

CONNECTING THE DOTS OF GLOBAL
CROWD CULTURE AND MARKETPLACE

**CROWD
SOURCING[®]
WEEK**



Hyperloop[®]
Innovation

Cities as Platforms

Crowdsourcing Citizen Engagement,
Efficiency & Innovation

Epi Ludvik





I'M DISRUPTIVE



EPI LUDVIK
(about me)
epi@crowdsourcingweek.com




@LPlus



CROWD SOURCING

Conferences | About | Services | Collaborate with us | Learn | Blog

Join these Change Makers

BE PART OF THE GLOBAL CROWD COMMUNITY

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

**CROWD
SOURCING[®]
WEEK**

Ludv'k Partners



GOGO
PLACES

BOLD
AWARDS

Hyperloop[®]
Innovation



WHY?

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

- Vitali Klitschko



Business for Smart Cities Expocongress

ORGANIZERS



SPONSORS OF THE EVENT



Business
for Smart Cities
Expocongress



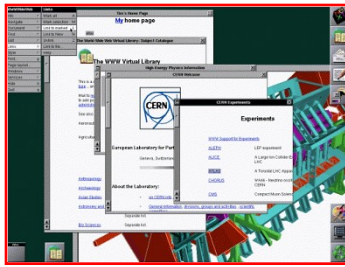
And people need city
PROJECT to build their
future as citizens

Citizens
Environment
Infrastructure
Local administration

Urban planning
Planning and
Urban Policy



idencity
exploring cities



1991

Start of Internet and
World Wide Web
**INTERNET OF
INFORMATION**



1995

Google!
BETA



1998

Google search

You Tube

2006

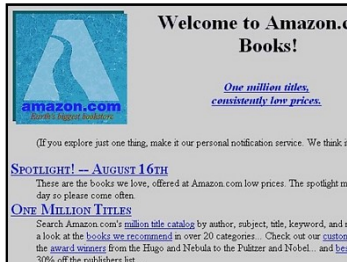


Use twitter to stay in touch with your friends all the time. If you have a cell and can text, you'll never be bored again...EVER!



2008

First tweet



1994

Amazon starts
Internet shop



2001



2006

The Facebook
goes online

**CROWD
SOURCING®**

2019

**INTERNET OF
VALUE**

**CROWD
SOURCING®
WEEK**

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



txt

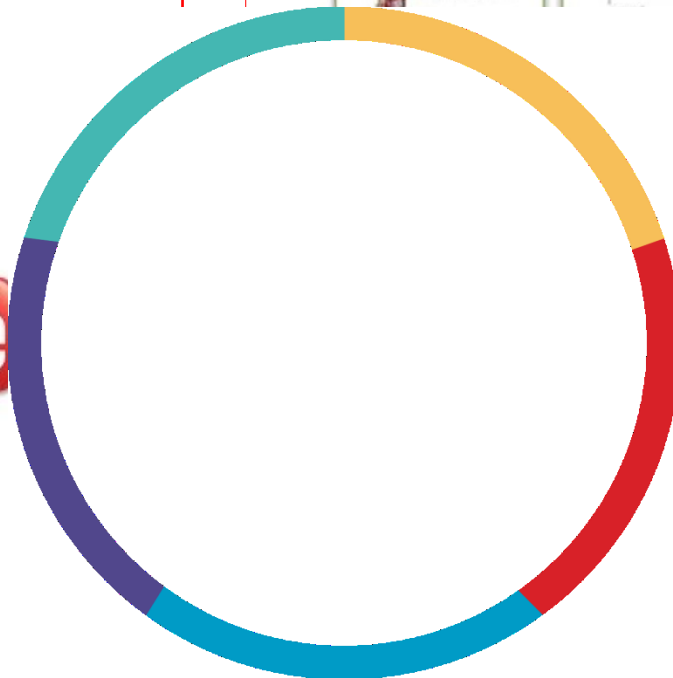
(or)

What are you doing?

W0?

You Tube

2006



[thefacebook]

login register about

Email: Welcome to Thefacebook!

