





WE CO-CREATE TO MAKE AI WORK

**Sharing confidential data
for research
SURF WEBINAR
23 June 2020**

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WHO ARE WE?





HvA EXPERTISE CENTER APPLIED AI RESEARCH

- We bring AI technology in applications in society and industry;
- We work in co-creation with experts in the field;
- We design responsible AI;
- We give training to (future) professionals;
- We work from Amsterdam (region).



OUR LABS

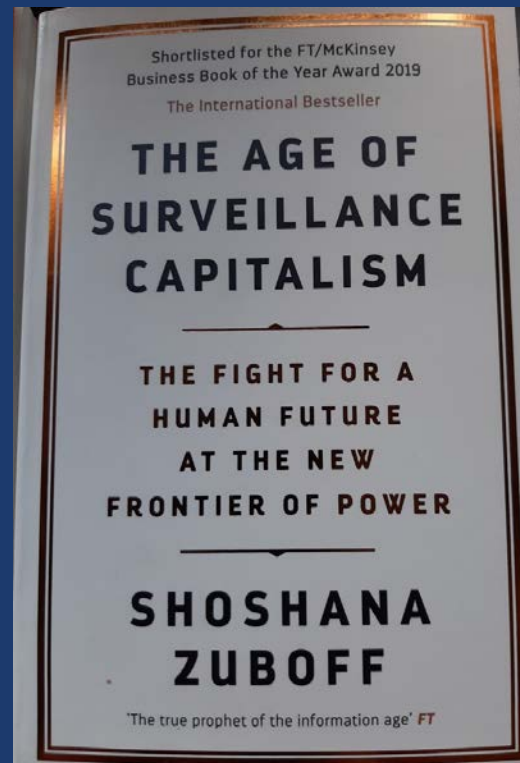
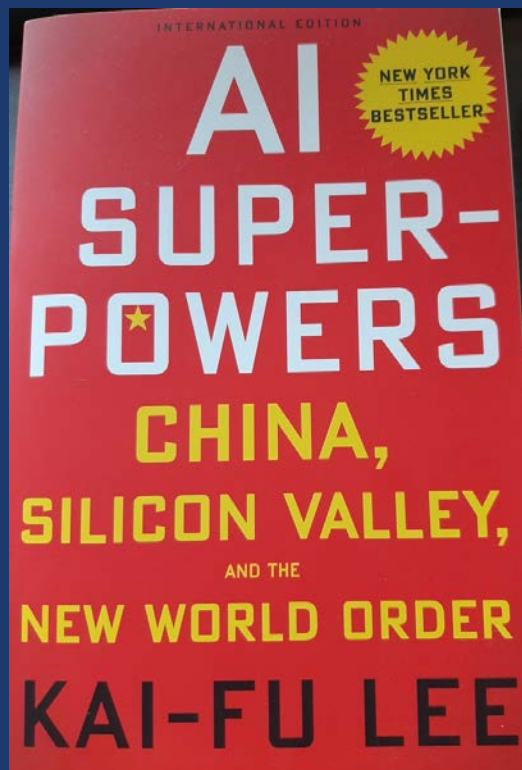
- Legal Tech lab
- Responsible AI lab (media):
- Finance lab
- Centre for Market Insights voor retail en marketing
- Smart Health/Care lab
- Smart Maintenance lab
- Smart Education Lab

Artificial Intelligence

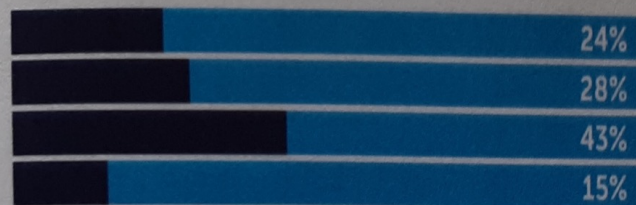
- is a winner-takes-all technology
- data is an instrument for dominance



Artificial Intelligence



How do you run your data projects?

