



MyData

CONFERENCE **2023**

MAY 31 – JUNE 1, 2023 • HELSINKI, FINLAND

Human-centric data in practice

2023.mydata.org
[#MyData2023](https://twitter.com/MyData2023)

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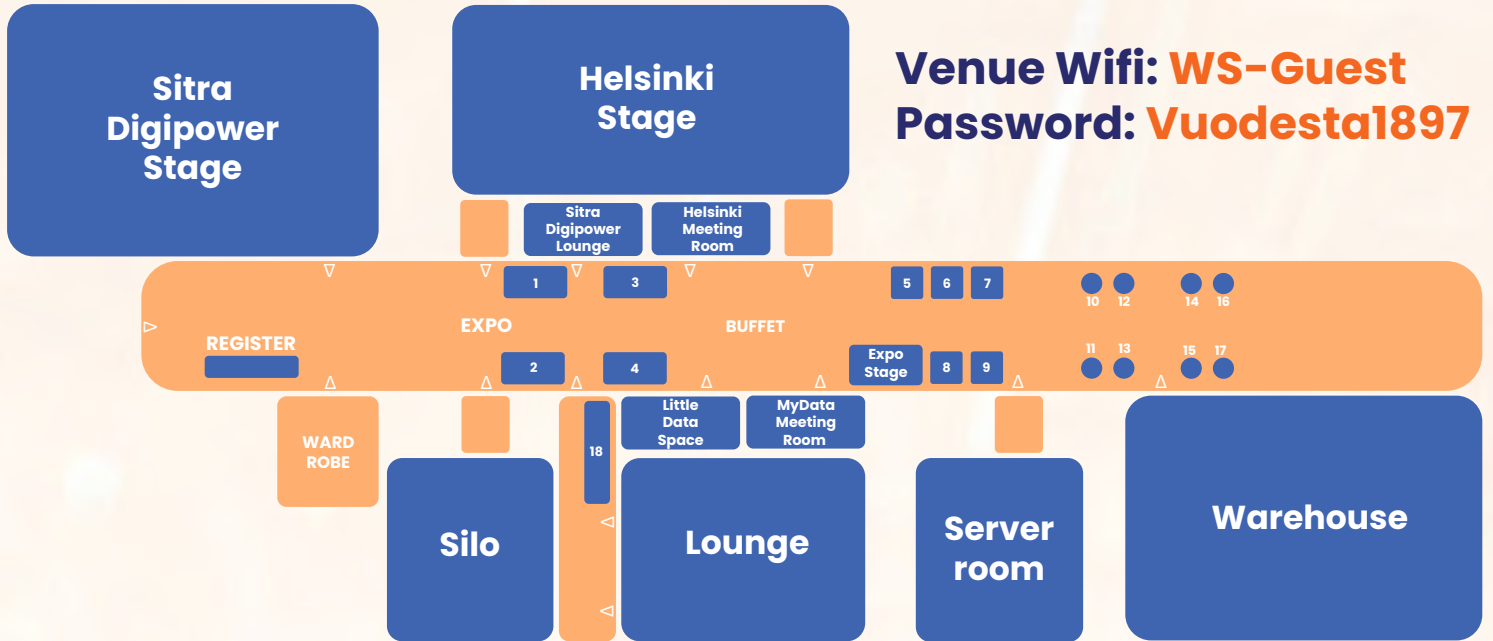
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02 VENUE



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Venue Wifi: **WS-Guest**
Password: **Vuodesta1897**