Password:

[Welcome to Thefacebook]

CROW

You Tube

2006



The screenshot shows the early version of Thefacebook. On the left is a login/register form with fields for Email and Password, and buttons for 'register' and 'login'. The main content area has a blue header with '[thefacebook]' and links for 'login', 'register', and 'about'. Below the header, it says 'Welcome to Thefacebook!' and '[Welcome to Thefacebook]'. The text describes Thefacebook as an online directory for colleges, specifically mentioning Harvard University. It lists four features: searching for people at your school, finding out who is in your classes, looking up friends' friends, and seeing a social network visualization. At the bottom, there are 'Register' and 'Login' buttons, and a footer with links for 'about', 'contact', 'faq', 'terms', and 'privacy', along with the text 'a Mark Zuckerberg production' and 'Thefacebook © 2004'.

Email: _____
Password: _____
[register](#)
[login](#)

[thefacebook]
[login](#) [register](#) [about](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.
We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#) [Login](#)

[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)
a Mark Zuckerberg production
Thefacebook © 2004



2006

goes online



WEB 2.0 APPS



WEB 3.0 DAPPS



BROWSER



Brave



STORAGE



Storj



IPFS



VIDEO AND
AUDIO CALLS



Expertly



OPERATING
SYSTEM



Essentia.one



EOS



SOCIAL
NETWORK



Steemit



Akasha



MESSAGING



Status



REMOTE JOB



Ethlance

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And people need city
PROJECT to build their
future as citizens

Citizens
Environment
Infrastructure
Local administration

Urban planning
Planning and
Urban Policy



idencity
exploring cities





Citizen Engagement

Quora

Fuse

open
IDEO



amazon
mechanical turk
Artificial Artificial Intelligence



KICKSTARTER

seedinvest

CROWDSOURCING: The Crowd Economy Defined



Challenge.gov
Government Challenges, Your Solutions

Crowd
Currencies

Crowd
Intelligence

Open
Innovation

Mass
Collaboration

Online
Communities

Crowd Tasks
& Creativity

Crowd
Causes

Social
Business

Customer
Co-Creation

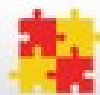
Sharing
Economy

Non-Equity Based
Crowdfunding

Equity Based
Crowdfunding

Peer-to-Peer
Lending/
Commerce

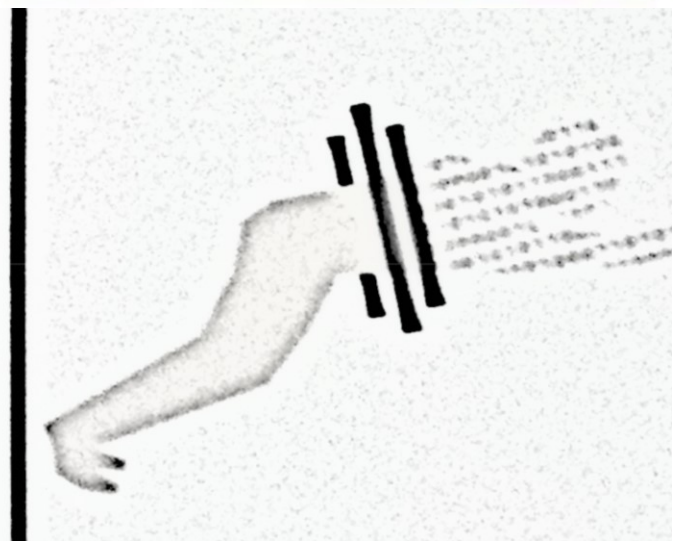
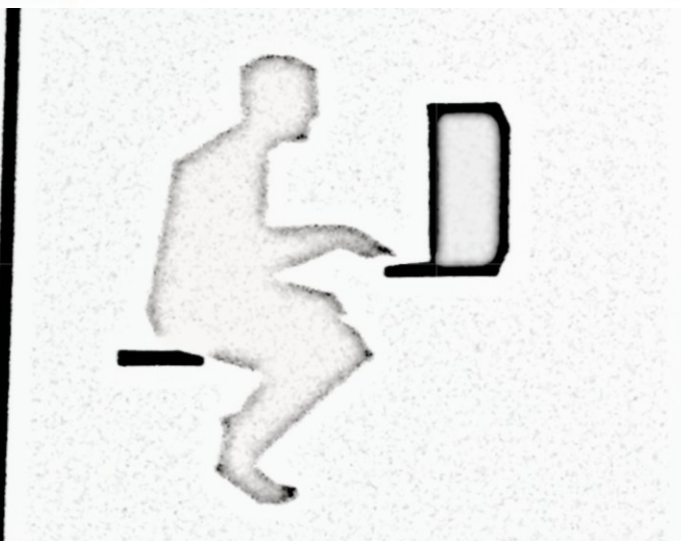
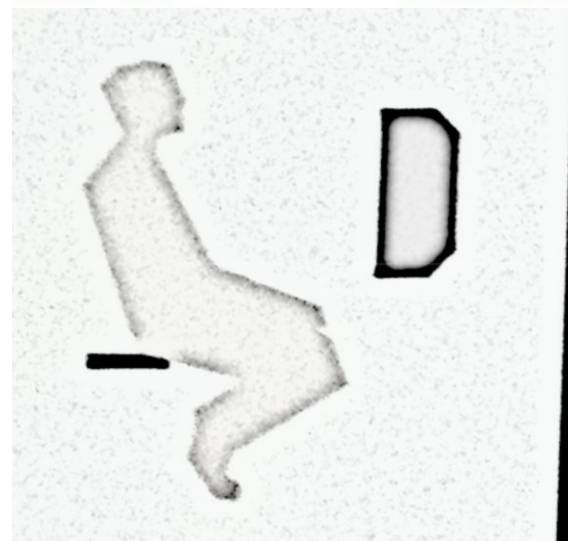
CSW²



