

EIP-AGRI Workshop Data Sharing

April 4 – 5, 2014 – Bratislava, Slovakia



eip-agri
AGRICULTURE & INNOVATION



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Commission

EIP-AGRI Workshop 'Data Sharing'

Tuesday 4 April 2017, Bratislava - Slovakia

13:30 – 13:40 Welcome & opening

- *Iman Boot, DG Agriculture and Rural Development*
- *Karin Radecká, Ministry of agriculture and rural development of the Slovak Republic*

13:40 – 13:45 Why we are here?

Iman Boot, DG Agriculture and Rural Development

13:45 – 13:55 EC Communication on Building a European Data Economy
Stefano Bertolo, DG CONNECT

13:55 – 14:30 Keynote presentation: What does effective data sharing mean?

Nikos Manouselis, Agroknow

14:30 – 14:45 Introduction of next session

Sarah Watson, EIP-AGRI Service Point

14:45 – 15:30 BREAKOUT SESSION: Trialling and developing the framework questions

15:30 – 16:15 Coffee break

16:15 – 17:15 BREAKOUT SESSION: Data sharing models: exploring and understanding data sharing issues through case studies

Study cases introduced by:

- *Klaus-Herbert Rolf, Farmnet365*
- *Daniel Azevedo, Copa-Cogeca*
- *Pascual Romera, Hispatec*
- *Max Schulman, Central Union of Agricultural Producers and Forest Owners (MTK)*

17:15 – 18:00 Agreeing best practice across real data sharing case studies
(Interactive session in plenary)

18:00 – 18:15 Wrap up and introduction to next day

Sarah Watson – EIP-AGRI Service Point

19:30 – 22:00 Dinner





BUILDING A EUROPEAN DATA ECONOMY

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European Commission

DG CONNECT/G1

Creating a European Digital Economy and society with growth potential



Pillar 3 ECONOMY & SOCIETY

Ensuring that Europe's economy, industry and employment take full advantage of what digitalisation offers.

- Digitising industry ✓
- Cloud ✓
- Inclusive digital economy and society ✓
- e-government ✓
- Standardisation & interoperability ✓
- Digital skills ✓
- **Data economy** ✓

The digital revolution is built on data

Most economic activity will depend on data within a decade
Potential of the data-driven economy

2015

2020


€272 bn


With adapted policy
& legal solutions

€643 bn

 1.9% GDP

 3.17% GDP

 6 million
people
employed

 7.4 million
people
employed

Data should be able to flow freely across borders and within a single data space. We need a coordinated and pan-European approach to make the most of data opportunities, building on strong EU rules to protect personal data and privacy.



Andrus Ansip



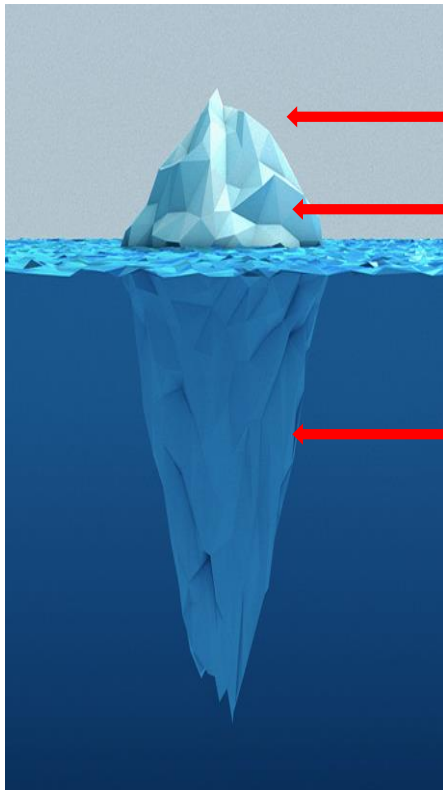
European Commission's actions to unleash EU's data economy



- ✓ A Communication that outlines possible policy and legal solutions for a European data economy in relation to:
 - ✓ Free flow of data
 - ✓ Emerging issues of data access, portability and liability
- ✓ Launch of a public consultation and a debate with Member States and stakeholders to define the next steps

1. Free Flow of Data

The data localisation problem



← Around **50 restrictions** – legal and administrative rules identified so far

← Restrictions yet **to be discovered** (e.g. regulatory practices, public procurement requirements)

← Strong **perception** by businesses and public sector organisations of the need to localise data in a particular Member State, including perceived threat of unfavourable regulatory scrutiny if data is not stored and processed locally

1. Free Flow of Data

OBJECTIVE

Removing data localisation restrictions except if they are required for national security and similar objectives

POSSIBLE ACTIONS

- **Structured dialogues** with the Member States and other stakeholders
- Followed by, where needed and appropriate, **infringement proceedings** and if necessary, **further initiatives** on the free flow of data

2. Data access and transfer

Why is it important ?

Machines now generate enormous amounts of data

This drives innovation, creation of new products

Market players need access to large and diverse datasets



2. Data access and transfer

- **Limited access to data:** companies tend to analyse data only in-house and keep data to themselves, creating **data silos**
- **Lack of comprehensive policy framework** for the economic utilisation, re-use and tradability of machine-generated data
- When contract is king, there is risk of **unfair standard contract terms** imposed on weaker parties
- Manufacturers **de facto "owners"** of machine-generated data
- **Data silos hamper innovation**

2. Data access and transfer

OBJECTIVE

Making machine-generated data more accessible for businesses to boost innovation and the digital economy

POSSIBLE ACTIONS

- **Guidance on data sharing**
- **Foster technical solutions to identify and exchange data**
- **Default contract rules**
- **Access for public interest and scientific purposes**
- **Data producer's right**
- **Access against remuneration**

3. Data portability, interoperability and standards

- GDPR rules on portability do not apply to **non-personal data**
- Portability of non-personal data could **foster innovation and new services**, and **stimulate competition**
- Data portability should be made **easier and less costly** in B2B contexts
- Importance of **interoperability** of services, and of appropriate technical **standards**

POSSIBLE ACTIONS

- **Recommended contract terms** to facilitate switching costs of service providers
- Developing further **rights to data portability**
- **Improving technical interoperability and sector-specific standards**

4. Liability in the context of IoT and autonomous systems

- IoT and autonomous systems combine **hardware, software & data** from many market players, making it **difficult to identify who is responsible**
- Legally difficult to qualify as either **products** or **services**
- **Established concepts & principles** possibly not fit for purpose

POSSIBLE ACTIONS

- **Defining responsibilities** according to how a risk is generated or how it is managed
- Considering voluntary or mandatory **insurance schemes**

5. Experimentation and testing



- Important part of the **exploration of the emerging issues**
- **Dedicated trials** should be organised for testing possible solutions

EXAMPLES

- Cooperative connected and automated **mobility** – with trials based on 5G
- Experimenting with **geo-spatial** data
- More...?

Way forward

- Communication and **Staff Working Document** to inform the debate
- **Launching wide dialogue** with Member States / stakeholders, including **public consultation (10/01 to 26/04)** on:

Does your business depend on **data resources that you acquire from others?**



 bit.ly/DataConsultEU #dataeconomy

- Free flow of data
- Access to and transfer of data
- Portability
- Liability (IoT and robotics)

- **Studies** to gather further evidence

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ALL PRESENTATIONS & BACKGROUND DOCUMENTS ARE AVAILABLE ON THE [EVENT WEBPAGE](#)

WWW.EIP-AGRI.EU

