Trust as Competitive Edge

25 September 2019 Jaana Sinipuro @jsinipuro
Sittra 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

**Employees**
- 179 employees
- 31 Dec. 2018
- 69 % women
- 31 % men
- 89 % higher education
- 11 % other education

**Market value of endowment capital**
- **840** (12/2017)
- **776** (12/2018)
- **Average return**
- **7.7%** - **-3.9%**
- 2017 - 2018

**Founded in 1967**
- Working for the future over **50 years**
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.

IHAN® Project facilitating the move towards Fair Data Economy

Creating Capabilities for Consent-based Data Sharing Ecosystems.

COMMON RULEBOOK | GUIDELINES
CAPABILITY BUILDING
ENBLING 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 FUTURE OF EUROPEAN COMPANIES IN DATA ECONOMY

31 May 2019
Mikko Ulander, Meiju Ahomäki, Jenni Laukkanen / Innolink
Most businesses see **possibilities** in the data economy **now or in the future.**

59%

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%**

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

37% of consumers thought a label would be important for services that use data fairly.

Call for collaboration

Common rulebook for data sharing ecosystem

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?

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?

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

Source: ISO 26000:2010 Social Responsibility
The 7 Principles

ISO 26000:2010 Clause 2.7 about Ethical Behaviour
RISE TO SHINE!