WIKIBRANDS
THE CUSTOMER ENGAGEMENT AND INNOVATION HUB

Authored by: Sean Moffitt @seanmoffitt
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Version 2.0



DOWNLOAD vs. UPLOAD MINDSET

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

twitter 

I need to pee

facebook

I peed

foursquare

This is where I pee

Quora

Why am I peeing?

You Tube

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

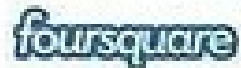
Social Media Explained



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?

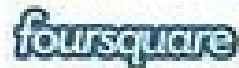
Social Media Explained



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!





How Can Cities Facilitate Crowd Resources For A Meaningful Participation?

Path to citizen participation in cities



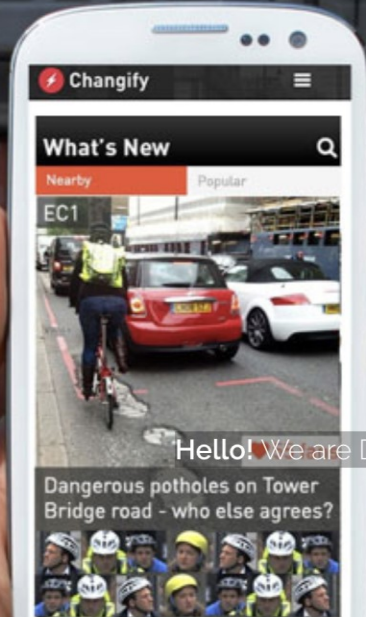
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Smarter people.

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)



Collective Intelligence (CI)

A large circular graphic composed of five distinct colored segments: teal (top-left), yellow (top-right), red (bottom-right), blue (bottom), and purple (bottom-left). The segments are arranged in a ring, leaving a white circular center. The text is centered within this white circle.

