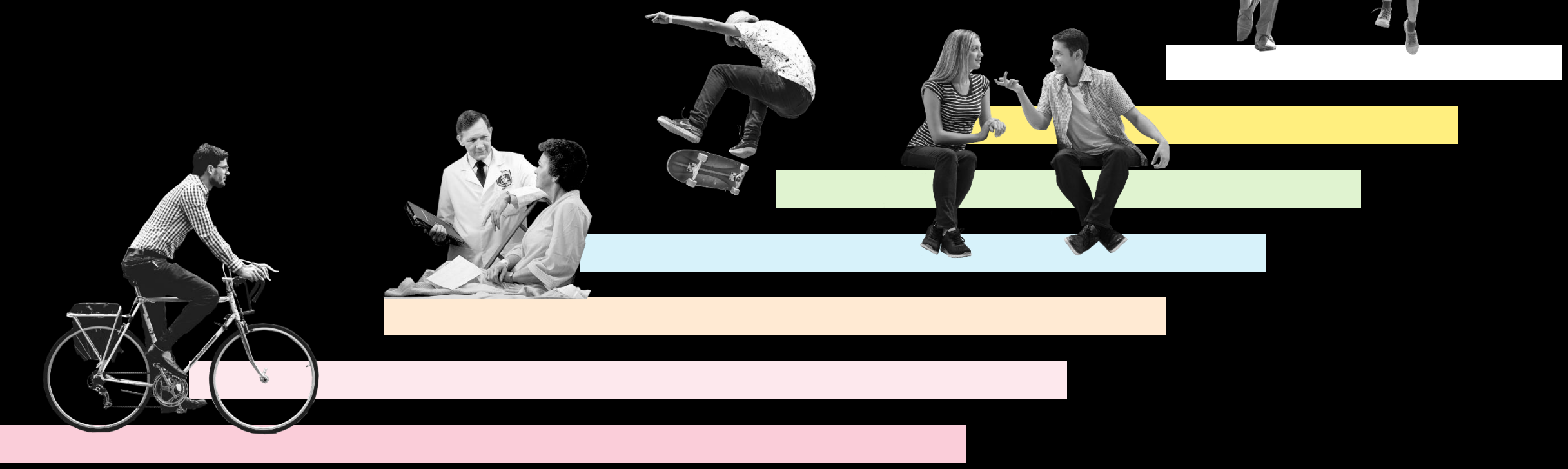
TOGETHER TOWARDS A FAIR DATA ECONOMY

Societal and economic players' will to act
to build the fair data economy 2022



Data Economy Will to Act

The data economy will to act is a shared statement. It describes the direction in which the participating organisations believe the data economy should be developed to increase Finland's competitiveness and economic resilience.

Finland is on a path to a competitive, prosperous and carbon-neutral future which can be achieved by making better use of data. The will to act described in this document will help the different players choose the right actions for a successful data economy. There are six priority areas where change is needed, and we are committed to working to transform Finland in line with them.

The will to act was developed in workshops facilitated by Sitra and approved by the steering group of the national data economy roadmap in November 2022. Sitra invited representatives of the public, private and third sector to participate in the work.

The data economy will to act is part of the Roadmap for a Fair Data Economy work coordinated by Sitra. The next step in the roadmap work is to identify measures to implement the will to act through extensive national co-operation. The roadmap will be published as a whole in spring 2023.

Steering group of the Roadmap for a Fair Data Economy

Teknologiateollisuus

SITRA

Elinkeinoelämän keskusliitto

BUSINESS FINLAND

Yrittäjät

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FINANSMINISTERIET

OPETUS- JA KULTTUURIMINISTERIÖ
UNDERVISNINGS- OCH KULTURMINISTERIET

We can create sustainable growth in Finland using data

The increase in the amount of data and opportunities opened up by its use represent a major global transformation. Those who know how and are best able to use the information processed from data will be the winners.

The data economy affects us all – in business, the public sector and as individuals, as data producers and users.

