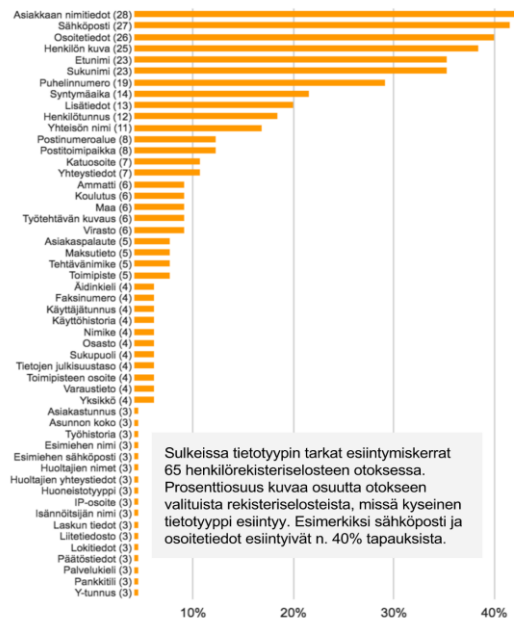
Helsinki committed to furthering mydata principles

- Helsinki has already taken first steps to this model by **mapping the sources** of the city's personal data reserves and **drafting concepts** for trying out MyData solutions in the future.

<https://www.hel.fi/uutiset/en/kaupunginkanslia/helsinki-commits-to-furthering-mydata-principles>

- Report states that at **least 209 out of almost 800 Helsinki's IT systems** contain personal data
- Types of personal data vary -> but email or address were included in 40% of the cases

Yleisimmät tietotyypit kaupungin henkilökisteriselosteissa



Sulkeissa tietotyyppiin tarkat esiintymiskerrat 65 henkilökisteriselosteiden otoksessa. Prosenttiosuus kuvaa osuutta otokseen valituista rekisteriselosteista, missä kyseinen tietotyyppi esiintyy. Esimerkiksi sähköposti ja osoitetiedot esiintyivät n. 40% tapauksista.

Images from Sähköinen asiointi ja henkilötieto

Selvitys- ja kokeiluprojekti MyDatan hyödyntämisestä kaupungin palvelujen kehittämisessä

Antti Poikola, Emilia Hjelm, Daniel Schildt ja
Open Knowledge Finland ry.

Funded by Helsingin innovaatio- ja kehitysrahasto.