**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

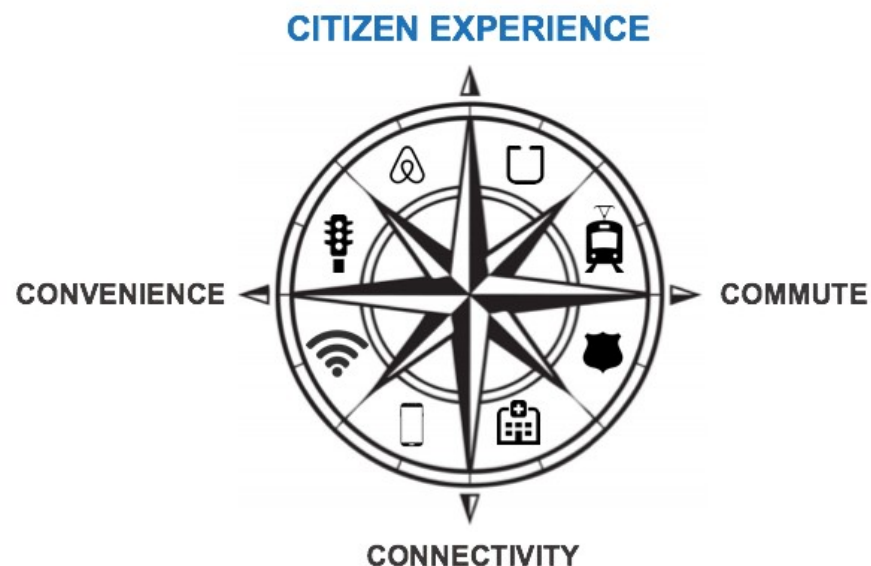


believe expansion of free Wi-Fi and more information would encourage their participation

Almost



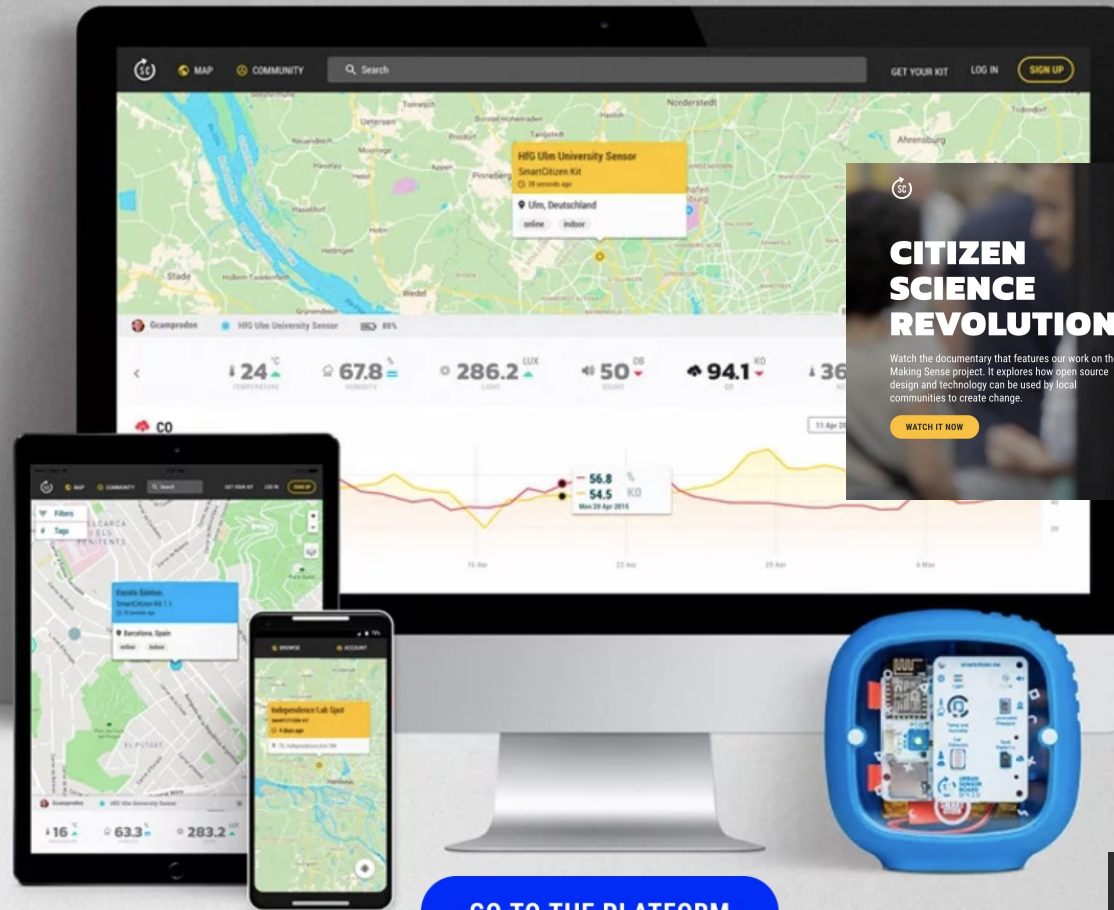
are willing to share data if it will improve traffic, provide access to emergency services or deter crime



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.



[GO TO THE PLATFORM](#)

A project by  **Iaac**

smartcitizen.me

//

What do you want from your
Olympic Legacy?

