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Copernicus Institute of
Sustainable Development

Ideation 2.0 –
Crowdsourcing innovative ideas (to solve the problems of our time?)

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"Open is the new black."

Open source, open data, open governance, open access, open knowledge, open content, open standards and **open innovation** are the current buzzwords in our networked world.

These concepts are built on the principles of **transparency**, **participation**, **collaboration** and **sharing**.

One of the currently most popular strategies within this context is the so-called **crowdsourcing**.

Crowdsourcing

Within the context of innovation, crowdsourcing can be described as an interactive, community-based innovation strategy.

- is an **interactive strategy to outsource the generation of ideas** as well as problem solving.
- happens via a (semi-)**public call**.
- usually takes place **online**.
- used to carry out **creative or development tasks** (as well as repetitive or production tasks).

(Gassmann, Friesike et al. 2013, p. 6)

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Intermediaries platforms used by different companies or organisations but which are operated by a third-party bringing together idea seekers and idea generators.		**Corporate or public/(non-)governmental platforms** platforms set up by an individual company or organisation to generate ideas for potential innovations or to solve specific problems.		
Third-party platforms focusing on R&D challenges usually solved by scientists and experts	*Third-party platforms focusing on more general ideation and problem solving challenges solved by a diverse crowd*	*Corporate platforms focussing on ideation for potential innovations (new products, services and solutions)*	*Corporate platforms focussing on the design of new products*	*Public/ (non-) governmental non-profit platforms focussing on ideation and problem solving to tackle social, ecological, economic or scientific issues*
InnoCentive (1)	**Atizo** (1)	**My Starbucks Idea** (5)	**Swarovski Crystal Vision** (1)	**Ideas Campaign** (2)
	ig Idea Group 1+4)	**Dell IdeaStorm** (5)	**LEGO Mindstorms** (2)	**iBridge Network** (6)
	haodrix (1)	**Unilever Open Innovation** (3)	**Bombardier YouRail** (1)	**Postcode Lottery Green Challenge** (1)

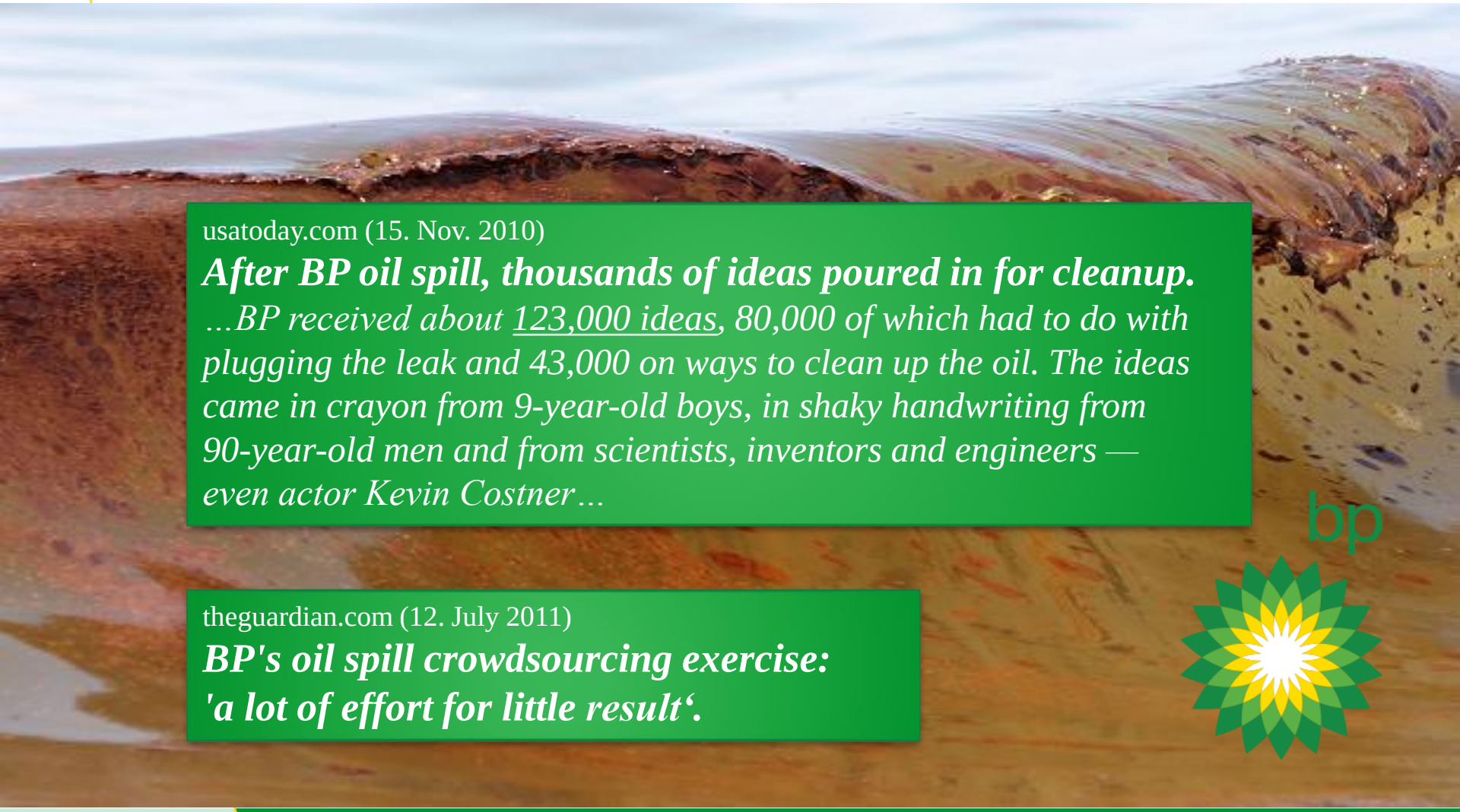
Developed by the pharmaceutical company Eli Lilly in 2001.

