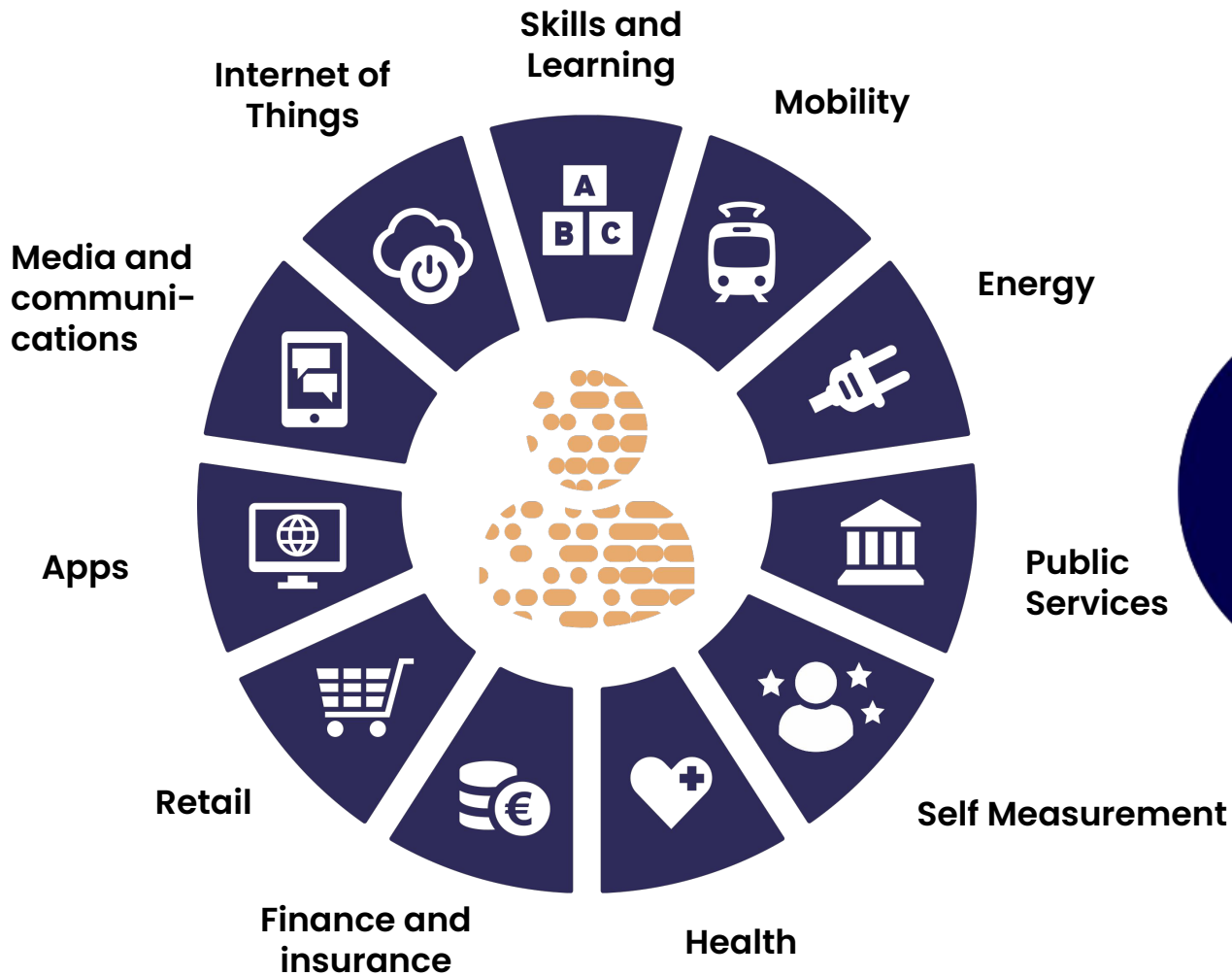# What can MyData offer for cities?

