

FAIR, SUSTAINABLE, AND PROSPEROUS DIGITAL SOCIETY THROUGH A HUMAN-CENTRIC APPROACH TO PERSONAL DATA

Demand



Offer

People get value from their data and set the agenda on how it is used

For organisations, the ethical use of data is always the most attractive option

PURPOSE AND VISION

From formal to actionable rights

From data protection to data empowerment

From closed to open ecosystems

Transparency and human-centricity is the new normal in data practices and policies

Human-centric products and services are widely available and successful

Trust and empowerment increase with collective safeguards

Human centric approach is inevitably present in all discussions regarding personal data

LONG-TERM OUTCOMES

Enabling and adaptive regulation (eg through regulatory sandboxes) maximise benefits and minimise harms in personal data use

Organisations make human centric products and services

Data infrastructure and governance is human-centric as de facto

Emerging standards accelerate product development and business collaboration

World known organisations demonstrate capability in human centric business, design, data etc.

Human centric data governance is established in institutions and structures (such as MyData operators)

MyData-products, -policies, and -ideas gain traction beyond our community

Lobbying agenda-setters

Thousands of skilled professionals know how to do human centric data management in organisations

First interoperable open infrastructure for human centric personal data sharing reach maturity.

MyData is widely associated with bigger societal discussions (AI, Sustainable Development Goals, etc.)

MID-TERM OUTCOMES

MyData has functional interdependent relation with tens of friend organisations

MyData is present and relevant locally in hundreds of places around the globe

New knowledge, concepts, policies and ideas emerge from the community

Profitable new ethical business models

Practical cases and examples help create common language for wider audiences (incl friends)

OUTCOMES 2020-2022

Common language is developed and adopted in the movement

Leading organisations in the community commit to the shared journey of interoperability

Case library, Landscape, Awards

Real cases, examples and products emerge from the ecosystems

Our publications (guidelines, papers, landscape etc.) become well known go-to resources

MyData Events gather the community and keep it strong

MyData Academy educates and certifies professionals in trusted personal data management

MyData Ecosystems are built locally and connected internationally

MyData Publications spread the message and attract new expertise to the community

IMPACT AREAS

CONNECTING COMMUNITIES

THOUGHT LEADERSHIP

ECOSYSTEM FACILITATION

OUTREACH

Partnerships & Fundraising

MyData
BRAND



Global
ORGANISATION

Admin & Finance / Tools / Hubs / Membership / Culture / Leadership

SOLID BASE

FAIR, SUSTAINABLE, AND PROSPEROUS DIGITAL SOCIETY THROUGH A HUMAN-CENTRIC APPROACH TO PERSONAL DATA

Demand



Offer

People get value from their data and set the agenda on how it is used

For organisations, the ethical use of data is always the most attractive option

From formal to actionable rights

From data protection to data empowerment

From closed to open ecosystems

Transparency and human-centricity is the new normal in data practices and policies

Human-centric products and services are widely available and successful

Trust and empowerment increase with collective safeguards

Human centric approach is inevitably present in all discussions regarding personal data

Enabling and adaptive regulation (eg through regulatory sandboxes) maximise benefits and minimise harms in personal data use

Organisations make human centric products and services

Data infrastructure and governance is human-centric as de facto

Emerging standards accelerate product development and business collaboration

World known organisations demonstrate capability in human centric business, design, data etc.

Human centric data governance is established in institutions and structures (such as MyData operators)

MyData-products, -policies, and -ideas gain traction beyond our community

First interoperable open infrastructure for human centric personal data sharing reach maturity.

MyData is widely associated with bigger societal discussions (AI, Sustainable Development Goals, etc.)

