



MyData Brussels

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Mobility is connected to everything

THIS WILL TRIGGER CHANGE IN MANY OTHER DOMAINS:

duval union

Energy production

Education

Healthcare

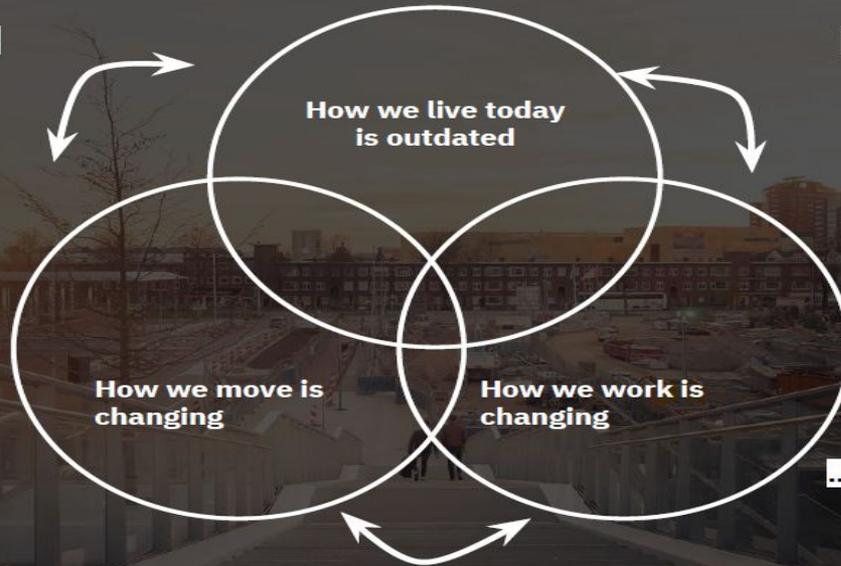
Commerce

Culture

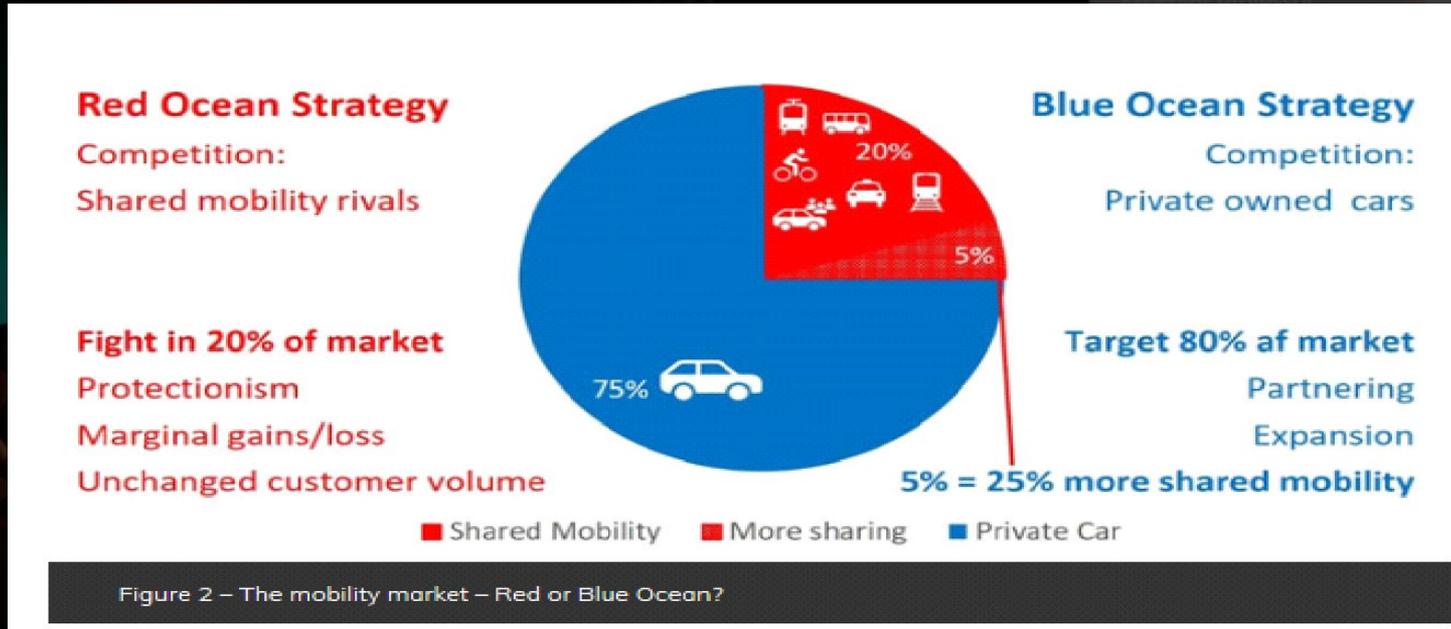
Manufacturing

Elderly care

...

