

CONNECTING THE DOTS OF GLOBAL
CROWD CULTURE AND MARKETPLACE

**CROWD
SOURCING[®]
WEEK**



Hyperloop[®]
Innovation

Cities as Platforms

Crowdsourcing Citizen Engagement,
Efficiency & Innovation

Epi Ludvik



 **Business
for Smart Cities**
Expocongress



I'M DISRUPTIVE



EPI LUDVIK
 (about me)
epi@crowdsourcingweek.com




@LPlus




Join these Change Makers
 BE PART OF THE GLOBAL CROWD COMMUNITY

CSWGLOBAL + CSW EUROPE + SUMMITS
 5-DAYS 5-DAYS 1-DAY

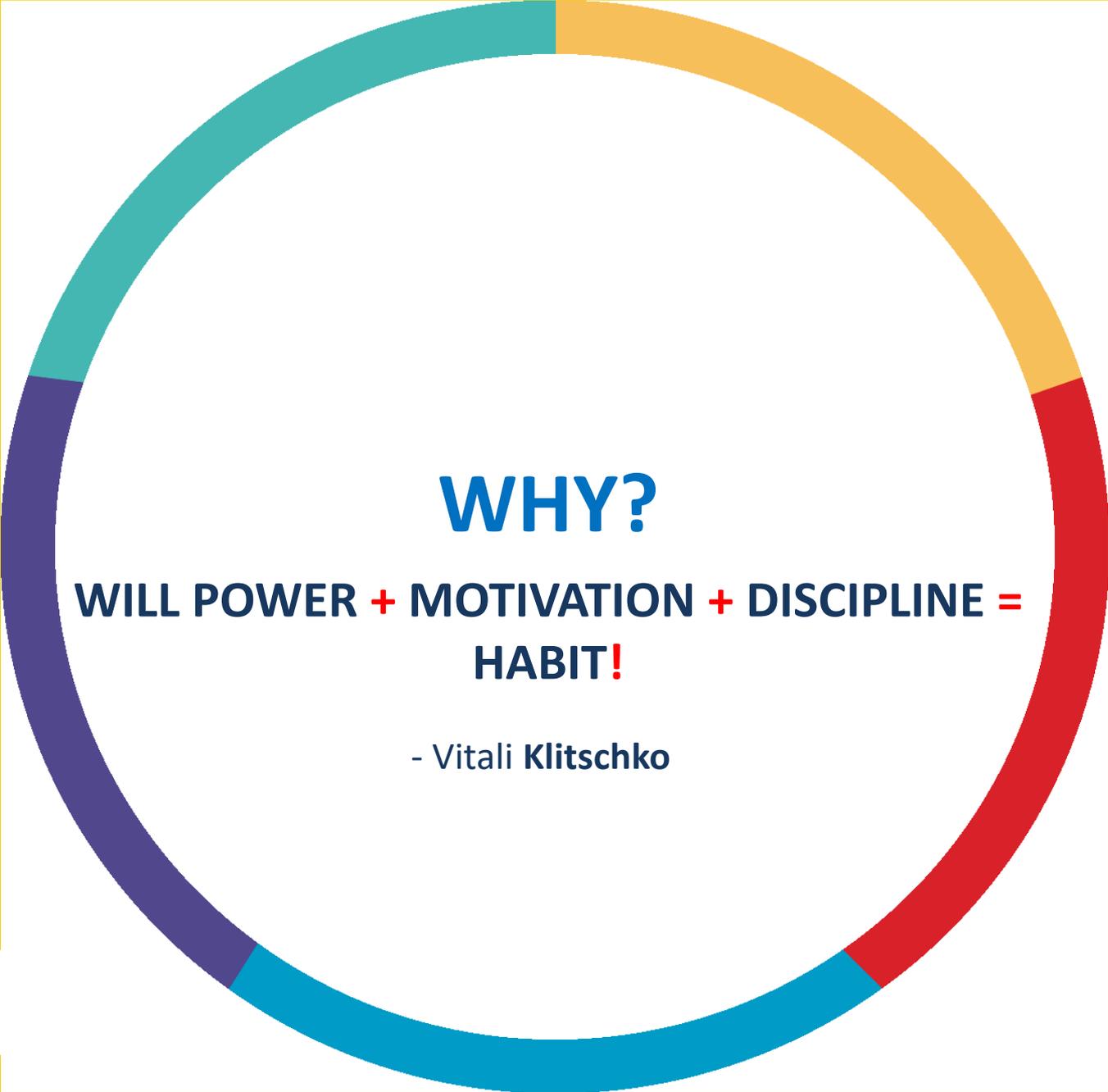
Ludv'k Partners

CROWD SOURCING WEEK



GOGO PLACES **BOLD AWARDS**

Hyperloop[®] Innovation



WHY?

**WILL POWER + MOTIVATION + DISCIPLINE =
HABIT!**

- Vitali Klitschko



Business for Smart Cities Expocongress

ORGANIZERS

City Development Fund
ardana consultants
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MADRGOV

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idencity
enabling smart cities

