unleashing the benefits of data through human centricity

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Trust
/trʌst/
to have confidence in somebody or something;
to believe that somebody/something is good, sincere, honest, etc.
87% of people feel it is important that organisations they interact with use data about them ethically.

Source: “Attitudes towards data ethics” 10-2019, UK, the Open Data Institute

Concern About the Amount of Data Stored About You on Online Platforms

- 85% Very or somewhat concerned
- 14% Not too concerned
- 1% Not at all concerned

Source: “Platform Perceptions, Consumer Attitudes on Competition and Fairness in Online Platforms” 09-2020, USA, CR Consumer Reports
The social value of the Web is that it enables human communication, commerce, and opportunities to share knowledge.

One of W3C's primary goals is to make these benefits available to all people, whatever their hardware, software, network infrastructure, native language, culture, geographical location, or physical or mental ability.
Towards a Human-centric data infrastructure

- Rich pool of data (varying degree of accessibility)
- Free flow of data across sectors and countries
- Full respect of GDPR
- Horizontal framework for data governance and data access

Key Elements:
- Technical tools for data pooling and sharing
- Standards & interoperability (technical, semantic)
- Sectoral Data Governance (contracts, licenses, access rights, usage rights)
- IT capacity, including cloud storage, processing and services

Consent/Permission Layer (Dashboard enabled)

Cross-sectoral Personal Data Space

Services
- Collecting, combining, enriching and refining data into information and insights

Adapted from A European Strategy for Data, European Commission, February 2020
The standards

Business
- Use case testing
- Business models

Legal & Governance
- Data governance frameworks
- Legal liability models
- Ethics
- Code of conduct / Certification

Design/UX
- Design frameworks
- Transparency

Technical
- Data exchange protocols
- Permissions management protocols
- Data models
- Identity management
EU Data Governance Act

The economic value of data sharing:
- Data access and reuse can generate social and economic benefits of 1% to 2.5% of GDP\(^1\).
- The new measures could increase the annual economic value of data sharing by up to €7-11 billion by 2028\(^2\).
- In addition, the new rules will have a wider impact on the EU economy and society as a whole:

- **€1.3 trillion** in increased productivity in manufacturing through Internet-of-Things data by 2027\(^3\)
- **€120 billion** of savings per year in the EU health sector\(^4\)

The EU will boost the development of **trustworthy data-sharing systems**:
- Empower **Europeans** to decide what happens to their data, and what data they would like to share with whom.
- Facilitate **data altruism** to make it easier and safer for companies and individuals to voluntarily make their data available for the benefit of society.
- Enhance the **reuse** of public sector data that cannot be made available as open data.
- Create new EU **rules on neutrality** to allow novel data intermediaries to function as trustworthy organisers of data sharing.
- Set up a **European Data Innovation Board** to steer data governance and prioritise standards.

Data-driven innovation will bring benefits for individuals and companies:

**Health data**: Providing better healthcare, improving personalised treatments, helping cure rare or chronic diseases.
- Providing a more effective response to the coronavirus crisis.
- 16 sector organisations identified several molecules for treatment against the virus. Thanks to the ‘broker’ of information by pharmaceutical companies to European research centres in the absence of a data-sharing process, it took 3 months but a common European health data space would have facilitated the development of faster solutions.

**Environmental data**: Combating climate change, reducing CO\(_2\) emissions and fighting emergencies, such as floods and wildfires.

**Agricultural data**: Developing precision farming, new products in the agr-food sector or new services in rural areas.

**Mobility data**: Saving more than 27 million hours of public transport users’ time and up to €30 billion a year in labour costs of car drivers thanks to real-time navigation.

**Public administration data**: Delivering better and more reliable official statistics, contributing to evidence-based decisions.
aNewGovernance is a market-driven international not–for-profit association headquartered in Brussels. More than 200 organizations from 53 countries have helped building a well-balanced organization, from Corporates, SMEs and Start-Ups, to Academics, Professional and Consumer Associations. It is collaborating with the European Commission and European Parliament, several European and non-European National authorities as well as the World Economic Forum.

The European Data Strategy has obviously a European focus, but is also opened to like-minded countries, organizations and ecosystems, such as Japan with the “Free Flow of Data with Trust” encouraged by PM Shinzo Abe at Kyoto G20, South Korea or Canada.

aNG aims to be a Global working group for Human-Centric Personal Data Sharing.
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