Antti “Jogi” Poikola

AI Accelerator / Technology Industries of Finland

twitter.com/apoikola

Technology Industries of Finland

Slides: http://bit.ly/mydata-in-cities

MyData in the Cities

Antti 'Jogi' Poikola – Sustainable and Smart Cities Aug 29, 2019

MyData.org

Battle of Data in the Cities

Toronto

CNN BUSINESS

UNHACKABLE

Alphabet's plans to track people in its 'smart city' ring alarm bells

By Matt McFarland, CNN Business
Updated 1104 GMT (1904 HKT) July 9, 2019

BBC Sign in News Sport R

NEWS

Home Video World UK Business Tech Scien

Technology

The Google city that has angered Toronto

By Jane Wakefield
Technology reporter

18 May 2019 Share

Sign in The Guardian

News Opinion Sport Culture Lifestyle

World ▸ Europe US Americas Asia Australia Middle East Africa Inequality Cities More

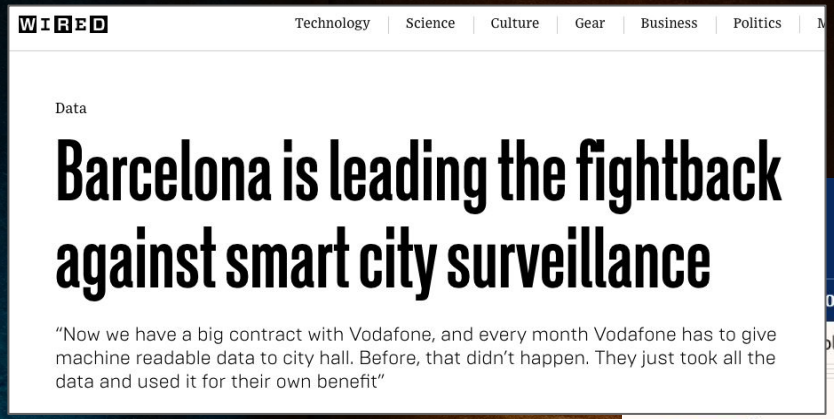
Cities

This article is more than 2 months old

'Surveillance capitalism': critic urges Toronto to abandon smart city project

Project with Google's Sidewalk Labs comes under increasing scrutiny amid concerns over privacy and data harvesting

Barcelona


WIRED
Technology
Science
Culture
Gear
Business
Politics
Data
Barcelona is leading the fightback against smart city surveillance
"Now we have a big contract with Vodafone, and every month Vodafone has to give machine readable data to city hall. Before, that didn't happen. They just took all the data and used it for their own benefit"