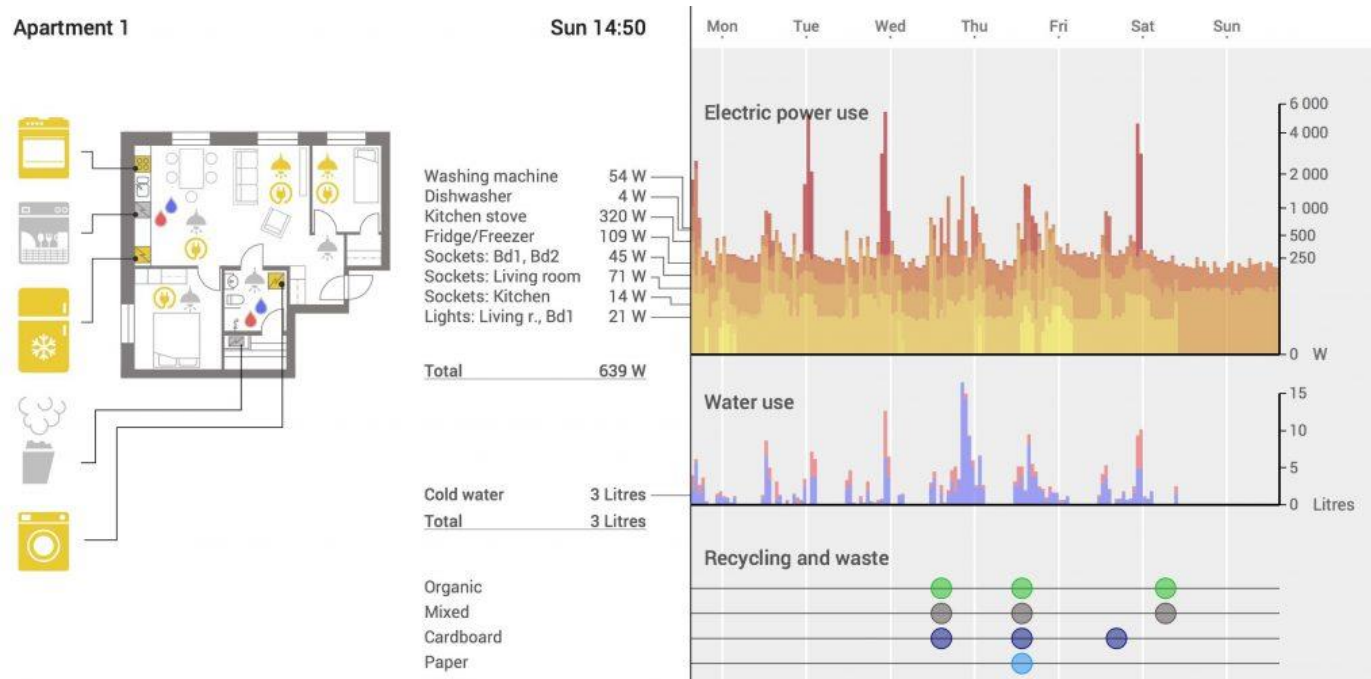
https://docs.google.com/document/d/1nmng5kSzUzGOk9E6W0kWCvH0XyfkH_AYEawt6gWAZCQ/edit

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Mydata supporting our carbon neutrality targets

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HELSINKI**

Smart homes – more data



Dataa Kalasataman asukkaiden sähkön- ja
vedenkäytöstä sekä jätteiden kierrätyksestä (lähde:
<http://bit.ly/2buPUnP> – CC BY 2.0)