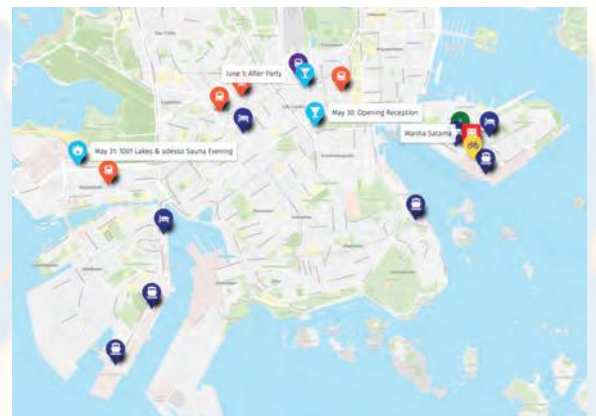
* Subject to change

- | | |
|--------------------|---|
| 1. Sitra | 11. Fujitsu, Wheelog |
| 2. Vastuu Group | 12. SFS - Finnish Standards Association |
| 3. MyData | 13. EuHubs4Data |
| 4. Virtual Finland | 14. Kela |
| 5. Headai | 15. VTT |
| 6. OKP4 | 16. TEK |
| 7. Athumi | 17. Innovalor |
| 8. Datafund | |
| 9. Solideo Systems | |
| 10. NTT DATA | 18. The Glass Room |

First time in Helsinki?

Or you just wanna know where to go?
Click the image for an interactive map with all important locations in one place.

Thank you © OpenStreetMap contributors!



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03

DAY 1 PROGRAMME



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Talks

Sessions

Workshops

To see who is speaking at your favourite session go to: 2023.mydata.org/session

	Sitra Digipower Stage	Helsinki Stage	Warehouse	Silo	Server Room	Lounge	Little Data Space	MyData Meeting Room
09:00	09:00 - 09:45 Opening ceremony: Human-centric personal data in practice #Data Data #Data Policy #Health & Wellbeing							
10:00	10:00 - 10:30 Unlocking the power of data: Navigating the complexities of data policies #Data Policy	10:00 - 10:30 Creative labor in the age of AI #Artificial Intelligence #Rights of Children and Underrepresented People #Digital Agency	10:00 - 10:30 Dutch media companies for personal data stores #Interoperability #Data Business Value	10:00 - 10:30 What can make participation meaningful? #Democracy #Human-centric Design #Rights of Children and Underrepresented People				
10:30	Morning break							
11:00	11:00 - 12:15 Exploring the Data Universe: Navigating the Vastness of Data Spaces #Data Spaces #Data Future #Data Business Value	11:00 - 12:15 Sustainable smart cities #Smart Cities & Public Services #Governance & Resilience #Data Business Value	11:00 - 12:15 Navigating the New Data Economy: Alignments, Tensions, and Solutions #Data Future	11:00 - 12:15 Perspectives from and for the Global Majority #Rights of Children and Underrepresented People #Governance & Resilience #Data Spaces	11:00 - 12:15 Solid, interoperability, and data spaces #Interoperability #Data Business Value #Data Spaces			
12:30	12:30 - 13:00 Empowering diversity through data-driven inclusivity #Data Business Value #Data Ethics	12:30 - 13:00 The new social contract: data for better lives and services #Democracy						
13:00	Lunch break							
13:30		13:30 - 14:55 Organisational change laboratory – how to overcome challenges in mydata and proactive services #Smart Cities & Public Services			13:30 - 14:55 Legal Aspects of Data Spaces #Data Spaces #Interoperability #Data Business Value	13:30 - 14:55 Let's practice what we preach: The shift towards human-centric tools for organizations #Interoperability #Human-centric Design #Data Ethics	13:30 - 14:55 Unlocking data value with synthetic data #Data Business Value #Data Ethics & Governance	13:30 - 14:55 Human Centric Skills Data Space now! #Data Spaces #Data Ethics #Human-centric Design
14:00	14:00 - 15:00 Data for democracy and democracy for data #Democracy #Digital Agency & Autonomy #Data Policy		14:00 - 15:00 Data justice in participatory projects #Data Ethics #Rights of Children and Underrepresented People #Democracy	14:00 - 15:00 Views from web3 #Digital Agency & Autonomy #Digital Identity				
15:00	Afternoon break							
15:30	15:30 - 16:30 Skills data ecosystems #Data Data #Data Future #Interoperability	15:30 - 16:40 Towards seamless and cross-border public services #Smart Cities & Public Services #Interoperability #Human-centric Design	15:05 - 16:30 Data collectives: Case Geneva Uber drivers & ideation contest #Democracy #Rights of Children and Underrepresented People #Digital Agency & Autonomy	15:05 - 16:30 Please do not forget about the children! #Rights of Children and Underrepresented People #Data Policy #Data Ethics	15:05 - 16:30 Launch event of the MyData Relationship Network: Design Phase #Data Business Value #Digital Agency & Autonomy	15:05 - 16:30 Building transparency from the ground up #Data Ethics #Interoperability	15:05 - 16:30 Impact of data space initiatives in the EU: A sneak peek of the evaluation findings #Data Spaces #Interoperability #Data Business Value	
16:45	16:45 - 17:15 Synthetic society: Navigating risk in the age of deepfakes and generative AI #Artificial Intelligence #Data Ethics #Human-centric Design							