//

The Mayor of Rio

crowdicity®

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 Crowdcity 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!"

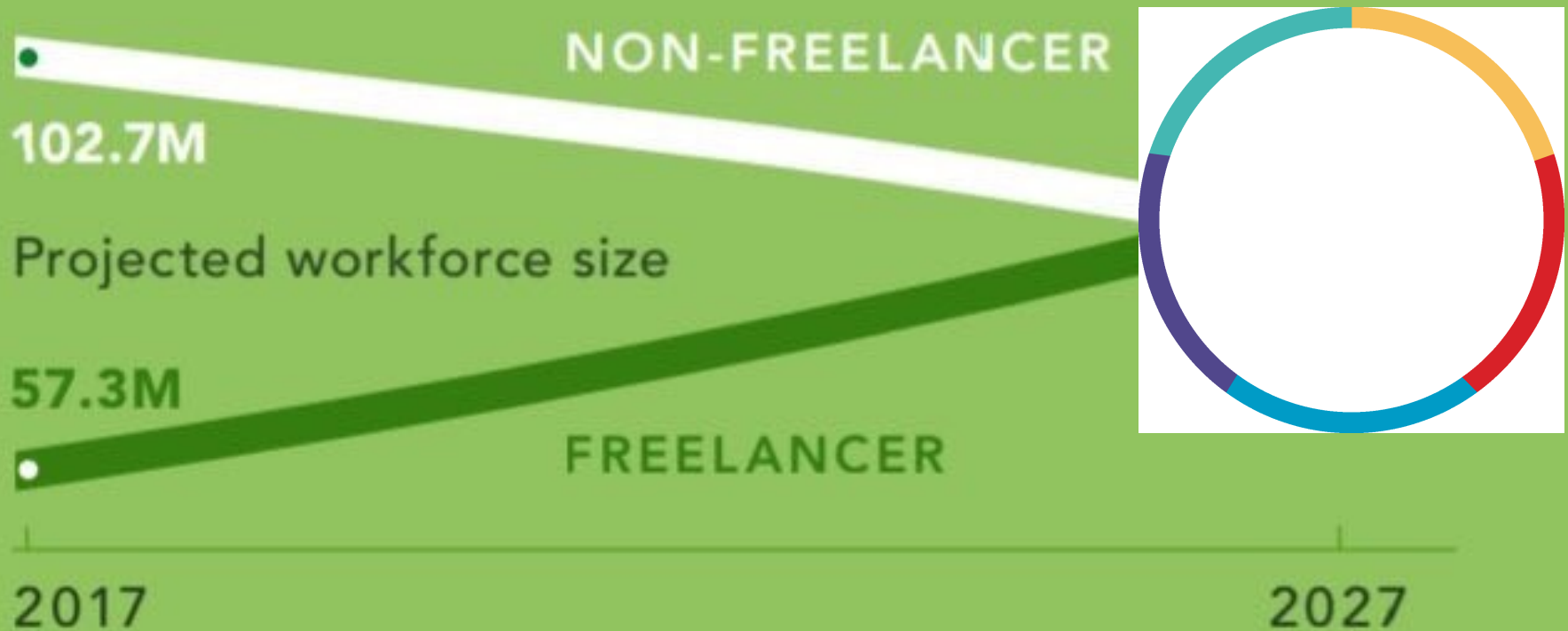
EDUARDO PAES, Mayor of Rio de Janeiro

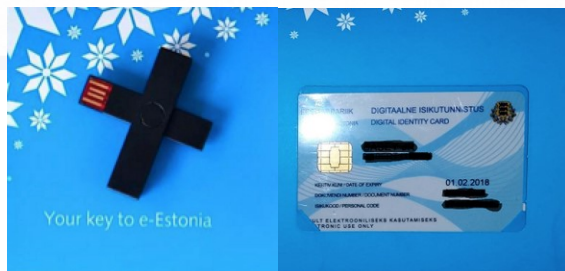
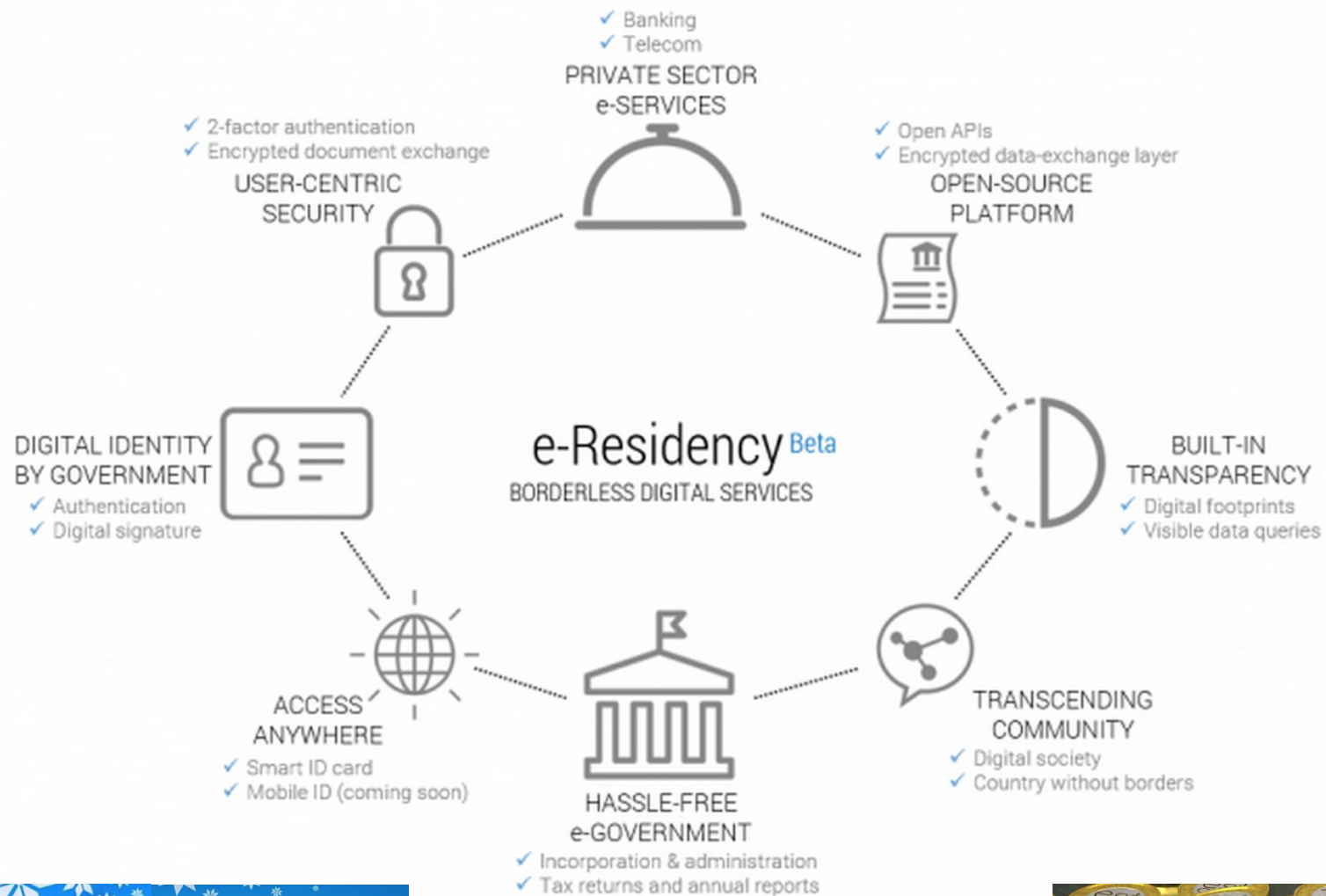