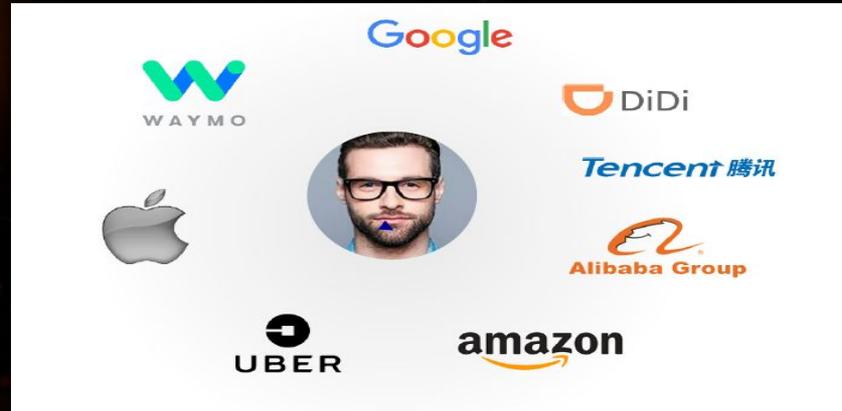
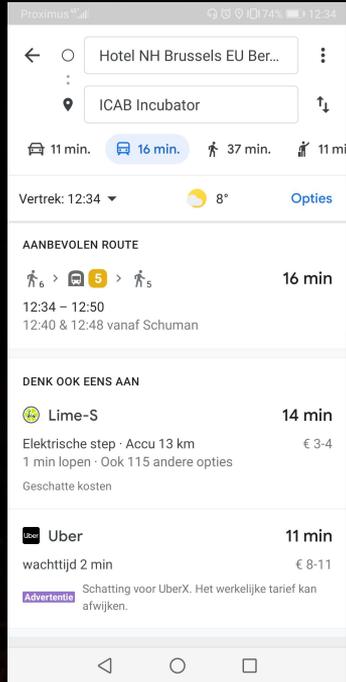


Our Society was built around Cars



Cars have 96% idle time

Big Data AI platforms own the customer



The internet
67% USA
30% China
3% EU

Google Maps and
Waze have up to
80% Market
share

Data can protect sustainability

Create Positive
incentives

HLN+ EXCLUSIEF VOOR ABONNEES

Gemeenten zijn sluipeerkeer door Waze en co. grondig beu: “Wie hier niks te zoeken heeft, krijgt een boete”

