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Fraunhofer-Institut für Software- und Systemtechnik ISST

European Data Spaces for Sustainability

Interactive audience discussion: Your current challenges on a business perspective

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Status quo of the German data economy

Deep-Dive-Session - Agenda

1.	**The IEDS project, empirical data and further details**	10 min
2.	**Existing barriers of data sharing from your perspective**	15 min
3.	**Incentives & conditions for data sharing**	10 min
4.	**Open discussion**	10 min

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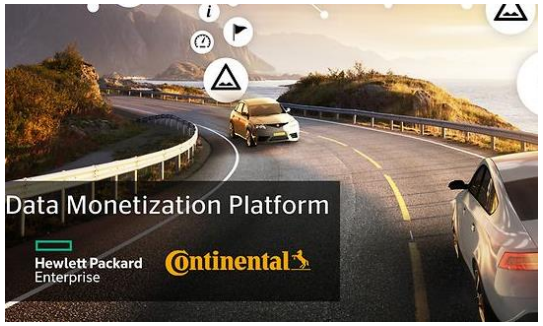
The new role of data

Data as an economic resource

Strategic relevance of data for all industries



Data monetisation in business ecosystems

Combination of companies from the entire value chain in ecosystems

Data as an enabler for digital business models

Developing novel business models across different domains

Data for AI-driven business optimisation

Numerous advantages through the targeted use of data and its exchange with business partners

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IEDS

Incentives and Economics of Data Sharing

Funding Details

Funded by

Bundesministerium für Bildung und Forschung

Project start:	01 May 2021
Duration:	36 months
Funding:	Federal Ministry of Education and Research
Funding code:	IEDS0001
Funding volume:	approx. 5 million €

technische universität dortmund

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The five fields of action of the IEDS project

The **aim of the project** is to develop concrete **incentive mechanisms** and **blueprints** to enable companies to **participate in data ecosystems**.

1. **Data Economy Readiness**
2. **Data strategy and data management**
3. **Data-driven business models**
4. **Data evaluation**
5. **Data law**

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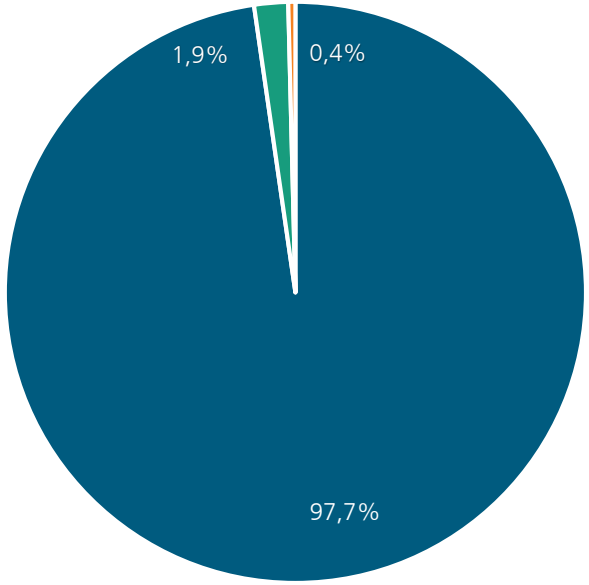
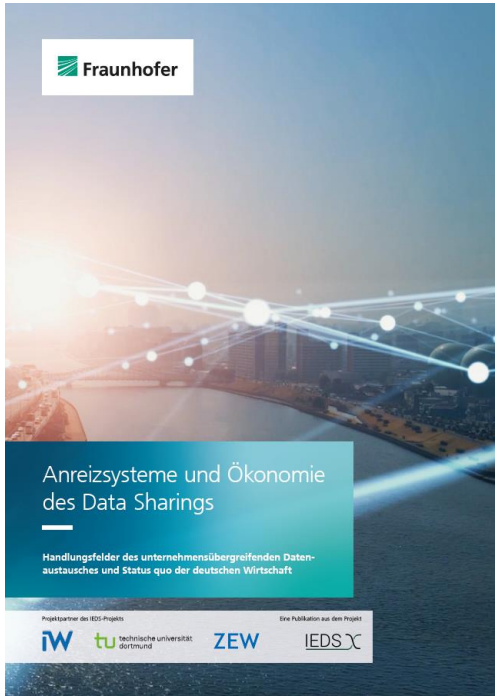
Study description

Key data on the study

1. **Question**: To what extent do companies in Germany manage their data together?
2. **Representative study with n=1002** companies surveyed
3. **Questions from the areas** of data management, storage, use, etc.