Lobbying agenda-setters

Thousands of skilled professionals know how to do human centric data management in organisations

Profitable new ethical business models

Practical cases and examples help create common language for wider audiences (incl friends)

MyData has functional interdependent relation with tens of friend organisations

New knowledge, concepts, policies and ideas emerge from the community

Leading organisations in the community commit to the shared journey of interoperability

Case library, Landscape, Awards

MyData is present and relevant locally in hundreds of places around the globe

Common language is developed and adopted in the movement

Real cases, examples and products emerge from the ecosystems

Our publications (guidelines, papers, landscape etc.) become well known go-to resources

MyData Events gather the community and keep it strong

MyData Academy educates and certifies professionals in trusted personal data management

MyData Ecosystems are built locally and connected internationally

MyData Publications spread the message and attract new expertise to the community

LONG-TERM OUTCOMES

MID-TERM OUTCOMES

OUTCOMES 2020-2022

CONNECTING COMMUNITIES

THOUGHT LEADERSHIP

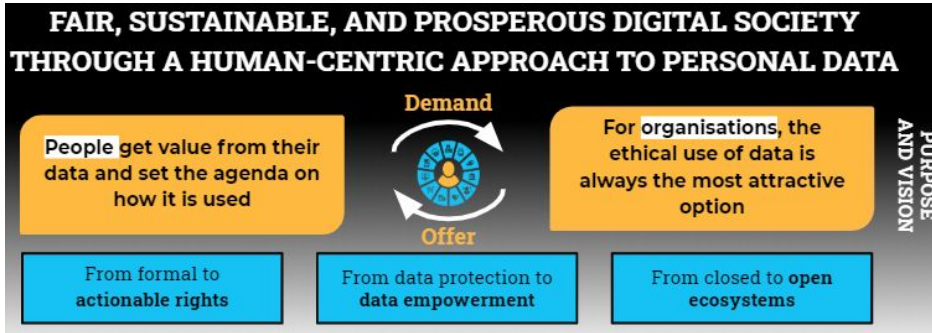
ECOSYSTEM FACILITATION

OUTREACH

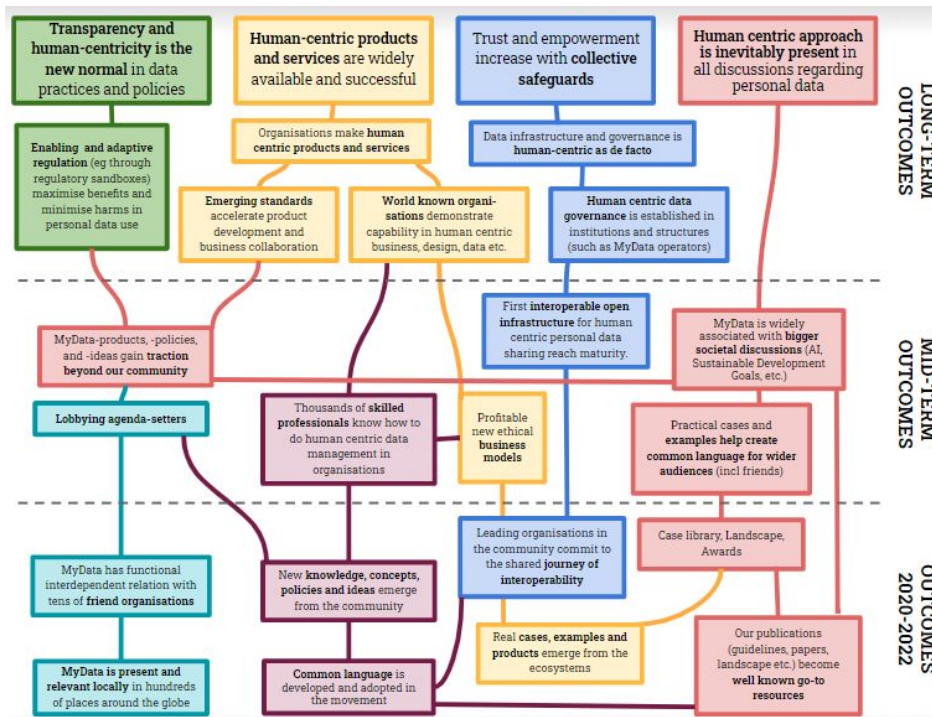
CORE ACTIVITIES & IMPACT AREAS



1.



4.



2.



3.