Lieve Van Bastelaere | 22 september 2018 | 07u17



Mobility is very personal

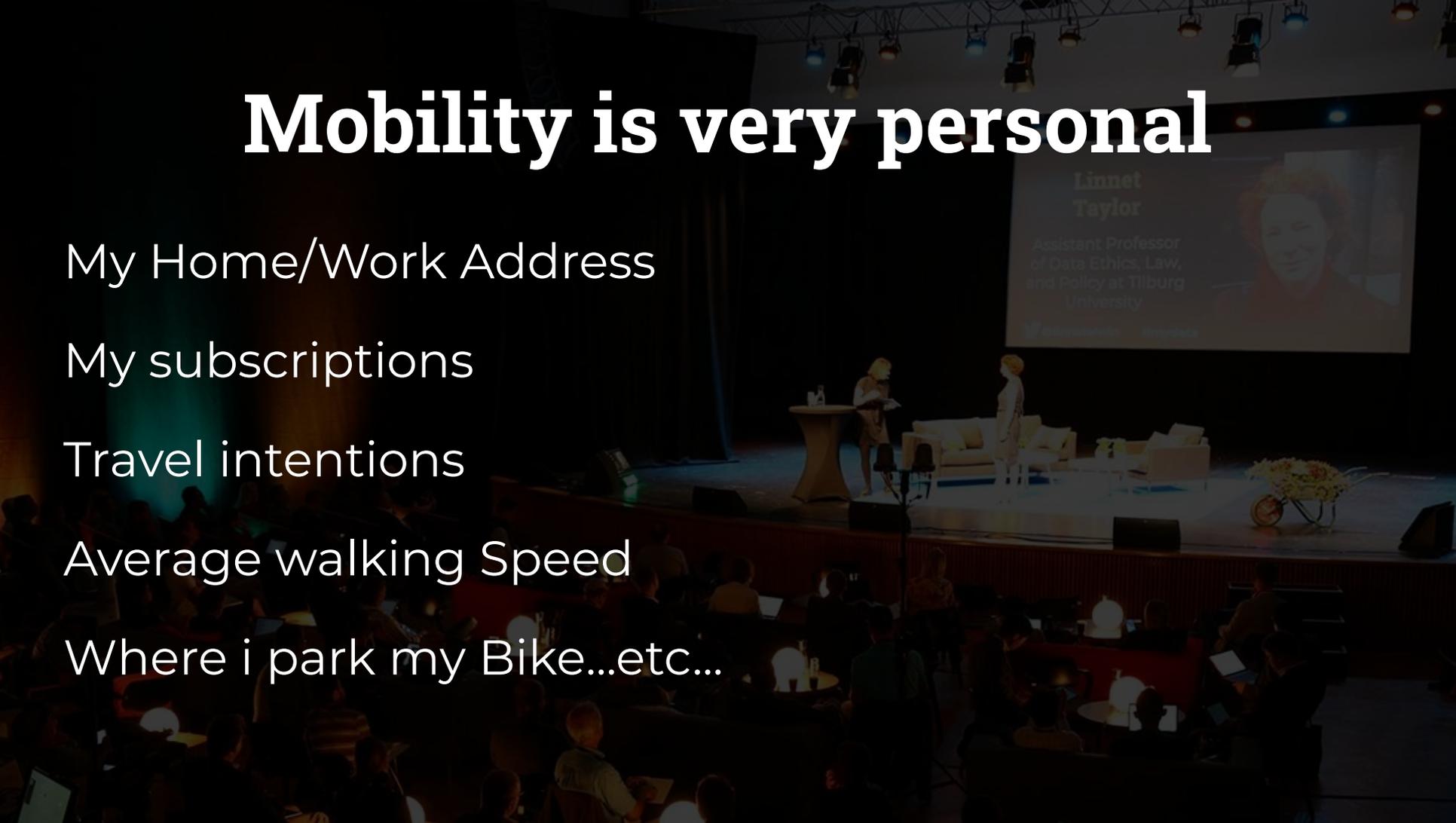
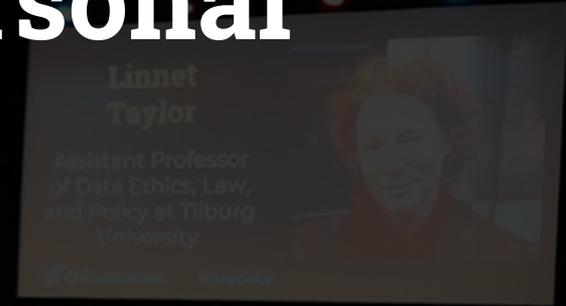
My Home/Work Address

My subscriptions

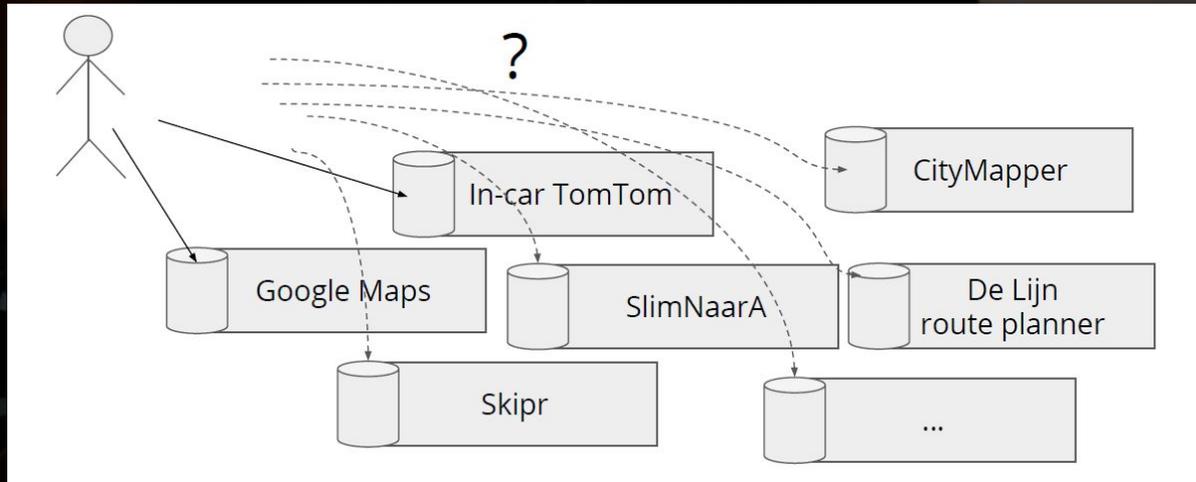
Travel intentions

Average walking Speed

Where i park my Bike...etc...

