Modelling the European Data Economy: ”Data Re-use as a Model for Europe”

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1. What is EuDEco?

EuDEco (Modelling the European Data Economy) is a Coordination & Support Action receiving funding under the European Union’s Horizon 2020 programme. EuDEco’s aim is to assist the European science and industry in understanding and exploiting the potentials of data reuse in the context of big and open data. EuDEco partners believe that a self-sustaining data market would importantly increase the competitiveness of Europe. To be able to extract the benefits of data reuse to build useful applications and services, it is first critical to assess the underlying economic, societal, legal, and technological framework conditions and related challenges. Building on a thorough understanding of the framework conditions and by analyzing viable use cases and business patterns, EuDEco’s final goal is to deliver a model of the data economy. The
model should include suggestions and recommendations addressing the main legal, contractual, societal and technological concerns and challenges in the EU.

2. Why this topic should be addressed at eConference in Bled?

Use cases and business models play a crucial part of our research. As EuDEco partners believe our analysis can only add value if it is based on real-life examples, we are looking for user experiences from different sectors, industries and member states to help us validate and refine the model. eConference is an excellent opportunity to get in touch with various players in the field and to discuss some obstacles they have come across on the way towards data re-use economy. In line with that, the idea of EuDEco’s workshop is to establish a platform for participants to share their knowledge and experience on data re-use. EuDEco would facilitate the discussion by explaining the trends, stating our opinion and bringing up certain aspects the users have not addressed yet.

3. Proposed agenda

- Modeling data re-use for the EU (5 minutes)
  A short description of the project and our research objectives

- A short panel discussion about three perspectives of data re-use (30 minutes)
  *Helena Uršič* would take the role of a moderator. She would briefly present the panelists and lead the discussion, making sure all the main issues are addressed at the beginning and the audience is given the opportunity to interact with the panelist, if necessary.

  **Technological perspective – Dr. Sven Abels (8 minutes):**
  Within Big Data the units of measure is changing rapidly. Amount of data was measured in Gigabytes (GB) not too long ago and is now measured in Petabytes (PB) or even Zettabytes (ZB). Considering variety, information is also beginning to look differently from the way it did decades ago, since traditional IT has grown up in a database-centric operating model, where data fits neatly into rows and columns. It is valuable to point out that as outstanding as the challenges are the opportunities associated with this amount of data. Organizations worldwide are facing explosive information growth as new information is created and handled. New information access methods bring new challenges and require new tools and solutions for use, management and protection of these increased volumes. The barrage of new information drives new decisions that pertain to IT infrastructure needs, for instance, primary storage and backup and recovery. It also calls for the use of optimization

  1 If there are external speakers involved in the panel, they could participate by expressing their opinion on the EuDeCo initiative and elaborating how the EU could benefit from a streamlined data re-use model etc.
technologies such as compression, data deduplication, deep infrastructure integration and flexible methods for moving data efficiently through the network.

*Socio-economical perspective – Dr. Daniel Bachlechner (8 minutes):*
As of today, Big Data can be considered a buzzword and is often used to describe the mass collection and analysis of data. Companies such as Google and Facebook are heavily making use of this strategy, e.g. to place ads or to learn about the behavior of their users. The EU is slow in embracing the data revolution compared to the USA. According to the EC (EC, Communication on data-driven economy, 2014), “Big data technology and services are expected to grow worldwide to US$16.9 billion in 2015 at a compound annual growth rate of 40% – about seven times that of the information and communications technology (ICT) market overall.” The number of specialist big data staff working will increase significantly over the next years. While the Commission clearly acknowledges the importance of big data, European companies are fighting some great obstacles. They are facing entry barriers such as the complexity of the current legal environment and insufficient access to large datasets and enabling infrastructure.

*Legal perspective – Helena Uršič (8 minutes):*
The opportunities and challenges related to the emerging Big Data Economy are regulated to at least some extent. Not everything is allowed, obviously, but the question is whether the existing legal frameworks sufficiently enable all potential of the Big Data Economy and sufficiently address potential risks and negative side effects. When technological developments and socio-economic arguments call for changes in the existing legal frameworks, the question becomes which legal framework is desirable from an ethical, social and economic perspective. Legal aspects can be divided into two major topics, i.e., data related legal frameworks (personal data protection, IP-law, database law and liability/tort law) and human rights related legal frameworks (privacy, equal treatment, freedom of expression, human dignity, etc.). These areas come together closest in the domain of privacy and personal data protection, yielding this domain the most important within this project.

*Parallel discussions in smaller groups*
After the introductory presentations, the panelists and participants/audience would split into three groups, each of them focused on one perspective. The groups would discuss the challenges mentioned in the first part with the focus on real-life examples of data re-use. The EuDEco representatives would act as facilitators of three perspective-specific groups discussions, encouraging the participants to consider different aspects and provide a joint statement that would be shared with two other groups in the closing part.

*Closing*
The workshop would close with comments/statements of the EuDEco representatives/participants about the results of the group discussions and some final remarks.

**3. Outcomes/goals**
This workshop has two goals. First, it aims to raise the awareness of complexity of data re-use and its technological, socio-economical and legal aspects. In this purpose it facilitates the discussion and encourages the workshop participants to express their opinion on data re-use. Secondly, it strives for practical examples, best practices and user experiences to help participants as well as EuDEco team validate and reconcile their understanding of data re-use in the EU.