



unleashing the benefits of data through human centricity

Eric POL
9 December 2020



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Cambridge Analytica

Google Project Nightingale

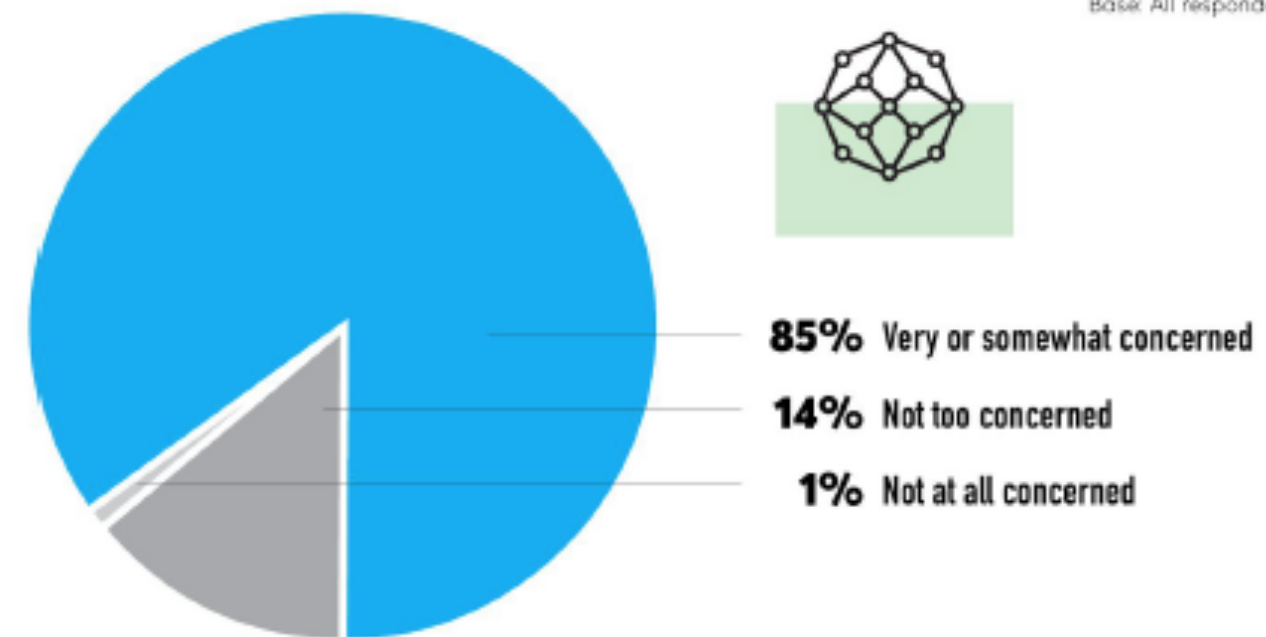
...

