

# **Trust as Competitive Edge**

25 September 2019 Jaana Sinipuro @jsinipuro

# Sitra by the figures

## Investments

by the Finnish State

1967: 16.8 M€

1972: 16.8 M€

1977: 16.8 M€

1981: 16.8 M€

1992: 16.8 M€

**84.1 M€**

**Annual budget**

**30–40**

million euros

**179**

**employees**

31 Dec. 2018

## Market value

of endowment capital

M€

**840**

12/2017

**776**

12/2018

## Average return

**7.7% -3.9%**

2017

2018

## Founded

in **1967**

Working for  
the future

over  
years **50**

**69 %** women

**31 %** men

**89 %** higher education

**11 %** other education

## SITRA'S CONTRIBUTION TO FINLAND'S EU PRESIDENCY

Transformation to a  
**carbon neutral**  
**circular** Europe

Europe as a  
forerunner in  
a **fair data**  
economy

Economy of well-  
being with **impact**  
**investing**

### What's in it for the EU?

- **Opportunity to promote sustainable growth** with a cross-cutting approach
- **Brings** EU countries and different political groups **together** – themes have broad approval
- Supports developing far-reaching effectiveness for European actors and **opens global opportunities**

MAINTAINING TRUST – EUROPE'S BIGGEST OPPORTUNITY

## **IHAN® Framework** as an enabler of **Paradigm Shift**

Our project aims to build the framework for a fair and functioning post-GDPR data economy.

The main objectives are to test and create methods for data sharing and to set up European-level rules and guidelines for the human-driven use of data.

**INDIVIDUAL | PERMIT | DATA  
FACT-BASED RECOMMENDATIONS  
FOR CITIZENS & POLICY MAKERS**

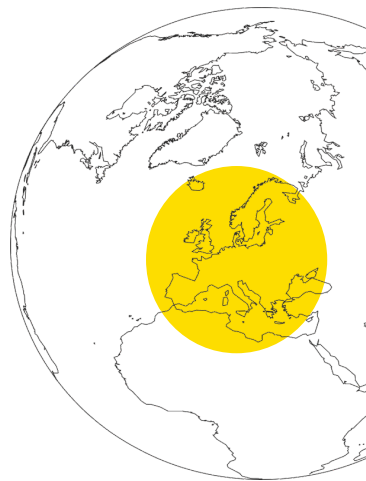
## **IHAN® Project** facilitating the move towards **Fair Data Economy**

Creating Capabilities for Consent-based Data Sharing Ecosystems.

**COMMON RULEBOOK | GUIDELINES  
CAPABILITY BUILDING  
ENABLING ARCHITECTURE**

Making it happen – together.

**IHAN® FAIR DATA ECONOMY RAINMAKERS**



**SITRA**

# IHAN<sup>®</sup> as a project

- We define not just the principles and guidelines but also the *necessary components for the fair data economy*.
- We *pilot new concepts* based on personal data in collaboration with pioneering businesses across corporate, industrial and national borders.
- We develop an *easy way for individuals to identify reliable services* that use their data in a fair way.



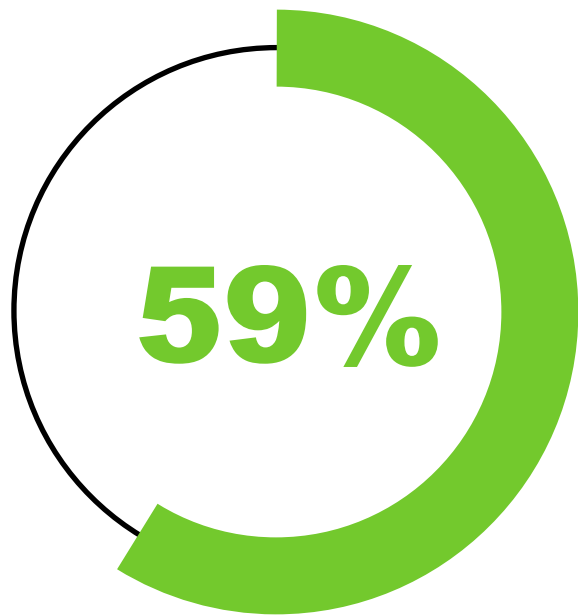
# THE FUTURE OF EUROPEAN COMPANIES IN DATA ECONOMY

31 May 2019  
Mikko Ulander, Meiju Ahomäki, Jenni Laukkanen / Innolink

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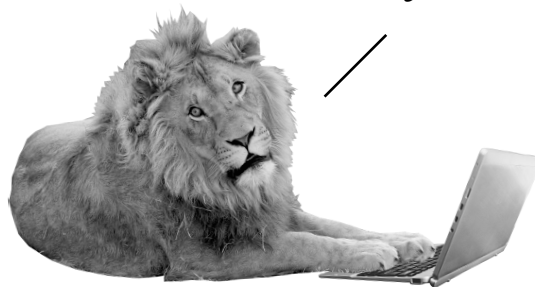
PUBLICATIONS