Climate Friendly Housing Companies

URBAN LAB 16.5.2019

7/23/201

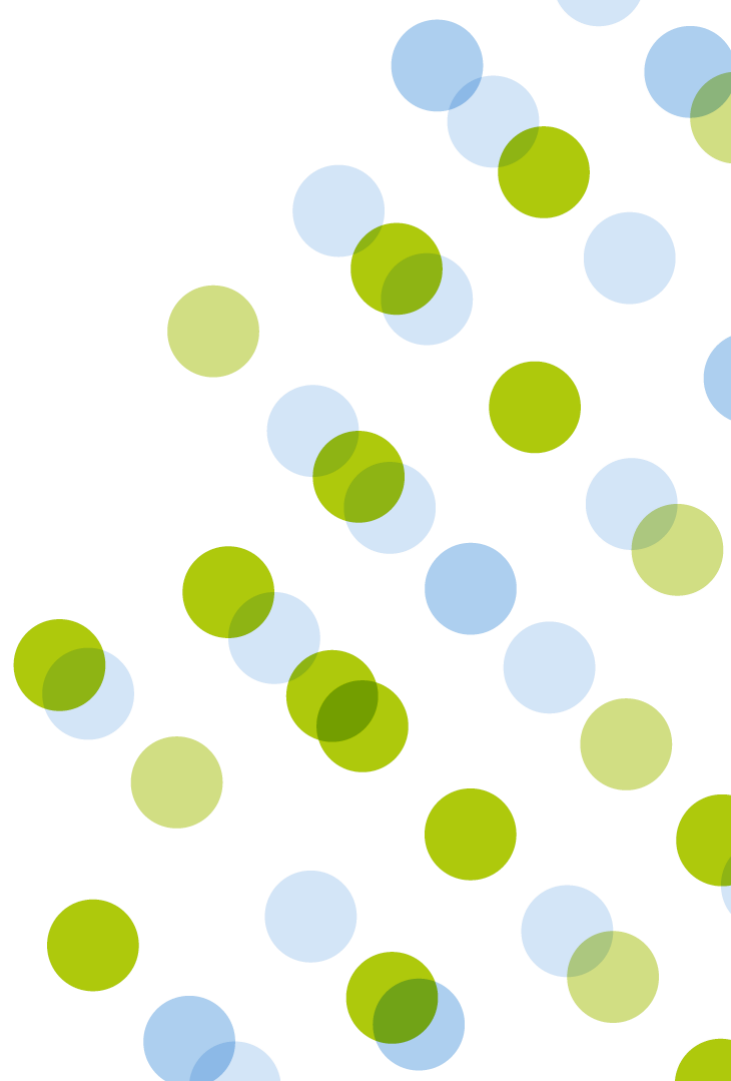
9

Timo Ruohomäki, FVH

6Aika



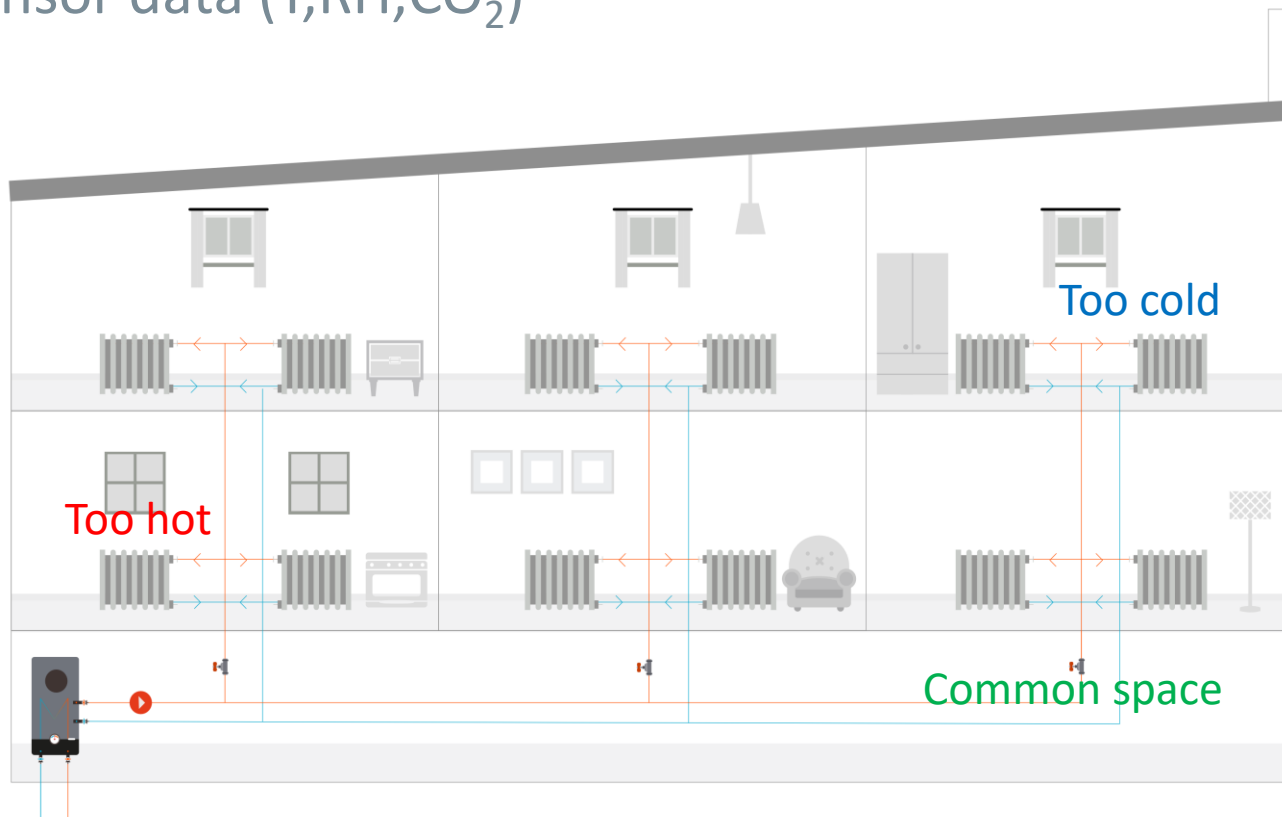