**87% of people
feel it is important that
organisations they
interact with use data
about them ethically**

Source: "Attitudes towards data ethics"
10-2019, UK, the Open Data Institute

Concern About the Amount of **Data Stored About** You on Online Platforms

Base: All respondents



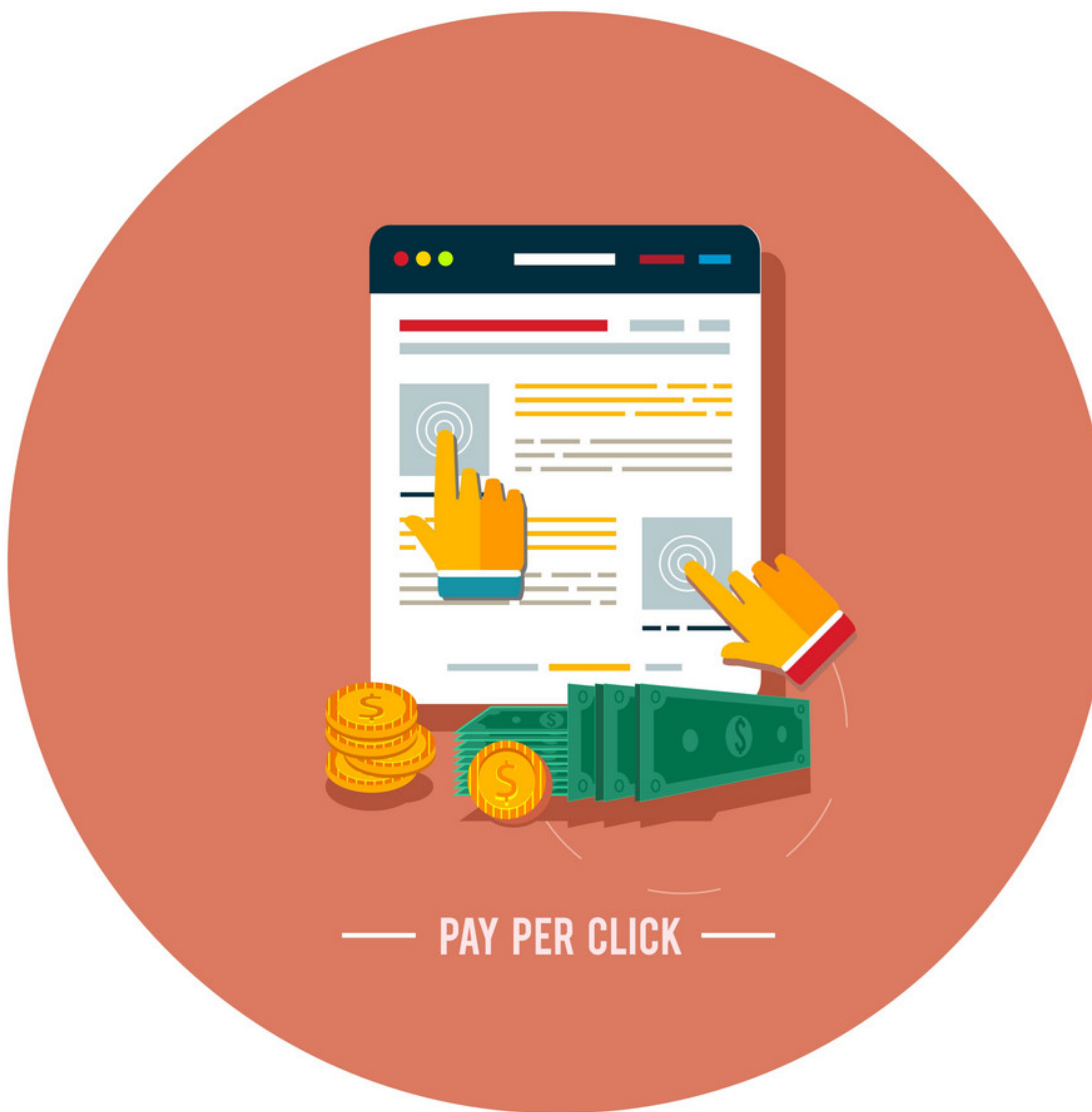
Source: "Platform Perceptions, Consumer Attitudes on Competition
and Fairness in Online Platforms"
09-2020, USA, CR Consumer Reports



Web for All

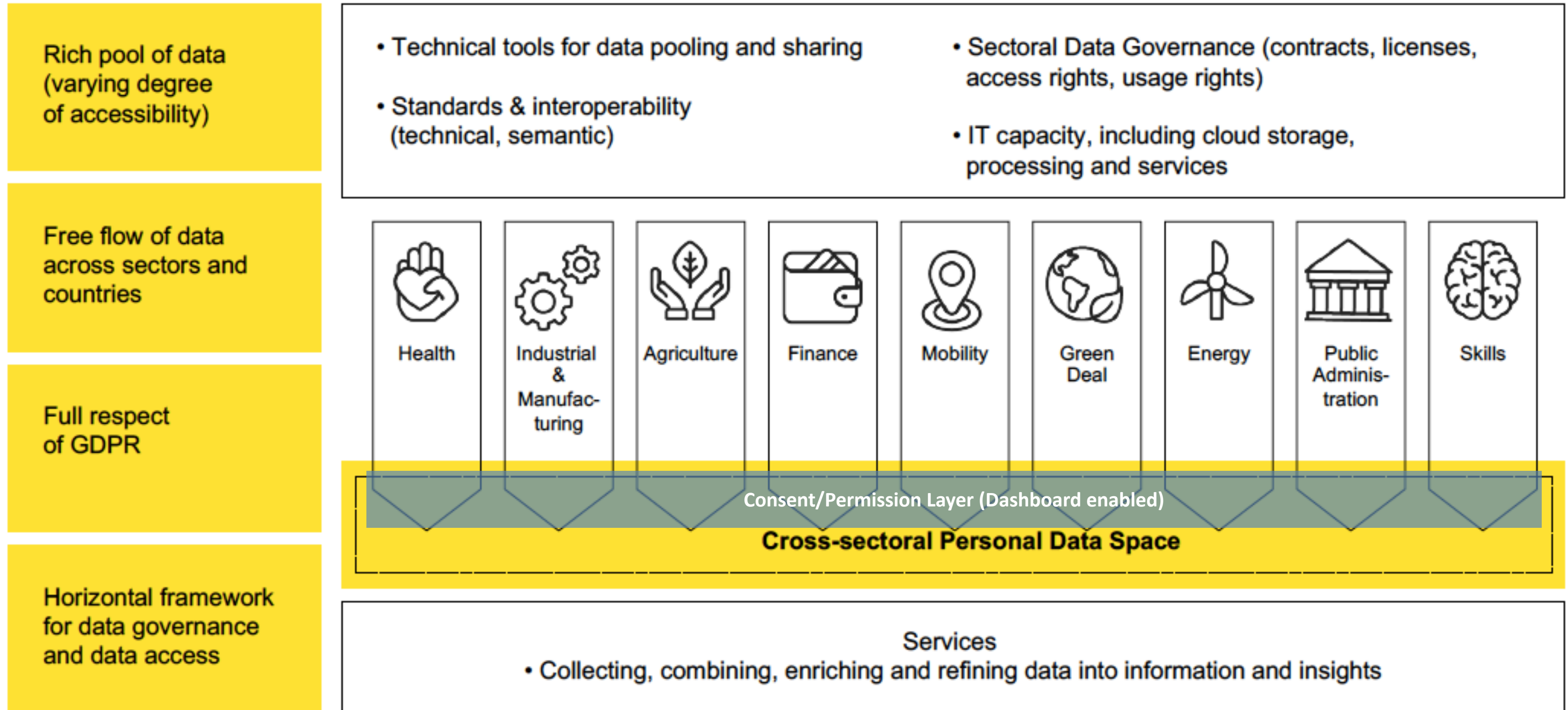
The social value of the Web is that it **enables human communication, commerce, and opportunities to share knowledge.**