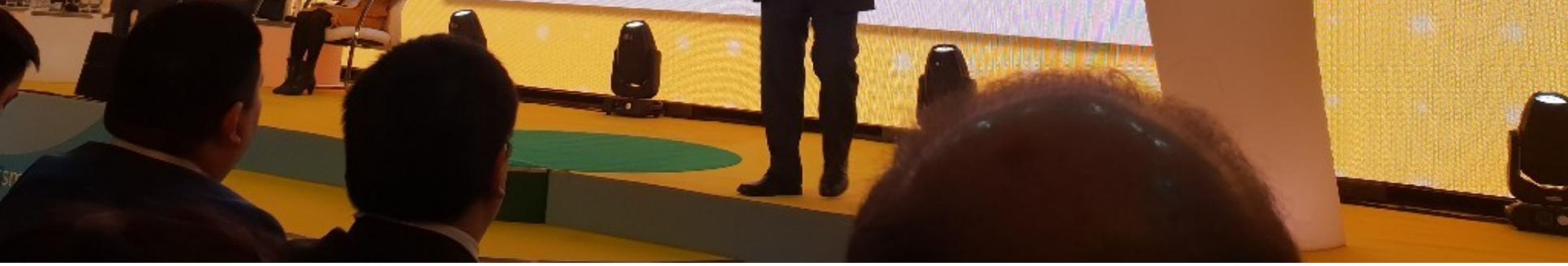
Substratus for Smart Cities Expocongress

And people need city PROJECT to build their future as citizens

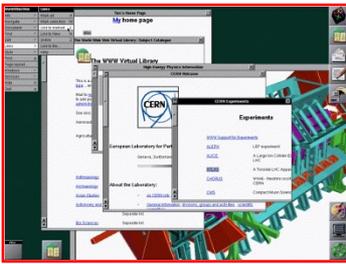
- Citizens
- Environment
- Infrastructure
- Local administration
- Urban planning
- Planning and Urban Policy

Civil Society

Governance



Jordi Hereu – Former Mayor of Barcelona



1991

Start of Internet and World Wide Web
INTERNET OF INFORMATION



1995

Google!
BETA



1998

Google search



2006



Use twitter to stay in touch with your friends all the time. If you have a cell and can text, you'll never be bored again...EVER!



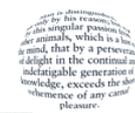
2008

First tweet



1994

Amazon starts Internet shop



WIKIPEDIA
The Free Encyclopedia

2001



2006

The Facebook goes online

CROWD SOURCING

2019

INTERNET OF VALUE



Search the web using Google!

Google Search

I'm feeling lucky

[Help!](#)
[About Google!](#)
[Company Info](#)
[Google! Logos](#)

Get Google! updates monthly:

your e-mail

Subscribe

[Archive](#)

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Use twttr to stay in touch with your friends all the time. If you have a cell and can txt, you'll never be bored again...EVER!

What your friends an

- [Kevin System baby sitting](#)
- [Jeremy Home - boys to bed](#)
- [Katie It's my birthday!](#)

txt

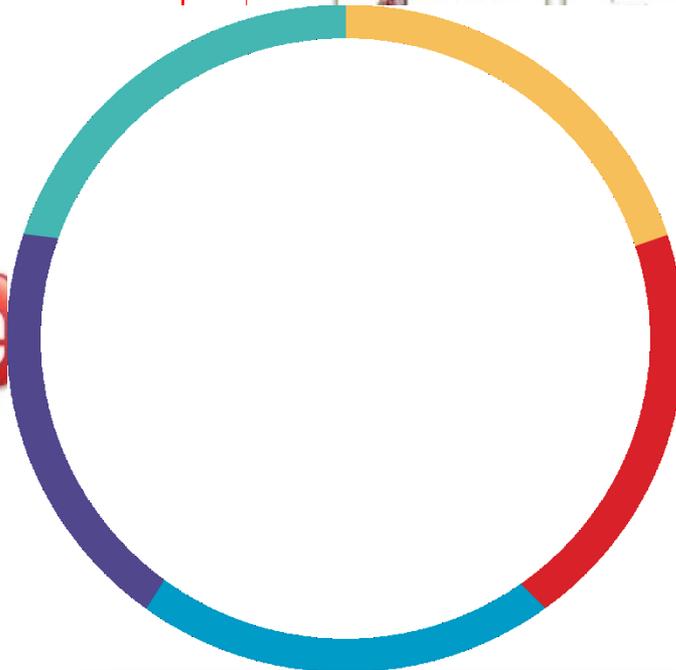
(or)

What are you doing?

UD?

YouTube

2006



ch

... is distinguished
... by his reason, but
... this singular passion
... other animals, which is a love
... the mind, that by a perseverant
... of delight in the continual and
... indefatigable generation of
... knowledge, exceeds the shot

[thefacebook]
login register about

Email: Welcome to Thefacebook!

Password:

[Welcome to Thefacebook]

CROW





WEB 2.0 APPS



WEB 3.0 DAPPS



BROWSER



Brave



STORAGE



Storj



IPFS



VIDEO AND
AUDIO CALLS



Experty



OPERATING
SYSTEM



Essentia.one



EOS



SOCIAL
NETWORK



Steemit



Akasha



MESSAGING



Status



REMOTE JOB



Ethlance

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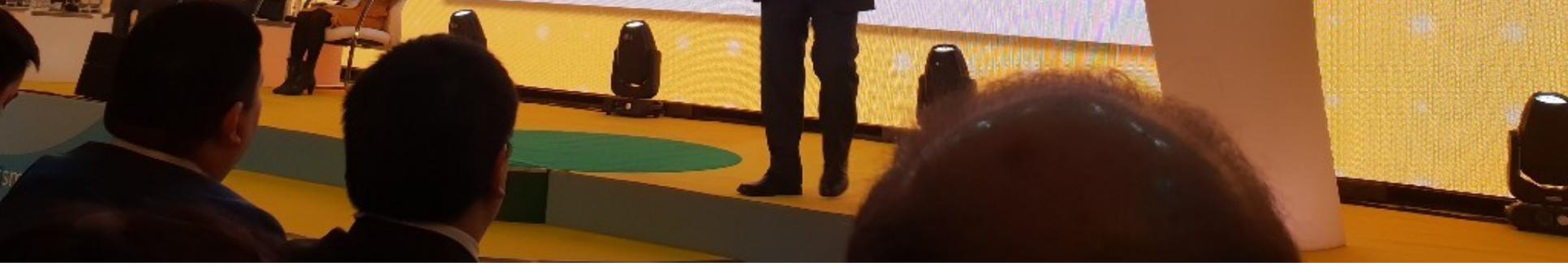
Substratus for Smart Cities Expocongress