Respondents according to Company and employment size





First study results in the current IEDS WhitePaper.

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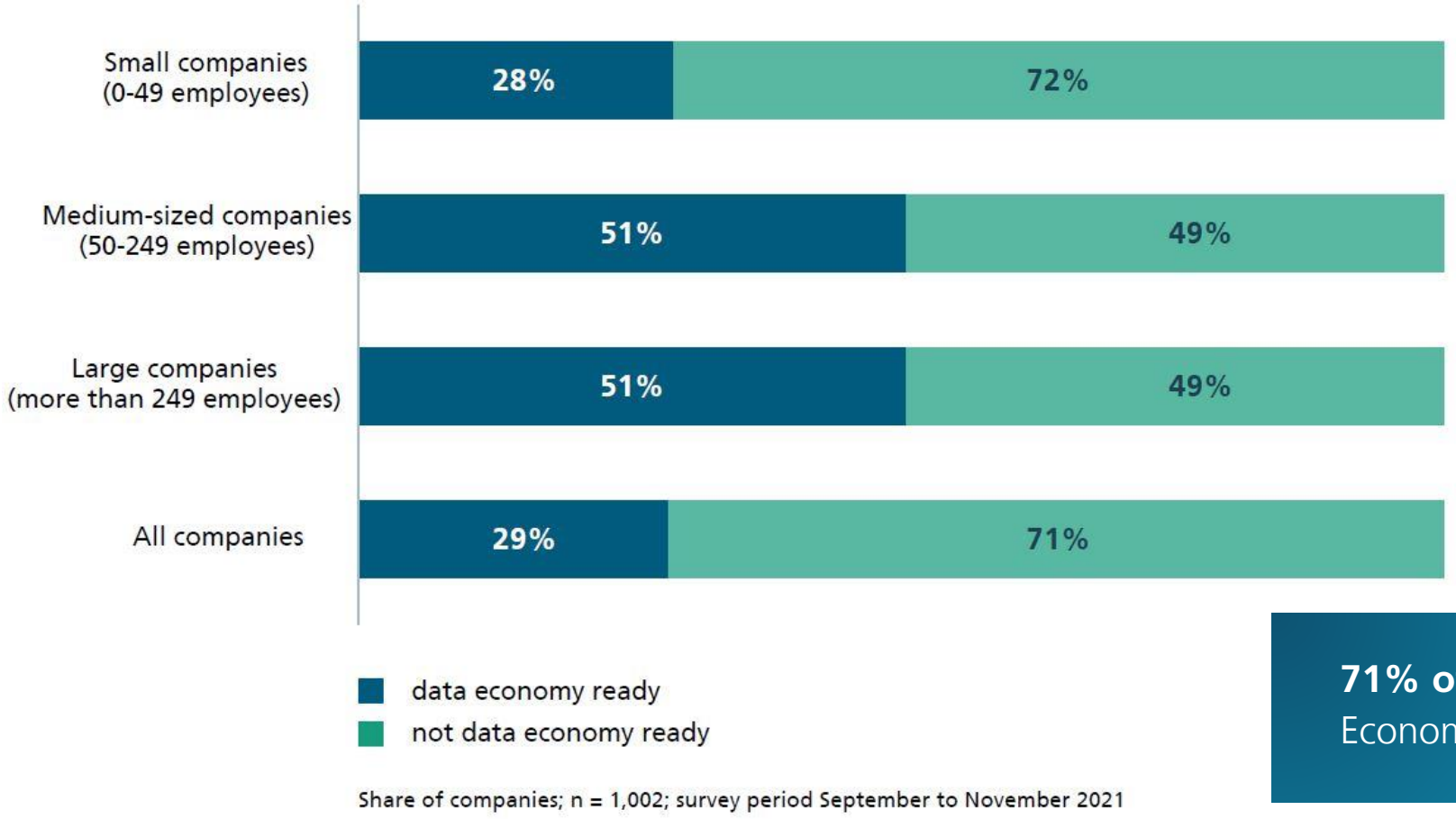
Data Economy Readiness (n=1002)



