

ETHICS OF DATA GOVERNANCE

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CONTENT



Background



Questions about data



Design/ Scenario's for data governance

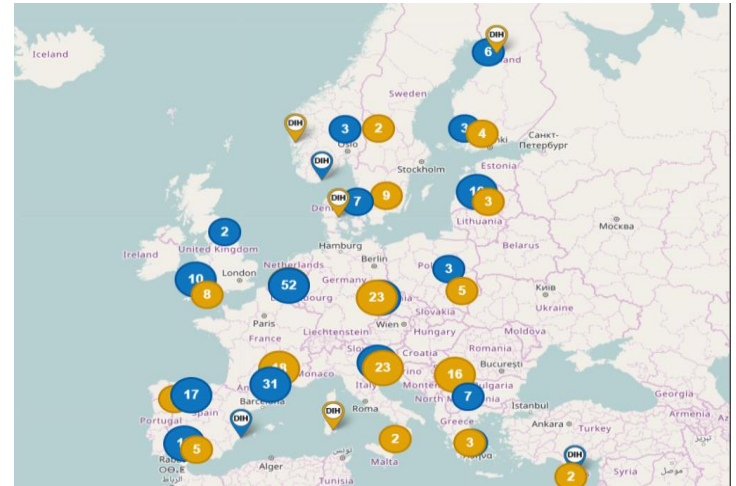
BACKGROUND

- www.IOF2020.eu
 - 33 use cases, 7 in dairy, 6 in meat
 - Sensors/ gps for behavior; remote product quality; data optimizing production
- Technical innovation often involves/requires a social and moral innovation as well
 - Are they desirable?
 - Facilitators and obstacles to innovation
 - Ethics: a reflection about morals
- Literature
 - Themes: data ownership, power relations, impacts on society
 - Practical questions on data in IOF



IOF - DIGITAL INNOVATION HUBS

- What happens to the data of UCs after IOF ends?
- Europe is investing in DIH's. Who governs data in DIH's? Who decides about who can collect them, analyse them, interpret them, re-use and –reinterpret them over time?



QUESTIONS ABOUT DATA

- Who is the data owner?
- Who has the right to benefit from data?
- Should data be protected? How?
- What do we mean when we say farmers 'have a right to' data?
- What is the role of privacy in agriculture?
- What should be done to give farmers a role in decisions to collect, evaluate, transfer or use data?



DESIGN FOR ETHICAL REFLECTION

- Exploration through interviews
 - Different stakeholders
 - Possible scenario's for data governance
 - Set of context relevant values
- Focus groups (*we are still in this phase*)
 - IOF -IT/ farmers in EU
 - Discuss values - reflect on scenario's
- Analysis
 - Coding of transcript, grouping in themes

SCENARIO'S FOR DATA GOVERNANCE

- Four lines of thinking on them (which you are allowed to combine/alter)
 1. The 'I choose' model
 2. Data as public library
 3. Data governance is settled by the market
 4. Data to re-organize collaboration in the value chain



THE 'I CHOOSE' MODEL

- Farmer should get to choose whether and with whom he or she shares data
 - Copa Cogeca: shape good contracts
 - Practical. But: feasible in the long run? And does it really enhance autonomy?



DATA AS A DIGITAL LIBRARY (HUB?)

- General consent – public access
- Management of the ‘library’ develops sharing policy
- But: who pays? If it is the government, can it decide?



DATA GOVERNANCE SHOULD BE SETTLED BY THE MARKET

- Data is a good to be traded
- People will share data when it is beneficial to them
- But: Competition, inequality of knowledge/expertise, digital divide



DATA ALLOW TO REORGANIZE THE VALUE CHAIN

- Farmers shape collaborative with supply-chain and supermarket
- But: unequal competition?



IS THERE A MODEL THAT YOU PREFER?

- 1. The 'I choose' model
- 2. Data as public library
- 3. Data governance is settled by the market
- 4. Data to re-organize collaboration in the value chain

- Three stage discussion
 - Choose intuitively, discuss values and reflect again
- Divide in groups!



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"...and here I was...only just getting used

VALUE CARDS

- Autonomy
- Empowerment
- Efficiency
- Trust
- Privacy
- Safety
- Data ownership
- Knowledge
- Innovation
- Transparency
- Justice
- Sustainability
- Health
- Fun
- Food safety
- Food security
- Conservatism: keeping things as they used to be

TEAM ETHICAL WP IOF2020



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