DATA POLICY FELLOWSHIP
WEF / C4IR + Finland / Helsinki

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Viivi Lähteenoja

Finnish Project Consortium meeting (hankerymä) 3 Sep 2020

Glossary

I've adopted the following English terms for the Finnish entities involved in the C4IR work:

- Työnyrkki = Task force
- Hankeryhmä = Project consortium

→ FYI for if you see these in my slides or receive communications from the Forum using these terms!

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Ideas collection form

C4IR project consortium ideas

Use this form to let Viivi Lähteenoja know about any relevant people, organisations, projects, events, or other developments she should be aware of. All ideas appreciated!
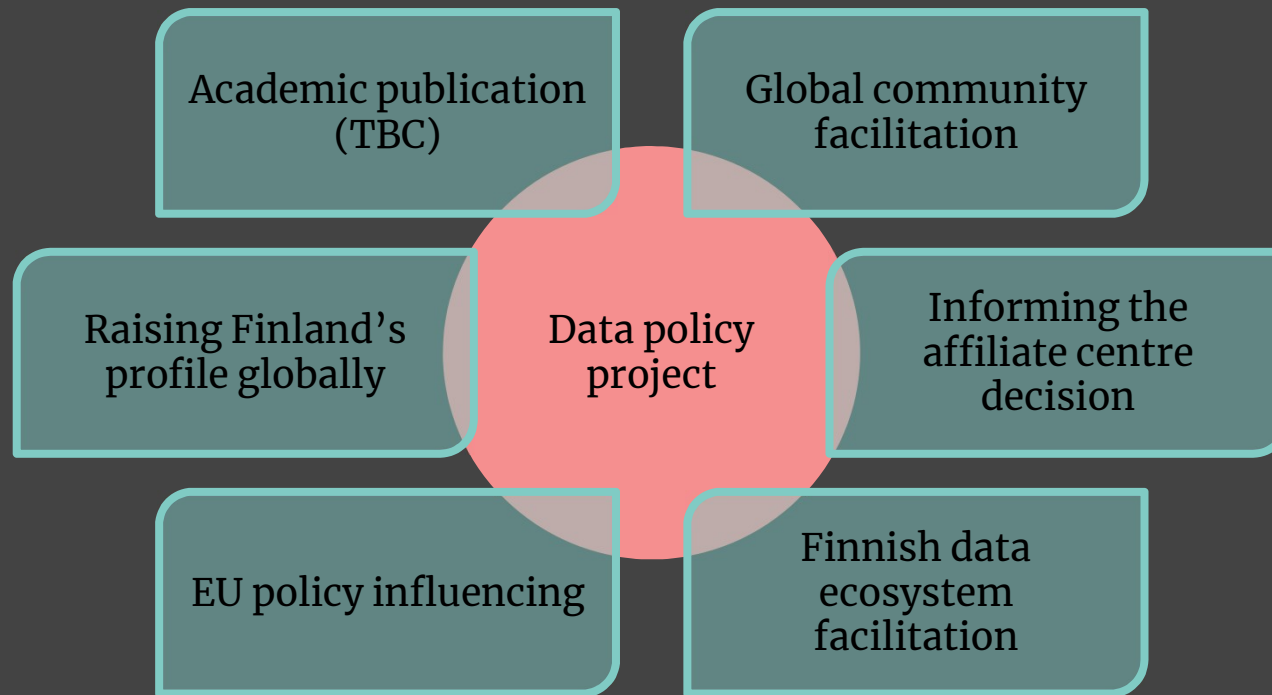
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Goal: Evaluation of the WEF C4IR network's potential for Finland

Data policy project

Academic publication (TBC)

Global community facilitation

Raising Finland's profile globally

Informing the affiliate centre decision

EU policy influencing

Finnish data ecosystem facilitation

Relevant external developments

Relevant projects, processes, and events

- 2020-5 →: Finance ministry "MyData operators" project (Helsinki, Espoo, Turku, Oulu)
- 2020-H2: German presidency of the EU council
- 2020-H2: MyData Global white paper for data governance
- 2020-H2 →: C4IR projects "Operationalizing trust", "Data trusts", & "Trusted digital agents"
- 2020-Q4: European commission framework for data sharing
- 2020-12: MyData Online conference
- 2020-Q4: EU digital services act package
- 2021: EU Data Act 2021
- 2021-H1: Portuguese presidency of the EU council
- 2021-M4: WEF Technology and Data Governance Summit
- 2021-summer: WEF Annual meeting in Davos

What else? → Add here: https://airtable.com/shrFzDnXscwwvQRqo

Data policy project

Project plan

Four-step methodology

4 **Scaling and implementation**
Global dissemination and implementation of successfully piloted policy measures and frameworks.

3 **Prototyping, testing, and iteration**
Test & trial: key findings, best practices, data and insight generation.

2 **Defining the operational framework**
Identifying the central factors that can best accelerate systemic change, collaborative design of policy measures and frameworks.

