Cities as MyData Operators

Insights from four major Finnish cities

What is MyData?

> My Data is a principle by which people can manage their own data.

> The goal is to empower people to take better control of their personal data by offering them the possibility to determine the circumstances in which it is used.

Data is owned and used by tech companies, not by individuals.

IoT

Education

Mobility

Com & Media

Energy

Apps

Public Services

Google
facebook.
Alibaba.com™
amazon

Self Measurement

Retail

Insurance and Finance

Health

Cities as MyData Operators

What if we could flip this so individuals have more power over their data?

Education

IoT

Mobility

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Insurance and Finance

Health

The benefits of MyData

For public services

> Improved flow of information leads to higher quality services

> Services become more accessible, predictive and personalised

For residents

> Increased agency in a digital society

> Better privacy and transparency

For society

> Increased awareness of the use of data

> More balanced power, as residents will be able to interact with companies and public organisations

For organisations

> More informed decision-making

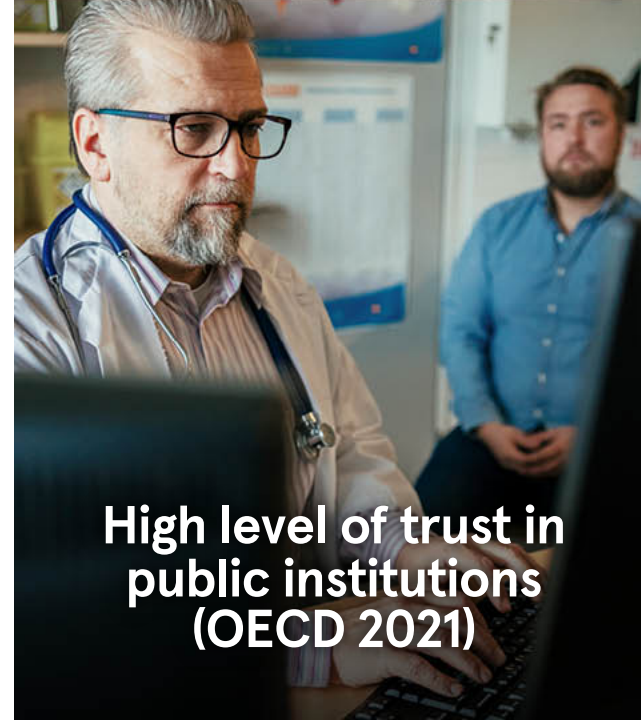> Automated data transfer improves efficiency and decreases costs

