Smart Cities Marketplace Initiative, within the Citizen Focus Action Cluster:

"Citizen Control of Personal Data" initiative.

Strategy for 2022: Overview of work to be carried out, culminating in a large event in November.

The Background

Before setting out how we wish to proceed and collaborate in 2022, it is worthwhile setting out the background upon which next year's plan is based.

Initiative Main Goal: To help remove existing barriers, so that citizens can control and share their own personal data, helping themselves, society and the wider data economy, within the context of smart cities. This in turn will benefit cities and their local data economies and enrich local data ecosystems.

We need to achieve a **critical mass of cities**, and to do this by engaging not only with leaders, but also IT managers, specialists in the data areas such as mobility, health etc, those responsible for improving service delivery and consultation with citizens, legal officers and data controllers, and last but not least, financial departments.

Context

The purpose of the "Citizen Control of personal data" initiative within the Marketplace can be summed up as **helping to build the conditions and relationships whereby the citizen will be willing to share personal data with a city and with other actors in the data economy.**[1]

The initiative's aim is to grow in force until it is able to achieve its shared target with the general movement towards smart cities in Europe, which is: "That those smart cities in Europe, having an urban data platform, would collectively reach a total of 300 million

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[1] The "Initial Strategy and Roadmap" is in the process of being revised, but it can be found at https://smart-cities-marketplace.ec.europa.eu/event/road-new-dataville-first-workshop-citizen-control-personal-data-initiative

inhabitants by 2025." We additionally seek to be able to provide to those 300 million citizens the means by which they can safely share their data, with it remaining under their own control. Identifying and replicating these mechanisms would be at the core of our work.

Who they share their personal data with would be their choice? Sharing it with the smart city would benefit the city, with improved policy-making and better services for the citizens. They could share it altruistically for example, within the health eco-system or to enhance mobility options. Or by selling it, having the mechanisms available for them to do this securely and transparently, or for rewards in other forms. Thus, giving a boost to local data economy SMEs.

Success here would bring about tremendous benefits to the Data Economy as a whole, and in particular to the digital SMEs within those cities, with access to data being regarded as more of a problem than access to finance.

Scoping work carried out in the first year of the initiative – 2021

At an early stage, we identified key barriers, aided by the work of RUGGEDISED/ the ERASMUS Study. These topics, shown in the table below, which we initially covered in workshops, will now be tackled in greater depth, with working groups/task forces already emerging. Once we have the answers, we will then engage with as large a number of cities as possible, embracing a wide variety of services and professions.

Strategy for 2022

The strategy is simple:

- To further develop the working groups which are tackling the identified obstacles which inhibit the full exploitation of data within a smart city, whilst joining with others and avoiding replication.
- To bring the results to the attention of a small group of cities, to further refine them
- By not demanding significant effort from cities but generating an awareness that something of real value might be worth investigating further, in due course.
- Leading to the organisation of a large event, targeted at multi-layers of actors within a city, collaborating with other organisations, and presenting all the findings and the answers to any problems faced, be they legal, organisational, technical and of course financial.

The event would not be a series of project presentations but joined-up presentations providing evidence-based answers to problems and a clear road map to immediate take-up by cities. The needs of key personnel covering a variety of functions will be addressed.

Evidence from early "best practice sharing" initiatives pointed to the increased likelihood of adoption where there are peers operating at the same level coming into contact to share experiences and working together on what comes next, rather than having a possessor of best practice and a receiver. Thus, what we present will be capable of being valued by legal, technical, service deliverers in a range of disciplines, strategists etc. as well as leaders in a city

Putting it into context, adoption of the technologies which are currently being produced by the projects involved, by the 70 largest European cities, would contribute 170 million citizens to our target of 300 million.

The underlying effort will be in engaging with cities at scale, but without demanding too much commitment until the offer is finalised and "on the table" at the event.
But this will be the tip of the iceberg, as much energy will have been put into having small working groups addressing the following topics, as set out in the Erasmus/RUGGEDISED work, in detail. But again, avoiding waste of effort and duplication.

Assistance sought in providing solutions, generating city interest and joining/leading working groups.

Identified Obstacles from Erasmus study determines as hindering the usage of data/personal data in a city/region.	Current progress	Assistance required
	The Smart Cities Marketplace "Citizen Control of Personal Data will lead, where most apt, but it is hoped that those with existing experience in the various fields should lead as appropriate so as not to duplicate any effort.	
"Develop very practical use cases and capture structured evidence-based case studies. Develop practical roadmaps."	Core use-cases are being demonstrated in the projects currently due to end next year.	Other use cases to be gathered. Cities existing experience to be built upon. The roadmap should emerge from the working groups and be capable of immediate implementation
"Methods and tools that will help multiple cities adopt. Assist in the setting up and operation of platforms for secure and controlled sharing of "closed data" (proprietary and/or personal data)."	This is the core work of some of the EU projects associated with this initiative. The intention is to avoid delay in utilising their results.	Any contributions are welcomed, particularly covering the interoperability aspects of both existing platforms and those emerging from the projects.

Involve citizens by creating impactful use cases and easy to use services/Apps and facilitate citizens to remain in control of their data	This is the core work of some of the EU projects driving this initiative.	Any contributions are welcomed.
Capture/pilot joint business case; develop method and tools that will help multiple cities adopt.	A group is being formed, based on the outputs of the Safe-DEED project, taking a novel approach of following the "story of data within a city" Revenues should underpin deployment as well as identify the obvious benefits to services etc.	Financial work from elsewhere is required to underpin this novel approach. We will seek to identify value through the story of the data being used in a city, but also in terms of savings and revenues to underpin the "story"
Address the necessary technical, organisational, legal and commercial aspects of data sharing, brokerage and trading whilst building on existing computing platforms.	Marina di Bormida (DataVaults) has established a legal/ ethics/ privacy task force with representatives from sister projects. A governance group is in the pipeline.	This will need augmenting with further experienced practitioners. Work needs also focus on the advantages to the data economy SMEs within the targeted cities.
Piloting a CDO network and recruitment from the "multiple adoption" cities Identification and recruitment of cities, both as "contributors of solutions" and as potential participants in a "multiple cities adoption."	Major Cities of Europe is a network of heads of IT and co-lead this initiative. Demonstration cities from projects can lead by example. We need to work with all the leading networks, again avoiding duplication.	We need to engage with cities, lightly at first, until the final event at which the way forward to adopt the technologies on offer will be clear to them. But not wishing to frighten cities away at this stage by demanding too much of their scarce resources.
Interfaces with citizens covering GDPR, contacts, privacy notices should move to a standard based on ease of use for all.	First steps have been taken to form a group to share design and contribute to standardisation.	Any contributions are welcomed. UN and the European Association of Consumers have expressed an interest.
Other issues to be faced to be added		Any newly identified contributions to ease the widespread adoption.

It is anticipated that such a large event as envisaged and addressing several overlapping audiences simultaneously, will be co-hosted by numerous organisations, with a core group already in place.

Shaun Topham, DataVaults and Citizen's Control of Personal Data initiative.

https://smart-cities-marketplace.ec.europa.eu/action-clusters-and-initiatives/action-clusters/citizen-focus/citizens-control-personal-data