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

**Purpose and Vision**

**Mid-term outcomes (2020-2022)**

- **People get value from their data and set the agenda on how it is used**
  - From formal to actionable rights
  - From data protection to data empowerment
  - From closed to open ecosystems

- **For organisations, the ethical use of data is always the most attractive option**
  - Transparency and human-centricty 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

- **Long-term outcomes**
  - 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
  - Emerging standards accelerate product development and business collaboration
  - World known organisations demonstrate capability in human centric business, design, data etc.

**Impact areas**

- **Solid Base**
- **Purpose and Vision**
- **Mid-term outcomes (2020-2022)**
- **Long-term outcomes**

**Connecting communities**

**Outreach**

**Reflect**

**Ecosystem facilitation**

**Thought leadership**

**Partnerships & Fundraising**

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

**CORE ACTIVITIES & IMPACT AREAS**

**MID-TERM OUTCOMES**

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

**Demand**
- From formal to actionable rights
- From data protection to data empowerment
- From closed to open ecosystems

**Offer**
- 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**

- Transparency and human-centricity is the new normal in data practices and policies
- Data infrastructure and governance is human-centric as de facto
- First interoperable open infrastructure for human centric personal data sharing reach maturity.

- MyData products, -policies, and -ideas gain traction beyond our community
- MyData Academy educates and certifies professionals in trusted personal data management
- MyData Publications spread the message and attract new expertise to the community

- Enabling and adaptive regulation (eg through regulatory sandboxes) maximise benefits and minimise harms in personal data use
- Emerging standards accelerate product development and business collaboration
- World known organisations demonstrate capability in human centric business, design, data etc.

- Organisations make human centric products and services
- New knowledge, concepts, policies and ideas emerge from the community
- Real cases, examples and products emerge from the ecosystems

- Trust and empowerment increase with collective safeguards
- Profits new ethical business models
- Leading organisations in the community commit to the shared journey of interoperability

- Human centric approach is inevitably present in all discussions regarding personal data
- MyData is widely associated with bigger societal discussions (AI, Sustainable Development Goals, etc.)
- MyData has functional interdependent relation with tens of friend organisations
- Practical cases and examples help create common language for wider audiences (incl friends)

- MyData is present and relevant locally in hundreds of places around the globe
- New knowledge, concepts, policies and ideas emerge from the community
- Case library, Landscape, Awards

- MyData Ecosystems are built locally and connected internationally
- Our publications (guidelines, papers, landscapes etc.) become well known go-to resources

**CONNECTING COMMUNITIES**
- MyData Events gather the community and keep it strong

**OUTREACH**
- MyData Academy educates and certifies professionals in trusted personal data management

**THOUGHT LEADERSHIP**
- MyData Ecosystems are built locally and connected internationally

**ECOSYSTEM FACILITATION**
- MyData Publications spread the message and attract new expertise to the community