CONNECTING THE DOTS OF GLOBAL
CROWD CULTURE AND MARKETPLACE

CROWD SOURCING® WEEK

Hyperloop® Innovation

Cities
as Platforms

Crowdsourcing Citizen Engagement, Efficiency & Innovation

Epi Ludvik

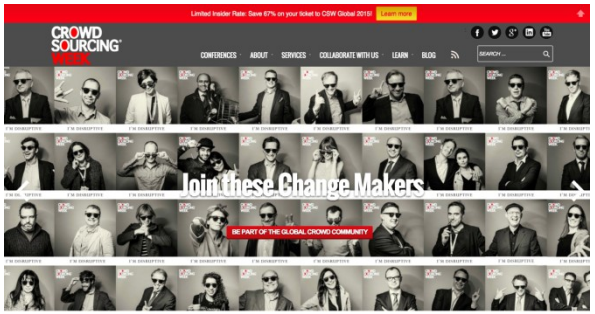
I'M DISRUPTIVE

EPI LUDVIK

(about me)

epi@crowdsourcingweek.com

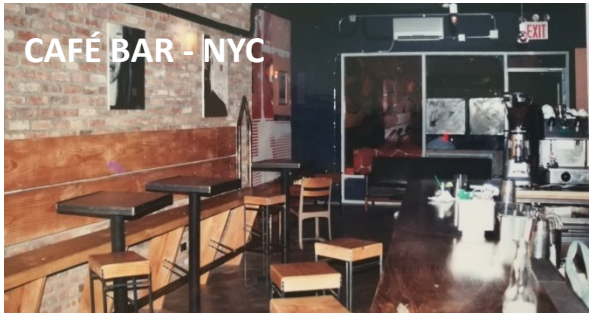
@LPlus



CSWGLOBAL + CSWEUROPE + SUMMITS
5-DAYS 5-DAYS 1-DAY

CROWD SOURCING® WEEK

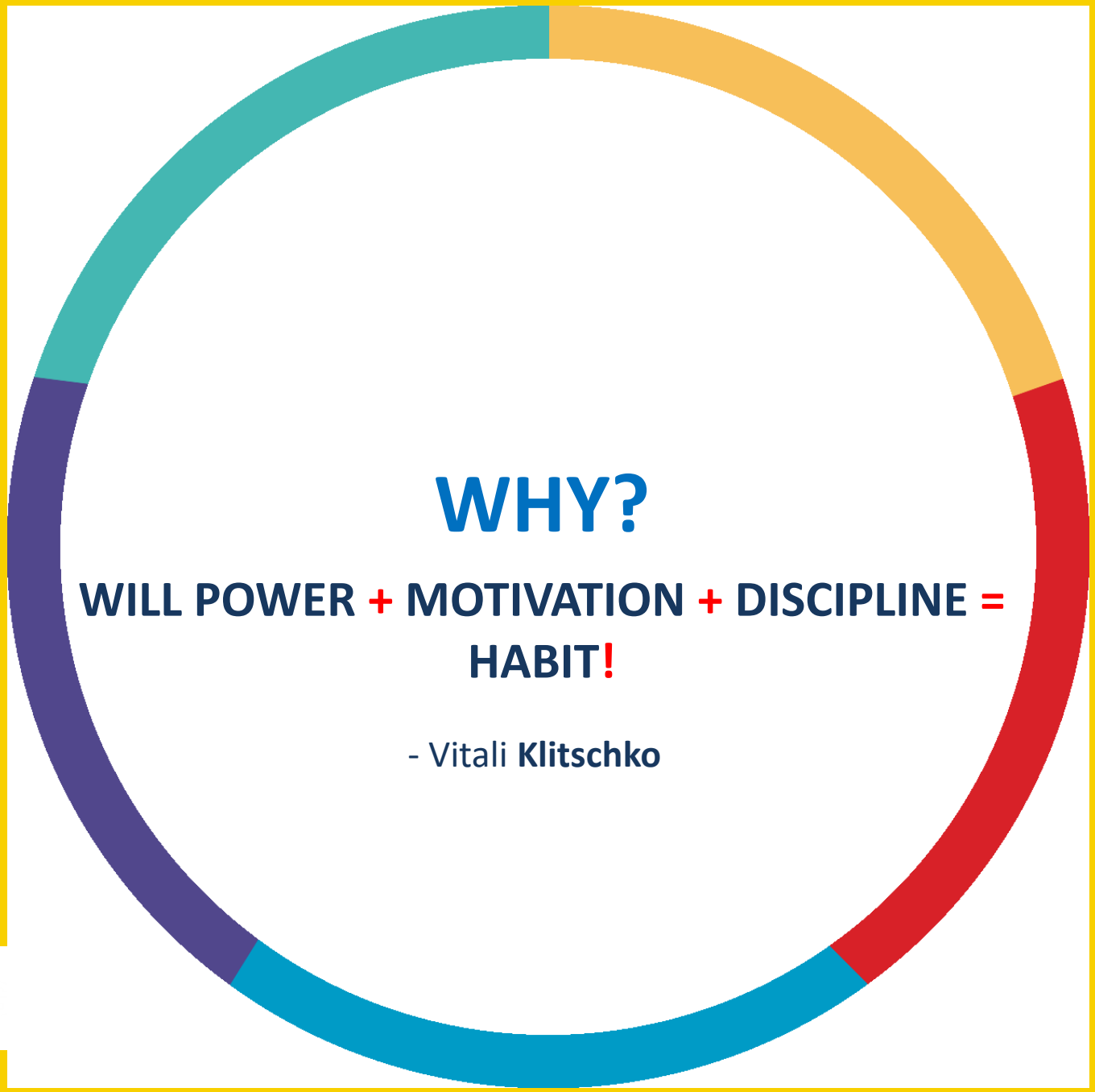
Ludvik Partners



GOGO PLACES

BOLD AWARDS

Hyperloop® Innovation

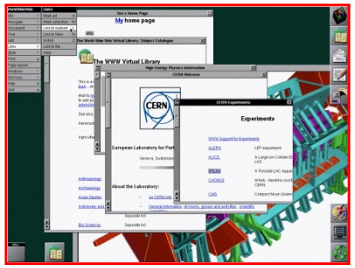


WHY?