Pioneering companies grow, innovate and succeed on the market by utilising data. They use it to create demand-driven products and services, manage their operations, build customer relationships and connect them to global value chains and ecosystems.

Data-driven digital services are reshaping our everyday lives. People's rights and resources to act in the digital world must be strengthened.

The effective use of data also plays a crucial role in the public sector through the development of more functional services, bridging the sustainability gap and increasing society's capacity for change.

The time to act is now

Making the most of data must not remain the privilege of the few.

The change-over to a data-driven economy must be built on the European value base, and data use must be subject to fair rules. Rights to data must be safeguarded.

Finland urgently needs to find ways to accelerate the building of the data economy.

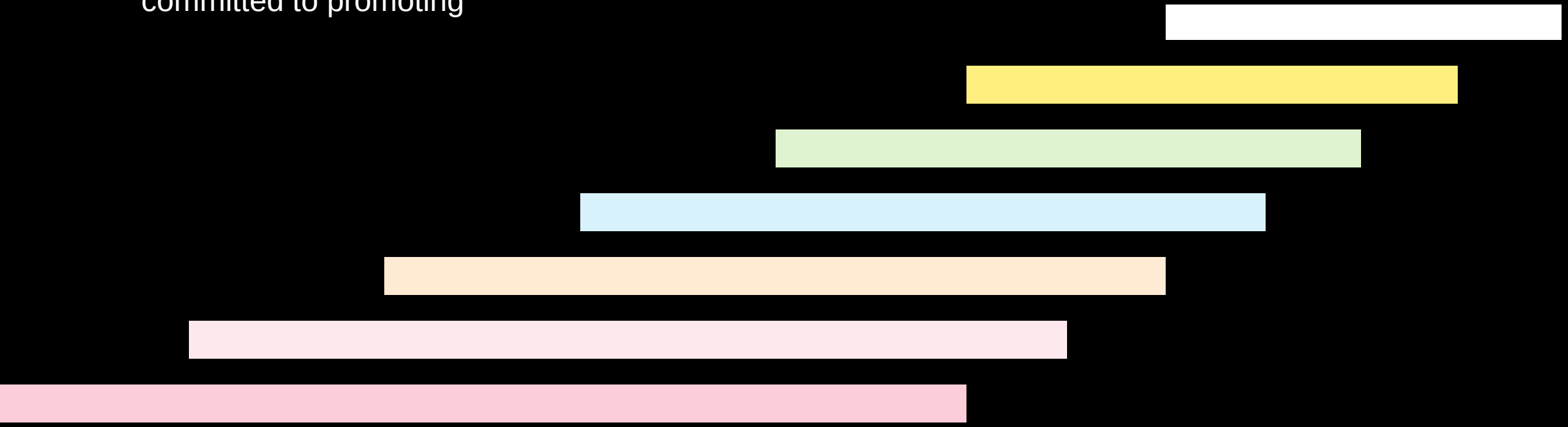
As a pioneer of digitisation and technology development, we are well positioned for this. However, to succeed, we must increase co-operation between the public, private and third sector – and step outside of our silos.

CHANGEMAKING REQUIRES COURAGE.

The Roadmap for a Fair Data Economy is an excellent tool to open the path of change.

SIX KEY AREAS OF CHANGE

These are what we want to support and what we are committed to promoting



We want...

fair data economy structures and solutions to be created in Finland so that data can be used to renew business, strengthen productivity and prosperity and have positive environmental impacts.

Development areas

HUMAN-CENTRED SERVICES

Businesses and the public sector will provide fair data-based services that support people's life situations and rights.

ADVOCACY IN THE EU

Finland, willed the way in creating a competitive EU data economy. Finland will recognise its own strengths and opportunities to make a difference and opportunities to positively contribute to the development of the data economy internationally and actively communicate them.

TRANSFORMING BUSINESS

Businesses and the public sector operators will be better equipped to develop their own operations, establish new partnerships and create value from data.

Required capabilities

SKILLS

People's understanding of data economy is evolving and the capabilities to use data and opportunities created by intangible rights will grow.