Vipuvoimaa
EU:lta
2014–2020



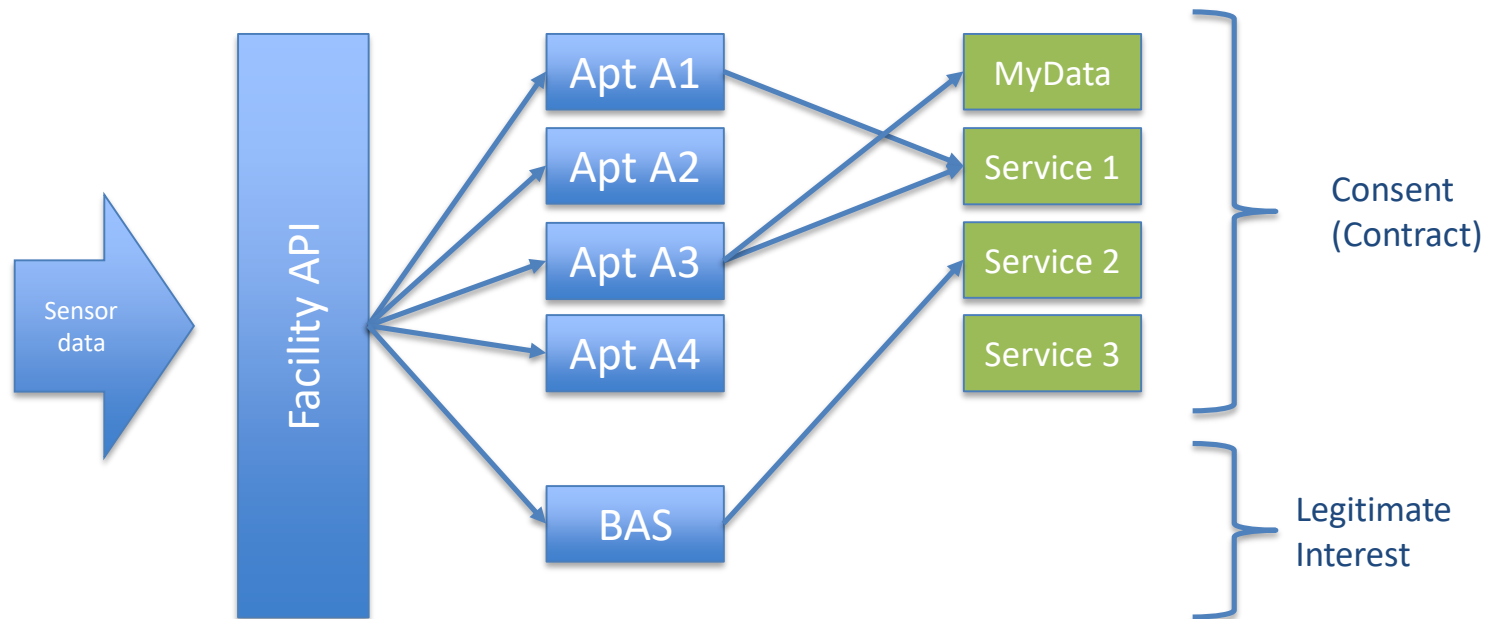
Increasing energy efficiency in private housing companies with data-driven services

