European
Large-Scale Pilots
Programme

IoT

SYNCHRONICITY

Session 3: The road towards sustainable scale-up of IoT & Data Marketplaces

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BoD Big Data Value Association

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Switzerland   South Korea   Mexico

Data suppliers and users in Europe
Source: Everis (Study on B2B data sharing)

39 %
companies claimed to **share data**
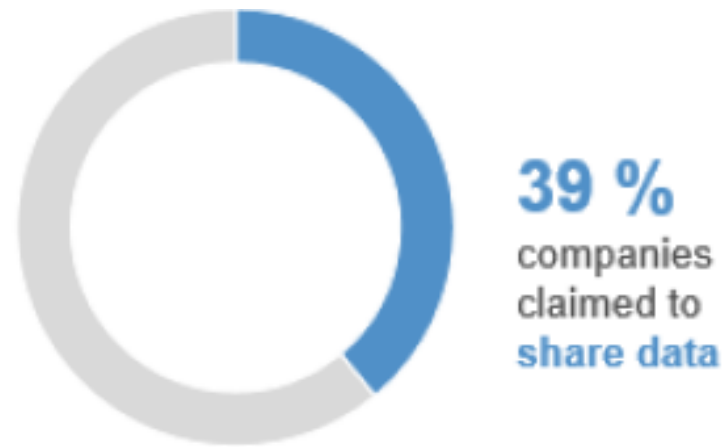
■ Data suppliers

■ Companies not yet engaged in B2B data sharing

42 %
companies declared to **re-use data**
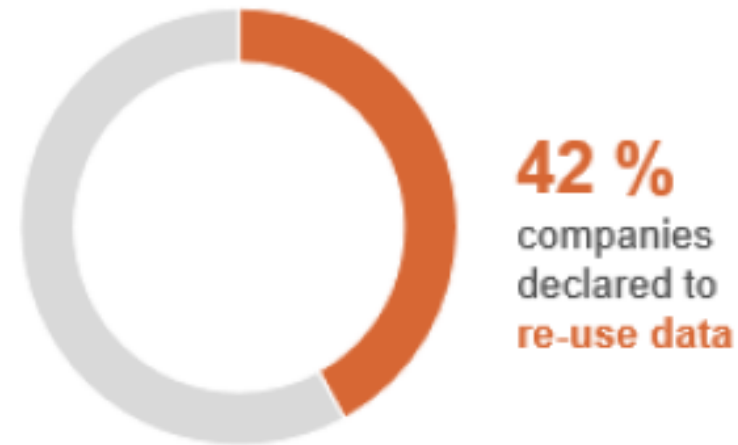
■ Data users

