

collective awareness and action

Paradiso conference – sept 2011

6 imperatives for collective awareness and action

the Internet in the « many to many » paradigm

the synchronous Internet

curators + user experience

social currencies

self-generated innovation

mashup PPPPs



the Internet in the « many to many » paradigm

seekers + solvers via connectors

needs are co-designed (specs) and solutions are co-created

The screenshot displays the OpenIDEO website interface. At the top, a navigation bar includes links for CHALLENGES, FIELD NOTES, COMMUNITY, ABOUT US, HOW IT WORKS, and USER FORUMS, with the OPEN INNOVA logo on the right. The main header features the OpenIDEO logo and the tagline "Where people design better, together" with a BETA badge. A search bar and a link "How does OpenIDEO work? → Join up or Login" are also present. The main content area is titled "THE CHALLENGE" with 387 followers and a FOLLOW button. Social media sharing icons for RSS, Twitter, LinkedIn, Email, Facebook, and a Like button with 11 likes are shown. The challenge title is "How might we improve maternal health with mobile technologies for low-income countries?" with a "Read the challenge brief" button. Below the title is a progress bar with five stages: CONCEPTING (182 concepts), APPLAUSE (182 final concepts), REFINE (20 final concepts), EVALUATION (20 final concepts), and WINNERS ANNOUNCED (announced!).

CHALLENGES FIELD NOTES COMMUNITY ABOUT US HOW IT WORKS USER FORUMS OPEN INNOVA

OpenIDEO
Where people design better, together BETA

How does OpenIDEO work? →
Join up or Login

THE CHALLENGE 387 followers FOLLOW

How might we improve maternal health with mobile technologies for low-income countries? Read the challenge brief

CONCEPTING 182 concepts
APPLAUSE 182 final concepts
REFINE 20 final concepts
EVALUATION 20 final concepts
WINNERS ANNOUNCED announced!

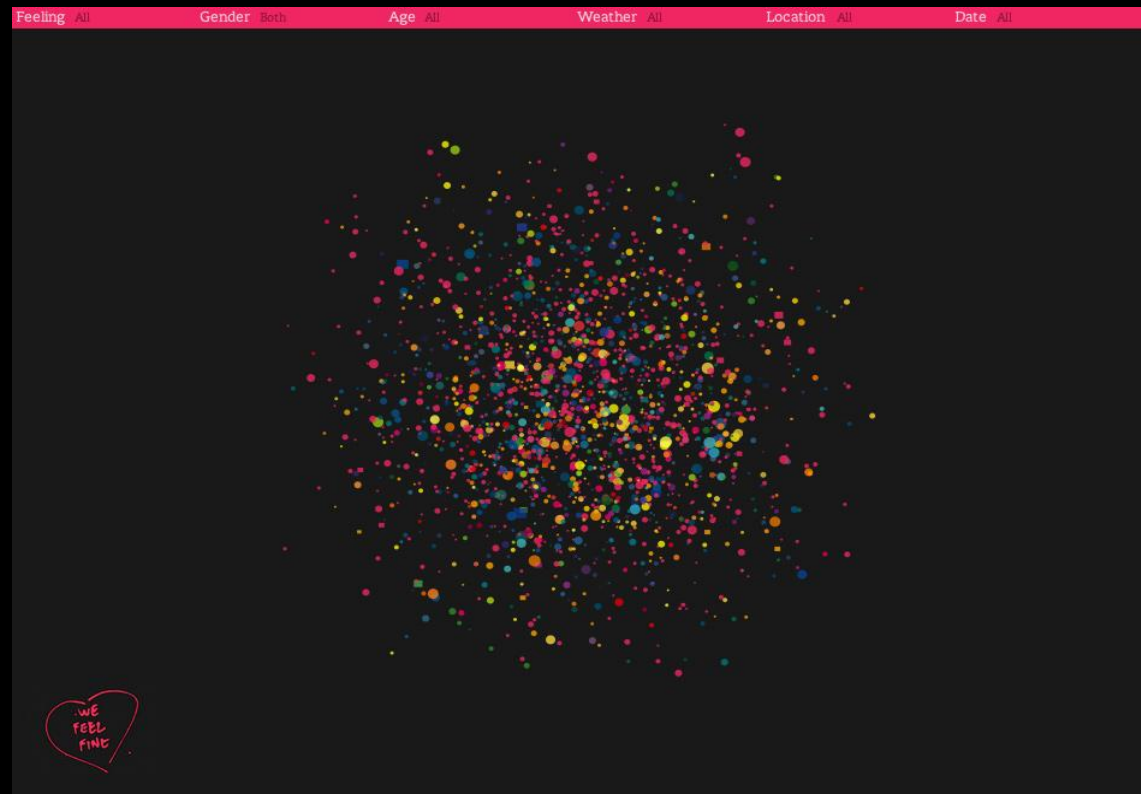
curators + user experience

from DIY crowdsourcing to curated smartsourcing

new coordination techniques & competencies

engaging interfaces, mass personalization, infosthetics

mobile centricity



social currencies

formal recognition of high value contributions on the Web
incentives such as micro-CVs, skill tags, etc
democratized knowledge transfers
new market places for monetized skills



mashup PPPs

open innovation derived from private sector (Private)

then from public sector (Public)

now from citizens (People)

> the PPPs hybrids

The screenshot shows a Mozilla Firefox browser window displaying the website for "Imagination for People". The browser's address bar shows the URL <http://imaginationforpeople.org/en/#>. The website features a dark background with a red diagonal banner in the top left corner that says "BETA". In the top right corner, there is a quote: "Detect and support imaginative social projects". The main content area is dominated by the text "imagination for people" in a white, sans-serif font, with "for" in a larger, italicized font below it. To the left of the main text, there is a large, stylized graphic of a person's head and shoulders, rendered in shades of green and blue. To the right, there is a grid of small, square images representing various social projects. At the bottom of the page, there are two arrows: one pointing left labeled "browse" and one pointing right labeled "discover". In the bottom right corner, there is a link labeled "project view". The browser's taskbar at the bottom shows several open applications, including "Internet Explorer", "Imagination for P...", "PARADISO", "Panneau de confi...", and "2 Microsoft Offi...". The system clock in the bottom right corner shows the time as 13:12.

www.imaginationforpeople.org