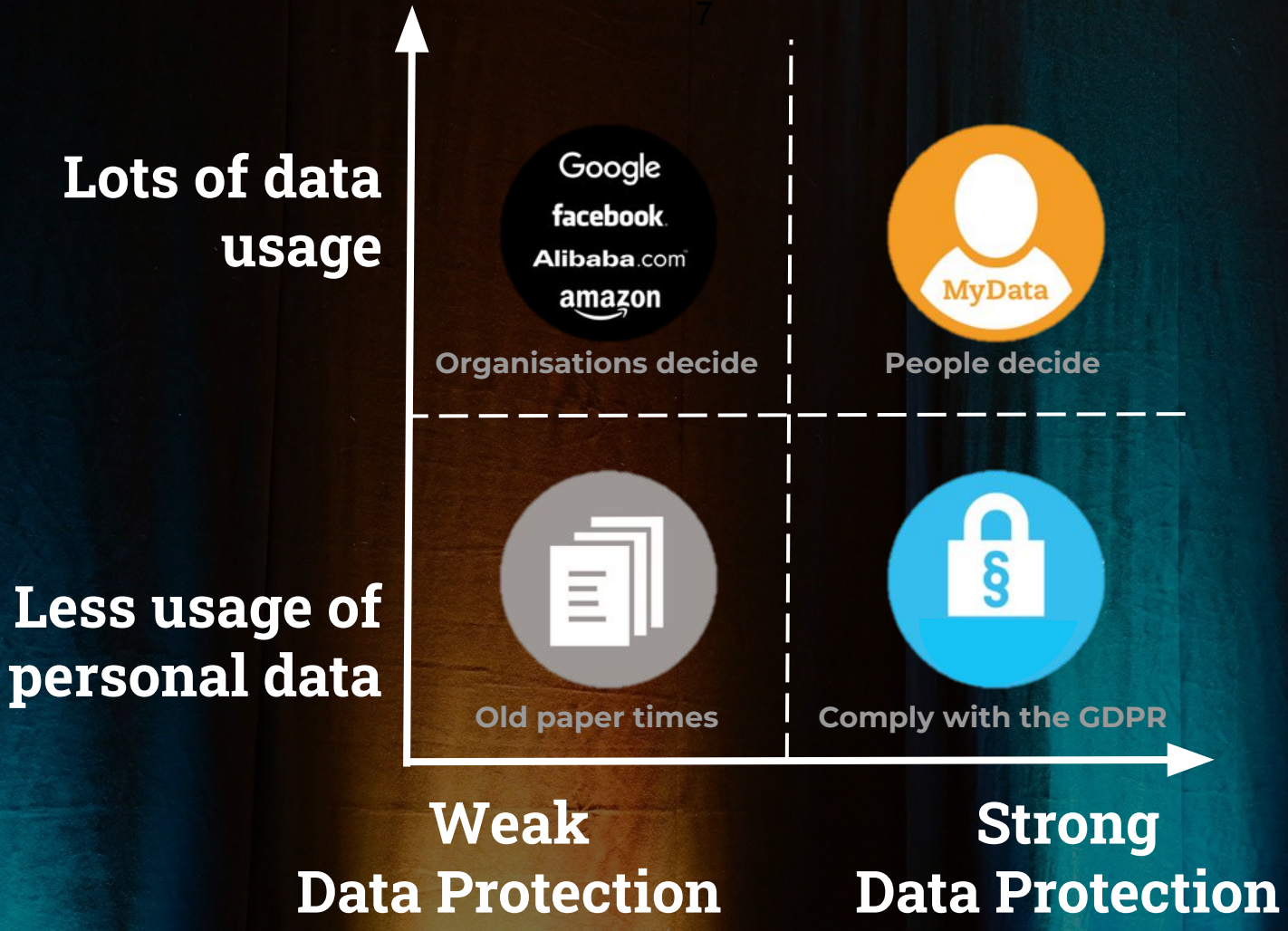
THE STAR
Subscribe Now
Save 50%
GTA
What Toronto can learn from Barcelona on data and smart city projects

The Guardian
Culture
Lifestyle
Cartoons
Opinion videos
Letters
More
Our data is valuable. Here's how we can take that value back
Francesca Bria
Silicon Valley's surveillance capitalism isn't working. But Barcelona shows that citizens' data can generate public value

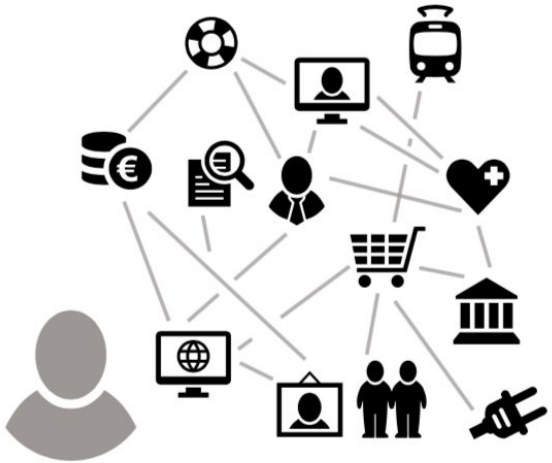
What is MyData?

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.


