

# **Future fund Sitra as a shaper of society**

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# 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**

# 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%**

**66 %** women  
**34 %** men

**89 %** higher education  
**11 %** other education

Founded  
in **1967**

Working for  
the future  
over **50**  
years

**Introduction to Sitra's IHAN®**

**FAIR DATA  
ECONOMY**

60 platform companies worth

**7 TRILLION** USD

**USA**

66%

**CHINA**

30%

**EU**

3%



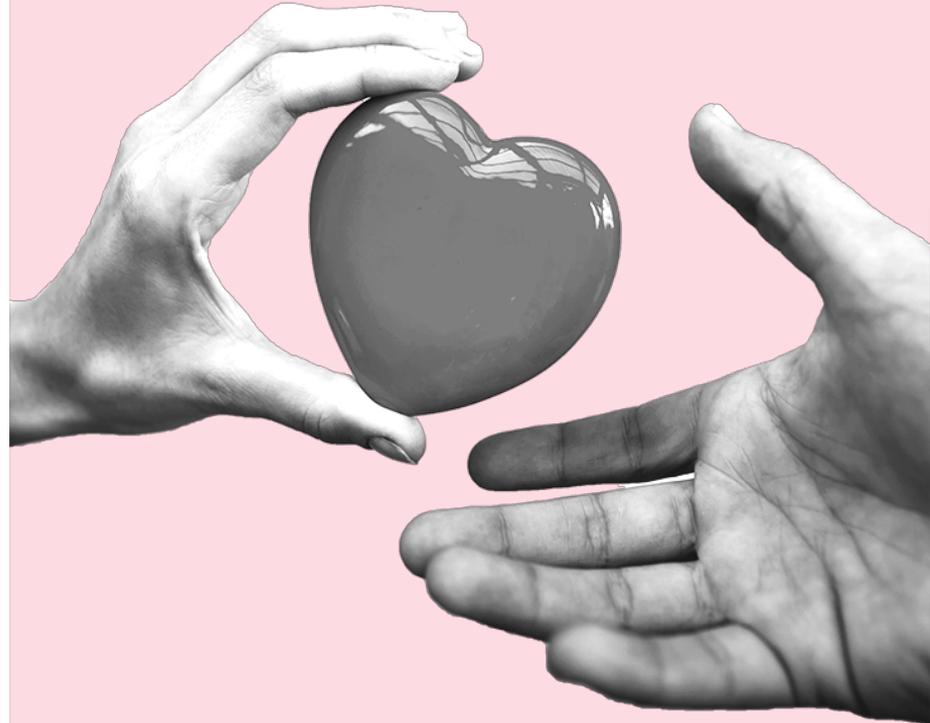
# Lots of **BAD** news about the data economy



# 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<sup>®</sup> 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<sup>®</sup> is founded upon *European values* and based on trust

# IHAN<sup>®</sup> 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

*Now!*

## **Green Paper**

Building a common European concept on fair data economy.

Comment and give your input!

*Now!*

## **Communities**

First community started!  
**Technical community** kick-off in Jan.

Attend CEN-CENELEC workshops!

*Coming soon!*

## **Focus Groups**

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

*Coming soon!*

## **Club IHAN®**

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



Opt-in to  
IHAN®  
Newsletter!



# What's Cooking?

## 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

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](http://www.sitra.fi/IHAN).



# 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.

# HIGHLIGHTS

Let's recap...



**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.**

**IHAN**® ENABLER OF A  
PARADIGM SHIFT

**JOIN THE DATA  
REVOLUTION**



**SITRa**