- Project partners:
 - City of Helsinki (4 houses)
 - City of Vantaa (2 houses)
 - Green Building Council Finland
 - HSY (online training)
 - Forum Virium Helsinki (data collection and platform)
- Project outputs: Data Portal, Digital Services Guide, Online Training Platform

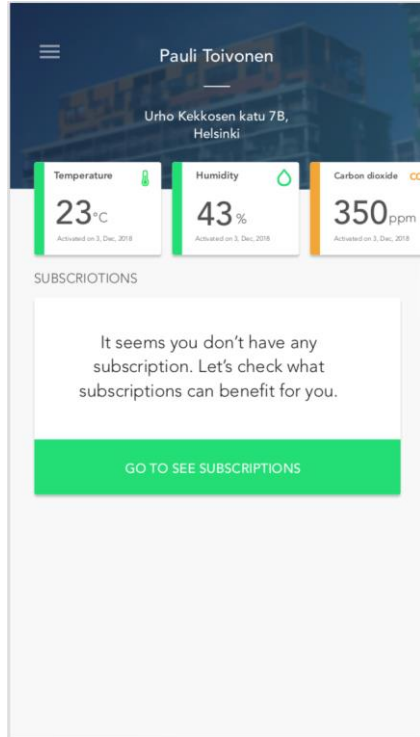
Sensor data (T,RH,CO₂)



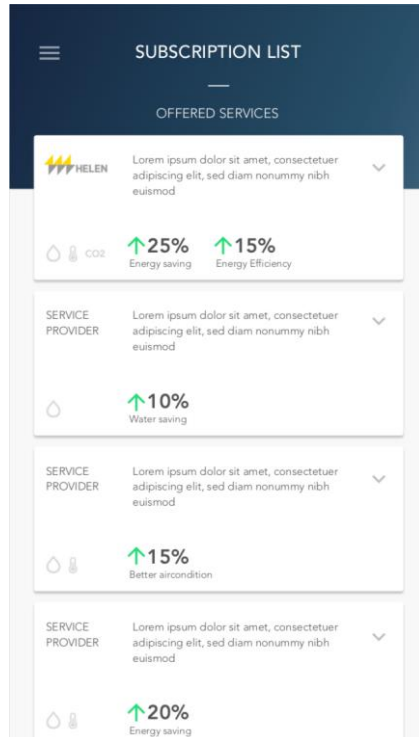
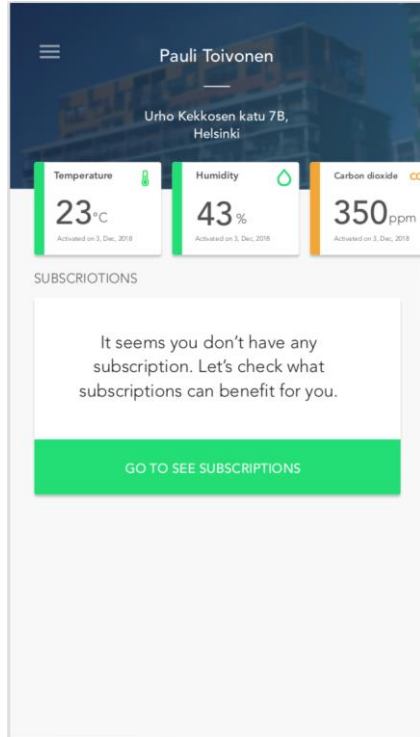
Data Platform and GDPR



