Crowdsourcing populations to design the future of their cities
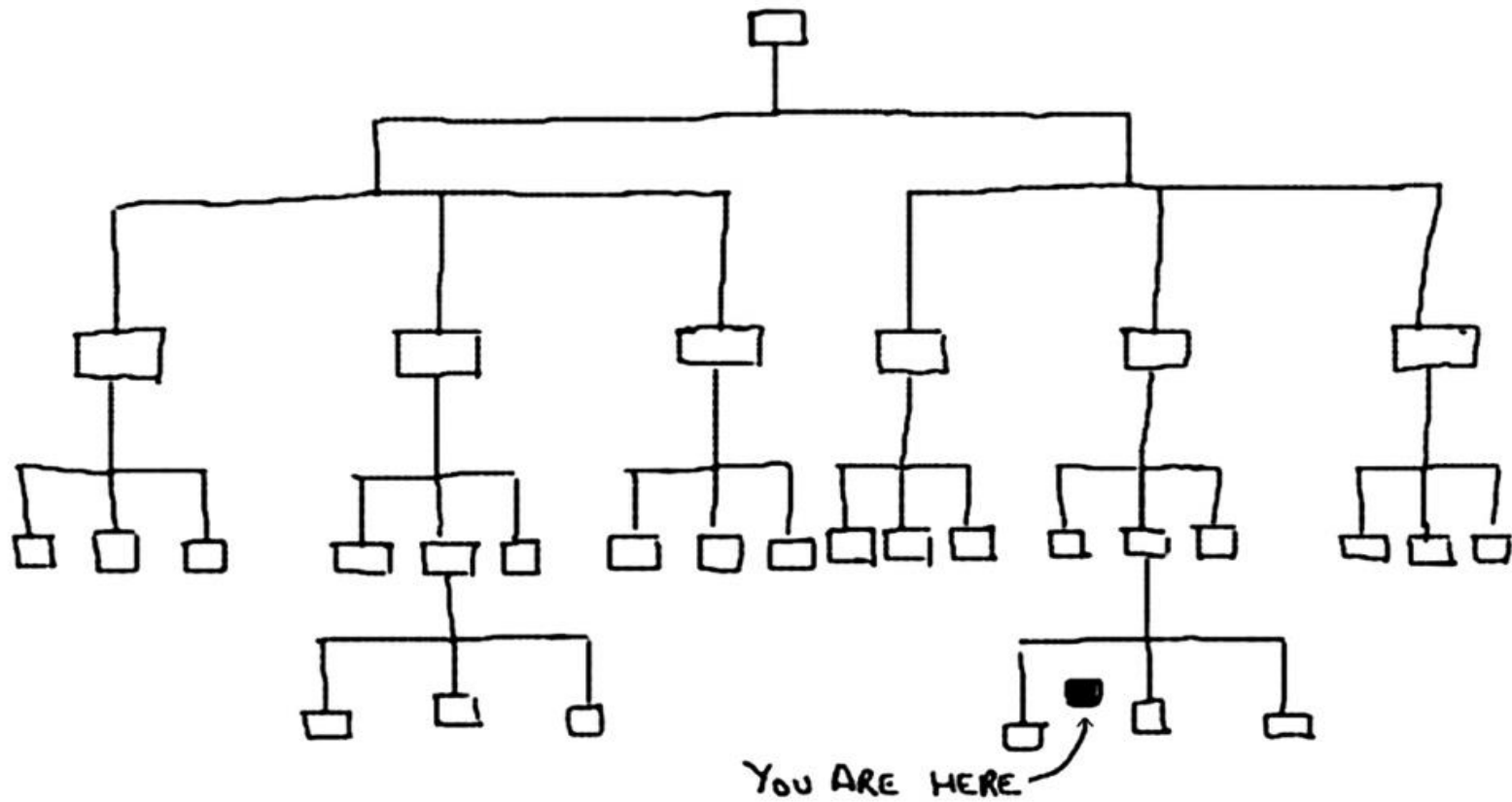
Rob Wilmot
Founder and CEO
Crowdicity

