

The value of crowdsourcing

A public sector guide to harnessing the crowd



Why is the crowd important?

- The public sector has to do **more with less** and drive innovation
- The crowd **augments capabilities** through thousands of citizen solvers
- The approach is **already broadly embraced** across many sectors



The White House released a "Federal Crowdsourcing and Citizen Science Toolkit"¹

How is public sector crowdsourcing unique?

- Focus on citizen engagement with **high stakes** to maintain trust
- Success measured in **mission impact**, not simply financial rewards
- Impacts **global and regional public policy issues**, not one company



85% of the 2014 Best 100 Global Brands have used crowdsourcing in the past 10 years²

1 What is the value of the crowd?



Diverse solutions

Rapidly generating quality ideas



Resource maximization

Shortening the time to impact and efficiency



Increased engagement

Gaining constituent participation and buy-in

3 How do I start to engage the crowd?



Understand objective

What objective does the crowd need to achieve?



Design parameters

What will the crowd do and who is best-suited to help?



Manage execution

How will the organization execute and manage the crowd?

2 When to engage the crowd?

Four situations well-suited for the crowd



Understanding issues



Obtaining ideas



Testing solutions



Extending resources

What is next for the crowd?

- The crowd may serve as the **primary approach** to solve some problems
- Leaders may see the crowd as **less risky** by openly solving problems
- Projects may be **entirely crowdsourced** from idea to production

The future of labor²

The U.S. currently has 30.2M independent workers.

By 2020, it will be 37.9M – about 30% of the total private workforce in America.

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¹Federal Crowdsourcing and Citizen Science Toolkit. (2014, Dec 2).

<https://crowdsourcing-toolkit.sites.usa.gov/>

²eYeka Analyst Report: The State of Crowdsourcing in 2015. (2015, April 09).

<http://eyeka.pr.co/99215-eyeka-releases-the-state-of-crowdsourcing-in-2015-trend-report>

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