



Growing up **2030** in a digital world

GOVERNING HEALTH FUTURES
THE LANCET & FINANCIAL TIMES COMMISSION

Platforms and governance of data

Perspectives from *The Lancet* & Financial Times Commission on *Governing health futures 2030: Growing up in a digital world*

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All expressed views and opinions are entirely my own. They do not necessarily reflect the views and opinions held by members of the Commission or the Commission's Secretariat.

The Commission at a glance

Fundamental question of the Commission

What needs to be done today to ensure the health and well-being of the young generation amidst a technological transformation affecting health systems, societies, and global governance?

The Co-chairs

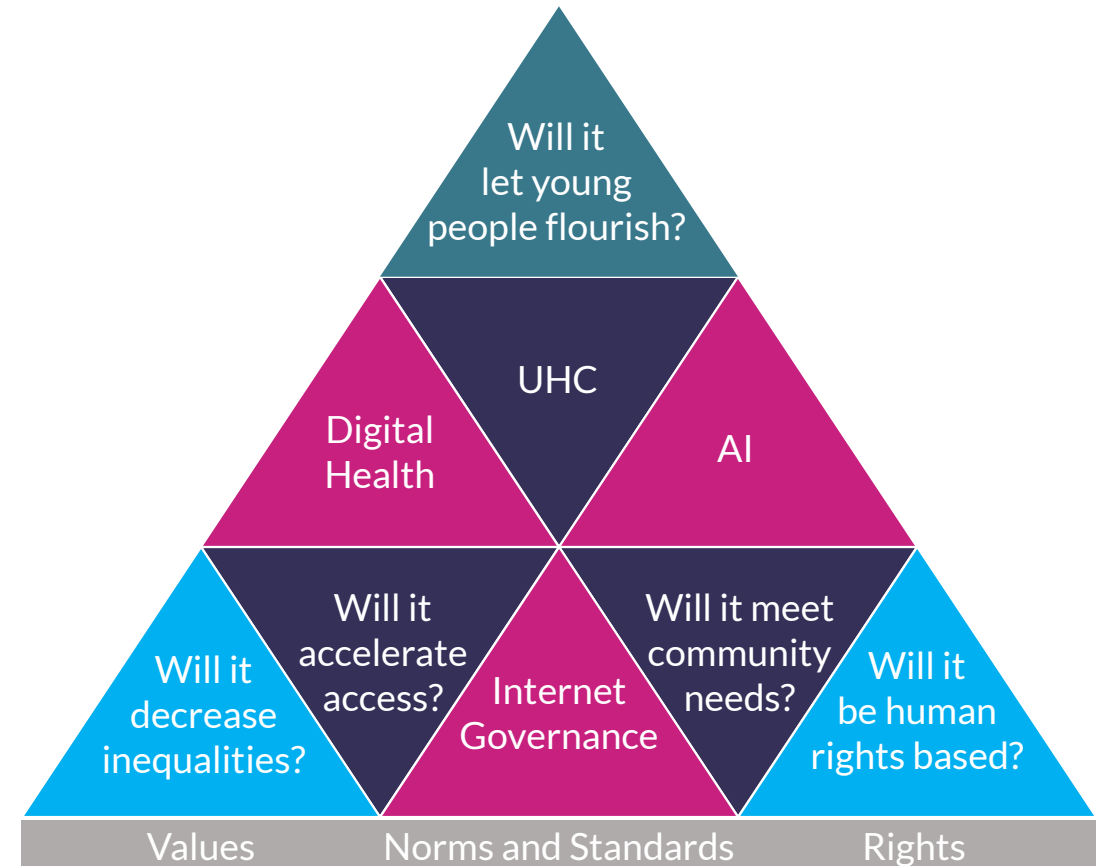


Professor
Ilona Kickbusch



Dr
Anurag Agrawal

The “Triangle Model”



Why are digital platforms important for the Commission?

Digital (health) platforms...

... are key drivers of the data economy (product innovation, practices, market dynamics)