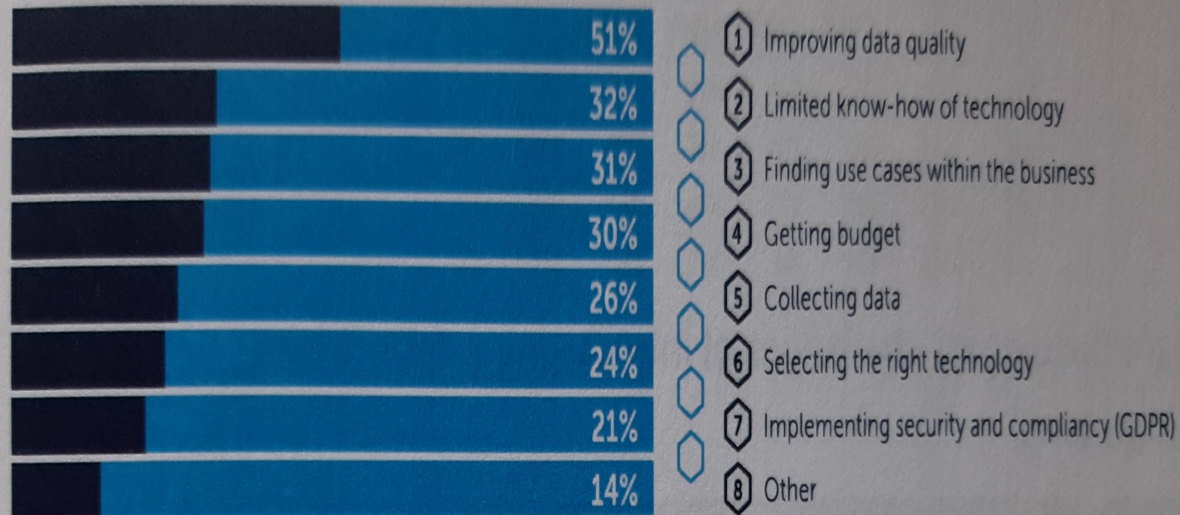


- 1 We don't do data science / advanced analytics projects
- 2 We mostly run experiments in our innovation hub
- 3 We mostly run experiments together with the business
- 4 We develop AI-applications that are adopted and used by the business

Data Survey 2019-2020 GoDataDriven



What are the biggest challenges to implement data-driven solutions?



Data Survey 2019-2020 GoDataDriven





Role of data in research (& education)

OPEN DATA

CONFIDENTIAL DATA with NDA

FAIR

Findable Accessible Interoperable Re-useable

DATA SHARING

Platforms (as a service)



Role of data in research

ACADEMIC RESEARCH

bring new algorithms to (example) data set to
Improve performance of algorithms/models

APPLIED RESEARCH

bring new data/applications to established
algorithms to improve application methodology

INDUSTRY

bring algorithms and data to application to improve
business proposition



A group of diverse people in a meeting, overlaid with a blue tint. The image shows several individuals standing and sitting in a circle, engaged in discussion. The text is overlaid on this image.