■ Companies not yet engaged in B2B data re-use

25 %
companies claimed to both share & re-use

Profiles of data suppliers and users

Profile of data suppliers

Profile of data users

Data suppliers

- ✓ Mainly large companies
- ✓ 90% share data **within their own business sector**
- ✓ A majoriy only share a **small percentage** of the data they generate
- ✓ 1 in 5 consider data sharing as their **main economic activity**
- ✓ 1 in 3 have been sharing data for over 8 years
- ✓ Very few adopt an Open Data Policy
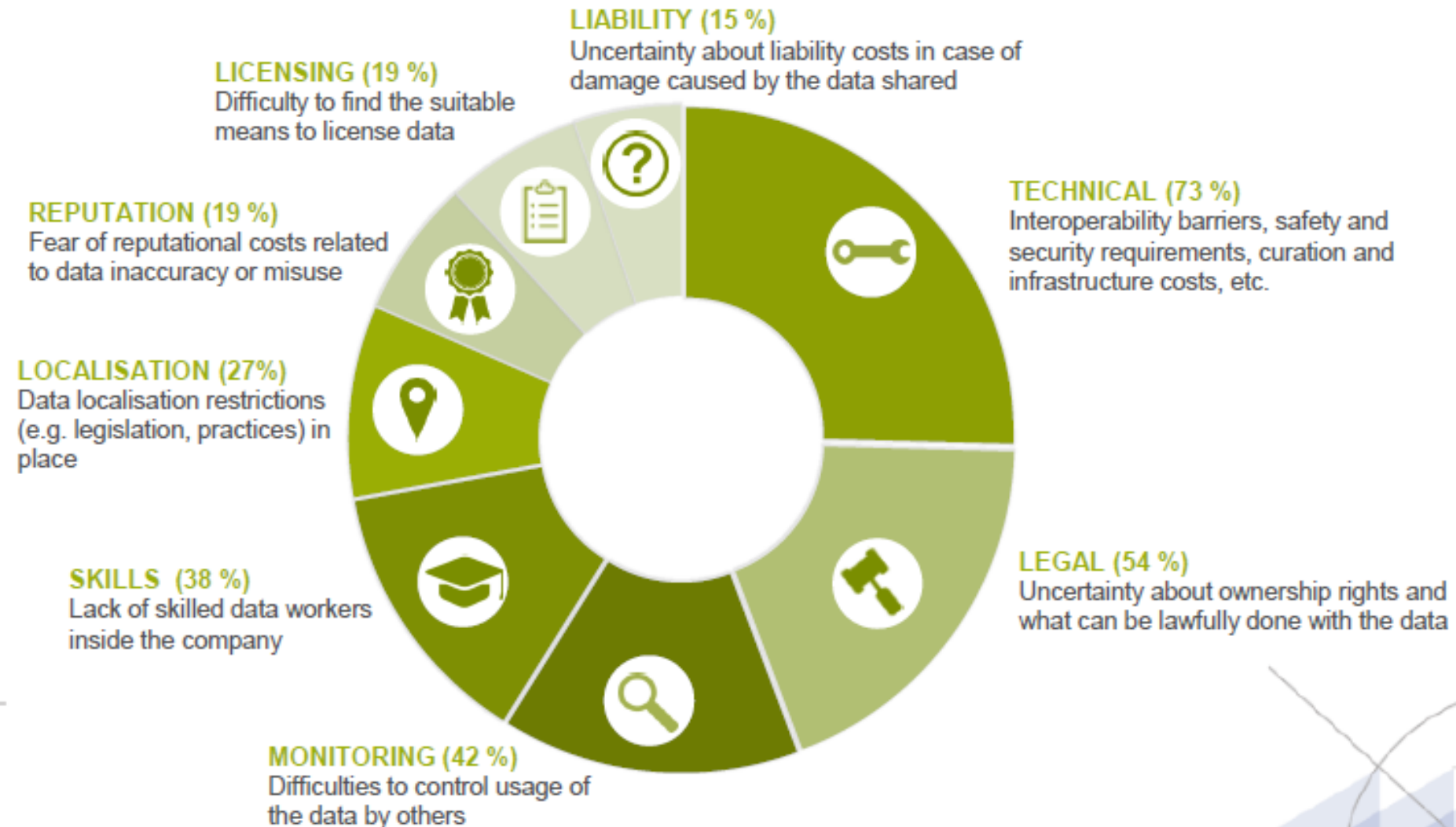- ✓ **Developing new business models** and/or services and products as main motivation

Data users

- ✓ Mainly large companies
- ✓ Mostly re-using data **from their own sector (83%)**
- ✓ **7 in 10 strongly depend on data** for their business
- ✓ Half of them have been re-using data for over 6 years
- ✓ More than 40 % have spent over €50 000/year to access data in the last years
- ✓ **Developing/improving** the catalogue of services and products as main motivation

1 in 2 experience **obstacles** to make their data available

6 in 10 experience **obstacles** to access data from others

Obstacles to B2B data sharing

LIABILITY (15 %)
Uncertainty about liability costs in case of damage caused by the data shared

LICENSING (19 %)
Difficulty to find the suitable means to license data

REPUTATION (19 %)
Fear of reputational costs related to data inaccuracy or misuse

LOCALISATION (27%)
Data localisation restrictions (e.g. legislation, practices) in place

SKILLS (38 %)
Lack of skilled data workers inside the company

MONITORING (42 %)
Difficulties to control usage of the data by others

TECHNICAL (73 %)
Interoperability barriers, safety and security requirements, curation and infrastructure costs, etc.