Teemu Ropponen
Director of Growth MyData Global
teemu@mydata.org, @troppone, @mydataorg
mydata.org

Personal data is everywhere

Skills and Learning

Internet of Things

Mobility

Media and communi-cations

Energy

Apps

Public Services

Retail

Self Measurement

Finance and insurance

Health

PERSONAL DATA IS EVERYWHERE

"**Digital city services increasingly rely on personal data**, collected and processed for a commercial service by private actors"
- Cnil (French Data Protection Authority, 2017

"Can we **remove our tech goggles** that are asking us to choose between privacy and innovation, between security and freedom..."
- *Ben Green, The smart enough city*

"We hold personal data and we **must be exemplary**"
- City of Lyon, France

"Digital technology has taken over cities, but not in the way the "smart city" scenario tells it, with a **controlled city**."
- Audacities, Fing - Iddri, 2018

Toronto

CNN BUSINESS

UNHACKABLE

Alphabet's plans to track people in its 'smart city' ring alarm bells

By Matt McFarland, CNN Business
Updated 1104 GMT (1904 HKT) July 9, 2019

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Technology

The Google city that has angered Toronto

By Jane Wakefield
Technology reporter

🕒 18 May 2019

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Cities

🕒 This article is more than **2 months old**

'Surveillance capitalism': critic urges Toronto to abandon smart city project

Project with Google's Sidewalk Labs comes under increasing scrutiny amid concerns over privacy and data harvesting

Barcelona

Technology | Science | Culture | Gear | Business | Politics | M

Data

Barcelona is leading the fightback against smart city surveillance

"Now we have a big contract with Vodafone, and every month Vodafone has to give machine readable data to city hall. Before, that didn't happen. They just took all the data and used it for their own benefit"

Ethical Digital Standards: A Policy ToolKit

An open source Policy Toolkit for cities to develop digital policies that put citizens at the center and make Governments more open, transparent, and collaborative.

The Guardian

Lifestyle

The Guardian view | Columnists | Cartoons | Opinion videos | Letters | More

Opinion

Our data is valuable. Here's how we can take that value back
Francesca Bria

Silicon Valley's surveillance capitalism isn't working. But Barcelona shows that citizens' data can generate public value

Opportunities for Smart Cities

Cities are (huge) data holders

Cities are (huge) data holders
Sharing personal data with citizens, and allowing them to re-share it to other services

Cities are responsible for economic development and innovation

Development of (My)data-based services and tools for citizens, citizens' collectives, and public good.

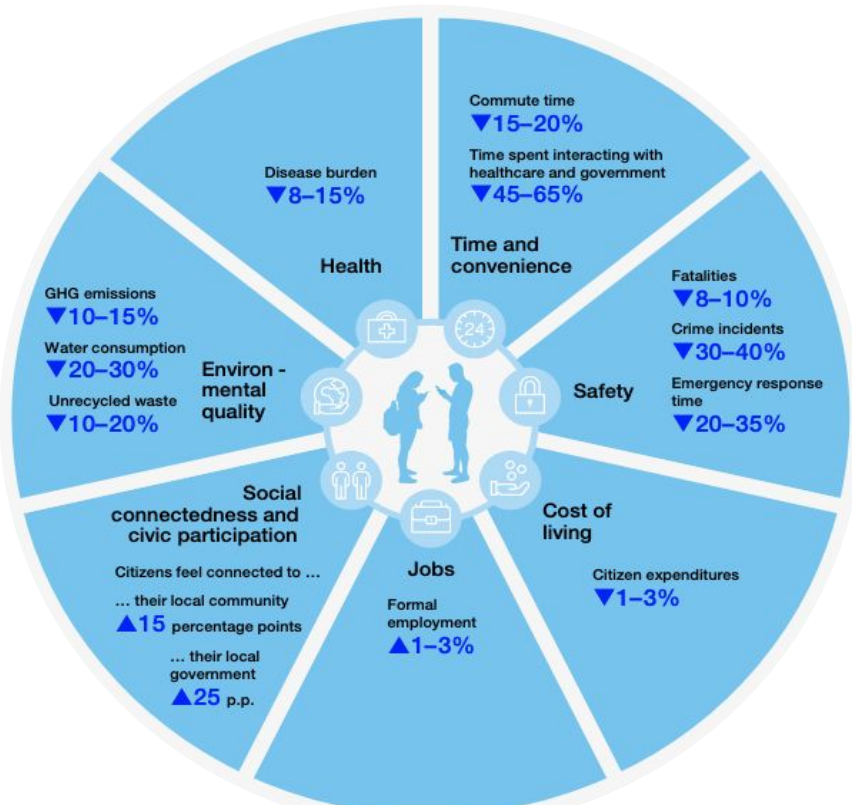## Cities are accountable to their citizens → Cities are (mostly) trusted

Lots of use cases from a variety of domains

Cities realise they are just one city, among others

to create more value, they need to ensure interoperability of services when people travel

Important: not only PPP – but also PPPP & community initiatives

Improvement (in %) in key quality of life indicators by smart city applications

Time and convenience
Commute time ▼15–20%
Time spent interacting with healthcare and government ▼45–65%

Health
Disease burden ▼8–15%

Environ-mental quality
GHG emissions ▼10–15%
Water consumption ▼20–30%
Unrecycled waste ▼10–20%

Safety
Fatalities ▼8–10%
Crime incidents ▼30–40%
Emergency response time ▼20–35%

Cost of living
Citizen expenditures ▼1–3%

Jobs
Formal employment ▲1–3%

Social connectedness and civic participation
Citizens feel connected to …
… their local community ▲15 percentage points
… their local government ▲25 p.p.

