

# EU Urban Agenda Digital Transition Action Plan

Partnership  
Meeting  
Oulu 9.12.2019

**Action 9**  
**European Roadmap for  
MyData in cities**



# 9

**GRAND LYON**  
la métropole

**Oulu** Capital  
of Northern  
Scandinavia



# What is MyData?

The core idea of MyData is that individuals should be in **control of their own data**.

The MyData approach aims at strengthening **digital human rights** while opening new opportunities for businesses to develop innovative **personal data based services** built on mutual trust.



API Ecosystem



Platform Model



MyData Model



# Action activities



- Build on existing foundations
- Make the link between mydata an public policy
- Build a SWOT for mydata in cities
- Build a roadmap for mydata in cities
- Experiment and promote change !

# Build on existing foundations

**URBAN**  
**AGENDA**  
FOR THE EU



DIGITAL TRANSITION

« **MESINFOS** » : HOW TO EXPERIMENT THE MYDATA PRINCIPALS IN FRANCE

GDPR

Fing

MESINFOS



# Build on existing foundations

## MyData 2017 conference

### Main Lessons Learned

> For consumers, "Personal Data" is an abstract concept.



> Self Data, a new path for trust and empowerment ?

> Corporate I.T. is NOT ready



> Amazingly rich potential for new services



> It remains an unexplored frontier for innovators - We need to try & to experiment !



# MyData and Public Policy

## *MyData 2018 conference*



- Can MyData be a public policy ?
- What is MyData value for the citizen and the society ?
- Is a public intervention necessary ?
- What are the difficulties ?
- What are the “public” levers ?
- How should we drive this public policy ?

# MyData and Public Policy

*MyData is good for cities !*



- My Data can help the public authority
  - improve life in the city
  - provide social assistance
  - change the behavior of residents
  - develop citizenship
- On the other hand, MyData can
  - foster the creation of innovative services provided to the residents
  - help them feel more secure with the use of personal data.

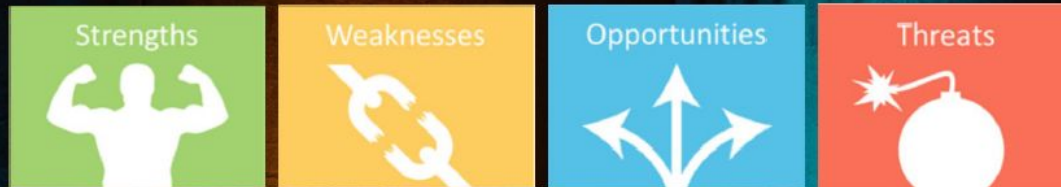


# SWOT for MyData in cities

## *MyData 2019 Conference*

# MyData for the Cities?

## SWOT



**6 cities – 3 workshops – 20+ experts**  
**Helsinki, Oulu, Lyon, Nantes, Lille, Ruen**

Link to data: <https://airtable.com/shriSMLQILcsMOB3Y>

## STRENGTHS

Cities Are Trusted  
Cities Have Data

Close to Citizens..

## WEAKNESSES

Cities Are Siloed  
Lack of Knowledge and  
Expertise

Unclear Ownership..

## OPPORTUNITIES

Innovative City Services  
Collaboration in Ecosystems

Enabling EU Environment..

## THREADS

Competition from the Giants  
Digital Divide

Legal Limits..

# Build a Roadmap for MyData

## *MyData 2019 Conference*



- Which public policy do you want to address ?  
What is the service ?
- What is the audience ? Who is the target ? What is the frequency of use of the service ?
- What are the keys of success (including technical prerequisites) ?
- What is the added value of using MyData ?

# Action outcomes

## #1 “Fair mobility for all” (MAAS)



- begin with a **wide marketing target** and a **mature city service**.
- The aim is to provide better targeted services that meet people’s need based on personal data and **improve user experience** and **environmental responsibility**.
- The use of personal data can help to **provide customized value** (e.g. for disability, business mobility, women) in a citizen-centric way.
- Anonymised data can also **improve service performance**.
- These services shall be co-designed with citizen and business.
- Privacy concerns shall be addressed, as well as transparency, trust, and digital sovereignty.
- The services could then **be expanded to health and energy**.

# Action outcomes

## #2 *Civic Participation*



- The idea is based on the promotion of **civic participation** and take benefit of personal data on uses of the city to challenge public policy and city planning.
- The basic idea is a civic platform to give citizen input through personal data. For example the use of personal transport data to remodel the neighbourhood.
- This could then be extended to day care services and mobility services.
- And after a few years “a Meta platform by the city” with a dashboard of all our consents, calls to actions to share personal data and a service marketplace for businesses.

# Action outcomes

## #3 *The right service without asking*

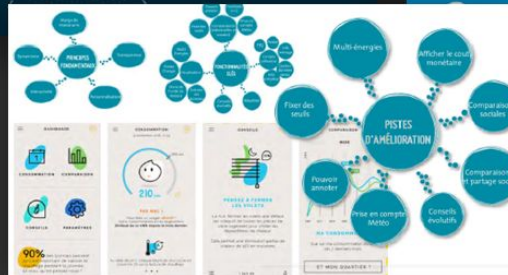


- The idea is to begin with offering the **adapted child care automatically based on personal data.**
- Transparency is a key factor of success as the service shall not come as a surprise for the citizen.
- The aim is to anticipate life change and provide adapted social help.
- The main idea is to target parents with kids. From social care, then with mobility (shared mobility).
- This would help kids to have activities, and less pollution.
- The use of AI can improve services in the city (free activity for low income, services adapted for kids with special needs based on citizen situation and changes: birth, loss of job...)

