

8.10.2019

High-Level Conference on the Data Economy

25–26 November 2019, Helsinki, Finlandia Hall

Programme

Hosts: Anni Laurila and Peter Nyman

Monday 25 November

9.00 Registration and coffee

9.30 Opening of the conference

9.45 **Opening keynote: Galit Ariel, WondARlands**

10.15 ***Theme of the session: Reaching the benefits of the Data Economy***

Topic: Foundations of human-centric data economy

Data can improve the well-being of people, create business opportunities and bring prosperity to societies only if it serves human needs. Our future development depends on putting humans at its core, with control of the data economy. This session will discuss human-centric approaches that empower both individuals and organisations to act with data in a more responsible manner.

Speakers:

Riikka Kämppi, Board Member, MyData Global

Julian Ranger, Chairman, digi.me

Topic: Fair and transparent use of data

The functioning of societies increasingly rely on data and information as well as the knowledge and services derived from them. A responsible data economy is built on fair

and transparent use of data and discussions on ethical principles. Citizens trust the use of data and artificial intelligence more when it is carried out in an ethically sustainable manner. At the same time, the ethical use of data and new technologies can translate into an international competitive edge. European data economy has the opportunity to become competitive based on fair and transparent use of data.

Speakers:

Anna Felländer, Co-founder, AI Sustainability Center

Enrique Medina, Chief Policy Officer, Telefónica

11.45 Buffet lunch

12.45
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14.15

TRACK I

***Data production and data sharing –
foundation of future societies***

Topic: Unlocking data for creation of new market opportunities

Access to data and the right to reuse it are the basic conditions for an efficient data economy. While enterprises recognise the need to share more data, in practice they do not take advantage of the opportunities. In this session, we will focus on the possibilities to move towards a win-win situation where necessary data will be shared between relevant parties.

Speakers:

Sampo Hietanen, Founder, CEO, MaaS Global

Mariane ter Veen, Director, Lead Data Sharing, Innopay

Topic: Navigating from physical to virtual

“Digital twins” of the physical transport infrastructure will be necessary for the needs of automated transport, for example. What does it mean and how can the models be utilised?

TRACK II

New revenue streams from data and platform economy

Hosted by Saila Löfström, Head of Legal, Creative Content, YLE

Topic: Platforms and new business opportunities in the digital environment

How to create added value for the content market in the data economy? Practical experiences and prospects.

Interview:

Markku Ignatius, General Counsel and Public Affairs, Supercell

Topic: Automatisations of revenue streams in the creative sector

To what extent is automated licensing of digital content offered today and what does upscaling of any models require?

Interview:

Helienne Lindvall, Director of Industry Relations, Europe, VEVA Sound

Speaker:

Bill Rosenblatt, President, GiantSteps Media Technology Strategies

Speakers:

Michael Bueltmann, Managing Director and Head of Global Government Relations, HERE Technologies

Emmi Jouslehto, CEO, Co-founder, Arilyn

Topic: What should the EU do next to develop the content market?Panel discussion

Introductory remarks by Claire Bury, Deputy Director-General, DG CONNECT, European Commission

Markku Ignatius, Supercell
Helienne Lindvall, VEVA Sound
Bill Rosenblatt, GiantSteps

14.15

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Coffee break

14.45

14.45

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16.00

TRACK I***Building trust in data economy: Business and ecosystems*****Topic: Managing decentralised data ecosystem**

How to enable ecosystems that build trust between different stakeholders?
How to share data according to user rights more openly than before?
Elements of interoperability such as harmonised data sets and interoperable interfaces (API) are required to make decentralised data sharing work.

Speakers:

Kjersti Lunde, Programme Manager for Nordic Smart Government, Danish Business Authority

Petri Kairinen, CEO, Nixu

Topic: User in the core of data economy

Managing and using personal data makes everyday life easier and adds to our well-being. This opens up opportunities for user-oriented innovations and business activities. How does data economy develop when you put individuals in control of their own data?

TRACK II***Building trust in data economy: People, skills and society*****Topic: Foreseeing competence needs**

Competent people constitute Europe's most important resource and competitive asset. Success in a global operating environment depends on the ability of citizens and organisations to produce, understand and make use of information. Information policy measures to strengthen competencies and capabilities concern the entire population.

Speakers:

Marc Durando, Executive Director, European Schoolnet

Teemu Roos, Associate Professor of Computer Science, University of Helsinki

Topic: Supporting active citizenship – social inclusion

The development of a trust-based society building on data is founded on people's sense of inclusion. In an increasingly digital society, social inclusion, accessible digital operating environments and the opportunities that these create constitute one of the conditions for human wellbeing.

Speakers:

Lars Albäck, CEO, Tilaajavastuu

Alban Schmutz, SVP Strategic
Development & Public Affairs, OVH;
Chairman, CISPESpeakers:Touria Meliani, Deputy Mayor, City of
AmsterdamSusanna Laurin, Chief Research and
Innovation Officer, Funka Nu

16.15 **Delivering human-centric platform economy**
– Speaker: Matt Brittin, President EMEA Business and Operations Google
16.45

16.45 **Digital meets Art**
– Sneak peek to Opera Beyond project by the Finnish National Opera and Ballet
17.00

18.00 Transportation to the dinner venue

18.30
– Welcome Reception, hosted by the City of Helsinki
20.00

Tuesday 26 November

9.30 Opening of the conference, day 2: **Strengthening the European Data economy**

Introducing the Data Principles

Sanna Marin, Minister of Transport and Communications
Sirpa Paatero, Minister of Local Government and Ownership Steering
Hanna Kosonen, Minister of Science and Culture

Roberto Viola, Director-General, DG CONNECT, European Commission

Handing over of the SWIPO IaaS and SaaS Codes by
OVH CEO Michel Paulin and ENEL CISO Yuri Rassega

10.30 **Coffee break**

11.00 **EU in global data coopetition**

- How can we unlock the economic and social power of data economy and support dynamic innovations through competition and collaboration?
13.00

Panel discussion moderated by Jarmo Sareva, Ambassador for Innovation, Ministry for Foreign Affairs of Finland

Participants:

Clara Neppel, Senior Director, European Business Operations, IEEE

Dirk Pilat, Deputy Director, Directorate for Science, Technology and Innovation, OECD

Pablo Urbiola, Head of Digital Regulation and Trends, BBVA

John Frank, Vice-President, EU Government Affairs, Microsoft

Way forward for the European data economy

It is time to summarise the discussions and turn them into a vision. How should the European data economy look like and what are the next steps?

Speakers:

Meeri Haataja, Chair, IEEE's Ethics Certification Program for Autonomous & Intelligent Systems

David Osimo, Director of Research, The Lisbon Council

Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE

Comments:

Roberto Viola, Director-General, European Commission

13.00

– **Ending of the conference and lunch**

15.00

Contact information

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