Average Driver in LA Spends Over
100 Hours Per Year Sitting in Traffic

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

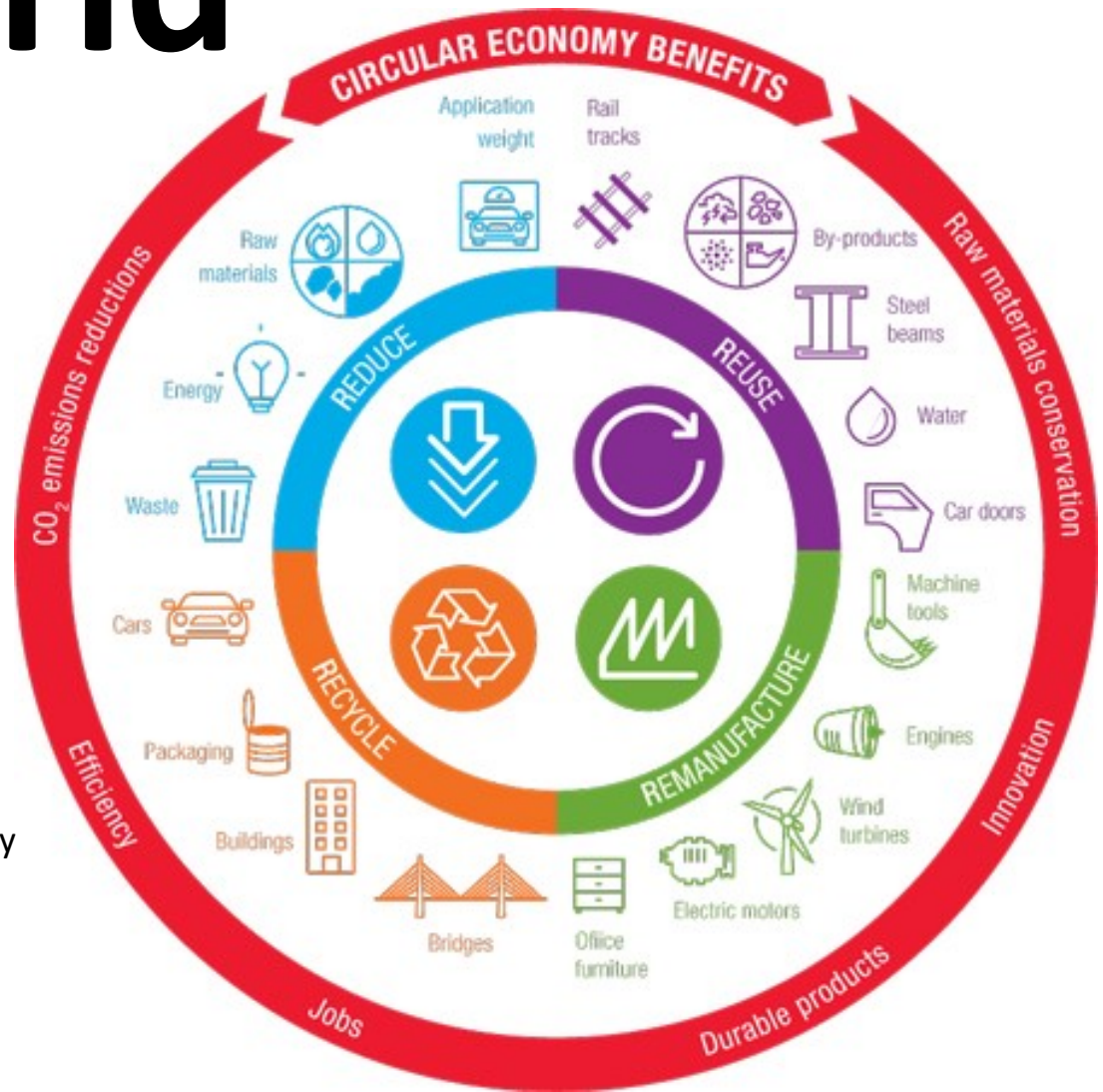
Use Smart Citizen as a tool for data capture and analysis. Understand the relationship between people, environment, and technology through real-world deployment. Contribute to the project by joining the open source development community.

Our World

Is still Only


9%

Source – Circle Economy




HH Strategy

Happy

A large circular graphic composed of five distinct colored segments arranged in a ring. Starting from the top and moving clockwise, the segments are teal, yellow, red, blue, and purple. The segments are of varying lengths, with the teal and yellow segments appearing slightly larger than the others.

