“Promoting Innovation: How Contests, Prizes, Challenges, and Grants Can Generate Innovative Energy”

USCG 2010 Innovation Expo Panel Session

Moderator: Dr. Neal Thornberry, Innovation Chair, GSBPP, Naval Postgraduate School
Panel Members

• **Daniel Munz**, Project Manager for Challenge.Gov, Center for New Media & Citizen Engagement, General Services Administration

• **Dr. Lawrence C. Schuette**, Ph.D., Director of Innovation Office of Naval Research

• **Elizabeth Roy Kittrie**, Sr. Policy Analyst, Office of the Asst. Secretary for Planning & Evaluation, Health & Human Services

• **David Hale**, National Institute of Health, project manager of Pillbox) and is an emerging technology and social media evangelist at the U.S. National Library of Medicine (NLM),

• **Tiffany Smith-Licciardi**, eDiplomacy, Department of State, Bureau of Information Resource Management
Panel Format

- Panel member introductions
- Member commentary
- Moderated Discussion
- Open Forum
Topic Context

• Increasing interest in energizing innovation through focused incentive schemes in both the public and private sector
• SES Memorandum “The Accountable Government Initiative”, also OMB M-10-11 & President’s National Innovation Strategy (Sept. 09)
• Promoting accountability & Innovation through open government
• Success with open innovation in industry
Discussion Points

• Strategy, infrastructure, applications, implications
• Examples
• Emerging knowledge
• Challenges
• Sharing of ideas
Challenge.gov: A Brief Introduction

Dan Munz
Center for New Media and Citizen Engagement
U.S. General Services Administration
November 3, 2010
A platform that engages citizens to directly participate in addressing our nation’s most pressing challenges.
“To support agencies in the execution of prizes that further the policy objectives of the Federal Government, the Administration will make available a web-based platform for prizes and challenges within 120 days. This platform will provide a forum for agencies to post problems and invite communities of problem solvers to suggest, collaborate on, and deliver solutions.”
Challenge.gov is a place for citizens and government to solve hard problems together.

Sign Up and Participate or Learn More

Featured Challenges

Apps for Healthy Kids
Created by U.S. Department of Agriculture

$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.

Winners tbd
About 7 hours left

$55,500 in prizes
10 supporters

I Support This

Easy. Clean, inviting design.
A friendly introduction for all types of users.

Challenge.gov is for everyone!

You are the secret ingredient.
Challenge.gov works when you tell people you care about an issue, or participate in a challenge.

Government posts challenges
Citizens share with their friends
Talented people find solutions to the problem

Sign Up and Participate

Accept the challenge...
... and sign up on Challenge.gov. This is your opportunity to help the Government solve problems.

Support challenges that are important to you...
... and spread the word. On Challenge.gov, you can find challenges taking place across the government and share the ones you care about with others.

Other Information
- Frequently Asked Questions
- Privacy Policy
- Terms of Participation
- Accessibility

Are you a federal government employee?
Learn how you can post a challenge for your agency
Provide powerful financial and social incentives.
Get from idea to online in minutes.

**Basic info**

We'll start by just collecting the most basic information for your challenge. After this, you can save it and come back any time to complete posting your challenge.

**Name**
A catchy title like Apps for healthy kids or Gulf Oil Spill Video Challenge will help people remember your challenge.

Apps for Awesomeness

**Tag-Line**
The first two lines in the description of a challenge can have a huge impact on its success. Explain clearly what the challenge is about and why someone may want to participate.

Help the government become more awesome. Using apps.

**Category**
The category represents the problem area that the challenge is addressing.

Health

Post to another category

**Organization**
Only the organizations you're allowed to create challenges for are displayed. Select the one responsible for the Challenge.