Data economy ready: companies that are able to manage their data efficiently - this is the case if they store different types of data digitally, operate efficient data management and use their data for many different purposes (cumulative model with cut-off)

71% of German companies are not Data Economy Ready

Source: Institute of the German Economy; survey results from the IEDS project

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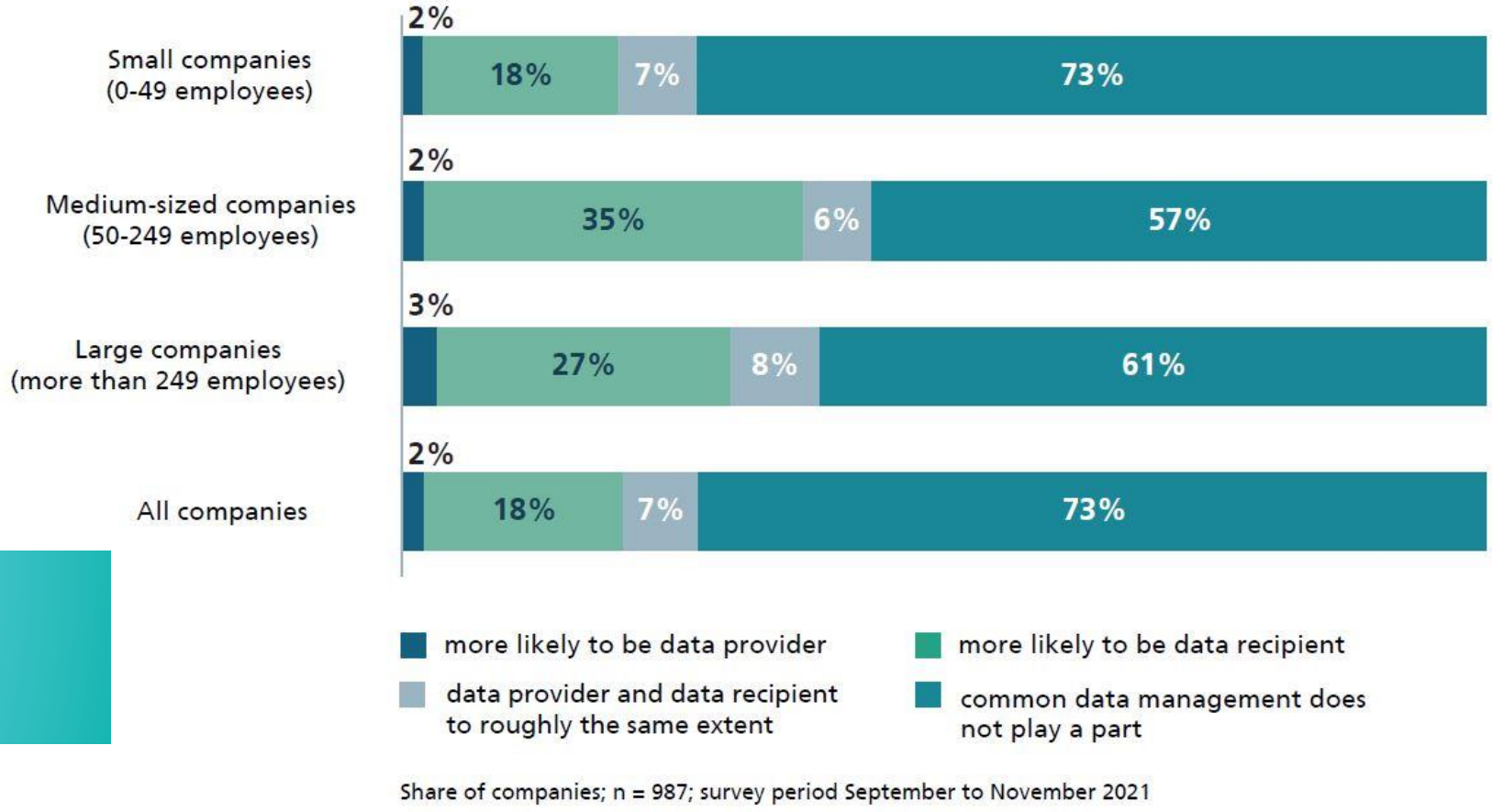
Role of Data Sharing

Data Sharing: at least two companies use an originally identical data set of a company (possibly at different times or with different objectives).