WILL POWER + MOTIVATION + DISCIPLINE = HABIT!

- Vitali **Klitschko**

Jordi Hereu – Former Mayor of Barcelona



1991

Start of Internet and World Wide Web

INTERNET OF **INFORMATION**

1995

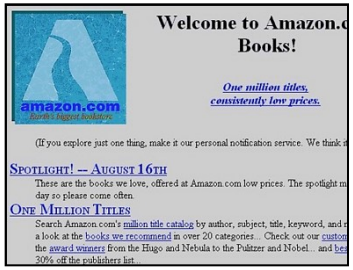
1998

Google search

2006

2008

First tweet



1994

Amazon starts Internet shop

2001

2006

The Facebook goes online

CROWD SOURCING®

2019

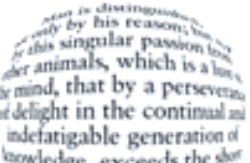
INTERNET OF **VALUE**

CROWD SOURCING® WEEK

ch

YouTube

2006

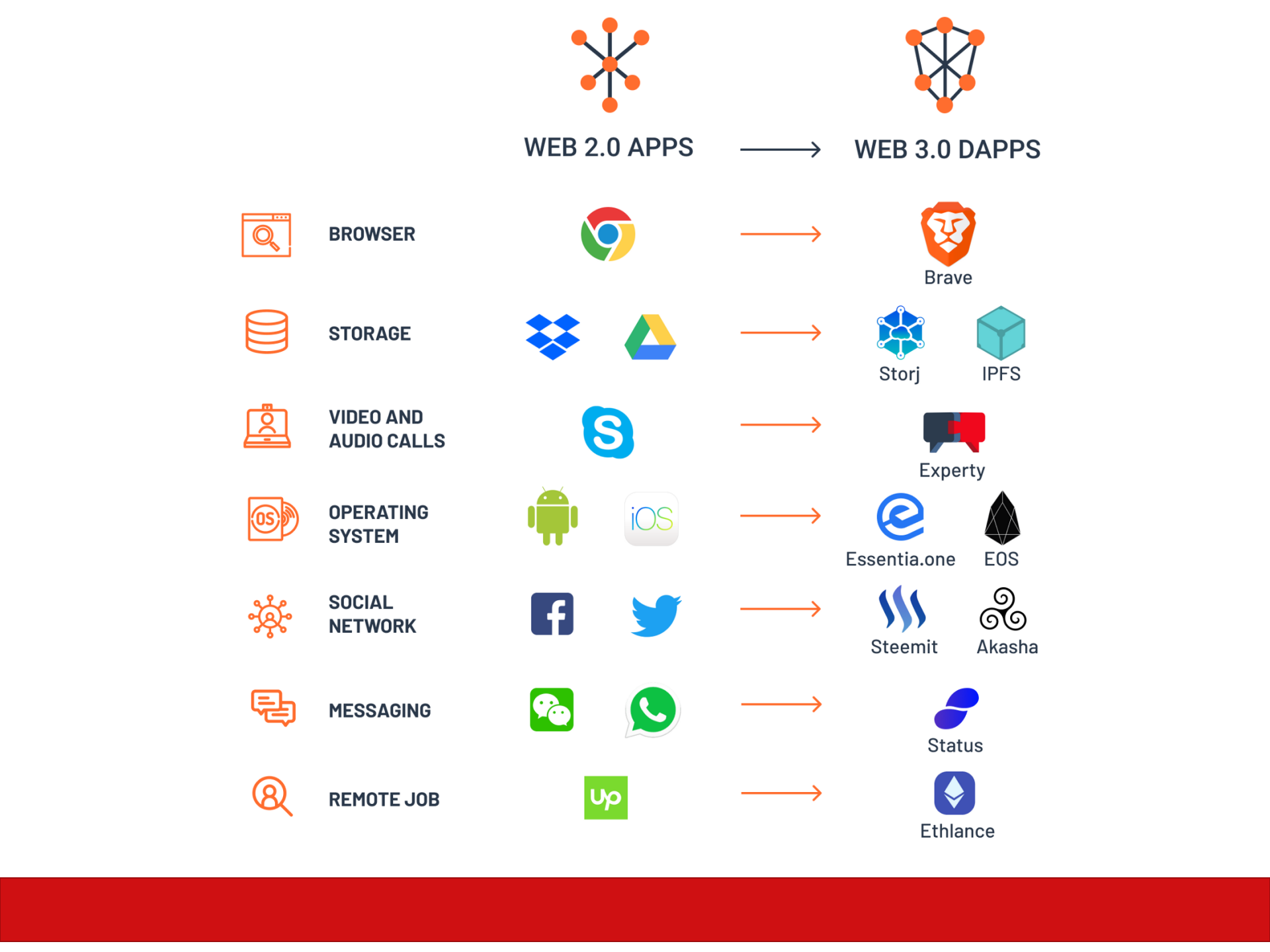


CRO

2006

2006

goes online


WEB 2.0 APPS
WEB 3.0 DAPPS
BROWSER
Brave
STORAGE
Storj
IPFS
VIDEO AND AUDIO CALLS
Experty
OPERATING SYSTEM
iOS
Essentia.one
EOS
SOCIAL NETWORK
Steemit
Akasha
MESSAGING
Status
REMOTE JOB
up
Ethlance

