



Data Economy: Benefits, new forms of collaboration, examples

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Sitra

A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.



Erkki Laitila, HS/Lehtikuva 1967

SITRA



Sitra 2024

*Sitra is a **future fund** that helps Finland to renew itself. We **explore** the future. We seek **solutions** to tomorrow's challenges with our **partners**. We improve Finland's wellbeing and expedite **sustainable growth**. A better future demands actions today.*

SITRA

Data economy in Europe is growing

301

Bn€



2018

829

Bn€



2025

Competition around market share and competence

USA

EU

China

A Roadmap for a Fair Data Economy

Challenge

We face a number of great challenges and opportunities in the economic, environmental and social development in the coming years. Finland ranks 2nd in DESI but the **digital capacities do not equal productivity**

Goals

The national Roadmap for a Fair Data Economy **accelerate the use of new technology and data as means to wellbeing, competitiveness and dual transition.**

The data economy that **benefit all those who contribute to development** and produce economic returns.

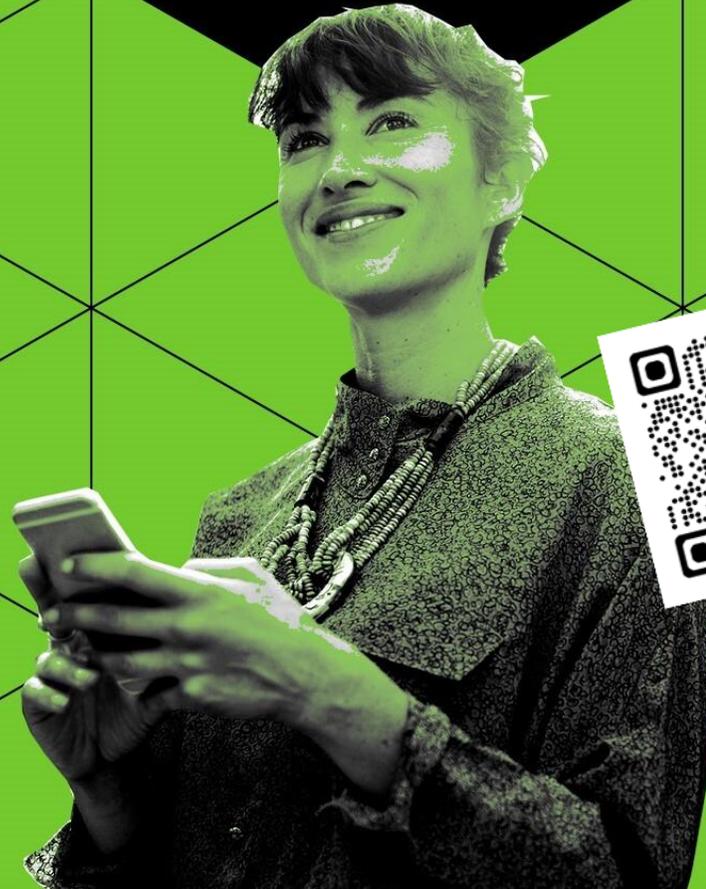
Who?

The **private and public organisations, NGOs, R&D institutions and individuals** as producers and users of data as well as **public policy or political decision makers.**

How?

1. Creating a shared 'Will to Act' to set goals on strategic priority areas
2. Identifying a concrete set of actions to improve the data economy in practice
3. Building robust situational awareness tools for better knowledge management

**MOST
INTERESTING
DATA ECONOMY
SOLUTIONS**



PORT ACTIVITY APP

The Port Activity application has been developed to streamline port operations. Maritime operators use it to share data, enhancing and optimizing the operations of ships and ports throughout the entire logistics chain.

***Next, the app will help
control emissions***

”The real-time information shared by the Port Activity application is for the benefit of all maritime operators .”



