

# Empowered Data Societies

***C4IR-hankeryhmän kokous  
2.9.2021***

# Projektin tila

- Fellowship-kausi päättynyt 30.6.2021
- Ennen kauden päättymistä sovittiin C4IR-keskuksen kanssa, että jatkan fellowship-projektin parissa vielä lopputapahtumaan asti.
- Ennen kesälomia saatiin loppujulkaisun teksti valmiiksi.
- Lomien jälkeen lopputapahtuman järjestelyjä ja Helsingin kaupungilla aloitetun data-analytiikkakokeilun edistämistä.
- Lopputapahtuman jälkeen työlistalla enää loppuraportointi tälle ryhmälle.
  - Mainitsen alustavia loppuhuomioita tämän esityksen lopulla ja vastailen mielelläni kysymyksiin jo nyt.
  - Otan myös mielelläni vastaan toiveita asioista, joita olisi hyvä avata tarkemmin loppuraportoinnissa.

# Tuotokset ja tulokset

- White paper nimeltä "Empowered Data Societies: A Human-Centric Approach to Data Relationships", on kirjoitettu ja sen ulkoasua viimeistellään parhaillaan 8.9. julkaisua varten.
    - Pyydän lupaa jakaa julkaisua jo etukäteen embargo-ehdoin (eli ei eteenpäin jakamista ennen varsinaista julkaisua), odotan viimeisintä versiota parhaillaan. → Laita viestiä, jos ennakkoversio kiinnostaa!
  - Aiemmin julkaistu:
    - "On the importance of human-centricity and data" lyhyt positiopaperi tammikuussa [www3.weforum.org/docs/WEF On the Importance of Human Centricity 2021.pdf](http://www3.weforum.org/docs/WEF_On_the_Importance_of_Human_Centricity_2021.pdf)
    - WEF "Agenda" blogipostaus "12 ways a human-centric approach to data can improve the world" tällä viikolla [www.weforum.org/agenda/2021/08/12-ways-a-human-centric-approach-to-data-can-improve-the-world/](http://www.weforum.org/agenda/2021/08/12-ways-a-human-centric-approach-to-data-can-improve-the-world/)
  - Vielä tulossa:
    - WEF "Agenda" blogipostaus "5 Lessons from Building a Human-Centric Proactive Service" Helsingin kaupungilla toteutettavan kokeilun opeista, julkaistaan 15.9.
- **Projektin aikana ja ansiosta ihmislähtöisyys, "human-centricity", on otettu näkyväksi osaksi C4IR-tekemisen retoriikkaa ja sisältöä. Tämä on upeaa nähdä!**

# Päättötilaisuus

- Projektin päätöstilaisuus ja white paper julkaisutilaisuus 8.9.2021
- Formaatti on webinaari 45 min, klo 17:00-17:45 Suomen aikaa
- Suomesta mukana pormestari Vartiainen, Ministeri Harakan videotervehdys, ja paneelikeskustelussa Jan Vapaavuori
- WEF:in päästä tilaisuuden hostaa C4IR deputy head Sheila Warren
- Panelisteina edustajat seuraavista organisaatioista: Edelman, Splunk, Patrick J. McGovern Foundation ja moderaattorina toimittaja Politico EU:sta
- Osallistuminen on avoin ja rekisteröityminen on nyt auki:  
[https://weforum.zoom.us/webinar/register/WN\\_leFVdQitQ1iNkfQtmGZ-JA](https://weforum.zoom.us/webinar/register/WN_leFVdQitQ1iNkfQtmGZ-JA)
- **WEF promoaa tapahtumaa somessa erityisesti edeltävänä päivänä, kaikki apu viestin levittämisessä nyt ja sitten otetaan ilolla vastaan!**

The background of the entire page is a dark blue field filled with a complex, glowing network of white lines and dots, resembling a digital or neural network. On the right side, there is a large, stylized head shape composed of many interconnected blue and white geometric facets, giving it a crystalline or digital appearance. The World Economic Forum logo, consisting of the words "WORLD ECONOMIC FORUM" in white capital letters with a white arc above the word "FORUM", is positioned in the upper right corner.