Business for Smart Cities
Expocongress
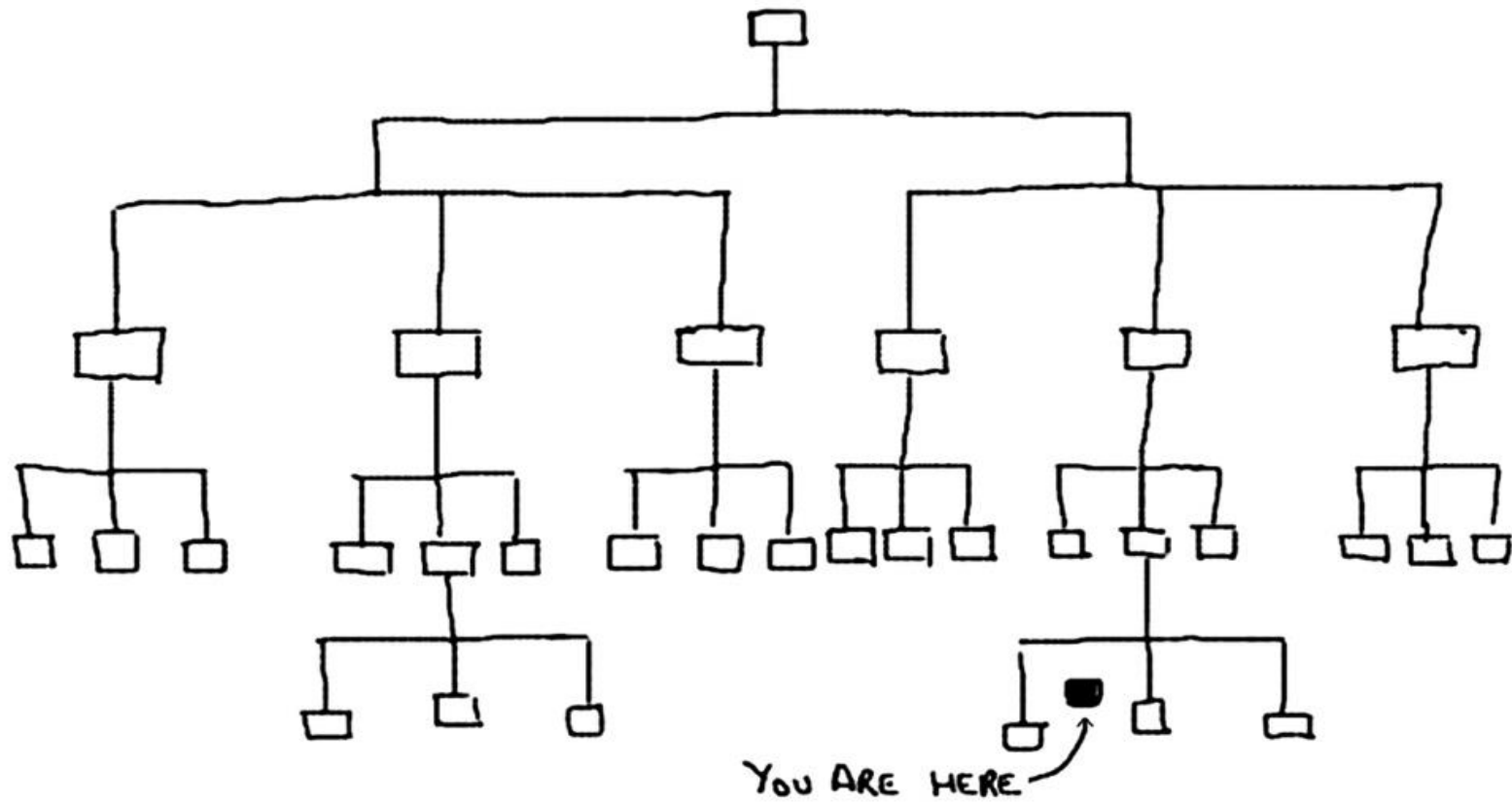
Buried deep within populations, organizations, and communities there are potentially transformational ideas that never see the light of day.
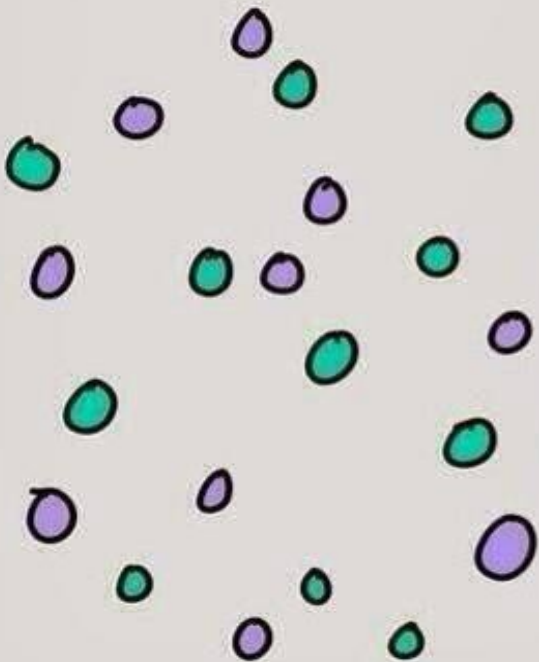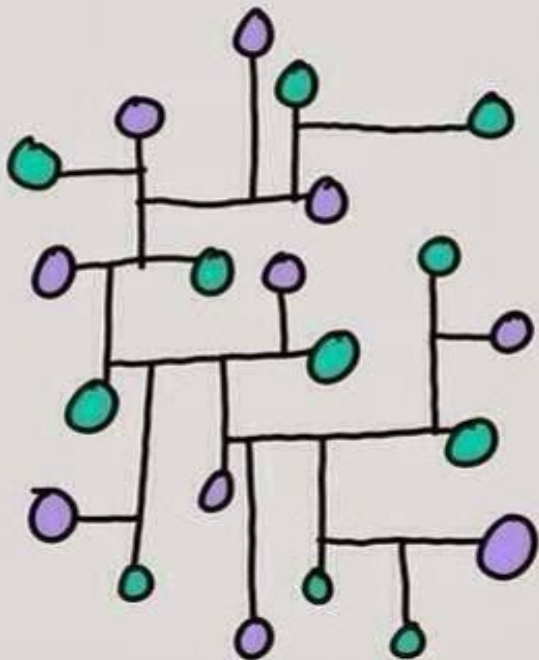
CORPORATE HIERARCHY