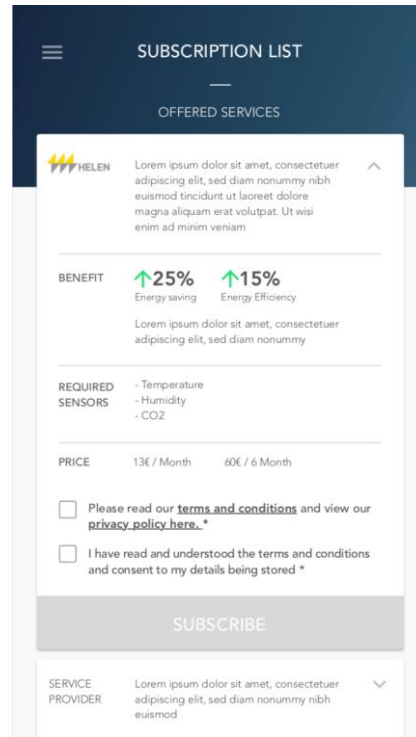
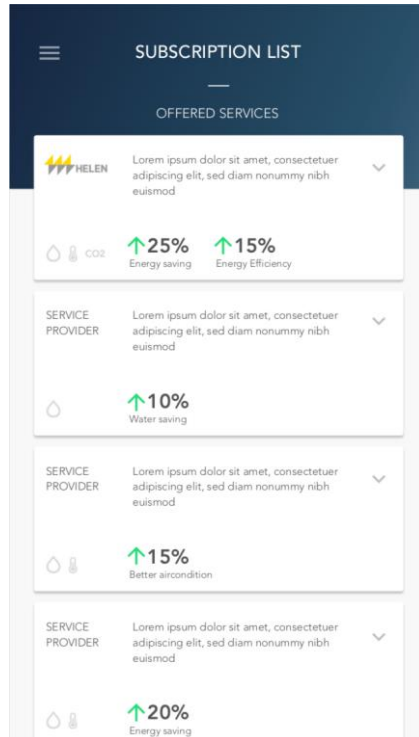
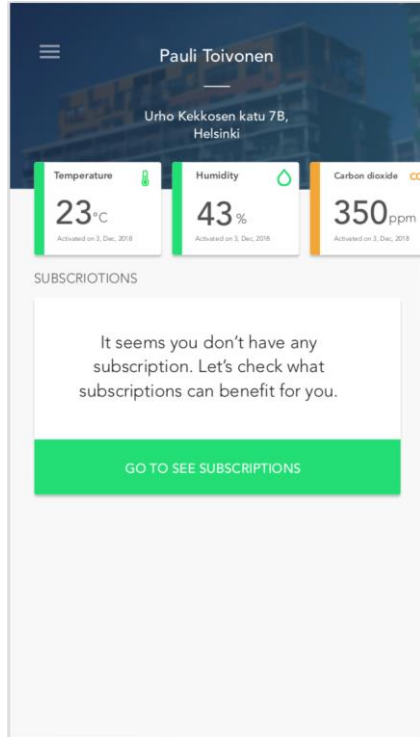
Consent