""Smartness" is not just about installing digital interfaces in traditional infrastructure or streamlining city operations. It is also about using technology and data purposefully to make better decisions and deliver a better quality of life."

Source: Smart Cities: Digital solutions for a more livable future, McKinsey Global Institute (2018)

Fair, sustainable and prosperous digital society

Through MyData - a human-centric approach to personal data

MyData vision

The core idea is that individuals should be **in control of the data about themselves**.

The MyData approach aims at strengthening **digital human rights** while opening new opportunities for businesses to develop innovative **personal data-based services** built on mutual trust.

MyData

We believe in **empowering the individual (and those serving them)** by means of personal data.

When individuals are **in control of the data about themselves**, they open new opportunities for businesses to develop innovative **personal data-based services** built on mutual trust.

Shared personal data enables to improve the operations of businesses by having **up-to-date and verified data from customers and users.**

MyData Global

We exist to **help the enablers of MyData philosophy** (public and private organisations, experts, individuals) to succeed.

Our Association **maintains, develops and promotes the MyData Declaration**.

We are **developing of skills, knowledge and connections** of people in the MyData community and more widely in the digital services industries.

Fair, sustainable and prosperous digital society through a human-centric approach to personal data

People get value from their data and set the agenda on how it is used.

Need

Offer
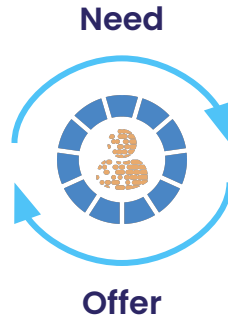
For **organisations**, the ethical use of data is always the most attractive option.

Fair, sustainable and prosperous digital society through a human-centric approach to personal data

Need

People get value from their data and set the agenda on how it is used.

For **organisations**, the ethical use of data is always the most attractive option.

Offer

FROM FORMAL TO ACTIONABLE RIGHTS

FROM DATA PROTECTION TO DATA EMPOWERMENT

FROM CLOSED TO OPEN ECOSYSTEMS

MyData is being adopted and is highly relevant **locally, nationally** and **regionally**

MyData is relevant in local, national, regional levels

Helsinki aims to use personal data on behalf of the citizens - on citizens' terms

THE EUROPEAN DATA STRATEGY

EU2019.FI — Finland's Presidency of the Council of the European Union

ABILITIES TO: ACCESS · SHARE · ACT · INNOVATE · TRUST · LEARN

Programme of Prime Minister Antti Rinne's Government 6 June 2019

INCLUSIVE AND COMPETENT FINLAND

– a socially, economically and ecologically sustainable society

EUROPEAN COMMISSION

Brussels, 25.11.2020
COM(2020) 767 final

2020/0340 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

on European data governance
(Data Governance Act)

MyData 2019

Rebuilding trust - for human-centered data economy

SEPT 25-27 2019
HELSINKI, FINLAND

Benefit drivers – why should cities care?

Personalisation	Targeting	Forecasting	Availability of information	Enrichment of information
MyData can be used to personalise services.	MyData can be used to target services.	MyData can be used to forecast service needs and for proactive prevention.	MyData can be used for the automation of data transfer.	MyData can be used in customer group segmentation.
For example, automatic provision of a service in the customer's preferred language	*For example, book recommendations based on library records*	*For example, suggestions for dental services based on previous visit records, nutritional or smart device data*	*For example, early childhood education and care data for educational institutes or credentials and certificates for employers*	*For example, why does a group of people not use the service? How to develop the service to reach missing or new customers?*

ESPOO
ESBO

Cities implementing (partially or fully) the MyData idea

BARCELONA
#Decode #CivicTech

AMSTERDAM
#Decode #CitizenSensors

GHENT
#Solid #MyData

HELSINKI
#MyData #MyDataOperator

TORONTO?
#Google #CivicDataTrust?

BRITTANY (RENNES)
#Education #MyData

TRENTO
#telco #MyData

LYON
#SelfData #MyData

Visualize / Awareness

Gamification/ Reward

But are we sure it works?