And people need city PROJECT to build their future as citizens

- Citizens
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Civil Society

Governance



Jordi Hereu – Former Mayor of Barcelona





Crowd Currencies

Citizen Engagement



Quora

Crowd Intelligence

Fuse



Open Innovation

Peer-to-Peer Lending/Commerce



seedinvest

Equity Based Crowdfunding



Mass Collaboration



Non-Equity Based Crowdfunding



CROWDSOURCING:
The Crowd Economy Defined



Online Communities

KICKSTARTER

Sharing Economy



Customer Co-Creation



Social Business



Crowd Tasks & Creativity



Crowd Causes



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Version 2.0



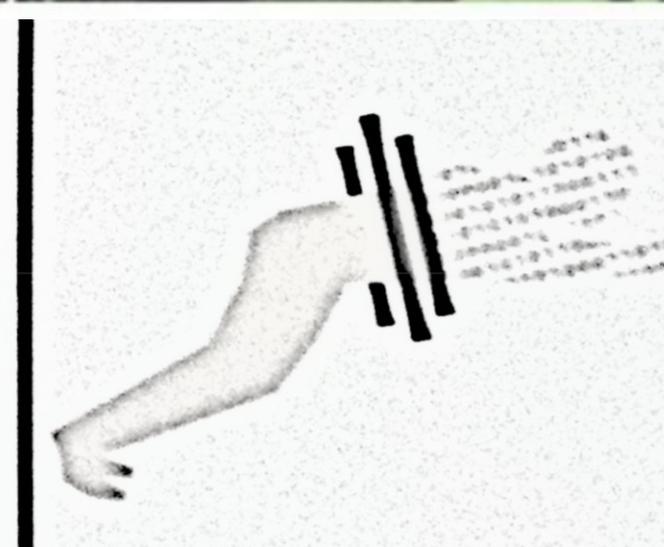
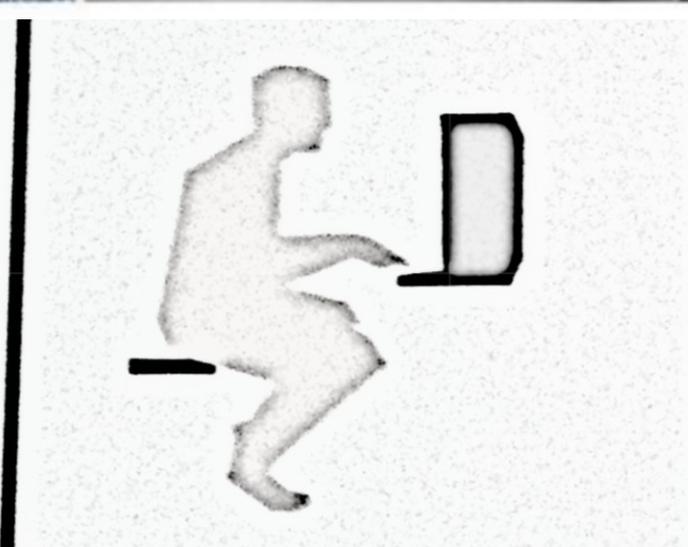
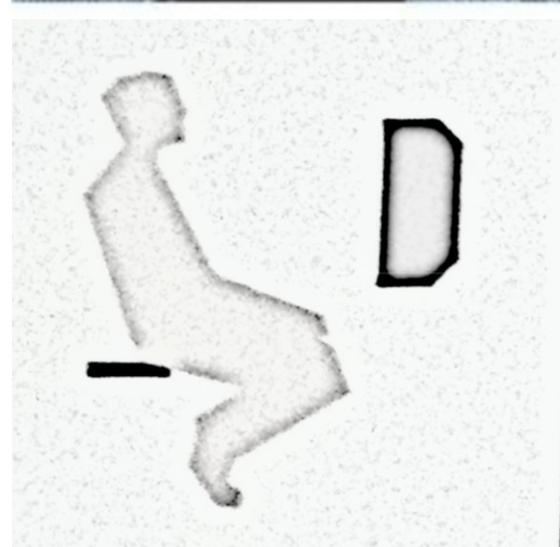
Past



Present



Future



Social Media Explained



I need to pee

Social Media Explained

twitter 

I need to pee

facebook

I peed

Social Media Explained

twitter 

I need to pee

facebook

I peed

foursquare

This is where I pee

Social Media Explained

twitter 

I need to pee

facebook

I peed

foursquare

This is where I pee

Quora

Why am I peeing?

Social Media Explained



I need to pee



I peed



This is where I pee



Why am I peeing?



Look at this pee!

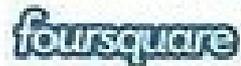
Social Media Explained



I need to pee



I peed



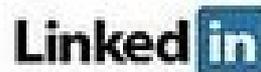
This is where I pee



Why am I peeing?



Look at this pee!



I'm good at peeing

Social Media Explained



I need to pee



I peed



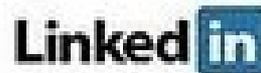
This is where I pee



Why am I peeing?



Look at this pee!



I'm good at peeing



Why did everyone pee & leave?