The White House

**Partners**
Add a list of other agencies and corporate sponsors of the challenge. Separate each one with a comma.

Some Great Agencies: ChallengeCorp, Inc.
GSA has addressed procurement, privacy, security, accessibility, usability and other important issues.
Amazing Partners
Amazing Partners
So, how’s it going?
45
unique challenges offered by 24 agencies on health, jobs, science and technology, and more.
85,000+
visits to Challenge.gov, with hundreds more every day.
3,500+ “supports” for challenges on Challenge.gov, indicating community and durable engagement.
4,900+
cities, in all 50 states, that sent visitors to Challenge.gov.
We don’t know (yet):
Cumulative ROI
Cumulative cost savings
Use/implementation of solutions
Markets created/sustained
Challenge.gov
(the website)
Challenge.gov (the strategy)
1. Challenge.gov as platform for enhancing our democracy
2. Challenge.gov as a national strategy for innovation
3. Challenge.gov as a lasting culture shift within government
Federal Agencies

- Get access on Challenge.gov
- Learn more about challenges
- Look for opportunities
- Spread the word

The Public

- Sign up and get started
- Find great challenges
- Share, solve, and win
- Look for ways to partner
Thank you!

www.challenge.gov

@challengegov
USCG Innovation Expo
Nov 3 2010
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www.onr.navy.mil/innovate
703-696-7118
DoN S&T Investment

Innovative Naval Prototypes (INP) and Swampworks (SW) Projects are High Risk, High Payoff Game Changers

TechSolutions (TS) and Experimentation (Exp) Projects are direct support to Warfighters and acquisition risk mitigating

Dist Statement A: Approved for public release, Distribution unlimited.
TechSolutions: A “Solution Broker” Process

Warfighter Need

Subject Matter Experts
Interpret Technology Requirements

Naval Research Enterprise

Technology Solutions

Industry Partners & Academia

Delivery to Fleet/Force

Dist Statement A: Approved for public release, Distribution unlimited.
## Open Innovation Network Mechanisms

<table>
<thead>
<tr>
<th>OI Networking Mechanism</th>
<th>Cost per Post/use</th>
<th>Time</th>
<th>Size/Reach</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innocentive</td>
<td>$50-150K</td>
<td>15 - 30 days</td>
<td>250k to &gt;4Mil people organizations, depending on method</td>
<td>Active notification to registered users and associate posting groups</td>
</tr>
<tr>
<td>NineSigma</td>
<td>$60-90K</td>
<td>56-84 days</td>
<td>&gt;2 Million solution providers</td>
<td>Active notification to registered users</td>
</tr>
<tr>
<td>Yet2.com</td>
<td>$20-37K + success fee $50k &amp; up</td>
<td>Up to 150 days</td>
<td>150K registered users + 250 global network nodes</td>
<td>Active notification to registered users, nodes and associate posting groups</td>
</tr>
<tr>
<td>ONR BAA New contract</td>
<td>None</td>
<td>45 days min, varies with each posting, add contracting time to posting</td>
<td>Unknown, requires network to come to site</td>
<td>Posted on ONR site and FEDBIZOPPS, may be linked to from other DoD sites</td>
</tr>
<tr>
<td>Navy SBIR</td>
<td>None</td>
<td>30 days pre-solicitation then 30 days solicitation, add contracting time to posting</td>
<td>Unknown, requires network to come to site</td>
<td>Posted on SBA, Navy, DoD SBIR sites and FEDBIZOPPS</td>
</tr>
<tr>
<td>ONR Techsolutions</td>
<td>None</td>
<td>&lt; 45 Days MIPR</td>
<td>~400 primary POC’s; plus 1000’s PO’s</td>
<td>Internal notification system to registered providers</td>
</tr>
<tr>
<td>DDR&amp;E Open Business Cell</td>
<td>None</td>
<td>&lt;60 Days; Other Transaction Authority</td>
<td>1200 registered providers + public site of unknown size</td>
<td>Internal notification system to registered providers + public site postings</td>
</tr>
<tr>
<td>Challenge.Gov</td>
<td>None</td>
<td>1 Wk – defined by poster</td>
<td>Unknown, requires network to come to site</td>
<td>Posted on site</td>
</tr>
<tr>
<td>SEAPORT-e</td>
<td>None</td>
<td>&lt;$1M - 10 days $1M to $50M - 11 to 24 days $50M – 25 days</td>
<td>2,222 Current registered companies</td>
<td>Internal notification system to registered bidders for task order to existing contract</td>
</tr>
</tbody>
</table>