Initiatives for sharing (research) data

**1 European
2 National
1 Local**

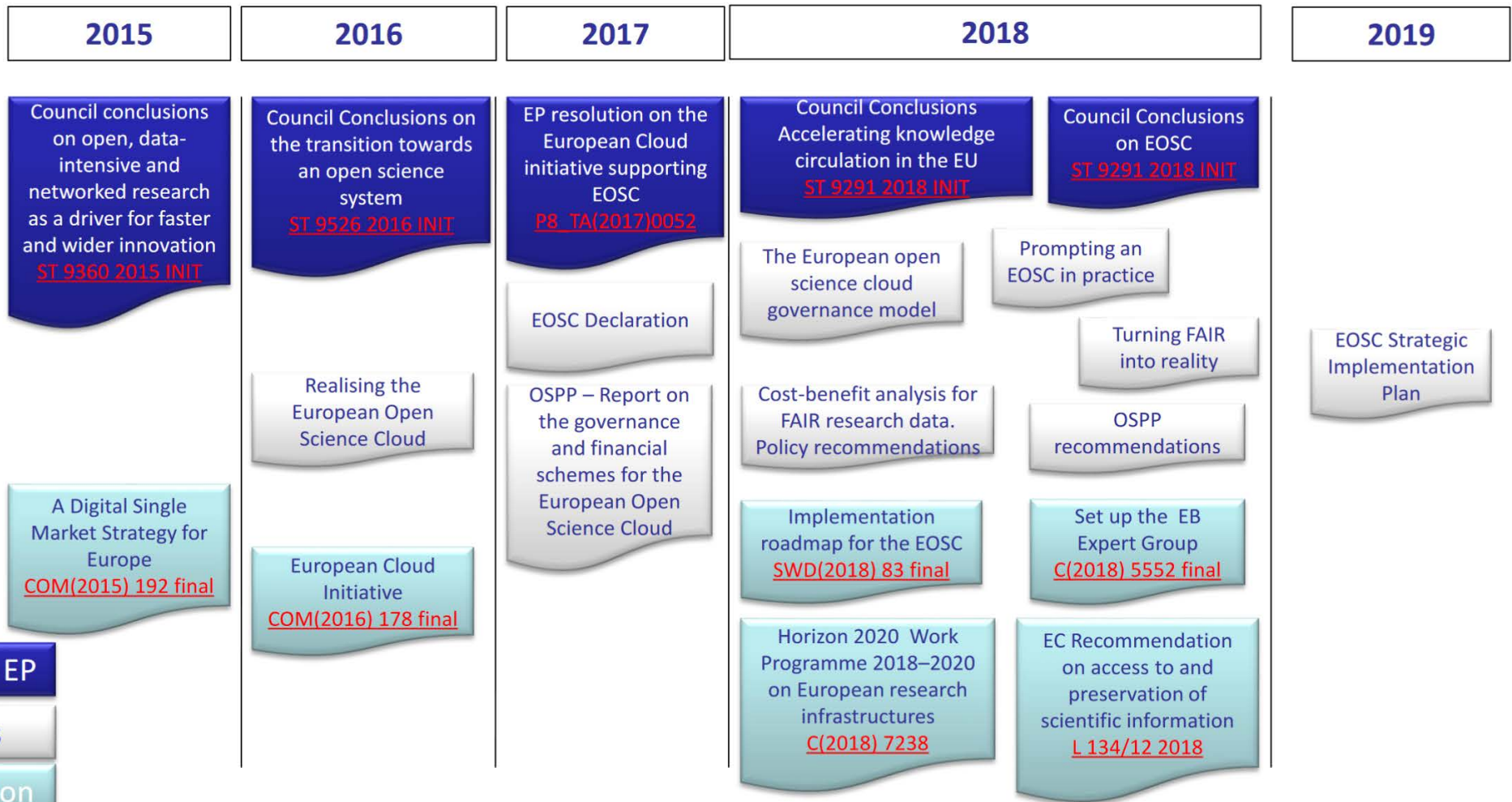


European Open Science Cloud

EUROPEAN “ANSWER” TO DOMINATING DATA PARTNERS

Aims to accelerate the deployment and consolidation of an open, trusted, virtual, federated environment in Europe to store, share and re-use research data across borders and scientific disciplines and provide access to rich array of related services.

