

# What's In & Out

## For Government Crowdsourcing

# 2024



# What's "In" for Government Crowdsourcing in 2024

## 1. Gamification Elements:

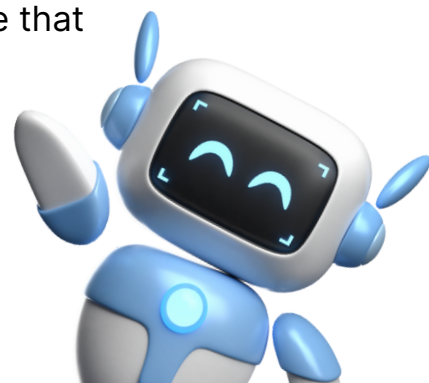
Gamification elements have emerged in crowdsourcing as a crucial way of engaging employees and citizens. A simple way to gamify sharing ideas is to encourage peer-to-peer engagement. Whether that's giving a "kudos" to a coworker to say 'great idea', providing suggestions in comments, or simply liking someone's idea— these small actions can drive impactful engagement.

To stay ahead of the curve, IdeaScale has built gamification elements right into the user experience. In addition to peer-to-peer engagement elements, the platform has leaderboards to showcase top-performing idea submitters and supporters in each category. By adding this element of transparent competitiveness, users are encouraged to engage with their peers and share their bright ideas. Organizations that want to focus on high-quality ideas to implement, may choose to pin and promote implemented ideas to a landing page for users to see. When looking outwards for citizen engagement, government agencies and organizations will even offer citizens real-life rewards for the top ideas submitted.

## 2. AI-Enhanced Crowdsourcing:

It's no secret Artificial Intelligence (AI) stands out as a pivotal trend that everyone will be utilizing in 2024. Moderators and admins of crowdsourcing efforts can save time, money, and resources by using AI to find images, write descriptions, and create concepts like never before. Moving into 2024, we predict government agencies will use AI-enhanced crowdsourcing to generate more ideas with greater efficiency, transforming input into actionable intelligence for more effective policy formulation.

While the benefits can be substantial, we encourage you to pay close attention to the security description of the artificial intelligence services you're using, or this "in" could quickly become an "out" trend. IdeaScale customers have the option to pay to unlock the AI features but are never automatically opted into it. Furthermore, IdeaScale uses B2B API so that the data submitted will not train or improve the AI model unless the customer explicitly opts into data sharing. You should always ensure that the service you're using states they will not opt into data sharing with other entities. Artificial intelligence is the future, but we should still be smart about our security and do the necessary due diligence.



### 3. Community Involvement in Policy Creation:

Crowdsourcing and open innovation are not mutually inclusive - one can happen without the other. A trend we're predicting for 2024 is community-driven involvement in creating policies, through open innovation crowdsourcing campaigns. Governments at all levels recognize the importance of engaging citizens directly in shaping policies, ensuring they align with the diverse needs of the population. This approach enhances transparency, builds trust, and fosters a more responsive and citizen-centric governance model.

Government agencies like the Federal Transit Administration (FTA) look to the public to share their insights, experiences, and suggestions on how to improve. A recently closed campaign of theirs asked for ideas on ways research, technology, and innovation can help make public transit safer, cleaner, greener, more resilient, and more equitable. By gathering information from the people who utilize public transportation services, they are significantly expanding the realm of possibilities.



### 4. Collaboration Ecosystems:

If you're in government, you may know a thing or two about networking, but what about collaboration ecosystems? Fostering a collaborative environment to learn best practices boosts collective intelligence and fosters innovation. By attending events, joining LinkedIn groups, tuning into webinars, and collaborating across agencies and organizations, the potential pool of resources expands, resulting in an abundance of innovative solutions.

Here at IdeaScale, we practice what we advocate. To make our very own "Innovation Ecosystem," we foster a collaborative environment for government innovators to share tips, learn, and network by holding events virtually and in person in Washington, DC. Collaboration is powerful, and we aim to continue to grow our community of thought leaders in 2024.



# What's "Out" for Government Crowdsourcing in 2024

## 1. Siloed Approaches:

Siloed approaches are decidedly an "out" trend in government crowdsourcing, giving way to a more interconnected and collaborative model. The traditional practice of isolating initiatives within specific departments or sectors limits the synergies essential for effective problem-solving and innovation. Governments now recognize that breaking down these silos and fostering cross-departmental collaboration is paramount for addressing complex challenges comprehensively.



## 2. Passive Engagement:

The era of passive engagement has come to an end, as agencies pivot towards fostering active and meaningful participation. Relying on mere observation without encouraging employees and citizens to actively contribute diminishes the potential for diverse perspectives and innovative solutions. Governments now understand that true engagement involves empowering everyone to play an active role in the decision-making process. By discarding passive engagement models, governments can cultivate a more dynamic and responsive relationship with their communities, ensuring that citizen input is not only being acknowledged but becoming a driving force behind impactful public sector initiatives in 2024.

## 3. Collecting Ideas, but Not Following Up:

In 2024, innovation workflow funnels are becoming widely adopted. When employees and citizens spend time and brainpower contributing their ideas to an organization, they want to know that their insights are valued. Likewise, when government organizations spend budgets and resources implementing an innovation program, they need to have tangible outcomes. To ensure both, government organizations are now placing a greater emphasis on tracking ideas from ideation to implementation with workflow funnels that clearly show an idea moving through the process. Workflow funnels ensure that the valuable input garnered from contributors is not merely gathered but actively contributes to tangible outcomes. By embracing a process that spans the entire project lifecycle, governments enhance visibility into projects across all departments, fostering a more organized and collaborative internal environment.

## 4. Static Platforms:

Remember when crowdsourcing through Google Sheets and Survey Monkey was innovative? Well, the days of relying on static platforms are over. This one-sided approach to crowdsourcing limits the engagement and qualitative review required to hear ideas from everyone. Recognizing the need for flexibility and scalability, agencies are moving away from stagnant platforms, opting for dynamic solutions that can accommodate the evolving nature of civic engagement. By abandoning static platforms, government organizations can ensure that their crowdsourcing initiatives remain innovative, engaging, and capable of meeting the diverse and dynamic demands of the public sector.

Don't believe it? Listen to the U.S. Coast Guard. Before adopting IdeaScale in 2015, the U.S. Coast Guard used an Excel sheet to crowdsource ideas throughout the agency. Now, they have over 15,000 users in their community and the impact has been astounding. For example, in 2017, the US experienced one of the worst hurricane seasons on record, and the Coast Guard found themselves mired in slow, outdated lessons-learned processes for sharing best practices. They decided to launch a "Hurricane Lessons Learned campaign" through their CG\_Ideas@Work IdeaScale platform. Instead of disparate emails, text messages, and even—yes—pen and paper, members could now share ideas in a single place, regardless of geography. The result: hurricane first responders shared life-saving ideas. After that first Hurricane Lessons Learned challenge, the US Coast Guard made them annual—in fact, they launch one on the first of June every year!



## Conclusion

As we navigate the dynamic landscape of government crowdsourcing in 2024, the shift toward new-age technologies and practices is clear. By embracing these trends and moving away from siloed, passive, and static practices, government organizations can harness the collective intelligence of citizens to drive meaningful innovation and address complex challenges. IdeaScale is a platform that allows government organizations to harness the collective intelligence of their employees or public citizens to create innovative solutions. For more in-depth insights and actionable strategies to implement these trends, contact IdeaScale today.

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