YOU ARE HERE

CORPORATE HIERARCHY

YOU ARE HERE

- Crowdsourcing

- Open innovation

- Democratization of Innovation

"
What do you want for 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.
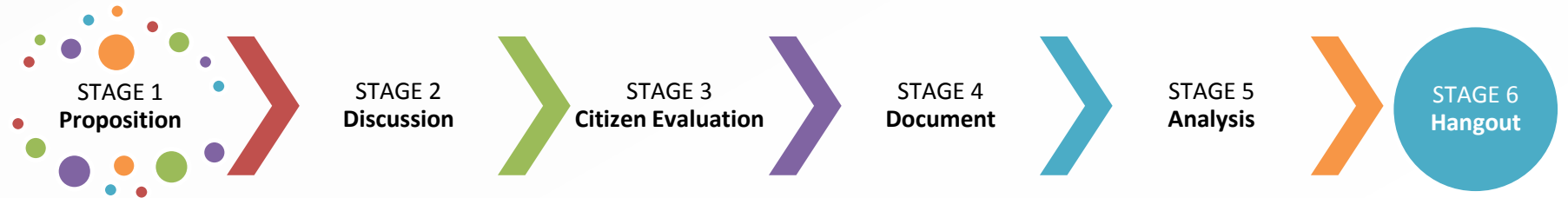
The relationship between to physical and virtual world

"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

The first challenge, launched in Sept 2014 focused on the legacy of the 2016 Rio Olympic Games.

| STAGE 1 **Proposition** | STAGE 2 **Discussion** | STAGE 3 **Citizen Evaluation** | STAGE 4 **Document** | STAGE 5 **Analysis** | STAGE 6 **Hangout** |

STAGE 1

During the first stage of the challenge participants shared their ideas and debated the challenge with others in the platform. During the proposition stage, the Government of Rio followed proceedings to clarify what is already being done and hosted offline events to discuss the challenge.

ONLINE /OFFLINE

STAGE 2

At the start of the Discussion stage offline meetings were held for open dialogue and knowledge exchange between city officials, the President of the Olympic Organising Committee and the people who participated in the process. After this all the ideas were opened up online to voting and further collaboration and refinement.

ONLINE / OFFLINE

STAGE 3

The ideas were shortlisted to the 50 most popular proposals. The public were invited to evaluate the ideas by grading them between 0-5. The best 25 ideas were assessed and progressed by City Hall.

ONLINE

STAGE 4

A document was produced to compile and summarise the most popular ideas and proposals and discussions that took place around them.

OFFLINE

STAGE 5

At the 'Analysis' stage the document was presented to Mayor Eduardo Paes, the City Council, and staff had 10 days study and decided which proposals would be brought forward for adoption.

OFFLINE

STAGE 6

The final stage was a presentation by the Mayor who announced which proposals were to adopted by the City and the measures to be taken.

ONLINE / OFFLINE

" What can we do to propel the city of Montreal into prosperity? "

Government of Montreal

je 👁 mtl

Mayor of Montréal, Denis Coderre:

"Rarely have we seen so many businesspeople, academics, politicians and residents under the 'same roof' working for the same cause. And this cause is Montréal."

"How can we use ICT to secure the improvement in quality of life for generations to come? "

United Nations

The UN utilized Crowdicity to engage the youth of the world to create the UN's first crowdsourced declaration.

- Beyond 2015 was a global youth summit focused on a set of global development goals based on ICT to be presented to the United Nations with the aim of being adopted as UN policy.

- The ITU, the lead UN organization, wanted to actively engage global youth communities months ahead of the summit.