# What comes next ?



## CASE STUDY : ENERGY

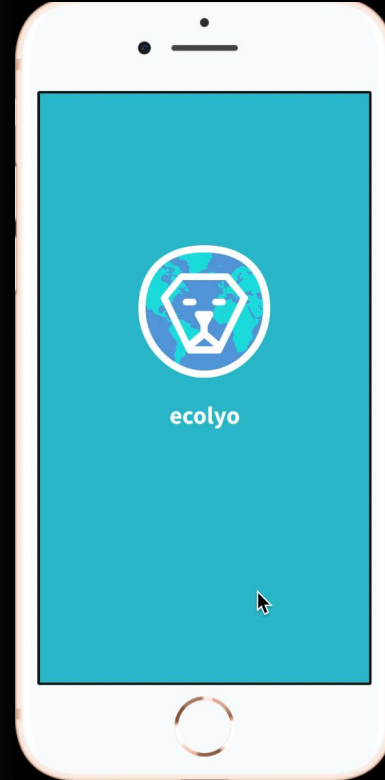


# CASE STUDY : ENERGY

Self data provides a way for the user to **acknowledge** his energy consumption in total trust and **confidentiality**

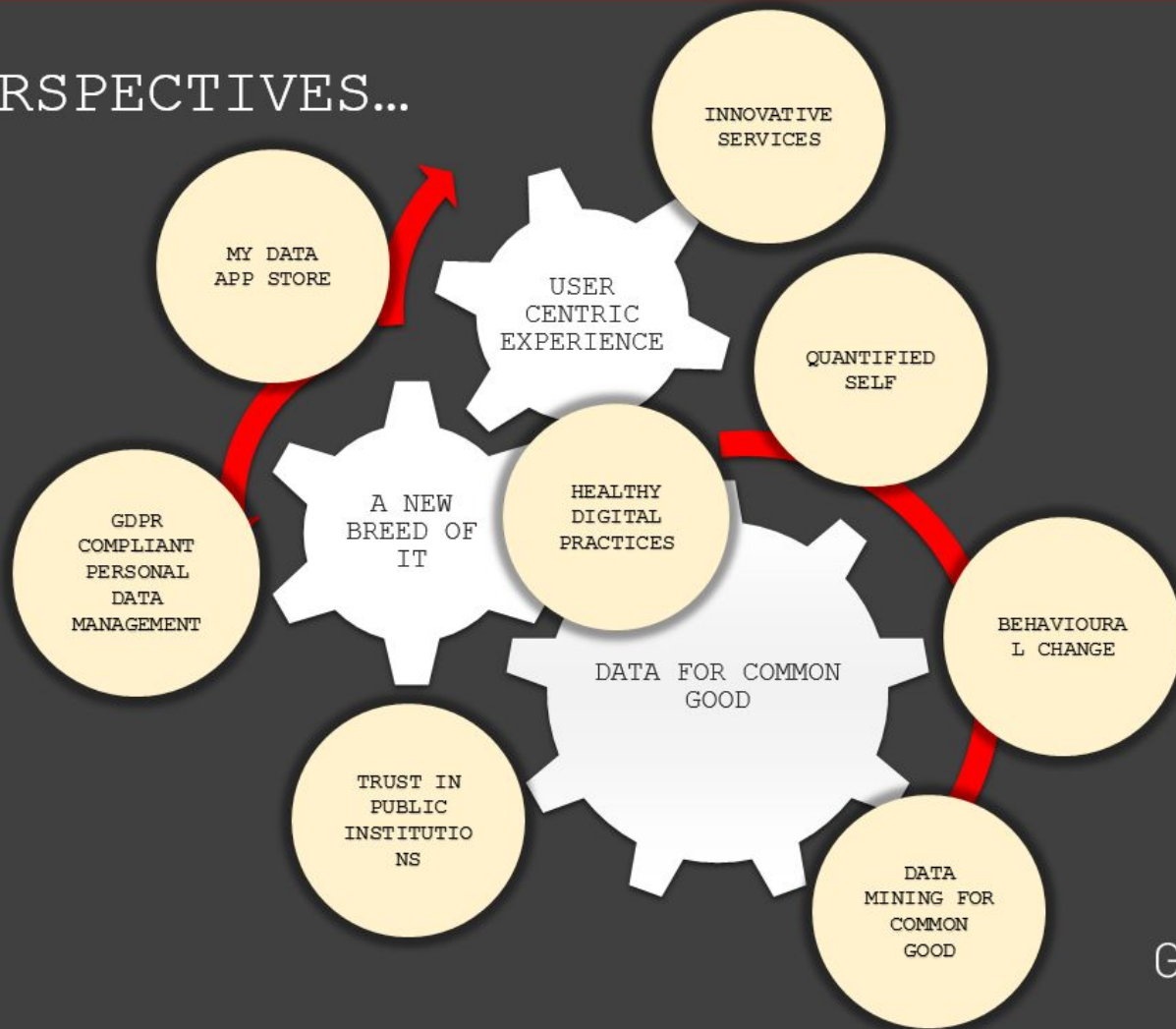
Quantified self in order to take **control** of his multi energy consumption

Appropriate and **personalized actions** for eco-positive behavioral change





# OTHER PERSPECTIVES...



# For more information concerning the action:

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Link(s):

<https://mydata.org/>