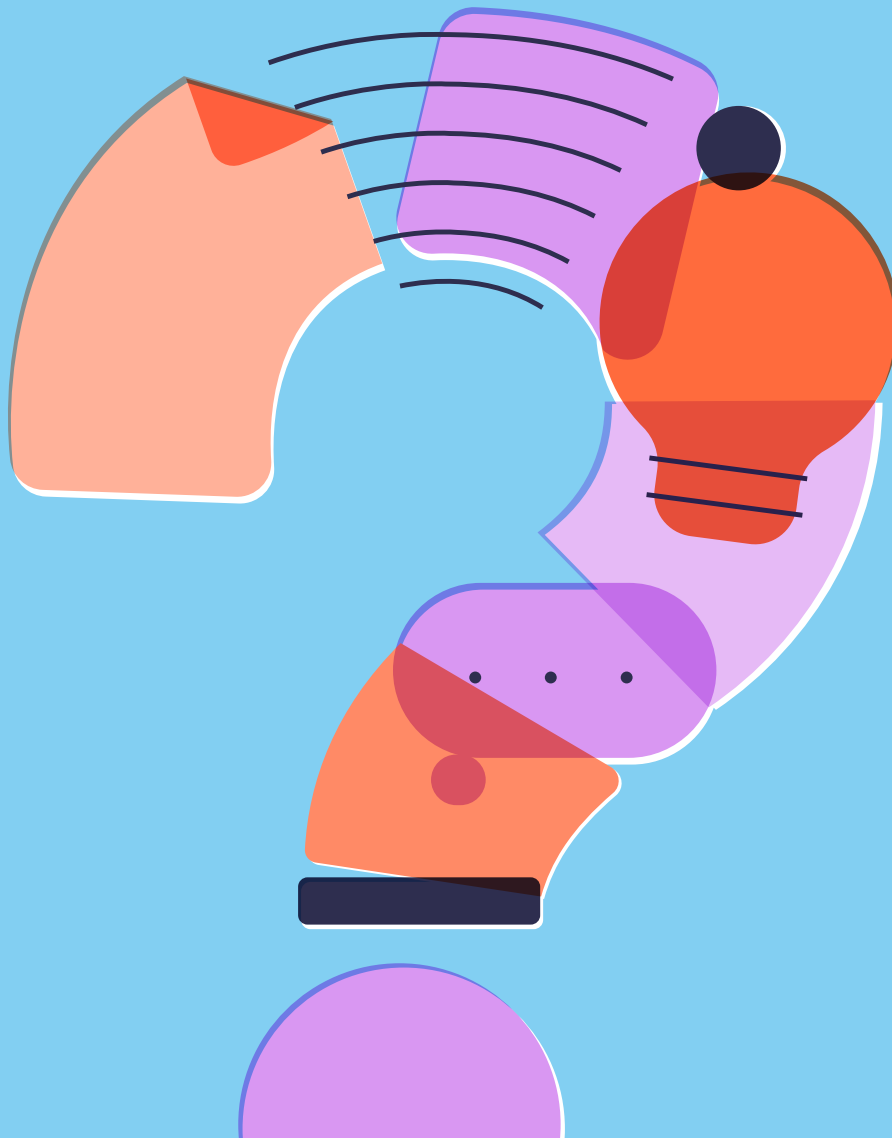




# Brainstorming Tool

7 Questions to Ask Yourself Before  
You Create a Data Social Utility Trust



Research

**Design**

Implement

### **Intended audience**

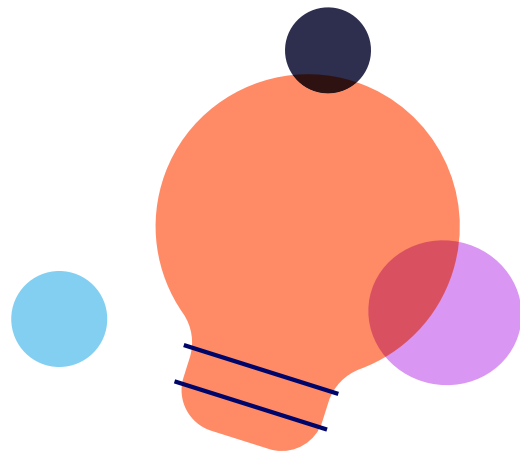
- Data social utility trust project owners.
- Individuals and organizations who work with project owners.

