

FING DATA DAY

June 09th, 2021

PARTICIPANT HANDBOOK

Explore the strategic opportunities and success conditions for the co-building of data projects between cities!

The Fing logo is a white speech bubble shape with a small notch on the left side, containing the word "Fing" in a bold, black, sans-serif font.

Fing

GUIDANCE

This booklet has been designed to help you prepare your participation to the Fing Data Day. It allows you to :

- Discover or better understand the concepts that will be explored: Self Data (carried by the Self Data Territorial project), environmental data (conducted by the #RESET project) and general interest data (explored through the Numériques Tous Risques project).
- Prepare yourself to take part in the workshops by collecting the information to share.
- Access a set of resources on the concept of data.

Moreover, if you are a public organization (city, metropolis...), your participation to the Fing Data Day will allow you to :

- Make a assessment of your policies/capabilities in terms of implementing data projects.
- Build alliances with other cities around data projects.

If you are a private organization (insurer, energy company, telecom operator, territorial services: mobility, water, waste...), your participation to the Fing Data Day will allow you to :

- Envision your role in supporting cities as a partner in data projects.

Or if you are simply curious, it will allow you to better understand key concepts, to know the actors of the data ecosystem in France and in Europe and to take part in the discussion.



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I- PROGRAM

Presentations | 01:30 - 02:15pm

Welcoming | 9:15am

Opening session | 9:30 – 10:30am

#setting the context

- Self Data Cities project and environmental data coalition,
- Self Data Cities with La Rochelle : TRACES use case,
- Self Data Cities with Lyon : ECOLYO use case,
- Self Data with Rennes – RUDI use case,
- Helsinki & MyData Global : building capabilities towards a fair, sustainable and healthy digital society.

Workshop session | 10:45 – 12:30am

#setting the diagnosis

SWOT Analysis: assess cities capabilities in implementing Self Data projects:

- SWOT workshop specific to La Rochelle city (in French)
- SWOT workshop specific to Lyon Metropolitan (in French)
- Multi-territorial SWOT workshop (in French)
- International SWOT workshop (in English)

**The learnings from the different workshops will feed the Self Data/MyData European roadmap.*

Numériques Tous Risques (public/general interest data): How to best identify and share data to collectively manage risks and crises? Presentation of the results of the Data Crise workshop held on March 31, and discussions on the innovation track on crisis data, resulting from the work of *Numérique tous risques*.

RESET (environmental data): first learnings about the transformative potential of environmental data in favor of the ecological transition. As well as the good practices and means necessary to take action.

Workshop session | 2:00 – 4:00pm

#identifying opportunities

Co-building scenarios: explore the strategic opportunities and conditions that will allow cities co-building Self Data projects:

- Co-building workshop (in French)
- Co-building workshop (in English)

Closing session : presentation by Jacques Priol | 4:15 – 4:45pm

Author of « *Ne laissez pas Google gérer nos villes* » (Don't let Google manage our cities), Jacques Priol will share with us the lessons learned from the « Google City » project in Toronto

II- SELF DATA MODEL

What is it ?

What would happen if organisations that gather personal data actually shared those datasets with the individuals concerned? From this starting point, MesInfos project has set out to explore what could be a real paradigm shift in the digital economy.

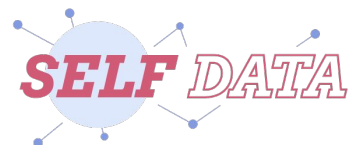
We call it **Self Data***: **the collection, use and sharing of personal data by and for individuals, under their complete control and designed to fulfil their own needs and aspirations.**

The benefits to individuals are endless: improve one's self-knowledge, evaluate past decisions, make better and more informed choices in the present, share information and collaborate with others, contribute to common endeavours, make life easier... But organisations stand to gain as well, first by restoring trust and loyalty, second by improving the quality of the data that they gather, and lastly, thanks to better, more efficient and more transparent marketplaces that reward the truly competitive ones.

During the MesInfos pilot (2016-2018)), Fing was committed to transform the relationship between individuals and organisations through the sharing of personal data. The first learning we had from the pilot showed us that Self Data will only go a step further when the ecosystem is structured (platform and services), when data holders are strongly committed to the movement, and when we will all go beyond what is required to be compliant with the right to data portability (RGPD)...

