



# The Digital Future is Here

- Let's Build it Together at a Global Scale

## The Digital Future is Here – Let's Build it Together at a Global Scale

The digital revolution is changing all areas of society. It is transforming the business economy and the activities of the public sector, while also having a profound impact on people's everyday lives. Consequently, this revolution will have implications for the stability and future of our societies, as well as for the well-being of individuals.

At the edge of the unknown, global collaboration is more important than ever. Not only to ensure balanced economic, social and sustainable development, but because together, we can build the future we want.



Does your company have an idea for an ambitious RDI project that could be implemented together with other leaders in the data economy? Do you want to incorporate your data management skills into a joint project, while also getting the opportunity to learn from others? Are you interested in building an excellent data economy ecosystem? **Join the collaboration!**

In order to guide the emergence of a new digital future – one that thrives on a human-centric approach, cultivates new business opportunities and enhances competitiveness – we need to create a common vision for the wider global community and come together to make it a reality.

Leading Finnish data economy companies and research units now have the opportunity to innovate big for our digital future. Later, we will be able to implement our ideas in the future activities of the Finnish C4IR Network Affiliate Centre.

This collaboration provides a unique environment for creating new solutions and practices for the digital environment of tomorrow. Are you ready to take up this challenge and join the new cooperation?

**Read more and get in touch!**

### New opportunities through partnership with the World Economic Forum

To enhance the global reach of Finland's aspirations related to digitalisation and the data economy, the World Economic Forum, the Finnish Ministry of Transport and Communications and the City of Helsinki came together to establish a new partnership in June 2020.

This partnership aims to promote new technologies and new types of social and business structures, and to disseminate best practices worldwide. Through the collaboration, Finland strives above all to enhance national and international data cooperation and to ensure that our extensive data competence can have the widest international impact possible.



#### The World Economic Forum

The World Economic Forum is the International Organization for Public-Private Cooperation. Established in 1971, the Forum engages leaders from government, business, academia and civil society to work together towards fulfilling its mission of improving the state of the world.

- [Press release 30 June 2020: Government of Finland and City of Helsinki to cooperate with the World Economic Forum](#)
- [Brochure](#)

#### Centre for the Fourth Industrial Revolution (C4IR) Network

The network's mission is to co-design, test and scale governance protocols and policy frameworks to maximise the potential of new and emerging technologies, as well as manage the associated risks. Headquartered in San Francisco, the C4IR Network was created as a new space for global cooperation dedicated to developing governance protocols and frameworks that accelerate the application of science and technology in the global public interest. Today the network spans 13 jurisdictions that are managed and operated locally by trusted partners.

- [Website of the Centre for the Fourth Industrial Revolution](#)

### Opportunity to join the C4IR Network

Within the framework of the new collaboration, Finland has a unique opportunity to establish an Affiliate Centre to join the Centre for the Fourth Industrial Revolution (C4IR) Network. The Finnish affiliate would have a special focus on questions relating to data policy and data economy.

Launching an Affiliate Centre in Finland focused on developing and piloting governance protocols for the Fourth Industrial Revolution offers an opportunity to Finland to become an international Centre of Excellence in the Data Economy leveraging the country's existing strengths in this field with the C4IR Network's innovative approaches to technology governance.

The network gives an unmatched possibility to **influence and participate** in the development of new regulatory frameworks to enhance the use of technology across sectors, the **adoption of new technologies** and the evolution of an enabling regulatory environment as well as **support business and corporate cooperation**. It caters for **knowledge sharing and discourse** with other global stakeholders working at the cutting edge of technology development and implementation. The network would give Finland and those involved unparalleled **global visibility** as a technological pioneers committed to **implementing innovation** and systemic change in building the new digital future.

Now, our quest at the national level is to explore whether establishing a Finnish Affiliate Centre would be a desirable objective. We must determine whether it would be possible to attract a large enough group of operators that would be keen on taking this initiative further, and formulate a concept that would bring added value in the context of the World Economic Forum and the C4IR Network.

### Call to action to join the collaboration group

The purpose is to bring together all interested parties, from small to big IT companies, to plan the concept, content and organisation of the Finnish C4IR Network Affiliate Centre's activities.

We are now calling on all actors interested in making an impact through active participation to come forward and join the collaboration group. Based on the work initiated in the collaboration group, the decision to open a Finnish C4IR Network Affiliate Centre will be made in the spring of 2021.

#### The collaboration group will

- formulate the concept and network for the Finnish C4IR ecosystem
- plan the operating model and organisation of the Finnish affiliate
- outline the strategy and operational work programme of the Finnish affiliate
- integrate the affiliate's activities into other related work at the national, EU and international levels
- contribute to the financing and management of the site.

#### We offer an opportunity to

- influence and participate
- share knowledge and develop new synergies
- enhance business and corporate cooperation
- increase your visibility
- gain momentum for your aspirations
- be part of something unique, as a technological pioneer committed to implementing innovation and systemic change in building the new digital future.



#### Don't miss this opportunity – join the collaboration today

If you want to get involved in building a Finnish concept that will form the basis of our C4IR Affiliate Centre and future data economy hub, sign up for our mailing list by sending an e-mail with you contact details to [C4IRprojektitoimisto@lvm.fi](mailto:C4IRprojektitoimisto@lvm.fi). We will contact you and put you in touch with the collaboration group.

If you want to learn more about the collaboration between Finland and the World Economic Forum, or if you have any questions about the Finnish C4IR Affiliate Centre initiative, please do not hesitate to get in touch with us.

#### We are here to help you.

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In collaboration:



Confederation of Finnish Industries EK and Technology Industries of Finland have also participated in the preparation.