Sign up for the workshops to let the hosts know you will join!

mydata-global.org/2023-workshops-registration

2023.mydata.org
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DAY 2 PROGRAMME



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Talks

Sessions

Workshops

To see who is speaking at your favourite session go to: 2023.mydata.org/session

	Sitra Digipower Stage	Helsinki Stage	Warehouse	Silo	Server Room	Lounge	Little Data Space	MyData Meeting Room
09:00	09:00 - 09:45 Getting the balance between data rights and data safety #Democracy #Data Policy #Data Ethics							
10:00	10:00 - 10:30 Surprising economics of personal data #Data Business Value #Data Future	10:00 - 10:30 Beyond the code: Exploring the ethical implications of AI for a responsible future #Artificial Intelligence #Data Ethics	10:00 - 10:30 Health data #Health & Wellbeing	10:00 - 10:30 Legal perspectives for personal data as we age #Data Ethics #Data Policy				
10:30	Morning break							
11:00	11:00 - 12:15 The business of innovation with ethics #Data Ethics #Data Business Value	11:00 - 12:15 ChatGPT: Friend or foe? #Artificial Intelligence #Data Ethics #Human-Centred Design	10:45 - 12:15 Overview of eIDAS 2.0 and the Large Scale Pilots #Digital Identity	11:00 - 12:15 Realising the potential of data for health and wellbeing #Health & Wellbeing #Data Science	11:00 - 12:15 Data from mesh to AI #Data Health & Data Products #Artificial Intelligence #Data Business Value			
12:30	12:30 - 13:00 Business value of skills data #Data Data #Data Business Value	12:30 - 13:00 Who Has My Data? How your information is used to allow violence online, and how you can stop it #Democracy #Data Ethics #Rights of Children and Underserved People						
13:00	Lunch break							
13:30			13:30 - 15:00 Mapping of eIDAS 2.0 and the Trust Over IP model, and A Deep Dive into Global DIDs #Digital Identity #Data Ethics #Interoperability	13:30 - 14:55 Alueelliset ekosysteemit työllisyyden edistämiseksi (This workshop will be held in Finnish) #Data Data #Smart Cities & Public Services	13:30 - 14:55 Mapping the world of participatory data #Human-Centric Design #Data Ethics #Data Future	13:30 - 14:55 Design for climate change: Data donation #Sustainability & Resilience #Human-Centred Design		
14:00	14:00 - 15:00 Global leaders in transforming public services #Smart Cities & Public Services #Data Business Value	14:00 - 15:00 Standard personal data model #Interoperability #Data Science						
15:00	Afternoon break							
15:30	15:30 - 16:30 Collective data governance #Democracy #Digital Agency & Autonomy #Health & Wellbeing	15:30 - 16:30 (Not) seeing into the future: Pitfalls and possibilities of data futures #Data Future #Data Ethics	15:30 - 16:30 Bridging the Gap: A Fireside Chat on Interoperability and the Future of Connected Technologies #Data Business Value #Interoperability #Data Future	15:05 - 16:30 Expanding service-to-service portability #Digital Agency & Autonomy #Interoperability	15:05 - 16:30 Making consent receipts interoperable #Interoperability #Health & Wellbeing	15:05 - 16:30 The impact of European digital identity wallets on service providers #Digital Identity #Interoperability #Data Business Value		
16:45	16:45 - 17:15 Closing: Charting a course for empowered personal data #Data Data #Data Policy #Health & Wellbeing							