FAIR DATA ECONOMY

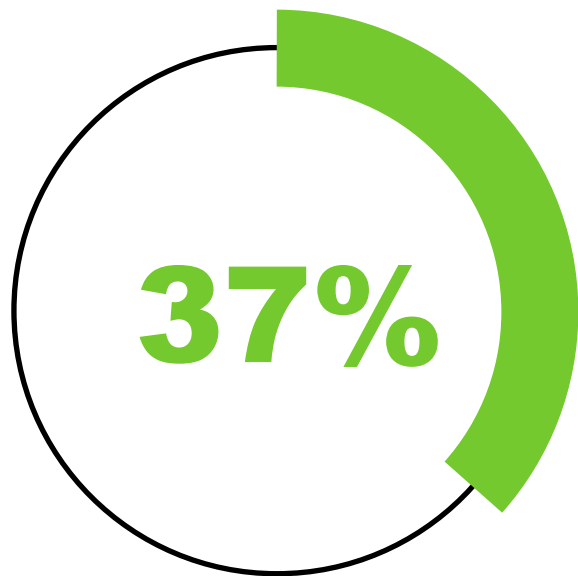


Most businesses see  
**possibilities** in the data  
economy **now or in the  
future.**

Nojaa... Finland **42%**



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>

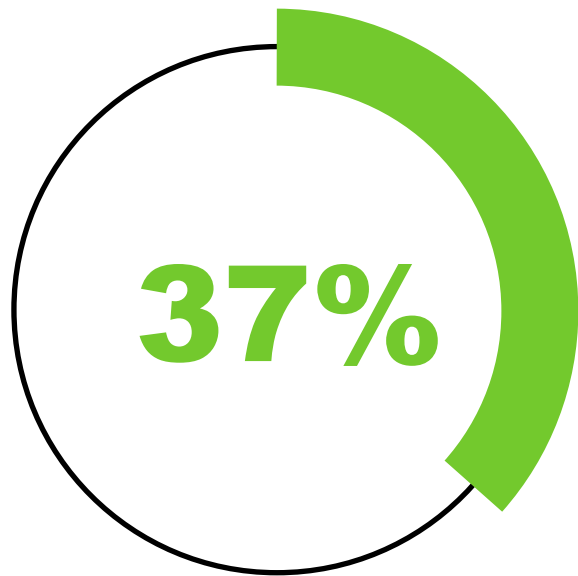


Over one third of businesses felt that **GDPR has had a positive** effect in their ability to work in the data economy.

Oui, tres bon! France **49%**



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>



Over a third of companies thought that a **Fair Data label would be beneficial.**

**66 %** of consumers thought a label would be important for services that use data fairly.



Source: <https://www.sitra.fi/en/publications/the-future-of-european-companies-in-data-economy/>

# Call for collaboration

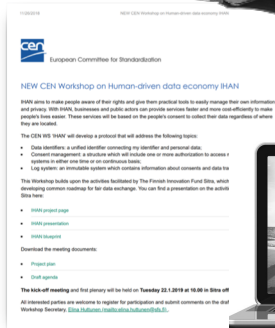
**Common rulebook  
for data sharing  
ecosystem**

This document contains detailed functional requirements for all IHAN ecosystem functional components in End User, Service Provider and Data Provider levels. It also contains all non-functional requirements for IHAN ecosystem. This document can be used as a cookbook for projects either implementing new IHAN functional components or utilising services provided by IHAN ecosystem to create new services

**IHAN  
Blueprint**

2.0 v261018

Arvi Laitio, Juhani Luoma-Kyyri, Jyrki Luukkonen and Teemu Keronen



**IHAN® testbed**

**New Data  
Economy  
Rainmakers**

**Corporate  
Responsibility  
Focus Group**

**Fair Data  
Ambassadors  
“Get together”**

## UUDISTAMO® MODULES

**Services  
Ecosystem  
Company  
Person**

**Why fair  
data  
economy?**

**What  
opportunities  
exist?**

**Which  
capabilities  
are required?**

**How to  
organise the  
change?**

**Which ICT  
solutions  
are required?**

**How to design  
the  
transformation?**

**How to  
execute?**



**The Digitrail Survey  
The DigiProfile Test**

**2019 | 2020 -**

**SITRA**

# Corpotate Citizenship - principles

1. Accountability
2. Transparency
3. **Ethical behaviour**
4. Respect for stakeholder interests
5. Respect for the rule of law
6. Respect for international norms of behavior
7. Respect for human rights
8. Sustainable Data Governance?

Source: ISO 26000:2010 Social Responsibility  
The 7 Principles





**Ask yourself: would you be comfortable if your actions were to become public knowledge?**



ISO 26000:2010 Clause 2.7  
about Ethical Behaviour

# RISE TO SHINE!



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