Future fund Sitra as a shaper of society

16 01 2019 Jaana Sinipuro @jsinipuro
A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.
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€

Market value of endowment capital
840 million euros in 31 Dec. 2017

Founded in 1967
Working for the future over 50 years

Annual budget
30-40 million euros

Average return in 2017 7.7%

159 employees in 31 Dec. 2017
66% women
34% men

69% higher education
11% other education
Introduction to Sitra’s IHAN®

FAIR DATA ECONOMY
What is Europe's role in digital platform economy?

- USA: 66%
- CHINA: 30%
- EU: 3%

60 platform companies worth 7 TRILLION USD
Lots of BAD news about the data economy
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?
Let’s make the fair data economy a competitive advantage for Europe

FOR
INDIVIDUALS

FOR
COMPANIES

FOR
THE
PUBLIC
SECTOR
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® 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
Here’s How to Take Part

**Green Paper**
Building a common European concept on fair data economy.
Comment and give your input!

**Communities**
First community started!
**Technical community** kick-off in Jan.
Attend CEN-CENELEC workshops!

**Focus Groups**
Multiple themes for subject matter experts and leaders, e.g. advisories on corporate responsibility and marketing

**Club IHAN®**
Invitational club for IHAN trailblazers & opinion leaders: learning & best practices

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Opt-in to IHAN® Newsletter!
What’s Cooking?

Something to say? Give your input. Write blog or opinion piece. Comment our work. Come to events, email us ihan@sitra.fi. Check www.sitra.fi/IHAN.

Events 1H2019

• Sitra Debate, Helsinki
• Smart Cities, Brussels
• CEN-CENELEC Workshop, Tech Comm Kick-Off, Helsinki
• Webinar on pilot project applications
• Vision Europe Dialogue, Helsinki
• World Circular Economy Forum 2019, Helsinki
• HIMMS Europe 2019, Helsinki
• Webinars throughout 1H2019

Content

• Consumer survey on data usage (January: Finland, France, Germany, The Netherlands. March: Japan)
• Business survey on data usage
• Turku University research on data ethics
• Copenhagen IT University research on digital profiles
• Green paper on data economy
• Business white paper
• Blogs, opinion pieces, articles, media releases
EUROPEANS’ ATTITUDES TOWARDS THE USE OF PERSONAL DATA

Survey results.
Survey details

Respondents aged 18-65 in Finland, the Netherlands, Germany and France.

8,004 responses. Finland 2,000, Netherlands 2,000, Germany 2,004, France 2,000.

The study was carried out using the Kantar TNS online panel.

The questions were designed by Sitra in co-operation with Kantar TNS.

Survey data was collected in November and December 2018.

Completing the survey took about 12 minutes.
The GDPR is not yet reflected in people's actions.

The lack of trust is an obstacle to the use of digital services.

Data leaks have affected the way people behave.

Trust is built through actions.

Having the power to make decisions is more important to people than pre-made decisions.

Two in three respondents want fair digital services to be identifiable.
JOIN THE DATA REVOLUTION