Sign up for the workshops to let the hosts know you will join!

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Day 0 – May 30

Opening Reception hosted by MyData Global and the Omidyar Network

When: May 30 from 17.00 to 21.00

Where: Teatteri Restaurant, Pohjoisesplanadi 2, Helsinki

Refreshments will be served and staff will be on hand to help with registration and answer questions. No registration required.

Photo credit: N2 Albiino Matti Pyykkö/ Helsinki Partners

Day 1 – May 31

Networking dinners

When: May 31 from 18.00 to 20.00

Where: A selection of local restaurants

Gather with colleagues to continue the conversation over dinner. A wide range of restaurants to suit all tastes and budget ranges have been reserved. Sign up during the day, either with a group you wish to continue the discussion with or because you are interested in the menu on offer. You pay for your own dinner and drinks.



Photo credits: Kim Öhman/Helsinki Partners



Sign up for the networking dinners here:

mydata-global.org/2023-dinner-registration

Day 1 – May 31

1001 Lakes & adesso Sauna Evening

When: May 31 from 20:00 to 0.00

Where: Porkkalankatu 5, 1001 Lakes & adesso Nordics office

Enjoy the most Finnish of traditions and join us at the legendary MyData sauna night hosted by 1001 Lakes & adesso Nordics at their gorgeous offices.

Welcome for the whole duration. Women's turn in sauna from 20.00 to 22.00 and Men's turn in sauna from 22.00 to 0.00

Photo credit: Maija Astikainen/Helsinki Partners



Sign up for the sauna evening here:

mydata-global.org/2023-sauna-registration



Day 2 – June 1

After party

When: June 1 from 18.00 to 0.00

Where: Baarikärpänen Terrace, Keskuskatu 8, Helsinki

Stay to decompress with colleagues after the formal programme closes. Enjoy a relaxing evening in the beautiful surroundings of Helsinki. Continue the conversation or put on your dancing shoes and throw some shapes, the choice is yours. Beverages are provided.