Jordi Hereu – Former Mayor of Barcelona

CSW²

WIKIBRANDS
THE CUSTOMER ENGAGEMENT AND INNOVATION HUB

Authored by: Sean Moffitt @seanmoffitt
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CSW²

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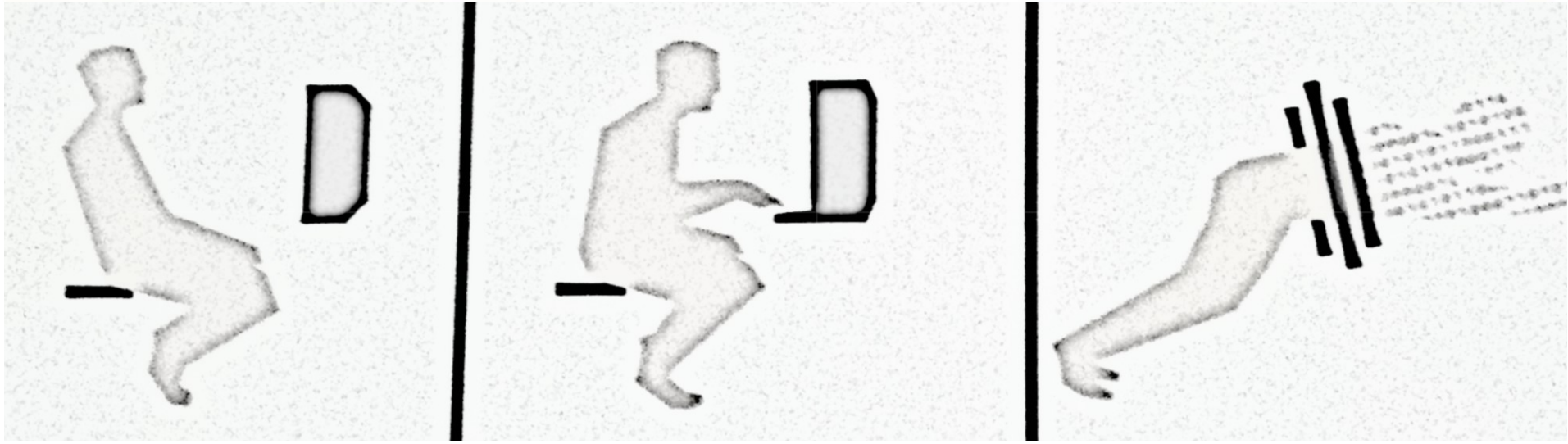
Past

Present

Future



Social Media Explained

I need to pee

CROWD SOURCING® WEEK

Social Media Explained

I need to pee

I peed

CROWD SOURCING® WEEK

Social Media Explained

I need to pee

I peed

This is where I pee

CROWD SOURCING® WEEK

Social Media Explained

I need to pee

I peed

This is where I pee

Why am I peeing?

CROWD SOURCING® WEEK

Social Media Explained

I need to pee

I peed

This is where I pee

Why am I peeing?

Look at this pee!

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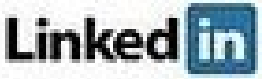

I'm good at peeing

CROWD SOURCING® WEEK

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?

CROWD SOURCING® WEEK

Social Media Explained

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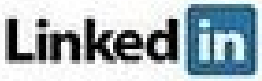
This is where I pee

Why am I peeing?

Look at this pee!