Finland is one of the **most digitally advanced societies in Europe.**
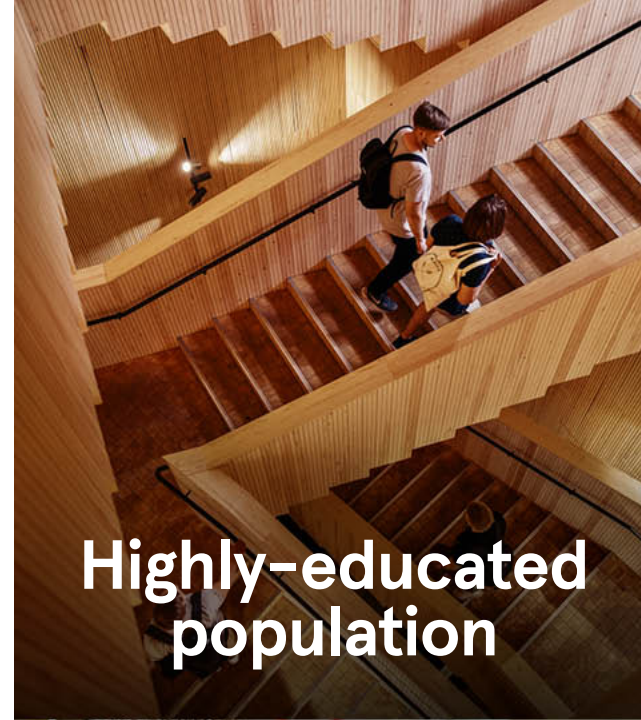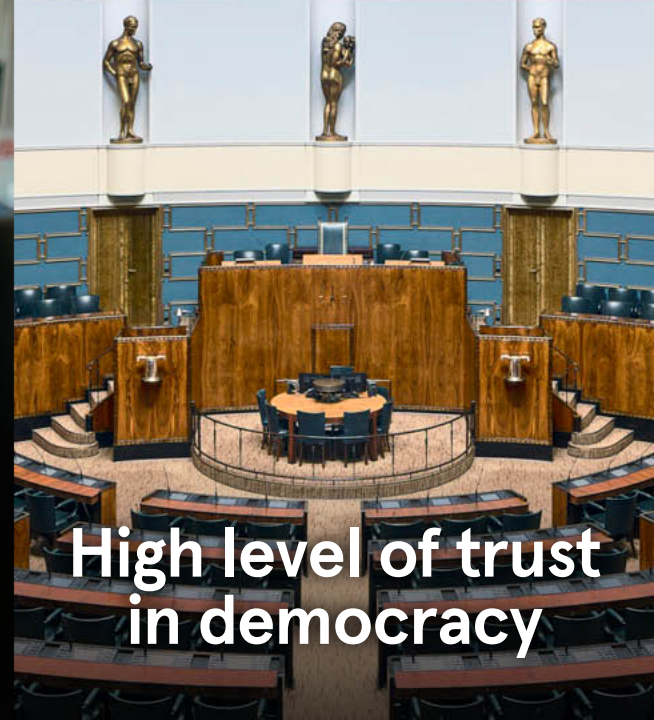

Highly-educated population

Ranks 2nd out of the 27 EU countries in the Digital Economy and Society Index (DESI)

High level of trust in public institutions (OECD 2021)

High level of trust in democracy

Helsinki

Espoo

Turku

Oulu

Insights from **four major Finnish cities**

> MyData principles were evaluated and practiced in the cities of Helsinki, Espoo, Turku and Oulu.

> The aim was to improve the flow of data among different city services and improve the cities' digital capacities.

MyData practises in
Helsinki

> Helsinki's first digital service demo, launched in late 2021, allowed the city's residents to experiment with managing, utilising and giving permission to disclose their personal data.

> The service expands on Helsinki's digital strategy, which emphasises the customer-centred, agile, and transparent use of data.

MyData experiences in
Espoo

> Espoo examined dozens of potential MyData application areas and zeroed in on 12 specific areas for continued development. In addition, Espoo developed a model for recognizing possible MyData uses in city services.

> Espoo launched a survey to map out residents' attitudes towards MyData. The main finding was that residents were cautiously optimistic about the idea and were curious to recieve more information.

MyData practises in
Turku

> Turku was the first city in the group to launch a demo of a MyData client portal. The portal allows Turku residents to check their personal data, search for services and book appointments.

> The City of Turku also experimented with sharing data with local student registries, This laid the groundwork for the construction of a data-sharing interface.

> The ethical use of data collected from people was studied in co-operation with representatives of the University of Turku School of Economics' Information Systems Science.

MyData practises in
Oulu

> The northwest city of Oulu added the adoption of MyData to its strategic plan.

> City personnel were introduced to the principle of MyData, with special emphasis devoted to the legal requirements.

Key results

> All four cities (Helsinki, Espoo, Turku and Oulu) became aware of the benefits of MyData and are now committed to improve their city services according to MyData principles.

> Each city successfully designed or published its first digital tools.

What's next?

Moving forward together

Smart use of MyData has the potential to improve digital skills and enhance general trust and transparency. This has benefits for both city residents and society as a whole.

Thank you

ESPOO ESBO   Helsinki   OULU   TURKU