Dist Statement A: Approved for public release, Distribution unlimited.
• Seedling Research Funding: Bring your innovative ideas here and help us uncover the “next big thing”

• Featured on Challenge.gov

• Nov. 8-10, 2010: White papers submitted at the ONR Naval S&T Partnership Conference

• Funding will be provided for innovations that fit the theme of the conference and the six featured science and technology topics.
“Promoting a Culture of Innovation at HHS"

Elizabeth Kittrie
Senior Policy Analyst, HHS
November 3, 2010

This presentation does not represent the views of the U.S. Department of Health and Human Services
About HHS

• Our mission is to protect the health of all Americans and provide essential human services, especially for those who are least able to help themselves

• HHS operations
  – Budget exceeding $900 billion
  – Over 300 programs spread across 11 operating divisions
  – Nearly 68,000 employees spread all over the globe
Promoting Innovation at HHS

- Fostering Open Government and Innovation at HHS are key priorities for Secretary Sebelius.

- Recognition that creative solutions to our most pressing challenges can come from employees, citizens, partner organizations & other stakeholders.

- The HHS Open Government Plan highlights a number of initiatives to promote collaboration and participation with and among our employees and stakeholders.
  - See [http://www.hhs.gov/open/](http://www.hhs.gov/open/)
HHS Innovation Council

• Established by Secretary Sebelius in January 2010

• Interagency council that reports directly to the Secretary and advises on innovation

• Goals: promote innovation across HHS and break down barriers to innovation
HHSinnovates Awards Contest

HHSinnovates Awards Program

A new cycle of HHSinnovates begins on October 19th! It’s a new opportunity for HHS employees to submit their innovations for recognition. Be in the running for top awards, and share your innovations with the HHS community!

HHSinnovates is an awards program that recognizes and encourages innovative efforts across the Department of Health and Human Services. We want to make our work for the American people more responsive, more efficient and more effective, and we want to recognize the employees who help accomplish those goals.

HHSinnovates seeks to reward successful innovations, especially when they are scalable across the Department. It also aims to recognize proposals that have promising potential.

Interested in submitting a nomination? Follow these steps:

1. Review the Eligibility Criteria
2. Watch a new video about the awards process and how past winners are developing a culture of Innovation at HHS
3. Submit your nomination

For more information, check out the full description of the HHSinnovates Program.

Background

Twice a year, up to six awards will be issued to innovators and teams of innovators who have either (1) generated the most significant innovation successes (Adoption Ready innovations), or (2) developed explorative innovations that did not yet achieve the expected target outcomes, but yielded significant new knowledge and organizational learning. (Explorative Innovations) For this cycle of the competition, we are particularly interested in receiving submissions in the Explorative Innovation category. Cash awards may be presented to as many as seven key contributors for each awarded innovation.
Prizes and Challenges
Ideation Tools & Platforms at HHS
Interagency Ideation Community of Practice

- HHS co-founded the Federal Ideation Community of Practice
  - 30+ agencies participate
  - Opportunity to share best practices, discuss challenges and learn from other agencies
“Challenges” behind the Challenges

- Understanding how best to utilize and structure ideation, challenges and prizes to unlock the creative energies of our employees and stakeholders

- Developing the cultural change necessary for engagement with these types of tools

- Optimizing our use of web 2.0 technologies to fully leverage collaboration and participation opportunities
Contact Info

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Email: Elizabeth.Kittrie@hhs.gov
Promoting Innovation at State

US Coast Guard Innovation Expo
Tampa, FL
November 3, 2010
60,000+ employees worldwide
Make and execute foreign policy
Provide consular and passport services
Manage official U.S. presence abroad
Cultural Innovation

Catalysts for culture of transparency and collaboration
US Department of State

NEED TO KNOW

1998:
- Engineers bomb US embassies in Kenya and Tanzania

1999:
- Al Qaeda attacks US on Sept. 11

2000:
- Secretary Powell creates eDiplomacy task force

2001:
- State makes eDiplomacy a permanent office

2002:
- eDiplomacy classified publishing program significantly increases interagency information sharing