Our intuition? Cities will also have a role to play so that Self Data becomes a reality for all citizens.

**Self Data is the term used in France to describe the human centric data model, identical to the MyData model.*



II- SELF DATA MODEL

Why “cities” approach?

The local public actor must play the role of Self Data driver, mediator and facilitator of a new model of personal data governance. A metropolitan authority is unparalleled in its capacity to make Self Data a reality for three reasons:

1) As a data collector, it can lead by example, and set up sharing protocols to return the data it holds about its citizens to them. This adds legitimacy to a call to ask others to take the same approach, starting with its own digital service providers. Local government has both the necessary means and the action force to convince regional organizations to set up their own data transmission channels;

2) By driving data innovation, cities can foster new forms of personal data governance by a) promoting and piloting models and projects that enable citizens to reuse their data via frameworks of trust, and b) getting a variety of private and public actors and members of civil society around the same table and offering them the space to experiment together.

3) As a key relational intermediary, in its capacity as first point of contact for all things citizen related, the regional authorities are in the ideal position to establish a more symmetrical, active role to individuals. Citizens are presently enriching urban services with their data, rather than their own lives. By utilizing digital mediation and co-design, they can work with citizens to imagine Self Data scenarios that speak to them, and create use cases that not only correspond to citizens’ needs, but also to the challenges facing the wider region as a whole.

II- SELF DATA MODEL

Governance models

During our work on MesInfos, we explored and gained experience with a specific type of data sharing model: the personal cloud. While it does offer many advantages, we believe that no single model is uniquely capable of rendering individuals masters over their data. There are at least five "off the shelf" models, including personal clouds, all of which can be hybridized, modified, etc.

Given that there isn't a one-size-fits-all solution that can unilaterally support the potential of Self Data, the role of the local public entity, leader of the movement, will be to guide collaborators towards one or another personal data sharing governance model.

Personal cloud	Digital home (1 server = 1 individual). Allows an individual to store and manage data from different sources. He/she can also use applications that run on his/her own server. Possibility of self-hosting.
Direct transfer	The exchange of data is done between data controllers directly, with the consent of the individual to provide a service and/or for a cause of general interest, a research project...
The "third party platform"	Personal portal/space developed by an organization to allow individuals to collect and organize their documents and data, share them, and even take advantage of integrated services or even third-party services.
The data co-operative	1 individual = 1 vote. Platform of cooperators allowing them to aggregate their data and to collectively make decisions on their uses: sharing for public interest causes, research, development of services...
The civic data trust	Shared governance (public/private/civil society). A trusted third party (steward or "trustee") ensures the use that is made of the data (personal data, public data, corporate data...)

WHICH MODELS OF DATA GOVERNANCE FOR WHICH USE CASES

58 The diagram presents a simplified set of data governance categories in three models. It is based on an analysis of the present situation. The use of more than one model is possible, as is their overlap (personally by, e.g., the collector user for personal clouds or online).



⁵⁹ "It is also the model for the governance of data and is designed by individual users or entities (group of individuals, general interest, etc.)"

II- SELF DATA MODEL

It is already happening!

Several cities have already embarked on implementing Self Data Cities initiatives, here are some examples:

TraceMob in La Rochelle: committed to a zero-carbon territory, La Rochelle is experimenting a Self Data mechanism that allows citizens and city's agents to better understand their mobility habits and act to reduce their CO2 emissions. This system is based on the use of the mobile application *TraceMob* for the recovery of mobility traces, on the access to the *Cozy Cloud* for the storage of these traces, and soon, on *Coach CO2* for the calculation of the carbon impact of their mobilities.

Ecolyo in Lyon: this tool allows its users to control their energy and water expenses in their home, all they need is to be equipped with a *Linky* and/or *Gazpar* and/or *Téléo* meter to take advantage of it! They can visualize, in a very simple way, their electricity, gas and water consumption in the same place (in euros, kWh & liters) and at different time scales.

RUDI in Rennes: supported by Rennes Metropolitan and funded by the *UIA* program. This project is conducted in collaboration with 12 partners with different skills: data producers committed to an open and shared approach, associations with expertise in digital uses and collaboration, and research laboratories. RUDI's objective is to foster territorial innovation through data.

II- SELF DATA MODEL

Get ready for the Data Day !