INFRASTRUCTURE

Data will be available and it moves between organisations and systems, creating wealth and competitiveness, especially in the social and health sector and industry, supporting the digital green transition.

INVESTMENTS

Developing joint public-private financing models and targeting investment towards the development of data ecosystems and data spaces in key industries for Finland's competitiveness.

Fair rules help in service development

Today’s services are almost invariably data driven. People’s lives would be easier if data was used more efficiently in and between different services. Data collected in services could also be used for other purposes, such as health research or business development.

To improve services, we need to ensure that data is made available and that it flows securely between different service systems. Currently, individuals have little control over the use of their data and are not aware of their rights.

Legislation guarantees everyone the right to the data collected about them and to the transfer of that data to another service. So it is important to create services which can perform this in a transparent and fair way.

In human-centred services based on data, the rules are clear and the users are told in an understandable and transparent way how their data will be used. People should be reminded that they can decide how the data collected about them is used. For example, in the health sector, individuals would benefit from a better overall picture of their well-being, while at the same time reducing the need to use social services.

Human-centred services

We want

… companies and the public sector to offer fair data-based services that support people’s life situations and rights.

Critical issues to be addressed

- People and organisations have little control over the data collected about them. This erodes trust in digital services.
- Data can be used to develop better services, but in practice there is still little benefit for users.
- The data economy regulation as a new entity is incomplete and fragmented.
- The interests of digital giants have overridden those of smaller businesses, individuals and society.

Ways to achieve change

- We will use new ways to involve people in developing services. We will especially focusing on how to create solutions producing well-being and climate benefits with data.
- We will make the benefits of the fair data economy visible through new and improved services.
- We will promote service development that meets the needs of people in different life situations and uses data across different sectors.
- We will build tools to empower individuals to negotiate and act to exercise their data-related rights such (such as fair terms of use and management of MyData).
- We will support the development of human-centred services by offering practical examples and information about successful solutions (e.g. playbook for developers).

The EU will benefit from our pioneering approaches

Finland is known as a pioneer in technology and digitalisation, and in these areas Finland's voice is stronger than ever on EU decision-making. We also want Finland to achieve a strong position in the fair data economy.

Influencing at EU level requires action at different stages of policy and regulatory preparation, as well as in co-operation networks. It is important to engage Finnish operators in crucial projects and influential positions, and to increase the understanding of a broad audience of various ways and opportunities to influence at the right time. For example, the EU network playbook of the Ministry of Economic Affairs and Employment's Artificial Intelligence 4.0 programme describes the processes and diverse range of entities involved.

A proactive approach is important in the EU. Finnish players should participate in defining new things instead of just commenting on initiatives that are already being carried out.

Finland must continue to play an active role in defining the international rules and solutions for the data economy. Parliament and the government must also reinforce the quality, openness and use of data in the legislative processes so that they enable better analysis and development of the process and its leadership.

Advocacy in the EU

We want

... Finland, as a pioneer, to lead the way in creating a competitive EU data economy. Finland will recognise and actively communicate its strengths and opportunities to positively influence the development of the data economy internationally.

Critical issues to be addressed

- In Finland, there is a lack of overall understanding by different operators of the EU's evolving data legislation and of the opportunities it offers.
- Finland does not engage with EU initiatives and funding programmes at a sufficiently early stage and it lacks a shared strategic vision between the public and private sectors.

Ways to achieve change

- We will engage in closer exchange of information and plan joint actions between the public and private sector so that we will be able to form a clearer overall picture of EU policies and their progress.
- We will create and use tools to facilitate the identification of opportunities in terms of processes (such as advance influencing) and content affecting Finnish operators and operating environment (such as reforming regulation, EU funding possibilities, venues for influencing).
- We will formulate our positions in different groups as early as possible on issues such as future Commission policies, strategies and work programmes.
- We will develop communications on EU initiatives and Finland's positions on them as well as ways of implementing national co-operation, with particular attention to the digital office's co-operation group, digital compass work and ministerial working group.
- We will open up and use data from processes (cf. Sitra study) and create co-operation models for advocacy within the EU (cf. EU network playbook, in Finnish).