2003:
- Employees begin professional blogging with Communities @ State

2004:
- eDiplomacy launches Diplomedia wiki

2005:
- Diplomedia reaches 10,000 entries

2006:
- The first Virtual Foreign Service students collaborate with US embassies

2007:
- State launches Diplome blog

2008:
- The public questions Secretary Clinton via text message

2009:
- Hillary Clinton becomes Secretary; launches The Sounding Board

2010:
- President Obama issues Open Government memorandum
- Senators Clinton and Obama use social media in their presidential campaigns

Event
Response
Need to Share
Ideation Forum

The Sounding Board will allow all State Department employees to have an ongoing conversation on new, smarter, and more effective ways of enabling our nation’s foreign policy goals. This is your space to start this conversation. This is your forum to submit concrete ideas for reforms and improvements to transform the way we do business. Share your ideas here with Secretary Clinton, with other Department senior leaders and with your peers. Your ideas will be reviewed to determine their potential to widely impact efficiency, effectiveness and productivity.

Recent Sounding Board Ideas

<table>
<thead>
<tr>
<th>Title</th>
<th>Most Recent</th>
<th>Most Comments</th>
<th>Most Votes</th>
<th>Date &amp; Time</th>
<th>Views</th>
<th>Comments</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAP Equivalent for All Direct Hire DS E...</td>
<td>10/22/10 10:13am</td>
<td>302</td>
<td>3</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Standardize Duty Officer Manual and Share...</td>
<td>10/21/10 9:39am</td>
<td>62</td>
<td>1</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Index Tags - Don't Just Start at One...</td>
<td>10/21/10 6:51pm</td>
<td>48</td>
<td>1</td>
<td>-1</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Standard Business Cards for All DOS Empl...</td>
<td>10/21/10 9:07am</td>
<td>792</td>
<td>15</td>
<td>81</td>
<td></td>
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<tr>
<td>Establish a Department of State Outstanding...</td>
<td>10/20/10 6:30pm</td>
<td>418</td>
<td>4</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Displaying results 21 - 25 of 1595.

See all items...
Trends in Participation, 09-10

The Sounding Board (OpenNet) Dashboard

Mar 9, 2009 - Jun 11, 2010
Comparing to: Site

Site Usage
- 1,054,041 Visits
- 2,148,155 Pageviews
- 2.04 Pages/Visit
- 62.96% Bounce Rate
- 00:02:07 Avg. Time on Site
- 15.08% % New Visits

Visitors
- 27,000 unique visitors per month

Commenters
- 10,000 comments

Contributors
- 1800 ideas submitted
Communication Challenge

What capability, process, or practice should we employ to improve communication within our organization?

The Three Things Challenge, a Sourcing Board initiative, was launched in July 2009 with a video from Secretary Clinton challenging US Department of State personnel to list the top three things they need to be more effective and efficient in their jobs. Approximately 1500 employees submitted 4261 “things,” which were broken down into eight areas of interest.

Most “things” had to do with what employees need to achieve their immediate job objectives. All employee types and job ranks mentioned the importance of Communication (between management and staff, between agencies, and between posts and Washington). We therefore decided to use the new software to follow-up on the 3 Things Challenge to narrow down action items in this area.

The Communication Challenge will close December 1, 2010.

Tag Cloud
alert amnt ans arba asec award bidding blackberry briefing memos budget bus business process cable cables clearance process client collaboration communication countries crisis management customerservice diplomacy distribution document security extranet efficiency emergency preparedness evaluation extension fam feedback goals green hr hr line human resources improvement index information information management internet intranet it knowledge management logistics mail management mail mission morale notifications offices supplies paper phone phonenumber plain language portal projected vacancies by bureau public diplomacy purchase card reporting self-awareness shuttle simplify smart social networking sort staffing pattern suspend take technology telegrams training travel vacancy was weather web webcam workflow yellow pages
Contact and Reference Materials

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SMITHTL7@STATE.GOV
@tiffanysmith

More information:
http://www.state.gov/m/irm/ediplomacy
@eDipAtState