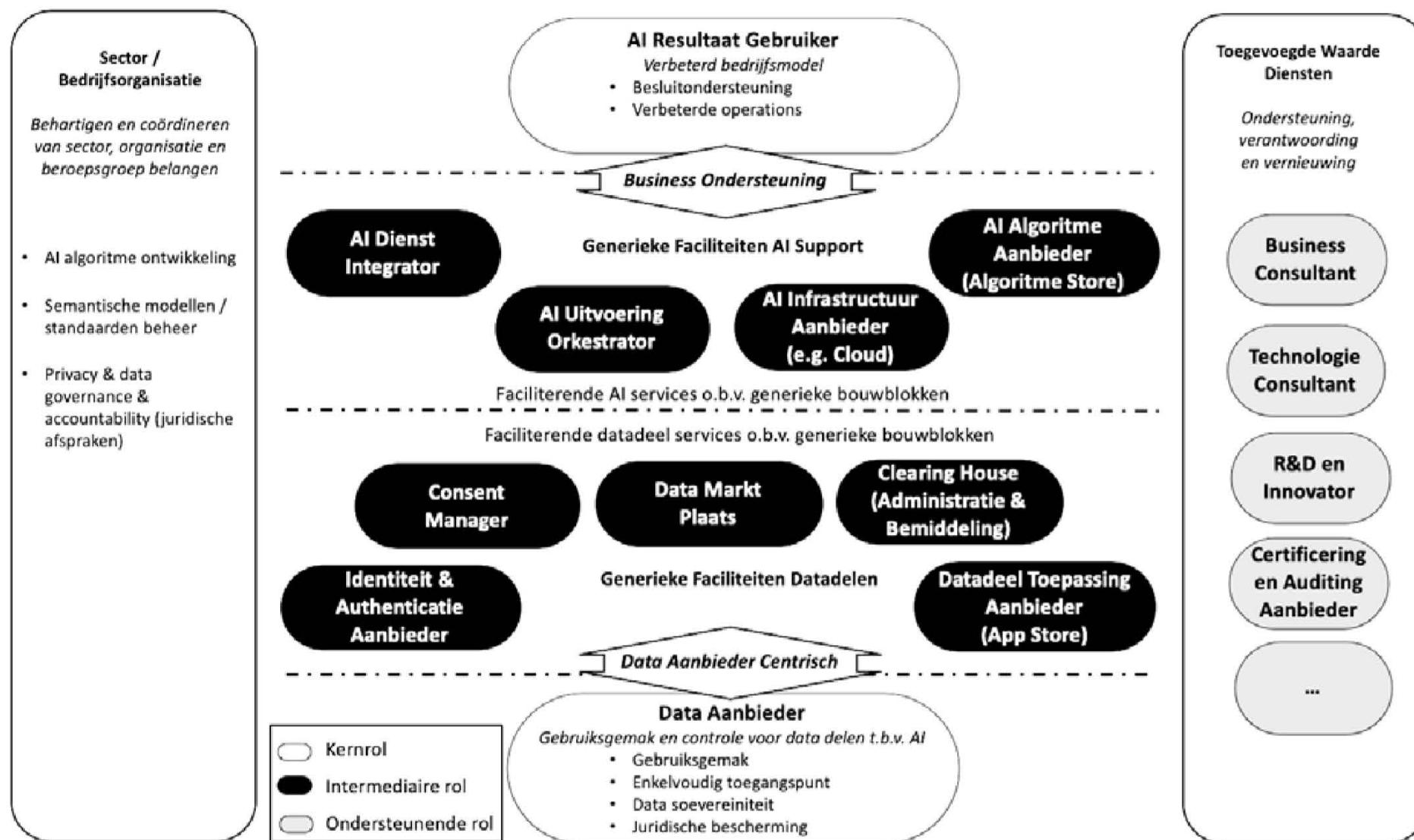
Setting the scene: Reference documents on the EOSC





NL AIC workgroup “Data delen”

NL AIC: VNO-NCW, MKB-Nederland, TNO, VSNU and the ministry of EZK



Figuur 4: Het rollenmodel (ecosysteem) voor datadelen t.b.v. AI.



National Data-Sharing Coalition

harmonisation canvas

- technical standards
- semantics of data
- law agreements
- trustworthy, re-useable, digital identities

Kick off: 20 January 2020

Ministry of Economic Affairs and Climate

Amdex (AEB)



technical support for new data markets in which users have control over their data and the rules of the market

FAIR and TRUSTED data market

2019: Digital & Circular Competition
Winners: Madaster en Dexes

Amsterdam Economic Board, Amsterdam Science Park, UvA, VU, HvA,
the municipality of Amsterdam and SURF-Sara



Many more business initiatives!



Take aways

- Industry, applied research and academic research have different needs
- Industry is experimenting, not always implementing
- Still formulating an European answer to dominant data identities
- Current status: not why but how