

Trust as Competitive Edge

25 September 2019 Jaana Sinipuro @jsinipuro

Sitra by the figures

Investments

by the Finnish State

1967: 16.8 M€

1972: 16.8 M€

1977: 16.8 M€

1981: 16.8 M€

1992: 16.8 M€

84.1 M€

Annual budget

30–40

million euros

179

employees

31 Dec. 2018

Market value

of endowment capital

M€

840 **776**

12/2017

12/2018

Average return

7.7% **-3.9%**

2017

2018

Founded
in **1967**

Working for
the future

over
years **50**

69 % women

31 % men

89 % higher education

11 % other education

SITRA'S CONTRIBUTION TO FINLAND'S EU PRESIDENCY

Transformation to a
carbon neutral
circular Europe

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

Economy of well-
being 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® Framework 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 methods for data sharing and to set up European-level rules and guidelines for the human-driven use of data.

**INDIVIDUAL | PERMIT | DATA
FACT-BASED RECOMMENDATIONS
FOR CITIZENS & POLICY MAKERS**

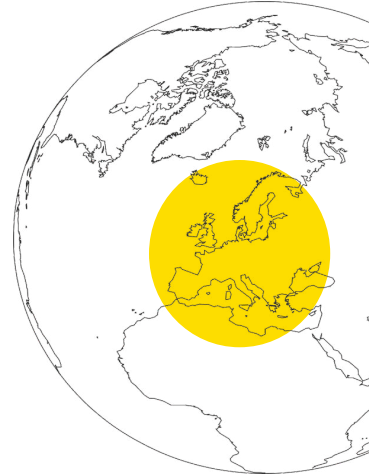
IHAN® Project facilitating the move towards **Fair Data Economy**

Creating Capabilities for Consent-based Data Sharing Ecosystems.

**COMMON RULEBOOK | GUIDELINES
CAPABILITY BUILDING
ENABLING ARCHITECTURE**

Making it happen – together.

IHAN® FAIR DATA ECONOMY RAINMAKERS



IHAN[®] as a project

- We define not just the principles and guidelines but also the *necessary components for the fair data economy*.
- We *pilot new concepts* based on personal data in collaboration with pioneering businesses across corporate, industrial and national borders.
- We develop an *easy way for individuals to identify reliable services* that use their data in a fair way.

The image features a large green background. On the left, a hand holds the edge of a black book cover. On the right, a child's back is visible, pointing towards a cluster of green stars. The book cover itself has the title 'THE FUTURE OF EUROPEAN COMPANIES IN DATA ECONOMY' in large white letters. Below the title, it lists the date '31 May 2019' and the authors 'Mikko Ulander, Meiju Ahomäki, Jenni Laukkanen / Innolink'. The SITRA logo is in the bottom right corner of the cover.

