

Introduction to Sitra's IHAN®

**FAIR DATA
ECONOMY**

Sitra by the figures

Investments

by the Finnish State

1967: 16.8 M€

1972: 16.8 M€

1981: 16.8 M€

1992: 16.8 M€

84.1 M€

Annual budget

30-40

million euros

159

employees

in 31 Dec. 2017

Market value

of endowment capital

840

million euros

in 31 Dec. 2017

Average return

in 2017 **7.7%**

Founded
in **1967**

Working for
the future

over **50**
years

66 % women

34 % men

89 % higher education

11 % other education

60 platform companies worth

7 TRILLION USD

USA

66%

CHINA

30%

EU

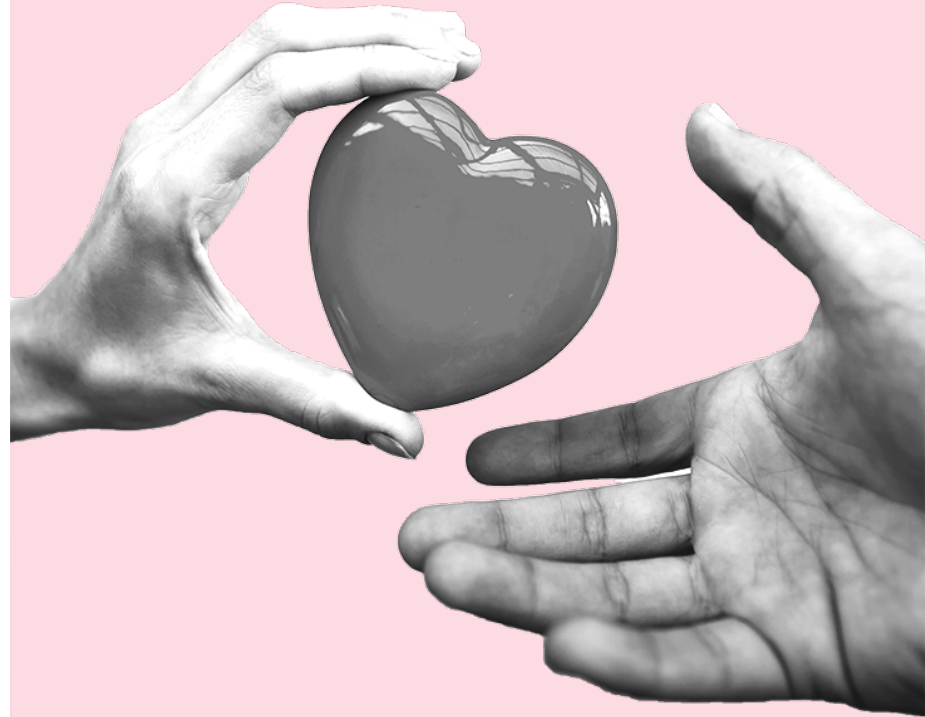
3%



Maintaining **trust** – Europe's biggest opportunity

*Europe's biggest
opportunity, however,
may be political and
regulatory
rather than technical...*

Source: *The Economist*, Big Data, small politics –
Can the EU become another AI superpower?



EUROPEANS' ATTITUDES TOWARDS THE USE OF PERSONAL DATA

Survey results.



“What rights do you believe you have concerning the personal data the service provider has gathered on you?”*



GDPR rights 🔍

58%

The right to know how and for what purpose my personal data is used

58%

The right to have access to any personal data the service provider has collected on me

54%

The right to have any personal data collected on me erased

21%

The right to move any personal data from one system to another

***The figures are averages for the surveyed countries**

SITRA

GDPR in people's actions



36%

It has not affected my behaviour in any way

Finland	36%
Netherlands	33%
Germany	38%
France	36%

29%

I have accepted the new terms and conditions that service providers emailed me without reading them thoroughly

Finland	36%
Netherlands	18%
Germany	29%
France	34%

Lack of trust is an obstacle

Data plz?



“Lack of trust in service providers prevents me from using digital services”



2/5

Strongly agree, agree

Finland	43%
Netherlands	38%
Germany	48%
France	39%

IHAN[®] Vision

- Our aim is to build the foundation for a *fair and functioning data economy*
- The main objectives are to *create a method for data exchange* and to set up *European-level rules and guidelines for the fair use of data*
- IHAN[®] is founded upon *European values* and based on trust

IHAN[®] enables innovation and new services

Example **FINANCE**

Insurance tailored to your life situation and lifestyle.



Example **MEDICAL**

A child's diabetes monitoring service enables parents to exchange care info with people involved in the child's care at home, at school and at care facilities.



Example **TRANSPORT**

A service that optimises your travel time, route and carbon footprint.



Mindset Change

Think Tanks

Academia studying Ethics & new Economic Models

Business Model

MyData

European Commission

Google data transfer project

IEEE

“Fair Data Economy for Smart Cities & Communities”

Microsoft

“Consent-based RWE TestBed for Pharma”



CEN workshops

Enabling Solutions

Industrial data space

iSHARE

Governance

Decode

Inrupt

IHAN[®] ENABLER OF A
PARADIGM SHIFT

**JOIN THE DATA
REVOLUTION**



SITRA