- Crowdicity gave the youth of the world a platform where they could participate on the creation of new ideas, and discuss openly and globally the issues that they were

The first ever crowdsourced UN declaration - was delivered to the 69th United Nations General Assembly by the President of Costa Rica, Laura Chinchilla. It was then granted official status by UN Secretary General Ban Ki-moon.

- Crowdicity enable engagement with users from 173 nations
- Captured over 12,000 ideas and comments
- 10 million people through integrated social networks

The first time in the ITU's 150 year history that a document it has created has ever been formally ratified by the UN.

"How can we utilize our international community to drive innovation in biodiversity and climate change? "

World Wide Fund For Nature (WWF)

Crowdicity powers the WWF's open innovation communities which play host to a wide number of innovation competitions, offering cash prizes to ventures and inventors addressing a range of challenges around issues such as conservation, biodiversity and climate change.

- Communities and challenges run in Australia, Austria, Manila, New Zealand Switzerland, and NZ.

- Over 5 million dollars awarded to date.

- Highly engaged – worldwide – community of ventures, inventors, experts, donors and contributors.

- Intuitive user interface driving participation.

Low touch management of the crowdsourced innovation competition process is enabled by the ability to pre-define the criteria of individual milestones and move candidates on automatically only as they achieve them.

CHALLENGE THEMES

Show all (23)

MILESTONE STATE

Any

Impact assessment completed

waiting for 5 community approvals

Impact assessment approved

waiting for more details

Business case submitted

waiting for another 5 community approvals

Business case approved

waiting for more details

Networking strategy explained

waiting for 10 supporters

Networking strategy proven

Latest   Top voted   Most discussed

Andrei
Toma
2 weeks ago

WAITING FOR ANOTHER 5 COMMUNITY APPROVALS

Homepod - architectural resourcing system

Homepod is a portal to discover sustainable rated products. These products are architectural resources used by architects and designers to design builds. Architects can import BIM data into Homepod and

9
/10

MORE   COMMENTS 12

Uwe
1 week ago

WAITING FOR ANOTHER 5 COMMUNITY APPROVALS

Green-Chemistry Next Generation Anti-Knocking Agent in Fuels
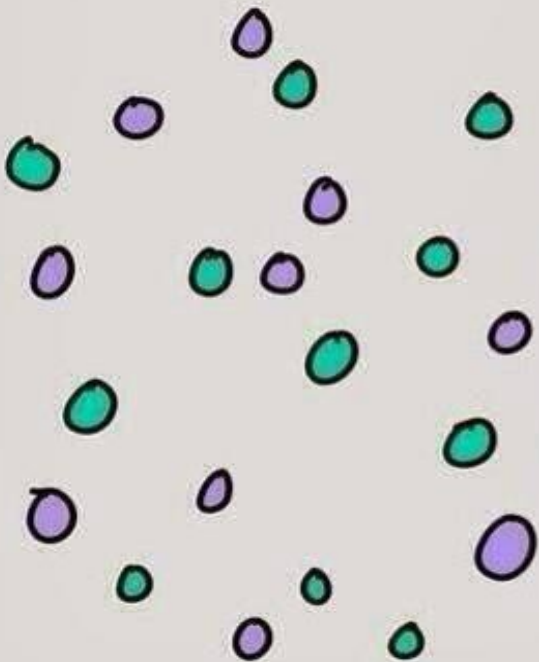
Our novel synthesis for DMC (dimethyl carbonate) from carbon dioxide and methanol allows replacing the toxic anti-knocking agent MTBE in fuels and leads to more efficient burning process in
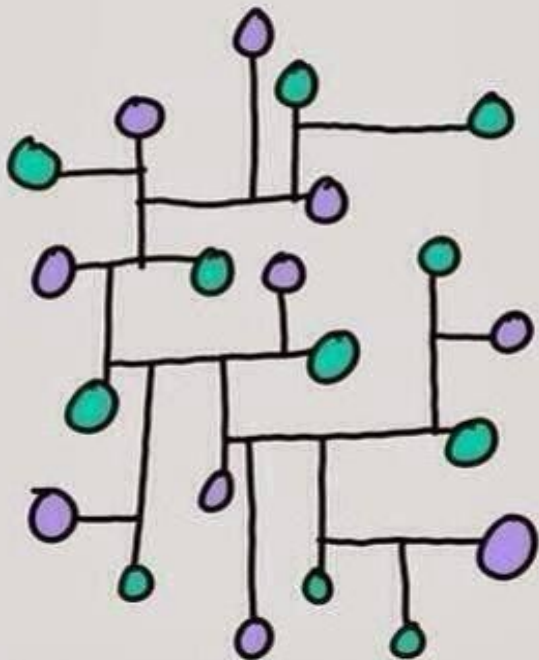
7
/10

MORE   COMMENTS 8

information:

knowledge:

@gapingvoid

Thank You

Get in touch

rob.wilmot@crowdicity.com