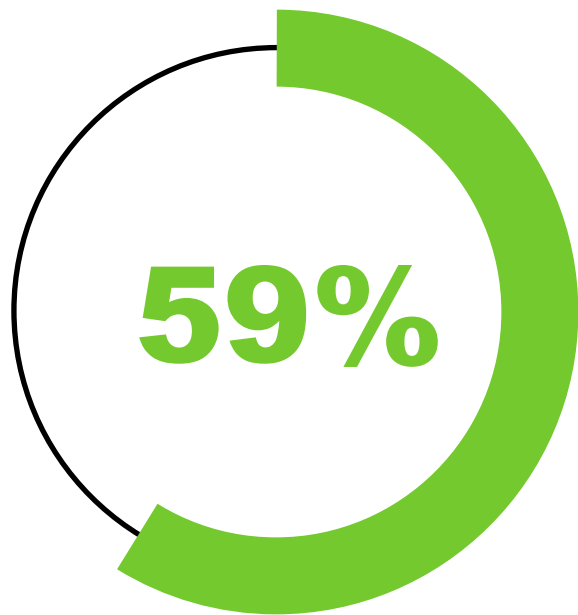
THE FUTURE OF EUROPEAN COMPANIES IN DATA ECONOMY

31 May 2019
Mikko Ulander, Meiju Ahomäki, Jenni Laukkanen / Innolink

SITRA

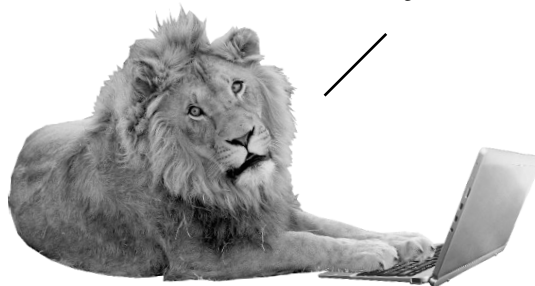
PUBLICATIONS

FAIR DATA ECONOMY

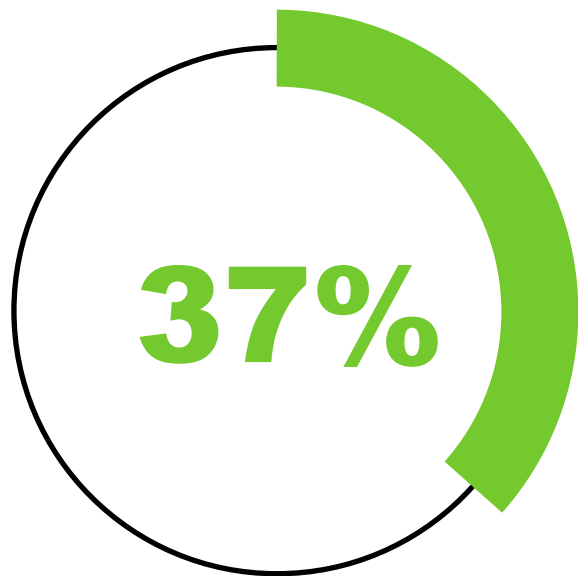


Most businesses see **possibilities** in the data economy **now or in the future.**

Nojaa... Finland **42%**



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>

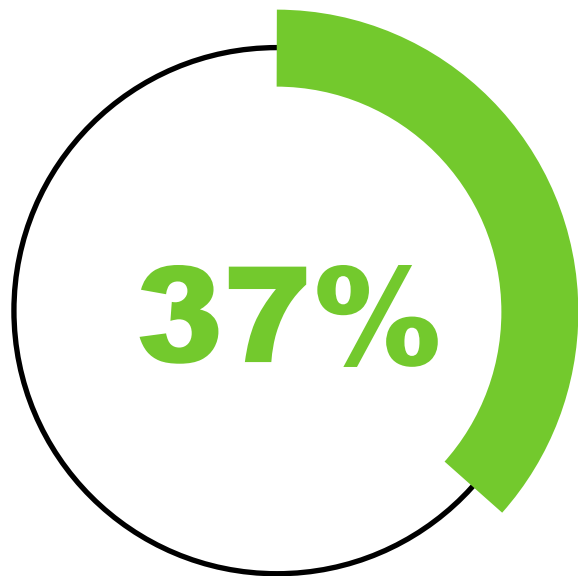


Over one third of businesses felt that **GDPR has had a positive** effect in their ability to work in the data economy.

Oui, tres bon! France **49%**



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>



Over a third of companies thought that a **Fair Data label would be beneficial.**

66 % of consumers thought a label would be important for services that use data fairly.



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>

Call for collaboration

**Common rulebook
for data sharing
ecosystem**

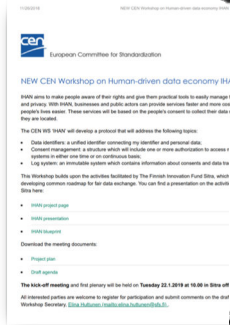


This document contains detailed functional requirements for all IHAN ecosystem functional components in End User, Service Provider and Data Provider levels. It also contains all non-functional requirements for IHAN ecosystem. This document can be used as a cookbook for projects either implementing new IHAN functional components or utilizing services provided by IHAN ecosystem to create new services

**IHAN
Blueprint**

3.0 v261016

Arvi Laitio, Juhani Luoma-Kymy, Jyrki Suikari and Teemu Karvonen



IHAN® testbed

**New Data
Economy
Rainmakers**

**Corporate
Responsibility
Focus Group**

**Fair Data
Ambassadors
“Get together”**

UUDISTAMO® MODULES

**Services
Ecosystem
Company
Person**

Why fair data economy?	What opportunities exist?	Which capabilities are required?	How to organise the change?	Which ICT solutions are required?	How to design the transformation?	How to execute?
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**The Digitrail Survey
The DigiProfile Test**

2019 | 2020 -

Corporate Citizenship - principles

1. Accountability
2. Transparency
3. **Ethical behaviour**
4. Respect for stakeholder interests
5. Respect for the rule of law
6. Respect for international norms of behavior
7. Respect for human rights
8. Sustainable Data Governance?

Source: ISO 26000:2010 Social Responsibility
The 7 Principles







Ask yourself: would you be comfortable if your actions were to become public knowledge?



ISO 26000:2010 Clause 2.7
about Ethical Behaviour

RISE TO SHINE!



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