06

PARTNERS



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Diamond



www.hel.fi



www.sitra.fi

Platinum



www.omidyar.com



www.mydatashare.com

Gold



www.selfresearch.org



www.solideos.com



www.okp4.network



www.headai.com



www.datafund.io



www.athumi.eu

Silver



www.um.fi



www.nttdata.com



www.fujitsu.com

Bronze



www.1001lakes.com



www.lvm.fi



www.thevirtualfinland.fi



www.tek.fi



www.sfs.fi



www.fiware.org



www.vttresearch.com



www.kela.fi



www.euhubs4data.eu

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07



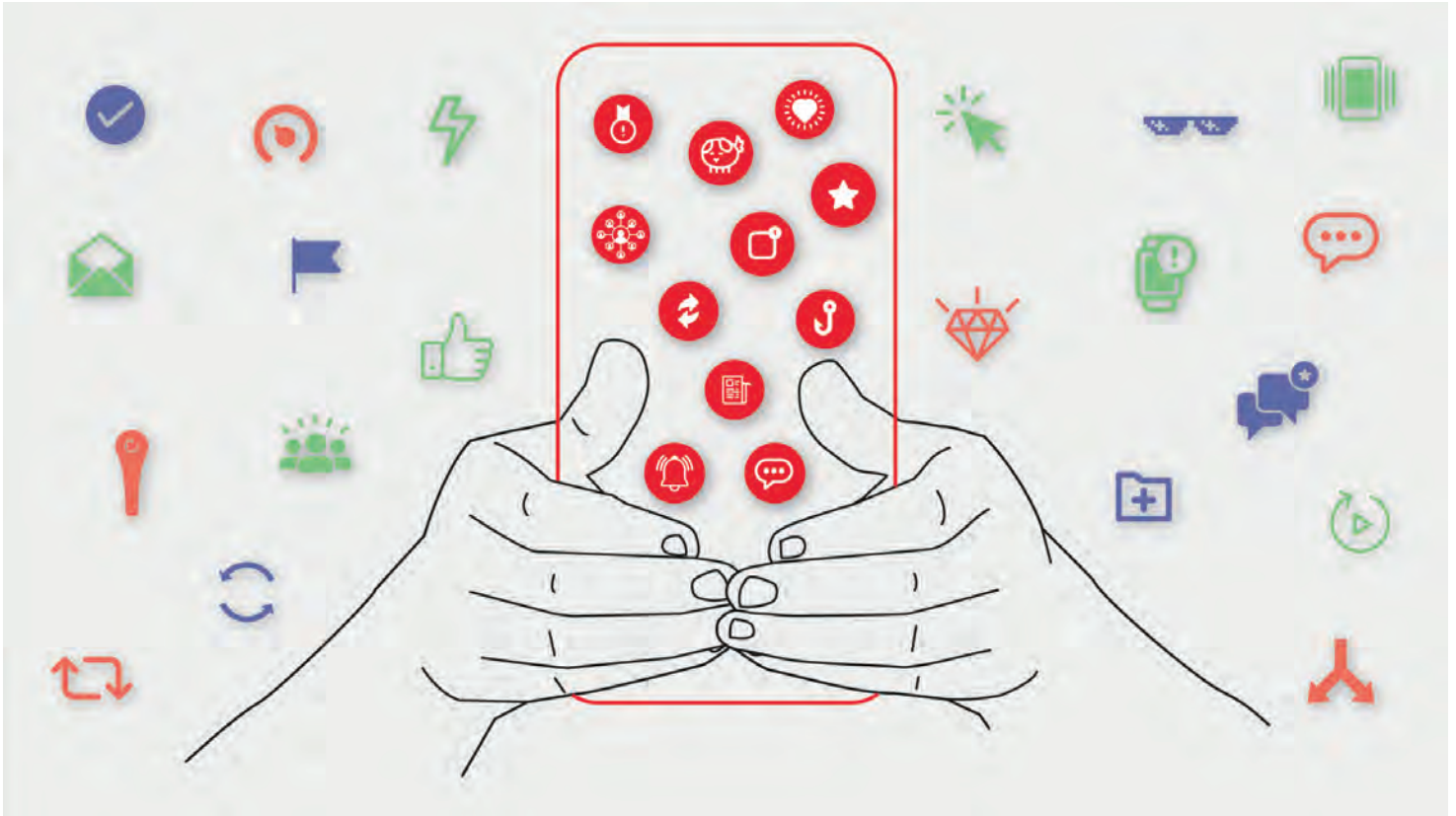
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THE GLASS ROOM MISINFORMATION EDITION

Presented by Tactical Tech

Tactical Tech's newest edition of The Glass Room Community Edition explores misinformation in all its forms.



What happens when we increasingly rely on social media and the web for nearly all our information? What information do we see, and what do we miss? How do we know if a picture or a tweet is genuine or truthful? The Glass Room Misinformation Edition explores what misinformation is, why it's shared and how it spreads. Find out how we, the individual users, take part through our many clicks, likes and shares.