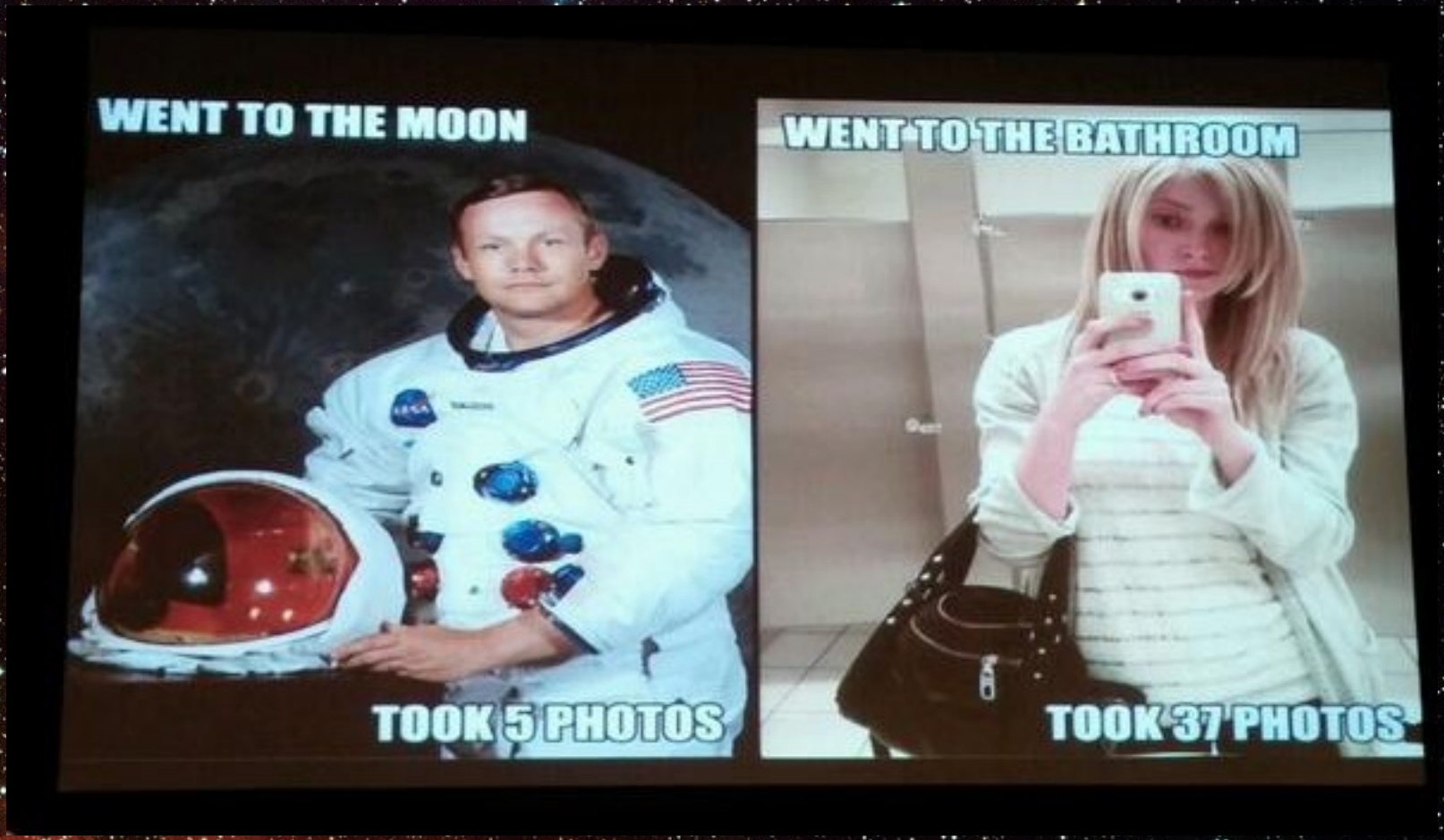


I'm good at peeing

Why did everyone pee & leave?

Let's all pee together!

CROWD SOURCING® WEEK

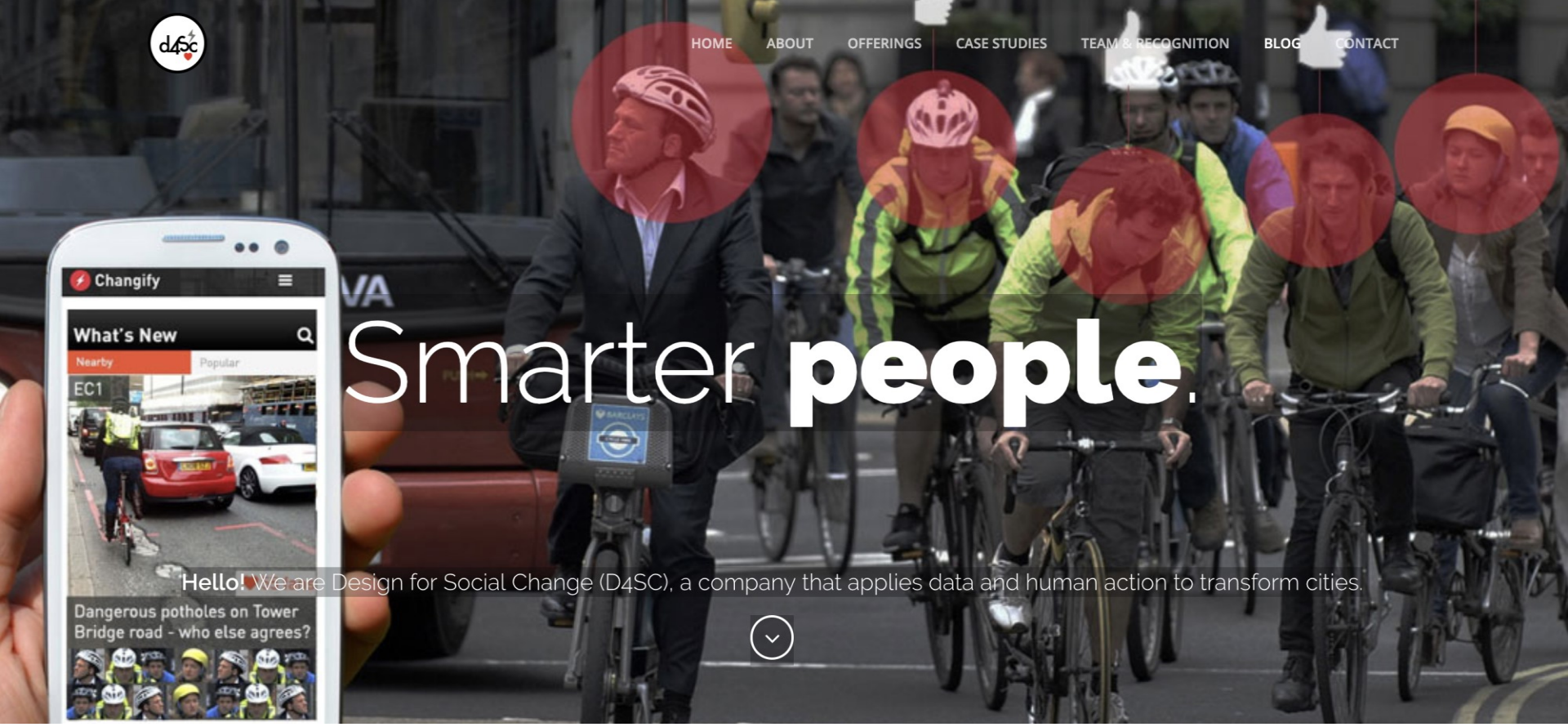


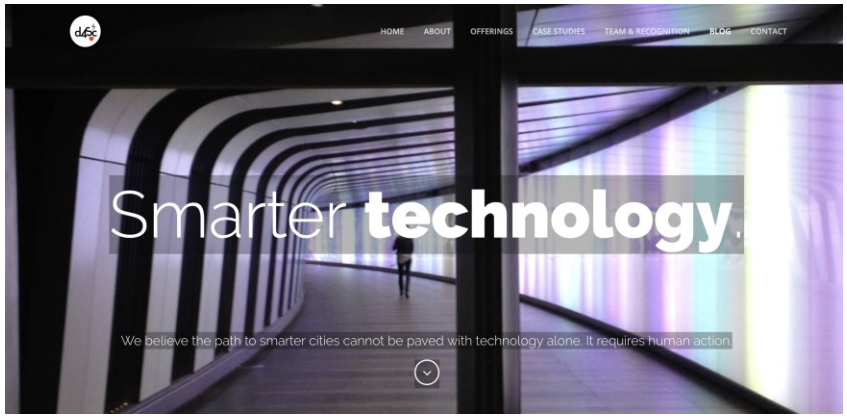
CROWD SOURCING® WEEK

How Can Cities Facilitate Crowd Resources For A Meaningful Participation?

