

Drive Sweden project “CATALYST”

Could barriers to scale data sharing be removed?

- Challenges:
 - Multilateral data sharing in service ecosystems.
 - Commercially centric vs society centric services.
 - Incentives, trust, business case, semantics, system complexity....
- Can recent regulatory initiatives make a difference?
 - EU Data Act (in force since Sept 2025) + European Data Spaces
 - Supports service innovation enabled by sensor data.
 - The user (in B2C, B2B, B2G) owns the data!
 - Puts requirements on suppliers of connected products.
 - Gives authorities “open pipes” in case of crisis.



Join the “CATALYST”-session after lunch to discuss if/how your solution or usecase will be impacted by EU Data Act.

Olle Isaksson, Greenhouse Group
olle@greenhousegroup.se