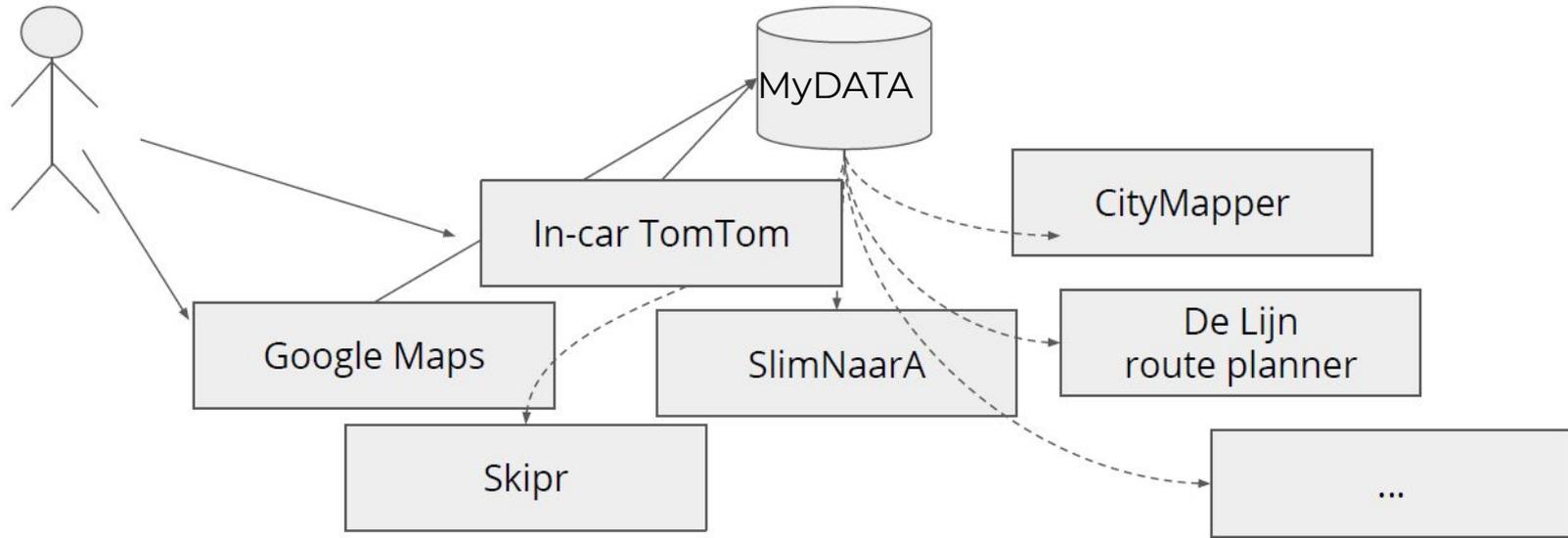


Every routeplanner competes for user data



But we wanted fair competition?

Let's decouple Data and Apps



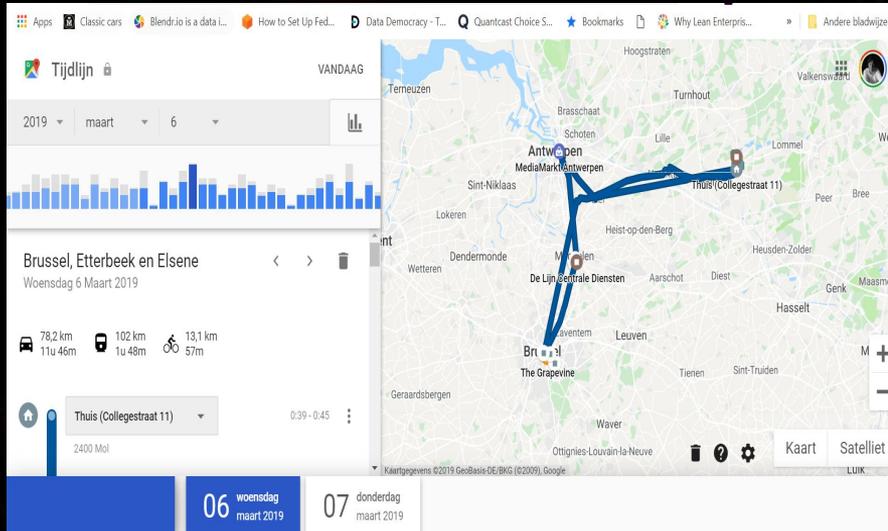
A photograph of a conference stage with a large audience seated at round tables. A large projection screen at the back of the stage displays a presentation slide. The slide features a portrait of a woman and the text 'Linnet Taylor' and 'Assistant Professor'. The text 'MyData enables fair competition by giving access to personal data' is overlaid in large white font across the center of the image.