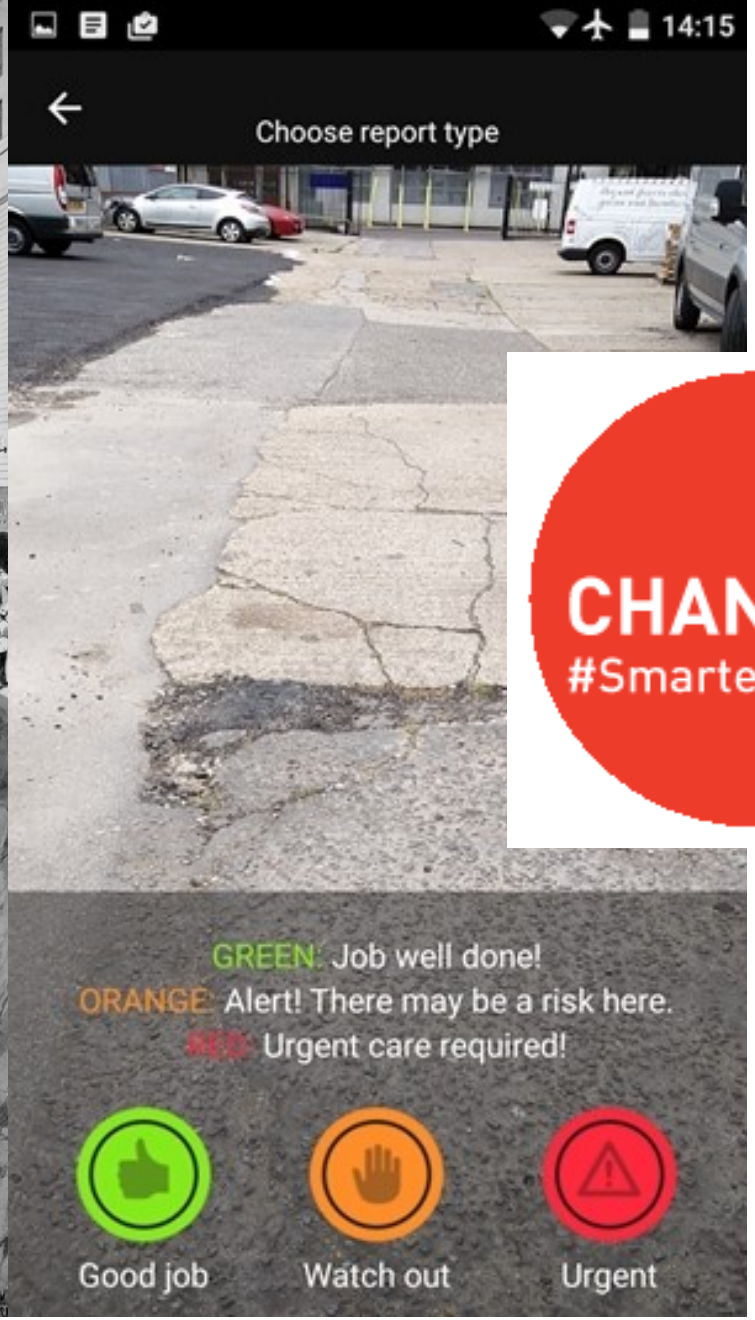
Path to citizen participation in cities

Photo credit: Design for Social Change





Collective Intelligence (CI)



CHANGIFY
#SmarterStreets

CROWD
SOURCIN
WEEK

Are cities giving citizens what they want?

15% believe they have an input into smart city projects

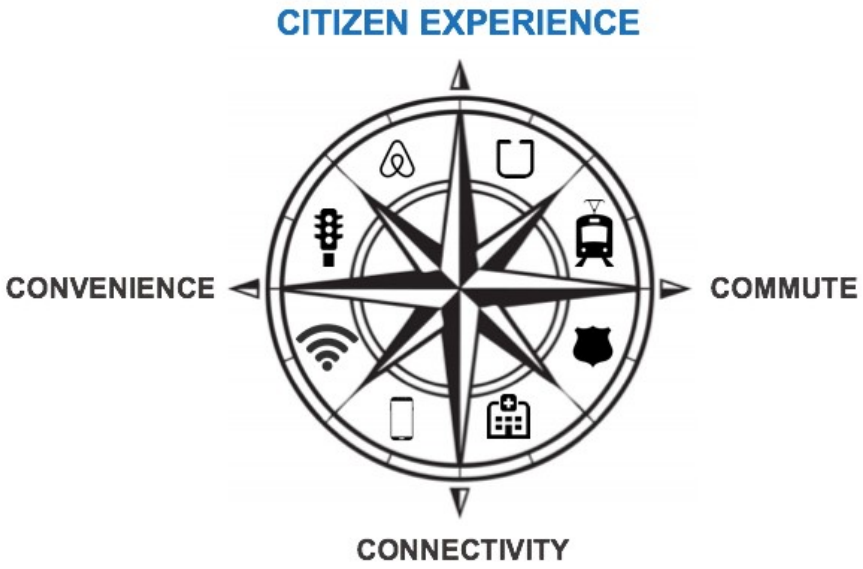
32% provide feedback to their local authorities