Social Media Explained



I need to pee



I peed



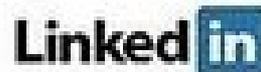
This is where I pee



Why am I peeing?



Look at this pee!



I'm good at peeing



Why did everyone pee & leave?



Let's all pee together!

WENT TO THE MOON



TOOK 5 PHOTOS

WENT TO THE BATHROOM



TOOK 37 PHOTOS



How Can Cities Facilitate Crowd Resources For A Meaningful Participation?

Path to citizen participation in cities



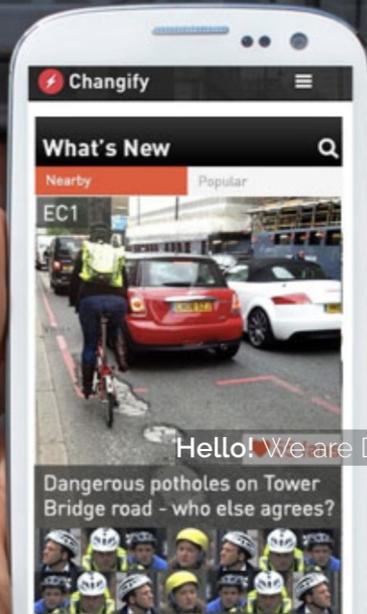
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Photo credit: Design for Social Change



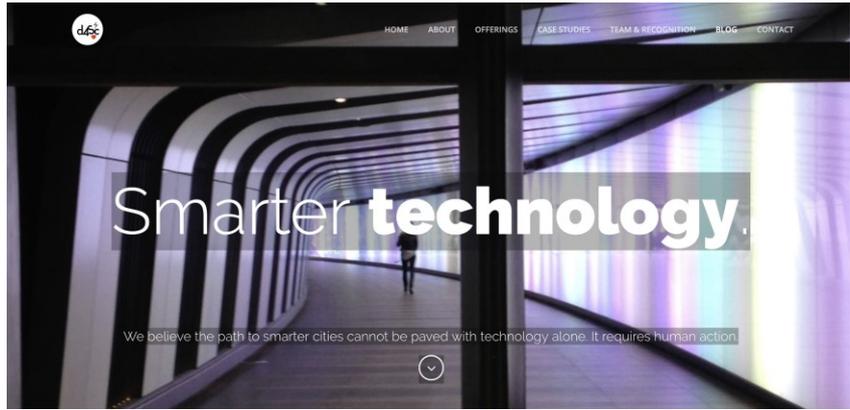
Smarter people.

Hello! We are Design for Social Change (D4SC), a company that applies data and human action to transform cities.



Smarter cities.

We also think it should be fun.

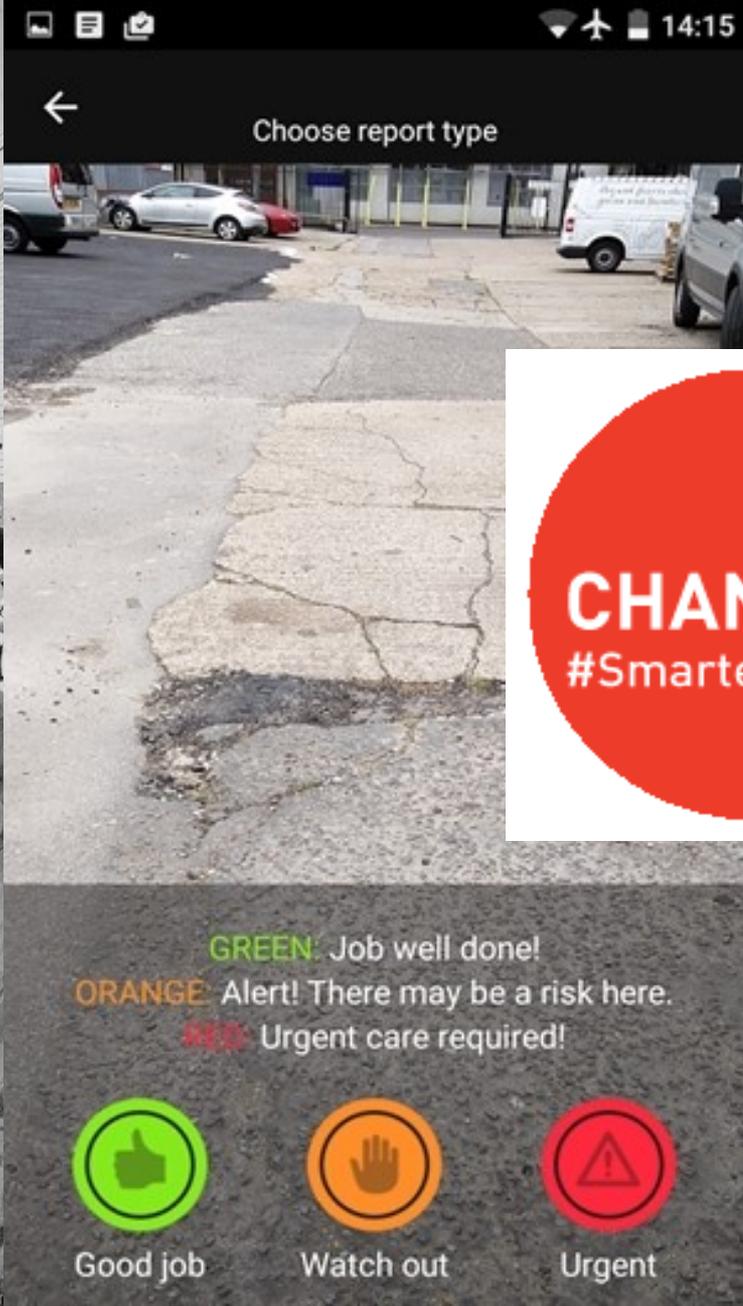


Smarter technology.