Companies receive **significantly more** data than they give

Source: Institute of the German Economy; survey results from the IEDS project

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Internal

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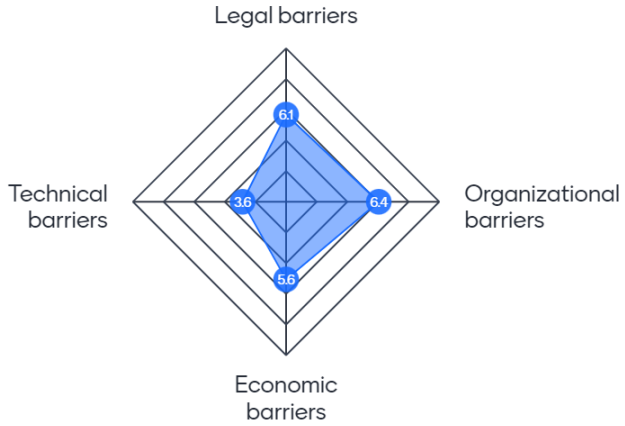
Technical, organisational, economic & legal barriers

Go to **www.menti.com** and use the code **5228 5265**

What are the biggest challenges to data sharing?

Mentimeter



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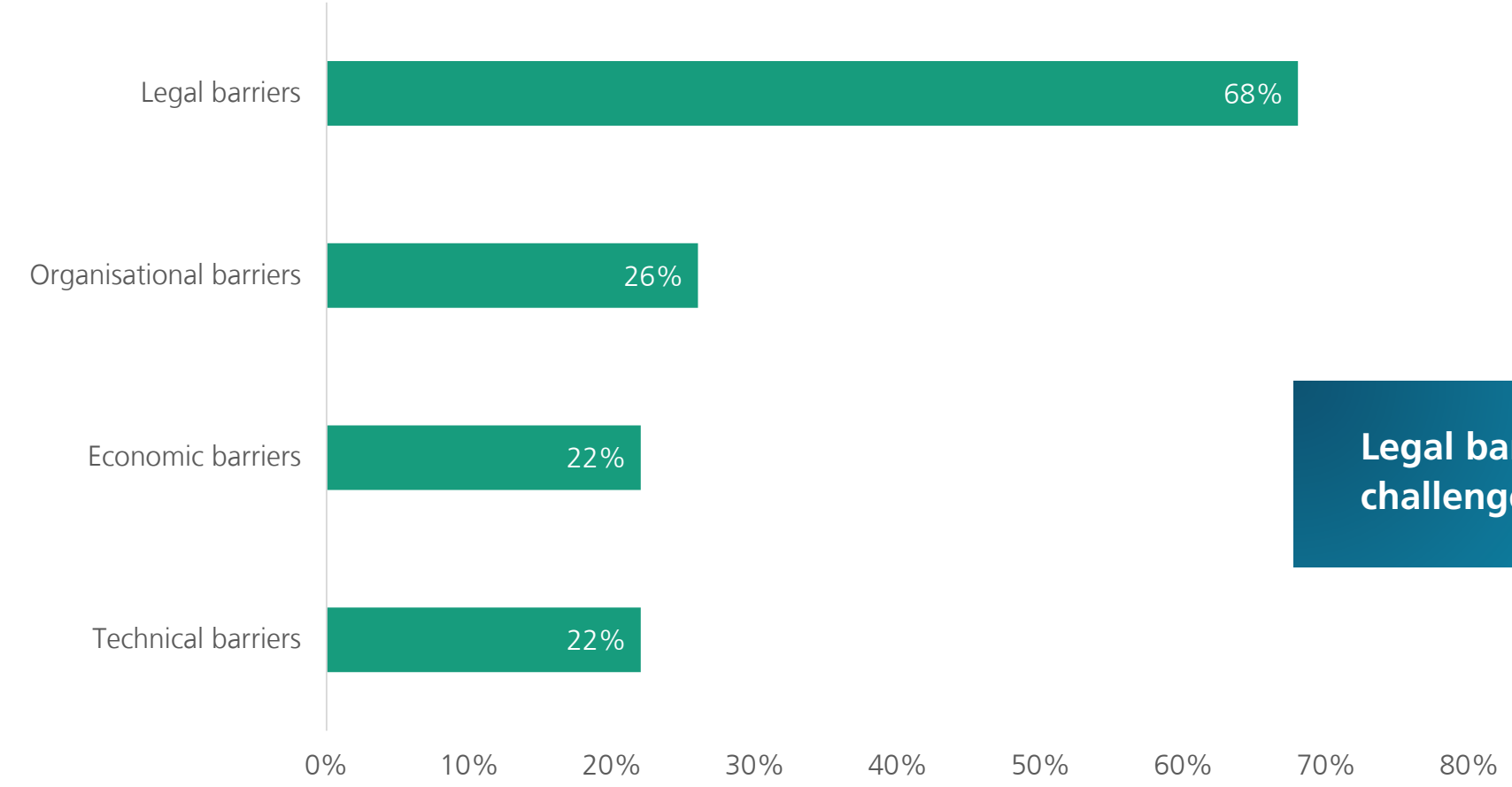
Barriers to data sharing (multiple answers possible)