Lots of data usage
Less usage of personal data
Google
facebook
Alibaba.com
amazon
Organisations decide
MyData
People decide
Old paper times
§
Comply with the GDPR
Weak Data Protection
Strong Data Protection

API Ecosystem



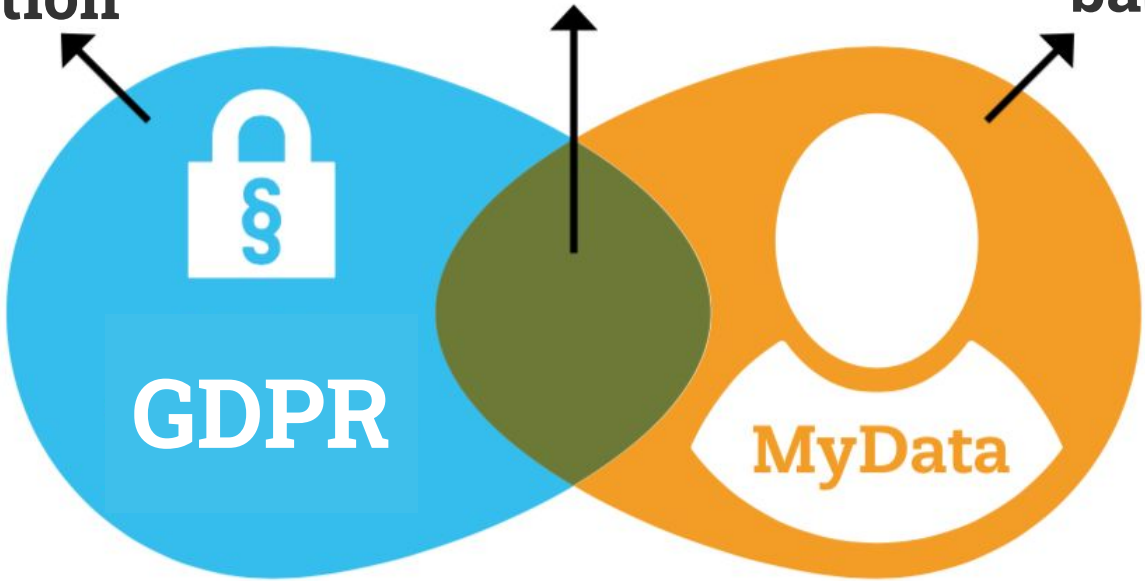
Platform Model

MyData Model

Strengthen, harmonise and clarify data protection

Strengthen individual rights and trust towards data handling

Enable new personal data based services

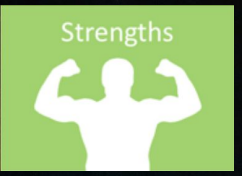


Partly overlapping aims of the GDPR and MyData -approach

MyData for the Cities?

SWOT

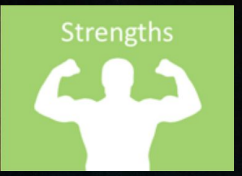
6 cities – 3 workshops – 20+ experts



Cities Are Trusted

“Users trust toward cities, territories and communities (proximity)”

– NANTES, LILLE, RUEN



Cities Have Data

“We hold personal data and we must be exemplary”

– LYON

Cities Are Siloed

“Customer is "sliced" in the organizational structure”

– HELSINKI

Lack of Knowledge

"Personal Data and MyData are quite complex subjects for Decision-makers, elected officials and citizens"

– NANTES, LILLE, RUEN

Innovative Services

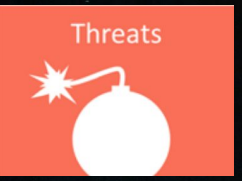
“Predictive services → citizens get service offers instead of need to apply for services (i.e. daycare place for a child)”

– HELSINKI

Collaboration

“Wide range of working collaboration networks in EU level and nationally; significant amount of work has been done already”

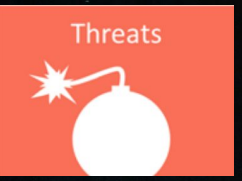
– OULU



Competition

“Private actors (GAFA) offer services competing with cities, but without the "general interest" aspect”

– "NANTES, LILLE, RUEN"



Digital Divide

“A project that could exclude citizens who do not know/are not interested in the issue of personal data.”

– OULU

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..

More about MyData...

mydata.org/declaration

mydata.org/papers

mydata.org/slack

mydata.org/join

MyData 2019
Rebuilding trust - for human-centered data economy
SEPT 25-27 2019
HELSINKI, FINLAND

Up to 1000 people 40+ countries 3 days

Helsinki, Finland

Sep 25 - 27th, 2019

Images by Tuomas Uusheimo, Eetu Ahanen/ MyHelsinkiI