QUESTIONS

For the SWOT workshop:

- What are the strengths of your city/metropolis/organization in managing personal data and carrying out Self Data projects?
City/metropolis as an institution, data holder and project coordinator.
Strengths = internal elements that contribute, facilitate, help to.
- What are the weaknesses of your city/agglomeration/organization in the management of personal data and the implementation of Self Data projects?
Weaknesses = internal elements that prevent, hinder, obstruct.
- What are the opportunities for your city/agglomeration/organization in the management of personal data and the implementation of Self Data projects?
Opportunities = elements of the context that promote, encourage, facilitate.
- What are the threats to your city/agglomeration/organization in the management of personal data and the implementation of Self Data projects?
Threats = elements of the context that weaken and endanger.

For the mutualization workshop

- What are **the reasons** that led you to set up or consider setting up Self Data projects?
- In the framework of which **field and/or local priorities** could Self Data projects be developed: mobility, education, energy...?
- What are **the conditions** that would allow cooperation with other cities/territories for the implementation of Self Data projects?

To know more about the Self Data

[Self Data Cities playbook \(EN\)](#)

[Personal data, the next model \(FR\)](#)

III- RESET

Transforming digital together!

The RESET program allows us to engage a collective exploration **"for a digital future centered on human capacities"**.

Indeed, digital technology is at the heart of the transformation of society and the economy, of the solutions brought to and by its actors, as well as of the problems generated.

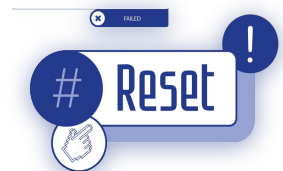
The #RESET program aims to **"define a desired digital environment rather than one that has been subjected to it", to regain control, the ability to make sustainable choices** (for companies, public actors, citizens, society) **and digital sovereignty**, particularly with regard to global platforms.

This implies **to collectively reinvent the uses of digital technology and its means** (technologies, infrastructures, key services).

Fing supports and has initiated #RESET. This program is based on an open governance shared with the following founding partners: ADEME, Groupe La Poste, Berger-Levrault, La 27e Région, Orange, Vraiment Vraiment, Banque des Territoires, Métropole Européenne de Lille, Région Bretagne.

To know more:

[RESET' challenges booklet \(FR\)](#)



III- RESET

Acting in “coalitions”

#RESET is based on a methodology of alliance between designers, sponsors and users to transform the digital environment together.

- Implementing a **digital system** that meets the 7 qualities defined during the preparatory work (RESET* challenge book): **enabling, inclusive, frugal, innovative, democratic, equitable and protective,**
- **Search for** ethical, social, environmental, competitive, governance and regulatory **impacts** with :
 - Actionable principles for supporting innovation and for project management,
 - open perspectives for sustainable design,
 - Attractiveness factors for digital employers,
 - cultural and educational conditions to reinforce the mastery of digital choices.
- Define concrete targets to reach and activate them to achieve the desired transformation

“Environmental Data” coalition:

An increasing amount of energy, environmental (air quality, biodiversity, etc.) and mobility data is produced at the level of each territory/city. Today, this data is not widely available to public, private and/or associative actors, even though it would facilitate choices, initiatives and services in environmental matters.

⇒ Expect impacts:

- Availability of data and tools to handle and understand them (including "literacy" of these data).
- Existence of territories (urban and non-urban) with an effective use of these data in public services.
- Public and private environmental operators have integrated environmental data sharing into their strategies.

During the Data Day, we will present the outcomes of the environmental_{1,2} data workshops, and more specifically the their transformative potential.

IV-PUBLIC INTEREST DATA

Innovation track part of the *Numérique Tous Risques* (Digital All Risks) project

Today's digital world seems to have among its presuppositions a stable world, at peace, promised to infinite economic growth and eternal resources. Research and foresight show us an uncertain world, with many hazards.

Numérique Tous Risques aims to consider major risks as radical tests revealing the potential of digital devices, but also the hazards, fragilities and dependencies to which they are exposed and which expose society. We imagine ways of working with actors from different fields (professional, political, social) to question the digital as a common denominator.