Legal barriers are by far the **biggest challenge** for businesses

Source: Institute of the German Economy; survey results from the IEDS project

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Economic barriers to data sharing

Go to **www.menti.com** and use the code **5228 5265**

Mentimeter

What are the biggest economic challenges to data sharing?

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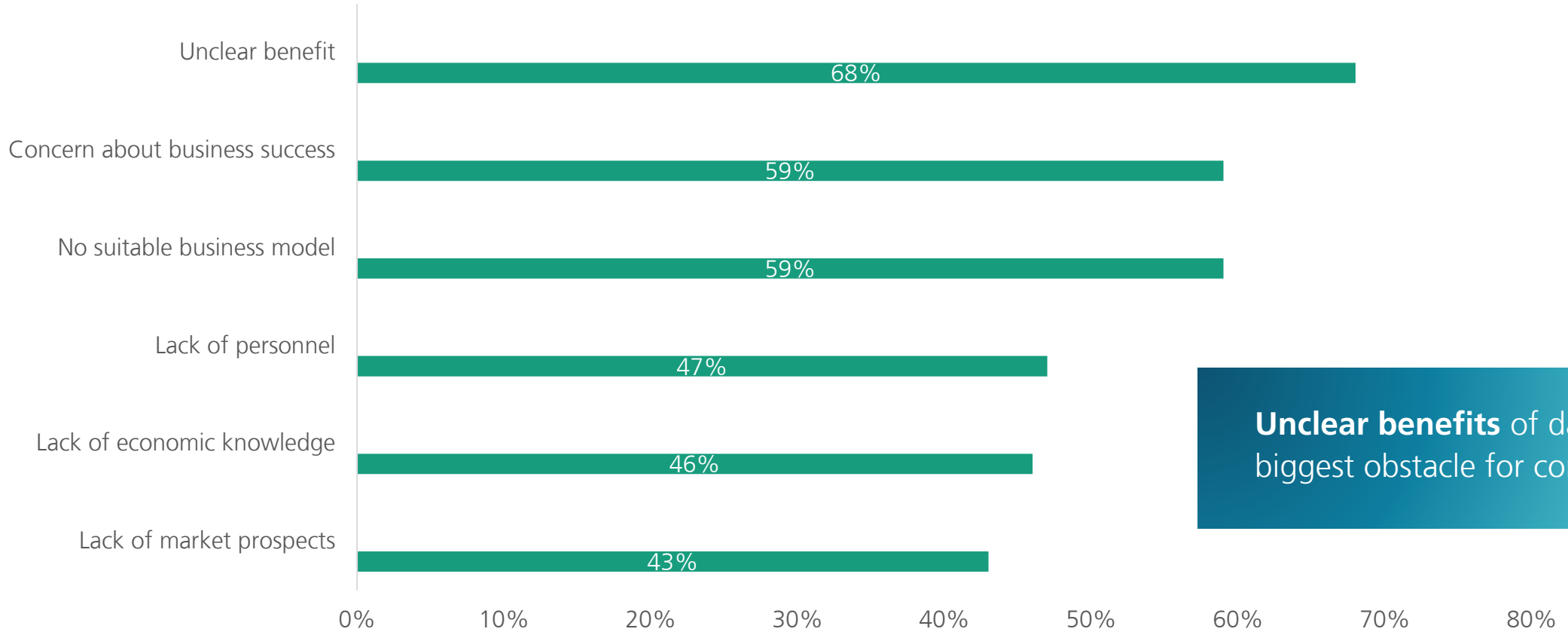
Economic barriers to data sharing