WORLD  
ECONOMIC  
FORUM

# Empowered Data Societies: A Human-Centric Approach to Data Relationships

WHITE PAPER  
SEPTEMBER 2021

# Sisältö

- **Ensimmäinen osio** sisältää korkean tason pohdintaa datan käytön yhteydessä syntyvistä **luottamussuhteista**, miksi terveet luottamussuhteet ovat kukoistavien dataekosysteemien elinehto ja kuinka näitä terveitä luottamussuhteita luodaan ja ylläpidetään.
- **Toinen osio** esittää uuden **metodologisen lähetysmistavan** data ja ihmisten risteävien “matkojen” ymmärtämiseen holistisesti ja kuinka sen avulla voidaan tunnistaa niitä risteämiä, joissa ihmislähtöiset interventiot ihmisten voimaannuttamiseksi tulevat mahdollisiksi.
- **Kolmas osio** tutkii erityisesti **ennakoivia julkisen sektorin palveluita** ja kokoaa yhteen näkökohtia, jotka tulee huomioida kun dataa ja tekoälyä käytetään palveluntarpeiden ennakoimiseen ja niihin vastaamiseen ihmisen itse tarvitsematta erikseen pyytää.
- **Neljäs osio** esittelee Helsingissä kehitettyjä **käytännön työkaluja** edellisissä osioissa käsiteltyjen konseptien toteutukseen käytännössä.



# 1: Understanding the trust gap in the data ecosystem

## Building blocks of trust

### Trust grows strongest:

**When behavioural consistency meets expectations.**

E.g. Users of free online services who understand ad-supported business models may not feel betrayed when data associated with their use is sold.

**In environments of high risk.**

E.g. When investing a lot of money in something with no track record, getting a high return creates greater trust than investing only a little, or investing in a sure bet.

**In solidarity and commonality of purpose.**

E.g. Organizations regularly remind their constituents of shared goals and their alignment with stakeholder interests.

**When allowing parties to “maintain face”.**

E.g. Online advertising that unexpectedly reveals sensitive information based on previously searched terms can create a very deep breach of trust.

# 1: Understanding the trust gap in the data ecosystem

## 1.3 Policy implications

Building trust in data relationships can be supported through policy in the following ways:

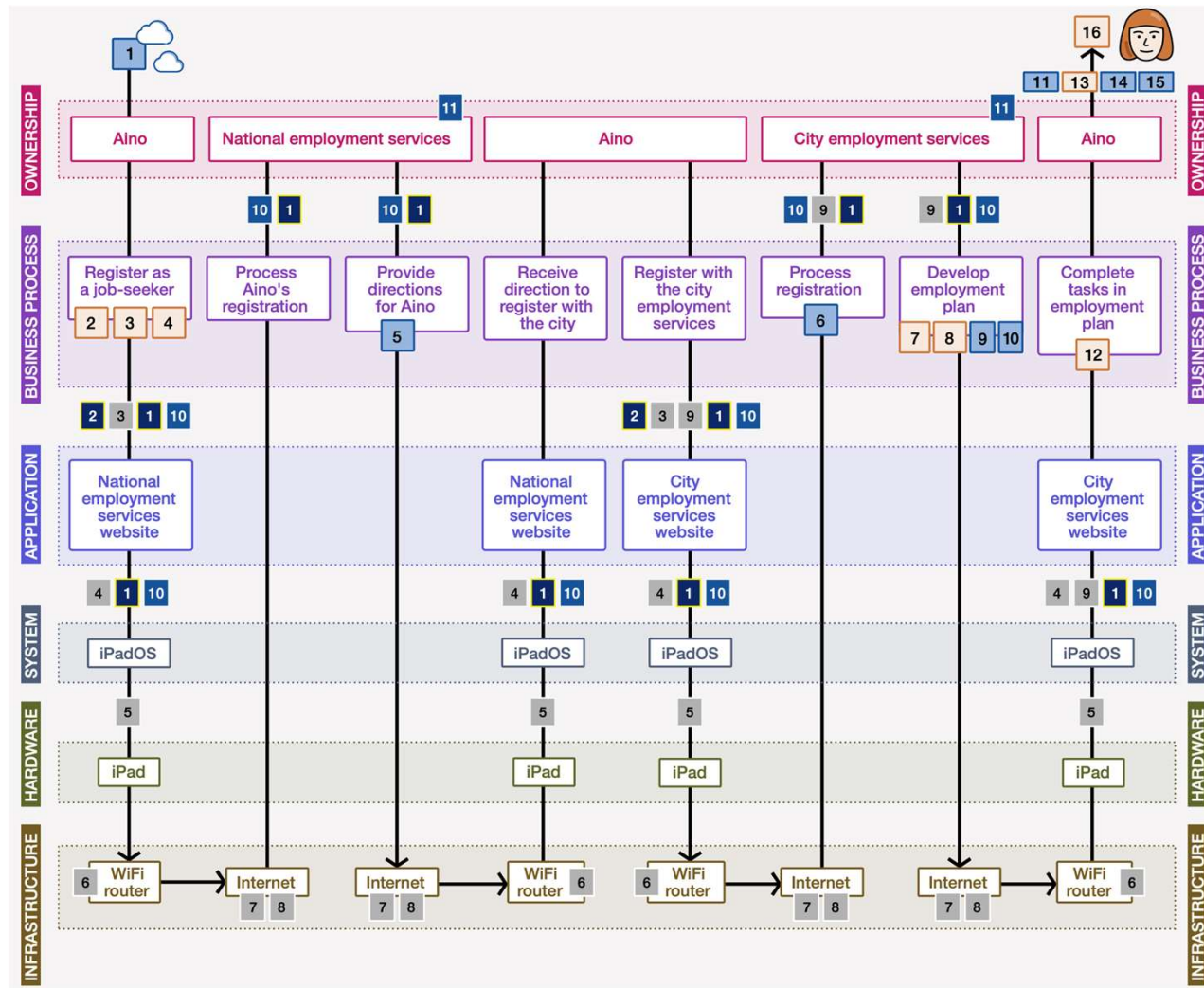
- **To build trust and promote engagement, governments must create human-centric foundations through legislation that is consistent and upholds reasonable expectations.** Data rights holders should have the opportunity to review details regarding the purpose of data collection and intended uses from the collecting entity. In addition, redress and appeals mechanisms should be accessible to allow for the correction and control of any undesired or unintended data exposure, and there should be clear transparency and auditability controls regarding the relevant laws governing data collection.
- **Regulatory sandboxes can provide environments where existing and new legal mechanisms can be tested to determine the appropriate amount of regulatory oversight required prior to scaling up.**