**MyData enables fair
competition by giving
access to personal data**

Linnet
Taylor

Assistant Professor

GDPR helps us to collect our data

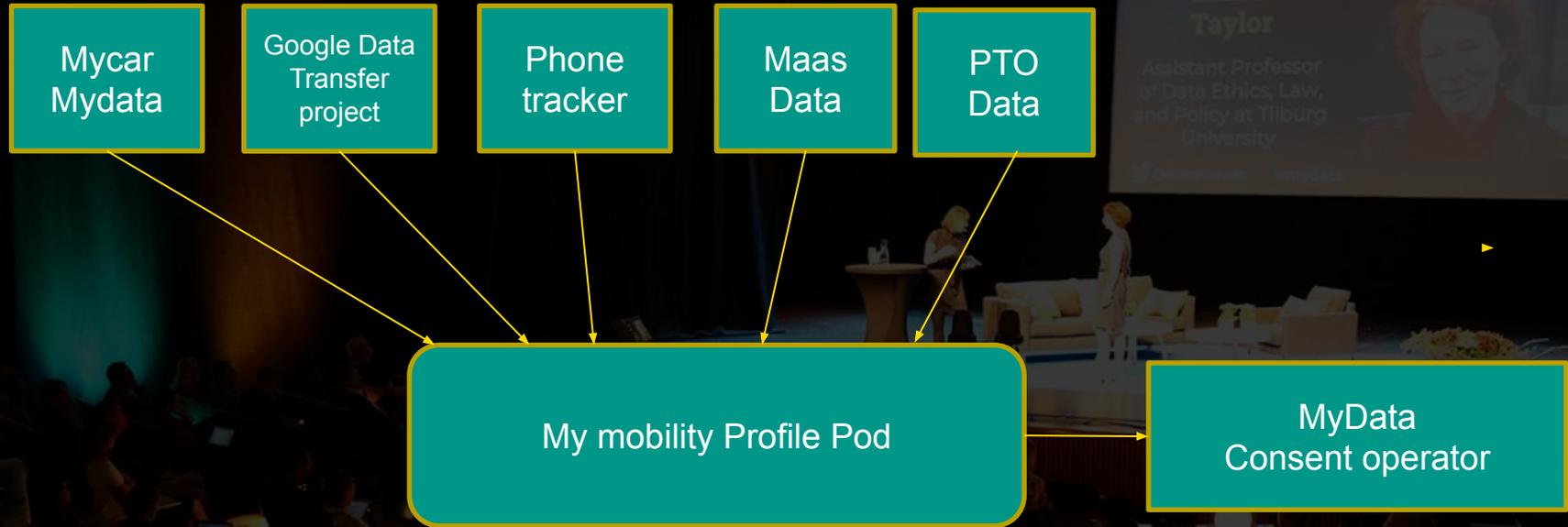


Google Maps timeline has everything of the last 10 years

GDPR Data Portability is our right
It enables us to get data from all
Providers.

And share it with companies
offering added value

My Mobility Profile



MyData FR building the prototype



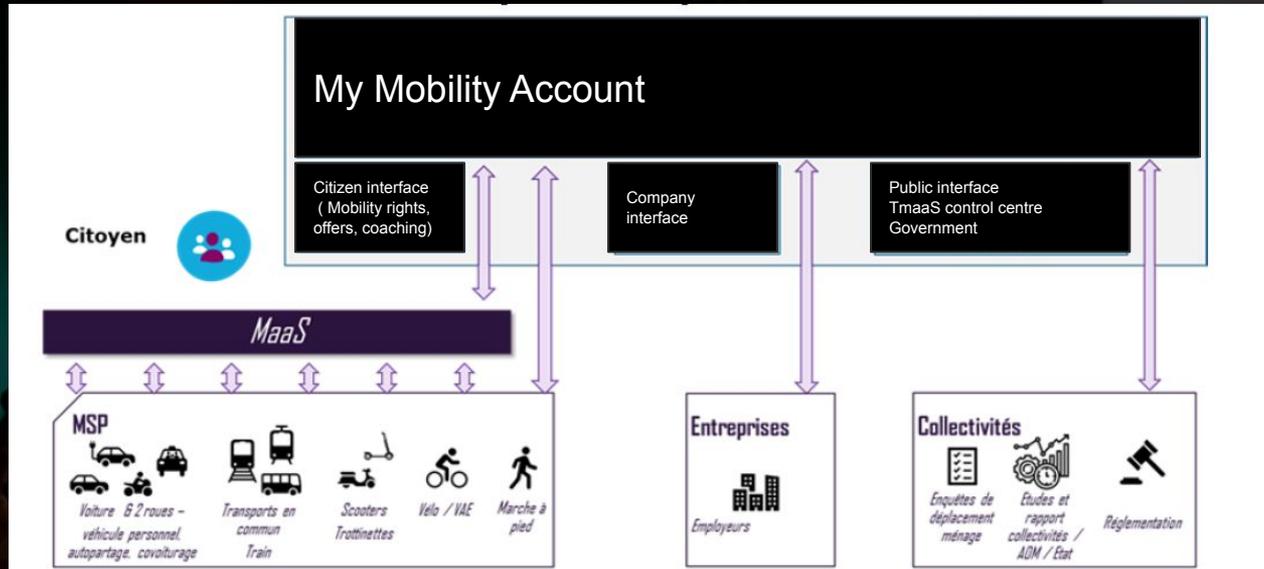
LA FABRIQUE
DES MOBILITÉS

Capgemini  invent

PRESENTATION DU
PROJET
"MON COMPTE MOBILITÉ"