Happy + Healthy



Happy + Healthy

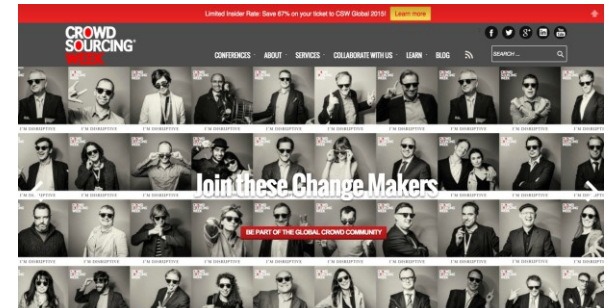


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CSWGLOBAL + CSW EUROPE + SUMMITS
 5-DAYS 5-DAYS 1-DAY

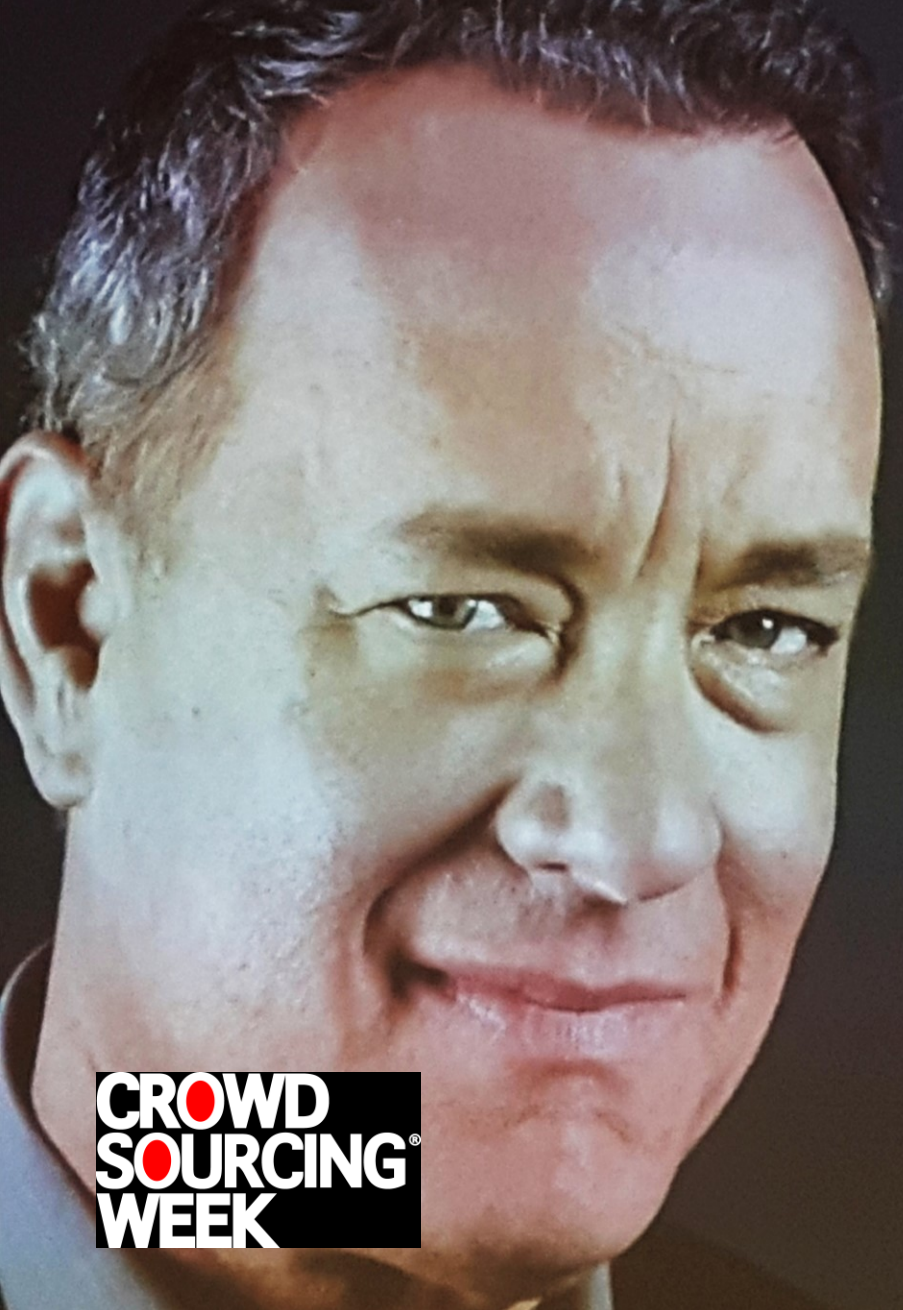
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GOGO
 PLACES

**Hyperloop®
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T.HANKS

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