We believe the path to smarter cities cannot be paved with technology alone. It requires human action.



Collective Intelligence (CI)





**Smarter Citizens Lead to
Smarter and Efficient Cities.**

Are cities giving citizens what they want?



believe they have an input into smart city projects



provide feedback to their local authorities



want access to digital platforms to communicate with government

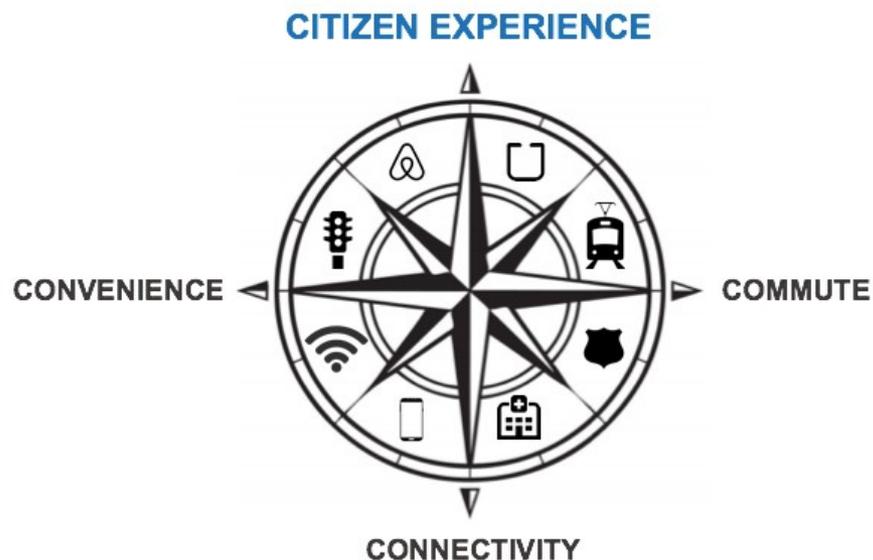


believe expansion of free Wi-Fi and more information would encourage their participation

Almost



are willing to share data if it will improve traffic, provide access to emergency services or deter crime



Source: [Economist Intelligence Unit & Philips Lighting, 2016](#)

CIVIC PARTICIPATION ACROSS THE GLOBE

The project uses open source technologies such as Arduino to enable ordinary citizens to gather information on their environment and make it available to the public on the Smart Citizen platform.

CITIZEN SCIENCE REVOLUTION

Watch the documentary that features our work on the Making Sense project. It explores how open source design and technology can be used by local communities to create change.

[WATCH IT NOW](#)

[GO TO THE PLATFORM](#)

A project by  **Iaac**

//

What do you want from your
Olympic Legacy?

//

The Mayor of Rio

How Rio prepared for the Olympics by crowdsourcing her citizens

- Following civic unrest that was experienced in Rio during the World Cup, the Mayor's office knew that it would be crucial to involve citizens in their planning for the Olympic Games
- The Mayor's office reached out to Crowdicity after seeing our work with United Nations and brought us in to power the 'Agora Rio': an online channel for continuous public debate and interaction to enhance the effective participation of citizens in the policy making process.





The relationship between to physical and virtual world

"The Agora Rio is the channel of the Rio City Hall to discuss how to make the city better!"