Dynamique collaborative pour accélérer ensemble la transformation des mobilités

Ceci n'est pas une MaaS platform



Use Cases



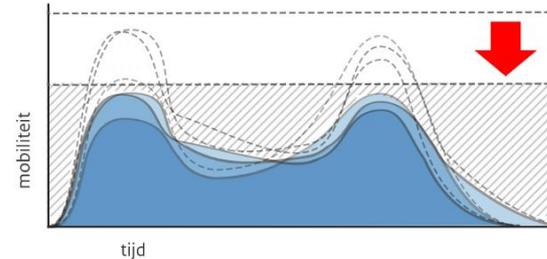
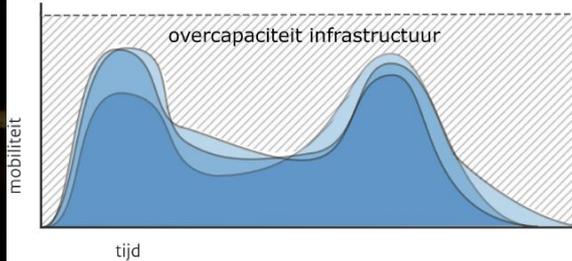
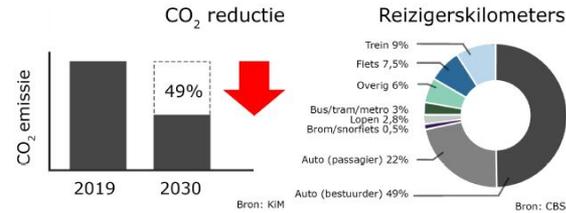
Budget Management - 20% of Family budget



Sustainable mobility



Sturing op value case (duurzame mobiliteit)



Profitable Rural Transport

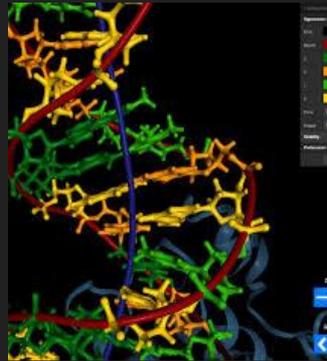
Input

Area of Service
(stops and lines)

**Demand (OD
Matrix)**

Supply Fleet
Quality of Service
required (for
grouping)

Simulation/Iteration



Output

Cost estimations
(total KM, drivers)

Quality of service
(delays and waiting times)

Revenues
(passengers and
occupancy rates)

TMaaS



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[ABOUT](#) [FOR CITIES](#) ▾ [CALENDAR](#) [BLOG](#) [CONTACT](#)



TRAFFIC MANAGEMENT AS A SERVICE

IMPROVING URBAN MOBILITY TOGETHER



MyData is an idea
... how do we make it real?

By Setting up Living Labs



like Smart ways to Antwerp, Benelux Regions Maas Demo (tbc)
Offering positive incentives to citizens, doing impact accounting

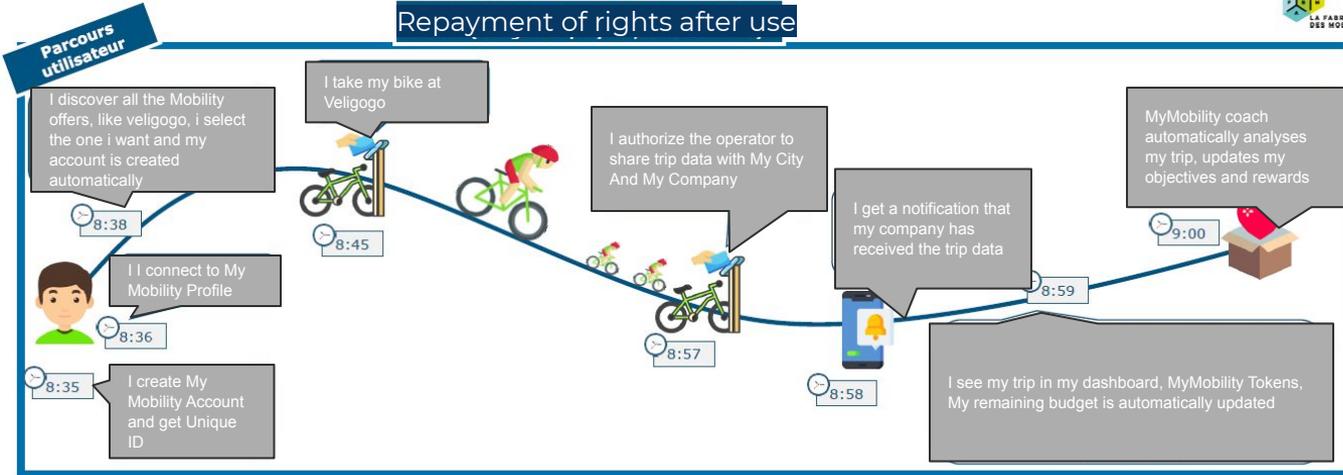
With Small Agile experiments, using the customer journey and design thinking
As guidance tools towards a validated learning roadmap