51% want access to digital platforms to communicate with government

50% believe expansion of free Wi-Fi and ... information would encourage their participation

Almost

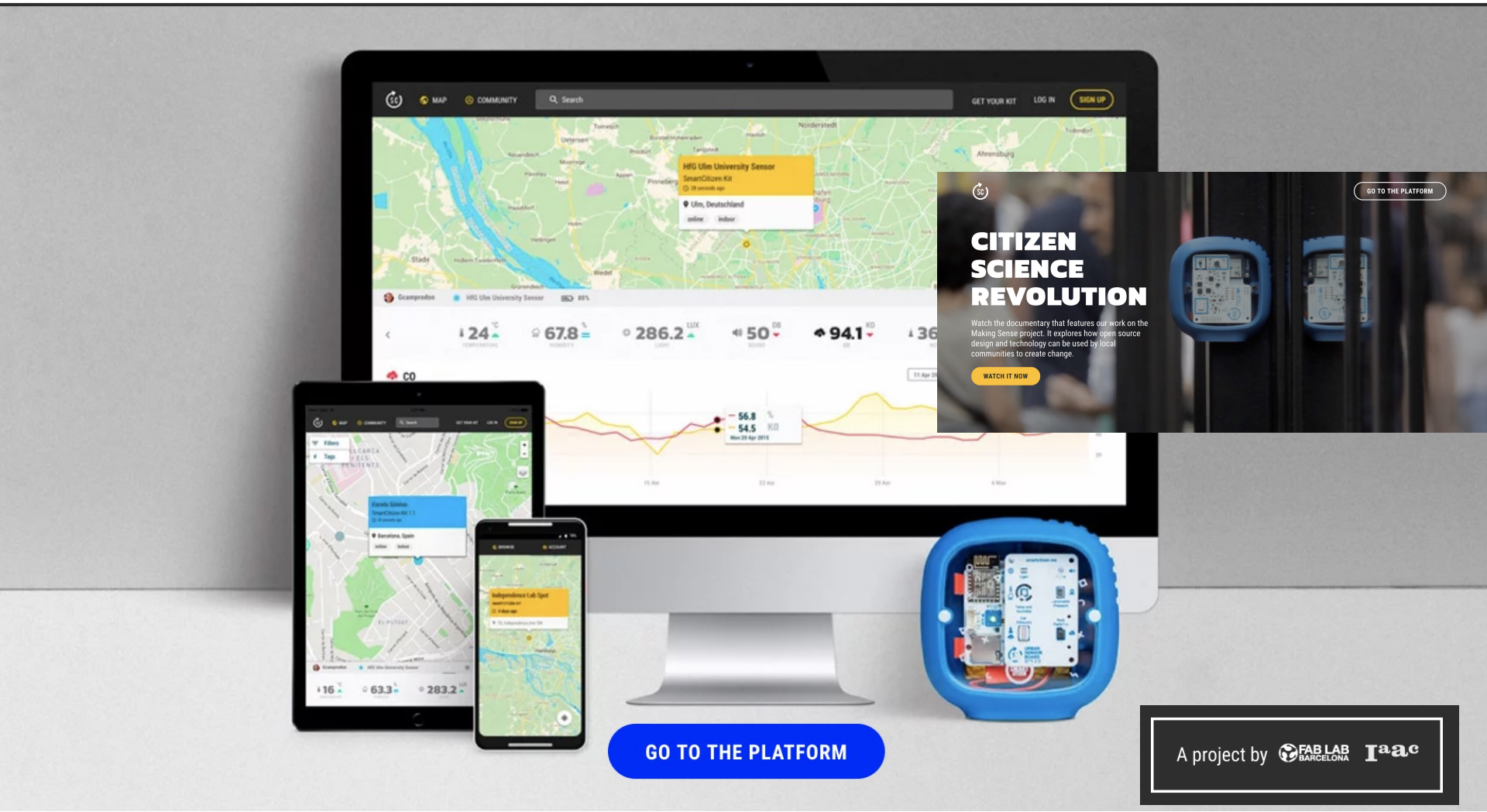
40% are willing to share data if it will improve traffic, provide access to emergency services or deter crime



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.



"
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 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.