Group A

Behavioral measurement → 1 Month → Behavioral measurement

Here we are

Group B

Behavioral measurement → 1 Month → Behavioral measurement
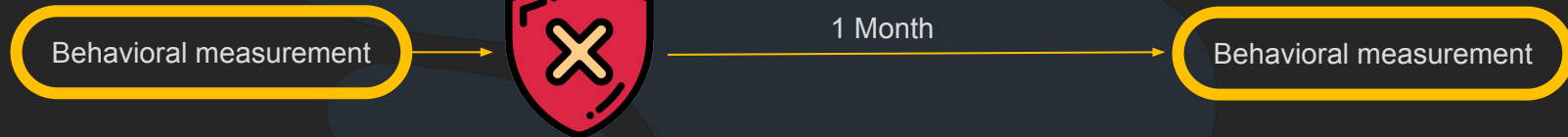
GRAND**LYON**
la métropole

Education & skills

Profile information sharing

Data Sources

- Driver's Licences
- Taitorekisteri cerificates
- Transcript of studies
- Work history
- Skill profile
- Other data sources

(stream) MyData Share Wallet

Työnhakuprofiili

AV — Aino Olivia Virtanen

Profiilisi nykyiseen täyttöasteeseen perustuen:

Voit esitellä työpaikkoja — Voit lähettää työhakemuksia

Alle näkyvät tiedot välitetään työnantajalle hakiessasi työpaikkaa.

🎙 **Luvat ja pätevyydet**

SFS 6002 Sähkötyöturvallisuus

Työpaikat — Työnhakuprofiili

(stream) MyData Share Wallet

Data Consumers

- Talent Pools
- Recruitment systems
- Employment marketplaces
- Personnel recruitment services

vastuu group

Mobility

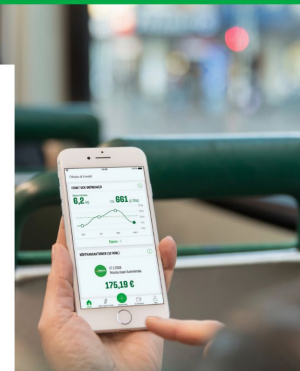# Appel à manifestation d'intérêt Mon Compte Mobilité

avril 2, 2021

Retail

Omat ostot -palvelulle kultainen leijona Cannes'ssa: vastuullisuus ja oikeus omaan dataan valttikortteja

Asiakasomistajille luotu palvelu voitti harvinaisen kultaisen leijonan Cannes Lions -festivaaleilla.

MyData Global

- > **International** nonprofit
- > **Headquartered in Finland**
- > **Founded in 2018**
- > **Over 500 members**