Turning data into growth and business renewal

Data can be used to dramatically improve business profitability. By strengthening their skills and abilities to use data, companies can also create entirely new businesses, such as data-driven services or business models.

Public sector operators can also use data not only to develop their operations but also to benefit private operators. Public operators can make the data they produce openly available to other public and private operators and so create new value.

Startups and other growth companies often play a key role in creating new business based on public or private data. A company managing data can create an ecosystem around it, for example, by financing startup operations.

Transforming business

We want

... companies and public sector operators to
be better equipped to develop their own operations using data, establish new partnerships and create value from data.

Critical issues to be addressed

- Businesses and public operators are not sufficiently aware of data-driven approaches and their potential for value creation.
- Businesses and public authorities do not sufficiently understand the benefits and are unable to use the available data in their own operations and manage their intangible rights.
- Organisations' own cultures lack the capacity to share data and information.
- Operators have difficulties in understanding the added value of available data and data sharing for the whole value chain and ecosystem development.

Ways to achieve change

- We will ensure that businesses can seize the opportunities created by EU data regulation (such as the playbook for companies concerning the impacts of regulation).
- We will collect peer examples of businesses using data with different technological solutions in other businesses.
- We will create a data economy training and skills network.
- We will create guidelines and recommendations on data use for different operators so that they can strengthen their data-related capabilities (such as ""the data mentor" system, service vouchers).
- We will help companies to connect to European data spaces.
- We will create tools for establishing data ecosystems and orchestrating networks.
- We will create peer learning groups for for SMEs (cf. Artificial Intelligence 4.0 programme's actions).

Everyone needs data skills

The data economy is not an independent sector of the economy, but the increasing amount of data and opportunities to use it affect all industries.
This why every sector should have data skills.

At the heart of data literacy is an understanding of the potential of data and automation to improve the performance of individuals and organisations.

“Data work” is often mistakenly seen as technical work. In reality, it is multidisciplinary work that requires applied business, legislative, information security, data protection, design and communications skills. So far, data skills are not taught as part of other education and training, and teaching is mainly provided in the ICT sector. Further training focussing on data is rarely offered.

Given the scale of the transformation, everyone should understand the data economy’s basic logic, opportunities, principles and key legislation. Individuals should understand the value of their data and how it can be used and misused. Understanding the logic of the data economy is especially important for decision-makers in businesses and public sector organisations.

Skills

We want

… people’s understanding of the data economy to develop and their ability to use data and opportunities created by intangible rights to increase.

Critical issues to be addressed

- There is a widespread lack of understanding in society of the value of data and the potential for its exploitation.
- A shortage of skilled people is weakening the development of businesses of all sizes.
- The gap between the development needs of society and available skills is too wide.
- There is a lack of civic skills in operating in the data economy.

Ways to achieve change

- We will streamline the anticipation of skills needs through the use of data.
- We will develop services and training for businesses and municipalities (such as training programmes, support for RDI activities).
- We will develop data skills on many levels. We will create curricula in the education system and other learning contexts, for example on-the-job training.
- Together with education and training providers, we will define how training needs created by the data economy transition should be addressed in different training programmes (including secondary education, updating training, higher education, liberal adult education especially for civic skills in the data economy).
- We will increase public understanding of data, fair data economy and intangible rights through social debate.

Ecosystems as new value creation networks

Sharing data in ecosystems, or co-operation networks, is changing the way organisations work. Value is no longer created alone, but in a network with others.

The advantages created from data will increase when organisations not only rely on their own data, but use data created by others and share their own data with others.

This ecosystem approach is still new. Operating cultures change slowly, and data from different sources must be successfully coordinated. Infrastructure is needed to ensure rights of access to data, and this is still being developed. At the heart of this is so-called soft infrastructure, which refers to legal, technical and operational definitions and mechanisms that support data use and exchange, such as contract templates, data models and interfaces.

Soft infrastructure is needed in both the public and the private sectors. Their joint funding is necessary for building data infrastructures and increasing their ecosystemic operations.