Further, given the complexity of the data legislation landscape, it is vital to provide greater guidance such as toolkits, standard agreements, and rulebooks to simplify data sharing processes and share best practices. This will increase the confidence of all actors in the data ecosystem. The passage of legislation must be supported by a comprehensive multistakeholder feedback process to assure that implementation effects on various groups are considered, especially those with a smaller or more fragmented data footprint, such as SMEs or underrepresented minorities.

- **Where the digital divide is substantial, governance arrangements that ensure data is inclusive, representative, reflects local realities, and has a sufficient degree of granularity to capture inequalities and exclusions are required.** Building trust in data is often better achieved at the local level of municipalities, especially in cities, and robust accountability mechanisms are essential.



## 2: Empowering people



## 2: Empowering people

### 2.4 Policy implications

Data empowerment can be incorporated into policy design in the following ways:

- **Human-centric policy design should aim to modularize interventions** along tussle points and identify tussle boundaries so that one tussle does not spill over and distort unrelated areas. For example, interventions targeted at removing redundant data entry should not create legal liabilities due to data requests that are not relevant to the service being provided. Policy drafted in this respect must therefore be challenged to be as specific as possible without being overly narrow.
- **Policy should be designed for tussle and variation in outcome.** This enables outcomes to be different in different places and allows the tussle to take place within the design, without distorting or violating it. Human-centric policy should assume there will be tensions in the system and proactively address these without trying to avoid them. Effective policy will consider values and culturally appropriate norms that balance the interests of individuals, public, and private interests (see Figure 1).
- **The principle of “tussle isolation”** suggests that intervention mechanisms should not be overloaded into one point but separated. Further, one should consider, within the broad topic of trust, where there are separable issues.

### 3: Designing proactive services to be human-centric

	United States – Child protective services	South Africa – Expectant mothers	Taiwan – Citizen services
Case description	“The Allegheny Family Screening Tool (AFST) is a predictive risk model designed to improve decision-making in Allegheny County’s child welfare system. The tool utilizes hundreds of data elements to predict	“MomConnect is a South African National Department of Health initiative which aims to support maternal health through the use of cell phone-based technologies integrated into maternal and child health	[Taiwan] launched the “e-Housekeeper” initiative <sup>60</sup> in 2008 to implement an integrated messaging platform for push-notifying citizens of useful information from across agencies and levels of government. Today,

#### Component marker analysis

A) Using predictive models for anticipating service needs	<b>Yes</b> The tool is a predictive model to anticipate the likelihood of a future service need.	<b>No</b> The system does not perform predictive modelling.	<b>No</b> Predictive analytics are not utilized to anticipate needs yet.
B) Automatically offering or delivering services	<b>No</b> The tool only provides a recommendation to a human who factors it in with their own judgement.	<b>Yes</b> After subscription, the SMS messages offering prenatal and infant care are automatically sent.	<b>Yes</b> Push notifications are automatically sent when action is due or information becomes available.



