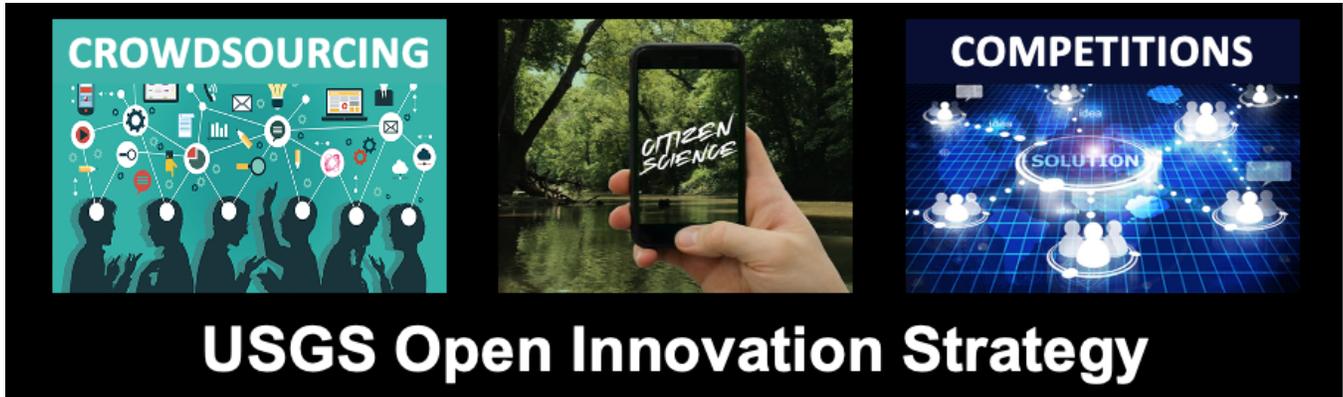


Open Innovation Strategy



Have You Tried Crowdsourcing, Citizen Science, or Civic Hacking?

Imagine having thousands or even millions of volunteers collect and analyze your data, validate and visualize your models, or be your human sensors. Through crowdsourcing and citizen science, this is possible. The ubiquity of internet access, mobile devices, and low-cost sensors have provided more opportunities than ever before to gather scientific data from the public. By tapping into this emerging network of volunteers, on the ground and online, we can enhance our scientific research, address societal needs, and increase scientific literacy at much broader scales.

[Open Innovation \(OI\) Strategy Proposal](#)

[OI Project Catalog and Toolkit](#)

[OI Guidance and Policies](#)

[OI Playbook Platform](#)

Overview of Open Innovation Strategy

USGS has a long history of projects that engage the public to enhance science, a method often referred to as "citizen science." There is a broad spectrum of public engagement and community-based research (e.g., citizen science, crowdsourcing, and prize competitions). "Open Innovation" (OI) has recently become an umbrella term to reference these participatory methods. Such methods are ways to meaningfully engage communities at risk and transform users of risk products into vital contributors. However, the lack of bureau-wide guidance, resources, and policy on OI has led to ad hoc efforts giving rise to concerns and misconceptions about data quality and validity that need to be addressed and dispelled. A comprehensive strategy is needed to provide practical and consistent guidance to direct USGS scientists, managers, and leadership on how to use and evaluate OI methods effectively while meeting USGS science needs. A USGS Open Innovation Strategy is currently being developed that will result in USGS-specific Guidance and Policy as well as a Toolkit and Catalog of USGS OI activities.

If you are interested in providing feedback on this Open Innovation Strategy and participate in a virtual workshop to inform the design of the playbook, please [Provide a Comment Below](#) (sign in with AD username/password) or [Send an Email](#) with subject line "Open Innovation Strategy" to: SophiaLiu@usgs.gov and OpenInnovation@usgs.gov

Open Innovation Techniques	
	Crowdsourcing is an open call to quickly obtain services, ideas, or content from a large group of people often through simple and repeatable micro tasks.
	Citizen Science is a practice where people collaborate with professional scientists by providing voluntary contributions to any part of the scientific research process to enhance science.
	Competitions are challenges that typically use monetary and non-monetary prize incentives to spur a broad range of innovative ideas or solutions to a well-defined problem.

USGS Open Innovation Strategy		
	<ul style="list-style-type: none"> Endorsed Terms & Definitions (In)appropriate Use Cases Implementation Process Evaluation Metrics 	 <ul style="list-style-type: none"> DOI Generic Information Collection Request for PRA USGS Open Innovation Policy Directive
	Project Catalog <ul style="list-style-type: none"> Past & Current Projects Add New Projects Potential Projects Connection to Existing Project Inventories & USGS Databases 	Toolkit <ul style="list-style-type: none"> Tools & Platforms Case Studies Publications Multimedia, Visualizations, Dashboards



USGS Open Innov...on Strategy.pdf