LEGAL (54 %)
Uncertainty about ownership rights and what can be lawfully done with the data

THE SMART CITY SOLUTION DATABASE

601 Solutions | **11,681** Members | **940** Cities

Search for city, solution or indicator

86
Smart
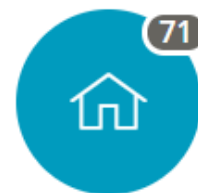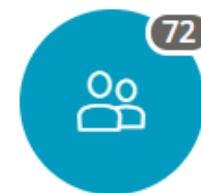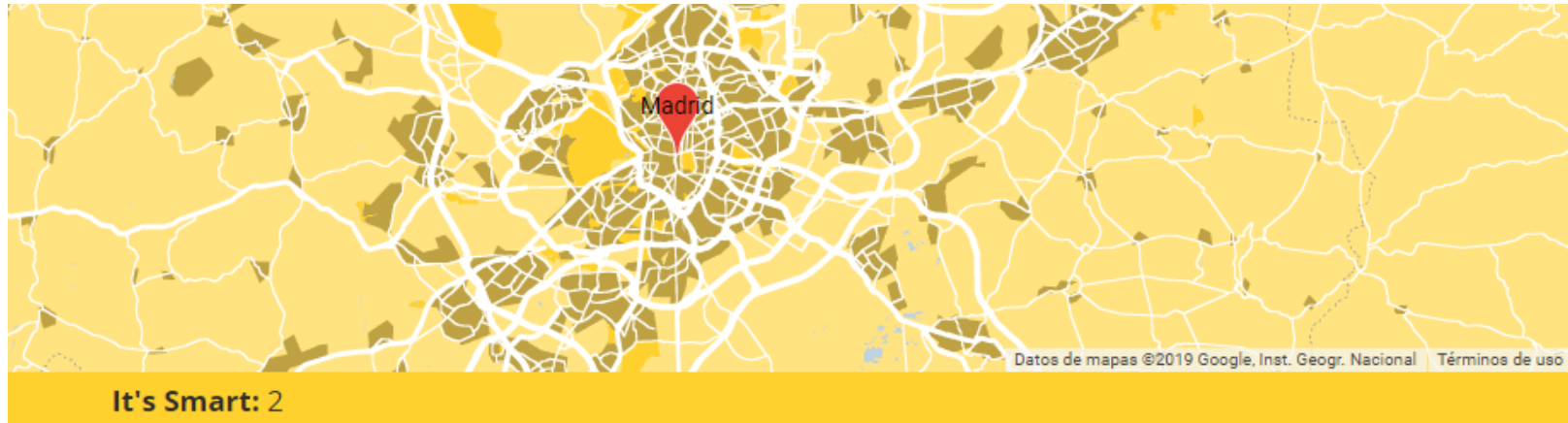Economy

118
Smart
Environment

148
Smart
Government

71
Smart
Living

107
Smart
Mobility

72
Smart
People

It's Smart: 2

MyStreetBook - Smart Tourism Destination ☆

launched: 2016 | status: Implemented

Solution Summary

MyStreetBook, is a calculation engine providing customized routes, all encapsulated in a smart tourism destination management platform. MyStreetBook conects personal interest of every user with external conditions such as timetables, rates, transportation means or accesibility. Besides it generates an aggregated information base that allows intelligent management.

Problem

Travel planning and customization are now an analogue and costy activity. There is a lack of knowledge of the interests and interactions at destination, and the offer is limited to standard tourist packages. Moreover, sustainable tourism is seldom envisaged.

SOLUTION MODERATOR

CARLOS SÁNCHEZ

✉ Contact

TAGS

Smart Economy   smart tourism
customized routes   accessibility
tourist   culture   heritage
sustainable tourism
smart tourism destination
artificial intelligence   smart mobility

+ Propose Tag

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Málaga

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City problems are not

Built by cities for cities

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Lessons learned, open points...