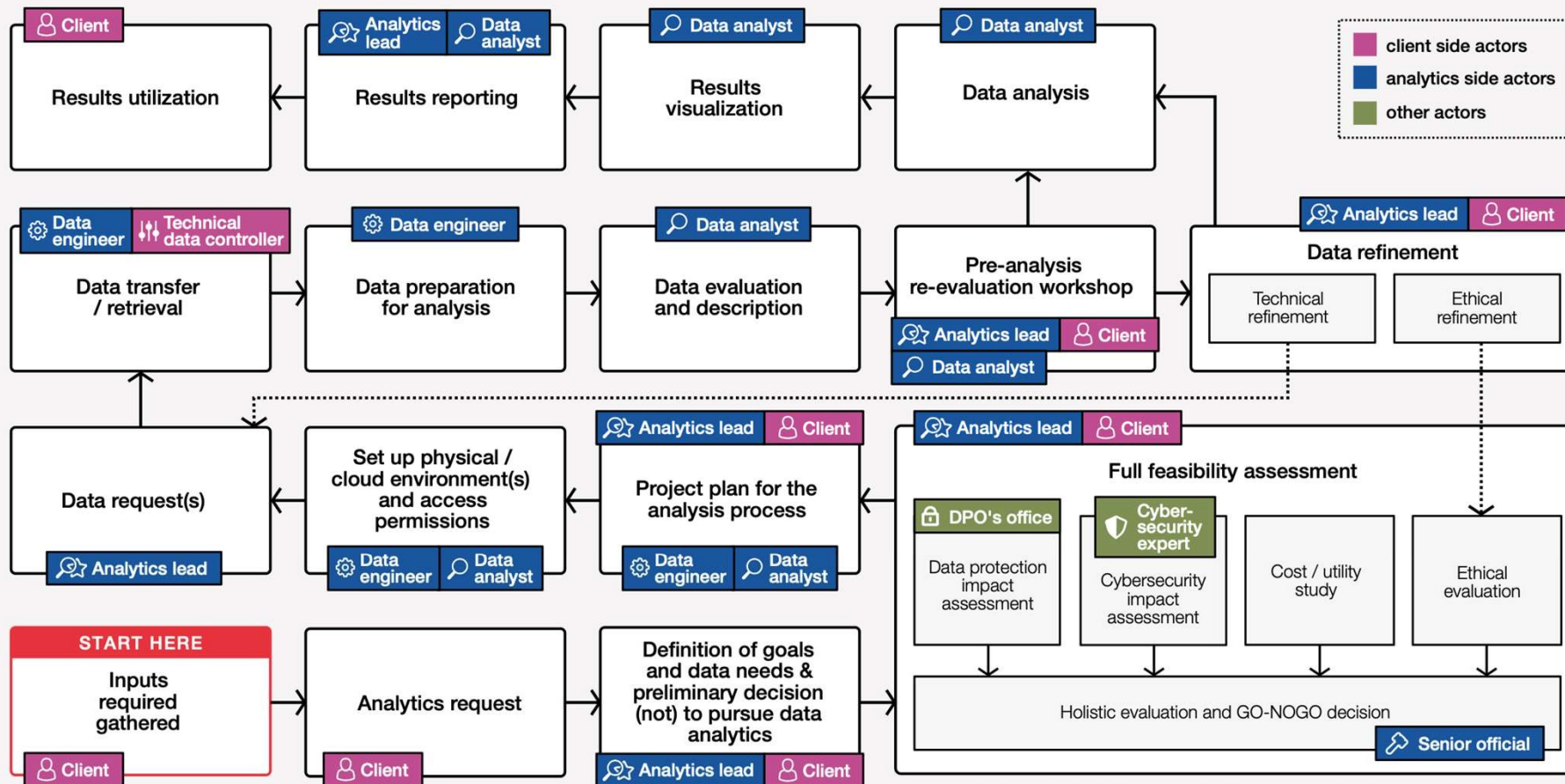
## 3: Designing proactive services to be human-centric