(1) Temporary idea competitions/contests (financial rewards)
(2) Temporary idea competitions/contests (no financial rewards)
(3) Temporary idea competitions/contests (financial rewards possible)
(4) Ongoing idea calls (financial rewards)
(5) Ongoing idea calls (no financial rewards)
(6) Ongoing idea calls (financial rewards possible)

Classification by Schemmann (using insights from Gassmann, Friesike, & Häuselmann, 2010; Schenk & Guittard, 2011)

Corporate platforms to generate ideas
for new products, services, designs and processes.

Corporate platforms to generate ideas in the event of a crisis...



usatoday.com (15. Nov. 2010)

After BP oil spill, thousands of ideas poured in for cleanup.

...BP received about 123,000 ideas, 80,000 of which had to do with plugging the leak and 43,000 on ways to clean up the oil. The ideas came in crayon from 9-year-old boys, in shaky handwriting from 90-year-old men and from scientists, inventors and engineers — even actor Kevin Costner...

theguardian.com (12. July 2011)

BP's oil spill crowdsourcing exercise: 'a lot of effort for little result'.

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Corporate platforms to generate ideas which help to shape our future…

204 proposals currently under review.

YouCity: online competition about the evolution of mobility in fast-growing urban areas.

… more than two thirds of …orld's population expec- …o live in cities by 2050, … commercial and cultural … urgently need to evolve …ms of improving the …lity of their populations … driving sustainable economic growth. Our YouCity contest will provide innovators of the future a unique platform to demonstrate what smart urban mobility will look like on the horizon."

Martin Ertl,
CIO for Bombardier Transportation

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Yet2 (4)	**Big Idea Group** (1+4)	**Dell IdeaStorm** (5)	**LEGO Mindstorms** (2)	**iBridge Network** (6)
NineSigma (1+4)	**Chaodrix** (1)	**Unilever Open Innovation** (3)	**Bombardier YouRail** (1)	**Postcode Lottery Green Challenge** (1)

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Reasons for "Citizensourcing":

- New demand for innovation and problem-solving
- Developing open governance & eParticipation
- Increase legitimacy
- Fight political disenchantment
- Financial pressure
- Pressure to innovate and develop the public sector
- Raise awareness for important issues and developments

- Create a new Volunteer Corps to **engage the unemployed in community and voluntary work** in Ireland and internationally, without losing their unemployment benefits.
- Ensure that there is not an automatic 'use it or lose it' approach to public funding. **Allow those in receipt to rollover unspent funds** to the following year's budget to facilitate medium-term planning and savings.
- Provide a one-stop-shop **virtual helpdesk for start-ups** with advice on legal, HR, patents, accountancy issues etc.
- Develop a **coherent 'Ireland' brand for education** in order to draw more international students to our third-level institutions.
- ...

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European Commission

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FUTURIUM

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Part of **Digital Futures**, a foresight project tapping into the collective wisdom and creativity of stakeholders to **co-develop long term visions (futures) and policy ideas** for beyond the Digital Agenda and Europe 2020.

Still a prototype aiming to facilitate **Policy Making 3.0**.

Already more than **100 "Futures"** and **60 "Policy Ideas"**.

POLICY

- All Policy Ideas
- Most impactful policy ideas
- Most supported policy ideas

Browse futures by topic:

- Science and technology
- Economy

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#BAJET 2014
BERIKAN CADANGAN ANDA

Citizens can **contribute ideas on one of fifteen topics**, which range from cost of living and employment to education and environment and culture.

The public can also up- and down-vote comments.

A similar initiative last year received **2,500 ideas**.

After the site closes to the public, Malaysia's finance ministry will sort through the ideas and consider which ones can actually be implemented.

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cairo Transport App Challenge

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Our finalists!

Public voting and jury evaluation have ended!

It was a hard decision since all the participating apps were one of a kind! Great job everyone!

It is now time to announce our 10 finalists that will participate in the final awards event, taking place **on February 16 (NEW DATE!!)**, in Cairo.

Here are the finalists:

Taree2y
Arkabeh (What Should I ride?)
Rawa7.com
Smart-GTS (Smart Group Transportation Solutions)
Beliaa ... Mobile Car Mechanic
iSalik
ShowMe The Traffic
Emokhalfa
Drivers Buster
Autobeesy – Feen

Hundreds of such initiatives have been started to solve problems and foster innovations via citizensourced ideas, but…

Can citizensourcing be a way to foster innovations?

- How useful or novel are such ideas?
- What kind of innovations can be facilitated (incremental vs. radical; product, process, policy or paradigm)?
- How are innovative ideas being perceived (absorptive capacities of organisations and citizens)?
- Can the generation of innovative ideas be stimulated?
- Who are those citizens who participate?
- Why do organisations use citizensourcing for ideation? Are they satisfied with the outcomes?
- What are other effects of citizensourcing?
- (How) will crowd/citizensourcing change or contribute to our knowledge of innovation?

References

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Department of Jobs, Enterprise and Innovation (2009). Minister Conor Lenihan announces Government response to the Ideas Campaign. http://www.djei.ie/press/2009/20090721.htm.

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InnoCentive. http://www.innocentive.com/.

The Cairo Transport App Challenge. http://cairo.hackathome.com/.