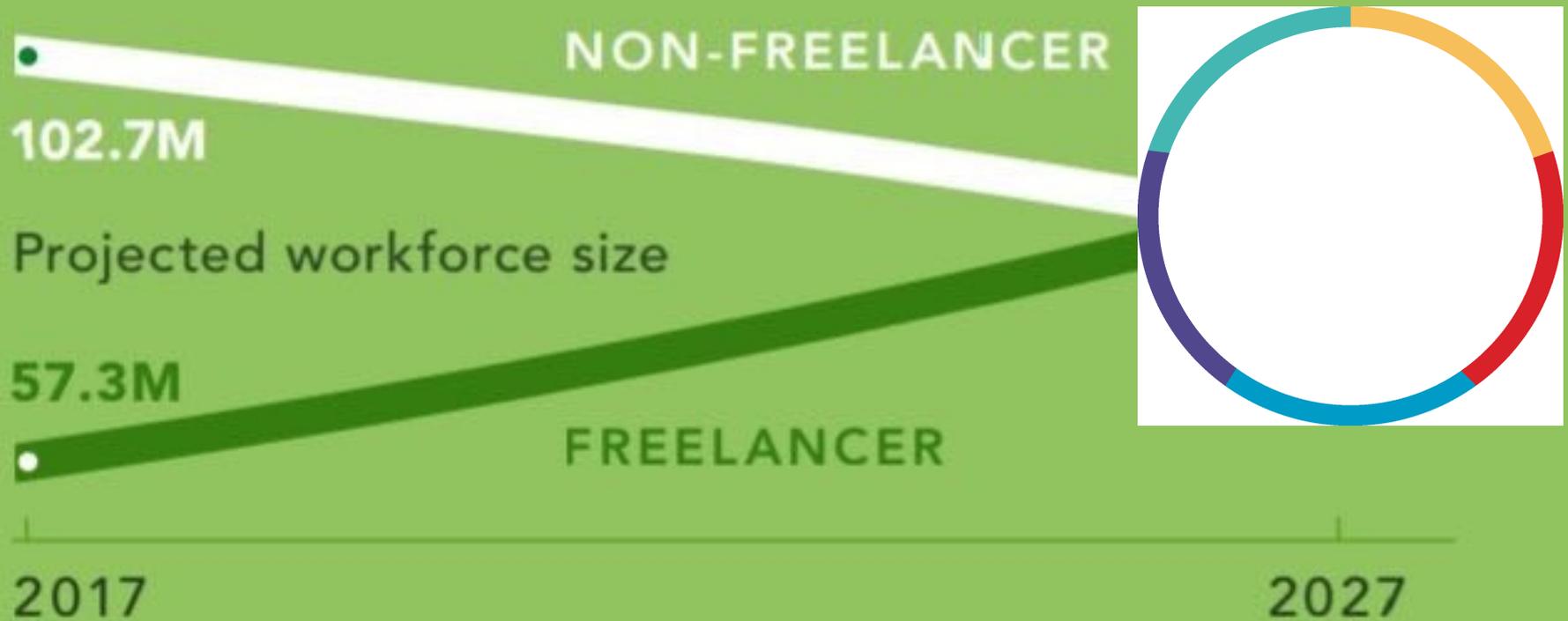
EDUARDO PAES, Mayor of Rio de Janeiro

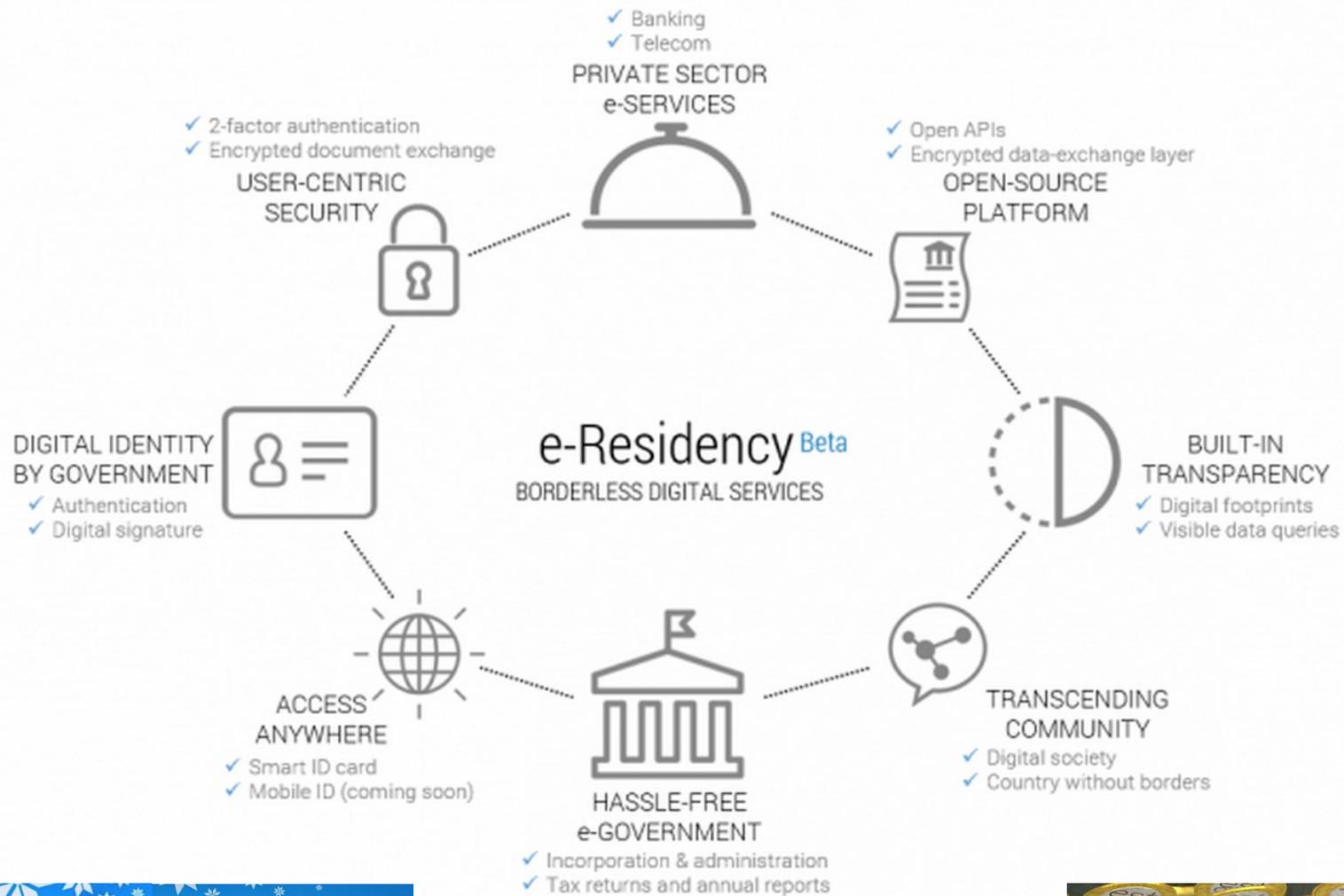


Average Driver in LA Spends Over
100 Hours Per Year Sitting in Traffic

WHY NOW?