### 3.4 Policy implications

When experimenting with and designing proactive services, policy-makers should take into account that:

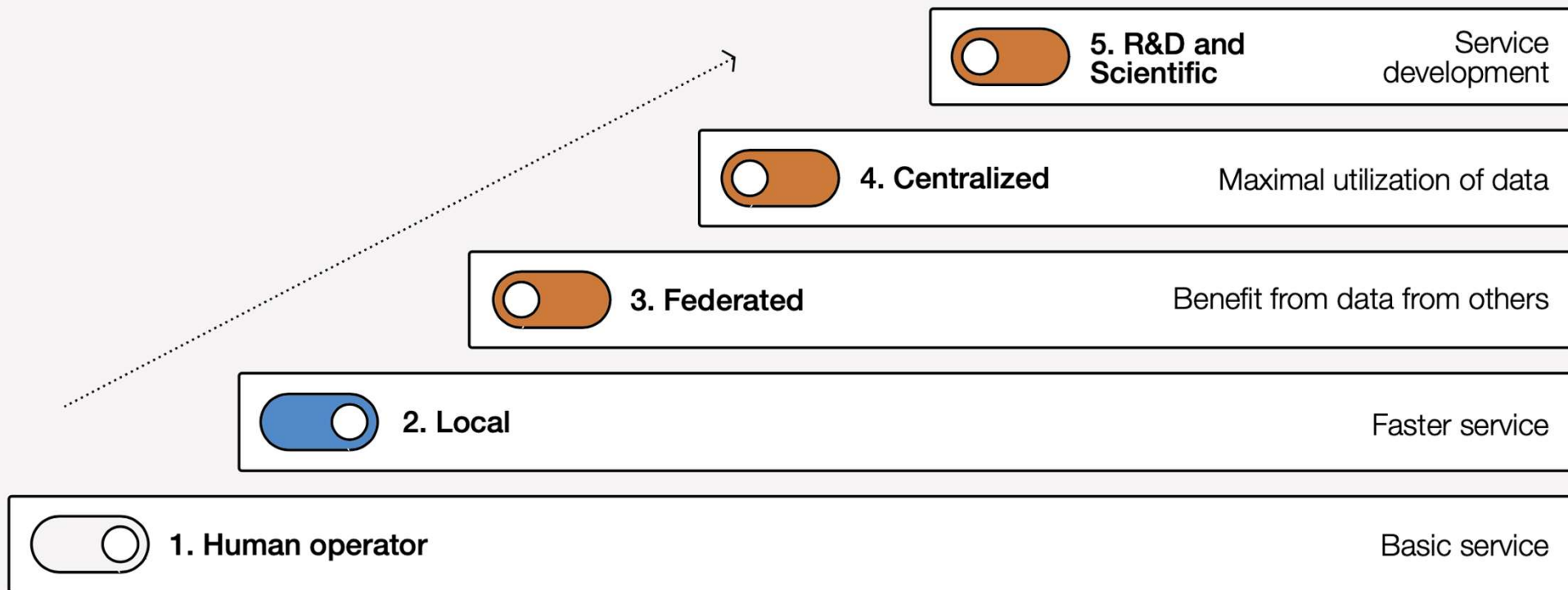
- **Designing proactive services requires an ambitious goal but must start with small trials, which can be iterated and adapted as needed.** Proactive services promise to be transformational, not only for the citizens, residents and visitors served but also for the civil servants and customer service specialists responsible for service provision. In addition, they can overhaul data-driven decision-making at all levels of a service organization. Keeping the relative magnitude of what's possible – and what's necessary – in check will serve to ensure plans are ambitious while remaining realistic. Starting
- **Multi-channel delivery is key.** A single app or delivery mechanism will always exclude some groups, thereby limiting the potential benefits. Policy-makers that seek to enable the responsible provision of proactive services must consider how different groups interact with technology to request and use traditional services, and analyse whether current data is susceptible to bias or extremes.
- **Engaging civil servants and customer service specialists is crucial for the continued efficiency, security, and integrity of the proactive service design.** The service organization's staff should be adequately trained in a) the practical use of the systems (designed to be as user-friendly as possible), b) necessary cybersecurity measures (as

## 4: Data in Helsinki: an experiment





## 4: Data in Helsinki: an experiment



# Tekijät

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