1 **Mapping potential themes**
Mapping existing projects and implementations, defining needs based on political and economic objectives, identifying potential project themes.

Fellowship project +

Collaboration agreement

Thematic scoping

Potential themes

From Engagement Letter:
- Potential exploration of data **sharing governance models** which could enable data-driven innovation through the unlocking of siloed personal data within the City of Helsinki, including business-to-government, business-to-business, and government-to-government data sharing;
- Potential exploration of **data exchange and monetisation models**, including the governance, rights and rewards in data value chains, with a specific focus on personal data;
- Potential exploration of **data protection and privacy governance gaps** around data use e.g. for common or collective purpose, data trust models or other

From Finnish workshop:
- MyData (personal data) and IHAN (G2B and B2B data) sharing
- Secondary use of (health) data
- Trust as a key enabler
- Society of trust: how to create a sustainable society in balance with technology?
- Contribution to the framework set by the EU data strategy
- Value creation modeling: data use in different contexts
- Toolkit: architecture models, practical solutions, expertise – a starter kit for the data economy

→ Data Governance

Global community facilitation

Stakeholder mapping

With whom do we want to engage globally?

- People
- Organisations
- Communities

→ Add ideas here: https://airtable.com/shrFzDnXscwwvQRqo

Finnish decision on the affiliate centre

Process for setting up an affiliate centre

1. Declare interest (DONE)
2. Fellowship (IN PROGRESS)
   a. Consultations with other affiliate centres (H2/2020)
   b. Finnish ecosystem engagement (H2/2020-H1/2021)
   c. Fellow's insight gathering (H2/2020-H1/2021)
3. Finnish membership of WEF (TBC)
4. Establishment of an affiliate centre (TBC)

Questions to be addressed during fellowship

- **Centre concept**: What would a Finnish, WEF-affiliated data policy centre look like and do?
- **Reasons for**: What are the reasons why Finland should commit to an affiliate centre and join WEF?
- **Reasons against**: What are potential reasons why Finland might not to make the commitment?
- **Concerns to be addressed**: Which questions would need to be satisfactorily answered for a positive decision to commit?

Drafting in the following slides in part based on stakeholder workshop June 2020.

What would a Finnish, WEF-affiliated data policy centre look like?

- Options for
  - Unique selling point (domestic, international)
  - Thematic scope
  - Temporal scope
  - Mode of operation
  - Goals and level of ambition
  - Key partners, stakeholders, beneficiaries
  - Connections and collaboration with the international network
  - What else?
- What kinds of investment of money and other resources would be involved with different options?

What are the reasons why Finland should commit to an affiliate centre and join WEF?

- What's the ROI for the USD 1M annual fee?
- What are the concrete benefits apart from brand recognition?
- What's the competitive advantage of such a centre for Finnish businesses?
- What other opportunities would the C4IR network enable as spillover beyond data policy?
- How will the centre support/drive cross-sector collaboration and innovation?
- Will the the potential centre contribute both to quick wins and sustainable long-term development?

Benefits and added value v1.1 (1 Sep 2020)

1. **Opportunity to influence and participate** in the development of new operational models and practices, technical solutions, and best practices which advance digital transformation, adoption of new technologies, and the evolution of a new regulatory environment supportive of digital business and activity.
2. Active knowledge exchange, discussions, and analyses among leading actors help create an **up-to-date understanding** of the stage and direction of developments and the opportunity continuously to **act "in the swim"**.
3. **Global visibility** for Finland as a technological pioneer committed to implementing innovation and systemic change in order to create societal benefits.
4. **Opportunity to network** with San Francisco and Silicon Valley area experts and top technology developers involved with the C4IR network.
5. **Opportunity to develop competences** within the framework of a global network of actors involving business, government, academia, and civil society specialists, professionals, and pioneers.
6. **Opportunity to utilise C4IR network's innovation centre** in San Francisco.

What are potential reasons why Finland might not to make the commitment?

- Do we have enough / suitable resources? (Money, expertise, people, etc.)

Which questions would need to be satisfactorily answered for a positive decision to commit?

- How do we ensure the potential benefits discovered are realised?
- How do we ensure there is sufficient high-level political packing for the investment in the affiliate centre?
- Did we succeed in raising Finland's profile globally through the fellowship programme?

Finnish ecosystem facilitation

Generating buy-in and engagement

- Mode: events & workshops (like the one in June)
- Stakeholders:
  - Government
  - Business
  - Civil society
  - Media?