crowdicity®

The relationship between to physical and virtual world

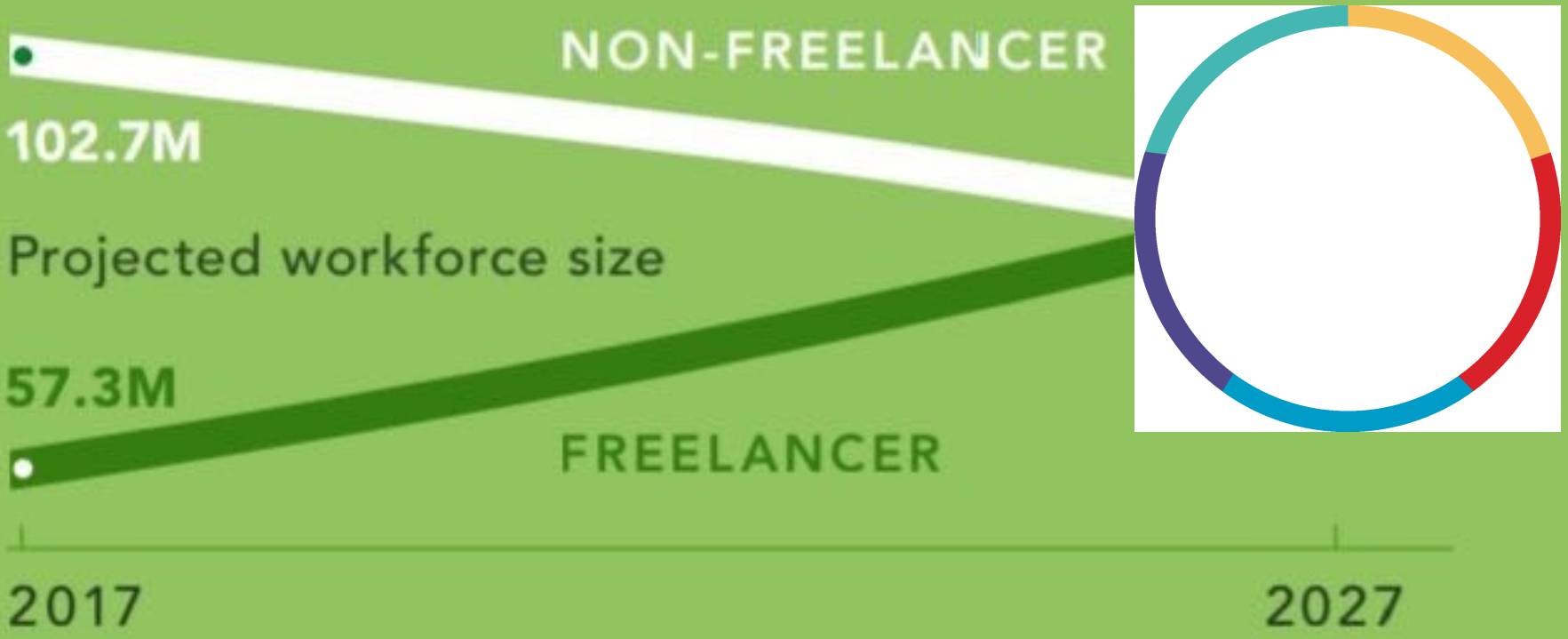
"The Agora Rio is the channel of the Rio City Hall to discuss how to make the city better!"

EDUARDO PAES, Mayor of Rio de Janeiro

crowdicity®

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

The majority of workers will freelance by 2027



✓ Banking
✓ Telecom
PRIVATE SECTOR
e-SERVICES
✓ 2-factor authentication
✓ Encrypted document exchange
USER-CENTRIC
SECURITY
✓ Open APIs
✓ Encrypted data-exchange layer
OPEN-SOURCE
PLATFORM
DIGITAL IDENTITY
BY GOVERNMENT
✓ Authentication
✓ Digital signature
e-Residency Beta
BORDERLESS DIGITAL SERVICES
BUILT-IN
TRANSPARENCY
✓ Digital footprints
✓ Visible data queries
ACCESS
ANYWHERE
✓ Smart ID card
✓ Mobile ID (coming soon)
HASSLE-FREE
e-GOVERNMENT
✓ Incorporation & administration
✓ Tax returns and annual reports
TRANSCENDING
COMMUNITY
✓ Digital society
✓ Country without borders