Unclear benefits of data sharing the biggest obstacle for companies

Source: Institute of the German Economy; survey results from the IEDS project

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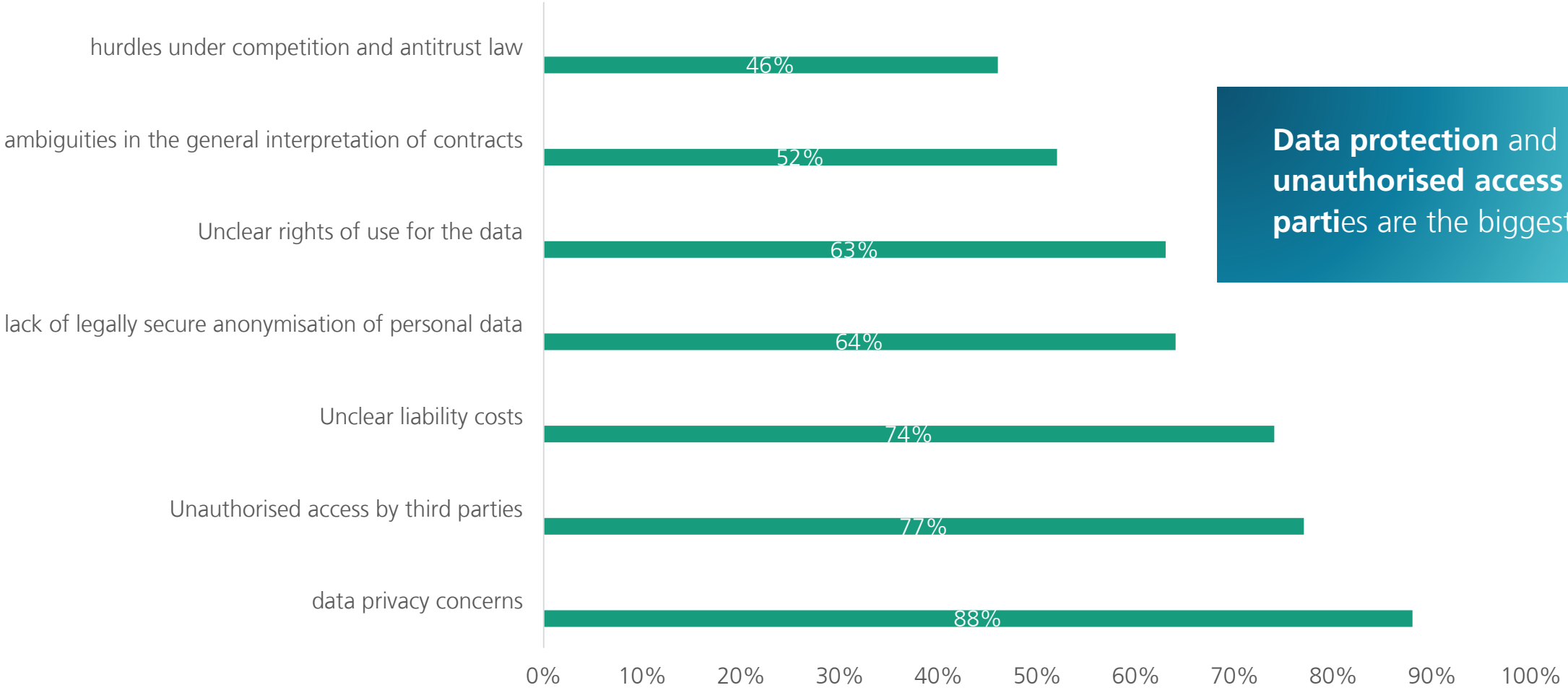
Legal barriers to data management



Data protection and **unauthorised access by third parties** are the biggest concerns

Source: Institute of the German Economy; survey results from the IEDS project

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Conditions of data sharing

Go to **www.menti.com** and use the code **2325 3199**

Mentimeter

Under what conditions could it be interesting for a company to make its own data available to other companies?