... have the potential to pioneer new data governance approaches

Governance

... represent spaces for various identities of young people

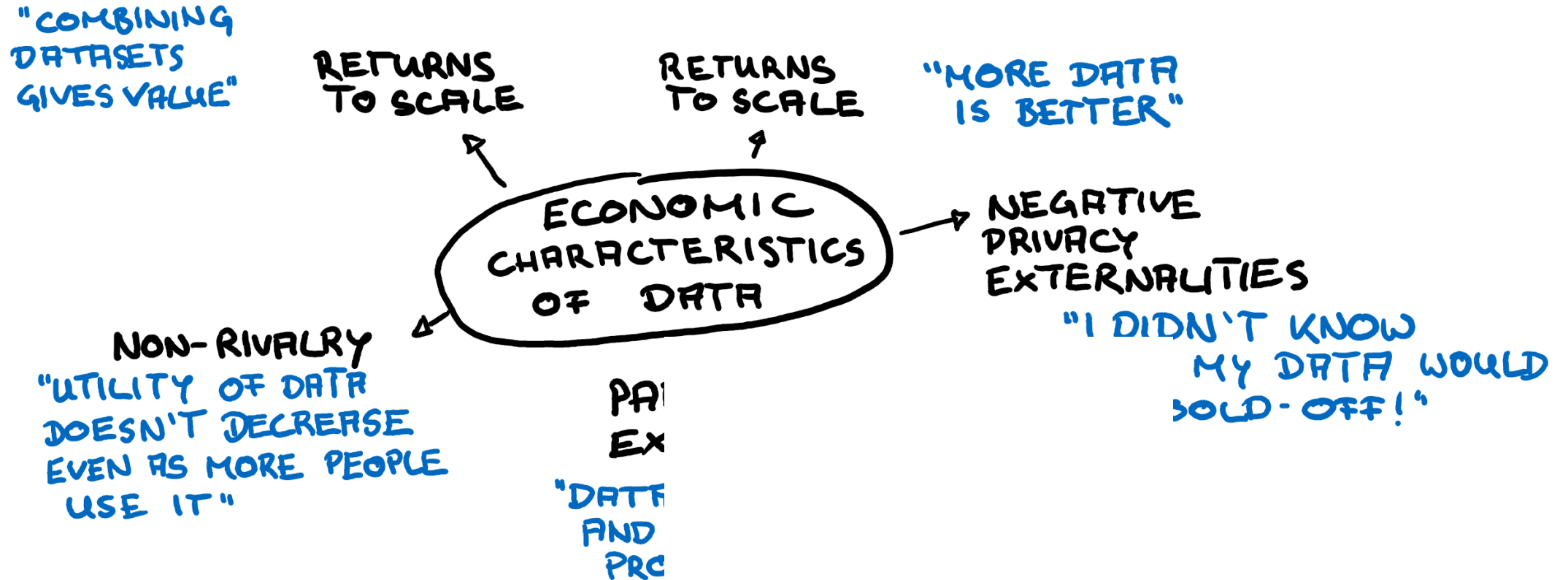
... are often the *de facto* guardians of data (and the privacy of their users)

Young people

... are a carriers of values and narratives from their 'country of origin'

Geopolitics

Economics of data as a perspective to understand policy options



Data characteristics for understanding governance choices

Getting our objectives right

- Getting the maximum societal value from data
- Giving sufficient incentives to market actors to invest in data collection, curation, and analysis
- Providing sufficient trust/safeguards to people to (rightfully) feel comfortable sharing data

Levers via economic characteristics

Non-rivalry

Returns to scale

Returns to scope

Excludability

Privacy Extern.

A macroperspective: The reality of the platform economy and implications for the coming generation



The reality of the platform economy

- Information asymmetry
- Market concentration and superstar firms
- Systemic risk
- Excessive uncontrolled data collection
- Arms race among countries

Implications for the coming generation

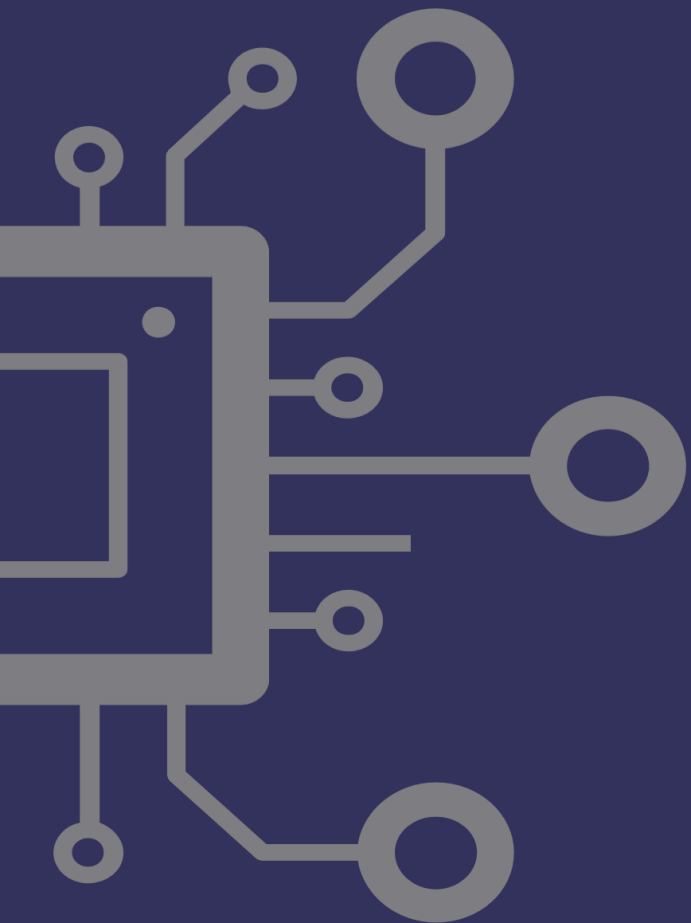
Different governance choices given digital divide and income disparities (+geopolitics?)

Datafication of children, childhoods, and environments without much public debate

Individual agency and access is propagated, but what about data and health literacy?

Current digital governance driven by tech-necessities, not by human rights

Where to find us



www.governinghealthfutures2030.org



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