One of W3C's primary goals is to make these benefits **available to all people**, whatever their hardware, software, network infrastructure, native language, culture, geographical location, or physical or mental ability.



— PAY PER CLICK —

Towards a Human-centric data infrastructure



The standards



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Business

- Use case testing
- Business models



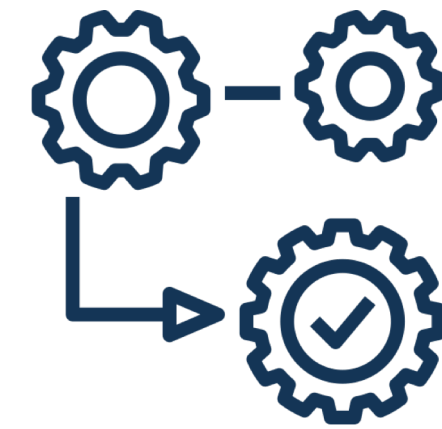
Legal & Governance

- Data governance frameworks
- Legal liability models
- **Ethics**
- Code of conduct / Certification



Design/UX

- Design frameworks
- Transparency



Technical

- Data exchange protocols
- Permissions management protocols
- Data models
- Identity management

EU Data Governance Act



EUROPEAN DATA GOVERNANCE

A NEW APPROACH FOR THE DIGITAL DECADE

November 2020

Setting up a new European way of data governance will facilitate data sharing across sectors and Member States. It will create wealth for society, and provide control to citizens and trust to companies.

The economic value of data sharing

- ◆ Data access and reuse can generate social and economic benefits of 1% to 2.5% of GDP¹.
- ◆ The new measures could increase the annual economic value of data sharing by up to €7-11 billion by 2028².
- ◆ In addition, the new rules will have a wider impact on the EU economy and society as a whole:



€ 1.3 trillion
In increased productivity in manufacturing through Internet-of-Things data by 2027³



€ 120 billion
of savings per year in the EU health sector⁴

The EU will boost the development of trustworthy data-sharing systems:

- ◆ Empower **Europeans** to decide what happens to their data, and what data they would like to share with whom.
- ◆ Facilitate **data altruism** to make it easier and safer for companies and individuals to voluntarily make their data available for the benefit of society.
- ◆ Enhance the **reuse** of public sector data that cannot be made available as open data.
- ◆ Create **new EU rules on neutrality** to allow novel data intermediaries to function as trustworthy organisers of data sharing.
- ◆ Set up a **European Data Innovation Board** to steer data governance and prioritise standards.

Data-driven innovation will bring benefits for individuals and companies



Health data: Providing better healthcare, improving personalised treatments, helping cure rare or chronic diseases.

Providing a more effective response to the coronavirus crisis: 18 partner organisations identified several molecules for treatment against the virus, thanks to the 'donation' of information by pharmaceutical companies to European research centres. In the absence of a data-sharing process it took 3 months, but a common European health data space would have facilitated the development of faster solutions. EXSCALATE 4COV



Mobility data: Saving more than 27 million hours of public transport users' time and up to €20 billion a year in labour costs of car drivers thanks to real-time navigation⁵.



Environmental data: Combatting climate change, reducing CO₂ emissions and fighting emergencies, such as floods and wildfires.



Agricultural data: Developing precision farming, new products in the agri-food sector or new services in rural areas.



Public administration data: Delivering better and more reliable official statistics, contributing to evidence-based decisions.

About us



aNewGovernance

- aNewGovernance is a **market-driven** international not-for-profit association headquartered in Brussels. More than 200 organizations from 53 countries have helped building a well-balanced organization, from Corporates, SMEs and Start-Ups, to Academics, Professional and Consumer Associations. It is collaborating with the European Commission and European Parliament, several European and non-European National authorities as well as the World Economic Forum.
- The European Data Strategy has obviously a European focus, but is also opened to like-minded countries, organizations and ecosystems, such as Japan with the “Free Flow of Data with Trust” encouraged by PM Shinzo Abe at Kyoto G20, South Korea or Canada.
- aNG aims to be the **Global** working group for **Human-Centric Personal Data Sharing**.

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