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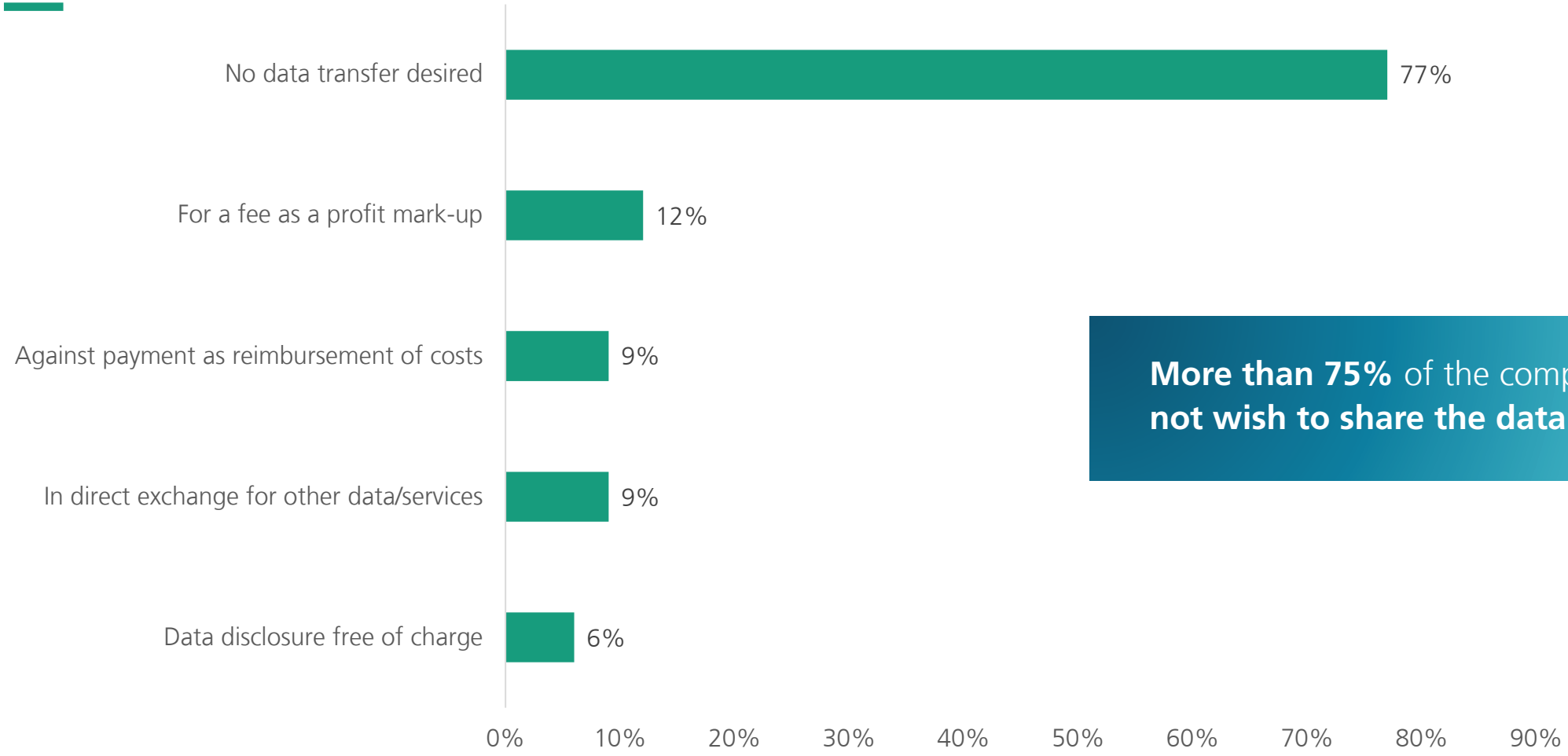
Conditions of data sharing



More than 75% of the companies surveyed do **not wish to share the data**

Source: Institute of the German Economy; survey results from the IEDS project

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