   ... including over **100** organisations

   ... from over **50** countries

- > **30 local hubs on 6 continents**
- > **International thematic groups**
- > **Organiser of the leading personal data conference**
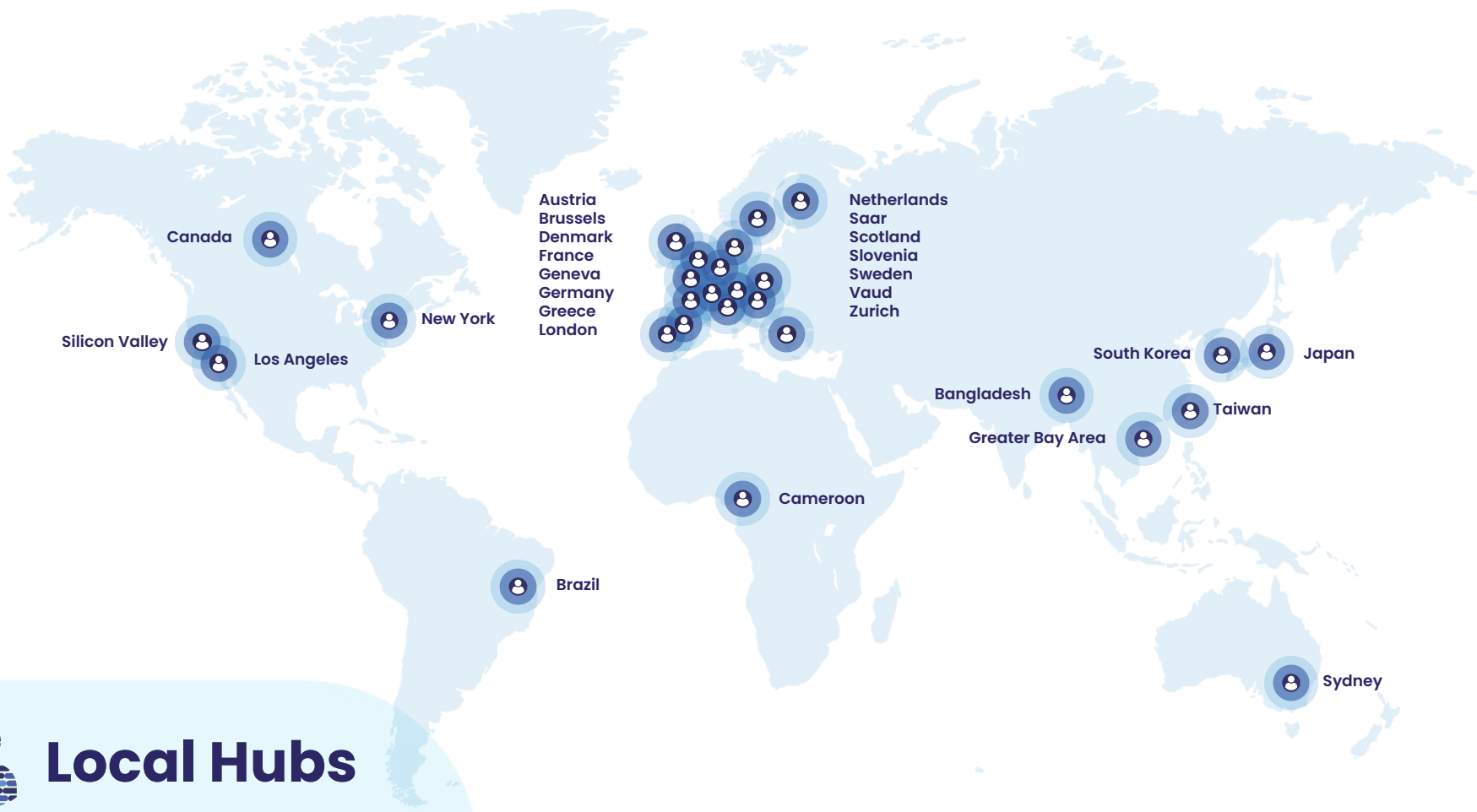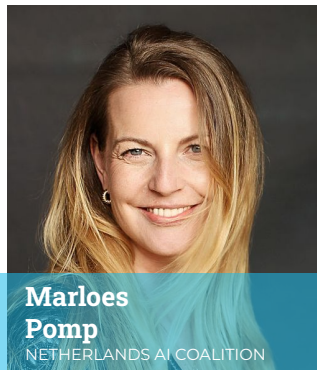
Local Hubs

Join us at

MyData 2022

Catalysing Fair Data Solutions

June 21-22 Helsinki, Finland

2022.mydata.org

2022.mydata.org

Julia
Angwin
THE MARKUP

Marloes
Pomp
NETHERLANDS AI COALITION

Malte
Beyer-Katzenberger
EUROPEAN COMMISSION

Maximilian
Gahntz
MOZILLA FOUNDATION

Lars
Nagel
INTERNATIONAL DATA
SPACES ASSOCIATION

Jyrki
Katainen
SITRA

Chris
Skinner
THEFINANSER.COM

Miapetra
Kumpula-Natri
EUROPEAN PARLIAMENT

Nnenna
Nwakanma
WORLD WIDE WEB FOUNDATION

Jasmina
Byrne
UNICEF

Catalysing Fair Data Solutions

June 21-22 Helsinki, Finland

MyData 2022

Further resources

mydata.org/declaration
mydata.org/papers
mydata.org/slack
mydata.org/join

Thank you!

Teemu Ropponen
General Manager, MyData Global
teemu@mydata.org, @troppone, @mydataorg

mydata.org

"Focusing on human rights in the digital age is key. Data collection is already happening on an industrial scale. States, political parties, various organizations and, in particular, businesses hold remarkably detailed and powerful information about us. More and more aspects of our lives are being digitally tracked, stored, used – and misused. Just think, all of us here today with a smartphone will have created a digital trail leading right to this room."

- *Michelle Bachelet, UN High Commissioner for Human Rights, 17 October 2019*

37 %

37% of consumers say that lack of trust is an obstacle to using digital services. Companies have not invested in trust as a way to stand out.

MyData Concepts & Connections to "Big Conversations

Visualisation from *State of MyData*

BIG CONVERSATIONS

Climate change

Economic inequality

Artificial intelligence

COVID-19 & future pandemics

Global geopolitics

Big Tech & the future of democracy

Social justice