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How the six principles of fair data economy support person-centric health data sharing and empower individuals

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Six principles of a fair data economy

- 1. Trust** - A trustworthy ecosystem collects and uses data transparently and has ethical guidelines in place for the development and use of algorithms and artificial intelligence
- 2. Access** - A fair ecosystem provides its customers and partners with access to the data it collects on them as well as effective tools for managing that data
- 3. Human-centricity** - is reflected in respecting the rights of individuals and organisations and using people's genuine needs and life circumstances as the foundation for service development
- 4. Innovation** - A fair ecosystem creates value with data not only for their own operations but also for their customers and society at large. In fair ecosystem everyone gets value.
- 5. Competence** - The continuous development of competence and a culture of experimentation are important aspects of the management of the ecosystem
- 6. Sharing** – In a fair data economy, the sharing of data is the core

Competitive advantage from principles

2021	Principle	2030
3,4	Trust	4,3
3,3	Access	4,6
2,8	Human-centricity	4,5
2,7	Innovation	4,4
3,0	Competence	4,3
2,1	Sharing	4,4



Is there a competitive advantage in complying with the six principles of a fair data economy?

Poll question 2

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