Your key to e-Estonia
DIGITAALNE ISIKUTUNNISTUS
DIGITAL IDENTITY CARD
01.02.2018

est coin

CROWD
SOURCIN
WEEK

Spacehive

Create | Discover | Partner | About | Search | Sign up | Log in

Make your local area better

Spacehive is the UK's dedicated crowdfunding platform for places

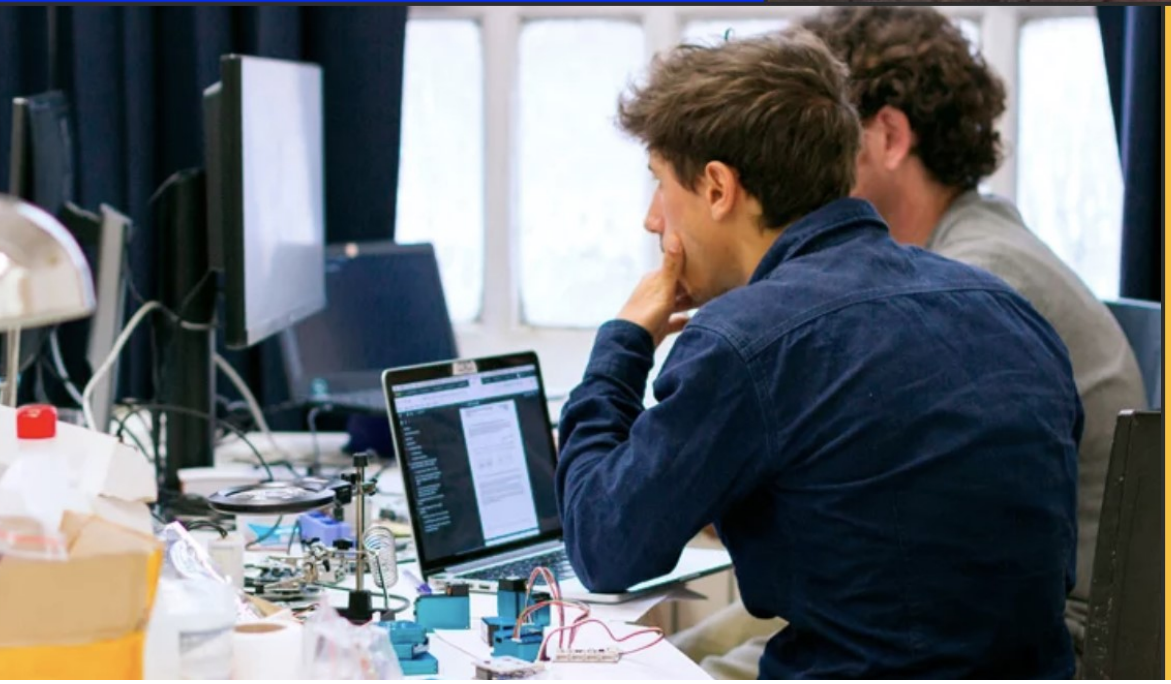
CREATE A PROJECT

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

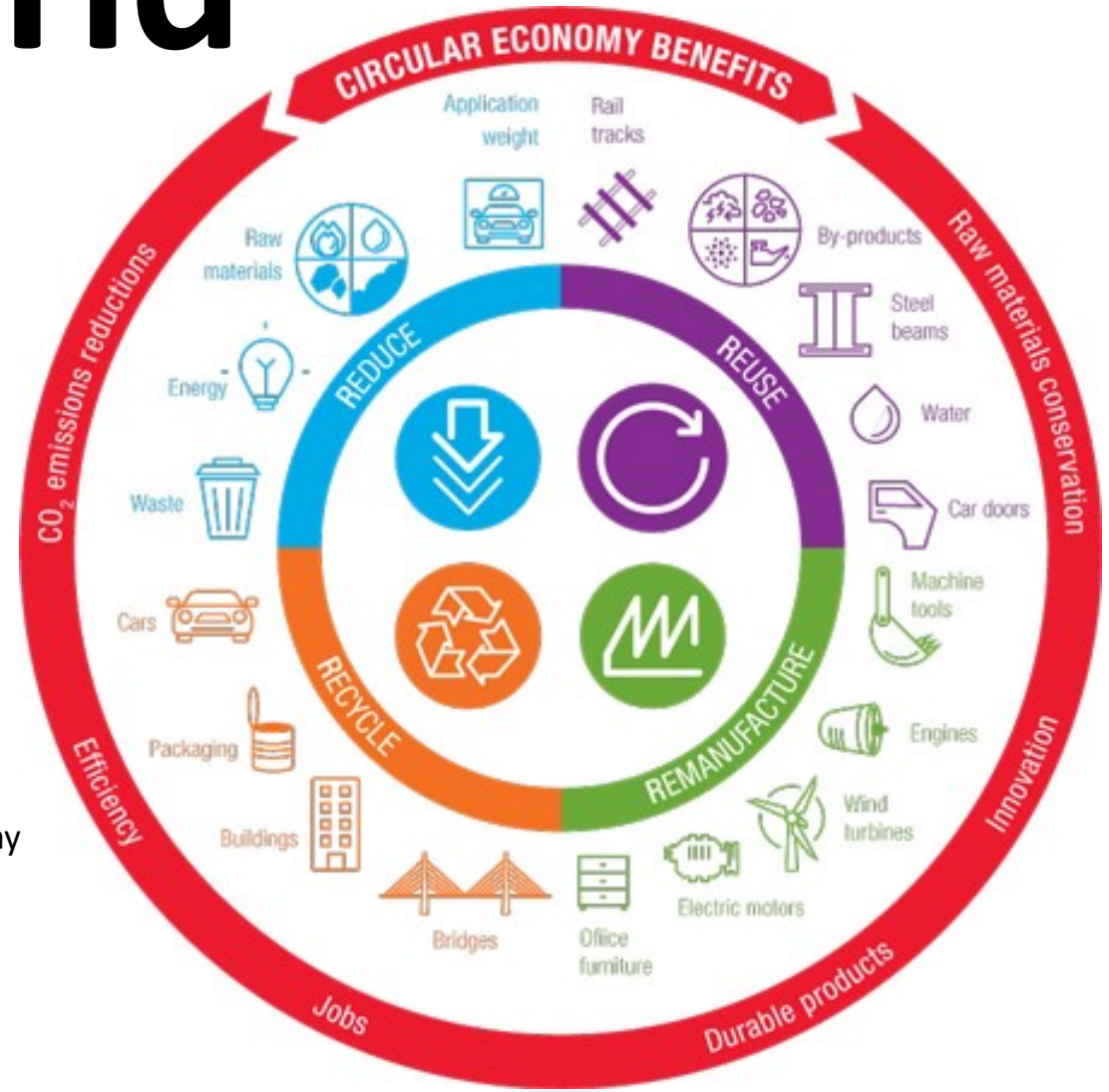
Use Smart Citizen as a tool for data capture and analysis. Understand the relationship between people, environment, and technology through real-world deployment. Contribute to the project by joining the open source development community.

Our World

Is still Only

9%

Source – Circle Economy



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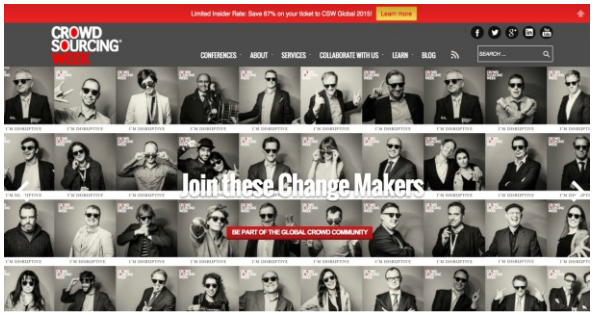
[redacted]

@LPlus



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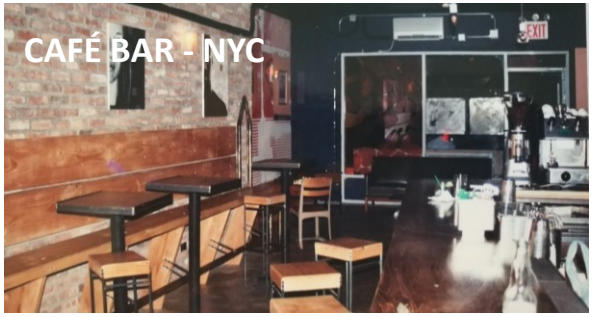
Ludv'k Partners



GOGO PLACES

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Hyperloop® Innovation

T.HANKS
CROWD
SOURCING
WEEK