through data sharing journeys

La Data est au cœur de l'expérience de **Mon Compte Mobilité**



Repayment of rights after use



My Mobility Profile sends information of Paul to Veligogo through an API to create my account



The servers of MMP get data from the Veligogo API



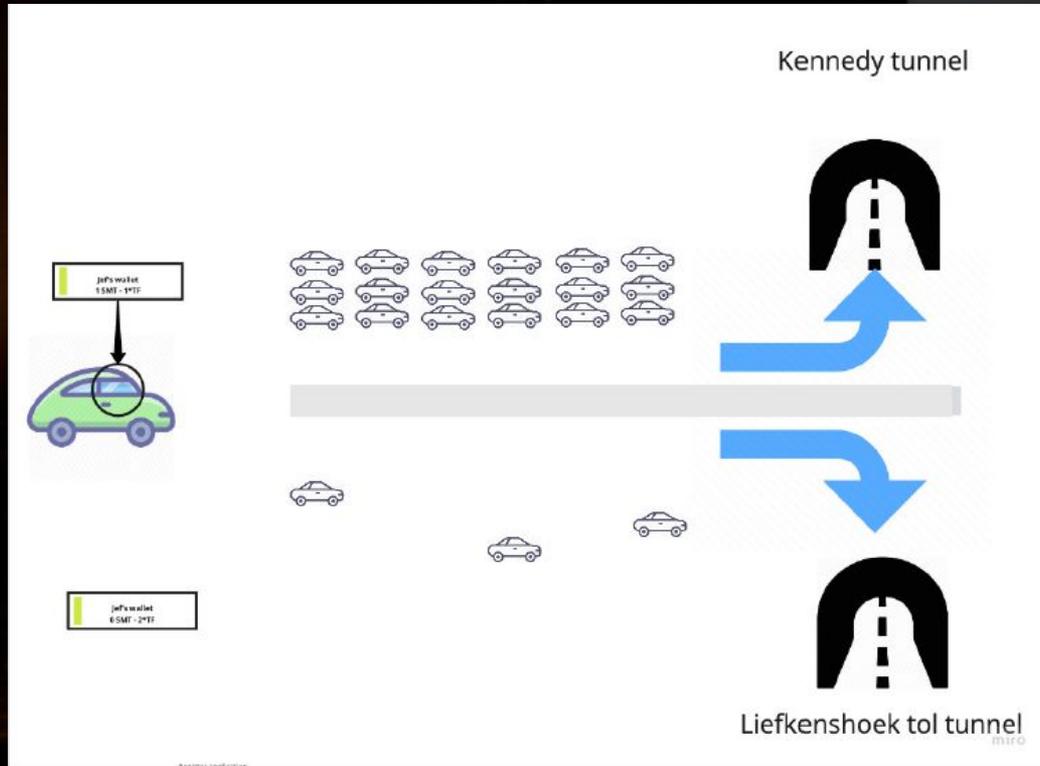
The servers of MyCity get certain data shared by MMP of Paul



The MMP sends a certificate to My Company to benefit from my Bike allowance



By giving smart incentives



By Enabling co-creation

- Maas Alliance with PTO's, cities, regions, PTA's, NAP's, EU DG Move, Maas Providers, Uber, Maas Global
- User centric and data driven