Themes addressed in the framework of the expedition:

- Capacity building: how, in a crisis situation, can users, individually and collectively, increase their skills?
- Activities: which activities are affected and how can they be integrated into the preparation for repeated crises?
- Governance: how are the decision-making circuits impacted when a territory/city is faced with a crisis situation?
- Data: method of opening data for public actors and private actors with a public service monopoly, as well as support on open data systems for private actors. The goal is to use data as a general interest resource in response to risks and crises, in particular by cultivating the efficient production of data in real time for collective access and enabling use.

V-CARRY OUT THE DATA INTERVIEW!

A methodology for discovering and understanding a digital dataset

The principle is simple: a person or a small team plays the role of a dataset as if it were a person being interviewed by a journalist/investigator. The latter is trying to find out as much as possible about them in the shortest possible time.

The ingredients are few: first, of course, you need a data set. Ideally, a facilitator sets up the game, gives the instructions and suggests a step back at the end of the game. Finally, two small teams are formed:

- a team that will play the role of the data (one to three-four people)
- a team that plays the interviewer (one to 5-6 people)

The game proceeds as follows:

1. The facilitator explains the game and its objective. He/she takes some examples of questions that can be asked.
2. If necessary, the person/team playing the role of the data can take few minutes to learn more about the dataset. The interviewing team can prepare questions in parallel.
3. The team of interviewers asks their questions and the dataset team answers them. When they don't have the answer, it is noted somewhere.
4. At the end of the interview, the facilitator looks at the list of sample questions (see below) and indicates if some additional questions could be asked. The dataset team can answer these additional questions.

V-CARRY OUT THE DATA INTERVIEW!

Sample questions

Who are you?

What is your name? Is that your everyday name?

Do you have a nickname? What is your "generic" name?

How do people find you? Where do you usually live? Have you ever changed your place of residence? Do you have several residences?

What nationality are you? What language(s) do you speak?

How would you describe yourself physically? What color(s) are your hair and eyes? What is your face like?

Do you like to change your appearance? Do you ever dye your hair? Do you wear contacts?

(...)

What are the different places you visit? Are there boundaries beyond which you don't go? Do you have a preferred territory?

How do you like to get around, on the small or big roads?

What are your passions, your interests?

Do you have a sulphurous past? Do you have things to hide? Are you modest?

What are your values? What is your code of conduct?

(...)

Are you known, unknown? By whom? Are you desired? worshipped? pirated?

Are you sold? resold? redistributed?

Have you been the subject of articles in the press?

(...)

Find the whole methodology and questions [here](#) (FR).

VI-LEARN MORE ABOUT FING'S DATA RELATED PROJECTS!

Discover other works of the Fing around data:

Infolab (FR)

Data is seen today as the "new black gold", both for companies via big data, and for local authorities via the open data dynamic... However, few economic actors, local authorities or citizens have seized the subject, or are able to take advantage of the production / reuse / exploitation of data...

[Resources](#)

"Data portability" Booklet (EN)

This Pooklet focuses on the right to portability, introduced by the European Data Protection Regulation (RGPD), which comes into force on May 25, 2018. It explores the subject of data covered by this right, and its implementation within organizations. This booklet is the result of a joint work done in the framework of two projects with complementary expertise of the Fing: those of "Parlez-vous Data ?" in terms of dissemination of a Data culture and those of "MesInfos" in terms of Self Data.

[Resources](#)

Open Data Impact (FR)

As the roadmap for the second decade of open public data is being drawn up, the Fing's Open Data Impact program has proposed a critical assessment of the state of the art...

[Resources](#)

Data Literacy Conference (EN)

In business and government, in schools, in research and in society, the ability to produce, understand and use digital data is becoming an essential skill. With the world's best experts, Data Literacy Conference delivers the keys to a "data culture" finally accessible to non-specialists...

[Resources](#)

ABOUT FING!

Created in 2000, the Fing is a network of entrepreneurs, public actors, researchers and experts committed to imagining a digital future centered on human capacities.

Fing is interested in digital technology itself and its interactions with political, economic and social transformations: data and algorithms, trust and attention, democracy and public action, work, education, environment, cities and territories, etc.

Its primary vocation, exploratory and prospective, is embodied in its InternetActu media and in its Expeditions: critical, prospective and creative work aimed at bringing out new ideas and avenues for action, research and innovation.

Transparent and open work: its productions are freely accessible and reusable.

Fing is supported by its partners