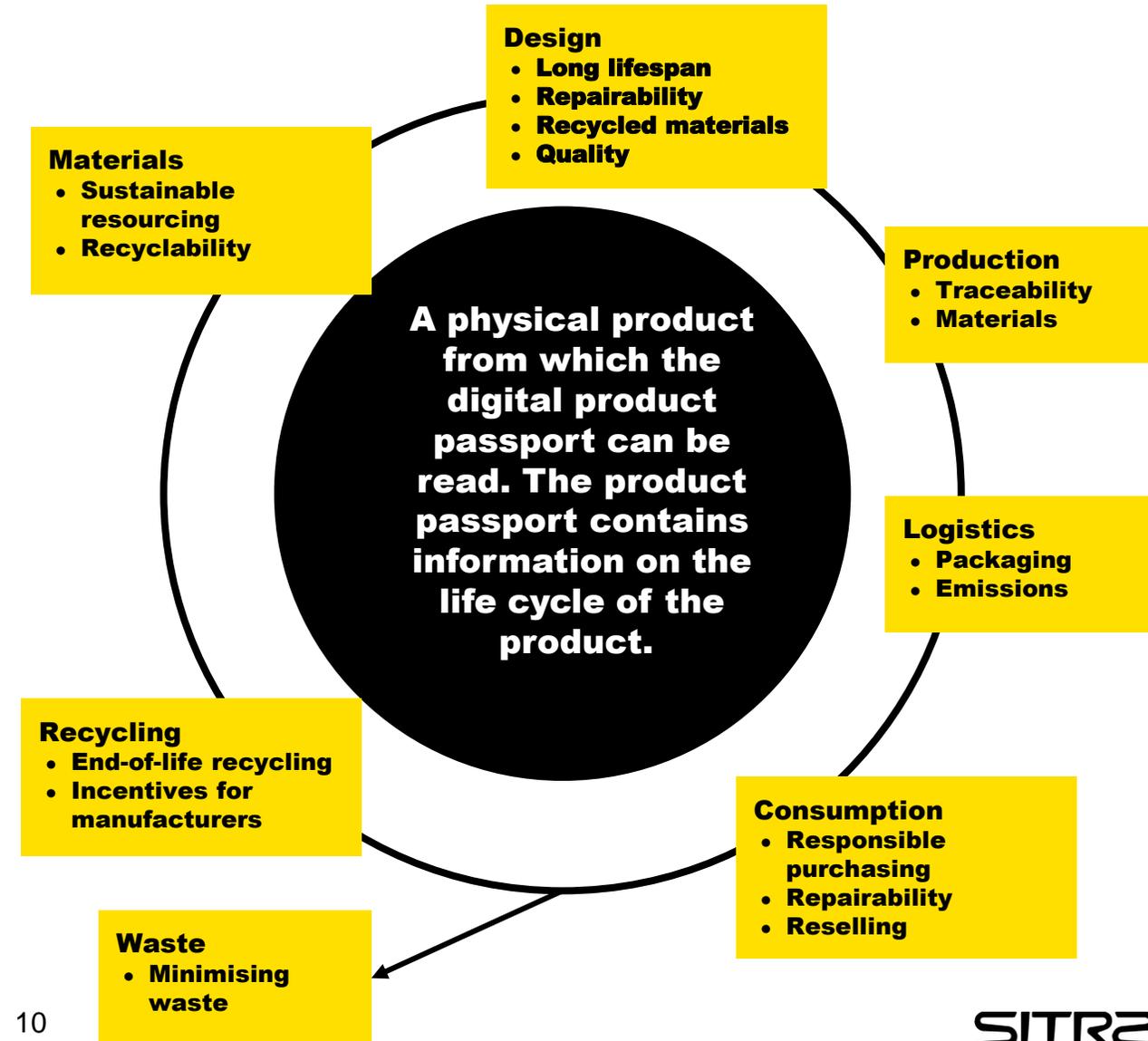
Digital product passport development

Digital Product Passports (DPPs) are a way of bringing together data on product sustainability, materials and safety to inform users, enhance sustainable business processes and supply chains, promote responsible business models and accelerate the transition to a circular economy.

Sitra has accelerated DPP implementation by **piloting** it in textiles, batteries and logistics.

Data-driven DPP solutions

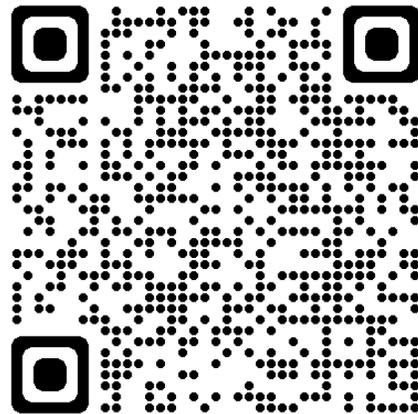
- **co-invented and tested with industries**
- **approach value chains and life-cycles**
- **engage all relevant stakeholders including users**



Key lessons and recommendations from the pilots



- DPP accelerates creation of sustainable business models - access to scope 3 data for ESG reporting and funding
- Data infrastructure yet maturing - DPP technical implementation to rely on standards and interoperability rules in trusted data sharing
- EU and member states support to drive adoption of DPPs (cross-industry collaboration and sandboxes, consumer awareness etc)
- Implementation of DPP related regulation to consider maturity stages of industries and companies



FINNPASS network scaling solutions and supporting companies to navigate through regulation



FINNPASS – The Digital Product Passport (DPP)
group for Finland

Public group

To join:

- LinkedIn group
- Technical & Business group

Contact: Jaana Keränen (VTT)