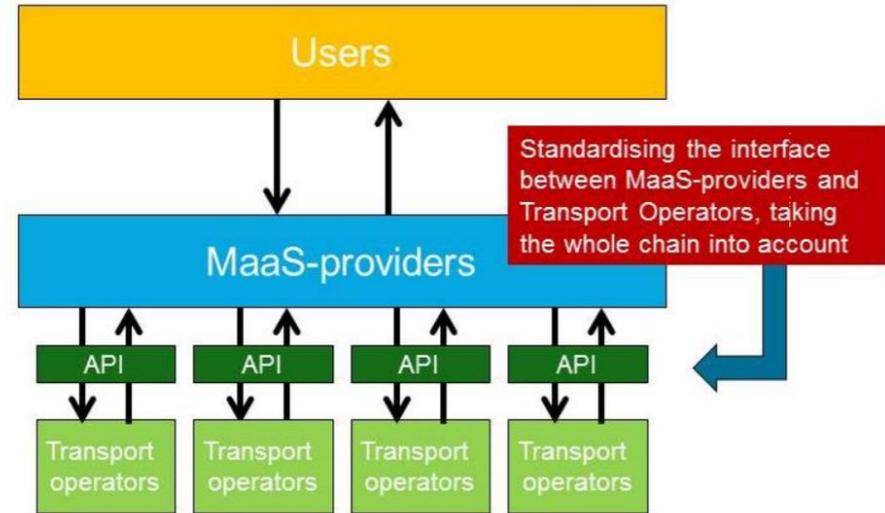
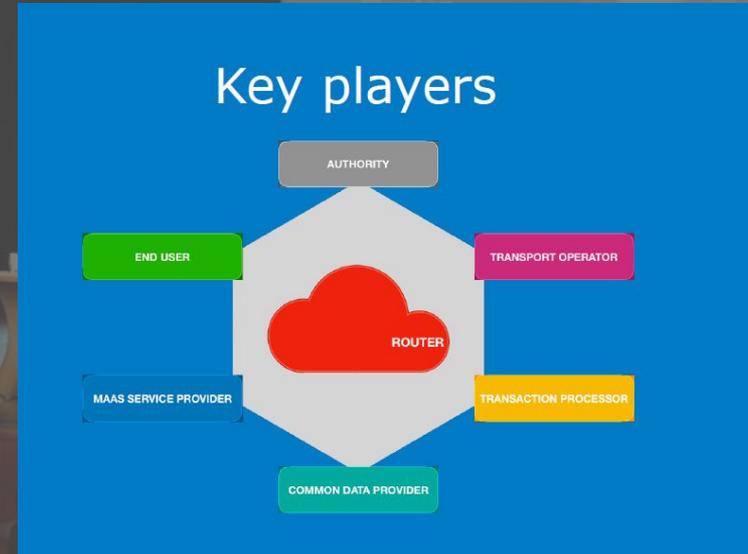


Fig. 1: Standard-based APIs for Transport Operators to/from MaaS providers

By creating a sharing Mobility DataSpace

- **Authority** : Scheme, MaaS ID, regulator, innovation, financing, living labs
- **Enduser** : Consent, MyData
- **TO** : offers assets to Ecosystem, decides on price and product
- **MaaS provider** : combines Multiple TO in ecosystem
- **Transaction Processor** : interop ticketing, validation, clearing
- **CDP** : operates and enriches data for users



TOMP API (NL) Fraunhofer IDSA

EU Digital Strategy

Mobility DataSpace
for sharing Data

MyData, Solid, Decode
Gaia-X and IDSA



Paul Theyskens
1.441 Tweets

Paul Theyskens @Paultheyskens · 19 feb.
ec.europa.eu/info/sites/inf...

European Commission @EU_Commission · 18 feb.
Do you want to know more on the EU's digital strategy?
Use #DigitalEU to share your questions and we will ask them to Margrethe Vestager this Thursday.



SHAPING EUROPE'S DIGITAL FUTURE

Live Q&A on Facebook, Twitter and LinkedIn with:

MARGRETHE VESTAGER
Executive Vice-President

Thursday 20 February at 5.45 PM CET

#DigitalEU

European Commission

Project GAIA-X

A Federated Data Infrastructure as the Cradle of a Vibrant European Ecosystem

Executive Summary

De Vlaamse regering bekijkt of Solid - het project van Tim Berners-Lee - kan ingezet worden om burgers controle te geven over hun eigen data. Dat zei Vlaams minister-president Jan Jambon dinsdagavond voor een publiek van CIO's.

15
Keer gedeeld



Minister-president Jan Jambon sprak op een evenement van netwerkvereniging CIONET. ©

MyData Vision Recap



The core idea of MyData is that individuals should have agency to **control data about them.**

The MyData approach aims at strengthening **digital human rights** while opening new opportunities for businesses to develop innovative new services based on **personal data and mutual trust.**



We need to move from monopolies to freedom of choice among good alternatives through openness.

That's why we talk about the shift

**FROM CLOSED
TO OPEN ECOSYSTEMS**

Lots of data usage



Organisations decide



People decide

Less usage of personal data



Old paper times



Comply with the GDPR

Weak Data Protection

Strong Data Protection

Strategy summary

The most important goal of MyData Global in 2020-2022 is to **accelerate practical advances** towards the three shifts of the MyData Declaration by **developing of skills, knowledge and connections** of people in the MyData community and more widely in the digital services industries.



Ready!?

#MyData2016
Make it happen,
make i right.



Read more: www.mydata.org

Thank you!

Paul Theyskens

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www.mydata.org

