



Policies to Support Open Data Marketplaces.

**CO-ORGANISED BY DG CONNECT AND AIOTI
and CSA CREATE-IOT**

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- ***DATA SHARING***

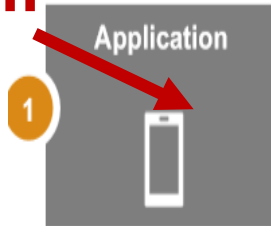
- -- **75%**
to invest in communication & awareness
- -- **25%** into data components

- ***Data Sharing BY Design***
 - **A trusted component framework**
Accountability / certification / standardisation
 - **Code of Conduct – Harmonise across sectors**
 - **Governance models**

A Data Framework Fit for The Digital Age

- A holistic approach on Data Management

Innovation



Reference Framework



IOT Objects

analysis



- **Industry** – Pitfalls – Trust Me – I am your neutral host –
- Need to organise itself - have to act bold / **TEAM**
- ***Principle based framework***
 - **A reference architecture** with 9 building blocks
 - **AIOTI Marketplace Design** Analysis of role / stakeholder interactions
 - Cross sector reflection & up-date
 - Future proof to scale / build an ecosystem around
- ***Neutral Initiatives***
 - To promote the data reference framework /
e.g. NL Coalition // AIOTI // BDVA – GAIA-X // Energy data access // ETP Task Force
 - **Encourage industry**
 - sign Code of Conduct → promote Standards

- Understanding the Home Consumer
 - Awareness – Fun
 - Interaction – Satisfaction
 - Security – do not bother
 - ? Understanding of DATA SOVEREIGNTY?



Make me
feel safer
at home
(60%)



Help me deal
with emergency
situations (59%)



Help me stay
healthy (59%)



Help me live
a healthier
lifestyle (44%)



Protects my
privacy (41%)



Is compatible
with my smart-
phone (32%)

- Policy makers: act across different Policy Streams
- Comm. Breton – **B2B Data sharing** is a first priority
- ***Digital Market Design***
 - ACT Swiftly – but do not act in isolation
 - ACT across different policy streams
 - Smart Regulation on data sharing // but industry needs a business model
- ***Next Steps***
 - → Structured Dialog on Data Sharing
!! To be continued !! Collecting the PUZZLES !!!
 - **USE CASES & Innovation Hubs – WS 20 Febr.**
- > 500 Mill -- Pilots / BRIDGE initiative
 - AIOTI Workshop on Architectures & Standards
21 February in Brussels