Co-operation between the public and private sectors as a data ecosystem can bet into practice, for example by piloting service packages and general solutions stemming from regulation, such as the digital product passport.

Soft infrastructure and ecosystems

We want

... data to be available and for it to move between organisations and systems, creating prosperity and competitive edge especially in the social and health sector and industry, supporting the digital green transition.

Critical issues to be addressed

- Incentives and funding models to develop the required infrastructure, such as interfaces and shared-use solutions.
- Interoperability models and standards needed to ensure data mobility and shared use, such as standardisation of data and metadata.
- Safeguarding data mobility by ensuring trust and clarifying access rights using contracts and guidelines.
- Securing funding for the data infrastructure, for example through funding programmes and co-creation budgets.

Ways to achieve change

- We will identify use cases and launch pilots (digital product passport, surveying the data needs of social welfare and healthcare, optimising the energy consumption of a building through data).
- We will make Virtual Finland’s shared development environment and the tools for ecosystem and data management (e.g. Gaia-X, rulebook, co-operation platform) widely available.
- We will learn from the data sharing experiments and share functional solutions with different industries and sectors.
- We will increase general awareness of the benefits of data mobility and the importance of shared-use solutions. The target audience will in particular be decision-makers, businesses and the public sector.

Investment to boost competitiveness

For Finland to keep pace with the development of the data economy, we need new funding models shared by the private and public sector and needs-based funding.

Funding programmes to boost the data economy are fragmented and piecemeal. There is no comprehensive data economy funding model and there are no proper indicators to monitor the state of data economy funding. The funding models of different sectors do not offer enough support for improving the capabilities required in the data economy.

European data space development is funded especially through the EU's Digital Europe programme and the Horizon Europe and Network Europe programmes. The model of EU funding programmes can be challenging for operators, as national matching funds, which are scarcely available, are needed to obtain funding.

A national EU funding advisory service has been established to support EU funding applications. It aims to offer centralised information and advice on EU funding, grants, loans and guarantees, capital investments, subsidies and public procurements. But more should be done to help businesses and other operators to successfully obtain EU funding.

Investments are required for the joint funding models of the private and public sector, ecosystem coordination and more effective EU programme work. Funding needs to be better targeted to needs.

Investments

We want

... joint public-private funding models to be developed and investments to be targeted at the development of data ecosystems and data spaces in industries crucial to Finland's competitiveness.

Critical issues to be addressed

- The operators do not see the overall picture of data economy funding, and the funding is fragmented.
- Lack of domestic matching funds makes it hard for businesses to join the EU consortia.

Ways to achieve change

- We will address the data infrastructure "maintenance backlog" and secure funding to build critical infrastructure for the long term.
- We will make extensive use of innovation policy instruments to develop the data economy and promote private investments in line with the national RDI roadmap (including grants, tax incentives).
- We will develop funding models and programmes to stimulate data economy solutions and growth (e.g. Business Finland's actions).
- We will create funding criteria to promote data sharing and ecosystem development.
- We will encourage operators to make greater use of the EU funding instruments and project funding expertise support.

Building together the national will

A wide range of data economy specialists have participated in the workshops arranged in autumn 2022 and given their contribution.

Sitra established a steering group and secretary for the preparation of the will to act. Representatives of the public, private and third sector were invited to participate in both.

Sitra's team facilitated the discussions between different parties to shape the will to act.

Steering group

Kaisa Olkkonen	Board professional	
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Jaakko Hirvola	CEO	Technology Industries of Finland
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Secretary

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Anita Juho	Secretary General of the Finnish Technology Advisory Board	Ministry of Finance
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Building the Roadmap for the Fair Data Economy continues

The recently published statement is part of a broader effort. The work will continue on building the measures to drive the data economy forward and indicators to track its development. The Roadmap for a Fair Data Economy will be published in full in spring 2023.

Further information is available at our website A Roadmap for a Fair Data Economy

You can contact us by sending email to datataloudentiekartta@sitra.fi.

We welcome you to join us in preparing a plan to achieve the will to act.

The future is made together!