### **When to use this document**

At the project design stage, prior to completing the *decision support tool* and trust deed template.

### **Limit of liability**

The information in this publication is for information purposes only and is not intended as advice to readers of their legal rights and obligations. It is based on laws and regulations that may have changed by the time you read it. It may also be inapplicable or not suited to your circumstances. No part of this document should be construed as either a professional opinion or an answer to any particular situation. This information is not intended as a substitute for professional legal advice.



# • 7 questions to ask yourself

1 What problem are you trying to solve with this project?  
Do you have a particular opportunity in mind?  
If yes, what is the problem or opportunity?



Describe the factors that bear upon this problem or opportunity. What has been accomplished to date to resolve the problem or seize this opportunity?

2 What characteristics of the data will be shared?



Ask yourself

- Who collects this data?
- Who or what is this data about?  
Who or what could it affect?
- What information does it disclose?
- Who has access to this data and under what conditions?
- Does this data have any special characteristics?  
(For example, is it personal or sensitive data?)

## 7 questions to ask yourself

3 Why do you think a data social utility trust is a good choice for sharing or pooling this data? What needs does the SUT meet?

4 Why is a data social utility trust better than other types of data partnerships?



See *Data Partnerships: An Introduction* to learn about other forms of data partnerships.

5 Who are the stakeholders in this data social utility trust?



- Who are the key project stakeholders?
- Describe their involvement, either now or in the future, in the data social utility trust.
- Are there any players who should **not** be involved in any way at any time?

**6** Have you set out ethical principles to steer the trust's purpose and governance? If yes, what are they? If not, why not?

**7** Think 10 years down the road. How will this data social utility trust be useful?

Did you find this booklet useful?  
Do you have any suggestions to make it better?  
Please complete our [feedback form](#) (FR).

# Ready to continue your research?

A selection of resources is available to help you better understand certain concepts in this tool, to help you think through the matter, and to provide concrete suggestions that meet your needs.

Research

Design

Implement

Documents to read (as applicable) during a project's ideation stage



**Data Partnerships: An Introduction**



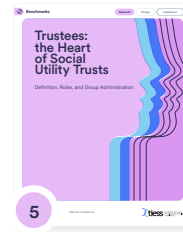
**Business Models for Data Partnerships**



**The Social Utility Trust: A Path to Data Partnerships**



**Collective Governance of Social Utility Trusts: Four Community Engagement Strategies**



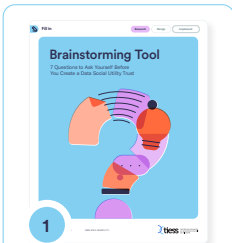
**Trustees: the Heart of Social Utility Trusts: Definition, Roles, and Group Administration**

Research

Design

Implement

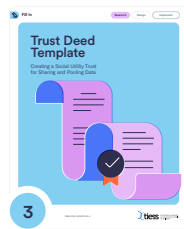
Useful tools to help you create a data social utility trust (FR) or a social utility trust (FR)



**Brainstorming Tool: 7 Questions to Ask Yourself Before You Create a Data Social Utility Trust**



**Decision Support Tool: Questions and Exercises to Help You Design Your Data Social Utility Trust Deed Together**



**Trust Deed Template: Creating a Social Utility Trust for Sharing and Pooling Data**



**Brainstorming Tool: 9 Questions to Ask Before Creating a Social Utility Trust**



**Decision Support Tool: Questions and Exercises to Help You Design Your Social Utility Trust Deed Together**

Research

Design

Implement

These documents will all still be useful after the social utility trust (SUT) has been created. After all, the SUT is a flexible and evolving tool. You may need to review its business model, certain ways of doing things, or the level of community involvement, when possible.

## Acknowledgements

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## Contributions

Writing: Jessica Leblanc | Language editing and revision: TIESS | Graphics: [MamboMambo](#)

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Qu bec 

Montr al 



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## About

### TIESS

Territoires innovants en économie sociale et solidaire (TIESS) is a social innovation liaison and transfer body recognized by Ministère de l'Économie, de l'Innovation et de l'Énergie (MEIE). It unites numerous stakeholders in the social and solidarity economy and territorial development, as well as research centres, universities, and colleges. TIESS contributes to territorial development by equipping social and solidarity economy organizations so that they can transform their practices and face social challenges in innovative ways. Discover our other resources: [tiess.ca](https://tiess.ca)