The majority of workers will freelance by 2027







**Fast Forward Innovation
with Diverse Communities
and Neighborhoods.**

Make your local area better

Spacehive is the UK's dedicated crowdfunding platform for places

CREATE A PROJECT



MAYOR OF LONDON
GOV



£800,000
pledged by the Mayor

57
Mayor backed projects

5500+
Londoners backed projects alongside the Mayor

£1,750,000
total project value

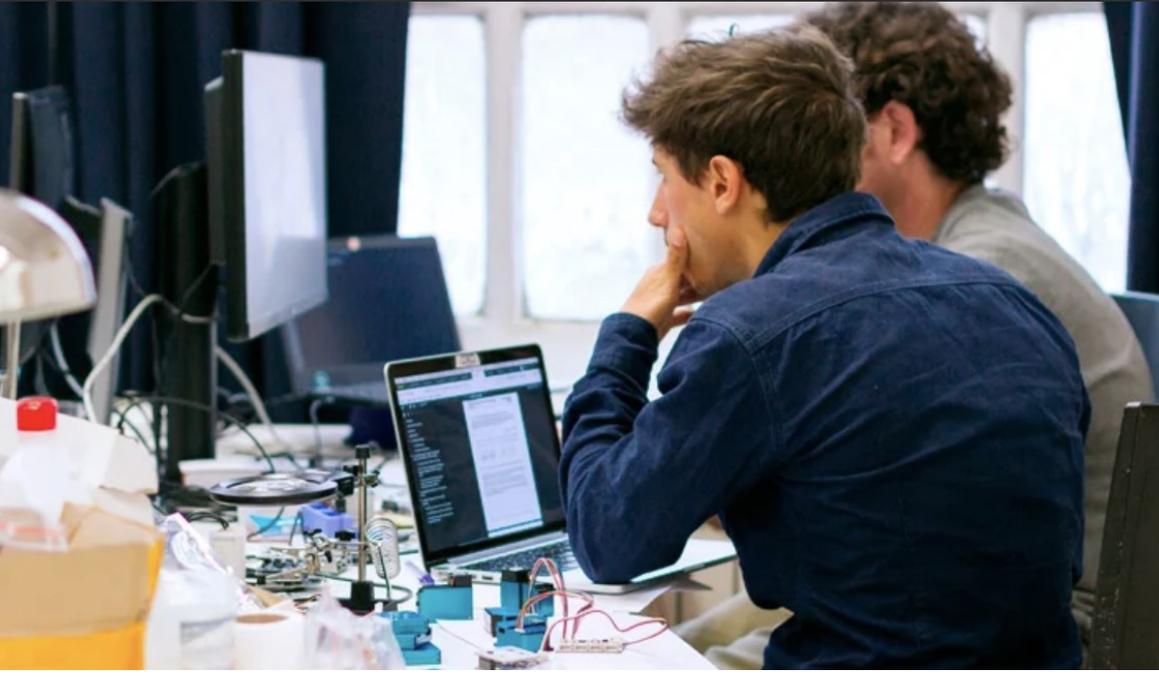
£60
average pledge before the Mayor pledged

£200
average pledge after the Mayor pledged



LOCAL COMMUNITIES

Launch a crowd sensing initiative in your neighborhood. Use Smart Citizen to create local maps of noise and air quality; use it to raise awareness and find solutions for issues that matter to your community.