In this digital exhibition we present Tactical Tech's newest edition of The Glass Room Community Edition, which explores misinformation in all its forms. In this exhibition you can explore how social media and the web have changed the way we read information and react to it. Find out about the new types of influencers, the new and old tactics they use, and the role we the users and consumers play in the way information flows.

The exhibit is presented through a series of animations, visualisations and posters that can be experienced at the conference on desktop and mobile. We invite you to take a deep dive beyond your screen, and into the world of deepfakes, misinformation, design strategies and profiling.

The Glass Room Misinformation Edition can be found in the hallway towards the lounge. Number 18 on the venue map

For more information about the Glass Room go to: www.theglassroom.org

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08 SPECIALS

Sitra Digipower Lounge Programme

Everything's open to everyone except the Gaia-X sessions are invite-only (bolded here).

Day 1

08:00 - 09:00

Welcome to Enjoy your Breakfast at the Lounge!

10:00 - 10:30

Digipower and Entrepreneurship – Small Businesses in the Shadow of Platform Economy

10:30 - 11:30

Epistemic Rights in the Age of Generative AI

11:30 - 12:30

The Risks and Opportunities of Conversational and AI-Powered Voting Advice Applications

13:00 - 14:00

Welcome to Enjoy your Lunch at the Lounge!

14:00 - 16:30

Program by Roadmap for a Fair Data Economy Project

Day 2

08:00 - 09:00

Welcome to Enjoy your Breakfast at the Lounge!

10:00 - 11:00

Gaia-X – Finnish Skills Data Space round table (invite-only)

11:00 - 12:00

Data Collectives – Case Uber Drivers in Geneva Continued

13:00 - 14:00

Welcome to Enjoy your Lunch at the Lounge!

14:00 - 15:00

Digital Civic Skills Round Table

15:00 - 15:30

Digital Power and Democracy – come and say hi to our team (We even might have Ice Cream served)!

15:00 - 15:30

Gaia-X – Finnish Public Sector Data Space round table (invite only)

NTT DATA – MyData Operator Survey

NTT Data survey on personal data use by companies and MyData operators: let's co-learn!



mydata-global.org/ntt-data-survey

Human-centric data spaces

Your step-by-step guide to serving people better with their data by operating a human-centric data space!



mydata-global.org/guide-human-centric-data-spaces

09

BECOME A MEMBER



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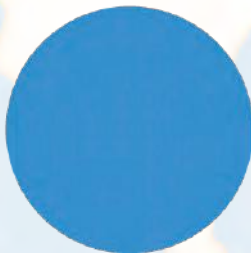
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Join us in creating a fair, sustainable, and prosperous digital society for all.

In a fair, sustainable, and prosperous digital society, people gain value from their data and set the agenda on how their data is used. For organisations, the ethical use of personal data is always the best course of action.

Go to mydata.org and become a member!

And join our Slack! mydata.org/slack



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PRACTICAL INFORMATION



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*** In case of an emergency.**

The Finnish emergency services can be reached by dialing **112**

*** Did you lose something at the venue?**

Please contact them directly at **+358 (0) 5 047 7 3388**

*** Do you need a taxi to get to the airport or back to your hotel?**

We recommend the following taxi services:

TAKSI HELSINKI: 0100 0700

FIXU TAXI: 0100 6060

Venue address:

**Pikku Satamakatu 3-5
00160 Helsinki**

A taxi from the airport to the conference venue would take about 40 minutes and costs around 50€.

PUBLIC TRANSPORT

The airport is connected to the Helsinki main railway station by local trains I and P. The journey takes around 35 minutes, and trains leave every 10 minutes in the daytime. The single ticket fare from the airport (zones ABC) is 4,10 € and should be bought from a machine at the airport (train platform level). You can also buy it via the application of Helsinki Region Transport authority (HSL).

You can get to the venue by public transportation from the central station:

Tram 4 (Kaupiaankatu or Vyökatu)

Tram 5 (Kaupiaankatu or Mastokatu)

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CONFERENCE CREW



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