- Avoid Vendor **Lock-in → interoperability, portability (No vision of a single platform/marlketplace; Federation?)**

- Availability of Data (closed vs Open Data, data ownership, data sharing, data quality)

- Fight "against" data silos (cities are well placed to promote this, for eg. through public procurement processes)

- Create Trust at all levels (traceability)

- Is it just about marketplaces or data sharing in general?

- Data is nothing if not transformed into knowledge: data will be accompanied by services (e.g. data analytics)

- The **Platform economy** and **multi-sided markets**

- Infrastructure, data management, ...Finally, **who pays for what**?

  - Existing infrastructure can be used in a smarter way (avoid deploying infrastructure for each single purpose/service)

  - Motivate others to invest (and share) infrastructure: a company deployes (& pays) the infrastructure of a city but also monetizes data resulting from that infrastructure)
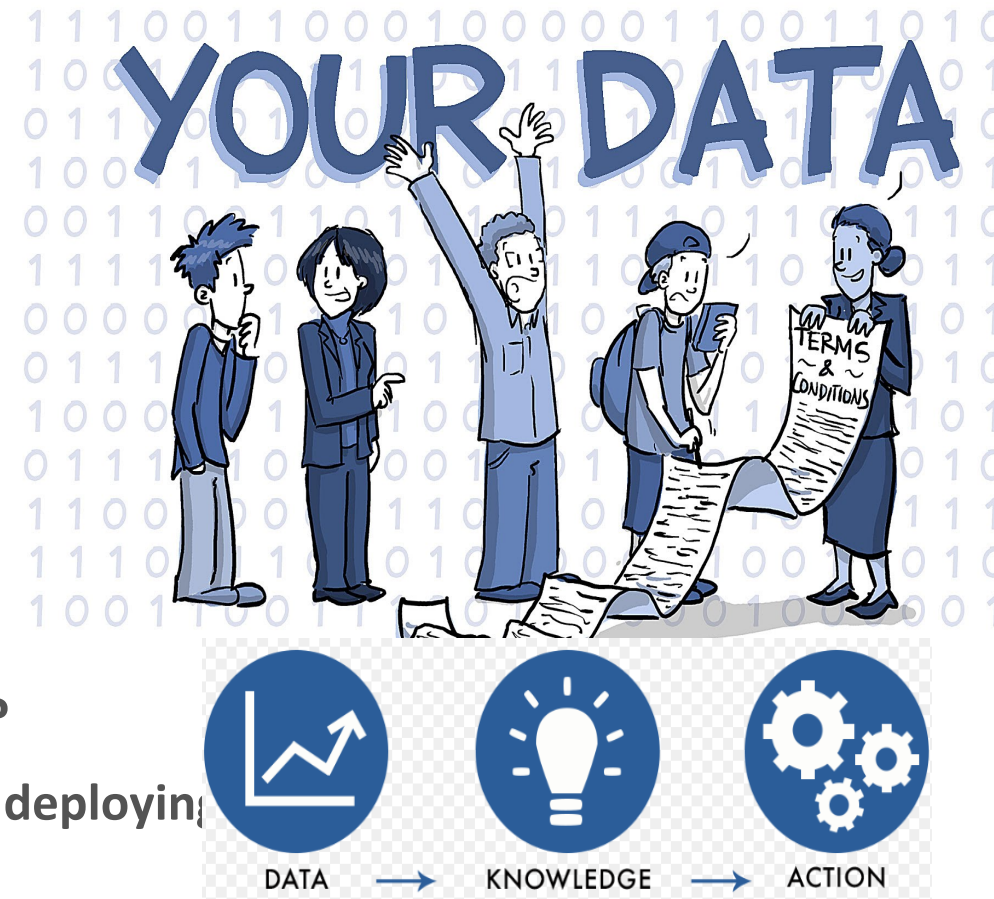
Our speakers today

Gemma Guilera, Connected Places Catapult / SynchroniCity

Brendan Rowan, BluSpecs / Create-IoT

Fabrice Tocco, DAWEX

Frans Jorna, City of Almere / OASC NL