Who's been missing from the conversations so far? → Add ideas here:
https://airtable.com/shrFzDnXscwwvQRqo

EU policy influencing

Opportunity

- Data sharing framework
- Digital services act package
- "Data Act 2021"

→ all coming out of the Commission 2020-2021

Raising Finland's profile globally

Critical events to attend

- 2021-M4: WEF Technology and Data Governance Summit
- 2021-summer: WEF Annual meeting in Davos

What else? → Add ideas here: https://airtable.com/shrFzDnXscwwvQRqo

International media opportunities

- Politico Europe (Melissa Heikkilä)

Other reporters / media outlets to connect with? → Add ideas here:
https://airtable.com/shrFzDnXscwwvQRqo

Academic publication (TBC)

Concept

- Produce an academic paper to be submitted for publication in a peer-reviewed academic journal
- Topic in the area of data governance
  - Exact topic and scope to be aligned and agreed with C4IR before proceeding
- Academic supervision and institutional support is available
- Contingent on resources

Discussion questions

Questions for project scoping:

- What are the most urgent public policy needs at the city and national levels?
- If we could create a data governance strategy for combining data sets, including new data from others systems, including private sector data, what intractable problems could we solve? → Think "cure cancer!" level

Further information on relevant C4IR projects

Data Policy Platform ([website](), [deck]())

Co-designing, piloting and scaling forward-looking, interoperable, and trustworthy data policies to fuel innovation and accelerate responsible use of data.

Data fuels the Fourth Industrial Revolution. More data is being generated than ever before, with the global volume of data predicted to double between 2018 and 2022, and double again between 2022 and 2025. Although an unprecedented amount of data flows across borders and devices, the regulatory environment for data localization remains fractured. The more than 120 data privacy laws currently in place globally have created more uncertainty than ever before. Much of the data needed to tackle the world's most pressing challenges lies siloed in both public and private sources, with an array of regulatory, commercial and social risks preventing the sharing of data, even for social good.

Our Platform focuses on maximizing data use to benefit society while protecting users from risks associated with the data economy.

Data for Common Purpose Initiative (CDPI)

"The DCPI will focus on, among other topics:
- questions around access, rights to use, rewards;
- governance based on intended purpose including the need to authenticate the source, interoperability, and reliability of the data;
- discovering methods to create trust between stakeholders entering into data collaborations
- defining the protocols for proactive consent vs. on-demand dynamic consent;
- valuation models for data outcomes (IP exchanges and tokenization);
- data protection and privacy rights, including encryption and anonymization;
- ethical and fiduciary use of data."

From: DCPI one-pager.

Building a Roadmap for Cross–Border Data Flows

White paper: A Roadmap for Cross-Border Data Flows: Future-Proofing Readiness and Cooperation in the New Data Economy.

Redesigning Notice & Consent for Better Data Protection

"The longer-term opportunity is in leveraging **human-centred design thinking** to develop innovative solutions for emerging technologies. Privacy engineering has emerged to design privacy into back-end systems. We need the same attention to front-end usability and design to realize the full potential of "privacy by design"."

From: Beyond the Box: Redesigning Notice & Consent for Better Data Protection.

Unlocking Data for Healthy Living

"1. Governance gaps in data distribution: Three of the most important issues that we consider are listed below.
  a. Inadequate personal protection due to an **over-focus on consent**
  b. Increasingly tight regulations on data-holding companies (companies that use data commercially)
  c. Loss of opportunities to use data
2. Three components of a governance model to drive data distribution:
  a. consideration for individual human rights;
  b. consideration for the interests of data holders; and
  c. value creation in the public interest.
3. APPA: a new proposal for data governance."

From: APPA – Authorized Public Purpose Access

DATA POLICY
05

Unlocking Data for Healthy Living

WORLD ECONOMIC FORUM

The aim is to enable patients, researches and others to share a variety of medical and lifestyle data, which can be used to develop innovative diagnostic and intervention tools.

GOAL
This project aims to develop a data framework to dramatically improve the detection, prevention and treatment of age-related diseases in Japan and around the world.

IMPACT
At its core is a new concept called Authorized Public Purpose Access (APPA) that provides mechanisms for data protection and consent should be tailored to suit different people and situations. What works for a healthy person in normal times might not be suitable for someone with cognitive impairment, or a city in the grip of a natural disaster. The goal, ultimately, is to support personal autonomy and wellbeing, including in the pre-diagnosis phase of disease.

ENGAGEMENT OPPORTUNITIES
- April 2020 and Beyond – The "APPA – Authorized Public Purpose Access: Building Trust into Data Flows for Well-being and Innovation" whitepaper has been published. If you wish to engage in helping to globally socialize the work please reach out to datapolicy@weforum.org

Projects in scoping (2020+)

Operationalizing Trust: Creating an industry code of conduct. Trust in the technology ecosystem is undermined by a lack of consistency related to the rules, norms and expectations around the sharing of personal data. Bad actors have used these unclear standards to their advantage, which has reinforced mistrust and created consequences that fuel the technology backlash. Industry can create meaningful trust with regulators and citizens by providing assurance that the data is being treated with care throughout the data value chain.

Data Trusts. Data Trusts, when properly designed, can create a trustworthy environment where an ecosystem of innovation can take place within a common set of rules. These rules range from agreement on ethical collection and use of data, to safeguards and incentives. The governance of data trusts is of key importance when it comes to the success and sustainability of the individual data trust. We are scoping best practice for governments and companies who wish to partner in a public-private data trust for the benefit of societies.