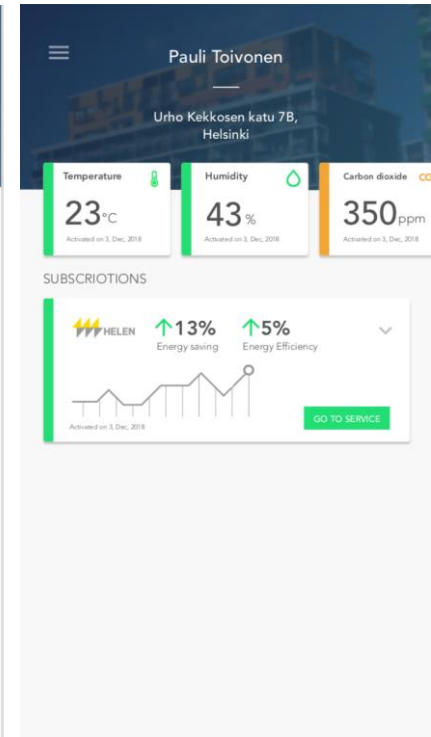
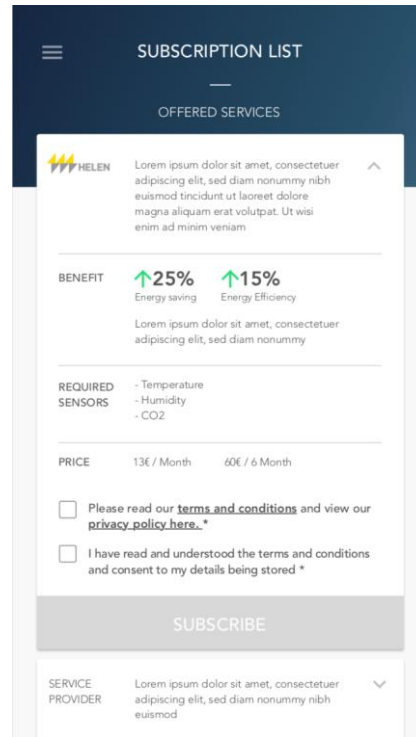
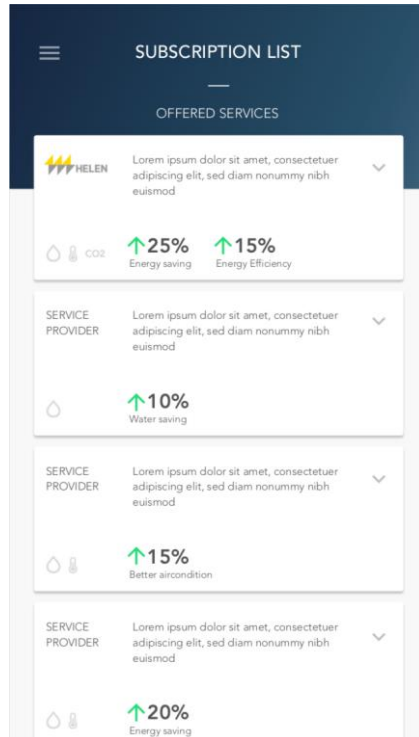
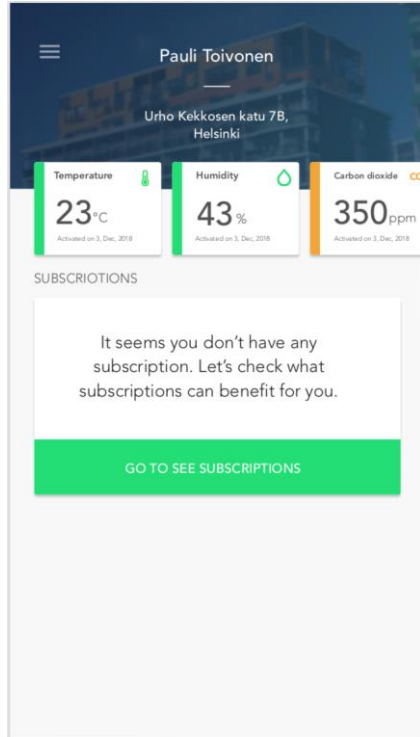
Consent



Consent



Consent





CITIES FOR DIGITAL RIGHTS

[Read the declaration](#)

Cities Coalition for Digital Rights is a joint initiative launched initially by Amsterdam, Barcelona and New York City that has the support of UN-Habitat, EUROCITIES, CGLU and other participating cities to protect, promote and monitor residents' and visitors' digital rights. City governments have already been taking actions.

Collaboration on AI Ethics



Cities

Become a member

[Sign in](#)

[Get started](#)

The Ethics of Using Artificial Intelligence in city services



Smart London

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Jun 11 · 6 min read ★

There is great potential for the use of Artificial intelligence (AI) by cities. With the help of AI, we can provide more responsive services to citizens. However, AI poses ethical issues that need special attention, as Chief Digital Officers of London and Helsinki here we explain why and suggest an approach for city government.



MyData 2019

Rebuilding trust - for human-centered data economy

SEPT 25-27 2019
HELSINKI, FINLAND

How can we help you to create future city services in Helsinki?

How can we shape the future of cities together?

Hanna.niemi-hugaerts@forumvirium.fi
@CitySDK_Hanna