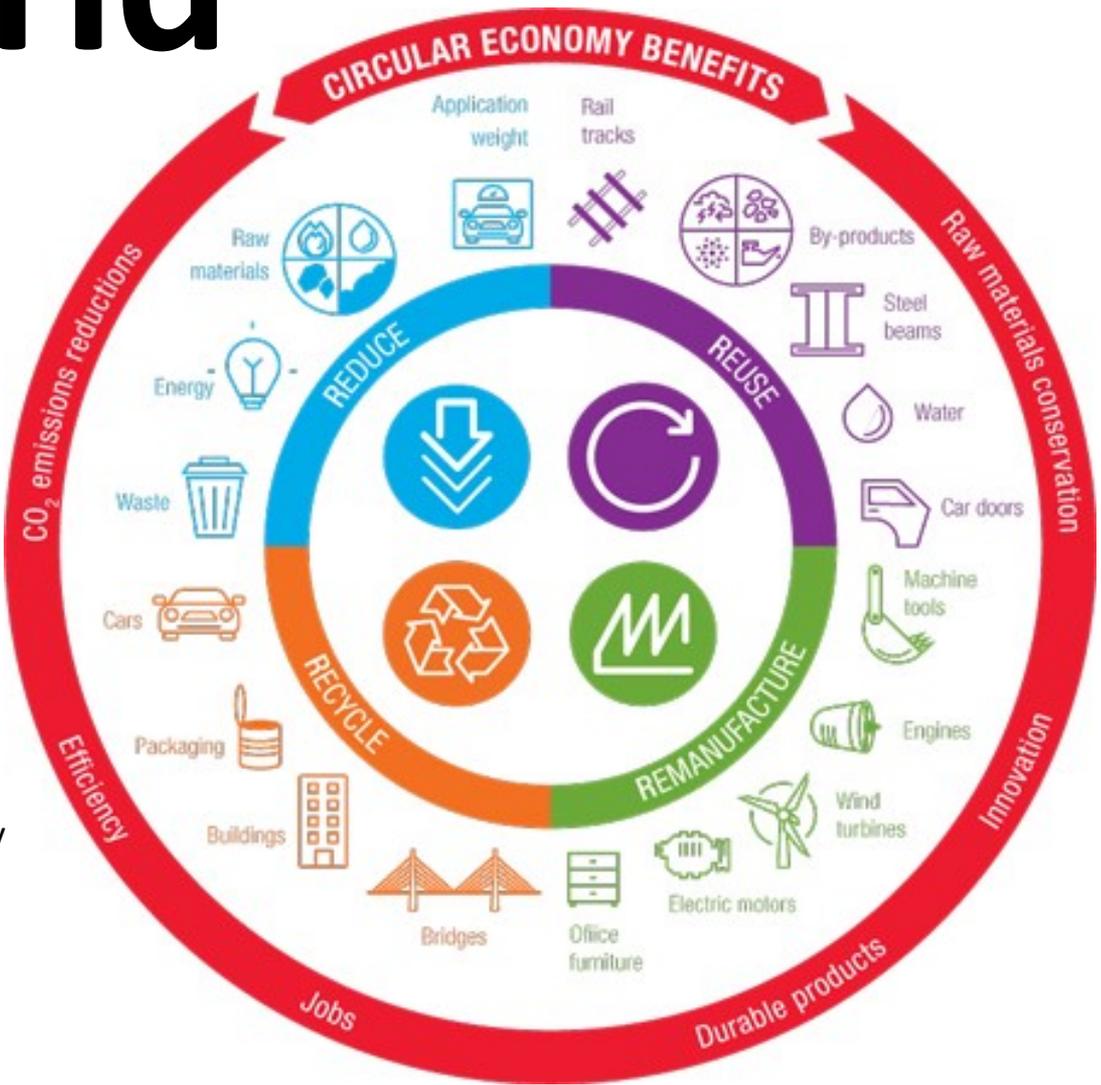
RESEARCHERS

Use Smart Citizen as a tool for data capture and analysis. Understand the relationship between people, environment, and technology through real-world deployment. Contribute to the project by joining the open source development community.

Our World Is still Only

9%

Source – Circle Economy





HH Strategy

Happy



Happy + Healthy



Happy + Healthy

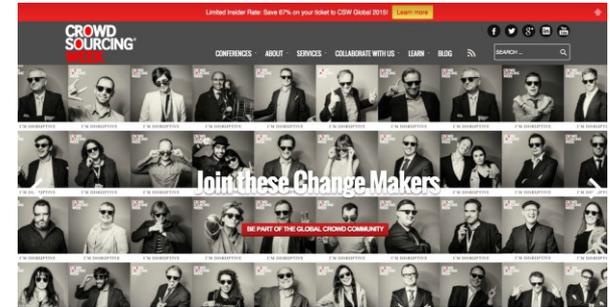


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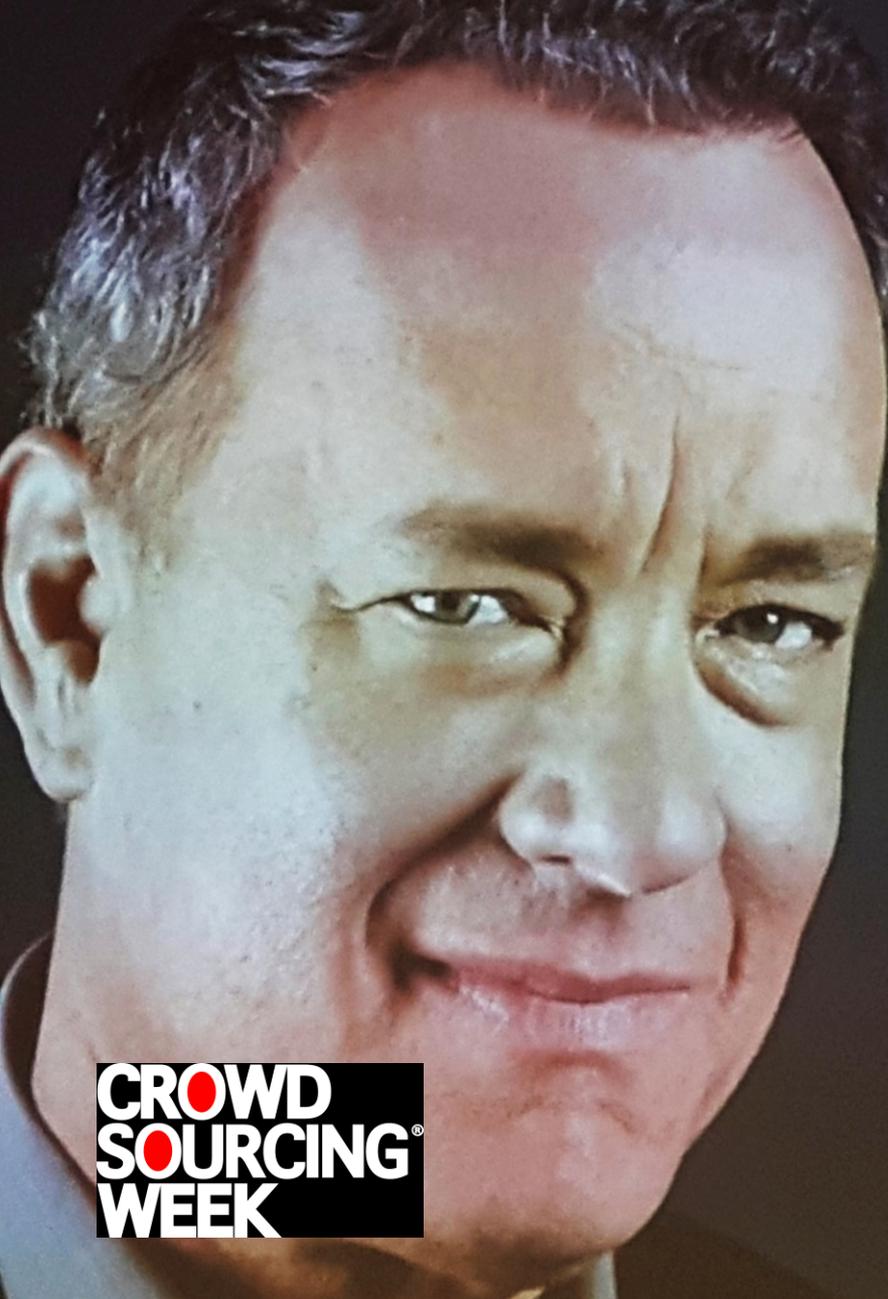
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GOGO PLACES

Hyperloop Innovation



T.HANKS

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